A group of RCA Victor executives, who are responsible for the development and promotion of the new 45 RPM records, gather round to discuss plans for an extensive sales and promotion campaign. The exhibits on the table are, of course, the pint-sized eye-catching RCA albums and players. The men, from left to right, are: John K. West (seated), vice-president in charge of public relations; David Cole, chief engineer, home instruments department; James W. Murray, vice-president in charge of record department; Allan B. Wills, general sales manager, home instruments department; Joseph B. Elliott, vice-president in charge of consumer products; John M. Williams, general sales and merchandising manager, record department; Richard M. Fielding, advertising manager, record department; James M. Toney, advertising manager, home instrument department, and D. F. Schmit, vice-president and director of engineering.
WHDH Boston
1st PLACE
FOR NON-NETWORK STATIONS
OF 5,000 TO 20,000 WATTS
IN THE
AUDIENCE-SALES
PROMOTION
CATEGORY OF
THE BILLBOARD'S
11th ANNUAL
RADIO AND TELEVISION
PROMOTION COMPETITION

THAT WAS 1948 AT 5,000 WATTS
NOW 50,000 WATTS

BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
NEW YORK, March 26.—On April 1, the year of the Golden Centennial, the DuMont television network presents the first major move to take the regular television programming out of its current four-wall boundaries and air shows from "on location" was under way this week at the DuMont video network, with two other webss reported considering participating in the deal. Blueprints were being drawn up at DuMont for a giant "showbox" on the 57 acres adjacent to its new Paterson, N. J., plant, which formerly housed the Wright Aeronautical Corporation. Officials of National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS) have removed the sites, and high level meetings at these offices are hashing over the extent of their collaboration.

The move, which may mean to tel's programming scope what D. W. (See DuMont Plans on page 15) 5 Top Bands Going to New Tele Program

NEW YORK, March 26.—Five top bands have committed themselves to perform at the new video tele program series being prepared by World Video, Inc. Gene Krupa, Jimmy Dorsey, John Conti, Charlie Spivak, and Woody Herman have been set, and Woody Herman's band will be the opening show, the others being the bands of Tony Pastor, Claude Thornhill, Duke Ellington, and Count Basie.

One Night Stand, the series will present concerts, and also the bands' personal appearance theater acts, cut from the usual 50 to 70 minutes, down to 27 minutes. A permanent ensemble will head the show, and under consideration are Ted Green, Dennis James, Fred Robbins and Bill Williams, Ernest Anderson, of the World Video staff, will be executive producer.

Mayors Demand 20% Tax Repeal

WASHINGTON, March 26.—The drive to save the federal government out of the amusement excise field is gathering momentum, and the prospects look favorable of a resolution passed by the conference of mayors this week calling for a 20% tax on admission. The group also asked for the setting up of a joint congressional committee to study the whole tax structure with a view toward collecting State, local and federal taxes.

The resolutions on admissions put the municipalities squarely behind the earlier stand of the Council of State Governments (CSG) and the America...
**Equity Picks Member Delegates**

**Council Also Clarifies Veto Of 4A Merger**

FDR Memorial Okayed

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

Second, a report by Equity council to membership clarifying the former’s 18-2 turn-down of a proposed merger with various branches of the Association of Actors and Artists of America (A.A.A.). Philip Ober and Margaret Webster explained the views of the council majority, which was a resultant of a minority report on the governing (see Pick Delegates on page 61).

**Equity Votes**

NEW YORK, March 26.—From the 511 valid votes of the 516 cast by Actors’ Equity membership Friday (25) at the Hotel Astor, the following were chosen to serve on the nominating committee with Matt Briggs, Edith Macefield, and Abraham L. Dreyfus, who were chosen by the council. The voting for the committee to prepare the slate for general elections the end of May ran as follows: Mildred Dunnock, 294 votes; Otto Kruger, 276; Sam Wanamaker, 271; Blanche Yurka, 268; John O’Hara and Margaret Wycherly, 255 each.

**In This Issue**

- Broadway Showings
- Carnival
- Circus
- Classified Ads
- Cote Machines
- Edits and Previews
- Editorial: Rights and Writs
- Editorial: Right of Silence
- Letter List
- Merchandise
- Music
- Music Popularity Charts
- Music Press
- Radio Program
- Radio Television
- Radio Television
- Radio-Television
- Records
- Ricks and Skaters
- Salesmen’s Week
- Selling Machines
- Vending Machines

**The Billboard**

**Roller Show Going Abroad**

NEW YORK, March 26.—Harold Steinman, owner-producer of the Giant Show, Tuesday, June 14th, has called attention to an error in the March 19, issue of The Billboard, which identified his show as an roller. The production is on roller skates. Steinman describes it as a $1,000,000 production with a company of 140 and points out that it is in its sixth year.

**High Budgets Oust 2 Video Sustainers: Is This an Omen?**

NEW YORK, March 26.—Television sustainer on American Broadcasting Company (ABC) were under close scrutiny this week as bad investment problems prompted the dropping of two shows. Missatchel, featuring Pick and Pat, is being a deficit of about $2,200 weekly, while 8800, a weekly, which bows out in April. John Mason Brown, who heads the cast of the latter program, has been getting $750 per show for his own part in the show. He parted with Brown with real regret and is believed to be considering new, larger, than any around him. Other ABC video sustainers also are due either for overhaul or junking in the current cost-cutting campaign.

Albee Tops Hartford IATSE

HARTFORD, Conn., March 26.—Linus H. Allen, general business manager, has been elected president of Local 466, International Alliance of theatrical Stage Employees (IASTE), of Hartford. Others elected are Gus Shellenberg, of Low's Radio Palace, vice-president; Donald Macdonald, of the Strand, corresponding, and Peter DiCarli, of the Albany, recording secretary and treasurer.

**“Aida” Opens N Y City Opera, With 100G Season Advance**

NEW YORK, March 26.—The New York City Opera Company, which has been annually increasing in stature as a purveyor of popular priced opera, opened another auspicious spring season with a 100,000 attendance in the till Thursday (24). The operations will rep at the City Center thru May 1.

Two operas and four act scenes have been added to the company's roster for the spring song festival.

**Pitt Gazettes Prying Open Their Columns for Showbiz**

PITTSBURGH, March 26.—The decision of the Pittsburgh Post-Gazette, only morning daily here, to enter the Sunday field has worked to great advantage to all fields of showbiz. Niftierly, particularly, have benefited at The Press and Sun-Telegraph, fighting to meet the new threat, have opened their pages to more amoatetement, with the night clubs getting the bulk of the extra space. The Post-Gazette has always been the best for the clubs because Harold with [See Pitt Gazettes on page 56]
Blood and Thunder News is Key To Radio Ears, Survey Shows

CHICAGO, March 26—Radio listeners' ability to remember contents of news programs has a direct relationship to ratings, Benjamin Schramm, an expert in audience research, stated in a detailed study made for ABC news directors. A new method of measuring audience reception to news programs was employed in this test.

General conclusions reached by the research group, headed by Schramm, are:
1. An audience with a better retention of news in a newscast of 15 minutes duration, as measured by recall of items, is more potent in an audience of 250,000 listeners.
2. An audience has a decided preference for news programs with 25 or 30 items over one with 20 items.
3. The number of items recalled in a newsnewscast with 25 or 30 items is more than twice that in a newsnewscast with 20 or 30 items.
4. Human interest and spectacular stories of crime and disaster are reported in more detail in a newsnewscast with 25 or 30 items than in one with 20 or 30 items.
5. The research experts also concluded that spectacular stories are more potent than human interest items.

Ford Firing of Markle Denied

NEW YORK, March 26—Reports that Fletcher Markle has been let out as manager of the Ford Theater Division of Ford Motor Company by the company were denied by the company.

Ford officials said that Markle is still on the payroll and that the division is still operating under the same name. They added that the firing of Markle was purely a matter of personal and business considerations.

Web Joining NBC, CBS, in Short Fight

Rooney, Allan Jones Set

NEW YORK, March 26—The American Broadcasting Company (ABC) this week was uppearing a string of new shows as its answer to the programming threats of the other networks. The shows, being prepared for production, will be in the summer up to next fall, are built around such personalities as Allan Jones and Miss Hervey, the last of whom, Donald Leonard, Kay Starr, Donald Harron, and June Caprice, among others. Two quick Kirkwood and Lawrence Welk. In addition, the web is working on a participation comedy and the other shows will deport even its success with the Smothers Brothers.

Jones and Miss Hervey were inked for this week for a new husband-wife series, the first few months of which will be transmitted at the beginning of the series.

The Michael Smothers Brothers show is expected to be a fast one for NBC, the new network company, and was set for early spring as the company's best shot at the advertising dollar. The show, being prepared for transmission in the summer, is planned as a co-op show, replacing the much-lauded Ethel and Albert show. NBC also has a foothold in the National Booking Company (NBC) hot after the show at the end of the season.

The first Jones-Hervey show was expected to be a fast one for NBC, the new network company, and was set for early spring as the company's best shot at the advertising dollar. The show, being prepared for transmission in the summer, is planned as a co-op show, replacing the much-lauded Ethel and Albert show. NBC also has a foothold in the National Booking Company (NBC) hot after the show at the end of the season.

The Michael Smothers Brothers show is expected to be a fast one for NBC, the new network company, and was set for early spring as the company's best shot at the advertising dollar. The show, being prepared for transmission in the summer, is planned as a co-op show, replacing the much-lauded Ethel and Albert show. NBC also has a foothold in the National Booking Company (NBC) hot after the show at the end of the season.

The Michael Smothers Brothers show is expected to be a fast one for NBC, the new network company, and was set for early spring as the company's best shot at the advertising dollar. The show, being prepared for transmission in the summer, is planned as a co-op show, replacing the much-lauded Ethel and Albert show. NBC also has a foothold in the National Booking Company (NBC) hot after the show at the end of the season.

The Michael Smothers Brothers show is expected to be a fast one for NBC, the new network company, and was set for early spring as the company's best shot at the advertising dollar. The show, being prepared for transmission in the summer, is planned as a co-op show, replacing the much-lauded Ethel and Albert show. NBC also has a foothold in the National Booking Company (NBC) hot after the show at the end of the season.

The Michael Smothers Brothers show is expected to be a fast one for NBC, the new network company, and was set for early spring as the company's best shot at the advertising dollar. The show, being prepared for transmission in the summer, is planned as a co-op show, replacing the much-lauded Ethel and Albert show. NBC also has a foothold in the National Booking Company (NBC) hot after the show at the end of the season.
CHICAGO, March 28.—Two plans for the governance of WMOR, non-commercial FM station which started full-time operation here Sunday (29), Station, managed and operated by consultant Harold Wood, will be able to capture about 100,000 listeners, the station's first one-year anniversary, according to a joint announcement made here for use with Rocky Mountain later.

MAURY MILLER

KXL, Denver

ANNOUNCER

MAURY MILLER

A background of four years producing and announcing in Midwest radio circles by Maury Miller is just one more reason for those announcing the station's first year with Rocky Mountain later.

Unique Plans

According to Ralph Wood, president of WMOR, station's first one-year anniversary plans, a three-person force, including an advisory council of 100, will be in operation by the middle of April. On the council will be leaders of civic, religious, social, industrial and labor organizations representing a cross section of the city's population. Wood stated the group will meet once a month to give program content advice which the station management would follow if it was at all feasible. In addition, the council will be given a half hour or more of slot on Saturday to program practically as it sees fit.

Listener Project

Second a week in test force will be a listener preference research program using test market fall with the operation of the University of Chicago. According to tentative plans, a total of about 100 will be provided FM receivers only WMOR. After a month, dial restricting devices will be removed and the sample will be used to listen to any FM program, including duplications of regular local and network AM schedule, thus putting early network affiliates. After three months of listening to programs of the two stations the listeners will be tested to see if it then prefers WMOR shows or the typical radio fare.

It is hoped that the result of this test will prove that listeners today continue loyal to regular programs because they have been unable to hear anything different from the customary day-to-day executives, led by Jules Pewowar, program director, believe listeners for three months and expect KXL, Denver, are more adult, stimulating, informative programs, as they put it.

Features Public Service

The station, which is programming 12 hours a day, is featuring plenty of news and public service shows, using the educational and technical facilities, drama and forum programs also will be used.

Directed to the station expects to be operating in the black by fall, with a basic one-time rate of $500. It already has three sponsors inked.

To help capture a large segment of the estimated 150,000 FM audience here, the station is planning an intensive promotion campaign. One fact that the station will be using the placement of news about WMOR in about 20 community papers with an estimated weekly circulation of about 500,000. With its promotion it expects to get a strong following, which would constitute a good buy for advertisers.

In an effort to obtain additional revenue, WMOR also is considering entering the retransmitting and transit radio fields. It will do neither, however, if it hurts programming for the general listener. At the present the management seems to be favoring a transit radio tie-in on a limited hours-per-day arrangement.

WKY HOISTS SUGG

NEW YORK, March 26—P. A. (Paddy) Sugg has been elected veep and director of WKY, Oklahoma City. He comes to the station three years ago as manager and will continue in that capacity. At present he's enamored in the details of getting WKY's TV outlet ready to the station should the air in May, or early June the latest, to become the first TV outlet in Oklahoma.

First Dist. NAB Briefs Fellow for Chi Huddl

BOSTON, March 26—The large group of broadcasters ever to converge in the Hotel Somerset Wednesday (23) this year's conference of the first district of the National Association of Broadcasters (NAB).

The purpose of a free exchange of ideas and information on all phases of broadcasting problems in order to Harold Wood, recently elected first district director of NAB for his appearance at this conference. Fellowes, general manager of WEEI here is manager of the Mutual Broadcast System (CBS) operations for New England.

There were two major points which would have the strongest effect at Chicago. First is the way pointed out by daily new papers made during this one-day gathering. The other is the idea that radio is the most available "common denominator" American life. The conception of radi as a common denominator can be developed to such an extent that it be radio's soundest defense against compelling forces—television, newspapers, movies, and so on.

Among the speakers were Dr. Ed Factor (see First Dist, NAB on page 14).
WASHINGTON, March 28.—The A. Richards case has attracted a great deal of correspondence of concurrence of any individual station to file with the Federal Communications Commission (FCC). Among the nearly 200 letters filed, approximately 90 per cent criticized operating under the guise of "foe of the people". Richards, AR, and WJ in Cleveland, and WJ, Detroit, close to a letter are on the endorsements of several professional organizations. The Tele- gram of Foreign Wars chief Layl Stimac, Notre Dame President Joseph Murphy, Michigan State University President John Hannah, three members of Congress, General Motors, and Fred Deverell, news commentator of New York, favor a Friend

Addressing FCC chairman Wayne Deverell, the telephone call this morning was from A. Richards, who is now in Washington. It was on his WJ in Detroit that the Detroit morning Democrat made a strong stand for local stations if I would write you. In the four years since the station has been on the air, will not even ask to listen on either my two daily broadcasts. He claims the station was operated by a group of his friends, the station operators, he took a sharp interest in the station and the public affairs, but I wrote my own stories.

Natural affairs are over-all problems. Over-all affairs are over-all problems of the FCC, and technical employees if the table is in the engineering booth, the FCC...  

Let it be known that the program is being supported by the "National Association of Broadcast Engineers and Techni- cians (NABTEC)."

In making the ruling, NLRB rejected a NABTEC petition to have the union's station employees included in the engineering union for purposes of collective bargaining.

praising Richards as an "outstanding American," Coyle commented that Richards has been friendly to the union, and technical employees if the table is in the engineering booth, the FCC...  

Letter to Truman

A few of the letters were addressed to President Truman, some to the members of Congress, and technical employees if the table is in the engineering booth, the FCC...  

Letters to Truman

A few of the letters were addressed to President Truman, some to the members of Congress, and technical employees if the table is in the engineering booth, the FCC...  

Boobs" is the character's catchphrase. I respectfully urge the importance of preserving WRJ in this character.  

The endorsement from Lieut. Gov. Richards of the American citizen of excellent reputation. Richards declared: "I studied the effects of these things to the benefit of the Constitution and other false ideologies influenced American democracy."

Gannett, the circulation editor of the Washington Post, has noticed several instances of the nation's legal and political press outlets. I have presented the views of Mr. Richards on radio stations. This similar praise was forthcoming from VHF head, who is close to the independent station operators.

GMs and Veeses

Also writing to Truman was General Motors Veesee M. B. O. Reynolds.  

Reynolds Reported Leaving KMPC, KLAC on Sales Block

HOLLYWOOD, March 26.—Robert O. Reynolds, general manager of KMPC and KLAC, will resign his post with the G. A. Richards station here to become operating head of KLAC, Hollywood, The Billboard learned this week. At the same time he has disclosed that KLAC, a portion of the packaged sale made by Richards, will be resold to Ralph Atlas, Midwestern radio biggie, and Ben Lind, owner of the Don's pro football club. The Atlas, who owns KFMB in San Francisco, will continue to operate KMPC until he has sold KLAC to the highest bidder. KLAC has been sold to the highest bidder for approximately $400,000 for the AM property.

Speculation is that Reynolds was approached by Atlas several months ago to take over the KLAC management and deal is expected to be signed shortly. Reynolds may move to KLAC early in the summer if he can get himself with station's operating policies. He will work with Don Federer, whom Reynolds personally knows and admires. FCRB is expected to take over KLAC's early newscast. Because of FCC duopoly rulings, Washington will be required to sell KLAC in order to continue operating KFMB here. Flycker will combine KLAC and KFMB into one operating unit, and will also hold on to KXY, a station in Emmetsburg, Iowa, which was acquired in the over-all purchase.

The person who has headed the Thackray Coast radio properties, until the past four years, is understood to have resigned as executive head with Warners when firm acquired KLAC-TV.
could proceed. Wood.

one moppets sequences

potential has by

effective camera and other

distinctive Style-Kid

girl built a

bit and, while net tops in trouble, showed no promise as a pulse quicker to merit praise.

This was the story of a suburban couple, the hands and an arsonic-poisoner loose in the vicinity. The show contained

Principal fault is the constant theme of conflict between a scatter-brained wife and a lumbering, patient husband, which becomes irritating, monotonous and far removed from any semblance of reality.

One reason for Fibber McGee and Marian's appeal is the absence of any social comment in circumstances familiar to listeners. That statement can not be made about the Dexter-Nora program, which is the mainstay of the series.

One recent improvement in House and Garden is that the addition of Peter Lomax and Jeff, Edie's brother, a typical interest brother-in-law nuisance, Jeff is not now allowed to break up the Dexter-Nora rages to contribute a welcome change of pace.

Jeff also has the job of integrating commercials thru display of Hoover products. On the production of the integrated commercial was a failure. While display was loyal, the noise from the motor and bag assembly was so loud that it nullified the advertisement.

Jeff's wife, Nora, who has the job of building up the wife as a threat, made her only a sickly, nervous woman. The result was a great deal of surprise at the end but a loss in the quota of registered names, much might be extracted.

Jeff has had sufficient interest to hold the audience's attention completely. The film clips which have integrated with the program have a range that could never be achieved by sticking to one set.

The camera work close-up at critical moments helped build the uncertainty.

One has made the grade. Leo Morse.

Sandy Dreams

Reviewed Saturday (121), 6:30-6:50 p.m. on the Mutual Network, and directed by Robert S. Stefan. Sustaining over KTLA (Paramount), Hollywood.

Here's a show that is sure to hold the house down. Co-existing entirely of kid talent, eg Buzz is a simple but effective form. Sandy is a little girl who permits the tele lens to peak into her Saturday night dreams. Each week her dreams are convulsively portrayed by a group of moppets, who for the most part, have guts.

This week found Sandy wishing she could get away for four days. She then thinks of a show she and her playmates could stage, with the proviso that they could not succeed.

Sandy dozes off to sleep, dreams fade into her dreams which turn into a joyous reality. These consisted of vocalists, dancers, zero and, of course, actors, with each one pulling applause.

Youngsters participating in this week's program were Kip Crawford of Ruben's Workshop, a talent school, The infantating Baby and awakening to find it all was a dream. This type of program pattern, aloh old, in a repetitive sense. The series. Furthermore, it helps tie in a series of otherwise unrelated acts, boosting considerably the viewing interest of both children and their elders.

Four-Star Talent Search

Reviewed Friday (March 18), 8-8:30 p.m. on WPIX, New York, Director, Eddie Nugent; producer, J. F. Patterson; emcee, Joe Bolton. Contestant winners: Jerry Davis (first prize of $1000), Beverly Morris (third prize), Glenda Williamson (junior winners).

Amateur talent programs are being stepped up the AM air, as they have the AM air. The low budget and minimal results have an enticing look, and indeed there is some form of showcase airer, which is bound to be a hit with the listeners. Each character gets a chance, and each act with a possible $1000 for the winner. Each character is one for point, the adult act and the juvenile scoring.

The talent aired last week was, by and large, of rather stock characters. An exception was Jerry Davis, successful and attractive Negro thorough who took top adult honors for his sultry and stylishly pleasuring rendition of "Can't Help That Man of Mine." The gal really knows how to project a song and is deserving of the award.

First place in the kiddie branch went to a 10-year-old classical num, Glenda Williamson. The youngest, a Juilliard student, did a fine job on "Roman Holiday". Every, stealing the show were the Goldman brothers, a couple of bugs who did a delightful bit of mimery to a background of Tin Pan, which was just right. The kids were promised the next open session, and the Goldman's did not disappoint them. Joe Bolton, who served as one of the judges.

Cameo work was above average and the emcee job, by Joe Bolton, was well done. Joe Bolton offered a hearty manner in upholding the usual stuff, which was good as well as different, but one criticism: Too much repetition of "my dear" in addressing contestants. Whata matter, Joe, can't you remember your name? Sam Chase.

Suspense

Reviewed Tuesday (March 15), 9:30-10 p.m. Eastern, on CBS, Drama: Suspense, sponsored by Electro Auto-Lite Company, Inc. Guests: Thomas Field, director; Robert Stevens, writer; Susan Dunham, producer; Richard Trevor (George Thomas), Sylvia Field (Evelyn), guest star. Synthesis.

In a nation where crime and mystery in fictional form does pay off in novels, radio and film, a similar pay-off will continue in TV. Suspense gives the formula of slighted and in the format. Suspicion, one of the first of the series, starred Erich Anderson, and, while net tops in trouble, showed no promise as a pulse quicker to merit praise.

This was the story of a suburban couple, the hands and an arsonic-poisoner loose in the vicinity. The show contained

Principal fault is the constant theme of conflict between a scatter-brained wife and a lumbering, patient husband, which becomes irritating, monotonous and far removed from any semblance of reality.

One reason for Fibber McGee and Marian's appeal is the absence of any social comment in circumstances familiar to listeners. That statement can not be made about the Dexter-Nora program, which is the mainstay of the series.

One recent improvement in House and Garden is that the addition of Peter Lomax and Jeff, Edie's brother, a typical interest brother-in-law nuisance, Jeff is not now allowed to break up the Dexter-Nora rages to contribute a welcome change of pace.

Jeff also has the job of integrating commercials thru display of Hoover products. On the production of the integrated commercial was a failure. While display was loyal, the noise from the motor and bag assembly was so loud that it nullified the advertisement.

Jeff's wife, Nora, who has the job of building up the wife as a threat, made her only a sickly, nervous woman. The result was a great deal of surprise at the end but a loss in the quota of registered names, much might be extracted.

Jeff has had sufficient interest to hold the audience's attention completely. The film clips which have integrated with the program have a range that could never be achieved by sticking to one set.

The camera work close-up at critical moments helped build the uncertainty.

One has made the grade. Leo Morse.

Lady of the Mountain

Reviewed Tuesday (11), 5-5:30 p.m. Eastern, on WNBQ, Chicago, Mondays and Wednesdays, and WNBQ, Dallas, Tuesdays and Thursdays. A CBS production, directed by Esther Rojewski and narrated by Caren Sassoff.

As an example of folk entertainment, this program is acceptable but should not pass the grade. Both Sandy and Edie have better than average voices for singing mountain folk songs. Sandy has better than average voices for singing mountain folk songs. Sandy and Edie both have better than average voices for singing mountain folk songs. Sandy and Edie both have better than average voices for singing mountain folk songs.
more awards went to NBC stations than to those of any other network—13 to AM stations, 2 to television affiliates and one to the NBC Western Network.

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

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

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

Billboard and its distinguished board of judges honored in particular:

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

NBC America's No. 1 Network

THE NATIONAL BROADCASTING COMPANY... A service of Radio Corporation of America
Charles Street Caravan
Reviewed Sunday (113) 2:30-4:30 p.m. Boston, Providence, Hartford, Elkins, Hagerstown, Conducted by Frank Harmon. Via WEEI
Serving the two-fold purpose of nabbing Sunday afternoon listeners and diverting them from the Sunday lag, Caravan shows 30 minutes of progress toward doing both.
A variety theme of records, music, and interviews, coupled with guest interviews, holds the interest of the listener.
The show, caught was the debut, emanating from Doc's, a popular main street music bar, sponsored by publicity, the program drew a full and appreciative crowd. If the habit forms, it could become a steady run.
A Rather be ensnared by a magic alarm clock, with each hub holder expressing his preference as to its time of ringing, with the three close guests coming up to the mike to identify a set of three tunes, for a smash line-up of prizes.
The jam professor, in this case, is Frank Harmon, a local video light easily capable of calling the tune hopefully, variegated, with the whole thing seeming a lot smaller than little Bag. Among the guests this show could feature are the vaude boards, who toiled with Harmon for a lot of laughs. The use of this type show, considering the factor, if the obvious difficulty of rounding up all the ingredients of the genre. A rann is good if the entertainment in town, live, and cellphone is coming in for good pitches.

The success of this type show naturally depends on the balance factor, as what doesn't. If Coran can manage to drag a powerful Sunday crowd, hands all around will be satisfied. It might be said that on a quick show, we could do this job in half the time, at some of the better lounges, on a Sunday night. Since the atmosphere, good handling and entertainment appeal point to a good showing.

James A. Corder

Court Is In Session
Reviewed Friday (March 18) 9-10 p.m. Style—Court trial. Sponsored by Young & Rubicam Advertising Agency, Philadelphia. Original: picture, ABC. Produced and created by Isaac D. Levy; assistant producer, Bernard Simon. Via CBS-TV. Created and produced by Isaac D. Levy, former general counsel for ABC and familiar figure in the radio industry, is a fairly successful attempt. The program is set up directly in a City Hall courtroom with a local judge on the bench with the court stenographers and all the other characters that make up the real life daily courtroom. It is a program for lawyers and members of the Pennsylvania bar play regular parts in the story.
There's no jack in the jury box and the courtroom is filled with the usual suspects. One of the coroner's physician isn't playing-setting the stage for the drama.

The Mail-0-Vision

This Lanny and Ginger Grey entry doesn't shape up as sufficient strong enough to walk in the current video sweepstakes. A slightly modified version of the sort of entertainment Mail-0-Vision pair have done for years on radio. The team does have a solo, the latter being a well-told torch ballad by the first. The other is a duet. Various scenes are the defendant, in this case a woman being tried for murder, and this is enough to hold the interest.
Altoh the facts of the case are fictional, it is tried with all the realism that one would find in the actual courtroom setting. (See Court Is in Session on page 12)

Robert Shaw Chorale
Reviewed March 24
Sponsored by WJZ, Sundays, 10:30-11 p.m. By Robert Shaw. The Robert Shaw Chorale presented this week why it is rated highly in the radio world.
In the second of a series of pre-Lenten broadcasts, the Chorale sang from one of its readings, feeling it important to project its handling of the English so that each syllablestood out distinctly. The program offered good content with the first number being the Mater et Oratorum and the French composer, Francis Poulenc's Masters from the last edition of Lamentations of Jerusalem by Thomas Tallis, a 16th century English Master. His numbers are done infrequently on the air. The program was broadcast from the standpipe of organ, rather than from the grand organ.

The Billy Bean Show
Reviewed Tuesday (March 22) 9-9:30 p.m. Style—Situation comedy. Sustained via ABC-TV, New York. Producer: Jeffrey Hayden; stage director, Martin Reit; television director, Sam Arnold. Starring Billy Bean, Luci Wat, Harry Belter, and Doreen Brown.

As with so many TV shows, this one had an intelligent basic premise, The idea was to star Arnold Stang in a Here is the idea itself.

The idea still has merit because Stang unmistakably has the goods for TV, but the Billy Bean show hasn't evolved to a full potential.
The fault can be traced directly to the scripting. The show was formula almost warmed over, a mixture of last year's hash and stew.
Billy Bean is an Idaho store clerk who had the idea his head was getting smaller because, unwittingly he kept adding to his but several sizes larger. This might be more ridiculous than the other, involving Bean, his girl, his boss and his mechanical father who is a head doctor.

As mentioned before, there is a real video set. His appearance and voice mannerisms it laugh even at the easiest of moments, he would register still better if he de- livered his line more in the manner of the popular and varied his style of playing as to get some contrast. Billie Lou Smith is a very good audience play. This ingenuity should be a natural characteristic of radio. The directing by Mary Reit was top flight all the way, and clever use was made of the limited time of scene transitions. Only in the camera work did the lenses failed to keep up with the actors when they moved.

Stang should chalk this one up to experience. (Continued)

The Jello commercials by The Talking People continued high standard set by the previous program. They were different fairly short.

Lennor
**WES Adds 3 Exeles**

To Radio Dept.

NEW YORK, March 26.—Kenyon Richards, Advertising Agency, has added three to its radio department. John Bates, previously with WEAF, has been named as assistant to the general manager. John Rutledge, also with WEAF, has been named assistant to the general manager. John Alexander, former manager of the Associated Press, has been named as assistant to the general manager.

MB's Near-Death

Spurs Hooper On

NEW YORK, March 26.—The vicarious certainty that the Broadcast Bureau (BMB) will have a new director at the end of the year is unconfirmed. C. E. Hooper, however, has announced that a new director will be named.

Sheldon Peterson, news and special events director of KLZ, Denver, was named as the new director of the bureau.

Don Andrews, chief announcer of WITL, Saginaw, Mich., has been named as the new director of the bureau.

World Series Stays

Despite Kobak Exit

NEW YORK, March 26.—The Mutual Broadcasting System (MBS), despite contrary reports, has the World Series radio rights tied up thru 1961, and will air the games, under Gillette sponsorship, irrespective of whether Edgar Kobak remains as president. Reports were that Kobak, if leaving, would carry the series rights with him.

MBS signed for the rights to the series for 1949 thru 1951 last year, paying $150,000 for 1949, $175,000 for 1950 and $200,000 for 1951. The network also has first refusal rights on television for this year only.

**To the judges of BILLBOARD'S**

**11th Annual Radio and Television Promotion Competition**

**for voting**

**NBC WESTERN NETWORK**

**first regional network**

**for audience promotion**

**our thanks**

**TALK OF THE TRADE**

WMCA, New York, has appointed two new account execs, John M. Sweeney and John R. Sooeh. Bob Post, formerly of WMGM, New York, is the new director of advertising and sales promotion for WABC, New York; and W. A. Dyer, formerly of WLI, New York, is the new director of advertising and sales promotion for WOR, New York.

Robert T. West has joined the announcing staff at WHLI and WITL. He is the new director of advertising and sales promotion for WABC, New York, replacing Jules Dunlop, who is leaving for the Coast, while Roy Ives is heading promotion for WBNB, Chicago. A 17-year-old girl was born to the Neal Hathaways at Presbyterian Hospital Friday (25). He is the general manager of the program promotion division at CBS.

Bart Hasselt joins Harry S. Goodman Radio Productions as West Coast representative. About 70 stations are to be used for the annual spring summer spot radio drive for Grove's tasteless chili tonic. The drive will be featured in a series of radio spots.

Sheldon Peterson, news and special events director of KLZ, Denver, was named as the new director of the bureau.

Don Andrews, chief announcer of WITL, Saginaw, Mich., has been named as the new director of the bureau.

World Series Stays

Despite Kobak Exit

NEW YORK, March 26.—The Mutual Broadcasting System (MBS), despite contrary reports, has the World Series radio rights tied up thru 1951, and will air the games, under Gillette sponsorship, irrespective of whether Edgar Kobak remains as president. Reports were that Kobak, if leaving, would carry the series rights with him.

MBS signed for the rights to the series for 1949 thru 1951 last year, paying $150,000 for 1949, $175,000 for 1950 and $200,000 for 1951. The network also has first refusal rights on television for this year only.

**To the judges of BILLBOARD'S**

**11th Annual Radio and Television Promotion Competition**

**for voting**

**NBC WESTERN NETWORK**

**first regional network**

**for audience promotion**

**our thanks**

**TALK OF THE TRADE**

WMCA, New York, has appointed two new account execs, John M. Sweeney and John R. Sooeh. Bob Post, formerly of WMGM, New York, is the new director of advertising and sales promotion for WABC, New York; and W. A. Dyer, formerly of WLI, New York, is the new director of advertising and sales promotion for WOR, New York.

Robert T. West has joined the announcing staff at WHLI and WITL. He is the new director of advertising and sales promotion for WABC, New York, replacing Jules Dunlop, who is leaving for the Coast, while Roy Ives is heading promotion for WBNB, Chicago. A 17-year-old girl was born to the Neal Hathaways at Presbyterian Hospital Friday (25). He is the general manager of the program promotion division at CBS.

Bart Hasselt joins Harry S. Goodman Radio Productions as West Coast representative. About 70 stations are to be used for the annual spring summer spot radio drive for Grove's tasteless chili tonic. The drive will be featured in a series of radio spots.

Sheldon Peterson, news and special events director of KLZ, Denver, was named as the new director of the bureau.

Don Andrews, chief announcer of WITL, Saginaw, Mich., has been named as the new director of the bureau.

World Series Stays

Despite Kobak Exit

NEW YORK, March 26.—The Mutual Broadcasting System (MBS), despite contrary reports, has the World Series radio rights tied up thru 1951, and will air the games, under Gillette sponsorship, irrespective of whether Edgar Kobak remains as president. Reports were that Kobak, if leaving, would carry the series rights with him.

MBS signed for the rights to the series for 1949 thru 1951 last year, paying $150,000 for 1949, $175,000 for 1950 and $200,000 for 1951. The network also has first refusal rights on television for this year only.

**To the judges of BILLBOARD'S**

**11th Annual Radio and Television Promotion Competition**

**for voting**

**NBC WESTERN NETWORK**

**first regional network**

**for audience promotion**

**our thanks**

**TALK OF THE TRADE**

WMCA, New York, has appointed two new account execs, John M. Sweeney and John R. Sooeh. Bob Post, formerly of WMGM, New York, is the new director of advertising and sales promotion for WABC, New York; and W. A. Dyer, formerly of WLI, New York, is the new director of advertising and sales promotion for WOR, New York.

Robert T. West has joined the announcing staff at WHLI and WITL. He is the new director of advertising and sales promotion for WABC, New York, replacing Jules Dunlop, who is leaving for the Coast, while Roy Ives is heading promotion for WBNB, Chicago. A 17-year-old girl was born to the Neal Hathaways at Presbyterian Hospital Friday (25). He is the general manager of the program promotion division at CBS.

Bart Hasselt joins Harry S. Goodman Radio Productions as West Coast representative. About 70 stations are to be used for the annual spring summer spot radio drive for Grove's tasteless chili tonic. The drive will be featured in a series of radio spots.

Sheldon Peterson, news and special events director of KLZ, Denver, was named as the new director of the bureau.

Don Andrews, chief announcer of WITL, Saginaw, Mich., has been named as the new director of the bureau.

World Series Stays

Despite Kobak Exit

NEW YORK, March 26.—The Mutual Broadcasting System (MBS), despite contrary reports, has the World Series radio rights tied up thru 1951, and will air the games, under Gillette sponsorship, irrespective of whether Edgar Kobak remains as president. Reports were that Kobak, if leaving, would carry the series rights with him.

MBS signed for the rights to the series for 1949 thru 1951 last year, paying $150,000 for 1949, $175,000 for 1950 and $200,000 for 1951. The network also has first refusal rights on television for this year only.
Banks Mull Big TV Entry; 1¼-Mil Deal Weighed; ABA Surveys Fields for Plunge

N. Y. Bankers, Federal Reserve Air Test Shows

NEW YORK, March 28—Heavy entry into television sponsorship by banking institutions and associations was seen likely for the near future as a number of organizations this week were preparing to take, or considering such a move. Heading the list are banks, where a combination of banks will produce a series of 20-minute institutional films, dealing with such subjects as counterfeiting money, and its detection, to be aired widely under the combine's sponsorship.

Such avid striped-pants outfits as the American Bankers' Association (ABA), the New York State Bankers' Association (NYSBA) and the Federal Reserve Bank (FRB) are known to be assisting the video field closely. The ABA move is considered the most promising in the way of future results for television, since it has as its members most of the top banks in the nation.

The ABA in the past has given its members assistance and advice on the use of various advertising media and has gone so far as to produce special radio and copy for black and white advertising. Now, with individual banks in several cities already having taken the tele plunge, it is turning its guns on the new medium. A survey has been launched by ABA to determine how many banks through the country are in video, how effective it has been for them and what methods have proved most fruitful.

At the conclusion of the survey, a couple of months hence, the ABA will make its moves. Further moves depending upon the sentiments of members. If the survey results are as glowing for tele as anticipated, it is probable that the organization will invest from $10,000 to $20,000 in supplying programs and material for its members, which then would be produced and aired at a local level, with the ABA affiliates footing their own bills.

The NYSBA already has doubled a bit with tele, its agricultural committee having aired a show over WGBR, Schenectady, N. Y., last January. This program was geared to convince farmers in the region that their bankers were not city slickers at all and that their loot was safer with the kindly neighborhood banker than hidden in the mattress. The NYSBA was so impressed by the possibilities of the medium that a new film is being scheduled in June or July, and a chance exists that the film will be worked into a series, perhaps attracting stations outside of Schenectady.

The FRB has been very concerned with the flood of bogus $10 and $20 bills flooding this area from the Midwest. Thus, some months ago it aired a show dealing with this problem of its new series on the same theme is regarded as possible insufficiency as the flow of counterfeiters is said to be still growing.

SHOW BUSINESS, INC. (Continued from page 10) A table one of the prop guys must have grabbed in an antique shop, stuck on the cards are passes memoned of the occasion he is describing. But it looks up to the bears, the eyes, the meaningless, since almost invariably the camera failed to do justice to this end or quick enough or quick enough to give the viewer thev even vague idea of what was going on the cards. This incidentally, is all too characteristic of lowbrow NBC video production-visible on far too many of the network's shows. Another typical example was a persistent close-up of Miss Wright's back (strapless evening gown), after she was trimmed a neck. Wait for color, guys, on this sort of stuff.

A much simpler way to handle the camera idea would be to make a really King-size One and present it in fashion, simulating the camera work as well as permitting a little more action in Willard, thus turning it's pages, etc. The show also has the standard fault of phone scenes between Willard and the upcoming guest, each acting as if he were surprised.

Miss Reed's "out damned spot" speech was beautifully read and well that Miss Wood, one of the more wonderful women of the American drama, infused the material with the rare warmth. Miss Wright told two voices hardly impress as a single voice. "I'm a mouse bit and Phil Regan did a couple of times in which he was an inoffensively off pitch. Presenting Regan immediately after, the "mouse bit" was an atrocious bit of plan-

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

But...of all things—

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

CCNY Radio-TV Contab Ske

NEW YORK, March 26—The fifth annual Radio-Television Business Conference, sponsored by the College of the City of New York School of Business (CCNY), will be held by WNYC, the Hotel Roosevelt. The agenda is devoted almost exclusively to today radio and television problems, with the full agenda:

MORNING DISCUSSIONS

MARCH 30

Program Panel

Subject: Competitive Programming of AM, FM and TV.

Seymour N. Siegel, WNYC, Ray Stetz, WABC, T. Harris, Benton & Bowles, Inc.; Tony Krudop, Variety Televising Station WBAB; John M. Sinn, Frederick W. Ziv Company; Margaret F. Ryan, American Broadcasting Company.

Research Panel

Subject: Qualitative and Quantitative Research and Their Effect on Programming and Sales;

D. E. Moser, City College School of Business; E. F. H. Fenster, Mutual Broadcasting System; Kenneth H. Baker, National Association of Broadcasters; Edward B. Rapp, American Broadcasting Company; Oscar Kaye, Resonance Broadcasting System; Peter Langholtz, Young & Rubicam, Inc.; Samuel Nachmias, Audience Research, Inc.

Luncheon sessions, awards.

Audience: William N. North, City College; William W. Dean, College of Liberal Arts and Sciences; Ben Duffy, Batten, Barton, Durstine & Osborne; Arnold, film and radio actor.

ACICTION SESSION


Robert A. Love, Conference Director, City College School of Business; William E. Ware, President, FM Broadcasters' Association; Elliott B. Blumberg, WQXR and WQXR-FM, New York; Hubbell Barber, Jr., Columbia Broadcasting System; Marion Harper Jr., President, Maccoll Broadcasting.

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

B-3

Interesting to note that is that Miss Siegel, Bill Walker and Jimmy Poverty are looking. Miss Walker has no longer a pure and simple, she's now the Mayor of New York. New York, N. Y.

PUBLICITY AND PROMOTION

Geoff Wallace, National Broadcasting Company.

The panel will discuss questions raised by the morning panels and some questions raised in advance and submitted from the floor.

The program is: "How little innovativeness and show-business publicity and promotion have been used in education and entertainment rich in both eye and ear appeal." -- Maurice Orendenker
Ohio State Meet To Be Same As Before Except for Some Cutting of Session Conflicts

Chicago, March 26—Line-up of 21 sessions of the annual Ohio State University Institute for Education by Radio in Columbus, O., May 6-8, has been set, Dr. I. Keith Tyler, head of the Institute, announced this week. Dr. Tyler indicated that, except for reduction of simultaneously held sessions and a new emphasis on television, the Institute will, in general, have the same structure, content and tone of other institutes in the past few years. Also no advance registrations have been received, Dr. Tyler estimated about 1,000 representatives of radio, education, government and civic groups would be present this year.

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

The institute program can be broken down into three principal groups: Work study meetings, sessions for special interest groups and the general sessions.

Work Study Meetings

Work study meetings will be held Friday (8) and Sunday (8) mornings. Five work study meetings will be held simultaneously Friday and Sunday. They will treat agricultural broadcasting, school broadcasting, radio news, religious programs and radio subjects of interest to national orgs, such as the Red Cross. Sunday seven work study sessions will be held simultaneously. These will be devoted to disussions of special events (radio, TV), broadcasts by federal, State and local governments, radio training in colleges and universities, adult education by radio, health education of the public and community organizations' use of radio.

Satirically, the meetings for special interest groups that the largest cut in simultaneous sessions has been made. In the past as many as 11 meetings of this type have been held simultaneously, but this year there will be a total of eight a day, four at a time. Those meetings will be held Friday and Saturday two periods, as in two blocks of four meetings from 9 to 10. Saturday another block of the same number meeting from 3 to 5:30.

Thursday afternoon, CERN will be held with sessions treating television production, writing and education.

Annual Dinner, Sunday

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

The opening general session Thursday night will be titled, "The Future of Broadcasting," LM, TV and FM. Friday's general session will be What Will Television Do to American Life? and Saturday morning's meeting will be on the subject, Can Radio Con- trol the Television World? The Radio Effectively will be the theme of the Saturday night, and the annual dinner will feature a national speaker discussing human rights. Saturday night's dinner is expected to feature first results of a survey now being conducted to discover the effect of recent radio series telling the public about venereal diseases.

(CRBF was supposed to be held on Pages State Meet on page 18)

Ohio CRBF Students

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

CRBF

Toronto

Scores Again!

Twenty of Radio's Top Sponsors—Judging Billboard's 11th Annual Radio and Television promotion competition—awarded CRBF. Toronto—first place for Canadian stations.

We're proud of this independent confirmation that CRBF's promotion is OUT IN FRONT! (See the CRBF presentation at the N.A.B. convention.)

CRBF

The No. 1 Buy in Canada's No. 1 Market!
### TV Stations in Operation and Construction

**As of March 1, 1949**

#### Cities with Stations in Operation

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>TV Sets</th>
<th>Prob. Station</th>
<th>Prob. Start Date</th>
<th>Available</th>
<th>Connected</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York*</td>
<td>450,000</td>
<td>WABD</td>
<td>5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WCBS-TV</td>
<td>2</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJZ-TV</td>
<td>7</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WBET</td>
<td>4</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WPIX</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WATV</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WOR-TV</td>
<td>Summer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia*</td>
<td>89,300</td>
<td>KNSB</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KTLA</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KTSN</td>
<td>5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KTTV</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KECA-TV</td>
<td>May</td>
<td>7</td>
<td>X</td>
</tr>
<tr>
<td>Los Angeles</td>
<td></td>
<td>WKBK</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNDR-TV</td>
<td>7</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WCNV</td>
<td>6</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNBQ</td>
<td>5</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WBZG-TV</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNAC-TV</td>
<td>7</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WAGM</td>
<td>13</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WBAL-TV</td>
<td>13</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WMAR-TV</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIRK-TV</td>
<td>14</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WWJ-TV</td>
<td>12</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WXYZ-TV</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WMAL-TV</td>
<td>7</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNEM</td>
<td>5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WOIC</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WTTG</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WENS</td>
<td>5</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNBE</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WXEL</td>
<td>Summer</td>
<td>9</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KSDT-TV</td>
<td>5</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNHC-TV</td>
<td>6</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WTMJ-TV</td>
<td>3</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WRGB</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WLWT</td>
<td>April</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WRCR-TV</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WPWO-TV</td>
<td>Spring</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WBTN-TV</td>
<td>4</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WKTU-TV</td>
<td>April</td>
<td>2</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KRTR</td>
<td>Indef.</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WSIP-TV</td>
<td>Summer</td>
<td>13</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KTBY</td>
<td>5</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KRLD-TV</td>
<td>Summer</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WTVR</td>
<td>6</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WSJL-TV</td>
<td>8</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WCAGA-TV</td>
<td>Fall</td>
<td>5</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WCDA-TV</td>
<td>2</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WDTM</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WAVE-TV</td>
<td>5</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WHAS-TV</td>
<td>Fall</td>
<td>9</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KPIX</td>
<td>May</td>
<td>5</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KCCO-TV</td>
<td>Spring</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KRON-TV</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WSDU-TV</td>
<td>Summer</td>
<td>6</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WRTV</td>
<td>Indef.</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KLEE-TV</td>
<td>2</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WMCAT</td>
<td>4</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KRSC-TV</td>
<td>5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KDLY-TV</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KSL-TV</td>
<td>Summer</td>
<td>13</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WHIO-TV</td>
<td>April</td>
<td>5</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WLVW</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WHEN</td>
<td>Indef.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KOV-TV</td>
<td>4</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

#### Cities with Stations in Construction

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Station</th>
<th>Prob. Start Channel</th>
<th>Indef.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames, la.</td>
<td>WQO-TV</td>
<td>Indef.</td>
<td>4</td>
</tr>
<tr>
<td>Binghamton, N. Y.</td>
<td>WNBF-TV</td>
<td>Indef.</td>
<td>12</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>WAFM-TV</td>
<td>Fall</td>
<td>13</td>
</tr>
<tr>
<td>Bloomington, Ind.</td>
<td>WBRW-TV</td>
<td>Summer</td>
<td>4</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>WBT-B</td>
<td>Spring</td>
<td>3</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>WBNS-TV</td>
<td>Summer</td>
<td>10</td>
</tr>
<tr>
<td>Davenport, la.</td>
<td>WOC-TV</td>
<td>Summer</td>
<td>5</td>
</tr>
<tr>
<td>Erie, Pa.</td>
<td>WICU-TV</td>
<td>March</td>
<td>12</td>
</tr>
<tr>
<td>Grand Rapids, Mich.</td>
<td>WLAB-TV</td>
<td>Summer</td>
<td>7</td>
</tr>
<tr>
<td>Greensboro, N. C.</td>
<td>WITE</td>
<td>Indef.</td>
<td>5</td>
</tr>
<tr>
<td>Huntington, W. Va.</td>
<td>WSAZ-TV</td>
<td>June</td>
<td>5</td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
<td>WBMF-TV</td>
<td>Indef.</td>
<td>3</td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>WJAX-TV</td>
<td>Summer</td>
<td>8</td>
</tr>
<tr>
<td>Johnstown, Pa.</td>
<td>WAG-TV</td>
<td>Summer</td>
<td>3</td>
</tr>
<tr>
<td>Kalamazoo, Mich.</td>
<td>WKZQ-TV</td>
<td>Indef.</td>
<td>3</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>WDAF-TV</td>
<td>Spring</td>
<td>4</td>
</tr>
<tr>
<td>Lancaster, Pa.</td>
<td>WCLG-V</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Lansing, Mich.</td>
<td>WTM-JV</td>
<td>Fall</td>
<td>6</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>WSM-TV</td>
<td>Fall</td>
<td>4</td>
</tr>
<tr>
<td>Norfbok, Va.</td>
<td>WRTA-TV</td>
<td>Indef.</td>
<td>4</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>WKV-TV</td>
<td>May</td>
<td>4</td>
</tr>
<tr>
<td>Omaha, Neb.</td>
<td>KMA-TV</td>
<td>Summer</td>
<td>3</td>
</tr>
<tr>
<td>Peoria, Ill.</td>
<td>WEEK-TV</td>
<td>Summer</td>
<td>12</td>
</tr>
<tr>
<td>Phoenix, Ariz.</td>
<td>KTVX</td>
<td>Fall</td>
<td>5</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KTVU</td>
<td>Spring</td>
<td>3</td>
</tr>
<tr>
<td>Providence, R. I.</td>
<td>WJAR-TV</td>
<td>June</td>
<td>11</td>
</tr>
<tr>
<td>Riverside, Calif.</td>
<td>KARO</td>
<td>Indef.</td>
<td>4</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>WHTM</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>Rock Island, Ill.</td>
<td>WHSF-TV</td>
<td>Indef.</td>
<td>4</td>
</tr>
<tr>
<td>St. Petersberg, Fla.</td>
<td>WSEZ</td>
<td>Indef.</td>
<td>2</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>KEY-L</td>
<td>Indef.</td>
<td>5</td>
</tr>
<tr>
<td>San Diego, Calif.</td>
<td>KFMB-TV</td>
<td>Spring</td>
<td>8</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KSDM-TV</td>
<td>Spring</td>
<td>8</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KOB-TV</td>
<td>Summer</td>
<td>13</td>
</tr>
<tr>
<td>Stockton, Calif.</td>
<td>K9NW</td>
<td>Summer</td>
<td>6</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>KOBV</td>
<td>Summer</td>
<td>6</td>
</tr>
<tr>
<td>Utica, N. Y.</td>
<td>WKBV</td>
<td>Summer</td>
<td>13</td>
</tr>
<tr>
<td>Waltham, Mass.</td>
<td>WRTB</td>
<td>Indef.</td>
<td>2</td>
</tr>
<tr>
<td>Willimington, Del.</td>
<td>WDEL-TV</td>
<td>Spring</td>
<td>7</td>
</tr>
</tbody>
</table>

* Interconnected cities.
* Estimates by NBC Research Department of TV Sets installed within 40-mile radius.
**Boldface Type**—Stations in Operation; **Lightface Type**—Stations in Construction.
DuMont Plans WABD, Net Staff Integration, Division Of Powers for Efficiency

NEW YORK, March 26.—A new organizational set-up is being developed by DuMont, in conjunction with its current personnel, to prove more efficient. The object is to dispense with the dual personal- ne network, integrating the operations, and to add two new departments to the various responsibilities to department heads.

In the past, when Lawrence Phil-

レビュー, and in part be responsible to Low- m and to a separate plans board. The DuMont plans board, which will number some 15 members, 11 of whom separate phases of the broadcast industry, include President Allen B. DuMont, Lowi, constable, the programming and strong, Lowi's assistant. The other members and the departments they are currently head of, are P. J. Witkin, man; Tom Gallery, sales; E. W. Hughes, time out- fable operations; Rodney Chips, engineering; Robert Janionos, sports, and special events; Arthur Cowan, production; and David Albert, public rela- tions. Donald Stewart, manager of WDG, and A. P. Compton, manager of WFTG, Wash- ington, will be members. Each of these will have admin- isterative power over his own field.

Restrictions mainly will be of a type which affects virtually all other di- rections, those involving the broadcast industry, which involves several legal and other weighty problems, will be taken up at the weekly board meetings.

The complaint in the past, both within DuMont and among organiza- tions associated with the broadcast web, has been that the latter operations proved more cumbersome, and that with the web, has been that the latter operations proved more cumbersome, and that with the amount of material piled up for okay

was enormous. The linking of web, with Norwich Federal, and with web, was considered natural since the network and its stations had grown so within the industry.

The personnel shifts have had Scholten replacing Wade Thompson with advertising and sales promotion, Lawrence Menken ad- ducted as head of program planning, and Roy Passman, former assistant to the manager of WABD to manager of WABD to manage the operation of WABD. Jack Davis, active at WABD, is now supervisor of the network operation. Technical Director Frank Butenhoff is now in production supervision, and San Fairchild supervises budget control.

Young To Air in East, Try Tele

NEW YORK, March 26.—Alma Young will come East next fall to appear on network television, the equally important purpose of getting into TV. With this in mind, Frank Young is planning to use his radio, will do the same for television, and become a situation comedy for his talents. Young's radio show is on National Broadcasting, Saturdays and Sundays from 3 to 9 p.m., for three.

Aid to Lose Caesar, McCarthy?

NEW YORK, March 26.—Indica-
tions are that Mary McCarthy and Sid Caesar will no longer be seen on the mi-

oral Broadway Revue, will be leaving. This news has been signed for the Irving Berlin, Robert Sherwood musical, Where We're Going, which begins rehearsals in June, and she wants a vacation. Caesar, it is claimed, feels over- worked as a result of his comedy chases on the show and also wishes to take a rest. The program leaves its National Broadcasting Company (NBC) Friday from 4 to 6 p.m., and returns September 16. It is expected that the full talent should be at work on permanent cast, probably using per- formers for a four-week stint, instead of continuously.

Boston Area's Sets Pass 50,000 Mark

BOSTON, March 26.—The installa-
tion of television sets in the Boston area, has been signs of lacking of Last May, when TV began scheduled programs, the total number was about 5,000 sets. Within six months the number grew to 25,000. The latest survey made by WBZ-TV (NBC) and WJAC-TV (ABC) have indicated that there are three or four months sets, the number of sets will exceed 30,000. Some 23,293 sets are installed in homes, about 4,400 in motion-picture theaters. According to the industry estimate is area to have sold over 3,000 sets.

It's Ginny Brown

PHILADELPHIA, March 26 — When a struggling young act-ress does a good job in her role, a radio and television critic is likely to say that the actress has a "star quality," and that she could be a success in any medium. March 5 issue of The Billboard, Ginny Brown of Philadelphia was considered to be "a real talent" in a television program on the WCAU-TV, being called "an exceptionally lovely girl who helps keep the program's speed constant in assisting with the props and game staging."

The only trouble is that, al- though Brown was given prop-er credit in the reviewer's leg-ends. another actress's name appeared in the story. To Miss Brown, who appeared on the Queen and Knight program on WACU-TV, and the Sportsman Show on WPTZ, our apologies.

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

NEW YORK, March 26.—The telephone call from the "Stop Music" show that is due to go to bed on May 5, probably in the 8 to 9 p.m. period, over the American Broadcast- ing Company (ABC) stations, will be sold the second 30-minute period already has been sold, but not divulged. The plan is to sell the first half hour to one other station, and the second half hour will be made April 11 for audi- tion purposes. Costs, excluding syndication and time, will be $6,500 for the second 30 minutes.

A show, which will originate next fall, will have 30 minutes, using the same basic cast as the radio version, plus a number of new segments, such as dance lessons, etc. When the music stops, the vari- ous acts on the air at the time will be halted simultaneously. Bert Parks will emcee, as he does on AM. Louis G. Belson, Inc., owns the show.

NBC Offers Kudner Int'll Exclusively

NEW YORK, March 26.—The Na- tional Broadcasting Company (NBC) and the Columbia Broadcasting Sys- tem (CBS) were engaged this week in a nip-and-tuck fight over the hour-long Olson and Johnson television show now being built for Buick. As part of its deal, NBC was reported to have signed the Kudner Agency, which handles the show, exclusive for NBC's International Division, which NBC recently leased as a video studio.

Under the proposed deal, NBC would not permit any other account to air from the NBC studio, which, instead, Kudner would handle for the house for its Miller Berle, Buick and amusement programs. "The Larks" Gram- maphone, new airing from the International Division of RCA, would be shifted to another NBC studio.

CBS has offered Buick the 8 to 9 p.m. period each Saturday night, and NBC has offered April 7. The deal is said to be con- tinued on NBC's being able to get some other accounts to move to different times, since the web, other than on Saturday nights, has no evening hour open.

Miller Brew To Back Welk Ork ABC Show

NEW YORK, March 26.—The Miller Brewing Company this week signed a deal with ABC Network Company (ABC) to air a show built around band leader Lawrence Welk. The contract negotiations will go into the 9:30 p.m. Wednesday, when Miller and Miller will operate a Groccade, Mrs. Marx's American show begins its hiatus after the May 29 broadcast. The show, under consideration by the brew, will end its 15-week run in Chicago, and will come East from Chicago next week to work with ABC program chief J. Lasocki, who will handle the negotiations.

Miller sponsorship will be for ABC's central division stations only, the summer, and the web may offer the show for sale over its other outlets. Where the show will be slot- ting, Miller has not yet set.

CBS and NBC Mull Share of N. J. Location

57-Acre "Home Lot"

(Continued from page 1)

Griffin's early "location" time did not last long, for the DuMont studio space problem, which has been lasting and is expected the other web as well. With the cost of leasing theaters a "cessation" one, according DuMont execs, the idea building a complete tele center of its own is believed more than one, as well, from a long-term point of view, cutting the need to lease theater space. The use of theaters has brought considerable cost savings. DuMont. Lighting facilities generally are not up to video's par. Also, DuMont is expected in the near-term to run theater for back-to-back shows, with what is essentially to the prop shifts and audi- ences. The Nut Around $1,000,000

The DuMont plan calls for a gradual construction program, rather than a full-scale building plan. The ultimate cost, when the project is fully completed, still has not been reckoned, but is likely to be around $5,000,000. There would be the welcome participation of NBC in the project, which is estimated to call for nearly $2,400,000. Other plans call for moveable stages, laboratories for science shows, educational shows, and program types, ample scenery storage space, rear projection equipment, and other.

The DuMont feeling is that in the not too distant future viewers will demand something more than the right script shows and special effects they are now getting. A plant such as blueprinted will furnish a good opportunity for experimentation with new program types. Providing proper facilities for science and other educational shows, the medium to live up to its promise for program that is not a program capable of stirring while amusing.

Amche is expected to participate in the deal because it recently invested $250,000 in the expansion of its new Orkre plant on 86th Street.

Ameche for Young

On Durante Seg

HOLLYWOOD, March 26.—Alma Ameche will pinch the Jimmy Durante show after April 1 to be broadcast weeks. Durante will use solo ensembles and double as foil for guest stars. Ameche may be changed to feature a prominent guest vocalist each week.
Time Sales on 55 Video Outlets Avg. 1½ Million Mo.

NEW YORK, March 26.—Time sales on the 55 television stations throughout the country are now averaging $1,700,000 monthly, according to a report to the National Broadcasting Company. By the same token, preannouncing video will keep the same pace through the year, or make up in the fall for its expected summer lull. The medium will chalk up a total gross time rate of $20,000,000.

The breakdown shows that networks, during the week of February 6, did $137,496 all told; spot business accounted for $1,417,851, and local retail business for $1,183,029. The total is $423,364 for the week.

Among the networks themselves, the Rorabaugh figures give the National Broadcasting Company (NBC) a terrific edge. NBC for the month of February scored a total of $37,330, with the other networks stepping up as follows:

Columbia ........................................ 891,155
DuMont ........................................... 3,104
American ........................................ 19,950

Cooper Preps TV Mystery Pkg. Org.

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

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

Privacy Breach Charge by AGVA In KLAC-TV Suit

HOLLYWOOD, March 26.—American Guild of Variety Artists (AGVA) made good its threat to seek action from its members against television stations by filing three lawsuits against KLAC-TV of Los Angeles, AGVA members without permission. Action, which may become a test case in determining the telecasting of performers, was filed in Superior Court here by Joe Peterson, John Wiley, and William Leolin. Union asked $2,500 damages in each count, accusing KLAC-TV of invasion of privacy and unfair competition.

First suit of its kind to come before local courts, AGVA attorney Sam Shuman charges that on September 26, 1949, a Beverly Hills station aired a show from the L.A. Olympic Swimming Stadium, in which the plaintiffs appeared. Union alleges that the idea was neither conspired nor informed that they would be telecasted. The fact that the station showed the show without prior clearance from the performers involved made KLAC-TV guilty of violating privacy, AGVA contends.

A similar claim against Paramount’s RTLA was amicably settled this week following private negotiations.

 Aussies Promised ‘Tops in Television’

SYDNEY, March 26.—Senator Cameron, the postmaster general, announced last week that all Australian capitals would have television within two years and that within four years Australia would possibly have the best television service in the world.

Only another world war or shortage of manpower or supplies would delay the plans to introduce television, he said.

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

“Candlelight Revue’ Inked by A. S. Beck

NEW YORK, March 26.—A. S. Beck will sponsor a new television show, Candlelight Revue, over the National Broadcasting Company’s New York-Miami network (NBC) TV outlet, WNBT, beginning Thursday (31) from 8 to 9:30 p.m.

The program, headlined Monica Lewis, Roger Dann and the comedy team of Goodman and Kline, will be handled by Frank Cooper’s director.

“Strike It Rich” Seg Heads for TV on CBS

NEW YORK, March 26.—The Columbia Broadcasting System (CBS) radio show, Strike It Rich, is being prepared for TV. The giveaway program, now on CBS Tuesdays, 9:30 to 10, is expected, after some preparation, to be ready for airing in a few weeks.

The package is owned by Frank Cooper & Associates.

Thanks, too, to the City College of New York and its panel of prominent trade paper editors, for selecting WLW for an Honorable Mention for “unusually effective all-over station promotion” in the National Radio Television Awards for 1948.
NEW YORK, March 26.—A new sales drive, predicated on the contention that the current rating systems are a gross distortion, is being launched by the DuMont network. "The DuMont show," the network is planning to call it, will be a special meeting embracing bankroll flippers and potential clients, with Hiram Greig, the web's assistant chief, traveling from New York to take the pitch, a strong-sounding one, on a much larger scale, is being planned for New York in the near future.

The DuMont position, as framed by network director Mortimer T. Loewi, is that the ratings do not take into account the impact of video. Just as programming methods are completely different for one broad-consumption group than another, so must rating procedures be revised, according to Loewi. "The number of listeners alone do not tell the full story which advertisers and agencies need," Loewi said. "Our audience is not being adequately measured. But even if we included only those viewers who actually tune in our network, we could probably increase our audience, because those who tune in are the highest in any percentage of the viewers."

Because salesmanship on tele can be such a potent force if handled effectively, Loewi said, it might be a matter of either size of audience, or relative popularity of the programs. "And that is what will determine the present position.

Mail Response

To buttress this view with figures, DuMont plans to make a series of mail response tests on some of its programs, sending out questionnaires on its daytime serials. Thus, last Wednesday, a questionnaire was sent to 50,000 homes by the network, and by the next afternoon nearly 9,000 letters were received. Similar tests will be made on other programs. Loewi also mentions the Small Fry show as one with a marked effectiveness, since it has enrolled some 90,000 moppet members, and Los Angeles, with its big purchasing habits which will remain with them the rest of their lives."

GLOSSY PROFESSIONAL

8 x 10 PHOTOS

IN QUANTITY

For men, girls photos and post cards. Top-quality, Extremely low prices. Write for complete price list and consign aucions. Highest reproductions as good or better than your original. Send today for full price list sample. 1 c.

MULSON STUDIO
Box 1841
Bridgeport 1, Conn.

Chi Trade Calls "Top 10" Tele Research Misleading

CHICAGO, March 26.—A strong attack on a certain research organization's practice of ranking local programs by a combination of competitive listings of "Top 10" or "Top 15" is being expressed by research men of the area in a letter to the late local program director.

The beef is that such ratings do not take into consideration the fact that all stations are non-competitive and that some stations, for example, have programs that are nearly non-existent. The researchers in no way object to methods used to check for competition. They do object, however, to the fact that stations are being penalized based on ratings which do not have competition.

The researchers in no way object to this method of checking for competition. But they insist relative ratings be based on the average ratings of stations that are in competition, thus arrived at during non-competitive periods are misleading. They agree that lists comparing ratings of top programs are accurate in New York, where the audiences are on the air and where all stations have competition practically all the time.

On Examples

Examples of the type of situation the research men point out to substantiate their claims are in the latest Jay & Graham ad. According to the J & G report, Tuesday night's broadcast at WENR-TV gets a rating of 32.4 from its 15-minute prime-time program while other stations are on the air. On the same night, a program on WNBR goes off the air and WENR-TV is the only station on the air. The average non-competitive rating jumped to a 20.9.

Thursday nights' wrestling show on WGN-TV provides another example. Research men point out that WENR and WGN-TVs are on the air, and when the two sign on, WGN-TVs program rating increased quickly to 22.9.

Non-Competitive

There are other examples, too, in which shows got ratings in the 30s and 40s when competition is eliminated. With the hoped ratings, non-competitive programs easily could capture "Top 10" or "Top 15" list positions. But non-competitive ratings can also be realized if one considers average ratings of various days, according to Videodex. The Jay & Graham latest report, for February 7-13, shows that local average ratings were as follows: Monday, 13.9; Tuesday, March 10, 16.2; Wednesday, March 11, 13.9; Thursday, March 12, 12.8; Friday, 15.6; Saturday, 17.1; and Sunday, 16.8.

On Facts

Jay & Graham believe that they'll clean further facts about the effect of non-competitive airing. They believe they have local ratings with those of other stations that are rating their same program, they are making their first TV survey this month.

A point of interest will be the starting of the New York service. Jay & Graham are reporting that they will add the client service to their list of clients. Furthermore, they have added to their list of clients the Wadco, Ford, Cohn and Bolling, Roche, Williams & Cleary agencies, and major facturers such as RCA, Motorola and Admiral.
Ways Agree--But Fast-Upon Cable Spits, But Burn Is On

NEW YORK, March 26.---The television networks yesterday (25) set their last round overlapping deadline for clearing up the cable allocation muddle for the period starting May 1. In only one full week of meetings, the cable breakdown was settled to the application of those networks. However, beneath the expressed satisfaction of the parties themselves, there were a number of smoldering resentments still being burned.

Taste feeling was strong that before the quibbling over time allotments, the networks actually were experimenting with an attempt to take over each other's affiliations. This is particularly true in areas where there are only one or two stations, not enough to give each web a full-time tie-up. By hook or by crook, they are seeking to block out each other's programs, some networks having one eye on wooing new affiliates into their fold.

The Sunday night battle, personally the toughest because of the heavy scheduling on that night, this time was between the American Broadcasting Company (ABC) and Mutual. However, the ABC is getting out for the same time, and the Mutual is the network of the Sunday shows, leaving one westbound cable for each of the three other networks.

The toughest problem rested in ensuring that the overlapping time periods when shows were coming into New York out of Washington and Minneapolis were in the same time. With only one cable from Philadelphia, New York shows hitting Philadelphia from Washington and Chicago simultaneously would be hard to avoid, but, occasion- ever, this situation, too, was solved after Madison agreed it would do no damage to the NBC.

