Billboard

WORLD'S FOREMOST AMUSEMENT

APRIL 1, 1950



rapport with the Easter season. The reason lies in that shiny new London platter the big batitone is showing off, a disk dedicated to "Perer Cottontail." Early signs are that "Cottontail" sales will multiplynatch! The vocal, designed to delight kids of all ages, is backed by Country Washburne's ork.

Tex Williams

WITH MEN WHO KNOW TOBACCO BEST

TEX WILLIAMS

WITH ORCHESTRA

backed by

"THREE LITTLE GIRLS DRESSED IN BLUE"

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Capitol RECORDS HOLLYWOOD

WATCH CAPITOL FOR JUKE BOX HITS IN 1950!

MUSIC BIZ GETS LENS HAPP

Pluggers Scream at Godfrey, Other Names Cheer Them On

gers, currently seething over the blast gers, currently seething over the blast Arthur Godfrey blew their way on a recent morning radio show, got a morale tonic this week from Eddic Cantor. In his one-man show Tuesday night (21) at Carnegie Hall, the pop-eyed comic paid homage to the pluggers for having helped him and other performers toward stardom by bringing great tunes their way. Similar obeisances for the contact men were made in the last two weeks by

Last Hired, First Fired, Negroes in Economic Twist

NEW YORK, March 25.—If the present business slump is affecting cates in common with other branches of showbiz, the spots hit hardest are those using mostly Negro talent. Latter usually attract heavy Negro trade for two reasons—because Negroes feel more welcome and are not shunled off into Jim Crow sections (tho no night club will admit it has such barriers), and second, they prefer to see Negro performers.

NEW YORK, March 25.—Songplug-ers, currently seething over the blast rthur Godfrey blew their way on a scent morning radio show, got a coming up in a taped show to be aired shortly.

> Meanwhile, the contact men are waiting for a response from Godfrey to the letter of protest they sent him, with copies forwarded to William S. Paley, CBS board chairman, and Cunningham & Walsh, the Chesterfield agency handling the Godfrey show. (Godfrey blasted the pluggers for having allegedly maligned warbler Bill Lawrence. His authority was an article in a "trade paper" devoted to disk jockey foibles.)
>
> The letter, signed by Bob Miller. Meanwhile, the contact men are

Television Rewrites Tale of Two Cities

CHICAGO, March 25 .- An experiment in making a personal appearance via a video screen that may set ance via a vineo screen that may set a successful precedent for video art-ists doing location work will be tried out Monday night (27) when Al Mor-gan opens an engagement at the Lookout House, Covington, Ky.

to the letter of protest they sent him, with copies forwarded to William S. Paley, CBS board chairman, and Cunningham & Walsh, the Chester-field agency handling the Godfrey show. (Godfrey blasted the pluggers for having allegedly maligned warbler Bill Lawrence. His authority was an article in a "trade paper" devoted to disk jockey foibles.)

The letter, signed by Bob Miller, prexy of Music Publishers' Contact (See Godfrey Biff enrages, page 14)

Morgan is in the midst of a 26-week extension of his sponsored Monday night video show over American make his video show, Morgan must be in Chicago Monday at 8 p.m. (ST) when the show goes on over the network. To make his first show appearance at the Lookout House, Morgan is in the midst of a 26-week extension of his sponsored Monday night video show over American make his video show, Morgan must be in Chicago Monday at 8 p.m. To make his video show over American might video show over American make his video show over American make his Morgan is in the midst of a 26-week

Social Security for Showbiz Gets Inside Senate Track

WASHINGTON, March 25 .- Havoff into Jim Crow sections (the no night club will admit it has such barriers), and second, they prefer to see Negro performers.

In recent months, however, spotsusing such talent have felt the depression more than the others. As in many cafes, the reasons given vary from the bellef that the attractions (See LAST HIRED on page 58)

Tho it is uncertain whether the ing wound up public hearings on the committee will back up the House in voting to put musicians' Social in voting to put musicians' Social Security payments on the location rather than on the band leader, the House proposal to extend Social Security taxes and benefits to self-employed persons—including entertainers presently exempt as independent contractors—is an odds-on choice for committee approval.

Enactment of HR 6000 in the form (See FORM B FATE on page 13)

Diskers Rush To Get Video Talent on Wax

Pubs Ponder Proper Pitch

NEW YORK, March 25.—Television, which already has affected the radio, theater, motion picture and vaude aspects of show business, now vaude aspects of show business, now is beginning to have a serious impact on the record and music publishing business. Tradesmen, being put to an acid test by TV, believe that the twin industry must fin, and develop recording talent peculiar to video, current and future, and to uncover and train writing talent to fashion the music supply for the medium.

the music supply for the medium.

Diskers, already moving to take advantage of video showcasing, are beginning to sign TV personalities and package shows for wax presentation. Pacemaker in this drive is RCA Victor which, in a wave of recent signings, already boasts such strong TV entities as Milton Berle; Fran Allison, of the Kukla, Fran and Ollie show, and the Howdy Doody (See Music Biz Gets on page 18)

WFIL Trims Night Rates; Storm Brews

Outlets Fear Precedent

NEW YORK, March 25.—Reduction of nighttime rates by WFIL, Philadelphia, this week produced a storm of protest from broadcasters in New York and elsewhere. While conceding that it is inevitable that evening rates will have to be trimmed as tele circulation grows, many managers declared that Roger Clipp, head of WFIL, was far too "previous" in his move. Some even argued that with WFIL as an example, advertisers and agencies now had a club to use on the industry, even tho it is felt that radio's circulation is such that the medium has been underpriced for years.

Both NBC and CBs looked on WFIL's revision glumly, but it is known both webs will continue to resist efforts of agencies in getting time cost cut. ABC, of which WFIL is an affiliate, is also understood (WFIL Cut May Open on page 5)

Gag Pirates Face Lawsuits

Comics Unite To Halt Theft Of Material

Sam Levenson Heads Fight

NEW YORK, March 25 .- The first group legal action to fight piracy of comedy material was being organized this week by comics Sam Levenson, Harvey Stone and Jack E. Leonard. With lifting of material a practice as old as the first gag told, the precedent-setting move was intended to set up a joint prosecution of gag thefts against other showbiz personalities, including some top names in the field.

the field.

The move kicked off this week with a suit filed by Levenson, charging "infringement of copyright" of his material by Jack Ramon and Bert Wayne, who head a musical aggregation playing the banquet circuit. The entire concept was regarded as par-ticularly important in view of the greater emphasis on material in a (See Gag Pirates Face on page 58)

Ballad of 2 Gaols

SYDNEY, March 25.—The 20-piece orchestra of the Goulbourn Prison here will shortly be heard over facilities of the NBC network in the U. S. A. Orchestra was organized as an experiment in rehabilitation, and recordings are being shipped to NBC. Unique rule of the Aussie gaol provides that the musicians may not speak to one another, altho not speak to one another, altho one of the prisoners occasion-ally sings a song. Locally the group broadcasts on Station

PHILADELPHIA, March 25.

The "show must go on" tradition was carried to an exterm here last week when the convicts in Broadmeadows Priconvicts in Broadmeadows Prison, in neighboring Delaware County, were staging a minstrel show. Among the members of the cast for the annual entertainment was one prisoner scheduled for release four days before the staging of the show. He asked the warden if he could stay on. The warden said okay, the prisoner had his big night as a thespian, and was finally released—a week after the scheduled time.

CBS-TV Can't Dig N. Y. Vaude; Hot and Cold

NEW YORK, March 25.-Attitude of some of the managers of Broadway vaude de luxers toward a CBS-TV series, The Show Must Go On, has series, The Show Must Go On, has the network completely baffled. Some of the city's theaters are only too eager to get their managers on the show; others refuse adamantly to let any of their representatives appear on the ground that TV is too competitive to the theaters. The program is a variety show, on which talent buyers from various companies audition acts right on the show.

audition acts right on the show.

According to Lester Gottlieb, CBS producer for Show, three New York houses have nixed invites to appear. These are the Capitol, Strand and

Palace.
On the other hand, the Paramount On the other hand, the Paramount had its managing director, Bob Weltman, appear, and Boris Kaplan, Para pic-talent exec, also did a guest shot. The Radio City Music Hall was represented on the series by Russell Markert. Other talent buyers who've been on the program include nitery owners, borscht-circuit operators, and a college professor who was buy-(See CBS-TV Can't Dig on page 9)

In This Issue

Suriceque .55 Music Machines .116
Garnival .77 Music For Charies .10
Clessia .74 Night Crubs .55
Classified Add .55
Cala Machines .10 Pipes for Pitchmen .55
Fairg & Enpositions .71
Radio-referision .55 Cartaira Cress 17 Cartaira 17

Materiale protetto da copyright

FCC Witnesses Press Bias Charges Against Richards; New Delay, Till Fall Looms

By Lee Zhito, whose articles on the news-slanting charges against G. A. Richards exploded the case into national prominence immediately after publication, exclusively in The Billboard, March 6, 1948.

March 6, 1948.

HOLLYWOOD, March 25.—Federal Communications Commission (FCC) hearings of the G. A. Richards case may adjourn Friday (31) until September. This was indicated by J. Frederick Johnson, FCC chief examiner presiding over the field hearings here, who said he has other commitments in Washington early in April. FCC Counsel Frederick Ford vigorously protested adjournment, contending the commission still has a number of witnesses and additional testimony to present. Ford asked that the commission be allowed to complete its case before the hearings are adjourned, with the Richards side to be presented following adjournment. Johnson said he would decide by next week.

No for an Answer

WASHINGTON March 25.— Federal Communications Com-mission (FCC) has turned down the motion of G. A. Richards the motion of G. A. Richards that the hearings involving KMPC, WGAR and WJAR be aired before the full commission rather than a hearing examiner. At the same time FCC general counsel Benedict Coteneral counsel Benedict Cotene issued a statement here denying that FCC probers had removed any material from the files of the stations without their files of the stations without their knowledge.

As the Richards license renewal hearings moved toward their third week, Ford introduced Bob Horn, now week, Ford introduced Bob Horn, now a free-lance disk jockey at Philadelphia's WIP and WPEN, who was a KMPC newscaster in 1946; Thomas Latimer, a KMPC newsman for nine months during 1946-'47; Walter Carle, former KMPC news editor; Larry Thor, Jack Gardner and William Kenneally, all former KMPC newscasters, as new witnesses.

newscasters, as new witnesses.

Horn testified that Richards was the station's real news editor, that he would call at 7 a.m. each morning ordering the items he wanted broadcast and how he wanted them played. In one story concerning persons convicted of black marketing, Richards wanted their Jewish-sounding names wanted their Jewish-sounding names to be stressed, Horn alleged. He stated Richards ordered him to leave out comments unfavorable to the Ku Klux Klan, to refer to Henry Wallace as "a peanut head" and "expressed the desire to put on the air" a rumor that Mrs. Eleanor Rooseveit was intoxicated when she was involved in an auto accident.

Horn Not Fired

Horn Not Fired

Other witnesses repeated charges that the station owner allegedly attempted to inject his personal viewpoints into the slanting of news aired on his station. In presenting Horn, FCC's Ford tried to disprove that the charges against Richards were cooked up by disgruntled ex-employees. Horn had resigned from the station, he said, due to the station owner's interference with the newsroom's activities. room's activities.

Fulton Attacks Roberts

Earlier in the week defense counsel Hugh Fulton continued his relentless hammering at FCC witnesses. Former KMPC public affairs director Clete Roberts, FCC's first main witness, remained Fulton's top target. Climaxing Roberts' fifth day

under cross examination, Fulton launched an all-out campaign to imunder peach the witness.

The defense attorney grilled Roberts at great length on details concerning a 1948 broadcast made on behalf of the Davis Car Company, a Van Nuys firm manufacturing three-wheeled autos, currently being in-vestigated by the district attorney. Broadcast was transcribed and aired over several local outlets as a paid

ad by the Davis company.

Fulton asked if Roberts was aware Fulton ssked if Roberts was aware as to whether any large sums of money were lost by various people in connection with the Davis enterprise. Roberts replied: "I am aware that the district attorney of Los Angeles Is presently investigating the Davis Motor Car Company, and I am also aware of the fact that I am cooperating with the district attorney in that investigation."

Fulton moved that the examiner send a copy of the transcript to the D. A. with the motion bringing a strong objection from Ford."

Chief examiner J. Frederick Johnson called both sides off, quietly asking that the cross-examination be

ing that the cross-examination be

Benny's Safari Set At 10G Per Night

NEW YORK, March 25.—Jack Benny will take down a minimum \$220,000 for his 22 one-nighters scheduled to start in May. Deal will call for Benny getting a \$10,000 minimum guarantee with a 60 per cent split. The comic's cut is to go to local charities in the towns

cent split. The comic's cut is to go to local charities in the towns he'll play.

Show will run about two hours and will earry Phil Harris, Eddic (Rochester) Anderson, Harris's band, plus a flicker name and a couple of acts yet to be chosen.

of acts yet to be chosen.

The tour is set to open at Wichita,
Kan., May 16. Subsequent dates,
all in May, are Kansas City, Mo.,
5-17; Des Moines, 18; St. Paul, 19;
Moline, Ili., 20; Milwaukee, 21;
Peoria, Ili., 22; St. Louis, 23; Indianapolis, 24; Grand Rapids Mich., 25;
Detroit, 26; Toledo, 27; Cincinnati,
28. Eleven other dates in the East
are now being worked on.

are now being worked on.

Cast, including 40, will make the tour by train with special cars for

Long Postmark!

HOLLYWOOD, March 25.—
Beginning April 1, town of Hot
Springs, N. M., will be no more.
Instead, burg takes on moniker
of Truth or Consequences,
N. M. City fathers this week
voted to change the town's
name in honor of Ralph Edwards's NBC audience-participation show.

Tor C, New Mexico, is a mineral bath resort town 120 miles
north of El Paso, Tex., and
boasts population of 8,000. Edwards and his T or C crew will
trek to their namesake city for

trek to their namesake city for an April 3 broadcast, when the city will be officially rechris-tened over NBC network.

Philly TV Does Two-Way Stretch

PHILADELPHIA, March 25.—In the race to woo video viewers, WPTZ this week launches a heavy daytime schedule, while WCAU-TV began to pyramid its programing to become the only local TV station to remain on the air until the midnight hour, six nights a week.

For the daytime audiences, WPTZ institutes a Hollywood Playhouse feature at 2 p.m., offering on a daily matinee basis films that date back to the late '30s and early '40s.

Also added to the daytime lure is the Gimbel Handy Man program, a household gadget show presented by Jack Creamer. Spensored by Gimbel Bros., department store, and seen Fri-

Jack Creamer. Spensored by Gimbel Bros., department store, and seen Friday nights since Tv's public introduction here, it adds a daily afternoon quarter-hour at 3:30, also under Gimbel sponsorship.

WCAU-TV, which was first with a heavy daytime schedule, added to the night's programing to make for a standard midnight sign-off. During the week the late-afternoon cowboy movie presentation, The Ghost Rider, is rerun from 11 to midnight. Saturday nights, from 10:30 to close, Ed McMahon and Skip Allen do an Off the Record disk jockey show.

The WPTZ schedule will start at 1:30 p.m. daily, and with a rerun of the afternoon feature film at 11 in the evening, makes for continuous video fare until midnight. During the afternoon slot from 2 to 5 p.m., Commercial Manager Alexander W. Dannenbaum Jr., reports that five of the possible 15 commercially available hours have already been picked up by sponsors. In addition to Gimbel Bros., other daytime sponsors include Sylvan Scal Dalry, Philadelphia Electric other daytime sponsors include Sylvan Scal Dairy, Philadelphia Electric Company, Philo Corporation, RCA Victor and Supplee (Sealtest) Dairy.

News Review-

Cantor Clicks at Carnegie Hall, Proving Old Wine Tastes Better

NEW YORK, March 25.—Eddie Cantor's appearance at Carnegie Hall Tuesday night (21), under auspices of the One World Award Committee, was the first chance New York had to look at him as a lecturer-entertainer, and judging from its reaction, he's good for another 40 years. He proved that besides being a top showman with enough to hold them from 8:45 p.m. until 10:25 without a single break, he has the savvy to take a prepared routine and give it the ad lib quality to give it warmth and plausibility.

Working to a packed house, plus NEW YORK, March 25 .- Eddie

40 years. Ile proved that besides being a top showman with enough to hold them from 8:45 p.m. until 10:25 without a single break, he has the savvy to take a prepared routine and give it the ad lib quality to give it warmth and plausibility.

Working to a packed house, plus 200 seats onstage arranged in horseshoe fashion, Cantor came on to an ovation and spellbound them with his yarns about the showbiz of 40 years ago, with stories of human incidents liberally interspersed with songs of his many years in the biz.

Cantor walked out with a fiddle for a quickle sight gag, put the fiddle down, commiserated with patrons onstage for their bad seats, said they should get part of their money back, pulled out a roll of singles and gave one to as many people onstage he could reach. Explaining, "My accountant said it's deductible."

Sesqui Ready For Bids on 1950 Concesh

Deadline Is April 15

WASHINGTON, March 25.—Amid preparations for this year's special events in connection with the capital's sesquicentennial celebration, the National Sesquientennial Commission this week set machinery in motion for licensing concessioners of all types of stands, including soft drinks, souvenirs, novelties, parking and light refreshments.

In an open invitation to "all persons interested in qualifying for licenses to operate concessions" at this year's special events for the sesqui celebration, the commission issued the following instructions:

the following instructions:

1. Write to the National Capital Sesquicentennial Commission, 1400 Pennsylvania Avenue, N. W., Washington, D. C., before April 15.

2. All letters should indicate the type of concession desired.

3. Immediately after April 15 all applicants will be contacted and informed "as to the specific procedure to be employed in negotiations for the granting of individual licenses."

The sesqui commission emphasized that this machinery involves concessions for this year's events and does not apply to the Freedom Fair which has been deferred to 1931. Separate machinery will be established later in the year for Freedom Fair concessions. cessions.

cessions.

The commission stated that, according to present indications, "very few concessions will be available" for the 1950 phase of the sesqui celebration. Policy has not yet been determined as to license fees and the exact number of concessions to be authorized, sesqui officials explained. This will be decided after the April 15 deadline.

Arrangements will be handled by

15 deadline.

Arrangements will be handled by a concessions committee headed by Wash Williams, of Washington. Members of Williams's committee have (See Sesqui Ready on page 62)

Billboard

The World's Foremost Amusement Weekly

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Tom McCray Named To Head NBC AM Coast Operations

NEW YORK, March 25.—Tom Blackburn, TV. Sid. Stroptz remains as NBC's top West Coast vice-president, although the become director of AM McCray, now NBC's national program director, will leave that spot shortly to become director of AM network operations in Hollywood. The date of his departure to the Coast depends on appointment of his successor, who has not yet been designated by NBC.

McCray's designation to head up NBC's Coast radio activities virtually completes the top level reorganization of the web in Hollywood. Such finishing touches as are necessary will be added when Charles R. Denny, NBC's executive vice-president, gets to Hollywood in a week or two.

Other Switches

Appointment of McCray follows by a few days the naming of Tom McFadden, now manager of WNBC and WNBT, NBC's New York key radio and TV stations, as manager of KNBH, the NBC L. A. tele station. With Norman Blackburn already in Hollywood to help NBC's network operations in video, indications are that NBC now has its top three spots filled there, with McCray mind and, in all likelihood, will act heading AM; McFadden, KNBH, andin a month or so.

omous level as before. NBC pre-viously effected similar changes in its Midwestern (Chicago) operation.

Under NBC's reorganization plan, by which AM, TV and stations are separated into separate company units, the three L. A. toppers will report to those unit heads in New York. Thus, McCray will report to Denny, Blackburn to TV Veepee Pat Weaver and McFadden to Jim Gaines, director of NBC owned-and-operated stations. stations. McFadden's New berth is still open.

Answer to Critics

Some overly-vocal critics who've pelted NBC for not dubbing McCray petted NBC for not dubbing mcCray as program veepee, now, obviously, have their answer in his Coast promotion. McCray, who assumed his program chore following Ken Dyke's resignation, is regarded both in and out of NBC as having done a topnotch job with relatively limited budgets and little air time to develop

Hope Signs "Yours Truly" To 10-Year NBC Contract

NEW YORK, March 25—A trio which Hope gets a hefty guaranteed of NBC's top brass—board Chairman income, whether sponsored or not. Niles Trammell, Prexy Joseph McConnell and Manie Sacks—flew to will be staggered over a long period Connell and Manie Sacks—flew to the Coast late this week to ink Bob Hope to a long-term exclusive pact with the network. The Billboard learned late Friday (24) that the three web toppers met secretly with comic's handlers in Hollywood and then trekked to Palm Springs to close the deal personally with Hope. the deal personally with Hope.

Arrival of Trammell and company
was kept secret from the trade and
few knew of the threesome's presence in Hollywood.

Details of the deal were being guarded, but it was understood that Hope will become an NBC property thru outright purchase of the Hope air show and possible acquisition by NBC of stock in Hope Enterprises, Inc., the comedian's hiz corporation.

Deal may turn out to be the higgest talent acquisition in NBC history, comparable to CBS's purchase of Jack Benny and his Amusement Enterprises, Inc. Term of the pact is reported to be for 10 years, during

Trammell Wins

NEW YORK, March 25.—
After months of palaver and backing and filling, NBC this week decided again to hold its annual convention at the Greenbrier, White Sulphur Springs, W. Va. The meeting takes place next October. Niles Trammell, NBC chairman, who was reported making book that Greenbrier would get the nod, finally brier would get the nod, finally won his point after the web and affillates had spent some months casing the country for another

for maximum tax benefits.

for maximum tax benefits.

Still to be determined is the future of Hope's contract with Lever Bros. Comic has sought unsuccessfully to gain release from his Lever pact, hut was refused as recently as last week. Option date is due the end of May and nothing definite will be known before then. If Hope and Levers part company, comic is ready to accept one of several deals already pitched at him.

Hope may enter daytime radio next fall via a five-a-week strip show for Borden's dairy products. Borden's pitched Hope several weeks Borden's pitched Hope several weeks back, offering him \$10,000 weekly for a daytime strip, but the deal chilled when Lever refused to grant clear-ance for a second show. It is under-stood that Borden's left the door open for Hope to take their offer if the Lever situation is cleared up.

US Steel Keeping AM **But Changing Show?**

NEW YORK, March 25.—Reports that U. S. Steel would be checking off NBC at the end of its current cycle were denied this week. However, insiders say that there's a strong likelihood Steel will return next fall.

likelihood Steel will return next fall with a show other than its present Theater Guild on the Air. The show airs Sundays at 8:30 p.m.

Reports are that Steel wants a different vehicle following expiration of its present contract with the Theater Guild which has until late spring are the first that stories are to run. It's felt that stories are getting tougher to ge, forcing the company to dig deeper for higher-priced stars.

Slow Freight

NEW YORK, March 25.—A guy over at NBC, in Washington this week, started out to make the 10 a.m. train back to New York, He missed the train by a minute, mada a reservation on the 11 a.m. train and then taxied to the airport to try to get an 11 a.m. plane for a faster return. He missed the plane and tore back to the railroad station, just in time to see the noon train pull out. He's hitch-hiking. He's hitch-hiking.

Bristol - Myers Ponders Fate of Wed. Hr. on NBC

NEW YORK, March 25. — The question of what Bristol-Myers will do with its Wednesday night hour on NBC is to be decided in about 10 days, an exec of the company stated this week. The account has been dissatisfied with the rating scored by the radio version of Break the Bank (9 p.m.) which has been having tough sledding against CBS competition, Groucho Marx. Both shows being quizzes, the edge has gone heavily in favor of Marx. Second half of the B-M hour on NBC is filled by Mr. District Attorney, which has been maintaining its sturdy pace despite newfound opposition via Bing Crosby's following Marx on CBS.

What complicates Bristol-Myers's position is that it also airs a TV version of Bank later in the week on NBC. Were it to drop the AM show it might not be able to keep the tele

Several alternatives are said to be under consideration. One is a change in network for both shows, even tho D. A. has been in its present time for about 10 years, during which it steadily has been in the top 20 rated shows. Another is switching the two shows around—considered unificely, and another is a time change for Bank only. In the latter case, the Bank only. In the latter case, the sponsor would lose the advantage of its present contiguous rate.

