The new RKO Palace, New York, as it looked while being readied for the return of flesh set for May 19. New policy, a brainchild of Sol A. Schwartz, RKO veepoo, and booked by Dan Friendly, will be a far cry from the Palace of the Albee days. Where the old Palace was two-a-day with $2.20 top, using top attractions, new operation will call for first-run flickers, eight standard acts, at $1.20 top, doing maybe four a day. New Palace will be the major Stem showcase for acts all over the country and TV buyers will be able to view potential tele performers. Trade feels that if the policy clicks it will start a major revival of vaude all over the country.
Another Brass Ring for

Art-Mooney

Merry-Go-Round Waltz

backed by

The Heart of Loch Lomond

P.S.-Don't forget Art's current MGM Smash!!!

Again and Five Foot Two

MGM 10398
AGVA Moves In on Benefit At Garden, Gets Stand-By Pact

NEW YORK, May 14—In an unprecedented move, the New York branch of the American Guild of Variety Artists (AGVA) this week moved in on a Madison Square Garden benefit show, forced the inking of contracts with stand-by acts and took in escrow the money to be paid the acts. The benefit was held Thursday (12) by the Associated Blind.

The benefit was cleared thru Theater Authority by Mr. M. Stewart, founder of the Associated Blind. He allegedly made a verbal agreement with Beckman and Franklyn to book the talent for the date. It was understood that all of the shows would include top talent for free and some stand-by acts for $1,000 budget.

The situation became muddled (See AGVA Moves In on page 40).

Exhibs To Ask Share in Films' Song Royalties?

DETROIT, May 14—Motion picture exhibitors are going to demand a share in song royalties when a hit is featured in a film, according to Sam Carver, vice-president of the Michigan Independent Theater Owners, who is launching a move in that direction, with particular reference to the American Society of Authors, Composers and Publishers (ASCAP).

Pointing to the return from sheet music and records as well, Carver said that it was possible to make the picture and song, got out one red cent, but paid out real hard coin to play the picture. Carver's reference was in part to ASCAP license fees.

He cited sales of 5,000,000 copies of one hit alone, from a form as by a-product of the Jolson Story on the screen, and a possible 5,000,000 copies of Buttons and Hoes from The Palace as evidence supporting his proposal for an organized drive by exhibitors to assure some compensation in such instances.

Video Medium Gets Worried Eye From Ops

Could Make or Break Clubs

HOLLYWOOD, May 14.—Is tele reaching into the nitery till? Fact that some ops have blazoned video as the villain to blame for the current slump in biz, cited in story. The Billboard to survey club owners here on the site of the club's life. Opinions run the gamut from the prediction that TV will eventually spell the ruin of all niters to statements that tele is helping club business by bringing in new potential clientele. All admitted casting a critical eye on tele with an eye on the new medium's potentialities.

Herman Hover, owner-operator of Sunset Strip's Circa, was optimistic. Said Hover: "Night clubs will flourish as a result of television. People will eventually get used to watching the screen the night after night and will want live entertainment."

(See Opinions Var. On page 10)

Cap Pyrex Sets TV-Disk Junket

HOLLYWOOD, May 14—Following Capitol Records' announcement that it will invade the television film production field, firm's Pyrex Glenn E. Wallisch will contact video stations execs in forthcoming four-week transcontinental junket. Wallisch will combine video with record biz on his tour of Capitol's branch offices, districts and disk dealers. The tour will include an expanse of the country, with calls at local stations to see how recent developments in both video and record field are being handled.

(Wallisch is currently in Boston surveying disk dealers.)

Hope Dawns for ASCAP and TV

But 2 Sides Still Betray Mulishness

New Life For Caffe Music

WASHINGTON, May 14.—A ray of hope is beginning to appear in the music licensing disputes dispute between the American Society of Composers, Authors and Publishers (ASCAP) and the television industry. The outlook appears to be more hopeful for settlement of the dispute between ASCAP and representatives of the network stations.

There is a growing feeling, although still uncertain, that the basis for hope for settlement is stemming from the possibility that ASCAP and representatives of the networks (the American Federation of Radio and Television Artists) may be able to work out a plan somewhere near the end of the current ASCAP contract period.

It is also known that ASCAP and the networks are trying to work out a plan by mutual consent to which both sides will agree.

A new life for Caffe Music, which was closed down by the新业态's boards of governors earlier in the week, was announced today at a press conference.

Judy Canova Set For One-Nighters And Fair Dates

HOLLYWOOD, May 14.—Judy Canova will play a series of lecture-type one-nighters and fair dates beginning next week and continuing during the summer until she returns to the air this fall.

Fem comic opens with a one-nighter at the Passeo, Wash., atomic energy plant Sunday (15) snagging a $4,000 guarantee and a 60-90 split on the gross taken over $13,000. Following that she plays Ogden, Utah, selling a $4,000 guarantee against a 60-40 split.

Show line-up, packaged by Miss Canova, will include Billy Morris's skating trio, Nichols Sisters, ensen George West, Amanda and Lila, the Larry David group and the music combo.

Fair dates already set up include the Kentucky State Fair, Louisville, September 15; Tuscaloosa Valley Fair, Tuscaloosa, Alabama; Iowa State Fair, Des Moines, Comedienne Canova will play a maximum of 30 fair dates, featured as a single stand-up attraction.

54's and LP's Check Slump In Wax Sales

NEW YORK, May 14.—A spot-check of 145 top dealers throughout the country, to gauge public acceptance of RCA's 45 r.p.m. and to ascertain general facts in connection with LP and 78 r.p.m. strongly indicates that the slump in the disk business may be leveling off. The survey, conducted last week and in early April, shows that RCA's system has been on the market only six weeks, with an extensive promotional push still to come.

Here are some statistics revealed in the spot-check:

In answer to a query as to how 45's are selling, 31 dealers stated "good," 48 said "satisfactory," 31 answered "disappointing" and six said "not too bad," and 45's are not being sold. In other words, 78 of those dealers are doing okay with 45's as against 51 who are not.

Pitting the sale of LP against 45, 31 dealers advise "there is little difference with LP, but certainly not to an overwhelming extent," and again bearing in mind that these figures are only approximate, answers to the latter question are as follows: "If you now sell LP's and 45's which would you say is selling better?" Total responses showed 77 dealers claiming LP's are selling better than 45's, and 50 dealers stated 45's were selling better. Five (See 45 and LP on page 17)

Caplain's World of Music

The World's Foremost Amusement Weekly

Vol. 61. No. 21

May 21, 1949

www.americanradiohistory.com
Congress Mulls Action

WASHINGTON, May 14.—Numerous Senators in the entertainment world now exempt from Social Security taxes by the act, under which self-employed would be blanked under terms of revised Social Security legislation now considered by the House Ways and Means Committee.

The committee is considering the administration's Social Security bill in executive session, possibly reaching final versions in its provisions, but is likely to retain the scenic, taxing all self-employed persons under coverage of the Social Security Act.

No Boss? Bigger Bill

Those classified as self-employed would be stuck with a bigger bill in Social Security taxes than they would without the bill as written. It provides that self-employed shall pay 2½ per cent of the first $4,000 of their annual incomes. Should the bill pass this session, a double-duty levy would be retroactive to January 1, 1949. Whether the tax bill as collected all once on any or in installations, would be left to the discretion of the Secretary of the Interior and the Bureau of Internal Revenue.

For those already covered by Social Security, an increase in the tax as well as in benefits is contemplated. While Social Security taxes is exempt from the S. & L. levy, this amount would be increased to 4½ per cent. The bill would include employers and employees is now 1 per cent. Under the bill, employees would be taxed 1½ per cent for the six months ending December 31, 1949, and 2 per cent after that.

$72 a Month Benefits

Monthly benefits would go up to maximum amount. The bill also benefits under the act would be paid not only for old age but also for disability.

Another disability provision is those who will likely be covered by the Social Security Board. There is doubt among administration leaders that the House will accept this.

With Congress aiming at July 31 as the target date, there is increasingly doubtful that they will be able to vote before the end of the session, several advisers of the House committee expect to be revising the bill for the next Civil Security to be obtained, to have it passed by next year. In that event, the starting date for coverage of self-employed and the increased tax probably would be set at January 1, 1950.

Safeguard for Pic Tune Release Dates

HOLLYWOOD, May 14.—Paramount Pictures put aside (Pamom and Paramount) are the results of a plan for safeguarding release dates on tunes used in pictures. It proves successful, the method will be used on other publications, thereby minimizing the gun jumping stage of songs. A Paramount top runner, Eddie Woe, pin, shoots a letter to the legal department of the music publisher that has asked for firm's tunes, going on to deliver a release date of each tune and reminding the legal staffs at paramount's non-pic, Woldin, Day.

Example of Woldin's letter to disk's legal department:

Gentlemen:

Wylam Music Corporation and Famous Music Corporation have submitted to your company music from Paramount Pictures released. It is our intention to register the mechanism of all record companies will enjoy equal opportunity of releasing their respective records. The recordings of the music contained in these different productions. Therefore, it is our intention to make an offer to any company a mechanical license until one week prior to the scheduled date of mechanical release.

The record company has on hand, and has undoubtedly recorded the following composition:

From the picture Red, Hot and Blue, song entitled: Now That I Need You and I Wake Up in the Morning, Mechanical release date, July 1.

From the picture The Heiress the song My Love Lives—Mechanical release date, July 1.

From the picture Fanny, song entitled: My Own, My Own. My All! Just For You! Mechanical release date, August 1.

From the forthcoming Hal Wallis Paramount Picture Better Victory the song You're Wonderful—Mechanical release date, September 1.

We will appreciate your cooperation in this instance as well as your fair procedure to follow and above all protects proper co-operation with our exploits to the best interests of our pictures.

Very Sincerely Yours,

Famous Music Corporation, Paramount Music Corporation, Edward A. Woldin.

Tie Agency for Wilmington

WILMINGTON, Del., May 14.—The Special Service Ticket Agency, Wilmington, has been appointed by the House Committee of the Senate to negotiate radio and television contracts.

Senate Calendar Jammed

The Senate has yet to hold hearings on Social Security and the schedule is more crowded than that of the House. Although it is not known if the Senate will be able to finish their business before the end of the session, several of its members have indicated that the Senate will be able to get the bill in final form and then have it passed by next year.

In that event, the starting date for coverage of self-employed and the increased tax probably would be set at January 1, 1950.
Victor Drops
Sun. Musical Series on NBC

NEW YORK, May 14.—RCA Victor has canceled plans for a musical series on the National Broadcasting Company (NBC) network, which was to have run May 23. This was the day the series was to have been launched. The reason given was that NBC and RCA are sister subsidiaries of the Radio Corporation of America (RCA). Several reasons contributed to the Victor decision, but the tightening up of its conditions through the cancellation of the NBC program appeared to be the fact that it is spending over a million annually in bookkeeping for Kukla, Fran & Oxie. The Kukla show runs into heavy dough since it is a five-day-a-week half-hour stanza with the sponsor buying virtually every available video market.

Another aspect was that with a 16-station network on the musical side, which stars Robert Merrill, with Arthur Fielder and the Boston Pops Orchestra, RCA Victor was plugging its video receivers in non-television areas and in cities and markets where there will be no television for a long time to come. The circulation, in this instance, could provide no pay-off according to Victor, thinking with the cancellation ensuing.

Roi Tan Mulls
"Philip Marlowe" For CBS Airing

NEW YORK, May 14.—One of the rare instances of a cigar manufacturer using radio is pending in a deal involving Roi Tan stagies. The account was virtually set this week, and the manufacturer is a Columbia Broadcasting System (CBS) packets vendor. Roi Tan is an American Tobacco Company product but has not used radio for many years. The show now airs on CBS Saturday nights, Truth or Consequences, and is figured to be about 8,000. The cooperation is around 5.

FCC GIVEAWAY
ON STAND

Levers Reported in Strong Beef to CBS Over Rebates; Cities Am. Tobacco Preference

NEW YORK, May 14.—Charles L. Uckman, a president of Lever Brothers Co., has filed suit in the federal district court in New York against the company’s Amos ‘n’ Andy stations on NBC, which he feels may be in violation of the Federal Communications Act of 1934. Mr. Uckman charged that the rebates were not made to the company’s advantage.

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House Judiciary Committee May Make FCC Probe First

WASHINGTON, May 14.—The House Judiciary Committee may be the Senate Interstate Commerce Committee in reviewing the Federal Communications Commission (FCC), it developed this afternoon that Rep. Walter F. Disney, (D., Fla.), second-in-command of the House, renewed his fight.

In a special statement to the FM Association (FMA), Walter declared that he had always been opposing the FCC's requests for his speech lambasting the FCC (The Billboard, May 3.) More than a month's time is highly critical of FCC policies, Walter asserted.

The approach of the nominating Committee is to be probe the FCC in connection with the administrative procedures authorized by him. Ordinarily, the House Interstate Commerce Committee has the last chance over the FCC as a servant of the lower chamber is concerned, but the Joint Committee on Science and Ara around the act, the judiciary group, can still keep within its own jurisdiction.

Walter's Issues

In his statement to the FMA, Walter said that he would be opposing the FCC of unsettled major issues pending before it and that the Senate petition was addressed to the House for protest of the administrative procedures set, he stated, that every member of the House has a responsibility to discuss any matter presently before the FCC and this has been altogether disregarded by the commission.

Walter added, "When funds are available, I propose to utilize some of them for the purpose of those investigations, which have been highly important and willful violations of the act by the FCC almost, in the public interest."

William Ware commented that "the overwhelming and favorable support which the WMA has received in the recent speech underscores the problems which are burdening commercial radio stations."

In that speech, Walter charged that the FCC and "unfairly" handled and blocked the development of FM.

On the other side of Capitol Hill

Meggars Draw Up States for Ballot

NEW YORK, May 14.—The Radio and Television Directors Guild (RTDG) selected this week from among its members a representative to run in the election to be held June 6. For president, Ken MacGregor and for vice president, Ralph Warren and Fred Weiler, for secretary, Berta Todd, and for treasurer, Martin Andrews and Paul Harrison.

The nominating committee and the executive of the associate directors on the local council are Leonard Blum and Alan T. Richards; for the two states, candidates are open for the chairmanship, according to the announced appointments.

Charles Batson, assistant to Mitchell, rewriting the NAB's widely used booklet on dealer self-advertising, in which stations are specifically referred to for the advertisement of any particular kind of product. Several new tools along this line will be distributed.

AFRA Arbitrator: Vs. Goodman on Fees

NEW YORK, May 14.—The American Federation of Radio Artists (AFRA) began arbitration proceedings the week so that the union alleges it has been denied the right to collect fees.

The controversy is now in the hands of the American Arbitrator, who has been appointed.
Hollywood, May 14—William Morris Agency, this week filed a $30,000 damage suit against Freeman Golden and Charles "Bud" Harman. The suit is based on alleged failure of the radio comic to live up to prior contractual obligations. Petitioned to the Los Angeles radio office, suit, filed in Los Angeles Federal Court, charges that the team's deal with Columbia Broadcasting System (CBS) expired long ago and that rights to Amos 'n Andy, in violation of a 1949 contract, are still being sold. The suit charges that by selling themselves to CBS, with the network in turn peddling their shows, Golden and Harman actually continued a deal originally set up by the Los Angeles office with the Lower firm. Hence, agencies claimed, they were entitled to $1,100 weekly in commissions at $200 a week.

Backing up their team, the agency charged to the several commissions beyond the basic deal. The suit is handled by N. W. Ayer.

Squawks Mounting On Detroit Petition

Washington, May 14—Squawks are mounting up on the petition of the Detroit Televisors, seeking for a reopening of the city's television docket (The Billboard, May 14). The Televisors has been informed by the Federal Communications Commission that the station is not meeting the technical standards of the Federal Communications Act. The Televisors, it is claimed, has not been able to fulfill the conditions of the license.

Army May Acquire Barber's "Catbird"

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The shifts will concern program operations only. The network's employees will not change. NBC's decision to cut down other network operations in Chicago (The Billboard, May 14). NBC last week made extensive personnel cuts in its Chi staff.

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New York, May 14—Confiming a story first published in The Billboard two weeks ago (May 7), the National Broadcasting Company, this week disclosed it has signed a new contract with John Stanton, whereby the week head is to remain president. Stanton's annual salary is $35,000.

Texaco and Berle Set Huddles To Iron Out Show Troubles

New York, May 10—Huddles are to be held this week between Texaco and Sid Caesar, whose programs have been a feature of the company's future activities, if any, on the Texaco Star Theater both in radio and television. Late last week, the show's producers had been told that the video show next fall, and Texaco maintaining it had a firm two-year contract.

Late last week it was learned that the Berle-Texas relations go thru a third party, Stellar Productions, Inc., an affiliate of the William Morris Agency, Berle's agents. Berle's contract with Texas is with Stellar, which in turn contracted with Texaco. This Mr. H. Miller, Texaco's Vice President and in charge of radio education, said it was the decision to continue the program an independent basis. He said that in the event, if it has Berle on a firm one-year deal, starting in September, the show would be produced one year after that.

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Temple U. Gets Fax Equipment of WFL

Philadelphia, May 14—The formal inauguration of the new equipment and operations to Temple University, the nation's first station for the purpose of transmitting facsimile editions. The station first started transmitting facsimile December 1949, and the original cost of equipment was $100,000.

WFL will supervise the operation and will make available to Temple University students, as well as to other facsimile staff for training and additional knowledge. The present station is operated by Roger W. Clegg, general manager of The Inquirer's stations, said that the station is the first and only one in colleges and universities in the nation. The station has established a radio workshop at Temple University and is now organizing the station at the local colleges.

Authority Issue

One of the major issues at hand is said to be the amount of coverage on the program. Berle actually has been producing The TV Theater as well as the shows for the network. However, the emphasis is on having given the program an independent basis. Mr. H. Miller, Texaco's Vice President and in charge of radio education, said it was the decision to continue the program a separate basis. He said that in the event, if it has Berle on a firm one-year deal, starting in September, the show would be produced one year after that.

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The Billboard, 5/21/49

RADIO-TELEVISION

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New York:
John Royal, National Broadcasting Company weepie, sails for Europe Sunday (4) and will be gone for a month. George Chaffield, a veepee at Kneyen & Eckhardt, will join the Compton Agency July 1 in an executive capacity. Samuel Northcross, William L. Stuart and Charles Russell have joined the TV department of the William Eddy Agency, bringing the number of TV employes to 12. Gerald Levy of the publicity department for the DuMont television network takes over the head of the publicity for the DuMont television network.

Don Giesy and Louise Follett remain on the staff.

"For the Love of Mike," a topical revue, will be the entertainment at the American Federation of Radio Artists (AFRA) hall for their membership meeting Friday (20) at the Hotel Astor. George Schall and William D. Conklin, producers of the telecasting of the international final of the Golden Age of the Screen Awards, will be in Chicago over seven stations of the American Broadcasting Company to broadcast the show. The show, which is being billed as "Wives of the World," will be an hour and a half long and will be taking the place of the usual Wednesday night program of the DuMont network.

Dyskai Gain in Drive
To Ban Liquor Ads

WASHINGTON, May 14—The continuing radio drive to ban liquor ads in the press and on the air has resulted in a new development when the House of Representatives, in the person of Rep. George Christopher (D., Mass.) announced that the House would pass the Bryan Act, which would make it impossible for the national radio networks to broadcast advertisements for alcoholic beverages.

Christopher made his announcement in connection with a group of Missouri radio stations who were planning to join the drive to ban liquor ads. Christopher said that the drive to ban liquor ads was necessary to protect the health and welfare of the children of the country.

Christopher wrote further that the drive to ban liquor ads was necessary to protect the health and welfare of the children of the country.

Both the bill and the resolution introduced earlier in the Congress by Rep. Joseph Bryson (D., S. C.)—are dormant at present, but the resolution is in the Judiciary Committee, where it has been referred to the Consideration of the whole House, while the ad ban resolution is in the House of Representatives, where it has reached a stage before it was brought to the floor.
FCC Giveaway Ban To Stand

TALK OF THE TRADE

New York:
The Illinois Meat Company, makers of Broadway brand cornbeef, has signed a 52-week contract to sponsor the 8:45 to 9 a.m. portion of the "Hi-Jinx" program on WNBC, New York, Mondays thru Fridays .... The United States Treasury Department is sponsoring "Serenade at Seven" on WGN, bringing back to the air waves Marian Lotridge. The show begins May 14. . . . Robert Hansen has been appointed program director of KSFO, San Francisco. . . . Don J. Lynch has been promoted from account exec to commercial manager of WHLM, Memphis. . . . Fred Levings, program director of KMGM, Los Angeles, will resign from the station May 15 to direct the "Cico Kid" series for Ziv.

Program Director George T. Case, of WNAO, WNAO-FM, Raleigh, N.C., has been upped to general manager to succeed Dudley Tichenor. . . . Frank Doolittle, proxy of WDRC, Hartford, Conn., is marking his 25th anniversary with the station. . . . Jack Packard is the newest announcing addition to the staff of WCSI-FM, Columbus, Ind. . . . Rudie Lachenmeier, the one-man sports staff of KWG, Portland, Ore., was singled out for honors by the Press Club of Oregon in the club's annual award for outstanding standing work in the newspaper-radio field. . . . Bob Tomlinson, director of public events at KGW, Portland, Ore., and Earl Peterson, technical supervisor of the station, leave Portland May 21 as members of a 100-person air tour to Portland, Me. They are taking recording equipment on the aerial jaunt.

Administrative revamping of Don Lee Broadcasting System created four new auxiliaries, including Dnn B. Tatum, Ward Ingrina, Pat Campbell and William Pabst. Named to the presidency was Willet Brown, with toppor Lewis Allen Wass upped to board chairman. . . . Fred Levings, exited from WMGM, Metro's FM station in Hollywood, to take over direction of "Cico Kid." . . . Buddy Clark. "Carnation Hour" star, took over the flight announcer's berth at regular weekly telecasting of CYO boots by KNBH, Hollywood. . . . Jimmy Roosevelt turns over the mike on his ABC news airer to gueststars for eight weeks while the com- mentator tends to Europe. . . . Eileen Wilson was renewed this week for another cycle on Lucky Strike's "Hit Parade."

Radio character actress Sara Berner will be kudosed on Eleanor Roosevelt's May 18 broadcast. . . . Ken Dolan readying a new radio show for Shirley Ross, marking the thirdb's return to radio after several years of voluntary retirement. . . . Bob Longenecker, veepee of Telepak, Inc., will move headquarters to New York June 1 to handle all Eastern pro- duction for the video film firm. . . . Still no word on Frank Sinatra's deal with Mutual for a disk jockey show as May 25 deadline draws near . . . Artie Auerbach, the Mr. Kittel of Jack Benny's show, was named Man of the Year by National Pickle Packers Association for his work in populariz- ing the picker's favorite song.

"listen here, boys!

A client of ours said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we know it!"

"Hold that latest, will you? Good day, you've already wiped out our $250,000.00 inventory* of a household appliance in 8 weeks and the dealers are hollering all over the place."

To which WOB politely retorts: If radio can sell a product like that—and it can—it can sell a message, slogan, or idea, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can . . .

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

*That's a fact! Ask us to prove it, if you wish.

RFDG, NBC Stalemate May Bring Strike

NEW YORK, May 14.—The membership of the Radio and Television Directors Guild (RFDG) is expected to empower its negotiating committee to vote a strike Monday (23), the date of its next meeting, against the National Broadcasting Company (NBC) TV for its refusal to recognize the union as the bargaining agent for video directors, associate directors and floor managers on the web. At the meeting, the negotiating committee will report the status of the state- rated negotiations to the membership and ask for strike power so that it can have a weapon to combat the net.

NBC-TV feels that the employees claimed by the labor org are super- visory employees and thus not sub- ject to jurisdiction by the RFDG. The union points out that it recently won a battle with the American Broad- casting Company (ABC) for a pact to cover that net's TV meggers.

RFI Puts Swarthout Seg on Sales Block

CHICAGO, May 14.—Radio Features Inc., Wall Street's local package organization, has prepared a new network program to feature Gladys Swarthout. Program is now being offered to Mutual Broadcasting System as a possible co-op program to be run on a 15-minute, five-times-a-week basis.

Show will feature Miss Swarthout singing well-known hymns. A choir and an organ also will be used. Ac- cording to present plans, the program will start next fall.

"HOLD ON!!"
ST Etches Hunk of Music
In Paris for Video Films

HOLLYWOOD, May 14.—With the wind still blowing, the weather cloudy, Standard Transcriptions, Hollywood library service, has scheduled 299 specially prepared sound tracks in Paris. Waxery tops were published last week, said M. August CBS. Ace

Similar insists the TEL to be the only studio for the immediate future, which is evidenced in its record. The chief executive of the Italian company admits that the film industry is not making as much as he would like it to, but that he is satisfied with the results of the past year.

Cantor Pabst TV Deal Hung On Pact Snag

HOLLYWOOD, May 14.—Settlement of a deal to launch a video show with Cantor Pabst next fall, according to contractual snags this week and at press time, the comic's deal with Pabst has been canceled. Cantor told The Billboard that he was confident that the pact would be inked, but that he did not know if there would be any change in the deal.

According to Cantor, Pabst's press, Harry Perlstein, is holding out for a new deal in addition to Cantor's radio stanzas. The gagster, however, said that Cantor's exclusive sale to other networks shows would be too great. Cantor said he was planning to undergo a physical check-up, which would base his decision on the doctor's recommendation.

Current contract with Pabst expires June 24 and the new deal is to be on a four-year term. In the deal, according to Cantor, the pact will contain a number of arrangements. The comedy show will get a percentage on increased sales of the Pabst product during the first year. The gross sales for $41 will be used as the base point with Cantor to be paid in firm's increases over last year's level.

Meanwhile, Cantor is understood to have accepted only four of the six shows for the next season; tentatively seven or eight in EST slot Tuesday evenings over National Broadcasting and NTB networks. Sponsor is said to have had ABC for a special, every-other-week, with NBC providing a fill-in show alternate week. Web has agreed to the Pabst to re-examine its original plan to do a weekly show.

KGO Bow Gets a Good Press; Now All It Needs Is Viewers

SAN FRANCISCO, May 14.—If viewers into video here May 5 produced a good press, which is a good start for a new type of right now. Blank sheets of the American Broadcasting Consolidated, which was featuring KGO and Hollywood, were much in evidence, among the visitors, including city officials and trekking out to the post headquarters. Shot in this country were a series of "Rock and Roll Reel" by Robert E. Kinner, director of the department of trade and industry, and Gayle V. Grubb, KGO-TV general manager.

Two stations that are in the right now, KPIX having hit the airwaves, is the first sound in over 40 hours of video shows weekly. Another station that is operating in conjunction with others to follow as soon as the Federal Communications Commission (FCC) gives the green light. For at least television audiences the station is a full-time operation, small figures showing about 5,000 sets in operation.

P&G OK's First TV Pic Scripts; Plan 24 Series

HOLLYWOOD, May 14.—Premier P&G has OK'd this week the first series of video film shooting scripts to be produced both here and in Europe. One of the biggest film series yet contracted for this year, "Lacey Strike deal with Marshall Grant-Beaumont Productions, six with the roll here June 7 under supervision of Gordon Lowcy, head of the new production group (GET). Concurrently, a second film series will be launched in England by "The Hobbit" and "The King's Men".. When completed, individual films will be issued into a 12-week 10-12 minute episodes coupled into half-hour programs.

Indie film makers, George Moscow and Lou Brandt will do 15 of the same, 12-15 minute shorts, with remaining short to Frank Pachter of Teleplays Productions, Inc. Wistorgen, European film maker for 16 years, and Macht in Uniform, last week unveiled the pilot reel of a new suspense film, "The Maine," made for WSB. First episode, named "Tanz Phone," was shown by Pachter (10) and received good trade reaction.

We are scheduled for preents September 6 over the Eastern tele of National Broadcasting Company (NBC) and May 17 when starts announcing a new girls' softball television series. Simon will broadcast 27-30 hours per week.

Simon's weekly time will include three or-four-hour hours on Saturdays and Sundays.

At present Simon has a man-"The Grid" on the street program on WSBK Monday from 1:30 to 2:30 P.M., Thursdays and Fridays the program is on WINS. The softball games will be sponsored by the Pete Brewe.

All of Simon's radio programs are on WJJD, the Marshall Field stations. Saturday he does a sponsor participation show, "Jocks Jammers," and Sunday after baseball games, he does a few more hours. Simon's current office is the Canadian Ace Brewing Company sponsors Simon's series and is a national television program.

To prepare and air these programs, Simon and his associates, of 15 hours daily.

CBS Builds Show On Cliff Edwards

NEW YORK, May 14.—The Columbia Broadcasting System (CBS) is building a new video show around Cliff Edwards's act. The show is musical, with the fono walker being Clifford Edwards, known as "Dja." The program will be presented the Selv-OLakman of the Oakland Bulletin Park. Edwards will be featured in a special episode which will air from Edwards's home in the West Coast and will be inserted into each show.
CBS Move-In
On Boxing Hits Legal Snares

NEW YORK, May 14.—The Columbia Broadcasting System (CBS) move to its new home at 30 Rockefeller Plaza (T of C) with a new match-
ning of pyrotechnic effects in the shape of the Garden Square Garden, so that it can share the TV rights with National Broad-
casting Company (NBC), who have occupied the former for some time. As has been rumored until Monday (16) when the Garden meets. At that time the board will consider an offer from the Garden in-
tenants, on which the CBS regards a 20 per cent of T of C.

However, the offer, said to be between 100 and 150G, is not believed to be too substantial by Dave Char-
ney, the proxy of T of C, since the group has $50,000 tied up in rent for the Polo Grounds and has made other costs commitments. This leads to the conclusion, voiced by insiders, that the T of C and CBS may find that their interests are divergent, with no compromise possible unless the web sells its stock in the corporation and moves into the Garden set-up.

Consisting of Allied Syndicate, George KTel, MCA and CBS, the formation, in equal parts, is a closed one and no stockholder can sell without first offering his share to his associates. The fact that CBS already has KTel on its side and possibly MCA in the future makes it the kind of ac-
tion that will sway Charney, but that remains to be seen.

CBS is eager to arrange a deal whereby it can get some of the Gar-
den fights from its rival, the Garden in New York, and to tie in the NBA TV network, has apparently indicated a willingness to share the fights between the two networks.

Carnation Eyes TV Pic Spot Campaign

HOLLYWOOD, May 14.—Carnation Company will take the initial plunge into video within a short time via arrangement with Columbia Pictures, the Carnation, or Frankies' Fod, two products distributed by the parent company, will be expanded to include other items after results of the first venture are known.

No large-scale plans have been completed, according to Colmey, but agency is mulling various ideas, including a revised format of the Buddy Clark Carnation Show, tented for television. If a possible video starter. There is a possibility that agency will shoot for a simultaneous AM-TV venture, with the Clark stanza, to originate live in Hollywood and fed via a link to Eastern TV outlets. No decision will be made until fall at the earliest.

NBC Arrow Show
Gets It in Neck

NEW YORK, May 14.—The Arrow Show (Chubb Peabody Company), now on the National Broadcasting Company's (NBC) network Thursday evenings, is being axed soon. The show will be dropped when its contract ends.

However, Arrow Shirts, Inc., Young & Rubicam, its agency, has signed a nine-month contract with NBC producers to submit shows for consideration, for continuing interest in the medium.

The program has had a spotty his-
tory. Its initial star was Phil Silvers, who dropped out because of illness and conflicts with a tight show. Other cues were followed.

All Sheffield's Eggs in TV Basket; All Eyes on Sheffield

NEW YORK, May 14.—The outcome of Sheffield Farm's decision to put all its advertising eggs into the television basket will be watched with considerable interest for the next several months, as the shift rep-
resents the first time a major account has withdrawn all expenditures in other media to focus on the medium. The account is bank-rolling Guess Who, on WNET, New York, starting Sunday-
evening (15). It had previously sponsored Guess on WOR, but has bowed out of radio as well as newspapers.

Interest attaching to the Sheffield move is not only in the fact that Shef-
feld is the largest company of its kind (and a subsidiary of National Dairies) but also in the thinking behind the move. Most important as-
pect of the latter is that Sheffield and its agency, N. W. Ayer, believe that by fall television will produce a lower cost-per-thousand than radio, despite the difference in set circulation. This is based on a projection of TV set circulation gains based on past per-
formance, as well as assuming that the TV networks will do as well as or better than the average variety show.

Prior to making the change, Ayer

made an exhaustive survey for the account. The result was that it was felt that an audience equal to or larger than the AM audience could be obtained. Guess rated around 5 on an average. Another consideration was the growing indication that TV is cutting into New York radio listening.

Guess Who is an audience-partici-
pation show with a modest budget, emceed by Happy Felton. Felton is under a three-year contract with the account. Video production costs will be about 25 per cent higher than the radio rag.

WASHINGTON, May 14.—Ralph L. Burgin Jr., who has been named pro-
gram director of WJLBW, owned-and-operated tele station of the National Broadcast Company (NBC), has moved over as program producer for WJLBW, as well as WRC.

Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing... your selling theme effective... and WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million people—in great cities and tiny hamlets, in country houses and cottages. These mil-
ions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertis-

ing men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach... and sell... consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.

only through EXPERIENCE

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

Cheely Broadcasting Corporation
Opinions Vary on Video's Potential Vs. Night Clubs

(Continued from page 2)

Joe Faber, who operates the Bill-
more Theatre in Billerica, Mass., feels TV with
counsel for the future, feels it's hurting some now, but
doesn't think the reasons are the reasons biz.
Faber said: "Television is not in itself a
business. People who sit at home glued
to their sets are, after all, po-
tential theatre-goers. However,
no picture and think that is the direct cause for the
ite to show in the future. The economic
condition of the country is to
famine. As far as television keep-
te they'll go down they're not going to
of pictures, Faber believes becomes sufficiently widespread.
(See Niteires Probe TV's, page 40)

Harvey Named Prexy
Of Chi Tele Council

CHICAGO, May 14.—George Har-
vay, sales manager of WGN-TV, was
named president of the Chicago Tele-
vision Council at its semi-annual meeting
this week. He succeeds Jim Stilトン, general manager of American Broad-
casting Company's (ABC) central di-
vision.

The officers elected were vice-
president, Russell Tolg, Batten, Bar-
low & O'Neill, Chicago; director, E-
vlyn Vandegrift, Schriver, 
Merri-
and, Scott & Treasurer, Kay Ken-
sler, the Chicago agency.

Stilトン is president of directors of the council and
Harold Stokes, ABC; Red Quinlan,
WBKB; Gerald Vernon, ABC, and
Robert Sulk of the Katz Agency

Tele Mags Spring
Up in TV Centers
To Cover Regions

NEW YORK, May 14.—Along with
the growth of television, magazines
have sprung up in many cities
with TV stations. There are now
new magazines devoted to the com-
bination fan and program informa-
tion magazines with new ones cop-
ing in regularly as old ones bite the dust.

The average circulation is at least 20,000
with some below that figure and a
few above.

At present there are publications in
eight cities, New York, Philadelphia,
Chicago, Boston and Cleveland.

Philadelphia has three, with a fourth
expected; Philadelphia has two: Chi-

cago, two, and Boston, two. Another
magazine has been launched that will
include fan magazines circulate not only in their
home city but their area as a
means of distribution. These
New York publications also take in Phila-

adelphia, and other Key Eastern cities.
The Washington operation goes after
the Baltimore market; the Chicago one
for Chicagoland; and the San Francisco and Hollywood
magazines are aimed at Far West TV
audiences.

Field Toppers

Claimed by the most successful TV
publication of this type is New York's "Television." Guide, its executives claim a
 circulation of 50,000. This growth is
especially sensational when it is
remembered that the magazine was
launched just in June.

Guide has boosted its circulation
flirt with the means of distribution
ments on local TV stations. For
example, the Columbia Broadcasting
System, NBC and CBS run spots on an ad
from the magazine. In turn, the stations run the ad,
and buy spots on WABC TV.
The management claimed it
had $60,000 for TV spots.

PHILADELPHIA, May 14.—Mrs.
Edna B. Carroll, chairman of the State
Board of Motion Picture Cen-

Censors, Wednesday (11) voted to
support the board's contention that it should pass
on programs as they are being dis-

played. She appeared before Judge William H. Kirkpatrick, of the Superior C
court, Thursday (13) test-
ing in a suit brought by five tele
stations asking for cancellation of a
company's license, passed last Jan-
uary 24, requiring the censors' ap-
pearance before the judges.

Mrs. Carroll said that a date was
set in June for fixed legal battle.

States taking part in the suit are
WJWT, WFIL-TV, and WIT

york, WGBS-TV, WITViX-

ty, WQAL TV, Lancaster, Pa., and
WDTV, Pittsburgh. Mrs. Carroll said she
told the court that most TV shows were
"live" performances. But the censor board is
prepared, so she
said, to re-

vestigate the use of films on television programs. The censors said they would
look into the possibility of
sharing or commercials added.

However, the censors say there are live shows for shipment to other
TV stations who were in the same
class as motion picture producers.

Pit a Necessity

Roger W. Chipp, WFIL-TV head, the station that would not have

opportunity to operate under terms of the regulations that would apply to some of its
ratings. The FCC's enforcement of the regulation would tend to
 intimate producers of comedy
advertisers. More than $1,

000,000 has been invested by

the industry in the last year, he said, and
no profit has been shown.

John U. Robb, president of Walter
Thraston Agency, New York, said
that in the event it became necessary to
submits films for censorship ap-

proval, "we tend to eliminate motion pictures from the

Dave S. Selly, vice-president of
N. W. Ayer Agency here, said that

"television is so expensive now that

if more shows were placed on the

boards of advertisers, they would be
deterred from using television as

a medium of advertising."

Similar testimony was given in six
hindered stations from serving the pub-

lic with up-to-the-minute informa-
tion. Given by Stanley Farland and
M. Roy Kelly, of the National Broad-

casting Company; and James J.
Cagney, of the DuMont Laboratories;
Donald Rogers, president of
WDTV, Pittsburgh; Joseph
Donald, vice-president of the American
Broadcasting Company (ABC);
and William B. Lodge, vice-president of the Columbia Broadcasting System.

State Censorship

F. E. Stambaugh, Deputy State At-

orney General, and Abraham J.
Ley, Special Deputy State Attorney
General, who appeared as censors for
S. of that Mrs. Carroll

would be sole witness of their
in their arguments before the judges.
they held that the U. S. Congress
ever had given a license to "to

and television.

By indirection, they questioned the consti-
tutionality of the FCC's decision

the States to censor any program emanating from stations within

their jurisdiction.

The three days' testimony was com-

pleted when May 12, FCC At

Joseph M. Beck, chairman of the
FCC, said that the court was

under the FCC's rules, and he

had the power to punish any

programmer that the station

have committed.

It is reported that a

as a violation of Federal

in any case. Considering the

the FCC's rules. When complaints are made, the

the station in question applies for re-

The exhibit at the convention November 11

the station was not serving the best

interests of the public. Out-and-out

obscenity would mean cancellation of the

license, he testified.

SPECIAL

ORDER YOUR PUBLICITY PHOTOS AT ONCE

SPECIAL OFFER

TREATY PACTS NETS;
BY PASS NAB

Talkfests Skedded

NEW YORK, May 14.—Temporar-
ily thwarted in its attempt to sepa-
rate itself from the National Asso-

ciation of Broadcasters (NAB), American Radio Publishers (ASCAP) moved rapidly this
week in an effort to enforce its regu-

lating via individual contacts with

and network station managers. The

first move involved setting up a talkfest

of the publishers' group at the Amer-

ican Hotel on this week's opening
day with Bob Myers, chairman of

of ASCAP, stating in part:

"I was preparing a list of com-

ments submitted to the FCC by

May 6, outlining ASCAP's position,

when I learned that a number of

stations were planning on using television networks and stations to negotiate
with the ASCAP on a new fee-

n for music in its repertoire. We

understand that meetings are scheduled for the ASCAP at the little, at which

there would undoubtedly be an ex-

change of views, including the fact,

the committee feels that no pur-

pose would be served by making a

(See ASCAP Tries on page 16)

Radio Newsmen Plan

For Co-Op Coverage

NEW YORK, May 14 — The Na-

tional News Service Radio Di-

rectors (NARDS) this week started

an industry-wide campaign to

supplement wire service coverage.

NARDS officials hope to induce

news directors to use telegraph, telephone

and, in special instances, direct line
to do this job.

Bill Warlick, WBOJ, Hammonds-

burg, Ind., is chairman of the group.

Its coverage plan will be presented to the

convention November 11

the station was not serving the best

interests of the public. Out-and-out

obscenity would mean cancellation of the

license, he testified.
N. Y. Stations Have Filled Their Staffs; Only Experts Being Hired From Now On

Programing Must Expand First; 1,155 Working

NEW YORK, May 14.—The job of staffing the TV stations in the New York area is considered completed. A survey of employment at the stations here shows 1,155 persons employed. Of these, WCBS-TV and WBNT, and no exceptions were made. The program ing increases greatly, something which is not expected to happen until full operation schedules are completed.

At the National Broadcasting Company (NBC) 336 persons are holding jobs in the TV operation; 149 of these are in the production end of the video picture and the cast directors and the like. The counts if individuals work in TV for NBC. Eight months ago the total was 22.

Shifting From AM to TV

These figures are for people who work at their jobs in TV full time. There is no exact number of those who work part time, nor has the NBC figure been given by both AM and TV and expects to absorb its radio personnel into TV vacancies occur. At present the network is shifting its personnel into TV and hiring additional staff where video specialists are needed.

At the Columbia Broadcasting System (CBS), 263 persons were made recently full time by TV. The web also has 143 on part-time work and that is excluding the production of the shows. There are not 2,500 persons at the end of its hiring in sight, but the hiring of TV staff is expected to undergo expansion. This it does foreseen in the next two months. Daytime programs again is the answer.

The Daily News station, WPIX, has 250 persons on its TV payroll. A daytime program being added recently is the personnel for its Telepic News-

Wishing to see how persons now employed this best be used. The station has a financial problem and will not add except where absolutely necessary.

Prospects for employment in TV are favourable, as all of the applicant has something extra to their credit. With no one’s walking into a job in TV, as might have been possible at the war’s end, is now just about nil.

HOLLYWOOD, May 14.—Six television stations are completely staffed for the time being. Their video job operates only at American Broadcasting Company’s owned-and-operated outlets. In addition to the above, the second two were made for National Broadcasting Company (NBC) under terms of the Paramount agreement of last year. Paradise Island was leased south of the border where production costs are lower. The station’s magicians can get along on a slim budget, with a minimum of requirements, thereby trimming writing costs and eliminating expensive set designs. Fiction and music-drama factors are not enough. Also there is no need to carry the tides on the video screens. Fairbanks said he won’t break even on the musical sets until it hits 44.

KNB Preps 106

Hopper Package

HOLLYWOOD, May 14.—KNB, Coast tide outlet for National Broad- casting Company, is preparing an early audition of the new Hedda Hopper video package. Sta tion’s format details with Miss Hopper, and will be on the air for a late summer of early fall debut.

Show, which will be completely new, will have a half-hour variety stanza with the film polices to ensure and series of films and radio names are also in the program. Miss Hopper’s own part will provide music. Comedy and variety will be in the show, with a beginning Wednesday as a $10,000 weekly, ruling out any changes. Plans call for the studio to be produced one by KNB and will be produced by possibly the first-cost-originated stanza network, which is expected by NBC for delayed airing over coaxial network.

WPIX To Premiere Roller Rink ‘Follies’

NEW YORK, May 14.—The 1949 Roller Skating Follies will be telev ised by WPIX from the Eastern Pecos Watchdog Sunday (22) from 10 to 11 P.M. The show will have a cast of 75, and has been completely produced for TV. It has never been seen before, and features of the Follies will be Milton and Clifford Wilkins, Joan Weston, the Jokables, Earle Brown, of New Dreamland Arena, Newark, N. J., is producing.

KFV-TV’s Daytime Audience Tops 2 Nighttimers in Hwd.

HOLLYWOOD, May 14.—KFV-TV, local video outlet operating daytime, has only claimed to have captured greater audiences during day time than any other station and as high as a half of its nighttime audience. Station sales force of KFV-TV has launched a sales drive based on results of its Reel Television Surveys. Study disclosed that a survey had snatched an average of 13.1 percent of all audience from 12 noon to 6 P.M., as compared with a 9.7 average of the seven KFV and KTLA. Survey covered 1,449 families.

KFV-TW’s sales force is KFV-TV's for the stations.

KFV-TV is an invidious to its station’s pitch refutes trade impressions that daytime video is treated coldly by home lookers. Moreover, KFV-TV stressed the rate comparison, pointing out rates were five times that of KFV-TV and KTLA and were at least three times greater than most.

Sales pitch, in addition to claiming greater daytime coverage, will rely heavily on secondary story lines to snag national accounts. Altho the station has done brick bits with local bankers, it is said that there is still far from early expectations for many of the networks concern on national accounts.

KFV-TV’s station, conducted by Facts Consolidated, General Press, firm that three networks would be viewing daytime video box over the next four days per week for a daily average of 2.5 hours. Heaviest viewing of daytime video is expected around 7 A.M., in the cost of tele families reported an increase in looking hours.

Pick a Pic—Pick Your Sport

The sports world is still waiting for that special program that will put sports back and get exciting when the offers are so few, so far in between the season’s start and the end of the season.

Write for FREE SAMPLES

PHOTO

PLATE 5-72

Price List 2.

Read all about WPIX’s Talking Weather—The Weather晴雨表!

Fairbanks Tele Score: 3 Films Airing, 1 Shelf, 3 in Works

Fairbanks claims a record in vidpic of eight separate series of tele films, of which one is continued and awaiting the new production. The series on the telecasts include Parame cipal musicals, Going Places With Uncle Gribble (sees) and Television Close-Up (30 min.). The latter two were made for National Broadcasting Company (NBC) under terms of the Paramount agreement of last year. Paradise Island was leased south of the border where production costs are lower. The station’s magicians can get along on a slim budget, with a minimum of requirements, thereby trimming writing costs and eliminating expensive set designs. Fiction and music-drama factors are not enough. Also there is no need to carry the tides on the video screens. Fairbanks said he won’t break even on the musical sets until it hits 44.

Sorry, It’s WDZ

NEW YORK, May 14.—As they say, “There’s many a slip between the cup and the lip,” and through the processes of copy into the book, WDZ can happen. The station, in the midst of the Ohio State program scheme (Continued from May 14), WDZ, Tuscarora, Ill., the 1,000-watt daytime regional station which won a first award for its live running Election Day, April 14, show, has not yet been offered as WBZ, Boston. Our hat’s off to WDZ, and excuse it, please.
Jack Sterling Show

Reviewed Wednesday [May 11], 1-1:30 p.m. Style—Variety. Sponsored via WDBO, Orlando, Florida. Fates; director, Byron Paul; writer, Lewis Haywood. Cast: Jack Sterling, Max Showalter, Bob Duree.

This program seems to fall into a pattern which may be the partial answer to the mania which is eating up the daytime programming on TV. It's an interesting-to-watch show with a minimum of scripting, but one that can be confusing if you try to follow its proceedings because of its fast pace or its quality. It's child's play.

Its chief asset is the emerging talents of Jack Sterling, who handles everything, and Max Showalter, who is made to order for video. The entire program revolves around him and the other Dramatists Broadcasting System (CBS) has to offer.

There are several features in the show. Sterling reads the news, enunciates it with his assistant, Dick Boone, and interviews a studio guest. His rapport with his cast is in a light vein. Boone usually gets the idea he is being taken advantage of, but he seems to be because he did not want to wear a suit, for he played for laughs, some of their antics do tend to become a bit juvenile. Boone has been a vocalist before on the JD OD party, before the Dodger baseball games, unnerving the players who win, who was, the star, etc. Anybody who is a fan won't wait until 1 p.m. to see him, but in TV, the show out who won, and anybody who doesn't do so well should go back and think of something if he could dig up some interesting baseball information not otherwise available.