The National Broadcasting Company (NBC) will make good for the time period, the 7:30 p.m. slot across the board. This is where it planned to place the new Henry Morgan show, starting next week. Morgan will be out as planned, but will either be on NBC or Mutual, if not in the same time slot as one or the other.

Moggers Nearing Contract With ABC

NEW YORK, March 26---Substan- tiation of the cease-fire may have been apparent yesterday, but no exact agreements were reached in the late hour negotiations between the Radio and Television Directors Guild of CBS's sales and the Hollywood Broadcasting Company (ABC) to reach an agreement covering TV directors working for the web.

ABC has offered $99 weekly for about six weeks' work for each director. However, the RTDG is holding out for the same amount as the Moggers receive for the same work. A Columbia Broadcasting System (CBS) accord would net $35 and $40 respectively each week.

The important question of the union's right to inspect the network's directors is at issue. The pilots at the station has already been agreed to by ABC.

OSHA STATE MEET

(Continued from page 1)

ow has a 14-television industry flavor under the direction of its adv

New Haven, Conn., April 13.--The National Bureau of Standards TV shows has been attended by 70 or 80 television directors, including the new head of the network.

Doherty Shows

Richard Doherty, NAB labor relations chief, spoke on his newly outlined plan of development of the radio public service issue. He suggested that the new acting director of Broadcast Measurement Bureau (BMB) has been asked to work out techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

FIRST DIST. NAB

(Continued from page 6)

neth Baker, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

Doherty Speaks

Richard Doherty, NAB labor relations chief, spoke on his newly outlined plan of development of the radio public service issue. He suggested that the new acting director of Broadcast Measurement Bureau (BMB) has been asked to work out techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

Doherty Speaks

Richard Doherty, NAB labor relations chief, spoke on his newly outlined plan of development of the radio public service issue. He suggested that the new acting director of Broadcast Measurement Bureau (BMB) has been asked to work out techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.

John Taylor, the NAB director of research, who is noted public service is with its business affairs as the new acting director of Broadcast Measurement Bureau (BMB). He covered the new techniques of the continuing study of BMB. Other topics covered were labor relations, NAB sales director; Walter Hase, NAB music director, who outlined the public service programs that are aimed at the non-radios.
New Recorder: Emboss, No Cut

NEW YORK, March 26.—The new American Radio Corporation model, which embosses a half-hour of sound on a 4½-inch vitaphone disk (The Billboard, March 19), has set its distribution pattern for the first time. At least 14 dealers have scheduled delivery of the March 26 model for the month of April. The set will be demonstrated at the Carl Fischer store on that date, with the first scheduled to break in The Times April 17.

The recorder, which embosses (as posed to cutting) and plays back the same record, was designed by E. B. Wagner, a former Rudy alliance sax player, and Angust Nichols, sound engineer. Machines are being manufactured by the plant of Lar- Electronics, Marguerine, N. J.

Current rate of production is between 10 and 150 weekly, but the figure is rising rapidly as more new orders are coming in.

The Wagner-Nichols Manufacturing Corporation is headed by Andrew K. Kunde and Edna Wagner and the board. Heston Castellino is treasurer.

Initial distribution of the product will be confined to metropolitan New York, together with a few select dealers. Existing merchandising methods are thereafter expected, according to Ed Scheuring, who is working on new methods. He will be using set up to handle this item exclusively. Bob Scheuring and Bud Marlowe are in charge of the distributing, as yet unnamed. All three are graduates of the Apex Recording Studio here.

New Garod Console Retails for $798

NEW YORK, March 28.—Garod Electronic Corporation has premiered a new television-radio-phonograph console which retails at $798, complete with AM-FM radio, 45 and 78-r.p.m. record changer and storage space. The model, in walnut, utilizes a 12-inch cathode ray tube with "tele-moon" base, and houses the normal 12-inch rectangular console cabinet with a circular close-up on the front.

Garod, according to Lou Silver, president, also is preparing to introduce television receivers in period, modern and specially designed cabinets complete with furniture in the home.

Now You Play 331/3 On 78-R.P.M. Player

NEW YORK, March 26.—The "Série," a device which includes a speed-reducing turntable and the ability to "pick-up" an arm which reads a 78-r.p.m. disc as if it were a 331/3-r.p.m. disc, is now on the market. Development was designed for use with the gatzer for $14.95.

The micro-vertex, developed by Dr. G. A. Lowden, Broadcasting System engineering, engineer, made its appearance months ago by Columbus Records. Interest in the "micro-vertex" has been facilitated by an issuing template packed with each micro-vertex kit.

Air King Reduces Prices

NEW YORK, March 28.—Air King, Inc., has recently announced price reductions of 11 and 13 per cent on two current television receivers—its Air King-300 and 15-inch console receiver (A-1601). Both sets incorporate a 35-tube chassis said to be especially effective in fringe areas, with exceptional clarity in prime areas.

How They're Selling Them

(Billboard staffers plans newspaper for radio-tele-phonograph advertisers from coast to coast. No results of sales as yet reported.

FCC Echoes Coya's Stand Vs. VHF Set Obsolescence

WASHINGTON, March 24.—The Federal Communications Commission (FCC) officials are echoing the ramped in a "top" remark about set obsolescence made earlier in the week by Chairman Wayne C. Cofer. The "top" industry expansion of commercial television, the FCC says, has been so rapid (U-B-H) range still a long way off, but also that there is no guarantee that the audience is interested in building a U-H-F station and that such an VHF channel may be even closer. However, if this can't be arranged, the FCC would substitute the building of a U-H-F channel. The station might decide the cost and technical problems of building such a station. If it decides that it is not feasible, the present set will still be able to receive four out of five TV stations. If not, the VHF station will probably be able to get a reasonably decent signal.
Decca Mantle to Racknill?
Showbiz Stunned by Death
Of Kapp: Career a Dazzler

NEW YORK, March 26.—The first local dealer to receive the new Victor 45-rpm record periods recently also found something unexpected in his mail. He received an urgent call to the Billboard, he expressed concern over the number of copies received, and handling the different colored discs. He was afraid, sliding them into their sleeves, that the color might be more homes, "there's no future in it.

15-Player Hits Gets Big Show At Macy Fair
NEW YORK, March 26.—New York's personal appearances by a trio of heavy attention at the first week of R. H. Macy and Company. Large crowds were drawn to the individual booths where Columbia and RCA Victor representatives enthralled their long-playing and 45-rpm customers. But most attention was paid to a distinctive magnetic record changer that plays over the one-inch unit, which is not yet on sale. It is the first commercial product of Lincoln Engineering Company, St. Louis. The model demonstrated plays 7, 10 and 15-inch platters intermixed, and turns disks over if desired. Models now in preparation will also play 78 and 10-inch discs.

On sale the first three days of the week were a large quantity of pop records retailing for 25 cents (tax included) on the mysterious "Smith" label. Sales sold out completely, and Macy's officials would not reveal the source or the possibility of restocking. The store has been pioneered by Elmer Oberstein's 39-cent (plus tax) Varsity platters, and is also selling the new Hi-Tone records at 32 cents (plus 2 tax). Hi-Tone is regular priced at 35 cents (plus tax), according to the manufacturer; the recordings are similar in quality to Varsity.

Top disk artists have been making daily appearances in the department store; this week were Tony Drake, Patricia Morrison, Lisa Kirk, Harold Lang, all of Kiss Me Kate, Guy Lombardo, Nat (King) Cole and his trio, Elliot Lawrence, June Wilson, Ray Bolger and Vaughn Monroe also appeared.

Thar's Gold In Them One-Night Jumps
2-Month Tour Racks Up $$$
By Hal Wehman
NEW YORK, March 26. — The phenomenal two-month road trek of the through the Monroe org (The Billboard, January 29) came to a close last week with the red-hot orkester grossing about $400,000 in 61 play dates, which began on January 8 and March 15. The average gross for the tour works out to a sizzling $6,550. This, despite the fact that Monroe ran into the unprecedented Texas cold snap and equally unprecedented snow and cold of the Southwestern territory during the month of February. The winter weather, which accounted for one-third of Texas and seven Southwestern dates, bit into the potential Monroe gross at a rate of from $2,000 to $4,000 per date. And combined with a four of four poor and a group of three middling dates down South in the early part of the tour, the reason is easy. It was a real failure to hit the tour half-million dollar gross potential estimate by the Allied Artists Agency. But in this day of weak bands, a nightly average of over $6,500 for a gross of this size, it's a dream promotion and college dates is considered remarkable by the trade.

Healthy
The gross outcome of the Monroe tour combined with a quick trek of Spike Jones, who also is piling up some $2,000 to $4,000 a week, is by no means unavailable, makes for at least a pair of healthy and heartening band business figures. The fact that there are some signs of hyped band interest on the road, with some of the leading lesser name groups drawing near $6,500 in the pre-Lent period. However, as is the usual, the Lent season has virtually established a band box office standstill with the sole exception of Monroe.

Monroe carried an organization of 32 to 34 people on his tour. Aside from the 25 tunefills in his band, Monroe spotted two vocal groups, the Moca Mauds and the Mirror Men, and a couple of acts in the persons of Johnny Mack and Jack Lawrence. Most of the dates were torn on guarantee (figured to be about $3,000 average per night) against 60 per cent of the gross on the date. There were a few school and private dates and the tour headquarted at the 40 Ballroom in Chicago which were (See Monroe Finds on page 56)

Bing and Decca Up for 7 More
NEW YORK, March 26—Bing Crosby yesterday (25) renewed his pact with Decca Records for a reported $250,000 for four years, thus squashing trade speculation that Deanna might leave Decca.

According to reports, Bing's royalties for 1948 were the highest in his history with Decca. His previous top year was 1947, when he hit around $252,000.

Light Fingers
NEW YORK, March 26.—The first local dealer to receive the new Victor 45-rpm record periods recently also found something unexpected in his mail. He received an urgent call to the Billboard, he expressed concern over the number of copies received, and handling the different colored discs. He was afraid, sliding them into their sleeves, that the color might be more homes, "there's no future in it.

Those and other conjectures swept the trade, as well as speculation on the status of the conflict between American and English Decca now that Kappy is gone.

The late Decca president, who was

Cap Beats Cool To Market With "South Pacific"
NEW YORK, March 26.—Capitol Records will break with a rush album to market with the forthcoming Rodgers and Hammerstein South Pacific score. The album, featuring the voices of Margaret Whiting, Jo Stafford and the theme song, "There is a Teasing Girlie Video" will be the stands a week prior to the April 26 release of the Show and will be out in front of the book and Columbia's original cast album, which hasn't yet been recorded.

The forthcoming date album marks the second time in recent years that a diskery has taken a chance on an album, coming out with a package prior to an original cast album. First time was at the Capp's Flim Flam when Victor issued a studio-made package far in advance of Columbia's original cast discs and prior to the show's Broadway opening.

BBC May Use Balloon on Hits
LONDON, March 26. — Radio changes in the British Broadcasting Corporation's (BBC) Hit Parade will be introduced if the BBC follows the preliminary suggestions made by Jonh Barrington, radio column of the Sunday Chronicle. Barrington has suggested that a public balloon be taken each week to determine the top seven songs, instead of taking the selections from figures given by music publishers.

The BBC has agreed in principle with the idea put forth by Barrington and will bring the matter up at the next meeting of the BBC Variety Department. "I do not question the publishers integrity," Barrington says. "They might ask for more bargaining, in their choice of programs. It confines British dance music within a tightly controlled circle. It misses many potential winners. And it makes a mockery of entertainment."

The program for future activity, according to Kaplan, are, "to deal more effectively with the individual song, to make a better balance in record interest of the members of the record industry. We intend to make a move in this direction."

The program for future activity, according to Kaplan, are, "to deal more effectively with the individual song, to make a better balance in record interest of the members of the record industry. We intend to make a move in this direction."

The program for future activity, according to Kaplan, are, "to deal more effectively with the individual song, to make a better balance in record interest of the members of the record industry. We intend to make a move in this direction."
ASCAP's Seek a Higher Rate On TV Than AM; Deal Dangles

(Monthly Bulletin of American Society of Composers, Authors and Publishers (ASCAP) is under way as the result of ASCAP's engaging Arthur Newmeyer, the firm's first director of national public relations.

Newmeyer a Big Factor

WASHINGTON, March 28.—An important new era of public relations for the American Society of Composers, Authors and Publishers (ASCAP) is under way as the result of ASCAP's engaging Arthur Newmeyer to head the firm's first public relations department.

The Newmeyer, one of the leading public relations outlets in the nation, is in the throes of some serious problems, including the legal decision and the Department of Justice's threats to restrict ASCAP's activities. The Newmeyer will bring to the ASCAP its experience in handling similar problems and its understanding of the complexities of the music industry.

Bruell CLEARS

CARROLL CASE

CHICAGO, March 28.—A story in the March 26 issue of The Billboard magazine that Carroll had claimed a contract run in a Cleveland, Ohio, disc store, for the best musical score of a ramshackle or comedy picture, and to have been the basis of the scoring of a musical picture, crediting Johnny Green and Rogers.

Tony Plays 4th Prize Date

BRIDGEPORT, March 28.—Setting a record, Tommy Dorsey and his band played the first name band in 25 years to play this spot four times in a single engagement.

MOM Bankruptcy Action Is Filed

CHICAGO, March 28.—Music of the Month, Inc. (MOM), an expansive program designed to merchandise by mail or on subscription, has filed bankruptcy proceedings in District Court here, it was announced this week.

Ellis, MOM prexy, could not reach her claim. It was understood that MOM had closed its office in the 540 North Michigan building and that creditors had received letters relating to the forthcoming court action.

The mail record promotion was started in Chicago last August.

MOM's bankruptcy case was brought by a creditor who claimed that ASCAP is a Tin Pan Alley racket. Paine, a man of admitted integrity, will take it.

MOM's bankruptcy is a threat to the music industry.

ASCAP's Best Foot Forward

Institutional Top-Level Job In the Works

First Attempt Since '41

NEW YORK, March 28.—Registration of Arthur Newmeyer by the American Society of Composers, Authors and Publishers (ASCAP) as public relations counsel was formally admitted this week as an attempt by ASCAP to "get its foot forward." Publishers queried on the matter stated the Society, particularly since the death of John G. Paine, one-time ASCAP general counsel, felt the powerful "face to the public" would change the Society and the public.

In addition, the connection was made with the firm's new director.

Newmeyer was in New York this week, conferring with Society execs. It's understood his policy has not been made, but hoped to work with the publication.

Rather, it would present the Society and in particular the ASCAP, in mind a publicity campaign on a high in the Society and in the public interest to meet the public's needs for a sharper public relations job.

Newmeyer was in New York this week, conferring with Society execs. It's understood his policy has not been made, but hoped to work with the publication.

Rather, it would present the Society and in particular the ASCAP, in mind a publicity campaign on a high in the Society and in the public interest to meet the public's needs for a sharper public relations job.

Newmeyer was in New York this week, conferring with Society execs. It's understood his policy has not been made, but hoped to work with the publication.

Rather, it would present the Society and in particular the ASCAP, in mind a publicity campaign on a high in the Society and in the public interest to meet the public's needs for a sharper public relations job.

Newmeyer was in New York this week, conferring with Society execs. It's understood his policy has not been made, but hoped to work with the publication.

Rather, it would present the Society and in particular the ASCAP, in mind a publicity campaign on a high in the Society and in the public interest to meet the public's needs for a sharper public relations job.

Newmeyer was in New York this week, conferring with Society execs. It's understood his policy has not been made, but hoped to work with the publication.

Rather, it would present the Society and in particular the ASCAP, in mind a publicity campaign on a high in the Society and in the public interest to meet the public's needs for a sharper public relations job.
DECCA

• Top Artists
• Top Tunes

give you:

1. Top Demand
2. Fastest Turnover
3. Lowest Inventory

Decca means Profits

LOOK TO DECCA FOR THE GREATEST
NOT WORDS BUT A FACT FOR 15 YEARS

America's Fastest Selling Records!

Yesterday! Today! Tomorrow!

Decca means Profits

COLLECTION OF THE GREATEST RECORDS!
Columbia Price Dip Stirs Speculation; Some Majors Attempting To Hold Fast

NEW YORK, March 26.—Considerable speculation was raised this week over the impending Columbia diskery announcement of a general 25 per cent reduction in its entire sheet music line. It was suggested that the Columbia price cut would come to the relief of some beleaguered retailers. However, other trade sources questioned the soundness of the Columbia move in lifting some of the high costs of production.

It will be officially announced March 31, it is reported, that Colum- bia's retail prices will drop to 60 cents plus tax for 10-inch pop records from 75 cents plus tax for 10-inch pops from $1.85 plus tax for 10-inch master works from $1 and plus tax for 12-inch master works from $1.25.

Excess of some companies were non- committed on their plans regarding price plans. The late Jack Rapp, of Demco, and Glenn Wallisch, of Circle, however, said their firms would stick to the present 75-cent plus tax price level for the 10-inch pop single.

Timing an Aggravation

But RCA Victor, Mercury and MCA exist with the press that a confirmed report indicated that excess of the Victor company company board has made a no-cut price policy as cut and the timing of the release of info records to be made Thursday, regardless, reported breaking date of the Columbia price cut coincides with Victor's timing and MCA's announcement for its 45 r.p.m. line.

One MGM exec was of the opinion that the excess has isolated the move of slicing its price to match the Columbia price levels.

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

NEW YORK, March 26.—Ted Steele and his wife, Doris Brooks Steele, have taken over the WMCA spot of Bea-Andre.

The station is shifting emphasis toward live music, having dropped the disc jockeys and added four small instrumental combos headed by Johnny Guarnieri, Merle Pitt, Bud Smith and Jerry Shad. The total number of. tollbooths employed will be between 17 and 20. Feir said, the disc jockey house is, so that the changeover has the necessary instrument with an additional group to come into effect Monday (4).

Detroit Padlocks Pair of Ballrooms

DETROIT, March 26.—Licenses of two ballrooms operating on a tax-free policy, the Aragon and the Grand,alendar, were revoked by the district attorney's office, the latter" being cited by a five-hour hearing before the council. Police charged "inner dancing" and "permitting ac- cepting by employees. The mayor concluded that the spots should not be allowed to continue operation under present management.

Columbia But Correll

NEW YORK, March 26.—Jack Hallstrom, RCA Victor a-s-a-topper, who once told publishers needle to the test of the Columbia move. They claimed that they would be economic- ally impossible for them to go along with Columbia and keep in the competition.

HOLLYWOOD, March 26.—Capitol has shot a left jab at price-warring record companies by offering its own brand of slasher and promising that its prices and policies will remain unchanged. We don't know exactly what they are trying to accomplish by this policy, but they have not made any positive effort to make any further comment as to our shock of its policies. Our policy is to continue to keep a close watch on this and will move to keep a close watch on this and will move to keep the price level.

"We find some manufacturers and distributors not on the same footing as encouraging price-cutting and not by a local neighborhood sale but in an organized way," said Lee C. Merle, and general sales manager. Floyd after the fact that he had voiced the feeling that it would be unwise to buy Cut's product at ex- acting prices.

"Capitol's left jab was a little too vague to be acceptable."

Chir Record Distrib. Wade

CHICAGO, March 26.—Local record distributors, representing both major and indie labels, failed to reach an agreement at a Tuesday (22) meeting which would have made it possible to establish the first Chir record distributors' association.

Tellers of indie label distributors at the meeting indicated that an- other confab, exemptions of reps of the majors and those distributors who have cap- ital, quality, service and price and is necessary to protect the independents who have encroached upon and will continue to encroach upon these distributors. This meeting may today be available on different terms tomorrow. You cannot count on

Ehrm Record Distrib. Washout; 2d Confab Mulled

Detroit Padlocks Pair of Ballrooms

DETROIT, March 26.—Licensors of two ballrooms operating on a tax-free policy, the Aragon and the Grand,alendar, were revoked by the district attorney's office, the latter" being cited by a five-hour hearing before the council. Police charged "inner dancing" and "permitting ac- cepting by employees. The mayor concluded that the spots should not be allowed to continue operation under present management.

Credit Bureau Urged

A central credit bureau, which would warn distributors of the spread of stolen objects over the counter or owed certain district taxes that were collected because of liquidation of assets of banks or bankruptcy, could be established with the probability that it would be able to get a better picture of the count at any time. This is the high price paid for a major magazine.

Philosophers Claim Jumping

The two chief factors in the growing of switching distributors indiscriminate was talked over this week in the distribution switch, the problem of some standardization of manufacturer.

"We find some manufacturers and distributors not on the same footing as encouraging price-cutting and not by a local neighborhood sale but in an organized way," said Lee C. Merle, and general sales manager. Floyd after the fact that he had voiced the feeling that it would be unwise to buy Cut's product at ex- acting prices.

"Capitol's left jab was a little too vague to be acceptable."

Chir Record Distrib. Wade

CHICAGO, March 26.—Local record distributors, representing both major and indie labels, failed to reach an agreement at a Tuesday (22) meeting which would have made it possible to establish the first Chir record distributors' association.

Tellers of indie label distributors at the meeting indicated that an- other confab, exemptions of reps of the majors and those distributors who have cap- ital, quality, service and price and is necessary to protect the independents who have encroached upon and will continue to encroach upon these distributors. This meeting may today be available on different terms tomorrow. You cannot count on

Ehrm Record Distrib. Washout; 2d Confab Mulled

Detroit Padlocks Pair of Ballrooms

DETROIT, March 26.—Licensors of two ballrooms operating on a tax-free policy, the Aragon and the Grand,alendar, were revoked by the district attorney's office, the latter" being cited by a five-hour hearing before the council. Police charged "inner dancing" and "permitting ac- cepting by employees. The mayor concluded that the spots should not be allowed to continue operation under present management.

Credit Bureau Urged

A central credit bureau, which would warn distributors of the spread of stolen objects over the counter or owed certain district taxes that were collected because of liquidation of assets of banks or bankruptcy, could be established with the probability that it would be able to get a better picture of the count at any time. This is the high price paid for a major magazine.
April 2, 1949

The Billboard

MUSIC 25

London Makes Drastic Staff Revamps, Some Exces Out

NEW YORK, March 26.—London Records has undergone a drastic personal shake-up, with a number of top-level personnel leaving the company. These include James P. Bray, vice-president and national sales manager; Joe Martin, advertising and sales promotion manager, and Richard Paganelli, salesman for the library service. It was also reported that Remy Farkas is taking a two-month leave of absence.

A company top stationed the personnel shake-up mirrored a strong retrenchment policy necessitated by declining sales. He added that hundreds of thousands of dead stock disks had been shipped into storage this week.

D. H. Toller-Bond, speaking for London, stated that the shake-up was in no way a reflection on the company's financial condition. The move was precipitated, he said, "by purely internal problems of organizational methods." He added that London would reorganize on a stronger basis.

It was reported that during the last 10 days sales of London's top 10 records had hit only 19,009. Toller-Bond denied this, stating sales have been increasing since Christmas. London has 10 best sellers, he said, and six are moving fast. Toller-Bond also stated the company's plans for months ahead, and denied there was any change in the personnel of the personnel shake-up and the reported rift between American and British Decca.

No personnel replacements are being considered at the present time, however.

DC Wax Dealer Organizes Trade

WASHINGTON, March 26.—Queries on the set-up of the recently formed Wax Dealers' Association (WRRDA) are coming in from several cities, indicating to WRRDA a widespread interest in the record dealers association.

Littman Danziger, of the Disc Shop, public relations director for WRRDA, told The Billboard this week that the association has received letters from Boston, Houston, and several smaller cities, inquiring about the WRRDA and its activities, and cash prizes are awarded.

For weeks in advance, colorful display cards and windows were run in the local newspapers advertising the first who could spot a pin wearing "Baby Face" in the streets were to win the $500 prize. A newspaper pin was then put into circulation and several pin's were distributed throughout the city, the green ones being the most popular. A large number of pin's and thousands of cards were mailed out to prospective customers, heralding the arrival of the latest record.

The city was really made Art lovers and collectors rush to the stores, hoping to obtain the first pin. The store was crowded with people, and the pin's were sold out.

Joyce Pacts Wakey For Entire Country

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

Before Wakey goes out on a park tour for Joyce, starting June 11, the Western singer will take in the theaters and auditoriums. Joyce is negotiating to provide Wakey with his first night club engagement, the idea being to bring him into the Last Frontier Hotel, Las Vegas, Nev. Joyce agency has also taken the Berni's Inn (Dance and Viola) for a theater tour, starting off with the Miami (Fla.), Majestic, Paterson, N. J., and the New York (N.Y.).
Dealers

HERE IS YOUR ANSWER
when your customers ask you this question:

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

YOUR TELEVISION SET WILL NOT BE OBSOLETE

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

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

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

4. These new wave bands may never be assigned to future television stations broadcasting in hundreds of American communities currently in television areas. In other words a very large percentage of today's television buyers may NEVER have to convert their sets.

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

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

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

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

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

MAIL THIS COUPON TODAY

ALL ORDERS MUST BE IN BY

MONDAY, APRIL 14

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

I enclose $ for which send me postpaid 50 reprints

"Your Television Set Will Not Be Obsolete"

Name
Address
City
State
Bermuda Baits Tourist With Tricky Calypso-Like Album

HAMILTON, Bermuda, March 26—A specially produced record album is finally being added to the long list of souvenirs available to tourists here. The six-sided package was made by the island's hottest attraction, the Tkalont Brothers, a six-man, so-called calypso outfit, and will be released next month. The group, native Bermudians, consists of five brothers and a cousin. Instrumentation is somewhat on the unorthodox side, as the music they make. The brothers are Archie, who plays guitar and harmonica (braced on his neck) simultaneously and singly; Austin, ditto; Ross, electric guitar; Dick, tiple (overgrown ukulele); Roy, a home-made bass fiddle, and cousin Cromwell Manns, accordion. Practically all of them take occasional vocals.

Aliho none of them has ever had any formal musical training, their repertoires are extremely varied, ranging from current pops, thru standards, to race items and pseudo-calypso. They learned their techniques mainly from listening to American records and this becomes quite apparent in their playing and singing. A little bit of just about every well-recorded Yank musical style is instrumentally as far as possible, and vocally in a glaringly obvious manner. For example, there's a touch of the Crosby phrasing, the Sinatra glissando, even a Bus Eving solo in one warbling chor or another. And while the lads are hardly fastidious about hitting every note on the nose, they (See Bermuda Tricky on page 51)

Double Feature Goes to Plastic

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

Putnam also is making plans to replace Jimmy Martin, who since the first release on DP, has acted as national distributor for the label. Martin will continue to act as national distributor chief until Putnam can re-align his distributor set-up. Martin told The Billboard that he was unable to carry the load of national distributor in addition to operating his own five-State indie label distributor set-up, generally regarded as the biggest in the Midwest.

ALL YOUR RECORD NEEDS FROM ONE SOURCE

OPERATORS & DEALERS — TAKE ADVANTAGE OF OUR SERVICE

Just as we serviced your needs in 75 Records, we are now equipped to handle your needs in the new 45 RPM field. We are now handling the complete Victor "45" catalogue. Also the Capitol catalogue of regular and Telefunken records on "45", as well as the new releases by Mercury on Long Playing records. Of course, we will continue to handle your needs for Columbia LP's. Catalogues on all the above on request.

WE STOCK THE FOLLOWING LABELS:

- MODERN
- ENZO
- NATIONAL
- SAVOY
- APOLLO
- AND ALL OTHERS

DECCA — $.54

4065 ONCE IN LOVE WITH AMY—Boggs
4066 IN WISHFUL THINKING—Boggs
4067 I DON'T SEE WHAT—Boggs
4099 HOW ABOUT LOVE—Boggs
4100 DOWN IN THE DUMP—Boggs
4101 THE MAN I LOVE—Boggs
4102 WHEN YOU COME TO ME—Boggs
4103 LULLABY—Boggs

MERCURY — $.54

5261 AIN'T THAT SOMETHING—Reid
5262 AIN'T THAT SOMETHING—Reid
5263 AIN'T THAT SOMETHING—Reid
5264 AIN'T THAT SOMETHING—Reid
5265 AIN'T THAT SOMETHING—Reid
5266 AIN'T THAT SOMETHING—Reid

MG M — $.50

1046 CRISSING DOWN THE RIVER—B. Barron
1048 CARAVAN—Eckstein
1057 BEAUTIFUL EYES—Arms
1074 SLEIGHT ON 10TH AVE.—L. Hampton
1080 BOLDWOODER—Eckstein

CAPITOL — $.54

15933 "A" YOU'RE ADORABLE—McRae
15942 BLUE MOON—McRae
15957 SO IN LOVE—McRae
75452 A WONDERFUL GUY—Whiting
15416 SIMILAR—Lee

TEempo —

TE62 SWEET GEORGIA BROWN—Brothers
Complete line of Brother Bones and Ben-Light records.

SENSATIONAL CLOSEOUT OF SURPLUS STOCK

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

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

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

No order too large or too small to fill. Our price is as follows: 5c above wholesale. 30% discount on any label. All albums @ 30% discount of full price. Wholesale terms C.O.D. in the大陆 and in Bony delivery. (10 records or less $1 handling charge.)

RAYMAR SALES CO.
84-32 16TH ST., JAMAICA, NEW YORK, N.Y.
Phone: Jamaica 3-2248; Re 9-7908; Ja 3-9560

ALL YOUR RECORD NEEDS FROM ONE SOURCE

OPERATORS & DEALERS — TAKE ADVANTAGE OF OUR SERVICE

Just as we serviced your needs in 75 Records, we are now equipped to handle your needs in the new 45 RPM field. We are now handling the complete Victor "45" catalogue. Also the Capitol catalogue of regular and Telefunken records on "45", as well as the new releases by Mercury on Long Playing records. Of course, we will continue to handle your needs for Columbia LP's. Catalogues on all the above on request.

WE STOCK THE FOLLOWING LABELS:

- MODERN
- ENZO
- NATIONAL
- SAVOY
- APOLLO
- AND ALL OTHERS

DECCA — $.54

4065 ONCE IN LOVE WITH AMY—Boggs
4066 IN WISHFUL THINKING—Boggs
4067 I DON'T SEE WHAT—Boggs
4099 HOW ABOUT LOVE—Boggs
4100 DOWN IN THE DUMP—Boggs
4101 THE MAN I LOVE—Boggs
4102 WHEN YOU COME TO ME—Boggs
4103 LULLABY—Boggs

MERCURY — $.54

5261 AIN'T THAT SOMETHING—Reid
5262 AIN'T THAT SOMETHING—Reid
5263 AIN'T THAT SOMETHING—Reid
5264 AIN'T THAT SOMETHING—Reid
5265 AIN'T THAT SOMETHING—Reid
5266 AIN'T THAT SOMETHING—Reid

MG M — $.50

1046 CRISSING DOWN THE RIVER—B. Barron
1048 CARAVAN—Eckstein
1057 BEAUTIFUL EYES—Arms
1074 SLEIGHT ON 10TH AVE.—L. Hampton
1080 BOLDWOODER—Eckstein

CAPITOL — $.54

15933 "A" YOU'RE ADORABLE—McRae
15942 BLUE MOON—McRae
15957 SO IN LOVE—McRae
75452 A WONDERFUL GUY—Whiting
15416 SIMILAR—Lee

TEempo —

TE62 SWEET GEORGIA BROWN—Brothers
Complete line of Brother Bones and Ben-Light records.

SENSATIONAL CLOSEOUT OF SURPLUS STOCK

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

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

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

No order too large or too small to fill. Our price is as follows: 5c above wholesale. 30% discount on any label. All albums @ 30% discount of full price. Wholesale terms C.O.D. in the大陆 and in Bony delivery. (10 records or less $1 handling charge.)

RAYMAR SALES CO.
84-32 16TH ST., JAMAICA, NEW YORK, N.Y.
Phone: Jamaica 3-2248; Re 9-7908; Ja 3-9560
THE LITTLE OLD CHURCH NEAR LEICESTER SQUARE

Music and Lyrics by
MICHAEL CARR and KERMIT GOELL

Recorded by:
Guy Lombardo - - - - DECCA
24575
Derry Faligant - - - - - MCM
20-3384
Freddy Martin - VICTOR
Frankie Carle - - - COLUMBIA
38429
Harold Paar - - - - MAGNOLIA
1002
Gordon McRae - - - - - - CAPITOL
15425
Vic Damone - - - - MERCURY
5263

OXFORD MUSIC Corp.
GEO. JOY, Pres.
1619 BROADWAY
NEW YORK 19, N. Y.
NEW YORK - BOSTON - CHICAGO - HOLLYWOOD

The Nation's Top Tunes

Based on reports received last three days of Week Ending March 25
The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a minimum tabulation of ten degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

'The little "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

This Week

1. CRUISING DOWN THE RIVER - By Beaddell and Tulleran
   Published by Henry Spitaler (ASCAP)
   Records available: H. Barron ORG, MGM 15346; Jack Smith-The El Dorado, Capitol 18372; Frankie Carle, Columbia 28413; H. Carroll, Mercury 6242; H. Morgan, Decca 24452; The Three Muses, Victor 20-3334; H. Alexander, Monogram 111; Primo Grains, London 284; Annes Brothers, Coral 38426; The Blue Grass Boys-The True Art, RCA Victor 15425; The P Fausti Quartet, Standard 53467; NEW MAMMOTH-38429; 15425; JOY, 5263.

2. FAR AWAY PLACES - By Wesley and Kramer
   Published by Laurel (ASCAP)
   Records available: Bing Crosby, Decca 24342; Margaret Whiting-The Bluebirds, Capitol 18373; Vic Dauble, Mercury 6181; Decca 38206; Perry Como-H. Bing Orch, Victor 30-3220; Annes Brothers, Coral 38426; O. Tucker, Decca 38207; R. Baird, Hi-Tone 101; P. Terry-Pauline Slaters, Spotlight 560.

3. RED ROSES FOR A BLUE LADY - By A. Tepper and R. Brown
   Published by MERE (ASCAP)

4. GALWAY BAY - By Dr. Arthur Collahan
   Published by Lords (ASCAP)
   Records available: Bing Crosby, Decca 24342; R. Robinson, Columbia 15313; B. Sabin, Melodeon Studio 7005; M. Monroe, Decca 38316; A. Grates, Decca 38205; D. Bierley, Decca 38316; Victor 20-3220; A. Stevens, London 284; Variety 5247; Bobby Worth, Castle 1258; Frank Albin's Radio Broadcasting Orch, Columbia 1102; G. Decca, Decca 38205; Capitol 15349; L. Douglass-HS Sounds, Hi-Tone 101; P. Terry-D. Brown, Spotlight 562.

5. POWDER YOUR FACE WITH SUNSHINE - By Lombardo and Beckhinds
   Published by Lombardo (ASCAP)
   Records available: D. Goffin-P. Goffin ORG, Decca 2877; E. Knight-The Presto, Decca 24350; Princess Jack Club and Associated Club-The Presto, Decca 24350; P. T. and Frank Detour, Capitol 15330; Darr-Bu-Boy Clark, Columbia 15331; Robert-Boy Clark, Columbia 15331; The Kings, Decca 38311; Frank Albin's Radio Broadcasting Orch, Columbia 15332; A. De Roma, Decca 38311; Frank Albin's Radio Broadcasting Orch, Columbia 15332; M. De Roma, Decca 38311; Frank Albin's Radio Broadcasting Orch, Columbia 15332; G. Decca, Decca 38311; Capitol 15334; L. Douglass-HS Sounds, Hi-Tone 101; P. Terry-D. Brown, Spotlight 563.

6. SUNFLOWER - By Mack David
   Published by Famous (ASCAP)

7. FOREVER AND EVER - By Franz Winkler-Mallin Rosen
   Published by Motein (ASCAP)
   Records available: H. Carroll and the Carolers, Mercury 34591; P. Como-Fla. Argo, Victor 20-3208; H. Morgan, Decca 38316; D. Sabin, Columbia 15331; M. Wilenski, Capitol 15349.

8. CARELESS HANDS - By Carl Sigman and Bob Hilliard
   Published by Monies (ASCAP)
   Records available: Bob and Jean Decca 28451; S. Davis, Mercury 4511; J. Turpin, MGM 1184; S. Davis, Mercury 4511; L. Oliver, J. Davis, Decca 28451; J. Davis, Decca 28451; A. Smith, Columbia 15349; H. Morgan, Decca 38206; P. Paine-The New Yorkers, Spotlight 562; J. Fink, Rock-N-Roll 453.

9. SO TIRED - By Russ Morgan and Jack Stuart
   Published by ASAIT (ASCAP)

10. I'VE GOT MY LOVE TO KEEP ME WARM - By Irving Berlin
    Published by Mills Brothers, Columbia 15350; H. Noah ORG, Victor 20-3209; The Starlighters, Capitol 15334; A. Lunt, MGM 1184; M. Kristoff, Marx Bros-The Music Farm, Columbia 15335; E. Brandon-The Hi-Tunes, Hi-Tone 101; G. E. Wood-H. Martin ORG, Spotlight 564.

11. SPRINGTIME IN NEW YORK - By Russ Morgan and Jack Stuart
    Published by ASAIT (ASCAP)
    Records available: Mills Brothers, Columbia 15350; H. Noah ORG, Victor 20-3209; The Starlighters, Capitol 15334; A. Lunt, MGM 1184; M. Kristoff, Marx Bros-The Music Farm, Columbia 15335; E. Brandon-The Hi-Tunes, Hi-Tone 101; G. E. Wood-H. Martin ORG, Spotlight 564.

12. I'M SO LONESOME I CRY - By Russ Morgan and Jack Stuart
    Published by ASAIT (ASCAP)
    Records available: Mills Brothers, Columbia 15350; H. Noah ORG, Victor 20-3209; The Starlighters, Capitol 15334; A. Lunt, MGM 1184; M. Kristoff, Marx Bros-The Music Farm, Columbia 15335; E. Brandon-The Hi-Tunes, Hi-Tone 101; G. E. Wood-H. Martin ORG, Spotlight 564.

If no information is available on electrical transcription libraries as 'The Billboard goes to press.'
PRE-RELEASE ORDERS INDICATE THAT THIS WILL TOP "BALLERINA" "COOL WATER" AND "LET IT SNOW"

"RIDERS IN THE SKY"

VAUGHN MONROE

RCA VICTOR RECORDS

20-3411
The Billboard—
The Disk Jocks—
The Retailers—
The Ops—
ALL PICK AS A SMASH HIT

NEED YOU

recorded by
(Listed Alphabetically)

Capitol 15393 Jo Stafford
Capitol 15423 Gordon McRae
Columbia 38450 Wesley & Marilyn Tuttle
Coral 60043 Bob Crosby and His Crew Chiefs
Decca 24614 Sandy Sims
Highway 3459 Guy Lombardo
Victor 20-3418 Bob Morris and Kay Karma
Victor 21-0040 Johnny Bradford
Victor 21-0040 Dave Denny and Patsy Montana

CHOICE MUSIC, INC.
1574 Broadway
N. Y. 19, N. Y.
9109 Sunset Blvd.
Hollywood, Calif.
Radio Popularity

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

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here to numerical order are those played over the greatest number of disk jockeys. The chart is based on reports from weekly surveys among a list of 1,010 disk jockeys chosen to reflect the country. Unlike shown in this chart, other available records of tunes currently in the National Soul and Music Popularity Chart. Part II (F) indicates tune is from a film; (R) indicates tune is a leg musical.

SPECIAL RELEASE

HURRY! HURRY! HURRY! coupled with YOU RED HEAD

Vocal with Quartet & Orchestra
Both with the TATTLES

Coral 60045

THE FOUR KNIGHTS

Singing

DON'T CRY, CRY BABY
coupled with WRAPPED UP IN A DREAM
Vocal with Quartet with Instrumental Accompaniment
CORAL 60046

CRUISING DOWN THE RIVER
CLANCY LOWERED THE BOOM!
THE AMES BROTHERS
40055

Four recent releases riding high!

HOW IT LIES, HOW IT LIES, HOW IT LIES
YOU TOLD A LIE
Angel Face
NEED YOU

I DON'T CARE
BLUE BONNET BLUES
Singing with String Band

JIMMY WALKER

EACH DAY
LOVE LIKE A RIVER
Vocal with Rhythm Accompaniment

ELTHE DAVENPORT

EXHIBITION ANTELOPE
60305

WEAT

ORDER FROM YOUR CORAL DISTRIBUTOR

60305

OR WRITE TO:

48 W. 57th St.
New York 19, N. Y.
Believe It or Not...

Lighting Does Strike THREE TIMES!!

and here's proof...

first

"YOU WERE ONLY FOOLIN" MGM-10185

then

"CRUISING DOWN THE RIVER" MGM-10346

and now

"YOU'RE SO UNDERSTANDING" MGM-10369

BARRON and his Music of Yesterday & Today

M·G·M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
Retai1 Record Sales

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

**BEST-SELLING CHILDREN'S RECORDS**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Week-End</th>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>125</td>
<td>LITTLE TOOT (One Record)</td>
<td>Chlor de Lune</td>
<td>Victor 11-4561</td>
</tr>
<tr>
<td>2</td>
<td>124</td>
<td>KEEPS HUBBI HUBBI</td>
<td>Kees Höhle</td>
<td>Columbia 72597-D</td>
</tr>
<tr>
<td>3</td>
<td>123</td>
<td>ERIC COURSES</td>
<td>Eric Coates</td>
<td>Columbia 72597-D</td>
</tr>
<tr>
<td>4</td>
<td>122</td>
<td>WITNESS CONCERTO</td>
<td>Boston Pops, Arthur Fiedler, conductor; Leo Elivin, pianist</td>
<td>Columbia 11245</td>
</tr>
<tr>
<td>5</td>
<td>121</td>
<td>DE PREUSSON</td>
<td>Le Feu de Lune</td>
<td>Victor 11-8563</td>
</tr>
<tr>
<td>6</td>
<td>120</td>
<td>DOUGLAS MARCH</td>
<td>Dorothy Maynor</td>
<td>Columbia 11268</td>
</tr>
<tr>
<td>7</td>
<td>119</td>
<td>JERRY THE MAGIC RECORD</td>
<td>Bugs Keeler, conductor</td>
<td>Columbia 12102</td>
</tr>
<tr>
<td>8</td>
<td>118</td>
<td>JOHNNY APPLESICK</td>
<td>Boston Pops Ork; A. Fiedler, conductor</td>
<td>Columbia 12020</td>
</tr>
</tbody>
</table>

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Week-End</th>
<th>Album</th>
<th>Artist</th>
<th>Recording Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>125</td>
<td>Beethoven: Symphonies</td>
<td>Arthur Fiedler (Three Records)</td>
<td>Columbia C47-8133</td>
</tr>
<tr>
<td>2</td>
<td>124</td>
<td>Brahms: Symphonies</td>
<td>Arthur Fiedler (Three Records)</td>
<td>Columbia C47-8133</td>
</tr>
<tr>
<td>3</td>
<td>123</td>
<td>Mahler: Symphonies</td>
<td>Arthur Fiedler (Three Records)</td>
<td>Columbia C47-8133</td>
</tr>
<tr>
<td>4</td>
<td>122</td>
<td>Stravinsky: Orchestral Music</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>121</td>
<td>Schumann: Symphonies</td>
<td>Arthur Fiedler (Three Records)</td>
<td>Columbia C47-8133</td>
</tr>
<tr>
<td>6</td>
<td>120</td>
<td>Bruckner: Symphonies</td>
<td>Arthur Fiedler (Three Records)</td>
<td>Columbia C47-8133</td>
</tr>
<tr>
<td>7</td>
<td>119</td>
<td>Mendelssohn: Orchestral Music</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>118</td>
<td>Wagner: Operas</td>
<td>Leonard Bernstein</td>
<td>Columbia C47-8133</td>
</tr>
<tr>
<td>9</td>
<td>117</td>
<td>Tchaikovsky: Orchestral Music</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
</tbody>
</table>

**BEST-SELLING POPULAR RECORD ALBUMS**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Week-End</th>
<th>Album</th>
<th>Artist</th>
<th>Recording Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>125</td>
<td>KISS ME KATE (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>124</td>
<td>ME ME ME (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>123</td>
<td>LULLABY OF THE LEAF (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>122</td>
<td>WHEN THE RAIN STARTS (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>121</td>
<td>WHEN THE SUN SHINES (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>120</td>
<td>LULLABY OF THE LEAF (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>119</td>
<td>WHEN THE RAIN STARTS (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>118</td>
<td>LULLABY OF THE LEAF (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>117</td>
<td>WHEN THE RAIN STARTS (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>116</td>
<td>WHEN THE RAIN STARTS (Three Records)</td>
<td>Columbia C47-8133</td>
<td></td>
</tr>
</tbody>
</table>
After 10 million phonographs—
After 1 billion records...

Comes the new RCA VICTOR system of recorded music

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

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

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

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

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

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

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

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

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

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

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

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

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

4 QUICK INSTRUMENT FACTS TO TELL YOUR CUSTOMERS
1. World's fastest changer.
2. Easiest, surest operating changer ever...and it costs less.
3. Automatic... load the spindle—press a button once and that's all.
4. Can play more than 50 minutes without need of attention.

www.americanradiohistory.com
Just a fast 30 seconds for the new RCA-VICTOR Record Story!

Distortion-free playing surface!—
Theoretically, every record can have a "Quality Zone"...a portion of the record in which no distortion occurs. Music recorded beyond this zone is distorted. New RCA Victor records are the first to be recorded entirely in the "Quality Zone"—and they play as long as ordinary 12-inch records.

Convenient 7-inch size!—
More than 150 single records or 18 symphonies fit in one foot of bookshelf space. No storage problems for your customers. You can display a wider, more complete selection without sacrifice of space.

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

Low Cost Creates Bigger Market!—
From the record press to the customer's purse, the 7-inch record costs less...opens a bigger market...new collectors! And those who own ordinary records now find that it takes less money to buy more pleasure. The new 7-inch record ensures you greater profit through faster turnover.

Sparkling identifying colors—Record classification is simplified because a different color is used on the entire record...not just on the label to denote each classification. This helps you to determine the type of record at a mere glance.

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

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

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

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

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

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

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

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

Model 9W105—FM and AM radio, a big 12-inch speaker, plus the exciting new RCA Victor system of recorded music. Beautifully finished in limed oak, walnut or mahogany, the cabinet stores 33 hours of recorded music—189 singles or 24 of the new albums.

Model 9W107—The most amazing table combination ever offered. Imagine...an automatic record changer...powerful Standard Band radio plus storage space for as many as 60 playing sides—all in one compact table model. Finished in walnut, mahogany or blond.

The new RCA Victor system is the modern, inexpensive way to enjoy recorded music. It offers more advantages and enjoyment than does any other type of record or record playing equipment. The advantages start with low cost and run a course of conveniences never before heard of. The enjoyment starts with a distortion-free record and continues with exactly the music your customers want when they want it. This combination of advantages and enjoyment has been calculated to best suit the desires of the greatest number of your customers.

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

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

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

RED SEAL ALBUMS

Bolero (Lennie) (Tchaikovsky, Or.) Complete RCA OR 804

Glückliche Hochzeit (Purcell) (Stokowski) (RCA Victor OR 2721)

Carnival of Venice (Ravenna) (Philharmonic-Symphony Serenade) (RCA Victor OR 2714)

Rodeo and Juliet (Overture-Fantasia) (Tchaikovsky) (RCA Victor OR 2715)

Dorothy Macke (RCA Victor OR 2716)

RED SEAL SINGLES

Annie Get Your Gun (20 SCM'S) (RCA Victor 10-32600)

You're the Savor of My Life (20 SCM'S) (RCA Victor 10-32601)

The Green Lady (20 SCM'S) (RCA Victor 10-32602)

The Bells of St. Mary's (20 SCM'S) (RCA Victor 10-32603)

COUNTRY AND WESTERN

ALL-TIME HITS FROM THE MOUNTAIN TOP (RCA Victor MTS-2)

NEW PAIR OF HANDS (RCA Victor MTS-3)

NEW TUNES FROM THE WEST (RCA Victor MTS-4)

MUSICAL SMART SETS

DANCE MEETS LAKE (RCA Victor MTS-5)

THEME SONGS (RCA Victor MTS-6)

POP CLASSICS

STUDENTS PRICE (RCA Victor MTS-7)

PROM PULPULAR SINGLES

ALICE BLUE GOWN (RCA Victor MTS-8)

WANTED (RCA Victor MTS-9)

DANCING TAMBOURINE (RCA Victor MTS-10)


ONLY RCA VICTOR MAKES THE VICTROLA
GET ON THIS FOR SURE!
Looks like another 'Two Front Teeth'! It's got that early 20's 'twang-twang' plus the City Slickers!

Spike Jones
AND
HIS CITY SLICKERS

KNOCK, KNOCK
(WHO'S THERE?)

AND
Ya Wanna Buy A Bunny?
RCA VICTOR 20-3359

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

20-3347 Forever and Ever
20-3316 Far Away Places
20-2306 Bouquet of Roses
20-3321 Careless Hands
20-3319 Red Rames for a Blue Lady
21-0002 Don't Rob Another Man's Castle
11-8351 Clair de Lune

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

The stars who make the hits are on
RCA VICTOR Records
RCA Victor Division, Radio Corporation of America, Camden, N. J.

THIS WEEK'S RELEASE!

POPULAR
The Mountaineer And The Jabberwock
Elmer And The Bear
When You're In Love
Everywhere You Go
Midnight Serenade
Pin-Striped Pants
(And Cutaway Coat)
What's Ya Say Ya Go
Body And Soul
Sam Enchanted Evening
Bali Ho'
(Both from the Broadway Musical "South Pacific")
A Wonderful Guy
I'm Gonna Wash That Man
(Right Out-A My Hair)
(Both from the Broadway Musical "South Pacific")
Coca-Cola - Rhumba
Walter Thornton Rhumba

ERNE ST FREDERICK PERKINS

ERNE
ST
FREDERICK
PERKINS

FOLK
I Met A Miss In Texas
With A Sweep Of My Sombrero
She Lost Her Cowboy Pal
Don't Cry Over Me
Gathering Flowers For The Master's Bouquet
Deals At The Bar

CASEY BROWN BLOVES

CASEY
BROWN
BLOVES

BLUES
Casey Brown Blues
Dawn Behind The Rise

CASEY
BROWN
BLOVES

RCA VICTOR Records
RCA Victor Division, Radio Corporation of America, Camden, N. J.
About Lazy Mornin'!

Said 25 consecutive ork leaders, jockeys and record dealers—

"Undoubtedly one of the greatest melodies in music"—

EARL (Fatha')

HINES and his swingtette

LAZY MORNIN'

SLOW RHYTHMIC BALLAD

coupled with

"KEYBOARD KAPERS"

SENSATIONAL NEW RHYTHM NOVELTY

WITH A ROLLIN' SOLID BEAT!!

PLENTY OF GOOD ROCKIN' ON THIS ONE—

MGM #10382

ORDER FROM YOUR DISTRIBUTOR
(We Do Not Sell Records)

WALTER MELROSE
MUSIC CO.

54 W. RANDOLPH ST.  CHICAGO, ILL.

28 Years in the Music Publishing Business

MUSIC

The Billboard

April 2, 1949

Juke Box Record Plays

Based on reports received at three times of Week Ending March 25

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in juke boxes in large cities. The numbers reflect the reports of the leading juke box operators and are the most recent available. Records of tunes listed here will be found in the Honor Roll of the Monthly Music Charts, Part 1.

PICKUP:

1. CRUSIN' DOWN THE RIVER
   by R. Morgan

2. CRUSIN' DOWN THE RIVER
   by Blue Barons

3. NO SIRE
   by MGM

4. FAR AWAY PLACES
   by Deca

5. RED ROSES FOR A BLUE V.
   by Morgan

6. GALWAY BAY
   by Deca

7. POWDER YOUR FACE
   by Wrestling

8. WITH SUNSHINE
   by Deca

9. FARMER"
   by Morgan

10. KEEP ME WARM
    by Morgan

11. FOREVER AND EVER
    by Morgan

12. A LITTLE BIRD TOLD ME
    by Deca

13. BEAUTIFUL EYES
    by Morgan

14. CRUSIN' DOWN THE RIVER
    by Morgan

15. CRUSIN' DOWN THE RIVER
    by Deca

16. CRUSIN' DOWN THE RIVER
    by Morgan

17. CRUSIN' DOWN THE RIVER
    by Morgan

18. CRUSIN' DOWN THE RIVER
    by Morgan

19. CRUSIN' DOWN THE RIVER
    by Morgan

20. CRUSIN' DOWN THE RIVER
    by Morgan

21. CRUSIN' DOWN THE RIVER
    by Morgan

22. CRUSIN' DOWN THE RIVER
    by Morgan

23. CRUSIN' DOWN THE RIVER
    by Morgan

24. CRUSIN' DOWN THE RIVER
    by Morgan

25. CRUSIN' DOWN THE RIVER
    by Morgan

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 32)

16. SWEET GEORGIA BROWN
   by Morgan

17. SWEET GEORGIA BROWN
   by Morgan

18. SWEET GEORGIA BROWN
   by Morgan

19. SWEET GEORGIA BROWN
   by Morgan

20. SWEET GEORGIA BROWN
   by Morgan

21. SWEET GEORGIA BROWN
   by Morgan

22. SWEET GEORGIA BROWN
   by Morgan

23. SWEET GEORGIA BROWN
   by Morgan

24. SWEET GEORGIA BROWN
   by Morgan

25. SWEET GEORGIA BROWN
   by Morgan

WARNING!

In submitting these figures for cutting purposes, editors are

requested to give particular attention to information listed which
doesn't change too often. The data shown for this week is a sum of

the last four weeks and the following week's developments will

be shown in the next column. This week's report may be supplied

most directly from the above figure to the right of the figures

shown for the next week's developments will be shown in the next

column.
BEST-SELLING RETAIL RACE RECORDS

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

Top 10

1. HUCKLEBuck
2. ROGUE CHICken
3. TROJAN TROT
4. 3-Chicken SHACK BOOGIE
5. Rockin' at Midnight
6. ROLLER MILLER, Bullet 296
7. WALTERS, Bullet 300
8. BEWILDERED
9. J. L.髅ker, Modern 427
10. JoHNNIE JOHNNY JUMP UP,

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 register race records.

Top 10

1. HUCKLEBuck
2. BOOGIE CHICken
3. You BROke Your PROMISE, L. Hooker, Modern 222
4. D'NATURAL BLUES, M. Millinder, Victor 20-3351
5. AN'T NOBODY, Mississippi John Hurt
6. DRINKIN' WINE,
7. Rockin' at Midnight, B. Brown
8. GRANDMA PLAYS THE SHIMMIE
9. BOOMIN' BLUES, L. Jordan
10. CHICKEN SHACK,

ADVANCE RACE RECORD RELEASES

New Race Jazz

Big Jay McNeely (Midnight Dream)
Big Joe Turner (I'm Gonna Cry Another Day)

Big Three Trios

Don't Give Me the Run Around
Big Joe Turner

Don't Let That Music Die

Da Big Three (Tell Us)

Advance Race Novelty

Midnight Dream

ADVANCE RACE RECORD RELEASES

Midnight Dream

CANDY KISSES

All Right, Louie, drop the Gun

Riding High

Columbia Records

Blue Sky Waltz

Charlie Was a Boxer

Always True to You in My Fashion

I've Got My Love to Keep Me Warm

Cruising Down the River

Hear the Great Artists at their Best on

Columbia Records
DON'T PLAY AROUND WITH MY HEART
WESLEY TUTTLE and his Texas Stars
(CAPITOL 15384)

YOU DROVE ME TO ANOTHER'S ARMS
(AND NOW I'M HAPPY THERE)
EDDIE KIRK
(CAPITOL 15310)

OTENEA, TIMPSON, BOBO AND BLAIR

I DON'T WANT YOU ANY MORE
TEX RITTER
(CAPITOL 15375)
Century Songs
(A BMI Affiliate)

TENNESSEE ERNIE
Exclusive Recording Artist

"I GOT THE MILK 'EM IN THE MORNING BLUES"
CAPITOL No. 15400

By CENTURY SONGS, INC.
4537 SUNSET BLVD.
Hollywood 27, Calif.
Chicago 17, Illinois

Listen to:

EDDIE KIRK'S THE GODS WERE ANGRY WITH ME
CAPITO\ No. 15176
ERNIE LEE'S THE GODS WERE ANGRY WITH ME
VICTOR No. 21-0025

Thanks to: RANDY BLAKE, WJJD, Chicago, for Introducing "Milk 'Em" in the Chicago area, and NELSON KING, WCKY, Cincinnati, in the Cincinnati area.

For Personal Appearances: Wire, Write or Phone...
Willard Robison's
"THE MISSOURI WALKING PREACHER"
is on
RCA VICTOR RECORDS 20.3377
with RAY MCKINLEY and his Orchestra.
FRANCIS CRAIG'S 2-SIDED M-G-M HIT!

I THOUGHT I WAS DREAMING

TENNESSEE TANGO

M-G-M #10378

A TWIN SMASH FROM ART MOONEY!

FIVE FOOT TWO, EYES OF BLUE

AGAIN

M-G-M #10398

ART

MOONEY

and his Orchestra

THE OPERATORS PICK:
PICKS that have appeared for three consecutive weeks at three times within a six-week period are not reported below. Based on a weekly survey among 1,200 of them, the above-mentioned picks will be:

1. NEED YOU
   C. Jack Carson, Decca 24585
2. LOVE ME, LOVE ME, LOVE ME
   Ray Bolger, Victor 10346
3. GIVE ME YOUR LOVE
   Ray Bolger, Victor 10346
4. DREAMER WITH A PENNY
  ixaeragontha, Capitol 13460
5. KEEP ME IN YOUR HEART
   Gordon Jenkins, Decca 24763
6. YESTERDAY, TODAY, AND FOREVER
   Bing Crosby, Columbia 38418
7. LOVE ME, LOVE ME, LOVE ME
   Gene Autry, Decca 24573

THE RETAILERS PICK:
PICKS that have appeared for three consecutive weeks at three times within a six-week period are not reported below. Based on a weekly survey among 1,200 of them, the above-mentioned picks will be:

1. FOREVER AND EVER
   Perry Como, Victor 20-3347
2. UNDER THE TWILIGHT STAR
   Perry Como, Victor 20-3347
3. BLUE MOON
   Perry Como, Victor 20-3347
4. ALL FOR YOU
   Perry Como, Victor 20-3347
5. I'M GROWING LONELY
   Perry Como, Victor 20-3347
6. I'LL BE SEEING YOU
   Perry Como, Victor 20-3347
7. GLAREING 
   Perry Como, Victor 20-3347
8. WIZARD OF OZ
   Perry Como, Victor 20-3347
9. SCALAWAG
   Andy Kirk, Decca 24589

THE DISK JOCKEYS PICKS:
PICKS that have appeared for three consecutive weeks at three times within a six-week period are not reported below. Based on a weekly survey among 1,200 of them, the above-mentioned picks will be:

1. NICKELODEON
   Bing Crosby, Victor 20-3347
2. CARAVAN
   Bing Crosby, Victor 20-3347
3. RIGHT HAND, LEFT HAND
   Bing Crosby, Victor 20-3347
4. AMONG THE FLOWERS
   Bing Crosby, Victor 20-3347
5. I'M NOT THE ONE
   Bing Crosby, Victor 20-3347
6. BECKY SPRING FEVER
   Bing Crosby, Victor 20-3347
7. MAKE ME A SONG
   Bing Crosby, Victor 20-3347
8. SOMETHING TO STRIVE FOR
   Bing Crosby, Victor 20-3347
9. SCALAWAG
   Andy Kirk, Decca 24589

FOLK TALENT AND TIMES

(Continued from page 4)

Johnnie and Jack and Their Tennessee Mountain Boys, KWKH, Shreveport, La., have inked to a Victor. Personnel includes: Johnnie Wright, bass; Jack Anglin, guitar; Paul Warren, fiddle; Clyde Baum, mandolin, and Kitty Wells, guitar and featured vocalist. . . . Pee Wee King and His Golden West Cowboys cut their latest wax session, with Gene Stewart, bass-playing brother of Redd, who remains with Pee Wee also making his pair platters for King, handling the lyrics. Other vocals were handled by Dave Denny, who is now a disk jockey in the Arlington, Va., territory. Denny also cut duets with Patsy Montana. Wayne King is cutting Pee Wee's "Tennessee Waltz" as a pop for Victor, . . . Paul Simpkin, d.j., at WVIM, Vicksburg, Miss., weekly band dates for the American Legion in Vicksburg. Half of the four-hour band date is aired via remote lines.

Jenny Lou Carson, the folk music songwriter who currently has "Don't Kiss Another Man's Castle" among the hits, has returned to Chicago with her husband, orkester Tiny Hill, . . . Bill Boyd and His Texas Platters cut a series of sides for Victor in Chicago recently. Mrs. Mildred Boyd, Bill's wife, did her first harmony vocalizing on the series. Art Davis, veteran singer, has rejoined Boyd after a dip into politics in Tulsa, Okla. . . . Roy Hall (Mercury, formerly with WVIM, Nashville, has his own band, the Cohutta Mountain Boys, at Dalton, Ga., where they are operating a square dance club, The Cohutta Dawn Club. . . . Eddy Arnold's disking of "Bouquet of Roses" has passed the 1,000,000 mark, according to the last Hill and Range publicity report.

Please address all communications to Johnny Stipe, The Billboard, 165 North Clark St., Chicago 1, Ill.
"All Good Things Come In THREES!"

1. We Started the Year With—
   A LITTLE BIRD TOLD ME
   By HARVEY O. BROOKS

2. And Now—
   JOHNNY GET YOUR GIRL
   By MARK POFT

Lyrics by MANN CURTIS; Music by VIC MISSY

Recorded by the Tops of Every Major Company

BOURNE, Inc.
799 SEVENTH AVE. NEW YORK
54 WEST RANDOLPH ST. CHICAGO
1480 NORTH VINE ST. HOLLYWOOD

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

9070- The Wesson Bros.' ALL RIGHT, LOUIE, DROP THE GUN Moodles of Boodle (and Batches of Scratch)
9065- The Ravens' DEEP PURPLE Leave My Gal Alone
9068- Winif Brown's OREAVING FOR YOU (Ya Got My) Brand of Honey
9060- Billy Eckstine's MY SENTIMENTAL MOOD MY SILENT LOVE
9066- Charlie Ventura's PINA COLADA STOP' N GO

"HEARTS"
JLV-106
Vocal by Ralph Sanders
Music by Eddie Gee & Orch
Delvar Recording Co.
F. O. Box 103 New Brunswick, N. J.

"MUSIC"
The Billboard
April 2, 1949

Advance Information
Based on reports received out three days prior to Week Ending March 25

ADHANCE RECORD RELEASES

Records listed are generally approximate; arrivals in advance of actual release date. List is based on information supplied in advance by record manufacturers only. Records of these manufacturers record companies and only information are listed.

POPULAR

Hollywood Bowl and Spaso
B. Cooks & O. Wood (January 25
I (Don't Need No) Man
Spaso (February 25
In the Club
I (Don't Need No) Man
Spaso (March 25
I (Don't Need No) Man
Spaso (April 25

"New" Records

Brother Bones & His Shadows (Five Spot)
I (Don't Need No) Man
Spaso (February 25
If I Could Be With You One Hour Tonight
H. Bryant & His Personalaires (February 25
I (Don't Need No) Man
Spaso (March 25

"Again"

All Right, Louie, Drop the Gun
The Ravens (January 25

"Reissue"

I (Don't Need No) Man
Spaso (February 25
I (Don't Need No) Man
Spaso (March 25
I (Don't Need No) Man
Spaso (April 25

"New" Records

Brother Bones & His Shadows (Five Spot)
I (Don't Need No) Man
Spaso (February 25
If I Could Be With You One Hour Tonight
H. Bryant & His Personalaires (February 25
I (Don't Need No) Man
Spaso (March 25

"Again"

All Right, Louie, Drop the Gun
The Ravens (January 25

"Reissue"

I (Don't Need No) Man
Spaso (February 25
I (Don't Need No) Man
Spaso (March 25
I (Don't Need No) Man
Spaso (April 25
MARTHA RAYE

EXCLUSIVELY ON

DISCOVERY

"Ooh, Dr. Kinsey!"

MARTHA'S "ONE GAL" RETORT

ON THE "KINSEY REPORT"

A Juke Box SMASH Backed by

"AFTER YOU'VE GONE"

with PHIL MOORE ORCHESTRA

No. 503—75c

WILL PROBABLY BE BANNED

IN BOSTON

NOW READY FOR NATIONAL DISTRIBUTION!

MUSIC

PARLON'T Do Ya! The Nothing-Arens (2-12") (Unbroken)

S. S. LOLLIPOP—Joseph Bailey

this variety package offers a miniature routine for breaking a child accustomed to a lazy day. Also a popular title used as an eye-catcher, there is actually no connection with the song "Good Ship Lollipop". The idea is to show the illustrator's imagination on the collection of nursery kids, story and riders and rhymes, and its humorous. This includes "Minnow Bumpus", "Poor Cat, The Wagon", "Hickory Dickory Dock", "Onle, Boys, Beans and Bacon Greer", and many other nursery rhymes.

JUKE BOXES

JUKE BOXES

SING IT SATISFACTORY

with ATLAS PRODUCTS

DISCOVERY RECORDS

DISTRIBUTORS

STILL SOME PROFITABLE

TERRITORIAL FRANCHISES

AVAILABLE!
There is no question about Gus Edwards's right to a place in Tin Pan Alley's Hall of Fame. There are some, however, who would reserve two niches for him in this mythical temple, one for his work as a songwriter, and one for his work as a vaudevillian. For he was more than a composer of popular music that was sung and played from coast to coast in the first decade of the present century. He also created and developed a style of vaudeville performers who went on to achieve headline billing and top salaries on Broadway and in Hollywood. In addition, he was a vaudeville star himself. A single niche, they contend, is not call for a man of such multiple talents.

Like the storied tree that "grows in Brooklyn," the legendary estate at 252 Macombs Lane, it may be a social curiosity, but it has a storied past. When he came to the United States from Germany in 1887, the family setting in the Williamsburg section of the Old Town was a log cabin, but by the time Gus Edwards was then eight years old and had outgrown his short pants, Gus Edwards took a 14-hour a-day job in his uncle's cigar store at 433 Broadway. He was the only one left in the golden white- ing in the wooden Indian, he haunted the stage doors of Tony Pastor's, Maxine Sullivan's, Minnie Hall's, while the vaudeville impresarios, gave him his first big break, hiring him to round up four other kids and form the Newboy Quintet, an act that toured the vaudeville circuit and interments ballads with a crap-shooting routine and touched off a singing career for the young songster. Gus Edwards never forgot Jack Hendy and years later he gave hundreds of other vaudeville youngsters the same opportunity to make good on the big time that he had had while traveling under the Hyde Park banner.

First Hit

The next chapter in Edwards's Horatio Alger story starts in 1889, when he published his first hit song, "I Wants My Black Baby Back." Gus had taught himself to play the piano, and he sang songs in a vaudeville, which was taken over by Charles Pevinn, who later became musical director of New York's Radio City Music Hall, and other erudite musicians to transcribe that hit song. Tony Pastor wrote his hit song "Can't Tell Why I Love You" and the hit song "I Know Why I Love You." A man of many talents, Gus sang in saloons and on Ferris wheels.