NBCRevue Nips CBS; La Emerson To Shift

NEW YORK, March 25.—NBC's potent Saturday Night Revue this week occasioned another CBS casualty, this one a shift of the Faye Emerson video show to NBC for the time period immediately following Revue. Formerly occupying the 11-p.m. Monday period on CBS, the Emerson show will move over to the 10:30 to 10:45 slot Saturdays on NBC, starting April 24. Another reason for the shift was NBC's ability to clear stations in accordance with the wish of the bankroller, Arnold Bread, to get outlets thruout its Eastern distribution area. Benton & Bowles is the agency on the Hardle Frieberg package. NEW YORK, March 25.-NBC's

Another Frieberg show, featuring Eva Gabor, is reported skedded to begin shortly on CBS. This program, like the Emerson stanza, consists mainly of celebs being interviewed by a handsome female. A TV receiver distributor is said to be hot for the program, with 11 p.m. Sunday considered a likely time period.

riced stars.

The final decision probably will be to be held shortly.

Slash of Night Rates May Be Adman's Club

Stations Raise Protest

(Continued from page 3) to agree to the inevitability of a downward policy, but that now's not

Histus Policy

The WFIL change, in the light of other developments is especially significant. Those developments are essentially changes in hiatus policy to be effected shortly by NBC, both in radio and video, and similar reductions made by WLW and its adjunct TV properties in Ohio. Both NBC and WLW are offering advertising extra discounts if they remain

NBC and WLW are offering advertising extra discounts if they remain on the air during the summer.

A typical reaction volced against WFIL's move was voiced by E. R. Vadeboncocur, of WSY and WSYR-TV, Syracuse, who declared that "radio has long been the most underspied medium in the advertising and the support of the supp "radio has long been the most under-priced medlum in the advertising field. It would still be a real bar-gain if considerable audience losses were-sustained. . . NBC network rates have had no blanket increases since the war. I certainly believe daytime rates should be increased, but I believe the same is still true of night rates for most of the country."

of night rates for most of the country."

In Chicago, Ralph Atlass, WIND, was firm against rate cuts, stating his station, as have so many others, has been delivering more listeners per dollar. A like statement was made by Bill McGrath, WHDH, Boston. The week before Ira Herbert, sales veepee of WNEV, New York, announced rate increases for some periods.

periods.
In Detroit Ted Campeau, CKLW, (WFIL Trims Night Rates, page 9)

Duluth Has No Outlet, But Bars Tavern TV Sets

DULUTH, Minn., March 25.—Altho there are no television broadcasting stations here, the city has barred TV receiving sets from barrooms. The action came by a three to two vote of the city commission after nearly eight months of argument over the

Despite the fact that some 3,000 persons signed petitions favoring television in bars, the effect of 500 churchmen opposing it was enough to convince the commission. The church folk have contended from the

start that television in bars tends to increase juvenile delinquency. Whether the commission action is final is yet in doubt. Duluth's 72 tavern owners are thinking of seek-

ing court action.

Under the terms of the ordinance, a tavern keeper can set up a TV reception unit in an adjoining room where there is no bar in operation. The ban, made part of the city's new liquor-beer code, becomes effective April 10 and affects off-sale or pack-age stores as well as by-the-drink-

At present less than 10 taverns in Duluth have TV sets in operation, but others have held back from buying because of the hullabaloo over the situation the past year. Programs situation the past year. Programs caught come from the Minneapolis-St. Paul TV broadcasting stations.

BRASS, BUT FEW TACKS AT

Confab Plans Flack Stress Not 'How To's'

"Indies Day" Exception

NEW YORK, March 25.—There is a growing sentlment among broad-casters that next month's convention of the National Association of Broadof the National Association of Broad-casters (NAB) may bring forth less productive information than any of the association's 27 preceding con-ventions. There'll be the usual amount of convention palaver, they claim, but with the exception of the "independents' day" session, most of it will be on non-practical levels. NAB's convention this year will

It will be on non-practical levels. NAB's convention this year will highlight seven speakers discussing various phases of broadcasters' responsibilities in world affairs. The exception is the indie conclave—the agenda is published in this week's issue of The Billboard—which is devoted strictly to the problems of collecting more advertising dollars thru programs, promotion and sales. This is one of the prime functions of a convention, it is argued.

Flack Splash

Flack Splash

NAB's management, on the other hand, takes the stand that industry problems are now dealt with specifically and on precise regional levels via district meetings. The annual conventiom, NAB feels, is the one chance a year radio and TV get to make a big public relations splash. As a result, with its roster of speechmakers NAB hopes to make a potent impact, as an industry, on the reading-listening public, via coverage of the speeches to be made by Brig. Gen. Carlos P. Romulo, Paul Hoffman, et al. This is in line with the policy followed at the annual convention of newspaper publishers.

NAB also argues that a "how to" type of convention is no longer

NAB also argues that a "now to" type of convention is no longer feasible for radio. The industry now has so many segments, AM, FM, TV, networks, affiliates and non-network stations, that only problems with the broadcast common denominator can attract general interest.

Godfrey's New TV Show Slated for Move Before Stork

NEW YORK, March 25.—There is a possibility that Arthur Godfrey's new twice-weekly TV show for Hi-V Corporation, which preens Tuesday (4) at 7:45 p.m. on CBS, will be moved into another time slot, 6:45 p.m., shortly after its debut. The changeover will be made when and if the web's forthcoming Stork Club airer lands a sponsor.

The Stork show was originally

The Stork show was originally announced for the 7:45 spot, and CBS has reserved the right to prempt the time from Godfrey, on two weeks' notice. Peter Lind Hayes and his wife, Mary Healey, are reportedly set for Stork.

Godfrey's new 15-minute segments (Tuesday and Thursday), which will feature him as a ukulele instructor, brings his weekly total of radio and television time to eight hours and 45 minutes.

Godfrey was recently appointed to the board of directors of the Hi-V Corporation, the show's sponsor.

Brief and Important

Last-Minute Digest of AM-TV News

Botany Set To Buy Sunday Night Spot on ABC

Botany Mills last week was about set to buy a new Sunday night spot on the ABC radio network. Program details aren't known. Agency is Silverstein & Goldsmith.

Campbell's Eyes 10:30 A.M. Strip on NBC

Campbell's Soups is considering buying the 10:30 a.m. across-theboard strip on NBC. The time is opening up because of cancellations
by Kraft Foods and Scaltest of "Marriage for Two" and Dorothy Dix.
Campbell's now bankrolls "Double or Nothing" on NBC in the afternoon as its only other daytime venture. Its nighttime sponsorship
includes "Club 15" and Edward R. Murrow on CBS.

long the Talent Front

Hong the Talent Front

MBC last week signed Danny Dare, film producer "Road to Utopia,"
as a TV producer... CBS is about set on a new long-term exclusive
contract with Garry Moore, covering AM and TV.... CBS is auditioning a new audience participation video program featuring Bert Parks
Tuesday (28)... "We Take Your Word," click AM sustainer on CBS,
becomes a TV feature as well April 8... CBS has set Don Ameche in
a new AM series, "Count Your Blessings," a situation comedy featuring Ameche as the father of a large brood of kids. Frank Fox is scripting and Gordon Hughes, directing.... Phillips Lord's new TV series,
in which contestants try to identify dramatized scenes based on Biblical stories, starts on ABC April 9. Remember when Lord did his
"Yankee Missionary" Seth Parker series?... Bernie London, ex-CBS
TV sports megger, has been set as producer-director of WXEL-TV's
(Cleveland) coverage of the Cleveland Indian baseball games.

Sanson Signs for Easter Parade on NBC-TV
Sanson Hosiery last week signed to sponsor a telecast of the New
York Easter parade on NBC. Like coverage was sponsored last year
by Chevrolet over DuMont.

Full Membership May Stem Net Tide Away From NAB

WASHINGTON, March 25.—Amid recurrent rumors that the National raised, it would be likely to pitch the Association of Broadcasters (NAB) is in danger of losing two major networks and their owned-and-operated stations, talk is growing here that an exploratory proposal to restore networks to active membership may be introduced to the NAB convention in Chicago next month.

The was parted that the idea is now district and the reby permitting the webs to regain one seat each on the board of district and the reby permitting the webs to regain one seat each on the board of district and the reby permitting the webs to regain one seat each on the board of district and the reby permitting the webs to re-

an exploratory proposal to restore networks to active membership may be introduced to the NAB convention in Chicago next month.

It was learned that the idea is now being quietly sounded out and that, if a favorable response is received prior to the conclave, a formal proposal will be offered at the convention as a means of heading off the

Indies' NAB Agenda

NEW YORK, March 25.—Following is the agenda for the Sunday, April 16, session of the National Association of Broadcasters' (NAB) convention, independent station session. Altho under the auspices of the non-network stations, the meeting is open to all NAB members, with the indies hoping to attract web affiliate stations, since common problems will be discussed.

April 16, 1950

April 16, 1950

1:30 A.M.—OPENING ADDRESS OF WELCOME
Lee Jacobs, KBKE, Baker, Ore., Chairman, unaffiliated stations' convention sale-committee.

10:30 A.M.—THE OUT-OF-HOME AUDIENCE—ITS SIZE, MEASUREMENT, WHO MAS IT!
A. A research report illustrated with color slides: Sydney Roslow, Free-livent of the Polite, Inc.
B. to Promote, Frogram and Sell the Out-of-Home Audience: liegh Felits, KING, Seattle, Chairman; Norman Gionn, editor and publishee. Sponsor.

13:30 A.M.—MAIL OEDER RUSINESS
Cetil Hog., Huber-lioge, Inc.; Raiph Well, vice-president, WOV, New York.

12:30 P.M.—LUNGHEON
Edgar Kobak, business consultant,
2:30 P.M.—BOW TO DEVELOP AND SELL NEW PROGRAM RESOURCES
Arnold Hartley, vice-president, WOV, New York, chairman; Carl Haver-lin, president BMI, Inc.; Chaires E. Eynd, president Ampez Company;
Foy Kobler, "Voice of America"; Florts Creneuse, French Broad-easting System; Sellman C. Schulz, vice-president, Decea Records;
John Sinn, Fredrick W. Ziv Company; Marrice Mitchell, director,
Breadcast Advertising Eureau; Jerry Franken, The Billboard,
"Record Frometion Tie-upp."

4:15 F.M.—SPOETS CLINIC—ITS AUDIENCE, SALES, LEGALITIES, PROMOTION
Patt MacDonald, WHHM, Memphia, chairman; The Legal Aspects—
Leonard Marks, Cohn & Marks, "torneys: Frograming and Selbing
Adjacenciev—Ben Strouse, WWDC, Washington.

Some NAB Brass Cool to Ryan as Org's Top Exec

NEW YORK, March 25.—Opposition to the appointment of Bill Ryan, now manager of KFI, Hollywood, to the new post of general manager of the National Association of Broadcasters (NAB), was reported growing this week. Insiders say that Prexy Justin Miller wants Ryan, but that some NAB board members view the appointment with extreme frigidity. Job is to pay up to 25G annually.

Question now centers on whether

Question now centers on whether the board will accede to Miller's wishes, since he is the guy to work closest with the new g. m. One factor producing opposition to Ryan is his long association with a web affiliate station.

Appointment of the new NAB exec is to be formalized before the mid-April NAB convention. This appointment, plus reports that one and possibly two NAB figures may be serving their last months with the association, hold top interest at the upcoming meet.

Miller and Ryan huddled in New York last week.

Budweiser Spikes **Murray Axing Talk**

NEW YORK, March 25.—Reports that Ken Murray's Saturday night video show on CBS would be dropped by Budweiser Beer were officially spiked this week by the brewery. On the contrary, a Budweiser spokesman said the Murray revue, now biweekly, will instead go weekly when it returns to the air in Ocotber.

The program will take a histus

it returns to the air in Ocother.

The program will take a hiatus during July, August and September, when beer sales are highest. The lay-off, which coincides with Budweiser's annual production shutdown, is brought about by overstocked breweries from the previous nine months' production.

tions would cost the NAB almost \$60,-000 in yearly membership dues under the present dues formula.

the present dues formula.

The argument is also advanced that the NAB would gain substantially by giving the webs active status, inasmuch as the four major networks, which as associate members pay \$1,000, each would contribute a total of around \$80,000 in dues as active members in addition to the big-bracket dues paid by their owned-and-operated stations.

The question of how NAB can dis-

members in administration of the base bracket dues paid by their ownedand-operated stations.

The question of how NAB can discourage withdrawals and how it can expand its membership, is also expected to emerge as a major convention subject. In coping with the situation, NAB is attempting to check abnormal defections in AM membership and, at the same time, is looking to TV for new membership revenue.

Latest clue to this kind of thinking by NAB bigwigs is shown in the convention agenda which gives more time to TV than at any previous convention. Fully a third of discussion time at the conclave will be devoted to television, as compared with last year's convention when less than a fifth of the time was given to video. The line-up of forums and speakers for this year's conclave includes nine hours exclusively dealing with television, with the remainder of the convention's time devoted to general topics, including AM and FM. Time is also being set aside for a full TV show, with Dave Garroway as emsee and with Kukla, Fran and Ollie as the big talent billing.

TV CUTTING AM TALENT FI

Long-Term Deal Signed by NTG, Don Lee Video

HOLLYWOOD, March 25.—Don Lee Television closed its biggest single live talent deal in the network's history this week, inking veteran showman Nits Thor Granlund (NTG) to an exclusive, long-term video pact. NTG will produce and star in six live talent shows weekly, slotted across the board in the 10-11 p.m. slot Monday thru Friday. At the same time, Don Lee Station KTSL will add six hours weekly to its operating sked to accommodate the NTG packages, In inking with Don Lee, NTG leaves Paramount's KTLA, where he has emseed a high Hooper talent show for several years. The new deal with Don Lee becomes effective May 1. Shows include Backstage With NTG, an hour-long amateur stanza to rum five days weekly. Winners of daily show will be featured in a onceaweek roundup airer, Road to Fame. Shows will be syndicated via teletranscriptions, probably moving into DuMont's Eastern skein.

At the same time, Don Lee Exec Veepee Charles Glett revealed the purchase of 300 Western films in what is believed to be the largest single block booking of motion pix in local telethstory. Total of 364 hours' of horse opera programing will be added to the station's sked, spotting one a day across the board in the 6-7 p.m. time slot. Films represent an outlay of about \$30,000, with Don Lee acquiring exclusive L. A. rights to all pix involved for an undetermined length of time. HOLLYWOOD, March 25.—Don tee Television closed its biggest single

Brief and Important **Last-Minute Digest of AM-TV News**

Bromo Seltzer Reported Set on Melo as Replacement

Emerson Drug last week was reported set on adopting a melo-drama format for the radio show which will replace "Inner Sanctum" on CBS. The show is reportedly being built by the Music Corpora-tion of America (MCA) and will originate in Hollywood on the 8 p.m. Monday time period. Brome-Seltzer is the product; Batten, Barton, Durstine & Osborn is the agency.

MBS Has 365 Outlets, Seeks More for "Game of Day"

The Mutual network is still trying to clear additional stations for its "Game of the Day" baseball broadcasts which commence next month. With some 365 stations now lined up to sell the games co-op, MBS is seeking to gain some outlets in Virginia and West Virginia. The outlet closest to New York to earry the contests is in Elizabeth City, N. C., and the web would like to include some further north. The problem is to secure clearance from the baseball clubs operating franchises in the area where expanded broadcasts would be heard, with some major league clubs owning farm teams pondering whether the minor league gates might not suffer.

Irving Fein To Head CBS Promotional Group

rving Fein To Head CBS Promotional Group
Irving Fein, Amusement Enterprises' (Jack Benny) publicity
head, will be in charge of a newly formed promotion unit at CBS.
Group's purpose will be to plan and develop exploitation ideas for
the net's programs and personalities. Others in the unit include Lloyd
Brownfield, of CBS press information; Arthur Wilde, Hollywood representative of CBS network sales promotion; Rodney Volght and
Arthur Sawyer. Fein will also continue as publicity director for
Amusement Enterprises and Brownfield will remain as director of
CBS press information, Hollywood.

Cordon Jenkins Mulled for Own Video Stanza

A tele show is in the works starring Gordon Jenkins. Decca Records' nusical director and radio conductor. Show, to originate in New York, is the outgrowth of Jenkins's one-shot appearance on a recent Ed Sullivan "Toast of the Town" alrer. Jenkins's performance of his own work, "Manhattan Tower," on "Toast," created considerable interest both in Hollywood and New York. Maestro is currently on the Coast working disk dates for Decca.

Escalators Go One Way: Down -- Down

Packagers Reduce, or Else

NEW YORK, March 25.—The major advertising agencies handling network radio programs are now in the midst of a drive to reduce their costs in line with the audience cut radio is taking from TV's growth. The agencies argue that TV is eating so deeply into radio's cost-per-thousand that budgets will have to be reduced drastically or some of their prize accounts will switch their appropriations to magazines.

Immediate objective is a realignment of contracts with program packagers and talent. Escalator clauses, raising the price of shows over specified periods of time, are regarded as dead. In fact, some agencies now are instituting "deescalator" clauses, calling for regular cuts in program costs. The agency escalator causes, calling for regular cours in program costs. The agency men are not, in many cases, even waiting for current contracts to run out, but are calling in the packagers, asking them to lear up current pacts and work out new ones.

Where packagers are objecting to this procedure, some agencies plan cancellation notices, after which they will set up new deals for the same shows as of the next contract period. (See Video Cutting AM on page 8)

QUIET, CHILDREN

NBC Sales Policy, Switch On Saturday Nite TV Revue

NEW YORK, March 25.—NBC has changed its sales policy on its two-and-a-half hour Saturday night video revue and now is trying to sell the first hour and the last half-hour and individual units—the first, if indicated, to be sold as two half-hour shows. Originally, NBC had planned only to sell the show on a participating to sell the show on a participating basis and rotate the filmed announcements of the sponsors involved.

Now however, NBC figures it may be sells to one account and collects at the cheaper participating rate, it still not hope to the full half hour review for the full half hour review region.

nouncements of the sponsors involved.

Now, however, NBC figures it may
get off the nut faster if it offers the
show on either basis, with the middle
hour intact for spots only. The twoand-a-half-hour program is cutting
into NBC's poke at a steep weekly
basis—reportedly around 50G per
show, and the web wants out soonest.

Another factor in the decision to

WHDH Sells All Spots Before, After Games

BOSTON, March 25.—A complete sellout of baseball adjacencies was scored here this week by WHDH, Boston Herald Traveler station. Thirteen advertisers have signed for the before and after game features.

Chours to be aired include Play.

before and after game features.

Shows to be aired include Play Ball, pre-home game quiz, a musical show, aired before telegraph coverage; Leo Egan's Sport's Extra, following games; Baseball Scoreboard, nightly summary and a sports inside series to be done by Tom Hussey.

Sponsors include Truval shirts, Clinton clothes, Kent clothes, First National Bank of Boston, Community Opticians, Washburn candy, Victor coffee, Albany Carpet Cleaning and Philico and Nash dealers.

WHDH will air around 200 games

WHDH will air around 200 games first call on his services.

The reason for this is that if NBC sells to one account and collects at the cheaper participating rate, it still must pay its affiliated stations their regular rates for the full half hour and thus would wind up taking a loss not only on the production costs but the time sales as well.

Ponder Cantor Video Format

NEW YORK, March 25.—Following the signing this week of a deal between NBC and Eddie Cantor whereby the comic will start a TV series on the web next fall, the network, comic and his agents, William Morris, were getting to work on a format for the program. So far the deal is just for a TV show, nature of which is unknown.

Niles Trammell, NBC chairman, and Cantor signed the deal Tuesday (21) while Cantor was in town for a one-night lecture stand at Carnegie Hall (see review elsewhere in this issue). Not known is whether Cantor will originate the show in the East or kinescope it in Hollywood.

Prior to this deal, NBC and Cantor had a contract giving the network



makes a big difference whose voice it is

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area, WWJ. Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance... resulting in increased sales in a market that did three billion dollars retail business that year!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

Associate Television Station WWJ-TV

AM- 950 KILOCYCLES - 5000 WATTS FM-CHANNEL 246-97.7 MEGACYCLES

New N. Y. State Net To Carry All Brooklyn Dodgers Games

NEW YORK, March 25.—A new network of New York State radio stations has been set up to carry all the baseball games of the Brookplyn Dodgers. Called the Baseball Broadcasting Company, the new outfit this week inked a deal with the club calling for live broadcasts of all home games, and wire reconstructions of road games. The web currently numbers eight affillates, with more likely to join before the season commences April 18.

James Stevenson, who heads the network, simultaneously was named radio consultant for the Dodgers.

Broadcasts will be completely separate from those of. WMGM, New York, which covers the games locally. A separate sportscasting crew, yet to be named, will be used, and yet to be named, will be used, and yet to be named, will be used, and yet of the succession of two provides and the succession of the Broadcasts will be completely separate from those of. WMGM, New York, which covers the games locally. A separate sportscasting crew, yet to be named, will be used, and yet of the Broadcasts will be completely separate from those of. WMGM, New York, which covers the games locally. A separate sportscasting crew, yet to be named, will be used, and yet of the Broadcasts will be completely separate from those of. WMGM, New York, which covers the games locally. A separate sportscasting crew, yet to be named, will be used, and yet of the work, which covers the games locally. A separate sportscasting crew, yet to be named, will be used, and yet of the work, which covers the games locally. A separate sportscasting crew, yet to be named, will be used, and yet of the work, and the provide from studies in New York, for which negotiations now are under way. Pitches to sponsors and agencies are about to get under way. Stations thus far involved are well with the to be named, will be used, and yet of the work, which covers the games locally. A separate sportscasting crew, york, or the provide from those of will be used, and yet of the work, which covers the games locally. A separate sportscasting crew, york, o

Watters Wolf Whistle Aimed At WLW-T Biz Irks Crosley

ATTENTION, ENTERTAINERS

100 8x 10 Prints

\$7.50 Pive Postage NO NEGATIVE CHARGE

50% Deposit, Balance C. O. B.

If you want reproductions that have satisfied customers from coast to coast, order from QUALITY. We are sure to please you.

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CINCINNATI, March 25.—When Mort C. Watters, vice-president and general manager of WCPO-TV, local Scripps-Howard outlet, recently made passes at WLW-T advertisers who had been offered a 40 per cent summer discount by the Crosley affiliate, it made Crosley brass seethe and touched off a quiet war between the stations. WLW-T charges, by inference, that Watters has made an unethical pitch.

In early February Watters wrote be no increase in WCPO-TV rates until April 1 and suggested the present as a logical time in which to invest the 40 per cent saving. Watters further claimed that WCPO-TV would have even more viewers this summer, basing his prediction on "present high rating programs," baseball telecasts and the fact that set sales soon are expected to pass the 100,000 mark in Cincy. 100,000 mark in Cincy.

WLW-T admits belief that its summer audiences will be smaller, but contends that such will be the case with all TV outlets. "This was true in Cincinnati last summer, even the baseball games were carried by one station (WCPO-TV) the entire season and another station (WLW-T) a portion of the season." says John T. Murphy, director of Crosley operations. To clinch his arguments he points to the case of New York where viewing declined last summer, altho viewing declined last summer, altho games of three major league clubs were telecast by three stations.

WLW-T's experience clearly indi-cates that a summer discount is in order, Murphy says. As further proof of the soundness of this thinking, he points out that NBC's TV network announced a similar policy in which it is offering advertisers a 35 per cent saving.
Crosley officials also are burning

Crosley officials also are burning over an advertisement in a recent issue of The Cincinnati Enquirer which showed WCPO-TV with a Jay & Graham Videodex rating for January of 46.7 compared with ratings of 36.6 for Station B and 16.8 for Station C WLW-T finds fault with the ad, claiming the published 6 p.m. to midnight time is incorrect inasmuch as Videodex surveys cover 11 a.m. to night time is incorrect masmuch as Videodex surveys cover 11 a.m. to 11 p.m. Murphy also states that a Crosley analysis of the January 3-9 ratings indicate a 41.3 for WLW-T and 41.1 for WCPO-TV.