Interview Fellers

Sterling also tends to make his interviewees feel at ease, as he talked to someone who worked in a specialty shop. Nothing of interest was said to the man, who was dressed in a suit. Of course, interviews naturally depend on the interviewees. There is no dearth of people with color, and those are the ones worth watching. Max Showalter's piano playing and singing are a better way to go, however.

Nickel for Nothing


This is a straight giveaway show, loaded with gimmicks and fast laughs padded out with a straight man Vern Cook.

Guests from the studio audience are given a nickel by Snyder for no apparent reason, and one of the trick with the title of the show. The idea, evidently, was to show that there is no contest, one the jackpot query, the other a simple one that practically anyone can answer. Prize for the latter include openers, writing paper, toll certificates. Tally of the show viewed was a cedar chest. Occasionally "contexts" were used to accelerate the paces. On this particular night two ladies and a small boy got a chance to hear it at the emcee.

Good Emcee

Snyder proves to be a hard-working showman, and he is on the right side. Vern Cook, a disk jockey borrowed from radio station WPNY, gives a nice balance and gets off some well-timed pus.

The Capers are commercial in the middle is decirive and in keeping with the tone of the show. Bud Krause (also from WGY) points to the waiting people on a revolving platform. He does a convincing job. At the beginning and during the show, they give the location of area dealers.

The camera work is commendable. The picture too often was muddy, which may be due to poor lighting and or equipment.

Paul Jackson.
TV Mfrs. Plot Trade Practices

NEW YORK, May 14.—Admitting that the current monopolistic principles are somewhat stronger than their members' professions, the Television Manufacturers' Association (TMA) has announced that its full and complete survey aimed at establishing standard service policies and prices for TV sets. The survey, being prepared by the TMA, will be sent to video dealers and manufacturers with instructions in the hope that sufficient basic information will be forthcoming which to base a universal servicing code and a TMA approved servicing plan.

According to Michael L. Kaplan, president of the TMA, the Light and Sightmakers Corporation, survey results will probably prove that more than one type set is already available will be necessary in order to cover service policies for set owners in fringe areas and those in areas where reception is normally excellent.

Future industry-wide problems that may arise from the TMA include manufacturers to distributor to dealers and troupes.

The TMA membership at present consists of National Consumer, Mark, Empire Co and Minute Men, but Kaplan stated that several additional membership applications are being acted on and that some of the manufacturers not yet approved for the TMA an off-the-record approval.

L. A. Tele Set Sales Reach 126,249 Mark

HOLLYWOOD, May 14.—Tele set sales in the Los Angeles area during April were more than 126,000, according to dealers, bringing the over-all figure for the year to 246,000. The April count was released by the Southern California Radio & Electrical Appliance Association, which estimated an even more substantial increase in the rate of sales, February figures were averaging 100,000 per month.

Report, released by SCREA executive director William Quinn, estimated the total looking audience in this market to be at least 60,000,000. The figures being compiled from population, city,放假s and other sources. With one out of four homes already having their tele sets, at an average cost of $75 each, the estimate is that more than $30,000,000,000 will be spent by set buyers in the Los Angeles area since the advent of local tele.

Farnsworth Sale to IT&T Cues Stockholders' Suit

FORT WAYNE, Ind., May 14.—Suit was filed in Federal Court here to void stockholder action which recently cancelled its agreement with IT&T Televising & Radio Corporation to install Farnsworth television in Dot's.

The suit was filed on behalf of Robert W. Kenny, Los Angeles attorney-general of California, himself a stockholder who holds that the sale terms are unfair.

Mattson Offers New TV Set

NEW YORK, May 14.—The Mattson Television & Radio Corporation of New York has announced the introduction of a new television receiver design with a 15-inch picture tube in the smallest cabinet ever made. The Embassy 15 model also features a rubyluminescent picture tube with a luminous rim which is part of the face plates to improve the utilization of the tube surface. The set is about 146 square inches, the most space-saving for economical distribution and will retail at $495.

Gov't May Drop Right To Include Retailers In Bill

WASHINGTON, May 14.—Administration leaders in the House are ready to drop their right to have all radio and television sets approved by the Federal Labor Standards Act, which sets regulations for the industry. In an effort to secure a passage of the minimum wage to 75 cents per hour, leaders are negotiating a measure which will provide the coverage of the act in force.

An effort was made this week when Representatives (D, Mich.), chairman of the House Appropriations Committee, asked the rate to raise the wage but with no additional action to be taken.

Earlier the committee had approved a minimum wage bill under which the major electronic manufacturers virtually all retail stores, including those of radio, phones and TV sets. Apparently the decision to abandon efforts for greater coverage of the act was influenced by the recent victory of a coalition of Southern Democrats and Republicans in prevention of a rule which had been expected to repeal the Taft-Hartley Act. The rule provided that the members of the Senate Democrats would vote for an increase in the minimum wage if present exceptions to the act were eliminated.

Lucas Bill Line-Up

Most GOP-ers and an undetermined number of Dems from the South, however, are lining up behind the Lucas bill, which is to be offered a substitute. The Senate will probably total the minimum wage at 65 cents per hour for the first year, with the wage to be increased there to after depending upon the trend in the first year. Employees of retail stores would be exempt if more than $6 per cent of the store's business was received in cash.

Many retailers are also backing the Lucas substitute, introduced by the National Association of Music Merchants (NAMM), which is urging its members to endorse the bill in letters to their respective legislators.

Video To Grab Spotlight At RMA's Chicago Confab

CHICAGO, May 14.—Television is expected to monopolize the annual convention of the Radio Manufacturers' Association (RMA), held here May 16-19. Bond Geddes, secretary, said this week that an attendance of the joint RMA and Radio Parts & Electronic Equipment Shows, normally 3,000, will reach 7,000.

Principal TV subjects to be discussed, according to Geddes, are new plans to cut production cost reductions, and estimated projected sales for 1949. In the estimates placed industry output at 3,000,000 receivers this year.

Tele Set Sales Up in Columbus

COLUMBUS, O., May 14.—Distributors here moved 1,687 television sets in a 19-day period, bringing in 5,391 the total number sets moved to retail outlets by May 2, according to Robert H. Frost, first RMA president, will be featured speaker.

Mag'vox Cuts TV Set Cost

FORT WAYNE, Ind., May 14.—Popular Mag'vox, the $50 on all Magnavox sets into elimination was announced by Frank Freiman, president of the company. According C. R. Freiman, the result of a result of recent price cuts of picture tubes, a further reduction in other component parts.

Air King Facts All-State

NEW YORK, May 14.—All-State Dealers of Newark, N. J., has been appointed as exclusive distribut ing organization for the King group, according to R. D. Payne, sales manager for Air King Products Company, Inc. All-State will cover Northern New Jersey.

BEST OF THE BIGGEST

$95


distant listening

"Long Distance Tuning"

For free information survey—write to

UNITED STATES TELEVISION

J. W. I. 4169.95.

Page 15 of 15

www.americanradiohistory.com
But 2 Sides Still Betray Mulishness

HOPE DAYS FOR ASCAP TV

NEW YORK, May 14.—Trade opinion is divided as to the ability of Broadcast Music Inc. (BMI), to supply TV stations with music should a strike be invoked against ASCAP, as has been suggested.

The argument is that the variety acts, using established headliners, will be crippled by loss of show tunes and set music material upon which the name acts have been built and with which they have been associated for years. The BMI video counter is that the acts will be glad to substitute BMI and p.m. material to the enormous advantage of television jobs.

ASCAP's maintain that the BMI policy is scarcely worth mentioning and references to Jeannie With the Light Brown Hair will have manifold in Lindy and the Gateway. BMI points out that since 1941 it has built up a video library which can provide more than 15,000 pop songs video-ized and that exhaust Stephen Foster. BMI add, unofficially, that it isn't exactly everywhere with the BMI, but it claims that now it has enough to choose from a long run for years to come. It also points to its admirably strong re-creative force of songwriters and classical fields.

The only network was already giving a possible strike. One network already has been furnished with some dozen BMI tunes for program themes. Kinescoping complicates the May 31 deadline, some stations are expected to go non-ASCAP as of May 15 because of possible rebroadcast.

Video producers and BMI publishers report an intensification of activity since the announcement of the strike. BMI is reported to be re-negotiating with interested parties with such materials as the Performances which lists 18,000 pop tunes alphabetically. Recorded Bridges, Mood and Interludes, and other programs. BMI publishers have been asked to make available all possible orchestration for video use.

Warbler Owens Leaves Tower, Snaps Grants

CHICAGO, May 14.—Jack Owens, head of the Tower recording hit, How Soon, parted company with the label Tuesday (12). In agreement reached between Owens and Tower producer, Miss Betty, who cut the Tower recording hit, Owens received the 28 masters which were cut for Tower, a dozen of which were released. In order to expedite the masters, Owens said he gave Bradford recording plus a refusal to royalties, amounting to $4,500. When quired, Bradford said he sold the deal to a film company, and that in the royalty situation was voided. Owens, the initials of which are ASCAP, American Society of Composers, has been regarded as cut for Tower, a dozen of which were released. In order to expedite the masters, Owens said he gave Bradford recording plus a refusal to royalties, amounting to $4,500. When quired, Bradford said he sold the deal to a film company, and that in the royalty situation was voided. Owens, the initials of which are ASCAP, American Society of Composers, has been regarded as cut for Tower, a dozen of which were released. In order to expedite the masters, Owens said he gave Bradford recording plus a refusal to royalties, amounting to $4,500. When quired, Bradford said he sold the deal to a film company, and that in the royalty situation was voided. Owens, the initials of which are ASCAP, American Society of Composers, has been regarded as

La Carson Inks 2-Year RCA Pact

NEW YORK, May 14.—Vocalist Miss Carson has signed a two-year contract with RCA Victor last week. She will cut her first sides for the diskery We will not cut the relationship, which has been working Class A nites through the year with the Victor, since Music last year, but obtained a release this February. Miss Carson is under personal management of Edward Boy, General Artists Corporation (GAC) handles her booking.

Nub of Impasse

NEW YORK, May 14.—The nub of the current impasses between American Society of Composers, Authors and Publishers (ASCAP) and the telev industry, the trade focus is the interpretation of dramatico-music rather than the amount to ASCAP on a blanket basis.

Top ASCAP show writers, who usually control dramatic rights of their compositions, maintain that visual presentation, garbed with costumes and backgrounds in the mode of film, such as the song involves a special right, which the union will not grant to ASCAP on a blanket basis. Broadcast Music, Inc.'s (BMI) (amateur) deal with R.C.A. for DV sets and the Heritage series records are re-considered in determining whether a special or dramatic right. If R.C.A. has received its tilled dramatic work or a full scene, or substantial performance in sequence, is presented, it maintains, no special right.

TempoLonghair Released on 45

HOLLYWOOD, May 14.—Tempo Records will release its first 45 r.p.m. disc June 20 when it issues a duet between two classical works, with disks to arrive in late May. The release of this so-called "asylum" project will become the first disk release in two years by the new label, which was formed by Alla Pataky, an Italian astronomer, and the Italian Radio Symphony Orchestra, with the gas stations of Alla's früh Eiste
erggelrlg, performed by the Italian Radio Symphony Orchestra.
**SPAs Primed for Pubbers' Opposition in Testing of Old Pacts' Renewal Rights**

NEW YORK, May 14—The Songwriters Protective Association, SPA, which was organized to oppose renewal rights in contracts made prior to 1923, was issued a subpoena by the U.S. District Court in Chicago against the American Society of Composers, Authors, and Publishers, ASCAP. The Court has ordered ASCAP to appear and explain the renewal claims on July 1.

The court order was issued in connection with a suit filed in 1925 by ASCAP against the publisher of a popular song. ASCAP sought to obtain the publishing rights to the song, which was written by Thomas A. Dorsey. ASCAP claimed that the publisher had failed to renew the song's copyright, thereby giving ASCAP the rights to the song under the Copyright Act of 1909.

The court order came after a lengthy legal battle between ASCAP and the publisher, who argued that the song was written before 1923 and therefore was not subject to renewal. The case is one of several that have been filed in recent years to challenge the renewal rights of publishers of popular songs.

**Mercy, Plastic, TPc**

CHICAGO, May 14—The Billboard in its May 7 issue ran a story that Mercury Records Ann May was buying up discs on non-breakable plastic at a cost of $1.99 a pound. This was Mercury's first move to price cutting by other labels. The story was later corrected, however, to the effect that the price would be 69 cents.

**Mills' Sales Hit New High In 30th Year**

HOLLYWOOD, May 14—Mills Music, which publishes and distributes the Mills catalog of 286 hits, has set a new record for sales in its 30th year of operation. The company reported that sales in the first quarter of 1945 were $3,000,000, an increase of 20% over the sales in the same period last year.

**Busch and Scott To Cap A's & R**

HOLLYWOOD, May 14—Revenue in the ranks of Country and Western music is expected to grow even more in the coming year, according to reports from the industry. According to a recent study, the Country and Western music market is expected to grow by 10% in 1945, reaching a total of $75,000,000.

**Nance Rusties Rack Up 41G On Junket Thru Southwest**

CHICAGO, May 14—The trial of the great jazz poet and composer, Nance Rusties, has begun. Rusties, who is considered one of the most influential figures in modern music, is accused of copyright infringement in a dispute over the use of his hit song, "Ain't Misbehavin'".

**Disk Business Seen Nearing End of Slump**

Survey Shows Optimism

(Continued from page 3) Dealers stated they were selling about the same.

**Biz Equals Pre-45 Days**

Answering the next question are revelatory. Dealers were asked: "Since the introduction of 45s, would you say your total record sales are better, about the same or worse?" Sixteen dealers said "better," 82 said "about the same," and 3 said "worse." Again bearing in mind the period of record price-cutting, the introduction of 45s, the figures would indicate that the "confusion" in the industry is not as exaggerated. Despite the fact that the tape was traditionally a slow period, most of the dealers said they were doing as well as they did prior to the introduction of 45s.

**King Records Inks Lucas Ork and Prime**

NEW YORK, May 14—King Records announced the signing of two new recording artists for the company. Lucas Ork and Prime, who have been active in the New York club scene, will record for King.

Lucas Ork, who has been active in the New York club scene, will record for King, along with Prime, who has been active in the New York club scene. King Records has a long history of signing talented artists from the New York club scene, and the signing of Lucas Ork and Prime is expected to further strengthen the company's position in the music industry.
Promotions Do the Trick In Hypeing Terp Grosses; Old-Time Events Snag $$

Ops Wary of Teen-Age Dances Despite Successes

By Johnny Sipel

CHICAGO, May 14—Tho the vein of dancers’ gold is running thinner for ballroom owners, there’s still much money being made at the country’s discos, a survey of leading ballrooms across the country has disclosed. While old-time policy in some ballrooms has been replaced by square dancing to European polkas currently. The Archer chain and in the last few months, the Armour Terrace ballrooms have recently indulged in a bit of their old-time. The Karza chain is utilizing old-time dancing Wednes-

Music’s Stopped

WASHINGTON, May 14—A stop in dramatic performance recently by Local 161 of the American Federation of Musicians was the cost $100,000. A suit for that amount was filed in this week. Mary Dawson, promoter of a Negro opera, who charged the union interfered with the middle of Celeste Aido and party for $250. The tab, claimed Mrs. Dawson, wasn’t due until the first intermission.

N.Y. Store Drops

802 Concerts

NEW YORK, May 14.—Secco, Latin-American discomaster with offices in New York, has made a five-year deal with Columbia Records for the distribution of Secco masters in Mexico. The deal, closed after the Columbia label, with Secco credit, and will be directed by Columbia. The Mexican plant will be headed by Jules Siegel, 25, one of the few Unity minority candidates to win local leadership in the country. Siegel will continue to operate with contract pressings, for other socialities, however. Secco will continue to operate as an independent label in other Latin-American countries, according to Siegel.

Col. To Distribute

Secco to Mex

NEW YORK, May 14.—Secco, Latin-American discomaster with offices in New York, has made a five-year deal with Columbia Records for the distribution of Secco masters in Mexico. The deal, closed after the Columbia label, with Secco credit, and will be directed by Columbia. The Mexican plant will be headed by Jules Siegel, 25, one of the few Unity minority candidates to win local leadership in the country. Siegel will continue to operate with contract pressings, for other socialities, however. Secco will continue to operate as an independent label in other Latin-American countries, according to Siegel.

802 Rank & File Sends Arons To AFM With 4 Resolutions

NEW YORK, May 14.—Max Arons, Local 602 delegate to the American Federation of Musicians (AFM) convention in San Francisco opening May 22, has introduced four resolutions from an informally elected “Change of Pace” committee, one of the few Unity minority candidates to win local leadership in the country. Siegel will continue to operate with contract pressings, for other socialities, however. Secco will continue to operate as an independent label in other Latin-American countries, according to Siegel.

No Quorum

Because there was no quorum at a Local 602 membership meeting last Monday (9), no official instructions were given to the three delegates—Aida Arons, local Frecy Dick McCann and Cecelia Lulu Lucchi, of the clip and Lucchi, blue tiefeather, left the meet-

MCA Releases

Orikfeld Fields

NEW YORK, May 14.—Shep Fields this week obtained his management released to America (MCA) after several weeks of haggling over the terms of negotiating a new deal with the Music Corporation of America. The orkfeld left GAC about six months ago to work at ASCAP Raymond Scott was officially inked to a management contract. Scott agreed to return for personal appearances with his quintet.

Disk Fund to Kid Hospital

NEW YORK, May 14—Syd Nathan, King Records president, has announced plans for a benefit deal for the Kathie Ficus memorial fund for children with kidney ailments. In addition, and that the exec board’s right to hold membership meetings in Palm Gardens was recently okayed by James C. Petillo and is a hard work gain.

Cap Quarterly Net Nosedives

HOLLYWOOD, May 14.—Capitol records Freexy Glenn E. Walsch, who headed the new over speed discs soon to become clarified by the musical and its march into stabilization. In the meantime, Walsch plunged the mix-up in the mix-up in the mix-up, with his firm’s sales and net earnings during the three months ended March 31 totaled $3,126,228 as compared with the same period last year of $4,025,523. First quarter’s net income (after all charges) was $40,413, which equaled 4 cents per share on 767,330 shares of common stock after providing dividends on convertible preferred stock. Same period last year was $188,588 (after all charges), which equaled $1.32 per share out of 150,000 shares of preferred stock after providing dividends on convertible preferred stock.


**MELTING POT**

**PHILADELPHIA, May 14—** There's plenty of conflicting background culture in the makeup of the Ames Park Avenue musical unit presently opened at the Germania House, and the clary man, is a Washington institute here, Pianist Tony Stump from Rome, N.Y., is a Juilliard School alumnus. Drummer and guitarist Joe Lento and both vocalists started in burlesque pit bands.

**"March of Time" Films**

**Doc of Record Business**

**NEW YORK, May 14—** The March of Time film on the record business, a comprehensive documentary in color, will go into national distribution on June 10. The feature, produced by Richard Dryden and Herbert Ross, traces the evolution of the industry from the days when record cylinders up to the most modern disk with the Dewtron. The March of Time regular, is narrator. Victor's heavy contribution in the entertainment industry is heavily underscored with the use of early Victor models as props, and with sequences built around the early Victor hit discings. Amalgamated Wireless (U.K.) Plc. Buys a Bicycle, John McCormack's Beloved Music, The Enduring Charm of Charles and Harry Lauder's Comic Songs. In the jazz field, the origins of Dixieland Jazz Band and Paul Whiteman are participants. A sequence showing the rise of classical music recordings features Jascha Heifetz in an original sound-track cutting of On Wings of Song. Other scenes trace the rise of hit and folk recordings. The latter show hits, hits, and more hits.

**Deco Represented**

Decca has signed the Chip Chirp Ellis Fitzgerald and Guy Lombardo's orchestra. For the moment, at least, Decca has not seen, Eddie Duchin represents Columbia, and the Korn-Kollers are MGM's contribution.

The recent emergence of tops on record is demonstrated by pianist Leoni Tristano, a Capitol artist. Attention is also centered in a typical specialized in off-the-beaten-track material. Its section is devoted to an all-Italian lineup to be released by Decca.

A section also deals with the recent Petrolino ban, with statements by the musicians' union. Petrolino also appears at a recent Victoria gathering celebrating the ban. I lift last November, for the musicians' union, the songwriters, those of Lawrence Tibbett, John Peerse, Perry Como, Fran Warren, and Mart, each to sing a portion of Wide About Harry, a special disk cut at that time for President Truman.

**Capone, Lebow Ink Partnership**

**NEW YORK, May 14—** Lou Capone, former manager of Victor Records, and Carl Lebow have formed a personal management partnership. The latter will handle the waxer in addition to his management activities.

The duo's first client is throat and nose specialist Dr. Did He Look? was a top seller some time back. The singer has no record now.

Lebow announced the release of seventeen Johnny Eck, a raw-toned waxing past this week.

**Balpen Adds Bagby To Artist Staff**

**PHILADELPHIA, May 14—** Balpen Record Company, in adding local maestro Harry (Doc) Bagby to its artist and repertoire, has also named Benko as maestro as musical advisor to Balpen. And, the Broadcast Music, Inc. (BMI) subsidiary, Doc Bagby, while in the army, was an arranger for the 75th Army Band at Aberdeen, Md., and tried unsuccessfull to take his parting band to the level his own service staff reached.

However, with the Balpen recording hype, Bagby is reorganizing his band, which some of the sidemen have been or are making disk dates at Balpen's. Bagby's songwriting credits include those for the new Balpen wide-angle of the band's new business chores.

**N. J. Dancerly To Op Summer Weekender**

**WILDWOOD, N. J., May 14—** The Starlight Ballroom, major dance spot on the resort's Boardwalk, will be the scene for a night of hot summer, it will use territorial faves, with bigger names to set the season into full swing. Piano on the scene will be a Webster, Dewline Dinah Washington, and the Duke of Philadelphia, and for two dances, Martha Pinter in Atlantic City and Buddy Williams out of Philadelphia.
England Still Short of New Pianos, But Music Sales Are Up

MGM To Dive Into Kidisks

Decca Sets Vocalion Subsid; First Major Diskery Since War
To Market Cheap Wax Direct

EXCLUSIVE DISTRIBUTORS
FOR NEW YORK, L. A.

Aussie Tootlers
Push Tax Issue

Imperial in Co-Op
Deal With Frontier

Compactness of 45 Player
Opens Vast New Markets

“The Manana” Plaint
Adds Diskeries

EXCLUSIVE DISTRIBUTORS
FOR NEW YORK, L. A.
Just out... NEW 45 RPM platters!

They're ALL on 78 RPM too!

- Just about every new RCA Victor release announced in Billboard—now and henceforth—is on both 45 rpm and 78 rpm.

RETAILERS: Right now there's enormous interest in the new titles coming out on 45 rpm. Make sure they're well displayed, so people can pick their favorites. And make the 7 record colors work for you—use them to display separately the 7 kinds of music!

THIS WEEK'S RELEASE!
(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

**POPULAR**
- Room Full of Roses
- It's Summertime Again
- The General's Horse
- Shadrach
- We're From Afar
- Dailey Won't Tell
- Gone To Chicago
- Kiss Me Goodnight

**JOE BIVIANO**
- Loretta
- Rainbow In My Heart
- Someone's Last Day
- Why Do You Weep, Dear Willow
- Gone Down The Drain
- In One Ear And Out The Other

**THE GEORGIA CRACKERS**
- What Makes These Things Happen To Me
- Chicago Is Just That Way

**ELTON BRITT**
- Lorelai
- Rainbow In My Heart
- Someone's Last Day
- Why Do You Weep, Dear Willow
- Gone Down The Drain
- In One Ear And Out The Other

**THE CARTER SISTERS AND MOTHER MAYBELLE**

**FOLK**
- Lorelai
- Rainbow In My Heart
- Someone's Last Day
- Why Do You Weep, Dear Willow
- Gone Down The Drain
- In One Ear And Out The Other

**BLUES**
- What Makes These Things Happen To Me
- Chicago Is Just That Way

**RHYTHM**
- Lorelai
- Rainbow In My Heart
- Someone's Last Day
- Why Do You Weep, Dear Willow
- Gone Down The Drain
- In One Ear And Out The Other

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

**CLIMBING FAST!**

**THE CERTAIN SEVEN**
(Best-sellers that no dealer can afford to be without)

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

May 21, 1949
**Best-Selling Sheet Music**

Firms listed are the national Nest sheet music publishers. List is based on reports received each week from all the nation’s sheet music dealers. Songs are listed according to greatest number of sales. (P) indicates tune is in a film; (M) indicates tune is to be legt musical; (H) indicates tune is available on records.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Week to Date</th>
<th>Week to Date</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FOREVER AND EVER (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Robbins</td>
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<tr>
<td>2</td>
<td>CRUISE DOWN THE RIVER (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Robbins</td>
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<tr>
<td>3</td>
<td>AIN’T GONNA HAPPEN (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Robbins</td>
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<tr>
<td>4</td>
<td>RIDERS IN THE SKY (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Mayfair</td>
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<tr>
<td>5</td>
<td>SUNFLOWER (F)</td>
<td>1/12</td>
<td>1/19</td>
<td>Famous</td>
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<tr>
<td>6</td>
<td>SOME ENCHANTED EVENING (M) (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Sullivan</td>
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<tr>
<td>7</td>
<td>CARELESS HANDS (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Melrose</td>
</tr>
<tr>
<td>8</td>
<td>RED ROSES FOR A BLUE LADY (M)</td>
<td>1/12</td>
<td>1/19</td>
<td>Mills</td>
</tr>
<tr>
<td>9</td>
<td>I DON’T SEE ME IN YOUR EYES ANYMORE (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Laurel</td>
</tr>
<tr>
<td>10</td>
<td>BALI HAI (M)</td>
<td>1/12</td>
<td>1/19</td>
<td>Williamson</td>
</tr>
<tr>
<td>11</td>
<td>SOMEONE LIKE YOU (F)</td>
<td>1/12</td>
<td>1/19</td>
<td>Harris</td>
</tr>
<tr>
<td>12</td>
<td>CANDY KISSES (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Hill &amp; Range</td>
</tr>
<tr>
<td>13</td>
<td>FAR AWAY PLACES (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Laurel</td>
</tr>
<tr>
<td>14</td>
<td>POWDER YOUR FACE WITH SUNSHINE</td>
<td>1/12</td>
<td>1/19</td>
<td>Lombardo</td>
</tr>
<tr>
<td>15</td>
<td>A WONDERFUL GUY (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Williamson</td>
</tr>
<tr>
<td>16</td>
<td>KISS ME SWEET (F)</td>
<td>1/12</td>
<td>1/19</td>
<td>Advanced</td>
</tr>
<tr>
<td>17</td>
<td>IT’S A BIG, WIDE, WONDERFUL WORLD (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>BMI</td>
</tr>
<tr>
<td>18</td>
<td>THE STREET OF LAREDO (F) (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Wm. F.AMoss</td>
</tr>
<tr>
<td>19</td>
<td>WHEN THE ANGELS WAS RINGING (P)</td>
<td>1/12</td>
<td>1/19</td>
<td>Chas. K. Harris</td>
</tr>
</tbody>
</table>

**England’s Top Twenty**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Week to Date</th>
<th>Week to Date</th>
<th>English</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TWELFTH STREET RAG</td>
<td>1/12</td>
<td>1/19</td>
<td>Chapell</td>
<td>Shapiro</td>
</tr>
<tr>
<td>2</td>
<td>LAVENDER BLUE (D)</td>
<td>1/12</td>
<td>1/19</td>
<td>Tony</td>
<td>Santley-Jay</td>
</tr>
<tr>
<td>3</td>
<td>FAR AWAY PLACES</td>
<td>1/12</td>
<td>1/19</td>
<td>Leads</td>
<td>Laurel</td>
</tr>
<tr>
<td>4</td>
<td>POWER YOUR FACE WITH SUNSHINE</td>
<td>1/12</td>
<td>1/19</td>
<td>Chapell</td>
<td>Lombardo</td>
</tr>
<tr>
<td>5</td>
<td>IN A SHADY NOOK BY A</td>
<td>1/12</td>
<td>1/19</td>
<td>Keith Frew</td>
<td>Staney</td>
</tr>
<tr>
<td>6</td>
<td>ON THE FIVERTAGON - S处处ush Mjor</td>
<td>1/12</td>
<td>1/19</td>
<td>Shyer</td>
<td>Harris</td>
</tr>
<tr>
<td>7</td>
<td>PUT EM IN &amp; BOY, TIE 'EM WITH A RIBBON</td>
<td>1/12</td>
<td>1/19</td>
<td>Connolly</td>
<td>Remick</td>
</tr>
<tr>
<td>8</td>
<td>IT'S MAGIC</td>
<td>1/12</td>
<td>1/19</td>
<td>Bronson</td>
<td>Connolly</td>
</tr>
<tr>
<td>9</td>
<td>HOW CAN YOU BUY KILNARY</td>
<td>1/12</td>
<td>1/19</td>
<td>Peter Muns</td>
<td>Peter Muns</td>
</tr>
<tr>
<td>10</td>
<td>CUCKOO WALLET</td>
<td>1/12</td>
<td>1/19</td>
<td>Keith Frew</td>
<td>Citerion</td>
</tr>
<tr>
<td>11</td>
<td>STRAWBERRY MOON</td>
<td>1/12</td>
<td>1/19</td>
<td>Edward Kasser</td>
<td>Harris</td>
</tr>
<tr>
<td>12</td>
<td>PUT YOUR SHOES ON</td>
<td>1/12</td>
<td>1/19</td>
<td>Lawrence Wight</td>
<td>Mills</td>
</tr>
<tr>
<td>13</td>
<td>HEART OF LOUIE L., Chapell</td>
<td>1/12</td>
<td>1/19</td>
<td>Nat Gay</td>
<td>Benson, Inc.</td>
</tr>
<tr>
<td>14</td>
<td>WHEN YOU'RE IN LOVE, Bradway Wood</td>
<td>1/12</td>
<td>1/19</td>
<td>Chappell</td>
<td>Lubner</td>
</tr>
<tr>
<td>15</td>
<td>FOR YOU</td>
<td>1/12</td>
<td>1/19</td>
<td>Wm. F.Amos</td>
<td>Famos</td>
</tr>
<tr>
<td>16</td>
<td>BUTTONS AND BOWS</td>
<td>1/12</td>
<td>1/19</td>
<td>Victor</td>
<td>Famos</td>
</tr>
<tr>
<td>17</td>
<td>WEDDING OF LILIANA, M., Chappell</td>
<td>1/12</td>
<td>1/19</td>
<td>Bob and Con</td>
<td>The Spencer</td>
</tr>
<tr>
<td>18</td>
<td>CIGARETTES, WHISKEY &amp; WIRED, WILD WOMEN</td>
<td>1/12</td>
<td>1/19</td>
<td>Chappell</td>
<td>Music, Inc.</td>
</tr>
</tbody>
</table>

*Publisher not available as The Billboard goes to press.*

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**Subscription Order Form**

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Cincinnati 22, Ohio

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<table>
<thead>
<tr>
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<th>$10 enclosed</th>
<th>Address</th>
<th>Bill me</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>Zone</td>
<td>State</td>
<td></td>
</tr>
</tbody>
</table>

Always in Stock All Hits on
VICTOR - COLUMBIA - DECCA - CAPITOL - MGM - LONDON
And Any Other Hit Running on Any Label
Songs With Most Vocal and Instrumental Plugs in Key Areas (RH System)

Tune listed received the greatest number of key radio plugs according to information supplied by the Billboard Binder (kids listening system). Numerical totals are divided according to key area: A, B, C, and D (for further details). The chart indicates total plugs for the week in major national stations for both vocal and instrumental; a plug per commercial vocal or instrumental vocal is counted as one plug. This week, commercial vocal carol in New York, Chicago, and California would receive 16 plugs, etc.

Week of May 6-12

<table>
<thead>
<tr>
<th>Song</th>
<th>Add.</th>
<th>Commercial</th>
<th>Instrumental</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Chapter in My Life</td>
<td>Mary Shaw</td>
<td>4 11 6 2 5 12 1 4 5 6 4 3 5</td>
<td>109</td>
</tr>
<tr>
<td>A Wonderful Girl</td>
<td>Sammy Davis</td>
<td>3 6 1 4 7 9 8 5 9</td>
<td>4 9 8 7</td>
</tr>
<tr>
<td>A Woman in Your Fashion</td>
<td>Charlie Brown</td>
<td>2 7 8 1 5 3 2 4 8 4</td>
<td>6 1</td>
</tr>
<tr>
<td>Against the Wind</td>
<td>Red Scott</td>
<td>2 1 0 7 1 8 5 8 6</td>
<td>7 16 188</td>
</tr>
<tr>
<td>Always on My Mind</td>
<td>The Nicholas Brothers</td>
<td>1 2 3 3 4 5 6 7 8 9</td>
<td>3 7 9 7</td>
</tr>
<tr>
<td>All Or Nothin'</td>
<td>This Week</td>
<td>2 3 4 5 6 7 8 6 7 9</td>
<td>194</td>
</tr>
<tr>
<td>Amapola</td>
<td>Carmen Miranda</td>
<td>2 3 4 5 6 7 8 9 7 5</td>
<td>10</td>
</tr>
<tr>
<td>Because You Love Me</td>
<td>Millie Jackson</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>7 10 5</td>
</tr>
<tr>
<td>Cabinet</td>
<td>Duchess</td>
<td>1 9 8 3 2 1 1 1</td>
<td>4 3 1</td>
</tr>
</tbody>
</table>

(Continued on page 118)

Songs With Greatest Radio Audiences (ACD)

Tune above has the greatest audience according to program sources on network stations in New York, Chicago, and Los Angeles. List is based upon John O. Freilinger's Audience Census Index. The index in progress upon request. See Capital. ACD is an accurate reporting service in New York, Radio Checking Service in Chicago, and Radio Checking Service in Los Angeles. Listed are the top 10 in this case of all stations in the United States. The music checked is preponderantly over 60 per cent in the station's total audience. The chart indicates total audience in a plug. The chart is from a film. It indicates total of listeners who listened to the performance or broadcast for each plug. It is recommended that all plugs be broadcast by audiences. The Top 30 Tunes (plus lists)

A Chapter in My Life | Mary Shaw | 4 11 6 2 5 12 1 4 5 6 4 3 5 |
A Wonderful Girl    | Sammy Davis | 3 6 1 4 7 9 8 5 9 |
A Woman in Your Fashion | Charlie Brown | 2 7 8 1 5 3 2 4 8 4 |
Against the Wind    | Red Scott | 2 1 0 7 1 8 5 8 6 |
Always on My Mind   | The Nicholas Brothers | 1 2 3 3 4 5 6 7 8 9 |
All Or Nothin'       | This Week | 1 2 3 4 5 6 7 8 9 7 |
Amapola             | Carmen Miranda | 2 3 4 5 6 7 8 9 7 5 |
Because You Love Me | Millie Jackson | 1 2 3 4 5 6 7 8 9 10 |
Cabinet             | Duchess | 1 9 8 3 2 1 1 1 |

(Continued on page 118)
BULLET HITS
THE TARGET TWICE
WATCH THESE SENSATIONAL BULLET
RELEASES CLIMB TO THE TOP

1076A RED HEAD
1076B DON'T HAVE TO TELL NOBODY

1077A CABARET
1077B GOTTA LOVE YOU TILL I DIE

VOCAL BY HELEN LEE
WITH DICK STYLE AND HIS ORCHESTRA

ORDER FROM YOUR NEAREST DISTRIBUTOR OR
BULLET RECORDS
423 BROAD STREET G-4573 NASHVILLE, TENN.

Comming on
IMPERIAL
"ONE RED BEAN"

IMPERIAL RECORD CO. INC.
137 N. WESTERN AVE. LOS ANGELES 4, CALIF.

You Too Will Clap Your Hands
When You Hear This New MIRACLE RECORD HIT

BACK STREET
BACKED BY LAZY MOOD
MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

Retail Record Sales
May 21, 1949

BEST-SELLING POPULAR RETAIL RECORDS

1. "I Know That You Love Me"
   Rainy Night in Georgia
   Columbia 45-4640
   ASCAP
   $0.08

2. "I've Got a Feeling"
   I Love You
   Decca 45-2950
   ASCAP
   $0.08

3. "I've Got a Feeling"
   I Love You
   Decca 45-2950
   ASCAP
   $0.08

4. "Body and Soul"
   Body and Soul
   Decca 45-2950
   ASCAP
   $0.08

5. "You'll Never Know"
   You'll Never Know
   Decca 45-2950
   ASCAP
   $0.08

6. "I'll Be Seeing You"
   I'll Be Seeing You
   Decca 45-2950
   ASCAP
   $0.08

7. "I'll Be Seeing You"
   I'll Be Seeing You
   Decca 45-2950
   ASCAP
   $0.08

8. "I'll Be Seeing You"
   I'll Be Seeing You
   Decca 45-2950
   ASCAP
   $0.08

9. "I'll Be Seeing You"
   I'll Be Seeing You
   Decca 45-2950
   ASCAP
   $0.08

10. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

11. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

12. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

13. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

14. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

15. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

16. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

17. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

18. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

19. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

20. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

21. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

22. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

23. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

24. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

25. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

26. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

27. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

28. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

29. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

30. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

31. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

32. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

33. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

34. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

35. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

36. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

37. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

38. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

39. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

40. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

41. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

42. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

43. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

44. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

45. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

46. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

47. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

48. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

49. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

50. "I'll Be Seeing You"
    I'll Be Seeing You
    Decca 45-2950
    ASCAP
    $0.08

This information is shown in the Billboard's "Both Last Week" and "This Week" listings. If a recording has more than one position this week versus last week shows a sharp drop, reader should use caution.

WARNING:
In utilizing these charts for buying purposes, readers are urged to use this chart as a guide only. These charts are based solely on the returns of the distributors we are able to secure. It is hoped that by using the weekly portion of this chart as a guide, retailers will be able to better plan their buying for the coming week. This information is shown in the Billboard's "Both Last Week" and "This Week," and may be of value to retailers in planning their buying. However, if a recording has more than one position this week versus last week shows a sharp drop, retailer should use caution.

Copyrighted material
Going up-Fast!

"BABY, IT'S COLD OUTSIDE"  
MARGARET WHITING AND JOHNNY MERCER  57-567

"RIDERS IN THE SKY"  
PEGGY LEE  57-608

"RIDERS IN THE SKY"  
FOY WILLING AND HIS RIDERS OF THE PURPLE SAGE  57-40164

"MY ONE AND ONLY HIGHLAND FLING"  
JO STAFFORD AND GORDON MacRAE  57-566

"YOU'RE GETTING TO BE A HABIT WITH ME"  
MEL TORME'  57-591

M+H+R × 3 ee-oo × 32 = Bop"— (JOLLY JO)  
JO STAFFORD  57-604

"BE-BOP SPOKEN HERE"  
CHARLIE BARNET  57-640

"TING-A-LING"  
GORDON MacRAE  57-628

"I WISH I HAD A NICKEL"  
JIMMY WAKELY  57-40153

MOVING LIKE A TROPICAL HURRICANE...  
these "SOUTH PACIFIC" singles!

MARGARET WHITING  
"A Wonderful Guy"  
"Younger Than Springtime"  
RECORD NO. 57-542

PEGGY LEE  
"Ba! Ha!"  
"There Is Nothin' Like A Dame"  
(Dave Barbour Orchestra & Male Chorus)  
RECORD NO. 57-543

JO STAFFORD  
"Some Enchanted Evening"  
"I'm Gonna Wash That Man Right Outta My Hair"  
RECORD NO. 57-544

Square Dance Favorites

12" records without calls...a full dance on each side, gayly rendered by a recognized master of country dancing.

"TENNESSEE WAGONER" and "BACK UP AND PUSH"  
over: "LEATHER BRITCHES" and "TURKEY IN THE STRAW"

"DEVIL'S DREAM" and "OLD JOE CLARK"  
over: "DOWN YONDER" and "BUFFALO GALS"

"SKIP TO MY LOU" and "ARKANSAS TRAVELER"  
over: "CUMBERLAND GAP" and "THE FOX AND THE HOUNDS"

CLIFFIE STONE  
and his Square Dance Band

www.americanradiohistory.com
The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received just three days of Week Ending May 13

BEST-SELLING CHILDREN'S RECORDS

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

POSITION

Week of May 13

1. "LITTLE BOY BLUE"
   Capitol 1564

2. "TWO LITTLE LAMBS"
   Decca 1565

3. "PETER RABBIT"
   Decca 1566

4. "RAINY DAY"
   Decca 1567

5. "THE LITTLE SONG"
   Decca 1568

6. "THE GOOSE"
   Decca 1569

7. "THE BIRD"
   Decca 1570

8. "THE HOUND"
   Decca 1571

9. "THE DOG"
   Decca 1572

10. "THE CAT"
    Decca 1573

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION

Week of May 13

1. "TCHAIKOVSKY: RIMSKY-KORSAKOV"
   Decca 1574

2. "HANDEL: ORATORIO"
   Decca 1575

3. "Brahms: Symphony No. 1"
   Decca 1576

4. "Beethoven: Symphony No. 5"
   Decca 1577

5. "Mendelssohn: Symphony No. 4"
   Decca 1578

6. "Schubert: Symphony No. 8"
   Decca 1579

7. "Verdi: Nabucco"
   Decca 1580

8. "Wagner: Tannhäuser"
   Decca 1581

9. "Verdi: Aida"
   Decca 1582

10. "Wagner: Tristan"
    Decca 1583

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION

Week of May 13

1. "THE NURSERY RHYMES"
   Columbia 1584

2. "THE BEAUTIFUL MOTHER"
   Columbia 1585

3. "THE BEST-SELLING CHILDREN'S RECORDS"
   Columbia 1586

4. "THE GREATEST HITS"
   Columbia 1587

5. "THE NORTHERN SOUL"
    Columbia 1588

6. "THE SOUTH"
   Columbia 1589

7. "THE WEST"
   Columbia 1590

8. "THE EAST"
   Columbia 1591

9. "THE SOUTHWEST"
    Columbia 1592

10. "THE NORTHWEST"
     Columbia 1593
Laura Leslie and Don Cornell sing
"Baby, It's Cold Outside"

for Dancing too!

Sammy Kaye's Orchestra

RCA Victor Records

20-3448

47-2914
45 RPM
Juke Box Record Plays

MOST-PLAYED JUKE BOX RECORDS

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

POSITION | RECORDS | ARTIST | RECORD COMPANY | MUSIC POPULARITY CHARTS
---------|---------|--------|----------------|------------------------
10 1. | FOREVER AND EVER | R. Morgan | Ork | 24560-ASCAP
12 2. | CRUSING DOWN THE RIVER | R. Morgan | Ork | 24560-ASCAP
4 6. | RIDERS IN THE SKY | V. Monroe | Victor | 20-341-ASCAP
14 3. | CARELESS HANs | S. Kane | Victor | 20-335-ASCAP
16 4. | CRUSING DOWN THE RIVER | Mgm | Ork | 10040-ASCAP
9 5. | FOREVER AND EVER | P. Como-M. Ayres | Ork | 20-334-ASCAP
10 8. | RED ROSES FOR A BLUE LADY | V. Monroe | Ork | 20-330-ASCAP
4 17. | AGAIN | G. Jenkins | Ork-Joe Garden | 24008-ASCAP
11 10. | RED ROSES FOR A BLUE LADY | G. Lombardo | Ork | 24007-ASCAP
13 12. | CARELESS HANs | M. Terno-S. Burke | Ork | Capital | 13800-ASCAP
3 20. | AGAIN | V. Damone-G. Ossey | Ork | Mercury | 15000-ASCAP
15 14. | I DON'T SEE ME IN YOUR EYES | J. Jenkins | Ork-The Stardusters | Capitol | 23407-ASCAP
15 15. | BLUE SKIRT WALTZ | F. Yankovic and His Weaks-The Marln Sisters | Columbia | 13204-ASCAP
1 16. | THE WAYFARING COTTAGE | R. Morgan | Ork | 15423-ASCAP
2 17. | NEED YOU | J. Stafford-G. MacRae-P. Weston | Capitol | 15422-ASCAP
1 18. | AGAIN | M. Terno-P. Rupola | Ork | 15425-ASCAP
2 19. | FOREVER AND EVER | M. Whalin-Ork | Capitol | 15380-ASCAP
3 20. | CARELESS HANs | B. Crosby-K. Darby Singers | Columbia | 15455-ASCAP
2 21. | CARELESS HANs | Bob and Jean-Decca | 24583-ASCAP
2 22. | "A" YOU'RE ADORABLE | T. Faster Ork | Capitol | 15456-ASCAP
24 14. | SO TIRED | R. Morgan-Ork | Decca | 24581-ASCAP
2 15. | I DON'T SEE ME IN YOUR EYES | J. Jenkins | Ork-The Stardusters | Capitol | 23407-ASCAP
3 23. | BAR ROOM POLKA | R. Morgan-Ork-The Rhythmaires | Columbia | 24008-ASCAP
1 24. | MARY POPPINS | A. Moonry Ork-MGM | 14919; L. Ork | Mercury | 15049-ASCAP
1 25. | EVERYWHERE YOU GO | J. Jenkins | Ork-Decca | 24580-ASCAP
5 26. | SUNFLOWER | F. Sinatra | Columbia | 24582-ASCAP
2 27. | I DON'T SEE ME IN YOUR EYES | P. Como-M. Ayres | Ork | 20-334-ASCAP
1 28. | RIDERS IN THE SKY | B. Crosby-K. Darby Singers | Ork | Capitol | 24580-ASCAP
11 29. | CRUISING DOWN THE RIVER | J. Clark Sisters-D. Donahue | Val Ork | Capitol | 13872-ASCAP
3 30. | AGAIN | P. Como-Ork | MGM | 10660-ASCAP

WARNING:

In utilizing these charts for helping purpse readers are urged to read the following which states the length of time a record has been on the chart, and also the number of positions the record's popularity has increased or decreased. This information is shown, in the left-hand column, with headings: "Last Week" and "This Week". If a record has had an unusually long or short stay on the chart, readers should use with caution.
BILLY ECKSTINE
sings
NIGHT AFTER NIGHT
A NEW SHADE OF BLUES
M-G-M 10422

ZIGGY ELMAN
play
CHEEK TO CHEEK
THAT WONDERFUL GIRL OF MINE
M-G-M 10421

Esther Williams and
Ricardo Montalban
BABY, IT'S COLD OUTSIDE
MY HEART BEATS FASTER
M-G-M 30197

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
MAKING MONEY!!
WITH THESE SENSATIONAL NEW RELEASES

BY NATIONAL

THE RAVENS "The House I Live In" (9073) "Ricky's Blues"
WINI BROWN "If Love Is Trouble" (9078) "He's Good Enough for Me"

T. J. FOWLER "Red Hot Blues" "Harmony Grits"

CHARLIE VENTURA and ORK "I'll Do It" Featuring JACQUE LINN and JOY KIDAL (Vocal) BENNIE GREEN (Trombone) backed by "PENNIES FROM HEAVEN" Featuring BUDDY STEWART (Vocal) KAI WINDING (Trombone)

THE BILLBOARD
MUSIC POPULARITY CHARTS
PART VI

Race Records
Based on reports received last three days of Week Ending May 13

BEST-SELLING RETAIL RACE RECORDS

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HUCKLEBURY</td>
<td>P. Williams</td>
<td>Savoy 633-ASCAP</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>TROUBLE BLUES</td>
<td>C. Brown</td>
<td>Aladdin 3024-BMI</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>HOLD ME, BABY</td>
<td>A. Milburn</td>
<td>Aladdin 3023</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>LITTLE GIRL, DON'T CRY</td>
<td>B. M. Jackson and His Buffalo Minstrels</td>
<td>1506-ASCAP</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>DRINKIN' WINE, SPOO-DIE</td>
<td>Dick McGhee</td>
<td>Atlantic 873</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>CLOSE YOUR EYES</td>
<td>H. Lance, Sittin' On It-ASCAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>ANYBODY'S BUSY</td>
<td>J. Wilterspoon</td>
<td>1506-ASCAP</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>WALTZ BLUES</td>
<td>J. Johnson</td>
<td>1506-ASCAP</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>ROCKIN' AT MIDNIGHT</td>
<td>H. Brown-Mah, Mighty Men</td>
<td>1506-ASCAP</td>
<td></td>
</tr>
</tbody>
</table>

WARNING:

In utilizing these charts for any purposes readers are urged to pay particular attention to the <row 3:4> which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand column under headings with regard to "Last Week" and "This Week". Readers should use caution.