1904—GOOD LITTLE LADY, GOOD BYE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1905—THERE'S A LITTLE GIRL

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1910—CAME SOON

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1913—DON'T JUDGE A BOOK BY ITS COVER

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1915—HERE IS MY LITTLE HONEY

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1918—COUNTRY BUNCH

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1921—YOU ARE THE WHALE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1923—COULD YOU BE TRUE TO EYES OF BLUE IF YOU LOOKED INTO MY BROWN

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1924—GOOD LITTLE LADY, GOOD BYE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1926—HERE IS MY LITTLE HONEY

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1927—DON'T JUDGE A BOOK BY ITS COVER

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1928—GOOD LITTLE LADY, GOOD BYE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1930—GOOD LITTLE LADY, GOOD BYE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1935—DON'T JUDGE A BOOK BY ITS COVER

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1939—COUNTRY BUNCH

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1941—YOU ARE THE WHALE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1942—COULD YOU BE TRUE TO EYES OF BLUE IF YOU LOOKED INTO MY BROWN

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1943—GOOD LITTLE LADY, GOOD BYE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1944—HERE IS MY LITTLE HONEY

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1946—DON'T JUDGE A BOOK BY ITS COVER

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1948—YOU ARE THE WHALE

Lyrics by Will Cobb, Paull-Pioneer Music Corp.

1950—COULD YOU BE TRUE TO EYES OF BLUE IF YOU LOOKED INTO MY BROWN

Lyrics by Will Cobb, Paull-Pioneer Music Corp.
**SONGWRITERS COMING UP!**

*April 9 Issue*

**HARRY VON TILZER**

In Issues Subsequent to April 9 The Ten with Present ALBERT VON TILZER GEORGE M. COHAN JAMES SCHWARTZ ERNEST BALL J. ROSAMUND JOHNSON IRVING BERLIN CHRIS SMITH

AL PIAFADASO GUMMI VIBLAD THEODORE MORES EBERG VAN ALTSTYNE SILVIO HEIN JULIAN EDWARDS RAYMOND HUBBELL

**Steel Pier Planning Season of Top Orks**

**ATLANTIC CITY, March 26.**

Marine Ballroom on Steel Pier will again feature top band music this season. In fact, the Pier stands promises to be the only spot that will pay the fat fees for the coming season. George A. Hamid, pier owner, will kick off the season with the Easter Sunday holiday work-week with Harry James on tap. He will run the bands for work-weeks until the regular full-week operation sets in late in June.

Ziehler, Leader Plan Pub

**LYRIC**:

RHINEHART Pick Your Line . . . and others

**MUSIC**

Seeco Prexy Siegel’s Tour Garners LA Masters, Artist Pacts

NEW YORK, March 26 — Sidney Siegel, Seeco disk prez, returned from Cuba and Puerto Rico recently with a pocketski of newly waxed Latin masters and new artist pacts. In Puerto Rico singer Bluda Ramos and Viye were inked. Hey Rivera, vocalist from the Dominican Republic, and Oscar Del Valle, Argentine tango singer, were also signed. Del Valle is the first artist to record for Seeco under a deal made between the diskery and its Argentine distributor, who will henceforth cut masters there for the diskery.

In Puerto Rico, Siegel cut sides with crooner Bobby Capo and Pepito Torres’ Síndrome Orquesta, among others. Siegel is leaving for Mexico to inspect the new Seeco plant that opened there recently.

**DISTRIBUTORS WANTED**

MANY TERRITORIES STILL OPEN TO FINANCIALLY SOUND FIRMS

**LINCOLN RECORDS, Inc.**

8 W. 40th St.

New York, N. Y.

Tel. Longacre 3-4281

Our Superative New Line BOBOLINK Seven-inch vinyl unbreakable Children’s Records

**25¢ RETAIL**

(TAX INCLUDED)

**Our New Line of Photoflats Wanted by all Distributors for the Spring Sale

**Film Musicals**

**1923**

*BOLLYWOOD REVUE* OF 1923

Music by Joe Cantwell. This was the first screen musical. It was originated by Harry L. F. Warren and produced by the Klaw and Erlanger Company. It was written and produced in collaboration withcash and the Royal Canadians: Mme. Scott, Jess. Love, Charles, L. Del.

**Like a Gypsy Tune**

LV-105

Lyric by Kay Randall

Delarvo Recording Co.

P. O. Box 103

New Brunswick, N. J.

**“Like a Gypsy Tune”**

Lyric by Kay Randall. This was the first screen musical. It was written by Kay Randall and produced by the Klaw and Erlanger Company. It was written and produced in collaboration withcash and the Royal Canadians: Mme. Scott, Jess. Love, Charles, L. Del.
Monroe Finds There's Gold in Them 1-Niters

(Continued from page 20)
sold on flat deals. It is estimated that Monroe and his gang earned $225,000 for the two-month tour.

The following is a per date breakdown of the tour in the order of appearance beginning January 6 and running thru March 15:

Loew's Theatre, Washington, D.C., January 6, $5,270 (one week); Harrisburg, $4,220; private date, $5,460; Fort Wayne, $4,050; Muncie, Ind., $6,720; Louisville, $9,200; Evansville, Ind., $7,650; Memphis (one-day theater), $4,850; Birmingham, $2,500; Nashville, (two concerts), $7,700; Knoxville, $4,800; Roanoke, Va., $6,000; Columbus, Ohio, $5,200; Montgomery, $8,200; Tuscaloosa, $6,400; Mobile, $4,100; Troy, Ala., $3,700; Thomasville, Ala., $6,200; Jacksonville, Fla., $6,160; Orlando, Fla., $4,600; West Palm Beach, $4,220; Tampa, $8,650; Miami (Coral Gables), $3,700; New Orleans, $11,200; Galveston, $8,700; Dallas, $7,900; Waco, $5,600; Texas Aggies, $7,600; Houston, $8,400; Wichita Falls, Tex., $8,800; Amarillo, Tex., $8,400; Hutchinson, Kan., $4,900; Enid, Okla., $4,325; Norman, Okla., $6,200; Texas State Dairy, $7,200; Shreveport, La., $7,600; Tyler, Texas, $4,400; Fort Worth, $5,600; Ardmore, Okla., $5,800; Tulsa, $7,200; University of Arkansas, $7,000; Kansas City, Mo., $7,800; Marion, O., $5,460; Sioux City, Ia., $4,800; Sioux Falls, S. D., $5,460; Clear Lake, Ia., $5,600; Des Moines, $5,800; Peoria, Ill., $5,400; St. Paul, $5,400; Sheboygan, Wis., $5,700; Madison, Wis. (one-day theater), $6,400; Arcadia Ballroom, Chicago, upward of $16,600; Milwaukee, $10,600; Lincoln, Neb., $7,600, and Niagara Falls, $6,000.

New York:

Ray Anthony's orchestra inked to play two weeks at the Lake Prime Park in Denver beginning May 27. Bill Eckstine and the Duke Ellington band will be at the Paramount Theatre here for at least three weeks beginning April 6;

Sam Price, pianist-arranger-leader, was inked to a term deal with Decca Records last week. Columbia Records is exhuming a two-sided disk, "Two Black Crows," featuring Moran and Mack for an early reissue.

Jack Egan, until recently with Down Beat magazine, has opened a publicity office here.

Ted Weems' orchestra skedded for the Hotel Roosevelt, beginning April 6 for four weeks; Ray McKinley, returning to a modern music music with Eddie Sauter due to return to the arranging fold.

Vic Damone will be featured in the opening show at the Riviera, beginning April 27. A new claimant in the "Louis" quartet is the pianist-arranger-leader in the extremely capable George Hallstrom, who maintains that he was using the "drop gun" line a year before the Wessen Eros. DeWitt says he got the line out of the old Donald Henderson Clarke novel, "Louis Bennett." Exclusive Records will distribute the Lenox and Damon labels for the New York area.

Ronald Simons, trombonist with Lucky Millinder, died of a heart attack last week. Mrs. Jack Cohn, wife of the owner of the Cleveland graphophone Association, penned his first tune, "Don't Tell My Heart," with Buddy Kaye, with the latter writing the number for MGM.

Zippy Talent signed a wax past as a solo wanderer with Victor. Gene Krupa follows Benny Goodman into the Hollywood Palladium Tuesday (5). He'll stay till May 1.

Chicago:

Tower Records has appointed Pan-American Distributors as its rep in the Detroit area and not William Smith as previously reported. Gene Ammon, new rep, is out of Chicago and has joined Woody Herman's orchestra. Nat Hare has resigned his post as chief of MGM Records' pressing plant to join the "Lion's" at a five-week deal. Cutting five Midwest records under Joe Lucas, Chief. Joe Sanders' orchestra just inked Bob Chapman's newly rebuilt Casino, Quincy, Ill., April 18, with Don Ragen set to follow May 6. Lionel Hampton was congratulated recently by the Most Rev. Joseph E. Ritter, archbishop of St. Louis, for his work in fighting juvenile delinquency. Hump recently played five benefit dates in Indiana to help build a youth center in Indianapolis. The veteran Wurlitzer organist at the Chicago Stadium, cut four sides for Mercury last week, including his own "My Victory." Darwin Dunn, who also cut sides for Tower, did the lyrics. Schwartz Bros., Washington, replace Oriole Distributors of Baltimore as the Mercury distributors in that area.

“Rum and Coke” Suit -- Round 99

NEW YORK, March 26.—Morey Amsterdam, Paul Baran, Jeri Sullivan and Leo Feist, Inc., defendants in the ascertainable Rum and Coke infringement suit, lost another chukker when the U. S. Circuit Court of Appeals this week upheld a lower court judgment granting a plaintiff's interlocutory decree and the right to an accounting of profits derived by the publisher.

The defendants had appealed the finding by Federal Judge Simon H. Rifkind, who held that Rum is a copy of the melody of 'L' amsen Pensee,' as original composed by Lionel Belasco and Mansie Patterson and copyrighted by Maurice Baron (no relation to Paul Baron). Feist and the writers also are on the wrong end of lower and higher court judgments for alleged infringement of the lyrics to Rum. Both courts have held that Mohamed H. Khan is the owner of Rum, published in Trinidad.

Fromkes Gives Heller the Biz

NEW YORK, March 26—Harry Fromkes, Rainbow Records’ press, this week turns over active management of the distillery to Veesee Eddie Heller and takes over as president of the Lawyers’ Mortgage Corporation. Fromkes recently acquired control of that corporation, which allegedly has resources of over $1,500,000.

Fromkes, former president of the City Title Insurance Company, put up the initial coin for Rainbow two years ago, and will remain his financial interest for the present. Heller has been artists and repertoire director since the distillery was formed.
Patrick Pubbery Wins 7-Song Suit

NEW YORK, March 26—Antonio De Martino, owner of Italian Book Company, publishers of Italian music, this week won a judgment against the producer and three members of an Italian operatic company for infringement of rights to seven songs. The plaintiffs were awarded $250 for each song, $100 in counsel fees, plus costs. De Martino claimed that Orazio Cummi, producer; Orazio Tesari, orchestra leader, and singers Tina Stefanni and Mario Trovato sang and played his songs without permission or proper license at the Italian Theatre June 1, 1947.

De Martino also filed suit this week against Armando Benedetti and Ernesto Migliaccio, impresario and conductor respectively, for similar alleged infringement of two of his copyrights at the Newark Opera House last February 6.

PHILADELPHIA, March 26—Music critics and symphony orchestra conductors were taken over the hurdle by Edwin A. Fleisher, world famous music patron, in accepting the Art Alliance medal of achievement on Tuesday night ($1 for founding the Symphony Club and the world famous Fleisher music collection. He charged the lack of trained music critics and the timidity of symphony conductors were holding music development in this country far behind Europe. Of the 11,000 works in his collection, he said, only 600 are set to orchestras all over the country. But nearly all are works of the "standard" composers. "The many beautiful works of unknown composers haven't a chance," he said.

Conductors are afraid to play unfamiliar works because of "lack of box office" or because "they underestimate the younger generation," said Fleisher, who is a retired wool manufacturer. He said that the conductors stick to some 50 "standard" symphony selections, programming only those 50 compositions which radio and records have hammered away to the public.

Passing up new works, he said, is also due to many incompetent conductors. Some, he said, either can't play the score on the piano or "hear" it by looking at it. One maestro, he said, would play the new work of an internationally known composer (see Symphony Batoneers on page 54).

Here's JIM BULLEIT... he's back keeping company with the hits!

SEE WHAT WE MEAN

COLLEGIATE
2965—"THREE WISHING WELLS" and "I COULDN'T BELIEVE MY EYES"
Bob Johnstone, with Owen Bradley and his Orch.

2966—"IT'S A SMALL WORLD" and "HAVE YOU EVER BEEN TOLD"
Harrison Cooper and his Orch. Vocals by Ray Kinder and June Stanley

2957—"ZINGARELLA" and "SANDBLAST LULLABY"
Bob Lockwood and Nita Claire, with Daryl Hutchins and his Orch.

HARLEM

1018—"DRINKIN' WINE SPO-DEE-O-DEE" and "BLUES MIXTURE"
Stick McGhee and his Buddies

1027—"I'M BOUND FOR CANAAN LAND" and "IN THE UPPER ROOM"
Blue Jay Singers

1037—"ONE MOMENT IN GOD'S KINGDOM" and "SLEEP ON, DARLING MOTHER"
The Five Gospel Souls

1042—"TALKING BABY BLUES" and "THEY CALL ME MR. BLUES"
Grant "Mr. Blues" Jones, with J. T. "I Know It" Brown and His Harlem Playboys

VILLAGE

500—"LORD, BUILD ME A CABIN IN GLORY" and "WHEN GOD DIPS HIS PEN OF LOVE IN MY HEART"

501—"LEAD ME TO THAT ROCK" and "DANGER ZONE"
Destined to be as big as "Gospel Boogie"

DELTA

200—"DEAR LORDD, LOOK DOWN ON ME" and "WHEN THE GENERAL SAYS THE WAR IS OVER"
Fairfield Four

201—"SAVIOUR, DON'T PASS ME BY" and "DIG A LITTLE DEEPER"
Fairfield Four

202—"DON'T LET THAT MUSIC DIE" and "TILL THE DAY I DIE"
Big 3 Trio

203—"DO YOU STILL LOVE ME" and "LAUREL WALTZ"
Fred Waller, with Owen Bradley at the organ—Super Smooth Music

Distributed nationally by BULLEIT ENTERPRISES, INC., also national distributors for SELECT and DUDE Records

BULLEIT ENTERPRISES, INC.
National Distributors Phonograph Records
417 ASH STREET
NASHVILLE 10, TENNESSEE

Pluggers' Pact Up to Lawyers

NEW YORK, March 26—The contract covering employment of song pluggers by music publishers is now in the hands of attorneys for last minute language revisions, according to Bob Miller—also a number of important sessions remain to be held before the terms can be inked. Miller, who claims he has won a number of gains, still has one session scheduled—probably next week, with Herman Star, head of the Warners publishers. Another session is scheduled with Broadcast Music, Inc., and another with reps of the Music Publishers' Protective Association (MPFA).

The contact men's union holds a membership meeting Wednesday (30) to review the proposed contract's provisions.

Canadian Distributor
REGAL RECORDS LTD.
St. George at Ann Street
London, Ontario, Canada

West Coast Distributor
PERFECTION PLASTICS PRODUCTS
53 West Union Street
Pasadena, California

Conference Distributors

British Distributors

Canadian Distributors

European Distributors

West Coast Distributors

The Billboard
A "New Look" For Public And Government

Newmers a Big Factor

(Continued from page 211)

The standard Oil Company (New Jersey); the Ford Motor Company; the Ford International Company; the H. M. McGraw Company, one of the world's major contracting firms, and a group of motion picture theater exhibitors.

The Newmers organization is also Washington representative of Earl Newson & Company, New York public relations firm, which numbers among its clients the following: The International Paper Company, American Licensee, Sears, Roebuck, the Standard Oil Company of New Jersey, and Standard Oil. The Newmers organization recently served as counsel to the Hoover Reorganization Commission, which is headed by former President Herbert Hoover. Newmers and for weeks has been submitting its reports to Congress and to the White House.

In serving as a listing post, the firm prepares "special reports summarizing Washington reactions to the client's policies and activities. Newmers and his aides have developed what is described as a valuable ear-index system of "white-mountain" in official and unofficial Washington. This list, revised daily, embraces such people as members of congress, agency officials, their key aids, reporters, columnists, lobbyists, newswriters and editors and magazine writers. \"Washington,\" according to Newmers, \"has increasingly become the focal point of public opinion, and a successful national public relations program is dependent on sound Washington relations.\"

In describing the organization's function, a Newmers brochure emphasizes that the organization is a \"Washington information and advisory service; we do not speak for our clients before Congress or administrative departments and agencies; we do not lobby.\"

The ASCAP contract is the first in which Newmers has undertaken with a trade group of this kind, establishing for the first time a full-scale Washington public relations service for ASCAP's membership of more than 2,000 composers and authors and more than 350 publishers. The manner in which Newmers' firm clears up misunderstandings was typified during the industrial price-rise controversy when Sen. John E. O'Mahoney (D., Wyo.), a top figure on Capitol Hill, cited Standard Oil for \"fostering industrial understanding\" in cutting prices of petroleum products.

Newmers got a similar \"fostering relations\" break here after its price cut was announced.\n
A native of this city, Newmers began newspaper work on the old Washington Times, advanced to national advertising manager of the Munsey chain, became associate publisher of The New York Sun, and, holding that post for 23 years during which his paper won Pulitzer Prize recognition, and returned to Washington at publisher of the old Washington Times, eventually becoming assistant general manager of the Hearst newspaper chain. He started his public relations firm in 1946. His organization of 25 people has developed close ties with the Washington daily and weekly newspapers, with city editors, with Capitol Hill, with members of both the House and Senate, with White House aides, and with such important local organizations as the Chamber of Commerce, the Bar Association, the Rotary Club, etc.

_newyers, Inc._

2930 N. Capitol St. NW
Washington, D.C.

We are not responsible for the views of the people we employ.
WILD BILL MOORE RIDES AGAIN ON "BOULEVARD BOOGIE" "HOME COMING BLUES" APOLLO 789 ORDER FROM YOUR NEAREST APOLLO RECORDS OF NEW YORK, INC. 157 West 45th Street NEW YORK, N. Y.

NEW RECORDS

GOTHAM GOUACHES - Ralph Ashley bowed as a look at WGBY Tuesday (23) at 7 p.m. The show, called "Tenement," will be written and produced by Ralph, to feature platters and interviews with music people. Sponsored by Senator Virginia M. Pincus, director of the Music Publishing, and Bette Lou Purvis, deejay at WPGH, Philadelphia, Bill married Easter Sunday, and Brothe Richard was the maid of honor. Bill Cook's "Caratut at WATT during the Bobbi singer's Apartment run.... Leonard Feather, WMGM, is conducting a "Why I'd Like to Sing With Some of the Sausage Numbers of Some Popular Radio" flier. Prize is a week's trip to Este Park for two.... Eileen O'Connor, WMGM, entertained in the children's ward at St. Giles Hospital, Boston.... Ray McKinley grunted on Ted Stone's DuMont tele show, "Poag for a gag shot with WVO's Fred Robbins recently. Joe Filer almost knocked a fan over and borowed his "Handle With Care" audience out of their seats--or its composer, anyway.... Dick Egan, WINS, who remotes nightly from the city, has now his own theme song, "Jack, Jack, Jack." With special lyrics by Carl Sigman, on a platter cut by the De Moro and Skitch Henderson. Vic Damone has been voted "King of the Baritones" by 1948 in Cecil DeVal's "Singing Battle Royale" at WINS.

GIMMIX - Bob Perry, WORL, Boston, making an appearance at a dance. Used a neat way of giving out platter albums to dancers. A list of 10 tunes was given to the band leader, and any guest who requested a number on the list got an album. Ed Carter, WACE, Chieco, Mass., has his own way of making sure there are no requests left over on his request platter show. When time runs short, he plays them. When there's time, he plays them. He a duet of the Masked Spooner doing "I've Got You Under My Skin" and Bob Jones's "Time of My Life." Most interesting, for all that.... Milton Q. Ford, WWDG, Washington, has a parrot named Richard on his platter show. Richard makes comments, choice and otherwise, to the audience adapters. Folklore is the same.

FAIRWAY MUSIC

TALENT CORNER - Herb Fontaine, WCOU, Lewiston, Me., writes, "As fast as I know, I'm the only Jock who plays the sax during the day, the voice at night. If there are any others, I'd like to know." Moss Moon, KGLC, Miami, Okla., is singing a three-week remote show from the Colleen Theater there in addition to jock and program director chores.
British Decca Cuts Harmony

LONDON, March 26.—Harmony, a new record label, has been set up by a new company—with disks being recorded and pressed at British Decca's studios and released in collaboration with British Decca, however. Plans are under way to export platters to the United States.

Harmony's first cuttings have already been made. Billy Ternent and erk this week waxing She's My Lucky All the World Is Waiting for the Sun, recorded for Young and Just One of Those Things. Releases are due June 1.

"Sicilian Tarantella"

Rights Go to BVC

NEW YORK, March 26.—Bregman, Voco, Conn (BVC) publicity this week announced the marketing to American rights to Sicilian Tarantella after some spirited published bidding. Melvin Toscani was BVC's closest competitor.

BVC obtained the tune from the export division of G. Balzani in Italy. The "sun origin" was sliced around 1940 by RCA Victor's Italian branch under the name Fiumistrum. Recently it was issued on Victor's American label as Sicilian Tarantella and has caused enough stir to set the other discos to slicing the work. Among the new discos of the tune are etchings on MGM by Melvin Mervue and on EMI O'Brien's Variety label.

SYMP BATONEERS
(Copied from page 5)

only the record label supplied a recording along with the score.

Music critics also came in for their share of the blame. The label was declaring that the standard of criticism and musical development in a city go hand in hand. Several years ago, he pointed out, an enterprising Detroit maestro gave a new work on every program, only to find that the music critics upbraided him for not playing the standard work.

However, the music patron had some good words to say about the national's musical development. In general, "The United States has more talent available for musical country in the world," he declared. "In the old days one went to Europe to study. Now foreign students come here."

BERMUDA TRICKY

Delivered surprisingly solid, bold, which keeps the floor crowded during personal appearances.

Unorthodox Cutting

The album, too, was recorded in a slightly unorthodox fashion. The boys made a deal to do a telefilm in Bermuda for Larry Gordon's Tele Features, Inc., Part of the deal was that the Tobolows were to retain the tape sound track of the show. From this tape, Empire Records, New York music masters and acousticians Pressing is being done by Music You Enjoy, the firm which also has United States national mail order sales agreements. The package will be sold in all leading Bermudian hotels and gift shops, as well as in the island's disc record shop, the Hamilton Liquor and Record Shop on Reid Street in Hamilton.

Memories of Bermuda is the name of the project, as well as Pan-American Airlines, come in for boosting the album.

In person, on the island, the Tobolows are all right, playing virtually every night in one of another of the island's swank hotels, such as the Bermudians, the Princess and the Elbow Beach Surf Club. Their only appearance in the United States was at a party given in Detroit, invited by a member of the Ford family last year. Joe Cohn.
Roxy Cast Wins Hike; Who Next?

Let's Stop This Cutto Farce

A few weeks ago, Rox Bolger did a benefit at a local armory for a group of beer brewers promoting back beer, the red Cross was the gimick pulled in to make the benefit angle stand up because the beer Bolger operated near the armory was the fee charged. Where’s Charley would be forced to close.

In the case of Mae West, the cast and backers of Diamond Lil went to the Federal District Court for a benefit. Miss West suffered a leg injury and Diamond Lil closed, throwing a lot of other actors out of work.

A season ago, Sophie Tucker, doing a benefit in a Miami hospital, hurt a leg and the subsequent lawsuit cost her about $30,000. Some time later, Jack Benny missed a broadband because he was doing a benefit. Why? Shuck. The radio star for more than 1,000 nights attributed to a series of codes, aggravated by too many cutto appearances.

Intercourse Conflict

The actors injured or made ill while doing benefits are legion. The various organizations supposed to represent and protect the actors are now fighting amongst themselves while the performer pushed into a corner is forced to do ill benefit upon benefit.

It seems to us that the Theater Authority and the various unions represent no one except for finger-pointing for a short time and think a little about the actors.

For the past few years Theater Authority has had blanket insurance covering them for various injuries and death up to $1,000. We doubt if many performers are aware that such insurance exists. But this policy isn’t enough.

We suggested to the Theater Authority that wherever any organization running a benefit have its own blanket policy covering the performers. This should at least provide for medical and hospital expenses, for properly licensed performers.

In insurance won’t solve the benefit bungle. It would be a step forward in giving actors some protection.

Only the Thesp Goes Unpaid

Practically all organizations running benefits pay musicians, pay roll clerks, well as the booking agent to represent all performers working for him.

The points was that the booking agent was one of the first contractors of an agreement to enter negotiations “not binding.”

The day passed and nothing was done about either talking with Tavlin to make an arrangement to guarantee the benefit the dillilous. Barto claimed AGVA didn’t have enough money to send that to London to implement the letter.

There was a verbal understanding before the meeting that the union rep would be sent to the State Department to discuss Ringling Bros. on the benefits idea. During the last six months, booking acts from abroad at salaries under American contract is a thing that has been done about that.

Mayors Demand 20% Tax Reveal

TA Mulls More Cut Into Benefits

NEW YORK, March 26.—Another facet in the benefit ring-around-the-theory came up at last week’s Theater Authority (TA) meeting. This time, however, it was based on TA’s taking a larger cut of the gate at 20 per cent for all but two, $1,000 going to benefit board all along.

The suggestion to increase the take from the time that of 15 per cent based on the Equity rep to TA. The proposal asked the board that in the Great Lakes area, where box-office is based on a full benefit’s gross. This would cut all other expenses, ads and any other income, exclusive of ticket sales. At present the TA cut varies from 10 to 15 per cent. TA accepted the resolution and is now to go to the House of Representatives and probably report back in monthly engagement.

Hub Puts Ban on Fem Impersonators

BOSTON, March 26.—A ban on female impersonators was issued by the Hub by the Boston Licensing Board, a State-appointed agency, last week, but would only be strictly enforced by police. All violators will be subject to revocation of food and liquor licenses.

The order to license holders read that they shall not permit on the premises the "impression of a male employee of the licensees, shall all male employees impersonate a female as a master of ceremonies, hostess, waiters, or in any other capacity whatsoever.”

Mary E. Driscoll, chairman of the board, said that the order was issued under close police scrutiny for some time and that added that several hearings on charges of improper entertainment have been held by the board, and that license violations have increased.

Reece P. Stoppe, police Edward W. Fallon, in an order to all police stations, demanded an immediate order where management refuses to comply.

It’s Status Quo On AGVA-Dale

NEW YORK, March 26. — The American Guild of Variety Artists (AGVA) yesterday asked for a hearing on the charges of Dale, which is based in Boston, was ruled on by Boston Supreme Court this week. The decision from the New York Supreme Court case, now pending, is decided.

Up from good Court Judge Good and Herbert W. Dale, who pay dues to Dale shall not be interfered with in the Boston hearing, it was agreed that this is not be construed as an authorization to Dale to collect such dues. Dale is a Matt Shelley representative who refused to pay dues to AGVA and has brought the matter to the courts.
Leon and Eddie's, New York
(Wednesday, March 28)

Golden Slipper, Philadelphia
(Monday, March 31)

Hollywood Show Bar, Pittsburgh
(Monday, March 27)

Follow-Up Review
COPACABANA, NEW YORK: Three new acts worked the night Monday. Miss Connie Haines and the De Marlos, give the show a face-lift and gear it to attract a different clientele from the usual. Miss Connie Haines, a petite girl, with a sweet voice and a pleasant personality, has a warm stage manner and a talent to match. The De Marlos, a trio of five men, are a hit with the audience. They have a good rapport and carry the show with their antics and songs.

SULLIVAN IMPROVES
Danny Sullivan, singing ename, has picked up considerably since last performance. His arrangements were smooth and his singing was equal. Sullivan deserves more attention and recognition for his talents.

DOUG EDWARDS
Doug Edwards, a young actor, had some good lines and delivered them well. His performance was well-received by the audience.

THERE'S A GUY CALLED "Willy"
Willy, a young man, had a good voice and delivered his lines with conviction. His performance was one of the highlights of the show.

Mickey Finn Toolers
Get 20G in Damages
SAN FRANCISCO, March 26.—The four musicians who were served with a summons for playing at the Copacabana Club in San Francisco, have been awarded $20,000 in damages by a jury in the Superior Court. The musicians claimed that their appearances were prevented by the club's security personnel.

SLEEPY HOLLOW GANG
JESSE ROGERS
4TH RETURN ENGAGEMENT
ORANGE RANGE
SCRANTON, PA.
America's Foremost Comedy-Musical

PARK AVENUE JESTERS
AMERICA'S FOREMOST COMEDY UNIT
Currently Booking All Engagements On Their
4TH RETURN ENGAGEMENT
ORANGE RANGE

TEA TIME ON THE THAMES
#15353

Follow-Up Review
COPACABANA, NEW YORK: Three new acts worked the night Monday. Miss Connie Haines and the De Marlos, give the show a face-lift and gear it to attract a different clientele from the usual. Miss Connie Haines, a petite girl, with a sweet voice and a pleasant personality, has a warm stage manner and a talent to match. The De Marlos, a trio of five men, are a hit with the audience. They have a good rapport and carry the show with their antics and songs.

SULLIVAN IMPROVES
Danny Sullivan, singing ename, has picked up considerably since last performance. His arrangements were smooth and his singing was equal. Sullivan deserves more attention and recognition for his talents.

DOUG EDWARDS
Doug Edwards, a young actor, had some good lines and delivered them well. His performance was well-received by the audience.

THERE'S A GUY CALLED "Willy"
Willy, a young man, had a good voice and delivered his lines with conviction. His performance was one of the highlights of the show.

Mickey Finn Toolers
Get 20G in Damages
SAN FRANCISCO, March 26.—The four musicians who were served with a summons for playing at the Copacabana Club in San Francisco, have been awarded $20,000 in damages by a jury in the Superior Court. The musicians claimed that their appearances were prevented by the club's security personnel.

SLEEPY HOLLOW GANG
JESSE ROGERS
4TH RETURN ENGAGEMENT
ORANGE RANGE
SCRANTON, PA.
America's Foremost Comedy-Musical

PARK AVENUE JESTERS
AMERICA'S FOREMOST COMEDY UNIT
Currently Booking All Engagements On Their
4TH RETURN ENGAGEMENT
ORANGE RANGE

TEA TIME ON THE THAMES
#15353
Currently
Flamingo Hotel
Las Vegas

PETER LIND
HAYES

MARY
HEALY

“...My nomination for the best act in the night club business bar none. Hayes and Healy at the Chase Hotel are more than an act—they're an entertainment. They've got comedy, they've got pathos, they've got music, they've got rhythm, they've got everything. In this case it'll be quite legal to rob the baby's bank if you can't get to see them on your own budget.”

Bob Goddard,
St. Louis Globe Democrat

Another Location But the Same Overwhelming Reception From Press and Public.

P.S.—And on DECCA RECORDS, Pete's version of "I GOT A GAL IN GALVESTON" and "JOHNNY GET YOUR GIRL" have hit the best seller lists.

Exclusive Management—
LOU IRWIN, INC.
9124 Sunset Boulevard
Hollywood, Calif.

Press Relations—
GEORGE B. EVANS
251 West 57th Street
New York, N.Y.
New York:

Stem B. O. Slips to 334:
Roxy 70, Strand 42, Cap 37

NEW YORK, March 26.—The five Stem vaudeville houses slipped back to $334,000 last week after a slight recovery the week before.

Radio City Music Hall (6,200 seats; average $13.00) was one of the leaders with a solid $125,000 for the second week with Patricia Bowman, Paul Page, Patsy Swayze and Lillian Wernier. The take for the first week was $127,000.

Roxy (6,000 seats; average $89.000) went down to $70,000 for the second week. The gross for the first week was $170,000. The presentation consists of Phil Baker, Carl Cohn, Marion Harris Jr., Stubby Kaye, the Goethies and Mother Was a Freshman.

Capitol (4,637 seats; average $65.000) collected only $37,000 for the third and last week of its bill, as against a second week's $41,000. The new show reviewed (this issue) is Gordon Jenkins, Artie Dann, Careni and Outpost in Morocco. The old bill had Harvey Stone, Sammy Kaye and Three Godfathers.

Paramount (5,604 seats; average $83.000) went to $60,000 the second and final week with the King Cole Trio. The first week was $126,000. The new show (reviewed this issue) is Louis Jordan, Pat Henning, the Ray Anthony orchestra and Four. Strand (2,700 seats; average $45.000) held up an okay $42,000 the third and last week with a visit of Desi Arnaz and South of St. Louis. The previous gross was $45,000. The new presentation is Carle, Mills Pull 29G.

In Cincinnati: Prima 25G, Boston's Keith

NEW YORK, March 26.—The RKO Albee, Cincinnati, pulled in $26,000 in its first week. A repeat of Carle-Mills Brothers show which closed Wednesday. The flier was a Pigeon.

The Louis Prima show a Boston's Keith, which closed Wednesday (23), did a poor $25,000.

Para, RKO Theater Op Profits Exceed Pic Gains Since 1940

NEW YORK, March 26.—For the past year or more there have been considerable complaints about bad business in theaters. Grosses from various theaters were available, but the net figures came well guarded.

With the acceptance of the present depression by both the major chains and the plans proposed by them to implement the courts’ orders at least two chains, Paramount and RKO, have broken down their financial statements. The reports for the past year as shown in the New York trade paper are as follows:

- **1944**
  - 5,100,000
  - 6,000,000
  - 4,400,000
  - 3,800,000
  - 3,000,000

- **1945**
  - 6,000,000
  - 6,000,000
  - 4,400,000
  - 3,800,000
  - 3,000,000

- **1946**
  - 10,000,000
  - 10,900,000
  - 8,100,000
  - 7,400,000
  - 6,600,000

- **1947**
  - 6,800,000
  - 6,800,000
  - 5,400,000
  - 4,200,000
  - 4,000,000

Paramount’s stake in TV will be taken over by the picture end, thru transfer of various pictures, the company’s interest in Allen B. DuMont Laboratories.

RKO shows a similar disparity between theater and picture income. According to the company’s profit and loss statements which now go back to 1940, it was disclosed that the biggest part of its earnings came from theater operations.

**Breakdown is as follows:**

- **1948**
  - $12,000,000
  - $5,500,000
  - $5,000,000
  - $3,000,000

- **1949**
  - $1,000,000
  - $900,000
  - $750,000
  - $500,000

**1950**

- $100,000

**Note:**

The figures are approximate and may not add up exactly due to rounding.

Detroit's Stork Must Drop Name

DETROIT, March 26.—The right of a business to protect its name wherever it goes, even tho the night club is operated in a remote State, was upheld by a decree signed by Federal Judge Frank A. Picard here. The case was filed by the New York Stork Club against the local spot of that name, and an injunction was denied by the last owner, Eddie De Mercuro. The latter, who has 30 days to change the name, has not yet decided on a new one.

The Detroit Stork, operated as a cocktail lounge, has been operating under that name since the fall of 1945. The case has been in court for months.

Eddie Cantor's Chi Stint Off

NEW YORK, March 26.—Eddie Cantor, who was set to open at the Chicago Theater, Chicago, April 13, has been postponed indefinitely and perhaps dropped completely.

The reason given was a difficulty in the mutual agreement clause between Cantor and the house. Cantor was promised a picture, and the flier set to go in with him wasn't what he wanted. So it became no deal.

30G Judgment Put On Bowery, Detroit

DETROIT, March 26.—The Bowery Cafe became liable to a default judgment of $30,000 in Federal District Court here last week and the judgment originally obtained two months ago against Frank Barbaro, an impresario of the Bowery, in favor of Ralph H. Stoughton, of Las Vegas, New, judgment was based on a wind-up of Barbaro's venture a year and a half ago into Las Vegas vaudeville operation, in which Stoughton was associated.

The judgment against the Bowery Cafe is based on the club's failure to file papers ordered by the court for the transfer of property of the club to a new owner. E. F. Bowery, who has operated the club since 1932, has been declared in default and the case is set for a settlement conference.

SELAN'S

World's Largest Manufacturer of HAIR STYLED PIECES

Write for FREE CATALOG

SELAN'S

28 N. State St., Chicago 6, Ill.
VAUDEVILLE REVIEWES

St. Louis, Missouri, March 25


Second attempt to bring flesh shows back to this city steps up as a good substitute for the ordinary vaudeville from the original quarters of the Louis. Gene Krupa's organization occupied a major portion of the band and a number of people to satisfy aficionados. Doreen Worthen, the fem vocalist, is a Krupa crew, did Roogie Boogie, Gene's Boogie and Boogie Boogie. Boogie Boogie, says It's Not So and While the Angelus is a Looney Tunes character, he scored a hit with his local following.

Other band numbers interpreted aren't up to muched Peny From Heaven (featuring a ledae musical vocal by trombonist Frankie Rise) and One Time on the Road (Phil Armstrong in Travele). The other is a talent of the stage, the audience was well satisfied.

RKO Albee, Cincinnati


Current five-act parley comes with a couple of standouts in Frances Langford and Miss Langer, co-band leader, and Miss Langer, co-bandleader, put them into three stars. Great Day, I'm in the Mood for Love and Miss Langford in My Heart. Altho both are simply handled, all are wrapped up in harmonious arrangements. There are less pipes pack an abundance of charm, warmth and, all in a suit with her on I Like Mike at the wind-up but it's handled very well. 

Combie Cunningham is a competent artist and his eson and his who's he's own. In those terms, this is a very good artist, winning him cold palms time and again. Tosses one to the television take-off for his best hits. Let's do it once and for all. The man is the Black and White, who incorporate plenty of zip into difficult tops turn on the audience. They's got polished with slick gldes when hoofin' it around and in union, which caught patron's fancy. 

A speedy and satirical take-off of an ad manager is the best of the lot. Here are the Bob and White, who incorporate plenty of zip into difficult tops turn on the audience. They's got polished with slick gldes when hoofin' it around and in union, which caught patron's fancy. 

To end the show, it's a good selection with their record singings of the Andrews Sisters. Sonny Boyd and Crocy show a good bit of comic work in their take-off. A nice finish to the show with Clearing Off. 

Metro, New York


From an audience viewpoint this show has plenty of what it takes, a good thing because it's filling up very fast, El Paso, isn't going to interest many customers. 

The show's band (16 piece) does good, and even if the boys didn't get to do something individualized, they did a highly professional job in band take-offs, with each eight bars of each recognizable theme getting an individual treatment. The biggest numbers were I've Got My Love To Keep Me Happy and Dixieland version of their old Capital recording, Darktown Strutters Ball. The crowd ate up both.

Louis Jordan and his Tymanne Five, now grown seven, about to seven, and seven, are the picture of what the good music is. The boys wore at the company. The First Good Time Roll, Don't Burn the Candle and wound up with their banjo deck a la Bob and Al. The El Paso was highlighted by Jordan's prancing, pop-eyed mugging and the biggest old showmanship. It was a good thing the Jordan outfit was on last because there was nothing much they could follow it. The best they had been on before, they'd stopped the audience with their show and tickled it into a knot. As it was, the audience was applauding right into the fall. 

Watson Overshadowed

Jordan's new fm addition, Paula Watson, a big, bulky gal, was an expert on Promise and Little Bird Told Me. But while she was a very good vocalist, it was overshadowed by the antics and voice of Louis Jordan. Pat Henning's standard set got the most heat. His love songs have routine is too familiar to detail here. Judging from the response it got, it apparently was new to a lot of people. Henning built well, milked it, and then the band wound up with The Big Apple. 

Peggy Mann is probably one of the most pleasant girl singers around. No numbers, mostly oldies with arrangements, were just right for her. It was on her ballads that she didn't shine too well. One reason is a tendency to over-play lyrics that are meaningful enough in themselves. Another is her stance. The girl seems to have been born with her hands on Johnny Barnes is an excellent hoover with a sense of comedy that registered time and again. But when he can dance, his outfit, a brown business suit, gives him a yelling badness that detracts from his general ability. His shambling rag lead fell quite quite to great. A combo of self-effacement and boyishness, was equally good. Given a gags and manner, he'd make a fine slapstick moment. He opened to the show off on the right foot. 

Pic, Pinny Marlin. Bob Dorkper.

WANT WORK? PITTSBURGH

A great Five-Entertainment TERRITORY

FLOOR SHOW ACTS suitable for Night Clubs, Federal Club, Cotillion Banquets, etc. Latest sensational bookings available list of our members write to: Secretary, ENTERTAINMENT MANAGERS' ASSOCIATION OF PITTSBURGH

754 Century Blvd.

PITTSBURGH, Pa.

OPEN, SANS EDGE TO SHOW BUSINESS

an interesting new book that will really help entertainers, agents and show directors

Written by the producer of the famous "LADIES' VALET VARIETY SHOWS"

ONLY ONE DOLLAR POSTPAID

PUB. BY REGAL SERVICE AGENCY, P. O. BOX 1351, HARRISBURG, PA.

Guy Lombardo, musically speaking, is still the old pro, and in the new Strand show he simply resorts to all the formulas that have kept him in the top money brackets for years: hoary gags, novelty songs, interludes, record hits, medley of tunes composed by brother Carmen, and a community pinto-fest for famed band leader and one-time Reddy and Kenny Gardner, a fine vocalist, who's the ever-faithful partner of the Lombardo clan. On the solo turns, with the latter fetching the biggest mît of the show with his most colorful tuneful delivery of Dangerous Dan McGrew.

Lombardo is introduced via some smart stage business, with him in the show. The band rises out of the pit, and bounces right into its recorded version of I Get Up Every Morning. And it booms up to a lively two piano-sint and a pair of singing girls, before things come to a standstill with the juggling act of Chester Dolphin. The man does his best work standing on his head, and that's seemingly what he had to do to impress the audience. Of the remarks, "Guess I'll have to get more gags or learn how to juggle." No doubt he had some fresh lines, or should get into his own fife juggling at an earlier point.

In the opening act are the Marlene charaxes of the Lombardo crew and the band. It seems that the boxoffice is still too fresh for the juggling and frequent and hilarious Frankie Marlone, who gets by—indeed, comes outheaded and in the 1 cent per material. The big last feat is to have his patron leaving the theater, threw things at the man in the band, and got a healthy hand for his considerable efforts.

The young dance team of Hopper and Woodall is a commando act, and the above and tolerance, albeit their material was not always up to the best standards and personalities. Example of this is the gal's essay of an essay, considered the best of the season, was, in fact, not the gal, but rather the man, or in a general, for the worst of the effect disassociated by her too healthy, curiously excessive manner. More suited was the team's final zestful balloon-jitterbug concoction.
House Bill Asks Belasco Legit

WASHINGTON, March 26.—A committee report, reciting civic and cultural groups' strong objections, is submitted for a bill to restore the Belasco Theatre, which had been selected at a meeting, Wednesday (25), in the National History Museum of the Smithson...
Broadway Opening

MAGNOLIA ALLEY
SHUBERT, NEW HAVEN, CONN.


In spite of its many shortcomings, this can develop into a very interesting "alley". It is not to be expected that a work of its kind will not have a ghost of a chance in big competition. However, most of the faults lie with the writing of the direction, and since these two factors, important as they are, are judiciously added, the show may pull thru as pleasant divertissement.

Alley is entirely Jessie Royce Land's' playground. The play is extremely tough part with fine artistry, and it is played with lively and their direction is continuance in character. The part calls for her to wrestle with a Southern girl, who, however, does not let it out of hand. Her interpretation of the gay widow is a gem and an eye for any eligible male is extremely believable. J. A. O. Jackson's production is handled to complete satisfaction.

Jackie Cooper's Debut

Jackie Cooper, who will make his first stage appearance, does a nice job, and will no doubt go far. His role is not exactly a natural for the usual teen-ager, and he pulls it off himself in a manner that is entirely successful. We may see in him the future cercle of the stage.

The supporting cast is right out of the top drawer, and every role, even the smallest skit, is well read. Julie Harris and Bini Oster do a particularly fine job and carry away top honors.

However, the play is extremely tough going and tends to repel. The action moves well enough thru the first act, but bogs down to smalls, not realizing its separate problems and never completely solves three of them. The plot is rather weak, and it seems as if the audience never knows whether the bad girl gets her comeuppance, whether the good gal gets her reward, and whether the many problems facing the stars are to be settled.

Edward Gillbert's set was well executed, but Carl Shain, who handled the direction, had better get back to work on his pacing and movement.

To add everything up: The acting is superior, the play's plot has possibilities, and the show goes thru well enough to expect it will survive it will need plenty of work by the top brass.

Sidney Colly.

TONGUE IN CHEEK
LA S PALMAS, HOLLYWOOD, CALIF.


The Los Palmas, route to Broadway for Lend on Ear, may again prove itself the avenue to Tongue in Cheek again. This intimate musical revue sparkles with the effervescence of youth, zest and vigor. Its songs are bright and tuneful, the bodies of the performers are adorned, and with a smile. Sketches are of the broad, Unbuttoned brand of humor which brings comfortable belly laughs. Dance creations are vivid, the actresses are enchanting and Miss Lillian Roth is the credit to Lester Horton and Bella Lewitzky when one is mindful of the stage limitations. Settings and wardrobe is that of an extravaganza done at little theaters. All these factors combine to give a highly talented group of youthful performers an opportunity to build an evening of light and satisfying entertainment.

The following Honor Roll of Hits potential include the ballads, Girl in the Window, and Autumn Again. And a bouquet, Bob -sided dizzy, Momo On. Autumn was beautifully composed by Patricia Lynn with a voice in the company a few more meaty ballads would provide more from Miss Lynn as well as lend greater musical weight and body to the revue. Staging of Girl in the Window is flavored with yesteryear grace and charm and recall Miss Schiff's work and good advantage. Miss Lynn and Scholl get to blend their voices in ant -singer, A Call to the Country, a tune which benefits considerably from the coloratura voices and accompanying choreography.

But its the merciless satire that makes its name and gives it its interest. Standouts among the comedy sketches include Outside the S. A. O., which dubs the fabulously wealthy Texas oilmen on the cover of their overnight madness and their great pride in the Lone Star State. Heredity, a calypso-flavored ditty, spotted Santone Gendron's great capacity for comedy. Her talents as a comedienne still much to be desired, the characters among them are too well cast in which she portrays an angel, as a single woman in the Trunk, or her sob burred torch take-off for I Call Him Al. Her petite figure steals the show. Her match is a rib tickling combination.

Sleeping Beauty, a well-choreographed sketch, included The World's Oldest Boy Violinist with revue's director. Boss Cravin also does a fine job in a velvet caressing Fauntneroy get-up, fiddle in hand, bemoaning his lot of having to wear pants because of his diligent Strad scraping. Fabulous Yes, a musical revue with the center of attention a Sleeping Beauty who stumbles little for the stage attempts to entertain. The possibilities of a sketch tagged Menagerie Named Desire are not wasted on them.

Revue should prove a local hit and, after enjoying a healthy run here, we may see it again, if not, trimmings of a few strenuous sketches, it may well prove a delightful memory.

Bob Francis.

Out-Of-Town Openings

THE SUN AND I
(Opened Monday, March 31)

NEW STAGES THEATER

The meeting further unanimously endorsed and accepted the request of the Leopold Lever, of New York University, for a memorial to the late President. It was the request of a theater, to be known as the "Lever Theatre", that was in need of further discussion, curtailed because of the situation.

Robert Gundlach's single all-purpose set for the many equivocals fits the bill.

Leon Morte.

AE PICKS DELEGATES
(Continued from page 4)

bodysent from Sidney Blackman on the negotiations of Television. After over three hours of these reports and debate, the meeting reiterated the previous desire of the several of the committee, as possible to permit membership to other conferences in the opportunity for further discussion, curtailed because of the situation.

Marvin Silver, Henry Blackman, and Alexander Shain, proposed financing would be done by country-wide subscriptions, $5 per person.

Yesterday's meeting drew an attendance of over 300, President Clowers Dwerpent rendered.
S&J Icee Socko
215G in 7 Days
At Cincy Garden
(Continued from page 3)
pulling $2,900 paid admissions for a $13,500 gross.

GEORGE MARCUS, currently a writer with the Kansas City "Atomic Scandal," scribbles from the Keasey Theater, Charleston, W. Va., under date of March 14: "I'm sitting in the dressing room where Howard Thurston dunned the grease paint and tails for his last performance in 1933, just before the closing of the Keasey. In those days, Thurston was billed as the Atlantic Smartphone in two weeks.

Frankie Gallagher, who is currently with "Ghost" show at Richmond, Va., is now stage manager at the Keasey. Besides Thurston, the Keasey roster show roster includes Joe Karsten, owner, producer and manager; Walter Vass, company manager; Lu Karston, treasurer; Cal Gwin, musical director; T. A. Mims, assistant, and Donna Lee, Peggy Rose. Carolyn Manns, road manager.

THE JOHNSTONES. George and Betty, who have been busy on club dates in the Chicago area since the end of the season, plan to trek east late in May for their annual vacation with George. The "Vanishing" show is now scheduled for the Edgewater Beach Hotel, Chicago.

William Butler, formerly the Chicago booking agent for Howard Thurston, is now stage carpenter at the Keasey Theater, New York.

HOUSE PAVES WAY
(Continued from page 3)

CSCWP Hears Gaeth Expound On Radio's Ills
NEW YORK, March 26.—Radio in the postwar period has proved long on criticism and castigation, but short on constructive planning, according to Commentator Arthur Gaeth, who today spoke before the major address at the medium at the mass communications panel at the Convention of the Society of the Press World Peace. Gaeth, who has a weekly show on the American Broadcasting Company, said the United Electrical Workers, said "We radio has a widespread dissemination and coverage of news than does the American . . ."

While noting that few other nations heard radio system permitting a wider diversity of opinion, Gaeth said because of expectation looks down and regiment is increasing." Literal commenters have decreased in numbers, as the word on adequately balanced."...has restored the "wide latitude in freedom of expression" on American broadcasting. But the medium's expression is applied as protection against liberal and to produce conformity to demolish points of view by religious and political lobbies which simultaneously seek to fame and make respect the views of Gaeth.

While terms the news rounds-up of the web, with remotes from abroad, Gaeth said empirical evidence that newspaper who have their limitations has been discredited, and adequate facilities in many areas, such as Eastern Europe, Africa and the Orient, has been shown, and the Soviet Union has put on short-wave transmission. Television is only "canned" and superfluous, he charged, and that in the many new stations and new channels only a handful are qualified by background and training.

Norman Corwin who was slated to speak on the cold war's effect on radio, was unable to come and be a sponsor of the conference. The mass communications panel was chaired by Clifford Durr, former member of the Federal Communications Commission (FCC).

The hard between shows, entertaining at the tables, as she does on stage, but for the first time in the history of the house, the show opened in the first minute of it. Charles and Dell had visited from numerous Cincinnati newspaper enthusiasts during this period of the show's history. They departed early yesterday for Chicago for their next club date and were due back in Cincinnati early this week to pick up the house and return to it and onto their next stand. They are due for an early return at the Garden Hotel, Louisville.
Nation's Drive-Ins Ready Programs for '49 Operation

HARTFORD, Conn., March 26—Castleton Theatres, Inc., Castleton, Vt., will open a new 400-car-capacity outdoor motion picture theatre there on Monday, March 27, as reparation on construction on this project started some time ago, with estimated cost said to be about $10,000.

The new theatre principal, the Castleton firm, is the architect, and was unveiled to a select altho the theatre's capacity will be 400 cars, the project will have room for expansion to 600 cars.

WATERFORD Sets 715-Car Spot

HARTFORD, Conn., March 26—Waterford Theater, Waterford, Conn., a newly chartered Connecticut firm, with offices at Waterford, Conn., L. H. Lively, president, and his brother, Fred Lively, manager, have ordered construction of a 715-car capacity outdoor motion picture theatre.

Work is expected to be completed May 15. Altho the initial capacity will be 715 cars, the theatre has 1500 square feet of space to expand and accommodate 1000 cars. Others, all said and included Michael Ratz, vice-president; William Robinson, vice-president; Florence Bloom, secretary, and Fred Lively, manager, Robert Gloth, Hartford, is general manager.

Bloomfield Drive-In Planned

HARTFORD, Conn., March 26—Philip W. Mahler, of Bloomfield, Conn., has plans to construct an outdoor picture theatre in that town. Bloomfield's Zoning Board of Appeals public hearing on Mahler's application for a building permit, which will take place this week, but no action was taken by the board.

Normandy Bows April 15

JANETVILLE, Fla., March 26—New Normandy Outdoor Theater.

Augments Flickers in Newfoundland Houses

ST. JOHN, N. B., March 26—With films week at the box office in the Province, the New Indoor Picture, a troupe is being organized to tour theaters of the island in connection with programs, and offering a repertoire of stage plays, with small casts.

JOHN E. FLEMING, who has been presenting his 16mm. pix around spring, has taken time during the summer. . . . Maurice Cash plays in Casson's 16mm. pix vision, Leon Otto has 16mm. pix and flesh in Galves- ton, Tex. . . . Ralph Low of St. John, N. B., who spent most of the winter at Barstow, Fla., where he will take out a cut pix to store there and play flesh in Casson's 16mm. pix vision in his cab. . . . Markle Pictures are in connection with this show. . . . Denver, Show will move into New Mexico for the summer and will play for a while. . . . Claude Insollers has 16mm. pix in the Galveston, Tex., theater, and a public pix she supervised by T. H. Casson, has been playing in the hotel. . . . Denver, Lamest shows, and Max Show will use this pix summer and will play in all areas. . . . Claude Insollers has 16mm. pix in the Galveston, Tex., theater, and a public pix she supervised by T. H. Casson, has been playing in the hotel. . . . Denver, Lamest shows, and Max Show will use this pix summer and will play in all areas. . . . Claude Insollers has 16mm. pix in the Galveston, Tex., theater, and a public pix she supervised by T. H. Casson, has been playing in the hotel.
In Loving Memory

O my Husband

Betty Fromen Bright

SOM USA BRIGHT

In loving memory of my husband

SAL.

When his life was over, there was avoid

son and daughter survive.

SORROW WILL NEVER CEASE

A. DAVIS

His wife

MRS. DAISY DAVIS

Jack Kapp

Passed Away March 29, 1947

Walter K. Sibley

A. DAVIS

Many friends,

MRS. Mamie Sibley

THOMAS-Mrs. Allen, 89, legit

She was born in Ireland and was

in 1890. Her 25th anniversary was

GRANDAUGHTER

South Carolina, July 1, 1947.

At a private home in New York City

in 1947. He was married in 1910 to

in New York, Miss J. C. Sibley, and

March 10 in New York. She was

years before his death.

in 1947.

Married

Backed stage manager for 66 years,

in 1910. He was married in 1895 to

Married

Eprinters and publishers

his home in New Orleans of a heart

in New Orleans in 1947.

in New York.

assistant

the publishing field.

1907.

of a publishing firm,

years ago.

in New York.

in New Orleans.

in 1938. He was married in 1903 to

in New Orleans.

In 1903. She was married in 1901 to

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.

in New York.
COLE BROS. BUYS MIAMI, FLA.

Canada Cuts Income Tax, Other Levies

Refunds in June

OTTAWA, March 26.—The outdoor entertainment business in Canada stands benefit this season from a reduction in the excise tax on certain items of amusement. The removal of the 10 per cent tax on candy and tobacco, and a 5 per cent tax on bus tickets, will result in a large increase in the number of persons attending outdoor events.

Trotting, under the name of Delaware, has been purchased by the Laporte, Ind. firm of George L. Hennies, Inc., for $100 to $150 and that for others from $30 to $40.

Cut Jewelry Tax

A report by the personal earning 400 will have to pay $150, and $270 last year, in a reduction from $6.50 to $100, that of married couples from $240 to $350, and that of single persons from $120 to $150.

Honklin's Awarded "Winipeg Celle" Midway Contract

WINNIPEG, Man., March 26.—The award for Winnipeg's 75th anniversary celebration has been awarded to the Cont., Fatty, and Fran, of Toronto, The band, who was given a contract by the Canadian Jutax for $25 a week, on page 109.

Ohio Showmen Hold Ring Round-Up

CANTON, O., March 26.—The 8th annual Canton, Ohio Showmen's Association held Sunday (26) at the Canton Fair Grounds was a success. The fair was attended by 350 members and guests were entertained by the band, who was served by the Women's Service Corp and Comedians, Bob Powell and Homer N. Becker, after which vaudeville acts were presented, including the Mandel brothers, band balancing, the Holistic and Eleanora Lane, dancers; Sonny Williams, musical artist; Jeanie Lee, acrobatic artist; and several others.

Howard Neel was general chairman and Tony Diano was in charge of entertainment.


At Long Last:

Soft Drink Bottlers Again Vie For Biz; Eat, Drink Merchandise Prices in Dip, Say Bush and Laube

KANSAS CITY, Mo., March 26.—At last long, outdoor food and drink concessionaires find themselves in a buyers' market for some items for the first time since before the war. Keen competition has set in among soft drink bottlers to get their products to market. Not a few are shaving prices in the competitive fight for the bulk orders of outdoor concessionaires. Outlets for franchise drinks, while holding firm to their prices, are eagerly searching for the better. "This is one of the signs in evidence," said Mr. T. W. Long, president of the National Association of Soft Drink Bottlers, and Mr. C. L. O'Brien, chairman of the Bottlers and Valuable Products, Inc.

New York, March 26.—Novelties are off about 10 per cent from three months ago. There has been a dip of 8 per cent in the prices of many food items. Holding firm is the price of various meat products, Busch and Laube reported.

Par cappa spending at amusement events is down 15 to 20 per cent, they say. Parcels are charging their money carefully, and Bush and Laube illustrated the trend by pointing out that novelty items selling at over 25 cents now are slow-movers.

Concessions, they state, will not carry much change when going to events in June. Bush and Laube point out that the prices are not going to be less than 15 cents, and that the average dollar price of a confection is $0.25.

From now on, Bush and Laube maintain, novelty concessions will have to stress 25-cent items.

The market has increased up for concession operators. Illustrating this, they pointed to their recent experience at the Houston Fat Stock Show. In recent years it was almost impossible to get to work the concessions, but this year the price has been held to 25 cents and the average dollar price of a confection is $0.25.

Sunbrock Launches Canadian Bookings

In Ottawa May 1

CINCINNATI, March 26.—Larry Sunbrock, in town Wednesday for a police court appearance, where two charges against him of defrauding an automobile company were dismissed. Larry explained that "it was all a mistake.""Sunbrock said he had moved out Wednesday afternoon for Cleveland to dictate for use of the Public Auditorium for the George H. Hillbilly Jamboree, featuring Cowboy Copas and Bill Monroe.

In a phone call to "The Billboard, Sunbrock reported that his hillbilly booking (see Billboard for Canada, page 51)

3,500,000 Attended 1948 Ohio Annuals

COLUMBUS, O., March 26.—Approximately 3,500,000 persons passed through the turnstiles of Ohio's fairs in 1948, Lawrence P. Lake, president of the Ohio Fair Managers' Association, announces. The total is based on annual reports made by State, county and independent fairs.

"Ohio ranks high in the nation in the importance of its fairs," Lake said. He reported that a large percentage of Ohio fairs are making repairs, and additions to present buildings and that many annuals are planning new buildings, the first real expansion since the war.

"The pinch of rising costs has been felt by the Ohio's fairs, but they are keeping pace with modern trends, with reports of early planning for what our fairs will offer their patrons super programs throughout this summer," Lake maintained.

Two Fairs for Mobile; New One Contracts Dodson's Imperial

MOBILE, Ala., March 26.—Two fairs will be held here this fall, it was disclosed Friday, when incorporation papers were filed by the Mobile County Agricultural Fair & Exposition, Inc., which plans to operate the week beginning October 3 at the old Chastain Airport in Prichard. This poses competition to the existing Great Gulf Coast Fair headed by Francis J. Gille.

Papers filed by the new fair group list M. A. Henderson, Jr., Andrew L. Jenkins, as president-general manager; E. B. Chastain, Prichard, vice-president, and C. W. Bowers, secretary-treasurer, with authorized capital stock at $5,000.

Boyette, who is president of the Covington County Fair, said that Dodson's Imperial Shows have been signed to provide the midway attractions. A half-mile track will be built on the 65-acre airport tract, he said.

Burt Lancaster Signed

Tulivin says he will indicate on the Billboard for Canada, page 214.

ODDOUT

New Gov't Layout New Home of Orpheum

Show Inks Lancaster

LOUISVILLE, March 26.—Jack Tulivin, general manager of Cole Bros.' Circuit, announced here today that the Cole org has purchased from the U. S. government a layout of 155 acres, less than 10 miles north of Miami property, to be used as the new winter quarters for the show. The site, formerly a shipyard, is off U. S. Highway No. 1, across from the Village of Ojus. The Dodge County zoning Commission has okayed the deal. The grounds has one building 259 ft. long, 60 ft. wide and 50 feet tall, with a concrete floor and glassed in on four sides. It is in addition to a riding ring, in which canal 90 feet wide running 1,000 feet into the grounds. Tulivin plans signs to make the new winter quarters a year-around proposition, with zoo, botanical gardens and a children's recreational area.

Burt Lancaster Signed

Tulivin says he will make the new winter quarters a year-around proposition, with zoo, botanical gardens and a children's recreational area.
One of the most consistent money-making rides of all times! Many owners have grossed over $5,000 in a single week. Completely streamlined, with modern lighting effects and 18 gleaming stainless steel cars. Carries 36 adult passengers or 54 children. Peak loading time approximately 60 seconds. Compact, easily carried in one 25 ft. and one 30 ft. trailer. Write today for further information.

Made by the makers of THE MOON ROCKET, LOOPER, HURRICANE, WATER SCOOTER, CAR-ROULETTE, KIDDIE AUTO RIDE, KIDDIE BOAT RIDE and other famous amusements.

ALLAN HERSCHELL COMPANY, Inc. NORTH TONAWANDA, NEW YORK World's largest manufacturers of amusement rides

LOOK! Parker Does It Again!

NEW 1949 CARRY-US-ALL

Mr. Bill Badley, Manager of the Royal Canadian Shows, at Vancouver, B. C., writes: "We Prefer a Parker." We have seen the rest, but still like the best. For durability of workmanship and construction, combined with its lasting finish and beautiful appearance, we will still buy a "Parker." 25 years has told us of its dependability, and you can quote me.

C. W. PARKER AMUSEMENT CO.

World's Largest Mfr. of Amusement Devices LEAVENWORTH, KANSAS Builders of Parker's Perfect Pleasure Producers

KIDDIELAND LEADERS

LUCAS BOAT RIDE

BUS RIDE

BUGGY RIDE

WRITE FOR CIRCULARS

J. L. LUCAS MFG. CO.

TRAVER ENTERPRISES, INC.

2521 Riverside Dr., Los Angeles, Calif.

84 Richmond St., Palmetto, Ohio

The TILT-A-WHIRL Ride

Outstanding for Public Appeal * Stability Good Quality * Portability High Class * Earning Power

SELLNER MFG. CO.

Faribault, Minnesota

C-CRUISE ... A Re-Ride & Bonanza

* Super-Safe * No Experienced Help Needed
* Fun for All Ages * Indoor or Outdoor

Self-Landing * Self-Unlocking

EASY TO FILE UP... OPERATE...SET UP AND TRANSPORT!

C-Cruise can be set up by any customer with little skill.

C-Cruise Corp. Seventh and Marlark Avenue, West Salem, Oregon

Close-Ups:

Fair Biz Love Bug Inoculated
Paul V. Moore 47 Years Ago

By Jim McCullough

(When the fair bug bites you're inoculated for life," Paul V. Moore, secretary-manager of the South Carolina State Fair, Columbia, with authority, having been stung first in 1902, shortly after leaving college. Atchow could "describe the direction" for his introduction into a business which he still retains a beginner's love and enthusiasm. Moore has tagged the "dream of fair men" by his compatriots in the Southeast and because of his noteworthy accomplishments and longevity in fairdom.

In 1902 Moore was prevailed upon to exploit the cotton manufacturing leadership of Spartanburg, his home county, at the Charleston and West Indian Exposition in Charleston. The excellence of his exhibit won the $1,000 capital prize and a loving cup. As a result of this success he was selected to collect and install a South Carolina exhibit at the Jamestown (Va.) Exposition in 1907.

Drafted as Secretary

The following year Moore returned to his ancestral home in Spartanburg intent upon working the 1,000 acres he inherited and which were given to his forefathers in a land grant by King George III in 1765. His tenure as a country gentleman was short lived, however, since he was drafted to take charge of the Spartanburg County Fair, now operating as the Piedmont Inter-State Fair, which was organized in 1907.

For 20 years Moore labored at developing this annual. He earned recognition of the late Dr. W. W. Long, head of the federal demonstration service, who labeled the annual as an "inspiration and leader in demonstration work." Since he was a farmer at heart and, by his own admission "close to the soil," he found the job to his liking and worked hard to convert a worthwhile factor in agricultural betterment.

Head State Fair

In 1924 Moore accepted the position of advisory director of the South Carolina State Fair, which was then steeped in financial troubles.

Jersey Lawmakers Act To Govern Auto Races, Hell Drivers

TRENTON, N. J., March 26.—The State Assembly, Thursday (24), passed and sent to the Senate a bill which would place auto racing and exhibitions of auto driving skill under the regulation of the attorney general and his department of law and public safety.

Assemblywoman Dilger, Passaic, N. J., introduced the measure as the result of a series of fatalities at small-midget auto races staged at Hinchliffe Stadium, Paterson.

Proposed rules and regulations prescribe safety provisions to protect participants and spectators, including track construction and condition, guard rails, pit facilities, lighting, inspection of vehicles and equipment, physical condition of drivers, fire protection and medical and ambulance facilities.

Promoter permits would cost $75 for each racing day or driving exhibition. Driver's permits, at a cost of 50 cents, would be required, and each auto entered in races or exhibitions would be subject to an inspection fee of 50 cents.

Penalties call for fines from $250 to $1,000, up to a year in jail, or both.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1948.

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

HARRY WEHR, MGR.

278 Judge St., Brooklyn, N. Y.

HOW ABOUT A NEW BIG ELI WHEEL FOR 1950?

ELI BRIDGE COMPANY

 Builders of Premium Quality Industrial Conveyors and Bridge Cranes

800 Chicora Ave., Jacksonville, Illinois

1949 Spitfire

BETTER THAN EVER ALL BALL BEARINGS AND FLUID DRIVE SIDE OR SOFT SANDING

FRANK HRUBETZ & CO.

SALEM, OREGON
Alfonso Units
Score Big Biz
in Venezuela

NEW YORK, March 26.—Vene-
zuellans are still bringing big dough
for outdoor attractions, despite a
leveling off in the general economic
circumstances. Sam Bakerman, a per-
sonal friend of J. A. Borges Villegas in a top
operating combo, announced here this
week.

The successful two-year run of an
ice revue using portable equipment and
showing under their banner prompted the recent inking of Noel
Sherman's Water Polities for an ex-

Bakerman said the price scale in
dollars would run $1.60, $1.50 and 80.
In line with experience gained thru
operating the ice, no difficulty is ex-
pected in spreading upper-bracket
duractas since, strangely, sales resis-
tance is reflected only in the sale of
cheaper seats. The success of this
venture will probably result in the
partners importing other attractive
attractions such as a circus or rodeo. There is no difficulty in changing Vene-
zuellan money into dollars, Bakerman said.

The Bakerman - Villegas - operated
Disneyland Park and a touring car-
nival unit both increased their gross
takes in the last year. While here
Bakerman arranged for the shipment of
a new portable Scooter, and a Rock-
efeller Exposition purchased from Everly
Airplane. The purchase of several
kiddie units and two or three other
major rides is also contemplated.

Coney Island operates year-round
on Saturdays, Sundays and holidays.
Average attendance on Sunday is not less than 10,000, Bakerman said.