Col To Bankroll Half Of 'Show Must Go On'

NEW YORK, March 25.—Columbia Records, Inc. (CRI) this week signed to assume sponsorship of half of CBS's hour-long TV program, The Show Must Go On. The network's record subsidiary will take over the second half-hour of the show, produced by Lester Gottlieb, starting April 20.

CRI will ning the LP

CRI will plug its LP records on the vidco show. Its arch-competitor, RCA Victor, is currently trying to line up an hour-long Saturday noon radio show on NBC to plug its 45 r.p.m. records for kids.

Brief and Important

Last-Minute Digest of AM-TV News

NBC-TV To Use "Riley" Time for Showcase Time
With Pabst's "Life of Riley" canceled out after its March 28 airing, NBC plans to utilize the 9:30 p.m. TV period for on-the-air auditions and to showcase new program ideas over a two-month period.
The web has no commitment for the time until June 6, when Armstrong Linoleum begins its new TV dramatic series.

Three Campus Stations in Phone Hook-Up

A unique radio network, Pioneer Broadcasting System (PBS), has been organized by three campus stations, WAMF at Amherst College; WMUA, at the University of Massachusetts, and Smith's WCSR. They will be linked by telephone for daily three-way broadcasts. Joint programing will enable each station to extend its air time to 69 hours a week and to reach about 9,000 listeners. Greater program variety will also be possible.

Olin Downes To Head New TV Longhair Show

Music critic Olin Downes, of The New York Times, last week signed with agent-packager Chubby Goldfarb to head up a new TV program based on longhair music. The show is being discussed with NBC. Stanza would utilize top musicians and concert artists, taking advantage of the upswing in interest in this field as indicated by zooming box-office receipts around the country.

Longines May Re-Enter Radio With Semi-Classics
Longines Watches, which dropped two semi-classical musical
shows on CBS early this year, last week was reported prepping reentry into radio. The watch company is said to be mulling another
musical show of the same type. Discussions are supposed to have
been held with CBS for a time slot.

Standard Experiments With 7-Inch 331/3

Standard Transcriptions, top radio library service, has disclosed experimental launching of seven-inch 33½ disks for radio station use. To test new-sized biscuits, Standard topper, Jerry King, released series of George Fisber's "Hollywood Calling" interview platters to 700 stations. Each station was furnished complete sample line plus questionnaire which will be studied to determine general industry acceptance of the smaller-sized platters. To date, Standard has released all its products on 16-inch transcription platters.

WNBQ Peddles Utley, Filmed Ball Games
WNBQ, Chi NBC-TV outlet, continued its sales drive last week
by selling two more shows. Clifton Utley, commentator, who has been
carried sustaining for months, will be sponsored two nights a week,
starting April 18, by Peabody Coal Company. In addition, a new
nighttime series presenting film highlights of American and National
League baseball games will be sponsored by Schoenhofen-Edelweiss
Brewing Company and Ford dealers of Chicago.

Kirkwood, Goodman Preem Two Shows on WOR

WOR, New York, will preem two new shows featuring the comedy
team of Jim Kirkwood and Leo Goodman this month. Beginning April
1, the nitery comedians will launch a weekly half-hour TV series at
7:30 p.m. Then, on the following Thursday (6), the boys will tee off
a weekly radio stanza at 9:30 p.m. Mendy Brown will direct both

MBS "Ladies Fair" To Tee Off Tour at Easter

Mutual's across-the-board audience-participation show "Ladies Fair," which originates in Chicago, takes to the road this month, at the request of its sponsor, Miles Laboratories. The trek, which will tee off Easter week-end when emsee Tom Moore broadcasts from New York, was inspired by the success of "Queen for a Day," another roving airer sponsored by Miles.

Video Cutting

(Continued from page 7) Packagers who act tough, and are firm in demanding the same or more money, are being told that the client simply will drop the show and buy something cheaper, and that the packager undoubtedly will have to reduce his price to sell the same property elsewhere—so he might as well climb down now. Virtually all new contracts being signed are for a one-year maximum, as agencies say they can't look ahead beyond a single season at a time now.

Typical example of how the "deescalator" works is that of a \$10,000 weekly radio show. The contract had an escalator clause calling for a \$1,000 increase upon renewal. The agency has renegotiated, calling instead for a \$500 decrease upon next renewal. This amounts to a 5 per cent slash.

First to be hit by the trend is something cheaper, and that the

First to be hit by the trend is over-scale talent, including actors, writers, and musicians. One agency man said this week that most of these are taking the slashes in good grace, realizing that the reduction production

NBC Pitting AM Talent Fees Garroway Vs. Arthur Godfrey

CHICAGO, March 25.—NBC will shortly counter CBS's power house, Arthur Godfrey, with one of its strongest daytime attractions, Dave Garroway. The Chi deejay starts a new morning series April 3, splitting his stint into a half-hour show starting at 10 a.m. and a quarter-hour show at 11:15 a.m. Godfrey starts his morning series on CBS at 10:15.

How long Garroway is to continue

How long Garroway is to continue in this spot, however, is not certain. One account is interested in Garroway, but for an afternoon spot. This is General Mills, which may drop one of its other afternoon shows on NBC. Another account, Campbell's Soups, is interested in the 10:30 spot on NBC, but reportedly not in Garroway. roway.

New Garroway show will combine a variety type show with audience participation.

must be pro-rated over the entire

Brief and Important

Last-Minute Digest of AM-TV News

Dayton's WLW-D Debuts Devotional Seg for Deaf Mutes

Television, for the first time, has created a program for deaf mutes. "Hands That Speak" was inaugurated by WLW-D, Dayton, O., Sunday (19), 6 to 6:15 p.m., with the Rev. Reuben Coleman delivering the devotional message. Doris Miller, daughter of deaf parents, interprets it in sign language to the estimated 1,000 deaf persons in the station's area. Mrs. Ada Spidel. a deaf mute, interprets in sign language hymns sung by Phyllis Iscringhausen. "Hands" is the idea of Mrs. Peg Kylstra, a school teacher, who worked out production details with A. Donovan Faust, assistant general manager at WLW-D. The programs, sponsored by the Church Federation of Dayton and Montgomery County, is getting a four-week trial.

Diana Bourbon To Ankle Ward Wheelock Post

Following a 16-year association, Diana Bourbon, Ward Wheelock's national radio director, will resign her post late this summer. Believed to be the first woman to direct a transcontinental radio show (Burns and Allen in 1935), Miss Bourbon has also been associated with such air shows as "Hollywood Hotel," Ken Murray, Milton Berle, Orson Welles and "Campbell Playhouse."

ABC Drops 519G, Mostly on TV Outlay

A loss of \$519,085 for 1949 was reported last week by ABC and its subsidiaries. The web said this figure included a recovery of \$327,000 of federal income taxes. The preceding year, ABC reported a net income after taxes of \$468,676. Most of the 1949 loss was regarded as stemming from putting its TV outlets on the air and maintaining tele stations in five cities. The outlook for 1950 is believed to forecast more such TV losses, with additional time sales tending to take up some of the slack. some of the slack.

wpix Switches Class Times on New Rate Card

Indie video station WPIX, New York, last week issued a new rate card, completely switching its divisions of Classes A, B and C times. The net effect of the move is to slash rates drastically for all weekday time periods, while maintaining on a par the cost of Saturday and Sunday night hours. The move is regarded unusual in the trade, at a time when other TV stations are hiking rates. New WPIX card makes 7 to 10 p.m. Saturdays and Sundays its Class A time, with 5 to 7 p.m. and 10 to 11 p.m. its Class B, and all others Class C times. All weekday time periods now are pegged at \$480 per hour on a one-time basis. The rate formerly was \$720 to 6 p.m. and \$1,200 after 6 p.m. Class B now is \$720 per hour, as compared with the \$1,200 rate for all weekend time periods after noon. The 7 to 10 p.m. time, week-ends, now is \$1,200.

Morgenthau Leaves WNEW for WCBS-TV

Henry Morgenthau III last week resigned from the staff of WNEW,
New York, to join the CBS-TV production staff. He has been assigned
to Dorothy Doan's "Vanity Fair."

Brew Firms Join Hands To Sponsor Mpls. Ball Games

A situation unique in broadcast advertising cropped up here last week when TV coverage of the Minneapolis Millers baseball team over KSTP-TV was sold to two competing beer firms, who will either each take half of every home game or alternate games. Meanwhile, half the telecasts of the other Twin Cities club, the St. Paul Saints, has been sold to a third beer firm by WTCN-TV, which is now seeking to sell the remaining portion to a fourth suds outfit. Firms involved are the Gluek Brewing Company, thru the Vance Pidgeon Agency, and the Minneapolis Brewing Company, thru Batten, Barton, Durstine & Osborn. The total cost is \$70,000 to the two firms, of which the team gets about \$22,500 for rights. Hamm Brewing already has signed for the St. Paul games thru Campbell-Mithun Agency.

Agencies Ogle New Show Plan for General Mills?

General Mills (GM) is reported undertaking a re-evaluation of its entire radio broadcasting line up. The GM agencies, Knox Reeves (KR) and Dancer-Fitzgerald-Sample (D-F-S), are said to be looking into the possibilities of several new programs for the sponsor. Among the campaigns being considered is a summer drive for the cereal, Wheaties. One of the programs being considered by D-F-S is the Dave Garroway show. Also being mulled is possible replacement of two other GM shows on NBC, "Today's Children" at 2:30 p.m., and "Light of the World," both across the board.

Chicago NBC Mulls Revel for Net Seg

A new network show, featuring Harry Revel, famed songwriter, is being considered by NBC in Chicago. Program, if it hits the air, might be aired as AM, TV or simulcast airing. Present plans, however, are nebulous. Format of new show, as outlined by Revel and auditioned by NBC, call for an audience participation gimmick which would find an audience member suggesting a song theme to Revel. During the show the theme would be orchestrated, arranged and shaped into complete song composition, which would climax the program.

CBS-TV CAN'T DIG

(Continued from page 3) ing some musical acts for a cotillon to be held at the girls' school at which he taught.

which he taught.

The thinking behind the non-TV houses' policy is what gets CBS. If a viewer is at home the night of the show, sez CBS, he's dead that night insofar as a movie house is concerned. But since the program plugs each talent buyer's current attraction, the houses are blowing a chance to lure customers later in the week.

Most inconsistent of all, says Gottlieb, is the fact that film companies are spending money to buy time both on AM and TV. So what's the sense in turning down a free plug on tele?

TELEVISION REWRITES

TELEVISION REWRITES

(Continued from page 3)
16-foot video screen so that when his video show starts, the house band will play his musical backing to give more of a live touch to his appearance. Morgan will plane back to Cincy immediately to make the midnight show if weather permits.

If the experiment works at the Lookout House, Morgan intends to try the gimmick at the Copa, Pittsburgh, where he starts a week's work April 11 and the Click, Philadelphia, where he opens April 17. If the gimmick doesn't work, he will miss making an appearance at the spots on the Monday nights when he must be in Chicago.

RCA's Tri-Color Tube Wows TV Sesh, But CBS Fights On

WFIL Trims Night Rates; Storm Brews

Outlets Fear Precedent

(Continued from page : (Continued from page 5) declared he saw no need for rate adjustments at this time, altho acknowledging the need for eventual reductions. The same sentiment was voiced by Nathan Lord, WAVE, Louisville, who declared that in view of relatively low rates in Louisville as compared to circulation, he saw no justification "for a Philadelphia move here."

nere."
Two broadcasters to agree with Clipp's WFIL decision were Edgar B. Stern, WDSU, New Orleans, and Eric Kay, WJLB, Detroit Stern asserted that WFIL's cut "was in order," adding that early trends in New Orleans may be called for sooner than newjously expected." than previously expected." There was considerable sentiment,

however, that despite broadcaster op-position, WFIL may have opened the floodgates for general rate cuts, even tho the 9 to 20 per cent cuts are being matched by like increases on daytime rates. With the broadcasters' annual convention a month off, the rate question may assume added importance at that session.

HOLLYWOOD, March 25.—There will be no radio rate slashing among Coast broadcasters in the foreseeable future, despite tele's rapid growth. In fact, rates will go up rather than down, according to present indications.

tions.

There has been no general rate increase here since 1948, while market size and population have zoomed. Figures released by Southern California Broadcasters' Association (SCBA) Exec Director Robert McAndrews, shows that radio homes increased 20 per cent in the 1946-'49 period

period.
On the debit side, Los Angeles area now boasts over 450,000 tele sets. Over 29 per cent of L. A. county homes own video receivers, while 98.7 home owners have radio sets. Radio men conclude that AM rates can stand on their own (or slightly higher) for at least another year. Inevitation stand on their own (or slightly high-er) for at least another year. Inevit-ably, of course, the trade is resigned to following the lead of WFIL in axing nighttime air charges because of television.

WASHINGTON, March 25.—With the color-TV hearing slated to wind up in mid-April or soon thereafter, Radio Corporation of America (RCA) grabbed the spotlight this week with a first showing of its long-heralded tri-color tube to Federal Communications Commission (FCC) bigwigs, who came away from the demonstration favorably impressed.

RCA brass are smacking their lips

Over the response they got from a select group of Commission officials who saw the introductory showing here behind closed doors Thursday night (23). FCC-ers who witnessed the demonstration described as "satisfactory" the direct-view image they witnessed on a 16-inch screen, but it was emphasized that there has been no appreciable change in the RCA color picture itself.

The impact of RCA's direct-view

empnasized that there has been no appreciable change in the RCA color picture itself.

The impact of RCA's direct-view tube demonstration was long anticipated, and Color Television, Inc. (CTI), is racing to come in soon with a showing of its own new tube, while CBS, the other major color rival, is expected to claim that the tri-color tube could be equally applied to the CBS system. The tri-color tube's debut is not considered by informed FCC-ers as changing the color-TV timetable appreciably.

The timetable continues to point to the prospect of an FCC decision this year, likelihood being that the Commission will set standards on a limited basis, with the condition that a "trail run" would have to be staged before commercial color makes a bow. Possibility continues to grow that the FCC may state its color-TV findings before it reaches a decision on TV allocations, hearings on which will get under way late next month and probably continue to July. Compatibility continues to be the focal issue favoring RCA and CTI, and some engineers believe CBS will step up efforts to gear itself to 525 lines, althor CBS's key witnesses are insisting that such a transition is not crucially required. Both RCA and CBS offered counter-claims in testimony this week as to their speedy ability to put color-TV programs on networks. CBS Prexy Frank Stanton once again urged im (See RCA TRI-COLOR on page 50)

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

8"x10" 5c ea. in quan.; postcard size, 2c ea. in quan.; blow-ups, 20"x20", 52.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.







5000 WATTS 570 KC

A Cowles Station. Represented by KATZ

THE BIG AGGIE STATION Yankton-Sioux City. Affiliated with ABC.

Today in Israel

Reviewed Tuesday (21), 6:15 to 6:30 p.m. EST. Sustaining, Monday thru Friday, over WLIB, New York. Producer-director, Sam Elfert; writer, Isalah L. Kenen; commentator, Isalah L. Kenen.

In line with its recently adopted policy of emphasizing shows built to attract the huge Jewish and Negro audiences in New York, WLIB has inaugurated this across-

has inaugurated this across-the-board show aired from the Israeli consul general's headquarters. The 15-minute commentary is prepared and rendered by the consulate's director of information, Isaiah L. Kenen, and stresses news and comment on life in that new nation.

in that new nation.

Kenen's speech and delivery are excellent, and his material is interesting. Among the problems he discussed were the prospects of a new trade agreement between Israel and Great Britain, and the tremendous immigration problems faced by Israel. On the former point, Kenensaid a new trade pact is virtually set between the two nations which would have Britain unfreeze Israeli funds held since the dispute between the two nations, a move which would two nations, a move which would enable Israel to purchase consider-able goods from abroad.

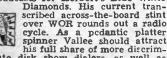
Anent immigration, Kenen stated that the new republic admitted twice as many people in 1949 as the year before. A highly interesting quote from a recent public opinion poll showed that, despite austerity living conditions due to integration of hundreds at thousands of the provinciary. dreds of thousands of new citizens, three-fourths of the population oppose restrictive legislation. Startlingly, the newer residents are more in favor of such restrictions than the older, and women are more critical of unlimited immigration than men.

The show offers a considerable bounty of otherwise unaccessible ma-terial, presented factually but inter-estingly. It should garner a conestingly. It should garner a con-siderable number of listeners from those people concerned about the doings of the new land. Sam Chase.

The Rudy Vallee Show

Reviewed Wednesday (22), 11:15-11:45 a.m. EST. Sponsored on a participating basis via WOR, New York. Producer, Charles King. Director, Ed Hanscom. Writer, Hal Block. Emsee, Rudy

Back in the early '30s Rudy Vallee began in radio via a series of morning broadcasts for Herbert's Blue White Diamonds. His current tran-



Diamonds. His current transcribed across-the-board stint over WOR rounds out a radio cycle. As a pedantic platter spinner Vallee should attract his full share of more discriminate disk show dialers, as well as the nostalgic-minded middle-aged flappers who "remember when." He's still a superlative showman and probably the most consciously literate jockey in radio. His quaintly formal delivery and Bostonian reserve is unexpectedly refreshing when compared to the determined palsy-walsy attitude of today's so called "hep" record emsees.

to the determined palsy-walsy attitude of today's so called "hep" record emsees.

Teeing off with the familiar My Time Is Your Time theme and a nasi "heigh-ho everybody," Vallee breezes thru with a contagious confidence in his own ability. Practically all of his record selections were off the beaten groove, and a couple were pure corn, but Vallee's amiable line of chatter sold them all with equal enthusiasm. His best human interest item concerned a platter made by Joseph Schmidt, famous recording star of yesteryear, who refused to sing in public because he was a hunchback. The crooner also waxed poetic about While You're Young . . "Let me play it for you so you can drink in its beauty as I have done on so many occasions," and openly mourned the loss of a recent film role to Eddie Albert. Vallee doesn't take any nonsense from his listeners. At one point he warned them bluntly, "If you don't feel (such and such) an emotion when you hear this tune then I feel sorry for you."



Radio and Television **Program Reviews**

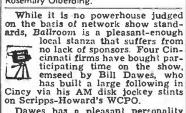




Dealgnates Television Beylen

The Bill Dawes Ballroom

Reviewed Thursday (16), 11-12 a.m., EST, across the board. Sponsored over WCPO-TV, Cincinnati. Cast: Bill Dawes, Rosemary Olberding.



Dawes has a pleasant personality and injects big doses of subdued comedy into his chatter between disks, all of which is done in an in-formal manner. His earlier experience in dramatics probably accounts for his ease before the cameras. Giving him a healthy assist in the between-disks banter is Rosemary Olberding.

disks banter is Roscmary Olberding.

On the show caught Dawes used current pop and novelty tunes. If any criticism of the show may be voiced it is that a little more music could be used. However, the number of sponsors paying for plugs precludes an abundance of music. These sponsors included Good Housekeeping Shop (washing machines demonstrated by Dawes), Solway Furniture Company, McQueen's (kitchen cabinets), and Strietmann Biscuit Company.

The Strietmann company has added

The Strietmann company has added a gimmick. Viewers are requested to send in a postcard bearing their name. send in a postcard bearing their name, address and phone number to the station. Each day Miss Olberding picks the card of a respondent and phones from the studio to tell the party that a metal picnic basket containing Strietmann's assorted crackers, cakes, etc., is being delivered.

The stanza closes with a reading of a short story by Miss Olberding for the kiddies.

Al Schneider.

Friendship Ranch

Reviewed Thursday (23), 6 to 6:15 p.m. EST. Sponsored by Burry Biscuits over WNBT, New York, thru Clements Company of Philadelphia. Producer-director for TV, David Roberts; director, Marilyn Gusten; writers, Alice Clements and David Roberts. Cast: Olivio Santoro and Cricket Skilling.

Some TV broadcasters and sponsors seem to think that all one needs for a successful video format these days successful video format these da

western dress who make with what's supposed to be a cowpoke drawl. The new kid series on WNBT, titled Friendship Ranch, can boast those assets. Trying to find something additional, however, seemed pretty futile on the show caught

show caught.

show caught.

The 15-minute stanza, sponsored by Burry's cookies, features Olivio Santoro, whose claim to fame apparently is that he's "Hopalong Cassidy's top hand." Olivio is a good-looking lad who talks in a corral dialect, plays a git-tar, warbles cowpuncher ballads, yodels, and delivers such Madison Avenue material as "I wish I could pass these butterfly brown coconut cookies right to you." That's quite a lot for one feller, even if he is Hoppy's top hand.

Apart from Olivio's singing, the

Apart from Olivio's singing, the show consisted of his making palaver with a group of youngsters decked out in dude ranch style, and poking fun at Cricket Skilling, playing a near-moronic dude. The entire affair was done at so low a level that even hinderstran hide could well feel there kindergarten kids could well feel they are superior to this sort of basement comedy stuff. Commercials consisted of slides.

Sam Chase.

Saturday Sports Review

Reviewed Saturday (18), 6:30 to 6:45 p.m. EST. Sustaining over CBS, Produced, directed and narrated by John

With Red Barber, CBS director of sports, lounging on the Florida strands as the baseball clubs go thru their spring training rituals, the web's associate director of sports, John Derr has taken over Red's former habitat, the Saturday Sports Review. Although the show customarily is writthe show customarily is writ-

ten by Judson Bailey, his temporary absence has tossed that assignment to Derr in addition to the production, direction and narration chores.

Altho not blessed with Barber's unique and colorful delivery (what sportscaster is?), Derr turned in a solid, workmanlike and interesting job on his first outing. He stressed that the show will continue in the Barber tradition, that is, without the high-pressure overglampraged treathigh-pressure overglamorized treat-ment given sports by some com-mentators, but rather will seek to be "a casual review of the past week in sports." He added there will be no attempt to dig up scoops and that the show still will avoid rehashes.

With Wry Humor

This was borne out by the program, which in its brief course managed to deal with a variety of sports: aged to deal with a variety of sports:
Baseball, boxing, basketball, football,
billiards, golf. Derr utilized a form
of wry humor which went very well
with his whole style and approach,
enabling him to bring out sidelights
on the sports and items covered.
Thus anent the "electronic umpires"
being used in spring training, Derr
noted that they may be very well for
teams to use for young putching talteams to use for young pitching tal-ent, but they would never satisfy the fans as an object of the paid customers' scorn.

Derr used a calm, reasoned de-Derr used a calm, reasoned de-livery in pleasant contrast to the usual high-pitched sportscasting tempo. The show wound up with late results of exhibition baseball contests. The show should get even better as Derr gets it polished up with practice. Sam Chase.

Beauty and Fashions by Carol Douglas

Reviewed Tuesday (21), 12:25-12:30 p.m. EST across-the-board. Sponsored by Toni Company, thru Foote, Cone & Belding, Inc., via ABC, New York. Producer-director, Tom Loeb. Writer, Dorothy Day. Cast: Kay Campbell (Carol Douglas), Bill Cullen.

Beauty and Fashions by Carol ouglas, a five-minute across-the-

Douglas, a five-minute across-theboard chatter session, should enjoy
immediate listener acceptance by dint of its strategic
time spot following ABC's
audience-participation show
Ladies Be Seated. The airer
itself is informal and friendly,
and Miss Douglas's (Kay Campbell)
delivery is refreshingly unaffected as
compared to the "broad A" stylling of
most fem beauty commentators. The
five-minute spot is crammed with
Toni commercials, but they blend in
neatly with the rest of the script,
thanks to the combined guile of Miss
Campbell and announcer-emsee Bill Campbell and announcer-emsee Bill Cullen. Last Tuesday's broadcast about table settings elicited such inabout table settings elicited such ingenious copy tie-ins as "It's time to
try something new in table settings"
... and "It's time to try something
new in hair styles," via Toni natch,
plus a suggestion to "wash your hair
in Toni cream shampoo" so your
tresses will gleam by candlelight at
the dinner table. June Bundy.

Arch Le Roux Revue

Reviewed Thursday (9), 7:30 p.m. Sponsored by Samuels Jewelry Compan via KRON-TV, San Francisco. Produce Arch Le Roux; director, Mark Spinelli.