MOST-PLAYED JUKE BOX RACE RECORDS

Week Ending May 13

1. HUCKLEBURY P. Williams Savoy 633-ASCAP
2. TROUBLE BLUES C. Brown Aladdin 3024-BMI
3. HOLD ME, BABY A. Milburn Aladdin 3023
4. LITTLE GIRL, DON'T CRY B. M. Jackson and His Buffalo Minstrels 1506-ASCAP
5. DRINKIN' WINE, SPOO-DIE Dick McGhee Atlantic 873
6. CLOSE YOUR EYES H. Lance, Sittin' On It-ASCAP
7. ANYBODY'S BUSY J. Wilterspoon 1506-ASCAP
8. WALTZ BLUES J. Johnson 1506-ASCAP
9. ROCKIN' AT MIDNIGHT H. Brown-Mah, Mighty Men 1506-ASCAP
10. ANYTHING'S POSSIBLE B. M. Jackson and His Buffalo Minstrels 1506-ASCAP

ADVANCE RACE RECORD RELEASES

R & G Blues P. Williams, Savoy 633-ASCAP
J. Hartman, Savoy 641
Creflow J. Hartman, Savoy 641
Fuller J. Hartman, Savoy 641
Drummond J. Hartman, Savoy 641
Kemp J. Hartman, Savoy 641

Radio

1. HUCKLEBURY P. Williams Savoy 633-ASCAP
2. TROUBLE BLUES C. Brown Aladdin 3024-BMI
3. HOLD ME, BABY A. Milburn Aladdin 3023
4. LITTLE GIRL, DON'T CRY B. M. Jackson and His Buffalo Minstrels 1506-ASCAP
5. DRINKIN' WINE, SPOO-DIE Dick McGhee Atlantic 873
6. CLOSE YOUR EYES H. Lance, Sittin' On It-ASCAP
7. ANYBODY'S BUSY J. Wilterspoon 1506-ASCAP
8. WALTZ BLUES J. Johnson 1506-ASCAP
9. ROCKIN' AT MIDNIGHT H. Brown-Mah, Mighty Men 1506-ASCAP
10. ANYTHING'S POSSIBLE B. M. Jackson and His Buffalo Minstrels 1506-ASCAP

Advance race releases are made by request of the label companies and should not be used as a basis for ordering records. These releases are intended for the information of radio and record buyers and are not to be considered as a basis for ordering records.
Rondo Hit of the Week
KEN GRIFFIN
8-18 "LADY OF SPAIN"
"The Shades Are Down on Cobble Street"

Rondo Records, Chicago 12

We know we have a hit in
JACK DU PREE'S
"COME BACK BABY"
Apollo #407

Apollo Records, Inc.
457 West 65th St.
New York, N. Y.

Closing Out
50,000 Used and New Records!

Decas — Victor — Columbia — Bluebird — 2 yrs. to 20 yrs. old

4¢ each


Record Mart
459 S. Walton Ave.
CHICAGO, ILL.
Phone W'Ashburn 3-1007

ASCAP Catalog for Sale
BOX #422, BILLBOARD, N. Y. C.
Most-Played Juke Box Folk Records
Records listed are those recorded most played in juke boxes according to the Billboard Folk Jukebox Survey for the week ending May 13.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Jukebox Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Don't Don't Another</td>
<td>Eddy Arnold</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Love Sick Blues</td>
<td>Roy Drinan</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>9</td>
</tr>
</tbody>
</table>

Folk Talent and Tunes
By Johnny Sippel
The NBC network will carry a half-hour of “all-night singing” from WSM, Nashville, May 6. In addition to Wally Fowler and the Oak Ridge Quartet, the show will feature the Blackwood Brothers, the Del McCoury Band, WROL, the Speer Family (Columbia), WSIX, Nashville; Otto L. McCoy and the Daniel Sisters Trio, Cleveland, Texas; the Happy Hitters, Birmingham; the Frank Stamps Quartet, KRLD, Dallas, and Deacon Umley’s Sing-A-While Quartet, WMAZ, Macon, Ga. . . . The Orbison band, KYVO, Tulsa, Okla. will again furnish the music for the 11th annual Tulsa Stampede Rodeo in that city May 17-22.

Curly Williams and His Georgia Peach Pickers (Columbia) are working two shows daily over WMC, Memphis, and one video show weekly over WMCT. Unit consists of: Boots Harris, steel guitar; Jimmy Sumney, bass and cornet; and the Sir Jack Ford, rhythm, guitar and vocals; Smokey Paul, take-off guitar; Billy Simmons, piano, plus the leader’s fiddle. . . Roy Rogers (Victor) and his horses, Triggered added their prints to those of film immortals who have registered in the forefront of Grauman’s Chinese Theater, Hollywood. Jimmy Osborne (Capitol), of WLEX, Lexington, Ky., will contribute a special royalty from the sale of his latest platter, “The Death of Little Kathly Fusic,” the Kathy Ficus Memorial Fund. The parents of the California child who died in the tragic well have given their permission for the release of the Osborne disking.

The Colorado Baroque, Bill High, Dud Jackson, Johnny Lind and George Shaw, are working at KMYR, Denver, and the Anchor Club, Denver, Colorado. Yodeling Cowboy, has started a video show, “The South Park Barn Dance,” over WBEN-TV, Buffalo, featuring Donna Lee. He also does nightly at the Paisley Montana and Her Cowgirls (Victor); Dick Thomas (Decca), ename; Smokey and Henry, blackface duet, and Walex’s Saddle Pals. Cliff Warren, yodeler, has joined WOAI, San Antonio.

Smiley Burnett will do a series of sides, including some klabkas, for Capitol, while Bill Box of Pitcher fame is also set for Capitol moppet waxing (The Billboard, May 14). . . Juanita Bava, 13-year-old daughter of Joseph, op of Cozy Records, is doing her own d.j. show from WNDE, Elkins, W. Va. She will soon cut two vocals for the Cozy label, has a group of new articles including Merle Travis, WHIS, Bluefield, W. Va., Cousin Bob Nicholson, WWYO, Pineville, W. Va.; the Clere Brothers, Davie, W. Va.; Bobby Cook and Sidney Criswell, KSPN, Huntington, W. Va.; Lee Bailey and the Melody Mountain Boys, WSAZ, Huntington, W. Va., and the Three Texans, . . . Carl Sasser, member of the Hillbilly Hambler’s (Mercury) Ranch Boys, has joined the lineup, Greeneville, Tenn., which will be aired by WGRV, Greeneville, every Saturday night. The Cinderella Ranch Band with Donnott Hit Records. The trio is heard from WILE, Cambridge, O.

Best-Selling Retail Folk Records
Records listed are hitbooks that sold best to stores during The Billboard’s special weekly survey among a selected group of retail stores, the majority of whose purchases purchase folk records.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Sick Blues</td>
<td>Roy Drinan</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>8</td>
</tr>
</tbody>
</table>

ADVANCE FOLK RECORD RELEASES

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please Daddy Forget</td>
<td>Eddy Arnold</td>
<td>MGM 10309</td>
</tr>
<tr>
<td>Follow Me</td>
<td>Eddy Arnold</td>
<td>MGM 10310</td>
</tr>
<tr>
<td>Please Don’t Let Me Love</td>
<td>Eddy Arnold</td>
<td>MGM 10311</td>
</tr>
<tr>
<td>Tennessee Night</td>
<td>Roy Drinan</td>
<td>MGM 10312</td>
</tr>
<tr>
<td>Tennesseewas the Place</td>
<td>Eddy Arnold</td>
<td>MGM 10313</td>
</tr>
<tr>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>Victor 21-0051</td>
</tr>
<tr>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>Decca 481-01</td>
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<tr>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>Decca 481-02</td>
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<td>Decca 481-04</td>
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<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>Decca 481-05</td>
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<tr>
<td>Don’t Rob Anymore</td>
<td>R. Fahey</td>
<td>Decca 481-06</td>
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<tr>
<td>Pennsylvania’s Own</td>
<td>R. Fahey</td>
<td>Decca 481-07</td>
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<td>Tennessee Border</td>
<td>R. Fahey</td>
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<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>Decca 481-24</td>
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<tr>
<td>Candy Kisses</td>
<td>R. Fahey</td>
<td>Decca 481-25</td>
</tr>
<tr>
<td>Tennessee Border</td>
<td>R. Fahey</td>
<td>Decca 481-26</td>
</tr>
</tbody>
</table>

JUKE BOXES HOT WEEK ENDING MAY 13
**Record Possibilities**

Based on reports received last three days of Week Ending May 13

### THE BILLBOARD PICKS:

<table>
<thead>
<tr>
<th>Title 1</th>
<th>Title 2</th>
<th>Title 3</th>
<th>Title 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOM FULL OF ROSES</td>
<td>Sammy Kaye Ork.</td>
<td>Victory 28-3441</td>
<td>Sammy Kaye maintains his simmering pace with this excellent reading of a new full-band hit that commercial hits. The song is a new favorite of fans. Three Alice Ork. 24648 is a fine flipper background similar to the approach Kaye employed on his hit, &quot;Carrie.&quot; Kaye's tone and style are first-rate in his rendering of this song as a possibility.</td>
</tr>
<tr>
<td>IT'S TOO LATE NOW</td>
<td>Eddy Knight, Four Hits and a Miss and Sammy Barres Ork.</td>
<td>Decca 24989</td>
<td>Another of those Every night rhythm classics that &quot;Frolic Your Face&quot; grooves which will bear mighty heavy listening. It's every bit as infectious as the predecessor in similar to Land of her natural and with her distinctive rhythm styling while the Four Hits and a Miss deliver a rousing vocal number. Sammy Barres' enjoy record remains it all outs beauty. Starting it is a fine reading of &quot;You're So Understanding.&quot;</td>
</tr>
</tbody>
</table>

### THE DISK JOCKEYS PICKS:

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CABARET</td>
<td>Dinah Shore</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>2. HOW YOU USED TO LOVE ME</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>3. SOME ENCHANTED EVENING</td>
<td>Tony Martin</td>
<td>RCA Victor 20-3420</td>
</tr>
<tr>
<td>4. IT LIES, HOW IT LIES, HOW IT LIES</td>
<td>Kay Starr</td>
<td>Capitol 15419</td>
</tr>
<tr>
<td>5. I WISH I HAD A WONDERFUL HUSBAND</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>6. NEED YOU</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>7. IT LIES, HOW IT LIES, HOW IT LIES</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>8. KISS ME SWEET</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>9. I CAN'T HELP MYSELF</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>10. IT'S A WONDERFUL GUY</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>11. A CHAPTER IN MY LIFE CALLED MARY</td>
<td>Sammy Kaye</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>12. MARY, I CAN'T HELP MYSELF</td>
<td>Sammy Kaye</td>
<td>Capitol 24632</td>
</tr>
</tbody>
</table>

### THE RETAILERS PICK:

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MERRY-GO-ROUND WALTZ</td>
<td>Art Monney</td>
<td>MGM 10406</td>
</tr>
<tr>
<td>2. MERRY-GO-ROUND WALTZ</td>
<td>Guy Lombardo</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>3. BABY, IT'S COLD OUTSIDE</td>
<td>Kay Starr</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>4. HOW IT LIES, HOW IT LIES, HOW IT LIES</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>5. KISS ME SWEET</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>6. I CAN'T HELP MYSELF</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
</tr>
<tr>
<td>7. A CHAPTER IN MY LIFE CALLED MARY</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>8. MARY</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
</tr>
</tbody>
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### THE OPERATORS PICK:

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MERRY-GO-ROUND WALTZ</td>
<td>Art Monney</td>
<td>MGM 10406</td>
</tr>
<tr>
<td>2. MERRY-GO-ROUND WALTZ</td>
<td>Guy Lombardo</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>3. BABY, IT'S COLD OUTSIDE</td>
<td>Kay Starr</td>
<td>Decca 24989</td>
</tr>
<tr>
<td>4. HOW IT LIES, HOW IT LIES, HOW IT LIES</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
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<td>5. KISS ME SWEET</td>
<td>Sammy Kaye</td>
<td>Decca 24989</td>
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<td>6. I CAN'T HELP MYSELF</td>
<td>Kay Starr</td>
<td>Capitol 24632</td>
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<td>7. A ROOM FULL OF ROSES</td>
<td>Dick Haymes</td>
<td>Decca 24989</td>
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<td>8. RED HEAD</td>
<td>Eddy Howard</td>
<td>Mercury 2597</td>
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### Caravan Enters Adult Disk Field

**NEW YORK, May 14.** Caravan Records, a disk entry specialist since the company was formed a little over a year ago, had the adult field June 1 with three standard pop items, one special unbreakable vinylic dance albums will be issued, one each devoted to tunes by Jerome Kern, Cole Porter and Vincent Youmans. Actually, each of these is a single long-playing 12-inch, disk, specially packaged, featuring two tunes to the side.

Sides play for approximately five minutes each and will reproduce on any standard 78 r.p.m. phonograph. The recording process is that already in use by the double feature disk. Disks will retail for 60 cents.

### Parker Bop Alto On 40-Min. Disk

**NEW YORK, May 14.** Forty minutes of Charlie Parker's bop alto on single platters are now available to the cognoscenti on a 33-r.p.m. long-playing disk.

The record is a 12-inch unbreakable vinyl pick, put out by Dial, and is said to be the first LP jazz offering. It will retail for $5, and is being marketed via direct mail and magazine advertising.

Under the title of The Bird Blows, the Blues, Parker and his combo are offering six of his popular Dial sides (Commodore, Cool Blows) on the A-side, and eight alternate covers and third masters not previously released on the flipover.

Waxxy hopes this disk to be the first in a series of LP jazz items.
**America's No. 1 Orchestra**

**STILL AMERICA'S No. 1**

**Most Consistent RECORD SELLER**

**Eddy Howard**

**BEST SELLERS**

- **"Single Saddle"**
- **"Red Head"** 5274
- **"Love Me, Love Me"**
- **"Don't Cry Baby"**
- **"I Get Up Every Morning"** 5238

— AND NOW ON NONBREAKABLE

**"Room Full of Roses"**
- **"Yes, Yes, in Your Eyes"** 5296

**MERCURY RECORDS**

---

**ADVANCE RECORD RELEASES**

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

**POPULAR**

- "The Banana (The House)" National 7073
- "The Devil's Daughter" Columbia 1081
- "Swing Arrangement" Columbia 20500
- "The Whistling Rose" Decca 20502
- "The Whistling Rose" Decca 20504

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**RELIGIOUS**

- "Lord" G. Parks Quartet 30-3454
- "The Lord is My Shepherd" (Iles) 30-3454
- "The Lord is My Shepherd" (Iles) 30-3455
- "I'm Saving All My Love for Jesus" Decca 20-3454
- "He's Been Over All That Mountain" M. Herron and Sons 30-3454
- "A Cook'n in the Kitchen" (Iles) 30-3454
- "Let the World Say" Decca 20-3454

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**LATIN-AMERICAN**

- "El Cielito" Anselmo Aguirre 30-3454
- "El Cielito" Anselmo Aguirre 30-3455
- "Amor" Anselmo Aguirre 30-3455
- "Amor" Anselmo Aguirre 30-3456
- "Te Veo" Anselmo Aguirre 30-3456

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**MUSIC POPULARITY CHARTS**

**PART X**

**Advance Information**

Based on reports received last three days of Week Ending May 13.
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18. JANACEK: LACM DANCES-Czechoslovak Radio Symphony Orch.-Karel Bolfelav Jirak, dir. (DEUTA)
19. BUST YOUR SALES WIDE OPEN WITH "BUSTER ASTOR" OUR NEW NOVELTY HIT #72 A LAUGH RIOT DISTRIBUTORS ARE SAVING ABOUT THIS ONE Do You Know That We have the Only Record on the "FISHING SONG" and "TWO CENTS, THREE EGGS AND A POSTCARD" PEARL RECORDS

**LETTER SONGS ALBUM (Songs of Our Times)-THE SONG SPINNER'S (4)(10)**


**BUST YOUR SALES WIDE OPEN WITH "BUSTER ASTOR" OUR NEW NOVELTY HIT #72 A LAUGH RIOT DISTRIBUTORS ARE SAVING ABOUT THIS ONE Do You Know That We have the Only Record on the "FISHING SONG" and "TWO CENTS, THREE EGGS AND A POSTCARD" PEARL RECORDS

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**HOW TO BECOME A PHONOGRAPH RECORD MILL? Engineering Information Never Before Published Facts and Shop Data based on Experienced Know-How Research for this Mf. now in business and the inventer wishing to start a record pressing plant.

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**A STAND-OUT DARKTOWN NUMBER**

**INDIANA AVENUE BLUES**

**PROF. G. STOVES**

**MABRY AL JOHNSON**

**INDIANAPOLIS, IND.**

**TO MAKE YOU MINE**

D-11218 Smash by JON & SANDRA STEELE

**DOWNHEARTED**

on DAMON RECORDS ONLY

**DAMON RECORDING STUDIOS**

604 S. 17TH STREET, ANGELES CITY, CALIF.
**SPOKEN ANGLE**

By Jack Burton

Here's a "believe it or not" Bob Hope may have overlooked: Toiolo, a comic opera that was never produced, was rewritten by his stepson's stone to Tin Pan Alley fame.

This highly talented Negro composer, the son of a barber, a native of Jacksonville, Fla. and a graduate of the New England Conservatory of Music in Boston, brought the score of this musical comedy to New York City. During the 1920's he arranged rounds of the music publishing houses and Broadway theatrical offices with James Welden Johnson, his brother, and Bob Cole, his vaudeville partner, who had collaborated on the book and lyrics in the hope of finding a producer.

They were cordially received, even

**SONGWRITERS COMING UP!**

May 28 Issue

IRVING BERLIN (Part I)

In Issues Subsequent to May 28

Irving Berlin Will Present

IRVING BERLIN (Part II)

Composer

AL FIANUTOS
Composer

THEODORE MORSE
Composer

ELEY IRVIN
Composer

WILLIAM C. HANDY
Composer

NORMA CARROLL
Composer

WALTER DONALDSON
Composer

GEORGE M. COLE

... And Others

The great Oscar Hammerstein visiting their modest rooms on West 53d Street to hear the score played; but everywhere their decision was always the same: the music, which took the songs off ragtime and clothed it in top hat and tails, was sparkling and refreshingly new, but the libretto, which lampooned the imperialistic ambitions of Uncle Sam, was packed with danger. Consequently, no producer had the courage to stage Toiolo so soon after the Spanish-American War for fear of being judged unpatriotic.

**Songs Retained**

While the trio was disappointed by the result, some wisdom was found in the praise the score had received and it was decided to play it again also this year.

"Half a loaf is better than none," they won. They dropped the book of Toiolo into the wastepaper basket and retained the songs, which when revised and retitled were interpolated in several Broadway productions and introduced by such stars as Maie Irwin in "The Templeton," Anna Held and Mamie Cartill. Their conception was terrific and during the next two years, lyric scores of a half-centsale such as "My Castle on the Nile," Nobody's Lookin' But the Owl and the Moon, the Maidens With the Dreamy Eyes, Come Out Dinah on the Green and Under the Bamboo Tree—all salted from the score of a comic opera that never had an opening night.

Rosamond Johnson's songs get a new life for a new generation of music. His whimsical comedy number "I've Made No Reference to the Following," chicken-stealing and razor-wielding, the favorite themes of most Negro entertainers in the 19th century. In his romantic songs, he presented dark-skinned but blue-blooded Romans and Julies in a tropical jungle far removed from the original cast of George Kimball's "Mambas Daughters" Ethel Waters in Congo in the Cabin in the Sky's Member's Daughters.

While Bob Cole, individually or with Bob Cole the lyrics for many of his brother's best known songs, John Johnson achieved a distinctive field in others than his before his death in 1928. He was at U. S., born in Venezuela Nicaragua during the administration of President Diaz and founded and edited The Daily Azteca, the first Negro daily in the United States, was elected secretary of the National Association of Young Men for 14 years. Who's Who lists him as an author, poet, lawyer, and one of the men of achievements who have earned his place in the Negro as an outstanding Negro leader.

Like the Johnson brothers, Cole and Johnson, this untried trio of songwriters, was graced with varied talents. He was an arranger of a piano roll, a composer who could play several musical instruments, a conductor, a critic, one of his early successes being The Black Patti Troubadours, an operatic celebration singer, soprano, Sienna Jones, 1905, wildly to Worth's Mirror (New York) during the 1890's.

Bob Cole's untimely death in 1924 from a sudden lung disease cut his highest accompanists marked end of a career, and that, according to Faure, "taught the world to love developing new talent so that it wouldn't be troubled to make an art of them.

Unless otherwise noted, all material with regard to Bob Cole was published by the Edward B. M. Music Corporation.
Detroit Bouvry, in Return To Big Names, Cashing In

DETROIT, May 14.—A recent policy switch that has meant a bigger talent budget but a spread over fewer acts seems to be paying off at the Bouvry, key night spot. During the last year the big-show promoter had placed on the spot which built its earlier reputation had been suspended, with occasional exceptional entertainment and to hold the following. After six weeks, according to Manager Frank Barbaro went back to it in a big way, with headliners including Harry Stone, Buddy Lester, Zero Mostel, Dean Murphy, Martha Raye (and next week) the Mills Brothers.

At the same time, the long-established policy of presenting every show an act was dropped in favor of a short bill, with about three acts. One reason was to allow the talent to be presented in two complete shows. Barbozario figured that a sizable percentage of his patrons had grown tired of waiting for the headliner to appear late in a four-hour show and the long delay, originally a good stunt to hold the crowds and thus turn over the evening, with the opportunity to process. The change, in fact, came about by an ever-multiplying, by discouraging repeat attendance.

A further purpose behind the policy switch, according to Barbaro, was to place about $1,000 off the talent budget and cut into the four-ring medium. "The stars are running about $7,000 to $7,500, with stars being bought up at about $5,000, which is a cost too high for the longer show, when a semi-professional would be able to do for half the total amount is easily considerably more.

The resulting has paid off, however, with consistently good business for several weeks. On Monday and Tuesday night, for instance, the spot drew standing crowds with Martha Raye, while the breakdown to two shows has encouraged a turnover of patrons. Admission was $1.50.

Actual result, according to Barbaro, that Miami has been double what it was a year ago.

Weinger Gets It Up; Set To Op Miami Copa

NEW YORK, May 14.—Miami was suspected and just making a settlement with creditors of the Miami Copa City niteries and will once again take over operation of the giant Florida boite. Terms of settlement with creditors as well with the American Guild of Variety Artists (AGVA) were unobtainable at press time.

It is understood that Weinger is angling to get travelling leg show in Miami this year. If he succeeds in making arrangements, then he will unshutter the spot in July. If he cannot obtain the financing, the niteries will not net open until the end of the month.

New execue Board For Coast AGVA

HOLLYWOOD, May 14.—American Guild of Variety Artists (AGVA) local members named a new executive board at a membership meeting held here May 4, to replace a forum board allegedly rigged by Florence Bula, ex-Caop rep for the union.

Returned to office were three members of old board, George West, Dan Palmer and Tiny Koll. Bula was elected to the spot formerly held by Maxine Gates. Other board members include Jean Arthur, Harry Mandroza and Jol Dooly, with Miss Mess and Miss Bula named to the national board.

Auction was called and charges were made that the board in office had been "rigged" by Miss Bula with other assistance to Miss Bula and present righthand man to Eddie Rho. It is rumored that Miss Bula will not settle here in any AGVA's national office), board members named to the above.

Demoted and suspended executive. New board takes office immediately.

N.Y. Astor Will Try Act Policy

NEW YORK, May 14.—The Hotel Astor that will take up the act policy this summer when it plays singer Bill Lawrence along with Blue Belts and Costumes and that this will open the week of June 27, Carmen Cavallaro's will also be a top name of the spot. The policy has been a top summer dance band.

Lawrence is the young singer who is being highly touted by RCA-Victor Records and who has starred on radio on both the Chesterfield and Super Club aires, for the summer.

AGVA Moves In on Benefit at Garden, Gets Stand-By Pact

(Continued from page 3)

When Hyman Goldstind, of the AGVA, made a pitch to Selig to handle the booking for the benefit or the coming Garden, he was reported to have promised that he would have the Garden book the acts as they became available. AGVA and complained that none of the stand-by acts could be used. Some 14 acts were contracted for, as the AA board claimed the AGVA was in a position to arrange for the acts at a later date. The AGVA rep, in order to prevent any further trouble, asked the producer to take the pay-off in escrow and promised that the artists would be paid if the check cleared through the bank. The local AGVA branch will pay $1,000 of the acts before next Thursday (19).

Goldman Set To Hype Philhills Vaude in Fall

Will Move In Warner Home

PHILADELPHIA, May 14.—Live talk show in Philadelphia will open for the fall when William Goldman moves into some of the Warner Bros. showrooms next fall. Major interest centered on the State Theater, a West Philadelphia house with a capacity of better than 3,000. The Goldman chain takes the house from the Kranes, who have already served notice on the film distributors that they plans to operate the State as a first-run house, having been out of operation for several years.

While the Goldman chain was making no comment, it was generally agreed that it will take fresh to the State on the profit side of the ledger. There is also much interest in the fact that Goldman is going to give his Keith's Theater in the nite and the new company. The fall show is due to open around the corner. The Earl has the same as-capacity policy in recent months and the grosses have for the most part

The State situation also concerns Paul Goldstein.

The house is being used to break shows headed for the Paramount New York. The one-and-half has been terrific at the gate and the export is in place for the local temple.

Brooklyn Patisyon

Full Week Flesh

NEW YORK, May 14.—The Patisyon Full Week Circuit, which has been employing a week-end vaude in the Garden, will now a full-week house beginning June 21, plus one second-run flicker to prove highly successful for the exhibitor.

First full on the week vaude will be "Young Haines, Hocktor and Byrd, the Patisyon-Carney with a color act by Vic Travers. Combination theater charge is about $3,550. House is booked thru Al R рядом.

Caesar's Back In Chi Stand

NEW YORK, May 14.—Sid Caesar who retired from Hollywood fame after an appearance on an Admiral television show, will bow in at Palmer Steam beginning June 26, reportedly will receive $2,500.

The Palmer House will follow the opening of the Admiral TV show with other acts.

Niteries Public's Potential

Ops Hold Tele Blameless for Current Skid

Future Something To Ponder

(Continued from page 12) keep them home during telecasts of sports events, but it's not a prob- lem, posed by installing receivers. Said Larry Potter (Larry Potter's Supper Club): "Television keeps people at home, but not enough to attri- bute to its a direct hit. My busi- ness this month was 15 per cent better than a year ago during the same time period. There is a lot of shows sold in this area in the past year. Give the public good entertainment and they will come.

Billy Gray, who owns and operates the spot which bears his name, feels that it takes something big on television to keep the people away. Gray said his business is not hurt by the all-night coverage of the Kathy Fiscus rescue attempt recently. The Mills Brothers warned here to early hurt business, Gray con- cluded.

Blackest note of all was struck by Hal Stanley who placed on tele's debut performance for his Hollywood Cotton Club's failure. Spot shuttered after nine weeks, leaving Stanley with a $20,000 loss. "I thought the night club as a medium of entertainment is failing fast and will be, according to pictures people reported. "I gave people name acts at prices low enough for the middle class man to afford, but each week's business was below the week before. By personally talking the business, I discovered that a vast majority of them was done down before they own a television, and now prefer to stay at home."

Ken Murray Tour Blackouts

HOLLYWOOD, May 14.—Ken Murray's biggest hit continues in September after chalking up a seven-year world record of con- tinuous running at Hollywood's El Capitan. Murray told The Billboard his hit the spot in September and Christmas, when the show returns to El Capitan.

Show will be booked by Music Corporation of America (MCA), which will shoot only for dates at top seating capacity houses. Tours will be directed by people composing 22 acts. Entire tour will be scheduled in a month's time and go to tour will be an attractive for the exception of Marie Wilson, who was seen in the West Coast hotel and ticket commitments.

Mary Wilson will probably be replaced by Pat Williams, her present understudy.

Plans will probably be re- placed by Pat Williams, her present understudy.

Plans will probably be re- replaced by Pat Williams, her present understudy.

Plans will probably be re- placed by Pat Williams, her present understudy.
The Billboard

NIGHT CLUBS-VAUDEVILLE

VAUDEVILLE REVIEWS

Roxy, New York
(Friday, May 12)
Once Dick Haymes gets a good crowd, the bill at the Roxy gets going. Opening day, however, it stacked up as only fair entertainment. Tired, nervous, not very under the control of the man at the top, the show didn't live up to the usual swift pace set by preceding acts.

RKO Boston, Boston
(Thursday, May 11)
Current show, one of the spot's intermittently vaudeville presenting, is noted chiefly because it makes none of the pretensions of the actual presentation of a name band and a big act and, while it isn't exciting, it does offer a pleasant, engaging entertainment.

Frankie Carle and band furnish the backing for the show, with the Miller Brothers as the top act. Carle, a skilled musician, does not have to rely on flash, noise and blatant showmanship. Same with the Miller Brothers. No shouting, no tricks. Just)

Capitol, New York
(Thursday, May 12)
This new show marks the return to the screen of Casa Loma orkerst Glenn Gray, who has been on leave of absence from the business for nearly two years. The maestro looks like something right out of a "Man of Distinction" ad, and musically his band gives a similar impression. From the opening "Smoke Rings" theme, the band breaks into another trade mark, "No Name Jive," and reveals the same sort of witty, polite swing that made Gray a favorite in the '30s. There's not much here to interest bob bovers, but the ensembles are especially clean, and good tone is the rule.

NOW!
The rollicking life story of
W.C. FIELDS
Rowdy King of Comedy

Here, at last, is an uproarious and revealing portrait of America's fabulous funnyman! You'll find out where Fields really got that bulbous nose and gravelly voice. You'll learn why he kept 700 bank accounts... and how his first real job turned him against water for life. You'll howl over a host of side-splitting antics and anecdotes never before published. Don't miss this hilarious, 8-part biography by Robert Lewis Taylor. Begin it in the May 21 issue of The Saturday Evening Post—on sale May 18. Be sure to get your copy!

W.C. FIELDS: ROWDY KING OF COMEDY

by Robert Lewis Taylor

THE SATURDAY EVENING

15¢

MAY 21, 1949
SLAPPY Maxie’s, Hollywood

(Sunday, May 15)

capacity: 999
price policy: $3.00 and up
estimated budget book show: $6,500

SLAPPY’s unveiled its new burlesque policy before a near-capacity crowd ringed with a well-rehearsed and identical set of scenescapes, and starring burlesque pin-ups of flash and professionalism that has never been seen at the box office.

The burly flavor is more in the sense of粗vanity with the usual strippers, but, as Stag Productions, as staged by Bob and Carol on Maxie’s, works through the show and does some excellent job working both as showcase and strippers, he displays a salesmanship that has been among Flint’s finest.

Pint-sized comic, Bobby Morris, burlesque jokester, scored solidly especially with its weak production numbers, also double comedy. The Four Kents, ace team, were a hit and the new sensational aero-acro team, The Three Wonders, put on a great job.

The “Nine Slapy Lassies” were hand-picked gals, easy on the eye, and the usual structure being the usual soap and syrup, were a hit. And the crowds, in general, were well pleased with the show. The production numbers were well put together and the effect of which is Deanna’s aural and visual appeal.

Carefully handled lighting and sets were easy to take. Show and dance were a hit and Bob and Carol’s new team, Raye’s orch., has put plenty of positional weight behind their policy change.

ALFAUCHER, New York

capacity: 999
price policy: $5.00 and up
shows at 8:30 and 10:00. 50% non-share. the MCA has the reg. fee
estimated budget last year: $6,000

On her return from the show of one of her greatest successes, Nelia, the singer of minor merit and a gal with a nice small voice and a small warbling field. This good-looking red head has a small voice, but one that seems to be able to get power behind her pipes in the way of pitch and control every moment.

Dressed in a royal blue taffeta outfit, Miss Nelia, with her smooth singing theme song of the week, was on hand.

She was in London, winning every bit of energy and the best of two songs stemming from the cold and, That’s How I’ll Keep Pray, is a very good, but not the second, for this gal.

The customers were appreciative of everything Miss Donovon offers. Fred Jacoby assisted on the pianos, and the orchestra was superb backing. Punchito played for the rumble-band.

Leon Morse
Melba Ankles
Sheraton Post

NEW YORK, May 14. — Stanley Melba this week submitted his resignation as entertainment consultant to the Sheraton Corporation of America, which controls some 25 hotels throughout the country. Melba, via his Stanley Melba, Inc., firm, had served in the consultant post for 2 1/2 years.

Reason for his resignation, Melba says, is that he has been forced to assume added responsibilities on his job at the Pierre Hotel here, where he is now a top talent producer and executive.-leader. Melba has assumed the task of handling private parties and must also cope with the stimulated biz of the Collidion Room and cafe of the Pierre.

The talent featured in these columns is suitable for many entertainment mediums. Bookers are urged to consider them for theatre, night club and hotel dates. Advertising agencies, producers and sponsor representatives may view them for their potential in radio and television.

New Brunswick Has
Vaude Boom; U. S.
Acts Being Imported

ST. JOHN, N. B., May 14.—The rush of theaters and niteries to flesh has gained in the maritime provinces. The Affiliated Theaters, operating a chain of houses thru the maritimes, and now using package units, is arranging to import individual acts from Boston, New York and Montreal for its chain and theatre outside the circuit. In all cases, the shows are being offered with single or double-feature flickers with admission as low as 30 cents for a three-hour show.

More stage package units are touring the maritimes, playing theaters, hotels, school auditoriums, etc., that ever before. Most of them are traveling in their own or hired buses and trailers, playing one-night to one-week stands.

The first stage show in 14 years at the Empires here, once a combo act and flesh house, was presented recently, as an one-nighter in conjunction with a double film bill, and attracted so much business, it was held over for two more days. The show, used Frank's Radio Cowboy unit.

Other package vaude shows on the road in the maritimes currently are: Tex Roach, Don Berry, Bobby Mil- ler, Ned Londy, Bill Walker, Arkansas Travelers, Bill Whelan, Don Diamond, Don Mesler, the Sunshine Boys, and the Maritime Pioneers, with orks and most of them concentrating on Western and hillbilly vocal and instrumental music. During the summer dance halls and niteries will use acts and floorshows as never before. Floorshows accompany dance, and at halls and niteries at community and lodge halls booked for one-nighters.

W'chester Co. Center
Plans Week-End Acts

NEW YORK, May 14. — A week-end act policy will be spotlighted at the Westchester County Center beginning June 16. Last season the spot tried unsuccessfully with a week-end dance and concert series, which was conducted by orietor Benny Goodman.

The opening show will feature chimp Connie Haines, Red England, comedy act; comic Leo De Lyon, comic; innovative, versatile Jean Carroll and tapppers Lewis and Van.

The package, all General Artist Corporation (GAC) acts, will week show per day and was sold for $4,000 for the week-end.

The center will be operated by Fred Pitters, who staged the Dallas Exposition. Pitters intends pushing the vaude policy via billboard and newspaper ads. The house seats 4,300 and will be seated from $1.50 to $2.40. If the vaude policy proves profitable it will remain at the County Center for all the summer week-ends.
SPECIAL!

SPECIAL COMEDY

DOR Glee Club

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**Magic**

By Bill Sachs

O. GUNN concluded his school and college season in South Mis-

sippi sojourn at his Hattiesburg, where he is preparing to head-

line at the Moulin Magique in the city of the Mississippi. In-

ning City he will hop back to Lo-

s.s for the summer. Gunn is-

ual to present a variety of shows in schools and colleges next fall and-

. In Colorado Gunn is-

ating to play in the box escape in-

, "This fellow would ask a kid-

he audience to get into the-

 by the box and then after the show the kid-

 would be excla-

"A space. Business men have-

me that he had better not ever-

*Eugene, Mal B and Maxine, after-

playing at the Ill. State Fair and-

 March at Marshall, Mo., are the-

their home town on the road-

 in LaPlata, Mo., writing de-

ers for a box in Fort Worth, Teks.-

their outdoor season in a few-

at Fontaine Ferry Park, will-

will make a appearance in that the last-

 was a good one, despite the fact-

the South was over and with-<

in the magician's prace-

International Harvester Con-

C. Thomas Magrum has closed his-

s Southern School Assemblies, during which he made-

Kendall, Kentucky and-

, while giving over 350 per-

. While in Texas Magnes-

the pleasure of catching Willard-

play playing around-

, with Jimmy Richardson on the-

 had his load in his praise-

. Stuart Ross-

University Hospital, Ann-

from friends.

**AL CARDO is doing inside lee-

and magic in the Side-

John Herder Blvd. Circus-

Mrs. Carlos path of-

* Dagmar, after a swing-

Empire, which plays in-

a new variety mystery unit, opened-

at the Hippodrome, Wash., for a week, and-

back to New York for a-

Bob Neil-

of the Nelson Enterprises, Co-

series and-

Marquis the Magician, was-

in Marquis recently during the show's-

Great Kendon and George (Dr. K.)-

darling and Kendon, and-

Kendon and Kendon are-

the West Coast featuring their mag-

and mentalism and plan to-

Jazz in the summer. Kendon is a former Side-

and Klub showman and pitchman. Mil-

Christopher's newest mental-

in the market bearing a $1 price-

his crystal ball into the Hoffman-

house, Madison, Wis., 10 weeks ago, and-

a string of theater bookings.

**MAGICANS!!**

To introduce our superior magi-

tal magic, with escape and ex-

show. Fine trainer, trained since-

all close work.

**- THIS IS WEIGH-

10 inch dollar bill handkerchief and complete with full expla-

- ALL FOR ONE DOLL-

EUREKA MAGIC CO.

**Burlesque**

BY UNO

LILLIAN WHITE, dancer, is re-

covering in her New York home from a serious injury suffered-

fall on the Embassy (Rochester, N.Y., April 30). Hoff to the Varga Club, Covington, Ky., May 17 as featured strip-

. Rogers will be followed by another four-

weeks at the Burbank, Los Angeles, with Belva Adams and-

Elvis Adams, formerly of the Dottie-

Sally Rand, Embassy, Rochester, May 30; Rank Henry for unit-

Joyce, Hudson, Union City, N. J., 15; Miss Josephine Murray and-

Lloyd, Empire, Newark, N. J., 13; Phyllis Gale and Jimmy Coughlin, Blackpool, 18; Nelson, 19; Jack-

ard, Boston, 16, and Carol Leclair, 20. Jo Ann-

Malone quit buried road tours to open at the Three Deuces nite-

York, May 12; Gina Olman-

singer and dancer, is now re-

in Italy with hubby Erna-

writer for a Paris newspaper. Don Lamont is at Ace Cain's spot in-

Hollins, Va.; Jo Ann Michael is-

joined Harry Cleex and Deann at the Burbank, Los Angeles.

**GEORGIA SOTHEEN has canceled two circuit dates and-

April 24, 25 and-

May 10 in Evansville, Ind., as-

featured attraction with the Cava-

This will be the last of the-

in her own revue as well as a Pos-

ruk Bernstein, she-

burrle show, is now man-

a road edition of "Finian's Rain-

The Lyric, Atlanta, and-

now offers three acts of vaude-

the Howard, Boston, does the-

the same way in con-

Lowe and Jack Montgomery-

Two Girl Show, the-

James J. Kirkwood Shows. One-

Paradise Revue" features-

Larsen, Ronnie Smith, new-

house singer at the hus-

Union City, will play a 16-week-

as emcee at the Yacht Club, Ocean-

., Md., with Bill Leight, Balti-

Jubilee starting June 15. Winnie-

returns to the Fa-

Dolores Dawson, dancer, is-

indefinitely at Jimmy Kelly's, New-

Frid., is vacationing at-

at La Fita Villa, Clementon, N. J.,-

Jean Stapper, the candy concessions in Canton and-

**Steet To Produce Revue**

At Atlantic City Harlem

ATLANTIC CITY, May 14.—Larry-

Steet has been signed to produce the-

Harlem revue at the Club-

here for the summer. The-

show will be called "Legend of-

Snow, Billy Daniels and the-

aro dancing unit. The room-

show budget, un-

line and long string of specialty acts-

ract is also con-

adding a name band, with Count Sint-

mentioned. The-

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Balt. Body Blow To Ole J. Crow

NEW YORK, May 14.—Equity Com- mittee adjourned Tuesday (12) by the Baltimore branch of the National Association for the Advancement of Colored People, which policy instituted last week by the Maryland Council of theater seats patrons without regard to race, color, creed or creed resulted in a mixed attendance entirely without incident.

Edward Kaplan, owner of the house, put off the segregation policy into effect with a play's stand of Anna Lucasta, April 24-30. Result was a two-week run with a bit split weekend booking Tuesday (10). A spokesman for Equity expressed confidence that Kaplan's move might encourage other producers to book shows into the old playhouse.

Equity said Ford's Theater, Baltimore's only other legit, is currently picketed because of its race ban.

2 Tryouts for Bucks County

PHILADELPHIA, May 14.—Thom Ramseyer will stage two tryouts next weekend in the Bucks County Playhouse at nearby New Hope, Pa., for a professional theater group. The house will bow June 30 with Peggy Fenn, new Harold Remington促销, from Chicago; July 7-21 will preen Elihu Winer's modern drama, I'll Take My Stand.

BROADWAY SHOWCASE

Performances Thru May 14, 1949

Dramas

Anne of a Thousand Days

Opened

Anna (Theatre)

Closed

Cates

Leila (National)

Death of a Salesman

At War With the Army

Big Knife, The

Barrett

Baker Mill (Heyer Miller)

Death of a Salesman (Dardton)

Detective Story

Joe Kino, The

Distance Learning

Edw. Jones (Cornett)

Goodbye My Fancy

Life With Mother

Life up the Sky

Madwoman of Chaillot

Mister Roberts

Mister Roberts

The Miracle (Billiards)

The Miracle

Two for the Seesaw

Scott Brings His One-Man Concerto To the Mansfield

NEW YORK, May 14.—According to reports on Henry: the police have taken it ten years to ready the material for the Stem debut of his one-man show, Concerto for Fun, which will open at the Mansfield theater next year for a two-week stand Monday (20). Scott, a skilled pianist, is a vaudeville apprentice with Joe Cook, taught music, and became a concert pianist. Some six years ago, he decided to hypo keyboard pyrotechnics with humor and has since lent his antics to hinterland coast-to- coast appearances. The result is a nostalgic, rambling, rags-to-riches, stock low comedy, thru reminiscences of his vaudeville days ten years ago, to occasional lapses into a more serious technical vein.

Scott projects a likable ingenuous self-consciousness across the footlights. He has developed some exceedingly amusing and subtle keyboard material. He is at his best when he sticks to his own work as much as we allow him to. Up window, in a way! The pace was sometimes uneven in the sixth row.

Over all, Scott's Concerto may do well enough from sweats as dance satires, which have a certain homespun beauty and must speak louder if he expects customers on the Mansfield's shelf to catch his patter. Opening night's success was perhaps even in the sixth row.

The Derwent awards, the two $5000 cash prizes offered annually by the Derwent president, president of Actors' Equity, were awarded to Leora Dana of The Sons of Liberty, Walston, of Summer and Smoke, and Larry Pollan, of The Playwright, of The Palace, of The Palace, of The Palace.

The recipients will be given their cheques at the Equity annual general meeting in June.

13,000 in Washington May Take in Medea

WASHINGTON, May 14.—The house in Medea, which is shying up for the single performance Wednesday (19) of the Playwrights, instead of the usual door of the sky, will be a full house with the opening of the 13,000 available seats have already been sold.

Macks Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible. This week the Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible.

My, My, Myron!

That tattooed full-rigged ship which Myron McCormick nightly exposes on his belly is a Pacific. Specific is a non-decalcomania. It is strictly his own artistic creation, one with a certain satiric charm which is a good thing. Pate is an aggressive one.

Sen. Ed Hutter joins Kaye Co. Legit

NEW YORK, May 14.—Horace Gray, Elyce, chairman of the finance committee, Frances Kaye Company to head the firm's legit department this week. He is currently drumming for the new Don Appel-Milton Pospeloff-Cherry musical, Buffalo Bill, and Arthur Lester will begin immediate casting. He will also publicize Kaye company's clients in vaude and millet fields.

Senate Gets Conn. Tax Bill

HARTFORD, Conn., May 14.—State Senate Bill 724, which would require non-resident summer theater goers to pay an amusement tax, has been tabled in the Committee, in session at State Capitol in Hartford. The measure has been agreed to by the Senate and House, however, before becoming law.

Ted Shaw for D. C. May 19

WASHINGTON, May 14.—Ted Shaw in a program of summer theater being promoted by Productions, Inc., May 19 at the Cadiz Auditorium here.

Palace, Sydney Pie House, Goes Legit

SYDNEY, May 14.—The Palace theater, local pie house for many years, has been obtained on long lease from Fullers Theatres for legit shows. The opener will be Noel Coward's Present Laughter, which ran for 20 weeks in Melbourne and was withdrawn only because of the conflict of time with the show by Fullers. Laughter has been run- ning in Sydney for a year and is on the biggest for that city, which is not normally a good legit stand. The play is expected to run at least six months here.

The Palace has not been used for years but there will be no trouble in putting it in good condition. Sydney should have a new look at the Palace turning to legit.

Silent Circuit

Starlight (Pawling, N. Y.) and to the Floor on June 21. Players already signed are Dorothy Harrington, William Weisberg, Betty Bottling and Michael Sonino. Isabel Ross Jones will direct.

Valley Players open on eight season June 20 at Memorial Park in Phila. under management. Feat- ure will be "The Heiress," Apple of His Eye, London and The Idiot. Mr. and Mrs. Joseph Fley, Miss Stoval and Tyler Capter A. 19th, will preside. Time of show 9:30. September 10.

Crofts, Burlington, Calif., will open season June 27. Star policy with Equity resident troupe. Shows opening will be The Hare, The Heiress, Apple of His Eye and The Idiot.


Sir Cedric Hardwicke has been signed by Richard Aldrich to play W. B. Yeats' The Architects (Mass.) Playhouse in The Wise Boy for July 14-16, 1949. Producer is Mr. Cline with head in Private Lives, July 14-16, 1949, at the Playhouse with the original Broadway company.

New Henie Ice Show In at Center May

NEW YORK, May 14.—Scotty's Center Theater May 26. Houdy, Mr. Ice of 1939, new edition of the show is Mr. Ice, which closed April 33 with total of 405 performances.

The show has featured 11 new numbers, along with a new and a face-lifting via skiffington, in skating in costumes, Catherine Littlefield is an evicing staging and choreography. The cast includes Skippy Baxter, Berk, Seig, The Brunes and Jinx Clark.
INSURE YOUR VOTE

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

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time. The ballots are opened and counted on Broadway early in May, The Billboard, sponsor of the Donaldson Awards, will work out the tally of names and addresses of such players, so that a ballot may be properly addressed and sent to each one.

Make certain of your vote for the Donaldson Awards, the theater Longines contribute a sizable amount to Broadway. Fill out the coupon below and return it to 'The Billboard today.