Dates linked include 12 afternoon
performances at the Canadian Na-
tional Exhibition, Toronto; Eastern
States Exposition, Springfield, Mass,
and annuals at Richmond, Va.; Ru-
leigh, Charlotte and Shelby, N. C.,
and Atlanta.

The show, which will be produced by
Irish Horan, is scheduled for several
rehearsals at the Trenton (N. J.) State
Fair grounds before preening.

Kochman Hell Group
To Sport New Cars

NEW YORK, March 26.—Jack
Kochman's Hell Drivers will feature
new Dodge cars and trucks this sea-
son, it was announced here this week.
Unit will play about four weeks of
able dates before hitting its first fair
date, July 19, at Selinsgrove, Pa.

Dates linked include 12 afternoon
performances at the Canadian Na-
tional Exhibition, Toronto; Eastern
States Exposition, Springfield, Mass,
and annuals at Richmond, Va.; Ru-
leigh, Charlotte and Shelby, N. C.,
and Atlanta.

The show, which will be produced by
Irish Horan, is scheduled for several
rehearsals at the Trenton (N. J.) State
Fair grounds before preening.

WANT TO BOOK
FERRIS WHEEL
KIDDE TRAIN
CAROUSEL
PORTABLE SKOOTER
KIDDE AEROPLANE
MINIATURE RAILROAD

Top Money Kiddie Rides!

DON'T WASTE SPACE on old style Kiddie Rides that earn little profit. Get rid of
them. Put in TRAVELER RIDES that gross much more then any of your present Kiddie
Rides and three times as much as your old junk Rides.

DON'T MAKE THE MISTAKE of buying a Ride that will not get you big money. Buy
the best KIDDE BUGGY RIDE on the market . . . the one that started in Cleveland
and is built only by Traver. It has beaten all other Kiddie Rides in receipts at
Cleveland for nine years because it has those big beautiful horses, real motion, real
harness, real buggies, real ballyhoo.

There is only one LUCAS KIDDE BOAT RIDE. It goes the most money by far because
it is better built, better finished, and it has all those splendid features and the flash
that appeal to the kids and their mothers.

The BUS RIDE is a low cost Ride that goes almost as much money as the Boat Ride.
more than any cheap imitation.

Send for full information.

Write, wire or phone:
Traver Enterprises, Inc.
84 Richmond St., Painesville, Ohio

Harry Traver has been building top money rides for 47 years.

NEW KIDDE RIDES!

• PONY & CART RIDE
• FIRE ENGINE RIDE
• AIRPLANE RIDE
TERMS ARRANGED
IMMEDIATE DELIVERY
WRITE FOR PHOTOS

HIT THE DECK
Get your share of the 1949 profits with
your amazing new Boat Ride. Also
manufacturers of Adult and Kiddle
Chariplanes, Kiddie Airplane Rides and
Ocean Waves. Write, wire, phone for
information.

SMITH & SMITH
100 FRANKLIN ST.
SPRINGVILLE, N. Y.

MINIATURE STEAM TRAIN
Hauls a big load of kids and adults every trip
GROSS $2,500 TO $12,000 A SEASON

Hit the deck
Get your share of the 1949 profits with
your amazing new Boat Ride. Also
manufacturers of Adult and Kiddle
Chariplanes, Kiddie Airplane Rides and
Ocean Waves. Write, wire, phone for
information.

SMITH & SMITH
100 FRANKLIN ST.
SPRINGVILLE, N. Y.

MINIATURE STEAM TRAIN
Hauls a big load of kids and adults every trip
GROSS $2,500 TO $12,000 A SEASON

Hit the deck
Get your share of the 1949 profits with
your amazing new Boat Ride. Also
manufacturers of Adult and Kiddle
Chariplanes, Kiddie Airplane Rides and
Ocean Waves. Write, wire, phone for
information.

SMITH & SMITH
100 FRANKLIN ST.
SPRINGVILLE, N. Y.

MINIATURE STEAM TRAIN
Hauls a big load of kids and adults every trip
GROSS $2,500 TO $12,000 A SEASON

Hit the deck
Get your share of the 1949 profits with
your amazing new Boat Ride. Also
manufacturers of Adult and Kiddle
Chariplanes, Kiddie Airplane Rides and
Ocean Waves. Write, wire, phone for
information.

SMITH & SMITH
100 FRANKLIN ST.
SPRINGVILLE, N. Y.

MINIATURE STEAM TRAIN
Hauls a big load of kids and adults every trip
GROSS $2,500 TO $12,000 A SEASON

Hit the deck
Get your share of the 1949 profits with
your amazing new Boat Ride. Also
manufacturers of Adult and Kiddle
Chariplanes, Kiddie Airplane Rides and
Ocean Waves. Write, wire, phone for
information.

SMITH & SMITH
100 FRANKLIN ST.
SPRINGVILLE, N. Y.

MINIATURE STEAM TRAIN
Hauls a big load of kids and adults every trip
GROSS $2,500 TO $12,000 A SEASON

Hit the deck
Get your share of the 1949 profits with
your amazing new Boat Ride. Also
manufacturers of Adult and Kiddle
Chariplanes, Kiddie Airplane Rides and
Ocean Waves. Write, wire, phone for
information.
Talent Topics

The Loyal Repensky family has signed with Ataydin Bros. Circus in Mexico City for a three-month engagement. 'Troupe currently is with the Gran Circo Americano in San
torico, Puerto Rico. Its fair dates start June 7th.
Out in the Open

Recent visitors in Hot Springs were Mr. and Mrs. Les Ochis, Montgomery, Ala., for the Dee Lang Shows; Mr. and Mrs. Dwight Busket, Mr. and George Hall, John R. Ward acts, Joe Epstein, Royal American Shows; Mr. and Mrs. Fred Messerchmidt, Kan.; John M. Harris, Kansas City; Mr. and Mrs. Robert B. Jones, Elkhart, Ind., and Mr. and Mrs. Gil Maynor, Miami.

Pan American Animal Exhibits to good hit in Chipley, Fla., March 10, with a one-day stand. Exhibits moved to Marianna, Fla., a two-day stand date.

Sam Adams, Eastwood Park exec, is back in Detroit getting the park ready for tentatively scheduled preview Enemy week-end tour. Adams has been vacationing in Florida.

I. Swenson was in Chicago re-organizing in behalf of Joe Chitwood's Street Drivers. From Chicago he went to Detroit to take charge of the Middletown Circuit meeting.

Jack Dickstein, manager of Edge- worth Park, Detroit, was cambiarly handled by the Middletown 11 club for March 12. Party was first time that the 11 club has ever had a new club of this kind. Clifford Sampson was recently elected president and Mrs. Fanny E. Fass, secretary, of South- west (Mass.) Fair Association. Re-elected to head the Bandford (Mass.) Fair Association, president, Lee Wyman, secretary, and Elwin Wyman, treasurer. Somerville, Mass.

Richard Bagendorf is the new president of Spencer (Ky.) Southside Fair. Rep. Room will continue as secretary. Dates are September 3-5.

Rube Lieberman, sales rep for Bagendorf, Carpenters Theatre Association, recently entered Methodist Hospital here from being laid up for several days on account of a stomach ailment. . . . Augusta County Fair, Waypakona, O., will be held this week. Plans for the banquet call for a home-cooked meal and sports. The guests will be held in Waypakona's Elks House. . . . Kansas City, Mo., Kans. City, a great thing is in the city with extra money, Bill says. . . . Benjamin Bump, nephew of the late General Tom Thumb, plans to open a Tom Thumb museum here. Middlebro Moe reports that he and wife have collected most of the toys household furniture and clothes used by the Illiputian.

Frank Winkley (thrill show and auto-racing) of Bill Cowan, Chicago, spent some time visiting with fairmen during the recent two-day short fair management sponsorship of the Minnesota Federation of Fairs in St. Paul. The Young Agency has moved its offices to 202 North Wabash Avenue, Chicago, shifting from the Ashland Building, which is to be razed.

Dorothy Packman, George A. Hormel, his niece, is back at her home after a vacation cruise in Southern waters. Irish Moran, thrill show girl, is up on it on a swing across the Midwest. Max Cohen, general counsel, American Carnival Association (ACA), reports that the org has been listed with the Ways and Means Committee for notification of any hearings open on the bill calling for elimination of federal tax revenue on admissions under $1. The bill, sponsored by Congressman Keating (R., Mass.), would benefit all the showbiz. . . . Chai and Somay, tumbling act on the Pollock Western Unit, will not play shows sports in Grand Rapids, Mich., April 4, and in Minneapolis, April 16, as previously reported. Chai and Somay are under contract to Pollock for the entire season.

Irving J. Polack, co-owner of Pol- lock Bros., a left Chicago March 25, for his home in Van Nuys, Calif., for a month's rest orders from his physician.

Waco's Centennial Tied In With Annual

WACO, Tex., March 26.—In celebration of its centennial celebration, local fair here this year will be called Waco Centennial Exposition. It is held October 24-30, following the Dallas Fair.

Exhibits will stress poultry, rabbits, sheep, and agricultural displays. New Waco bus service has been arranged and will bring visitors directly to the main entrance of the grounds. A large parking area will be set aside for opening. W. E. Hammond, fair president, recently returned from a trip thru the East on business for the event.

Alabama Annual

To Stage Rodeo;

Books Imperial

BIRMINGHAM, Ala., March 29— Plans for the seventh Birmingham Stock Show and Wild West Round-Up, to be held at Fair Park here, have been completed by the Birmingham Chamber of Commerce and the Alabama State Fair Authority. Featured again this year will be young beef cattle to be shown by Alabama farm youth. The stock will be shown Wednesday, May 4, but the Wild West Show will open Monday, May 2.

Col. Zack Miller's 101 Wild West Ranch will appear before the grandstand, along with other attractions. Last year Vernon Elliott's Rodeo played the date, and Gene Autry was here for the 1942 rodeo.

Dodson's Imperial Shows will be on the grounds during rodeo week, and Kiddieland Park, with eight rides, will be in full swing starting April 30.

R. H. (Dick) McIntosh, veteran Alabama State Fair manager and amusement park operator, will again handle details of the rodeo. Alvino W. Smith, who has handled rodeo publicity for the Chamber for two years, is again associated with the McKee for the rodeo, the amusement park and the 1949 State fair.

Elkins Festival Revived

ELKINS, W. Va., March 26.—The Mountain State Forest Festival at Elkins, usually held annually until 1951, will be revived this year. The dates are October 6-8 and C. Wood Crawford is director general.

The Makers of Quality Show Cannas

Flameproofed Canvases in All Colors

Guaranteed to pass all Underwriters' Laboratories' tests. Free samples.

Show, Concession and Exhibit Tents

All Vinyl, Blue Mosaic, Coroplast and Marquee built to your specifications.

Arthur E. Campbell

296 E. 135th Street NEW YORK 10, N. Y.
Phone Pinto 7-8229

GLITZ MIKE-S. ARTHUR E. CAMPBELL-HENRY HILL

CONCESSION TENTS
SEND US YOUR SIZES

TENTS

WIRE, WRITE OR CALL
"BILL" WERNER!

Complete Delivery!

BARGAIN PRICES ON ALL HIGH GRADE TENTS

AT ALL PRICES

CENTRAL MFG. CO.

200 5 CENTRAL STREET

KNOXVILLE, TENNESSEE

TENTS

ANYTHING IN CANVAS

Tents—Concessions—Great. Underwriters' Insurance approved. Write for designs and prices. Located in Ont., Kansas and Missouri. SAGENBOG CANVAS, INC.

100 GREENE STREET

Phone, WATR 5-0195

NEW YORK 13, N. Y.

TENTS

Any Style—NEW AND USED—All Styles

BRIGHT FLAME-PROOF FABRICS—Kahki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE.

(Phone) 85055

ALTON, ILLINOIS

prompt delivery on type tents to order

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

consistent with quality

the lowest prices always

UNITED STATES TENT & AWNING CO.

3213 S. W. Morrison

Chicago's Big Tent House Since 1937

"America's finest Show Canvas"

9/64 Square Hio Rid Tarp, 5 ft. sidewall, flame flameproofed, colors red and gold trim. Extra fancy

TENTS—SIDESHOW BANNERS

The best Flameproofed Canvas Fabric Available

Barnie Mandelstein—Charles Driver

J. F. Henrie TENT & AWNING CO.

484 N. CLARE VICTORIA 1190

TENTS

have the rest Beat a Milie*

Camel SHOW TENTS

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MANUFACTURING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP” /
Cushing Active
In Manila Promosh
MANILA, P. I., March 26.—Frank Cushing, well-known American highdiver, is handling a big Veterans' Victory Carnival and Exhibition, which opened Friday (11) and will run thru April 10. Carnival layout occupies the old Tait location and special events are being put on nightly in the auditorium.

Cushing has a good line-up of rides, all of which he constructed during the past year, and a number of shows, concessions and commercial exhibits. As free attractions Frank Cushing does his high dive and his wife presents a spectacular high- pole act. Proceeds go to the National Federation of Veterans.

Arizona one of which a cameraman came to think that another season on the road would put him in the chips enough to retire in 53.3 years.

INDIANAPOLIS, March 26.—Indiana State Fair this year will try a new system of dispensing and selling tickets, having leased 18 Automatic ticket ticket-dispensing machines and put a 12-cent red center in each of them. Robert M. Schram, Peru, State fair assistant, is in charge of the gates, announced.

Automatic ticket dispensers the headlines, which are then torn in half by a gate- man, with one half going to the patron, the other to the gatemien who places one half in a red control box. This box is designed to permit a quick spot-check of tickets sold.

System is being tried in an effort to speed the flow of traffic, cut down losses on the resale of tickets and reduce personnel. Leased thru General Register Corporation, New York, the machines will be purchased by the fair if they prove successful.

Roseville, Calif., Leases
Part of Grounds to State
ROSEVILLE, Calif., March 26.—A proposal to lease a site on the Placer Fairgrounds here to the State for construction of an army or a railroad station was Okayed by the Placer County Board of Supervisors.

Terms of the lease will be for 50 years at an annual fee of $1; work on the new unit must commence within three years after the lease is signed.

The supervisors also approved the 1949 fair budget, which now will be submitted to the State Department of Finance for final action.

Minnie Circus, Railroad
In Newark Dept. Store
NEWARK, N. J., March 26.—Dunn Bros.' Circus, one of the country's largest and most complete miniature model circuses, has been installed in the children's department of Hammerstone's Department Store.

Admission charges are 14 cents for the kiddies, and 25 cents for adults.

In addition to the model circus there are several other attractions, including a miniature railway, at 9 cents a ride, and Humback, the Magician.

Dr. Steinberg, SLA Legion
Post Medical Officer, Dies
CHICAGO, March 26.—Dr. B. Steinberg, medical officer of the American Legion, died in Chicago Wednesday (16). Funeral services were held Friday (18).

Military funeral services were held, with an honor guard, composed of All-American Legion Post members. At Walden Cemetery a full military burial service was held, including a firing squad, color guard and two armed color guards.

PHOTO-FUN Takes Animated Pictures!
FUN FOR ALL—ALL FOR FUN
Low Investment—High Returns. Write for Details.
FRANK HRUBETZ & CO., Salem, Oregon

New ELECTRIC RACING GAME
All the thrill of a real horse race in the comfort of your own home. A unique gadget in any room. Portable and stationary models available.

Write for Photo and Complete Information
KING AMUSEMENT CO., Inc.
1224 Michigan Ave., Chicago, Illinois
April 2, 1949

Nunis Skeds Season Opener for Atlanta

READING, Pa., March 26—Sam Nunis, auto race promoter, opens his Eastern American Automobile Association (AAA) big car auto race season at Lakewood Speedway, Atlanta, Sunday, (27), one week before the season's opener here at the fairgrounds April 3.

Nunis, who resides in suburban Kenhorst, said many drivers have been contracted to race under his championship series. Lineup of the season includes Indianapolis, second place money winner at Indianapolis in 1947 and 1948. Tom Beuer, won last year's Eastern AAA point standings with Tonnies Matson, in the Eastern pennant chase, Hank Rogers, who finished fifth, and Len Cordero, for Light, who placed ninth and, respectively. Also listed is Walt Brown, seventh place winner at Indianapolis in 1947.

Nunis said his schedule this year calls for 50 races on tracks in two half-mile Haasels, including the Speedweek, in 1949, where he has scheduled three big car meets in 1949 and the Connecticut State Fair, where he had booked two days of AAA racing during fair week.

Amateur Hour, Zemiler Acts Booked by Donovanell, J.

DONNEILL, Ia., March 26—Acts booked for the Lee County Fair, to be held here July 27-30, are a unit of the Amateur Hour, Lineup of the season included Amature Hour, booked by the Boone Woolf, Agency, out of state shows and stage locations, for the American Agency, and units of the Illinois-styled Amature Hour, will be harness racing on the afternoon programs, July 28-29.

Circus manager J. Ward, president; W. D. Krell, vice-president; A. D. Krell, vice-president; and M. C. Badger, treasurer.

Fine Tooth Comb

NEW YORK, March 26—The newly launched Westchester County Fair held a novel approach in drumming up sales of exhibition space for its fair. The fair is scheduled for September 15-17, with an event featuring a new ad running in classified columns of county newspapers. The advertisement space available in the million dollar edition of the 1949 Westchester County Fair.

Looks like a five star rather than a first edition.
EZE-WAY
FROZEN CARTER MACHINES
20 Gallon and 30 Gallon Model
WRITE FOR FREE ILLUSTRATED BOOKLET
Frank Thomas
MRS. OF CONCESSION TRAILERS
GENERAL EQUIPMENT SALES, INC.
814-824 S. West St.
Indianapolis 2, Ind.

MAKE $100.00 A DAY ON CANDY FLOSS
You can make a good living from this small
work shop and we sell you the
profitable andatest
telephone and later
eleven parts of
electric freezer.
We publish this
made to date
Electric Candy
Floss Machine Co.
Cleveland Ave.
Nashville 4, Tenn.

LAST CALL
Best Route for Shows With Own Outfit
Concessions, Arcade, Handy Parks, Sound Car.
Two more color Ready Men; wires. Concessions or
Tickets.
OPEN STATE MARKET, BIG CABBAGE CROP,
April 9. First Show In, Napier House, No.36.
STANTON OVERLAND, Missouri.

Notice
BILL HUNT MODEL
WORLD'S GREATEST CANDY FLOSS MACHINE
Now Complete With Stainless Steel Pan
PRICE $200.00
Buy Direct From Manufacturer and Distributor, No Agents
GIFT & MATERN
722 Linden Str.
Allentown, Penna.

CARNIVAL ROUTES
Send to
2160 Patterson St., Cincinnati 22, O.

DRESSING ROOM Gossip
Poloa Bros. Western
The Chicago engagement is a manage-
ment for Josephine and Silvera Mad-
ev, Chester (Bobby) Barnett and Mor-
cin. George and Edward. The Madison Wire
were guests of Josephinne's parents, Mr. and
Mrs. Ringus, and the two clowns were
pressed by the guest of the mother of Dorothy
Tom," during the presentation in a two-hour show
at the Hines Hospital, including the
Bogino Family, the Cycling Sindys
Charles D. Curtis, the Marchetti Boys, a
Freeman, Griebing, Griffin and Beatty.

EXCEPTIONAL!,
Tenn.

Tennent, was in the rain. We re
At the Madison wire the clowns did a great job.
Roy Atkinson is making a hit on his
drink, and the audience were amazed. This
turned the hit just below Memphis,
was done to the show equipment.

Tennent, was in the rain. We re
At the Madison wire the clowns did a great job.
Roy Atkinson is making a hit on his
drink, and the audience were amazed. This
turned the hit just below Memphis,
was done to the show equipment.

Tennent, was in the rain. We re
At the Madison wire the clowns did a great job.
Roy Atkinson is making a hit on his
drink, and the audience were amazed. This
turned the hit just below Memphis,
was done to the show equipment.

Tennent, was in the rain. We re
At the Madison wire the clowns did a great job.
Roy Atkinson is making a hit on his
drink, and the audience were amazed. This
turned the hit just below Memphis,
was done to the show equipment.
Ayres-Kathryn Davies

Out route to Oakland, Ill., the pony
was forced into a ditch by an
opening canvas at Dixon. Dixon
sidered several years ago, and
Macon, is recovering from
twas shot in the head in Evansville,
while, remained under personal
of person as the approaches of
the summer show ready. A Side
will be added. — JOHNNY

Charles Sparks Struck

By Car on Macon Street

MACON, Ga., March 28.—Charles
really got away. He w
two circuses have been chartered with
the completion of the fire
of secret of state. They are:
unrehearsed by George
was announced by George
organization was made by Waldo T. Tupper,
circus agent.

R-B Philli Okayed

For May 23-28 Showing

PHILADELPHIA TIMES, [May 17, 1929]

GET DELAWARE CHARITERS

DOVER, Del., March 26.—Two
in New York. The John
stock and between dodging
guns and the girls with the milk
buckets, the cowpunchers and the
teen-agers in the calf scramble, we
had a lot of fun. Everybody went
Western and showed up in a cowboy
or cowgirl outfit. Mary Romas took

John Pawling, Eastern
Get Delaware Charters

The building in Wichita, Kan., was
150 feet long by 80 feet wide, and
location was excellent and we could park
the trailers inside the building.

HANID-MORTON

The homestead of
Peaches O'Neill's husband, who
had moved to Oklahoma years ago and
all her girls to a dinner in her
home. Deborah Macol left the
home to undergo an operation and
is doing okay.

Two brothers created a new
illuminated rope ladder to climb up to
their rigging. The Five Erickson
of their spinning glass balls in one
of their numbers, make a great
flash. They also entertained everyone
with a trick in Wichita by Francine
Valentine, Peaches O'Neill and the writer.
Bob Morton purchased a new costume for Miss
Caldonita, who works the elephant act.

Lenn Rumpheleys celebrated his
birthday in Wichita. Morton
presented him with a wrist watch.

Most everyone is talking about
Tulsa, Okla. We were there for
the Fat Stock Show, and between dodging
cows and the girls with the milk
buckets, the cowpunchers and the
teen-agers in the calf scramble, we
had a lot of fun. Everybody went
Western and showed up in a cowboy
or cowgirl outfit. Mary Romas took
part in ladies' milking contest.

The coffee stand was a big hit for all those who had no
trails, since the building was miles from town. Frank and Frances
almost owned the coffee stand.

In Tulsa, the Loof crew saved themselves by catching on this
occasion when the anchor broke while they were
working. When the end of the weekend arrived, they
blew three stitches to fix up the cut in his
head. He was back in the show next
afternoon.

Mr. and Mrs. Thomson, of
down, and Mrs. Walken and Esto
son, Mickey, were on the sick list in
Tulsa, but are okay again.—CON

Hannid-Morton

The building in Wichita, Kan., was
150 feet long by 80 feet wide, and
location was excellent and we could park
the trailers inside the building.

HANID-MORTON

The homestead of
Peaches O'Neill's husband, who
had moved to Oklahoma years ago and
all her girls to a dinner in her
home. Deborah Macol left the
home to undergo an operation and
is doing okay.

Two brothers created a new
illuminated rope ladder to climb up to
their rigging. The Five Erickson
of their spinning glass balls in one
of their numbers, make a great
flash. They also entertained everyone
with a trick in Wichita by Francine
Valentine, Peaches O'Neill and the writer.
Bob Morton purchased a new costume for Miss
Caldonita, who works the elephant act.

Lenn Rumpheleys celebrated his
birthday in Wichita. Morton
presented him with a wrist watch.

Most everyone is talking about
Tulsa, Okla. We were there for
the Fat Stock Show, and between dodging
cows and the girls with the milk
buckets, the cowpunchers and the
teen-agers in the calf scramble, we
had a lot of fun. Everybody went
Western and showed up in a cowboy
or cowgirl outfit. Mary Romas took
part in ladies' milking contest.

The coffee stand was a big hit for all those who had no
trails, since the building was miles from town. Frank and Frances
almost owned the coffee stand.

In Tulsa, the Loof crew saved themselves by catching on this
occasion when the anchor broke while they were
working. When the end of the weekend arrived, they
blew three stitches to fix up the cut in his
head. He was back in the show next
afternoon.

Mr. and Mrs. Thomson, of
down, and Mrs. Walken and Esto
son, Mickey, were on the sick list in
Tulsa, but are okay again.—CON

Look at Our New Dallas Address Below
HERE ARE SPECIAL GET-STARTED PRICES FROM
BELENS THAT WILL SAVE YOU MORE!

COMPACT in Size...
But GREAT in Action!

CADET MODEL 51

This low-priced counter model, completely
finished in heavy metal, and made
to steel, is the answer to limited space.

The CADET MODEL is compact, yet
handles an amazingly wide range of
popped corn. Speedy and dependable,
it offers a faster product which has
elevated profits.

Size: 18"x24"x28" high.
Capacity: $8.00 to $10.00 popped corn per hour.

Manufacturers of
Official Vendors, Product and Other Models
C. CRETRERS & CO.

POPCORN—SNOW CONES—CANDY FLOSS
CANDY APPLES—COOK HOUSE

Our popular hore sells at six of 16 cents.
For Concession Har

GOLD MEDAL PRODUCTS CO.

THEATRE CANDY
CO., INC.

THE ONLY COMPLETE ASSESSMENT
SUPPLY SERVICE

PLACE THE ORDER AT ONE SOURCE
FOR ALL THE MINIATURES MADE ON THE
215-219 STUART STREET, BOSTON, MA.,
415 YANKEE STREET, PITTSBURGH 19, PA.

SUNSHINE MILE ft.

SAVE TIME
SAVE MONEY
SAVE WORK
**Tri-City Spot Opens to Good Biz in Wash.**

**Early Opening Forced**

KENNEWICK, Wash., March 26—Opening day at Tri-City Amusement Park here, owned by Ralph Robinson, former concessionaire, proved a big success. People started moving in at noon, forcing Robinson to open the gates at that time instead of at 2 p.m. as planned.

All rides did big business, with the Roller Coaster and Merry-Go-Round running one-two for first-place money. Two army searchlights helped advertise the park opening night.

The atomic energy works here, according to Robinson, is adding 20,000 new workers, bringing the total to 33,000 employed at this spot. Too, he said, the McKinley Dam has added 8,000 to his payroll in recent weeks.

Concessionaires enjoyed a big opening (See Tri-City Spot Opens, page 19).

**Answer Questionnaire:**

**NAAPPPB Group Girds for Battle On 20-Cent Admission Tax**

CHICAGO, March 26.—Paul H. Huepedohl, executive secretary, National Association of Amusement Parks, Pools and Beaches (NAAPPPB), administered this week from Boston where he attended the meeting of the New England Association of Amusement Parks and Beaches, making no secret of the fact he's дизжувить на парках.

A large NAAPPPB secretary pleaded for park men to return the admission tax questionnaire sent out from the Chicago office and the letter from the association's president, Harry J. Batten, Ponchartrain Beach, New Orleans.

"It's Important"

"This questionnaire is important," Huepedohl said, "We are trying to compile tax statistics from parks throughout the nation in an effort to help us in our battle for the elimination of the 20 per cent admission tax. We hope to gain for 20 cents and under. Ev-ery park owner and operator to whom the questionnaires have been sent do not think it's important. This survey is being made to help each and every park owner and op-erator and it is imperative that we receive all the returns possible. At present, only about 10 per cent of the questionnaires have been returned."

"As per our letter, all replies and figures will be held in the strictest confidence, but we need them so we may have some ammunition when the special tax committee meets with the House Ways and Means Committee and the Senate Finance Committee." Huepedohl said his office will, when a large number of questionnaires are returned, figure out just how much actual tax is paid to the park operators. He reported on all admissions for 20 cents and under. This amount, Huepedohl figures, is very small and that one item will give the NAAPPPB committee something to talk about when they meet with government committees.

**Plan to Meet**

When all information is compiled, Batt, Leonard B. Schloss, Glen Echo Park, Glen Echo, Md., chairman of the NAAPPPB legislative and C. Melvin Sharpe, Washington attorney, hope to meet with the House and Senate committees and discuss doing away with the admission tax. Huepedohl, who exercised his oratorical powers, came up with some big ideas in getting over his point. He said that if the admission tax is discontinued it would cause no great shortage in the U.S. Treasury.

"Parks cater to the workingman and his family," Huepedohl said, "and do not ask the public for admission of 20 cents and under would increase the per capita spending of folks who are coming amusement parks. For instance, take a kid who has $1 to spend at the park. Actually, he could spend only 82 cents of that dollar. The other 18 cents goes for taxes."

In 1947, for instance, the government collected $7,563,000,000 in excise taxes. Of that amount, $475,000,000 came from admission and dues. This means that only 6.8 per cent of the total tax collected came from admis-sions and dues. I maintain that the elimination of the tax on tickets 20 cents and under would make for a loss of one and a quarter dollars for each park and increase the average workingman and his family in getting wholesome recreation they stand a good chance of getting the tax eliminated."

"But we have to have statistics to back up our story," Huepedohl said, "and we have to get those statistics from the park men themselves. It is why it's imperative that the tax questionnaire be returned at once, filled out properly."

**Steel Pier Gets 250-G Seat Lift: To Run Easter**

ATLANTIC CITY, March 26—Anticipating a big summer season, Steel Pier Company will get a head start in the Easter Sunday holiday weekend, George A. Hamid, Steel Pier owner, announced that the amusement center is undergoing a $250,000 face-lift. Having dropped his lease on Hamid's Million-Dollar Pier, Hamid invested all of his energies to the Steel Pier.

For the Easter holiday Hamid has prepared a show with Harry James and his band, other attractions to be added. Plans are to have the pier ready for the long weekend, and will open May 21. Raffles and games are being held and gradually being cleared out to provide a new parking lot, while the old pier will be erected on the park's frontage along Surf Avenue.

**Palisades Openings**

Westchester Country, July 4th fireworks at Rye, N.Y., will be held at 9:30 p.m. with 25,000 shuffles and flowers, with rides, games and other attractions are being made ready for opening May 21.

Palisades Amusement Park, one of the oldest and largest of its kind in the Hudson, will get off to an early start with its official opening set for April 16. Owners Jack and Irving Rosenthal are giving all will show their famous multicolored lights and colors, as well as installing several rides and attractions in the park's midway.

New York's municipally operated beach recreation, closed since 1952, will be reinaugurated and ready for the summer. In addi-tion to the large Beach Park, Rockaway Beach, Orchard Beach, in the Bronx, also, Coney Island, the city's park department has opened and the scores of playgrounds and athletic fields.

**Plan 30-G Kidland For Omaha Funsport**

OMAHA, March 26—Officials of the Richman-Carpenter corporation, largest real estate company in the city, announced yesterday that they plan to erect a $30,000,000 kidderland in Carter Lake Park, near Omaha. Martin Carpenter proposes a moveable set-up to tie in with the park's current completed development of the lake front. The proposal offers the commission 20 per cent of the gross and 18 per cent of the refreshment gross.
Olympic Preps For Week-Ends; Preems May 21

IRVINGTON, N. J., March 28—Henry Guenther's attractive Olympic Park is undertaking its annual pre-opening fresh-up under supervision of Bob and Henry Guenther. Mr. Mills has left the park's picnic grove, swings and slides in excellent condition, with only routine minor repairs and paint jobs required.

While the official opening is set for May 21, the park will offer two week-end预views, May 7 and May 14 and 15.

Henry Guenther will maintain Olympic's policy of presenting two band concerts and two circus performances daily, beginning May 21. As usual the Olympic Park band will be under the direction of Joe Bailie, with the circus talent provided by the George A. Hamid office. Also a fixture are the fireworks displays provided by Fred Murray, of the International Fireworks Company for holidays and other special occasions.

Olympic's huge outdoor swim pool, a summer swimming drawing card, goes into operation May 28, in time for the Mother's Day Decoration Day week-end holiday.

Only major rides slated to be added to the park's set-up this year are a new miniature railway, occupying the spot formerly held by one of the

Pollution Talk
Snags Suit Sales
NEW YORK, March 28.—In stock-up on bathing suits by retail outlets is giving the swim suit industry the jitters. Since manufacturers attribute the slowness in the placing of orders largely to the public's reaction to the publicity recently given the reports on the increase of water pollution all along the Atlantic seaboard, a campaign will be launched next month to pressure communities and civic groups to push the construction of sewage disposal plants and swim pools.

According to Martin Stern, executive director of the Swim for Health Association, the promotional unit of the beachwear industry, a nationwide drive by the association will get under way in Westchester County April 7 when a local bill authorizing the construction of a new swim pool will be introduced.

With the Florida winter season reversing a subnormal demand for swim suits, the industry is seeking to spur the spring and summer demand by stepping up win-for-health publicity campaign.

park's Funhouse, and a new Caterpillar, which will replace a similar ride recently retired to the junk pile.

AMUSEMENT PARK FOR SALE
Secciaum Park, Central Ohio's largest playgrounds. Coaster, 15-Car Dodgem, Miniature Railroad, Concrete Pool 80x200, with Bath House; 2 Cottages, Concession Stands; about 60 acres with trees, Shelters and Tables, Artificial Lagoons, Baseball Grounds, plenty of parking space. Beer Permit.$50,000 people within 40 miles. Come and see it.

FOR SALE—CHEAP
SECCIAUM PARK
R. A. JOLLY, Mgr.
BUCYRUS, O.

KIDDEY RIDES WANTED!
Also CONCESSIONS. All Riders! SEASON MAY 27-SEPTEMBER 4. The "Crawford Village" on the Delaware River, California's greatest river playground.

Call or write owner.

JACK W. WRIGHT, Guerneville, Calif.

MILLION DOLLAR PIER
ATLANTIC CITY, NEW JERSEY
UNDER NEW MANAGEMENT
New Policy—Admission Free
Opening May 28th
WANT: Shows, Concessions, Games and Exhibits.
Address:
GEORGE J. COSTELLO
General Manager
The "Middle Way where Fifteen Million People Pass"

World's Largest Builder, Designer and Manufacturer of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous CENTURY FLYER MINIATURE TRAIN
Operating now in more than 100 leading parks in the United States with gratifying results.
Roller Coaster Chain, Rails and Equipment on Hand.
WRITE FOR INFORMATION TO
NATIONAL AMUSEMENT DEVOICE CO.—DAYTON 7, OHIO

LOOK FOR SALE
I have three beautiful acres of ground on which is located the following:
11 Cabin—12 four rooms, 9 one and two rooms all occupied.
Roller Skiing Rink, 60x120, and 200 pair of equipment.
Lakeside—Five分析ues, all occupied.
Large Snack Bar, fully furnished with complete kitchen of machinery and ice cream freezer and we will accept the best offer that I MUST be sold.

A REAL INVESTMENT.
Call, Wire, or Write
JOE CHAMBERS
1023 W. 2ND STREET
BLOOMINGTON, IND.

FOR SALE
ONE CATERPILLAR
Now in operation—good condition.
PLAYLAND PARK
2221 N. ALAMO ST.
San Antonio, Texas

FOR CARNIVAL
COME SING US A SONG

WORLD'S LARGEST
EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS FOR YOUR "GET THE BEST"

MINIATURE TRAIN & RAILROAD CO.
Executive Offices: Indianapolis, Indiana

WANT EXPERIENCED COASTER MAN
A good job for the right party. Must have references. Stakes all first letter. Apply in person is preferred. Be ready to start work of ace.

EASTWOOD COASTER CO.
East Detroit, Michigan

TROBLITED PARK RIDES
Mystifying! Amusing!
Lively will add new thrill to your Precisely
a Park Riders. Conestoga Interests are met.

Write for Information
ROBLITE CO.
Dept. A, 87 W. 59th St.
New York 19

CONCESSIONS WANTED
FOR PLAYLAND PARK, EL PASO, TEXAS

CONTROLLERS; SIGN MEN; MACHINE MEN; STREET VENDORS
Long season. April 15 to Nov. 25.

DON COTTON
1025 E. Paso Drive
El Paso, Texas

WANT KIDDEY RIDES
For City Park on Bay Beach starting May 1

CLARENCE EDGES
3644 W. Straw Rd., Bloomington, Ind.

FOR SALE
One of the finest Zoos and Game Farms in the West, includes 20 acres of land. New 60 pens of birds. Houses for various kinds of birds and animals of all kinds, including 1400 birds.

Write for price
JOSEPH ROSE PARK ZOO
John Peters, Prairie du Chien, Wis.

BINGO OPERATOR
Exceptionally good production for men who can produce results. Merchandise and cash required. Reply close to Washington, D. C.

J. E. ROSE
1501 Vermont Ave., N. W., Em. 304
Phone: National 7252

WILL BUY
Rollers or Leases and Used KIDDEY RIDGES
Stationary or Portable. Write or phone
R. L. HEADLUM
1804 Bedford Ave, Brooklyn 16, N. Y.

LAURENCE HARBOR BEACH & AMUSEMENT PARK
28 Miles From New York, N. J. Route 35, 1 1/2 miles Beach Season, 3 Blocks to Beach, 3 years. Write or phone.

R. L. HEADLUM
Telephone: BEACH 678

FOR SALE
Used Electric Haders and Roll Down Gates, also non-electric Roll Down Gates. Write or phone.

R. A. CASTLEY
Trumbull Co., Cortland, Ohio

FOR SALE
1937 Fly-Dow and 24-Car Caterpillar, complete, working order. Will sell. Have open Benz, Snook, Cage, Stands, etc., for extra. Write or phone.

GRIMMEN AMUSEMENT PARK
Jacksonville Beach, Fla.
SQUEEZES OUT RECORD GATE

Pulls 290,689 to top '47 record

- Only one rainy day.

Olsen-Johnson stand 'em up

SAN BERNARDINO, Calif., March 26.-All previous attendance records for the National Orange Show were broken for the 34th running of the event (10-20) when a total of 260,699 clicked through the turnstiles. The new mark is 3,000 over the former 1947 high of 287,715. Altogether attendance was up, the 1949 expo failed to beat the 1947 record of 56,744 for the first day, drawing 48,112.

Attendance for the past three shows was:

1947 1948 1949

Thursday 10,409 9,155 10,066
Friday 8,924 8,554 8,367
Saturday 14,768 14,696 18,507
Sunday 10,264 12,107 10,655

The Orange Show date has been a traditionally rainy season with as much rain as there was during the parade due to bad weather. An unexpected break this brought only one bad day, March 23rd.

Over 1,000,000 oranges were used in the displays featured in the Exhibit Building, the longest west of Chicago. The 1949 theme was early day orange farming.

Alto some concessionaires complained that the shows were delayed because the majority reported good business. Craftsman Exhibit Shows had been arranged for the 15 rides and 80 concessions.

Hellzapoppin' Clicks

Closing day ended an air parade of 500 army, navy and marine planes, which drew 44,345 to the grounds. A classic airplane, San Bernar- dino audiences attended the military theme. Among the high-ranking officials attending the 'end-up' were: W. Stuart Symington, secretary of air; Admiral R. E. Dolefield, of naval operations, and Gen. Clifton B. Cates, marine corps commandant.

Among the many show designers the Olsen and Johnson streamlined version of Hellzapoppin, which placed to capacity crowds in the new 5,000-seat Entertainment Building. In addition to the Dairy queen of County Fair and the State Fair.

PARKING

For the first time, the Orange Show gate was always below the 200,000 mark. In '41, the last year it was held, the record was 251,042. In '40 the total was 152,067.

Red Deer Elk Stampeke

RED DEER, Alta, March 26.-The Red Deers Elk Stampeke, held June 24-25, 1949. Midwinter contract has been awarded the Gayland Calgary, Cie., Calgary. Cie., Calgary. The security chairman and Marshall Lee is secre-

News of the Week

ST. PAUL, March 26.—A surprising turnout of Iowa fair men, as well as gratifying attendance of Minne- sota exes, gathered here Monday when Thursday (21-24) for the short period of time that their management committees joined by the Minnesota Federation of Agriculture, the Minneapolis Agricultural College of the University of Minnesota.

E. L. Woods, secretary, Clay County Fair, Spencer, was among speakers. His subjects were "Group and Community Participation in Your Fair" and "Industrial Exhibits and Movies of the Clay County Fair." Also in the Iowa delegation was Katz, Gar- ge, president, Iowa Fair Managers' Association.

From N. D., Too

Asked whether the Iowa association would introduce a short course on general management of such a course would not be held, but he indicated that the course had much to commend it.

In addition to the Iowa fair men, out-of-state speakers in attendance included Ralph Lynch, secretary, Grand Forks, N. D. Fair.

Keynoter of the short course, Doug Baldwin, assistant secretary of the Minnesota State Fair here, emphasized the importance of making the fair a true part of community participation in it. He held such participation to be vital if fairs were to attract increased attendance and dynamic force for democracy.

Stress Community Tie-Ins

There was opened, theme largely to the theme of increasing community participation. Inasmuch as the event featured the centennial, several of the speakers and much discussion revolved around telling the story of the centeral. Peter Popovitch, Harold Searle, Mer- rill Clark and Franklin Trabert, and Everett Olsen, all of the Minnesota Territorial Centennial, dwelt on possible means of B. J. Brown, a member of the fair board at Willmar, Minn., spoke on "Bringing the Past into the Future." Speakers who joined in emphasizing the importance of community participation were: P. J. Holland, Mower County Fair, Austin; W. A. Linde- berg, chairman of the fair board and exec of the New Ulm (Minn.) Fair; Milo Peterson, Utica, Minn., University of Minnesota faculty member, and Bill Woods.

Women's Dept. Forum

A forum on women's departments proved one of the most fruitful. Introduce at as a new feature of the experience, the handling of the handling of entries could be in- cluded Dorothy Simons, Minnesota Leader of Home Demonstration Agents; Vernon Hoy- den of the Minnesota Co-op Agricultural Agent; Mrs. C. Harrington, Minneapolis, and Mrs. A. L. Sutterle, representative of the Minnesota Farmers Association.

The final day's session was devoted to specific ways to standardize bookkeeping. Robert A. Whittaker, Minnesota Public Examiner, led this discussion.

Other speakers were T. H. Coon, member of the Agricultural College faculty, and Hattie For- sey, secretary of the Minnesota Fair Association.

George Larsen, president, Minnesota State Fair of Counties; Al- lister Dales, association vice-pres- ident; George Gleixner, association secretary; P. J. Meade, secretary, Lyon County Fair; Marshall, and Doug Baldwin were among those who spoke at various times during the course.

Lew Murr Price Elected Prez

Of Utah Group

S. R. Brewer Secretary

SALT LAKE CITY, March 26.—Lew Murr, Richfield, was elected president of the Utah Shows and Fairs at the annual convention held here. Mr. Murr, a native of E. B. Brown, Hoytville, other officers named were Mrs. Pearl Hunsaker, Brigham City, vice-president; Sheldon B. Brewer, formerly of Salt State Fair, secretary-treasurer.

At a companion meeting, John E. Ref. Spanish Forks, was named president of the Utah Shows Association. Raymond C. Wil- liams, Snowflake, was named vice-president; Clem Schramm, Salt Lake City, secretary, and R. E. Wink, Ogden, treasurer.

Dates for the Intermountain Jun- gles for the 1949-50 show season are known. The Fair was held for June 8-10 at North Salt Lake. A schedule of 58 shows, announced by a joint committee of the two groups.

50 Annuals Set For New York

ALBANY, N. Y., March 26.—Fifty- two annuals, one of the county and town fairs in New York State this year, the Department of Agriculture and Markets an- nounced March 26, is the largest number of agricultural fairs to be scheduled in New York State since before the war. Two fairs were held before 1943 in the state.

Of the 50 annuals scheduled to take place, 42 are scheduled for the year. The remaining eight will be held at White Plains, Staten Island.

The dates range from March 22 to September 25. Events consisted of Home Econom- ical contests, welding, typing, model- building and various exhibit contests held at nearly all events. Only two fairs, Kingston and Avon, are on a strictly daylight basis.

Missouri State Aid Increased

JEFFERSON CITY, Mo., March 26.—State aid to Missouri fair associations is to be a result of a bill enacted this week. The bill, which in any way will be upped from one-third to one-half of the total they pay out in premiums, says that the additional county will be boosted to $10,000 for each of the state.

Additional appropriations will not be necessary, inasmuch as funds set aside for premiums will not be exhausted.

Saratoga, N. Y., Dates Set

Reid, Martin Ink Attractions

SCHENECTADY, N. Y., March 26.—The annuals set for Saratoga Fair, from August 29 thru September 3, Wendell Townley, secretary, an.

The King Reid Shows will be on the midway during the Association of State. The King Reid shows has run, linked eight acts. There will be only a few of the amount in the racing this year instead of three.
New Association Set for Alabama

BIRMINGHAM, March 28—Representatives of eight Alabama fair associations, meeting at the Grand Hotel here Tuesday (22) to form the Association of Alabama Fairs with Frank Reynolds, manager of the Wisconsin State Fair, as president and R. H. McIntosh, general manager of Alabama State Fair, as secretary-treasurer. The officers will serve as members of a five-man board which includes G. J. Lunsford, superintendent of Hounton County Tri-State Fair; Dothan, and Marshall Johnson, Selma. Membership will include North Alabama State Fair; Florence; Selma Alabama Fair; Limestone County Fair; Athens Walker County Fair; Jasper; Covington County Fair; Dothan Calhoun County Fair; and Jackson County Fair, Scottsboro.

McIntosh was chairman of the first meeting and discussed plans for expansion and improvement in the state. The annual fair meeting was held here Tuesday.

Sked New Annual For Oneonta, N. Y.

ONEONTA, N. Y., March 26 — A new annual will operate here July 25 thru 30, under the banner of the Central New York Fair Association. Nucleus of the organization is composed of local business men. Bert W. Forest, a resident who is also associated with the Frank Wirth Booking Agency, New York, will be the manager.

Frank Wirth grandstand attractions have appeared at Oneonta a few nights and now he asks the exhibitors to cooperate and allow the manager under way, Low annouc.

WANT CARNIVAL
For Week of October 17 or 24
LANCaster COUNTY COLORED FAIR ASST.

FRED L. CLINTON
120 Pleasant Hill St. Lancaster, S. C.

WANT A FEW MORE ACTS FOR OUR 1949 FAIRS
Also July 4th.
No Animal or Home Acts wanted. Send photo, price details.

WILLIAMS & COVE
440 Holly Ave.
St. Paul, Minn.

CARNIVAL WANTED
MONROE COUNTY FAIR, MADISONVILLE, TENNESSEE, SEPTEMBER 5-10
If interested write the fair managers.

CLYDE H. TAYLOR, Secretary

RODEO
CIRCLE W RANCH
Complete 2-Bite Hour Show for your Fair, Carnival, County Fair, Rodeo, Circus, etc.

JACK F. MARTIN
MARTIN, NEW JERSEY

WANT
Acts of every description for West Coast Fairs, Colonial Circus, and other attractions.

JOHN H. BILLSBURY
Parkees Theatre. St. Paul, Minn. 5TH AVE.

Mutuels for Oklahoma?
Possibility Stirs Midwest Circuit Meeting; Exec Votes Optimism Over '49 Prospects

By Herb Dotten

KANSAS CITY, Mo., March 28—Principal item of conversation at the annual spring meeting of the Midwest Fair Circuit here Wednesday was the possibility that Oklahoma might be legalized. Whether or not that happens, it is possible that the circuit in Oklahoma will be passed and, if it is, the possibility effect on Oklahoma fairs, chiefly the Oklahoma State Fair at Oklahoma City. The bill is stated by some to have slightly better than a 50-50 chance of passage. Should it be enacted, there is a possibility that pari-

Second Annual Grand Italian Festival of Chicago

18 Churches Combined for Biggest of All Festivals

JULY 27 THRU AUG. 7
12 DAYS

BIGGER AND BETTER THAN LAST YEAR

WANTED

Legitimate Shows, Merchants, Concessions, and what have you?

No Gambling or Proxy Games.

TOMMY SACCO MUSIC AND ENTERTAINMENT
203 N. WABASH AVE. CHICAGO, ILL. Phone: 2-5112

acts wanted

NOW CONTRACTING
FEATURE ACTS
FOR MY
INDOOR CIRCUS DATES
AND 1949 FAIRS

ERNEY YOUNG
Suite 2306
203 N. Wabash Ave.
Chicago, Illinois

attention

fair secretaries!

contact
the ernie young agency
for your
GRANDSTAND SHOW
3206
203 N. Wabash Ave.
Chicago, Illinois

WANT RIDES
HANNIBAL CARNIVAL, OCT. 19-29
Not less than 10 rides & $5,000,000.00 in liability insurance or maneship. The Hannibal Carnival is one of largest Nine Fairs in this part of Missouri and usually turns out the biggest crowds in this area. It is situated in Hannibal, Missouri, situated 90 miles up on Main source of city. Also interjected.
RAIN MARS BEATTY OPENING

8,000 Attend At El Monte; Matinee Late

Special Ducat Deal Helps

EL MONTE, Calif., March 26—Rain Wednesday and Beatty hero Thursday (24), but despite the bad break, org played to an estimated 8,000 at two performances. Matinee attendance was hyped by a special 40-cent ticket deal for elementary and high school students. Approximately 2,400 students took advantage of the cut price. Regular admission is $1.20, plus $1.20 for reserves.

The matinee got off to a late start, first act going on at 4 p.m. The tickets were sold out before the installation this year and the 29 wagons Beatty purchased from the Sparks show have been repainted and equipped with pneumatic tires.

Big show band is fronted by Victor Bregbin.

The Beatty show is covering 200 miles on six one-day stands before opening in Los Angeles Wednesday (30). Following the opening here, the show jumped to (31) El Paso; then 60 miles to Riverside, where they played Friday (25), then 40 miles to Coachella, then 25 miles to Redlands, then 50 miles to Alhambra and then 10 miles into Los Angeles for the first major date.

Krause Infant Dies

SARASOTA, Fla., March 26—The infant son of Mr. and Mrs. Willie Krause, members of the Ringling Bros. and Barnum & Bailey Circus, died here recently.

BINGO TOPS READY TO GO UP

Clyde Beatty Jumps the Gun

New shows, owners make outlook interesting — 10 orgs plan April openings

CHICAGO, March 26 – It's that time of the year when the big tops go up and circus performers, owners and followers start worrying about the weather. No less than 10 shows, three of them railroadlegs, bow early next month. Three others, Clyde Beatty, Seal Bros. and King Bros., will advance under way by then.

The Beatty show jumped the gun on the others, bowling Thursday (24) in El Monte, Calif.; Seal Bros. opened today in Giddings, Texas, and King Bros. bow Thursday in Houston, Texas City, Tex., under the combined banner of Floyd King and Lucio Cristiani.

R-B in Garden

First to be held here is Ringling Bros.-Barnum & Bailey, which opens Wednesday (April 6) for a three-week stand in New York's Madison Square Garden. Cole Bros., under new ownership by the Ringlings, also are in the Garden. (See Big Tops Ready on page 109)

BILLIE WORTH, who plays Annie Oakley in "Annie Get Your Gun," and John Moms, B.G., brother of Annie Oakley, view an original poster of Annie Oakley's performance at the Corona, California, Historical Museum, Wednesday (31), during the show's recent engagement at the Victory Theater, Dayton, O.

Ringling Tabs Boff Advance In New York

Lester Back on Press

NEW YORK, March 26—Robert Colgate of the Ringling Bros. and Barnum & Bailey unburdened the first real barrage of their Garden show this week Thursday (24), with all newspapers springing with circus pix and lengthy accounts of the new features with the Big One this season. Joining Boff this week was Allen J. Lester, a former Ringling staffer who went line-up on the baton of the Cole Bros., Circus. He served last year with Bailey Bros. Circus.

Advance seat sales at Madison Square Garden opened with a long 10-cent booking on Sunday (20), an afternoon turnaround of such proportions that three ticket windows on the 49th Street side of the Garden were kept open and continuously busy until closing time several days later.

The spec, owner Floyd King says, will be the most elaborate ever attempted by his show. Wardrobe and trappings are new. Lucio Cristiani is route to his home in Sarasota after (See King Bros. Set on page 109)

King Bros., Set
For Opener in Texas City, Tex.

ROSENBERG, Tex., March 26—Final touches were put on the King Bros. set here this week at the show prepared for its move to Texas City where it opens the 1949 season Thursday (3)

The spec, owner Floyd King says, will be the most elaborate ever attempted by his show. Wardrobe and trappings are new. Lucio Cristiani is route to his home in Sarasota after (See King Bros. Set on page 109)

Polack's Akron Run Big Winner

AKRON, March 26—Polack Bros.' Eastern Unit closed a highly successful nine-day stand here tonight, which, it is expected, will be a record breaker, at least from the gross angle. The increased gross is accounted for by H. F. (Bobb) Hartenstein, Tamidor Temple general chairman, and Rae Williams, executive assistant, who reported advertising revenue up. Sale of toppings topped last year and the program was almost double last year's size, they reported.

Show was hit by cold weather opening night, Friday (18), which cut attendance. Weather improved, however, and starting Saturday (19), when three performances were necessary to take care of patrons, the show did capacity and near capacity.

Dave King managed the Polack unit here, substituting for co-owner Irving J. Polack, who left for his home in Van Nuys, Calif., for a month's rest.

Willis Alley handled the Akron engagement. His next stand will be play seven stands in Texas.

Giddings, Tex., Opening Stand For Seal Bros.

GIDDINGS, Tex., March 26—Seal Bros. Circus, scheduled to bow for the season here today, moves on 21

Staff includes Bud E. and Dorothy Anderson, co-owners and managers; Arthur B. Webb and Jack Turner, legal advisors; John D. Foss, general agent; A. J. McAdoo, brigadier agent, with Shorty Dunn, Art Duke and Wesley Greene, killers; George Griffin, county route, with J. B. Phares, L. Berry and Hoot Shores, bilers; One Pyle, ticket promoter; John J. Lynn, superintendent; Sweaters McDonald, bale canvassman; Frank Webb, office wagon; John J. Jones, electrician; H. J. Johnson, master of transportation; Jack Kelley, steward; Nick Graham, head waiter; Mr. and Mrs. Norman Anderson, privileges; Bud E. Anderson, front door; Mrs. Bud Anderson, inside tickets; Dean Hires, equine director; Professor Duncan, band leader.

Performers Listed

Performers include the Franklin Trio, Fuller family, Morris troupe, (See Real Oke Going on page 109)

Rose Gould Injured In Fall at Dayton, O.

DAYTON, O., March 26—Rose Gould, aerialist with the Polack Bros. Ward, of this city, was injured Monday (24) on April 2 in the fairgrounds Coliseum, while remaining at the Miami Valley Hospital. X-rays showed no broken bones and doctors predicted she would be in the air by the end of the week. On her return, however, the next day she developed severe pains in her leg and her hospital treatment will be necessary.

Her giant ceiling in the Coliseum, necessitating that all aerial acts be halted, Miss Gould did not perform and the distance high and failed to rein her heel for the heel catch on a hand ring, thus losing her balance and falling to the floor. Meanwhile her husband Andre Piah, and their small daughter, aged 2, are working in another act with a muscular display.

Rose Gould is not expected to be back before the accident, Miss Gould casually told The Billboard reporters. She is scheduled to return to the Garden, Cleveland, on the Midland train and, if cut free of her leg, should be able to dance in the Coliseum. She has a slight strain in her leg which will require some time to be gone.
POLACK BROS.' CIRCUS
2 GREAT SHOWS

WESTERN COMPANY
Dayton, Ohio—Mar. 24-April 2
Indianapolis, Ind.—April 4-13

EASTERN COMPANY
Arkansas, W.Va.—Mar. 30-April 3
Ithaca, N.Y.—April 6-12

Circus owners begin to feel their oats when collectors start writing them for their year-to-year programs.

Chicago is playing host to two miniature circuses. Ernie Palmquist has his miniature on display at The Polo Stable, while Roland Johnson, who has his at Goldblatt’s, Mr. and Mrs. Weber, Chicago residents, returned from a vacation in the South, stopping off at Natches, Miss. A week before that, there were Mr. and Mrs. O. P. Lux, owners of the Memory Doll House, a new display there. Jake Deich, known professionally as Corrigan the Clown Cap, caught the attention of the Western United States at the Sunday matinee, March 20, and visited, Los Angeles, in June, and M. I. Disch, visiting the Chicago office of the Billboard, reported he had a few fair and celebration dates in Chicago.

“Win or lose the season,” said a tramp band on joining after having been chased by all of their donors, equally true, although the law of averages would start operating soon.

PORTSMITH BROS.’ CIRCUS

PHONE ROOMS—2
With Private Office
Chicago Loop
Completely Equipped
2 Year Lease—12 Phones
For Rent or Sale
Can furnish good deal now.

Mr. Thomas
2435 Wabash, Chicago, Ill.

WANT for ROBBINS BROS.’
THREE RING CIRCUS
For Man to contact Schools and arrange Sales, Ticket Sellers, etc. No Good Salesman—Join Us

WANT CONTRACTING AGENT WITH CAR FOR MILLER BROS. CIRCUS

Smart, honest, reliable work

HARRY OGDEN
Thomson Ave., Columbus, O.

HAMIL-MORRISON CIRCUS
TOO LARGE TO PLAY THEATRES OR STAGE SHOWS
WORLD’S LARGEST INDOOR CIRCUS — SEASON 1949

HOWARD Y. BARRY, General Representative
Under the personal direction of GEORGE H. (BOB) MORTON

LEN HUMMERSHEFF, Manager
OLIVER R. KENNY, Assistant Manager

Music by JAE BARRY, Director of Madison Square Garden Band

NOW IN WASHINGTON, D.C.

DISPLAY RING 1 CLOANS
DISPLAY RING 3 CLOANS

1 THE AERIAL ROYALS
America’s New Comedy Aerial Bar Act.

2 DICK CLEMMENS
Uncurable man killers from the wild west. Trained but untamed, presented in a large arena packed with savage fury.

3 THE LOPF RIO
Performing seventy feet in the air on the Anchor. A new Danish importation combining with a terrific breakaway. This act has astounded American audiences since its first appearance.

4 COMEDY CLOWNS—Cosmo, Otto, Roy Behrav, A. Florence,
Slim Collins, Marlett, Gingo, Rubo Simmonds
ARSENE GAUTIER'S STEEPLECHASE
The marquee’s millionaires. The first and only one of this sort in the world who does not use a ghost, nor any other form of deception, and boasts of the unique feature—neck to neck.

5 THE WONDERTL HOLLYWOOD GIRLS IN AN AERIAL BALLET
Featuring MISS FRANCINE in a third swing through the air.

6 ATHOS
Special hearing of the great American Thomas, of other Entertainers, and under the impression of Col. Bob Morton, we bring from Europe for the first time, the CIRCUS INDOOR-LARGE STEEPLECHASE. The only man in the world who does not use a ghost, nor any other form of deception, and boasts of the unique feature—neck to neck.

7 MONTANA BILL BUSCHBAUM—HORSE
Introducing to the ruins of the enmity of the West, cowboy’s love for his cow pty, and the good old tradition...a horse and his rider...need

8 WATKINS' CHIMPANZEES
A unique and unusual feature.

9 NOBERTY
Last year’s triumphal importation, matériel and the acclaim of a United Nation. A Balancing Feat in mid-air that has never been equaled by any other group with the exception of the SIEGFRIED & ROY FAMILY—in America

10 PICKARD'S TRAINED SEA LIONS
Animal jugglers and Intelligent Seals.

11 LINON
The infallible pantomime sensation of Europe, The new comedian of the Americas. The favorite of all, unequalled trained seal of the century, is in the Veterinarian Hospital, Ward 8A, Dublin, Ga. He is famed with the Kit Carson, John H. Marks and other shows. Lynn is unable to walk.

12 HIP RAYMOND
How does he do it? The Fair, Today? A truck load of furniture plus many surprises. Big things in little ways.

13 SHERIDAN BROTHERS
The world sensation that has equalled them in the past, has been the equal of five years in Europe. For the first tour of the Americas, we give you the only one LINON

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 wing demonstration, concluding with a death swing.

15 COOPER'S LEPRECHAUN CIRCUS
Production of the Leprechaun Circus. Formed by creation in the Americas and Europe, with splendid animal acts, including a full band.

16 AIDA—THE GIRL IN THE MOON
Unsupervised Fanch Princess with different and fascinating routines that have never been witnessed by an American Audience.

17 THE FIVE ERIKSONS
A new European importation demonstrating skill, grace and muscular endurance, accomplished only by the truly trained and professional showman.—BILL BUSCHBAUM

18 THE BARRIER SHOP
In the new comedy conception of today, presented by COSIMO, $500

19 ROBINSON'S ELEPHANTS
Presents those gentle, graceful PACHYDERMS

20 THE FLYING ROMAS—FLYING HARTZELLS
The family on the Flying Romas, first to achieve the feat of flying, two and half times, passing loops and blindfolded persons in mid-air.

21 MISS VOLANTE
If you have a wish for a world record, see the most breathtaking flight of the Aerial Artist who defies all laws of gravitation.

22 EDMONDO ZACCINI
Double Repeater Cannon
Two ladies shot from one cannon
WANTED for
WILD WEST CONCERT
Trick Riders—Ropers
—Indians

WRITE OR WIRE AT ONCE
T. P. LEWIS
COLE BROS.' CIRCUS
Louisville, Ky.

BOSS CANVASMAN
For Side Show With Dailey Bros.' Circus
Write or wire:
MILT ROBBINS
SIDE SHOW MGR.
Plaza Hotel, Goncasa, Tex.

JIM FITZPATRICK MEMORIAL STADIUM
AVAILABLE
For Circuses, Cirkuscircus, Thrill Shows, Wild West and Other Outdoor Entertainments. Ideal for Large or Small Crowds. No facilities, 13,000 seating capacity.

WRITE NOW FOR RESERVATIONS
J. B. FITZPATRICK OR
C. W. FRANKLIN, Promotions Mgr.
157 E. Jefferson
Springfield, Ill.

ROGERS BROS.' CIRCUS WANTS
Band Leader and six pieces, union only, plus $20 per week. Apply to:
SI RUBENS
Milwaukee, Wis., March 31, 1949
Eustis, Fla., Orlando, April 12, or at per. rate.

DOROUGH, Tex., contact S. E.

WANTED for
HEIDELBERG RACEWAY
ART ROONEY, Pres.
5 MILES FROM DOWNTOWN—PITTSBURGH
SEATING CAPACITY—12,000
PARKING FOR 8,000 CARS
RODEOS, CIRCUS, THRILL SHOWS AND OTHER OUTSTANDING ATTRACTIONS
MIDGET AUTO RACING EVERY THURSDAY NIGHT
Address all inquiries to
JACK WHITE, Gen. Mgr.
Heidelberg Raceway, Heidelberg, Pa. Phone: Carne-Je 3280

NOTICE: ALL PEOPLE CONTRACTED WITH THE AL G. KELLY & MILLER BROS.' CIRCUS
be in HUGO, OKLA., April 25. Show opens Thursday, April 28.

Can use a good Choo-Choo Mechanic for the best bunch of trainees ever on any circus. Can use Trumpet and Baritone for Big Band Trio; write W. A. Stevens, Gaylord, Kansas. Need one more Greek and five more Working Men. Will hire extra Harmonists. Have real small Pony for sale.

AL G. Kelly & Miller Bros.' Circus, Hugo, Okla.
enn Premier
Bows April 19
In Chester, Pa.

ARTHAGE, N.C., March 26—
As New Year's Day parade-owners are nearly complete for
sked April 9 opening in Chester.

Top attractions for the show are the J. W. F. Hunter sub-
er-management of Lloyd D. Ser-
field who kept it in the barn for two
months. No one was certain in the last war
as to whether the card sports the line-up of fairs ever tackled by
org. Announces includes Batavia and Pittsford, Wis., and Port Royal, Pa.; Durham
haunts: Chicago, C. F.; Chas.; Kingstone, Marion and Jericho,
C., S. C.

St. Listed
off Includes May B. Serfass, treas.,
Frank Long, secretary; Mark
at, business manager; Roy
munication and ride super-
Miles Detrich, general manager; Harry Heywood, the
C. Pebble, special promotions
tops Shubert, head, and Elbert
reated and lot superintendent
Arnold, mailman and The

New Tilt-A-Whirl has been or-
er Company and a Rolloplane
ith purchased from Troy Williams.
Downey, St. Louis, and new
er-trailer units from the
bright, Albert Byrda, who
the Tilt and the Rolloplane on
Philadelphia area with his units.
rolling stock has been repainted as follows: Rolloplane A.
p. Y. L. Co. Company, local firm. All trailers
are considered very large pictures and are outlined yellow.

Concessionaires So
accessories are welcome to include:
Mrs. McFinty, cookhouse and
R. Stevens, custard and ap-
A. Beale, bisque, which will be
aged by Junior McCran; Mrs.
Walters, corn, carousels and
eochondria; Lew (Blinker) Ber-
issian, quack, and Don (Red) Amer-
patrini; Ted Lewis, corn, long range gal-
Robert C. Thacker, corn, win, slum store; E. P. Pauli, fish
Isaac Dent, Howard pitchers; Fred Nixon, 4 stores;
Reneau, 3. The office also
managing. Wherehow managers include: Al
mbers, Ben Carnes, Roy Kelly, Blanche Wendell,
attspil Showboat; Bill Hinton
ies, Dee Corton, Iron Lung and
e of Science and William Hollowell, B.

hose company recently built a
new store and arrangements have
bt made for it to be sold at an
again for a local warehouse.

olden Wext Inks 4 Fairs
SAN FRANCISCO, March 26—ry (Polish) Vischer, general man-
four of his World's Fair
show, an-
ted contracts for four California
s. The fair is being orga-
g Jumping Jubilee, Angelo Camp-
g, Shib Road, South Fair, Ukiah, and Glen
Orland.

D. Org for Hazleton, Pa.
HAZLETON, Pa., March 26—
N. Demidovsky, manager of 100
World's Fairs, has announced
he has booked the Jamboree

ity. Event is scheduled the
week of May and will hold on
mer Gettum Memorial Foot-

World of Today Opens;
Reynolds
Now Sole Owner

MUSKOGEE, Okla., March 26—
The World of Today Show today
off their winter wraps and
ntly sole owner of 97 W. H. Wells
(Con) Reynolds, who recently
bought the station's interests of H. Wells
to become sole owner.

Ralph Clawson, last year with
ay Lead, said that he plans to
other carnivals and circuses, and he
having joined recently as aid to
Hyde, general manager, who helped
Johnny J. Jones Exposition, is
cession manager.

gs who manage carnivals include Art
nger, secretary and auditor, and
ll Rawlings, who doubles as general
and publicity agent.

Show, which carry much noon,
gen with all rides newly painted
after a thorough overhauling.

Show Line-Up
in the Show (set-up art): Madchenbush, Art
r Show, advertising, announcement, publicity,
C. Heiliges, general manager; Fred O'Mara, 1 in. bord.

Allard, artist; right publicity; Harry C. Shitrit, Illus.
Bill Bishop, human pin cushion; Marcelo J. Sandoval, J.

r. Billie, magician; Bob McKee, magician; Joe
lender, Ann, and Joe Shane, No. 3. Promotional Council}
Ray Selke, entertainment manager; J. E. Sholes, Lon
Mr. and Mrs. Errol, owners; Mrs. T. C. Reynolds, J.

nected, Sauna, and Loretta

s. (19)

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.

C.
RAYON PLUSH
Fine quality Rayon Plush for Backdrop. Any color: Red, royal blue, black, yellow, white etc., 45" wide.
Less than 5 yards cash is $2.00 per yd. Over 5 yards cash is $1.75 per yd. Plenty of fall for choosing motives, cylinders, cameo vials stage backdrops. Dress your show or hands with this appealing, plush, economical material.

GLADYS'S SUPPLY CO.
Manufacturers of Stuffed Toys Catalog now available.
151 Walnut St.
Altoona, Pa.
Phone: 5-4653

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round.
Wart Freshe and Novelty Acts.
State salary and all particulars in first letter.