Show spread its wings a week ago.
Between its first and second appear ance, it accumulated a stack of mai and a sponsor. The show had three first-rate personalities.
Freddy Martin, Wingy Man one and Betty Bryant. Its format is new, because for the first time on any TV screen here, Le Roux makes a productiout of records. He gathered the aforementioned trio of experts and letthem hear unidentified new or pre-released records, which they grade ac-

released records, which they grade according to merit. La Roux is an easy flow talker with plenty of disk jocke. experience.

flow talker with pienty of disk joine experience.

As the music played, the camer swarmed over the intimate thinkin habits of the trio. The first record Arthur Godfrey and Mary Martit doing Going to Sleep, got an 83 avererage. A new band number foiled the experts. It was Pee Wee Hunt's That' Aplenty. They gave it a 68 rating.

The show will improve as Le Roushortens the playing time on his records, maybe doing three instead of our. The Hunt number, particularly was slow paced, but it can be corrected with more camera gimmick while the records are playing.

Edward Murphy.

ABC and McNeill Settle on Pact

CHICAGO, March 25 .weeks of negotiations, and despit attempts by NBC to win the star ABC this week had just about com-ABC this week had just about completed a new agreement with Don McNeill. In general it appears likely that McNeill will sign an exclusive ABC radio contract which might ruithree, five or 10 years and an exclusive TV contract which will run year, certainly not over two years. New AM contract will become effective at the end of 1950. Althe ABC is trying to get a 10-year exclusive deal, McNeill is still favoring a three-to-five-year contract.

The new TV contract will become effective this fall, with McNeill insisting that tenure be not over two years. McNeill will probably start a new hour-long TV show in the fall on ABC, sponsored by Philco, Swift and General Mills, his present AM Breakfast Club backers.

fast Club backers.

Politicos Eye TV As Taft Film Gets Trial Run in Ohio

WASHINGTON, March 25.—Legislators are watching with interest the "experiment" of Sen. Robert Taft (R., Ohio) in making a campaign film especially for use over TV stations. Aids to Taft said this week that if the first film, which was aired by Ohio stations over the week-end, proves a success, the senator will make a series of them. Other GOP congressmen have been buzzing Taft's office to find out how well the film went over. So far, aids are replying only that "first reports are good." WASHINGTON, March 25.-Legis-

good."

The film was produced at the local studios of WNBW, with the cost being met out of Taft's campaign fund. It consists of a 15-minute interview, with Rep. Clarence Brown (R., Ohio). Taft's campaign manager in the 1948 presidential election, firing questions at the Senator and the latter giving out with his views.

If the idea catches on, it is likely

If the idea catches on, it is likely that the special transcription studio set up by Congress two years ago will be expanded so that TV films may be produced on Capitol Hill. Several hundred legislators are using the studio to cut disks for reproduc-tion on stations back home.

T PLAGUE HITS DISTI

Despite TV, **Survey Shows**

RMA, NAB Study Tells Tale

WASHINGTON, March 25. — In what is described as the first industry what is described as the first industry attempt ever made to produce a reliable estimate of the number of radios and TV sets actually purchased by the public, the Radio Manufacturers' Association (RMA) and the National Association of Broadcasters (NAB) this week published the results of a joint study which shows that 7,956,000 home radios and 2,594,000 TV receivers were purchased by consumers in 1949.

Compared with production figures Compared with production figures which the industry has been using for a barometer, the study discloses that the public last year bought 500,000 more home radio sets than the manufacturers produced. RMA and NAB account for this by stating that the excess sets were

slating that the excess sets were sold from inventories dealers had on hand at the end of the year.

On the other hand, 3,029,000 TV sets were produced last year—435,000 more sets than were sold, leaving that many in the hands of distributors and dealers at the beginning of 1950

of 1950.

At the end of 1949, according to the RMA-NAB study, there were 70,436,-000 radios in the hands of the public, of which 5,000,000 were in schools, halls and other places of public assembly. The number of TV sets in use at the end of the year, is figured at 3,764,000.

The average number of broadcast receiving sets, including radio and television, was 1.7 per home, the same as in 1948, according to the study.

Auto radio sets in the hands of the

Auto radio sets in the hands of the public at the end of 1949 totaled 14,764,000, which includes the 3,964,-000 sets that went into 78 per cent

of all cars made last year.

The two trade associations plan to make the joint study of all sets purchased by the ultimate consumers an annual affair.

TV as Music Aid **Intrigues NAMM** D. C. Conference

WASHINGTON, March 25.-Pro-

AM Sales Up People, Products and Prices Phono and AM-TV Receiver News Digest

TV Set Production Hits 205,500 Peak in Britain

English TV production hit an all-time high of 205,500 sets last year, the U. S. Commerce Department reported last week. In 1948, production totaled 90,800. The figure for 1947 was 28,200. Commerce said the debut of Britain's second TV transmitter last December has greatly increased receiver demand.

ohn Meck Industries Names Three Distributors

Appointment of three television distributors has been announced by John Meck Industries, Inc. They are K. F. Wilkinson, 432 North Main Street, San Antonio; Wellford Distributors, 1658 Union Avenue, Memphis, headed by Harry A. Wellford, and General Distribution Company, 90 State Street, Schenectady, N. Y., under the direction of R. M. Circe, president. Each distributor will handle the entire line of Meck table model and console television sets and radio-television combinations, with ratall price storting at \$130,900 binations, with retail prices starting at \$139.90.

Jackson Appoints Sales Head, Three Representatives

Jackson Industries, Inc., Chicago TV manufacturer now putting out its own line of receivers after having made private brand radio sets for years, has appointed a new national sales manager and three new territorial sales representatives. New sales manager is David Krechman, who has been engaged in sales work for Jackson during the past six years. New territorial reps and their territories are John I. Mosts. Florida, Georgia and Alabama; Max Zimmer. New York and Northern New Jersey, and Harry H. Newman, Detroit and Toledo.

Meck Announces AM-Phono-TV Consoles, Table Models

Four new radio-phonograph-television consoles and radio-TV table models have been added to the line of John Meck Industries and will begin to reach dealers April 1. They are: Model XQR—12½-inch TV with AM radio (20% inches wide, 20% inches deep and 16½ inches high) at a retail price of \$239.90. Model XTR—16-inch TV with AM radio (24% inches wide, 21% inches deep and 23½ inches high), \$269.90. Model XRPS—Console with 12½-inch TV, AM radio and (See PEOPLE, PRODUCTS AND PRICES on page 50)

DuMont Predicts Universal Use Of Rectangular Tubes in 2 Years

NEW YORK, March 25.—Within two years, all cathode ray tubes used in TV sets will be rectangular-shaped. according to Dr. Allen B. DuMont. Speaking at a press luncheon held for the formal opening of DuMont's new tube plant in Allwood, N. J. this week, DuMont stole the show from the opening-day ceremonies with a series of statements on tube prices, tube sizes and the use of filter glass face plates.

The future of round tubes was painted as very dim as DuMont pre-dicted the rectangular shape would be used universally as soon as glass blank manufacturers could meet the growing demand. Small sizes, said DuMont, would be all glass while the larger sizes would be metalconed because of production economics.

In addition to disclosing that his

MASHINGTON, March 25.—Promotion of television set sales on the theme of Television, the Eyes of Music will be discussed here at the East-Central States regional conference of the National Association of Music Merchants (NAMM), on the final day of a two-day session Monday and Tuesday (27-28).

Rowland Guildford, sales manager of the New York region for Alien B. DuMont Laboratories, Inc., will speak on the subject, following talks by Carl Schwartz, executive veepee of Carl Fischer Musical Instrument Company, of New York, speaking on Wholesaler-Dealer Relationships, and M. Belmont Ver Standig, president of Ver Standig Advertising Agency of Washington, speaking on Character in Advertising.

Talks at the Tuesday session will be concluded by Norman C. Own, sales manager of the distribution division of Webster-Chicago Corporation. He will speak on Ensier (See TV as Music Aid on page 50)

were "near rock bottom." Prices for 19-inch tubes, said DuMont, can be reduced without too much difficulty in the near future.

ficulty in the near future.

Altho the DuMont plant is producing tubes with filter glass face plates, the company itself does not use any but clear tubes for its own receivers. Of the opinion that clear tubes are far superior to the dark-faced tubes, the company is producing the latter type for other manufacturers only. The filter glass tubes were referred to by DuMont as "black and blue" tubes.

Also displaced at the lumphore was

Also disclosed at the luncheon was that DuMont would expand its tube business by going into the manu-facturing of miniature broadcast facturing of pick-up tubes. miniature broadcast

Monette Chairmans

Several Indies Fold, Future Looks Worse

Many Causes Seen

NEW YORK, March 25.—The dealer credit situation is again plaguing the phono record industry, having already reached the point where several independent distributors have folded or are ready to cease operations. Trade sources this week were speculating on the possibility that a fairly large group of distributors would be out of business within the next six months. within the next six months.

Among the many reasons given for Among the many reasons given for the steadily worsening picture were the varying disk speeds, poor mcr-chandising, general economic conditions, television and over-extended consumer credit. As the retailer finds that he has less capital available for inventory, he passes his burden on to his less important suppliers who, in turn, pass it on to the manufacturer. While at the moment it is the distributors who are in the worst position, many expect manufacturers to start feeling the pressure by the middle of the summer.

TV Areas Hit

TV Areas Hit TV Areas Hit
The credit situation is far worse
in major TV areas than elsewhere,
and the blame is being placed on the
"no money down" operation which
ties up the dealers' capital for long
periods. In addition, the-in sales
which force a retailer to finance the
(See India Record Distribs, page 50)

TV Dealers Beef Over Distribs' Warranty Bite

PHILADELPHIA, March PHILADELPHIA, March 25.—
Local dealers and service contractors are squawking at forced payments to distributors of from \$5 to \$14 for the warranty of TV parts and tubes. Altho the distributors claim this meaning under the defense expresses this money is used to defray expense of shipping and handling of parts, TV dealers insist that the story doesn't hold water, charging that the collections of these funds is not usually factory policy but set up by the distributor.

Prior to TV, the average distribu-Prior to TV, the average distributor's parts department had little or
no parts for replacement, altho he
was requested to do so by the manufacturer. Today, the same distributors have no more parts in stock
than they did before. Their initial
parts outlay is used in their own
service shops for replacements or
exchanges, and then returned to the
manufacturer for credit.

If you're fortunate enough to find the part you want you're lucky, say the dealers, otherwise you leave your part and receive only a credit memo.

These additional sums received from the dealers and contractors have not brought any changes in the parts departments at the distributing houses or a sufficient supply of parts when needed. This tie-in of parts charges and set sales has caused an investigation of the situation to be started by attorneys representing the Philadelphia Radio Servicemen's Association, according to Paul A. Lau, president of the group. These additional sums received



MY FOOLISH HEART

COUPLED WITH

DON'T DO SOMETHING
TO SOMEONE ELSE

GORDON JENKINS

DECCA 24830

QUICKSILVER

COUPLED WITH

HAVE I TOLD YOU LATELY
THAT I LOVE YOU?

BING CROSBY and ANDREWS SISTERS

DECCA 24827

CRAZY
HE CALLS ME

COUPLED WITH

YOU'RE MY THRILL

BILLIE HOLIDAY

DECCA 24796

LA VIE EN ROSE

COUPLED WITH

THE RIVER SEINE

VICTOR YOUNG

DECCA 24816

America's
Fastest
Selling Records!

DECCA

13

DEALERS DOUBLE ON DISKS

Form B Fate Weighed by Fiscal Unit

Revenue Dept. Hassle Seen

it was passed by the House will cover show people one wa; or another, but the "how" is likely to result in a hassle between the Internal Revenue Bureau and the Federal Sceurity Agency (FSA).

The chief point in question is one that has bothered talent, employers, and State and federal agencies for some time: Are entertainers employees or independent contractors?

some time: Are entertainers employces or independent contractors? If they are independent contractors, then they will be brought under Social Security as self-employed, and will pay a tax rate higher than employees—for 1951, 24 per cent rather then the 1½ per cent charged employees. If entertainers are employees, then they should have been covered—and in many cases, have been—since the Social Security Act first became law.

FSA has gone under the assumption

FSA has gone under the assumption that only top stars who set their own working conditions are independent contractors. Internal Revenue Bureau has generally accepted the word of employers as to who is an employee and who is an independent con-tractor. FSA is charged with administering the act; Internal Revenue with collecting the Social Security tax. The latter is closer to the entertainer-boss relationship, and FSA has come into the picture only when a talent union or performer has

when a talent union or performer has squawked about being deprived of Social Security coverage.

Once HR 6000 becomes law, it is probable that FSA and Internal Revenue will get together and work out a set of regulations for entertainers. Obviously, the problem is not simple, since there are so many different types of entertainers and since tenure of employment is seldom long. For such reasons, proper Social long. For snch reasons, proper Social Security coverage in the case of many entertainers will probably have to be settled on an individual basis.

The controversy over who is to pay the employer's share of a musician's Social Security tax is a hot one. The AFM insists the responsibility belongs to the location which hires the band, while the National Baltroom Operators' Association (NROA) and read house sociation (NROA) and read (NBOA) and vaude houses claim the band leader is responsible for his own band leader is responsible for his own sidemen. As it stands, HR 6000 overrules the Supreme Court decision which put the responsibility on the
orkster. Band buyers put in a pitch
to the finance committee to have the
provisior changed; AFM urged that
it be kept intact. The outcome is
anybody's guess until the committee
takes a process.

Saroyan Named Leeds Cleffer

HOLLYWOOD, March 25.-Lou Levy added playwright William Saroyan to his stable of Leeds Music tune cleffers this week, setting a deal for pub rights to Saroyan's tune, Come On-a My House.

The erstwhile dramatist-Tin Pan Alley scribe wrote the song for his new drama, The Son, which will world preem at the Circle Theater here March 30. Levy will co-ordinate disk jockey plugs and recordings of the ditty.

Texas Rangers Lasso Pubbery, Retailers Not Move It From Under Broughton NEW YORK, March 25.—Song-ling office and found his pubbery Only Sell 'Em,

NEW YORK, March 25.—Song-writer-pubber Haydn Broughton, who has been operating Kn.ekerbocker Music here for some months, was jarred no end yesterday morning (24) when he walked into his Brill Build-

Macy's, Varsity PreemNewLabel Strictly for 331/3

NEW YORK, March 25.—R. H. Macy Company has entered the rec-Macy Company has entered the record business with a label of its own, Herald Records. Disks will be 10-inch, 33½ and will be pressed by Eli Oberstein, Varsity Records' chief. Repertoire will be made up of Varsity masters which have been dubbed onto 33s. Price of the new line will be between \$1.89 and \$1.92.

Disks will be sold thru the Macy chain of stores thrubut me country, including such top outlets as Macy's in New York, Bamberger's in Newark; Davison & Paxon, Atlanta; La-Salle & Koch, Toledo; Macy's, Kansas City; Macy's, San Francisco, and other affiliates.

Initial disks on the new label were delivered to Macy's in New York last weck. Tomorrow Macy's will break the news of the new label in a fullpage ad in The New York Daily

Department stores, of course, have put out their own labels before, altho this is the first venture Macy's has made with a label of its own. Mont-gomery Ward, Sears-Rocbuck and others have had their own disks.

In trade circles the Macy-Oberstein tie-up led to speculation as to the effect of the new disk on dealers handling the regular Varsity line.

BMI Wins Infrin'm't Case Vs. Chase Hotel

NEW YORK, March 25.—Broadcast Music, Inc. (BMI), in behalf of affilate pubbers Peer, London and American, won a judgment for damages and injunction against the Chase Hotel of St. Louis. BMI had brought an infringement suit against the hotel behavious that the chast in the state of the state charging that the defendant permitted performance of five specific tunes in its Chase Club without proper li-

Judge Rubey M. Hulen, U. S. District Court, Eastern District of Missouri, awarded plaintiffs the statutory damages of \$250, attorney's fees, and enjoined the hotel from further use of the five tunes.

'Isn't Fair' Isn't, So Merc. Adds 'Truly'

NEW YORK, March 25.—Mercury Records has recoupled Thunder in My Heart with Truly, both sung by Richard Hayes. The decision is figured as smart merchandising. Thunder was originally coupled with It Isn't Fair, but Fair didn't hit the market until five or six weeks too late.

With Thunder getting a big play by jockeys in Philadelphia and Chicago, the diskery decided to recouple in order that the disk's sale might not be killed by It Isn't Fair.

Considerably distraught, he traced

Considerably distraught, he traced the vanished enterprise to Bob Miller's office on another floor of the building, where the said facts were laid out for him:

It seems that a pair of Texas gentlemen, one an attorney named Muckleroy McDonald, the other a rancher, named Leroy Hines, owning respectively 25 and 50 per cent of Knickerbocker (Broughton has the remaining 25 per cent), showed up in town unannounced and moved the operation out from under. For unstated reasons, they decided that Knickerbocker and Broughton were no longer a suitable combination and turned the firm's tunes over to Bob Miller Music as selling agent.

Miller Music as selling agent.

Broughton's mystification and mortification are intensified by the fact that, as manager of the pubbery, he has boosted the Knickerbocker tune Sentimental Me into hit contention in recent months, with a slew of major waxings of which some are threatening to break out.

'Church' Waxing

HOLLYWOOD, March 25.- Capitol is leveling its promotional guns on the Margaret Whiting-Jimmy Wakely the Margaret Whiting-Jimmy Wakely disking of Let's Go to Church Next Sunday Morning in a pre-Easter sales drive Tune, cleffed by KNX ensce-disk jockey Steva Allen, does not mention the Easter holiday, but the ballad's religious flavor adds to its seasonal timeliness. Promotional campaign is expected to blanket the field trips is expected to blanket the

campaign is expected to blanket the field, tying in with churches, Sunday schools, and various orgs in addition to the regular channels of dea!ers and disk jockeys.

Cap prepared 20,000 institutional posters bearing only a "Let's go to church" sans commercial ropy. These are being distributed to churches, schools, religious orgs and fraternal groups. Same poster with commercial copy super-imposed is being released to dealers. Sales pitch is leased to dealers. Sales pitch is contained in a purple block, color identifying the Easter season as well as Cap's label hue. Counter eards following the same theme are being shot to dealers.

Cap has already established contact with the National Federation of Churches and the local Catholic Church and is calling on branch managers and distribs to follow thru in their localities in making the insti-tutional "Let's go to church" posters available to all religious orgs in their territories. Furthermore a blanket radio campaign is underway in which radio campaign is underway in which all deejays will receive copies of the disk, accompanied by a letter from Cap's sales veepee, Floyd Bittaker. In this letter, Bittaker points out that current world conditions calls for a return to religion and that church orgs would appreciate airing of this platter for the assist it may give in getting people to attend their various churches, regardless of faith or creed. or creed.

or creed.

Diskery is banking on this platter to surpass Slipping Around, the Whiting-Wakely duet click. Inasmuch as a Cap subsid firm pubs the tune (Beachwood Music), Cap has a jump on other labels.

Cut 'Em, Too

Many Classies on 331/3

By Bill Simon

NEW YORK, March 25.—For one reason or another an unprecedented number of retail record dealers are engaged in producing their own labels. They rai ge from the lowliest hole in the wall to such grandiose establishments as R. H. Macy's, and their reasons for entering the field are diverse. Some are caught up with are diverse. Some are caught up with the idea that there's more glamour in the creative end of the business; some have visions of building an empire via the rags-to-riches route blazed by the late Jack Kapp; others, with a special species of clientele, find the major catalogs deficient in the Items they require.

McDonald and Hines unsentimental about Sentimental with and Where Are You, Blue Eyes, the latter another fairly active Kneckerbocker tune, have all the voling power in the firm. They have not yet made public the reasons for their putsch.

Capitol To Push

Several large chain outlets, such as Macy's, Sears Roebuck and Montagomery Ward, all of whom advertise on a national scale, have perhaps felt it wiser to promote their own labal rather than spend their money building a standard brand that their cognitions also carry. Since the language of the standard brand that their cognitions also carry. Since the language of the standard brand that their cognitions also carry. Since the language of the standard brand that their cognitions also carry. Since the language of the standard brands are standard brands and standard brands and standard brands are standard brands are standard brands and standard brands are standard br Several large chain outlets, such as

Classics on 331/4

Classics on 33 ½

Today, a number of the latest entries are engaged in producing classical material on long-playing disks. With the major diskeries involved in rushing out microgroove versions of their more substantial catalog items, the connoisseur shopkeepers have endeavored to keep their clientele happy with the more esoteric fare, such as pre-Bach or Avant-Garde contempy with the more esoteric fare, such as pre-Bach or Avant-Garde contemporary works. Once they get off their recording nut, they can realize a long profit thru direct retail selling in their own shops. Most of these shops are advertising their disks for retail mail order sale thru national authlications such as the Sunday Name. publications such as the Sunday New (See Dealers Double on page 48)

Decish Held Up On Jim Dorsey Residence Suit

NEW YORK, March 25.—New York Supreme Court Justice Morris Eder reserved decision yesterday (24) on the question of whether orchestra leader Jimmy Dorsey is a resident of the State of New York.

The question of residence came up when Loew's, Inc., for its subsidiary, MGM Records, obtained a warrant of attachment on Dorsey's money from the Hotel Statler and from the General Artists Corporation (GAC). Dorsey's attorney retaliated with a motion to set aside the warrant of attrehment on the grounds that Dorsey is a resident of New York and that tying up his money would inconvenience him and members of his band.

Justice Aron J. Levy had signed the warrant of attachment March 10. At warrant or attachment March 10. At the same time, he stayed the sheriff and the plaintiff, Loew's, from at-taching the property of Dorsey until the determination of the motion to set aside the warrant

aside the warrant.

Justice Eder reserved decision in order to study further papers on the (See Decish Held Up on page 48)

RENEWAL DEAL AT FEVER PI

Pubbers, Who See No Relief

Cite Incessant Sniping

NEW YORK, March 25.-Publisher aggravation over the complex prob-lems stemming from the increasing number of upcoming renewals is ap-proaching fever pitch. There's no relief in sight. Rather, the outlook indicates incessant sniping, with warindicates incessant sniping, with warring publishers seeking to gain an advantage by winning assignments
from writers covering the second 28year period. A review of the situation indicates the following:

(1) "Raiding" is at an all-time
high. This is a natural development,
tracing back to the fact that the first
28-year copyright period is running
out on so many songs.

out on so many songs.

(2) Publishers with renewals coming up have become increasingly nervous and restive. They don't know where the next body blow is coming from, and in desperation they resort to similar tactics—that is, raid the competition.

(3) Certain types of music deals we become increasingly difficult hegotiate, owing to split copyright brietorship which often follows the wake of a renewal deal.

(4) Lawyers are having a field day.

Writers Lose, Too

As a result of it all, the publishers claim that not only they, but often the writers, too, are the losers. An example is in the working out of deals with film companies. Publisher "A," for instance, loses out on a redeals with film companies. Publisher "A," for instance, loses out on a renewal, with the writer assigning his tune to Publisher "B" for the second 28-year period. Publisher "A," however, still retains foreign rights even the heas lost the American rights. A picture company wishing to buy a specific tune ascertains that "B" holds the copyright and tries to ne-gotiate a deal.

In due course, however, it is re-vealed that "B" cannot deliver the foreign rights. Film company ap-proaches Publisher "A" for these, (See Problems 1rk Pubbers, page 47)

S-B Seeks New Miracle Trial

CHICAGO, March 25.—A motion for a new trial in the case of Miracle Records vs. Shapiro-Bernstein will be heard before Judge Michael Igoe in U. S. District Court here April 10. The motion was filed last week by Mort Shaeffer, representing the New York pubbery, and followed Judge Igoe's decision of two weeks ago in which he decided against the publishers (The Billboard, March 25). Judge Igoe held that because Meade Lux Lewis, co-plaintiff, had allowed a Decca recording and public performances of his Yancey Special before it was copyrighted in 1938 by Shapiro-Bernstein, the boogie number was public domain.

The decision also cleared the Chicago diskery of a claim which the pubbery had made for back royalties on Long Gone (Parts 1 and 2), which they claimed infringed on Yancey Special, Judge Igoe ruled that while the bass parts were similar, it was impossible to copyright the bass portion of a tune because the treble portion constituted the melody or the copyrightable theme. Seymour Tabin and Edward Norton repped Miracle.

tion constituted the melody or the copyrightable theme. Seymour Tabin and Edward Norton repped Miracle.