The Billboard

520 Seventh Avenue
New York 19, New York.

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

Name
Address at which mail will be returned to you in May

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

LE PAIN DUR

(Hard-Earned Bread)

THEATER DE L'ATELIER, PARIS

A drama by Paul Claudel, staged by Andre Malraux.

CAST

Paul Claudel

Jean Bretteau

Ghislain Monnier

Jean Clergerie

Aldo霉素

Le Pain Dur (Hard-Earned Bread) is Paul Claudel’s second play to return to the stage this year. (The first, Parage de Midi was presented by Jean-Louis Barrault.)

This high-minded treatise on the relation of the society in 1640 with written 30 years ago. Symbolically, capitalism and materialism are in the tyranny of the Puritans, feminism and the Jew-Gentile question by his masterpiece gets under way for colonization by his son, and for- mulation before the proud Polish offerings, finding the son’s face. Each in his own fashion, the family, the family, the family, searching for a free land and, in the shabby, monk-like library of the each finds a son. The son kills the father to get his inheritance, his finances leave to carry on the crusades for her country’s freedom and the Jewess becomes the son’s...

Pierre Renoir brings a rich character- acting to the evil, Richard III... 1949.

FAST-CUT MUSICALS

A potentially amusing musical force that is born and quick diastolic for its quick development. It was轮胎 in Pennsylvania, as world earned here, was a super-flirt, a quick development for its quick development by several standouts perspicacious, no doubt, to the point of wanting to rescue Marie Antoinette in the guillotine via spiriting her to a refuge in a Pennsylvania colony. It was轮胎 in Pennsylvania colony by French nobles. A case of mistaken identity began.

On Minnie Hawkins, a touring ad for her coming to this world, a super-flirt, a quick development for its quick development by several standouts perspicacious, no doubt, to the point of wanting to rescue Marie Antoinette in the guillotine via spiriting her to a refuge in a Pennsylvania colony. It was轮胎 in Pennsylvania colony by French nobles. A case of mistaken identity began.

The Bangs family is occasionally joined by comedy bits, ranging from a boat to near burlesque. Composer Eugene Burton, also a author of the book, has turned in a score that is part is pleasing, but with a number of scenes which includes any wide acceptance. The lot are two ballads, My Little Red Ridding Hood is a rollicking novelty tagged Away. A very typical of this, which is a lyrical, injecting originality and warmth in his rhythms.

Featuring: Thedora Rich, Queenie Smith, Shirley O. and others, tall turn in good performance. The casting is credited to Joe Barron, who is a master of colorful numbers as well. Bar- ron has put together an all-star show, but small stage area restricts first and last. Best of his series of patterns is his scene which is both novel in approach and significant. The music of Ed Lemontich is adequate, with giving a drawback to full development.

Despite its faults, Marie can be
Mo. Dates Pan Out Fair for Slout Players
Six Weeks Set in Illinois

OISEWILLO. Mo., May 14.—Toby and Ors Slout Players Tent Show opened here Tuesday night (10) to a fairly good house despite a tight rain. Wednesday (11) came thru with good weather, however, and show chalked up a better business on the two days. The stand at Herman, Mo., proved a red one.

Show moves into Illinois following the local stand and will play that territory the next few weeks opening slated for Waterloo. The show, headed for Michigan in July and August, is covering considerable mileage in order to pick up the best spots.

Since opening, the roster's only addition has been Jerry Dexter, who augment the vaude end of the show, which already lists Ralph Blackwell, vent and rope stump acts; Hal Baillie, magic; Andy Leigh, singer; Ona Slout, novelty musical specialties; Tex Sherman, Western and hillbilly songs; Lucille Clemens' puppets, and Freda Cleve, singer. Orchestra is under direction of Kink Lemmon.

Jack Vivian, show's agent, is doing a good job of touring the country (Toby) Slout, who has been under a doctor's care, has completely recovered.

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REX RIPPLES

DELLA A. CARLIN

CARLIN cards from Humphreys, Miss., that he has closed his solo show, which covered most of the States west of the Mississippi to fair business. Carlin says that the unit ran into plenty of good business in Idaho and Eastern Washington and that it was hit by two weeks of rain in Oklahoma. Stearns was in advance of the show which used E. F. Hanemann's "Hold Everything". Carlin headed for Pennsylvania to get in on the Eastern summer. — Harney's vaude-vice attraction, is operating with Bill Smith in a show in Idaho. Following a month's vacation, Chris Tate Players will go east. They are the fine bus doing the show. — Chester Cobb re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re-re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THE FINAL CURTAIN

BEAUFINE—Harold, 55, director of films for Universal-International, Los Angeles, on Sunday, April 15, due to a heart attack. He was a member of the McGraw-Hill staff. In Los Angeles, Calif.

BEDFORD—Jones—H., 62, author of "The Smugglers," who published 20 novels and numerous short stories, was found dead at his London home. He was noted for his writing skills and was a popular figure in the literary world. In London, England.

BOYD—Willie, 71, former Washington, D.C., detective, was an artist and painter. He was survived by his wife, Helen, and two children. In Washington, D.C.

BROWN—Margaret Beaudine, 78, former movie actress who appeared in numerous films, was found dead in her home. She was well known for her roles in Western and adventure films. In Los Angeles, Calif.

BROWN—William, 90, former New York City detective, was found dead at his home. He was a well-respected member of the police force. In Brooklyn, N.Y.

BROOKS—Lucille, 76, former movie actress, was found dead in her home. She was known for her roles in silent films. In Los Angeles, Calif.

BROWN—Mrs. William, 72, of Evansville, Ind., was found dead in her home. She was a well-known figure in the city and was survived by her husband. In Evansville, Ind.

BROWN—Mrs. William, 90, of Shawnee, Kan., was found dead at her home. She was a member of the Kansas City Symphony Orchestra. In Shawnee, Kan.

BROWN—Mr. and Mrs. William, 72, of Indianapolis, Ind., were found dead in their home. They were a well-known couple in the city. In Indianapolis, Ind.

BROWN—Mr. and Mrs. William, 80, of New York City, were found dead in their home. They were a well-known couple in the city. In New York City.

BROWN—Mr. and Mrs. William, 75, of Chicago, Ill., were found dead in their home. They were a well-known couple in the city. In Chicago, Ill.

BROWN—Mr. and Mrs. William, 70, of Los Angeles, Calif., were found dead in their home. They were a well-known couple in the city. In Los Angeles, Calif.

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Quebec Sets
2 New Bldg.
Costing 849G

New Arena To Seat 10,000

QUEBEC, May 14.—Following the $1,000,000 blaze which gutted the Quebec Show grounds for the Provincial Exhibition here last March 15, the city has decided to build on the site of the destroyed structure a modern agricultural building which is expected to be ready for the fair, September 2-11, and a new 10,000 capacity ice rink in another section of the park.

The exhibition management hopes to have the rink built in time for the beginning of the hockey season, but the structure is not expected to be completed by all details until 1950. Preliminary contracts for both rinks were let May 10, 853, were awarded Saturday (7) to local firms and work is scheduled to begin within the next week so that the completion of the new rink will be called for and rinks will be run well after the $1,000,000 mark officials said.

During the fire it lacked rinks facilities for the presentation of Skating Variety, an annual feature of fair week, the exhibition management had to find the first time a full-scale night grandstand for the entertainment. The high light of this year’s show was held last week with Joseph H. Hughes, field representative of the George A. Hamid Agency.

Paris Fair Covers
23 Blocks, Includes
16 Skooter Rides

PARIS, May 14.—Largest street fair ever held here, the Avenue Gingerbread Fair, is currently un derway on the huge Place De La Nation and along the service roadways of the wide boulevards radiating from it.

In addition to three rings of rides and concessions installed in the circus grounds, the fair occupies 28 blocks of the boulevards. The combination of the size of this annual fun fair may be grasped when one considers that more than 200,000 people visit the ride and the motor-cycle ride every year. The average time of a ride is one hour and the average time of a motor cycle ride is one and a half hour.

Whole blocks are given over to tent cities, menagersies, girls, fresh and pit shows, while additional blocks are set aside for games, with gingersnabread stands and concessions of all types. The locale is unique in that the size of the Place De La Nation and the boulevards is so vast that an annual fair has not only not been curtailed but is larger than ever this year. The fair which is elaborately illuminated with hundreds of electric lights and special decorative motifs. Shows and ride fronts are extravagantly ornamented and present a colorful appearance.

K&M Does Okay in Ohio
- BUCYRUS, O., May 14.—Kelly & Markum, manufacturers of two Ohio spots, driving near capacity at right here Saturday (7) after a week’s absence in Ohio the firm exhibited Tuesday (3) the show registered two full ones.

Hammond Council
Bans Carnivals;
Circuses Also Hit

HAMMOND, Ind., May 14.—Following a public protest the city council decreed circuses hereafter will be taxable to non-residents. District and carnivals will be banned.

Councillors decided the two carnivals this month and the other council will be held June 28, will be recognized.

Protest came from residents of the present district and other areas of the city from the Hammond Plan Commission.

Show Contract
For Ill. State
To B-C Office

SPRINGFIELD, Ill., May 14.—The state fair authorities in this city, Monday, will supply the grandstand at the annual State Fair again this year. The contract, recently awarded, ended a long bidding war that had been sparked by a change of the State and fair administration since the 48 annual fair. Last year’s State Fair plans were the five nights of the August 12-21.

The Voorhees-Fleekes Fair Booking Association, Chicago, will supply a number of grandstand events for this year’s show. The only major attraction contract not yet closed is for big automobile shows.

The signing of the fair assures Barns-Carruthers of its biggest season to date. Other major fairs, the Chicago agency, headed by Joe Williams, are looking forward to the grandstand shows for the Western Canada Class A fair circuit and the State Fair of Illinois Exposition, Peoria, Ill.

Fair Shows
Booked This Year

W. Giroud Jr. Killed,
2 Pals Hurt in Crash

W. Giroud, Jr., 16-year-old son of the late W. Giroud, Sr., owner of the Victory Shows, Inc., which played Long Island territory the past month, was killed in an accident Sunday afternoon when a car in which he was riding crashed into a tree on Maple Avenue, Flushing, L. I.

Giroud and two employees of the company, riding in the car on the way after the carnival, playing at Flushing, had closed for the night. Both of Giroud’s companions, Frank Clark and Arthur Leifer, were critically injured and are still on the danger list.

Funeral services were set for tomorrow night in Floral Park, L. I., with burial Monday. Giroud re sided with his mother at Stewart Manor, L. I. A sister also survives.

Davenport Wins
Openers Sell Out

WINNEPEG, May 14.—Orin Davenport, in charge of this city’s operation, is at its opening matinee Saturday (7) and business through the week has been excellent. Frank Clark, Davenport manager, reported final figures may prove surprising.

Show moves from here to Calgary, then to Edmonton, and then Saskatchewan.

Staff includes Orin Davenport, di rector-producer; George Reynolds, at tendant director; Thomas Haneloff, announcer; Joseph Callm, musical director; Charles Marin, prop; Harry Haag, manager, and Kari Shipler, producing clown.

Ringing - Cole Ad
War in Dayton, O.

DAYTON, O., May 14.—Old-time circus methods went back into action here today when two performances Friday (13) at the new fair were fine.

Tuesday (10) a Ringling-Tamara billposting car came into town and unfurled the best available with huge "wait" posters. The bill going up ranged from "George Cole has done a minimum of such acrobatics as it is worth your money and the Ringling’s and Friday’s two local papers there were "wait" ads two sizes wide running from top to bottom of pages, outlining the offer.

The ringside ads were for July 21.

A representative of Cole came up with the information that his show had neither secured nor made application for a license, nor had the office been contacted in regard to ground rental.

Dayton has an ordinance which prohibits a second tented exhibition within a 500-foot radius of the first one has appeared here.

George Lanning
In Fatal Plunge

BATTLE CREEK, Mich., May 14.—George Lanning, of the Sensation Roundup, killed himself Monday night by jumping into the World of Pleasure Show here Sunday night and ignoring instantly Thursday night at 11 p.m. when a trap bar broke and he plunged 60 feet to the ground. Lanning jumped with the World of Pleasure for the local state.

Lanning, who was 31 years old, survived by his widow, Donna, who is 28, and two sons, ages 17 and 13, and a brother, Maurice, San Francisco, Calif., was buried at Fairmont, Ind.

Pawling Show Lifts
Sheriff Attachment

AMBRIDGE, Pa., May 14.—The sheriff here today removed the criminal attachment on Tuesday, when Lanning, chief of the show, was arrested in connection with the accident last week in which Milt Lanning, 23, was killed.

J. F. Tinsley, of Ambridge, report member of the show, was killed in the crash. Following the show's wrap-up, release here, it departed for West Virginia, Pa. George Hanlon and F. L. Anders, legal adjuster, handled the case.

Nat'l Video Plays
Set for King Reid

NEW YORK, May 14.—The King Reid Shows soon will become familiar to a b a sign of the nation's television audience by being featured in a recently produced commercial film. The film will be used as a commitment display for the show and also will be available for Ford distributor promotion, advertising, and other promotional purposes.

Reid's colorful, listed and operated 12 Ford units are pictured in action in J. Walter Thompson & Co.'s television film. The film was directed and supervised by the Ford Films.
Talent Topics

Wilson Storey, nephew and former manager of Alfred Gustafson, whose animal acts were featured for several seasons with the Ringling Bros. and Barnum & Bailey, the Five-American Circus, specializing on circus acts, in Sarasota, Fla., Jack Steck has started his first season of kiddies' shows at Woodside Park, Philadelphia, staging the juvenile shows Sunday afternoons in the park's Sylvan Hall.

The Three Brothers, Bill and Sid, and Harold Gerhard, headliners at the Greater St. Louis District Fair, indoor show, May 6-8 in Dixon, Calif. Gerhard also worked the midway as BeBe the Clown. . . . The Stardusters, high act in Bonita from California, stopped in Binghamton, N. Y., to visit Riccardo and Gracie Orlando, on the O. C. Buck Shows.

The Yacopi Troupe, recently returned to the U. S. from a South American tour, are featured in the Police Show in the Los Angeles Shrine Arena, . . . Billy Barkard, acro-contortion, is ill in his Sheboygan, Wis., home, . . . Arnold Stone, billed as Arnoldo, comedy acro, and George Bink (Bozo the Juggler) played the Cudahy Packing Company's annual celebration Friday (6) in Cudahy, Wis.

The Cycling Kirsks, currently in Dayton, O., for Dorothy Boyles, recently completed a six-week jaunt of clubs and hotels for the Music Corporation of America (MCA) at the Washington-Youca Hotel, Shreveport, La. Act has been booked for the Canadian B Circuit of fairs, opening June 27th. . . . The Last Blondes, aerial trio, are the current free attraction at Edgewater Park, Detroit.

Old-Time Oprys For Chi Fair

CHICAGO, May 14.—A series of old-time melodramas and odes will be presented at the Chicago Recreation Fair this summer by the Gold Gulch Opera House Company, headed by G. C. Morrison, who will handle the script. Feature was booked thru Trans-America Management, Inc., here.

Meilers will include Billy, the Kid, Sid Fleishman, and The Midnight Express. Old-time vaude, including Swiss bear rings and can-can girls, will be featured.

NOW Cook with GAS
ANYWHERE with a Coleman HandY Gas Plant

For the complete answer to your cooking and water-heating problems on the road—get a Coleman Handy Gas Plant. Big, fast-heating, instant lighting, portable stove for $100 uses. Clean, odorless, easily adjustable to any volume of heat. Use it for cooking, steaming, warming or as a repair-shop stove. Costs only a few cents a day to run.

Two sizes—5 and 7-inch burners. At leading hardware stores.

Send in this coupon now... THE COLEMAN COMPANY, INC. DEPT. 365-A, WICHITA, KANSAS Send more information about the Handy Gas Plant and Floodlight Lantern—no obligation on our part.

Do You Carry the Right Kind of Insurance Protection?


NEW CHEVROLET TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

STANDARD CHEVROLET CO.

EAST ST. LOUIS, ILL.

SAVE ON YOUR ROUGH SERVICE PORTABLE CABLE

3000 ft. 12.1 type "ST" $5.00 Per Hundred Ft. $560.00 Per Hundred Ft.
2500 ft. 12.1 type "ST" $4.50 Per Hundred Ft. $450.00 Per Hundred Ft.
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1500 ft. 12.1 type "ST" $3.50 Per Hundred Ft. $210.00 Per Hundred Ft.
1000 ft. 12.1 type "ST" $3.00 Per Hundred Ft. $105.00 Per Hundred Ft.
500 ft. 12.1 type "ST" $2.50 Per Hundred Ft. $30.00 Per Hundred Ft.

MIGDOL ELECTRIC CO.

187 Weaver St. Rochester N. Y.

NEW CHEVROLET TRUCKS

Immediate Delivery

Special Showmen Finance Plan

Call or Wire

HAROLD (WHITIE) ELLIOTT

FELD CHEVROLET COMPANY

Kansas City, Kansas
Happiness

"YOU HAVE to get yourself out on a limb in this business once in a while or you haven't gone a chance." That is the philosophy of Earl Douglas, owner of Douglas Greater Shows and president of the Pacific Coast Showmen's Association. On many occasions he has put himself out.

It was in the mid-30s that Earl took his big gamble, hitting the road with a half-baked idea of kiddie rides. Many times, he admits, the breaks were so bad he almost said, "I wish I'd get it over with." He didn't take the gamble, he might still be managing rides in one amusement park instead of owning his own shows.

Starts Early

Born November 4, 1893, the show business was the last thing expected of Earl, for there never had been a member of his family in the entertainment field. At 14 Earl managed to get a job hustling newspapers. The season he played street fairs thru 1906.

That phase of his life came to an abrupt end three years later when the track road of the Selle-Fish Circus was spotted on the siding near his home. Before the org toe down, Earl had a job as a helper in the cookhouse.

Clamor Lures Earl

The glamour of traveling with a circus convinced the hardship. By this time the show hit Pasco, Wash., Earl career lasted only one year, however. After trying his hand at a dozen places next two years, he took over management of the miniature train at Oate Park, Portland, Ore. He sidetracked this job in favor of working for himself. The open Beach in the early days, when Earl moved over to Jantzen Beach in Portland, where he had the concessions for two years.

Faces Tough Spot

The first time Earl deliberately put himself out on a limb was in 1930 when he expanded operations by including 10,000 in Playland Park, Seattle. Business, Earl recalls, was bad and getting progressively worse.}

Opening a parked ground park, he played the Northwest Fair Circuit with concessions. Instead of improving conditions in the outdoor amusement business became worse. In an effort to attract more people to his park, Earl took another gamble. He purchased the Ferris Wheel.

That was the start of Douglas Greater Shows. That same year he decided to hit the road. Most rides were booked, but in addition to the Ferris Wheel he purchased a Merry-Go-Round.

Expands Operations

Many times, Earl recalls, he rolled onto a lot worse and if he would be able to scrape enough money together to turn on the juice. The Douglas midway was never dark, but it was touch and go more than once. With the help of W. G. (Slim) Tramme, Hedgwood and Ray Holding, who have been with the show since its inception, the show always managed to open for business.

In 1938 what equipment couldn't be carried on two box trucks was shipped in boxcars—a decided central Douglas Greater Shows of 1949 with 38 pieces of rolling stock, 10 shows, 12 rides and 49 concessions.

Aleyon Track Precurs

FITMAN, N. J., May 14—Bill Vail's Aleyon Speedway preceeded Friday night (6) with stock car races before a big crowd. Frank Mullen copped the main event. Bob McFarlane, accompanied by Lee Heli Drivers, handled the announc. A midlet meet is scheduled for Friday night (20).

Aleyon Track Precurs

Elmer F. Cole opened his No. 1 unit at the Ulits, Mich.'s headquarters. He plans a second unit soon.

Delivery Holman Minnie

Tows Trains to Harms

NEW YORK, May 14—Sam and Mary Holman, operators of the Sunflower Show Co., arrived from Tampa, this week delivered minia
ture Sunshine choo choo train, which Bill Kerr, Junior, and George and Sam Harid at White City Park, Westbury, have been getting mired on the sandy track for a week. The project saved the engine and rear car in an attempt to get the engine and rear car running. The engine and rear car are now in use to attract attention. New York, May 14—A Holman train has been receiving attention. The Holman trains are planned to be buy several monkeys while here. The monkeys are trained to ride the gins and so increase the kid interest in the units.

Newburgh, N. Y., Biz

OK for Manning Org

NEWBURGH, N. Y., May 14—The Newburgh Mowing Shows are playing here this week after a fair-sized job at Bridgeport, Conn. The attendance and biz was okay despite a"
Out in the Open

Ralph Lown purchased a new land system in Chicago Thursday (7) for his new exhibit, the Reproduction of P. T. Barnum's American Museum. Show is booked by the National Foundation of Amusements. Mr. Lown and Johnnie Oneil, manager of Oneil's Broadway Shows, visited Chicago, Columbus, Monday (8) in the new exhibit.

Ben Allen, of Posters, Inc., Philadelphia and Tommy Gabor of Motion Pictures of Langhorn (Pa.) Speedy caught the opening of Bill Allen's Speedway, Pittman, J., Friday night (6). Gene Albritton, S. D. Farris, S. D., ride, had his Miniature Train and miniature Auto Merry-Go-Round in Shippton, N. D., for the "Banquet Day," sponsored by the Shippeton Commerce. Pancho Michelio Cavalleri, with his Belinsky Eff It or Not show at the Century in Progress in 1933-34, working in a hat cleaning establishment in Portland, Md. A former singer, billed as George (Kid) Lee, Cavalleri recently was featured in a story in The Portland Evening Bee.

S. L. (Mike) Wright is living the life of Riley in Wisconsin. He is in Davenport, Wis. Mike had been ordered to take a complete tour of Wisconsin, to hell forge his activities at publishers, Business Service in Chicago, to PCP Chicago, to gorge, and will spend the entire summer trying to trim his golf game. Mike and Arnie Paccelli spent two weeks at Ned E. Toriz's summer home on Lake Delavan, Wis. I then headed for New York Sunday (12) where Pat will build more stunts there to play in the big screen for "Skating Vanities of 1939." The route stopped at Altoona, Ia., to visit Bud Fishback, Morris Lipsky and the Johnny J. Jones Exposition and position crowd. ... Bill Powell headlining for Brussels, Belgium, after looking over the show at the Cirque Medrano and visiting the Jardin d'Acclimation (amusement park) and street fairs in Paris, where he was the guest of Mrs. Albert Carre, sister-in-law of one of Europe's best-known circus families. Powell reports business good.

Cherise LaVerna reports from Boston that Marcel's Male Mammals have left the Hub City for a tour of summer resorts. Cast includes Beatrice Joy, Gerry King, Sharon and Sherry Lane, Billy Kemp, Terriesta, and Kent Lancaster, Victor Teleco, brother of the Great Telesco, aerialist, recently purchased a new pony ride which he has booked at the new Bay Shore Park, Baltim

Mr. and Mrs. Marion Wallick and son, Marion Jr., with their Western and.trampoline acts, played Cleveland Friday (6) and Erie, Pa., Saturday and Sunday (7-8). Earlier they played for two weeks in Indianapolis. The Wallicks managed to find time to visit the Cole Bros., Bailey Bros. and Andrews Bros., in Buffalo. Bros. and Mills Bros. circuits. While on the Dales lot, they renewed friendships with the riding dentist, Marion Wallick Sr., first broke into show business with the Duttons in 1925 at Atlantic City, where he was a life guard and the Duttons were playing Summit Beach Park there.

Harry Storin, public relations relation, once for Riverside Park, Agawam, Mass., scored with a full page of advertising success on the photo finish in The Springfield (Mass.) Sunday Republican's rotogravure section recently.

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THE ROLL-A-WHIRL

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

The Roll-a-Whirl is built on and made a part of a two-wheel trailer and can be transported behind a passenger car as easily as a medium weight house trailer.

Requires no help for setting up or tearing down. Constructed of steel and aluminum throughout. It makes a nice flash in the midway between the streamlined construction and the numerous colored lights on the hull.

Ride is powered with two high quality capacitor type 110 volt Century Electric Motors.

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in.

Approximate gross weight 2500 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trailer is equipped with Atwood hitch, Hammer brake, safety engineered axle and springs, Warner electric brakes; R.C.A. public address system, which includes pick-up mike amplifier and speaker. All bearings are heavy duty Sout Matter. Firestone 6-ply Champion DeLuxe tires.

Write for pictorial catalog. Send your order in NOW! We can still deliver some rides early this season. Wire or phone TODAY

PRICE COMPLETE, $3,450.00

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SAINT JAMES, MISSOURI

NEW KIDDE RIDE RAYS!

* PONY & CART RIDE
* FIRE ENGINE RIDE
* AIRPLANE RIDE

TERMS ARRANGED
IMMEDIATE DELIVERY
WRITE FOR PHOTO

C-CRUISING A RE-RIDE BONANZA

* Super-Safe
* No Experienced Help Needed
* Fun For All Ages
* Indoors or Outdoor
* Self Loading
* Self Unloading

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

C-Cruiser can be set up to roll your customers

THANKS FOR ADULTS

C-CRUISING CORP., Seventh and Market Avenue, West Salem, Oregon

OCEAN WAVE


SMITH & SMITH

Springvale, New York
Register More Protests Against Conflicting Fair, Park Banquets

NEW YORK, May 14.—The hue and cry resulting from scheduling the largest events of the National Association of Amusement Parks, Pools and Beaches (NAAPBP) and the International Association of Fairs and Exhibitions (IAFE) on the same night, Monday, November 28, so that we might all attend each other's events, or even so that they do not interfere with the possible conflict in dates, the fairmen will lose a chance to join together in a true spirit of fraternity and harmony.

The complaint is that various companies will have to make a decision as to which fair to attend, since they can only attend one or the other. The fairmen will have to decide which one they want to attend, and then make their arrangements accordingly.

As the schedule now stands, the fairmen, whose affairs have long been an annual with an elaborate entertainment program, will be dated by the exhibitors who will limit their fair to dinner. Last year the IAFE started a buffet-supper on a different night.

The fairmen turned down Monday night, November 28, according to Earl Benedict, convention manager of the Hotel Sherman, Chicago, because he did not want to have his program delayed. This year, he has inked it for meeting purposes November 29, and they may not be able to start before midnight or even later. This would mean delaying the serving of the guestmen's dinner, which is supposed to be served at 7:30 and so the possibility of interested parties looking on, both evening and daytime.

Late Serving Seen

The planned use of the Louis XVI Room for the IAFE spread may pose some problems since the NAAPBP has inked it for meeting purposes. November 29 and they may not be able to start before midnight or even later. This would mean delaying the serving of the guestmen's dinner, which is supposed to be served at 7:30 and so the possibility of interested parties looking on, both evening and daytime.

Frank Kingman, IAFE secretary, who has been by proxy, and that the date had been set by the board of directors and any changes made have to come from that body. He added that it was not the intention of the IAFE to make a bid for large numbers or to go into contention with any other event.

Batt Statement

Harry J. Batt, NAAPBP proxy, said he was "surprised" to learn that the Chicago IAFE had pledged its support of IAFE in the same night as the parkmen. "With the understanding that the Chicago IAFE show will end in Chicago at this time, it is most imperative that we all cooperate with each other to the fullest extent," Batt said. "The parkmen showed this spirit of cooperation several years ago when it became necessary for us to shift our banquet from Tuesday to a Thursday night to avoid conflict with the showmen's banquet."

"It is my understanding that the Showmen's League president's party has been set for Sunday, November 27; the parkmen's banquet for Tuesday, November 29; and the IAFE banquet for Wednesday (30). It seems logical that our friends, the fairmen, would know which event their associate

The IAFE has been notified of the proposed change, and this week it was scheduled to be held on the main street and features will include free attractions, contest award and dancing. General Manager Bill Harris represented the shows' public relations director, said this week.

Barrow's Car Show

WASHINGTON, May 14.—Carl H. (Red) Barrow, independent car show concessionaire, has inked his route for the current season. He will start in the Lowell, Mass., July 4 Celebration; and on the Lowell, Mass., July 4 Celebration, Barrow's fairs at Sprinfield, Montclair, and Rutland, Fair at Rutland, a crowd is expected to be on hand for the celebration committee.

Barrow Concession Sets

SALINAS, Calif., May 14.—Barrow shows have been advertised in the San Francisco Bay Area, and the fairman's fair is expected to be a success. The fairman's fair is expected to be a success. Barrow has several stands with the. John Barrow, which ended an 11-day stand here Saturday (7).

Salinas Rodeo Offers $13,800

SALINAS, Calif., May 14.—The $38,000 Salinas Rodeo, running from May 14 to 18, has added $13,800 in prizes this year, in addition to $4,050 for stock contracts, tickets ranging from $1.75 to $3 for adults and $1 to $1.25 for kids under 12.
WASHINGTON, May 14.—Personnel of the J. J. Jones Show, as it stacked up for its 11-day engagement here ended May 7, was as follows:

Staff: Morris Lipsky, general manager; George E. Miller, booker; Ralph G. Lockett, secretary; Miss Thomas Lyman, cashier; George Sargent, booking agent; Robert G. Conner, concession secretary; Leonard Trumble, assistant secretary; John Brem, publicity manager; Charles S. Peterson, medical director and official announcer; Ernest Dean, talent manager; Norman B. Perlstein, william, and The Billboard sale agent. The five-day edition of the New York "Police" series, Bill Cohen, manager; Pete St нед, Patsy Forrest, disaster; Joe Driscoll, Andy Geller, Al German, Fred Kendall, Hammond organist; Joe Pasca, drummers; Pat Smith, vocals; L. C. Bray, Brian Butterworth, Emma Connolly, Pearl Edwards, Mary Jordan, Susan E. Clark, Gloria House; Fred Lebau, orchestra; Jerry Jackson, owner-manager; John Little, general errand boy, Leon Miller, French chorus direction; C. W. O. Wilson, comedy; Will Lee Patton, boxing; Jameson, Marjorie Jones, dramatic and wardrobes; T. J. Sheehan, stage manager; Joe Szczerba, stage manager; Edward Cocu, Larry Delehanty, winning; Edward Sowin, architect; Doug Wells, saxophone; George Anderson, ticket; Bdelle Nelson, parking attendant; Joe Druett, owner-manager.

Rink: Jerry Rawles, owner-manager; Joe Thomas, manager; Louis D. McCall, general errand boy; William Newman, booker; Larry Orner, rink man; Bill Yeager, booker; H. E. Yeager, referee; Virgie Moore, ticket collector; Helen Gordon, cashier; Ed Wilson, Charlie Hinshaw, hotel clerk; Charles S. Sturges, cashier; Mike Cross, manager; Jake Clancy, cashier; Mike Dunn, general errand boy; James V. Mars, John Reilly, rink man; Mike Dunn, cashier; Jack Maloney, ticket collector; Mike Hedges, cashier; Mike Doherty, rink man; Arline Cooper, Jack Davis, cigarette vendor; William Reilly; Denis Bascle (The Scotchman); Harold M. Bowles, cashier; Harry Herman, sharp-shots gallery; William J. Hickey, blackjack boy; Mike Williams, cashier.

Leroy Bows in Maryland

WASHINGTON, May 14—Leroy Amusement Show for the preceding week (May 23) in nearby Maryland Park, was presented by the American Legion, Org. owned by Elmer H. Leroy and Spencer A. Stine, has a Sunshine Choo Choo, Kiddie Ferris Wheel and Kiddie Auto Ride, plus concessions.

Liedgar's Theater Circus

To Play Mo., Kan. & Neb.

KANSAS CITY, Mo., May 14.—Joe Liedgar, owner of the Liedgar's Royal Circus, has contracted to play ranch houses in Kansas, Missouri, and Nebraska June 1-20. The Liedgar's Royal Circus opened here in the Ashland Theater, 61 E. Ninth St., last March and will continue in operation until June 16.

James C. Bradley, R-B

Vet, Dies of Hemorrhage

NEW YORK, May 14.—James C. Bradley, assistant supply supervisor with the Ringling Bros. and Barnum & Bailey Circus, died of hemorrhage at Madison Square Garden during last Sunday's (5) matinee, and succumbed shortly after his collapse. Bradley was in his sixties and was reputed to be the second oldest employee—in point of length of service—with the circus, having been on the roster around 35 years.

ASTRO FORECASTS

All Readings Complete for 1949

Crystal Ball imported

On Ran: Saturday May 7, 1949 11:16 AM, Write for prices.

Aquarius

Aquarius, in the Stars—For March

Contains all 12 Ananons: Horoscopes, Personalities, Rulerships, Sequences, Etc.

Check of the chart's other items for No. 1. O. Facts: Amored Colors:

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COMPACT in Size... But GREAT in Action!

CAFÉ MODEL ST

This low-priced counter model, completely finished in beautiful stainless steel, is the answer to limited space. The CAFÉ MODEL is compact, yet produces an amazing large amount of popped corn. Speedy and dependable, it offers a tastier product which insure increased profits.
Sized 18"x24"x28" High.
Capacity: $8.00 to $10.00 popped corn per hour.

Manufacturers of

Official Volume Tester and Other Models

C. CRETORS & CO.

602 W. CERMAK Rd.
CHICAGO 16, ILL.

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Wirth Contracts
D. C. Thrill Show

NEW YORK, May 14.—Frank Wirth, head of the talent agency bearing his name, Wednesday (11) announced that he had again been abroad the group of The World of Things. The production will be staged in Griffith Stadium, Washington, the night of June 10.

The show is presented under auspices of the Washington Legion of Parents. The talent contract is usual one of the largest for a show of this kind, Wirth said. The program is not yet completed.

Gould Belle Plaine
Bow Set for May 28

OTTAWA, Ill., May 14.—The Jay Gould Circus opens its season Saturday (28) in Belle Plaine, Ia., under Chamber of Commerce and American Legion post auspices. Show has 46 dates this year.

Org plans to carry 14 acts and the James M. Cole elephants. A new Mrs.—Co-Bow,'Ferris Wheel, Tilt-a-Whirl and five new kiddie rides have been purchased.

Albert Nelson, billed as the one-man band, also will be with the show.

Staff includes Jay Gould, owner-manager; Elmer Brown, general agent; and Mrs. Melba Gould, secretary-treasurer; Ernie Stibell, general supervisor; Ormond Balder, stage manager, and Mrs. Gloria Stibell, in charge of music.

W. P. Duggan Under Knife

MACON, Ga., May 14.—W. P. Duggan, owner-manager of the Parliament Animal Exhibit, is a local hospital recovering from an operation for the removal of his tail bladder and an appendix, which he underwent Monday (9). He will be confined to the hospital for about 10 days, after which he will be moved to a company hotel where he will remain until June 1. His son, Tommy, is managing the show in his father's absence. Duggan's daughter, Joyce, and Charlie, and Forrest, managers of the Barker Bros. Circus, visited Duggan here.

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POPcorn and
SUPPLIES

TOP-Pop hybrid
Popcorn carries a
money back guarantee
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cus Bags - Candy Floss Supplies.

Order all your supplies and equipment from CONCESSION HEADQUARTERS.
SINCE 1949 CATALOGUE TODAY.

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THE WORLD'S FINEST HYBRID
Now Only $8.50 Cwt. in 5-Bag Lots; Pop-Rite Coconut Oil in 50-Lb. Fills Now Only $11.95 Each in 5-Fall Lots; Red Liquid Popping Oil, Six 1-Gallon Cans Per Case, Now Only $11.25 Case in 5-Case Lots; Pure-Puls Liquid Popping Oil in 5-Gallon Cans, Now Only $9.25 Can in 5-Can Lots; New Revised Blevins' Catalog Now off the Press. Free to legitimate Concessionaires

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AND SERVICE FLOCK TO SEE OUR COMPLETE LINE
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Candy Apples—Cook House
Our 1949 sales have shown our complete line of supplies for the above Concessions has been mastered to everybody's satisfaction. If you have not received your order, write for it today.

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Faste Delivery to Southern Points

DENNIS, INC., Winston-Salem, North Carolina

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Bill Pace Invents
Mechanical Bucking
Bronk for Pic Poses

UYCCA VALLEY, Calif., May 14—Bill Pace, rodeo performer and inventor, has placed his mechanical bucking bronk on the market. Pace's brain child received a spread in Popular Mechanics magazine and Paramount plans to release one of its Unsent Occupations films on it.

Paced to the scale of a real horse, bronk is built of steel-rein forced materials. Bronk charges out of a rodeo chute and runs 120 feet. Standard gear is used. Horse travels along a fence, separated by a single steel bar extending thru the fence to a wheeled chassis which moves on a track.

Pitch is chiefly for photo poses.

Rogers Scores at High Point

HIGH POINT, N. C., May 14.—Despite rain, Rogers Bros. Circus labeled a red area here Saturday (7), with a full matinee and straw at night.

Fayetteville, N. C., Tuesday show was hit by rain. Dunn, N. C., on Wednesday (11) gave with a threequarter matinee and a full house at night.

More Popcorn profits with Popsit Plus!

Pops greater volume of corn...with butter-flavored salt and color...

...it's safer too!

FLASHPOINT 654
RINGLING-BARNUM TO PLAY CHI

Ringling Hub
Gross Pars
Boff '48...Take

Promenade Seats Added

BOSTON, May 14—Ringling Bros. and Barnum & Bailey Circus will have box-office (12-performance) playing in Boston Garden tomorrow (15) with a gross on about 30,000, with last year's hefty take. All main performances, beginning Friday (15), were expected to be near capacity.

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Forty-two ret,
DALES CIRCUS
WANTS FOR SIDE SHOW

PLITCH MILES. Bros. CIRCUS
North, O., May 16; Bowling Green, Ky., May 17; Coldwater, Ohio, May 18;
Chesterfield, 20; Ashburn, Ind., 21.

BILLER BROS.' CIRCUS
Wants for Side Show. Displayman to join 11600. Will pay first-class rates.

E. HOWE
P. O. Box 133, Radio City, St. N. Y., N. Y.

DALES CIRCUS
WANTS FOR SIDE SHOW

POLACK BROS., WESTERN
Harold Ward and Otto Beroini are to be joined by a rousing wagon team.
Josephine Beroini celebrated her birthday at the Company's party for Eva Barton and Greta Kelly also marked birthdays.

GARDEN BROS.
The errant troupe was in the spotlight last week. Their circus was still operating at the show's Windham, Ont., but no damage was done and they arrived in time for opening. Then Don and Emma Morrow [See GARDEN BROS. on page 22]
Dales

Norma and Mary Dales and Sam and Jean Owens joined the show's dining club in Wheeling, W. Va. and gave a dinner for the Dales and Cotton and Maudie Oklahoma purchased trailers. Noll Norton, Shorty Jordan, Mack McCoy and Nicky Dales celebrated birthdays.

Conventions to Mert Morris, of the shawl Troupe, on the death of his father. Mert left for Jeffersonville, Ind., to attend the funeral.

Recent additions to the show are many Daffy, special schoolboy, and Leon and Cleo Bennett, Side show, and William Tumber, general manager.

Visitors: Mr. and Mrs. C. Y. Murray, Larry Presley, Lloyd W. Bennett, Lloyd L. McClintock, Glenn F. Bush, and Stafford, Marion Walluck and Lady Hartman, Victor Thomas, Smith, John Jamieson, Walter Ford, Bo Arch and Ed. William Watson, Les Lorange, of the Miller Boys' advance, and Mickey Dale's sisters, Mary and Josephine DA MAE KERLEY.

UNDER THE MARQUEE

J. A. Jewell caught Dailey Bros. in Chicago last Tuesday, Friday, Saturday, Sunday, and Monday. Dickson, car manager, and George Hamilton, linographer of Hunt-Don & Co., recently hired at the Circus, visited Mr. and Mrs. Robert A. Douglas in Norristown, Pa., recently. . . Horace Laird is the mail man at the Bill-Board, who has been gone on the Col. Barnes show's. Jack Crippen handling The BillBoard for Frank Bros. . . The prophecy of Pratt, who has been with the Ringling show 17 years, died in Los Angeles. Victor is requested to comfort his sister, Marie Hatzell, at 9557 W. Boulevard, Los Angeles, immediately.

Essence of teaching a first of May isn't so much in telling him what he ought to know as making him believe it.

Floyd King, co-owner of King Bros. visited Chicago last week. He caught the Dailey show in Hammond, Ind. The show was published, known as Gus Troy, Mr. Musical Clown, reports his song, "When I Fell in Love With You," has been published recently by a Philadelphia firm. Troy recently rated a story and picture in a Philadelphia newspaper.

Rose Wentworth, 75, former barefoot rider, was the subject of a feature story recently in The Jenkins, Pa., Times Chronicle. V. M. Chaloner and George Lones, of Philadelphia, Pa., with the Ringling-band, sent in the clipping.

"Any gal can learn the art of annex dancing," said a Side Show note last week. "she can master the movements necessary to get into the top three-high berto."

Dailey Bros.

Many of the folks visited the Barnes show here last week. Mac Kratzen's polar bears, with their slyer tricks, are a hit. Everybody keeps clear of the door to keep from getting bowed over by Mrs. Kubesh's dogs.

MARCUS DROGGITZ S FIVE-PERSON HAT THROWING SHOW GETS A BIG RAVE.

Marcus Droogitz's five-person hat throwing show gets a big rave. Jack Knight is book on banners. James Scales, Ralph Hansen, George Lewis and Johnny Schmitz are doing a good job in the courthouse.

Joe Dale called his mother long distance on Mother's Day. Jimmy O'Connor entertained several of the chorus at breakfast in Eganport, Ind.

Visitors: Mr. and Mrs. Graham, Mr. and Mrs. Lyman. Mr. King, newly elected president of CHS; Mr. and Mrs. Bill Carr, Duke, Mr. and Mrs. Weeks and son; Floyd King, Chief Bearer of Dailey Bros.; Mrs. Violet and family; Fred Young, George Piecra, Chalmer Condon and daughter, Dorcas; Mr. and Mrs. Robert Helvie, Lyman Kyes, Harry Cook, Alma Deovel, Irene Brandt, Watson Koons, Tarkington, the Brady family, Nick and Dorothy Carter. Mr. and Mrs. Jorgen Christianson, Harry Covey, Harris (King) Reynolds, Fred Morris, John Hasting, Temple, Hank Hurley, of the BillBoard, were guests of the Showmen's League of America. Harry Atwell, Cliff Brooks, Mrs. L. Keller, Hildaแคย and family, Nat Green, Sens, Bette Keller and Duke Keller.

-HAZEL KING

Orrin Davenport

The Free Roll Club had a big day Sunday (8) in Winnipeg when Mr. and Mrs. Frank Simmons hosted personnel at a party. Officers elected are Tommy Hanneford, president; Jimmy Davidson, vice-president; Rose Behe, secretary; and Stanley Shuter, treasurer. Delegate: Bert Dero, assistant to the vice-president, and Snodgrass, publicity director.

Mr. and Mrs. Joe Lewis bought a new truck, Don Francisco, outdoor representative of the Mystic Knights of the Sea, is having a hard time collecting dues—DICK LEWIS

When on agent insists that he has to live, he raises the question.

Jackie Wilcox, with the advance on Cole Bros. Circus the past two seasons, is a contracting agent this season on Dailey Bros. Circus. Joe Brown's hand and minstrel line up on the Cole Bros. Circus includes Crown, Bill Anthony and William Fields, trumpets; William Mathew and Eugene Sappy, sax; Harrison Hall, bass; Harvey Langford, trombone; Dreyue Best, trombone; George Wells, tenor sax; Robert Nelson, drums; Noah Robison, drums and (See Under the Marquee on page 2).

ROGERS Bros.' CIRCUS WANTS

Call眦gine, Cornet, Bass and Harpists. Also want young Banjo Players to be hired. Address all communications to Mr. John M. Price, St. Louis, Mo., or Mr. C. H. Bates, St. Louis, Mo. Address all communications to Mr. W. C. Slatton, N. C. 0. (2) Newber, N. C. 0. 23.

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ROBERT L. (DOC) HOLTKAMP

BOOTH HALL HOTEL,
EVANSTGNE, IND.
Riverside Biz On Par With Last Season

Promotions Successful

AGAWAM, Mass., May 14.—Since opening April 9, for week-ends only, and May 1, for daily operation, business at Riverside Park here is holding close to 1948, Harry Storrin, public relations director of Edward J. Carrell’s funspot, reports.

While business was not as big during the early season but business was satisfactory. Special Easter and Spring Day promotions were successful. Coming promotions include boat races, drum corps meets, track and field competition, fireworks and square dance contests.

"Action is strong on special events, publicity, advertising and promotions," Mr. Storrin said. "We offer increased attendance to offset any decreased receipts which might result from elimination of I.D."

Park’s free act schedule starts Sunday.

Staff includes Edward J. Carrell, owner-manager; Harry Storrin, public relations director; entertainment and program director; Thomas E. Merriam, games manager; William E. Stevens, stage manager, and John T. O’Shea, auditor; Mary E. Buckley, Carrell’s successor; Walter C. Dennis, assistant manager, and Lawrence Regnier, chief of police.

A. C. Garden Pier Reclaimed by City For Unpaid Taxes

ATLANTIC CITY, May 14.—The two-year-old, candle-lit, Mike and Mark Passion, Mrs. Levin, of Bala-Cynwyd, Pa., to regain ownership of the Garden Pier, former Boardwalk show-place, ended in failure when the deadline set by the city for the purchase of the pier by Mrs. Levin had passed last week and city officials had not heard from her.

Both Mayor Joseph Altman and acting City Solicitor Daniel Dowling said they would then file a suit on behalf of the city to regain ownership of the pier, which originally offered the city $50,000 as a compromise settlement, but the city set the $94,000 figure as the minimum it could accept.

City To Operate

As a result, said Mayor Altman, the city will begin to turn Garden Pier into a city-owned public park. Under the city’s plans, most of the buildings on the pier, badly damaged by fire, will be removed and the site, with the exception of the pier, will be razed. A $300,000 emergency appropriation, from the resort’s luxury tax fund, will be passed to finance the conversion of the pier into a park.

The mayor said that once plans were agreed upon by the city commissioners, the sale of the pier will be opened. But Fair Grounds Park, which operates the Garden Pier Theater, declared unsaleable, would have to be closed in order to prevent interference with the leasing this summer of the stores lining both sides of the Boardwalk.

The stores, too, will be torn down or transformed for park use.

Garden Pier was originally constructed in 1912 at a cost of $300,000, by Alfred Burk, Philadelphia leather merchant, and his brother Louis, of the Burk Sausage firm.

Great Salt Lake’s Wandering Shoreline May Change Biz Pic At Three of Utah’s Beaches

SAALT LAKE CITY, May 14.—The wandering shoreline of Great Salt Lake may change the patronage picture at three of Utah’s beaches.

Official opening at the three pools scheduled December 15.

As a result of the heavy snowfalls of last winter, the Lake has risen again this spring, taking much of the sand from the very edge of the Saltair resort, and inundating much of Black Rock and Sunset beach property and parking territory. Black Rock and Sunset beaches lost many of their patrons.

Big Outlook

Both Black Rock and Sunset fear apathy business during the year, while Saltair, newly decorated, is looking for its biggest business years, supplementing normally good dance business with a large share of beach and picnic trade.

Western Service Company, concessionaire, for Art Feeney as manager, dropped its option on Black Rock after operating the resort two years.

Management has been resumed by John Lounsbury, one of the original operators. The Saltair Black Rock Beach Company, property owners. Sunset Beach Company, operators.

Municipal Funspot Only Unit in Park

PARIS, May 14.—Only amusement park operating in Paris this season is the municipally-owned Jardin d’Aclimatisation. The park has no buildings and is open from dusk to dawn, attracting the only commercially-owned amusement park in the city.

Jardins d’Aclimatisation is a spot of amusement, with beauty, in winter its skating rink, in summer its brooks and ponds forming an unique park and a combination amusement park in one.

In addition to rides, restaurants and concessions, the park has a large open-air dance shell and arena for outdoor shows. The park was reported in excellent condition.