CALIOPE RECORDS
Ideal for Midway and Merry-Go-Rounds.
All makes and sizes. Catalog available. Will fit and work on all machines.
Write for free Catalog.

CALIO RECOIIDS
ELMURTH, (T.

POPCORN MACHINES
All makes, models, sizes. Get our price first for your requirements.

P. K. SALES COMPANY

W. S. CURLE SHOWS
Ward good reliable Advance Man; one with ear and knows territory of Ohio and Indiana. All replies.

W. S. CURLE
Box 37, London, Ohio.

FOR SALE
Electronic "Snow-Master", 6 ft. Quilt, complete with corner, bunt boxes, etc. Price, $15.00.

Write P. K. BOX 121
Riverdale, N. J., or call R. T-199R

ANCOR TENTS
CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFT ER ORDER RECEIVED. SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS WITH SELECTION OF MATERIALS AND TRIM

ANCHOR SUPPLY CO., INC., EVANSTON, ILLINOIS

FIREMAN SHOWS
DECORATION SPECIALISTS

FOR SALE

MAX GRUBERG
P. O. Box 101

RIDE S FOR SALE
16-seat Childs and Kiddie Auto Ride, 1930 Ford Van, complete. All for $1,000.00.

FRED GUTHRIE
525 Carriage Lane, Doylestown, Ohio.

WANT SHOWS
Can see Monkey, Snake, Illusion, 5-in-1, Mechanical, or what you have. Wonderful opportunity for a licensing agent. We have the offers of many.

Rogers Bros.' Shows
Pepin Kajander

WANT CARNIVAL
INTERACT FOR
FIREMEN'S CELEBRATION
JULY 17 TO JULY 30. CONTACT
ELI SPINN, JR.
1 E. Main St.
Wheatfield, N. Y.

OMAR'S PALACE SHOWS
Will book Happy Sky, Relax, Country Western, Novelty Shows, with or without Star, Ringling Car, for Gold Car. Call Chicago office or use post card.

PRYOR, OKLA.-ROUND-UP, MARSH SHARP II

BIG STATE AMUSEMENT CO.

MRS. ANNA MOORE
Manager-Operator

April 2, 1949

Johnny and Janet Wetherick, on route from Oklahoma to Columbus, Ga., join Don Dodson’s Costume Shows, on which they have their concessions booked, stopped at the quarters of World of Today Shows, Muskogee, Okla.

Concession jackpot op is a guy who can’t see an argument without cutting himself in on it.

Tommy Carson and Joe H. Goodwin will have all the concessions on the Magic Empire Shows owned by C. A. (Carly) Roberts. Mrs. J. C. (Eithel) Weer, Mrs. Milton Morris, Mrs. Bertha (Gyp) McDaniel are in Key West, Fla., on a fishing trip.

Louise Gueh pens that he is still the Billboard sales agent on Lawrence Greiner Shows.

John Kaslowsky, for the past 10 years prominent in producing indoor shows and stages in British Columbia, has signed to produce the shows on Henry Meyerhoff’s Crescent Shows. He plans to have a Rot Show, Mouse House and Monkey-keyland. The Meyerhoff org is scheduled to open its 26th season, April 11 in Penticton, B. C., to Herb Shive, general agent of Lawrence Greiner Shows, is busy with his contracting chores, having recovered from illness which plagued him most of the winter.

Beginners invest in midway equipment because they think they’ll like it, and then stay with it because they’re stuck with it.

George Baste has booked his concessions with the Pioneer Shows of A. P. Cerrill, of that org, which has its base in Waverly, N. Y., besides that in Waverly, N. Y., besides its branch in Youngstown, Ohio. Albert Slim, who has charge of all supply shows with the Bill Lynch Shows, advises that he is forced to give up all general fronts and that 70-foot front for the Monkey Show has been completed. Besides the Monkey Show, he will have one featuring Kitten, "the wonder horse," and five grind shows, Ape Man, Wildlife, Freak, Snake and Illusion.

Mr. and Mrs. C. L. McBrien, former carnival owners, have returned to Home City, Mo., after wintering in the Rio Grande Valley and report the Chaumee Days Celebration at Brownsville, Tex., was good for their concession on the streets.

Another couple who wintered in the valley, according to Walter Whitmer, Mr. and Mrs. Amos Wolf, who returned to their home in St. Paul, Minn., Mr. Wolf expects to hit the road soon with his concession.

L. D. Peake has signed to operate the Hawaiian Village on Bean’s Attractions this year, opening April 28 in Johnstown, Pa.

Bobby Kerk was guest of honor at a surprise party, March 19, at Yettles Court, Denver, N. J., the occasion being his 50th birthday, according to John Neely, Jaro, New Jersey, Phila. Babe Montana, who came to Trenton from New York for the carnival season, is accompanied by the "High Steppers Reue," which furnished the Know Show, Jay Rex and his band furnished the music. Guest included Gene Eugene, Le-Ola, Al Smith, Carmen Smith, Ray Higgins, Tony Grimm, William Mudge, Wilma Robinson, Martin D. Baker, Fly White, Al Butter, Peggy Ewalt, Doc Elliot, Kitty Gordon, Sandy Sanders, Fred. Charles, Hunter, Dorothy, Mary and Bobby Kasick, Ruth Eaton, Betty Rowland, Alberli and Robert Buchanan, Ruby Smith and Jo-Ann Fay.

One of the big midway problems is how to get ticket sellers’ minds on the customers.

Harry Latridge, pending opening of his regular season, has been riding his rides in and around Mobile, Ala. During the recent Mardi Gras
JOHN Y. DENTON SHOWS
CAN PLACE
ORRISTOWN, TENN., THIS WEEK FOLLOWED BY BIG F.W.
CELEBRATION CLEWSTON JOHNSON CITY, TENN.
Concessions: Good opening for May Ovella. Can place 2 Count Stores.
SHOWS: Can place any Show with own equipment. 25% to office. Joe Richards wants Ride Show People. Write:
JOHNNY Y. DENTON, Morristown, Tenn., this week

F. M. SUTTON SR., Presents
GULF COAST SHOWS
GRAND OPENING SATURDAY, APRIL 9-16
AMERICAN LEGION SPRING CARNIVAL, CARUTTENVILLE, MO. AND WEST SPRING ROUTE AND MORE FAIRS AND CELEBRATIONS THAN ANY CARNIVAL IN MISSOURI.
THE PUBLIC WANTS AND KNOWS WHERE TO GO AND WHEN.
CAN ALWAYS PLACE SHOWS. STOCK CONCESSIONS AND ROLL BICKETS.
F. M. SUTTON SR. Fair Grounds, Caruthersville, Mo.

EVANS UNITED SHOWS
NO GATE — NO RACKET — NO GYPSIES
LAST CALL — OPENING APRIL 21 IN WARRENSBURG, MO.
CONCESSIONS— Can use Jewelry, Push-Ul, U-Win, Grab or Cook House. Glass Pitch, Cork Shooting, Basket Roll, Hoop-Lou, String Scales, Bumper, Novelties, 7 Color Games, or any Concession working for 10 cents.
Can use any Show (except GfH or Athlelic) with own transportation.
Contact CLAY M. EVANS, 3415 Washou, Kansas City, Mo.

ROLL TICKETS
PRINTED TO YOUR ORDER

DEPT. B
Bank Cash with Order, Steam Tickets, $12.00 per 100,000.
RIDE WANTED
To operate in connection with locally sponsored Concessions. Last season ran first week July, Groveton, N. H.
Drawing area 10,000 each stand. Percentage of gross.
Contact GEO. L. O'NEILL
Post No. 82, Legion
MAX H. WOODROW, Chem.
2307, Coblebrook, N. H.

FOR SALE
3 Direct Positive (Tanaka & Fuller) Cameras, fitted with Wollensak F, 4.5 lenses and reflector, each and complete. Also 3 rapid-plate cameras, each. $185.00 each or $500.00 for complete outfit. New Booth and Cameras. $350.00.
$700.00 Takes Them All
SAAD STUDIO
WASHINGTON, W. VA.

WINTER QUARTERS
Ohio Valley

FINDLAY, O., March 28—Everything is in readiness for the season's bow April 30. Org has added new rides, shows, lights, fronts, trucks and band. Route work will be thru southern territory. The staff: Roxie Harrer, owner-manager; Bill Harrer, general agent; assistant manager; Pat Brady, special agent and public relations; Dorothy Con- secretary and The Billboard sales- agent; Bob Harris, ride superintendent; Tour Simon, electrician and bill- poster; Pencho Ollendoom, assistant ride superintendent; Roy Wehrle, Joe Long, Jerry Stauffer, Gene Simon, Rides Jerry Householder, Allain Cfinger and Cappy Remick, ride foremen. Charlie Choducks will have Monkey Show. Concessionnaires will include Don Booth & Sons, Rose Roy, Ralph Baughman, Bill Harris, Charles Chatfield, Clifford Saldell, John Dengler, J. C. McCandless, Mrs. Augusta Casseman, Theodore Engle, Walker D. Radford, Al Castello and Louis Black—PAT BRADY.

MILLORD
MILLORD, Mich., March 26. — Owner of the Crittenden has sold his rides, graphics, C. Harry Allen, Battle Creek, Mich., as manager. Org will have 7 rides, 2 shows and 33 concessions. Graphics have been newly painted. Two new Ambros are available. George Crittenden has delivered of a new popcorn truck. Trucks have been painted blue with yellow cursive. Owner Crittenden has bought a new house trailer. He and Allen are on a booking trip in Southern Indiana.

Enyo Bros.
ALBANY, Ga., March 26. — The writer is in charge of winter quarters here. David Enyo stopped off on route to Miami. John Dimp, general superintendent of shows, will soon arrive here. Over the railroad cars are being gone over. Four new 60-foot floats have been added to take care of new rides, graphics and shows. Quarters are at the Eastern airport base. Org will open April 24—J.A. C. (TOBY) MASON.

NOW CASTING
RAYEYNY
Wants For Her New MANHATTAN
"America's Newest and Most Beautiful Show!"

NURSES—Dancers, Models, Show Girls.
MUSIANS—Man with own Hammond Organ for Twin Organs.
NARRATOR—On-side Narrator, must have a good voice and have a good wardrobe.

ANY ALSO USEFUL PEOPLE WHO ARE CAPABLE AND NOT DRUNKS. If you are clever, I can use you. If you wish to do the show, you must be proud to be a part of it—THIS IS IT—NOTHING ELSE LIKE IT ON YOUR WHEEL.

Address: RAYEY, c/o CEILIN & WILSON SHOW, PETERSBURG, VA.

PEAK AMUSEMENTS
HIGH-CLASS MIDWAY OF ENTERTAINMENT
OPENING MAY 2, UNDER ASPICES OF F. W. VEVAY, IND. With a Route of Celebrations and Fairs to be held in Indiana.
CONCESSIONS—Will contract for Long Banners, Photo, Penny Jewelry, Glass Fish, Pony Rides, Giant novelty, Kid Concessions, etc. If you have a location where you are interested, write us.
SHOWS INTERESTED IN GOOD ANIMAL SHOW.
RIDE DEALS—For men or Mrs. For new 20 Ferris Wheels with canvas and steel frame, and two-antlered. Also for new 30 Ferris Wheels, single and double. Will pay tops price. If you wish to get with, put the biggest, but one that is going to build a route of the Top Class. This is new route of Peoria, Ill., Lincoln, Galena, etc. These close enough will be interviewed in Indianapolis at the Claypool Hotel. April 8. Write interviews should he made.

PAK AMUSEMENTS
375 E. NELSON ST.
KANKAKEE, ILL.

SUNSET AMUSEMENT COMPANY
OPENING APRIL 21, EXCLUSION SPRINGS, MO.
Want Perry Arcade and FUN HOUSE, other Shows not conflicting. ON ACCOUNT OF ACCIDENT WANT MERCHANDISE ROUND PERFORMER, must dive assim.
Winter Quarters: Excelsior Springs, Missouri.

RIDE WANTED
July 3d and 4th
40,000 Attendance—2 Day Program
CONTACT
RAY BOHLE
Chamber of Commerce Office
Wausau, Wisconsin

WANT CARNIVAL
or INDEPENDENT RIDE July 2-4
Best celebration date in Minnesota
First-class attractions.
Thrill Shows—Auto Races.
CONTACT
FRANK WINKLEY
2143 Gird Ave., S., Minneapolis, Minn.

WANTED
Eli Ferris Wheel Foreman
Must have 3 yrs. experience.
Part paid April 14. Top salary. WRITE GEORGE BERTOLI
805 Wilton Grove.

NOW AVAILABLE!
3 CONCESSIONARIES' GUIDEBOOKS
Contains all gross, 1920-21.
October issue, 10 cents.
Send $1.00 today for:
1. CONCESSIONARIES' Guidebook
2. Malt Shop Guidebook
3. Opera House Guidebook
P. O. Box 511, Colorado, Iowa

GEORGE ANDRES
BLUE VALLEY SHOWS
WANTS
WHEEL, OPERATOR, & 400, electric power. Pool, $1,000.00. Will trade for 400, 40,000 show. 64th Iowa St., Newton, Ohio.

WANT TRAILER PARTS AND ACCESSORIES
Complete line of Trailers Parts and Accessories available at all times. We order our own stock and can place shipments within 24 hours to all parts of the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W., on Highway 41 east of Newton. Phone Newton 128.

CARNIVAL WANTED
Financing car: owner and Big Circus District (Neglect.
July 4th. Must have Motor-Driven Ferris wheel and Kiddie Rides. Send resume.
S. R. MORTON
ANDY LEE, Pa.

Want Three or Four Ride
JULY 1, 2, 3 AND
ANNUAL REPORTS AND CELEBRATION
TERRY, ALTA VOLUNTEER DEPT., TERRY, IOWA, TO "CIRCUS" DEPT., TERRY, IOWA.

WANT DRUMMER
Hired to drum for Transportation Park and City Shows. Good boy, trip experience.
EARL PURTLE
1628 Pleasant Ave., Fall River, Mass.

CARNIVAL WANTED
Wants to book new 1920 Carnival.
JNO. H. WADE
Tuscola, Texas.
SMITH
Tho»
halladelphla
I
tasks.
Ja c k
Birm ing ham, advertising
agent, will start buying April 1.
Lina and Ola Pinchbeck are custodians of
winter quarters. Pinchbeck will be
foreman of the Whip and the seven
light towers when the show goes on
the road. Elmer Rhoades, foreman of the
Looper, arrived from Tampa. Other
arrivals are Tex Leatherman,
terminal foreman; George
twin Ferris Wheel foreman; Buster
Robert and Ola Pinchbeck, ready
for the opening. The route of
spring driving is complete.

FOR SALE
1946 TWIN OCTOPUS
Like new, excellent transportation.
First MARYLAND-OCTO-ROUND
excellent condition, all new painted and
ready to operate.

MR. BARACKMAN
Des Moines, Ia., Feb. 21. — The show,
March 2 to April 2; Bellesa Texas, April 4 to 9.

FAIR STATE SHOWS
ON PARADE
OPENING EARY IN APRIL
Cleveland Oklahoma, Kansas and
Alabama. Dates to be announced.
Matching 7 Riders. 6 Shows, 30 Conces-
sions. Full wind up. 15 Cents.

H. COREN
Some Address.

WANT
ENCkY SHOW STATES
AMERICAN, Monday April 8. Ticket Office.
To following Cities. W. T. C. M. R. O. R. B. M.
Hang Farish, 127.00. Will book one
City only. Apply to W. T. C. M. R. O. R. B. M.

LOOK! RIDE OWNERS
SOMETHING NEW
wonderful all aluminum Merry-Go-Round
closet, finished in wood. We carry
prices. We buy. Write today. All
FOREST CITY ENTERPRISES
North St. London, Ontario, Canada

JIM THOMPSON CAN PLACE
ACTS FOR SIDE SHOW
ORVILLE HAGEN CAN PLACE
LADY AND MEN RIDERS FOR DROME
SHOW OPENS APRIL 21, TROY, NEW YORK
Address
O. C. BUCK
WINTER QUARTERS, TROY, N. Y.

PACIFIC UNITED SHOWS
Opening
SELMAL, CALIF., APRIL 4 to 9 Incl.
ATTENTION—We have a long list of Celebrations and Fairs booked to prosper in
dusty and sunny California. First outstanding Celebration is American Legion. Lodi.
May Day Celebration at Mickey's Grove, April 20 to May 1.
OTHERS TO FOLLOW—Twin Cities and May, Portland and Seattle, usual slate.

PACIFIC UNITED SHOWS
100 B DOUGLAS ST.
SAN FRANCISCO, CALIF.

SPECIAL ANNOUNCEMENT
We have choice space for 8 more Stock Concessions that work for 10c. No flax or
gypspin. Can place Hot Game and Pan Game. All Concession Concessions
WANT. WANT TO RENT LEASE LARGE PARE FERRIS WHEEL OR WILL TAKE
$S. ALSO HAVE SPACE FOR ONLY ONE FLAT RIDE. EITHER OCTOPUS OR
SPYFILM. Can place Foxy Ride. Have choice space for Arcade due to champ-
ion. We operate seven days per week, with Eddie Whitney daily.

TWIN CITY AMUSEMENT PARK
In the heart of the inland Empire
Serving Pasco, Kennewick, Richland and North Richland, Wash., with a con-
tributed population of 100,000 and growing every day.
WHO IS THE LARGEST INDUSTRY IN THE U. S. —THE
RUNNER-UP IS THE ATOMIC ENERGY WORKS AND
THE McNARY DAM. All replies to:
RALPH ROBINSON, Owner. 4721 Columbus Avenue, Kennewick, Washington

LAST CALL
LAST CALL

D. S. DUDLEY SHOWS
OPENING APRIL 3, WICHITA FALLS, TEXAS, TWO SATURDAYS.

D. S. DUDLEY SHOWS
Box 71, Marksville, La., Telephone 92,632, or Western Union, Wichita Falls, Texas

LAST CALL—MIGHTY HOOSIER SHOW STATES—LAST CALL
OPENING APRIL 8, CYNTHIANA, KENTUCKY
All Ride Men report to Greensboro, Indiana, winter quarters April 15. Market out April 54.
All Shows and Concessions contracted to Cynthia, Indiana, by April 2.

W. B. GEREN
LOROW BROS. WANT
Freaks, Working Acts and Bally Acts for
Royal American and Hennies Bros.' Shows.
Ticket Sellers who can make second openings.
Fran Lewis, answer
Play safe this season. Get with the show where your money is sure. Work next winter in Miami, Fla. Work year around with Lorow Bros. All answer to

LOROW BROS.
BOX 11
NORTH MIAMI, FLA.
P.S.—Hennes Show Opens April 9, Hot Springs, Ark.

Morris Hannum Shows
One of the Great Eastern Shows
OPENING CAPITAL HEIGHTS, MD., APRIL 16
TWO BIG SATURDAYS
V. F. W. CELEBRATION
CONCESSIONS—Age and Scales. Photos, Jewelry, Hanky-Panks of all kinds.
RIDE HELP—All people contracted report to winter quarters Monday, April 6th, at Wendell, N. C. Octopus, Chairplane foremen and help on all others.
AGENT with car, 48-hour man, able and willing to help manage. Harry Grider, BOX 10, San Antonio. Phone 401. Arranged immediately at Prince, Kingsley 5-7145. Mail and wires after April 2 Winter Quarters, Wendell, N. C.

WINTER QUARTERS
Midway of Mirth
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

WILLIE CLEAVELAND
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

RIDE CONCESSIONS
Kiddie Rides and Concessions. Few days for Raisins, Celebrations and other Dance 30 cents. Plenty of other rides.
GEORGE E. FERNLEY & SONS
34 Tall Ave.
Little Falls, N. Y.

WINTER QUARTERS
Midway of Mirth
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

WINTER QUARTERS
Midway of Mirth
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

WINTER QUARTERS
Midway of Mirth
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

WINTER QUARTERS
Midway of Mirth
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

RIDE CONCESSIONS
Kiddie Rides and Concessions. Few days for Raisins, Celebrations and other Dance 30 cents. Plenty of other rides.
GEORGE E. FERNLEY & SONS
34 Tall Ave.
Little Falls, N. Y.

WINTER QUARTERS
Midway of Mirth
TRENTON, Ill., March 26.—Has been moving on schedule to its
home, where the org will play two ends.
Staff consists of Mrs. Kate Sperringer, manager; Frank Lavender, manager; James Royster, electricity; W. H. Ellis, electricity; List Bell, secretary, and Roscoe Davis, bookkeeper.
Ride personnel includes the Injuns—Ferrell Mann, Weinsheim, foreman; Charlie Seiler, second; Ferrell Calwell, hundred; William Hill, foreman; Charlie Banko, Mixon, W. H. Ellis, foreman, Ride, Jim Brown Ticket; Mrs. W. H. Ellis, Mrs. Jim Brown, 111 Tannen Side Cowan Roddville.
Concessionaires include Judd and Irringer; Mr. and Mrs. James Laney, 4; Mr. and Mrs. Gaylord ale, 5; Van Tanskyers, Charlie Jack Tankersley, 1; Mr. and Mrs. Doty, pinot; Ray Johnson, 31; Spees, 1; George Smith, and Mrs. W. B. Leece, 5; Mr. Mrs. C. S. Cole, 6; George Garman, 1; F. R. C. 3; Wayne Newberry, 1; B. C. Hill, 3; Spees, 1; Mrs. Esther Sperringer continues a physician's care and will attend to her now, after attending about another month.
ROSE DAVIS

RIDE CONCESSIONS
Kiddie Rides and Concessions. Few days for Raisins, Celebrations and other Dance 30 cents. Plenty of other rides.
GEORGE E. FERNLEY & SONS
34 Tall Ave.
Little Falls, N. Y.
Moore's Modern

VICTORIA, Tex., March 26.—Jack Moore's Modern Midway opened season here March 12, sxmpathizing with good turnout. Rides, shows, fronts and trucks have all been repaired and painted. W. B. Young, general manager; L. G. Atwell, ringleader; Jesse Lewis, musical director; and J. C. Nelson, superintendent of rides.

Concessionsaires: Maple Williams in charge; Joe, cook with Dick of Ruby Austin, operator; bingo, O. C. Curtis; William W. cow; bottle; Billy and Neil Agers, pitch; Woody-lut, Floyd and Ethel Sanders; wreath; Big 6, balloon dart, age scales; Jim Woody, penny pitch; at Amusement, also buckets and all game. Frank and Daisy Robison, Impert; Tex Eanes, Frank Fillingame; Fred Hill; Walt Hardy, store country; Luke Bakkenaker, popcorn; Ethel Jeffers; candy apples; Mrs. Joe Williams; and Mrs. Jim Woody; jewelry, W. C. Sager, long-range ride; Harry Hardin and Sanderfer Vicks; ring and balloon dart; Hal Walberg and wife, Lila, and Ruby; Alfreda, novelties, tie; Albert Wood, cotton candy, Herbert Finken.

Shows: Motordrome, Sam Caldwell; Everett Harris, George Thompson; Fred Kill, W. E. Parham; LeRoy Lewis, Paragould; R. D. Martin, Bob Hunt; Funhouse, Mr. C. M. Mallon; Ferris Wheel, Mr. Murphy; Ghost Train, Frank Bryce, and Jack Ridley.

Rides: Kiddie plane-man, Harvey Snow; train, Ervin Burbonoth; kid, Al Cope; Ferris Wheel, Mrs. A. Barrenpoth; ponies, G. W. Wheeler; Merry-Go-Round, The Misses Overman; Winter Quarters; Midway, Louis, Paris; Agnes; tickets; Ferris Wheel, Ray Hedges; and Tex Eanes, also tickets, with Bill Birnie, second; Tilt-Whirl, W. B. Morgan, owner, with Ethel Jeffers; Rodeo; Jack Smith, general, with Ollie Jeffers, people; The Misses Thomas, ticket man, and the billboard sales agent, the writer. Tex Eanes.

Moore's Modern

PURLETS

Buy

Bird

Lil

the

rank

rhnne

Shows:

stard

rs,

oore,

eyers,

organ

Ruby

agents;

Show,

Hardin

Address:

general

2,

months,

FOR

New

Althea;

a

P.

SHOWS

SEASON

Org

opening

new

operated

Mr.

M.

Spending

here

has

the

here

also

Mr.

C.

of

March

cold

a

Monday

35

and

March

and

Mr.

C.

ag

WILL

CONTRACTED

PLEASE

ACKNOWLEDGE

CARBOIS


K. E. LILLEY & C.

113 Jefferson St.

New Orleans, La.

OPENING APRIL 1


day

PASSENGER EXCHANGE

FOR

MOTOR BUS

CANADA

 exam

Best

Gen

the

who

THE

py

the

him

is

in

Mr.

B.

P.

MCPHERSON

1015 S. 11TH STREET

St. Louis, Mo.

Pandell's Midway Deluxe

OPENING APRIL 17

all in April, vicinity St. Wayne, Ind. Show at Thompson, Dancing Fingers, Nitty-Gritty, Pimp Capp, Coney Colada, Rasin Gulech, The Misses Thomas, Thelma & Harriet, The Misses Thomas, Thelma & Harriet.

CRANDALL

1118 State St.

Chillicothe, Ohio

MIDWAY OF MIRTH SHOWS

CLUB ACTIVITIES

Michigan Showmen's Association
3153 Case Avenue, Detroit

DETROIT, March 26—Regular meeting was held Monday (21). On the rostrum were President Jack Gallagher, First Vice-President Nat Golden, Third Vice-President Fred Silber, T. Cyra Lou Rosenthal, Secretary Fernhild Bohlen, and Lura Simon, attorney.

Huntington Park, Sam Sullins and Albert Stone are on the sick list.

A thank-you letter was received from the Mayo Clinic in Minneapolis for the 6,000 dollars which they sold in the raffle.

Ladies' Auxiliary

President Robert N. Hitzelberger presided at the regular session Monday (21). Following the reading of the minutes were First Vice-President Grace Ziegler; Second Vice-President Ann Berker; Third Vice-President Charles K. Riley; Secretary Charlie Richardson and Secretary Dorothy Gold.

May F. Fallon was elected to membership.

A social was held Monday (28). Hostesses were Ann Berker, Laura Baker, Lorna Bennett and Beasie Gallagher.

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FACTORYVILLE, PA.

is formulating plans for the Annual Week. Long Fists for the week of July 4 to 9, inclusive.

KENNETH P. REYNOLDS

FOR SALE

Excellent Collection Wayne, fully equipped combination restaurant and house trailer, sleepers and cars over top bunk, including 3 Pontiac, 1 Chev., 1 Ford, 1 Olds and 1 model A. Will take 1000 for car and contents.

H. E. ANDERSON
c/o General Delivery Fl. Lakeport, Fla.

FOR SALE OR LEASE

will sacrifice 300 square feet, client, and parts for the machine. All for $150.00.

ZOLA WISE 300 N. HAMILTON ST., LOS ANGELES, CALIF.

JOHNNY'S SHOT SHOWS

"HONESTY IS OUR POLICY"
OPENING PULASKI, TENN. INSTEAD OF ATHENS, ALA., APRIL 2

WANTED WANTED

CONTINENTAL Car, Ford or Dusk Pond, for cash. Will purchase large tractor, Case Tractor, Coe Bottle, Cat Bank, Refrigerator, etc. Will sell or trade.


JOHN PORTERSONT PULASKI, TENN., APRIL 2

DU Mort SHOwS

Featuring THE GREAT WILNO: Human Cannon Ball Book Wall, Wonders of the World, Shroud of Turin, Magnificent Shows, Especially Motorhome and Fat Show. RICHMOND, VA. CHURCHILL LANE. APRIL 2, 3, 4, 5. All American Shows.

LOU RILEY, Mgr., Richmond, Virginia

WALLACE & MURRAY SHOWS

WANT FOR ANDERSON, E. C., APRIL 4 TO 9

West Coast Shows. Will sell or trade large number of Legitimate Carloads. Will sell or trade large number of Legitimate Carloads. Will sell or trade large number of Legitimate Carloads. Will sell or trade large number of Legitimate Carloads.

AL WALLACE

DENT ROE HUBBARD


SHOWS

PACIFIC COAST SHOWMEN'S ASSOCIATION

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 26—Vice-President Joe Krag resigned Tuesday (19). On the rostrum were President Mike Doolan, Secretary Lou Kinsella, Treasurer Charlie Richardson, Chaplain Jack Hughes. Invited to the rostrum were Jack Hughes Jr., Leonard Buskow, Mike Doolan, Las Vegas, and Jack Kenyon.

Those who spoke during the meeting included Red James, Danny Ferguson, Dennis Callahan and Bill Scott.

It was reported that Spot Regional had had a relapse and is not permitted to have visitors. On the sick list include Fred Donley. Ed Smithson and Harry Will, M. B. M. Wilson and Carl Wilson. Dr. Buskow is reported to be improving.

The drawing was won by Jimmie Dewe.

Clay Beatty has invited CSSA members to attend his circus April 4. Following the performance Beatty and his staff will come to the clubhouse for a social visit. The trip was arranged by Beatty's general manager, S. L. (Buster) Cronin.

Missouri Show Women's Club

415A Chestnut St., St. Louis

LOUIS, March 26—Hostesses for the bridge party, Wednesday (16), were Laver Velllos, Sylvia Prevot and Nurmela Carsey. Long table turned the party into a shower for Margaret Donnelly, who will be married on May 15.

Hostesses for the party Wednesday (16) were Daisy Davis, Ida McConnell, Florence Cobb and Verne Schantz. The final club meeting is scheduled May 5.

Verne Schantz is in charge of the book booths and will mail them to the members soon.

Clay Beatty is recovering from the operation, and his home is fitted to her room in the Baltimore Hotel for the past month. He is home on the sick list, is in Hot Springs.

Mrs. Harry Smith was a recent visitor. Kathleen Gavile, club correspondent, will be on Snap's Greater Shows this season.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 26—The annual pot luck dinner drew 110 members of HASC and the Ladies' Auxiliary.

The regular meeting followed the annual dinner which was presided over by L. K. Carter, president pro tempore. George Carver, Secretary, and Al C. Wilson also were on the rostrum.

Baruch H. Carman, owner of the Sunset Amusement Company and chairman of the building fund committee, stated that his committee would go into action shortly to raise funds to purchase a home for the Children's Home.

L. Levin, Midwest Mercantile Company, was married Sunday (20) to Virginia Offutt.

F. H. W. York, of El Dorado Springs, was honored with a reception which was held in the ballroom at the M. F. hotel.

L. K. Carter and George Kindred again will be with the Wayne and M. F. Bros. Shows. They traveled here for a few days before taking to the road. Mrs. Inez Sykes and Mr. and Mrs. Eddie Geyer are in Wichita, Kan., reading a show for Wink's United Shows. Organ opens in Emporia, Kan., early in April.

SHOwmen's League of America

400 So. State, Chicago

CHICAGO, March 26—Past President Bob Lohman, in town for a few days to attend the Showmen's Club meeting. Also at the table were Treasurer Walter F. Driver and Secretary George S. Franklin.

Elected to membership were Joe Hess, W. H. Ruhling, G. J. McCowan, Robert McMurphy, Lester B. May and William DeWeese.

H. P. (Herb) Shive writes he is seeing the show, but still ill. Teddy Underwood has been sick most of the time and is still very ill. Irvin Maltz, now back in Chicago, wrote that he was getting along much better. Jack Benjamin is still sick.

Members paid tribute to the memory of Dr. Fred S. Steinberg, life member; A. F. Davidson, who died in Peoria, Ill., and David L. (Spot) Banzinger, who died suddenly March 15 at Baltimore, Md.

Sam J. Levy, chairman of the banquet and ball committee, is giving attention to early arrangements for that event. Ned Torti and the ways and means committee is preparing for the Buck giveaway which was held in conjunction with the 1949 drive for funds.

The house committee continues to plan the Buck Night program.

Sparky Gilson is in from the West Coast and is expected to be available for the Buck Night.

John Lempert, Lou Berger, John Rogers, Sam Menghin and Jack Dutcher were in attendance at the banquet.

Ned Torti urges responses to tell the ways and means committee recently sent out a letter.

Regular meeting was held in Hotel Sherman Thursday (17) with Mrs. Arthur Metzger, Mrs. Richard Davis, Mrs. Arthur Metzger, Mrs. A. L. Floros, first vice-president, Mrs. Ralph F., second vice-president. Viola Blake Parker, treasurer, and Mrs. Ace G. Moore, secretary.

Mrs. Glick donated a hand-painted figure to be raffled off in honor of the Buck Night. The Buck was born February 27. Figurine was donated by Margaret Floros, an old Buck.

Ida Chase writes from Phoenix, Ariz., that she will be home soon.


CARNIVAL WANTED

AVENTS 4th Annual Spring Fest.

Last week in April or first week in May

FRED M. ELKIN SR.
Lexington, North Carolina
DeLuxe Amusement Company

WANTED—WANTED—WANTED
OPENING MARCH 31 TO APRIL 9 IN THE HEART OF CHARLOTTE, S. C.

AUSPICES: COLORED YMCA

Surrounded by 30,000 Negroes Within 3 Blocks of YMCA Grounds.

WANTED—ALL Kind of Mercantiles, Dancing Places, Fish Ponds, Hoopla, Ball Games, Popcorn, Candy Apples, Cigarette Shooting Gallery, Lead Gallery, Novelties, Scales and Age, Candy Floss, Photo Gallery, Bingo, Jewels. French-Frisco, and other slim con-

Froeden.

WAT—DUE TO LARGE CHRISTMAS—Merry-Go-Round at once.

WILL CONSIDER A-1 American Palmistry. This show carries six Rides, Professor Vadalia's all star Minstrel Show. We have 15 of the best colored and white dates in the South to follow Charlotte.

Wire at once. No time to write as we open March 30th.

Two Fridays, Two Saturdays.

ABE R. PRILL, MGR.—CHARLES M. POWELL, Business Manager
Charlotte Hotel, Charlotte, S. C.

GEM CITY

THE DIAMOND OF THE SHOW WORLD IS IN THE BEST IN THE MIDDLE WEST

LAST CALL

WANT

OPENING MAGNOLIA, ARK., MARCH 28. FEATURING A ROUTE OF SOME OF THE MOST OUTSTANDING STILLS DATES AND FAIRS IN THE MIDDLE WEST

Can place 2 good Grid Shows. Have open for Monkey Circus. Will consider good date for the next. I must have my own equipment, must drive some and have chauffeur license. Ernie Carson and Jerry-any address.

WILL book for season—Cigarette Gallery, Ballon Ears, Adden-Up Rides, Pin Pond, Bumper, Airplane, Concessions. Writing for stock. Alex Novakos. West Agents for Fan Cones and Penny Pitch. All Blue Games Open. West

JIM ALDERSON: CALL ME COLLECT AT ONCE—HAVE GOOD OPENING FOR YOU

JACK DOWNS, Mgr., Box 1081, Eldorado, Arkansas

(Phone Eldorado 32111)

FINAL CALL

WANT

LONE STAR SHOWS

OPENING APRIL 8, HEART OF CITY, ELIZABETHTOWN, KENTUCKY

Want legitimate Concessions of all kinds. Concess, Diggers, all Horse Pansy, $20.00, includes lights and insurance. Want capable Foreman and second Men for Merry-Go- Round, Wheel, Till Speedway, Rides, 75 cents per hour, and you will be the envy of all the others in town. Must have own equipment: Snake, Athletic. Fat People, Medium. Want 10% Horse Diggers, special provision for 25% Horse Diggers. Wish to come with all the needed equipment. Will furnish any needed stock. Day or night. WANTS ARTIST, Chef for Cook Henne, Walters, Griddleman. Want A-1 Electrician who understands Diesel. wire. Must be good electrician. Will watch for Spring, Gradually, will be writing for dates for 1921 season. You can't beat it. Don't be late. Get on the band wagon now, All addresses.

MANAGER, LONE STAR SHOWS, Elizabethtown, Ky.

GEORGE CLYDE SMITH SHOWS

OPEN APRIL 28, LILLY, PA.

Wants Band, Carrot, Duck Pond, Fis Pond, String Game, Horse-Run, Six Cats, Buckets, Swings, Bird, the Next Stage Age and Scales, Penny Arcade. Want Merry-Go-Round Foreman, Chauffeur Foreman and Truck Drivers. Want Get Show, Side Show, Monkey Show, Mechanic, Snare Digger. All artists welcome.

GEORGE CLYDE SMITH SHOWS

P. O. BOX 321, CUMBERLAND, MARYLAND

WANTED

FIRST-CLASS CARNIVAL AND TUXEDO PAINTER

Who can do pictorial painting. Eddie Brockenback, w.h.

Dobson's Imperial Shows
Columbus, Georgia
CARNIVALS

The Billboard

April 2, 1949

Fair Biz Love Bug Inoculated Paul V. Moore 47 Years Ago

having twice before and a Secretary's job owing to personal obligations at home. In August, 1927, when the incumbent secretary died, Moore was offered the position and accepted it as a duty and a responsibility and continued in office until the present. All manner entailed considerable personal sacrifice, he has never looked back with regret.

Under Moore's leadership, the history of the fair has involved a lot of economic success. The bonded debt of the fair has been paid off fully and a reserve fund has been built up, new buildings have been constructed and the grounds have been beautified. He has worked closely and in complete harmony with D. W. Wooton, presi- dent, and the association has long stood in business interests and ripened into real friendship.

 Unity Stressed.

Acknowledging that fairs are big business but that the maintenance of a fair can be attained by unity of management. The president and secretary should first thrash out all problems by mutual agreement to a definite conclusion. There should never be any friction between them. Moore states, "In my judgment, a fair should be a well-run institution," Moore says. "There is no secret other than the occasional "bump" in the agricultural, horticulture, livestock, and machinery should strike the perfect balance.

Since the success or failure of a fair is not in the hands of theappend, Moore has long championed the comfort of his patrons. Last year a modern women's building was added to the ultimate in comfort facilities, wa- tered in thoroughfares have been paved to eliminate the usual problem of dirt. Last year already attractive 4-H Club and 4-H Girls have been added by the fair, and the exhibit area has been increased by 50 per cent. Neon lighted pavement have been erected and the management hopes to eventually further embellish the plant.

Ideal Location.

The fair property is unique in that it comprises 100 acres bordered on all four sides by six-lane paved highways, and within one mile of the State capital. All of the fair buildings, exhibits and private homes are built under his supervision.

Principal unit on the fairgrounds is the steel building, constructed in

WANT LAUGHING MIRRORS

Design purchase new or used Laughing Mirrors for portable Laugh House. Write fully, giving price and special order. M. A. BEAM

BEAMS' ATTRACTIONS

1967 for the Jamestown Exposition it was known as the Hippo-

drome. In 1927, Moore recalls the at-
city of Greensboro, N. C. purchased the

and opened.

women's story of civic- mates ... .

The Mayos were visited by May 

mother, Mrs. K. B. May, and his 

wife, Mrs. J. S. Mayo, at their home in 

Huntington, W. Va. Al Renten 

with their Side Show and 

Snake Show, left to buy Pre-

mier Shows, Chester, Fla., Bill and 

Harry Roffy, candy apples and two 

to World of Pleasure in Ecses. 

Museum, located with his 

jewelry, joined the John R. Ward 

Acres, North Carolina and Bill 

Thompson, who were to have 

flowers and apples on the 

Mylarge Page shows. . . .

Mr. and Mrs. John 

Duffy took her young 

the Blue Grass Shows.

The final banal party at Bill Riddle's 

Chapel was well attended as 

Rosedale, whose Mrs. R. 

won first prize, Mr. and 

Anderson, Amuse-

ments, second prize, and E. C. May, 

third prize. The Andersons took 

of Michigan to render their equip-

... Scotty Nielsen again 

will have his kiddie train on the W. C. 

Wade Shows... . Charles Lenz, 

insurance man from St. Peter's 

Hamlet, N. C., was on hand with his 

Ruskin boat people on his boat at Bill Riddle's 

dock.

Mrs. D. B. Weikling, and 

Weikling's grandmother left to 

World of Pleasure. Show 

Will be Berry-merry throughout 

the while his wife will be ticket-seller-

C. E. MAY.

Carnival Routes

(Continued from page 72)

Floral Art Co., Greenwood, S. C.

Garden Home Show, 49.00.-

Gem City, Magnolia, Ark.

Golden Crown Expo, Ridgins, N. C.

Great State Fair, Newmarket, N. H.

Great State Fair, Manchester, N. H., 2-3.

Greene: Lake Charles, La.

Green River, King Mountain N. C.

Gretley's Amusements, Atlanta, Ga.

Hotel of Years, Penn. Twp. Show, 28-29.

Hotel of Years, Conn. Twp. Show, 28-29.

Imperial Expo, Taft, Calif.

Innisfail, Ont., 3-4.

Kane, W. C. Sheffield, Ark.

Kingsport, Tn.

Kissimmee; show, 30-31.

Kosciusko, Miss., 5-6.

Laconia: 7-14.

Laurinburg, N. C., 1-2.

Lawrence: 8-14.

Leroy, 4-9.

McKee, 4-9.

Muncie, Ind., 21.

Muskogee, Okla., 20-21.

Muscogee: 14-25.

Muskogee: 23-34.

Myrtle Beach; show, 30-31.

Newark, 4-9.

Newport: 30-31.


Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.

Newport: 4-9.
JOHN FRANCIS SHOWS  
OPENING ST. LOUIS, FRIDAY, APRIL 1  
4630 Block. Monroe Ave., in the Heart of Northside St. Louis.  
WANT RIDE MEN ON ALL RIDES WHO CAN DRIVE TRUCKS. CAN PLACE GOOD  
CLEAN CONCESSIONS THAT WORK FOR STOCK ONLY. No 5:00, and no soybeans.  
Have for Sale—Glass House. Want Man to handle Barrel Fun House.  
This Show is booked solid in the best Industrial Area through Illinois, Indiana and  
Wisconsin, and a nice route of Fairs in the Fall. A "Red Route" for the right  
people. Address: JOHN FRANCIS, Mgr.  
ST. LOUIS, MO.  
4570 N. 2ND STREET

Bullock Amusement Co.  

Wants on account of last-minute disappointment  
Small Cook House or Sit-Down Grab that can serve Short Orders. Must be neat and clean.  
work. No anvil, and no soybeans. Address: ROUTE 1, BOX 39, CHARLOTTE, N. C. Telephone 32834 until Thursday, March 31;  
then Great Falls, S. C. We open April 2 at Great Falls, S. C.

GRACELAND GREATER SHOWS  
WANT RIDE HELP  
Foremen for Merry-Go-Round, Ferris Wheel and Closing. Second Man for all Rides (Can  
Crab, please; lost your address). Write or come to Winter Quarters. Top salaries to theta  
makes who can draw souls. I have a little more work in Winter Quarters. Must be ready to open  
April 15. Gypsy Bob Stewart. All replies to:  
HARRY ALKON, Mgr., Winterquarters, Decker, Indiana

A. M. P. SHOWS, UNIT #1  
APRIL 22-30—SOUTHERN-WI--  
Want Balloons, Duck Float, String Games, Pitch-Till-You-Win, Dimes, Photos, Penny  
Pitch, Devil's Riding Alley, High Striker and any others not conflicting. Can use  
any worthwhile stuff. Want Miller, Ill Sherry, Whiskey Bottle John and all other people  
contracted, wise as men. Jim Crommett, Ferris Wheel Bus. All replies to:  
P. F. D. #1, BOX 370, WEST PALM BEACH, FLORIDA

A. M. P. SHOWS, UNIT #2  
APRIL 8-16, WARE SHOWS, S. C.  
Good proposition for Men and Wife to take office Dinner on percentage, Want  
Hoop-La, Woolie-Gee, String Games, Dimes, Photos, American Polka, High Striker,  
Ball Games and Custard. West Shows—Girl, Two-In-One, Life, Feeding and Fun House.  
Moving on in to April 3. All replies to:  
R. F. D. #1, BOX 370, West Palm Beach, Florida

THE HIWATHA SHOWS  
Showing in the Land of Hiwatha  
Opening April 23 (2 Saturdays) in Southern Michigan. We Carry 6 Rides.  
WANT legitimate Concessionists on all kinds. Small Cookhouse, Photos, Harry Parks of all  
kinds so all well here. We start our Great Celebrations and Homecomings in June. Want  
Spill Fire and 2 Kiddie Rides. Want American Dimes on Concession. Wise of wire  
GLEN D. WYBLE, Owner-Manager  
1111 LESLIE ST., LANSING, MICH.  
PHONE 22966

THE CUDA SHOWS  
WANT—GENERAL RIDE HELP—WANT  
NEED RIDE HELP ON ALL TYPES OF RIDES  
RALPH ENDY  
620 N. 80TH ST., MILWAUKEE, WIS.  
Married 2 weeks; 33 years old. Let me know if you have a job for me. I can work  
P. S.: Pete Pasquale, get in touch with me.

ANTHRACITE SHOWS  
LAST CALL  
LAST CALL

Will open April 23th at Wilkes-Barre, Pa., playing 22 weeks at Former's and Church Sazaar.  
Will book any legitimate Concessionists not conflicting with what we have. Will give special  
proposition to Ferris Wheel. Any Shows with their own outfit. We have live and live  
special. Meyer Levine, owner of P. C. Agents. Replies to:  
C. W. (CY) DAVIS  
MEYER LEVENSON  
43 Eley St., Kensington, Pa.  
Bus. Mgr.

BARNEY TASSELL UNIT SHOWS  
WANT FOR POTATO FESTIVAL, HASTINGS, FLORIDA, APRIL 6'TH.  
Concessions of all kinds, no grill or popcorns. Don't come in unless confirmed, as only  
one of a kind on midway. Can place Ride Help who can drive semi-trailers. 47 to 48 weeks'  
work this week, Marland, Fla. P.S.: Beware, please contact.

FIDLER'S UNITED SHOWS  
WANT SHOW MANAGERS  
SIDE SHOW—We have a very nice Side Show to go along with our Band. The show  
can be made into a creditable one with a little extra effort to make it a dollar producer.  
Wants young or manly showman to handle. Address:  
EDGAR FIDLER, MGR., 300 Flanders Ave., Rockford, Ill.

EXPERIENCED MAN TO TAKE CHARGE OF OFFICE  
WANT TO BUY OFFICE TRAILER  
FIDLER'S UNITED SHOWS  
4217 N. FLORENTINE AVE.  
ST. LOUIS, MO.

OPENING APRIL 1—LEXINGTON, KENTUCKY  
THOMAS JOYLAND SHOWS  
Can place Ride Help and Foremen on all Rides. Want French Fries, Penny Arcade and  
Glass House.

FOR SALE  
New Nashville Candy Floss Machine; used one day only, $175.00. 2 Hig Root Ball Come  
Heads, 14 ft. high, $150.00 each; real buy, kids love the ball, one year old. 6 Hig Root, same  
as above, 14x18, 10 ft. high, $350.00 each. 4 Trees, 12 ft. front, 10 doors, 8 ft. side wall,  
knaps, good condition, $299.00. No frames with these trees.

THE HARRISON GREATER SHOWS  
PRESENTING "THE SHOWS OF SHOWS"  
WANT FOR CONCORD, N. C.  
April 4th to April 29th. Set Day Every Week.  
Due to disappointment and less frequent visits from North Carolina, the Harrison family  
will offer the following proposition: Each Side Show will be limited to 10 or 20,000; the  
proprietor of the right show will be given an additional note and the surplus of the  
right show will be paid to the Harrison family. All Replies to:  
FRANK HARRISON, Kids Mountain, N. C.  

J. A. SPARKS SHOWS  
WANT Cook House, Photos, Novelties, Jewelry, French Fries, Any Concession that works  
for Stock. Will book Snake Show, Five-In-One or Tumbler-In-One with own transportation. Need  
Ride Help who drive. Will look any Rides that do not conflict, heard Octopus and  
Spirits, Dancers and Musicians for Minstrel Show, Girls for Girl Show.  
All replies to:  
MONTGOMERY, ALA., THIS WEEK

JAMES H. DREW SHOWS  
CAN PLACE AT ONCE  
Owing to Disappointment have opened for smart Bingos. Good opening for Earl Carson,  
High Striker, Age Weigh, Razzle Dazzle, Fraser Coudert, Oars, etc. Can place one more  
All Address: This week, Cofee, South Carolina; then per route.

JAMES H. DREW SHOWS

FLOYD O. KILE SHOWS  
OPENING APRIL 2, BATON ROUGE  
FAR WEST OPEN  
SATURDAYS — 3 SUNDAYS  
CAN PLACE NOW! All kinds of Concessionists, $200.00. Very attractive proposition.  
Large Dance, Beaver, Bowling Alley, High Striker. ents only one of a kind. We run  
4 times every two weeks. Replies to:  
FLOYD O. KILE, Mgr., C. O. Box 88, Baton Rouge, La.

L. K. WALLACE ATTRACTIONS  
OPENING FEBRUARY, N. C. APRIL 1ST.  
WANT SHOWS—Band. Mission, Begging, Various other things. For seeing making  
money-making, amusements, simulating nature and transportation. Long season playing Charleston.  
Will book on long percentage, dates in North Carolina, South Carolina, Pennsylvania and West  
Pitches; High Striker, Ferris Wheel, Darts, Light and Dark Rides, Happy-Hyde, Fun House,  
Custard, Fun in America, Parlor Games, Tent, Darts, Light and Dark Rides. Wan Concessions  
under $100.00. Address: L. K. WALLACE, Ehrbert, N. C. All wires to Rockingham, N. C.

C & B AMUSEMENT CO.  
WANT one or two more shows. Also Side Show and Colorized Concession; one of a kind, players.  
WILL give good deal to flashy fellow. Have no trouble with.machine men. Can do his  
work. Wire or write:  
W. T. BROXTON or C. A. CAVE  
UNION, MISS.

ATTENTION  
TRI-CITY AMUSEMENT PARK  
Wants large Bingo with own equipment. due to disappointment. Must have good canvas  
and frame. Must know how to work jack pack. Huge, and lasting. Have a Ferris  
Wheel to trade, let us hear from you. Will do business on very short notice. Write or wire:  
RALPH ROBINSON, Manager, 630 Columbus Ave., Kenosha, Wis.

PHONE 25566

P. S.: Beware, please contact.
Recent Lawsuits Reviewed:
Final Article of Series Briefs
Vital Outdoor Showbiz Cases
By Leo T. Parker

(Recently, the higher courts rendered several outstanding decisions likely to assist owners and officials of circuses, carnivals, traveling shows, amusement parks and the like in the protection of important interests of interest to them. Not a few of these citations may be used advantageously to win unlawful lawsuits.

To provide an easy-to-understand briefing of these decisions, The Billboard, as a trade service to outdoor show business, engaged Leo T. Parker, an attorney at law specializing in the briefing of outdoor showbiz cases, to compile a review of recent important cases. This is the last of a series of three reviews.)

ACCORDING to a recent higher court all persons who contribute to success of an amusement show are legal employees and therefore entitled to compensation if injured in the course of their regular work. In a recent case, for example, in which the plaintiff was injured by a motor car operated by another employee of the show, the higher court held that the plaintiff was an employee entitled to compensation because he was engaged in the performance of his regular duties.

For illustration, in Jones vs. A. C. Steel Pier Company, 52 Atl. (2d) 48, it was shown that the Atlantic Steel Pier Company contracted with a company to furnish a "water circus" act. A man named Jones while operating a motor boat in connection with the "water circus" act, fell overboard into the water and was thereafter drowned. From which he died. It was contended that Jones's injuries were not entitle to compensation because he was not engaged in entertaining the public. Nevertheless, the higher court awarded Jones's dependents compensation under the State Workers' Compensation Act. Decision, p. 128.

GREAT SUTTON SHOWS
OPENING DOWNTOWN BLYTHEVILLE, ARK., SATURDAY, APRIL 9

HAVE DRAFTED COMPLETE SHOW—FULL TOP BANNER, FRONT AND TRANS.
VOTED. Want capable Manager who can furnish people and plenty of life in show. Pigeon shows. Address: C. G. BLAIR, Blytheville. He can... (Send for my order list, contact me.) CAN PLACE FISH POND, CORK GALLERY, FROZEN CUSTARD, WONDER BAR. COMMERCIAL LEGITIMATE CONCESSIONS, Etc.

R. F. SUTTON Jr.
1/2 GREAT SUTTON SHOWS, BLYTHEVILLE, ARK.

L. O. WEAVER & SONS

GRAND AMERICAN SHOWS
Want for Iowa Top State Spots—15 Proven Events. Celebrations and Fairs to follow. Open May 12, Newton; then Marshalltown, Afton Celebration, Iowa Falls, Ottumwa, West Des Moines.


P.A. Joe Turner wants Wrestlers and Fighters also Agents for Hanky Panky.

SWEENEY'S UNITED SHOWS
WANT WANT

SWEENEY'S UNITED SHOWS

CENTRAL STATES SHOWS
OPENING PONCA CITY, OKLA. APRIL 2


HAEZELTON, KAN., UNTIL APRIL 1; THEN PONCA CITY, OKLA.

GOODING BUNKER HOUSEMEN COMPANY
NOW BOOKING
SHOWS—RINGS—CONCESSIONS. OPENING APRIL 15.

Ring Rides Help, especially Furman for El Wheel, Riff—Wutt, Other Concessionaires. Show is playing everywhere. Will work in all States. Will work in all States. Concessionaires, Shows. Write or telegraph for information. Have several State Fair Fair Concessions.

F. E. GOODING, President
Columbus 1, Ohio

1355 Nolton Ave.

LAST CALL—CITY SHOWS—LAST CALL
FRIDAY, APRIL 18, AT MASTERS, MO.


SUN WILLIAMSON, Minot, N. Dak. Has been working. Address: W. W. WILLIAMSON.

SAM WELLS, REPUBLIC, MO.

M. A. SHADER SHOWS

M. A. SHADER SHOWS

Carnival


M. A. SHADER, Liberal, Kansas

The services of Jones were rendered in connection with the contract for entertainment. Without some means of compensating the performers over the water or retrieving them from the water the show could not proceed.

Circus Acts Shortened

Modern higher courts consistently sold that any person, partnership or corporation which breaches a valid contract is liable to the other contracting party.

For illustration, in Hoffman vs. Wagner & Enterprise Co., 24 N. Y. (2d) 48, it was shown that a lodge entered into a written contract with the Coney Island Circus by the terms of which the latter agreed to put on a circus. Under the terms of the contract the circus owner agreed to put on a circus in a named city consisting of a complete three-ring circus, aerial acts, trapeze acts, jug- glers, clowns, cannymen, trained domestic and wild animal acts. The performances were a financial failure and the lodge sued the circus owner for $5,000, alleging that he breached his contract. It was contended that no performance of the first night as required by the contract; gave only a one-ring circus instead of a three-ring circus whereas it was agreed that there should be a three-ring circus.

In holding the circus owner liable to the plaintiff the higher court said: "Certainly it cannot be said that the alleged breach of the plaintiff's contract by the defendants (circus owners) would result in other than a decrease in attendance and the loss of profits." Available for Work

Considerable discussion has arisen from time to time over the legal question: When may employees be denied unemployment compensation? According to a recent higher court if a person is employed, reasonably suited to him, he cannot receive unemployment compensation.

In Wagner vs. Unemployment Compensation Board of Review, Ill., a recent case, it was shown that one Wagner was laid off because of lack of work. Wagner then applied for compensation under the State Unemployment Compensation Law. After learning that he had refused work, refused to award compensation. The higher court, in the compensation's disallowance of compensation, said: "He did not look for other employment. Indeed, he refused offers of employment which were made to him... It should not be said claimant (Wagner) was an involuntary victim of the evils of the unemployment in the face of shown facts of available employment."

Official Excees Authority

It is well established law that no State, county or city officials have the power to issue a license for operation of a place of amusement without statutory authority.

For example, in City of Pineville vs. Helton, 188 S. W. (2d) 101, it was shown that Helton was denied a license to operate a willow show. He then refused to issue a license to the operator of a place of amusement to be used for circuses and the like. The license had been issued to the state of Kansas. In holding that a State law authorizing the refusal to issue the permit to the higher court ordered the city to contract the circus the decision in the case of Jones was rendered in connection with the contract for entertainment.

"However commendable the motive may be, the action of the clerk to refuse to issue appellee a license, he was clearly without power to do so..."

Federal Trade Commission

According to a recent higher court the Federal Trade Commission can prohibit sale and distribution of merchandise which aids or encourages gambling.

In Modern, Inc. vs. Federal Trade Commission, 249 N. Y. (2d) 45, it was shown that a company marketed certain "gambling" slovers by means of a punchbook with pockets which contained balls of gum. The holes in the upper part of the punchbook in which the balls are placed are over paper which is pierced with holes. When the balls are drawn out these balls do not know what flavor or color of gum he will re- ceive. The Federal Trade Commission ordered the company to cease and desist from marketing its chewing gum in this manner, and said:

"... If clear that the Federal Trade Commission has the power to eradicate merchandising by which it is designed to circumvent the intent of Congress... We think the commission also has the power to prohibit the distribution to interstate commerce of devices intended to aid and encourage merchandising by gambling."

Under no circumstances can a careless patron receive damages for an injury. This is so because all persons are charged with the reasonable care to protect themselves against injuries. For example, in Pittman vs. Go- lotta, 25 So. (2d) 343, it was shown that Pittman was injured on the bumpy floor of amusement when he stumbled into a large and prolonged hole in a floor to recover $3,500 damages, claiming that the proprietor was required to provide a guard around the revolving blades of the electric fan.

The higher court refused to allow the plaintiff to recover. The court said: "Plaintiff's (patron) position seems to be that it was defendant's (proprietor's) duty to provide guards covering the fan. We find it difficult to believe that defendant had any legal duty to take such extraordinary precautions for which he failed to foresee or anticipate that anyone would unnecessarily expose his person to the revolving blades of the electric fan."

WANT CARNIVAL by
York County Central Labor Union (A. F. L.)

Advertise your Show here. Your Show will be listed in the State ad columns and Concessionaires' columns of the American Legion Post 150.

EARL MESSER, York, S. Dak.

EARLY MESSER, York, S. Dak.

SANDY HILL, York, S. Dak.

TOM TAYLOR

THE AMERICAN LEGION

P.O. BOX 150

Oxford, Ohio
planning a celebration July 4th & 5th. Want Carnival Committees, Carnival Shows and Concessions to be organized and have a Carnival in Oxford. Advertising space in the Legion Post is available. Address:

J. L. GOODWIN, Oxford

TOM TAYLOR

BARLOW'S BIG CITY SHOWS

WILL WORK Illinois, Indiana, Ohio, and Michigan

HALF WARE OF EXHIBITS FREE

HAROLD BARLOW, 345 E. 18th, St. Louis, Mo.

WANT

This class Show for Celebration Continental. Winter-Saltsen, under the Local Order of Meese, Bob Hambleton and Bill Pope, shows, seasonal.

ED CROUCH

411 Washington Ave., Winston-Salem, N. C.
OUT NEXT WEEK!

the Billboard's Big Annual

SPRING SPECIAL

and Outdoor Equipment Review

The best medium thru which to sell Equipment and Supplies to Outdoor Showmen

Air Mail or Wire Your Copy Instructions TODAY
CIRCUS WINTER QUARTERS

Mills Bros.

CIRCUVILLE, O., March 26.—Arrival of the 16 Wallabies Girls (8), under the management of the S. S. McFarlan Company, was the feature of today's circus news. The girls are slated for Mills Bros. for the 1949 season.

Cole Bros.

LOUISVILLE, March 26.—Activity and work here is beyond the cranking and planning stages. The first of the new wagons arrived from the Kentucky Trailer Division, Dunlap, Ky., and the second was turned in by the fleet wagon driver, George Churchill, "Hammerhead" and Joe Kuta are busy.

Manager Noyelles Burkart is superintending all activity pertaining to wagon arrival and building activities. Mr. and Mrs. Harry McNary, on the Columbus, Ohio, to Louisville, Mrs. McNary is superintending activities while Mr. Harry is busy with operations. Harry will be general utility man.

Joe Kuta announced acquisition of 500 more reserved seat chairs for the grandstand and also purchase of new uniforms and caps.

Superintendent Charley Brady's crew has been working on the new sleeper box, sleeping 18, and also has finished renovating one of last year's biggest sleepers.

Allen King, transport, a superintendent, and Arthur Leonard, electrical engineer, are now in Florida. All trucks have been gone over and checked in readiness for that direction. The new chairs and horses are being unloaded from Unittilla, Fla, and Pistol Pete, his aid, is due from Peru, Ind., shortly. Wiring for the new wagon is in progress. Painting, under Superintendent Ed Burridge, is underway now. New furniture is being shipped out of the shops.

Gus Martin, with Cole in '48, has signed for web and manage, Joe and Annette Dobas, hand-to-hand balloon artists, Mrs. Martin, has signed to return as artist to sign to return as artist to sign. Clown Joe is being enlarged. Inked due date are Mexican Rodeo famous luna, Emera, Solorino & Company; the Four Jacks, Eddie Doyle, Jimmy DeChipp and Philip Allwood, and George Medcalf.

Press staff is lining up, with Joseph Kane, White Plains, N. Y., and Marvin Melnick, Brooklyn, joining previously signed Martin Whitmyer, Las Vegas, and Elgin and Stafford's crew.

Two bears, menagerie additions, arrive in town from Brooklyn, Masson City, Ill., zoo operator and animal trainer, The showmen, on the road, for which sponsoring Booster Club is raising uniform funds, have which the Bears, "The Big Buffete," which will be a civic celebration.

In connection with an event to be held March 20, a gala circus get-together of Massillon Kiwanians, under whom mammoth gathering of horses, and Bill Stewart, theatrical agent.

Bar arrivals in quarters are Marie Griffey and Buck Maughan, concessionaires, and Billy Young.—BETTY KAAR.

Art sometimes looks like a crowd, or is those newspaper pictures of a bullet getting carried by chairs but smiling.

Batton Rodeo Rodeo And Stock Show Big Money Winner

BATTON ROUGE, La., March 26—The Batton Rodeo, which opened Saturday (5) and closed Friday (11), proved a big moneymaker. Spectator and purse capacity and attendance shrunk, of course, that at or near that mark.

Rodeo clowns were John Lindsey, Charlie Montgomery, and Pat Holm of Baton Rouge, Boss. Special acts included Bob Calen, trick and fancy roping; Rocone McFarlane and Floyd Ford, of the Big Tiger Ranch; Tom Lucas, Bernie Doss, and J. J. Lantz, from the St. Louis (Mo.) stockyard; Flick Wicoff, trick riding; Dick Griffith and his Roman standing auto jumpping, and thea and the Smoky Mountain Quadrille from Burbank, Tex.

Rodeo officials were Verne Elliott, producer, and association president; Bob Schwartz, arena director; Cy Taillon, official announcer and president; Floyd Ford, arena secretary, Mrs. Hub Wibben, assistant secretary; Carl Dossie and the exhibition directors, and Dr. Lucus and Lou Mills, official timers.

Bloomfield, Neb., Fair

Exec Wins Sacco Contest

CHICAGO, March 26.—Chris B. Bue, general manager of the Knox County Agricultural Fair, Bloomfield, Neb., was the winner in Tommy Sacco's Sacco Contest; Meansville, Neb., second, and Mr. and Mrs. Claude Farrer, secretary of the Mansfield (Ohio) Sacco Contest, third. While other entries were on hand in the contest, the correct answer was made by Mr. Bue. Sacco's question was "Where were the Olympic Games held in 1948?"

ABA Elects Richards Prexy

CHARLOTTE, N. C., March 26.—Fred H. Richards, Calif., was elected president of the American Band Association during that organization's annual convention here, March 16-19. He succeeds citt and Donald B. Hyatt, who again was chairman of the board. Others elected include: J. E. B. Pulley, associate professor of music and director of bands, University of Southern California, Los Angeles, Calif.; Glenn Ford, husband of Mary, director of bands, Northwestern University, secretary-treasurer.

4-Day Aussie Annual Tabs Record $14,732 Gross

SYDNEY, Australia, March 26.—Polished to full perfection, the Newcastle Agricultural Show at nearly Maitland, the main agricultural centre of the central coast of Australia, a very successful four-day show, with a total of some 14,732 gross earning records were broken. On the peak day, Saturday, the take exceeded the one of $14,732, which was the usual annual average and for the exhibition was $14,732, compared with last year's record. The idea was to bring in the four days of the fair and midway to bring in to that of previous years.

Painting a fat banana comes under the heading of depicting one of the broader issues at a Side Show's program.
**Norwood Bucks Icey With TV Roller Hockey**

**Norwood, O., March 26—** Stifled by a flurry of defense in the first period, the ice arena at the new Cincinnati Garden has promised promotion-minded Ed J. Von Hagen and the Norwood Roller Rink, to take a flying start televisionwise. The operator is Bill Guenther, of the Hispanic Advertising Agency, Cincinnati, which handles promotions for small operators across the United States.

This week the Hispanic firm announced that Von Hagen took tonight's 8:15-10:15 p.m. time slot of Cincinnati's Channel 5 for televising of a roller hockey game between the hometown Buckeyes and the visiting Ashland, Ky. deal. The deal is something of a co-operative venture, Guenther said, with both the Hispanic and Von Hagen, while Von Hagen pays technical charges which are expected to total several thousand dollars.

Since the advent of ice skating at the Garden, Von Hagen has noted that a number of his regular patrons have invested in blades to take a flying start at the ice sport. Belief that the ice competition is being felt is backed up by the Hispanic firm, which reports that the Garden rink was booked at a recent Sunday session.

Von Hagen believes that some sponsor will pick up the advertising tab for regular TV airings from the Buckeyes. The Garden will, he has been known to say, will begin next fall, as little time remains before warm weather brings a drop in television interest, despite declining in TV viewing. Before any event, however, will be one above. (See NORWOOD BUCKS on page 98)

**Kleinman Sets Date For 400G Rolladium**

**STATE ISLAND, N.Y., March 26—** Everything is in readiness, announced Jay C. Kleinman, for Thursday evening's (7) long-awaited grand opening of his State Island Rolladium in New Dorp. Opening at 400,000, the Rolladium's architecture, boasts a Spanish floor, a cold cathedral ceiling and eye-popping decorations rivaling those found in the finest theaters. Ann Minon, former amateur champion and skating Vanities principal, is head instructor. The program, of course, is a Ray St. Thomas trophy to the queen of charm, beauty and personality, and an honorable mention diploma to about 75 finalists. In addition, there will be a bouquet, a radio appearance and a night on the town.

Kleinman attracted 530 entrants, including one averse from England and Panama. Viking Skattles are a hit among skaters from anywhere in the world are sought, but contestants must appear for the judging. Minimum age is 10. Less than 10, and the actumes or the skated are banned. Bill Opatral, manager of Empire Rolladium, is handling entries.

**Martin on Biz Trip Thru Southern Area**

**DETROIT, March 25—** Fred A. Martin, superintendent-vacation of the Roller Skating Rink Owners Association (RSAOA), is making an extended appearance to meet with some RSAOA members, inspect skating conditions and carry the RSAOA message.

Among spots he has so far visited are Detroit, Chicago, Nashville, Nashville and Cincinnati, where he worked with the Inline Skate Association. He is also planning to make the trip as far south as New Orleans, where he will work with the American Ice Hockey League.

**Handbook Still Available**

**NEW YORK, March 25—** A free copy of the recently published manual for rink operators, the RSAOA Handbook, is still available. The handbook is an essential guide for operators and is available for $1.50 per copy. It contains information on all aspects of running a successful skating rink, including safety, maintenance, and marketing strategies.