Problems Irk Godfrey Biff Enrages Pluggers, SPA Keeping Other Bigs Cheer Contact Men

(Continued from page 3)
Employees (MPCE), calls it "an astounding and shocking thing that Insiders say that Godfrey's big burn any person . . abuse . . . by holding up to ridicule and contempt a large body of men and women because of their efforts to earn a livelihood."

Big Men, Great Friends

Big Men, Great Friends
The letter goes on to point out that some of the biggest people in the entertainment world welcome pluggers as personal friends—with Bing Crosby, Bob Hope, Jack Benny, Perry Como, Manle Sacks, Rudy Vallee and others named. It is pointed out that Fred Ahlert, Irving Berlin and Sinatra are members of MPCE.

The letter also notes that while

The letter also notes that while Godfrey sneers at songpluggers for selling songs, he is busy selling cigarettes and tea over the radio, and asks

Mercury Boosts Talent Roster

CHICAGO, March 25. — Mercury disks here signed a slew of artists last week, with Norman Granz inking Bobby Sherwood, ex-Capitol, for a series of Dixieland sides. In addition, Billy Valentine, planist-singer with Johnny Moore's Three Blazers, was inked. Valentine will form his own group. Oscar Peterson, Canadian 88-er, also has been added to the Jazz wing.

wing.

Peter Higgins, English composer for the past year in the U. S., has been pacted to a short-term optional paper. He will cut several disks of his own compositions. Betty Chapel, chirp on the Dave Garroway NBC-TV seg, also was inked.

Mercury is putting a big push behind Dave LeWinter's ork. LeWinter has already cut an LP album of Latin music and will augment his ork to 13 pieces for a dance album. In addi-

pleces for a dance album. In addi-tion, he will cut a series of singles soon.

Insiders say that Godfrey's big burn stems from the fact that obviously stems from the fact that obviously the has more than a friendly interest in the career of Bill Lawrence, since latter is a Godfrey show feature. Also, according to the grapevine, the pluggers have been getting rough sledding from Janette Davis, the Godfrey thrush, and their commentary about her had filtered thru to Godfrey. Furthermore, the music men point of thermore, the music men point out, few of them ever approach Godfrey, but show their songs at a regular weekly session to his musical aids, so that there was little justification in his public moan that they continually harass him personally,

Kapp To Issue Corona Label

NEW YORK, March 25. — Paul Kapp, chief of the General Music Publishing Company, Inc., and personal manager of Art Lund, Bob Hannon and other talent, debuts in the disk business with a label tabbed Corona. Kapp plans to release disks made from masters dating back to the 1925s. Some 30 are in the shop already, including a batch of masters reacquired from Apollo and also some old Crown masters. Included are six sides by Bob Hannon, who currently sides by Bob Hannon, who currently records for Decca; six by Bob John-stone, of WSM, Nashville; four by Morey Amsterdam, and six by the Jesters.

The Crown disks include such titles as Yes, We Have No Bananos; Horses, Horses, Horses, John? Mildred Bailey, Bob Russell, Ted Straeter and Willis Kelly's band are other talent on Kapp's mas-

Kapp has worked out a national distribution deal with Atlantic, the diskery which specializes in hot jazz and rhythm and blues items.

The first relense is If I Live To Be

-News Review-

Flanagan Off on Golden Lanes In Band Preem at Meadowbrook

NEW YORK, March 25.—Before one of the most impressive trade turnouts in recent years, Ralph Flanagan unveiled his much-publicized, much-heralded new band at Frank Dailey's Meadowbrook in Cedar Grove, N. J., Thursday (23). Flanagan is being hailed as the savior of the band business and it's not entirely unlikely that he will be. For he showed off a clean-looking, fresh, metteulously prepared, stylized and danceable young band which is bound to live up to the giant promotion accorded the new maestro by the RCA Victor Company.

Certainly there are minor flaws in more than satisfy the remainder of the should fracture the cellegians and more than satisfy the remainder of the statisfy the remainder of the satisfy the remainder of the

Victor Company.

Certainly there are minor flaws in the 10-day-old band. It's rough in many spots, but still remarkably clean for so young a crew. Another minor failing is in the band's rhythm section which should be bolstered with a guitar, since Flanagan, the band painst, spends most of his time in front of the band. Too, at the moment, the band's library seems to be too severely stylized. In time, with the addition of new scores, the library doesn't figure to be so top-

Skepties Silenced
Flanagan successfully won over the skeptics who figured the guy wouldn't have it as a fronter. He slices a neat, good-looking figure in front and manages to inject just enough of his single finger bass note piano style, Gordon Jenkins's style, into the proceedings to give the band's music a stamp of his own personality.

By the time the crew winds up at the Meadowbrook, six weeks hence, it should be a crack unit which should fracture the collegians and more than satisfy the remainder of the dance public.

the dance public.

The Personnel

The band's personnel includes Art Depew, Ralph Scaffidi and Knobby Lee on trumpels; Phil Giacobbe, Herb Spitalny, Ralph Joseph and Blaise Turi on trams: Red Press, George Benham, Joe Walsh, Joe Soldo and Irving Hafter on reeds; Tom O'Niell on bass, and Sidney Bulkin on tubs. Harry Prime, who sang on the Flana-

Weather Eye **Out for Rights**

Something "Has To Give"

NEW YORK, March 25.—Song-writers' Protective Association (SPA) is closely watching the renewal situation, with a weather eye out for the rights of tunesmiths.

The association is especially concerned with the interpretation some publishers have been placing on renewal clauses in the original contracts—pacts covering the first 28-year copyright period. According to SPA, certain pubbers, among them Bourne and Shapiro-Bernstein, insist that they own renewal rights by virtue of provisions in the original contracts, and have been notifying contracts, and have been notifying tunesmiths that they are thereby obliged to sign renewal pacts. As-signments for the writers' signatures are usually attached to these noti-

fications.
Several topnotch writers have refused to comply, and two have brought their beefs to SPA, which took up the eudgels. SPA notified the pubbers that it could not countenance surrender of renewals on the basis of old contracts. SPA points out that it had long been trade custom to give writers a new shuffle when renewals came up, and that the insistence of pubbers such as Bourne and S-B on the letter of the old pacts was open to much de-

Something will have to give here. (See SPA KEEPING on page 47)

'Music!,' 'Heart' Top **London Disk Sales**

NEW YORK, March 25.—Teresa Brewer's Music! Music! Music! and Brewer's Music! Music! Music! and Al Morgan's Jealous Heart, both cut in this country, are currently topping the sales list of the English Decca company, according to local London Records execs. Both diskings are issued in England on the London label, which was set up there several months back to carry American artists. English Decca, headed by E. R. (Ted) Lewis, owns the London label here.

The local office has rushed masters

The local office has rushed masters of Miss Brewer's new smash, Choo'in Gum, to England for a quick follow-up.

gan disks, is a most impressive war-bler. Evelyn Joyce, a young and inexperienced thrush, rounds out the vocal department. She nandles the rhythm and novelty stuff with con-siderable personality, little voice but a plus appearance. With more work she should fill the fem bill better than adequately.

The hand's library, written in its

than adequately.

The band's library, written in its entirety by Flanagan, is heavy on standards and adaptations. Will need a spicing of current pops and possibly a rumba or two to round it out to fill the demands of the day.

With the assurance of continued support from the Victor company, enthusiastic representation in Herb Hendler and Bernie Woods—both new to the field and working with young and concise ideas—full support from General Artists Corporation, which books the band, and a thoroly impressive unit, this Ralph Flanagan band should undoubtedly stride down gold-laden lanes.

Hol Webman.



Disk Rights Score Pan-Am E

Below Border Goosens Seeks Pacts Urged By U. S. Office SYDNEY, Australia, March 25.— Eugene Goosens, director of the Conservatorium of Music who has just returned from a tour overseas during which has conducted which has conducted.

13 Countries Affected

By Ben Atlas

WASHINGTON, March 25.—The
U. S. Copyright Office is urging the
State Department to draft disk copyright proclamations with 13 South
American nations in order to end
a situation imperiling music protec(See Below Border Pacts on page 48)

Aussie Op. House

returned from a tour overseas during which he conducted orchestras in Italy, France and Britain, says he is determined to secure the erection of a National Opera House in Sydney. He intends to make direct approaches to the state and civic authorities for the building to be erected on the Harbor foreshores at Fort

Art Mooney Buys Mercury Cuts Pop Piece of Tune

NEW YORK, March 25,-Orkster Art Mooney got deeper into the music publishing swim when he bought a piece of the tune Why Do They Always Say No, a revival now riding via the Abbey piano roll disking.

The deal between Mooney and Bet-The deal between Mooney and Bet-ty Stasny, of Stasny Music, is rather an unusual one: Stasny keeps all rights to the tune and continues to print and plug the number. Mooney receives 50 per cent of the net profits. He paid a sum down, and guarantees an undisclosed amount of promotion and advertising. He also has a 90-day option to buy the entire Stasny catalog.

Narrative Series

CHICAGO, March 25.—Because of the trend toward pop song hits which carry a difficult narrative story, Art Talmadge, Mercury Pecords' flack chief, last week cut the first of a series of regular explanatory introductions for firm's catalog items, which can be utilized by d.j.'s. While diskeries have often cut introductions to disks, the first of three tracks, all on one 10-inch disk, are narrated by Frankie Laine.

In the 30-to-60 second tracks, Laine explains the theme of The Cry of the Wild Goose, Swamp Girl and Satan Wears A Satin Gown. Talmadge previously tried to send out mimeographed copies of the lyrics of the records to retailers and d.j.'s, but the gimmlck didn't work out satisfactorily. Mercury also will send out a track on Vic Damone's forthcoming Where Can I Go? cutting. CHICAGO, March 25.-Because of

Pub Sells Four Disks to Decca

NEW YORK, March 25.—Publisher Joe Dayis sold four disk masters to Decca Records recently and has scheduled two more disk dates to start promotion of his Beacon Music Publications. The sides purchased by Decca include Bluc Danube Rock, Alabama Blues, Fair Jenny's Lament and When the Saints Go Marching In, all cut by Phil Napoleon's Dixieland group several months ago. Decca has coupled the first two tunes for immediate release.

coupled the first two tunes for immediate release.

Davis is cutting four more of his tunes with ex-MGM crooner Bob Houston and the Paul Taubman Trio. He also plans a date with pianist Buddy Weed, primary purpose of which is to hypo interest in the Beacon standard copyright, Boogle Express. Davis intends to plant the disks with jocks, then possibly turn the masters over to a major diskery.

diskery.

Meanwhile Davis himself is visiting Meanwhile Davis himself is visiting jocks in Eastern cities and took in Pittsburgh, Philadelphia and Boston during the last two weeks. After the waxing dates he's set to visit additional cities in the Midwest. Last week he hired a new Boston contact man, Basil Jelly, former librarian at WHDH.

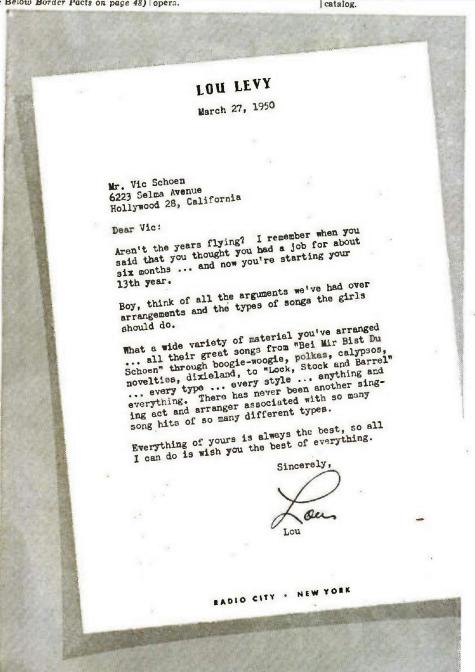
Beacon Music is affiliated with Broadcast Music, Inc. (BMI).

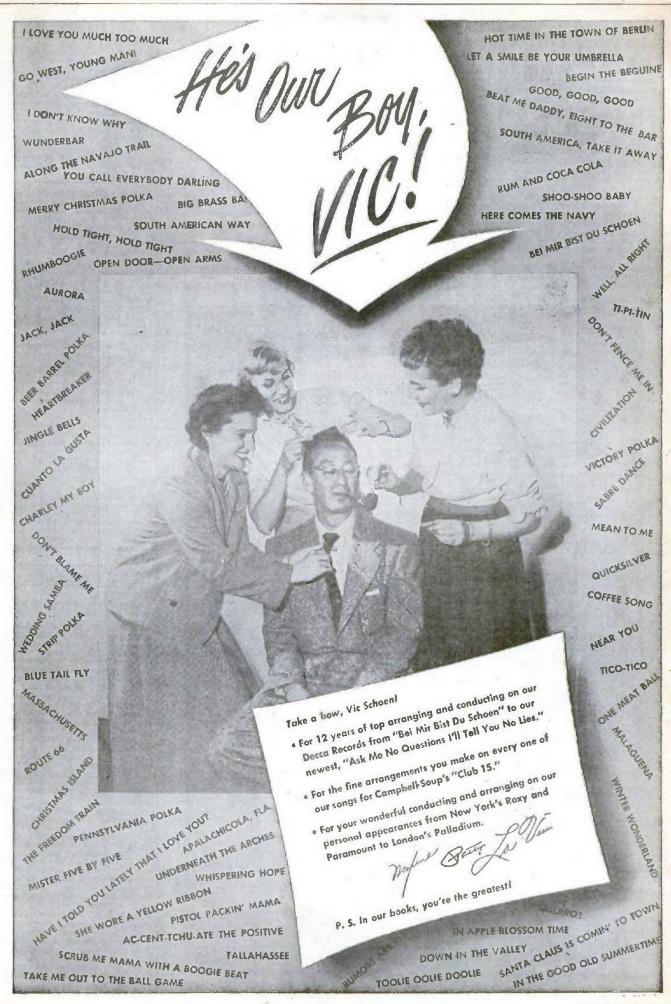
Bagpipe Pumps Up RCA "Scot Samba"

NEW YORK, March 25 .- A record-NEW YORK, March 25.—A recording session at RCA Victor this week hit a peak of hilarity when the Irving Fields Trio cut Scottish Samba. What broke the session up was Jim Roach, a bagpiper who had been added for authentic effect. Roach had to pump up the bagpipe for five minutes prior to the session—sort of a priming operation. Once he had it operating, however, it was difficult to stop.

to stop.

The tune's arrangement is distinctive and uses the patter of the song, which is a rhythmical recital of over 25 Scots clans. The patter will also be the basis of a special stunt RCA Victor will offer as a promotion on the disk. Some 10,000 miniature copies of the song will be given to jockeys. When the disk is played, any listener whose name is mentioned in the patter will be entitled to a free copy if he calls or writes the station.





Plan 'Want' List To

PHILADELPHIA, March 25.—It used to be a "surplus" list that record used to be a "surplus" list that record dealers would circulate among each other to lighten inventories. But now, with the record biz on the upgrade and the number of labels bountiful, the Philadelphia Retail Record Dealers' Association is readying a "want" list among its members.

Due to the large number of labels, and the fact that not all companies and the fact that not all companies have full-time distributors or sales reps here, association officials decided a "want" list would be an important service feature. Thus, a dealer looking for certain disks would be able to make his wants known to all other dealers. Want list will include record accessories and record players as "wall."

Preparation and circulation of the list will be handled by the Harry A. Bortnick Advertising Agency.

Philly Disk Dealers Music Biz Gets Lens Happy; Handle Boom Biz Rush To Sign TV Big Names

seg. Much of Columbia Records' success with Arthur Godfrey's wax is attributed to his TV show. Capitol is attributed to his TV show. Capitol Records has gone on an all-out drive to establish its Hopalong Cassidy property with the focus placed on the video aspects of the cowboy character as a means of building record values, primarily for the large kidisk market.

Piug Disks on TV

The diskers, too, are seeking to promote records via TV by encouraging their artists to make video appearances and demonstrate live renditions of current waxings.

and standard radio shows both fall to offer what the listener wands, he can turn to his record collection to fill the home entertainment gap with selections of his own choice.

Music publishers are quite convinced that the television field will be the savior of their industry. But the pubbers are struggling to find the combination which will make them an important entity to the video producers before the field reaches maturity. Scrutiny of the field shows that TV song performances are taking on new values daily as the video audiences continue to grow.

Pubs' Feeding on TV

Pubs' Feeding on TV
Pubbers feel that TV will mean
to the music business what two-a-day On an institutional level, the diskers are mulling methods of convincing the public that wax represents the finishing touch to a full round of home entertainment. The pitch obvious the it may be, resolves into a claim that when video programing around talents comparable to the Al

Foley Fanfare

NEW YORK, March 25.—In a ceremony which will be attended by the governor of Tennessee and the mayor of Chattanooga, Red Foley will be presented with a gold disk Wednesday (29) to represent the I,000,000th Decca pressing of his hit plattering of Chattanoogie Shoe Shine Boy. Decca's Paul Cohen will present the gold platter to Foley during an appearance of the Grand Ole Opry company in the auditorium in Chattanooga.

Jolsons, Eddie Cantors, Sophie Tuckers, Harry Richmans, etc., of the golden vaude era. These talents will grow with the material they use. This material will take on the guise of specially prepared stuff for the individual performer. In addition, the importance of production in video will also give birth to an era of special material production songs.

As the result of these beliefs in the ultimate position of the pubber as the source of song supply for

as the source of song supply for video, some pubbers more than ever before are opening their doors to new young writers intent on cleffing

New Blood an Incentive

The need for new writing blood for the video medium, too, would serve as an incentive for the elder and experienced top cleffers, many of whom have been noticeably inacof whom have been noticeasty mac-tive. This figures not only because of the expected TV hunt for new and fresh material but also because the ASCAP payoff to writers will be pegged on performances and ac-tivity as well as on past performance.

tivity as well as on past performance. Pubbers believe that TV will eventually completely revamp the nature of their businesses. They feel that disk jockeys will lose plug values just as rapidly as the television medium grows. It is felt also that the radio plug will lose out to TV. Some even believe that the record industry's dominance of the song business will decline, with the publisher in the rider's seat. This conjecture, however, is still strongly disputed.

RCA Plugs Opry, Symphony Orks

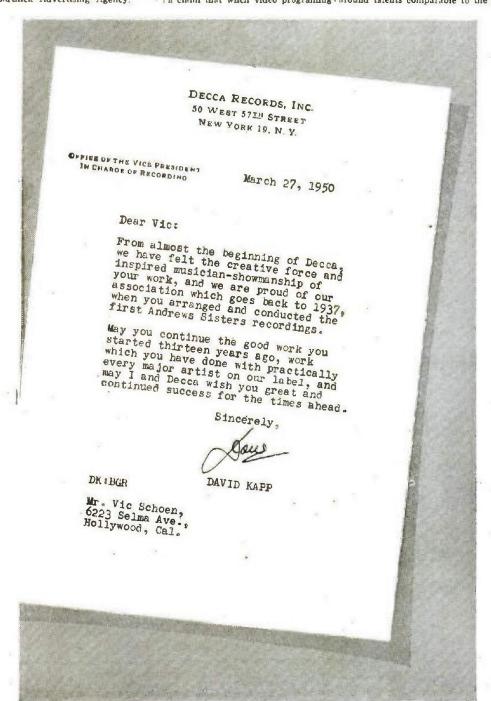
NEW YORK, March 25.—RCA Victor's spring hypo of its Red Seal classical record catalog, keynoted by the Toscanini-NEC Symphony tour (The Billboard, February 11), now includes additional promotion plans which emphasize operatic as well as orchestral diskings. The plugging will the in with the annual spring tour of the Metropolitan Opera Company, which embarks April 10. The following touring Victor and Met artists will be touted via co-op ads and air plugs: Robert Merrill, Jan Peerce, Leonard Warren, Dorothy Kirsten, Blanche Thebom, Set Svanholm, Licia Albanese, Feruccio Tagliavini and Jussi Bjoerling. Special streamers, listing singles and albums available by these singers, will be distributed among dealers. NEW YORK, March 25.dealers.

dealers.

Meanwhile, a slew of Toscanini merchandise is being readied by the Victor plants, and special distributor-dealer order forms have gone out. About 64 Toscanini items are to be promoted, including eight that have not been released previously. These new sets will be made available across the board in all three speeds, 78, 45 and long play. These will be shipped out before the opening concert in Carnegie Hall April 14.

Hal Desfors. manager of the RCA

Hal Desfors, manager of the RCA Victor press division, left on a month-long trip as second advance man covering the South, Southwest and West. Tom Grady has already been out for a month, and Desfors' assistant, Bernie Miller, will cover the second half of the tour, starting out April 10.



MASS. STATE POLICE CLOSE KING PHILLIP BALLROOM* DOORS AT 9:15 P.M. ON WARCH 18TH

Estimated 4,000 Turned Away...





*Wrentham, Mass., where the Flanagan Band First Opened!

at FRANK DAILEY'S MEADOWBROOK till May 6th with a NEW RCA Victor Record Hit—"JOSHUA"

Billboard MUSIC POPULARITY CHARTS The Nation's Top Tunes

Based on reports received last three days of Week Ending March 24

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

HONOR ROLL OF HITS

1, MUSICI MUSICI MUSICI

By Steven Welss and Bernie Baum Published by Cramwell (ASCAP)

Records available: Ames Drothers, Coral 60153; T. Brewer, London 604; C. Cewiliaro, Dec. 24881; Homer & Jethro-J. Cartur, V(78121-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ord, V(70120-3693, (45)47-3217; M. Winterhalter-The Five Germs, Col(78)128704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Paker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 234; E. Millar, Rainbow 90055.

Electrical transcription libraries: The Satisfiers, Associated; Paga Cavanaugh Trio, World.

2. CHATTANOOGIE SHOE SHINE BOY

By Stone and Stapp
Published by Acuff-Rose (BMI)

Records available: Braclord & Romano, V(28)20-3685, (45)3200; B. Crosby-V. Schoen Ork, Dec 24863; I. Duncan, Cap(78)40282, (49)F40282, R. Foley, Dec 46205; S. Henderson, Cap 850; "Y" Tevas Tyler, 4 Star 1411; G. Tøwne Ork, London 609; B. Darnel-R. Ross Coral 50147; P. Harris, V. 20-1692; F. Sinstra, Col. 38708; L. McAullifle, Col. 20669; The Papperettes-Horace Heldt, Horace Heldt MS 1022; Two-Ton Bater, Mer 5369.

Bearry, Mer 3099.

Electrical transcription libraries: The Satisflers, Associated; Jimmy Lyteli-The Delta Eight, Thesaurus; Henry Jerome, Lang-Worth; Texas Jim Lewis, Standard.

3. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE

By Al Hoffman, Bob Merrill and Clem Watts Published by Robert (ASCAP)

Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminshy's Dixle-landers, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Frace Ork, Cal(70139207, (3331-493; Fontane Sisters-M. Ayres Ork, V(18920-3713, 14594-7-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(783)0-0027, (45)54-0027; E. Young-The Homesteaders, London 558; T. Carlyn Ork, Rondo 3005. Electrical transcription libraries: Al Trace, Lang-Worth.

4. IT ISH'T FAIR

By Sylvester Sprigato, Frank Warshauer and Richard Himber Published by Words & Music (ASCAP)

Records available: B. Goodman Ork; Cap 860; B. Harrington-3 Beaus and a Beep, Caral e0136; J. Marine, Dec 24895; I.F. Miller, Klep 15034; F. Farrell, Mich 10637; S. Kaye, V(1810-0509; L. Brown, Col 19735; R. Hayes, Mer 5382; Joey Nash, Mappiness 105. (No information on electrical transcription libraries available as The Billiboard goes to press.)

5. RAG MOP

RAG MOP

Published by Hill & Range Songs (BMI)

Records available: Ames Brothers, Coral 60140, Bradford & Romano, V(78)20-3685, (45)47-3208; R. Flansgen Ork, V(78)20-3688, (45)47-3212; the Foggy River Boys, Oec 46214; D. Sausseg, Regal 3251; J. Wills, Builet 69c; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(72)864, (45)47-849; L. Hampton, Dec 28855; G. Daniels, 4 Star 1414; Pee Wee King, V(78)21-0167, (45)48-0179; J. Jamet, 4 Star 1439; J. Bond Ork, MGM 10627.