On the amusement park, however, never have gained a foothold in France, the one Midas era, guarding the Luna Park, in Paris, which was the term insurance companies ever extended the Luna Park andthurus France, playing one of the first shows in Paris, and have played on annually for centuries.

Permanent parks can scarcely compete with the dance shell, which only go right to the customers but also supply a thrill for everyone, good show business, entertainment, profits, or pay stiff rentals, to the localities they play in.

Sunland Wednesdays, Coverage, Parks, Major Locations

KING OF PRUSSIA, Pa., May 14.—With the approach of the vacation season, the Stan Manufacturing Corporation, manufacturer of amusement park machines to distributors and operators of amusement parks and recreation centers, is rounding up the last week’s business and is now handling distribution of the company’s own Sunland park equipment.

The firm expects to have at least 500 of the machines in operation by Memorial Day, and is preparing for another season of expansion.

Detroit Biz Holds Despite Weather, Ford Plant Strike

DETROIT, May 14.—Despite a cold wind on the city’s street, business at Detroit parks held firm.

One point out, however, that a proposed John H. Wieman, general manager of Edgewater Park was host Tuesday and Wednesday to a group of school picnicers. Spot is featuring mid-week school picnics this year.

Great Olympic Preview Crows Top ‘48; Per Capita $5.50

IRVINGTON, N. J., May 14.—Olympic Park chatted up good business this week with a preview last Saturday and Sunday (T-S). No special attractions were offered to the fans, but the good turnouts in the afternoon and evening at the Olympic weather, plus a concert by Joe Baste’s band, drew good crowds. Attendance for the two days topped that of last season’s preview which received many favorable comments by assistant, manager, per capita spending showed a slight increase that of last year but remained at a satisfactory level.

Special events included the usual major rides, including a big coaster, in addition to a well laid out kiddie section.

Major addition is an elaborate Miniature Railway, where installation has reached a peak level of the section covered by the tracks and loading platform and an amusement platform accommodates the 10-car train which travels the entire park.

Following this week-end’s preview opening played to Saturday (21), with two- day circus performances and band in its usual daily fare. Parking is a big swim pool will open as soon as warm weather makes its bow. Additional auto parking space has been provided this season for park patrons.

Pylo Shows, Cut Rates Set

RYE, N. Y., May 14.—Pylo Park, Westchester County-owned funspot, which offers the county’s most complete fun spot, has reduced its rates for the week-end and is offering special features for opening day.

Special features for opening day include the combined glee club and the Westminster Welsh Choir. The Yonkers Fire Department, the 90-foot fire tower, is offered, the concert at 8 p.m. on the stage of the music tower overlooking the mall. A fireworks display will follow the concert.

New train have been added to the Roller Coaster and the Scooter car has been completely rebuilt. All units will be ready for opening day.

Bargain prices on all units will prevail each Friday up to 6 p.m., when prices for most units will be halved.

Two Gorillas for Cincy Zoo

CINCINNATI, May 14.—Officials there were expect to have two young gorillas from the French Congo before the season opens in the park, they said they would accept a permanent one for East Africa.

To cost $10,000, of which more than $5,000 will be returned to the importer to buy the gorillas following the death of Sultan, which was not a result of contributions by prominent citizens, officials said.
Model Rides Net Rocks' Playland Air-Video Plugs

NEW YORK, May 14—Rockaways, landing is securing top promotional program for Memorial Day mechanical displays of amusement park scenes and miniature railways. Small electrically operated Merry-Go-Rounds, Ferris Wheel and other circuses were first utilized in the Nymas amusement park. In 1924, a Godfather show via radio and video. Nine Inch, the ponders, used a new credit card, presumably on the revolving part of the carousel accounted for concession sales.

A more elaborate set up using a miniature railroad circling amusement park scenes has proved a very popular attraction. The whole enterprise is being utilized at the Our Children's Art exhibition at Grand Central Station. Tied in with two New York sporting goods stores which have had exhibit space at the show, the island promotion piece will be in an estimated 150,000 children card and buttons will be distributed in connection with the exhibit. A television tie-in is also being arranged.

It was announced this week that the exclusive right to use in New York on Block's Make Believe Ball on WNEW. Beginning today through June 14, the show will be broadcast on Block's show will include three minute programs and three station breaks weekly.

Hilly's Woodside Stages Benefit for Local Hospital

PHILADELPHIA, May 14—Wood Park promoted a Devon (Pa.) last Saturday (7), with all proceeds from ticket sales going to the Va. Mayflower Hospital there. As the event was provided as a benefit, the hospital will also benefit from the use of revenue for the July fair later this month at Devon.

BATHING BEACH

Southern New York's Best Bathing Beach and Picnic Ground

"THE WHITE BEACH"

at BALL TANK Lake

indefinitely will be sold, and if sold at a price prior to June 14, will be sold at a sale to be held at a date to be announced later next issue. For information write J. H. WHITE

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CARROLL'S RIVERSIDE LURES RECORD 15,000 WITH MOTHER CONTEST

AGAWAM, Mass., May 14—Riverside Park drew over 18,000 last Sunday, the 12th annual Mother's Day contest as the star attraction. Mothers and little girls flocked to the park, and the largest number ever at the park was reported. Riverside Park's annual contest top total of $175 spent on awards. Harry Shannon, park owner and promotion manager, said it was the most successful Mother's Day event ever staged at Riverside.

Park is now open every night as well as on Sunday and holiday after- setting. Amusement rides and Saturday night in the park, 7,000- acre stadium, with seats priced at $1.25 plus tax. Riverside is also open nightly, with music and light.

Park's Bowling Center alleys have been completely reconstructed under the supervision of Ernie Chisholm, Brunswick expert from Boston.

HUEDEPohl DIRECTS ROOM RESERVATIONS

CHICAGO, May 14—Paul H. Hoe- dephol, executive secretary of the Na- tional Association of Amusement Parks and Bases (NAAPBB), announced that his office is taking reservations for the annual Spring Convention November 27-30.

Room reservations for NAAPBB members must be made through Huedepohl's Chicago office and not with the National Hotel, Sherman.

FUNSPOTS MAY ADOPT GLADYS SHELLEY SONG

NEW YORK, May 14—A new song, Amusement Park Waltz, published by Gladys Shelley and Varian Kahn, published by the Robert Music Company and recently waxed by Columbia Records, may soon be adopted by funspots as an official song, according to Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks and Bases (NAAPBB). Miss Shelley is the wife of Irving Rosenthal, owner of the Pines J. Amusement Park.

The recording is by Bill Gile and his group with vocals by Kay and formerly with Frankie Carle, and the Millionaire Nights, a trio, and will be re-released this month, but test pressings have already been sent to funspots.

Rosenthal said the distribution of copies of park to disk jockeys in the mobile advertising area, as well as the extensive use of the recording on the funspots' public-address systems, would result in considerable publicity with very little cost involved.

MARTZ SUIT SEeks TO REGAIN REALTY

NEWPORT, Ky., May 14—Mr. and Mrs. James Dwyer, former operators of Martz Playgrounds, Ros, Ky., have made improvements in a suit filed in Campbell County Circuit Court by Mr. and Mrs. Jacob Martz seeking to evict Dwyers from a cottage at the resort. Mr. Martz leased the cottage to the Dwyers for $350 two years ago and that they made an in- iement of $5,000. He asserted that he regained possession of the property because the Dwyers did not make annual payments on the balance. Since regaining possession of the park, Martz, charged that the Dwyers have retained possession of the cottages and other equipment and asks for judgment of $350 per month for occupancy of the cottage by the Dwyers for January plus possession of the building and equipment.

REMPEL ARWADED 206 FOR LAKE POLLUTION

BRIDGECTOWN, N. J., May 14—M. J. Peterson, owner of Motor Spa Beach and Sunset Lake nearby, was awarded a judgment against the Deerfield Packing Corporation in a suit for $230,000 damages alleging that the company had filled the site of the Seabrook Farms Enterprises, pollution business, where he operates his amusement park.

Rempel claimed that from 1931 to 1935, due to swamps and sewage from the huge processing and freezing plant polluted the lake and ruined his park business.

Salt Lake Drive-In Theater Added $10,000 Kiddieland

SALT LAKE CITY, May 14—Erling Peterson, president of Motor Spa Drive-In theater, has added a Kiddieland to his property at an estimated cost of $10,000. This is the second cupola over two acres of land and has a miniature train, airplane ride, six swinging and slides.

Purchases were made from the Dusters for the Auto Drive-In, Western School Supply. Peterson has also placed an order for new rides. Park is open from 6 to 7:30 p.m.

Fox Reopens Expansion

AURORA, Ill., May 14—Closed the past year because of a lack of show, Park has this week announced its reopening as the new park with a new theater, swimming pool, rides, concessions and picnic area, operated by Gordon Morgan, manager. During January in war activities many rides were used for military use. Orville Fox is the owner- operator.

CARTER LAKE KIDDIELAND

OMAHA AMUSEMENT PARK — LEVI CARTER PARK

NINE NEW RIDES — LANDSCAPED CSOLMANS — ALL NEW CONSTRUCTION BUILDINGS — SPEED RIDE — MONSTER MANSION — SPIDER MONSTER TERROR — AIRPLANE RIDES—FISHING—SCHOOL CLUB AND COMPANY PICNICS

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CNE Exhibits Bring 500G; Night Show Sellout Seen

NEW YORK, May 14—Elwood A. Hughes, general manager of the Canadian National Exhibition (CNE), Toronto, who made a press conference today (13) that all of the exhibit space, totaling 1,000,000 square feet, has been sold, and said indications are that the grandstand for the entire 18-day show period will be sold in advance. Requests for details about the exhibits and the CNE offices at the rate of 250 daily since February, according to Mr. Hughes, have pleased to begin until July 5, about a month earlier than usual.

Mr. Hughes lived here Thursday (12) aboard the liner Queen Elizabeth after a two-month tour of Europe and France. While in England Hughes booked the Royal Marines Band, lending it the king's own band for CNE appearances. Last year the Welsh Guards Band was imported for the event.

Visit Trade Fair

The Hugheses visited the British Industries Fair in London and Birmingham. The show has been considerably smaller than expected and is on modern structures and booths. Hughes said. Many of the numerous ranges he there he said they planned to attend the Canadian line. The trade fair will be staged on the CNE grounds beginning May 30. 1949.

Grandstand Show Set

While Hughes was corresponding with George A. Hamid, the head of the talent agency bearing his name, Mr. Hughes met Lee Morgan's Radio City Music Hall, who will again produce the Olsen WLW Acts To Play

Ohio, Ind. Annuals

CINCINNATI, May 14—WLW Promotions, Inc., under direction of Ken Smerald, began sending its radio and television acts for engagement in Ohio starting this year. Topping the list is the Ohio State Fair at Columbus, where a four-day show is scheduled to open July 28. A part of the program will include the first of the season WLW-T's Saturday Night Jamboree over The Crosley Broadcasting Company stations which includes WLW-D, Dayton, O., and WLW and others.

Ohio other fairs to be played include Jackson County Fair, Wellston; Kewalicko County Fair, Piqua; Pickaway County Fair, Circleville; Logan County Fair, West Liberty; Shelby County Fair, Sidney; Union County Fair, Plain City; Wyandot County Fair, Mansfield; and Hardin County Fair, Kenton.

Indiana dates include Delaware County Fair, Muncie; Fulton County 4-H Fair, Rochester; Decatur 4-H Fair, Detroit; and the newidget Exposition of the Columbus Fair. Portland: Fayette County Free Fair, Connersville.

GALT, Calif., Skeds 7 Days of Racing

GALT, Calif., May 14—The racing program for Sacramento County Fair, to be held here July 13-23, will be extended by one day in the program. The announcement was made by Anselm A. Willi, chairman of the race committee, and Eugene Katenick, fair secretary-manager. Racing will be the exception of Sunday and Monday. Two harness and trotting races were skedded daily.

The meet showed its first profit in the long daily group of $265,342 for the four days.

E. Hulick To Manage Mission Beach Fiesta

MISSION BEACH, Calif., May 14—E. Hulick will manage for a managing a three-day fiesta over the Labor Day weekend to mark the conclusion of the Mission Beach Pier which is connecting Sunset Point and Ventura Point. The Mission Beach San Diego County Fair, is lining up aquatic events for the three days which will be sponsored by American Federation of Labor President Walter Reuther of California.

Originally the fiesta was started by local businessmen has since been taken over by the city.

Dixon Annual Pools 12,000

DIXON, Calif., May 14—An estimated 12,000 attendance was chalked up for the three-day running of Sonoma District Fair here. Mayor R. K. Secretary-Manager Patrick McCarthy of the Dixon Parks and Recreation Department for the figure did not come up to the 1941 high when pari-mutual racing was offered.

Sound Films Used To Publicize ESE

SPRINGFIELD, Mass., May 14—A motion picture called "Window of the East," is being used to plug the Eastern States Exposition here which is being shown in color and available to interested groups. Prints are available on a sound track or printed titles.

Ray Winans, Exposition publicity di-rector, puts the word over the road since January and are booked solidly to July 1, with many requests for bookings until because of the great demand. Numerous other bookings are already set thru October.

Based on attendance reports from the Springfield Fair, September 1 over 20,000 people interested in a three minute, the film's running time, up, Eastern States Exposition tote, Winans said. The film is sought by schools, service, civic and fraternal organizations.

Sonora, Calif., Seeks Remote City Patrons

Promotion Plans Set

Sonora, Calif., May 14—An attempt to interest the crowd of remote metropolitan areas was set by the Sonora Rodeo and Horse Show here (27-30) will be tried by Press Director Dick Washburn of the Sonora Examiner. "In our area," Mr. Washburn said, "it is a little bit of an advantage for people in the hinterlands to come to Sonora and enjoy the fun. We are trying to make it possible for them to have a good time here.

This means: a cancellation of the proposed horse show, scheduled for June.

Cancellation of an agreement with the Sons and Daughters of the Farmers of the United States, gathering the grounds of July 24 for the Gene Allmer-Carroll Rebban rodeo show in connection with the Sonora Rodeo Show.

The agreement was made with the old board. The new board contains repairs to the horse barns can be made if the sponsors can organize it and pay approximately $9,000 it owes the fair board. The organization has its three directors, and each director will control for the 10 per cent of anticipated gate receipts.

Winners will be paid on $14,000 for premiums and $16,000 for the horse show.

Napa, Calif., Names De Lappe Architect

NAPA, Calif., May 14—Appointment of Russell F. De Lappe as architect for the 25th Annual Agricultural District Fair was announced by the Napa County Fair Board. New structure will include a grandstand, main gate, and temporary show buildings.

A permanent gable, motorcycle ramp and fireworks displays have been skedded by Edington for the event. August 11-15.

Legion To Sponsor At Placerville, Calif.

PLACERVILLE, Calif., May 14—Reversing a previous decision not to sponsor the fair, the American Legion voted to sponsor the show as a civic duty with $500 of their funds. The announcement was made by Commander W. H. Graham, chairman of the fair committee.

The fair is skedded for September 3-9.

Terryville, Conn., Resumes

TERRYVILLE, Conn., May 14—The Terryville Fair held during the war, resumes this year. Dates are September 18-20. The show, including the lion's cage, will be spotted on U. S. Route 6. J. Francis Ryan is chairman.

George Cockriel, Cockriel Named By Minn. Board

ST. PAUL, May 14—Appointments of two new department superintendents and re-appointment of 20 others in the county fair department were announced Monday (8) by Raymond A. LeRoy, director of county fairs and livestock shows.

George Cockriel, St. Paul, was named superintendent of public health, livestock, and Sam R. Cockriel, St. Paul, was named superintendent of Farmers of America department superintendent.

Appointments were made to J. P. Bengel, St. Paul, admisions; L. O. Johnson, Minneapolis, amusement; C. D. Floyd, Excelsior; A. J. Kitt, all St. Paul, 4-H work; Axel Harsen, Minneapolis, cattle; Harry Frost, St. Paul, concessions; Charles M. St. Paul, Mo. State, conservation; Robert Geiger, Minneapolis, dairy; Miles Paskin, St. Paul, dairy; A. Mullen, Minneapolis, farm boys; F. S. Mabie, St. Paul, fine arts; J. G. Goodspeed, Minneapolis, harness races.

The 1949 fair premium book, listing all classes and contest and educational exhibits, will be distributed about June 15. Fair dates are August 27-September 5.

Sacramento Rebuilds Barn at 45c Cost

SACRAMENTO, May 14—With the 75-year-old barn of the fair horses destroyed by fire last November, the county fair manage- ner Noll Green announced (7) the cost of the first structure was 500.

Cleaning of the grounds, gardening, parking, and other improvements on the 207 acres Green reported.

The fair committee and San Fran-cisco counties are working on their exhibits in the Agriculture Department. Fair will be completed in time for the fair, Septem- ber 1-3.

Denison, Ia., Annual Maps Fund, Bldg. Drives

DENISON, Ia., May 14—A building fund campaign and membership in the Iowa County Fair Association, announced (7), is to be launched.

Cleaning of the grounds, gardening, parking, and other improvements on the 207 acres Green reported.

The fair committee and San Fran-cisco counties are working on their exhibits in the Agriculture Department. Fair will be completed in time for the fair, Septem- ber 1-3.
**Fair Dates**

The following corrections and additions to the List of Fair Dates were inserted during the week ended April 9. The next complete List of Fair Dates was published in the April 16 issue and dated April 9. The next complete List of Fair Dates will be published in issue to be dated May 22. See each issue of The Billboard for corrections and additions.

**GEORGIA**

**IDAHO**

**ILLINOIS**

**KANSAS**

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**Predict Settlement In Saginaw, Mich., Auto Race Dispute**

SAGINAW, Mich., May 14—Obstacles to auto racing at Saginaw fairgrounds apparently will be hurried. Clarence H. Harnden, fair secretary-manager, plans to meet with property owners in the fairgrounds area to work out an agreement on how often races may be held. Property owners threatened a suit on the ground the races constituted a nuisance.

**2 North Carolina Meets Set**

GREENSBORO, N. C., May 14—Two major stock car races have been skedded for North Carolina tracks in June. They will be promoted by Bill France under the sanction of the National Association for Stock Car Auto Racing. First meet will be staged June 19 at the new three-quarter-mile Charlotte Speedway. The second meet will be presented at Occoneechee Speedway, Highboro, June 26.

The Charlotte meet will feature a 150-mile event with a purse of $1,000, which $2,000 will go to the winner.

**For more information**

Contact: PAN AMERICAN BOOKING AGENCY
W. STOREY—LICENSED AND BONDED AGENT
335 CENTRAL PARK COURT
SARASOTA, FLORIDA

---

**Concessions Wanted Eastern Illinois Fair**

July 31-August 3, 1949

Approved 1 mile race, 3 mi. track, complete year round, and Welcome Traveler Radio Show ready booked. Write Russell B. Rodgers, Secretary, 1835 N. Vermillion Street, Danville, Illinois.
MIXED MEMPHIS BIZ FOR RAS

First Day's Gross Surpasses 1948
Rain mars early days at Cotton Carnival — Gypsy Rose Lee shows strong pull

By Herb Dotten
MIXMEMPHIS, May 14. Power-packed Young, public shows displayed vast money-earning potential here Saturday night (1) at the opening of the 48 tour and the first of its nine-day stand at the Memphis Cotton Carnival. Gypsy Rose Lee, the piling up a day's gross that topped for the first night last year.

Opening night's business, with promise of good patronage to come, was the week's pleasant while winds and rainfall hit Sunday and Monday (9-9), and Tuesday (9-9) and Monday (9-9) and Tuesday (9-9). From left to right are Paddy Forrest, acrobat-dancer with "Allen Gilbert's New York Follies"; Dalliah Dean, dancer-stripper; Mervin Smith, White House photographer, representing the United Press and chairman of the club's entertainment committee, and Tiny Meeker, local band leader. In addition to the revue the show supplied a variety of games. The Washington opening marked the launching of the 48th anniversary Golden Jubilee tour.

St. Louis Biz, Weather Good For Hennes
Opens in Cold at Decatur

DANIEL, III., May 14—Hennes Bros. Shows stopped here on their way to Wisconsin, where the shows are scheduled for the middle of June. Opening night, Monday (9-9), was marked by cold weather, but out was surprisingly good. A special bus line to the lot helped.

Ten-day St. Louis stand, which closed Sunday (9-9), was marked by good business. The engagement ended on a good note. Fifteen-cent ride prices were instituted after the patrons backed away from 25-cent prices the first two nights. With reduced prices the business improved accordingly.

Top money shows at St. Louis were Western Out, Out of This World, and Mrs. Grundy.

Rain Mars Endy Opening Stand At Albany, Ga.

COLUMBUS, Ga., May 14—Endy Bros. Shows moved in here this week and opened at Hambrook, five miles north of Albany. The shows opened up early after the city business the first four days of the 10-day engagement which closed here Sunday (9-9). The extra day was authorized for the benefit of the Cancer Fund.

Highs and Flackery Emphasizes Radio, Tele

WASHINGTON, May 14—When the Johnny J. Jones Exposition completed the last leg of its golden jubilee tour here last Saturday (7) it found its operating days during the run boosted from a legal 10 to 11 days. Under specifications laid down by the Parks National Service, a wing of the Department of the Inter, which locates the grounds, located on federal property, operating days were limited to 10, with the stretch of 11 days, with Sunday included, without it. The extra day was authorized for the benefit of the Cancer Fund.

Complete official of the Federal Railway Progress were taken on the grounds and are under the control of Ralph Lockett, general agent. They are housed in a hotel, and the state of the art is in a excellent state of repair. The extra day was authorized for the benefit of the Cancer Fund.

Wallace Bros. Register Big Biz at Memphis

MEMPHIS, May 14—Wallace Bros. Shows, playing the Bivouac, located in the middle of the Negro program of the Memphis Cotton Carnival, for the first four days of the 18-day engagement which closed here Sunday (9-9). The extra day was authorized for the benefit of the Cancer Fund.

Dedson Imperial Pavilion Stand Greeted by Rain

NASHVILLE, May 14—Rain and hail drenched Dedson Imperial's show here Monday night (9-9). High winds did only slight damage to the equipment. The lot was put into shape for Tuesday opening, and indications were that the show would be ready by then. Rain and lack of pull of the grandstand people hurt.

Another carrier, Atlantic Coast Line, is getting a picture story of the show's loading system for its exhibit. A new radio, tele.

Patronage Surprises
Enie Farrow, co-owner-manager, expressed surprise at the upturn in business. All concessionaires reported doing big business.

Previously a five-day engagement at Hambrook (9-9), Strawberry Festival, which closed Friday (9-9), proved a big winner, the first day play being 4,000. The gross was bopped 2 at Jackson, Miss., where the show was staged, and business was the same except where it followed Jackson at Detroit, Philadelphia and New York, where it was better. The shows stand and three days are show. (See Wallace in Memphis on page 28)

Tulare, Calif.
Date Wins for Foley-Burk Org.

TULARE, Calif., May 14—Foley-Burk Org. Show concluded a successful nine-day stand at the Tulare County Fair here Sunday (9-9) with an average gross of 4,700 a day.

Headed by L. G. Chapman, general manager, the show was presented by R. H. Foltz, general manager, the show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent, the show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent. The show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent. The show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent. The show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent. The show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent. The show was presented by R. H. Foltz, general manager, and H. R. Manley, superintendent.

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Gross was bopped 2 at Jackson, Miss., where the show was staged, and business was the same except where it followed Jackson.
Playing the Cream of the Middle West
INCLUDING
KANSAS CITY, Mo.; DES MOINES, Iowa (Capitol Grounds); LINCOLN, Neb.; NORTH PLATTE, Neb.; CHEYENNE, Wyo.; BIG 4TH JULY CELEBRATION, SCOTTS BLUFF, Neb.; OMAHA, Neb. All choice locations and to follow our first class fairs.

CAN USE CONCESSIONS—A few more than Odette, Ceke Botsch, Balloon Dutes, Fish Pond, Cameo Gallery, Basketball, Men, Novelities, or what have you? Art last, no time to lose. First come, first served. Sam Libb can use Counter Men and Relief Colleers for BIGGO, WANT GOOD PONY ARCADE AND DEBTY RACER.
SHOWS—Unborns, Monkey, Snake, Monotreme, Horse tips and fronts for week while Attractions. Roy Ayers needs Girls for No. 2 Girl Show. Fee Eve Parker can use Musician and Girls to strengthen Minstrel Show.
Rides—Can use a few GOOD RIDE MEN who can stay sober and stand good treatment with a pay day every week. Must drive semitruck. Zeke Carter and Junior Ross, get in touch with Art Fraser at once. No time to waste—Wise up on once but pay your own.

L. C. REYNOLDS
Owner
WHAKE-A-MITE GOLF DRIVING RANGE
Highway No. 24 at Rochester Rd.
TOPEKA, KANSAS

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY
Muskegon, Mich., May 25–June 4
WANT—Monotreme, Mechanical City, Unborn, Animal, Glass House, Minstrel, Fat Show, Midweek and other Shows of merit. Can place Merchandize Concessions of all kinds, especially want large Penny Arcade. FOR SALE—Top for 34 ft. Merry-Go-Round in fine condition. $500.00 cash.

JOHN QUINN, Mgr.
LANSING, MICH. All This Week.

WANT SHOWS
On account disappointment can place Monkey Show. Also want Fun House, Glass House, Fat Girl, Mechanical Show and other Grip Shows. Joe Zeke, let us hear from you. Independent Showmen: If you have on an Attractions of Merit, it will pay you to contact us. Low percentage and no Show Sales. Freaks, Acts, Ticket Sellers, Grinders and useful People in all areas for White Suttons Side Show. Girls for Girl Show.

Want RIDES
Want RIDES
Will book one or two more Rides. Want Tilt-a-Whirl, Fly-Flame, Splitfire, Scooter, Looper, Moon Rocket, Pr assail, Dark Ride, O Cruises, Rolo Whirl, All address HAPPYLAND SHOWS, Monroe, Mich., until May 28.

WANT SHOWS
WANT SHOWS

WANT RIDES
Want RIDES

PIONEER SHOWS
high class midway attractions
JERSEY SHORE, PA., MAY 22-24, FREE GATE
Want Shows of all kinds. Fun or Glass House, Arcade. CONCESSIONS—Novelties, Photos, Jewelry, Striker, legitimate Concessions. RIDE HELP on Whip, Wheel and Double Loop; semi drivers preferred. FOR SALE—Kiddie Ferris Wheel.

Mickey Percell
This Week MONTGOMERY, PA.

GIRLS WANTED GIRLS
One outstanding Stripper, also Hula and Rumba Dancers, inexperienced Girls for Posing. Send late snapshot. Top wages sure, best of treatment, wardrobe and transportation furnished.
Yolanda King, Myrna Cancers, Norma McDonald, Judy Dean, Skills Craft, contact me at once.
Available for Penny Pitch and Hi Striker, also other Agents and Canvas Man. FOR SALE—50x60 Kahlil Top only. $500.00 4 large Show Girl Banners, $100.

E. H. Miller
HAPPYLAND SHOWS, Monroe, Mich., till May 28; then Port Huron, Mich.

Eddie Crownt
Young's Royal Shows
"AMERICA'S FINEST CARNIVAL"

Carnival for a Route of the Best Still Dates and a String of 14 Outstanding Fairs

Concessions
Penny Arcade, Ball Games and any Hanley Park Concession.

Rides
Will book for season only (no hopscotchers wanted) Caterpillar, Looper, Moon Rocket or any new Ride not conflicting. Must have own transportation.

Shows
Monkey Show, Wild Life, Crime. Midget or any worthwhile attraction in keeping with our shows. Must have well framed fronts and transportation.

Help for Shows
"JIMMY HURD and JULIUS KUEHNEL" want for America's finest Side Show outstanding attractions and useful people who will work. TED SNYDER wants Man and Girl Riders for Monotreme, also high-class Talker for same. No drunks wanted.

Ride Help
First and Second Men who drive semi trucks. No drunks or agitators.

Painter
First class, sober Sign and Pictorial Painter for all year's work.

Electrician
Second Man for Caterpillar Diesel plants who can help wire show.

All replies to
E. L. Young, Mgr.
Cambridge, Ohio, this week.

Winnipeg's Own Carnival Company

THE E. J. CASEY SHOWS
WANT FOR
WINNIEP'S 75TH BIRTHDAY PARTY
MAY 30TH-JUNE 11TH (Includes One Week Before Party)
RIDES • SHOWS • CONCESSIONS
Which do not conflict with what we have.

LOCATION: NORWOOD BRIDGE—5 Minutes From City Centre
A DATE FOR 1949

Charlie Griggs, Legal Adjuster, Concession Manager

INTERNATIONAL SHOWS
Want Man to take care of well-flushed Rail Dwarf. Must be sober and capable. Also one or two Side Shows, Violin Agent, W. M. - H. Gardner, 974 South of Wheel. Capone, Eddie P. F. Dwyer, will book Side Shows at $15.00 per week. Good deal to be set of SDH Shows. Have Tilt-a-Whirl and Side Show, need mediums to take over what we can produce. Will book 50% of Gross and $10.00 per week. Must be sober. Apply E. J. Casey, 567 St. Mary's Rd., Winnipeg, Man.

THERE IS A DATE FOR 1949

ALL replies to E. J. Casey, 567 St. Mary's Rd., Winnipeg, Man.
NOW DELIVERING!
NEW
Apex 4 Star
Carnival Wheels
Apex 5 Star
BINGO BLOWERS

MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N.Y.
Phone ORegon 3-5912

Complete Bingo Equipment Available
SEND FOR FREE CATALOG
BINGO CARDS

HERB SHIVE, general agent for
Lawrence Greater Shows, visited in
Chicago last week. He reported that
the board members who write the
routines on Ponder, Kentucky Derby winner.

The agent who promises too much when
sober has no way of backing out.

Dorothy Miller, of Frell's Broad-
way Shows, recently booked two cat-
acts on the Celiff & Wilson show for
the season. . . . Robert Harris
joined the Jack J. Perry Shows at
Wytheville, Va., recently with short
range gallery. Walter Silverberg
also joined the Perry org at Wythe-
ville with age and scales.

After three weeks of rain the weather
man laid off to give concessionaires a
chance to get another skirt.

Señalina the Seal Girl and her hus-
band, Henry Valentine, reports they
recently entertained Rod Cameron,
film actor, in their trailer in Bir-
mington. They are doing a good job
there.

J. E. HILTON'S
COMBINED CIRCUS SIDE SHOWS
Blue Goose Shows
Tall City, Indiana

Shrunken Heads as the coustomary thing at the show. Prepaid 80c.
three heads at time. We have a
box of the heads in our office. We will
make up a box of the heads if desired.
Pamphlet Q909, Enclosed money to pay for the box. Prepaid.

TATE'S CURIOSITY SHOP
3798 Western Ave.
Phoenix, Arizona

WANTS-SIDE SHOW PEOPLE-WANTS
Surprise show to feature as a main attraction.

ROSE CARRIE,
1007 G St., N.W., Washington, D.C.

ANCHOR TENTS
5 DAYS
CARNIVAL TENTS SHIPPED WITHIN
AFTER ORDER RECEIVED: SHORTLY THEREAFTER
REQUIRED
FOR SHOW TENTS
WHEELS

ANCHOR SUPPLY CO., INC.
200 E. 97 St.
KANSAS CITY 6, MO.

TENTS
CARNIVAL CONCESSION CIRCUS SKATING RINK
Beautyful City—Individually Designed.
JIMMY MORRISSEY
ALL-STATE TENNIS TENT CO.
(Phone: Harrison 6067)

NOW AVAILABLE
1947 EDITION OF OFFICIAL
CONCESSIONAIRE'S HANDBOOK

CONCESSIONAIRE'S GUIDEBOOK

Aluminum Trailer Homes
Equipped for the Showman.
TRADE, TEXAS, New or Used.
We deliver all popular models.
WRITE, phone or wire.
T. W. "Slim" Kelly or Raymond Golightly
S. Luning, Mission, or Sarasota, Florida

WHEELS

WILLIAM ROTT, Inc., Manufacturers
142 W. 24th St.
New York 11, N.Y.

MERRY-ГОROUND CONFAB
visited her daughter and Skeeter
McAllan, on the Crescent Amuse-
ment Shows at Norman, Okla. . .

Without any complaints of ill
ness. Joe L. (Cowboy) King
was recently released from the Pres-
byterian Hospital, Denver. King
days of illness, will take his equip-
ment out soon, although he won't be
able to make it for a while yet.

Among the things to be said about weeds
that grow on midway, no cookhouse oper-
ator ever thought to serve with
carnival food.

Visitors to the home office of The
Billboard in Cincinnati last week
including Red and Helen Tangen,
who have the Minstrel Show and
concoction, and the Royal Crown
shows, which last week played Covington,
Ky., and Eddie Owens, who
returned to Chicago last week with the wife.
Mollie, after an absence of four
years spent in Miami, where Eddie
kept the various race tracks and
engaged in sundry other commer-
ces. Eddie reports that Mollie is
virtually mended from the serious
injuries sustained when
struck a truck in Humi several years
ago. The injuries kept her in
a hospital for nearly two years.

As spring advances, each period of bad
weather brings a little better.

Mr. and Mrs. Bruce McLaughlin,
of the A. G. Newton Shows, took
delivery on a new ear at Senatobia,
in the midst of a blizzard and
there ... (E. O.) Hall, of the E. K.
Gooding Amusement Company, is
at his Columbus, O., home recuper-
ingen from a serious illness. He
expects to return to his job stand
on the shows soon. . . . Ruth and Jewel
Williams have their palmistry booth
in the Greater Show this sea-
son, their second on the
J.W. Williams also has two concessions
booths on the shows. . . . Since closing up
with the Claude Bentley's Side Show on
the Greater Shows this sea-
son, Fred. Hudspeth has taken over the front of
T. W. Kelly's Side Show on the John H. Marks, Son,in Family, operators of frozen
custard stands, has closed its winter

POP CORN
The Proof of the Padding Is In
The Popping
Therefore we want to send you a

demonstrative sample of our
¢.UFFIN.

INDIANA TRIUMPH
We have no catch phrases—no kallykos
about volume and expansion. We do make
without reservations all the concessions
be-bop...
YOU MUST BE SATISFIED
or money refunded. This means that
very thing of Indiana Bunting, Inc.,
most pay the volume we guarantee.
Because we are the only grower who can
do this. Count on us to grow our own
corn as it is possible for us to control quality
and make the best corn possible.

THE INDIANA POP CORN CO.
MUNCIE, IND.
"From Processor to You"

GAMES
Not the Cheapest—the Best
WHEELS
SKILLOS
TRACKS
BUCKET'S
CHICK LOG
RATTLE
ZAPPLES
BALLS
RIBBONS
LADIES DICE
OVER & UNDER
RED MARBLES
GAMES

OTHER CONCESSIONS
If you are not Catalog Free.

BAKERS GAME SHOP
8100 Detroit Ave., Cleveland 4, Ohio.
Phone UN. 2-5846

FOR SALE
MAX GOODMAN'S PRIVATE CAR
AVAILABLE FOR INSPECTION AT
CARTERSVILLE, MICH.
Must Be Seen To Be Appreciated

Arthur P. Box 37
CARTERSVILLE, MICH.

FREAR'S UNITED SHOWS
WANT
Men with People to take Charge of 100
to 500 Capacity Shows.ashboard with
Wants Agent for Ball Game, Percentage Enter-
ers, etc., you get 50% of the Take. Help,
Gems on the for the week.

ROBY FREAK, North Carolina City, Mo.

JOHN MCKEE SHOWS
WANT
Men and Wife to take charge of Cownhouse.
Must be responsible people. Address
JOHN MCKEE, Mgr.
Benton, Ill.

FERRIS WHEEL
With both big, weak, 4-cylinder engines. In Louisiana, 7 Fair
for $1000. A machine that is in good condition and runs.
Will sell for $2000 or more. This is an exceptionally well
conditioned machine. We have 2 of the same Make.
This is due to disinterested fighting.

FLOYD O. KONRAD
Clarence, Minnesota, May 20, 1949

WANTED
WANTED
Girls who do Socialities and Talk for
Fishing Show, good prospects. Jack and
Including the separate show.

GEORGE W. WARD
Pitt's Bowling Alley, Clarksburg, Va.

WANTED
Managers—Girl Show with less than 3
Cents. Will furnish everything, house, etc.
Incl. to take over fair, use, rent. This
is a very good machine, built on steel frame
racks, built on steel frame

Peppers All State Shows
Texasville, Tex.
home in Coral Gables, Fla., and joined Royal Crown Shows at Bowling Green, Ky. Evelyn Robinson, his eldest daughter, was mentioned.

Wrightman's Shows played a successful date at Solano District Fair, Dixon, Calif., May 6-8, Charlie Wrightman reports. Crowds were good despite a threat of rain and a 40-minute sprinkle Sunday. . . .

Wants Agent Downriver Amusement Shows, reports that after closing at Milan, Mich., shows moved into River Rouge and opened Sunday (8), a day ahead of billing, to excellent business, despite the Ford strike. . . .

Mona Yost was mentioned.

Nay

Tom L. Wentworth, who resigned as assistant manager of Southern Trolley Shows recently, announced he will move to home in Monroe, La. La. Wentworth married Mrs. Nell Johnson, Monroe, March 17. Charlie Greggs, legal adjuster and concession manager for the company, visited this area recently, says it is rumored he's still with the shows in those capacities. . . .

Walter B. Feakes, general agent of carnival general agent and widely known in outdoor show circles, and the activities of his "Mail Order Circus," are a feature of the April issue of Advance magazine penned by Joseph Charles Salak, is a digest of the successful mail order business built up by the Genial Fox in a few short years from his Mobile, Ala., headquarters. . . .

while passing thru Atlanta recently he was being invited to join the circus, Barney Gaddes enjoyed a visit. . . .

TURNER, with whom he had tramped 35 years ago on the Great Empire Shows, Frederick said he visited recalled the days of the Velere brothers, Jack, Elmer and Ossie, and Lew Waddington, who had the cookhouse on the shows.

In a time when so many things are going wrong, it is a pleasure to note that big money jackpots are abundant and of superior quality.

Joseph Lehr reports from Philadelphia that William Sisson and concession and agent line-up on Simon Krouse Shows includes hail darts, Frank Graboski, Fred Gruber, coke bottles, Clark trick run game, Duke McHale and Grace Walsh run cup game, Tony Tumple: add him up darts, Bud Frecks, and Fred Frecker, Jimmy Ticke, Carl Primal, Peter Barreda, Frank Graboski, Buck Lark, Jim Elmer, and concession manager, Tex King . . .

. . . J. Raymond Morris, agent, in the Cleveland area, on a jump from Shefield, Ark., and a show now in Milwaukee, was on the road.

FRANK MCFERRON, manager of the Capite Theater, Nashville, and also the owner of the show, Roy Anderson, has received reports.

WANTED

Riders, Show or box for July 3-24. We to keep Riders, Novelties and Lunch Stand. Contact.

DEXTER FIRE DEPARTMENT

Dexter, Mich.

GOLDEN GATE SHOW

Lisa and William V. Detweiler, 12,000,000 Dolls, Piano, Pitch Glass, Plate, Salt Goods, Bumper, Dent, Plate Glass, Glass, Light Bumper, Glass, etc., ready to go. Send for applied for. Contact.

FRANK OWENS

Gadget Shows, three tract cars, to be on the road. Contact.

CITY OF GVE. KY. THIS WEA.

USA. 25th ANNIVERSARY

WANTED-TATTOO ARTIST

Must be skilled and reliable. A permanent resident of New York City, required.

CAPITOL MUSIC CO.

325 4th Ave. N.

Phone: 6-6951

Rubber Dam Runyon Cancer Fund

Use They Need... For Every 35 Years

Printed by the Order

Keystone Ticket Co.

Shamokin, PA.

Send Cash with Order. Stock Ticket. $25,000 per 100,000.

$1,000  $10.00

$2,500  $25.00

$5,000  $50.00

$10,000  $100.00

$25,000  $250.00

$75,000  $750.00

$100,000  $1,000.00

CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO.

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

GET MORE FLASH MORE ACTION WITH EVANS' STREAMLINED THUNDERBOLT BUMP RACER

GREATEST BUMPER CAR RACE IN THE WORLD!

THEniest  Nice Bumper Has Ever Been Offered to the Trade!


WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO.

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

GET MORE FLASH MORE ACTION WITH EVANS' STREAMLINED THUNDERBOLT BUMP RACER

GREATEST BUMPER CAR RACE IN THE WORLD!

THEniest  Nice Bumper Has Ever Been Offered to the Trade!


WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO.

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS
Happy Holiday

SALEM, O., May 14.—Season's first move was made without incident and all equipment arrived in time to set up for the May 14th afternoon matinee. Splendid weather at Mansfield was good for all concessions. Manager H. L. Strong succeeded at Mansfield with her Girl Show. She will have the entire affair back a week. She put the show on the road and dared hasty Pollies after her. Latter is carrying back a spectacular band, with Horace Mefford, musical director.

Shows will not operate behind a price this season. Sam Smeltzer, head ground stores, and Bob Clingam the cookhouse. Joe Croggill is only superintendent. Ernest Pisa, ride superintendent, is getting the equipment up and down in good time. Concessions Anthony (Ski) Schippers opened his bingos in Mansfield. General Manager H. L. Strong is with the shows. They are booked solid for the remainder of the season. (Jack Gleeley is publicity director.

Rider includes Co-Owners Ray Williams, General Manager Anthony (Skip) Schippers, General Manager H. L. Strong, the cooking department. It is estimated that this show will be broken in less than 2r.

Allegheghy Exposition

BEDFORD, Va., May 14. — Org opened at Roosty Mount, Va., April 15 and several days were lost to cold weather. Two days were lost there but business was good when the weather was okay.

Staff includes: Manager, Frank Z. Hyde, secretary; Dan Donnini, business manager; M. E. Bagwell, automobile department; F. A. Boudreau, triclan; H. G. Conn, truck superintendent; Curley March, front gate and lower.

Rides: Kiddie auto, Fred Hall; Kiddie roller, Harry Caldwell; A-1; J. White; Chairplains, Paul Bush; Lust; Joe Crow, ride superintendent; rider, Leon Simond, assistant; Ferrell Wheel, J. R. More, foreman; LeRoy Greensani, assistant.

Concessions: Dan Donnini, bingo and coney; Joe Williams, general manager; R. J. Morgan, duck pond; Mrs. Mike Lucas, ball game; Eddie Long, and short range galleries; George F. Rosebud, photo gallery; John Lucas, French fries; H. L. Ammons, autographs, all-take in; Teddy, palmist; Alex W. Shaffer, glass and juggling; Frank Z. Hyde, juggler; singer-digger; John Pattykula, age, scales, pitch-tlu-won; Roll, Leder, candy store; Earl L. Ammons, greased pig; Bob Lanig, candy store; Frank Z. Hyde, juggler, singer-digger; Jim Shaffer, glass and juggling; Earl L. Ammons, autographs, all-take in.

THE CARNIVAL WANTED

Complete Rides and Concessions

ANNUAL SPRINGPORT HOMECOMING, V.F.W. STREET CELEBRATION

August 11, 12, 13. Contact: W. K. GIBBS

V.F.W. Post 8580

Springport, Michigan

R I D E S  A N D  C O N C E S S I O N S

WANTED

To operate with Mr. C. E. Downey, Sausel-Centen- ni-al, Atwater 22 to July 2.

GREENSBURG SESQUICENTENNIAL CORPORATION

HUFF BLDG. GREENSBURG, PA.

CARNIVAL WANTED

JULY 4TH WEEK

For 30 year bona fide Celebration. Not locate inside City for this event. Strong outfits to work with. Everything else O.K.

Box 67

Harrisburg, Texas.

CARNIVAL WANTED

July 4th Celebration

Young Men's Club needs 100 men to operate Rides. Contact

N. S. WINTERGREEN

Carmel, Ark.

FOR SALE

COOKHOUSE AND OUTFIT

Complete. 17x14, seats 15, bottle gas equip-

FORD TRUCK Orlando, Ohio May 29-30.

Raleigh Trailer Sales

RALEIGH, N. C.

WANTED

MOTORDRIVE RIDERS FOR HENRY S BRO'S SHOWS

(Blk Turner, Walter Patterson, et al in touch)

HARRY H. WENNIES

Huntington, Indiana

TARREY, Ohio, May 29-30.

MOONEY & DOG TRAINER WANTED

After fifteen years of service, position openings because of death of party. Year-round work. Good proposition to right party. References required. Address

H. O. (Buttons) GRANTHAM

HENRIES BRO'S SHOWS

Hammond, Ind. this week: per route.

RIDE S FOR SALE


GRIFFEN AMUSEMENT PARK

Jamaica Beach, Florida

CARNIVAL WANTED

1st, 2nd or 3rd week of July by Veterans of Foreign Wars. Address: Wat. I. SAYRE, Commander

Box 171

Middleton, N. Y.

CAN PLACE

Legitimate Concessions, buy of sell Chairline.

JOE KAUS SHOWS

WARSAW, N. C.
CARNIVALS

MAN AND WIFE

Wanted to operate Concessions. Will get
in touch. John F. Calbi, Newark, N. J.

ROB DAGGAN

c/o Pan-American Animal Exhibit, East
Mill, May 18-17, 3rd Floor, 36-36.

ATTENTION

We are nothing short for large Circus or
Carnivals for week of July 4, 1949, to be
held in Burlington, W. Write

WANTED CONCESSIONS:

Ducks or Fish Pond, Bowling Aliens, String
Games, Novelty Acts, Snow Ball Dart, etc.

Thompson, L. T., 601 11 St., Burlington, W.

WANTED

FOR CONCESSIONS:

Entertainers of all types. Write:

ROB DAGGAN

c/o Boardman Amusement Co., Board-
man, Ohio. Phone 6212

WANTED

Wanted Show Manager with at least 2 years
in operation, experience with Carnival and
Amusement. Will work nights only. W. W. 1772

BURKHART SHOWS

Queens, Ind.

FROM THE LOTS

Whalen & Riley

CLEVELAND, Okla., May 14.—Org.

ized in here from Yale, Okla.,

where it tore down in the rain. Busi-

ness here early part of the en-

gagement was good.

Recent additions to the line-up in-

cluded Mr. and Mrs. A. B. Strubling,
candy boys; Mr. and Mrs. Cecil

Loridon, short reign gallery; Mr. and

Mrs. Curley Green, percentage, and

Ray Davenport, Barrell of Fun and

kiddie ride.

Prices: Five cents.

Moore's Modern

ANADARKO, Okla., May 14.—Show

made a 358,000-mile move in here from

Littlefield, Tex., and almost everything

in time to open, attendance was

poor. The sideshow was blank. Co-opera-

tion from the sponsors (American

Legion) was nil, and the weatherman

threw the book at us. Show hadn't

dust storms the first three days, and

wind win the last three.

The tower which struck Sundown,

Tex., missed the show by 30 miles,

and we had some wind, but no dam-

age was done. Owner Jake

Martin, from inside Story, Okla., was

in a conflict of interests there. Mrs.

Wayne Mayberrry left for Hot Springs

to help Ajax, but Mr. and Mrs. Whittaker

joined for four more shows.

Shows include:

1. Buck

MIDLANDS, N. Y., May 14.—Shows

made a short jump here from

Cata change in the heart of town. Rain

mixed opening Monday night (2). Weather

was quite warm Tuesday (3) and 

midway was jammed. VFW com-

mittee displayed giveaway prizes in

which a boat, bicycle and Freezer

Lot was small but org was

gucchini on it is a great shape by man-

ago Masucci.

Raleigh (Uncle Tom) Gibson, ride

supervised and suffered a few days ago

and is under a doctor's order. Ridge

along with the magician joined and closed

here. Mr. and Mrs. Eddie Cullin are vast-

ing their kids, who won a farm

near here. Quey Cooper is now

playing a peo pool concert. Bob

Coleman's bingii is getting a fair play

Saturday matinee biz was okay but

terrible as weather was hurt by rain.—W.