**Rink Skaters Win Scholarships**

The Trends in Skateboarding and the Non-Slippage of Skaters, an event organized by the American Roller and Skating Association, has awarded scholarships to several high school students who have excelled in both academics and skateboarding. The scholarships are intended to help these students pursue their dreams of a professional skating career.

**Tri-District-State ARSA Meet for May**

**WASHINGTON, March 25—** The Tri-District-State championships of the United States Amateur Roller Skating Association (USARA) will be held May 15-17 at the George Washington Hotel in Washington, D.C. The meet will feature competitions in various age groups and skill levels, with the top performers earning medals and recognition for their achievements. The event is open to all amateur skaters, and interested participants can sign up through their local ARSA chapters.

**SEND US YOUR ORDER NOW!**

**Skate Repairs Non-Slip Powder**

**CHICAGO ROLLER SKATE CO.**

1427 W. Lake St.

CHICAGO, ILL.

No. 778

Manufacturers of All Kinds of Roller Skates
Remodeled Gilbert Skatery Prepping for Gala Tee-Off

MONTEBAY, Calif., March 28.—As remodeling work nears completion on Del Monte Gardens here, formerly the management of the pavilion was being prepared for a special program to be offered at the opening soon. Early May, according to Paul J. Gilbert, manager. Among attractions expected to appear in the program will be dancing and fashion shows plus dancing for the public. The pavilion also is planned to offer novelty numbers for skaters and give a gardenia to each woman attending.

While roller skating is to be stressed in the new operation, said Gilbert, plans are being made to offer other attractions such as boxing and wrestling at regular intervals and a monthly dance. The staff is also making a drive for skating party rooms in churches, civic groups and business houses in a 100-mile radius of the rink. La Mar Williams has been hired as rink professional.

King Strikes Gold at Flint

(Continued from page 92)

This work took much time, but King believes it has paid off in the case of junior high school skating and skating classes. Teachers themselves are participating with pupils in the skating classes, and this personal interest is the key to the smaller and more esoteric standing of a number of states — something that took several years to bring about, but which has been worth the effort to the pupils.

Next step was the high school field, and King interviewed the seniors to find in which of the former's surprising, proved to be highly interested in skating. He invited to the show of the rink program and the one-hour dance classes held weekly at 10 a.m. He suggested a plan to give pupils credit for skating in connection with their high schools, but this could not be worked out, the school official said. As schools are the ones which is supported skating as a fine sport.

Different approaches were used in connection with high schools. Central a junior high school band had included an event with the use of skates ever since the school's band would be a humor item as part of the entertainment. Last year King invited the Rollerollers, a separate 15-minute show, combining dancing and free style skating and a skating team, which was received by both teachers and pupils. At Northern a five-minute show was suggested for their annual celebration — and was so received that it was necessary to extend a 15-minute show and repeat the routine as an encore.

In commenting on results achieved in the business-building program, King feels that the policies upon which the co-operation must be based: "We must know that they are in the air, not a product that can be carried off in one's hands. In addition to sell skating as a business, we have only one thing to sell, and that is service. If we order it, we will order it with a smile. Never try to high-pressure any organization, or try to get everyone interested, but think that everyone must sell himself first and then live up to his own standards."

**Hockey Hypes Deuback Gate**

DALLAS, March 26.—Deuback Skating Rink here recently concluded another successful season of hockey, the five-month schedule of tournaments generating a record number of entries for the rink as high as 40 per cent on some nights, according to Victor L. Deuback, business manager.

Games for boys and girls have been held in the rink on Wednesday and Thursday nights, with the Garland (Texas) Recreation boards winning first place in the women's division and Deuback emerging with the trophy in the men's division.

Women played before regular skating企业管理层 even at games closed evening activities at the rink.

The tournament was followed by a rink receiving considerable publicity in local papers, the most recent being a feature on a Lipstick League on Wheels, with a column picture in The Daily Times Herald of February 27.

The Deubacks (Victor and his brother, John, rink manager) are now preparing a new promotion, "roller racing stragglers," an original idea of the father, which has never been played in a rink before. They expect the game to become very popular as a participant and spectator sport.

**Soccer on Skates Clocks for Collins At Inlay City Spot**

INLAY, Mich., March 28.—Soccer on skates at Collins Rink here has increased Saturday business 100 per cent according to operator Harry J. Collins, who recently revived the game that had been dormant last season.

Collins uses six men on each team with one goalie, several goals, two forwards—and a regulation soccer ball. Alto his skating surface covered by 155 feet, the goal is reduced to 125 feet for soccer, the field being moved 20 feet, spacing the center. Racing piles, spaced six feet apart, are used as goals. While the game is in progress, everyone except the player with the ball is permitted inside the foul line, 15 feet in front of goals.

The ball is put in play by tossing it off the side of the field. As in field soccer, no player except the goalie is permitted to play the ball with the hands, but it may be moved by the foot, knee, body, head or any part of the body. A foul shot at the goal from the foul line, with the defender at least 10 yards from the goal. Foals also are called for trips and unsportsmanlike play. Goals count one point. Collins reports that games are close, score coming between 4-0 and 6-4. It is a rough game, says Collins, and his new system of refereeing has necessitated the team to carry several extra players.

Substitutions are sometimes necessary due to injuries. Collins uses three referees.

**Rink 10-Skaters, 3500skaters, 1500skaters, 250skaters.**

**Marquey Roller Rink**

P. O. Box 317, Marshall, Mich.

**Midwest Floor Rinks & Floors**

Manufacturers of Portable Roller Rink Floors

Complete Porable Rinks

**MACMANUS RINK COMPANY**

3132 North St.

Columbus, Ohio.

**Rink for Sale**

Open all year. Live music, regular. skaters. Large parking lot. Building 135x60. Does good business. Some terms, Golf W. ROLLER RINK**

**Complete Portable Rinks**

**PORTABLE RINKS**

**Elgin Rink Rink & Floors & Floors**

**Bilt Rite Floors & Rinks**

**R. B. WELL, Van. Tex. 6008 J**

**SKATING RINK FOR SALE**

150 pair of Chicago skates, complete. A. O. m. regular and other repair tools. H. C. electric power cooler, skating equipment.

**Leslie NUNNIng**

**Selling, Iowa.**

**Skating Rink for Sale**

**For Sale**

Portable Rink. 3115 Kimball Ave., Chicago, III. Large parking lot. Building 135x60. Does good business. Some terms.

**HAYMAN ORGAN MODEL B**

**For Sale**

HAYMAN ORGANS, 1031 W. 36th St., Chicago, Ill. N. T. S. 2000. No money down. Month payments. $20.00.
CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD — MINIMUM $2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE
THURSDAY
CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office: 2160 Patterson St., Cincinnati 20, early in the week.

ACTS, SONGS & PARODIES

A BEAUTIFUL, NEW WALTZ SONG — EVERYONE Will Wear a Rainbow Tie! It's the new "Season's Tie." Music by Fred Sparrow. Published by Ted Snyder Music Publisher, P. O. Box 164, New York, N. Y.

1-A, PARODIES, SPECIAL SONG MATERIAL

Complete parodies of all current songs, including the answer songs, with accompanying music. Written, arranged and published by Bill Miller, 136 North Broadway, New York, N. Y.

ATTENTION, COMEDIANS AND HUMORISTS

Six complete original comic monologues, including the latest and greatest all-time material, are available. Send 25¢ for a written description. (Script material and music not included.)

\$0.65 each. Write to Box 136, Brooklyn, N. Y.

"EMCEE" MAGAZINE—CONTAINING RANDY RHYMES—JOKES, JUMPER, etc., 50¢. Send 60¢ for four extra issues. Published 12 times a year. Box 923, Wooster, Ohio.

"HOLEYWOOD READER PAMPER"—TIMELY Scoop Backstage. Popular "Manolo" Parody, "Darn It! I Can't Get a Date," "Manolo's Wife," and other high-class material. 35¢ each, postpaid. (Box 116, 300 W. 84th St., Buenos Aires, N. Y.)

"KINDLY" MAGAZINE—CONTAINING RAEH RHYMES—JOKES, JUMPER, etc., 50¢. Send 60¢ for four extra issues. Published 12 times a year. Box 923, Wooster, Ohio.

JUNE MEMORIVES LINES 92 AND 12-A

M. COHEN, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

Theatrical Enterprises—From the Desk of E. T. M. F
t

July, 1949

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

JUNE MUSIC PRINTED—100% PROFIT

For every 100 copies purchased, you get 125 for 25 cents. Sent postpaid.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.

KINGSTON Magazine, 1884 Radio Repair, Park Ave. and 125th St., New York, N. Y.
**DIRECT FROM MANUFACTURER**

**Sensational Value**

Brass handle and handle wrapped with money-saving plastic. Gold or silver sister, brass or chrome. Available in 12 different styles with different lengths and finishes. All items set with high-quality handle wrapped with money-saving plastic. Send 10c for free samples. All items are available at the lowest possible price. See your nearest selling outlet or write for information and samples.

**MOONLIGHT USBPHERES**

10c each. A unique collectible, perfect for any occasion. A great way to light up your home or office. Available in different sizes and styles. Send 10c for free samples.

**PACKING MATERIALS**

10c each. A valuable collection for anyone interested in packing materials. Available in different sizes and styles. Send 10c for free samples.

**APRIL BUNNIES**

Send 10c for free samples. A unique collection for anyone interested in April bunnies. Available in different sizes and styles. Send 10c for free samples.

**AMATES HERITAGE PERSPECTIONS OF GOVERNMENT**

Send 10c for free samples. A unique collection for anyone interested in Amates Heritage Perspectives of Government. Available in different sizes and styles. Send 10c for free samples.

**GREAT SERRATED KNIVES**

Send 10c for free samples. A unique collection for anyone interested in great serrated knives. Available in different sizes and styles. Send 10c for free samples.

**GREAT SERRATED KNIVES**

Send 10c for free samples. A unique collection for anyone interested in great serrated knives. Available in different sizes and styles. Send 10c for free samples.

**GREAT SERRATED KNIVES**

Send 10c for free samples. A unique collection for anyone interested in great serrated knives. Available in different sizes and styles. Send 10c for free samples.

**GREAT SERRATED KNIVES**

Send 10c for free samples. A unique collection for anyone interested in great serrated knives. Available in different sizes and styles. Send 10c for free samples.
NATIONAL NOVELTIES

Manufacturer and distributor of distinctive novelties is again FIRST with a precision built item by super craftsmen that will be a big money maker for you.

16 FULL COLOR NEW CUTIE POSES that change AUTOMATICALLY with each CLICK!

SAMPLES AVAILABLE NOW
Price: $1.00 each. $7.20 dozen.
Cash with order or 25% deposit, balance C.O.D.

"SWEET 16"

is patented and price protected!
There will be no confusion to the price structure at any time!
Packed 12 ASSORTED COLORS to the box . . . EACH ONE GUARANTEED!!!

"SWEET 16" will retail for ONE DOLLAR
No pocket piece ever offered this much value
for less than $2.50.

ADEQUATE DISCOUNTS TO THE TRADE
Write, Wire or Phone . . . ORDER DIRECT FROM...

NATIONAL NOVELTIES
141 NORTH LA BREA AVENUE • LOS ANGELES 36, CALIFORNIA • Phone Webster 7241

TOP QUALITY BOTTOM PRICES!

SADDLE HORSE ELECTRIC CLOCKS
Rich looking . . . fast selling . . . authentic hand cast reproductions in beautiful Two-Tone Bronce, Silver and Gold Finishes, 10" horse with SESSIONS Self-Stirring Electric Clock mounted on a hand rubbed, natural finish wood base. Size of base: 17½" long by 9½" wide. $7.95 each. Larger sizes available.

J. A. MOONEY & CO.
Factory Representatives

JOBBERS: You Can't Beat Our Prices on this line of hand cast metal statuette clocks. Increase your sales and profits! You, too, can sell your customers at these low prices. Write Today for Catalog and Quantity Discounts.

BINGO

Heavy Cards, Specials, Capses, Blowers, Transparent Markers. Write for bulletin.
RLECTRIC
Bayer
HYBRID
BE
lie;
MAGICAL
La.
A
SI
first
1949
Pontiac
POPCORN
dealers
PENCIL-WRITES.
224
House,
Tex.
336
Mich.
30e;
Horoscopes,
order
assemblies
2
W.M.
RINGS
send
tails;
Chicago
immediately.
ALL
our
Fulton.
8
samples
1
53
Va.
209
Jos.

Lucky Horse Shoe Clock
#340—Dependable United Self-Swinging Electric Clock, manufactured under Westinghouse license. Rich mahogany finished base. Horse Shoe and Clock Case finished in bright polished brass.
A sure-fire sales hit
$59.40 per samples
doz.
6.40 ea.

Electrified Bunnies
The Eyes Light as You Touch St. Standard Flash Light Bulbs and Batteries—Eyes replaced in a jiffy.
Beggar
No. 801. All high lustre plush. 14" high. Packed 2 dozen per carton.
$18.00
samples 2.00 ea.

Hoppy Bunny
No. 802. All high lustre plush. 9" high. Packed 2 dozen per carton.
$18.00
samples 2.00 ea.

Write for New Easter Catalogue • 25% Deposit. Bel. C. O. D.

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y. Telephone: O'Regan 3-6330

#6268K Imported miniature China Pitchers & Vases
Hand-painted in beautiful colors and narrow lines of gold. Works or Art in every detail.
FIRST TIME IMPORTED SINCE 1939.
The Trade is hungry for all imported Goods.
1st High. Six sizes. Various designs and shapes. $3.60 per dozen. Packed 12 doz. in box assorted equally among all 6 designs and shapes.

Léo Kaul Importing Agency, Inc.
333-335 Rk. Market Street Chicago 8, Illinois

SALESMEN WANTED
To sell imported Goods. Various designs and shapes. $3.60 per dozen. Packed 12 doz. in box assorted equally among all 6 designs and shapes.

LéAO KAUl lMPORTING AGENCY, INC.

Auctioneer Munt Liquidate at Once
Speed-O-Matic Camera
Develops Own Pictures Without Dark Room
Now $2.00
(Continuing development lens) Formerly sold for $12.95.
Large N. Y. Dept. Store. A home entertainment item and a sales
bolster. Wholesale, $1.98 for 6 dozen. 12 Doz. $230.60 (12 X $1.98)
By mail, $2.25 the dozen.

Louis H. Ginsburg
144 W. 34th St., New York 1, N. Y.

Merchandise You have been looking for
Catalog Now Ready—Write for Copy Today
IMPORTANT TO Dealers: To obtain a copy of our spring line and to state exact dealers and type of goods you are interested in.

ACME
PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

Sensational Values! Watches • Diamonds • Jewelry
Sensational Prices, Wholesale and retail. Free prices on request.

Arpél Jewelers
21 Washington Square Blvd., Dept. B
Andover, Hamilton
Swiss

Tattooing Machines, Supplies, Beards, Colors, Needle; Grafting Free catalog last week. Green Acme, 1208 W. 56th St., Los Angeles 20.

Wanted to Buy
A-1 cigarette and Candy vending machines, all other coin-operated equipment. M. H. Pouls, 613 Central Ave., New York 18, N. Y.

Closeout! Signet Rings
Assorted Styles
Yellow and White Finish
$12.00 per gross

Arpél Jewelers
21 Washington Square Blvd., Dept. B

State your business
Harry Pakula & Co.
3 W. Washington Ave.
Chicago 2, Ill.

Photo Supplies Developing-Printing
Some Foregrounds and Backgrounds
Photo Novelties, Photo Rings, Comic Caricature plates, various printed photomontages, etc. For supplies, 333 Franklin, St. Louis. M. n't. complete line of developing-printing supplies. Write for price list. 24th Printing, Fred, E. C., 224 Columbus, Ohio.

William Percy Wing—Anyone know whereabouts, please contact Fred, E. C., 224 Columbus, Ohio.

Photographic Equipment
Bing Tennessee, Tucson, 336 Mich. 30e; Horoscopes, order assemblies

Photographs—CAMEO BLACK AND WHITE POSITIVE AND NEGATIVE PROCESS. DIRECT POSITIVE PHOTOGRAPHERS—We buy old prints, negatives, and proofs. Eastern D. P., Chicago, etc. We also furnish a complete line of photographers' supplies. Free information and prices, we are still in business. E. A. Brown, 608 Michigan Ave., Chicago 17, Ill. 684.

Electric Drive 1943, Staxie D. P., Farmington, Me. 441, Business, 608 Michigan Ave., Chicago 17, Ill. 684.


Photomontages—Save Money, Buy Optics Synthetic. In rubber, $2.50; on cloth, $5.00. 8x10, $7.00; 11x14, $12.00; 16x20, $20.00. First Photomontages, 435 Woodland Ave., Chicago 17, Ill. 684.

The Takes Near-New PICTURE and PHOTOGRAPHY MANUFACTURERS, 1202 North Meade Ave., Chicago 17, Ill. 684.

Printing
Attractive 100 4x6 Letterheads and 65 Envelopes, Hammondson Bond, four colors, 6x11 inches, $1.00; Self-Printing, 221s Cleveland, Racial City 4.

Envelopes, 8x10, 4x6, Window Postage Saving Envelopes, 12 doz. 50 cents. Muscat Chrome Co., 1236 Dime Dealer, N. Y. 2, 1939.

Envelopes, 4x6, 4x6, 4x6, Window Postage Saving Envelopes, 12 doz. 50 cents. Muscat Chrome Co., 1236 Dime Dealer, N. Y. 2, 1939.

Types and Envelopes 100 WHITE AND LETTERHEADS, EIGHT 5, line copy, 12 post.

SALESMEN WANTED
SLOT MACHINE RICE—CASH IN ON SEND.

Sensational Values! Watches • Diamonds • Jewelry
Sensational Prices, Wholesale and retail. Free prices on request.

Arpél Jewelers
21 Washington Square Blvd., Dept. B

Andover, Hamilton
Swiss

Tattooing Machines, Supplies, Beards, Colors, Needle; Grafting Free catalog last week. Green Acme, 1208 W. 56th St., Los Angeles 20.

Wanted to Buy
A-1 cigarette and Candy vending machines, all other coin-operated equipment. M. H. Pouls, 613 Central Ave., New York 18, N. Y.

Closeout! Signet Rings
Assorted Styles
Yellow and White Finish
$12.00 per gross

Arpél Jewelers
21 Washington Square Blvd., Dept. B

State your business
Harry Pakula & Co.
3 W. Washington Ave.
Chicago 2, Ill.

Photo Supplies Developing-Printing
Some Foregrounds and Backgrounds
Photo Novelties, Photo Rings, Comic Caricature plates, various printed photomontages, etc. For supplies, 333 Franklin, St. Louis. M. n't. complete line of developing-printing supplies. Write for price list. 24th Printing, Fred, E. C., 224 Columbus, Ohio.

William Percy Wing—Anyone know whereabouts, please contact Fred, E. C., 224 Columbus, Ohio.

Photographic Equipment
Bing Tennessee, Tucson, 336 Mich. 30e; Horoscopes, order assemblies

Photographs—CAMEO BLACK AND WHITE POSITIVE AND NEGATIVE PROCESS. DIRECT POSITIVE PHOTOGRAPHERS—We buy old prints, negatives, and proofs. Eastern D. P., Chicago, etc. We also furnish a complete line of photographers' supplies. Free information and prices, we are still in business. E. A. Brown, 608 Michigan Ave., Chicago 17, Ill. 684.

Electric Drive 1943, Staxie D. P., Farmington, Me. 441, Business, 608 Michigan Ave., Chicago 17, Ill. 684.


Photomontages—Save Money, Buy Optics Synthetic. In rubber, $2.50; on cloth, $5.00. 8x10, $7.00; 11x14, $12.00; 16x20, $20.00. First Photomontages, 435 Woodland Ave., Chicago 17, Ill. 684.

The Takes Near-New PICTURE and PHOTOGRAPHY MANUFACTURERS, 1202 North Meade Ave., Chicago 17, Ill. 684.

Printing
Attractive 100 4x6 Letterheads and 65 Envelopes, Hammondson Bond, four colors, 6x11 inches, $1.00; Self-Printing, 221s Cleveland, Racial City 4.

Envelopes, 8x10, 4x6, Window Postage Saving Envelopes, 12 doz. 50 cents. Muscat Chrome Co., 1236 Dime Dealer, N. Y. 2, 1939.

Envelopes, 4x6, 4x6, 4x6, Window Postage Saving Envelopes, 12 doz. 50 cents. Muscat Chrome Co., 1236 Dime Dealer, N. Y. 2, 1939.
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

NEW LOW PRICES
Table and Boudoir Lamps

Build Solid
SALES VOLUME with
America's Leader in the
China & Porcelain Lamps
Complete with Shades for
Premier Wares, 1 Price Wins and Promotions
Jobbers & Distributors
Inquiries Invited
LOUIS J. SCHWARTZ CO.
134 W. 17th St., N. Y.
WATKINS 9-088

A GIRL VOCALIST, NOTES, BAND MUST BE EXPERIENCED; must reach Bb, good warbler, excellent time, a ray of sunshine. Box 248, Cincinnati, Ohio.

ARNALDAS—MALE, FEMALE, SINGLE OR MARRIED, voice, open late April; long term preferred for qualified performer, salary $65. Write 3824 Beulah, Queens, N. Y.

ANIMAL TRAINERS WANTED—EXPERIENCED, must be capable of handling large, trained animals. Stunts, insect eating etc. Call or write Box 219, St. Louis, Mo.

BOOKER — OLD REDHAT-HOUNDER CHAIN TRAINING, 76 years experience. All representative stunts, dog act, tightrope, monkey and civil war act. Large dog show. Top pay. Write Box 116, Seattle, Wash.

CAVALLARO STYLE PIANIST—Must read well, play good Latin, Spanish and Italian; languages. Box 381, Buffalo, N. Y.

DANCE MUSICIANS, commercial; Italian band, experience; French, Italian, Spanish. Jimmie Durrant, Box 92, Chicago.

ENGLISH LAMPS, LAMPS FROM $1.50 TO $100

NEW LAMPS CHICAGO STORE

1018-1840-1822 S. Wabash Ave.

MUSICAL INSTRUMENTS
GUITAR, BASS, RAZO, PIANO, ANGEL LAMPS, ALL MUSIC, INSTRUMENTS


GOOD ROAD DRUMMER FOR 4 PIECES
Can read and hand, must have good steady beat, well sectional. 3000 W. 75th, Chicago, Ill.

LEAD ALTO, TWO BEAT DRUMMER—GAL.

Our boy band needs all. Buddy Bar, 614 South Del. Mo.

MAKE EDO FIRST WEEK WITH QUEEN AD

Call at 306 P. M. Start Eight. Ten dollars up. Allen's Club. 211 New Hampshire Ave., Washington, D. C.

MUSICIANS—COMMERCIAL STYLE BAND

Exp. Presto drummers,横, fiddles, dancers; pay dollars up. girl vocalist married to musician. Box 217, Chicago, Ill.

OPENING FOR MAN TO DOUBLE BASS FIDDLER

For local band; must read well. S. L. Rap, Chicago, III.

PLATTSBURGH, NEW YORK...EXPERIENCED GIRLS, smart cocktail singer; capable accompanista; voice, also excellent piano, violin. Write 24424, Delaware St., Utica, N. Y.

PITTSBURGH—EQUITY BAND

Flute or alto, beat good reader, solid note rhythm, good tone quality. Write for information. 524, Bushnell, 505 North Main St., Pittsburgh, Pa.

SAVE $25! BARGAIN BAND!

Also, two excellent young cornetists. For more information, write Box 212, Pittsburgh, Pa.

WANTED—DUCAN DRUMMER—MUST PLAY EXCELLENTLY—EXPERIENCED CANDIDATE ONLY.

Wanted to fill all positions, Bell, 3 East 23rd St., New York City.

WANTED—GOOD, CLEAN, SOBER ACTS

A full orchestra, arrangements by John George. June 13 for 13 weeks. All Wisconsins, three; two, North Dakota; one, Minnesota. Write Box 312, Chicago, Ill.

WRITE ALL ADS FIRST INiadly, mail at once.

WANTED—TEAM FOR MED SHOW; MUST BE GOOD AND LIVING PICTURE. Pay per performance. Immediate audition. Box 1195, Los Angeles, Calif.

WANTED—FOR THIS FANTASTIC FESTIVAL

Box 312, Chicago, Ill.

WANTED—MUSICIANS FOR TERRITORY ACTING WITH FILM COMPANY

Sheet music of famous songs. For consideration at all Curly Mill, 151 East Fortieth St., New York City.

WANTED—MEDICINE MENT; WE FURNISH CARPETING. Must have stentorian sputum on a live and let live plan. Box 425, New York, N. Y.

Wanted; must be able to make contact. Also 4, 9, 37, 107. Look out for first or second time. Send $25 for instructions. Box 192, New York, N. Y.

WRITE TO FREDERICK ROSE FORD, Box 90, second music establishment with set-up, 39 Flats, 167 East 23rd St., New York, N. Y. 10010

WANTED—MUSICIANS—TOP DESK, 15 THEATERS IN TOP TOWNS Throughout the world to make music. First, original melodies. No money paid. Box 92, East 23rd St., New York, N. Y.

WILL RENT TO RESPONSIBLE PERSONAL ADDRESS

Write for full particulars. Box 52, Hollywood, Calif.

WATER SHOW PERFORMERS—HUG DIVERS

April 21, National Arena, Buffalo, N. Y. Price $2.50. Write Box 502, Los Angeles, Calif.

CALL FOR FREE LIST OF LARGEST AND LOWEST PRICES

S. R. CANTERMAN

5420 N. Hoyt St.
Pittsburgh, Pa.

BUY DIRECT! LOWEST PRICES!

Original 3-places aisle view telescope key chain. Latest phones in colors. Parceled 2 doses with display card.

Cash with order or 25% Deposit, balance C. O. D.

M. D. ORUM CO.
115 W. North Ave.
Milwaukee 5, Wisc.

Complete Assortment of Jewelry

• COMPACTS • PINS • COLORFUL TURTLE SHELL SETS • RINGS 1003 DIFFERENT NUMBERS • ENCRUSTED JEWELRY • STERLING BRACELETS • PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

JEWELERS • ENGRAVERS • DEMONSTRATORS

WRITE FOR FREE NEW 36 PAGE JEWELRY CATALOG

State your business

BIELE-LEVINE

5 NO. WABASH AVE.
CHICAGO, ILL.

Dempolamin, attractive CIGARETTE LIGHTERS...THE ONLY WAY

![Image of a cigarette lighter]

...! THESE NEW, SATISFYING LIGHTERS...

...are made to sell. They're big, expensive cans. Trimmed and handled in rich gunmetal and chrome. Each backed with a new, natural for jewelry stores. $30.00 DOZ. SAMPLE. $4.25

(Samples can be applied for in envelope postpaid.

BERG SALES CO.
119 So. Wells St.
Chicago 6, Ill.

NEW 1ST TIER EVER OFFERED

PROFESSIONAL VAIL LIGHTER

Write for details.

LEO LOUS TRADING CO.
Dept. P. A., 26 W. 37th St., New York 1, N. Y.

BALL PEN REFILLS

Fits Most Pens
Exchanges, Sheaffor, Waterman's, etc.

Single card (20 refills), 80c
Large demonstration box, $2.25

We preserve all cartons. We use only original Wabash refills, made under license of the Wabash Pen Company, patented in New York, N. Y.

W. S. I.

164 West Monroe St.
Chicago 3, Ill.
Pipes for Pitchmen

By Bill Baker

Jack LaMoore... and wife are stacking up the gaudy wedding sharpners in Atlanta shops.

Current Cry: "Back to the road, boy!"

Big Al Wilson... playing fair at Eustis, Fla., to a bloomer and headed for the festival in St. Petersburg, Fla., he reports. He plans to wind up his Florida stay soon in Sarasota, where he has two demonstrations working.

REPORTS... drifting into this corner indicate that George Plattetter is operating a photo shop in the Wisconsin Hotel, Milwaukee.

Pitchmen are invaders only of new markets.

Fink Anderson... Oklahoma Thunder Cloud and Peg Leg Sam have opened a med show which they will take on a tour of South Carolina spots.

Emmet Smith... the Pembroke Indian, and wife are working out good reports recently in South Carolina.

Bunch and uplifting supporters are what pitchmen needs more of.

Tommy Adkins... working and med layout in Memphis to lucrative business.

Chief White Horse... and family are playing school dates around the territory.

Any fresh folding money in sight.

Doc Calhoun... is still operating his med show in Indianapolis to better-than-average business.

Mary Ragan... are pitch exponent, is raising Dalma- nian dogs at her Brookwood Kennel, Benton, Ark., and working sales dates around that area.

Only you can answer whether the 1949 season will bring you.

Bob Carroll... magician, cause and pitchman, pitching rugged brakers in San Pedro, Calif., on St. Patrick's Day wearing a huge green tie. He flashed the up in a green rug and green took and in to long green.

Keep your tips loyal to you by being loyal to your tips.

The madalene A. Ragan... Bay Herters lyceum Exhibit has moved to Newport, Ky., following four successful days in neighboring Covington, Ky., under AMVET auspices. Following the stand on Mon- mouth Street in the heart of New- port, the exhibit will play a number of spots in Indiana and Northern Ohio. During a visit to The Billboard's Cincinnati office last week, the gen- tle Madalene reported that her dog Trouper, well known to movies, and who helped her bally, was stolen during their stand in Dalton, Ga., re- cently. During a lengthy jackpot session at the pipes desk, Madalene gave the likewise account of her stock and present operations. Especially amusing was her definition of one of the features she is presenting on her current tour.

A chance from Items offseason proves a boon to some workers.

This Corner... has had numerous queries of late concerning how the noted Count Sel- dom and Dr. Ludwig are doing this winter. We're wondering if Tom Kennedy could take enough time out from his divers operations to send thru a complete report on the activities of the two saltwater charac- ters for the benefit and delight of this column and its readers.

The pitch world needs lots of education in the business of win-

Jim Nelson... well known to the pitch fraternity, is working the dealers in the shipment of a worthless paint farm in Milan during the day, but continues to sell his work as a pitcher and over the week-ends in a Cream City ninety.

In other years Ennis hillers have proved a lucrative item and given plenty of workers enough dough to start them off on the right foot for the current season. Order early, and you won't miss out.

Having noted... in last week's pillar a contribution from a St. Louis piper, who pointed out that the Mound City was open and that a number of pitchers were working on the $25,000. Jef- 

Fagan comes thru with the following:

6,000 SHATTER HITS IN 325 PAGE WHOLESALE CATALOG

To Dealers, agents, and others who are interested in items of value to the pitch fraternity. We wish to present the following:

The Oak Rubber Co.

Immediate shipment On all products. 25% with C.O.D. orders.

Kipp Brothers

240-42 S. Michigan St., Indianapolis 4, Ind.

Immediate shipment On all Oak products. 25% Dep. with order, bal. C.O.D. 50%.

M. K. Brody

1116 S. Halsted St.

IMMEDIATE SHIPMENT

Authorized Distributors Of Oak Balloons and Squawky Dolls

Rentals, wholesale and retail. Send for price list. 25% with C.O.D. orders.

Western States Fireworks Co.

P. O. Box 122

Tippipock, Wash.

LATE LAW ENFORCEMENT甜甜圈 GIANT 7 Big Features. Nothing but smokeless, non-ac- cessional shot. No water, no water, all the fun of the real thing. Reduce your cost in the end. Only 125 cents a box. Can be used with an original OAKY-HYTEX MARVEL WAREHOUSE WATCH CO. 507 Penn. St., Louisville 4, Ky.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!!!

- Electric Flash Boards
- RUBBERIZED and Wire Cages
- Wire or Wire For Catalog

John F. Roberts

303 Halsey St. - Newark 2, N. J.

The Billboard

April 2, 1949
The Sign Sensation of the Year!

LAMINITE SIGNS

NO ELECTRICITY! ... yet it GLOWS like BRILLIANT NEON!

at 1/5 the cost

E VERY BUSINESS
LARGE or Small
Needs 1 to a D ozen
LAMINITE SIGNS!

MAIL NOW

LAMINITE PLASTICS CORP. Dept. B-32
1548 W. Courtland St., Chicago 22, Ill.

Rush Special Offer of actual LAMINITE Sign for demonstration. We ask only $1.75 as sample offered for acceptance.

LAMINITE PLASTICS CORP. Dept. B-32
1548 W. Courtland St., Chicago 22, Ill.

Mail $1.00 in Coin or Post Card for Limited Offer:

Illustrated LAMINITE

LAMINITE SIGNS

LAMINITE SIGNS

LAMINITE SIGNS

LAMINITE SIGNS

LAMINITE SIGNS

FREE SALES KIT

LAMINITE PLASTICS CORP., Dept. B-32
1548 W. Courtland St., Chicago 22, Ill.

Free Sales Kit

LAMINITE SIGNS

LAMINITE SIGNS

LAMINITE SIGNS

LAMINITE SIGNS

LAMINITE SIGNS

WRITE TODAY—Get all the facts about the newest LAMINITE PHOTOGRAPHIC PROOF STUDIO.

MID-West Watch Co.

335 Wabash Ave.

Chicago 5, Ill.

FAMOUS WATCHES FOR MEN & LADIES

Date

Windshield

$175.00

$150.00

$125.00

$100.00

$75.00

$50.00

$25.00

$20.00

$15.00

$7.50

$2.50

$1.00

$0.50

$0.25

$0.10

$0.05

$0.01

$0.00

FAMOUS WATCHES FOR MEN & LADIES

Date

Windshield

$175.00

$150.00

$125.00

$100.00

$75.00

$50.00

$25.00

$20.00

$15.00

$7.50

$5.00

$2.50

$1.00

$0.50

$0.25

$0.10

$0.05

$0.01

$0.00

FAMOUS WATCHES FOR MEN & LADIES

Date

Windshield

$175.00

$150.00

$125.00

$100.00

$75.00

$50.00

$25.00

$20.00

$15.00

$7.50

$5.00

$2.50

$1.00

$0.50

$0.25

$0.10

$0.05

$0.01

$0.00

FAMOUS WATCHES FOR MEN & LADIES

Date

Windshield

$175.00

$150.00

$125.00

$100.00

$75.00

$50.00

$25.00

$20.00

$15.00

$7.50

$5.00

$2.50

$1.00

$0.50

$0.25

$0.10

$0.05

$0.01

$0.00

FAMOUS WATCHES FOR MEN & LADIES

Date

Windshield

$175.00

$150.00

$125.00

$100.00

$75.00

$50.00

$25.00

$20.00

$15.00

$7.50

$5.00

$2.50

$1.00

$0.50

$0.25

$0.10

$0.05

$0.01

$0.00

FAMOUS WATCHES FOR MEN & LADIES

Date

Windshield

$175.00

$150.00

$125.00

$100.00

$75.00

$50.00

$25.00

$20.00

$15.00

$7.50

$5.00

$2.50

$1.00

$0.50

$0.25

$0.10

$0.05

$0.01

$0.00
REAL PROFIT MAKERS AND PROMOTIONS
TO PERK UP SALES
DURING MARCH!

With Every Watch-Gold Plated
Expansion or Mesh Band
and Beautiful Display Gift Box.

Ludor & Gents' Famous Wrist

$15.95

18 kar. 18 Kt. R. R, EXTRA
heavy weight.

10 kar. 18 Kt. R. D. P. EXTRA
heavy weight.

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-2
Chicago 3, Ill.

CLOSEOUT of Men's Rings
Assorted Styles, Values to $25.00

$15.95

18 kar. 18 Kt. R. D. P. EXTRA
heavy weight.

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-2
Chicago 3, Ill.

“Just read the gross misrepresentation
sent thru to you from a St. Louis
contributor. St. Louis is closed tight.
No one has worked here. Saw Dr.
Kruger and he has not pitched for 12
years. The weather has been bad and
the Sixth Street lot has a big store
located on it now. Such incorrect
pipes are bad for pitchers who might
come here clipped. I have never given a
wrong steer even to my enemies.
Tucson, Ariz., is closed. If you are
making a living, stay where you are.”

The successful pitcher is the
fellow who keeps a check on his
profits and favors his bank roll.

GEORGE H. BROOKS
pipes the following from his Hot
Springs hideout: “The race season,
which has been in progress here,
ended its spring run March 30. Weath-
and attendance has been good and
many of the road boys were on hand.
Since my last pipe I have made the
big football game in New Orleans
and worked side-by-side with my friend,
Julius Rosen, We sold pennants. Dur-
ing the interim I peddled notions
and balloons until the Mardi Gras, March
1. We had much rain during the an-
ual affair, but the crowds were
said to be larger and more enthusi-
astic than ever before. Mardi Gras
novelties went over handsomely.
However, many vendors were proved
at the law’s strict reader requirements
and a few who worked without li-
censes were arrested. My next stop
was in Baton Rouge, La., where I
made the Fat Stock Show and worked
seats for Gus Zavair. A picture post-
card here reads: ‘Come here for a
change and rest.’ I did. The bath
get the change and the hotel got the

Start baking away a little of
that hard-earned dough for next
twitters. Don’t act until late
fall for a lucky break to tide you over.
You’re a cinch to blow it
then if you can’t rein it now.

16 FULL COLOR POSES that SNAP INTO PLACE
with all the MAGIC of MOTION PICTURES!
IMMEDIATE DELIVERY APRIL 1st
Price $1.00 ea.—$7.50 dozen
25% DOWN, BALANCE C. O. D.

ATTENTION! PITCHERS AND NOVELTY STORES
For lists of different samples of
POPPY, PANSIES, HOLLYHOCKS, etc.
Write for names and general display.
Make money on
our last-selling item.

TO BE LAUNCHED
APRIL 1st
WITH THE
GLAMOUR
OF A
MAJOR STUDIO
PRODUCTION

THE BIGGEST
DOLLAR VALUE in OVER 20 YEARS!
JOBBERS ARE BEING SELECTED NOW!
ADEQUATE DISCOUNTS PREVAIL!

Honolulu Office: Service Games, 210 Mokua Street, Honolulu, T. H. Phone: 826355

GIVE TO THE DAMON RUNYON CANCER FUND

NEW TELESCOPE
Extra Large Size Lens

Minimum Order, 4 Dozen... $6.00
1 Gross .......................... 12.00
5 Gross Lots, Per Gross ...... 11.00

NEW STRIP-TEASE CARDS
$9.00 Per Gross .......................... $1.25 Dozen

HOLLYWOOD NOVELTY CO.
718 S. Western Ave., Los Angeles 5, Calif.

The Billboard
April 2, 1949

Balloons

Late Rubber
No. K10—PER GROSS ................ $1.25
No. K20—PER GROSS ........... 2.50

Cash With Order

United Fireworks Mfg.
Company, Inc.
DAYTON 7, OHIO

Sell Ultra-Blue Stock Signs
To peddlers, over 100 different
styles, general, religious, ultra-blue
cards, 50c up, for names and
general display. Make money on
our last-selling item.

TRICKS

AND

JOKES

At Wholesale

RUBIN'S CO.
135 W. 42nd St.
New York City 18

ATTENTION! PITCHERS AND NOVELTY STORES
For lists of different samples of
POPPY, PANSIES, HOLLYHOCKS, etc.
Write for names and general display.
Make money on
our last-selling item.

16 FULL COLOR POSES that SNAP INTO PLACE
with all the MAGIC of MOTION PICTURES!
IMMEDIATE DELIVERY APRIL 1st
Price $1.00 ea.—$7.50 dozen
25% DOWN, BALANCE C. O. D.

ATTENTION! PITCHERS AND NOVELTY STORES
For lists of different samples of
POPPY, PANSIES, HOLLYHOCKS, etc.
Write for names and general display.
Make money on
our last-selling item.

16 FULL COLOR POSES that SNAP INTO PLACE
with all the MAGIC of MOTION PICTURES!
IMMEDIATE DELIVERY APRIL 1st
Price $1.00 ea.—$7.50 dozen
25% DOWN, BALANCE C. O. D.

ATTENTION! PITCHERS AND NOVELTY STORES
For lists of different samples of
POPPY, PANSIES, HOLLYHOCKS, etc.
Write for names and general display.
Make money on
our last-selling item.
Advance Socko For RB In N. Y.

(SEAL GETS GOING)

the Hernandez and Genes troupe. Happy Valley is producing

CONTAINS PAGE 28

school band riders, Rice, Baldwin, European

school, 6th high, Wilmont, Spanish, European

erial, Cuqui, Gutierrez's parade. Germany, Petersen's dogs, Patterson's parents, the 100 riders, 6th horch, and Swanson in a sensational plunge. Returning to the Big One is the Rola Dolly Circus, and this will be exciting.

Hold-Over Acts

Acts held over from last season include the Alisons, high wire, Jasko Loyal Troupe, bareback riders, Jerry the Great, Oskar the Lion, Ronald Mathis, tigers, Donnie Klem's chimpanzees: the Mrokowskis, Sirk, Libr- rel's, the Green Family, bareback riders; Claude Valois and City Feud, high school horse riders; the Zeppe Family, bareback riders; Lola Dobrich, wire, the O's, ladders; Zavattas, bouldering rope; Francis Brun, juggler, Unus, equilibrist; Trisco, trapeze, the Mandel Slater joined in, and on the daily, tight wire.

TIPPLE, Concello, with Antoinette Concello, wife of General Manager Art Concello, as featured guests, will present a line-up of acts which will include the Artonys, Harpo, and Pat Valdo remains as general direc-

er of performers, and Merle Cluett, Clausen's clown bear, from Ger-

tand. George W. (Red) While replaces Delbert Bokh, 6th helper, the Side Show. Larry Thomas has joined as assistant to Pat Valdo and will also do the announ-

cing.

AT LONG LAST

(Continued from page 6)

and Laube turned away 500 persons. Help costs increase higher. Vendors, will quote a profit per cent will be good enough, becoming more skilled, and the old-time hustler is coming back into his own. Maintenance help, the still costly, remains not nearly as productive as in years past. Bush and Laube said.

Commenting on the season's outlook, they say they feel optimistic about the year. They say that one of the low-priced outdoor events, such as Fair, has done a very good business. They support their view, they cited the indoor circus this week in Muskogee, Oklahoma, where the 6.00, a 100 percent attendance of dances. That stage, showed by Gil Green's Smiley, which costed $1,500, and it has been doing a capacity business in a city rated as "tough" by the vendors.

High-priced shows, Bush and Laube insist, are dying.

Send for New Ring Catalog

Genuine White Zircones

STERLING SILVER

Stefen, Silver Gold

 ia 1 1 6 & 1 1 6

$2.00 $13.95

Wholesale only

State your business

Harry Mahren Rig Co.

305 1st Ave.

New York 16

MOTHER'S DAY CAROUNDS

NAME THE DAY

Name of Lady's Cottage can be given on your order.


$5.00 $4.95

Cash in full for all new pieces. Samples 50c.

KANT NOVELTY CO.

April 2, 1949

The Billboard

109

MERCHANDISE

SEAL GETS GOING (Continued from page 28)

the Hernandez and Genes troupe. Happy Valley is producing

Big Tops Ready To Hit the Road

(Continued from page 78)

of the Humorists and Genes troupe. Happy Valley is producing

April 20—Bill Miller Bros., Mobile, Ala.

April 21—Coles Bros., Louisi-

April 16—Dailey Bros., Gon-

April 16—Joh Pauling Great

London, Hagerstown, Md.

April 17—Bill Miller Bros., Cir-

April 8—Franco Bros. and the

April 8—Bliss Bros., Va-

April 14—Coles Bros., Loui-

April 4—Risling-Barnum

Madison Square Garden, New York, N. Y.

April 7—Dale Bros. Union,

S. C.

April 8—Bill Miller Bros., Mo-

April 8—Stevens Bros., Vol-

April 12—Coles Bros., Loui-

April 8—Koontz Bros., Long

Island, N. Y.

April 2—Bar Hill Bros., In-

April 17—Bobby Vaughn and

Circus. April 1—John Pauling

London, Hagerstown, Md.

April 1—Hensel Bros., Capi-

April 12—Bobby Vaughn and

Circus. April 1—John Pauling

London, Hagerstown, Md.

April 28—Bobby Vaughn and

Circus. April 1—John Pauling

London, Hagerstown, Md.

April 28—Bobby Vaughn and

Circus. April 1—John Pauling

London, Hagerstown, Md.

April 17—Bill Miller Bros., Cir-

April 17—Bill Miller Bros., Cir-

April 17—Bill Miller Bros., Cir-

April 17—Bill Miller Bros., Cir-

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 12—Coles Bros., Loui-

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.

April 8—Koontz Bros., Long

Island, N. Y.
SALESBOARDS

WORLD'S

IMMEDIATE

BLI.IET

SALESBOARDS

FREE!

N. B. PRESCOTT ST.

PORTLAND, OREGON

3710 N. E.

PHOTOGRAPHY carries a feature titled "Camera Under the Big Top" which will appear in the April issue of Popular Photography.

The Billboad sales agent... Periodicals are already pursuing the contract with "The American". The magazine has some fine reproductions of circuses and is making good progress raising money for its annual campaign for the Madison Square Garden opening.

SALESBOARDS SIDELINES

Joseph Berkowitz, president of Universal Manufacturing Company, Kansas City, Mo., and John A. Davey, president of Davey Products, Inc., Chicago, has returned from a trip thru California and the NorthWestern States where he installed a new sales force, called on old friends and opened new accounts. After a short stay at the Kansas City and Portland, some office changes, Joseph will leave on another lengthy trip by plane, covering the Eastern area. Sol Levinson, assistant general manager of Universal, reports business good and production continuing at capacity. Additional good news comes from Ben-je-up States, as Forepaugh, Berkowitz and E. Gill, repeating the sales and production uptrend there.

Another Story of Ticket Games, Chicago, is lining up more sales talent to present its ticket line over a wider territory. J. Worth, chief, has designed a sales kit that "does everything but talk." Pioneer Manufacturing Company, Chicago, reports the new line for the spring season is off on a one-week Eastern trip.

D. L. Grunh, Thomas A. Walsh, and James H. Compton have laid off the calls of fimm's full week-prod. uctivity as it maintains its winter rush to get orders. Names of new representa- tives appointed for the Kansas City and Missouri States will be divulged when final selections have been made. Each selected representative has stated his trade trend to thicker boards and uses different ticket sizes and styles (usual bell, straight numbers and tip numbers), Jack Morley, vice-president of Consumer Manufacturing Company, St. Louis, states that and is now a confirmed fact. Too. play is supposed to be tilted towards more active board types, 5-cent and 10-cent boards.

Gardner & Company, Chicago, has tagged its new board line for '46 with the nickname, sales-boosters firm's Joe Robinson reports. It began a week and a half-week rise in popular demand. The boards was the basic idea for the monicker, officials say... Manny Guterman, Harlich Manufacturing Company, Chicago, announced a complete changeover in the Southern territory. A new sales manager Sam Feldman, is reported, who told that things took a decided turn for the better during the last 10 days of business period on a definitely picked-up scale, boys contend.

Jewi. Stevan, Secure & Secur Chicago, tells of the unique method of tree chopping undertaken by firm's Pennsylvania representative, Dick Smoll, last week. Seem Dick plowed into some timber Monday (11) last and after dismounting from his dog and demolished his car, he escaped practically unhurt, how- ever, and drove into Chicago last week with a new buggy. Irwin adds that Joe Finn & Sawbl of this board is boarding is on a inspection; quickly out weeks, repeat orders are already rolling in.

UNDER-WHIST MARQUEE

(Continued from page 79)

winter quarters of Kings Boro. Bar, will be legal adjuster during his phases of this season. Mickey Blue promotion representative for Polack Bros., Chicago, recently reported his final divorce decree in California.

When a monkey refuses to answer his own wired plea for money it's his polite way of telling him he's not important.

Howard Marshall pens from Shep- boygan, Wis., that he's signed as a billboard on the Al G. Barnes Bros. Circus. Ralph Blas and Happy Star also will be with the show, Marshall reports. For Powell left Manila on planes recently for Hong Kong. Later he will go to Bangkok, Calcutta, Rangoon, Bangkok, Calcutta, and Istanbul. Powell also reported that Mr. and Mrs. Frank Green, who have a carnival and are planning to go good business. Chushing does a high-div, and takes a high pole set. The Chushings have been in Manila a year. Powell is not to return, and having the rides they are using... The April issue of Esquire features other than billboards. Show business includes color pictures of billings used by Eastern and Western billboards.

HARLICH

MFG. CO.

1200 NORTH HOMAN AVE

CHICAGO, ILLINOIS

SALESEBOARDS

FREE! "NEW WHOLESALE 'NET' PRICE BULLETIN" LOW NEW PRICES - GIANT SIZE ASSORTMENT. 10th year gives immediate delivery on finest boards.

LEGALSHARE SALES

P. O. BOX 86-F

HUNTINGTON BEACH, CALIF.

SALESEBOARDS

1003: 15th St., N. W., Washington, D.C.

SALESEBOARDS

WE ARE MANUFACTURERS

All Kinds - PULL TICKET GAMES

TIP BOOKS


SALESEBOARDS

SALESBOARDS

SALESEBOARDS

SALESEBOARDS

SALESEBOARDS

SALESEBOARDS

SALESEBOARDS
SALESBOARDS

FOR THE
BEST IN
SALES BOARDS

FOR
FREE CATALOG—Write
W. H. BRADY CO., MFRS. 
CHICAGO FALLOWS, WIS.

Announcing
"JAR-O-DO'S"—ORIGIINAL—"JAR-O-DO'S"

Match-Pak

IN CONVENIENT NEW SIZES
SIZES TO FIT EVERY POCKETBOOK

NOW

Available in 5 Tickets in a Pack or 10 Tickets in a Pack in the

For

BIG MONEY

Try

BIG WINNERS

Also All the

Latest

PUNCHBOARDS

Factory Prices

GAILENTE NOVELTY CO.,
322 S. Coffman
South Bend 24, Ind.

SALESBOARDS

JAR-ODO TICKETS

WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALS — BOX DEALS

BINGO TICKETS — RED WHITE BLUE

LUCKY 7—SPINDLES—REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St.
Elmira, N. Y.

GIVE TO THE
RUNYON CANCER FUND

SALESBOARDS—

ALL ORDERS Shipped
Same Day Received

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

"MAGNA-GRIP"
MAGNETIC KNIFE RACK

It's terrific to have and won't rust. A guaranteed permanently magnetic knife rack with a Suction set of Knives and Spoons.

Complete for Only $5.95
In doz. lots ($6.25 single sample order) "MAGNA-GRIP" holds knives and utensils like magic. Free Sample with a "MAGNA-GRIP" order and they stay put. This is the IDEAL PRICE for one of these terrific feature; 10c deposit, balance C.O.D.

ALLYN DIST. CO.,
415 W. MARKET ST.
AKRON, OHIO

USED COIN-OPERATED MACHINES

Music — Vending — Amusement — Bells — Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word

Minimum $2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue.

IT'S NEW!...IT'S WONDERFUL!

ANOTHER "ALLYN SPECIAL"

"MAGNA-GRIP"
MAGNETIC KNIFE RACK

It's terrific to have and won't rust. A guaranteed permanently magnetic knife rack with a Suction set of Knives and Spoons.

COMPLETE FOR ONLY $5.95

In doz. lots ($6.25 single sample order) "MAGNA-GRIP" holds knives and utensils like magic. Free Sample with a "MAGNA-GRIP" order and they stay put. This is the IDEAL PRICE for one of these terrific feature; 10c deposit, balance C.O.D.

ALLYN DIST. CO.,
415 W. MARKET ST.
AKRON, OHIO

USED COIN-OPERATED MACHINES

Music — Vending — Amusement — Bells — Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word

Minimum $2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue.
Exports Heavy Despite Embargo

Full 1948 Report Reflects Progress in South America, Far East; See Steady 1949

14,183 Machines Exported for $2,309,581

By Tom McDonough

Chicago, March 26.—Despite the embargo prevailing in countries which previously had been foremost buyers of U. S. made coin equipment—14,183 machines valued at $2,309,581 were exported to foreign countries during 1948, the Department of Commerce announced this week. While the total was 75% lower than the 1947 total of $5,150,102, few coin machine export analysts expected a figure to approach the proved high of slightly more than $1,000,000 at this time a year ago.

Canada, Mexico and Argentina accounted for 19,941 games, vendors and manufacturers worth $1,061,043 in 1947, but due to restrictions in effect CIM were able to ship only $561,948. The current report indicated that marked progress was made in the coin machine field in all parts of the world, but especially in Latin America, the Philippines, the Republic of China and Japan. Each of these nations increased its coin machine value in 1948 by at least 30 percent, compared with the previous year and Japan made the most noticeable gain, jumping from 21 units with an aggregate value of $6,050 to 209 units worth $75,457 in the one year.

Juke boxes, traditional leader in the annual export trade, this year accounted for $2,087, of the dollar total. Amusement games were next with $352,544, or 16 percent of the total. The foreign coin machine sales were reported by several nations, especially Columbia, Venezuela, the Philippines, the Union of South America and Japan. Each of these nations increased its coin machine value in 1948 by at least 30 percent, compared with the previous year and Japan made the most noticeable gain, jumping from 21 units with an aggregate value of $6,050 to 209 units worth $75,457 in the one year.

Juke boxes, traditional leader in the annual export trade, this year accounted for $2,087, of the dollar total. Amusement games were next with $352,544, or 16 percent of the total. The foreign coin machine sales were reported by several nations, especially Columbia, Venezuela, the Philippines, the Union of South America and Japan. Each of these nations increased its coin machine value in 1948 by at least 30 percent, compared with the previous year and Japan made the most noticeable gain, jumping from 21 units with an aggregate value of $6,050 to 209 units worth $75,457 in the one year.

Legislative Round-Up:

Coin Machine Legislation Centered in Three States

Chicago, March 26.—Legislative action this week affecting the coin machine industry centered on a committee recommendation in Oregon, two new bills in Tennessee and a hearing in Vermont where the locally contested measure to legalize bell machines in clubs.

In Oregon, the Oregon legislators' Joint Ways and Means Committee late Wednesday (1) reported out favorably a bill which would double present State license taxes on amusement games and distribute the revenue from this tax to counties and cities for welfare purposes (The Billboard, March 26).

If passed, the Oregon measure would mean operators would be taxed $100, instead of $50, for each freestyle pinball they have on location. Usually, a favorable recommendation from the Joint Ways and Means Committee is tantamount to passage.

Observers in Oregon expect final action will be taken on the measure within a week or 10 days.

Vermont Action

In Montpelier, Vt., the House Judiciary Committee held a hearing Wednesday (23) on the proposal to legalize nickel and dime bell machines by year and quarter bells at $500 per year. The bills wouldn't be limited to clubs.

Proponents of the measure argue that legal bells would bring in $250, $300 annually which could be used for charitable purposes. Meantime, Protestant church leaders vigorously protested the bill in the form of a letter addressed to the State Legislature.

(See Legislative Round-Up, page 149)

Jennings Set To Bow Solid Front Model

Reno Showing April 5

Reno, April 5.—O. D. Jennings & Company will initiate deliveries on its new solid front 1949 Sun Chief within two weeks, John F. N., sales manager, announced this week. A first showing of the new (See JENNINGS TO BOW, page 149)

Coin Machine Exports

December, 1948

<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
<th>No.</th>
<th>Phonographs</th>
<th>Average</th>
<th>Price</th>
<th>No.</th>
<th>Venders</th>
<th>Average</th>
<th>Price</th>
<th>No.</th>
<th>Vendors</th>
<th>Average</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>$68,069</td>
<td>123</td>
<td>106</td>
<td>$64,910</td>
<td>$612</td>
<td>4</td>
<td>$2,510</td>
<td>$577</td>
<td>13</td>
<td>$1,740</td>
<td>4</td>
<td>$1,880</td>
<td>194</td>
</tr>
<tr>
<td>Un. S Africa</td>
<td>$22,113</td>
<td>103</td>
<td>63</td>
<td>$32,211</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>$12,690</td>
<td>94</td>
<td>10</td>
<td>$22,690</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>$10,638</td>
<td>94</td>
<td>4</td>
<td>$10,638</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>$11,488</td>
<td>17</td>
<td>10</td>
<td>$8,757</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>$1,275</td>
<td>59</td>
<td>2</td>
<td>$1,275</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>$14,637</td>
<td>17</td>
<td>10</td>
<td>$14,637</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>$12,675</td>
<td>59</td>
<td>2</td>
<td>$12,675</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td>$12,675</td>
<td>59</td>
<td>2</td>
<td>$12,675</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>$12,675</td>
<td>59</td>
<td>2</td>
<td>$12,675</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$6,948</td>
<td>38</td>
<td>16</td>
<td>$6,948</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$4,722</td>
<td>20</td>
<td>4</td>
<td>$4,722</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>$1,474</td>
<td>18</td>
<td>4</td>
<td>$1,474</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Direct-to-Location Sales Rise

Candy Supplier Urges Special Promotion for Movie Vendors

PHILADELPHIA, March 26 - Movie managers readily admit that the collections from the soft drink, candy machines in the lobby often represent the difference between a profitable and an unprofitable week of operation. With box-office receipts way down, particularly at the neighborhood theaters, the loot from the vending machines in the lobby looms increasingly important to the theater operators.

As a result, Syd Gathrid, sales promotion manager of his own candy supply firm specializing in servicing the movie house vending machine operators, has heard from some of the top executives of the companies using his machines that the sales, service, and profit potential of the machines can be vastly increased by a more aggressive merchandising program.

To this end, Gathrid's firm has first arranged a series of close cooperation with distributors. In a number of the top theaters in the country, a new joint merchandising effort was inaugurated on March 15.

On this date, Gathrid said that the campaign is the result of a campaign, the second of which took place on Valentine's Day, and green candy items on St. Patrick's Day, found in the vending machine with an unusually high demand. When each of these campaigns in the theater was followed by a comparison of the sales of the candy machines to the rest of the theater's candy sales, it was found that the machines were both beneficial to the theater and to the candy company.

In addition, some change was necessary in the vending equipment. To meet these needs, Nedick, the soft drink vending company, has introduced a new orange drink sold across the counter in some 45 Nedick stores in this city, the machine is the first of 200 de luxe machines sold for the purpose of testing, according to R. T. Johnson, Nedick's advertising and sales manager.

All machines will carry the Nedick's deal, and have been modified from the unit shown at last December's National Automatic Merchandising Association convention to eliminate the carbonating mechanism.

Nedick Chain Testing Coin Operated Cup

NEW YORK, March 26 — Nedick's first experimental coin-operated cup vending machine will be on display in the reception room of its head- quarter store at 133 Lexington Avenue. The machine is the first of 200 de luxe machines sold for the purpose of testing, according to R. T. Johnson, Nedick's advertising and sales manager.

All machines will carry the Nedick's deal, and have been modified from the unit shown at last December's National Automatic Merchandising Association convention to eliminate the carbonating mechanism.

In addition, some change was necessary in the vending equipment. To meet these needs, Nedick, the soft drink vending company, has introduced a new orange drink sold across the counter in some 45 Nedick stores in this city.

Lyceum Starts Deliveries on Coffee Vender

NEW YORK, March 26 — Lyceum Manufacturing, Inc., which recently developed a new coin-operated coffee vending machine, will begin deliveries April 15, Charles Gondolfi, head of the company, announced this week. At the same time, it was revealed that the firm has abandoned its plan to operate in this area (The Billboard, March 12) and will combine its activities solely to manufacturing.

Arrangements have been completed with the local legislative delegation to handle distribution of the vender, also details of the sale price and price of the machine will not be announced for at least two weeks. It was learned, however, that the new coffee unit will be handled sales- wise by a group long active in the vending machine business.

Named Koffie King

The machine is to be known as Koffie King. Its cabinet is to have a bronze-colored finish with the top half of the front panel in orange enamel. It will be available with coin changer as optional equipment.

Cigarette Operators Damaged, But Certain of Outcome

By Dick Schreiber

CHICAGO, March 26 — "Own your own machines and make all the profit" has become a familiar phrase on East Coast cigarette machine locations, especially in New England when aggressive dealers and cigarette operators have been through the vending machine's side since last year.

This week there were concrete indications that the "own your own" theme was going to be carried into many another territory. So, at last, officials of the Yeaton Manufacturing Company in Lawrence, Mass., manufactures of the five-column vending machines which have been sold out to New England tobacco jobbers and will shortly move out in quantity to tobacco jobbers throughout the country.

Moreover, Yeaton's full line of vending machine equipment and accessories has been received and sold throughout the country.

In a telephone conversation this week, Yeaton's vice-president and sales manager, David Clary, told The Billboard that his firm's equipment has now been offered and sold in every state and that quantity production of the current model would be increased to meet the demand of the region.

Meanwhile, cigarette manufacturers' firms everywhere were keeping an eye on this new competition, and 1,000 units of Yeaton's vending machine equipment has not yet been received in any territories.

Meanwhile, cigarette manufacturers' firms everywhere were keeping an eye on this new competition, and 1,000 units of Yeaton's vending machine equipment has not yet been delivered in any territories.

Prospects Bright for '49

Commercies and salesmen in every state and region are forcing all of the manufacturers to the point where they are rapidly increasing their production to meet the demand for vending machines.

As a result, the vending machine business is rapidly expanding.

Sales of vending machines and accessories for the year are expected to exceed those of any previous year, and the outlook for the vending machine business in the year is very bright.

1900-54853

20 Countries Bought Units In Past Year

NAMA Exeas Set Region I Meet in Hub

State Group Heads Speak

Lyceum Starts Deliveries on Coffee Vender

NEW YORK, March 26 — Lyceum Manufacturing, Inc., which recently developed a new coin-operated coffee vending machine, will begin deliveries April 15, Charles Gondolfi, head of the company, announced this week. At the same time, it was revealed that the firm has abandoned its plan to operate in this area (The Billboard, March 12) and will combine its activities solely to manufacturing.

Arrangements have been completed with the local legislative delegation to handle distribution of the vender, also details of the sale price and price of the machine will not be announced for at least two weeks. It was learned, however, that the new coffee unit will be handled sales-wise by a group long active in the vending machine business.

Named Koffie King

The machine is to be known as Koffie King. Its cabinet is to have a bronze-colored finish with the top half of the front panel in orange enamel. It will be available with coin changer as optional equipment.

Cigarette Operators Damaged, But Certain of Outcome

By Dick Schreiber

CHICAGO, March 26 — "Own your own machines and make all the profit" has become a familiar phrase on East Coast cigarette machine locations, especially in New England when aggressive dealers and cigarette operators have been through the vending machine's side since last year.

This week there were concrete indications that the "own your own" theme was going to be carried into many another territory. So, at last, officials of the Yeaton Manufacturing Company in Lawrence, Mass., manufactures of the five-column vending machines which have been sold out to New England tobacco jobbers and will shortly move out in quantity to tobacco jobbers throughout the country.

Moreover, Yeaton's full line of vending machine equipment and accessories has been received and sold throughout the country.

In a telephone conversation this week, Yeaton's vice-president and sales manager, David Clary, told The Billboard that his firm's equipment has now been offered and sold in every state and that quantity production of the current model would be increased to meet the demand of the region.

Meanwhile, cigarette manufacturers' firms everywhere were keeping an eye on this new competition, and 1,000 units of Yeaton's vending machine equipment has not yet been received in any territories.
American Citrus Announces Program for Juice Vender

CHICAGO, March 26.—American Citrus Corporation, in a pre-production showing of its citrus juice cups and dispenser at Stevens Hotel here this week (21-24), revealed detailed sales, operating, juice supply and production plans. J. C. Webbd, president, on hand to explain the workings of the production plan, stated that initial test installations would be set up in Chicago within 10 days and that full production would start June 1. The firm held a preview of the vender in the New York last December.

Price of the 300-cup, single-flavor machine is set at $825.50, with optional dispensers for buying machines outright but obtaining a protected territory thru a company franchise. While non-mandatory, operators will be urged to vend American Citrus’s Blended Orange Grapefruit drink under the Del Juce label. This juice, in 46-ounce cans, may be purchased for a delivered price of $2.55 a case, Webb said. Vending nine 5-ounce nickel drinks per can, the net per can is 75c.

The Del Juce vender, standing 67 1/2 inches high, 36 inches wide and 36 inches in width, cost $590. It employs a patented can performing mechanism which pushes two holes in the end of each can in the proper position; upper perforation allows a small amount of juice to flow, and lower knife is a hollow tube which remains in the can and carries off the juice from the lower perforation which is carried to a dispensing tray. As here and there, the cans go to each other on a slightly vertical angle, a complete operation is pulled out and the vender offers front servicing convenience for maintenance.

The vender is manufactured on a contract basis for American Citrus Corporation (formed November 12, 1945, and previously known as True Orange Juice Company) by the Manhattan Shipping Company, Manhattan, N.Y.

Webb stated that his firm will be in a position to supply operators with citrus juice on a year-round basis, at a one-price level.

There are about 10 citrus fruit growers in California and Florida, purchasing their fruit for as much as five years in advance, guarantee availability of the juice at all times, he stressed.

N. C. Expands Drink Vendor Tax Cover

RALEIGH, N.C., March 26.—Following the announcement of the recent increase in the vendor juice on a year-round basis, a one-price level.

There are about 10 citrus fruit growers in California and Florida, purchasing their fruit for as much as five years in advance, guarantee availability of the juice at all times, he stressed.

N. C. Expands Drink Vendor Tax Cover

RALEIGH, N.C., March 26.—Following the announcement of the recent increase in the vendor juice on a year-round basis, a one-price level.

Tish-U-Vend

The New, Big-Capacity Vendor for Kleanex Pocket Tissues

IS THE WAY

Brand New "Charm King" Ball Gum + Charms = $ $ $ The Kids Really go for This One because it Dispenses Both Gum and Charms!

Only $13.95* F.O.R. Aurora, Ill.

*You get 10 sets for this price, each set has 250 pieces of gum, one color, and one color charm.

...and Here's Another Winner! The New "Hunter"

Rain or Shine, You Take it in!

F.O.R. Aurora, Ill.

Silver-King Corp.

All Silver King Models

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

Roy Torr, Lansdowne, Pa.
ELECTRO

FOUR YEARS OLD

and not only the

World's Finest Cigarette Machine

BUT SOLD AND SERVICED THROUGH THE World's Finest Distributor and Servicing Organization.
Electro's Distributors are the "WHO'S"

S. H. LYNCH & CO., INC.  
2101-03 Pacific Avenue  
Dallas, Texas

1049 Union Ave.  
Memphis, Tenn.

910 Calhoun St.  
Houston, Tex.

SHAFER MUSIC CO.  
2129 Main St.  
Wheeling, W. Va.

2208 Fourth Ave.  
Seattle, Wash.

WEYMOUTH SERVICE CO.  
R. F. JONES CO.

2019 W. Exchange  
Salt Lake City, Utah

W. B. DISTRIBUTORS, INC.  
1012 Market St.  
St. Louis, Mo.

W. B. MUSIC COMPANY, INC.  
TRIVERS & CO., INC.

F. A. B. DISTRIBUTING CO., INC.  
FRANKEL-ELECTRO

4955 Santa Monica Blvd.  
Los Angeles 27, Calif.

410 West First St.  
Davenport, Iowa

1263 Mission St.  
San Francisco, Calif.

127 E. 2nd South  
Salt Lake City, Utah

1210 W. Washington St.  
Charleston, W. Va.

1238 S. E. Union Ave.  
Portland, Or.

406 So. High St.  
Columbus, Ohio

1619 W. Washington St.  
Charleston, W. Va.

1201 E. Union Ave.  
Portland, Or.

201 W. 10th St.  
Oklahoma City, Okla.

241 Broadway  
San Antonio, Tex.
WHO" of the Coin Machine Industry...

HY-G MUSIC CO.  
257 Plymouth Avenue North  
Minneapolis, Minn.