(No information on electrical transcription libraries available as The Billboard goes to press.)

6. I SAID MY PAJAMAS

By Eddie Pola and George Wyle Published by Leeds (ASCAP)

Records available: H. Babbitt-M. Tilton, Coral 60157; D. Day, Col (33)1-497, (73)32709; E. Merman-R. Bolger, Dec 24873; M. Whiting-F. DeVol Ork, Cap (78)841, 445)F-841; T. Martin-F. Waren-H. Rene Ork, V(78)70-3613, (45)47-3219.

Electrical transcription libraries: Blue Barron, Lang-Worth; Dick Jurgens, Associated.

7. THERE'S NO TOMORROW

By Hoffman, Corday and Carr 6 Published by Paxton (ASCAP)

Records available: A. Dale, Harmony 1078; I. Martin, V/78120-3582, (4347-3078, C. Rawatta, Dec 24782, C. Spivak Ors, London 554; H. Winterhalter, Col 36636. Flectrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worth; Pb Eberty, World.

8. DADDY'S LITTLE GIRL

By Bobby Burke and Horace Gerlach

British Wift.

Records available: B. Eberly, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5373; O. Jurgens Ork, Cal(26)38713, (33)3-500; Mills Brothers, Dec 24672; R. Smith, Col 20670; T. Preston, Four Star 1e38; J. Oesmond-T. Mottola Ork, MGM 10658; H. Jerome, London 601; Dick Todd, Rainbow 80088; Phil Repan, V(78)20-3550, (45)47-3043; C. Marrow, Varsiey 257.

Electrical transcription libraries: The Bachelors, Standard.

9. CRY OF THE WILD GOOSE, THE

By Terry Gilleyson
Published by American (BMT)

Records available: F. Laine, Mer 5363; Tennessee Ernle, Cap(78)40280, (45)F-40280; T. Gilkyson, 4 Star 1430; B. Davnel, Coral 60163; J. Marine, Dec 24895; A. Mooney Ork, MGM 10651.

Electrical transcription libraries: Jubalaires, Standard.

9. DEARIE

By Hilliard and Naon Published by Laurel (ASCAP).

Record: available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MiGM 10654; N. Heldt Orr, Horaca Neidt MM 122; M. Hughes-H. Zimmerman Ork, Colf70318718; (3312-543); L. Kirk-F. Warren, V(70120-3696, e1347-3720; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 888: 8. Towns Drk, London 609.

Electrical transcription libraries: Henry Jamma, Lam-Worth.

The title "HUNOR RULL OF HITS" is a realization.

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This week's

New Releases

RELEASE 50-13

POPULAR

HUGO WINTERHALTER

Symphony of Spring As We Are Today

(From the Warner Bros.' film The Daughter of Rosie O'Grady) 20-3737-(47-3737)*

FRAN WARREN

Ho Hum, It's Spring Don't Say Goodbye 20-3738-(47-3738)*

THE MELACHRINO STRINGS

La Vie En Rose (Take Me to Your Heart Again) 20-3739-(47-3739)*

Fascination

BRADFORD AND ROMANO Put on an Old Pair of Shoes

Why Do They Always Say No? 20-3740—(47-3740)*

Here come the <u>DANCE</u> BANDS again!

SPIKE JONES

Chinese Mule Train (From the Republic film Singing Guns) Riders in the Sky

20-3741-(47-3741)*

Here come the DANCE BANDS again!

ERSKINE HAWKINS

Brown Baby Blues Fishtall

20-3742-(47-3742)*

POP-SPECIALTY

BERNIE WYTE

The Circus Polka

Popcorn Polka 25-1154-(51-0061)*

WESTERN

SONS OF THE PIONEERS

Roses

The Eagle's Heart 21-0306-(48-0306)*

COUNTRY

PEE WEE KING

Blame It All on Nashville The Kissing Dance 21-0307—(48-0307)*

ALBUMS

SELECTIONS FROM THE CHOCOLATE

SOLDIER

Al Goodman and His Orchestra K-21-(WK-21)*

Here come the **DANCE BANDS** again!

TOMMY DORSEY'S DIXIELAND FOR DANCING

Tommy Dorsey and His Orchestra P-279-(WP-279)*

NATIONAL SPECIAL

DENNIS DAY

ENNIS DAT The Laundromat Song 20-3730—(47-3730)° Indiana Moon

*45 c.p.m. catalog numbers

NOTE: All records in this panel are listed alphabetically by song title.



according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sale-out" stage. indicates records which, "sold-out" stage.

. . designates that record is one of RCA Victor's "Certain Seven"-among the leading numbers on the trade paper best selling retail sales charts. Obviously, sure things!

Beyond the Sunset

Three Suns with Rosalie Allen and Elton Britt 20-3599-(47-3105)*

Candy and take

Chattanoogie Shoe Shine Boy

Dearie

I Said My Pajamas

Tony Martin and Fran Warren 20-3613-(47-3119) • 7

It Isn't Fair

■ Mommy and Daddy Broke My Heart

Music! Music! Music!

Rag_Mop

There's No Tomorrow

Wanderin'



. Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top-selling hit category. The tade is advised to watch these records carefully in order to maintain stocks consistent with demand.

Quicksilver

Eiton Britt & Rosalie Allen
21-0157--(48-0168)*
(From No. 5 to No. 3 Most Played by
Country and Western Disk Joukeys, Billboard, March 25.)

Bewitched

Larry Green 20-3726—(47-3726)*
(Tips on Tops, Billboard, March 25.)

Roulette Tony Martin 20-3695—(47-3219)* (No. 9 Retailers Pick, Billboard, March 25) The Horse Told Me

Dennis Day 20-3707—(47-3240)*
(No. 9 Disk Jockey Pick, Billboard, March 25.)

Count Every Star

Hugo Winterhalter 20-3697—(47-3221)*
(No. 10 Disk Jockey Picks, Billboard, March 25.)

Little Angel With the Dirty Face Eddy Arnold 21-0300—(48-0300)* (Tips on Tops, Billboard, March 25)

In this week's RCA Victor's Top Selling 15 Darn It, Baby, That's Love-Freddy Martin & Fran Warren Sweet Promises and Good Intentions-Lisa Kirk Have You Ever Been Lonely?-Fran Warren & Lisa Kirk

I Almost Lost My Mind-Fran Warren

The stars who make the hits

Records &





EVERYONE who has heard it says IT'S THEIR GREATEST!

BOTH SIDES ARE TERRIFIC!

Let's Go to Church

RECORD NO. 960

Next Sunday Morning"

MARGARET WHITING + WAKELY

A Romantic duet, with tender spiritual appeal, for all ages ... dedicated to the faith that strengthens and guides us in a troubled world.

BACKED BY

"WHY DO YOU SAY THOSE THINGS"

KTHAT HURT ME SO)"

A HIT-TUNE BACKING!

RECORD NO. F960 ON 45 IPM RECORD NO. 960 ON 78 IPM

Baset Music Available—Beechwood Music Corp. e/o Capitol Songs, Inc., Radio City, N. Y

Billboard MUSIC POPULARITY CHARTS

Sheet Music

П

Based on reports received last three days or Week Ending March 24

BEST-SELLING SHEET MUSIC

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

	POSITI	lon.	,
	is L		
to da	te Wo	Lek W	reck Publishers MUSICI MUSICI (NO
10	2	2.	CHATTANOOGIE SHOE SHINE BOY (R)
3	4	3.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)Robert
9	3	4.	1 SAID MY PAJAMAS (R)
8	7	5.	DADDY'S LITTLE GIRL (R)Beacon
16	6	6.	DEAR HEARTS AND GENTLE PEOPLE (R)
4	5	7.	DEARIE (R)Laurel
4	9	8.	MY FOOLISH HEART (R)
2	13	9.	PETER COTTONTAIL (R)Hill & Range
3	8	10.	CANDY AND CAKE (R)
5	10	11.	IT ISN'T FAIR (RI
6	12	12.	ENJOY YOURSELF (R)E. H. Morris
1	_	13.	THIRD MAN THEME, THE (F) (R)Chappell
15	11	14.	THERE'S NO TOMORROW (R)
9	15	15.	RAG MOP (R)Hill & Range

ENGLAND'S TOP TWENTY

	ks La te We			Eng i bot		American
3	1	1.	MUSICI MUSICI MUSICI	Peter	Maurice	Cromwell.
11	2	2.	DEAR HEARTS AND GENTLE PEOPL	E. Morris		Morris
10	3	3.	JEALOUS HEART	E. J.	Worvis	Acuff-Rose
16	4	4.	HARRY LIME THEME	Chapp	elf	Chappell
10	5	S.	DOWN IN THE GLEN	L. W	right	Mills Music
10	8	6.	I'VE GOT A LOVELY BUNCH OF	Bos &	Cox	Cornell
23	9	7.	ROSE IN A GARDEN OF WEEDS	Box &	Cax	Loeds
6	6	8.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victor	i a	Irving Ceasar
17	6	9.	HOP SCOTCH POLKA	Leeds		C:amwell
8	14	10.	WE ALL HAVE A SONG IN OUR		ieth Century	
7	15	11.	BEST OF ALL	Conne	ly	•
17	9	11.	I'LL STRING ALONG WITH YOU	Feldm	an	Witmark
22	11	13.	YOU'RE BREAKING MY HEART	Chappe	eil	Algonquin
2	18	14.	DUT OF A CLEAR BLUE SKY	Kassne	r	D. Dreyer
14	11	14.	WHY IS IT	Cineph	onic	BMI
18	16	16.	OUR LOVE STORY	Unit		J. J. Robbins
2	19	16.	FRENCH CANCAN POLKA	Connel	ly	Biossom Music
1	_	18.	CHATTANOOGIE SHOE SHINE BOY.	Kassne	·	Acuff - Rose
10	13	18.	MULE TRAIN	Chappe		Walt Disney
16	19	20.	IS IT TOO LATE?	Kassne	M	D. Dreyer

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Another Smash Hit in Rhythm and Blues SMILEY LEWIS AND HIS SEXTET ON RECORD NO. 5067 "LOWDOWN" Sweeping the Country! JEWEL KING "DON'T MARRY TOO SOON' A Hit from Coast to Coast! "FATS" DOMINO "THE FAT MAN"
"DETROIT CITY BLUES" New Releases..... JEWEL KING NO. 5061 "BROKE MY MOTHER'S RULE" COUNTRY JIM "I'LL GET IT" "AVENUE BREAKDOWN" "RAINY MORNING BLUES" NO. 5062 NO. 5064 DAVE BARTHOLOMEW "THAT'S HOW YOU "FATS" DOMINO GOT KILLED BEFORE" "LITTLE BEE" "CARNIVAL DAY" "BOOGIE WOOGIE BABY" NO. 5065 Order Now From Your Mearest Distributor!



Radio Popularity

Based on reports received last three days of Week Ending March 24



RECORDS MOST PLAYED BY DISK JOCKEYS

greatest number of record shows. List is based on replies from weekly survey among disk jockeys througt the country." Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film: (M) indicates tune is from a legit musical.

Do date Week Week		OSITI	0 N st T	hels	
1					
9 3 2. MUSICI MUSICI MUSICI. T. Brewer. 1. London 604—ASCAP 9 8 9. IT ISM'T FAIR. 1. London 604—ASCAP V(78120-3603; (45147-3113—ASCAP 8 2 4. CRY OF THE WILD GOOSE, THE Mercury 5363—8MI 11 4 5. CRATTANOOGIE SHOE R. Foldy. V(78120-3582; (45347-31078—ASCAP 11 5 7. I SAID MY PAJAMAS. M. Rene ONE-T. MATLIN V(78120-3582; (45347-3119—ASCAP 9 6 8. CRATTANOOGIE SHOE Bing Croby-V. Schoen SHINE BOY				IF I KNEW YOU WERE COMING I'D'VE BAKED	National 9103;
8 3. IT ISN'T FAIR. S. Kaye Dirk. V(78)20-3609; (45)47-3113—ASCAP 8 2 4. CRY OF THE WILD C(5)47-3113—ASCAP 11 4 5. CHATTANOGIE SHOE F. Foley. Shilke BOY C(5)47-3078—ASCAP 12 5. CHATTANOGIE SHOE F. Foley. Shilke BOY C(5)47-3078—ASCAP 13 7. I SAID MY PAJAMAS M. Rene Oirk. T. Martin. F. Warren V(78)20-3583; (45)47-3119—ASCAP 14 6. CHATTANOGIE SHOE Bing Croby+V, Schoen Shilke BOY Core 24863—BMI 15 7. I SAID MY PAJAMAS M. Rene Oirk. T. Martin. F. Warren V(78)20-3633; (45)47-3119—ASCAP 16 8. CHATTANOGIE SHOE Bing Croby+V, Schoen Ork. Dec 24863—BMI 17 10. MUSICI MUSICI MUSICI M. Martin. Ork. V(78)20-3693 V(78	•	3	2.		T. Brewer
## 2 4. CRY OF THE WILD F. Laine Mercury 5363—8M1 ## 5 CHATTAROOGIE SMOE Mercury 5363—8M1 ## 6 THERE'S NO TOMORROW, T. MATINE Dec 46205—8M1 ## 7 6 THERE'S NO TOMORROW, T. MATINE VITAI20-3582; (45)47-3178—ASCAP ## 8 T. I SAID MY PAJAMAS M. Rene Ork-T. MATURE Warren VITAI20-3582; (45)47-3119—ASCAP ## 6 8. CHATTAROOGIE SHOE Bing Crooby-V. Schoen SHINE BOY Ork. Dec 24863—8M1 ## 10 MUSICI MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! MUSIC! M. MATIN and A. God (15)47-3217—ASCAP ## 10 13. CRATTAROOGIE SHOE SHINE BOY M. MATIN and A. God (16)47-3216—8M3 ## 10 13. CRATTAROOGIE SHOE M. MATIN and A. God (16)47-3216—8M3 ## 10 14. IF I KNEW YOU WERE G. Gibbs M. Kaminska's COMING 1'D'VE BAKED A CANE COMING 1'D'VE BAKED A CANE COMING 1'D'VE BAKED A CANE COMING MUSIC! MUSIC!	•	8	3.	IT ISN'T FAIR	S. Kaye Drk V(7B)20-3609;
11 4 5. CHATTANOGIE SHOE R. Foley	. 8	2	4.	CRY OF THE WILD	F, Laine
18	11	4	5.	CHATTANOOGIE SHOE	R. Foley
11 5 7. I SAID MY PAJAMAS. H. Reee Ork-T. Martin F. Warren	18	7	6.		T. Martin V(78)20-3582;
V(78)20-3613; (45)47-3119—ASCAP	11	5	7.	I SAID MY PAJAMAS	H. Rene Ork-T. Martin-
SMINE BOY Ork. Dec 24803—BMI 6 13 9. SENTIMENTAL ME Ames Brothers Caral 60140;					V(78)20-3613;
Caral 60140; Coral 60173—ASCAP	9	6	8.	SHINE BOY	Ork Dec -24863-BMI
11 10 MUSICI MUSICI F. Martin Ork. V(78)20-36-93 (45)47-3217—ASCAP (45)47-3217—ASCAP (45)47-3217—ASCAP (45)47-3217—ASCAP (45)47-3217—ASCAP (45)47-3217—ASCAP (45)47-3203—BMI (45)47-3204—BMI (45)47-3204	6	13	9.	SENTIMENTAL ME	*Coral 60140;
2	4	11	10.	MUSICI MUSIC! MUSIC!	F. Martin Ork V(78)20-3693;
12 25 12 25 26 70 SLEEP, GO TO M. Martin and A. God-SLEEP, GO TO SLEEP. GOT TO SLEEP. GOT TO SLEEP. GOT TO SLEEP. GOT TO SHEEP. GOT TO SHEEP. GOT TO SHEEP. GOT TO SHEEP. GOT GOT TO SHEEP. GOT GOT TO SHEEP. GOT	2	18	11.	WANDERIN'	S. Kaye Ork-T. Alamo
SLEEP, GO TO SLEEP					(45147-3203-BMI
10 13 CRATTANOOGIE SHOE P. Harris V(78)28-3892; (25)47-3216-5M] 2 16 14 IF I KNEW YOU WERE G. GIDbs-M. Kaminska's Disiclanders COMING 1'D'VE BAKED Coral 60169—ASCAP Coral 60163—ASCAP (4)17-3212—BMI 16 MUSICI MUSICI MUSICI Arnes Brothers Coral 60153—ASCAP Coral 60169—BMI Coral 60169—BMI Coral 60169—BMI Coral 60169—BMI Coral 60140—BMI Coral 60140—B	, 2	25	12.	SLEEP, GO TO SLEEP	Col(78)38744;
2 16 14. IF T KNEW YOU WERE G. GIbbs-M. Kaminska's COMING IPO'VE BAKED A CAKE	. 4	10	13.		P. Harris
SIMPLE BOY	2	16	14.	COMING I'D'VE BAKED	G. Gibbs-M. Kamieska's Dixielanders
8	6	20	15.	CHATTANOOGIE SHOE	F. Sinatra
14 16. MIUSICI MUSICI, Ames Brothers.	8	•	16.	RAG MOP	R. Flanagan Ork V(7B)20-J685;
1	3	14	16.	MUSICI MUSICI MUSICI.	Ames Brothers
1 - 19, CANDY AND CAKE. A. Godfrey Col(78138721; (LP)1-347-ASCAP CP)1-347-ASCAP CR)2-347-ASCAP 4 24 21. DADOY'S LITTLE GIRL Mills Brothers Dec 24872-BM1 5 22 22. I SAID MY PAJAMAS. D. Day Col(78138709; (LP)1-497-ASCAP 11 12 23. RAG MOP	,		16,	SWAMP GIRL	F. Laine-H. Geller Ork- C. Fisher
1 — 20. IT ISN'T FAIR. B. Farrell. MGM 10637—ASCAP 4 24 21. DADOY'S LITTLE GIRL MIIS Brothers. Dec 24872—BM1 5 22 22. I SAID MY PAJAMAS D. Day. (CR)13939709; (LP)1-497—ASCAP 11 12 25. RAG MOP American Brothers. Caral 60140—BM1 2 17 23. MUSICI MUSICI MUSICI H. Winterhalter-The Five Gems Gol(78)38706; (LP)1-489—ASCAP 4 15 25. RAG MOP J. Dorsey. Col(78)38710; (LP)1-499—BM1 2 25 26. THIRD MAN THEME, THE A. Karas. London 336—ASCAP MIND GOR TRIO GOR TANAS MIND GOR TRIO CORPT (18)499—BM1 7 23 28. RAG MOP P. Wexton Drik-The Starighters Cap(78)849; (45)F-889—BM1 7 23 28. RAG MOP P. Wexton Drik-The Starighters Cap(78)844; (45)F-884—BM1 Carson 681; (45)F-884—BM1 4 18 30. MUSICI MUSICI MUSICI C. Cavallaro Ork Dec 24881—ASCAP 1 — 30. ARE YOU LONESOME B. Barron Ork Dec 24881—ASCAP	3	-	19.	CANDY AND CAKE	A. Godfrey Col(78)38721;
4 24 21. DADDY'S LITTLE GIRL Mills Brothers	1	_	20.	IT ISN'T FAIR	B. Farrell
5 22 22. I SAID MY PAJAMAS. D. Dey. COL(78)38709; (LP)2-497—ASCAP (LP)2-497—ASCAP (LP)2-497—ASCAP 2 17 23. MUSICI MUSICI MUSICI. H. Winterhalter-The Five Gems. Col(78)38704; (LP)2-489—ASCAP (LP)2-489—ASCAP 2 25 26. THIRD MAN THEME, THE A. KARAS. Lendon 536—ASCAP 1 — 26. I ALMÓST LOST MY King Cole Trio. MIND	4	24	21.	DADOY'S LITTLE GIRL.	Mills Brothers
11 12 23. RAG MOP	5	22	22.	[SAID MY PAJAMAS	D. Day
2 17 23. MUSICI MUSICI. H. Winterhalter-The Five Gems	11	12	23.	RAG MOP	Ames Brothers
4 15 25. RAG MOP J. Dorsey. Col(78)38730; (LP)1-499—BM1 2 25 26. THIRD MAN THEME, THE A. KARA London 936—ASCAP 1 — 26. I ALMÓST LOST MY King Cole Trio MIND (45)F-8899—BM1 7 23 28. RAG MOP P. Wexton Drk-The Starlighters Cep(78)844; (45)F-844—BM1 2 — 29. CANOY AND CAKE. M. Carson V(78)20-3681; (43)F-3204—ASCAP 4 18 30. MUSICI MUSICI Cavallaro Ork Dec 24881—ASCAP 1 — 30. ARE YOU LONESOME B. Barron Ork	2	17	23.	MUSIC! MUSIC! MUSIC!	H. Winterhalter-The Five Gems Col(78)38704;
2 25 26. THIRD MAN THEME, THE. A. Karas	4	15	25.	RAG MOP	J. Dorsey
1 — 26. I ALMÓST LOST MY King Cole Trio. Cup(781889; (45)F-889 — BMI 7 23 28. RAG MOP	2	25	26.	THIRD MAN THEME, THE	A. Karas
7 23 28. RAG MOP	1	_	26.		King Cole Trio Cap(78)889;
2 — 29. CANOY AND CAKEM. Carson	7	23	28.	RAG MOP	P. Weston Drk-The Starlighters Cap(78)844;
4 18 30. MUSIC! MUSIC! MUSIC!C. Cavailaro Ork Dec 24881—ASCAP 1 — 30. ARE YOU LONESOME B. Barron Ork	2	-	29.	CANDY AND CAKE	M. Carson
1 - 30. ARE YOU LONESOME B. Barron Ork	. 4	18	30.	MUSICI MUSICI MUSICI.	.C. Cavallaro Ork
TONIGHT? MGM 10628	1	-	30.	ARE YOU LONESOME TONIGHT?	B. Barron Ork

SONGS WITH GREATEST RADIO AUDIENCES (ACD

(Beginning Friday, March 17, 8 a.m., and ending Friday, March 24. 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and los Angeles. List is based upon John G. Pestman's Audience Coverage Index. The Index is projected upon radio loss made available to Pestman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 tmore in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

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

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

All the Bees Are Buzzin' Round My Honey (R) Santly-Joy-ASCAP
Bye Bye, Baby (M) (R)J. J. Robbins-ASCAP
Candy and Cake (R)
Chattanoogie Shoe Shine Boy (R)
Copper Canyon (F) (R)Famous -ASCAP
Cry of the Wild Goose, The (R)American-BMI
Oaddy's Little Girl (R)Beacon - BM1
Dear Hearts and Gentle People (R)E. H. Morris-ASCAP
Dearie (R)Laurel—ASCAP
Dream Is a Wish Your Heart Makes, A (F) tR)., Walt Disney-ASCAP
Enjoy Yourself (R) E. H. Marris-ASCAP
I Can Dream, Can't 1? (R)
I Don't Know Whether To Laugh or Cry Over You (R) Porgre-BMI
I Gotta Have My Baby Back (R)
I Said My Pajamas (R)Leeds—ASCAP
If I Knew You Were Coming I'd've Balied a Cake (R), Robert-ASCAP
It's So Nice To Have a Man Around the House (R). E. H. Morris-ASCAP
Music! Music! (R)
My Foolish Heart (F) (R),
Peter Cottontail (R)
Quicksliver (R) E. H. Morris—ASCAP
Ray Mop (R)Hill & Range—BMI
Rain (R)
There's An "X" in the Middle of Texas (R)
There's No Tomorrow (R)
Third than Theme, The (F) (R)
Withelmina (F) (R)
With My Eyes Wide Open (R)
You're Wonderful (F) (R) Famous—ASCAP
The state of the s

(RII SYSTEM)

Tunes listed ecceived the greatest number of key radio plugs accoeding to information supplied by the Richard Mimber (RN) logging
system. Numerical points total are concusted as follows: 1 point per
sustaining instrumental; 2 points per sustaining word; 3 roints for
commercial instrumental; 4 points per commercial words. I hus, commercial words carried in New York, Chicago and California would recave 12 noists, etc.