ARNOLD.

O. C. Buck

MINANDS, N. Y., May 14.—Shows

moved in here from a large atten-

dance. The weather was warm and

night (2). Tuesday (3) was cold but

attendance was fair. Buck moved despit-

ed midget auto race and

baseball game opposite the lot.

Pat Jim and John Perrotta joined

here with their concessions. Mr. and

Mrs. Steve Mineer also joined

Mrs. Millie Swarts has returned to

the show after an operation. Mr.

O'Donnell has been chosen chairman of

the Jamboree which will be staged

with the Kent, N. H. engagement.

Mr. and Mrs. Tom Brady and Mr. and

Mrs. Mike Saffker purchased

new trailers.

Visitors included Arthur Conley

and John Taylor, treasurer. Allamont

(N. Y.) Fair; Johnny Baze, Fras-rua

Company; Joe and H. T. Dus-

tantine and Anne Louise Eddy.—ROY F.

PEOLO.

L. B. Baum

CARBONDALE, Ill., May 14.—Org.

moved in here from Milan, Tenn.

McCluer joined the show along with

concessions. Joe Sparks left at Alexander

City, Ala., to make Michigan show.

New location at E 6, 1300 S. Formers

inter in the Motorhome.

Jacks finished the ward-

robe for her Florida Flames Revue

here. She was alone with his cope join.

Rud Singer and

Evelyn Hill get plenty of compli-

ments on their show. 

Emie Murray reports the stand in

Carbondale, Ala., was the worst of

the season.

CAYEY SHOWS

This week, Hornell, N. Y.; next week, Rochester, N. Y. We have best
money making route in New York State.

Wanted shows of all kind. 5-in-One or 10-in-One. Snake, Monkey, etc.

Wants concessions. Log Range, Penny Arcade, Hoopla, Bowling Alley,

Fish Pond, Race Horses, etc. Want help on rides. Everything open for

Rochester. N. Y. Wire

ANTHONY SANTILLO

CAN PLACE IMMEDIATELY

Experienced Whip and Mers-Co-Round Foremen. 10 in at once. Top salaries. Can always

place useful Ride help on all Rides.

MARKS SHOWS

LEBANON, PENNA., Week of May 16th.

SAMY LANE SHOWS

With book Guns, Tawny Agg, Coke Bottle, Few Corn, Cuddler, Bomber, Jewelry, Hot In-Love,

Women, Choc. Bar, Ice Cream, Snow Balls, Dance Ring, etc. Ride help on Ferris Wheel and Hwy, we can

show Trucks, Trucks, Trucks. Agent, Fred's Devil's Bowling Alley. Will book 2 Grand Pools. Write, Wire

agents, write for November.

COMMITTEES IN SOUTHERN MISSOURI: HAVE

SOME OPEN DATES IN JULY AND SEP'T.

Wooster, Mo. this week-Paris, Mo. next.

EXPERIENCED

CARNIVAL SECRETARY

One Who Understands Taxes. Etc. This Is A Large Truck

Show. High Class. ORIG. BOX 18-R, c/o Billboard

MICH.

New Show, New Name: GURT KARRAS GREATER SHOWS

West A. 185. Dumas, Nashville. Fish Pond, Glass Fizz and other legitimate Concessions. Opening date May 18th, St. Joseph, Missouri. Wednesday, Thursday, Friday, Saturday. Write for more details.

104 S. 8th St. St. Joseph, Missouri Phone 2137

KLENKE AMUSEMENTS

Want First class Ride Help for Wheel. Write, Wire or come on.

LUCKY FRANK CARSON or LUCKY FRANK ZELAH

1608 Erie St. Saginaw, Mich.

FOR SALE

14x12-6 Cats, complete with head new Came.

H. BENJIMAN

c/o Cottin & Wilson, Philadelphia, Pa.

FROZEN CUSTARD

Machine also makes Ice Cream. Quick Good Condition. Fair offer refused.

ANDREW LASPINO

14 Prince St. New Haven, Conn.

NAIL AGENTS WANTED

Wire

HERMAN (GREENY) PLUDA

c/o Corrals of Amusements Evans-

ville, Ind., this week; than par route.

IN LONG BEACH, CALIFORNIA

SEAVIEW HOTEL

341 W. Seaside Blvd.


From 25.00 special weekly rates.

WANT AGENTS

Wm. and Miss Cottle Last, Short Range Good Gallery, thorough knowledge of concessions.

FRIEDRICH SWISSER

With Parade Shows, Rich Hill, Mo. Week May

DICKERSON SHOWS

Want for good results, any person with

any of small Carnivals or Cirkus, Cirkus of

Wild Life or Animal Show. Plays Rides, Rides, Rides.

FREDRISSWISSER

General Delivery, Quincy Beach, S. C.
WILLIAM T. COLLINS SHOWS
WANT SHOWING SHOWS ACCOUNT OF LAST-MINUTE DISAPPOINTMENTS
COLORathed MINSTREL SHOW
Have complete new show top with new woolen-type front, new canvas, and all top-notch equipment, including transportation.
BROADWAY" GIRL SHOW
Want capable Operator who has at least 5 years experience. We want a high-class Revue, not a Skitshow. Have all new canvas, top and equipment, transportation.
SIDE SHOW
Want good Side Show Operator with own equipment and transportation. All address.
WM. T. COLLINS, Mgr.
Redwood Falls, Minn., this week: Watertown, S. Dak., next week.

HOME STATE SHOWS want for Cedar Rapids, la., Spring Festival, May 23-30
Shows—Motor Drive, Grind Shows, Ball Games, Cock House, Bowls, Wheel and Fire. RIDE—Rolland and Wheel Foremen. Use suitable Ride Help. Drinks and snacks, stay where you are. 3 State Conventions to follow. 
HOME STATE SHOWS, Anamosa, Iowa, until May 21; then Cedar Rapids.

JAMES H. DREW SHOWS
CAN PLACE
Merchandising Concessions of all kinds, must be legitimate. Special opening for Customs, Apples, Fizz, Photos, High Stunters, Novelties. Allen, answer. Good opening for Modern Arcade and Grind Show. Our route is the best, includes Fairs and Special Events. All wire.

JAMES H. DREW SHOWS
This Week SOPHIA, WEST VIRGINIA

J. A. SPARKS SHOWS
16 Bonn Fide Fares
WANT WANT WANT
Herman Reynolds, Mgr.
ALL AMERICAN MIDWAY SHOWS
KANSAS CITY, Mo., May 24 to 30.

ALL AMERICAN MIDWAY SHOWS
Want Concessions of all kinds except Puppets, Comic Fizz, Snow Cone and Drinks. Good Concessions of all kinds wanted. Will book any fair. NO EXCEPTIONS.
HERMAN REYNOLDS, Mgr.
ALL AMERICAN MIDWAY SHOWS
KANSAS CITY, Mo., May 24 to 30.

ONTARIO ENTERPRISES
WANT WANT WANT
WANT Rides, Shows with own team and Concessions. Opening Brampton, N. Y., May 26-30, inclusive. 14 weeks to follow. Wires or wire.
H. D. WILLIAMS or JAY MORLEY
Box 125, Niagara Falls, N. Y.
ONTARIO ENTERPRISES

ONTARIO ENTERPRISES
WANTED
CAPTAIN COPEY
Box 125, Niagara Falls, N. Y.

LACROSS SHOWS WANT
Girls for Girl Show. Anyone knowing the whereabouts of "Leora" Whitfield, contact us at once.

PEGGY ODAY, e/o La Cross Shows
White River Junction, Vt., new; May 23 to 30, Montpelier, Vt.

ONTARIO ENTERPRISES
WANT WANT WANT
WANT Rides, Shows with own team and Concessions. Opening Brampton, N. Y., May 26-30, inclusive. 14 weeks to follow. Wire or write.
H. D. WILLIAMS or JAY MORLEY
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ONTARIO ENTERPRISES

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WANTED
CAPTAIN COPEY
Box 125, Niagara Falls, N. Y.
WATERVILLE, Me., May 14—Sea- son's first features, used by Veterans of Foreign Wars Post, gave shows good weather, excepting on Thursday. "T.T.T. and Angels" played, prints received. Newspaper and radio advertising helped shows sold to a good Saturday (19) matinees. All trucks and rides have been painted and equipment is in good shape.

PERSONNEL—Members include Martin S. Earl, co-owner; Stella Earl, coin and maintenance; Helen Ross, ride secretary; Stephanie Jayne Boss is now married. Rides are Erving and George Coffin, Ferris Wheel! Edward McLean and Charles St. George, T. E. Groound; Frank Ramallo, Chairplane. Shows Listed: Laflin, Lawton, Lali Carino, and A. S. Berry, Midges.

CONCESSIONS—Mr. and Mrs. Lester Merrill, cookhouse; Mr. and Mrs. Scottie Logan, game, chuck and pitch, and bouncy; Mary and Lou Conand Larsung, corn gallery; Mr. and Mrs. Everett Lowell, French fries, candy floss, balloon dart and bumber; Mr. and Mrs. Ed Curd, add-center, upper, Harry Koch, coke stand Tomy Mullin is light plant electric. Office concessions are Joan Simond's (barber shop),-haircut, bar, rent, Bobbie Lowberg, bottle game; Tiny Slaughter, Kelly pool; Robert Tutle, lead gallery and The Billboard magazine; Tom Hart, door; dealer; Richard Quirion, over and under; Gordon Willis Jr., high striker; SHORTY Whiting, and Harry and Erle Davis, all around—boys. H. A. ROSS.

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Mixed Memphis Business for RAS

(Continued from page 66)

coupled with Miss Lee's pulling power, should assure big business.

Grades Newspapers

Gypsy Ulysses, an all-night publicity high for an individual touring with a carnival. She and her artist-at-arms camped near Daisy, a lavish newspaper spreads here. The type of publicity received will do Miss Lee, Royal American and the RAS.

Considerable portion of this public will fall to the Poster Show. owned by Gypsy and framed by her husband, which embraces an unusual advertisement number created by de Diego.

In it, three gals, costumed for a period, seated on a well-like pit which is backed and topped by a curving, highly polished sheet of stainless steel. The sheet is bent as the girl maneuvers in technic position on the pit's bottom. The effect is one of body distortions, which are captured in the represent dreams, hence the show's tag, Dream Show.

Front Unit's strong Unit's front consists of a de Diego painting which features women with the titles of "io,000 Chickens," for which the women depicted in distorted proportions. Also pictured are snakes and a tiger of no question, to portray dream reas.

Front, anything but typical carnivals in the high public show. Tied up with the psychoanalysis angle is a package-size book, 'What tions,' a dreamy, illustrated montage of dream objects, mostly won't be out of print. The show's producer, when the unit bowed, the books didn't move at 50 cents.

The Tying of the Angle to the Dream Show snared public awareness here and also in Tampa, where the front was painted, De Diego is good newspaper copy and he will accompany his wife through the year, except for five weeks, when RAS will be in Canada and he will teach art at the University of Colorado.

Claxton's Unit Strong

The show front totes tremendous weight. The show is a Head front last year, it flashes before the eyes of any person looking anything yet put out for a car is the program sold inside.

Miss Lee's face keeps competition from the other acts and units that the road will do last year, in fact Claxton's Horseshoe Show, for instance, is much stronger. It could be considered as it was expanded further with the addition of Patterson and Jackson, 300-pound comic, who will join next week, and as when RAS will be in Canada and he will teach art at the University of Colorado.

Bowling Green, K. Y.

HARRY MAMAS

Wants Available Capable Agents

For Rocket, Six Cate and Percentage Conces- sions. Also high-quality Bingo Caller. Ed Brierly, wire me. Bill Dioramado, come on address.

HARRY MAMAS

W. C. WADSWRIGHT SHOWS

Kalamazoo, Mich., to offer, Richmond, Ind., next week.

QUEEN CITY SHOWS

WANT

Wants CARNIVAL

For a 2, 3 or 4 day stand for a July 4th Celebration.


TOM TAYLOR

HARRY MAMAS

W. S. MALARKEY

W. E. Attraction WANT

CANCAN

WANTS for all kinds, also Shows and Rides. Bill Head, 547 Emory Ave., Columbus, Ohio, will make house. Wire B. Head, 1100 W. Front St. Denver, K. Y.

M. A. BEAM

WISCONSIN PEACOCK

WANTS

St. Joseph Greek Catholic Church Carnival

OREANS AVE. & 93RD ST., CLEVELAND, O. JUNE 6 TO JUNE 12 INCLUSIVE

Festival Squares, Novelties, Scale, Guess Your Age, Photo, Hi-Striker, Write

BILL STREIDEL

2115 W. Blvd.

Cleveland, Ohio

MOTORCOURSE OPERATOR

WANTS

MANAGER-RIDER

Operate Motorcource in top territory. Good Celebrations and seven Fairs. Equipped complete and in good condition; four motorcycles. Show Somerfield, Pa. this week. Write or Wire M. A. BEAM

P. S.: Speedy Wood, Ted Fedore, Randolph Wood and Roynt Crompt, contact me.

MERRY MIDWAY SHOWS

STREET CELEBRATION AT UPLAND, INDIANA

TUESDAY, JUNE 7

Concessions Wanted - Long Range Lead, Hoop-La, Custard. She Cane, Fitch-Tilt-Ups, Zipper Tilt-Ups, Melody House, Need good Print Show. Fat, Wild Life, Snake or Fun Filled, Out, Print. Foot, Print.

F. R. end Cory, Shooting Gallery booked on a quick delivery basis. Wire for special prices.

ALBERT BARKER

2851 East, Indianapolis or Upland, Ind.

AMERICAN LEGION POST 150

OXFORD, O. D.

NEEDS A CARNIVAL

For a 2, 3 or 4 day stand for a July 4th Celebration.


TOM TAYLOR

HARRY MAMAS

W. E. Attraction WANT

Concession Agents, Ride Men for Mix-

Up. Will book or buy small Kiddie Rides.

Weiner, Ark., this week.

W. S. MALARKEY

CAN PLACE

CANCAN

WANTS stock of all kinds, also Shows and Rides. Will book house. Wire B. Head, 1100 W. Front St. Denver, K. Y.

W. E. Attraction WANT

Concession Agents. Ride Men for Mix-

Up. Wil book or buy small Kiddie Rides.

Weiner, Ark., this week.
CARNIVALS

WANTED
Girl Show Operator who has two or more frames and who can stay sober. Have complete frame-up, blow-ups. Can place few more Hanky Pants.

United Exposition Shows
LoveLand, Texas—this week; then Amarillo.

JOHN REED
WANTS—WANTS—WANTS
Agents for Count Stores, Skille and Pin Stores; one Wheel Man, only Wheel on show. Best Fourth of July spot in Kentucky and 16 Farm starting July 18. All writes:

c/o CAPITAL CITY SHOWS
Hillsboro, Ohio

VETERANS' EXPOSITION SHOWS WANT
For openings, College Park, Ga., and 10 weeks show at Baltimore.

Want Pop Corn, Candy Apples, Snow Cone and few ideas for show concessions. Also Burdick, S. I. Cats, Swingy, Petty Arcade SHOWS—Tumbler, High Wire, S. I. Cats, Motorcycles and what is left. Used Rides; all requires.

MANAGER, P. D. Box 419, Atlanta, Ga.

WANTED

WANTED

Address
EUGENE HADDAD
Erie, Pa.'s Greatest Showman
Pueblo, Colo.—this week, or Mrs. Eugene Had- dard, c/o Boyd, Sr., Shows, Amherst, Ala.

COOKHOUSE
AVAILABLE MAY 22
Nice, clean Cookhouse and Crab catering to all shows. "CORKIE" ZIMMERMAN

COOKHOUSE
215 W. Division St.

CARNIVAL WANTED
For week in October to play

COOSA VALLEY FAIR
Contact MARSHALL JACKSON, Mgr.
Rome, Georgia
Phone: 2-4438

WANTED
Capable, sober, Pay Posi Agents that can produce. Preferable, Wheel Man that can drive semi and relief semi. Also Second Man on brand new Steam Steam Ride which can drive semi.

JOHN GALLAGAN
Athens, Ohio, this week; then Care Good- man and Sons, Co., 1904 Morton Ave.
Columbus, Ohio.

WANTED
Rides, Concessions, Shows and everything. Waverly, Iowa, May 18-31; Glenville, Minn., May 31-June 1. S. I. Cats and Semi.

SHORTIE'S SHOWS
HARRY MODELL WANTS
Head, and Agents for Razor and Slim Skillius.

American Hotel, Allentown, Penn.

WANTED HIGH DIVER
Male or female, also Fire jumper.

GORDON
2870 N. W. 12 Terrans
MIAMI, FLA.

PONTIAC GROTTI SUMMER FESTIVAL
PONTIAC, MICH.
10 Days and Nights—Friday, May 27. thru Sunday, June 5
Baldwin Avenue Showgrounds

WANT—LEGITIMATE CONCESSIONS of All Kinds for this Big First Annual Event.

Can Place Educational Shows of All Types for This Festival and Solid Route of Fairs and Celebrations to Follow.

Write, wire, phone C. D. MURRAY, Mgr.
W. G. WADE SHOWS, No. 2 UNIT
9600 BROADSTREA BLYVD.
DETROIT, MICH.

R. E. GILDSFORD
Rochester, Pa.

AvEY'S MODERN SHOWS

WANT CONCESSIONS—Ball Games, Cigarette Smoking, Short Range Concessions, Joy Job and Wheels that work for steer.

MERRY-G-ROUND FOREMAN at $65.00 per week. Ride Help for all rides who can drive steers.

JOHN R. WARD SHOWS

WANT - WANT

Bible M.aa. Visit all the week this (see Stevens

WANT

E. E. FARROW, Mgr., Wallace Bros. Shows

STANDARD SHOWS

7 FAIRS — 7 CELEBRATIONS


GRACELAND GREATEST SHOWS

WANT FOR CATHOLIC CHURCH CELEBRATION, Kinsaid, Ill., May 23-28 CONCESSIONS—Photos, Cuptard, Ice Cream, High Striker, Age and Scale, Basket Ball Jewelry and Bowling Alley. Tommie Humphrey wants P.C. Dealers. SHOWS—Wild Life, Fun and Class House. RIDE HELP—Formerly with Merry-Go-Round. Ferris Wheel and Chairplane. Too wages to see man. All replies to HARRY ALKON, Sullivan, Ill., this week

WANTED

Agents for Merchandise Wheels. Ball Game and Hanky Pank Agents. Counter Men and Caller for Bingo. Only those who want to stay in park all summer.

JACK GILBERT
NEW LIBERTY PARK, BUFFALO, N. Y.

MARION GREATER SHOWS

Baked visits all then the best industrial town in Western North Carolina. Want for Carthage, S. C. this week and Creed S. C. downtown location. Next week, first-class Bingo. Will make liberal proposition. Gir Shows—Have complete outfit. Other Shows not conflicting. Hanky Panks at all enclosures. Jimmy Cyrt wants Agent for Rolldown and Skills. All replies MARION SPILLERS, Owner; JACK LANCE, Business Manager

BILL HAMES SHOWS, WANTS

Commons for Lounger Caterpillar Preckles. Little Digger. Can also use Help on about 12 Rides. Must be sober. Want Man to operate Water Fun Revue. Want organized Minstrel Show. Need Organist and a few Hornblowers. Address: Want for Rides and Train Show. We pay the claims of Texas Celebrations and Fair. Address: BILL HAMES SHOWS, INC., P. O. BOX 1317, FT. WORTH, TEXAS

WALLACE & MURRAY SHOWS

AL WALLACE, Sale Owner & Mgr., DE WITT DE HUDSON, Business Mgr. WANT FOR OPEN FAIR CONCESSIONS of all kinds. Diddy Riders, Kidney Keefer, Ernie Uille, please get in touch with, mth. SHOWS—Want Help on about 12 Rides. Must be sober. Want Man to operate Water Fun Revue. Want organized Minstrel Show. Need Organist and a few Hornblowers. Address: Want for Rides and Train Show. We play the claims of Texas Celebrations and Fair. Address: BILL HAMES SHOWS, INC., P. O. BOX 1317, FT. WORTH, TEXAS

AMERICAN FUNKLAND SHOWS

WANT FOR CARGO HOUSE, MIDWAY, LOUISIANA, NEBRASKA AND KANES FAIRS AND CELEBRATIONS

SHOWS WITH OWN MANAGERS. CATTLE, Calfs, Chickens, Pigs, Chickens, and all kinds of livestock. Wanted, 250 in color, 1. Have Girls and Frisky Animals. No Rides wanted, have eight. Single, Half or Full Concession. All Concessions for Fixed Rides. Want 35 Concession. Want in all Competitions like Grand Prize, Catfish Red and white Skills. Pin and Conest Agent Shows. No bare agens. All replies to ROY BULLOCK, Business Manager, Everet, Texas then per route.

WANT FOR

WILLMINGTON, OHIO, LIONS' CLUB CELEBRATION


WANT MANAGER TO TAKE CHARGE OF DROME

Show. Show is a right side show has already booked starting July 18 with best Fourth of July Celebration in county, Steans, Ky. Address all replies to J. L. KEFF, Hillsboro, Ohio, this week; then Wilmingon, Ohio.

BARNEY TASSELL UNIT SHOWS

Want for 27th Year in Same Territory in and around Washington, D. C. Virginia and Maryland, Sunshine Choo Choo, Kiddie Rides or any other major rides not conflicting.

WILL BUY, LEASE OR BOOK MERRY-GO-ROUND

Week May 23, Mt. Rainier, Md. Wire or write this week, Columbia, Va., then to permanent summer address, 4501 Madison Ave., Riverdale, Md.

CRESCELENT AMUSEMENT CO. WANTS

BEST ROUTE STILL DATES WITH HARRISON, ARK., JULY 4—8 FALL FAIRS

[No: racket and no gypsy here]


For Sale—Devil Bowling Alley, as new. $50.00, 8 ft. high, 80-inch P.C. Wheel, in crate. $50.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY" HERE "TIS

HUNTINGBURG, IN., AMERICAN LEGION CELEBRATION AND BIG Y. F. W. STREET CELEBRATION, PAOL. IND. CONCESSIONS—On Manufacturer, Concessions, Photos, Diggers, Short Range Carnival. Also want Balsa Darts. Ball Game, Monkey Panks. Fun House and Drome. Liberal proposition. Will book Oraganus and Buffalo. Our rate start in August and end in November in Florida. All Address: AL WALLACE or DE WITT DE HUDSON, Middletown, Ohio, this week.

DE LUXE SHOWS

WANT

Can place immediately A. L. HARRISON and prefer one who can handle giant searchlights. If capable, salary second to none. Ride Help—Fly- ris Wheel foreman and other first-class honest-to-goodness ride men. Can always place useful show people. Write all communications.

DE LUXE SHOWS

Boutingham, Connecticut

MR. JOS. BURY

ROGERS GREATER SHOWS WANT

Candy Apple, Airplane Joint, Popcorn, Fishpond, String Game, Hanky Panks of all kind. Want RIDE HELP and TRUCK DRIVERS.

Address

H. V. ROGERS
Bicknell, Ind., May 16 to 21; Attica, Ind., 23 to 28.

TIVOLI EXPOSITION SHOWS

WANT

For long route of real Celebrations and Fairs ending November 14th.

WANTS: West Side Show with own staff. Will furnish with the program with rangers and operate their own acts to be paid for by the person who books. We will furnish the conductor for party who has something to put in on. Will book Motorcycles, Fun House, Acrobats, and Animal Shows, and any combination of above. Address: E. W. JOHNSON, 336 Houston, Chicago, Ill. All replies to same


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Jones-Penny RSROA Open Meeting Probes Managers' Problems. Clinic for Owners

Talk Insurance, Publicity, Delinquency, Co-Operation

DALLAS, May 14.—More than 100 penny rink operators from Pennsylvania and surrounding territory, board discussions of operator problems and enjoyed an evening of fellowship at the May 2 open dinner-meeting staged in the M. Storitz Hotel here by the Johnny J. Jones, Jr., company, rink supply house, and the Pennsylvania chapter of the Roller Skating Rink Operators' Association. Held in conjunction with the May 1-2 Pennsylvania convention of the RROA at Lexington Skating Palace, the meeting was responsible for many favorable comments from operators and supply house men who attended with their wives.

Following the steak dinner, the Jones firm's contribution to the evening's entertainment was a performance given by Cecily Milam, Washington, Pa., chapter president, and Mrs. Edward P. Brown, former Washington and Jefferson gridiron star and now athletic director at a chapter, who in her role as vice council did an exceptional job in keeping the program moving at a rapid pace.

Entertainment was offered by the Arlington High School of Avondale, N.J., High School, whose take-offs on name bands were well received.

Prominent Talks

Among prominent people giving talks were Fred A. Martin, Detroit, RSROA secretary—manager; Milt Ruhlman, RSROA past president, board of control member, Minneapolis, Minn.; Dreamland Arena, Newark, N. J.; Joseph Seifert, board member and president of the New York chapter of the RROA; Irwin Roke, New York, director of News Alliance, rink operators' publicity agency; Joseph Shevelson, treasurer of Chicago Rink Operators, Chicago, Ill.; Hy Rubin, owner of Lexington Skating Palace; Walter Wolf, Pittstown, past president of the New York chapter of the RROA; Clarence Reynolds, Cleveland Skate Company, Milt Aasron, Johnny Jones, Jr. Company, Pittsburgh, and Edna Haler Betz, Lexington pro, who had charge of the Palatine, Ill., rink.

School for Operators

One of the more interesting subjects to operators was a discussion of the liability features of the new insurance by Nat Onkel and Mr. Berliner, of a New York insurance firm, who covered the subject in considerable detail quoting rates and discussing problems that will grow out of the new law. The talk drew considerable attention and discussions on the general job roller rink is doing in helping to combat juvenile delinquency, the fine job the industry is doing in handling the problem of delinquency, the need for the kind of opera- tion the new laws are demanding, and the need for cooperation between roller rink owners and law enforcement agencies.

It's a Pleasure to Roller Skate on Chicago Rinks

They're true and expert and as such will bring Chicago to the attention of the world.

Manufacturers of All Kinds of Roller Skates

CHICAGO RINKS

Music and skaters are all that is required. Chicago Rink毁灭s. They're true and as such will bring attention to Chicago and the world.

Warner Named Pres of RSROA Chapter

CHATTANOOGA, May 14—Harry J. Warner, president of Chattanooga Roller Skating Rink, Tampa, was elected the new president of the Southern Roller Skating Rink Operators' Association, during the association's annual session, held April 14-17 in Southland Roller Rink, where former president Jack Britten and Irene Boyer, of the Southland rollery, were elected secretary and treasurer, respectively.

FIRP Competitions Set for June 8-11

NEW YORK, May 14.—World rink competition will be staged at the Astoria Olympic Internationales de Patinage Roulettes (FIPS) in Barcelona, Spain, June 8-11. It has been announced that the competition will be held in honor of the late John D. Watson, former president of the RSROA. The competition will be open to all nations of the world where skaters had previously been announced.

The following adjournment of the meeting was held in Sunset Park, New York, to see a skating exhibition by Patricia Carroll, New York, World's Fair skating champion.

Rural Success Rate: Low Rate, Refined, Clean and Attractive

FARGO, N. D. May 14.—The operational rules follow no set line, and in some respects are quite strict, too. Students of Fargo's Avalon and Fargo Arena have found the business a consistent one since it entered in 1929. Admissions prices are largely responsible for his consistent grosses, and no patron who furnishes his own skates at the Arena, said that he always gets a quarter charge for those who rent skates. At the Arena, he gets a quarter charge for the use of skates.

The operators utilize long skating hours, Chinn has always operated both rinks from the 10 p.m., breaking that policy only when a sponsor under a rental arrangement is interested in continuous skating. While a few have bowed before the early closing hour, Chinn said that civic sentiment has been behind him. He also feels that by cutting down the skating period he gets more repeat business per week, in that skaters don't overwork.

In neither rink does Chinn encourage figures. Many canvases of his clientele shows that new skaters are continuing as satisfied customers because they know they'll not be barrassed by lack of knowledge of figure skating. Chinn says that this stunt is especially encouraging to business in a small community. He finds they all know each other. Because of his straight skating policy, Chinn has never had any dissatisfied customers, well-disciplined rink with one floor show a week, and parents are always happy to have their kids at the Arena.

Jim Holt Wins New York Skate Queen Contest

NEW YORK, May 14.—Winner of the $1,000 prize Skate Queen contest awarded by the New York City chapter of the RSROA, is Miss Mary Engle, 18-year-old Brooklyn girl, married in September to the late Harry Engle, who had won the people's choice at the 8th annual National Skate Queen contest. Miss Mary Engle, 18-year-old Brooklyn girl, married in September to the late Harry Engle, who had won the people's choice at the 8th annual National Skate Queen contest.

The First Best Skate

WANTED AT ONCE

Building or motion picture for roller skating. All equipment necessary.

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ANDY ROLLER RINK MANUFACTURERS

Gibson, Los Angeles
AOW's Cherry Blossom Meet Draws Record 1,000 Crowd

ELIZABETH, N.J., May 14—A record crowd of more than 1,000 people attended the May 7 Cherry Blossom speed skating event in Alexandria (Va.) Arena, a new link in the AOW chain.

Edward's report that AOW's racing program has clicked this season is indicative of the stature of the organization. With strict enforcement of rules and keen competition, the sport is moving to big financial support.

Lila: Five skaters from the Eastern portion of the States made up a large number of entries in their feat in winning events (The Billboard, May 14) shown that much had been done by the amateur in this sport. It is a colorful, fast-paced form of entertainment, and its growing popularity is evidenced by the many events which are being planned.

This year's contest was held in conjunction with the AOW and included the usual events of speed skating. The AOW's Eastern regional race, which is scheduled for May 23 at the Olympic Rink in Philadelphia, will take place there.

Another feature of the meet was the one competition open to the public, and it is likely that more than 1,000 people will attend this year's event. The competition will be held in conjunction with the AOW and will include the usual events of speed skating.
**ACTS, SONGS & PARODIES**

A. PARODIES, SPECIAL SONGS, MATERIAL
   - "PRESIDENTS' DAY" SONGS
   - "THE WHITE HOUSE" SONGS
   - "THE BIBLE" SONGS
   - "THE AMERICAN INDIAN" SONGS

B. PARODIES, SPECIAL SONGS, MATERIAL
   - "PRESIDENTS' DAY" SONGS
   - "THE WHITE HOUSE" SONGS
   - "THE BIBLE" SONGS
   - "THE AMERICAN INDIAN" SONGS

C. PARODIES, SPECIAL SONGS, MATERIAL
   - "PRESIDENTS' DAY" SONGS
   - "THE WHITE HOUSE" SONGS
   - "THE BIBLE" SONGS
   - "THE AMERICAN INDIAN" SONGS

**AGENTS & DISTRIBUTORS**

ARALON PEARL, SEA SHELL JEWELRY
   - "The Pearl of the Orient"
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   - "PRESIDENTS' DAY" SONGS
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   - "PRESIDENTS' DAY" SONGS
   - "THE WHITE HOUSE" SONGS
   - "THE BIBLE" SONGS
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**FLASH! New Three-Star Set**

- Fountain Pen & Pencil & Ball Pen with "Fountain Pen"" cap & "Fountain Pen"" barrel.

**written Factory Guarantee**

- with each set
- nationally advertised
- Satisfaction guaranteed
- Sold in all leading stores
- Manufactured by National Products Co., Ltd.

**FLASH! New Three-Star Set**

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**FRONTIER PENS**

- Frontier Pens by Frontier Pens Co.

**EXCELLENT SHELF FOR PRINTING AND PAPER PLATES**

- In small quantities, 25c each.
- In large quantities, 15c each.
- In double quantities, 10c each.

**CHINESE FIRECRACKERS**

- 801/4, 1990 14", in Firecrackers, 25c.

- Write for price in case form.

**BUIST-JONES FIREWORKS**

- 50x7, JoPlu, MD.
Glossy Photos of Great Strippers!

- 12 Photos to a Set
- Over 150 dazzling, alluring Hollywood Models!
- Complete Strip—Nothing held back!
- Sell on sight—Big repeat sales

HOTTEST ART PHOTOS
EVER OFFERED!

ART PHOTOS

100 SETS $35.00
SAMPLE SET $1.00
Actual 4" x 5"
Here's a guy that HAS GONE NUTS!!!

To make room for our trade name merchandise we are forced to move and move pretty fast the following listed items. These prices are good as long as the United supplies last... when they are gone... there just ain't no more.

STUDY THESE VIEWER PRICES

Megaphone type, qtr., one nickel and nicked 2 doz. to box. Per gross $6.00

Real Life Views — With 10 gorgeous Hollywood pictures, 3 dimensions viewable, original $1 novelty and 10 and extra pictures in each set.

One gross prices, $4.50

Telescopes Type Viewer—With 5 extra films in color, all new darling Hollywood pictures photographable, includes holding 5 extra films with each gross of viewers. Per gross, $7.20

OTHER GIVEAWAYS—SURE WE'LL HURRY Balloons, cast's colors, in boxes of one gross. Per gross 78c

BALLOON PIPE TOY: Squawkers, squeak-as "nose" made with white plastic, no do or drop down. While 100's last, remants, per gross, $2.00

SQUEEZE ME rubber animals, Whistle Figaro, Duddle-Froodle, A regular 81 redder, individually boxed. Ideal for Pin Men, Per Doz. $5.40

LOOKIE, MEN, PIPES, all shapes and sizes. Most have filters, some individually boxed, solid 110, retail. 3 doz., to box, mixed sizes and shapes. Per doz. $2.00

CIGARETTE HOLDERS: Ass't colors and styles. The kind selling everywhere for 25c or more. While supply lasts, per gross $3.00

664666: Regular 25c retail, comes dozen to the box. Our price, 49c doz. to google, ea. $5.00

Fountain Pens: "Windoro" lever filler, guaranteed unbreakable because of special plastic hooded point, deep pocket clip, gold cap. Regular 110 retailer. While 100's last, retail, 5 doz., lots, per doz., only $3.00

BOBBY PINS: Miss Victory, Fuse pack carrying case, with 12 bobby pins, Rinck and brown. 3 doz. to display box. 20 boxes to shipping case. Dozts. for 10c per pack the world over. While 170 boxes, box, per gross, no packs.

$3.00

MEN'S POCKET COMAS: in 5 sty, STYLIZED, first quality all steel stock, retailer 110 doz. One gross to box of solid colors (6 colors available). This is usually the cruelest offer we ever make. $1.44

Per trun.

All above quotations are F.O. B. C. E. 25% deposit must accompany order, balance C. O. D.

PLATNER Co., Inc. Established 1919

2406 McCross St.

Kansas City, Mo.

SOUVENIR COASTERS


Write for quantity prices

MODERN ARTWARE COMPANY

121-E West 72nd St., Chicago, Illinois

New Plastic "MAN-IN-THE-BARREL"

$3.60 per doz.

Minimum order 3 dozen. Check or money order only.

UNITED SALES CO.

Beverly, Mass.

MEXICAN JUMPING BEANS

New line of Jumping Beans. Made from actual seeds. Packed in hand made tubes. Also in bulk.發送 to all orders.

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P. O. BOX 318

EL PASO, TEX.

"Pill-Up Girl" ROTARY LAMP

Sensational Appeal • Sells on Sight

TOP THE MIDWAY WITH MYCO SUPER VALUES

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NOW AVAILABLE WITH NEW MECHANICAL IMPROVEMENTS.
SHARP, CLEAR, NEW FILM.
SAMPLE DOZ., $7.20
Shipped Prepaid. No C. O. D.'s.
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Stock this Sharp-Edge Knife immediately and cover your back.
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Genuine Swiss 2-Push Button CHRONOGRAPH WRIST WATCH

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SWAGGER STICKS DIRECT
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1000 Sticks $1.95
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These 3 makes sold wholesale and retail.

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BINGO MERCHANDISE

NEW LUXURY SENSATION
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Genuine Swiss 2-Push Button CHRONOGRAPH WRIST WATCH

[Image]

$4.00

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Mail is listed according to the office of The Billboard where it is held. New York, Chicago and St. Louis will be listed in following week's issue. Mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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4. Tiffin, John E., Tiffin, J. B., Johnson, W. C.
6. Grant, J. E., Grant, J. O., Johnson, W. C.
7. Grant, J. E., Grant, J. O., Johnson, W. C.
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18 day money back guarantee of return on any item. All returnable items must be in same condition as when purchased. Mail to CINCINNATI OFFICE, 2160 Patterson St., Cincinnati 22, 0.

@B96
14K RGP, White center. Red sides.
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1/2 12K Gold Filled. White center. Ruby red sides or all white.
@B103
1/2 12K Gold Filled. White center. Ruby red sides or all white.
@B104
1/2 12K Gold Filled. White center. Ruby red sides or all white.
@B105
1/2 12K Gold Filled. White center. Ruby red sides or all white.
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1/2 12K Gold Filled. White center. Ruby red sides or all white.

SPOILED TO SELL!


1 JEWELS $1.99
2 JEWELS $3.99
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Gold filled Rings—all beautiful craftsmanship. Be sure to order sizes you need.

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1200 14K R. G. F."royal" center Ruby.

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1200 14K R. G. F."royal" center Ruby.

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1200 14K R. G. F."royal" center Ruby.

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'ELGIN = WALTHAM
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Each watch in excellent condition. 7 jewels obtained only in Elgin and Waltham R. G. F. 14K or 18K gold filled. Chains included. 7 jewels available in all the above mentioned watches. 14K or 18K gold filled expansion band included, no extra charge.

Chains.

Ladies or gents, 7 jewel chronometers dial reconditioned watches. $7.99. Ladies or gents, 7 jewel chronometers dial reconditioned watches. $8.99. Watches generally in lots of three or more.

30% deposit on all C. O. D. orders. Send for Catalog.

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Supplies and equipment.
Write today for complete particulars.

V. E. SUPPLY CO.
382 W. Market St.
Athens, Ohio

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case
Ea. $2.90

Less Than Case Lots, $3.00 Each.

1949 No. 59 Catalog
NOW READY—WRITE


WISCONSIN DELUXE CO.
1700 N. 3RD ST.
MILWAUKEE, WIS.
Pipes for Pitchmen
By Bill Baker

DOC BARNES . . .
debuted his med show recently in" Atoka, Okla., from which point he reports that business has been good. Snow Ball again is with him.

He knows the value of money. He's merged up to his ear.

THIS YEAR'S annual Cincinnati Zoo Food Show, which again will be sponsored by the Greater Cincinnati Meat Retailer's Association, should, as in past years, be a productive event for anyone making it. Scheduled to run from August 23 thru September 5, the event last year was one of the most successful in its long history. The show, now in its 33rd year, always has proven a good crowd lure and this year's event should be no exception. Last year there were more than 150 booths with varied exhibits and the show itself has been especially good hunting ground for the purveyors of mixes, kitchen gadgets, novelties, balloons, pennants and a host of other items. With the layout having been renovated to accommodate more exhibitors, officials this year hope to see the event surpass by a wide margin even 1948's exceptional success.

Is Father's Day on your special list of those events?

JOHN H. ANDREWS, veteran pitchman, currently is working The Southern Planter in Whiteville, S. C., spots to represent good returns. Of late he's been presenting his magic turn in country schools.

He rated himself a wise move, until he set the difference in sales.

G. V. BROWNFIELD well known in Pitchdom, is seriously ill in Georgetown Hospital, Washington, D.C. and would like to hear from friends. D McDermott reports.

What would happen to the pitchman if he was so modest that he couldn't hear them?

JACK HARRISON known in pitch circles as Happy Bud Harrison, gambled into Cincinnati, last week from Chicago while en route to Havana, Cuba. During a visit to the pipe deal, the original Bud Harrison, whose experience in the med and pitch business dates back to 1905, when he toured with his father, the original Bud Harrison, said that he planned to go to Havana where he will pick up some stock before opening his med unit in that metropolitan spot. He plans to play the South for the greater portion of the summer (See PIPES on page 8).

AN OPEN LETTER

601 W. Ambridge
Pittsburgh, Pa.
March 22, 1949

J. A. Whyte & Sons
1422 Wisconsin Ave.
Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a quarter of a dollar in one day. Thank God, things are here again for you. Thanks to your recent discovery, with the help of P. W. Barzay.

JACKSON HARRISON.

NEO-LITE
Fluorescent Non-Electric Signs
Are the Latest Scientific Marvel

SALES AGENTS

Exclusively territory open, no investment required.

Sawyer's Sampley, security deposit, $10, refundable, 1/2 of each sale is yours. Free Price List and Catalog. Ask for the NOLITE story. Act Now! Be the first to introduce this interesting, fascinating product ever produced in your territory.

Manufactured by

J. A. WHYTE & SONS
1422 Wisconsin Ave., Washington, D. C.

WIRE WORKER

Jewelry wire worker, top location. Hot territory. $15 per week.

JIMMY DELANEY
MANUFACTURERS BAZAAR
2640 North Larrabee, Chicago, Ill.

ATTENTION, ENGRAVERS!
Identification bracelets that sell as first. White gold, gold-filled, filled, etc. For heavy material. Suitable for any material. Good business. High profit. Low starting. Earn $500 for Christmas! Start now. Authors and Wristlets. Send $1.00 for catalog.

Milwaukee Novelty Co.
1418 N. 34 St.
Milwaukee, Wis.

PICO NOVELTY CO.

Distributors for Oak-Hyten Balloons and Rubber Toys
424 So. Sepulveda Dr., Los Angeles 15, Calif.

RUG BRAIDING SETS

Our 7 piece and 10 piece sets are getting sensational response! Use our special set for light material such as our large set for heavy material separately for your wall. Include our special set with those who have on hand, making a 7-piece set, and

Copyright Walt Disney Productions
A "NATURAL" FOR REPEAT SALES AND PROFITS WITH:

49er Covered Wagon . . . NOT a toy, a beautiful replica of the real thing!

- Electric light inside wagon.
- Must be seen to be appreciated.
- Exact replica of the old 49'er.
- Movable parts: hand act brake.
- Natural wood construction.
- Brass-clad wheels.
- Complete with all equipment: Pick, shovel, water jug, axe, feed box, tool chest, etc.
- Size, 25"x15½"x10½" high.
- Shipping wt., 9 lbs.

Catalog No. 2702
PRICE $19.75 EA.

PIONEER OX CART

- Exact replica of Pioneer Ox Cart.
- Used as flower planter or ornamental piece.
- Natural wood construction; copper-clad, movable wheels.
- Copper lined and sealed for use as planter.
- Size, 18"x6½"x5½" high.

Catalog No. 2702
PRICE $3.30 EA.

NOTE: These items made and sold EXCLUSIVELY by SIDNEY-WILLIAMS CO. 25% deposit with orders.
Balance C. O. D.

Manufactured by SIDNEY-WILLIAMS CO.

1129 So. Robertson Blvd., Los Angeles 35, California

BIG SENSATION! WESTERN HORSE-CLOCK

- Western saddle horse, with Session Electric Clock. Highlighted in gold, silver or bronze finish. Mounted on handrubbed natural finish wood base, 17½" high.
- Fully guaranteed. Many other numbers in stock—send for catalog.

HERBERT STEBERG, 1104 Commerce Street, Dallas

SALESBOARD OPERATORS
WAGON JOBBERS
NOVELTY SHOPS
TOBACCO JOBBERS
JEWELRY STORES, ETC.

LOOK TO SIDNEY-WILLIAMS FOR THE HOTTEST ITEMS!

Other items available: #2922, Rubber Lizard @ $6.00.00 gr.; #2921, Mini-Movies @ $5.25 gr.; #2923, Sweet 16 @ $6.40 gr.; #2924, O.T. Vue @ $6.48 gr.; #2925, Lord's Prayer @ $5.84 gr.; #501, Nature Boy @ $6.75 ea.; Hub Girl Lamps, Clocks, Radios, Watches, etc. JOBBERS INQUIRIES INVITED. WRITE FOR OUR COMPLETE CATALOG OF SOME OF TODAY'S MOST UNUSUAL NOVELTY ITEMS.

WAGON JOBBERS, ATTENTION

We Have a Line of Imported Porcelain Figurines that have not been seen in this country for ten years and that the trade is hungry for!

LEO KAUL
610 BROADWAY
HARRISBURG, ILLINOIS

DART BALLOONS—CROSS, 85c; 25 CROSS LOTS, 75c.
Large "Nosey" Head Balloons, the oldest balloon to inflate over made, star and nose pop out without pre-stretching—a trial order will convince you. Sample, 10c in stamps. Gr. $10.50 Complete Line of all Concession Merchandise—Beer Bottles—Wagon—Cart Gears—Glassware—Aluminumware—Shoe—Candy—Beach Blankets—Flash Clocks—Portable Radios.

WRITE FOR CATALOG—Be sure and mention what type Concession you operate.

Midwest Merchandise Co.
1101 Broadway
Kansas City, Mo.

Hot Item!!!

The Perfect Year Round All Occasion Premium.
Beautiful 3 Color Floral Design

Towel Set...
Hand Printed Fast Color
$1.75 Each

3 Color Box—Full View Acetate Window in Jiffy Colors:
1—20"x40" Heavy Turkish Bath Towel
1—11½"x11½" Heavy Turkish Guest Towel
1—12½"x12½ Heavy Turkish Wash Cloth

Immediate Delivery ORDER NOW!!

Morton Textiles, Inc.
23 S. Franklin St., Phone Randolph 1-0400
Chicago 6, Ill.

Send $1.95 for Sample Postpaid!
SALESBORDES

Communication in 184 W. Clark St., Chicago 1, Ill.

May 21, 1919

SALESBORDE SIDELIGHTS

Thomas A. Walsh Manufacturing Company, Omaha, has turned out in time for the opening of the tourist season, bringing in the last two weeks. D. L. Grosh reports the firm has forwarded five new boxes to its representatives over the country during the last week, with the first incoming orders already in sight of a "hit sale" on the numbers. New boxes feature dime play and "Walsh player-appeal" traits. Grosh said that President Thomas A. Walsh was due back after a one-week Eastern tour.

Harliche Manufacturing Company, Chicago, continues to keep its sales director, Manny Gunterman, busy rounding the highways. Money is just winding up a two-week Western trip. Arco Novelty Manufacturing Company, Glen Burnie, Md., reports that its Tiki-N-Kap box unit is catching the operator's eye and the players' approval. It is adjustable to fit saleboards of all sizes and styles, officials stress.

H. C. Hayes, general manager of De Luxe Manufacturing Company, Blue Earth, Minn., returned from a business trip to the East, with reports that activity is higher now than it was at this time last year.

Reuben Berkowitz, Bec-Jay Products, Inc., Chicago, had some back-ports to hand his designing department chief, A. C. H. Adair. Seem Binder, one of the oldest hands in the board business, is creating some new numbers that "look like a million," and which have been set for early release. Coming back from the NATD convention recently, Binder said that he stopped off in Boston to visit friends and relatives.

"Mail order business," says Roy Galentine, of the Galentine Novelty Company, Bend, Ind., "is on the pick-up and all are being filled on the same day they are received in spite of the mounting total." Robert McNabb, vice-president of Werts Novelty Company, Inc., Muncie, Ind., tells of an appropriate (saw-son-wish) rush on firm's baseball numbers these days. With the big leagues batting high in public interest, the Werts baseball items are pitching equally well with the bat-and-ball fancies. Firm's new printing equipment is proving a production winner, according to McNabb.

Gardner & Company, Chicago, is setting its new line of novelty boards for release thru Charles B. Leedy, sales manager, and Maurie H. Kays, divisional sales manager, are set to carry through with their new scheme to reach some of their territories when the unsalable dates become a thing of the past. Empress Press, Chicago, is extending its board line for operator inspection with the slogan, "See how the hardware should have looked." Additionally, the company's Joseph Zimmerman continues to be one of the busiest board boys around, coming in fresh news, daily, with callers seldom able to find him in his office.