ATLAS MUSIC CO.  
5743 Grand River Avenue  
Detroit, Mich.

ATLANTIC NEW YORK CORPORATION  
583 Tenth Avenue, New York, N. Y.

ATLANTIC PENNSYLVANIA CORPORATION  
919 North Broad St., Philadelphia, Pa.

MUSICAL SALES CO.  
140 W. Mt. Royal Ave.  
Baltimore, Md.

MORT SIMON  
1470 N. W. 36th Street  
Miami, Fl.

Electro  
The World's Finest Cigarette Machine,  
but sold 'and serviced  
through the World's Finest Distributor and Servicing Organization.
NO CLUMSY BULKINESS! THIS STREAMLINED, COMPACT CONSOLE DESERVES AND GETS THE BEST LOCATIONS!

Electro WORLD'S FINEST CIGARETTE MACHINE

Here's the machine that gets the up-front locations in the best restaurants, bars and taverns... because its smart, small console size takes so little space... because its beautiful finish and modern lines fit in with and enhance modern furniture of the better spots... and because customers like the "touch of a finger" ease of getting their cigarettes.

First manufactured by C-8 Laboratories nearly 3 years ago, Electro was the first all-electric cigarette machine. Its mechanical perfection has been proven over and over.

No model changes necessary. Electro is perfect as it is.

Magic touch delivers cigarettes to customer.

Simple price adjustment mechanism. Available for standard nickel and dime operation, for 20 cents, 25c or 30 cents... or for silver quarter operation.

Small, compact... just 44 inches high!

S. H. LYNCH & CO. Exclusive Southwest Distributors

Closet Lounges and Taverns

Fits in beautifully like a piece of furniture

* Up front in better restaurants

CIGARETTES

* In better Cocktail Lounges and Taverns

Dallas, Pacific at Olive
Houston, 910 Calhoun
New Orleans, 832 Borana
San Antonio, 241 Broadway
Memphis, 1049 Union Avenue
Oklahoma City, 900 N. Western
FOR Electro
WORLD'S FINEST CIGARETTE MACHINE, IT'S...
SHAFFER Music Co.

606 So. High St., Columbus, Ohio
2129 Main St., Wheeling, W. Va.
1619 W. Washington St., Charleston, W. Va.
1238 S. E. Union Ave., Portland, Ore.
2208 Fourth Ave., Seattle, Wash.

In the States of...

• SHAFFER MUSIC CO.
606 So. High St., Columbus, Ohio
2129 Main St., Wheeling, W. Va.
1619 W. Washington St., Charleston, W. Va.
1238 S. E. Union Ave., Portland, Ore.
2208 Fourth Ave., Seattle, Wash.

Distributors of Electro in Oregon, Washington, Western Montana, Northern Idaho and West Virginia

Another in the family of Electro Distributors...selling and servicing the World's Finest Cigarette Machine.
FOR

World's Finest Cigarette Machine, It's...

WEYMOUTH Service Co.

4955 Santa Monica Blvd., Los Angeles 27, California

In the States of...

- Weymouth Service Co.
  4955 Santa Monica Blvd.
  Los Angeles, California

Distributors of Electro in Southern California,
Arizona and the Hawaiian Islands

Another in the family of Electro Distributors
selling and servicing the
World's Finest Cigarette Machine.
FOR Electro
WORLD'S FINEST CIGARETTE MACHINE, IT'S...
R. F. JONES Co.

1263 Mission St., San Francisco, California
1314 Pearl St., Denver, Colorado
127 East 2nd South, Salt Lake City, Utah

In the States of...

Another in the family of Electro Distributors...selling and servicing the World's Finest Cigarette Machine.
FOR Electro

WORLD'S FINEST CIGARETTE MACHINE, IT'S . . .

W.B. Distributors, Inc.
1012 Market St., St. Louis, Mo. - Phone Central 9292

W.B. Music Company, Inc.
1518 McGee St., Kansas City, Mo. - Phone Victor 0339

In the States of . . .

• W. B. DISTRIBUTORS, INC.
1012 MARKET ST.
ST. LOUIS, MO

Distributors of Electro in Southern Illinois and Missouri

• W. B. MUSIC COMPANY, INC.
1518 McGEE ST.
KANSAS CITY, MO

Distributors of Electro in Kansas

Another in the family of Electro Distributors . . . selling and servicing the World's Finest Cigarette Machine.
FOR Electro
WORLD'S FINEST CIGARETTE MACHINE, IT'S...
TRAVERS & Co. Inc.

89 State Street, Boston, Massachusetts
In the States of...

- TRAVERS & COMPANY, INC.
  89 STATE ST., BOSTON, MASSACHUSETTS

Distributors of Electro in Maine, New Hampshire, Vermont, Rhode Island, Massachusetts, and New York (less Metropolitan New York area).

Another in the family of Electro Distributors...selling and servicing the World's Finest Cigarette Machine.

www.americanradiohistory.com
FOR Electro
WORLD'S FINEST CIGARETTE MACHINE, IT'S...

F. A. B. Distributing Co., Inc.

1019 Baronne Street, New Orleans, Louisiana

In the States of...

FLA.

GA.

NC.

SC.


• F. A. B. DISTRIBUTING CO., INC.

1019 BARONNE ST. NEW ORLEANS, LA.

Distributors of Electro in Georgia, North Carolina, South Carolina and Florida West of Tallahassee

Another in the family of Electro Distributors selling and servicing the World's Finest Cigarette Machine.
FOR Electro

WORLD'S FINEST CIGARETTE MACHINE, IT'S...

FRANKEL-ELECTRO Dist.

2532 Fifth Ave., Rock Island, Illinois
410 W. First St., Davenport, Iowa

In the States of...

*FRANKEL-ELECTRO DISTRIBUTORS*

2532 Fifth Ave., Rock Island, Illinois
410 W. First St., Davenport, Iowa

Distributors of Electro in Nebraska, Iowa and Northern Illinois

Another in the family of Electro Distributors selling and servicing the World's Finest Cigarette Machine.
FOR **Electro**

WORLD’S FINEST CIGARETTE MACHINE, IT’S . . .

## ATLANTIC

In Connecticut, Northern New Jersey, Metropolitan New York, Long Island and Westchester areas, it’s

**ATLANTIC NEW YORK CORPORATION**

583 TENTH AVE. NEW YORK, N. Y.

In Delaware, Eastern Pennsylvania and Southern New Jersey, it’s

**ATLANTIC PENNA. CORP.**

919 BROAD ST., PHILADELPHIA, PA.

Another in the family of Electro Distributors . . . selling and servicing the World’s Finest Cigarette Machine.

www.americanradiohistory.com
The know-how of electrical product manufacturing has been an acknowledged achievement of C-8 Laboratories for many years. Every bit of that electrical know-how has gone into the making of ELECTRO, assuring foolproof operation, electrical perfection and the most simplified servicing requirements.

Further proof of Electro's mechanical excellence lies in the fact that throughout the 4 years during which literally carloads of Electros have been shipped and placed on location, not one major change in design or mechanical construction has been necessary. Electro was made right... right from the start... and Electro goes right on making automatic merchandising history in every part of the nation.

Four full years of operation in thousands and thousands of locations... more, by far, actual on-location operation than any other electric cigarette vending machine in the world. ELECTRO, the first successful all-electric cigarette vending machine, is truly the oldest in point of service, yet so far ahead in everything that's important to operators everywhere.

More operators get and hold more locations with ELECTRO. The answer is a combination of ELECTRO’S unmatched console design, its beauty, its ultra-fine finish and unquestioned superiority in electrical and mechanical perfection.

Yes, literally thousands of new untouched locations are now open to the benefits of electric cigarette vending the ELECTRO way.

...and here's another instance of LEADERSHIP that will increase sales and profits for... ELECTRO OPERATORS

The New Electro Change Maker is now available! Especially made for Electro by C-8 Laboratories... simple in construction... easy to install... efficient in operation... fits any existing Electro Cigarette Vending Machine... and really low priced, too. Available as optional equipment.

C-Eight Laboratories, America's largest and most completely equipped cigarette merchandising machine factory.

EASTERN ELECTRIC VENDING MACHINE CORP.
GENERAL MOTORS BLDG.
NEW YORK 19, N.Y.
Own Your Own and Make All The Profit, Mass. Co. Theme

Corrected from page 117

Private operators in Boston got the first brush of the Yeaton coin program for direct sale to customers. The J. F. Manning Company, one of the area's largest tobacco wholesalers, turned to the Yeaton machine and began putting them on location late last year. The machine program came in a bit too early a half in February (The Billboard, February 12) in the hands of Bouchard State Commissioner Henry Long ruled that locations with machines were unapproved as "cigarette dispensers" and as such would be subject to the $100 operator fee cigarette vending time to time.

Since that time, Manning has taken two steps: appealed from Long's ruling to another organization which, reports in Boston indicate, will operate in a more or less conventional manner. Manning's new organization, however, has Boston cigarette operators troubled by the combination of a state operator license rate if it is offering stops--3 cents per pack. Somehow, it is hard to see the operator without a bosom will have to meet this competition.

Try To Dissuade Manning

The Retail Tobacco Association of Greater Boston has been reported to be preparing to take action against Manning from its cigarette vending machine program, The association argues that Manning's high license rate of 3 cents per Pack might conceivably upset the State's fair trade laws governing the sale of cigarettes.

The Yeaton company, sales manager Clayton said the Boston situation caused a slowdown in Manning's Massachusetts activities. But added that the company was too well known to go wrong in New Hampshire where Manning maintains a branch.

Yeaton and Clayton are not exactly strangers to the automatic merchandising business. Prior to the war Clayton was purchasing agent for Dunbar and Company of Haverhill, Massachusetts, and the company claimed to have developed the first coin operated machines for Dunbar and the firm manufactured the Drink-o-Mat cup dispenser, the basis before Drink-o-Mat suspended production.

Coin Return Patent

There was an interesting sidelight on this new thing on the Yeaton company's machine. In Haverhill, where Arthur H. Boggs, 2,000, does business, Blanche Bouchard told The Billboard that DuGrener's attorneys had formed the National Machine company of a patent infringement in connection with the coin return Yeaton used on its machines.

Miss Bouchard said her firm's attorneys were investigating a machine feature will be changed. (Actually, DuGrener's attorneys insisted on the Yeaton also remove the feature from all of the machines already placed on location.) The present arrangement leaves the Yeaton vendor without a coin return--at least until this week. Yeaton is looking into designing a return of its own.

Yeaton's current cigarette machine stands 27 inches high, it is 9 inches wide, 9 inches deep and weighs 550. It holds two cartons of cigarettes, breaks down a total capacity of 100 packs and provides storage for additional cartons.

$60 Price Tag

Altho Clayton, of Yeaton, said he was unable to quote a price for the machine because the Manning company in Boston was selling the device to location men for $60 without any tickets $25.28 with slug ejector. All of the machines are quarter operated and with penny tubes which kick out one, two, three or four pennies. The number of pennies returned with each purchase is cotted by the location. If only two of the penny tubes are filled, two pennies are returned: if three tubes have pennies, then three are charged. In some New England states where cigarettes are still retailing at 35 cents, the penny tubes were changed to nickel tubes and custom made received 5 cents in change.

Yeaton put this machine in quantity production two months ago. Since that time, five Clayton said his machine has been sold into New England, Upper New York, Pennsylvania and Ohio. Just this week Yeaton closed a deal with Lester Kulp, Kulp of 319 W. 30th Street, Chicago. Kulp will handle the State of Illinois for the Yeaton machine and is currently contracting with a group of salesmen who will push the machine with tobacco jobbers and location men.

In the near future, Clayton said, Yeaton will introduce direct-to-location sales in California, Arizona, Texas, in Oregon, California and Washington.

Who Will Finance?

One of the big unanswered questions of the drive is what will finance the equipment direct to locations, of course, is financing. Finance companies cannot provide the required degree in automatic merchandising, are reluctant to even discuss financing--and leasing--and will do nothing but bad experience with such deals.

In New England, however, some of the tobacco wholesalers have taken the Yeaton equipment, are reported have made arrangements with the machines for as little $1 down and 1.50 per week enabling the Locals to make more on machines and on earnings. Whether this proposition can be duplicated elsewhere remains uncertain.

Because they have had the best opportunity to measure the effect of this new equipment, the Retail Tobacco Association, The Billboard connected some of New England's leading cigarette operators. Briefly, they said they are just convinced location owned machine will be successful in some places. While they are not against running a machine run with operator-owned equipment. But in the short run, which they feel the basis of this type will enjoy, a great deal of damage can be done to established operators.

Stress Operator Services

Generally speaking, New England operators have pointed out that the locations that buy for themselves means they will be handling loose cigarettes. The jobber wholesaler simply drops off a number of cases or cartons. Some employee from the location store is responsible for handling those cigarettes. As a result, the problem of keeping a complete check on cigarette inventory—which is expensive in any of the location store is responsible for handling those cigarettes. As a result, the problem of keeping a complete check on cigarette inventory—which is expensive in any environment—remains much the same, as it was when cigarettes were sold over the counter.

Operators in territories where direct-to-location sales have already hurt the established automatic merchandising companies for the competition. There is also an emphasis on service and convenience—the two elements which built vending machines.

On the face of it, operators are not able to compete on a direct basis with location-owned equipment. Still operators who know how to handle cigarettes properly and are able to market with accurate cost statistics from their own routes, are demonstrating that their locations that the real profit from location-owned equipment. One machine was determined to contracting employee's time for servicing, capital outlay for equipment and parts, losses due to improper handling of cigarette stock and machine depreciation.

EPPY CHARMS

New round prices suitable for advance orders. Machines, Vend in all other machines, too. Fortune Balls With Precious Per Hats $10.00  Fortune Balls With 1 Dice... 12.50  Fortune Balls With Key Chains, 18.50  Fortune Balls With Balloons... 14.00  Fortune Balls With 1 Dice... 5.00  Por Glass... 6.00

LOW PRICER FOR CHARMS, SKULLS AND RINGS

Plastic Charm... Per Series $1.00  Plastic Charms, Big Series $2.00  Plastic Skulls... $5.00  Plastic Rings, Big Series $5.00  Metal Plated Charms, Series $1.00  Metal Plated Charms, Series $2.50  Metal Plated Skulls... $6.00  Metal Plated Rings... $8.00  Rhinestone Eyes... $15.00  Metal Plated Rings, 20 Styles $5.00  Samuel Eppy & Co., Inc.

Richmond Hill, 19, L. N. Y.

A MONEY-MAKER ON EVERY LOCATION!

NORTHWESTERN DUAL VENDOR

1 and 5c OR
5c and 10c
Less Than 100
$45.00
100 or More...
$44.00

Write, Wire, Phone

NORTHERN WISCONSIN & SOUTHERN IOWA

DISTRIBUTORS, INC.

4105 16th Ave.
Brooklyn, N. Y.
Phone: Garfield 3-3090

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISERS, GAMES, ETC. BUBBLE BALL GUM

44 or 72 qty. Crown Jack Brads--1.50 per 100

AUSTRIA COPPER AND SILVER PLATED CHARMS

Series 21, 1.00
Series 24, 1.00

100 or More...
$1.25

GOLD Plated Bracelets in Copper

Silver Wings, 1.50
Silver Wings, 1.00

Wire Wrist Cuff, White

Wire Wrist Cuff, Black

Bracelets

We are furnishers of machines, VENDING MACHINES,

PARKWAY MACHINE CORPORATION

412 West 33rd St., Chicago, Ill.

NY ORNAMENT MARKET

THE MACHINE—guaranteed the best conversion.

2 THE NOSE--no one else offers 11 and 15 Dentists

2 THE PRICE—the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION.

STEINER MANUFACTURING CO.

3330 1st Avenue, New York

Headquarters for Advance 21-F Machines

J. J. SCHNEEBACH

1640 South Avenue

Bloomington, Ill.
A. Steele, Coke Official, Joins Pepsi-Cola Co.

LONG ISLAND CITY, N. Y., March 26.—Walter S. Mack Jr., president of Pepsi-Cola, announced this week that Alfred N. Steele, formerly vice-president of Coca-Cola, Inc., has been elected first vice-president and a director of Pepsi-Cola.

Steele, who has been vice-president in charge of sales for Coca-Cola in this country for the past four years, during which time he has supervised all relations with the firm's domestic bottlers, will be in charge of sales and all other operations in the U. S. of the Pepsi-Cola Company.

Pepsi-Cola's preliminary report for the year ended December 31 shows net earnings of $3,152,817, compared with $6,769,984 for 1947.

Searles Expands Staff; Readies Carton Machine

CHICAGO, March 26.—Searles Welding & Manufacturing Company, which has scheduled announcement of its new two-flavor all-carton vender for next week, has effected a 100 per cent expansion in its engineering department, including personnel and space. Walter Ashton, general manager, described the move as a prelude to all-out production of firm's two-flavor Kaltva 46'er and the new square carton vender.

Searles is now completing construction of 16 pre-production pilot models of the carton machine beforestarting production-line output, Aston said.

HERE IT IS! An ELECTRIC that you can OPERATE and UNDERSTAND without an Engineer's License!

and which you can buy for what you have to pay for a MANUAL of another make.

When LEHIGH toys "simple" it is not talking to Einstein. It means simple to the average Operator and his service man. ★ See coin mechanism illustrated below. ★ No solenoids, switches, or relays on the delivery mechanism. ★ Proven and accepted design. No "gingerbread" — no "gadgets." ★ Ample cigarette and match capacity in amazingly compact space. Choice of iridescent baked enamel colors. ★ Nickel changer optional.

There is absolutely nothing else on the market to compare with it for SIMPLICITY and for all-around operator satisfaction.

Immediate Delivery ★ ★ ★

A MIRACLE HANDFUL!

—this, gentlemen, is the COMPLETE COIN MECHANISM

Just a handful in size and simple that a child can understand. It is in 100% LEHIGH development. Compare it with anything you have seen!

Standard Venders Division

LEHIGH FOUNDRIES, INC., BASTON, PENNNA.

Presented by the Men of Lehigh

Lehigh PX-8 Electric

FE-5 MANUAL $25.00, F.O.B. Boston, Pa.

F. P. Carter
TODAY—CS. (Walt Co.)

Fred E. Stem
Philanthropist

H. M. Coats

S. E. Heilman

Vendors Division

Not only in New York

M. M. Emery

Kleenex Pocket-Tissue

Inc.

SNAP—Kirkwood, Pa.

Easton, Pa.

Fred E. Stem

M. M. Emery

Electrical Representatives


Walter Strauss

N. C. Milles

New York City

N. C. Milles

New Orleans

F. M. Tosh & Son

Manchester

E. P. Carter

D. C. Jefferld

New England

To order, write the nearest Office of the Vendors Division.

TISH-U-VEND

The new, BIG-CAPACITY Vendor for Kleenex Pocket-Tissue

A NEW TYPE OF VENDOR

603 BID. D. NEW YORK 10, N. Y. (in every New York Hotel)

Easton, Pa.

F. M. Tosh & Sons, Manchester

DOUBLEROOMS

Electrical Representatives

New England

Walter Strauss

N. C. Milles

Fred E. Stem

Fred E. Stem

M. M. Emery

Shanghai, China

Shanghai, China

M. M. Emery

M. M. Emery

M. M. Emery
Lamont, Corliss & Co. Names 2 New Execs

NEW YORK, March 26.—Lamont, Corliss & Company announced the election of two top-executives following a meeting of the board of directors. New officials are Edward D. Lane, sales manager, and H. Kenneth Phillips, merchandise manager.

Both men will also continue in their managerial positions.

Charter Va. Candy Operation

RICHMOND, Va., March 26.—State Corporation Commission issued a charter to Automatic Candy Service, Inc., here this week. Firm will deal in candy vending equipment. Maximum capitalization of the firm is limited to $25,000 to be divided into $100 shares. Bernard LaParade, Stuart Voss Brown Jr., and David E. Satterfield, head of the firm.

Brotherhood

PHILADELPHIA, March 26.—A coke machine that accepts a nickel and a penny—the penny to cover the State tax—was being installed in the Germantown YMCA at the same time that a brotherhood meeting was being staged there by the National Conference of Christians and Jews. Over the coin chute, the drink vending operator had placed a sign stating: "Won't accept white pennies." Some were immediately scrubbable underneath. "What! Not even during a brotherhood meeting?"

English Candy Firms Gird for April Rush

LONDON, March 26.—With the end of candy rationing in England April 24, British candy manufacturers will be prepared to supply an average of 4½ to 5 ounces of candy per week for everyone in the country, according to trade sources here.

The present ration (4 ounces a week) will be retained until the April deadline so as to give manufacturers and dealers a chance to stock up in anticipation of the expected demand.

ATTENTION POPCORN MACHINE DISTRIBUTORS and OPERATORS

Scotchpop hybrid specially made POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packaged in one bushel moistureproof hotel - 3 12 oz. bags a carton. Can furnish excellent reconditioned POP CORN SEZ machines.

Wire or write for prices.

Dwight Hamlin Company

5518 Baum Blvd. Pittsburgh 6, Pa.

REAL LOW PRICES U-SELECT-IT CANDY MACHINES

Choose 54 Bar Capacity, 135-1/2 in. Lb. 925 ea.

Unbreakable, Built with Dale $17.25 Unit

Cigarette Machines

DUPLEX CORN, 10, 25 cent, 35 cent.

GUARDIAN, 10, 25 cent, 35 cent.

GUARDIAN, Jr., 10, 25 cent, 35 cent.

GUARDIAN CHAMPION.

ALL MACHINES, 10, 25 cent, 35 cent.

Get free, Write for catalog.

HARRIS VENDING


RACE COIN MACHINE EXCHANGE

409 SPRING GARDEN ST., PHILA 20, Pa.

California Vending Almonds

65¢ Per Lb. 12 oz. 10¢

F50.00 Los Angeles, Cal. 80¢ Per Lb.

600 Point on a min. 400 count.

We Manufacture BULK MERCHANDISE, ALMOST ANY KIND.

California Vending Almonds

1023 S. Grand Ave. Los Angeles 5, Calif.

FOR SALE

2 Ex. A column Vendall Candy Bar Vending Machine with new circuits and one included item. Brand new. $520 for all. Carry a few.

JAMES T. WELSH CO.

Steubenville, Ohio
J. Nelson Names New Distributor

CHICAGO, March 26.—Jack Nelson Company, national distributor for the Hume, Hagenson & Company Pop n' Hot pop corn vendor, announced the appointment this week of the Abby Manufacturing Company, Los Angeles, Calif., as distributor for Southern California, Nevada and Arizona.

Nelson was recently appointed regional distributor for Victor Vending Company’s non-coin Hot-pop popcorn vendor, covering Illinois, Indiana, Wisconsin, Michigan and Ohio.

Fuhrman Nominated

PHILADELPHIA, March 26.—Norman H. Fuhrman, national counsel and executive secretary of the Cigarette Vending Machine Operators’ Association (CVMOA) here, was nominated without opposition for the presidency of the Golden Slipper Square Club. The organization is affiliated with the National League of Masonic Clubs, with a membership of over 1,600.

Fuhrman, who has guided the destinies of the cigarette vending industry here for many years, has long been active in the affairs of the Golden Slipper. Last year he served as chairman of the club’s board of governors. Following elections this month, Fuhrman will be installed as president for the 1949-50 season at the May meeting. A good number of coin industry members are Slipperites.

CIGARETTE MACHINES

NEW NATIONAL 9E
$275.00
New United 3 Coin. 310 Pack Cap 135.00
National 3 Coin. 310 Pack Cap 97.00
National 9-30 270 Pack Cap. 75.00
National 6 Coin. 300 Pack Cap. 55.00
Rowe President 10 Coin. 415 Pack Cap 125.00
Rowe Royal 10 Coin. 300 Pack Cap. 105.00
Rowe President 15 Coin. 150 Pack Cap. 35.00
Unowa Model I, 15 Coin. 265 Pack Cap. 62.50
Unowa Model I, 5 Coin. 160 Pack Cap. 35.00
Unowa Model I, 5 Coin. Model W. 92.00

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED
CIGARETTE MACHINE

FOR MACHINE

VENDING

VENDING

ALL

MACHINES

WITH

30c

COINS

IS Whether you prefer CLASSIC "HUNTER" MACHINES or the NEW "HUNTER" MACHINES, you can be sure of a machine with the quality and service you expect.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

with any one of the machines below.

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

$395.00

BLIZZARD RAINBOW POPCORN MACHINE

NOW COME COMPLETE WITH A FULL CASH BOX AND FULL SERVICE.

Cash payments in full, no trade-in or down payments required.
THEATER MAN LAUDS LOBBY VENDER SALES

Cut Overhead by 20%  CHICAGO, March 26 — Taking a stand on the installation of cup soft drink vendors in movie houses and the dime price peg in particular, local theater manager Russell W. Larsen, president of the Vendor News feature in the March issue of Vend results of a series of checks on the drink vendors in his theater. Explaining why he vetoed the dime price, he emphasized that with today's difficulty in booking pictures for a third-run house, plus the stretch to make "vend-A," he was taking no chances on losing income from the drink vendor. "And this would occur because of the drastic drop in sales if the 10-cent price were charged," he said.

Larsen figures that the popcorn, candy and two cup vendors in his lobby enable him to write off 15 to 20 per cent of his overhead. Higher priced drinks would curtail this percentage, his survey of theater patrons revealed. One woman questioned on the dime price said, "I like the movies 60 cents worth."

Larsen's check on buying habits of his customers, thru the lobby vendor is interesting. Clocking total sales of his vendor in a week's time (for his 1,000 seat house) he found 1,937 individual drinks had been purchased; 1,624 of the 10-cent type. Broken down further, his study showed that 1,472 drinks had been purchased by children, 167 by adults, while the balance, almost without exception, were bought by cooks.

Continuing his survey, Larsen found that the majority of his juvenile customers (who attended the theater Saturday afternoons and Sunday) had approximately 35 cents in their pockets when they left home. With the admission charge of 20 cents the average child had 15 cents left for refreshments. This he spent, usually under 10 cents, mostly going to the salesmen entering the theater, and a drink (5 cents) when he left. Those who did not care for popcorn (actual sales during the same week as the drink of 1747 via the vendor) almost without exception patronized the candy machine, spending at least a dime in that type.

"The operator who finally convinced me that vendors of profit certainly did me a favor," Larsen concluded.

RAKE SELLS EQUIPMENT AT FAIR PRICES

**NEW VENDING MACHINES**
- N.W. Model 48, either 1c or 5c...
- N.W., Dime Vendor, coin 1c and 5c...
- N.W., Deluxe, coin 1c and 5c...
- Silver King, either 1c or 5c...
- Silver King, coin 1c and 5c...
- Columbus Model 462, 1c...
- Vend-O-King Model 4625, 1c...
- Master Jr All Purpose...
- Master Jr, 1c, 5c and 10c...

**NEW COUNTER GAMES**
- ABT Challenge...
- ABT Fair Play, 5c...
- ABT Bubbles...
- ABT White Ball...
- ABT Long Ball...
- ABT Snap...
- ABT Chest Card Vendor...
- ABT Dominoes...
- ABT Target King, 1c...
- ABT Target Quot...
- ABT Triangles, 1c...
- ABT Tic, Tac, Toe, 1c...
- ABT Puzzle, 1c...
- ABT Whirl Ball...
- ABT Ring-Hold...
- ABT Fair Play, 5c...
- ABT Snap...
- ABT Long Ball...
- ABT White Ball...
- ABT Chest Card Vendor...
- ABT Dominoes...
- ABT Target King, 1c...
- ABT Target Quot...
- ABT Triangles, 1c...
- ABT Tic, Tac, Toe, 1c...
- ABT Puzzle, 1c...
- ABT Whirl Ball...
- ABT Ring-Hold...

**RECONDITIONED VENDORS**
- 1c Advance Ball Gem...
- 1c Fair Play With Stand...
- 5c Advance Ball Gem...
- 5c Fair Play With Stand...
- 1c Silver King...
- 5c Silver King...
- 1c Master Jr...
- 5c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...
- 1c, 5c and 10c Master Jr...

**NEW SLOTS**
- Mills Vend-O-King...
- Mills Vend-O-King...

**GENUINE LEAF RAIN-RULO**
- No. 26, 26c...
- No. 26, 50c...
- No. 26, 75c...
- No. 26, 1.00...
- No. 26, 2.00...

**THIRST QUENCHER DRINK MACHINES**
- New and Improved...
- New and Improved...

**BEVERAGE DISPENSING CO.**
- 609 SPRING GARDEN STREET
- PHILADELPHIA 33, PA.
New Disks to Affect Jukes

Check Points
1. Juke box manufacturers are interested in the new 45 and 33 1/3 records, and mechanisms required to play these disks. But there is little likelihood that new music machines, using either of these two disks, will be manufactured for an indefinite time to come.
2. Of the manufacturers who would have to completely redesign their machines to accommodate the new speeds.
3. Until the consumer (the phonograph or record player) and/or the 33 1/3 record, and many recording companies are turning out these disks, an operator could not afford to place a juke box with these specific adaptations. This automatically will forestall production of such units by the phonograph manufacturer.
4. Convivial 78 r.p.m. records, because of the millions of home record players, will continue to be the "acorn-and-but" producer of the disk manufacturer for many years to come. All songs cut on these new records will also be pressed on 78 r.p.m. records, featuring the same artists. But this will not have an adequate supply of records.
5. The new 45 disk will be sold for less than the present 78 r.p.m. disks, except for a 33 1/3 plastic disk are unbreakable. Both are lighter in weight, much smaller in size, and retain their playing quality for much greater lengths of time.

Manufacterers Interested
In 45 But Do Not Plan To Revise Current Models Now

Iowa Assn. Adds
9 New Members

Tروا Assn. Adds
9 New Members

WATERLOO, Ia., March 28—President Leo C. Miller, of the Iowa Automatic Music Operators' Association (IAMO), who attended the formation meeting of the Waterloo Association of Automatic Music Operators held at Hotel Russell Larson at Waterloo, reported that as a result of the meeting all possible funds were secured for the Iowa association.

The new members are R. L. Polley, E. F. Ray, Verl A. Allen, Norman D. Barr, Clyde A. Littler, Paul Christiansen and J. C. Hileman, all of Waterloo, and Lester Haurnum, Cedar Falls.

SRO FOR MINNEAPOLIS CONVENTION
Display Space Going Fast as Agenda Is Set

All Manufacturers Invited

MINNEAPOLIS, March 28—Altho display space has been open for only one week, Ken Ferguson, publicity chairman of the Five State Phonograph Operators Convention, to be held in this city April 25-26, reported that more than 80 per cent of the booths have already been sold and that convention executives were trying to arrange for additional display area at the Radisson Hotel.

In announcing the rapid sale of both space, Ferguson reported that a new television system for coin machine locations would be on display at the convention, as would the new RCA record player, and a 33 1/3 LP unit, which will be included in distributor displays.

Space in the year book also is being sold. Front pages of this book will be about twice the size of last year's publication.

A special invitation to the convention has been mailed to all officers of the Five State Phonograph Operators Associations throughout the country and to (See New Platters on page 116).

Great Disk to Affect Jukes

C.P.M.A. Annual Meeting Set For April 19

Cleveland, March 26—An all-day convention and banquet Tuesday was the 10th anniversary of the Cleveland Phonograph Merchants Association (C.P.M.A.). The business sessions and banquet will be held in the Hollenden Hotel, according to John Cohen, president of the group and chairman of the convention.

Cohen said that C.P.M.A. expects a large attendance of out-of-town operators for the business sessions and for the evening entertainment. In past years, sizable groups of Michigan and Pennsylvania operators have joined the Ohio association in its annual convention.

Business Discussions

The convention will open at noon with a luncheon which will be followed immediately by a series of business sessions. In their announcements of the convention, official officials did not elaborate on the business program. However, past business sessions of the C.P.M.A.'s annual convention have always been a forum for the operators' problems and with associations to work.

The group's dinner of growth, association publicity director, Abraham Samuel, is preparing an annual yearbook which will feature highlights of C.P.T.C.

Co-chairmen in charge of the convention, in addition to Cohen, are Samuel B. Beards, vice-president, and James Ross. Members of the convention committee are: Richard Head, Hyman Silverstein, Henry Big, Joseph Solomon, Louis Nechem and Lee Green.

Rutzen Named Export Manager For Wurlitzer

NORTH TONAWANDA, N. Y., March 26—Carl E. Johnson, vice-president and plant manager of the Rudolph Wurlitzer Company here, has announced the appointment of Arthur C. Rutzen as general export manager of the firm. The appointment of Rutzen, who has been associated with the Wurlitzer company (See Rutzen Exp. Mgr. on page 135).

Hot Time

HARTFORD, Conn., March 26—A fire broke out in nearly New Britain, Conn., recently while batteries were being baked on a near-by music machine. A pinball machine stopped production in March Street was destroyed and a smoke shop in the building was damaged by fire of undetermined origin. Firemen battled the blaze, using water and fire extinguisher of such tunes as 'I Don't Want To Set the World on Fire.' There'll Be a Hot Time in the Old Town Tonight and others, coming through the open windows of the second floor clubrooms of Veterans of Foreign Wars.

Goldman Re-Elected MAPOA Head; Start New Promotion

DETROIT, March 26—Morris Goldman, of the Morris Music Company, was re-elected president of the Michigan Automatic Phonograph Owners' Association (MAPOA), at its meeting here this week. Other new officers were Edward Knowles, secretary-treasurer, A Music, vice-president, and John Ettner, treasurer. Music Company, secretary-treasurer.

New directors are Vincent Mell, Melbourne Music Company, Everett Watson, Bay Music Company, and James Jeffrey, Jeff's Music.

At the annual banquet of the MAPOA, to be held April 23 at Dear Goldette's Fantasia, the association will hold a contest to select Miss Juke Box of 1949. With the co-operation of all Detroit disk jockeys, the event is being widely publicized. Applications blanks are being supplied, and these are being turned in either to disk jockeys or directly to MAPOA headquarters, together with a $1 contribution to the American Cancer Society.

Judges for the contest are Walter McNaught, picture editor, Detroit (Goldman Re-Elected on page 151)
Jukes Account
For 70% of $$
Volume in '48
December High Point

(Continued from page 111) export were made in the last six months of 1949. Many of the countries appearing on the vending list were giving vending machines their first special tests in the first half of the year and operators, convinced that their countries approved of the latest form of merchandising, reordered in increasingly larger amounts from July on thru the remainder of the year. November proved to be the best dollar volume month with $562,223. Of this figure the Philippines were responsible for $16,414, a fact directly attributed to the efforts of coinmen to stock up on vending units before the partial embargo became effective January 1, 1949. By this government order, announced in November, 1948, vendor buying will be limited to 60 per cent of the total merchandisers purchased in the 12-month period ended June 30, 1949.
Average prices paid for vending units varied from the $126 paid by an Ecuadorian operator to the $12 per unit averaged on the 1,805 units that were permitted to enter Canada. Over-all average price was $55 per machine. The leading merchandiser, buyer, operators for the Philippines spent $92 per unit. Among the newcomers on the vending list were Nicaragua, China and Haiti.

With Canada and Mexico temporarily defined as major outlets for coin-operated equipment, Kentucky for two South American neighbors to take over the lead as purchasers of U.S. made music machines, Colombia always an important market and fourth in 1947 concentrated its entire buying power on coin operated equipment and came up with 959 units worth $459,828 compared with $181,725 spent on 940 units in 1947. Venezuela meanwhile invested $328,011 in 560 units, a sizable increase over the $238,442 for 101 machines in 1947. Cuba, too.

Front Money
NEW YORK, March 26.—Operators trying to close "front-money" contracts with locations might try the approach of one enterprising route owner in this area. In all his stops he now gets $16 off the top, but the deal is so arranged that location owners feel they are paying $5.

"This is the way I work it," said the operator, who asked that his name not be used. He told the storekeeper that he will first divide the money equally at the weekly collections, and then, partly to reimburse me for his high operating costs and new equipment, he is to give me $3 from his end. When I leave, I have $10 more than the storekeeper, but somehow he remembers only that $5."

Southern Automatic Holds Sales Meeting
In Louisville Hqrs.
LOUISVILLE, March 26.—Executives and sales personnel of the Southern Automatic Music Company, Inc., gathered here last week for a sales meeting to enable branch managers to exchange business reports and compare notes on prospects for the remainder of the year.

Officials from Southern Automatic's six offices—Louisville, Lexington, Cincinnati, Dayton, Fort Wayne and Indianapolis—reported a decided pick-up in sales in all departments. Based on past performance and current business, the distributing company officials concluded they should be "optimistic for the balance of 1949." Following the meeting, Leo Weinberger, said the sales discussion "pointed out that operators are in better financial condition than they have been for some time." Southern Automatic's sales policies for the remainder of this year occupied a great portion of the two-day meeting, but no specific details concerning the firm's plans were released.

In attendance at the meeting were A. K. Nigh, Dayton; Sam Dieter and John Stockdale, Fort Wayne; Homer Sharp, Lexington; Sam Weinberger and Richard White, Indianapolis; Joe Weinberger, Paul Himburg and Matt McNabb, Cincinnati.

Attending from the Louisville office were Earl Pippinger, James Cheek, Bernard Radford, Morton Weinberger and Leo Weinberger. Guests at the two-day session included Irv McCombe, district manager for the J. P. Seeburg Corporation, and Jack Whiteman, district manager for National Shuffleboard Company.
These two great Wurlitzers offer

INCOMPARABLE VALUE

— Dollar for dollar, these two great Wurlitzer Phonographs offer you better construction, more years of play, more actual value than any other instrument available in the industry today.

UNRIVALED BEAUTY

Compare their styling, their illumination, every feature of cabinet beauty—add to it their beauty of tone and you have the greatest combination of money-making eye and play-appeal in the business.

UNPARALLELED ECONOMY

24 records—long proven the ideal record complement—mean faster selection, speeding up play. Low record cost, plus low operating cost, plus easy service combine to make these Wurlitzers the greatest money-saving, money-making phonographs ever made.

UNEQUALLED TRADE-IN ALLOWANCE

Wurlitzer Phonographs have always carried highest trade-in values. At current market prices your advantage is greater than ever before.

MODEL 1100

Finest deluxe phonograph ever built. Features the famous Zenith Cobra Tone Arm that practically eliminates record surface noise and greatly lengthens record life. Novel Sky-Top Turret Window, Encore Program Selector and brilliant, ever-changing illumination; combine to make the Model 1100 the greatest play-stimulating, profit-producing appeal in juke box history.

MODEL 1080

Far and away the lowest priced QUALITY phonograph on the market today. Its magnificent styling makes this model a sure favorite with the location that wants striking beauty, superb tone, play-appeal that attracts more money to the coin box.

SEE YOUR WURLITZER DISTRIBUTOR for prices, terms, trade-in allowances and financing. Never before have you had such a favorable opportunity to get and hold the best locations—to multiply your earnings—to cement your position with every location on your route. The Rudolph Wurlitzer Company, North Tonawanda, New York.

www.americanradiohistory.com
WHERE

ATTRACTION

MEANS

MORE ACTION . . .

EVANS' CONSTITUTION

Created to cater to the preferences of all phonograph players, active and potential, Evans' New Constellation presents a play-inspiring variety of magnetic appeals:

Brilliant, true-to-life tone quality . . . gorgeous custom-designed wood cabinetry with breathtakingly beautiful illumination . . . 40 Selections . . . convenient facilities for easy selection . . . . speedy record changing . . . 6 selections for 25c.

Each attracts on the basis of its specific appeal to the individual player's fancy. Together, these features establish an irresistible center of attraction for all location patrons.

To develop more play—to make more money, plan to operate Evans' Constellation . . . "America's Brilliantly New Phonograph!"

Place a priority order with your Evans' Distributor now! Take delivery at your convenience. Don't pass up this opportunity to know the ultimate in profitable phonograph operating.

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 141

CHOICE PHONOGRAPH ROUTE

FOR SALE

INCLUDES NORTH CAROLINA BEACH LOCATIONS
Consists of 55 Seeburg and Wurlitzer (various models) Phonos. 8 Arcade games, new Chevrolet truck, shop equipment, spare parts. 110 Seeburg Wallboxes, 5c Speakers, choice locations. Many in operation over ten years, some exclusive territory. A pre-war route, one of the top operations in this area. Owner has other business requiring attention. This price is based on current Billboard list prices plus goodwill.

PRICE $250,000 CASH

Will accept 1949 Cadillac as part payment at list price.

Address BOX 252, The Billboard, 155 N. Clark Street, Chicago, Illinois
Marston Grows; Reps Target Gun

DETOIT, March 20—The Marston Distributing Company, headed by Max Marston, has moved to new enlarged quarters at 20 West Alexander Street, allowing for more adequate display and salesrooms facilities, as well as more a central location. The new site is in the rapidly growing coin machine center near the Paradise Theater, where several coin machine distributors and record distributors are located.

Marston in addition to continuing State-wide distribution of the A.M. phonograph, has just taken on the distributorship for the new Exhibit Target Gun, sharing the franchise with Al Curtis, of the Curtis Machine Company, who will continue to operate from his store at 3613 Hamilton Avenue. Marston and Curtis are launching a joint promotion campaign for the new game, which they believe will fill an important need in Detroit by providing the novelty appeal in a conservative operating territory.

Curtis, who is president of the Michigan Miniature Bowling Association, gave up plans for a vacation trip to Florida in order to handle the inauguration of the new game here.

Marston and Curtis reported Tuesday (22) that the Target Gun, previously approved for operation in Detroit, had also been approved for State-wide operation in bars and taverns as a skill game.

Mape To Distribute Alco-Deree Unit

LOS ANGELES, March 26—The E. T. Mapco Inc. has signed an exclusive franchise to handle the new Alco-Deree 30 wire counter box for the 11 Western States. Walter (Sully) Paterson, manager of the local Mape office, announced this week. The box operates on any 24 selections and has a 5, 10, and 25-cent slot.

Unions Battle In Los Angeles; Ops Caught in Middle

LOS ANGELES, March 26—Agents of the Teamsters Union, Local 366 and the American Federation of Labor (AFL), have been moving in on juke box locations and unseating the jurisdiction of the AFL International Brotherhood of Electrical Workers (IBEW), according to charges in a complaint filed in Superior Court.

For the past six months, the teamsters' agents have "unlawfully represented to the industry" that they have jurisdiction over the juke boxes, the complaint alleges. It is further charged that agents told location owners "to get these IBEW machines out of here and put in teamster machines, or else we'll put pictures in front of your place in the game in a few hours, and we'll stop all deliveries to your place and you'll have no food or anything else in your place of business."

Plaintiffs have been pulled on numerous juke boxes throughout the city, H. G. Sherry, business agent of the IBEW, Local 1632, declared.

The suit was filed by Attorney Glenn A. Lane on behalf of Frank Navarro, the IBEW, and James Sherry, business agent of the North Sea Cafe. Navarro is an IBEW card holder. The suit alleged that the Teamsters Union also named Frank Matula as business agent of TU Local 1632.

An order temporarily restraining the Teamsters union, Paterson and other defendants from interfering with the IBEW installations and sales was issued by Superior Judge Clarence Kincaid. Both sides will present their arguments March 29.
Chicago:

Trans-Vue, president of the American Radio History
Association, announced that the firm will not be shipping
up its Telephone Shopping Cart to the next week-end, for
a few weeks. Meanwhile Fred Mann, vice-president, repor
ted that the firm’s Jackson Boulevard headquar
ters in the East will be expected to announce some new
models next week.

H. F. Dennisson, president of Den
nison Manufacturing Company, reported that his
firm’s old stamping grounds were New Orleans, and he will send several
vender, and one of the main distributors in the East, Mape
Herbert, will look after business in the Chicago headquar
ters.

Lindy Force, general sales man
ager of AMI, reports that Joe Cal
dron, assistant sales manager, is on a
visit to his sales headquarters in Miami, and will be expected to return to Chicago by the first of next week.

The firm’s old stamping grounds were New Orleans, and he will send several
vender, and one of the main distributors in the East, Mape
Herbert, will look after business in the Chicago headquar
ters.

Herb Oettinger, United Manufac
turing Company executive, together with his wife and two children, are expected to return from a two-week vacation in Miami this week-end. Herb wrote Billy DeSelm, sales manager of Electric National, from his desk, and asked him to look after the sale of the firm’s latest, the Outlaw, as it is being moved out by the local company during next week.

Lou Jaffe, Wisconsin sales manager for Electric, national sales organization for C-Eight Laboratory and Electric National, is here, and the firm is expected to announce some new models next week.

Jack Nelson Sr., Jack Nelson Com
pany, reports that district manager, John Bakken, is currently covering Los Angeles and on a two-week trip to San Francisco. He expects to meet with a number of key customers over the next few weeks.

Baltimore:

In a move to forge the bonds of camaraderie within the ranks, the American Vending Operators As
sociation of Greater Baltimore (ABAO) decided to move its annual meeting and entertainment night to Monday evening April 22, the date of the Potomac Hot Popcorn vender, at the Potomac Hot Popcorn vender.

Following his recent appointment as manager of the 12th Street Wash Jackman’s Dale’s gun, Jack Nelson is expected to return from his successful trip to the West Coast next week.

Los Angeles:

Bob Tronick, of Minitime Machine Company, has been out of town most of the past few days. His wife, who is a faculty member at the University of California, is on her honeymoon in Europe. She is expected to return next week.

I. B. Gayer was in town from San Francisco where he batted up the National Orange Show last week. I. B. Gayer, who is the only legal operator of a pinball machine in the state, is expected to return to his home in San Francisco on Monday.

The firm’s old stamping grounds were New Orleans, and he will send several
vender, and one of the main distributors in the East, Mape
Herbert, will look after business in the Chicago headquar
ters.

Herb Oettinger, United Manufac

turing Company executive, together with his wife and two children, are expected to return from a two-week vacation in Miami this week-end. Herb wrote Billy DeSelm, sales manager of Electric National, from his desk, and asked him to look after the sale of the firm’s latest, the Outlaw, as it is being moved out by the local company during next week.

Lou Jaffe, Wisconsin sales manager for Electric, national sales organization for C-Eight Laboratory and Electric National, is here, and the firm is expected to announce some new models next week.

Jack Nelson Sr., Jack Nelson Com
pany, reports that district manager, John Bakken, is currently covering Los Angeles and on a two-week trip to San Francisco. He expects to meet with a number of key customers over the next few weeks.

Baltimore:

In a move to forge the bonds of camaraderie within the ranks, the American Vending Operators As
sociation of Greater Baltimore (ABAO) decided to move its annual meeting and entertainment night to Monday evening April 22, the date of the Potomac Hot Popcorn vender, at the Potomac Hot Popcorn vender.

Following his recent appointment as manager of the 12th Street Wash Jackman’s Dale’s gun, Jack Nelson is expected to return from his successful trip to the West Coast next week.

Los Angeles:

Bob Tronick, of Minitime Machine Company, has been out of town most of the past few days. His wife, who is a faculty member at the University of California, is on her honeymoon in Europe. She is expected to return next week.

I. B. Gayer was in town from San Francisco where he batted up the National Orange Show last week. I. B. Gayer, who is the only legal operator of a pinball machine in the state, is expected to return to his home in San Francisco on Monday.

The firm’s old stamping grounds were New Orleans, and he will send several
vender, and one of the main distributors in the East, Mape
Herbert, will look after business in the Chicago headquar
ters.

Herb Oettinger, United Manufac

turing Company executive, together with his wife and two children, are expected to return from a two-week vacation in Miami this week-end. Herb wrote Billy DeSelm, sales manager of Electric National, from his desk, and asked him to look after the sale of the firm’s latest, the Outlaw, as it is being moved out by the local company during next week.

Lou Jaffe, Wisconsin sales manager for Electric, national sales organization for C-Eight Laboratory and Electric National, is here, and the firm is expected to announce some new models next week.

Jack Nelson Sr., Jack Nelson Com
pany, reports that district manager, John Bakken, is currently covering Los Angeles and on a two-week trip to San Francisco. He expects to meet with a number of key customers over the next few weeks.

Baltimore:

In a move to forge the bonds of camaraderie within the ranks, the American Vending Operators As
sociation of Greater Baltimore (ABAO) decided to move its annual meeting and entertainment night to Monday evening April 22, the date of the Potomac Hot Popcorn vender, at the Potomac Hot Popcorn vender.

Following his recent appointment as manager of the 12th Street Wash Jackman’s Dale’s gun, Jack Nelson is expected to return from his successful trip to the West Coast next week.

Los Angeles:

Bob Tronick, of Minitime Machine Company, has been out of town most of the past few days. His wife, who is a faculty member at the University of California, is on her honeymoon in Europe. She is expected to return next week.

I. B. Gayer was in town from San Francisco where he batted up the National Orange Show last week. I. B. Gayer, who is the only legal operator of a pinball machine in the state, is expected to return to his home in San Francisco on Monday.

The firm’s old stamping grounds were New Orleans, and he will send several
vender, and one of the main distributors in the East, Mape
Herbert, will look after business in the Chicago headquar
ters.
Chicago:

(Continued from opposite page)

sales to operators and distributors. The Chicago ord
orders are coming in at a rate that takes the company by surprise. Assistant General Manager
Son's last week included Sig
Kaplan St., of A & B Distributing Com

Floyd Pedoe, Little Amusement

Chicago Distributing Company's Jim

champion with his first Cadillac... En

tary over at Atlas Music Company

Floyd is working on some more coins to diversify his he

Reminiscing on "way back when"

days in the industry this week, Gla
to distribute the coin-op industry's Jimmy Johnson wondered if Jimmy

Martin, James H. Martin & Com

pany. It was an interesting meeting breaking

bottle of champagne over the number of his first Cadillac... En

Entire staff over at Atlas Music Company

company to "powder their fatty" in the fashion of the day. The

new Seeburg Select-o-Matic is men

Herald Schwartz, Nate Feinstein, Joe

Kline, Irv Kleiman, and Robert Ga

bers... The new machine is based on location and player ac

Jack Keiner, a veteran of Geller Vendors, is re

for his cigarette coupon program, designed to

score maximum awards and possibly elimi

nate pennyng in some instances... Jack

saw the ideal time to final test on his own operation before break

in with Harry Bormwic, Vacto

Barat, heading the Fox River Val

ly cigarette and candy operation known as the

stands in Aurora, Ill., is enthus

ing about the wonderful things he has recently added to his all-industrial

route. "Good thing for factory in

Wally Fluke, World Wide Distribut

ing, left last week for a two-week vacation. His wife and two ch

men in Miami and on the Beach before

heading home... While they were attending a meeting on Sunday, (20), Miss

Fred L. Mills and his wife, Nancy,

was burglarized. Thieves got away with the couple's homes and a

beaver coat. He is assistant treas

under treasurer at Theatrel

Frank D. Doyle, sales manager of Ac

Derre, arrived back in town last week after an Eastern trip, then de

parted the following day for the Wire

the distribution... He will close addi

Indianapolis:

At this time operators of joke boxes, cigarette machines and all com

pany is up on the

"Nothing disturbs Harry since he put G-E lamps in all his coin machines."

General Electric lamps are your answer to tough problems of coin machine operation. You can be confident of fast and dependable performance to cut down service worry. Keep machines "on the job." See your nearest G-E lamp supplier.

FOUR SALE

1 KEENEY BONUS BELL

1-10-25c, Like New, $5.00.

Bing Amuse. Co., Inc.

321 MAIN ST. BINGHAMTON, N. Y.

Phila

Philadelphia:

Samuel Rogove, secretary-treasurer of

local manufacturers of the Kenco

machine, was at his desk after a Florida vacation

on one featuring a choice of the top-of-the-line backpocket coin

style. Business is booming for jingling) as patrons in put in coins to get their coins back.

Floyd is seeking a home for some coins to diversify his he

operation.

Reminiscing on "way back when"

days in the industry this week, Gla

to distribute the coin-op industry's Jimmy Johnson wondered if Jimmy

Martin, James H. Martin & Com

pany. It was an interesting meeting breaking

bottle of champagne over the number of his first Cadillac... En

Entire staff over at Atlas Music Company

company to "powder their fatty" in the fashion of the day. The

new Seeburg Select-o-Matic is men

Herald Schwartz, Nate Feinstein, Joe

Kline, Irv Kleiman, and Robert Ga

bers... The new machine is based on location and player ac

Jack Keiner, a veteran of Geller Vendors, is re

for his cigarette coupon program, designed to

score maximum awards and possibly elimi

nate pennyng in some instances... Jack

saw the ideal time to final test on his own operation before break

in with Harry Bormwic, Vacto

Barat, heading the Fox River Val

ly cigarette and candy operation known as the

stands in Aurora, Ill., is enthus

ing about the wonderful things he has recently added to his all-industrial

route. "Good thing for factory in

Wally Fluke, World Wide Distribut

ing, left last week for a two-week vacation. His wife and two ch

men in Miami and on the Beach before

heading home... While they were attending a meeting on Sunday, (20), Miss

Fred L. Mills and his wife, Nancy,

was burglarized. Thieves got away with the couple's homes and a

beaver coat. He is assistant treas

under treasurer at Theatrel

Frank D. Doyle, sales manager of Ac

Derre, arrived back in town last week after an Eastern trip, then de

parted the following day for the Wire

the distribution... He will close addi

Indianapolis:

At this time operators of joke boxes, cigarette machines and all com

pany is up on the

"Nothing disturbs Harry since he put G-E lamps in all his coin machines."

General Electric lamps are your answer to tough problems of coin machine operation. You can be confident of fast and dependable performance to cut down service worry. Keep machines "on the job." See your nearest G-E lamp supplier.

FOUR SALE

1 KEENEY BONUS BELL

1-10-25c, Like New, $5.00.

Bing Amuse. Co., Inc.

321 MAIN ST. BINGHAMTON, N. Y.
Juice-Picture
WASHINGTON, March 26.—Fruit juice stocks are slowly increasing, according to the report from the Department of Agriculture. Stocks on hand March 1 amounted to 42,416,000 pounds—mostly citrus juices—as compared with 34,672,000 pounds the same month a year ago.

D. C. Biz Off
WASHINGTON, March 26.—The trend of business in the nation's capital is sharply downward from December levels, Commerce Department has reported. Over-all retail sales, seasonally adjusted, were off 29 per cent, with department store sales showing the biggest drop, 54 per cent. Restaurants and business managed to equal December business, while drugstore receipts declined 3 per cent and filling station business slumped 15 per cent.

Mail Order Cig Sales Defended by Lawyer
MEMPHIS, March 26.—The cigarette mail-order business, as a tax evading movement, may receive a boost if the views of Thomas L. Inson, local attorney, are upheld. Defending the Steele Sales Company against a Federal grand jury indictment for selling cigarettes thru the mails and depriving certain States of taxes, Robinson held the firm was a "legitimate mail order house" and had not "perpetrated an fraud on the State of Louisiana."

Philip Morris Sales Gain 27 Pct. in '48
NEW YORK, March 26.—Philip Morris & Company, Ltd., Inc. reported the largest sales gain during 1948 of any major cigarette manufacturer, last week raised its regular quarterly dividend on common stock from 254 cents to 30 cents a share and declared an extra dividend of 51 cents. Both dividends are payable April 15, record March 15.

Action, officials stated, reflects a 27 per cent increase in sales in 1948. With total sales of $213,241,000 last year, actual dollars increase over 1947 ($107,093,000) was $45,190,000.

Sales gains, as reported by other cigarette makers for 1948, were American Tobacco Company 6.2 per cent, R. J. Reynolds Tobacco Company 9.7 per cent; Liggett & Myers Tobacco Company 6.3 per cent and P. Lorillard Company 3 per cent.

California Ups Candy Mfg. 374 Per Cent in 10 Years
SAN FRANCISCO, March 26.—Philip R. Gott, president of the National Confectioners' Association (NCA), told members of the San Francisco Advertising Club during a luncheon that their State has increased its candy production by 3,747 per cent since 1939.

"Today there are 166 candy manufacturers in California; in 1939 there were only 111. The wholesale value of California-made confectionery amounted to $10 million during the same period. State is now the third largest in number of candy manufacturers and fifth largest in terms of value of its confection product, he said.

Chinese Walnuts
WASHINGTON, March 26.—The height of the American walnut crop in 1949 will be some 18 per cent lower than those of the 1947 crop, Agriculture Department has stated. The current price for flue-cured tobacco was about 8 cents per pound higher. Air-cured tobacco rains relatives higher than the preceding year.

Tobacco Prices
WASHINGTON, March 26.—The great bulk of the 1948 tobacco crop was shipped overseas for civilian use. The 1947 crop was the smallest in years. Prices paid to farmers for selling tobacco fell to about 40.30, 301,000, while another 24,301,000 pounds were shipped overseas for civilian relief, the department reported.

Melville Confections Elects New Officers
CHICAGO, March 26.—Melville Confections, Inc., employees have purchased all stock in the firm, which was previously held by outside interests and elected a new board of directors. New line-up includes Henry J. Crisuolo, president; H. C. Carnsickhirt, secretary and treasurer; E. W. Walters, vice-president; and M. A. McGowan, assistant secretary-treasurer. In addition to the new executive staff is H. W. Walters, named vice-president in charge of merchandising.

Melville Confections was set up in January, 1947, when Crisuolo and associates purchased the plant and equipment of the Walter O. Brit Candy Company.

Mason Lowers Prices On Entire Bar Line
NEW YORK, March 26.—Joining the lower-price trend in the candy bar field, Mason, Au & Magenheimer Confectionery Manufacturers, Dollar Candy Company has announced a new price peg on its bar goods.

Going into effect within the last two weeks, firm's price for 24-count packs of its nickel bars is now a straight 72 cents, while 120 count vending packs range from $3.24 to $3.40, with a $3.12 price on nickel packaged candy.

Wrigley Earnings Up
CHICAGO, March 26.—Stockholders of the William Wrigley Jr. Company here Tuesday (22) were given a glowing report on the first two months of 1949 which indicated increased earnings over the 1948 figures. During the first two months of 1949 had increased 23 per cent over the average monthly sales for 1948.

The report further stated that sales for 1948 were $544,116,646 as compared with a 1947 total of $486,195,647. Because of the increased material costs, earnings in 1948 increased $5,341,114, equal to $2.84 per share in the first 12-month period.

With the outlook for the balance of the current year bright, Cox recommended complete早期 its sales, advertising and promotion program during the coming year. This would include sales thru vendors.

The Big Annual SPRING SPECIAL AIRMIAL OR WIRE YOUR ADVERTISING COPY IMMEDIATELY Chicago 1, Ill. 135 N. Clark Street Phone: Central 6-8761 Cincinnati 22, Ohio 2160 Patterson Street Phone: Dantea 4950 Hollywood 28, Calif 4000 Sunset Blvd. Phone: Hollywood 9-5121 Detroit 1, Mich. 1009 Fox Theatre Blvd. Phone: Woodward 2-1100 NEW YORK 10, N. Y. 1564 Broadway Phone: Plaza 7-2000 Supplies in Brief
Export Heavy Despite Embargo

Full 1948 report reflects progress in South America and Far East

(Continued from page 134)

chased 134,000 in 1947 with a total value of $325,466 somewhat off the $424,125 for the previous year but a 1,025% increase over the 1946 figure. The picture in effect through 1948 while resembling that of 1947 in part is quite different. In the Cuban government in 1947, the Union of South America and the Philippines permits increased sales of music machines. In the United States the monthly averages of sales of music machines increased to 1,073,000 from 1,050,000 in 1947. + 3.9

The biggest news of the year was the advent of new Allied jokers for export to other countries. Although there was a 5.7 increase for March over February, sales for April were 20.7 lower than in March. May was the month of the biggest sales so far with 45,000 units. June was down to 39,000 and July to 33,000. August was up slightly to 35,000 and September showed a 10.6 increase to 40,000. October was up 15.8 to 45,000 and November up 16.9 to 50,000. December showed a gain of 21.6 to 55,000.

The outlook for 1949 in all countries was bright, except in the Philippines. There is still a long way to go to reach the 1947 figures, but progress is being made. The Philippines is the only country where there was a decrease in the number of music machines sold in 1948. The Philippines sold 30,000 units in 1947, but only 25,000 in 1948. The Philippines is a small market for music machines and the decrease is not significant. Overall, the sales figures for 1948 show a 10% increase over 1947.

Prospects Bright

Prospects for further development of the music machine market in South America and Japan are considered excellent for 1949. For one thing, the new jokers and Gauldernia machines were made in these countries. These machines are expected to increase their purchases again this year. In fact, the Gauldernia machine is expected to satisfy current demand. Sales of music machines in South America are expected to reach 20,000 units this year. This is a 10% increase over 1948. The prospect for the music machine market in Japan is also bright. Sales of music machines in Japan are expected to reach 10,000 units in 1949, a 15% increase over 1948.

Coin Machine Exports 1947 Monthly Summary

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Value</th>
<th>Phonomographs</th>
<th>Vendors</th>
<th>Amusement Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,061,960</td>
<td>1,353,789</td>
<td>529</td>
<td>233</td>
</tr>
<tr>
<td>February</td>
<td>2,520,789</td>
<td>1,707,489</td>
<td>605</td>
<td>273</td>
</tr>
<tr>
<td>March</td>
<td>2,857,589</td>
<td>1,945,289</td>
<td>668</td>
<td>297</td>
</tr>
<tr>
<td>April</td>
<td>3,112,389</td>
<td>2,156,989</td>
<td>719</td>
<td>320</td>
</tr>
<tr>
<td>May</td>
<td>3,356,389</td>
<td>2,416,989</td>
<td>782</td>
<td>355</td>
</tr>
<tr>
<td>June</td>
<td>3,592,389</td>
<td>2,707,989</td>
<td>849</td>
<td>389</td>
</tr>
<tr>
<td>July</td>
<td>3,824,389</td>
<td>3,055,989</td>
<td>912</td>
<td>422</td>
</tr>
<tr>
<td>August</td>
<td>4,056,389</td>
<td>3,393,989</td>
<td>975</td>
<td>465</td>
</tr>
<tr>
<td>September</td>
<td>4,288,389</td>
<td>3,723,989</td>
<td>1,038</td>
<td>508</td>
</tr>
<tr>
<td>October</td>
<td>4,509,389</td>
<td>3,948,989</td>
<td>1,090</td>
<td>552</td>
</tr>
<tr>
<td>November</td>
<td>4,730,389</td>
<td>4,163,989</td>
<td>1,143</td>
<td>596</td>
</tr>
<tr>
<td>December</td>
<td>4,951,389</td>
<td>4,378,989</td>
<td>1,196</td>
<td>650</td>
</tr>
</tbody>
</table>

The total value of coin machine exports for 1947 was $35,909,389. The number of vendors was 2,331, with 233 manufacturers and 2,100 amusement game operators. The number of coin machines sold was 1,078,000, up 10% from 1946. The number of games was 2,100,000, up 15% from 1946. The average value per machine was $33.17, up 10% from 1946. The average value per game was $16.69, up 15% from 1946.
FOR THE BEST
SLOT MACHINES
COME TO
HEADQUARTERS
AND SAVE MONEY!...
OUR UNCONDITIONAL
GUARANTEE IS YOUR
ASSURANCE OF SATISFACTION...
MILLS MACHINES
In All Models and Coin Plays...
CRISS CROSS...
OVER AND UNDER...
TIC-TAC-TOE...
COMPLETE MACHINES
AND CONVERSION KITS...
Your Used Machines Accepted in Trade
GET OUR PRICES FIRST!
BAKER NOVELTY COMPANY
1720 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

PRICE SLASHED!
HI-LO-FIELD
DICE GAME

ORIGINALLY
PRICED AT
$39.50
NOW $17.50
IN LOTS OF 12 OR
EACH MORE—$15.50

BEAUTIFUL 5 COLOR LAYOUT
FOOLPROOF CONSTRUCTION
NO FEDERAL AMUSEMENT TAX
TOP EARNING FOR COUNTER SPACE

Pleasure, larger, more attractive and
improved HI-LO-FIELD Dice Game. Earnings
from $35 to $100 daily in ordinary locations.
Hi-Lo-Field is helping thousands of saloon
owners, tavern keepers, etc. to improve sales
and increase income.

FOR SALE
12 PANORAMS
Good condition, $15.00 each.
F. O. R., Brooklyn, N. Y.
JACK LEVENE
1779 70 St., Brooklyn 4, N. Y.

K. C. Amusement Games
BIGGEST STOCK IN THE EAST
WRITE FOR PRICES ON
BELOW EQUIPMENT

NEW MACHINES
EXHIBIT DAILY SHOOTING GALL.
LIST & WRITE
CHICAGO COIN PISTOL...
LIST & WRITE
EVANS SUPER BOMBERS...
LIST & WRITE
SLOT LITE...
F. F. R. REG.
995.00...
SPECIAL ORDER.
WRITE...

MILLS MACHINES
IN LOTS OF 5...
LIST $150.00...
SPECIAL...
LIST $150.00...

SHOW-NEW LIST...
LIST $350.00...
SPECIAL ORDER...
LIST $350.00...

SPECIAL ORDER...
LIST $350.00...
SPECIAL ORDER...
LIST $350.00...

SMALL OFFER...
SPECIAL ORDER...
LIST $350.00...
SPECIAL ORDER...
LIST $350.00...

CROSS-NEW LIST...
LIST $350.00...
SPECIAL ORDER...
LIST $350.00...
SPECIAL ORDER...
LIST $350.00...

SPORTS...
SPECIAL ORDER...
LIST $350.00...
SPECIAL ORDER...
LIST $350.00...

THE BILLBOARD
April 2, 1949

PRICE SLASHED!
HI-LO-FIELD
DICE GAME

FOR SALE
12 PANORAMS
Good condition, $15.00 each.
F. O. R., Brooklyn, N. Y.
JACK LEVENE
1779 70 St., Brooklyn 4, N. Y.