) 12 points, etc.
(F) Indicates tune is from film; (M) indicates tune is from legitimusical; (R) indicates tune is available on records.

Week of March 17 to 23

Songa	Publisher	Tot. P.
All the Bees Are Buzzin' Around My Honey.	Santly-Joy	66
Bye Bye, Baby (M),	J. J. Robbles	86
Candy and Cake	Oxford	109
Chattanoogie Shoe Shine Boy		
Copper Canyon (F)	Famous	89
Daddy's Little Gwl		
Dearie		
Did Anyone Ever Tell You, Mrs. Murphy?	Johnstone Montel	BD
Dream Is a Wish Your Heart Makes, A (F).		
Enjoy Yourself	E. H. Morris	98
God's Country	Robbins	63
I Don't Know Whether To Laugh or Gry		
Over You	Porgle	81
1 Gotta Have My Baby Back	Peer	68
I Said My Pajamas	Leeds	68
If I Knew You Were Coming I'd've Baked		
a Cake	Robert	171
It Isn't Fair		
Music! Music! Music!		
My Foofish Heart (F)		
Peter Cottontail		
Quicks liver		
Rag Mop		
Rain	Malier	80
Sitting by the Window		
Sunshine Cake (F)	Burke-Van Heusen	90
There's An "X" in the Middle of Texas		
There's No Tomorrow		
Third Man Theme, The (F)		
With My Eyes Wide Open I'm Dreaming		
You're Wonderful (F)	December	08
THE PERMETTED AFFA	Falantonic	70

Vox Jox

STRICTLY FROM DIXIE.

EASTERN BEAT . . "Dr. Heckle" and "Mr. Jive" do a new show at WBUD, Morrisville. Pa., alternating on a bop and a square kick and appealing to the audience for support. . . Dlck Sherbahn. WCMB, Lemoyne, Pa., is taking over the Clockwatchers' Society seg formerly run by Don Jacobs, who left to go into business. . . Billy Swanwick WALL. Goshen, N. Y., is having a running feud with Charley Zaimes, news commentator—paying off with increased audiences for both shows.

FOLK FARE . . . Boyd Whitney. ETHT.
Houston is back from a tour with the Maddox
Brothers and Rose show. Whitney and Deciay Bud
Dailey recently started booking top talent shows in Houston, Becumont and San Antonio. . . Vora Darby's Record Range is now heard over WENA. Charleston, and WILS. Bockloy, both in West Virginia. . . Johnny (Sheriff) Andrews, WEEU, Reading, Pa., cuts in on the hillbilly disks with solo vecals of the own.

JAZZ & JIVE CORNER . . . Special Bix Bicderbecke memorial program run by Norm Bacon, WOC. Davenport, Ia., presented such guests as C. B. Biederbecke, Bix's older brother; Esten Spurrier, Bix's life-long friend; John Steiner, George Cooke, George Hoefer, Chuck Powell and John Dow, localite who supplied the platters. Telegrams were sent by Jimmy McPartlant, Muggsy Spanier and Danny Alvin. . Stan Kenton guested with Bill Curtis, WDGY, Minneapolls. . Ted Chandler. WCAX, Burlington, Vt., is starting a weekly half-hour two-beat show with a discussion panel . . . Chris Columbus, who fronted his own Jump band for 10 years and then spent four years as drummer for Louis Jordan, is now spinning disks on WFPG, Atlantic City, for an hour a day. JAZZ & JIVE CORNER . . . Special Bix

GRIPES AND SWIPES . . . Reed Upton, WFNC, Fayetteville. N. C., reports that despite all the talk about terrific new tunes, over half of the listener requests are for the old numbers that are being reissued, particularly swing disks for dancing. . When asked for news for the Vax fox column, Johnny Edwards, RATL. Houston, replied, "What's the use? You won't print it anyway." . . "Being that WRLP, New Albany, Ind. is a new station," writes Woody Gruve, "we are in need of gratis wax." . . J. W. Powell, ESRV, Oniario, Ore., offors orchids to the "wonderful nervice" given by Decca, Not only are there plenty of disks. according to Powell they're all cirable sides. . . Despite the "pessimistic prattle" making the rounds. Wallie Dunlap, WLIZ, Bridgeport, Conn. reports live new sponsors signed in live days for his daily Dial Dunlap sessions. GRIPES AND SWIPES . . . Reed Up-

his doily Dial Dunlop sessions.

PHILLY PHADDLE . . . George (Bon Bon) Tunnell gets a second daily edition for his Bon Bon Show on WDAS. In addition to the hour stretch starting at 11 a.m., he adds a 30-minute cidition at 5:30 p.m. . . . Stu Wayne (WPEN) is staging kiddie shows on Saturday afternoons at the State Theater, with Frankie Laine, at the Click, taking guest bows from the stage. . . LeRoy Miller (WFIL) adds two more participating sponsors for five-minute segs in the Griffin Manufacturing Company, thru the Bermingham, Castleman & Pierce agency, taking the daily slice for 37 weeks, and Baibo Cooking Oil, thru Commercial Radio Service, set for 13 weeks. . . With Eddie Newman (WPEN) going on vacation, Cal Ross comes in from WPWA, Chester, Pa., to take over the late evening slot. . . Ramon Bruce (WHAT) promoted a jazz concert recently with Joe Morris and Johnny Griffin, local units, at O. V. Catto Hall. . . Jim McCann and Herb Dexter, WPEN staffers, are launching a new three-hour evening disk show on the station. . . The Andrew Walker Company is publishing a book of 30 poems penned by Hal Moore, who conducts the early morning "Bugle Call" on WCAU. . . Joe Grady and Ed Hurst get added time for their "950 Club" afternoon sessions on WPEN, now running from 1 to 6 p.m. instead of 2 to 5:30 . . . Chris Harwood and Jerry Hanley, disk jockey team at WJMJ, have signed for a show on WHAT, starting late in the month when the station goes full time. . . The F. C. Haab Company, dealer in Williams Oilo-Matic oil burners, thru Casler, Hempstead & Hanford, Chicago advertising agency, takes a five-

Materiale protetto da copyright



AND HONKY-TONK AND RAGTIME ON 78, 45, 331/3!

THREE GREAT NEW ALBUMS







PETE DAILY'S DIXIELAND BAND

Six Sensational Sides!

O'riginal Divieland One-Step'
 'Sansation'
 'At A Georgia Camp Meeting'
 'Divieland Shuffle'
 When The Saints Go Marching In

78 rpm CC-183 45 rpm CCF-183 33 ½ tpm H-183

PEE WEE HUNT'S

FIRST CAPITOL ALBUM

STRAIGHT FROM DIXIE

Including such greats as

'Twelfth Street Rag'
'Clarinet Marmalade'
'Wabash Blues'

• 'Dill Pickles' • 'Tiger Rog' • 'High Society'

on 45 and 33 % only:

CCF-203

33 1/3 rpm H-203

HONKY-TONK PIANO

teaturing MARVIN ASH, RAY TURNER, Prof. LOU BUSCH

Six great backroom plano hits

• 'Maple Leaf Rag' • 'Cannon Bali Rag' • 'Two Dollar Rag'
'The Entertainer's Rag'

• 'Kitten On The Keys'

'The Entertainer's Rag • 'Jim Jams'

78 rpm

5 rpm 45 rpm 188 CCF-187

Letter "F" indica

All singles issued this

A GREAT CATALOG OF DIXIELAND SINGLES

Letter "F" indicates 45 rpm Record No.

DIXIELAND by Dixieland Artists

SHARKEY AND HIS KINGS OF DIXIELAND	78	45
"Bourbon Street Bounce" and 'Pizza Pie Boogie"	795	F795
"I'm Satisfied With My Gal' and 'Over The Waves'		F846
'In The Mood' and 'Solo Mio Stomp'		F951
PETE DAILY'S DIXIELAND BAND		
'Dally Rag' and 'Big Bass Horn Blues'	805	F805
"Doo Wacka Doo" and 'Ook McGlook"	942	F942
PEE WEE HUNT AND HIS ORCHESTRA		
'Twelfth Street Rag' and 'Somebody Else, Not Me' 1	5105	F689
'Oill Pickles' and 'Tiger Rag'		F773
'Runnin' Wild' and 'Milenberg Joys'	873	F873
'That's A Plenty' and 'Royal Garden Blues'	893	F893
RED NICHOLS AND HIS FIVE PENNIES		
'Battle Hymn Of The Republic'	829	F829
MARVIN ASH AND HIS MASON-DIXON MUSIC		
'Pearl House Rag' and 'Sweethearts On Parade'	855	F855
ARMANO HUG, PIANO SDLO WITH RHYTHM		
'Dixle Rag' and 'Huggin' The Keys'	863	F863
MAPPY LAMARE'S LEVEE LOUNGERS		
'How Come You Do Me Like You Do' and 'Washington And Lee Swing'	884	F884
RAY BAUDUC AND HIS BDBCATS		
'Down In Honky Tonky Town' and 'Susie'	919	F919
ZUTTY SINGLETON AND HIS CREDLE BAND		
'Hot Time In The Old Town Tonight' and 'Oh Didn't He Ramble'	930	F930

DIXIELAND Sides by POP Artists

RAY	ANTHONY	78	45
	In the Mood' and 'Way Down Yonder in New Orleans'	958	F958
	'Spaghetti Rag'	923	F923
	JUBILAIRES		
	'That Old Piano Roll Blues'	845	F845
	STARR		
	Flow Gently Sweet Afton' with Red Nichols And His Five Pennies	817	F817
	'Bonaparte's Retreat'	936	F936
DEAN	MARTIN		
	'Rain' and 'Zing-A-Zing A-Boom'	937	F937
		948	F948
PAUL	WESTON		
	'Original Orxieland One Step' and 'Panama'	949	F949
GDR	OON MacRAE		
	'Two-Faced Heart' and 'Oh! Oh! Oh! Ophelia'	924	F924
	ROBBINS		
	'Are You From Dixie' and 'Hot Lips'	926	F926
	INY MERCER		
	'Dixleland Band' and 'Jamboree Jones'	853	F853
	TAFFORD		
	'Ragtime Cowboy Joe'	710	F710
RUG	DLO'S RAGTIMERS		
	Why Do They Always Say No' and 'Dream After Dream After Dream'	963	F963

LOOK TO CAPITOL FOR THE GREATEST IN DIXIELAND MUSIC! (on 45, 78, 331/3)





Retail Record Sales

Week Ending March 24

httlboard SERVICE PEATURE

BEST-SELLING POP SINGLES

Records fisted are those selling best in the nation's too volume retail record stores. I be in based upon The Billboard's weekly survey binong the 1,400 largest dealers, representing every important market Survey returns are weighed according to size of market area Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

PU)	HV	44
Weeks	1	las	t

to det	Wa						
9	1	1	MUSIC!	MUSIC!			604—ASCAP
4	3	2.		U WERE	E.	Barton.	

		-	COMING I'D'VE BAKED E. Barton
			A CAKE
11	2	3.	CHATTANGOGIE SHOE SHINE BOY R. Foley

			Sugarfoot Rag	Dec 46205
21	4	4.	THERE'S NO TOMORROW. T	. Martin
			Thousand Violins, A	V(78)20-3582; (45)47-3078

			(HORSEIN FIOTING A	(45)47-J078—BN
8	5	5.	IT ISN'T FAIR	
			My Lily and My Rose	V(78)20-3609;

					(42)41-3772-W20W
10	6	6.	[SAII	MY PAJAMAS T	. Martin-H. Rene-F.
			Hav	I Told You Lately	Warren
			The	I Lave You?	V(78)20-3613;
					ACEDAY BIDD ACCAS

4	12	7,	THIRD MAN THEME, THE. A. Keras
2	14	8.	GO TO SLEEP, GO TO A. Bieyer Ork-A. God- SLEEP, GD TO SLEEP frey and M. Martin

			Sut me, I core rea	(LP)2-569-ASCAP
8	8	9.	CRY OF THE WILD	
			GOOSE, THE	
12	_			Mercury 5363—BM1
		10	PAG MAP	Amas Brothers

			Black Lace	Mercury 5363—BM1
12	7	10.	RAG MOP	Ames Brothers
			Sentimental Me	Coral 60140-8M1
7	13	11.	SENTIMENTAL ME	Ames Brothers
			Rag Mop and/or	Coral 60140;
			Blue Prelude	Coral 60173-ASCAP

-			Have I Told You	frews Sisters
			Lately That I Love You?	
5	17	13.	DADDY'S LITTLE GIRL MH	is Brothers
			If I Live To Be a	Dec 24872-BM

Ring Crocky and An-

9 12. QUICKSTLVER

11	10	14,	Rain or Shine G. Lombardo Ork Rain or Shine Dec 24825—ASCAP
1	_	15.	SWAMP GIRL F. Laine-H. Geller Ork
			(Give Me) A Kiss For C. Fisher
9	15	16	DADOY'S LITTLE GIPL D. Todd

9	15	16.	DADOY'S LITTLE GIRL D. Todd
			Who'll Be the Next One Rainbow 30088—6WI To Cry Over You?
9	11	17.	CHATTANDOGIE SHOE SHINE BOY

,	_	18.	Bibbidi-Bobbidi-Boo . Ork . Dec 24863—Bill
2	_	10.	CANDY AND CAKEA, Godfrey Dear Old Girl Col(78)38721;
			(LP)1-547-A5CAP
4	22	19.	MY FOOLISH HEART G. Jenkins Ork

			Don't Da Something To Someone Else	Dec 24830-A5CAP
2	17	20.	PETER COTTONTAIL M.	Shiner
			Floppy	Dec 46221-BMI
1	_	20.	PETER COTTONTAIL G.	Autry

1	_	20.	PETER COTTONTAIL G. Autry
			Funny Little Bunny Gol(78)38750;
			(LP)1-575BMI
3	21	22.	THIRD MAN THEME, THE. G. Lombardo

3	-	22.	DEARIE		Bolger E. Merman Dec 24873—ASCAP	l
3	19	21.	MUSIC! MUSIC! O. Katharina	MUSIC! C.	CavallaroOec 24881—ASCAP	

			o, ratherita
7	20	25.	RAG MOP
			(45)47-3212-8M1
2	25	74	IE I WHEN YOU WERE C CINE M Vamintain

Z	25	26.	IF I KNEW YOU WERE G. Gibbs-M. Kaminska's
			COMING I'D'VE BAKEO Dixielanders
			A CAKE Coral 60169-ASCAP
			Stay With the Happy
			People

			Stay With People			Lorai	60169—ASCAP
3	30	27.	MUSTC! MU	SIC!	MUSICT. F.	Marten	0rk
			Wilhelmin			V(78)20	1.1691

		Wilhelmina		V(78)20-3693; (45)47-3217-ASCAP
2	 27.	Monday, Tuesday,	. , G	. MacRae-J. Stafford Cap(78)858;
		Wednesday		(45)F-858-ASGAP

2	25	27.	1 SAID MY PAJAMAS	
			bearie	Dec 24873—ASCAP
1	22	30	WITH MY EYES WIDE	

		201	OPEN I'M DREAMING Oklahoma Blues	P. Page Quartet Mercury 5344—ASCAP		
7	4-40	30.	FOR YOU MY LOVE	L. Hampton Ork Dec 24855—BMI		

CHILDREN'S RECORDS

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billiboard's weekly dealer survey. Records are listed according to greatest sales. POSTION Weeks I Last I This to date! Week | Week | Week | This to date! Week | Week | This to date | This to dat

3	2	2.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)
2	6	3.	B. Boyd-A. Clyde-R. BracksCap CBX 3058 PETER COTTONTAIL (One Record)
94	5	4.	M. ShinerDec 46221 LITTLE TOOT (One Record)

	_		Don Wilson-The Starfighters
14	7	5.	HOWDY DODDY AND THE AIR-O-DOODLE

7.4	٥.	(Two Records)	MAD THE MIN-0-DOODLE		
		Bob Smith-H.	Rene	0rk	
				V(78)Y-397, (45)W	

31	9	6.	BUGS BUNNY IN STORYLAND (Two Records)
			Mel Blanc-A. LivingstonCap DBX-3021
1	_	7.	PETER COTTONTAIL (One Record)

١	_		• •	G. Astry
d	28	_	8.	LITTLE ENGINE THAT COULD (Two Records)
1				P. Wing Y Y-341
ı	49	4	9.	BAMBI (One Record)

- [49	4	9.	BAMBI (One Record)
.		_		S. Temple-Chorus, P. Smith, Director Y Y-395
۲į	94	7	10.	
J				Alan Livingston-Vance "Pinto" Colvig

J				Alan	Livingston-Vance	"'Pinto'	" Colvig.	
ì								DBX-114
ł	25	12	11.	80Z0	AND THE BIRDS	(Two	Records)	
ı				P. Co	via. B. May Ork.			

25	3	12.	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)
			M. Plane P. May A.t.

		M.	Blanc - B.	May	Ork	 	4 + 4
54	 12				(78)DBX-30 LE LUMPY		
	23.				Benerature.	necords/	

33	13	14.	THREE LITTLE PIGS (Two Records	, U .
			W. Oisney-Dan Wilson	
				- 31

1	60	14	14.	BDZO SINGS (Two Records)
ı				Alan Lilvingston-Vance "Pintor" Colving
	43	_	14	MMMMY APPLESED (Three Beauty)

4	43	_	14.	JOHNNY APPLESEED (Three Records)	
Л				Dennis Day V P-368	
1	1	_	14.	PETER COTTONTAIL (One Record)	
1				F. Luther	

CLASSICAL SINGLES

	230	1	1.	Clair de Lune
	1	_	2.	Jose SturbiV(78)11-8851, (45)49-0176
	217	3	3.	Mario LanzaV(78)12-1106, (45)49-0902 Chopin's Polonaise
1	41	5	3.	Jose ItarbiV(78)11-8488, (45)49-0114 Bachinas Brasileiras
				8. Sayao

Warsaw Concerto Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, planist. .V(78)11-8863, (45)49-0252

CLASSICAL ALBUMS

6	1	1.	Back: Well-Tempered Clavicord (Six Records)
15	2	2.	W. LandowskaV(78)DM-1338, (85)WOM-1338 Benthoven: Symphony No. Three in E Flat Major, Opds 55 (One Record)
			The Philharmonic Symphony Ork of New York,
			8. Walter, conductor

1	 3.	Tchaikovsky: Sleeping Beauty (Six Records)
		L. StekowskiV(78)DM-1205, (45)WOM-1205, (LP)ML-101
1	 3.	Tchaikovsky: Swan Lake (Five Records) St. Louis Symphony Drk, Vladimir Golschmann,

ı					conductor				
ı					V(78)0	M-1028, (451W[M-1028.	(LP)ML-1003
1	11	3	5.	1	Gam Hear	It Now, V	ol. II	(Five Rec	grds)
J					Edward I	Murray		stant £	W. Estamble

**	20	2.	I COM HEAT IT	MAN ADV. II / LIME MECOLDS!
			Edward R.	Murrow, narrator; F. W. Friendly
				Col(78)MM-881; (LP)ML-426
1	-	5.	That Midnight	Kiss (Three Records)

POP ALBUMS

SOUTH PACIFIC (Seven Records) Mary Martin-Ezlo Pinza..... Col(781MM-850, (LP)ML-4180

1	2	3	6.	CIMUERELLA (I'WO KECONS)
ł				I Woods and OthersV(781Y-399, (45)WY-399
ı	3	6	3.	RALPH FLANAGAN PLAYS RODGERS & HAM-
ŀ				MERSTEIN (Three Records)
ı				R. FlaneganV(78)P-268, (45)WF-268
ł	9	3	4.	GENTLEMEN PREFER BLONDES (Seven Records)
я.				Original Superdouse Cont.

			Original Broadway Cast	
3D	>	ε,	JOLSON SINGS AGAIN (
		٥.	A. Jaison	

10 23

Dealer Doings

SPACE SAVER... The problem of space taken up by listening booths has been solved, according to H. E. Thompson, who heads the Thompson Appliance Company, Panama City. Fla. Thompson has built miniature booths at either end of the store's record counter. The booths are actually three-sided wooden boxes 2 feet high, 14 inches wide and 14 inches deep. In the center of each booth is a tiny speaker connected with turntables on the inside of the counter. Customers can listen to their favorite disks without disturbing other shoppers and, at the same time, not have to other shoppers and, at the same time, not have to wait for a chance to get into the usual segregated listening booths which take up much more store

NO TRICKS "We have no complaints about business." writes the Specialty Record Shop. Richmend, Ind., "and we have no special trick for selling. We use any and all of the following: Take special orders, stock all speeds for the three-speed players on the market, offer friendly and helpful country advertising on radio, in newspapers, benefit service advertising on radio, in newspapers, benefit programs and schools. Our best form of advertising is a club card which entitles a customer to a free disk after buying 18 records. We read trade maga-zines, especially The Bülboard. Most important, tho, we have four people who work hard and all the

SWITCH DISPLAYS . . . "You can't sell 'em if you don't show 'em" is the motto of Ralph Colucci, who operates the Record Shops in Hartford, Conn. Colucci keeps changing displays on a regular basis and never leaves display space empty. Advertising is great, says Colucci, but nothing can replace the sales efficiency of good interior displays. Each display, while concentrating on one segment of the public, is backed up with a display of something for the rest of the buyers. It's suggestion sciling in a subtle way.

LIVE DISPLAY . . . No half-way dis-plays for the Record Bar, Hansver, Pa. With Rec-ord Bar sales clerk, Sue Hamm. and local deelay. ord for sales civil. Sue Hamm, and local evely, Ed John, WHUB, actually in the rabbit raising husness, the store borrowed a live rabbit to set up a window display for Peter Cottonial disks. The shop also sponsors a 55-minute disk show run by John on WHUB. The Record Bur credits a great deal of its success to its radio tie-in.

TIPS AND CHATTER . . Juited Artists TIPS AND CHATTER... In ited Artists Record Shop, San Francisco, reports a very successful personal appearance staged with Dick Contino, Horace Heidt recording star... Bernie's Record. Fargo, N. D., would like to see Mercury and MGM records included on Tunnis countercards even at a little extra service charge if necessary... Cudahy Record Shop. Cudahy. Wis, comes thru with another window display suggestion. This time, Cudahy based the display as the standard selling Hawaiian disks by borrowing a fish nct from the local sporting goods store, adding a few paper leis and a couple of potted palms. It was an cye-catcher, reports Cudahy.

BIC BEEF . . . A note from the De Luxe Music Shop, Chicago, states, "The 'unauthorized' sale of Capitol albums by Hudson-Ross will begin a new wave of dumping sales in the Chicago area unless Capitol shows it means what it says when offering alhums to dealors below regular cost with the stipulation that the albums will be retailed at

NEWS NOTES . . . The Campbell Electric Shop, Boulder City, Nev., has been purchased by Benjamin Siffert and renamed the Joshua-Tree. The new shop will stop selling radios and appliances and devote its efforts to records and novelies. . . Balin's Record Store, Binghamton, N. Y., is closing up because its premises are being taken over for expansion of the local First National Bank. ... Record department of the Denver Dry Goods Store, Denver, reports excellent response on a 1/3-off sale of Capitol childrens albums.

VOX JOX

(Continued from page 24)
minute seg for 13 weeks on the LeRoy Miller early morning show on WFIL. Miller recently participated as a speaker at a rally for the Red Cross in Pleasantville, N. J. . . . Kid Swingster, at near-by WTTM, Trenton, N. J., joined Henry Mack there in sponsoring a jazz concert at the station studio featuring the local Sax Gill band.

station studio featuring the local Sax Gill band.

. Bill Haley, who puts in three spinning shows a day at WPWA in near-by Chester, Pa., has been inked to warble Western songs for Eddle Wilson's Keystone record label.

. WPEN dropped its after midnight "Toni Talking" all-night girl disk show with Toni Spaulding in favor of carrying a "Milkman's Matthee" with Larry Brown, who returned to the station after a spell in Newark, N. J.

. Slim Swiger, who holds forth with his Western troupe at Ole's Dude Ranch, takes to the WDAS mikes for a Western disk how.

HOUT TIPS EAPITOL! ANTHONY OPENS AT CAFE ROUGE!