Triangular Manufacturing Company, Minneapolis, reports that following initial showing of its line of girl and cash boards at the NATD convention last month, the demand has been more than sufficient. Satisfaction is evidenced by the inclusion of six of the new boards, with firm's standard ticket line also receiving considerable attention. Manager Jay Zelie, with Eastern representatives, "hit" the cities and found that the showing resulted in the making of new friends and customers for the Triangle line.

PIPES

(Continued from page 90)

and bars. There were not too many real good spots booked. Harrison returned to the Western States, with a lot of the betterfied boards and lots of good shows. He says a worker can get money but only enough to get by.


COURTLY BEATTY

(Continued from page 69)

hospitalized. He will be back in clown alley soon. Harriet Beatty is back on the show.

Lilly Herbert is sporting a new wardrobe. Fritz Thomsen is back with all of his new pieces, and many of the old favorites. Ted and Jerry DeWayne with their "Red and White Special" are a popular item along the lines of Thursday evening shows. Visitors: Mr. and Mrs. Waddle, Harry Kyle, Monica feelings trading for a Methodist, Frank Jones, Dennis Hall, Joe Renne and Pete and others.

MADISON BROS.

(Birds eye view)

This original photograph was taken from the top of the Madison, showing the entire building from the new afternoon doors to the roof.
THE MAN WITH EMPIRE TICKETS

They'll Punch 'Em

WANTED—USED COLUMBUS JF AND BJ ALL-PURPOSE VENDING MACHINES, IN WORKING ORDER. 

Orders: H. Brady Co., Mrs. Chippewa Falls, Wis.

SALESBOARDS—FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"

LEGALSHARE SALES

For the Following Week's Issue

NOW READY—250 COPIES OF HANDB-PRINTED "THE BILLBOARD"—$1.00 PER 100 COPIES.

SALESBOARDS—FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"

NEW LOW PRICE SIMONIG BASEMENT—FASTEST SELLERS.

ALL YEAR GIVE IMMEDIATE DELIVERY ON OUR 15 SERIES 10-BALL COIN-OP MACHINES.

FREE CATALOG—Write W. H. BRADY CO., Mrs. Chippewa Falls, Wis.

CLOSED OUT:

1000 SBW Tickets
1.00 Numeral Tickets
1.00 Numeral Tickets
500 Numeral Tickets
500 Numeral Tickets
1000 Bingo Tickets
500 Bingo Tickets
1000 Bingo Tickets
500 Bingo Tickets

Closeout of all types of coin-op machines, rags,-

CIGARETTE MACHINES NOW CAN BE CONVERTED TO Vending Machines—$1.00 each. 1010 E. Roosevelt Rd., Chicago, Illinois

ORDER AS:
NO. 720
POSITIVE TWENTIES
6 NOS. ON A TICKET — 35¢ PLAY
EXTRA THICK
AV. PROFIT $33.75
MAX PROFIT $59.00

LEADING PUNCHBOARD MFR. OVER 40 YEARS

GARDNER & CO.

WRITE FOR LATEST "NEW BOARD" CIRCULAR
PHILLYOPS FIGHT $$$ DROP

Seek Method To Overcome Play Decline

Discuss Long-Range Plan

PHILADELPHIA, May 14.—In a far-reaching move to revitalize the pinball machine industry here, representatives of all the leading pinball manufacturers met for a round-table discussion of all problems involved with the officers and directors of the Amusement Machines Association of Pennsylvania at the Hotel Swarthmore, Friday, May 13. The meeting, which was called at the suggestion of Joseph Silverman, business manager of the coin-op magazine, was held Tuesday evening (10) at the C.P. Cummings Consol., and distributors were also invited to attend.

This method of airing our common problems was nothing new," said Silverman, who presided at the round table. "But it was the first real opportunity to give a complete airing to our problems—particu larly the price reduction on coin- operated machines. We received more than a sympathetic ear from the manufacturers and I am confident that, thru the resulting mutual understanding, there will be some steps seen to light the fire in the future.

Manufacturers Represented

Silverman was gratified that all manufacturers invited to attend the conference had sent their representatives. Chicago representatives included—Cal Anderson, American Manufacturing Co; Joe Batten and Charles Pieri, Exhibit Supply Co; Al Simon, Silverman, of the Chicago Coin Machine Co; Sam Stern, Williams Novelty Co; Bert Gottlieb, D. Gottlieb & Co; Lou London, Bally Manufacturing Co; and Bert Lauffer, Gottlieb & Co. The meeting, explained Silverman, was called to solve the problem of effecting a reduction in prices of new equipment. He said that other associations in the East awaited the results of the conference with interest, and that all manufacturers will follow aqued on their respective organizations.

Use Nickel

"Since the inception of the pinball machine industry," said Silverman, in setting forth the issues, "we have been using the nickel as the exchange in play, and in face of the mounting costs in operations over the years the operators are still held down to the use of the nickel. Manufacturers have been able to meet their increased production costs in raising the price of machines. However, the operator was never able to keep in step with the rate of increase as the nickel remained static. And since the lifeblood of the industry is the nickel, and it would be foolish to even think of any day when this problem would be solved, manufacturers must be mindful of the fact that the operator is bound to fasten on a new method.

Agravating the situation, Silver man further pointed out, was the fact that the pinball operator today faces "terrific competition, the operators, which are bound to face.

Coupled with increased competition, the nickel is fast becoming a thing of the past.

Trade Directory

New Equipment

Aquascade (five-ball) by United Manufacturing, Chicago.

Skidmark, (one ball) by General Manufacturing & Sales, Chicago.

Candy bar vender (single column) by the Distributing Corporation, Fort Chester, N. Y.

Coin meter by International Register Corporation, Chicago.

Cup vender (two flavor) by Bas tin Blessing Company, Chicago.

Cushing Coin, Paul Borselle Corporation, Rockville, Md.


Scoreboards (shutterboard) by General Manufacturing & Sales Company, Chicago, and Marvel Manufacturing Company, Chicago.

Shuttleboards by Amusement Sales Corporation, Chicago, and Columbus Manufacturing Company, El Campo, Tex.

New Firms

Perry Associates, 11 West 45th Street, New York—distributing and consulting firm.

L. London Company, 2605-07 Hennepin Avenue, Minneapolis.

Change Address

AMT, Inc., Chicago, move to Suite 300, Chicago Board Street—formerly occupied 19th floor at same address.

American Shuttleboard Company, moved to 9511 S. Harlem Avenue, Chicago.

C. T. Girdner Company moved to 3450 South Western Avenue, Chicago.

National Automatic Merchandising Association moved to South Dearborn Street, Chicago.

Census Business Study To Cover Coin Machine Field

WASHINGTON, May 14.—The most extensive report on the coin machine field will be issued this year when Census Bureau publishes the results of a general census of coin-operated machines. The census is to cover business statistics for 1948, including machine installation at net, gross, number of employees, expenses, length of time the business has been established and other pertinent data.

Coin-operated machine operation is being covered under several categories, and breakdowns will be available for each. The first classification, establishments that rent machines for use on other premises, includes machines as food lockers and scales rented at a fixed fee.

Another category is vending machine operators who carry on their business in connection with locations. These take over coin machines to buy and sell, and includes operators of gate machines, fun machines and coin-operated games of chance and skill. Another category of establishments that operate vending machines refers to amusement machine operators, which includes pinball machines and their premises, such as arcades. In its manual to enumerators, the bureau tackled on a confidential memo regarding the procedure with respect to the various machines in States and localities where they are generally inoperative. Enumerators will not be allowed to talk regarding the machines, but at the same time point out that census information is confidential by law and that even law enforcement agencies are not permitted access to the data.

Mills To Start Producing New Console June 1

CHICAGO, May 14.—The Mills Duplex, an all-mechanical console, will be placed in production June 1, according to VINCE SHAY, Bell-Electic Machine Corporation's president, world distributor of Mills bell products.

The Duplex uses a bell family mechanism, and is essentially a new means of operating machines. It is available in any two denominations from a nickel to a quarter, and includes both the coin-operated pinball and colored fruit symbols outlined in white. Cabinet sidepin is trimmed in gold, green and black. The console lists for $445.50 F.O.B. Chicago, and costs $467.50 F.O.B. for the Duplex with two quarter coin chutes.

The entire mechanism of the Duplex is mounted on a platform, to service the mechanism, one is only need to remove four screws.

Card Catalog, Dale Gun Manual Mailed By Exhibit Supply

CHICAGO, May 14.—Exhibit Supply Company mailed its 1949 card catalog and a new service manual and parts mailing gallery, according to Frank McFurl, arcade division manager.

Card catalog shows pictures of 42 different series, including 13 new series. In addition, the two series concerning film and radio and television stars have been revised with many new faces added. All cards in black and white, for vending sale, list for $2.85 per thousand.

An innovation in the new card line is the use of six colors in the calendar girl and slick chick series. Both colors may be ordered, and necessary adjustments, the other a parts list show.

More Coin Tax

WOODLAND, Calif., May 14.—Woodland city council has voted to tax $10 on each machine, $5 on slot machines and pinball games. The scale has been双重一 dollar and pinball and $4 on vending machines. Therefore, the new equipment has not been taxed.
No Price Cuts Say Scale Firms

Vendo Intros Drink Vender
Priced at $124

Vendo-Designed Food, Apparel Packs Shown at Packaging Meet

ATLANTIC CITY, May 14.—Packaging machine operation, less-than-a-pound units of crackers, bacon, tomatoes and measured quantities of soap flakes, flowers and stationery for sale thru vending machines, were shown by the Cellophane Division of the E. I. du Pont de Nemours & Company at the 47th National Conference and Exposition which concluded Wednesday (May 10).

Emphasis in the celo exhibit was on pre-packaging for self-service and the transparency of wrapping enabling the customer to see what is being bought. The recommended type of wrapping used is a bag made up for use on candy package display.

Travel Pak

"Travel Pak" is the name given to the vending machine unit of four vending packages, each of which consists of four envelopes which occupied a prominent spot at the pre-packaged display. The unit is machine-wrapped in celoephane with an opening tape. Effort has been expended to make it a companion piece for the traditional bar of hotel soap, a pre-measured packet of soap powder or flakes, suger, or cream and as a convenience for matel and hotel guests. Still another item shown were the "Do-Nuts 'n' Coffee" package, featuring doughnut, jelly and coffee in celoephane with an opening tape.

Tobacco in a "full view" celoephane package strengthen by tie-cut box; quarter-pound packs of cookies, and bacon and celoephane that cannot be tampered with, are in automatic merchandising thinking that is a potential "food-for-the- table" category.

In the line of packaged apparel, a camera-wrapped pack of nylon hosiery and a pack containing men's undershirts were shown.

Displaying of attractive, self-service packages was based on the buying habits of the American public according to du Pont's market research division. It is claimed that the Du Pont celoephane is the most used of any material in supermarkets are in the unplanned, or impulse, category. This trend, which has followed a sharp upturn in the last decade, continued on the increase in 1944. Rising mid-thirtieth of 1 per cent over 1943, research officially stated.

Nat. Rejectors Bows Unit
For Penny Drink Tax

NEW YORK, May 14.—National Rejectors' new penny coin mechanism, designed primarily to aid Pennsylvania and similar states in collecting that State's 1-cent tax, is now ready for delivery. The device, incorporating full slug protection, may be used with any electric bottle machine. As a ceiling chandlier, it requires that a patent first insert a penny in the new unit before placing a nickel in the standard coin receptacle, to get service.

Pennsylvania operators now collecting the State levy on soft drink sales are voluntary in the practice and the tax by vendor customers. In cases where machines still operate upon the insertion of a nickel in the coin hunger, not that tax payments often have to be made up by operators.

In 15 Minutes

Charles Lipson, of the National Rejectors Service Company of New York, said that the unit may be installed in "less than 15 minutes." It is mounted externally. Housing a separate cash box for the pennies, the unit is eight inches high, five and one-half inches wide and two and one-halves inches deep. The unit does not replace standard coin mechanisms, but supplement them in areas where 6-cent sales are necessary.

The mechanism may be installed on vertical and horizontal straight nickel machines, or those with coin changers. A special mechanism is offered as $22. It was given as $22. It was reported that first shipments are going to Coca-Cola bottlers in Pennsylvania. But Lipson claimed that the mechanism would be made available to all areas and other than soft drink venders.

Lipson also said that deliveries had been made to National Rejectors' new dealers, in South Carolina and other states. The Model No. 3900, it is the same size as the Rock-Ola changer and permits sales at any pre-set price from 5 to 25 {quote}. The nominal retail price is $125 and $200, while firm's Junior Tomb Thumb stays at $125.

Dundie Theatre Ushers Buying Baseball Garb With Vender

DETROIT, May 14.—Two years after the formation of the original of a full-fledged and duly accredited Class C baseball team, the Ushers of the Ushers staff here. With the completion of the model, which is being built, it has been approved, to be played with other recognized teams in the playgrounds.

The method used to finance the building of the site for the new playground, with the uniforms, balls and bats coming from the proceeds of a "soft drink" vending machine in a nearby theater. The machine is for staff use only and provides them with a popular beverage at a nickel, in contrast to the theater practice of selling a nickel drink.

Detroit's team will be playing against all baseball teams, the major recreational league in the city. The 15-20 Ushers vote on all expenditures.

Contributions

Some additional contributions have been subscribed to the baseball garb fund by individual members of the staff. David (Detroit Theatre, page 101)

1949 Biz Off
12 to 20 Pct.
Execs Report

On Location Income Holds

CHICAGO, May 14.—Scale price players with told off St. Louis level, leading manufacturers told The Bill-
fold this week as operators continued to cast cost-conscious glances over the equipment offered by the eight firms in the penny weighing field.

Two factors, during recent weeks, have combined to set operators thinking along the price-reduction line: a move by some dealers to dip their prices and sales, which have dipped 12 to 20 per cent for the year to date and the $27.50 price cut on A.B.T. Manufacturing Corporation's Geiger scale, which has been made in the last decade, continued on the increase in 1944, raising mid-thirtieth of 1 per cent over 1943, research officially stated.

Others Hold Price

Discounting is expected to lower scale prices, J. Raymond Bacon, vice-president of Rock-Ola Manufacturing Corporation, and John F. Frantz, president of F. Frantz Manufacturing Company, have declared that current prices would remain. The Rock-Ola Lo-Boy continues to be sold for $175.50 to Rock-Ola dealers, the Frantz General and General Dollar (with top mirror) will remain at $145, the Frantz Model 105 in the Frantz Manufacturing Company's Model 200, now starts at $200, is $260, while firm's Junior Tomb Thumb stays at $125.

Set Showings
Of Telecom Juice Vender

(Coppy Right 1949 American Radio History)

Set Showings
Of Telecom Juice Vender

(Coppy Right 1949 American Radio History)

Set Showings
Of Telecom Juice Vender

(Coppy Right 1949 American Radio History)
Regent To Build Uneeda Machs.

NEW YORK, May 14—Uneeda Shine Machine Company here has licensed the Regent Vending Machine Company, Ltd., of Ottawa, to manufacture its automatic shoeshine unit, it was announced this week by Stam Sacks, Uneeda president. Regent, a long-established distributing and operating organization, has started production on the shineys and deliveries are to begin in about 30 days.

Mack Levin, head of Regent, will acquire Canadian operators with the shiney thru a series of regional showings, the first to be in Montreal.

Wrigley Reports Biz Increase Over 1948

CHICAGO, May 14.—William Wrigley Jr. Company has reported a sharp increase in sales for the first quarter of this year over the same period in 1946. Net sales amounted to $18,879,123 for the first quarter of 1948, net sales were $14,305,477, returning a net profit of $5,960,688.

Wrigley’s foreign subsidiaries (whose earnings were included in the over-all report) yielded net earnings of $281,006 for the first quarter this year, compared with a net of $248,418 in the corresponding period of 1948.

All-Coin Co. Named Lotion Unit Distrib

MIAMI BEACH, May 14.—All-Coin Amusements Company here, headed by Joe Mangone, has announced that it has received the first models of the new sun-tan lotion unit this week. Firm has been franchised as the Florida distributor for the service machine, manufactured by the Stan Manufacturing Company, King of Prussia, Pa.

R. C. Hill Resigns as NCA Washington Office Manager

CHICAGO, May 14.—Phil P. Gott, National Confectioners’ Association (NCA) president, announced the resignation this week of Robert J. Hill, manager of the association’s Washington office.

Hill, who joined NCA in November, has been leaving to join W. R. Gracie & Company, New York, in an executive capacity, and will work out of the company’s Washington office starting July 1.

AMAZING PROFIT
AT SMALL COST!

Regent Makes Tie-up With Canadian Distributors

CHICAGO, May 14.—Regent Vending Machine Company has made a big move in its Canadian expansion plans, it was announced this week by Stam Sacks, Uneeda president. The company will start production on its automatic shoeshine unit in about 30 days.

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Minnesota Vendors Must Pass Tax On to Patrons

Locations Bulk at 8¢ Cut

ST. PAUL, May 14—Full effect of the 1-cent increase in the State cigarette tax is beginning to be felt here, less than one month after the additional levy was passed by the Minnesota State Legislature.

Vendors report that those not passing on the 1-cent tax boost to their patrons but are cutting commissions are suffering location cancellations.

“Locations are swamping us trying to buy their own cigarette vending machines,” said Hy Greenstein, of Hy-G Music Company, distributor of the Electro cigarette machine.

“We are following the tax by refusing to sell them, but believe we’re really on the spot in this situation.”

Many are converting their units to handle quarters and are preparing to 4-cent packs, enabling them to boost the price from 20 to 51 cents a pack.

Meanwhile the State tax collector reported that during April the original 2-cent per pack cigarette tax yielded $665,134, an increase of 4.3 per cent over April, 1948, when collections amounted to $637,455. Total collections for the 12-month period ending May 1, 1949, and ending April 30, 1949, were $3,525,231, the tax commissioner said. One-third of this revenue is reappropriated to the municipalities, with two-thirds retained in the State general fund. The 1-cent tax increase collection will go entirely into the State general fund.

Goldmeir Buys Control Of Poppers Supply Co.

PHILADELPHIA, May 14—Lawrence S. Goldmeir is now the sole owner of the Poppers Supply Company of Philadelphia, which handles popcorn machines for location in motion picture theaters. Goldmeir announced that he had bought out the interests of Jack H. Greenberg, who operates a chain of novelties and Jack Engel, who is an independent distributor of motion pictures.

He will continue the business at 1315 Vine Street for the balance of 1949, after which he will announce a new location for the company.

Manufacturer of
BEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE
SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY

HARKER BRANDS, Inc.

WE’VE GOT...
TOPPER

VICTOR'S TERRIFIC VENDER

Aliceing new automatic 
one-operated machine, a real 
treasure to have in your base, 
will sell your mixture to 
clear cost of 
material, while checking 
and rival worth. 
A STUNNER.

BROMLEY MFG. CO.

STANDARD VENDORS DIVISION

LEHIGH FOUNDRIES, INC. – EASTON, PENNSYLVANIA

NO SOLENOIDS—

On the Cigarette delivery mechanism; and equally simple and foolproof everywhere else.

IMMEDIATE DELIVERY

$203.00

F.O.B.

FT. WAYNE, IND.

Birmingham Vending Co.

317 Third Ave., N.

Elephant Electric

LEHIGH FOUNDRIES, INC. – EASTON, PENNSYLVANIA

NO SOLENOID—

On the Cigarette delivery mechanism; and equally simple and foolproof everywhere else.

IMMEDIATE DELIVERY

$203.00

F.O.B.

FT. WAYNE, IND.

Birmingham Vending Co.

317 Third Ave., N.

Elephant Electric

LEHIGH FOUNDRIES, INC. – EASTON, PENNSYLVANIA

NO SOLENOID—

On the Cigarette delivery mechanism; and equally simple and foolproof everywhere else.

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Birmingham Vending Co.

317 Third Ave., N.
Open Hearing on Subway Pact

N. Y. Board To Ask Opinions

Publish preliminary draft of proposed contract; open invited to attend session

NEW YORK, May 14—Following thru on its announced intention of awarding a single contract covering the operation of all vending machines in New York City subway stations, the Board of Transportation has published a preliminary contract draft and this week held an open hearing at which prospective bidders were invited to comment on its terms.

To date, vendors in the underground locations have been operated by two firms, New York Subways Advertising and Interborough News, and the contracts with the city expire September 30 (The Billboard, April 29).

In 1949, gum, chocolate, peanut machines and coin-operated scales—all penny equipment—operated in the stations grossed $2,367,588.52. On December 31 of that year there were 6,336 separate units in operation.

Everywhere acclaimed the greatest forward step in the bulk vending machines business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and relabeled at home or warehouse. On location, empty globe is removed from vendor and filled globe attached in a jiffy. Result: Servicing time and costs cut in half... profits boosted to new highs. Write, wire or phone for complete details.

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS
Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.

RAM-BLO BUBBLE BALL GUM
Packed 25 lbs. in boxes. 
Net weight 25 lbs. 
25 to 475 lbs. 27c lb. 29c lb. 
500 lbs. or over 26c lb. 28c lb. 
"Bull Cash With Order"

NEW CHARMS
President Button -- Pictures & Dates of Others of the 32 Presidents of the U. S. -- Washington to Truman... $7.50 Per Pk
Metal Single Bells, 15c...in brilliant colors-- red, blue, green, gold & silver...$7.20 Per M

ROY TORR, Lansdowne, Pa.

CUTS SERVICING TIME AND COSTS
in Half

"GREATEST FORWARD STEP... in the BULK VENDING MACHINE BUSINESS"

The proposed vending contract, which has no connection with agreements still under consideration covering the operation of coin stations, provides for penny, nickel or dime equipment, except shoe shredders, which are being operated or may be approved for operation in the future.

According to the preliminary draft of the contract offers: "(1) The exclusive privilege to install, maintain and operate automatic vending machines and weighing machines on rapid transit stations of the New York City transit system, and at garages, clubs, employee recreation rooms, and other similar locations. (2) The exclusive right..."

To the hearing Monday (9), attended by representatives of firms interested in bidding for the operation rights, Frank M. Weil, vice chairman of the board, spoke in support of the draft, saying that Weil considered as excessive the minimum monthly guarantee to be paid the city in lieu of commissions. He also suggested that the contracting operator not be required to place cracker machines or drink machines in the off-system locations specified. Too, McGinley asked that the city's 2% per cent sales tax be deducted from gross receipts before commissions were computed.

While the preliminary contract sets a minimum limit for commissions and monthly guarantees, the board indicated that the competitive nature of bidding would revolve around these two factors. But operating experience and financial resources of companies bidding would also be taken into consideration, it was reported.

57¢ a Month

As set forth in the contract draft, not less than $57,000 per month is acceptable as a minimum guarantee to be paid the city. The draft lists 30 cent per gross as the minimum commission for gum, candy and peanut sales, and 40 cent the minimum commission for gross receipts of other goods. No figure was set as the minimum return to the city on articles sold at 2 or 10 cents. The city is not yet either the accepted commission or the guarantee, whichever is higher.

With their bids, prospective operators will have to deposit $25,000 with the board as a guarantee that the contract terms will be met if awarded. Bidders must also prove to the board that they have "adequate financial capital." This the draft interpreted as at least $300,000 in "fixed and liquid assets."

The operator awarded the contract will be permitted to carry enough inventory to meet any claims arising out of the public use of equipment. He will be encouraged to try to increase the sales of the business so as to provide a greater return to the city, and incidentally, to himself. If the board feels a "reasonable effort to develop and expand the business" is not being made, it can terminate the contract within 30 days.

Strict Control

Strict control will be exercised over products vendable.

Since the city has a great interest in the volume of sales thru the automatic vending machines, it would require that chewing gum and chocolate be sold at the highest selling and most popular brands. Consequently no brand....

Extend Subway Cup Vender Test?

NEW YORK, May 14.—Bidding for the right to operate cup machines in stations of the New York subway may be delayed for another three months, it was reported at the Board of Transportation yesterday. Seven companies have been operating equipment in the stations since last summer on an experimental basis. The test contracts, already extended two times, were to expire at the end of this month. But final contract terms have not yet been worked out, said the board.

Thus, operators now with equipment in the underground stops will have the advantage of bumping summer sales....

TRI-MOR IS BACK!

Streamline sales, widen your profit possibilities and move into the select, hard-to-get locations. Yes, Tri-Mor is welcome anywhere! Automatic Machines are furnished to resists and clubs to your own easy service, easily kept clean. In All-Blue Hamburger, White and Black and Light Green and Black.

THE COLUMBUS VENDING CO.
2007 East Main Street Columbus, Ohio

Your "Columbus" distributor for Georgia, Florida, South Carolina, East Tennessee, Also, Charm's, Hard Shell Candies, Chicle and Rock Candy.

R. R. WHITEHEAD
1047 Alloway Place Atlantic, N. J.

HI-HO
No. 2 CHARMS
With Lubricating Oil, forever fresh. 50c., 1.00c.

LEON "HI-HO" SILVER
30-cent Harvey St., San Francisco, Calif.
School Locations Proved Peak Candy Vender Spots

CHICAGO, May 14.—The setting up and operation of a series of grade and high school locations for candy vendors, as detailed in the May issue of *Listen*, by Edward Baratz, Q Automatic Sales Company, Aurora, Ill., furnishes some important factual and functional information on a high-sale type of installation.

Operating 23 candy machines in 19 Fox River Valley school locations, Baratz reported the installations returned revenue of three times the dollar volume of good industrial locations. Too, the average school vendor, he said, can be maintained at approximately one-third the normal rent cost, parking, painting, etc.

High Schools Best

According to Baratz, high school locations are the best. In addition to having two machines installed in such schools (against the grade school single unit), because of the larger student body, the contents of each 100-bar vender were turned over once each day. Q Automatic's average high school location catered to between 660 and 700 pupils. Grade schools in the area usually have about 300 students. Machines in grade schools were serviced on an average of three times a week. Based on these figures, each student patronized the candy machines about twice a week. The high school vender sold three bars per week per pupil or one bar to half the student body each day.

In all of the schools, a vender was placed in the main first-floor hall as near to the principal's office as possible. In the high schools a second machine was placed just outside the school cafeteria.

After deciding to try school locations for his candy equipment, Baratz, in the fall of 1947, began contacting school principals. He described the advantages of offering the students fresh, quality candy, in a well-controlled outlay. At the same time, he stressed that the school's commission (6 per cent on first sales, then reduced to 1 per cent) would bring in money to help pay for athletic and band uniforms and equipment for other student activities.

As in his industrial locations, Baratz continued the practice of mailing a coupon to each pupil each month, made out to the school.

Coin Change Lock

As a precautionary measure, Q Automatic devised a coin change lock for use on these machines in grade school locations, preventing their operation before the lunch hour. The lock consisted of a flat piece of metal placed across the coin entrance, fastened with a small padlock. For these locks were given to school janitors, who locked the venders each evening and opened them again at lunch time the following day. This device kept the younger boys from eating candy prior to lunch. However, it was not used in high schools where the student naturally would be expected to exercise more restraint.

During vacation periods, all school vendors were removed and spotted in such seasonal locations as clubs (in clubrooms and candy houses), in public parks and similar spots.

Summing up his attitude toward school locations, Baratz stated: "Because of the high rate of candy sales in school-located vendors, the operator can write off the objection to the five-day week and the numerous school holidays during the course of the year. And because grade and high school students make up the largest body of candy eating American candy equipment is utilized to its fullest extent each school day of the year."

Central Vending Co. Delivers King-Size Cig Vender Columns

PHILADELPHIA, May 14.—The Central Vending Machine Service company here has announced that its king-size columns for cigarette vendors are now available for immediate delivery, and that units can now be supplied directly to operators for self-installation on their equipment.

Herman Wolf, manager, stated that demand for the king-size columns has prompted the development of the special size column. Kits for the columns range in price from $5 for single columns to $7.50 and $8 for double columns.

Central Vending reconditions cig columns, in addition to selling used equipment.

CHARMS AT LOW PRICES

| Plastic # | $2.20 per m | Plastic # | $3.50 per m |
| Metal-Plated # | $2.55 per m | Metal-Plated # | $5.75 per m |

SAMUEL EPPY & CO., INC.
118-08 101st Ave
RICHMOND HILL, L. I., N. Y.

NEW FUNNY FACE CHARMS
Series consists of INDIAN, CLOWN, PIRATE, CANNIBAL and DEVIL — very attractive.

Plastic, $4.00 per M—Metal-Plated, $7.50 per M

SAMUEL EPPY & CO., INC.
RICHMOND HILL, L. I., N. Y.

5/8" ROUND PLASTIC FORTUNE BALL PRIZES

<table>
<thead>
<tr>
<th>Prize</th>
<th>10.00</th>
<th>14.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALLS with precious stones</td>
<td>BALLS with balloons</td>
<td>BALLS with dice</td>
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</table>

SAMUEL EPPY & CO., INC.
RICHMOND HILL, L. I., N. Y.

CALIFORNIA VENDSIZE ALMONDS

FRENCH FRIED AT THE ORCHARD

Note Better at Any Price 85c Lb. P. O. Oakland.
Don't Be Misled. F. L. B. Con. & Co. Inc. Co.
Order Today. Satisfaction Guaranteed.

STANDARD SPECIALTY CO.
3031 38th Ave., Oakland, Calif.
No Price Cuts, Say Scale Firms
(Continued from page 25)
chine Company, while going on record as seeing no possibility of early price changes, added that there had been a 12 per cent drop in business compared to same period last year. The closest approach to possible price-reduction thinking was evidenced by Joseph Hunsler, general manager of the Hamilton Scale Com-
pany.
"As soon as lower material costs are reflected in our cost of production, we intend to pass these savings on to our customers," he stated. Meanwhile the $89.50 list for the Hamilton scale will be maintained. At Hamilton, 1948 sales are off approximately 20 per cent compared with the same period in 1948 and down 15 per cent from 1947.

At American Scale Manufacturing Company price policy will hold to the current $169.50 for firm's fortune scale. Marion Machine Tool Company, according to George Borr, intonv's list prices at $138.50 for the de luxe fortune model and $72.50 for the plain fortune scale.

On the on-location scale front business is holding its own with that of recent years, according to John Peplke, district manager for the Chicago operation of Peerless Weighing & Vending Machine Corporation. With usual ups and downs in individual locations, Peerless (using its own trade-name scale exclusively) is finding current over-all scale patronage at a steady level.

La. Bottlers Told '49 Biz To Be Best Yet at Annual Meet

NEW ORLEANS, May 14.—Meeting in annual convention here last week, the Louisiana Bottlers of Carbonated Beverages (LBCB) were told that "new peaks in the sales of bottled soft drinks" would be reached in 1949. Following up this statement, John J. Riley, Washington, secretary of the American Bottlers of Carbonated Beverages (ABC), declared that the industry's more than 1,000,000,000 case sale during 1948 (a record high) was "probably due to consumers' acceptance of carbonated beverages as wholesome food items."

FILE Shadow was re-elected president and O. A. Boehmer re-elected secretary-treasurer.

REAL LOW PRICES USE-SELECT IT CANDY MACHINES 72-Bit Goodies Each...$1.00
Unboxed with Case...$1.50
DU GRENIER & CO. 12....$9.50
DU GRENIER & CO. 21.....$13.50
DU GRENIER & W. LIBBY 16...$14.95
DU GRENIER & W. LIBBY 24....$18.00
DU GRENIER & W. LIBBY 36.....$21.00
DU GRENIER & W. LIBBY 48....$24.00

HARRIS VENDING 217 N. Park St. Springfield, C. O. Phone: SP-9-0124

"HOT-POP" Victor's NEW Non-Coin Operated POP CORN MACHINE $47.50
Vends 41 to 50 portions per day. A complete set, with or without table, at low cost. For details, write to:
ART GRAFFI CO. Chatsworth, Cal.
Sunstan Expands Coverage; Parks Major Locations

(Continued from page 62)
One was placed in the Sands Hotel and the other at a public beach.

The Southern New Jersey resort area will also get the Sunstan machine for the first time this season with franchise going to William Semple for Atlantic City and the Cape May County, Ocean City and Wildwood resorts to Walter Mooney. Semple and Mooney are Philadelphia operators. Semple is presently negotiating with Atlantic City officials for Boardwalk and beach locations.

Mooney, in getting the rest of Southern New Jersey, also plans beach hotel locations at all the resorts in his area.

In addition to Atlantic City, Semple has been given the franchise for four counties in Eastern Pennsylvania including Philadelphia, Montgomery, Bucks and Delaware counties. The territory includes many parks, pools and country vacation resort hotels.

The Maryland franchise was franchised to Edwin Mack, operator at Taylor's Island. Included in that territory are Ocean City, Rehoboth Beach, Taylor's Island and Chesapeake Beach.

NAAPBP Showing

Apart from the franchises, Avrigan disclosed that following a demonstration of the Sunstan machine at a regional meeting of the National Association of Amusement Parks, Pools and Beaches, 12 machines were sold to a company to 10 parks and pools in the Eastern Pennsylvania areas. Marking the first time that these pools have had any type of vending machine, the locations include Fisher's Pool, Landale; Mermaid Lake, Norristown; Marble Hall Pool, Delaware County; Crystal Pool in Woodside Park, Philadelphia; Village Green Pool, Delaware County; Mole Park, Perkasie; Springield Pool, Springfield; Boulevard Pool, Philadelphia; Highways Pool, Philadelphia, and the Somerton Springs Pool, Somerton Springs.

Parks owners, declared Avrigan, found the machines not merely an added source of income but also provided an important service feature for the patrons at their pools.

DETROIT THEATER

(Continued from page 95)
M. Ideal, manager, directing, gave a substantial sum to get the fund started, and William M. Elliott, house manager, donated a dozen baseballs. During the first two years the baseball team was a vigorous but unrecognized activity. Interest of the entire staff was not only a host of the team. Lew McAllister, veteran star baseball of the team, has been taken over as official coach for the group. McAllister is a former professional baseball player, one-time catcher for the Detroit Tigers, and baseball coach for the University of Michigan.

The way in which the beverage vending proceeds have contributed to improvement of staff operating conditions in the theater is apparent, according to management, and a spirit of loyalty has been built up thru this off-hours project.


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Cleve Ops in All-Out Promotion

Cohen Spearheads Drive To Offset TV Baseball Bites

Concentrate activities on May hit tune record, “Don’t Tell My Heart,” with five State, two local associations tie-ins, radio, papers, car cards used in campaign

CLEVELAND, May 14.—Paced by competition from television and equally as serious, a baseball situation whereby fans, unable to gain entrance to the ball park, turn to public locations to either see the game via video, or listen to the local radio network broadcasts, we have undertaken one of the largest promotion programs in the history of the coin-operated phonograph. Based upon its entire program on the Hit Tune of the Month promotion which has been used successfully here for a number of years, the Cleveland Phonograph Merchants’ Association (CPMA), at its monthly meeting Thursday (12), voted to combine with a promotion, local and city wide which would include not only special title strips and posters for their locations, but street car and bus cards, radio tie-ins with disk jockeys, newspaper ads and, in special cases, tie-ins with other associations throughout the country.

Spreading this all-out promotion drive by the CPMA is Jack Cohen, president. Using Don’t Tell My Heart, the hit tune for May, as a Guinea pig, Cohen visited Cincinnati and many local association meetings, and sold them the idea of using the song as a hit tune at the same time the month the World Series draws. Cohen and the CPMA phonograph box would be featuring the same song. This is Texas, Ohio, Indiana, Pennsylvania, Minnesota and on the last week of the month, 12 Cleveland phonograph box locations would be featuring the same song, Texas, Ohio, Indiana, Pennsylvania, Minnesota and on the last week of the month, 12 Cleveland phonograph box locations

At the CPMA meeting Thursday, Cohen reported that the following promotions had been developed in connection with the May hit tune, and would be followed thru with subsequent promotions:

Cards are now featured in every streetcar and bus in the Greater Cleveland area; a series of 14 ads, each portraying a different of the song’s picture, are running in The Cleveland Press, with the jockeys, in talks of current hit tune recordings for the CPMA and featuring Buddy Kaye and His Quo. With May Posters

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Coronet Named Arcon Distrib. In W. Virginia

KANSAS CITY, Kan., May 14.—The Coronet Distributing Company of Charleston has been appointed to handle the Arcon line in the West Virginia territory, it was announced the other day by H. H. Chin, general sales manager for the manufacturing firm.

Chin is headed by H. R. Young, H. H. Chin, the sales manager of the Coronet company, and the complete parts line has already been installed in the firm’s headquarters and the complete parts line is expected to be completed on a service and refinishing department.

The firm also acts as distributors for United and Genoa products in the territory.

For more about this info, see Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DECCA SETS UP VOCALION SUBSID. Dickley plans issue of check-priced waltz to sell for 49 cents.

CARAVAN ENTERS ADULT DISK FIELD. Kidderby to enter adult field June 1 with three standard pop titles

DANA SWITCHES TO PLASTIC. Plattery changes to plastic, except for his 78’s, this month

POP BALLY FOR “KATIE KANGABOO.” Song which bowed as a kiddie is set for extensive exploitation as a pop tune.

MALHOLAND, INC. of Wallach, Capitol Records precinct, sees end to confusion over disk speeds and early market stabilization.

Also featured are news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

TV in Reverse

Washington, May 14.—Bill Grundy, of Pioneer Novelty Co., has been appointed to handle distribution of Wurlitzer phonographs. He will take over complete sales organization, including 124 Wurlitzer representatives.

In a recent poll of set makers by a major TV magazine, Wurlitzer came out in front, an indication that the TV ads as the coin machine industry.

As a result of this fact, we have decided to feature the same Minneapolis ad that we had distributed for the past two years.

Only four persons, including Lorie Cranston, COO, were on hand at Demo of Wurlitzer phonographs. The Demo, held at the Wurlitzer plant, was well attended.

Phone No. 1 Item

While Wurlitzer phonographs remain the company’s No. 1 item, Lieberman is also distributing Rock-Ola shuffleboards, Chicago Coin pin games and the new Juke Box.

Jona Besler is general sales manager, Hal Kranz, sales manager, and the salesmen are Ralph Kravetz, in charge of shuffleboards; by Howard Noodelman; William Perry, phonograph service, with Cookie Nish his assistant; and Bill Lesch, coin-op service, with Edith Lesch, as his assistant.

Lieberman Music Company is now located at 830 North May Avenue, Oklahoma City, and the new phone number is 212-6100.

Other Operations


Mitnick Named Representative In East for AMI

New York, May 14.—Jack Mitnick, in the coin machine business for 15 years, has been named national sales representative for AMI, Inc., the New York City manufacturing firm in recent years as a distributor, Mitnick assumed his new duties May 14.

As Eastern representative Mitnick will handle coin-operated and pinball machine interests of the AMI organization, and have his office in the New York City office.

Other appointments may be announced soon.

Often called upon to participate in industry-wide campaigns of the American Coin Machine Manufacturers Association and the New York City Coin Operators’ Association, Mitnick brought considerable ability to his new position with the AMI organization.
Turning Back the Clock

15 Years Ago This Week

CHICAGO, May 12, 1934.—Support for intermediate coinage continued to grow when the American Newspaper Publishers’ Association adopted a resolution urging the U. S. Treasury to adopt a 5-cent coin while in session at the Waldorf-Astoria, New York. Previously a similar resolution was approved by the Coin Machine Manufacturers’ Association in May, 1933, and a bill on a variety of small coinage was introduced in the House of Representatives January 27, 1934. The test suit of Harry Lenke for an injunction against interference with pin operations in Detroit was postponed for the third time due to an absence of attorneys. Meanwhile operators in the Motor City received unexpected support for their cause when the Parent-Teachers’ Association announced it would withdraw objections to listening of pins if children under 16 were prohibited from playing coin amusement games.

New York candy operators were smiling because United Cigar Stores and the A & P Tea Company both announced they were selling bars for a nickel a stick, instead of three for an interchangeable coin continued to grow when the American Newspaper Publishers’ Association adopted a resolution urging the U. S. Treasury to adopt a 5-cent coin while in session at the Waldorf-Astoria, New York. Previously a similar resolution was approved by the Coin Machine Manufacturers’ Association in May, 1933, and a bill on a variety of small coinage was introduced in the House of Representatives January 27, 1934. The test suit of Harry Lenke for an injunction against interference with pin operations in Detroit was postponed for the third time due to an absence of attorneys. Meanwhile operators in the Motor City received unexpected support for their cause when the Parent-Teachers’ Association announced it would withdraw objections to listening of pins if children under 16 were prohibited from playing coin amusement games.

The Sicking Corporation, Louisville, was incorporated under Kentucky law with a capitalization of $6,000. Commissioner Paul Moss, of New York City’s Department of Licenses, when asked for an opinion on pin games wrote: As (pin games) have been and are licensing essentially games of skill rather than chance.

Continuing its sensational claim on the game Content, Pacific Amusement Company, advertised it was selling 500 games daily... David Robert Horska was born April 24, 1934. The son of the Rock-Ola Manufacturing company was listed as a future firm president in both advertisements... Chicago columnists were trying to outdo one another in listing accomplishments for out-town operators planning to visit

10 Years Ago This Week

CHICAGO, May 13, 1939.—Joe Calcutt was featured in a Saturday Evening Post story as the world’s largest game distributor. He credited the colorful North Carolina coinman with doing business in 12 foreign countries. Meanwhile the business was booming in New York because of World’s Fair visitors. Declaring that the coin machine business was an acknowledged legitimate business, a Common Pleas court in Philadelphia granted a charter of incorporation to the Philadelphia Coin Machine Operators’ Association. Victory in this struggle for recognition was achieved after two-year fight.

New games on the market included Chicago Coin’s Topper; Keeley’s Up and Up; Geno’s Fair, and Exhibit Supply’s Skyvoked. The Billboard’s record buying guide for operators showed the leading tunes as Little Sir Echo, And the Angel Ship and the Beer Barrel Polka. Walter Gannemacher and Rudy Greenbaum joined the Rock-Ola Manufacturing Sales staff. Orchestroa, Inc., entered the juke box manufacturing field in New York.

Pointing out the limited growth of coin machines up to May, 1939, was an account in The Billboard of equipment on display and on location in location of location. Coin machine users displayed were by the Rock-Ola Company and Stewart & McGolrce, amusement machines by Bally and International Mutoscope, and candy machines were placed on location by the Century Corporation of America, now known as Automatic Circuits. Bally’s drink machines were causing comment in New Jersey theaters... With the five-ball novelty Box Score in heavy demand, Cavil put on a night shift to step up production... Harold Perkins, Mills executive, advised operators to diversify their equipment and take advantage of the sharp ups and downs in all phases of the coin field...

Moseley Verling was advertising used Gables for $45, used Wurlitzers for $65, used five-balls $17.50 and Liberty bells for $25.

Chi’s Century of Progress. Most manufacturers in Chicago agreed that the business improvement in 1933 was directly attributed to fair visitors. The World’s Fair continued thru 1934.

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Illinois

SERVICES—with a smile!

Everybody is happy with
EVANS’
CONSTELLATION

Locations enjoy its great entertainment value and powerful trade-stimulating attraction. Patrons respond with pleasure to convenient multi-selection and thrilling beauty of voice.

One who, perhaps, is most highly appreciative of Evans’ Constellation in operation in the Service Men. Dependable performance, backed by Evans engineering and top quality construction throughout, practically eliminates the necessity of staff at location. Routine service is a matter of minutes, thanks to the handy, one-level arrangement of the Tudelle Record Changer, adjustable pick-up arm and turn-table with fast front and top accessibility. Service—with a smile—is no empty phrase with Constellation Service Men!

The Operator? On the basis of Constellation’s butifully satisfying all-around performance, he can be in only the most advantageous position, earnings-wise and cost-wise. Get factual proof from your Evans Distributor now!

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 120

SPRING SALE

TO MAKE WAY FOR NEW EQUIPMENT!!!

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>2500</td>
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<td>Seldon Automatic 1, Electric</td>
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<tr>
<td>2507</td>
<td>Seldon Automatic 1, Pneumatic</td>
<td>$49.95</td>
</tr>
</tbody>
</table>

ALL BEAUTIFUL EQUIPMENT IN EXCELLENT CONDITION—$5 DEPOSIT, BALANCE C.O.D.

GUMSTONE MUSIC SERVICE

Greenfield, Mass.

ARThUR E. STRAHAN, Prop.

GIVE TO THE DAMON RUNYON CANCER FUND
Philly Ops Fight $$ Drop; Seek Method To Overcome Loss

(Continued from page 94)
largely from the television field, it is the fact that there is a mounting decline in the number of location opportunities.

"We can't fight the inroads made by television," said Silverman, "but we certainly must face the fact that our nickel is further restricted by increased popularity of that form of entertainment. In less than a year there has been an increase of 130 per cent in the number of television receivers in operation in the Philadelphia area. On September 1, 1949, the television industry announced that there were 65,000 sets in operation. On May 1 the count was 150,000, and it is expected to reach a quarter million by the end of the year.

Biz Conditions

"In addition, we must also face the fact that there is a general decline in retail business both here and elsewhere in the country. Official government statistics show that the number of small retail businesses closing shop is mounting each month. And yet, with the marked decrease in machine collections because of television and the marked decrease in the number of locations open to us, the operator is required to meet the increased costs in operation and in equipment with the same nickel—in fact, with fewer of the same nickels."

Fewer Ops

Silverman further brought home the fact that the manufacturers must realize that, "unless we get price relief in new equipment, there will be no operators remaining to buy machines at any price." He presented figures showing that the number of pinball operators in this area decreased by 40 and 50 per cent during the past three years, "and unless there is price relief from manufacturers, the percentages are bound to become greater in a shorter space of time."

The manufacturer representatives also presented their side of the price problem, pointing out that increased material and labor costs plus higher taxes made present prices necessary. Some even declared that their firms were showing a loss in operation. However, they were all agreed that an immediate solution must be found to the price problem and all promised that they would "try to work it out" to the satisfaction of the operator.

More Rural Areas Get Electricity as REA Ups Loans

WASHINGTON, May 14 — Rural Electrification Administration (REA) thru loans has been instrumental in lifting the ratio of farms and rural businesses receiving electricity from 11 per cent to 72 per cent during the 14 years of its existence, an REA study revealed.

Despite the progress, REA said, about 1,500,000 rural dwellings and establishments are still without electricity. The agency has loaned $1,775,495,598 for electrification, with only $1,093,333 of that sum now in default.

Properties connected with electric lines thru REA loans now number 2,638,023, of which about 10 per cent represents rural businesses—possible locations for coin machines.

Clevie Ops Drive To Offset Video

(Continued from page 102)

In addition, Cohen said that operators in Cleveland would begin a test of the hit parade posters in all locations next month to see what results could be obtained from this promotion. Cohen also has brought the Demison Sales Company play-producers to the attention of the promotion, and when production of this show is completed, Cohen indicated it would also be tested by the CPMA membership.

"We can't wait for miracles to happen in this business," Cohen said. "We in Cleveland are going out to promote our music, and we feel that a strong promotion program is our best defense against television and baseball competition. Many of our members report their business has dropped more than 30 per cent as a result of video and baseball. We feel it would have been even more serious if we hadn't started our drive to create patron interest in the phonographs."

Further plans to increase promotional activities of the CPMA will be taken up at the next meeting, scheduled to be held during the first week in June. By that time results on the Don't Tell My Heart promotions will have been received and the CPMA will be able to evaluate the success of this promotion.

According to local record stores, the publicity given the song in Cleveland to date has made the disk one of the top sellers here.

Aircron To Conduct School for Ops in Missouri and Kansas

KANSAS CITY, Kan., May 14—Dave Cooper, head of Advance Music Company here,本周 announced the inauguration of a series of school sessions for Aircron operators in this area. Mr. Cooper said that notices of the contemplated meetings have been mailed to operators in Western Missouri and Kansas, and a large number of them have signified their intention of either attending personally or sending one of their servicemen to attend.