SHUFFLEBOARD
MFRS., DISTS. & OPS.
The U. S. Shuffleboard Exchange
is now making available all
TRIED and PROVEN PORTABLE RESURFACING MACHINE
YOUR MECANIC WILL BE ABLE TO REPAIR AND ADJUST WITH A BOARD IN TWO HOURS.
With each guaranteed machine purchased, your mechanic will be
provided with full operating instructions and a one-year
WARRANTY. Write for full particulars.
U. S. SHUFFLEBOARD EXCHANGE
60 E. 42 St. New York 17, N.Y.
For Sale and Garrett PALISADES Dallas, Only IMMEDIATE FOR nly April LATEST Scott-Crosse Philadelphia, Anderson BALLY see with EXCITING Bang-a-Fitty. CONVERTED list Bank Bldg. 10-Stroke, Serenade, not MANY used Pin Top, are HIGH ROLLERS extra on the swizzle and Extra backsides, and Extra FLIPPERS and SPINNERS on the wettened, and the sand moves the decks exactly what they want. GORDON JENKINS ORK (Columbia 2487) My Dream is Yours. The brand new sound and a pleasing Crocker tone. Is a tie-breaking performance. DIANNA SHORE (Columbia 39242) Having a Wonderful Wish. Through does a potent rec- ord on a catchy tune from a forthcoming dock with the same name. Thick echo response is interpreted in her own voice, able to appeal to crooners. The Story of My Life Delightful Signor-Killian backed note, with rhythm, and lyrical. FRANK SINATRA (Decca 24073) Bop! Goes My Heart backed by the WUOOGO is a rhythm backed with almost all sections of the orchestra, Mr. Sinatra does it with sparsity and style. This could be the something different that will pull out of the doldrums. VONTHEONE The Voice gives this inten- ding Plutonium-Alex Weir- ball just the faust. Flibbling treatment it should have. TWO TON TANKER (February 14) All Right, Louis, Drop the Gun. Bright production of the navy savvy ditty. Satch- er gets bumpy and sparsity- less with his lamentation. Put Your Shoes on, Louis. Strips-laidon rend- ition of the comic ballad splendidly. DOREN STEPHENS ALAN KANE (Jack Cole Ork) (Lumere 408) The Two of Us Lamest boy-oolen reviv- ers then a de luxe ditty. I Don't Know Why. Cleverly written, the standard, and a pleasant, Joe Costa (Huntley 3373) Don't Wanna Let You Go. New Winter shows prom- ising, exciting, lively approach. Bing takes advantage of Lome and Turme on this rec- orded A2CART ballad, with "Hi" small group backing. I Knew It Was Gonna Be Love. Another rhythm ballad from the Stilts and a new rev- iew for another fine vocal to the same soul. PolarKats (Double Feature ON 8875) Jenny Lind and Blue Star. Wait. Two-on-one package on which, in particular, feature maister makes good tunes choice. "Woman's" is a straight instrumental piece that could score well with an okay male vocal. Clarinet Polsa and Trouble Polsa. Lively vocal of polka instrumen- tation. BING CROSBY (Ken Darby Choir) On the Moon. (Decca 26334) Once and for Always Bing does one of his regular cut-out jobs with a martial ballad from the usual sources. It's that kind of a ballad. If You Stop Your Teas on the Moon. (The Rhythmas) Also from the "rhythmas"... off a novelty ditty that's in the same vein as his last "Swing on a Star" material. LOUIS JORDAN (His Tympany Five) You Broke Your Promise. The Jordan hump-and-jump- ing artist goes to the popular "Promise- ing" category with this promising side. The Emperor Single. He makes this any possibility for this great single, and a supler-ly-kick version of one of the usual crooner band makings. LIONEL HAMPTON ORK (Ducor 24574) Chicken Shack Boogie. Ramp's rocking, swing- ing all-back jazz on the highest-racing jump racer should clinch way up there in short story. Benson's Boogie. Another number that proves Harry's hard work on this tribute to delay at strapon should get plenty of play. TED HEATH & HIS MUSIC (Reggie Gott) Lombard's. (Atlantic 3105) Narcissus. Harry's front does his Vaughn-Morrison-itis with a curious lyric written in. That's a kind of a new ballad that shows promise. Harlen Nocturno. A notable endorser that proves that he has the means to make a band in England. The fine rendi- tion of this typical American romp will stand out for the new vocal of this song. (Continued on page 144)
NEW MIDGET SHUFFLEBOARD
BIGGER PROFITS—LESS SPACE

OVER-ALL SIZE 10 FEET

Smooth action. Small enough to fit in your smallest locations. Yet large enough to do a profitable job for you ANYWHERE!

COMPLETE WITH SCORING SHEETS, WEIGHTS, WAX, ETC.

LOOK AT THIS PRICE FROM MID-STATE

$169.50

ALSO SHUFFLEBOARDS
22 FT. BLACK TOP OR MAPLE TOP
IMMEDIATE DELIVERY—WRITE FOR DETAILS

TELEQUIZ—WRITE

ELECTRIC SCOREBOARDS
FOR SHUFFLEBOARDS
That are built for heavy duty with plenty of "Eye Appeal." Build for Operators—Wide for your customers.

EXHIBITS ORIGINAL "DALE" GUN
SHOOTING GALLERY
(ALL ELECTRIC)

MID-STATE COMPANY
27 MILWAUKEE AVE.
(CAHO 47, IL)
Phone: Rock Island 2-2444

NOW DELIVERING!
EXHIBIT DALE GUN * SHUFFLEBOARDS * KEYEY ELECTRIC CIGARETTE VENDORS * COMPLETE STOCK NEW AND USED CONSOLES, PHONOGRAHS!

WRITE FOR PRICES ON YOUR REQUIREMENTS!

TERMS: 1/2 Down, 12 mos. O. D.

FOR PRICES ON COINS, COIN CHANGERS AND SINGLES, DOUBLE AND TRIPLE SATE STANDS FOR SLOTS

WRITE FOR PRICES ON COINS, COIN CHANGERS AND SINGLES, DOUBLE AND TRIPLE SATE STANDS FOR SLOTS

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CA pitel 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

RECORD REVIEWS
(Continued from page 143)

RATINGS
(100 Point Maximum)

POPULAR
SAM BROWNE-STANLEY BLACK (London L 2712)
No Need for My Lady
74—74—74—73

The Promise in Your Eyes
61—61—63—60

KENT BAKER (Columbia 2494)
Always in My Heart
63—63—65—60

EVELYN KNIGHT (Vocalion 23304)
Saloon
75—74—72—80

DOROTHY LAMOUR (Decca 2477)
Perfidia
62—62—64—60

Adios, Mariquita Linda
62—62—64—60

JACK FINA ORK
Love Me! Love Me! Love Me!
76—77—75—76

Who Is Sometime
63—64—63—62

FRANCIS CRAIG ORK (EMG 18077)
I Thought I Was Dreaming
68—70—62—55

Tennessee Tango
71—71—70—72

BRUCE HAYES (W. Jacob & His Zanies)
I Won't Go Home
50—50—50—50

I'm Afraid of the Dark
35—32—37—35

MADELYN RUSSELL (J. Carroll's Orch) (MGM 1036)
Pal-Ing Around With You
81—82—80—80

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.

SURE! WAX, COMPLETE WEIGHTS, FALLS, CHERRY EM'S, ENOUGH FEET.
A PAIR OF "ACES"

IF YOU DON'T OPERATE CRISS CROSS ... and BONANZA

CRISS CROSS or BONANZA cabinet sets sold complete or by parts now available.

LIKE NEW REBUILT CRISS CROSS & BONANZA SLOTS

We also have completely rebuilt machines done by experts in our factory. These machines have been removed and rebuilt from bottom up - all used parts removed and replaced, re-plated and refinished. All denomination play and payout in stock for immediate delivery.

WRITE, WIRE OR PHONE

SOLD ON A MONEY BACK GUARANTEE

AMUSEMENT SALES CORP.

164 E. GRAND AVE., CHICAGO 11, ILL.

Phone: Whitehall 4-4270

Guaranteed

USED GAMES

STAGE DOOR CAN'T EEN $12.50
COLD BALL 22.50
FLYING TRAPEZE 24.50
MAJOR LEAGUE 54.50
BASEBALL 72.50
SHORTSTOP 84.50
TRINIDAD 85.00
ROBIN HOOD 86.50
TRADE WINDS 89.50
CONTACT 102.50
SPINBALL 79.50
RANCHO 114.50
MOROCCO 129.50
CIRCUS 129.50
PUDGIE HEAD 142.50
1/2 Deposit Cash or Certified Check With Order

NOW DELIVERING: EXHIBIT'S DARE GUN, CHICINO MAJORS '49, GENCO BIG TOP, UNIVERSAL, CAROLINA, EXHIBIT'S SWANIE.

MARLIN

Amusement Corporation
412 9th Street, N. W. • D1-1625
Washington 4, D. C.

FOR SALE

One of Southwest's most lucrative and close knitted large music and five-cylinder operations. Mostly all post-war equipment of one make. Two Hundred and Eighty units of equipment. Requires $75,000.00 down.

BOX D-154

% The Billboard, Cincinnati 22, O.

A Pair of "Aces"

Record Reviews

(Continued from page 145)

ARTISTS: TUNES: LABEL AND NO. COMMENTS

FOLK

ARTHUR (GUITAR) BOOZIE SMITH (And His Cracker Jacks) (Lillie Sisters)

Careless Hands

Chickean guitar-flavored version is unlikely to catch several notable entries on the tune that are stronger vocally.

Lady of Spain

Whistling, one tapping and guitar try hard and turn in a moderately interesting side. If the tune continues to prove, this discing should get a fair share of the jive play.

RED SOVINE

(603-800)

You're Only Now Strong torch tune, warm, swinging style and fine string work. In effect, a most promising hill item.

I Wanted You for a Lifetime

Same pleasant appeal as previous here.

BILL HALEY

(The 4 Aces of Western Swing) (Columbia CR-1562)

Tennessee Border

Lovely and noticeable washing and wording of the chitlins' folk drink.

Candy Kisses

73-72-72-73

Candy Kisses

73-72-72-71

Then I Turned and Walked Slowly

Tennessee War is time to stand up against the black Reddy Assentation, but it's a fine rendition that should win many friends for Hazel Walker and Rube Dodds.

EDDY HASZELWOOD

(Decca 4616)

Candy Kisses

66-66-66-66

ROY ACUFF

(And His Smokey Mountain Boys) (Columbia 30461)

Sweeter than the Dew

82-80-85-80

Aloha this weeper has proven a real hit, the same power is strong here, and the hill backing makes it a real son. Acuff's enthusiastic renditions can't be lightly dismissed either.

Tennessee Waltz

82-82-85-82

Many of party ball flavor in this side. Aloha Pea Wee White has been riding for some time with his rendition. Acuff and strong coupling should make this a successful dance.

DOYLE O'DELL

Exclusive 84X

She Left Me When My Dream Boat Started Leakin'

79-72-72-72

Two-toning country tune has a catchy refrain, the boys still in full power here.

Okies in California

81-84-81-80

Follow up to 'Dear Old Mom' has plenty of sales, and it's no doubt in lively request where England taxes.

ARTISTS: TUNES: LABEL AND NO. COMMENTS

FOLK

PEE WEE MILLER & THE HAY LOFT BOYS

(Gotonikent XT-100-81)

Jackie Daisy

Novelty pseudo-hillbilly is lovely singable.

Brush Those Tears

From Your Eyes

55-54-54-53

Not loud here, but the banjo and guitar team at the front holding from pop.

RAY WHITLEY

His Six-String Cowboys

(Chicken CC-397)

How Could So Many People Be So Wrong

64-64-64-63

Tune and rendition are most appealing, pop, folk vein. Hybrid quality makes appeal to either group of buyers.

Why Do I Cry Over You?

61-60-62-62

When and the boys give a spirited account of themselves, but the tune is rain-dance.

RELIGIOUS

ZEKE WILLIAMS

(Columbia 10258)

The Church Boy's Dream

75-76-75-74

A religious rendition for the Western Swing angle, but is mainly a narration with a bit restrained to the more genuinely religious music.

WILBUR BELL-WATKINS-SAGERS

70-70-70-70

Claring to the Lord

70-70-70-70

Is a religious gospel singer. His support is just fine, but the actual piece of religious material.

No I Won't Feel Satisfied

73-73-74-73

Not sure how this side is raised by good ratings.

THE TWO GOSPEL KEYS

(63-68-68)

I Don't Feel at Home In This World

69-70-68-68

Any good singing and feeling rendition will raise this to the next rating.

THE SILVERTONES

(69-71-69-67)

He Is My Rock My Shield

69-70-70-70

Fine gospel tune in one gospel song lacks the good rhythm and feeling.

Just Like the Tree of Lebanon

60-60-60-60

Execution and material both are lacking.

GOLDEN GATE QUARTET

( Mercury 672)

I Just Wasn't Made for these Shoes

80-80-80-80

A fine rendition of an impressive piece of religious music.

Mary Mary

75-75-75-75

A fine rendition of a good lift period spiritual.

IMMEDIATE DELIVERY

EXHIBIT'S THE ORIGINAL "DALE" GUN

(AALL ELECTRIC)

SHOOTING GALLERY

The sensation of the current show here. An apparent 50 foot target range, the hits take less than 5 hours to run floor space. A PAIN TO MONETIZE.

$289.50

ORDER TODAY!

Complete Line of All the Latest Exhibit Machines on Display in Our Showrooms.

FREE 8 Page, 52 Illustrations, Catalog

Now or Factors Rebolt Amusement Machines—Ave Block or Mission-Park Sports and Cents—Harvey Has Them All.

MlKE MUNYNS

Lot 571 11th Ave 43rd St.

205-165-165-165

HEADQUARTERS FOR CHAMPIONSHIP "SLICK" SHUFFLEBOARD WAX & WEIGHTS

Sell Thru Dealers Only!

Slick Shown in Every Wax and Cleaner for Shuffleboard as sure smooth, fast accurate play. Contains no plastic or other injurious boys of wax. Guaranteed to hold a pit, scratch or harm any make of board. Compiled by leading shuffleboard makers.

"Slick" Shuffleboard Powdered Wax

"Slick" Shuffleboard Quick Drying Cleaner

"Slick" Liquid Shuffleboard Polishing Wax & Cleaner

"Slick" Shuffleboard Weights

 Territories Open Write for Price List. 

Manufactured by THE SLICK SHINE CO.

201-15 ASTOR ST. NEWARK N. J.

Mechanic Wanted

John B. and Jim Ball Experience. Must be honest and sober. Drinkers need not answer. Good salary.

TODD IRICK AMUSEMENT CO.

304 Taylor Ave. Wilmington, Nc.

Copyrighted Material
NEW IMPROVED
COMBINATION SHUFFLEBOARD & BOWLING COMPLETE

BEFORE YOU BUY CHECK FOR THESE NEW FEATURES

• 3 Self-Adjusting Levels.
• Rounded Table Ends. No rough surfaces.
• Guaranteed Hardwood Cherry Playfield. (Indefinite guarantee against warping)
• Ledge on Sides of Table for Drinks.
• Bowling Pins and Rack With New Type Bowling Ball. (Pats. Pend.)
• All Boards Have Fancy Inlaid Chrome Trim.

TERRITORIES OPEN FOR LIVE WIRE DISTRIBUTORS
WRITE—WIRE—PHONE
SUPREME SALES CO.
1333 CENTRAL AVENUE CINCINNATI, OHIO
PA 5222—FIELD DIST.

PHONE: 219-2999

CHESTERFIELD EXHIBITS DOLLS
SHOOTING GALLERY

“Red Hot” Novelties—Fastest seller ever! Looks like a soft, shooting gallery. Re-merchandised every six months. Write or Phone For Price and Information

New

Event WINTERWOOD, 25

Event WINTERWOOD, 42

Bally MULTI-BELL

Bally WILD LEMON, 56

Bally TRIPLE BELL, 5-5

Bally DRAKE BELL, 50

Bally BELL, 50

Bally CHALLENGER, 25

Peeke SABATOON, 25

Kenny TWIN BONUS, 5-5

Kenny TWIN BONUS, 5-5

RECONDITIONED

Phone: 219-2999

Sheriff's SPECIAL

Rock-Ola Model 78

Phone: 219-2999

Rock-Ola Model 1016

Rock-Ola Model 1085

Rock-Ola Model 1085

RETAIL LIST PRICE $159.50

 manufacturers

SHUFFLE & BOWLING PLAYBOARD COMPANY

326 Hammond St.
Cincinnati 2, Ohio

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS 1, MO.
Phone: Franklin 5200

WE WANT TO BUY
DALLY GOLD CUPS
DALLY JOCKEY SPECIAL
DALLY FREE PLAY GAMES

NOW DELIVERING EXHIBIT DALE GUN

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS 1, MO.
Phone: Franklin 5200

(Continued from page 147)

Record Reviews

RATINGS

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

ARTIST TUNES

Classical

LEOPOLD STOKOWSKI
-SKIL-J THE PHILHARMONIC SYMPHONY OFF NEW YORK

(10"

Classical

ERNA SACK-Bach: Philarmonic Under Roll Schrader (12"

STRAUSS: The Emperor Waltz

VIVACIOUS

There's an adventurous song is interspersed with beautiful, reflective phrases that add an unexpected twist to the arrangements.

The Blind Flowman

The evergreen baritone solo gets a gentle, subtle rendition that emphasizes the song's top catalog standard.

LICIA ALBANESE-RCA

VICTOR ORK, cond. by D. MARZOGLO

Recording artistry and dramatic flair are evident in this version. The nuanced phrasing and emotional depth are captivating.

WALSH: Marriage of Figaro—"Deh Vieni, Non Tardar"

In this beloved recitative, the vocal line is beautifully realized with grace and poignancy. The emotional intensity is palpable.

ELEANOR STEBER, sop.

WHISPERING HOPE

Abide With Me

This affecting piece is characterized by heartfelt singing and deeply moving music. The warm vocal quality and expressive phrasing add to the song's beauty.

BYRON JANIS, pianist

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[_username] (Black Cocker)

[username] (Black Cocker)
INTERNATIONAL

**Jennings To Bow New Front Model**

(Continued from page 172)

product will be held in Reno's Mapes Hotel, April 26.

The front of the latest Sun Chief model is composed of solid chrome, and unit is available with either automatic or hand load jack pot. Deluxe model of this unit includes tnew Jennings-developed dual tube pay-out mechanism and the silent pull reel stop. With the new mechanism, both the jackpot and its reserve are fed on an even basis, thus the amount in each is about the same constantly. This model is available in nickel, dime, quarter, half-dollar and dollar denominations. Noise stated that the dual tube mechanism will also be offered to operators as an accessory for other Sun Chief models.

Henry Strong will represent the Jennings firm at the Reno showing, which is to be held for coinmen in the Nevada and surrounding territory. Food and refreshments will be served and operators and their servants will be instructed on the high points of the new model and the new dual mechanism.

Other Jennings products in production include the Monte Carlo, The Prospector, Challenger and the Sun Chief.

**New Manufacturer**

LOUISVILLE, March 28.—The Secretary of State here has issued a charter to New Amusements, Inc., of this city, which is capitalized at $12,000. Firm will manufacture entertainment devices. Officials include Frank Willoughby, Charles C. Nolling and T. O. Robertson.

With the advent of the new year, the trend in coin machines continues to be towards the more modern and sophisticated devices. Jennings, as always, leads the way with its innovative designs and advanced technology. The new model promises to be a significant addition to the company's lineup, offering both high-quality construction and an engaging user experience. With their commitment to quality and innovation, Jennings continues to set the standard in the coin machine industry.
New Platters Not To Effect Jukes; Plan No Revisions

(Continued from page 136)

...take the right step when the time comes. For if it tests properly, or both, of the systems are advantageous to the juke box field, then the forerunners of the point will be spent retarding for the change-over.

Problems

The problems involved in the use of one of these systems in a music machine vary with the individual design of the manufacturer. For example, the Wurlitzer unit, using a coin tray to transfer the disks to the turntable, undoubtedly would be the simplest to switch from the 45's to the 33 1/3 unit. For the same tray, with an enlarged hole, could probably be used, with a coin. The size of the 45 r.p.m. speed motor instead of the new-conventional 78 r.p.m. speed motor could be used with relative simplicity. On the other hand, by the very nature of the company mentioned, by the way, the change now given over to the mechanism will be eliminated, hence necessitating a completely redesigned unit. The alignments, pitch, and balance changes are also factors to be considered.

While the Wurlitzer phonograph would be one of the easier machines to convert, it may be that the Wurlitzer might be an entirely new unit, with such a transition being made for an indefinite time to come. R. C. Rollins, who has been in charge of the production of this machine this early in the year, after a lengthy lay-off, indicated that the production schedule would be continued to the 1000 foot line on the balance of the year.

The new J. P. Seeburg Select-O-Matic, which is said to be the most advanced machine, would also be simpler than most others in making changes to the new speed, and that if the 45 disk could be used. Using the vertical trays, which are used on RCA, and then a RCA machine has then been placed in a vertical position with the tone arm moving to meet the record, this unit has definite possibilities for conversion in a much shorter period of time than most machines.

While Seeburg officials are definitely leaning toward the 45’s there are still those who feel that the fact remains that, simple by comparison, the 33 1/3 r.p.m. mechanism, while far lengthier in manufacture, Seeburg introduces its Select-o-Matic, which now has been placed in a position to introduce still another new model, even if the one is not the same for a given period of time.

AMC, after its first look at the 45 record and player, reported that while the firm was definitely interested, much would have to be done before any official decision on reconversion could be made. Unlike Wurlitzer and Seeburg, and like in the case of RCA and Latham, the change would be gradual and in the AMC unit, from the changer mechanism on down.

Another of the 'owners' own' query—"It would now appear that there is a once to come to the time changeover to 45 or 33 1/3 r.p.m. play. And that current type models will have to be produced and according to preconceived planning.

Record Picture

Despite the vast amount of publicity pouring out to the general public by the interested firm of the LP and 45 record and platter manufacturers maintain that because the 45 record has been adopted to play only the 78 r.p.m. disks, the 33 1/3 r.p.m. platters will continue to be produced and according to preconceived planning.

Shanokin Solons Pass Tax; Vetoed

SHARONPA, March 28—Allohn the effort of the Borough Council was passed by the narrow margin of 11 to 9 an ordinance taxing all mechanical amusement machines in the city, including juke boxes, Coin Maker Landy announced that he intends to veto the measure. Chief Landy, in announcing his veto, said that such a tax would be in violation of the law as expressed for disapproval shown by the public.

Moreover, it was pointed out that even if the ordinance was passed, the device tax was enacted, and put into force, it was highly unlikely that it would bring in enough revenue to be beneficial to the city treasury. In his place, he is expected that an amusement admission tax on theaters, sports and dance will be passed.

Perma-Top Bows

New Multi-Color Shuffle's Top

CHICAGO, March 28—Perma-Top Bows, a new multi-color shuffle's top, was introduced this week at the transit field tests at actual locations in this area. According to Jim Gubler, head of the company, the color boards can only be made of material, and are not adaptable to wood. Actually, the finish is created with a contrasting six-inch stripe in a choice of red, green or white.

The stripe is placed in front of the end of the board, to mark the idea of the shuffle, and the stripe is not a carriage or moving apparatus. In Simplies of the new board are now being shipped to the firm's distributors, and should be on display within a week.

COLUMBIA DOUBLE JACKPOT BELL

Factory reconditioned

Special

$85.00

COLUMBIA NO. 229 20 CHIPS

FREE PLAY PAIY

LIBERTY Fruit

Free Play Taken Off

$27.50 plus $2.50 per 5 yrs of age up to 15 yrs.

MERCURY No. 376 27 CHIPS

Reconditioned

$27.50 each. $25.50 for 5 or more.

ABCO NOVELTY Co.

5205 W. IOWA ST. CHICAGO 33

For NEW COLUMBIA WRITE FOR PRICES

GOLDMAN RE-ELECTED

Shakopee (Minn.) Jan. 22

The election is being advertised at special rates at each establishment selling Worthington to vote for their candidate for the Miss Juke Box title. Captain Charles T. Landry, of Shkapee's, Mont, Iher little by Ted Black on Dana records, for April 12.

The selection was made by dancing at the banquet, with a line-up of top recording artists assuming seats as guests during the evening. All proceed of the evening's event will be donated to the American Cancer Society.
Edelco Starts Production on Seven-Hi Game
DETOIT, March 26.—Edelco's pool-type game, Seven-Hi, is now in full production. J. Edelman, head of the manufacturing company, announced this week. The game, which lists at $325, was shown at both the 1948 and 1949 Coin Machine Institute conventions. But quantity production was begun only recently, it was learned.

Seven-Hi, a “Belgian” style pool table, measures three by six feet. Standard timer adjustment permits four minutes of play for a dime, but may be varied at the operator's option. The table is covered with biliard cloth. The game is constructed of solid mahogany and comes equipped with four cue sticks, seven balls and a back light.

Distributors already named to handle the game, according to Edelman, are: Blending & Meyers, New York; S. J. Stack, Milwaukee; Jack Rosenfield, St. Louis; Miller Vending, Grand Rapids, Mich.; Cleveland Coin; Cleveland Shuffleboard Co., Columbus, Ohio; Consolidated Distributing, Kansas City, Mo.; Alfred S. Buffalo, A. P. S. Shrub, Detroit; Empire Coin Machine, Chicago; Mid-West Coin, St. Paul, and Mills Sales, Oakland, Calif.

 Shapiro, Inc., Formed in Cincy
CINCINNATI, March 26—Formation of Shapiro, Inc., a shuffleboard manufacturing firm, to be known as Shuffleco, Inc., was announced here this week. The firm will continue to build on all dimensions, will make its office headquarters on Sydenham St. Initial production will be confined to a table model board. Additional models, ranging in lengths from rebounds to standard 22-foot, will be added later.

The incorporators include: Edwin R. Barleth, Jr., secretary and member of the board of directors; Alfred D. Neitus, assistant secretary, director, and counsel, and Patricia Harding.

Council Bluffs' KO's Pin Games
COUNCIL BLUFFS, Ia., March 26.—George B. Sparks has ordered all pinball games removed from Council Bluffs locations. The action followed a meeting of the city council at which the councilmen failed to pass an ordinance which would have covered the games.

Mayor Sparks had warned that he would have the games removed if the ordinance was not passed. Music games are not affected by the mayor's action.

Los Angeles:
(Continued from page 131)
Will S. Sparrow, Santa Barbara coinman last week... A. J. Clayton dropped in from Alhambra to see the latest in vending machines... E. W. Reagan, of Long Beach, was another familiar visitor seen on Pico Street.

Bill Leuenhagen, of the W. H. Leuenhagen Company, just got in a new shipment of Geno's Big Trucks... Maury Sarver has formed the Arcade Music Company in San Diego. At least that's what the word via the grapevine... W. W. Wade visited Pico Street on a quick per before returning to Long Beach, where he headquarters... Stewart Metz, of Metz Supply from San Francisco... John Stamos, who operates in Santa Fe, was in town... Another visitor was C. E. Stephens who hails from El Monte... Jack Gilbert lefts a arcade business at Big Bear Lake long enough to visit Pico Street.

Mary Heiman, of the San Diego Music Company, reports that the wired music take is up 20 per cent over December, 1947... Jack S. Brown, of Sicking Distributors, just got in a new shipment of Gottlieb's Frog and Chips and Chicago Coin. Citation... M. Pierce, of the C. P. Music Company, Pasadena, Calif.; found Pico Street recently... R. C. Owens was up from San Diego. Another visitor from the same town was Bob Fraser.

Ray Powers has his Sacramento office open and ready for business... Nels Nelson, who holds down the firm's Los Angeles headquarters, says they are building up some new multiple selection consoles. They just got in a shipment of Gottlieb's Frog and Chips... N. P. Craver, San Diego operator, was in town on a hobnob trip.

Dannis Jackson, of Automatic Games, is currently in Santa Barbara... George Warner and Raymond Jones are taking care of local business while he's gone... Allie Trunkel dropped in from Santa Barbara last week.

Mary Sims, of Western Shuffleboard Company, had Mr. and Mrs. George Edelman of San Diego, as recent visitors.
COINMEN YOU KNOW

(Cocontinued from page 118)

The Northwestern Manufacturing Company, has recently returned from a business trip to Florida. He plans to leave shortly for another tour thru Alabama and Florida, hoping to contact many of his contacts in those sections before the hot weather sets in. He also plans to visit his brother who is in a hospital at Jasper, Ala. In traveling thru the eastern states Mackin said he has received numerous congratulations on the announcement of his marriage which took place last Saturday, December 4. During his absence, his son Jimmy operates the Washington office.

Bernard Lichtman, of Kay Koin Machine Company, and his wife celebrated their 10th wedding anniversary Saturday (30). Lichtman claims he has acquired the nickname "Mr. Noise" as a result of plugging fast and loud disks. "Hustleback," by Paul Williams on Suvey label, is his big hit at present. Greatest drawing card for juke box listeners in this section is a wide selection with plenty of novelty, he said.

After nearly a year's experience with nylon vendors, the G. B. Macke Corporation fleet they have a lot of difficulties, although the success of fast has not been outstanding. Meyer Gilfand, sales of the company, has 15 or 20 stockings dispensers located in government and private offices along main streets, and terminals throughout the city. Sales are best in the large office buildings and in termins, Mackle has learned. The company has recently acquired rights to one of these machines which, from the time to time from time to time, is a fashion decrees. Four sizes (94" to 90") are available. Four quarters will purchase a pair. Business is considerably better during the winter months than in the summer, Gilland said. Mackie had poor results at first because they installed the machines just before the warm weather last year. I'm sure many women go barefoot. New vendors are being added to the original group, Gilland said.

The new Keeney cigarette machine are scoring a big hit in Washington and vicinity. Made by Mr. Phil Brickman, of Leader Distributing Company in Silver Spring, Md. The company has reported a 43-footh container has increased business.

Washington:

Mr. Chas. Keating, of Maryland Coin Machinery Co., has returned from a business trip to Florida. He plans to leave shortly for another tour thru Alabama and Florida, hoping to contact many of his contacts in those sections before the hot weather sets in. He also plans to visit his brother who is in a hospital at Jasper, Ala. In traveling thru the eastern states Macfin said he has received numerous congratulations on the announcement of his marriage which took place last Saturday, December 4. During his absence, his son Jimmy operates the Washington office.
Turning Back the Clock

15 Years Ago This Week

CHICAGO, March 24, 1934.—Over 2,000 operators attended the first annual Chicago Coin Machine Show, March 12-14, at the Clark Hotel, Los Angeles, which closed as plans were already starting for the 1955 convention that was attended by 17,598 exhibited by 25 manufacturers: The first jell machine built was accorded a feature position, both in display space and in copy. Charles Hey, from San Francisco, was built in 1899. Exposition closed with a banquet, held in the Carlisle House, which was taken over for the festivities.

A plan to utilize radio as a means of distributing favorable publicity about the coin machine industry was faked up during the March 17 annual meeting of the Automatic Merchandisers' Association of Michigan (AMAM). Idea was that 100 members, contributing copies, could make, for a few dollars, the proposed State-wide broadcasts. President F. E. Turner said the plan was initiated to involve the use of spot announcements on major stations, which would constitute one of the few facets of the industry's activity. Plan became known as "Turner's Dream."

Government was on the increase. The Axton-Fisher Tobacco Company, Louisville, has plant to the extent of its Twenty Grand brand, while Brown & Williams Tobacco Corporation added a five-story building to its production facilities, designed to increase output of the firm's Wrigley's gum. Along with the dime cigarette trend, mentholated smoke cigarettes became a popular cigarette picture. With five major brands using the mentholated cigarette, operators began to realize its type as a definite vending possibilities. Spuds, axton-fisher, were exhibited as menthol-cooled cigarettes, which started the trend.

The W. J. C. Vending Company, New York, put out two counter pin games, Silver Sky and Mecca, at $13.50 each. Games were 30 inch and 16 inches wide... Nu-Way Sales Company, Muskegon, Ohio, added a new feature, besides Smoke Shrink cigarette vending unit. Pegged at $8.75, vended a single cigarette, like the No. 9 combination ash tray, color caddie holders today... Bally Manufacturing Company pointed out that a $10 price increase on its Rockets would be effective March 31.

10 Years Ago This Week

CHICAGO, March 25, 1928.—The Rudolph Wurlitzer Company conferred development of a 24-selection wall-box for its phonographs. Unit, featuring a translucent plastic base panel so as to look like wood, incorporated a dial selector to facilitate choice of any record... A special preview showing of the new Mills "Secrets of the 1930's" was scheduled for April 4 at the Penn A. C., Philadelphia, by the Standard Manufacturing Company, New Jersey. Stone Novelty & Manufacturing Company, Bill Heirigk, Keystone candy man, and Vincent Shay were to host the presentation.

Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Company, chimed in reports of operator and public acceptance of the 1938 luxury light-up Rock-Ola juke. A new type "crispy" phonograph record was developed by a Japanese firm. Disc was a translucent plastic surface on which was made "star" by an electro-chemical treatment. This surface was polished under a siphonike preparation that acted "to press" the sound grooves; idea was to eliminate needle friction.

A new automatic phonograph vendor was in the process of being developed by the Wurlitzer Company, East Detroit, Firm's vendor division, directed by Harry G. Nye, President, C. B. Case. The newly formed Harry Hoppe Corporation, headed by Harry Hoppe, introduced a new game, Taps, which was termed "radically different." A free play and "combination play" hybrids with "laugh producing action."

Baker Novelty & Manufacturing Company, Chicago, moved into a new building at Lake Street, abandoning its Kedzie Avenue site. Immediate production on a new game, Bakers was underway. Game was made in two models, De Luxe and "up right." Previously, Bakers Genco, Inc., announced the release of a new game, Rink. With a "dunking" saucer, it enabled the player to up its score by 1200 and to return the ball for further "chances". Six saucers were spotted on the playground. Price was $2,000.00 for the Rink and $79.50 for novelties.

American Sales Corporation, Chicago, introduced China Boy "Oriental Futility" unit, which was manufactured for the 1928 season. The new console game featured Chinese lacquer coloring, offered odds from 2-1 to 190-1.

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 21)

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

(Continued from page 21)

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 21)

Buckley's New 1949 Bells

CRIS-CROSS -- BONANZA -- BARS

And in Consoles It's

Buckley Track Odds and Parlay Longshot

We have the best used machines in the South

Factory rebuilt and finished in Homestead painted

MILLS BLUE FRONTS $ 69.50

MILLS BROWN FRONTS $ 69.50

MILLS CHERRY BELLS $ 79.50

MILLS BONUS BELLS $ 99.50

CONVERTED JEWEL BELLS 100.00

JENNINGS BLACK HAWKS 120.00

JENNINGS STANDARD CHIEFS 120.00

Buckley Daily Double with Jack Pala $ 395.00

(Completely overhauled and refinished original Buckley paint job.)

Buckley's Southern Distributor

Consign Distributing Company, Inc.

4139 Metairie Road

New Orleans, Louisiana

Ship your Track Odds to us for complete rebuilding.

CONSOLE DISTRIBUTING CO., INC.
April 2, 1949

The Billboard

COIN MACHINES

See the New JENNINGS' 1949 Sun Chiefs
WITH THESE NEW FEATURES
- Hand Load or Automatic Jackpot (Optional)
- Solid Front or Lite-Up Models
- No Bounce Reel Stop Levers
- Dominant Jackpot Front

Plus Other Famous Jennings Models — Monte Carlo Console, "Live Jackpot" Challenger, and Deluxe Twin-Play Challenger

Booking Orders Now For Spring Delivery

C & P Sales Company
407 Madison Avenue
Memphis, Tennessee
Phone: 5-4576

See the New JENNINGS' 1949 Sun Chiefs
WITH THESE NEW FEATURES
- Hand Load or Automatic Jackpot (Optional)
- Solid Front or Lite-Up Models
- No Bounce Reel Stop Levers
- Dominant Jackpot Front

Plus Other Famous Jennings Models — Monte Carlo Console, "Live Jackpot" Challenger, and Deluxe Twin-Play Challenger

Booking Orders Now For Spring Delivery

Franco Distributing Co.
24 North Perry Street
Montgomery, Alabama
Phone: 3-9164

See the New JENNINGS' 1949 Sun Chiefs
Booking Orders Now For Spring Delivery

H. M. Branson Distributing Co.
514 South Second Street
Louisville, Kentucky
Phone: Wabash 1501

See the New JENNINGS' 1949 Sun Chiefs
Booking Orders Now For Spring Delivery

Fred Andersen
2352 East 70th Street
Chicago, Illinois
Phone: Plaza 2-2864

See the New JENNINGS' 1949 Sun Chiefs
Booking Orders Now For Spring Delivery

Frithiof Burgeson
Barrington, Illinois
Phone: Barrington 1519

See the New JENNINGS' 1949 Sun Chiefs
Booking Orders Now For Spring Delivery

Phil Burgeson
438 28th St., Southeast
Cedar Rapids, Iowa
Phone: 3204A

3804 East 50th St.
Minneapolis, Minn.
Phone: Dupont 6677

www.americanradiohistory.com
See the New JENNINGS' 1949 Sun Chiefs

WITH THESE NEW FEATURES
- HAND LOAD or AUTOMATIC JACKPOT (Optional)
- SOLID FRONT or LITE-UP MODELS
- NO BOUNCE REEL STOP LEVERS
- DOMINANT JACKPOT FRONT

Plus Other Famous Jennings Models - MONTE CARLO CONSOLE, "LIVE JACKPOT" CHALLENGER, and DELUXE TWIN-PLAY CHALLENGER

BOOKING ORDERS NOW FOR SPRING DELIVERY

LONDON DISTRIBUTING CO.
KEYSTONE BUILDING
PHILADELPHIA, PENNSYLVANIA
PHONE: LOMBARD 3-6850

See the New JENNINGS' 1949 Sun Chiefs

WITH THESE NEW FEATURES
- HAND LOAD or AUTOMATIC JACKPOT (Optional)
- SOLID FRONT or LITE-UP MODELS
- NO BOUNCE REEL STOP LEVERS
- DOMINANT JACKPOT FRONT

Plus Other Famous Jennings Models - MONTE CARLO CONSOLE, "LIVE JACKPOT" CHALLENGER, and DELUXE TWIN-PLAY CHALLENGER

BOOKING ORDERS NOW FOR SPRING DELIVERY

W. H. CASPER DISTRIBUTING CO.
627 PILOT BUTTE AVENUE
ROCK SPRINGS, WYOMING
PHONE: 202J

See the New JENNINGS' 1949 Sun Chiefs

WITH THESE NEW FEATURES
- HAND LOAD or AUTOMATIC JACKPOT (Optional)
- SOLID FRONT or LITE-UP MODELS
- NO BOUNCE REEL STOP LEVERS
- DOMINANT JACKPOT FRONT

Plus Other Famous Jennings Models - MONTE CARLO CONSOLE, "LIVE JACKPOT" CHALLENGER, and DELUXE TWIN-PLAY CHALLENGER

BOOKING ORDERS NOW FOR SPRING DELIVERY

PHILIPPINE AMUSEMENT ENTERPRISES
HOTEL TOKYO, ROOM 398
TOKYO, JAPAN

See the New JENNINGS' 1949 Sun Chiefs

WITH THESE NEW FEATURES
- HAND LOAD or AUTOMATIC JACKPOT (Optional)
- SOLID FRONT or LITE-UP MODELS
- NO BOUNCE REEL STOP LEVERS
- DOMINANT JACKPOT FRONT

Plus Other Famous Jennings Models - MONTE CARLO CONSOLE, "LIVE JACKPOT" CHALLENGER, and DELUXE TWIN-PLAY CHALLENGER

BOOKING ORDERS NOW FOR SPRING DELIVERY

RICK DISTRIBUTING CO.
19 WEST LINWOOD
KANSAS CITY, MISSOURI
See the New JENNINGS' 1949 Sun Chiefs

With these new features:
- Hand load or automatic jackpot (Optional)
- Solid front or lite-up models
- No bounce reel stop levers
- Dominant jackpot front

Plus other famous Jennings models — Monte Carlo console, "Live Jackpot" challenger, and deluxe twin-play challenger

Booking orders now for spring delivery

REICHEL DISTRIBUTING CO.
1212 North Copia
El Paso, Texas
Phone: 5-7831

R. F. JONES COMPANY
137 East 2nd, South
Salt Lake City, Utah
Phone: 9-3029

GENERAL VENDING SALES CORP.
245 West Biddle Street
Baltimore, Maryland
Phone: Vernon 4119

JACK ROSENFELD CO.
3218 Olive Street
St. Louis, Missouri
Phone: Lucas 3186
See the New
JENNINGS' 1949
Sun Chiefs
WITH THESE NEW FEATURES
• HAND LOAD or AUTOMATIC JACKPOT (Optional)
• SOLID FRONT or LITE-UP MODELS
• NO BOUNCE REEL STOP LEVERS
• DOMINANT JACKPOT FRONT

Plus Other Famous Jennings Models — MONTE CARLO CONSOLE, "LIVE JACKPOT" CHALLENGER, and DELUXE TWIN-PLAY CHALLENGER

BOOKING ORDERS NOW FOR SPRING DELIVERY

CLUB DISTRIBUTING, INC.
13 NORTH PARK AVENUE
BATESVILLE, INDIANA
PHONE: 2515

H. Z. VENDING & SALES CO.
1205-1207 DOUGLAS STREET
OMAHA, NEBRASKA
PHONE: ATLANTIC 1121

A. C. RUD COMPANY
NORTH 12 BERNARD
SPOKANE, WASHINGTON
PHONE: MAIN 8275

W. S. HANCOCK
1008 NORTH 2ND STREET
MONROE, LOUISIANA
PHONE: 5807-R
Think what it would mean to have a complete new line of Sun Chiefs in the finest clubs and locations in your community! Here are machines you'll be proud of using . . . machines recognized throughout the country for quality and rich appearance! Here are machines designed to give you continuous performance and steady profits. These are the machines that eliminate costly service calls and build good-will for you and your locations by giving your customers new playing enjoyment!

Don't take our word for it! Put these machines along with other machines you now own and see how Jennings Sun Chiefs produce for you. Your players will prove it with coins in the cash box that Jennings Sun Chief machines are your soundest investment!

You will have confidence in our machines when we tell you to try them on our money back guarantee offer! When you buy from Jennings you know you're doing business with an organization that has over 43 years experience in the coin machine industry, several million dollars in assets, and customer good-will which is priceless!

Don't delay! Ask your Jennings Distributor or Dealer to show you these new Sun Chief machines today!
THE BOARD EXPERIENCE BUILT!!!
ADJUSTABLE "EBONIZED-COSOLITE" (Pat. Pending)
PLAY FIELD
Designed to Eliminate:
  • Warping
  • Splitting
  • Resurfacing
  • Chipping
  • Marring

FACE THE FACTS
Don't "Face the Music"! Face the facts! Facts of life, that is. "Get Aboard the gravy Train"!!! We don't have to tell you shuffleboard is 1949's version of 1849's gold rush. That, already, has been more than proven.

CONSIDER THEN, Penn Shuffleboard Company's 20 years' experience, setting the pace in shuffleboard manufacture and promotion.

ALSO, BEAR IN MIND, Penn Shuffleboard Co. merchandises shuffleboards, not price. PENN'S "BLACK BEAUTY" is priced sensibly.

Yes, Penn's "Black Beauty" Shuffleboard is the most consistent and largest coin collector, gelt gatherer, moolah maker, loot lassoer, or, should we say, the soundest investment in America's amusement industry today!!!

SOME DISTRIBUTORSHIPS AVAILABLE IN 100% PROTECTED TERRITORIES
Write-Wire-Phone

PENN SHUFFLEBOARD CO.
DIVISION OF
COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

Signed: "MR. SHUFFLEBOARD"
Jackson Downs

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 HUGGET, sensational twin Multiple, 4-coin play console. Contact your distributor now!

J. H. Keeney & CO., INC.
2600 West Fiftyieth Street, Chicago 32, Illinois

SHUFFLEBACK SALES CO.
2633 W. Lisbon Ave.
Milwaukee 5, Wis.
Phone Hopkins 2-5381

**This is Really IT!**
**This is Shuffleback!**
This is the Shuffleboard game that's taking the country by storm!

A POWERFUL MONEY-MAKER
 Operators are RAVING about THIS GAME

2 LEVELS

16 FT. PLAYING FIELD YET TAKES UP ONLY

8 FEET OF SPACE!

WRITE WIRE PHONE NOW!

**Some Distributors still available in 100% Protected Territories**

Sizes
13' 4"
16'
18'
20'
22'

Cabinet Makers Since 1888
EVANS' 1949

TEN STRIKE

Original and Still Greatest of Bowling Games!

REAL BOWLING! ALL SKILL!

BETTER THAN EVER — EVERY WAY:

NEW! High Dian Projector Bowing up to 100!
IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play!

PERFECTED! When pins are standard over, perfected Automatic Fin Boy removes them from alley, leaving it clear for next ball! Perfectied Manhattan Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowing and fun as they play! Player controls ball attack and makes strikes and spares by skillful play! Five frames, so, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1949 improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1949 TEN STRIKE, the finest game of skill for amusement only, in edge-glitter! If you are tired of "90-Day Wonders" or which you have to write off your investment, get started with the same that pays dividends, not weeks or months, but for years!

AVAILABLE IN NOVELTY OR REPLAY MODELS
ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO.
1526 WEST ADAMS ST.
CHICAGO 7, ILLINOIS

SEE THE EVANS' CONSTITUTION AD ON PAGE 136
SOUTHERN's April Shower of Buys!

$19.50 Each
BAFFLE CARD BALLYHOO
BASEBALL CROSSFIRE
CLICK HONEY KILROY
MARJORIE PLAYBOY
RANGER STATE FAIR VANITIES

CONTACT...........$139.50
YANKS...............89.50
MAJOR LEAGUE......69.50
MOROCCO............149.50
SPEEDWAY...........139.50

Free Play Quizzers $225.00
Free Play Races
Reels...........39.50

SUPER PACKARD THRONED MODEL IMPERIAL
WURLITZER

PHONOGRAPHs
ROCK-OLAS
COMMANDO........$79.50
IMPERIAL 20.......$199.50
SUPER 40..........95.00
MODEL 1422........249.50
TIRONE OF MUSIC...$39.50
PACKARD MODEL 7...$139.50
WURLITZER 13045 WIRELESS WALL BOXES...$17.50
WURLITZER MODEL 2031 WALL BOX...$12.50
SEEBURG DUO REMOTE CONSOLE, W. C. T...89.50

SEEBURG DISTRIBUTORS IN
CINCINNATI-DAYTON-FT. WAYNE
INDIANAPOLIS-LEXINGTON

624 E. Third St., Louisville 2, Ky.
200 Jefferson St., Lexington 2, Ky.
1329 Calhoun St., Ft. Wayne 2, Ind.
228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
312 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

SEBRING

SPECIAL SHUFFLEBOARDS......$195.00
SUPER SHUFFLEBOARDS.....295.00
DELUXE SHUFFLEBOARDS.....395.00

Choice of 9-11-18-20 or 22 Ft. Shuffleboards, all choice of masonite, formica or wood maple playing fields. All prices F. O. B. Chicago uncrated, if crating is necessary $25.00 additional. Terms: one-half certified deposit, balance C. O. D.

A. G. Sebring Corporation
2300 W. ARMITAGE
CHICAGO 47, ILL.

GIVE TO THE DAMON RUNYON CANCER FUND
Jem Wood
THE ULTRA MODERN SHUFFLEBOARD

THE ONLY HARD MAPLE PLAYING FIELD INCASED IN "POLYMOIN"

Jem-Wood's hard maple "POLYMOIN-SEALLED" playing field...

Selected hard maple, milled and surfaced to a high degree of accuracy, is not just sprayed with lacquer, but the entire field is incased in "POLYMOIN" and baked. The maple wood is completely sealed, protecting it from climatic conditions. Inlaid markings and numerals of Honduras Mahogany, world's most expensive wood, decorate the field. These fields do not require the care of other fields and are enthusiastically preferred by both operators and tournament players.

"POLYMOIN"--a transparent compound, when baked, becomes 4 times harder than wood.

JEM SHUFFLEBOARD SALES CORP.
2275 West Pico Boulevard, Los Angeles, California
Phone DUnkirk 8-7703

GREAT AMUSEMENT GAME OF ALL TIME
"SPOTLITE"

LOCATION TESTED
STARTLING "EYE-APPEAL"
NOVELTY OR FIRE PLAY

The fastest action game on the market today. 7 plastic balls played in less than a minute...and brother, that's profits. "Spotlite" is the only game with LIVE ACTION plastic playing field from top to bottom. Light-Rickers-Wheels. Attracts attention of potential players from any corner of the room. All playing panel is beautifully screened and lighted in 8 dazzling colors. 2-color 'laser' ball; wheel continuously spins to maintain "Customer-Desire-To-Play." The cash box is conveniently placed on the side of cabinet. Trouble-free, precision built mechanism easily accessible for servicing.

ORGINALLY PRICED AT $399.50

SPECIAL CLOSE-OUT - $79.50 EA.

WRITE FOR SPECIAL PRICES IN LOTS OF 3
K. C. NOVELTY CO.
419 Market St. PHILA., 6, PA.
PHONE: MARKET 7-4641 OR 7-4691

ELMER

REVAMP FROM YOUR KILROY

HERE IS A GOOD CLOSE-UP OF JUST ONE SENSATIONAL FEATURE INCORPORATED IN ELMER, WHICH MAKES THIS REVAMP THE TALK OF THE INDUSTRY,

- AND IN ADDITION-

FLIPPERS • BANG BUMPER • SUPER HIGH SCORE

ROLL OVER BUTTONS • KICKOUT POCKETS

SEE YOUR DISTRIBUTOR OR WRITE TO US DIRECT

T and M SALES CO.
2840 Fullerton Ave., Chicago 47, III.
Dickens 2-2434
CHOOSE THE "PROVEN BEST" IS NOT DIFFICULT!!

Today there is no substitute offered that can equal the play appeal, the earning power, nor the greater preference by operators for this 100% proven Exhibit Product.

Ask any Smart Operator who operates them.
Ask any Smart Distributor who sells them.
Not an ARCADE attraction only. Smartly designed for any location and where pin tables are popular.

See your EXHIBIT DISTRIBUTOR about your TODAY

THE EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET - CHICAGO 24, ILL.

GET SET for a BIG SEASON with LONDON BUYS!

YOUR CHOICE
$19.50 EA. -- 6 FOR $100.00

Fire and Rain
KIDDY
TRICK 'R TREAT
Lit-2-See
The Stars are Shining
Swing Line

YOUR CHOICE
$39.50 EA. -- 3 FOR $100.00

Cleaned and Checked
Lightning
Honey
Guns
Darts
Mystery
Gold Ball

OUTSTANDING
Best of 'em all!

CASH IN on the Best Shuffleboard Deal in America!

"FastTop" SHUFFLEBOARD
EXCLUSIVE MAPLE FORMALIC-ALSO
GENUINE MAPLE WOOD TOPS

Available in 11-16-18-22-24-Foot Lengths
Get in on the "hottest" movement in the amusement industry.
"FastTop" SHUFFLEBOARDS! Finished in Seasoned Maple - Proven, tested years - Owners say "FASTTOP" is the most enjoyable and AMAZINGLY HIGH PROFITS for your dealers and FOR YOU!

FORAMICA FASTOP cannot warp or be damaged by cigarettes, ashtrays, weights, etc.
Eliminates daily cleaning and waxing.
Fastest, smoothest playing surface made.
Sturdy - built like a real table.

PHONE or WRITE TODAY!

We Are Manufacturers-Visit Our Plant
SHUFFLEBOARD SPECIALISTS
1114 SOUTH MICHIGAN AVENUE
WEBSTER 9-3795-67 CHICAGO 5, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND
The Most Important Dollars You Spend for Shuffleboards Are
The Few Extra Dollars That Bring You All the Extra Quality,
Trouble-Free Operating and Money Making Features
of Monarch Shuffleboard Products!

Monarch Electric Coin-Operated Center-Overhead Score Boards
For All Shuffleboards

Monarch Deluxe Shuffleboards

A Monarch Score Board for Your Every Need!
Standard Shuffleboard Score Board
"Horse Collar" or "Baseball" Score Board
New "Frame Scoring" Unit

Write for Information Today!

Why accept less when you can get MORE?

Universal's Arrow Bell

Features that Out-Earn Any Other Game in Coin Machine History:
* Wild Arrow makes every symbol "wild"!
* Positive Advancing Odds with each coin!
* Big Jumbo Motor-Driven Reels sustain everlasting suspense!

Universal Industries, Inc.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
8737 North Broadway - Telephone Uptown 8-2345 - Chicago 40, Illinois

www.americanradiohistory.com
### SICKING'S GUARANTEED RECONDITIONED MACHINES

**CONSOLES**
- Keeney Gold Nugget (Comb., 5c-25c) $145.00
- Keeney Bonsa Super Bell (Cash Model). $200.00
- Keeney Bonsa Super Bell (Comb.). $200.00
- Betty Double X (Comb.). $59.50
- Betty Deluxe Bell (Comb.). $59.50
- Betty Deluxe Draw Bell (Comb., 5c). $89.50
- Late Mills Three Bells (Cash). $84.50
- Mills Bowl Balls, 5c. $84.50
- Mills Bowl Balls, Quality Play. $84.50
- Late Model Evans Racers (Cash Only). $94.50
- Late Model Evans Racers (Comb.). $94.50
- Late Model Evans Racers (NEW). $94.50
- Buckley Truck Odd, 5c. $94.50
- Late Model Robert’s Racers (Like New). $94.50

**ONE BALL FREE PLAY GAMES**
- Special Entry. $84.50
- Victory Special. $84.50
- Dix Patten. $40.00
- Theodors. $40.00

**LATE 5-BALL F.P. GAMES**
- Trade Winds. $109.32
- Major League R. R. $89.55
- Singapore. $94.50
- Crazy Ball. $94.50
- Bobbohans. $94.50
- Torit. $79.50
- Contact (Exhibit). $149.00
- Cover Girl (with Flippers). $129.50
- Salt. $129.50
- Cowpokes. $35.00

**MILLS’ NEW VEST POCKET BELL**
- Operates on 1-5 Mystery Payout System
- 5¢ Play 
- $60.00

**MILLS’ LATEST BELLS**
- BLACK BEAUTY
- BLUE BELL
- TOKEN BELL

**GUARANTEED RECONDITIONED MILLS BELLS**
- Blue Fronts, Brown Heads, Q. T. Bells.
- Vast Pocket Balls.

**NEW MILLS BELLS**

---

**SICKING, Inc.**
- 1401 CENTRAL PARKWAY
- CINCINNATI 1, OHIO

**SHUFFLEBOARDS**
- At last! A top-quality board at a low price. New Shuffleboard available Monday, 10 cm long. $49.50
- Model 100. $295.00
- FAST SHUFFLEBOARD WALTZ
- 1-LB. CAN, 50¢: CASE OF 15, $5.50

**TELEQUIZ**
- Sensational questions and answer game.
- Includes answer-flipping. Terrific earnings immediate delivery.
- For play. $450.00

**MILLS SLOTS**
- Wax and Restored
- All With Club Handles
  - 1¢ Blue Points. $10.00
  - 2¢ Blue Points. $15.00
  - 5¢ Brown Points (Made 1930). $40.00
  - 5¢ Brown Points (Made 1940). $45.00
  - 5¢ Brown Points (Made 1941-1942). $40.00
  - 1¢ Extra Bells. $10.00
  - 5¢ Extra Bells. $15.00
  - These Slot Machines Guaranteed 100%! Perfect!

---

**HOME OF PERSONAL SERVICE**

2200 N. WESTERN AVE. - PHONE Armitage 5-5005 - CHICAGO 47

Division of ATLAS MUSIC CO.

First ATLAS MUSIC CO., 3115 GRAND AVE., DETROIT 8

ATLAS MUSIC CO., 2315 FIFTH AVE., PITTSBURGH 13

ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 8
In this ad we pause a moment from the normal hustle and bustle of this work-a-day life to honor and congratulate a man who has devoted his entire business career to the Coin Machine Industry.

30 years ago on April 1, 1919, Vince Shay started to work at the old Mills Novelty Company plant at Green St. and Jackson Blvd., Chicago. Then only 18 years old, he started his meteoric rise into the business world; at 23, he was General Sales Manager of Mills Coin Division.

Probably at that time he was the youngest sales executive of a large corporation in the United States.

He traveled far and wide throughout the country for many years, visiting operators on location. He has been a friend and counselor to thousands of operators, clubs, jobbers and manufacturers of coin machine products. We feel no other man has a higher place of esteem in the coin machine business; no other man has more friends.

Letters and telegrams of congratulations are pouring in from friends everywhere, a wonderful testimonial to a fellow who has been a "real coin machine man" every step of the way!

Employees of Bell-O-Matic Corporation, Chicago.
GENCO'S

BIG TOP

ORDER
FROM YOUR
NEAREST
DISTRIBUTOR

YES, SIR—"EVERY DAY
WILL BE A BIG DAY
WITH 'BIG TOP'"

GENCO
BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

---

WICO'S

"THUMPER BUMPER" KITS

MAKE YOUR OLD PIN GAMES MODERN AND BUILD UP
YOUR TAKE . . . EASILY AND QUICKLY INSTALLED

COMPLETE BUMPER KIT,
INCLUDING BULB, READY
TO BE INSTALLED

$3.95 ea.

IMMEDIATE DELIVERY

We Can Furnish Relays
for Setting Up Bumper
Action - $1.95 Extra.

NOTE: Please specify
pin game manufacturer
when ordering.

SHUFFLEBOARD
MANUFACTURERS

Consult us for your require-
ments for making SCOR-
ING, DEVICES, RELAYS
and Miscellaneous Parts,
also NEW JUMBO TYPE
LEG LEVERS.

SHUFFLEBOARD
OPERATORS

Be sure to contact WICO
for all your Shuffleboard
supplies. Highest quality
. . . lowest prices . . . BEST
DELIVERY! OUR WAY
WILL NOT SCUFF ANY
SUREFACE! ALWAYS USE
WICO WAX!

WICO CORPORATION
2913 PULASKI ROAD • CHICAGO 41, ILLINOIS

BADGER'S Bargains

"Often a few dollars less — seldom a penny more."

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 5-WAY, $45
KEENEY BONUS 5-WAY, $55
KEENEY BONUS 5-WAY, $65
BALLY TRIPLE BELLS, $95
KEENEY LEADER, $55
JENNINGS CHALLENGERS, $55
KEENEY TWINS II, $85
P.P.P., $75
JENNINGS SINGLE SUPER, $85
SALLY RONDO DRAW BELLS...
JENNINGS WINTER BOWL, $55
NEW SALLY RESERVE BELL
NEW SALLY SPOT-BELL

GUARANTEED RECONDITIONED PHONOGRAPHICS

SERBUREG MODEL 148
SERBUREG MODEL 149
WURLITZER MODEL 1190
WURLITZER MODEL 1191
A.M.I. MODEL 8
A.M.I. MODEL A
WURLITZER MODEL 1192
SEEBURG MODEL 1193
SEEBURG MODEL 1194
SALLY RESERVE DRAW BELLS...

NEW AND RECONDITIONED PHONOGRAPHICS

JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF
JENNINGS STANDARD CHIEF

NEW MILLS VEST POCKET

RECONDITIONED EQUIPMENT

BALLY BOWLERS
STRIPE N SPARKS
GENCO TOTAL BELL
HIM MECHANICAL
NEW JUXTA
NEW JUXTA
NEW JUXTA
NEW JUXTA
NEW JUXTA
NEW JUXTA

Terms: 1/2 Deposit; Immediate Delivery; Insured;
Payable to Merchants or Creditor.

Badger Sales Co., Inc.
2511 West 80th Street
CHICAGO 16, ILLINOIS

Badger Novelty Co.
320 North 35th Street
MILWAUKEE, WISCONSIN

GIVE TO THE DAMON RUNYON CANCER FUND
WANTED—LATE USED PIN GAMES!
WE PAY CASH: NEED URGENT BUYERS. Robin, Wendy, Space, Light, Craftsmen, 250, 600, Bally, Williams, Gold Mine, Kicker, Super, New, Used, Start, Wico, Multi-Ball, Cigarette, Wico, Pro-Show. $250-$500.

SOUTHERN AMUSEMENT CO. CALL 628 Madison Avenue Phone: 5-3609

Daval's FREE PLAY
5c PLAY, SLOTS, FRIT, RIBBON, NEW $34.50... ALSO A NEW SLIGHTLY USED AT $24.50.

Daval's BUDDY
Used 1 week 'for $4.50.

BRAND NEW!
COTT. 3-WAY GRIPS
THE ONLY
GRIPPERS LEFT IN THE U.S.
Get 'Em Now! $39.50

PARTS NOW IN STOCK FOR PONIES' PRO-Score ROLL DOWN GAME
WANTED
LATE FLIPPER, BILLS, COINS, BAGS, SLIDES, BALLY ONE BALL, TALLY SUPERLITE. TOP PRICES PAID. SEND LIST.

IMMEDIATE DELIVERY
Each
1 1947 Evans Bangtail... $175.00
5 1947 Evans Domins... $175.00
10 Packard Manhattan, like new... $300.00
75 Mills G.T.'s, used one week. (Post war, like new...) $70.00
6 Bally Victory Specials, crazy... $35.00
25 Bally Draw Bells, Metal Buttons... $130.00
5 Bally Double Ups... $275.00
1 late Head 4-Sc Four Ball... $75.00
1 late H Fly 2-War Test Paddles... $125.00

Each
10 Keeney Single Bonus Super... $175.00
10 Keeney Twin Bonus Super Bells... $425.00
12 Keeney Five Way Bonus Super Bells... $500.00
1 Brand New Mills G.T.'s... $90.00
5 rebuilt Pre-War Mills Three Bells... $100.00

ONE THIRD PURCHASE PRICE MUST ACCOMPLISH ORDER.

COIN MACHINE SERVICE, INC.
418 THIRD STREET SANTA ROSA, CALIFORNIA

WANTED—LATE USED PIN GAMES!
IT'S A PLUM FULL CASH BOX WHEN

Chicago Coin's

PISTOL

IS ON YOUR LOCATION!

IT'S A "ROOTIN'-TOOTIN'-SHOOTIN'" NEW GAME!

PARDNER, ITS JES' LIKE FIRING ON
A 50 FOOT TARGET RANGE!

SHUFFLE-KING

RE-BOUND NOW IN ITS 18TH WEEK
WITH THE AUTOMATIC "GAME-OVER" LOCKING DEVICE

Chicago Coin Machine Co.
1725 Diversey Blvd.
Chicago 14, Ill.

OPERATORS:
IN NEW ENGLAND
IT'S TRIMOUNT

EXCLUSIVE DISTRIBUTORS FOR
SEEBOURG MUSIC - GOTTLIEB AND WILLIAMS
KEENEY ELECTRIC CIGARETTE VENDORS

Largest and most complete PARTS DEPARTMENT in New Eng-land. New England's largest and most complete SERVICE DEPARTMENT, designed to give fast and efficient service.

LET US HANDLE YOUR COIN MACHINE NEEDS

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-5102

COIN MACHINE PARTS FOR ALL EQUIPMENT AT LOWEST PRICES

Coven Distributing Co.
8115 ELSTON AVE. CHICAGO, ILL.
Phone: Independence 3-2210

SLOT SALE

MILLS, Sc. 10c, 25c: Black Cherry Bells, $110.00 each
JENNINGS, Sc. 10c, 25c; 1948 Standard Chiefs, $135.00 each

T & L DISTRIBUTING CO.
1321 Central Parkway, Cincinnati 14, Ohio.
Chicago Coin—"THE HOUSE THAT PEARL BUILT"

GIVES YOU A TRULY GREAT GAME!

MAJORS

OF '49

BASEBALL AT ITS BEST!

Built FOR GREATER MONEY MAKING!
Built FOR OUTSTANDING PERFORMANCE!
Built FOR TERRIFIC PLAYER APPEAL!
Built WITH NEW TROUBLE-FREE FEATURES—

• Flipper-Bats

• Bull-Pen Action • Progressive Scoring

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14, Ill.

Manufacturers of Shuffle-King Shuffleboard—Shuffle-King Re-Bound and Chicago Coin 5 Ball Amusement Games.

NEW ENGLAND OPERATORS
ON HAND FOR PROMPT DELIVERY
NEW—SENSATIONAL Original

DALE'S EXHIBIT TARGET GUN
(Shooting Gallery)
Trouble-Free—Compact—Tested and Approved
LOW PRICE—HIGH EARNINGS
BE the FIRST
in YOUR TERRITORY
With the BEST
NOW ON DISPLAY

Will Accept Flipper Games in Trade on Dale Guns
Wurlitzer Distributor for New England
PHONE: TT 2-3220

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON, MASS.

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

ORIGINAL FLIPPER GAMES
Catalina... $79.50 Trade Winds $104.50
Cinderella... 104.50 Wisconsin 104.50
Screw Ball... 134.50 Yanks 79.50
Bermuda... 74.50 Tennessee 89.50
1/3 With Order—Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.
88 Clinton Ave. Newark 5, N. J.
Mitchell 2-8527
Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

SPECIAL OFFER OF ODD LOTS!!!
100% GUARANTEED TRUE SURFACE
COMPLETELY RECONDITIONED LIKE NEW

SHUFFLEBOARDS

$299.50 EA.

Z 16' NATIONALS $14' BRUNSWICK
1 14' 3-CUSHION REBOUND NATIONAL
1 10' 3-CUSHION REBOUND NATIONAL

COMPLETE LINE OF QUALITY SHUFFLEBOARD SUPPLIES AT THE RIGHT PRICES

U. S. SHUFFLEBOARD EXCHANGE
60 EAST 42nd STREET, NEW YORK CITY 17

FOR SALE

Eight-Tub Octopus, electric motor, cost over $10,000
Fly-O-Plane, electric motor, cost over $12,000
Moon Rocket, cost approximately $16,000
One Boomerang, cost $18,000

All rides used only one season.

Call or write:

KEN GARFF
SALT LAKE CITY, UTAH
PERMA-TOP SHUFFLEBOARDS

1st WITH MASONITE TOPS
1st WITH LOW PRICE UNITS
1st TWO PIECE PLAYING FIELD
1st IN QUALITY AND DESIGN
1st ON DELIVERY

NOW AGAIN 1st WITH Colored

MASONITE PLAYING FIELD
THE NEWEST–THE GREATEST

Tested Improvement
Easy to see your weight and proper scoring area!

$785 LIST PRICE
Proven a Winner on Location

8 MONTHS OF CAPACITY PRODUCTION
AND TOP PLAY ON LOCATION HAVE
PROVEN MASONITE'S PERFORMANCE!

The only major Shuffleboard Manufacturer that can
give YOU the DISTRIBUTOR—volume and price.
WIRE OR PHONE FOR DETAILS

UNCRADED TRUCK LOADS A SPECIALTY

Perma-Top Corp.
457 E. 33rd ST.
CHICAGO 16, ILL.
PHONE: DAnube 6-4343
THE PERFECT GAME!

Gottlieb Bowling Champ

MOST REALISTIC BOWLING THEME EVER BUILT INTO A PIN GAME!

Order from your Distributor NOW!

"There is no substitute for Quality!"

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

TWENTY-TWO YEARS OF LEADERSHIP!
More than six solid months of steady production ... and still going strong ... Bally CITATION continues to smash all records. But the greatest record broken by CITATION is the sudden magical way it injected new life into the entire coin machine industry ... bringing thousands of players back to pin-ball plungers to give operators and distributors the financial pick-up they needed. CITATION, with famous GUARANTEED ODDS feature, holds players by the hour. Odds either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10, 12 or more coins per game for additional selections. For the fattest profits in one-ball history, get going with CITATION now. See your Bally distributor today.

Bally SPOT-BELL
THE CONSOLE HIT OF THE YEAR!

NEW
SPOTTED SYMBOLS

FAMOUS
CITATION
ADVANCING
ODDS

FAST
MULTIPLE COIN
PLAY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!
UNITED'S

RAMONA

New, Different
Playfield Layout

★
2 Spot Features

★
3-Value Kickout Pockets

★
Quantity Replay Scoring Possibilities Each Game

FIVE BALL NOVELTY REPLAY

See Your Distributor

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Have Your Seeburg Distributor Tell You About the Sound Merchandising Plan that Supports Select-O-Matic "100" Music Systems

The Select-O-Matic "100" plays 100 selections—all visible at one time.
The Select-O-Matic "100" offers more and better music on both 10 and 12-inch records.
The Select-O-Matic "100"—with its mechanical brain that plays records vertically—develops unprecedented public interest.
The Select-O-Matic "100" is completely equipped for Scientific Sound Distribution.
The Select-O-Matic "100" offers Remote Control by means of the Wall-O-Matic "100"—the most amazing remote selection system ever developed.
The Select-O-Matic "100" mechanism was tested and proved in thousands of industrial, commercial, and residential installations before being introduced to coin-operated music men.

BUT THAT'S NOT ALL

The Select-O-Matic "100" is more than just a precision engineered instrument. It is—and this is important to music system operators—the only music system that fully meets the current demands of the coin-operated phonograph industry. It is also the only music system that offers music operators a sound merchandising program that will assure them maximum revenue in every location.

Ask your Seeburg Distributor for the complete details of this unusual merchandising program. You'll agree that it is as sound as the Select-O-Matic "100" Music System.

SEE YOUR SEEBURG DISTRIBUTOR FOR THE FULL STORY ON THE NEW SELECT-O-MATIC "100"