Classes will be directed by Ed King, radio announcer in Kansas City, and Sim Tyler, of the firm's engineering department.

LIEBERMAN MUSIC

(Continued from page 192)

completely supplied by a distributor, and the Twin City Novelty Company, pinball coin, machine operator, was started by his father years ago. Both those firms have been continued, with headquarters also at 11244 Hennepin Avenue.

Lieberman has invited all operators to drop in at his establishment on the day of the birthday party. Refreshments will be served, he said.

OUR INCREASED PRODUCTION MEANS

LOWER PRICES AND GREATER PROFITS TO YOU!

GET YOUR SHARE OF THE HEAVY SUMMER BUSINESS WITH

TRADIO AND TRADIO-ETTE

PIONEER COIN-OPERATED HOTEL AND MOTEL RADIOS

REALIZE YOUR INVESTMENT IN A FEW MONTHS

WRITE AT ONCE FOR EXCLUSIVE TERRITORY!

(Special Lower Prices If You Act Quickly)

TRADIO 1001 FIRST AVE. • ASBURY PARK, N. J. • ASBURY PARK 2-2447

FOR SALE

2,000lf. AURALPHON, head speaker, small horn, $5.00; 2,000lf. AURALPHON, head speaker, horn, $8.00; 2,000lf. AURALPHON, head speaker, rubber horn, $10.00.

FOR SALE

Piano Roll, $10.00; 10-12" phonograph, $10.00; 12" phonograph, $10.00; 78 rpm phonograph, $10.00; 30-35 rpm phonograph, $10.00.

FOR SALE

Automatic Phonograph, head speaker, small horn, $5.00; Automatic Phonograph, head speaker, horn, $8.00; Automatic Phonograph, head speaker, rubber horn, $10.00.

FOR SALE

30-35 rpm phonograph, $10.00; 2,000lf. AURALPHON, head speaker, small horn, $5.00; 2,000lf. AURALPHON, head speaker, horn, $8.00; 2,000lf. AURALPHON, head speaker, rubber horn, $10.00.

FOR SALE

TRADIO PIANO ROLLS, 12" SIZE TO FIT LINK COIN AUTOMATIC PIANO. Contact Am, 4485.
CHICAGO, May 14.—Promotion, ranging from inter-location signs and out-and-out publicity drives for newspaper space, has become one of the most important phases of shuffleboard operation. While a board attracts interest almost from the hour it is placed on location, it is not often found that only thru sustained promotion can play be increased. Formation of leagues and tournaments is a major step in the promotion program. Therefore, the value of full advantage is to be realized.

Various Methods
Promotion can be done in a general term, and when applied to shuffleboard takes on various meanings. Actually, there are many methods the operator can employ to increase the income from his boards. Some of them have been tried and found worthwhile—others have failed. It is the former that can be used as a basis for most operators, who can expand on them to meet their local requirements. Perhaps the most common method of promoting a shuffleboard is the use of a large sign which can be installed in the window or placed in the interior of a location to call attention to the board. Wording on these signs should be short, just enough to catch the eye of a prospective patron. A sample, with the word Shuffleboard in large type or hand-lettering, follows:

HAVE YOU PLAYED SHUFFLEBOARD?
Try your hand at the game that is sweeping the country.

A second card, and one that has been used widely in the larger cities, is especially adaptable to window displays. It reads:

Your name appears in the community of your choice. There are thousands of such cards in the hands of people who are constantly cultivating new locations. This is one way of reaching the communities that do not have a shuffleboard in the parks or schools.

In answer to the question, "Is a shuffleboard a right investment?" the answer is in the affirmative. A location is almost sure to produce a profit. The reason is that there is no other business that can compete with shuffleboard for the leisure time of the average business man. It is in the nature of the game to be played at intervals, as the type of player may require. A body of men can be gathered at any time of day or night, each one taking his turn at the table. There is no necessity for waiting, and it is a game of skill. The operator can charge the average person $1 per hour or $1.50 for two hours. The profit on this business is considerable. Therefore, a shuffleboard location is a right investment.

It is the policy of the operator to charge the average person $1 per hour or $1.50 for two hours. The profit on this business is considerable. Therefore, a shuffleboard location is a right investment.
SHUFFLEBOARDS

20-FOOT
MAPLE TOP
SHUFFLEBOARD
with DELUXE cabinet

$315

COMPLETE WITH ACCESSORIES

22-FOOT
SHUFFLEBOARD
BLACK MASONITE
DIE STOCK with
DELUXE cabinet

$295

COMPLETE WITH ACCESSORIES

A REAL BUY!
OVERTOP AND WALL MODEL
Electric SCOREBOARDS Write!

MID-STATE COMPANY
2349 MILWAUKEE AVE.
CHICAGO 77, I L.
Ditmas 2-3466

BOWLING PINS FOR SHUFFLEBOARDS
THOSE PINS ARE MADE OF PLASTIC AND WILL HOLD UP LONGER.
ORDER A SAMPLE SET TODAY WITH HACK, ETC.
OPERATORS, WRITE FOR QUANTITY PRICES
1/3 DEPOSIT, BALANCE C.O.D.
L. J. GORECKI
1202 So. 13 St.
Manitowoc, Wis.

NATION WIDE NOVELTIES, INC.
4615-17 South State Street
Chicago 9, Illinois

May 17, 1949

MR. DISTRIBUTOR:

If your business is good and if you are making all the money that you care to make, it would be a waste of your time to finish reading this letter. On the other hand, if you are interested in a real money making DISTRIBUTOR deal for your territory, we have it.

This is the second year that we have been manufacturing Shuffleboards and we have as good a product as any competitor and you can sell it to your customers for less money. This is a broad statement but strictly true and we can prove it to you. Our experience in mass production on cabinets and various items enables us to do this, and for several months our entire production has been devoted to Shuffleboards.

With $15,000.00 in cash prizes being given away here in Chicago at the Shuffleboard Tournament June 16th to 19th, inclusive, and with Shuffleboard parlors being installed in all sections of the country, haven't we an item for you to merchandise if our Shuffleboards are as good as the best, and our prices are lower?

New model cabinets now in production. Finest Maple wood play fields or Masonite Die Stock finished properly.

Yours very truly,

NATION WIDE NOVELTIES, INC.

SHUFFLEBOARD EXPERTS in the Indianapolis area turned out an immense last week to attend the Victory Banquet marking the end of the first organized league play in that city. Mrs. Margarette Stone (left), secretary of the Standard Shuffleboard Leagues in Indianapolis, is awarding the winning team trophy to Bill Allison, captain of the Sherman Bar team (center), while Mike Dunn, WXYL announcer and Victory Banquet emcee, looks on.

H & L To Intro New Score Unit; Set Up Distribs

LOS ANGELES, May 14.—A new shuffleboard scoring unit, Telescore, is being put on the market by the H & L Manufacturing Company. Several new features have been incorporated in the unit, according to C. A. Hale and Frank Lamb, of the firm.

The unit is a double-faced coin-operated score counter which can be operated by remote control where coin chutes are not permitted. A light, compact scorer, it can be mounted either on the wall of the shuffleboard or on the wall. It is controlled by score buttons at either end of the board. Telescore is in a mahogany cabinet, 42 inches high. The upright beam box is 34 inches and the illuminated box is 23 inches.

The step-off units are easy to service, according to Hale. An operator only has to unlock the hinged lid and tilt the light box back to bring the units into position for easy inspection. To make the scorer practically trouble free no relays are used.

Telescore also features an A.B.T. slug ejector.

CHECK YOUR NEEDS

Shuffleboard Accessories

Used Shuffleboards
Nationally 1st to $799.95 p.d.

Shuffleboard Weights...$12.00

Master Pack, Mahogany

Shuffleboard Wax

Liquid Wax Cleaner

Score Pads

Shufflebowl

35c

Can

Can

Can

0.35

H. L. SHUFFLEBOARD EXCHANGE

41 E. LEON ST. NEW YORK 17, N. Y.
You are behind the times if you don't have

GENCO’S ALL-PURPOSE SHUFFLEBOARD SCOREBOARD

ALL-ELECTRIC-COIN CONTROLLED

GENCO’S “ALL PURPOSE” SCOREBOARD

2 Players 15 Points or
2 Players 8 Frames
4 Players 21 Points or
4 Players 10 Frames or
4 Players 10 to 20 Frames (Adjustable)

Horse Collar-Baseball
5 or More Players 51 Points

- CHEAT PROOF COIN BOX
- DOUBLE FACED SCOREBOARD
  Suspended on Beautiful Chrome Tubing
- COIN METER INSIDE SCORE RACK RECORDS ALL COINS PLAYED
- SCORING BUTTONS
- FRAME BUTTONS
- REGULAR STANDARD PLAY BUTTONS
- ATTACH TO WALL OR ATTACH TO STAND OR ATTACH TO SHUFFLEBOARD

PRICE

$199.50

ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO

2621 N. ASHLAND AVE.
CHICAGO 14, ILLINOIS
MERO’S ALL STEEL SHUFFLEBOARD
WITH STAINLESS STEEL TOP
Slicker-Faster than any other playing fluid

DISTRIBUTORS
Some exclusive territories are still open—get the facts today!

MERO INDUSTRIES

MERO BUILDING
1332 W. 18TH ST.
CHICAGO 6, ILL.
Phone: HUDSON 3-5357

MERO MANUAL OR COIN OPERATED
ELECTRIC SCOREBOARDS
Garnetted accurate score
keeper that prevents
the spread of diseases
when making collection.
To Operators

$119.50

MERO SHUFFLEBOARDS

ABT COIN BOX
$30.00 additional
Complete with remote
control buttons.

SET OF 2 LAMPS $19.50

PURVEYOR SHUFFLEBOARDS

With maple or curly top, columns, 14', 16', 20', 24' length.
Beautiful, sleek, dependable performers.
WRITE FOR PRICES

PURVEYOR ORIGINAL SHUFFLEBOARD
CLAMP-ON FLUORESCENT LIGHTS
Fits all makes of shuffleboards. Easy to install.
add to the flash and playing appeal of your
board. Beautifully chromed to synchronize
with the finest decoration scheme.

25% WITH ORDER, BALANCE C.O.D. CASH WITH ORDERS UNDER $25.00

PURVEYOR SHUFFLEBOARD CO.
4323-26, N. WESTERN AVE.
PHONE: JUNIPER 6-1814
CHICAGO, ILL.

Los Angeles Ops. Distrib. See Shuffle Pic Stabilized
(Continued from page 105)

Still do their drinking in bars at primary importance. Shuffleboard, according to this group, are the only answer.

While many of the longer barrooms are still sans shuffleboards, they are still near the situs of a place settled locally than it was a year ago.

That operators use wood covers and others swear by the plastic. It is all a matter of neighborhood.

Best-selling boards are the less-modest boards, full of the location where they have been given plastic tops will lose the battle. The same holds true where wood tops are the favorite.

Even the spending is down, shuffleboard are becoming increasingly an operator's item. Many location owners have tried to run their own boards are finding the cost of upkeep prohibitive and are considering other plans. Most operators agree that a location owner will not take care of a playing surface properly even if it means loss of revenue.

Clean Board
As Dave Gould, of America Shuffleboard Sales, reports, "A clean, well-lighted well-polished board pays some dividends. The success of any shuffleboard operation depends solely on how the equipment looks. A shuffleboard, he feels, should be regarded as a precision instrument and treated as such."

The average income for shuffleboards in this area, according to the report, is that in comparison to a $15 average for music machines. Most operators feel that if the boards are wide-open field and can be made even if the weekly will average $10.

In some instances coin-operated scores have helped operators, but only where the units are in the low-price brackets.

The pet complaint of local operators is against horsecollar. While this may be all right from the location owner's standpoint, it is a definite hazard to operators, the survey shows.

Horsecollar, operators say, is not a skill game. While only one-third as many play horsecollar as in those playing shuffleboard, the former players are likely to hog the board for an evening. As a consequence, the regular shuffleboard addicts take their business elsewhere. One report has a report of a team that won with a weekly spot dropped to $10 in seven weeks because of horsecollar. As soon as a fever for horsecollar was created, this operator reported, shuffleboard was because those players liked the straight game were patronizing another location.

The problem is becoming involved in shuffleboard leagues was given one operator, who wishes to remain anonymous. For allowing a tavern owner to talk him into having a team in league play the operator soon found himself being asked to donate some money.

Leagues vs. Tourneys
Leagues, from the operator’s standpoint, are generally poor business, while the tavern owner does a brisk bar trade, the gross from the board is nil. League players in this area, it has been found, visit a location only when seldom return. Tours, on the other hand, give operators a better break because the players are usually from one district, so the chances that a percentage will roost where it is uncertain.

Top locations in Southern California are those with between 90 and 99 percent of them now using shuffleboards. While most tavern owners are cognizant of the value of shuffleboard play, others balk at the prospect of having that space that are a 20 or 30 potential customers. This is offset by the lowered percentage of bar tilts which is down some 30 to 40 percent over two years ago, according to the operators.

Selling Shuffleboard Business
Popular makes include American, Mero, Polly, and others. Mero has had a number of sales in telephone sales, as well as in single locations.

Some operators have been tried in outdoor locations such as miniature golf courses, but the local frogs have taken a toll of playing. A combination of daytime sun and dump nights proving a handicap.

Salesmen have been tried in many out-of-the-way areas for all types of coin-operated games such as pachinko. A basket full of salesmen is being handled by a city ordinance. From the operator and distributor, shuffleboards have been a salvation.
PROFIT MAKING NEWS FOR EVERY SHUFFLEBOARD OPERATOR!

J. H. KEENEY & CO., INC. PROUDLY ANNOUNCES THE ACQUISITION OF THE AMERICAN SCOREBOARD COMPANY AND IS NOW IN FULL PRODUCTION OF ITS WELL-KNOWN AND UNIVERSALLY POPULAR SHUFFLEBOARD SCOREBOARDS.

operators get paid for every game played!

The KEENEY IMMEASURABLY POPULAR—LOW PRICED PLASTIC NUMERAL SHUFFLEBOARD SCOREBOARD

- Thousands of locations have proved this mighty attractive, natural wood-grain, low priced Plastic Numeral Scoreboard increases shuffleboard earnings up to 20%. Available with central button or coin operated. Coins must be paid for every play. Coins automatically as blue or red buttons are pressed. No location alteration. Furnished with 1 or 2 scoring buttons for each end of board. Slug rejector returns bent or spurious coins. Simple, accessible mechanism. Names of all popular shuffleboards stenciled in upon request.

Order yours today—The Plastic Numeral model to the left or both Deluxe models to the right are designed for wall mounting and may be hooked up on the same current line as shuffleboard.

Write to SEE YOUR KEENEY DISTRIBUTOR
J. H. KEENEY & CO., INC.
9600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

THE BOARD EXPERIENCE BUILT!!!
"World’s Truest — Fastest"

ADJUSTABLE "EBONIZED-COSOLITE" PLAY FIELD

SOME DISTRIBUTORSHIPS AVAILABLE IN 100% PROTECTED TERRITORIES
Write—Wire—Phone

PENN SHUFFLEBOARD CO.
DIVISION OF COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

Cabinet Makers Since 1888

The Lowdown...

WHEN YOU DO WHAT YOU DO, DEMAND THE BEST!!!

SET YOUR SIGHTS on the greatest prize in the realm of games, the leader of the pack—PENN’S BLACK BEAUTY SHUFFLEBOARD. Ready, steady, aim, fire!!!!

You don’t have to be a sharpshooter to bag, for your very own, the most coveted trophy in the American Amusement Industry’s game hunt. Penn’s “Black Beauty” Shuffleboard, that is, with the patented, adjustable “Cosolite” playfield, guaranteed against warpage, splitting, chipping and excessive surfacing expenditures. SIMPLY take advantage of the opportunities offered by the “BOARD EXPERIENCE BUILT... the WORLD’S TRUEST—FASTEST.” REMEMBER, PENV’S "BLACK BEAUTY" IS demanded by operators and players alike. WHEN a shuffleboard’s GOT IT, IT’S GOT IT. SO, when you DO IT, DO IT. Make your application for a 100% protected Penn Distributorship today.

Signed: "MR. SHUFFLEBOARD"
Jackson Ooms
MONARCH — THE ORIGINAL

Electric, Coin-Operated & "FRAME-SCORING" SCORE BOARD

First and finest Shuffleboard Score Board to incorporate Frame and Pad Scoring! Easily and quickly scored. Complete unit includes scoring, frames and Pads. A $100 value for $25. Played: 21 points or 12 frames for 8 players. Games end when necessary points are scored or all frames are played. Makes Shuffleboard play faster and more interesting. More profitable! Available in Wall, Floor and Corner-Overyed Models.

WRITE FOR
NEW LOW PRICES!

SPECIAL CONVERSION
UNIT AVAILABLE

Makes "Frame Scoring" Board of any MONARCH SCORE BOARD
Quickly, Easily Attached

MONARCH DELUXE SHUFFLEBOARDS

THE FINEST THAT MONEY CAN BUY!

• Solid Maple, Alcathol-Resistant Top!
• 22-74. Boxes Also With Walnut Inserts!
• Easily, Quickly Installed!
• Special Frame-Type Legs for Strength.
• Boards Come Complete With Necessary Supplies for Immediate Operation. Includes a Fluorescent lighting built into moulding at all 4 corners, ready to plug in, available at moderate additional cost. Greenfield Cable instructions.

Automatic Leg Laminates also available. Self-adjusting to any floor.

NOW DELIVERING
18 FT. AND 22 FT. REGULATION MODELS. 12 FT. JUNIOR MODELS, SOON

MONARCH "SHUFFLETTE"


8 ft. fast-action shuffleboard. Takes it 325 per game, 2 players

LIVE WIRE DISTRIBUTORS!

If you want the finest Shuffleboards in America and a complete Operators' set-up, it will pay you to make a special trip to see us.

Headquarters for Supplies, Accessories, Trophies. Let Us Know Your Needs

Monarch Shuffleboard Inc.

1545 NO. FAIRFIELD AVE. CHICAGO 22, ILL.

SHUFFLEBOARD BOWLING GAME

Model "Bowl 'em Down"

Set consists of 10 3-lb. Pins, 1 Rack, 1 Bowling Ball, 1 Pad Score Sheet, 1 Plastic Racks. $7.50
Jobbers and Distributors—write, wire or phone for your reduced prices

"MODEL A"—Set consists of 10 3-blk. Pins—1 Rack—1 Bowling Ball—1 Pad Score Sheet—2 Signs. Complete Set for only

Pin bottoms are weighted and padded, will not slip off table.

1/2 Balance—Deposit C. O. D.
Certified Check or Money Order—F.O.B. Chicago.

MINIATURE BOWLING PIN CO.

1118 W. 31ST STREET CHICAGO 5, ILLINOIS

Promotion Key To Shuffle

$$: Interest in Game at Peak

(Continued from page 195)

the tournament and league play becomes widespread.

Formation of these tournaments and leagues has been covered in The Billboard during the past three weeks. Just how these organized plays can best be promoted is yet to be worked out. However, from the scattered reports of initial league and tournament activities, it appears that the use of trophies and cash prizes are the most acceptable. It has been recommended that the trophies be prominently displayed during the league play, and that notice of cash prizes be displayed thru posters prominently displayed in each of the participating locations.

The Standard Shuffleboard Congress of America, the Four-State Tournament to be played in Chicago next month, has been advertised in all locations in the Indiana, Illinois, Wisconsin and Michigan territory thru large, two-color posters, giving the $15,000 cash prizes particular prominence.

It has also been suggested that the winning team's sponsor (location) hold a dinner party, with members of the team and their supporters admitted free, the balance of the guests to be charged. Thus interest is retained in the next league play to follow.

While it is not, as a rule, feasible for a location, or an operator, to insert a paid ad in the local press to advertise a shuffleboard tournament, it is felt that ads can help considerably in promoting interest in the boards if properly handled. For example, a short, one-line tag in a local newspaper would be better than no feature at all, if shuffleboard can be helped.

The Vandam, president of Monarch, in setting up a shuffleboard parlor in Green Bay, Wis., for a classic type tournament, many features were added, including a special shuffleboard sign. And the results have been far better than expected. Of course, it is advisable to keep the newspapers for free publicity is especially good promotion. Printing of local scores, and news about the leading teams and players can be spotted on the sports pages, and often an operator can give the same type of information to the local radio station for use on a sports show. The results not only help the shuffleboard play become widespread.

As locations used signs to advertise they had a television set on the premises, some locations now are using signs to advertise that shuffleboard play is available. But unlike the television ads, the locations have exceeded themselves in the types of signs used.

Most spectacular are electric signs, many of them animated, that have cropped up in areas covered by enterprise operators. These signs usually feature the word shuffleboard in large letters that cover the top entrance to the location, or are of the fisher type used in windows.

Animated signs, showing a puck traveling out from end of the board to the other have been used, with exceptional results. In Portland, Ore., a shuffleboard parlor which opened last December used such a sign, and many magazines and newspapers used illustrations of the sign in stories about the game.

While general promotion ideas can be exchanged, it has been found that not all a game may work in one area, and it does not necessarily hold that it will be successful in another. Therefore, the opportunity to try out a new parlor, with their locations, are urged to try their hand at developing promotional ideas. In most cases, increased grosses will result.

American Sales In New Offices

SAN FRANCISCO, May 14—American Shuffleboard Sales Company has completed expansion plans to a new building at 1597 Post Street. New quarters will include 12,000 square feet of floor space, and were formerly occupied by General Music and the firms which manufacture plastic top shuffleboards.

Pirm, in addition to handling American boards, is featuring new full-size shuffleboards, and horsecollar scoreboards manufactured by Lee Enterprises.

A PRETTY GIRL can attract a lot of attention, and that is just what Olympic Shuffleboard experts found out with this picture of Joy Lansig, film starlet, who is under contract with Hal Roach Studios. At left, Jack Ralston, incumbent Olympic shuffleboard expert, looks on as Miss Lansing hands him her score card, while Joanne Joyce, also a film star, awaits her turn. This type of promotion has helped focus public attention on the game from coast to coast.
CIGAR: Roy Baselir, Monarch Shuffleboard, is back from the Sicking 10th anniversary celebration in San Antonio where he reports shuffleboard activity is on the upswing. He reports having well received in Chicago and Illinois. Mr. Baselir is on business trip thru Southern Illinois. Firm is getting requests for shipment on its all-steel board in New York, Illinois and St. Louis in the last of the year; new scoreboards are now in Chicago.

Puck Starter

Delco Starters

Delcos

Delcos are back from the Sicking 10th anniversary celebration in San Antonio where he reports shuffleboard activity is on the upswing. He reports having well received in Chicago and Illinois. Mr. Baselir is on business trip thru Southern Illinois. Firm is getting requests for shipment on its all-steel board in New York, Illinois and St. Louis in the last of the year; new scoreboards are now in Chicago.

BURGER'S

Shuffleboard Lights

Immediate Delivery!

$8.95 EACH

Quantities on Request

Utility Brown Backed Halogen Finish

Easy to Install on Any Shuffleboard

Oven Glove Super-Speed Wax & Cleansing

Brush Precision Ground Steel Weights

Score Pads & Wall Hangers & Covers

Squares Simons Low-Priced

Top-On Lights Duo Electric Batteries

4 Paper

Write for Complete Price List

Machine Service Co.

37 W. Fairfield

CHICAGO 22, ILL.

"TT" SQUARES

HARD MAPLE

$6.00 per doz.

U. S. SHUFFLEBOARD EXCHANGE

We Supply

Shuffleboards All Sizes

on a percentage deal to responsible operators. Send self-addressed stamped envelopes with references and experience first class.

A. G. SEBRING CORPORATION

530 W. ARBITTARE

CHICAGO 17, ILL.

NOW New "Deluxe" Shuffleboard

THE ONLY Hand-Rubbed, genuine solid mahogany and solid walnut cabinets

BUY DIRECT!

Dave Sallas's Commission

How can you get hand-rubbed, genuine solid mahogany and solid walnut cabinets with genuine mahogany tops at a price lower than ordinary shuffleboards of inferior wood and finishes?

$10.00 LESS

Genuine MAPLE WOOD TOPS, finest 3/4" strips air and kiln dried

Also MASONITE or FORMICA TOPS-16, 18, 20, 22 feet lengths

Standard rubber cabinet bed reduces noise

Reduced or Masonite finish, can be used in any electrically operated scoreboards.

VERI-BEST electrical scoreboards, pucks, wax, score sheets at lowest prices.

SHUFFLEBOARD SPECIALISTS

1114 SOUTH MICHIGAN AVENUE

WEBSTER 9-2755-6

CHICAGO 5, ILLINOIS

MERCURY "49er"

The ONLY Shuffleboard 100% All Solid Hardwood, Warp Proofed

with TIM-BER-LOX

Smooth Accuracy that STAYS THAT WAY for lower maintenance costs. TIM-BER-LOX makes this shuffleboard proof against acral stain, insects, moisture, and it is 80% more wear and dent resistant. Made by skilled furniture craftsmen in our own plant to please the increasing number of skilled players.

THE MERCURY SHUFFLEBOARD MFG. CO.

Division of Mercantile Display, Inc. 12th Year

1525 N. Clark Street

Chicago 10, Illinois

Tel: MO 4-3656

YOU WILL

EARN MORE WITH

WORLD'S FASTEST

SELLING

PERMA-LOP

SHUFFLEBOARD

WITH COLORED

PLAYING FIELD OF

DIE STOCK MONOSITE

Good sturdy 22-ft. Shuffleboards made of the finest materials at a price you've been waiting for!

Also 12 ft. Shuffleboards

Complete kit of accessories furnished with each game.

Available in Masonite or Maple Top.

IMMEDIATE DELIVERY

Write or phone for details as to prices

PRECISION COMPANY

7958 S. CHICAGO AVE.

CHICAGO 17, ILL.

Phone: EBra 5-4659

Edelman: Riverside Amusement Park, with a new electric scoreboard to its line of amusements, is doing a business according to distributor reports.

Set Production

For Mero Steel

Shuffleboards

CHICAGO, May 14—Mero Industries' steel-shuffleboard will be placed in full production May 16 at its Indiana plant, according to L. Lewis, Mero executive. Board was given its first tryout at the Five-State Photograph Operators Convention in Minneapolis last month.

The board features a stainless steel tabletop, which, the manufacturer claims, is faster yet requires less servicing. Leveling of the cabinet's 10 legs is handled from the top of the cabinet by a wrench which is attached to one of the cabinet legs. Mero also produces manual and coin-operated electric scoreboards.

Wax-Ola Again

In Production

After Big Fire

NEWARK, N. J., May 14—The Wax-Ola Chemical Company, producers of shuffleboard supplies, has resumed production in its new plant here after a fire which destroyed all its stock at its previous location, in the Newark of Cochrane announced this week.

The company's new plant, at 881 Mount Prospect Avenue, has 3,300 square feet of floor space. Wax-Ola manufactures powdered wax, a liquid cleaner and a paste for shuffleboard tops. New machinery is being installed in the factory.

The company is retaining its Executive offices at 510 Franklin Avenue, in nearby Nutley.

You Earn More

With<br>PERMA-LOP<br>SHUFFLEBOARD<br>WITH COLORED<br>PLAYING FIELD OF<br>DIE STOCK MONOSITE

Good sturdy 22-ft. Shuffleboards made of the finest materials at a price you've been waiting for!

Also 12 ft. Shuffleboards

Complete kit of accessories furnished with each game.

Available in Masonite or Maple Top.

IMMEDIATE DELIVERY

Write or phone for details as to prices

PRECISION COMPANY

7958 S. CHICAGO AVE.

CHICAGO 17, ILL.

Phone: EBra 5-4659
COINMEN YOU KNOW

Chicago:
The recent death of Wallace Berry, manufacturer and chairman of the Hartland Coin Co., Hartford, Conn., is a serious blow to the coin machine industry. Mr. Berry had been an active member of the National Association of Manufacturers for many years and had done much to promote the interests of the trade. He was highly respected by all who knew him and will be sorely missed.

Hartford, Conn.:
Thru a long-range promotion plan with several downtown Hartford merchants, George B. Ryan, manufacturer of Ryan's Cash Register Co., Hartford, has been able to attract a large number of trade to his factory. The plan is a great success and is expected to benefit the entire industry. Mr. Ryan has been a member of the National Association of Manufacturers for many years and is highly respected by all who know him.

Detroit:
Joseph T. Budjack, of Budjack Enterprises, amusement game designer and manufacturer, and molding shop here.

Hartford, Conn.:
John T. Sicking, one of the early coin machine manufacturers, has been an active member of the National Association of Manufacturers for many years and is highly respected by all who know him. His death is a great loss to the industry and will be sorely missed.

Twin Cities:
Congratulations are in order for Archie LaBau, of LaBau Novelty Company, Minneapolis, Minn., on his recent promotion to vice-president and sales manager of the company. Mr. LaBau has been an active member of the National Association of Manufacturers for many years and is highly respected by all who know him.

New York:
With Decoration Day marking the opening of all arcades not yet doing business, a large crowd of dealers and manufacturers gathered at the Waldorf-Astoria Hotel, New York, for the annual meeting of the National Association of Manufacturers. The meeting was well attended, with many of the leading manufacturers present. Mr. LaBau, who was appointed vice-president and sales manager of the company, and his brother, Max, are busy fulfilling the orders for the new models. Both of them are doing a great business and are highly regarded by all who know them.

Calendar for Coinmen

| June 3-4 | National Automatic Merchandising Association (NAMA), Region A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City, N.J. |
| June 3-4 | National Automatic Merchandising Association (NAMA), annual convention and exhibition, Stevens Hotel, Chicago. |
| June 5-6 | International Store Modernization Show, annual meeting and exhibition, New York. |
| June 26-27 | National Candy Wholesalers Association (NCWA), annual convention and exhibition, Stevens Hotel. |
| June 26-27 | National Music Merchants Association (NAMM), annual convention and exhibition, Manhattan Center Exhibition Hall, New York. |

The following are some of the events that took place during the week:

- The National Automatic Merchandising Association (NAMA) held its annual meeting and convention at the Ritz-Carlton Hotel in Atlantic City. The meeting was well attended, with many of the leading manufacturers present.
- The National Automatic Merchandising Association (NAMA) held its annual convention and exhibition at the Stevens Hotel in Chicago. The convention was well attended, with many of the leading manufacturers present.
- The International Store Modernization Show held its annual meeting and exhibition in New York. The show was well attended, with many of the leading manufacturers present.
- The National Candy Wholesalers Association (NCWA) held its annual convention and exhibition at the Stevens Hotel. The convention was well attended, with many of the leading manufacturers present.
- The National Music Merchants Association (NAMM) held its annual convention and exhibition at the Manhattan Center Exhibition Hall. The convention was well attended, with many of the leading manufacturers present.

The above events were some of the highlights of the week, and many more events took place throughout the country. The coin machine industry is doing well, and the outlook for the future is bright.

Nick Carabasj, the New York Coin machine chairman, says that the coin machine business is doing well and that the manufacturers are doing a good job of promoting the industry. He believes that the outlook for the future is bright, and he is optimistic about the future of the industry.
Indianapolis: Jack Barber, coin-operated phonograph representative of the Rock-Ola Corporation, Chicago, was a business visitor at the Indiana Automatic Sales Company office here last week. ... Victor Kirby, Marion, Ind., operator, visited coin row buying parts and equipment.

... Homer L. Capheart left the Daviess County Hospital May 9 after undergoing minor surgery. ... Frank P. Ringer & Son Distributing Company, visited Chicago in business last week.

Wildwood, N. J.: No objections were registered at a public hearing last week on a local ordinance to install parking meters at this Southern New Jersey shore resort town. Former Mayor George W. Krogman appeared at the session, approving the plan and declaring that the meters would assist in alleviating parking hazards. Cost of the 404 meters to be installed has been estimated at $24,800. Receipts for the initial year are expected to amount to $10,023 and city officials point out that the meters would be paid for in two years. Penny and cent meters are to be installed.

LAKE CITY SPECIALS:

Wurlitzer 1015, Very Clean $289.50
Black Gold, 72, M. $149.00
Bomina No. 100 $109.00
Black Cherry, M. 105.00
MEDAL COMET 45C $179.50
Jockey Special $359.00
Daily Rental $17.50
Rock-Ola 1000 $279.50
TOTAL ROLLING RAMPS $49.50
Steel Bell Roll Down $65.95
Wurlitzer 2015 $259.50
MARYLAND 1000U $349.50
BUTLER SUN SPOTSSELL $349.50
ROSE CARNIVAL BLACK GOLD $429.50
AQUACADE METAL $199.50
MISCELLANEOUS $109.00
Packard Wall Box $149.00
Wurlitzer 3009 $179.50
Rock-Ola 1935 $199.50
1617 Wurlitzer Midway $179.50
Rock-Ola 1020 $249.50
5000-50.5 Soret $74.50
Rood's Operated Pool Tables $289.50
9 Ft. Chicago Coin Rebound Shuffleboard $599.00
Silver King Vendors $59.50
ATTENTION, ARCADE OPERATORS E - BALL GAMES -492.50 EACH
Herkelcoad 1500A 75c, 10c, 25c, 5c, 1c. Weighted Coin Box, Balance C. O. D.
SAVE THE SHOPPING! WE WILL MEET COMPETITION IN 72 HOURS - ADVERTISING IN THE L. C. D.

LAKE CITY AMUSEMENT CO. 1446 5th, Clair Ave. CLEVELAND 14, O.
SAFE
WHERE SAFETY COUNTS!

Chicago ACE Locks

You can relax with ACE Locks on your equipment because they protect your investment where it counts - on location!

CHECK THESE SAFETY FEATURES:
- 7 pin-tumbler locking mechanism
- Sound design to prevent getting keys into the lock
- More than 25,000 key changes
- Registered key changes for your exclusive use
- ACE round key that defines unauthorized duplication

Ask Your Distributor for Chicago ACE Locks or Write for Folder 8

Chicago Lock Co.
2024 NORTH RACING AVENUE
CHICAGO 14, ILLINOIS

free buyers guide
for operators

RECONDITIONED PIN GAMES
READY FOR LOCATION

NATURAL

NEW LOW PRICES!
BUCKLEY WALL & BAR BOXES
20-24-32 RECORD SELECTIONS
IMMEDIATE SHIPMENT—WRITE FOR PRICES
BUCKLEY MUSIC SYSTEM, INC.
4223 WEST LAKE STREET
CHICAGO 24, ILLINOIS

GOOD BUYS

GUARANTEED A-1 PHONOPHONES

CONSOLES

ANAROW BELL 16 & 25, UNI-
VERSALE—Used Two Weeks $99.90
46-64, SERBING 344-50
46. 64, SERBING 418-50
47-64, SERBING 434-50
46. 64, SERBING 464-50
AIRLINE CONSOLE 505 374-50

ALL Phonographs and Consoles Ready for Location.

PARKER DISTRIBUTING COMPANY
211 N. Avenue South
Phone 4677
NASHVILLE, TENNESSEE

Record Reviews

(Continued from page 12)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

POPULAR
THE MARLIN SISTERS
(Marlin Locky Org.)
(Columbia 12695-X)
77---77-75-80

Marry! A Royal Merry
The rhythm of the record
is pleasant and the
performance is
above the usual.

CARROLL LUCAS ORK
Trumbulanks
83---84-83-82

This in the style "From the
Door Prucka" that
always seems to
be the hit of the
season.

VIRGINIA O'BRIEN
(Victor Young Org.)

A Bird in a Caged Cage
73---72-70-65

Dead-pat, romantic
Duet by the boy "The" who
is a bit of a melodious
man in action.

In a Little Spanish Town
72---72-65-65

Duet that is a bit of a
melodious man in action.

THE STARDUSTERS
(Sp

The Heart of Loch
84---83-83-84

Record

Lomond
Covers and strings give
the alternative English
name the quiet treatment.
Version should be in
with this.

The Bells in Her
Earrings
66---66-67-65

This vocal is a bit of a
melodious man in action.

JULIAN GOULD
(Auction)

Arias
98---88-84-59

Mendelssohn
Organ music is a
patterning and rather
waste of time.

PEGGY MARSHALL-
HOLIDAYS-STONE ORK
(Decca 2001)

He's a Carousel Cowboy
67---67-67-67

This vocal is a bit of a
melodious man in action.

The Way To Love
64---64-64-64

Mendelssohn
Organ music is a
patterning and rather
waste of time.

RAY LAURENCE-PATSY
GARTHET-LOREN
BECKER

(Decca 2001)

Should I Have Kissed
77---80-76-76

Cajun-type melody is
satisfactory. Not nearly
worth the price.

The Window of Life
67---68-67-66

Mendelssohn
Organ music is a
patterning and rather
waste of time.

ESTHER WILLIAMS-
RICHARD
(Decca 2001)

MONTALAN
Starring oracles

Baby, It's Cold Outside
86---86-86-86

This is one of the
best standards on this
season's list. It's good
natural.

MONTALAN
My Heart Burns Faster
MONTALAN lacks the
sensitivity needed to
make this a hit.

WILLIAM'S
47---47-47-47

RICHARD
(Decca 2001)

MONTALAN
Starring oracles

In the Still of the Night
81---81-81-81

This is one of the
best standards on this
season's list. It's good
natural.

WILLIAM'S
47---47-47-47

RICHARD
(Decca 2001)

MONTALAN
Starring oracles

In the Still of the Night
81---81-81-81

This is one of the
best standards on this
season's list. It's good
natural.

WILLIAM'S
47---47-47-47

RICHARD
(Decca 2001)

MONTALAN
Starring oracles

In the Still of the Night
81---81-81-81

This is one of the
best standards on this
season's list. It's good
natural.
Immediate Delivery!

FROM STOCK!

RUNZEL Pushback Wire
18 or 20 Strand

68

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to dozens methods of writing business—is most any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avoid themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for

INTER-COM CABLE

RUNZEL Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 41, ILL.

This is our

ANNIVERSARY!

We're celebrating with you by reducing our stock prices up to 12%. Saving you now up to 10% compared to Express. Various other reductions. Low cost plus service backed by half a century of courteous efficiency.

Write today for our new rates.
Freight Forwarders...Est. 1899

LIFSCHULTZ
FAST FREIGHT

172 W. Madison * Chicago 2

100'/’
Return privilege within 10 days not satisfied with a self-reconditioned equipment

WULFZITR 616
Fully reconditioned.
Perf. coinage.
$79.50 (Cord)
1/2 With Order, Balance C.O.D.
Send for Color Catalog

DAVID ROSEN, INC.
Exclusive AMI Distributor
857 N. Broadway, Chicago 25, Pa.

SMART COIN MACHINES

Record Reviews

(Continued from page 115)

RATINGS

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

ARTIST TUNES LABEL AND NO. COMMENT

ARTIST TUNES LABEL AND NO. COMMENT

VICTOR YOUNG ORK

Sicilian Tarantella

82-85-82-80

Vivaldi

82-82-82-80

82-82-82-80

CARMEN CAVALLARO ORK

Rod Lido-The Cavaliere

81-82-80-80

1! Retina

81-82-80-80

1! Retina

81-82-80-80

81-82-80-80

ZIGGY ELMAN ORK

Cheek to Cheek

73-76-72-72

That Wonderful Girl of Mine

76-78-75-75

76-78-75-75

76-78-75-75

EVELYN KNIGHT-4 HITS AND A MISS

This is the Tale Now

89-89-89-90

I'm Gonna Wish That Man Right Outa My Hair

85-86-86-86

I'm Gonna Wish That Man Right Outa My Hair

85-86-86-86

85-86-86-86

DIANNA SHORE (Harry Zimmerman Ork)

Shy

83-84-83-82

83-84-83-82

83-84-83-82

You're So Understanding

83-84-83-82

83-84-83-82

83-84-83-82

83-84-83-82

TED BLACK ORK

Don't Bring Lulu

82-82-82-83

Don't Bring Lulu

82-82-82-83

82-82-82-83

82-82-82-83

AMES BROTHERS (Ray Ross Ork)

Oh, You Sweet One

80-80-79-90

80-80-79-90

80-80-79-90

80-80-79-90

St. Barnard Waltz

64-64-65-65

64-64-65-65

64-64-65-65

64-64-65-65

EDDY EDELL FOUR-VIVIEN CARRY

Sandalwood Flower

68-68-65-65

68-68-65-65

68-68-65-65

68-68-65-65

Pepcorn Polka

65-64-62-68

65-64-62-68

65-64-62-68

65-64-62-68

Sons Of The Pioneers

Dancing Old West

74-77-73-73

74-77-73-73

74-77-73-73

74-77-73-73

MABLE HILL BOYS

You Take Me For A Ride

69-69-68-70

69-69-68-70

69-69-68-70

69-69-68-70

MAPLE HILL BOYS

Fiddler's Waltz

81-84-80-90

81-84-80-90

81-84-80-90

81-84-80-90

DEC. 21

REMEMBER THIS

When you buy from Runyon

YOU BUY THE BEST

SOLOTON BOXES PERSONAL BOXES SOLOTON SELECTION BOXES

FREE POSTAGE

WANTED GUN BINGO A ROLL HIGHEST PRICES PAID

NEW DELIVERING! Shopping Original Chicagos PISTOL

ORDERS TODAY!

RUNYON SALES COMPANY
Exclusive AMI Distributor in N.Y. N.J. & Conn.
893 10th Avenue New York City
(212) 805-8888

DO NOT CONFUSE OUR RECONDITIONED

FIRE GAMES WITH SO CALLED "CLOSE-OUTS" OR "PRO" FIRE GAMES. EVERY MACHINE WE SELL IN BEAUTIFUL SHAPE, READY FOR LOCATION

TROPICANA, W.F.
BERMUDA
MAJ. LEAGUE
SPINBALL
TENNESSEE
CINDERELLA
TRADE WINDS
EVANS 1948 TEN SHOTS (LIKE NEW)
MARDI GRAS
CONTACT, W.F.
THRILL
CARNIVAL
SCHWIN
SALLY
FLOATING POWER
CAROLINA

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THE BILLBOARD
May 21, 1940

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final

RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "Pro" fire Games. Every Machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION.
QUICK BANK

FOLK
BILL NETTLES & HIS BLUE BOYS
(Mercury 1190)
Hedley Boglee
Bouncy, easy-going country
guitar; nice for dancing.
60-62 - 60-65
I'm Foolish Now
87-75 - 72-72
JIMMY DAVIS
(Capitol 97-8402)
I've Got News for You
60-60 - 60-60
There's A Smile On The
Face of the Moon
65-65 - 65-65
JOE MORRIS-THE SILVER DEW BOYS
(Melody Trail 100)
If You Could Be The Same
72-70 - 72-74

RED FOLEY
(Decca 45108)
There's A Light Guidin' Me
70-80 - 82-74

LAURA LEE - DICKIE MCBRIDE
(Decca 46161)
I'll Give My Name
62-62 - 62-62

BOB WILLIS & HIS TEXAS PLAYBOYS
(Columbia 28882)
Misty
76-76 - 74-74
You're There
70-70 - 71-75

THE TEXAS RANGERS
(MCA 10614)
There's A Ford In Town
58-60 - 57-58

DON MURPHY
(There's A Bluebird
On Your Window Sill
70-73 - 76-70

ROSEMONT RUSTS
(Atlantic 232)
Rosie
82-79 - 77-74

ADAMS & ROBINSON
(Atlantic 234)
Mississippi
80-78 - 78-85

THE BALLADERS
(Atlantic 235)
Keep Me With You
62-62 - 60-60

RAYMOND WALLACE
(Atlantic 236)
Prairie Song
82-68 - 86-86

TEXAS FRANKS
(brass)
Drug Store
98-78 - 81-81

TEXAS JOHNNY
(Atlantic 237)
There Goes The Blues
84-84 - 83-85

JIMMY PRESTON & HIS PRESTIGIONS
(Atlantic 238)
Home Cookin'
70-70 - 78-84

WANTED

MILLS Novelty Machines
(Used & New)
New & Used Mills Novelty Machines to
operate on a percentage basis. Use
with a few Mills and Consoles. These
machines can be placed in chion locatiors
in a lucrative territory by experienced
operator.

Write: BOX D-185
e/o The Billboard. Cincinnati 12, O.

$150.00
BRAND NEW
ROL-A-TOPS
5c-10c-25c Play

FACTORY REBUILDS
$100 EACH
Above Price F. O. B. Chicago

WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.

NATIONAL SLOT MACHINE HEADQUARTERS

NEW MACHINES REBUILT OR TIGHTENED IN OUR SHOP. WE WILL MATCH ANY REBUILT MACHINE OFFERED ANYWHERE.

WE ARE SUPPLIERS TO ALL LARGE
NEW YORK BILLIARD TABLE CO.
534-560 Bowery
New York 13, N. Y.

National Slot Machine Corp.
117-139 S. Western Ave.
CHICAGO 20, I1L.

HEADQUARTERS FOR SLOTS MACHINES

WANTED

WOVEN BALLS

WOODEN BALLS

TELEQUIZ CORP.
4510 NORTH PULASKI ROAD, CHICAGO 8, I11.

SLOTS—SAFES

NEW AND USED

3c Blue or Brown Fronts $2.70
8c Blue or Brown Fronts $5.50
5c Blue or Brown Fronts $2.50
2c Black Cherry $1.25
5c Black Cherry $1.50
2c Black Cherry $1.50
1c Black Cherry $1.00
5c Jewel Bell—Live New $175.00
5c Jewel Bell—Rebuilt $195.00
10c Black $250.00
10-25c Melody Bell $175.00
25c Blue or Black $6.00
5c Mills O. T. $115.00
25c Mills V. T. $65.00

Write—Wire—Phone
Adams 1254

CENTRAL OHIO COIN MACHINE EXCHANGE
523 S. High St.
Columbus, Ohio

HEADQUARTERS FOR SLOTS MACHINES
WE OFFER ONLY THE BEST.
UNCONDITIONALLY GUARANTEED!

MILLS—All Models
CRUS CROSSTOE OVER AND UNDER
Complete Machines and Conversion Kits.
WE BUY MACHINES.
SAY MONEY WITH

BAKER NOVELTY CO.
1700 W. WASHINGTON BLVD.
CHICAGO 12, I11.

"ONE QUESTION"
"Double or Nothing"
GAMES
Subject to only $1.00 Fed. Tax.

WRITE FOR SIRLOINS AND PRICES!
SHUFFLEBOARDS — The finest Black Tops, 18, 20 and 22 foot, guaranteed to warping, complete with all accessories.

TWO FACED ELECTRIC SCORING UNITS, complete with coin box and chrome upright supports, $175.00.

Set of 2 liters for Shuffleboard, $10.00. We carry a complete line of Pucks and Wax.

CHICAGO:

May 21, 1949

(Continued from page 112) there he will set up headquarters in the Jung Hotel and meet with coin-
men in the area. Sam Genshur, Chicago Coin, is in California visit-
ing his family.

Joseph A. Batten and Charles Piers represented Exhibit Supply at the Philadelphia Amusement Association this week. Frank Men-

curl, recuperating from an oper-

ation returned to his office Mon-

day to take over the active man-

agement of Exhibit's arcade division.

May 1. Recent Universal Indus-

tries visitors included Mr.

Buster Williams, New Orleans; Bill Cohen, Minneapolis; Bob Re-

berg, New Orleans; Irv Blumenfeld, Baltimore, and Dave Bond, Bor-


gt.

Songs with Most Vocal and Instrumental Plugs in Key Areas (OH System) (Continued from page 25)
JOE EISEN INTRODUCES THE NEW AND ONLY SELF-POWERED ELECTRIC DEODORIZER

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PleScent-Air electric self-powered Decodorizer is sold only to distributor-operators. Thousands of our original, mechanical models are on location earning a good rental fee every month, year in-year out. You can place PleScent-Air in the country's most famous Hotels, Department Stores, Restaurants, Theatres, Bars, Night Clubs, Office Buildings and Industrial Plants.

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FINEST THRU MECHANIC, VERY PRIMATE.

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TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

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