Capitol's Ray Anthony and His Orchestra open at the New York Statler Hotel's CAFE ROUGE April 3rd! He'll be on the airways of the big city with these great new recordings — 45 78

"WHY" and "LITTLE PEACH FROM EAST ORANGE"......F945 ... 945

"WHERE IN THE WORLD" and "CANDY AND CAKE".... F933..933

and his latest-a Dixieland number

Caputol
RECORDS
HOLLYWOOD

"IN THE MOOD" and
"WAY DOWN YONDER
IN NEW ORLEANS".. F958...958

DEAN MARTIN HAS 2 HITS!

....Fast-rising Dean Martin, soon to appear in his second Irma picture "My Friend Irma Goes West" has recorded two new Capitol records that top everything he has yet done on discs —

Order Capital
Record No. 937 RAIN" (bocked by "Zing-A-Zing-A-Boom")

-and No. 948 "MUSKRAT RAMBLE"

(backed by "I'm Gonna Paper My Walls With Your Love Letters")

Watch these two records sell and sell and sell!

(also on 45 rpm as Nos. F937 and F948)





Remember "LAURA"? Well wait 'til you hear what Sammy Davis, Jr., does to it!

"LAURA!!!" backed "INKA DINKA DOO"

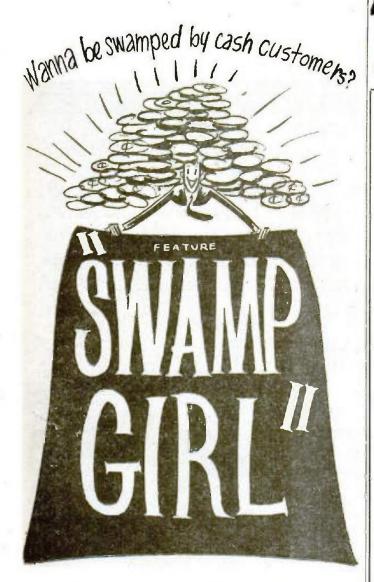
(Yes, It's "Laura" But Oh, Oh, Oh!!!)

(You've Never Heard It Done Like This!)

Two wonderful sides — a record packed with entertainment — every movie fan will want this disc

Order Capitol Record No. 943 (and on 45 rpm—F943)







Herb Jeffries

Paired with

There goes my heart"

OCUMBIA RECORD 38769 OR 7-INCH LP 1-589



COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records

See Unlaterrupted Listening Pleasure

Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Based on reports received last three days of Week Ending March 24

MOST-PLAYED JUKE BOX RECORDS

Records fisted are those receiving the greatest play in the nation's luke boxes. List is based on Time Billiboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Monor Roll of Bits Music Popularity Chart, Part I.

H0111204

Weeks I Last | This to gate I Week | Week

		eek W		
10	1	1.	CHATTANOOGIE SHOE SHINE BOY R. Foley Dec 46205-BMI	
7	2	2.	MUSIC! MUSIC! MUSIC!	
4	4	3.	IF I KNEW YOU WERE COMING E. Barton	
20	6	4.	THERE'S NO TOMORROWT. Martin	
11	3	5.	RAG MOP	
8	4	6.	CRY OF THE WILD GOOSE, THEF. LaineMercury 5363-8M1	
'9	7	7.	IT 15N'T FAIR	
4	13	В.	MUSICI MUSICI MUSICI	
6	9	9.	SENTIMENTAL ME	
ŋ	12	10.	CHATTANOOGIE SHOE SHINE BOY Bling Crosby-V. Schoen Ork. Dec 24863-BM1	
10	8	11.	QUICKSILVER	
			ID Des Controlanas di Batterre E Briston Allen Viziblationas	
\$			(D. Day, Coi(20)36638, (LP31-407; E. Britt-P. Allen, V(78)21-0157, (45)48-0168; G. Marrow, Varsity 257)	
8	10	12.	SAID MY PAJAMAST. Martin and F. Warren-H. Rene OrkV(78J20-J613; (45)47-3119—ASCAP	
3	19		RAG MOP Dec 24855BMI	
4	19	13.	THIRD MAN THEME, THE	
			O. Apollon, National 9109; a. Karas, London 536; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; M. Stachow, Mer 5373; Z. Turner Ork, Regent 173; Cafe vienna Quartet, Col(33)2-444; M. "Sugarfoot" Garland, Dec 46218; M. Winterhalter, Col 38706; T. Fields Trio, V17820-3698, (46)47-3222; A. Rep, Cap(78)820, (45)F-820; R. Mc-Kinley Ork, V(78)20-3709; (45)47-3242.	
6	15		RAG MOP	
4	_		DADDY'S LITTLE GIRL	
i.	27	17.	DADDY'S LITTLE GIRL	
3	25	18.	MUSIC! MUSIC! MUSIC!	
3	22	18.	MUSIC! MUSIC!F. Martin Ork	
.5	22	18.	DEARIE Dec 24899—ASCAP	
3	17	21.	CANDY AND CAKE	
			(R. Anthony Ork-B. Holiday, Cap 933; M. Ellen Quartet-B. Scott, MGM 20094; A. Godfrey, Col 38221. (33)2-347; E. Knipht, Dec 24943)	
7	14	22.	RAG MOP L. WillsBullet 696-BMI	
6	10		ENJOY YOURSELF	
			(E. Cantor, V(78)20-3705 (45)47-3238; J. Harvey, MGM 10650; D. Oay, Collabl-497, (76)38709; L. Prima Ork, Mer 5361; H. Ashley, Varsity 255)	
2	27	24.	IF 1 KNEW YOU WERE COMING G. Gibbs-M. Kaminska's Obticlanders I'D'VE BAKED A CAKE	
2	17	25.	GO TO SLEEP, GO TO ŜLEEP, GO TO M. Martin and A. Godfrey-A. Bleyer Ork SLEEPCol(78)38744; (LP)3-569—ASCAP	
		٠	6M. "Garson-D. Cornell-H. Rene Ork, V(78)20-3718, (45)47-3718; B. Garrett-L. Parks, MGM 10667; T. Prescott-G. Irving-S. Donahue Ork, Dana 2073)	
2	21	26.	CANDY AND CAKE	
			CDI(10/30/21; (LF)1-34/M3QAF	

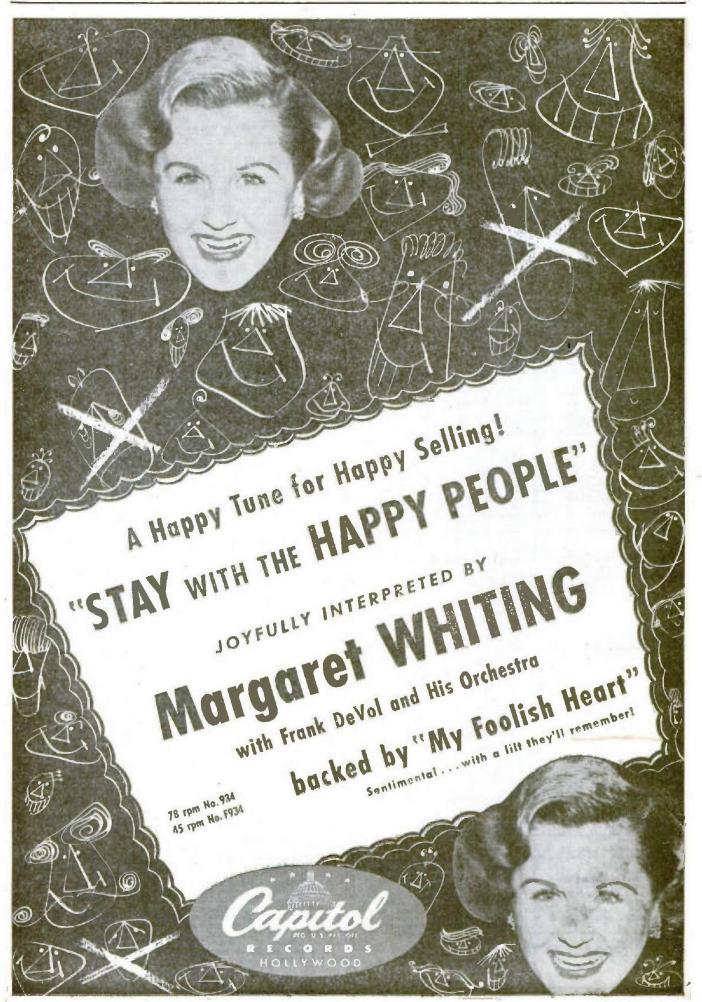
WARNING!

26. DEARIE E. Merman-R. Bolger ... Dec 24873-ASCAP

 26.
 IF Î KNEW YOU WERE COMING I'D'VE BAKED A CAKE
 B. Strong Ork.
 Capî 1891 6; (45) F. 916—ASCAP

 26.
 SWAMP GIRL
 F. Laine-H. Geller Ork-C. Fisher.
 Mercury 3390—BMI

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



MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

Based on reports received test three days of Week Ending Morch 24

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records that sold best in storms according to The Billiboard's special weekly survey among a selected group of retail s burtry and Western record

POSTTION

	1.0311	LUM	
	eks L. ate W		
11	1	1.	CHATTANDOGIE SHOE SHIRE BOYR. Folly
1	-		LONG GONE LONESOME BLUES H. Williams
6	3	3.	CRY OF THE WILD GOOSE, THETennessee Ernie
4	3		GODS WERE ANGRY WITH ME, THE. M. Whiting-J. Wakely
5	9	5.	Broken Down Merry-Go-Round Cap(78/800, (45)F-800—BM) LETTERS HAVE NO ARMS. E. Tubb. Dec 46207—BM I'll Take a Back Seat for You
14	8	6.	I LOVE YOU BECAUSEL. PaymeCap 57-40236—BM1 Link in the Chain of Broken Hearts. A
6	10	7.	I LOVE YOU BECAUSEE. Tubb
9	5	8.	BROKEN DOWN MERRY-GO-ROUND Whiting-J. Wakely
3	5	9.	P'LL SAIL MY SHIP ALONE M. Mullican
7	2	10	RAG MOP L 2 Molle Rulled And RMI

WARNING!

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

ADYANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Alar's You Ashamed
R. Riddle (Smoke Comes) Tennessee 715
Alone at a Table for Two
S. Williams (Kentskey Highway) Fortune 140
And Then I Fell in Love
O. Fleids (Never Agáin) Col 30198
Be Honest With Me
1. Wattry (Colm and) Cotal 64037
Black Mourtain Rag
T. Jackson (Sally Goodin') Mer 6246
Booyle Woogie Bloes
A. Guim & His Arizona Playboys (Last Exal)
Magy's 122
Choc'Late for Cream Cone
R. Alien-Black River Riders (My Bolty) V(78)21-0305; (45348-0365

Near Me

R. Alten-Braze rever stores may bely 21-0305; (45344-0365 Colored Child's Functal, The B. Starcher (Ob, Leave) Col 206-00 Del Rio Bijes. Colorson (Steel Cuitar) Dec 46227 Dirt. *Neath Your Feel

B. Walker (Too Many) Cap(78)941; (45)F941 we Years in Prison

Hall thy Freckle) Fortune 139

Fox Chase

E. Songtr (Will There) Farture 131

Gone and Left Ma Blors

J. Water (Be Honest) Corel 64097

Good Morning Jurige
L Innis (Jug Bard) Mer e244
Have You Heard About 187
Big Macco Merriweather (Leaving Blues) Fortune

If Teardrops Were Diamonds S. Smith-Lone Star Rangers (You Sent) Macy's

S. Smith-Lone June 120
Jug Band Boogle
L. Innis (Good Moraing) Mer 6244
Kentucky Highway
S. Williams (Alone at) Fortune 140

Last Year
A. Gurm & His Arizona Playboys (Beegle
Wooqie) Macy's 122
Leving Blues
Big Maco Merrhweather (Have You) Fortune 137
Lowsome Road Blues
H. Meade (Yellow Dog) Tennessee 712
My Dolly Has a Broken Heat
R. Allen-Black River Riders (Choc'iate Ice)
V(78)21-0305; (45)48-0305

My Freckle Face Gai R. Hall (Fine Years) Fortune 139 MY San Fernando Rose T. Williams (Was Yesteday) Cap(F8)940; (45)-F941

Never Again
D. Fields (And Then) Col 30198

D. I seles (And I new) (od 301 to Dh, Leave One Takes of Your Love B. Starcher (Colored Child's) Col 20e80 Dur Darling Baby Boy C. Perrin (Three Shiftless) Hild & Country 106

Raggia' On
P. Kirk (Tennessee Waggoner) Hill & Country

Rockin' Chair Daddy
B. Shooford (Teardrop and MGM 106.70
Rubber Knockle Sam
Texas J. Robertson-The Panhandis Funchers
(Weeding Bells) V(78121-0304; (45)48-0104
Sally Goodin'
T. Jarkson (**)

Sally Goodin'
T. Jackson (Black Mountain Ray) Mez 0246
Sillting Alone at the Table
D. 'O'Dell (Somebody's Stealin') Mer 0245
Smote Connes Out May Chimney Just the Same
R. Riddle (Aln't You) Tennesse 718
Somebody's Stealin' My Baby's Sugar
D. O'Dell (Sittins Alone) Mer 6245
Steel Guitar Base

Steel Guitar Ray

L. Glosson (Del Rie) Dac 46227

Teardrop on a Rose, A

B. Shooford (Rockin' Chair) MGM 10670

Tennessee Waggoner
P. Kirk (Raggin' on) Hill & Country 105

Isomasce wargoner
P, Kink (Rappin' on) Will & Country 105
Three Shiftless Stories
C, Perein (Our Darting) Hill & Country 106
Too Many Times
B. Walker (Oirt 'Nealth' Capt/781940; (45)F941
Was Yesterday a Decam?
T. Williams (My San) Capt/781940; (45)F940
Wedding Bells Will Never Ring for Me
T. Jim Robertson-Penhandie Purchers (Rubbor Knuckie) W70121-0304; (45)84-0304
Will There Be Any Flowers on Your Grave
E. Songer (Fox Chate) Fortune 131
Yellow Ong Blues
H. Meade (Lonesome Road) Tennessee 712
You Seet My Heart to Prison
S. Smith-Lone Star Rangers (If Teadrops)
Macy's 120

Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

received test three days of Week Ending March 24

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records most played in Juke boxes according to The Biffboard's special weekly survey among a selected group of Juke box operators whose locations require country and Western records.

POSITION

to da	te W	eek V	feek
10	1	1.	CHATTANOOGIE SHOE SHINE BOY R. Foley Dec 46205-BMI
1	_	2.	I'LL SAIL MY SHIP ALONE M. Mullican King 830-BM1
4	6	3.	I LOVE YOU BECAUSE E Tubb Dec 46213-BME
13.	7	4.	TAKE ME IN YOUR ARMS AND E. Arnold
4	8	5.	BLOODSHOT EYES
3	10	5.	SUGARFOOT RAG R Foley Dec 46205
9	2	7.	RAG MOPBullet 696-8MI
7	-	8.	LETTERS HAVE NO ARMS E. Tubb
6	3	9.	BROKEN DOWN MERRY-GO-ROUND M. Whiting-J. Wakely
4	-	10.	1 JUST DON'T LIKE THIS KIND OF
			LIVINMGM 10609

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of ow 1,100 disk jockeys specializing in country and Western tunes.

POSITION

	te W		
11	1	1.	CHATTANOOGIE SHOE SHINE BOY R. Faley Dec 46205-BMI
17	2	2.	1 LOVE YOU BECAUSE
6	3 .	3.	QUICKSILVERE. Britt-R. Allen
6	7	4.	LETTERS HAVE NO ARMS E Tubb Dec 46207-BM1
3	6	5.	I'LL SAIL MY SHEP ALONE Moon Mullican King 830-BMI
1	6	6.	PETER COTTONTAIL
5	-	7.	BROKEN DOWN MERRY-GO-ROUNDM. Whiting-J. Wakely
10	3	8.	RAG MOP Bullet 696-BMI
1	-	8.	PETER COTTONTAIL
	5	10.	CRY OF THE WILD GOOSE, THE Tennessee Ernie

FOLK TALENT AND TUNES

By Johnny Sippel

By Johnny Sippel

Disk Jockey Doings: Owen Voigt, WFTR, Front Royal, Va., is doing two weekly half-hour shows with Don Patton and the Swing Boys, featuring vocalist Joe Regan. . . . Russ Schramb. KRDS, Paragould, Ark., reports that his 45-minute daily h. b. show is being expanded to two hours daily. . . . Georga Sanders. KFVD, Los Angeles, reports that his frau, Helen, had made sides with Hal Blair for Cormac. . . Longhorn Joe, of KROW, Oakland, Calif., reports that Don Churchill and the Texas Maverlcks joined his station March 17. . Ed Kobak, WTWA, Thomson, Ga., reports that Bob Mahoney has joined that station to do a one-hour h. b. show daily. . . . Jim Vinall has replaced Dala Wood at KTNM, Tucumcari, N. M. . . . Sally Starr. WJMJ, Philadelphia, and her hubby, Jesse Rogers (Bluebird), have gone into a retail record and appliance business in Willow Grove, Pa. . . . Wayne Johnston, KAMQ, Amarillo, . . Uncla Bob Crawiord is having good response to playing Western kidisks during his country music shows over KNAK, Salt Lake City. . . Deacon Moore, KXLA, Los Angeles, reports that the Sons of the Pionaers (Victor), who started a network CBS show with Rex Allen (Mercury) March 17, have dropped their Los Angeles radio and TV shots to travel with Allen. Eddie Dean (Mercury), Andy Parker and the Plainsmen (Capitol) have replaced them on their KECA-TV, Los Angeles, video shots.

Sam Workman, WRVA, Richmond, Va., reports that the station's "Old Dominion Barn Dance," goes CBS April I for the Brock candy firm... Don Whitney, KLCN, Blytheville, Ark., started his third year at the outlet with an added 30-minute show daily..., Gene Stripling, of WMAZ, Macon, Ga., is doubling between his mike duties and his job as president of the Georgia Association of Stock Car Auto Racers..., Cocil Kerce, of WRGA, Rome, Ga., reports that the Stone Mountain Quartet and the Georgia Driffers have joined his station..., Billy Starr, London artist and d. j., has moved to WREN, Topeka, Kan..., George Morgan, Columbia, is doing a d. j. shot at WWST, Wooster, O... Esmeraldy, MGM comedienne, has a daily d. j., show at WHBQ, Memphis... Al Turner, KLIF, Dallas, reports that his Saturday night "Big D Jamboree" at the Sportsatorium, Dallas, played to 33,000 during the first eight weeks of 1950..., F. Bostwick Wester at KSDO, San Diego, Calif., opened his own ballroom, Bostwick's Rancho, March 20.... Bobby Lee, of KFEL, Denver, has cut two sides for 4 Star.... Frank Porter, of WLEE, Richmond, Va., is running a talent search weekly in conjunction with the Saturday "Atlantic (Continued on page 124)

(Continued on page 124)



A STIRRING BALLAD OF THE BLAST FURNACE by the composer of "DEAR HEARTS AND GENTLE PEOPLE"

Gordon MacRae

backed by:

THIS IS HEAVEN

TENDER ... ROMANTIC ... APPEALING!

78 rpm No. 959 * 45 rpm No. F959

GET HEP!

ALADDIN'S 1-2-3

DOUBLE SIDED SMASH HITS WITH AMERICA'S LEADING **BLUES ARTISTS**

CHARLES BROWN

I Wonder When My Baby's Coming Home My Baby's Gone

AMOS MILBURN **Walking Blues**

Johnson Rag

Al 3049

LIGHTNIN' HOPKINS

Baby Child **Changing Weather Blues**

Al 3052





The JOHNNY OTIS Recording of . .

THANKS . . .

"DOUBLE CROSSING featuring LITTLE ESTHER

Savov #731

NOW .. Hop on LITTLE ESTHER'S Newest Hit!

"BOTH SIDES A TERRIFIC SMASHI"

"MISTRUSTIN' BLUES"

AND "MISERY" SAVOY #735

AND ... Watch These Two Zoom to the Top!

THE TURKEY

Johnny Offs and The Robins-Savoy #732

PAUL WILLIAMS (Mr. Hucklebuck)

"What's Happening" Vocal by Connie Allen

Part 2—Instrumental "Camp Meeting Bounce" Instrumental Savoy #734

LOOK FOR THE NEW RECORDING BY THE 4 ROBINS

All Above Records Are Listed in "TIPS ON TOPS"

Distributor Territories

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

Billboard MUSIC POPULARITY CHARTS VΠ

Rhythm & Blues Records

Based on reports received last three days at Week Ending March 24

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records that sold best in stores according to The Billiboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

1 If I Give You My Love
3 INFORMATION BLUES. R. Milton & His Solid Senders.
Serialty S 3 INFORMATION BLUES. R. Milton & His Solid Senders.

My Sweetheart Specialty SP-349—B&I
WHY DO THINGS HAPPE!! TD MEP. R. Hamkins. Specialty SP-349—B&I
Royal Hawk
FOR YOU, MY LOVE. L. Darnell Regal 3240—BMI
Lost My Baby
Raining In MY HEART Peppermint Harris. Sittin In 543
My Blues Have Rolled Away
WALKIN' BLUES. J. Moore's Three Blazers.

You Can Go Feed Yousell VITBLE2-0042, (45150-0024
RFAT MAN, TKE. Fats Domino Imperial 5058
Detroit City Blues
1 ONLY KNOW. D. Washington. Mectury 8163—BMI
New York, Chicago and Los Angeles 1 ONLY KNOW. D. Washington Mercury 8163—8MT New York, Chicago and Los Angeles CRY, CRY BABY Ed Wiley Sittin To 545 Blues After Blues

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records most played in luke boxes according to The Billfboard's all weekly survey among a selected group of Juke box operators whose locations require rhythm

POSITION Weeks | Last | This to date | Week | Week 1. DOUBLE CROSSING BLUES............J. Otis, Little Eather and The Robbes... 1 2. FAT MAN, THE Fals Domlino Imperial 5058
3. INFORMATION BLUES. R. Milton and His Solid Senders.
5. Specialty SP-349—BMI
4. I ALMOST LOST MY MIND Ivory Joe Hunter MGM 10378—BMI
5. WHY DO THINGS HAPPEN TO MEZ R. Hawkins Modern 20-734
6. RAG MOP L. Hampton Ork Dec 24855—BMI
7. TMEEF TIMES SENERN FOLIALS

ADVANCE RHYTHM & BLUES RECORD RELEASES

Baby Child

Lightnin' Hopkins (Changing Weather) Aladdin 3052

3052
Boogle the Joint
H. Robinson (Where Wers) Macy's 5005
Carlena's Blues
S. Parker-G. Morris & His Hamptones (Smooth Evening) Spire 11-004
Need You So
You's Joe Hunter (Leave Her) MGM 10665
Changing Weather Blues
Lightniff Hopkins (Baby Child) Aladdin 3052
Deac's Blowout
J. McNeer's (Jer's Framile) Aladdin 3050

Deac's Blowout
J. McNeety (Jay's Frantic) Aladdin 3050
I Wonder When My Baby's Coming Home?
C. Brown (My Baby's) Aladdin 3051
I'll Be Moving Along
T. Dover (Only You) Macy's 121
I'm Jutt a Lucky So and So
Mr. T. Ork (Where Are) Aladdin 3053
Jay's Frantic
J. McNeety (Deac's Blowout) Aladdin 3050
Lower Net Aladdin 3050

Leave Her Alone
Ivory Joe Hunter (I Need) MGM 10665
Leaving Yoo Baby
S. Hoog (You Gotta) Macy's 5003
Live the Life
M. Anight-S. Prior Yrio (Seal of) Dec 48147

Moore's Three Blazers-B. Valentine (Rock With) V(78)22-0073; (43)50-0073

My Baby Gone C. Brown (I Wonder) Aladdin 3051

125th Street, New York

125th Street, New York

A. Sears-The Sparrows (Tan Shin) Coral 65029
Only You Hold the Key

T. Dover (I'll be) Macy's 121
Our Romance Is Gone
The Robins-J. Otis Quintette (There Air't)
Smoy 738
Rock With It

J. Moore's Three Blazers-B. Valentine (Misery
Blues) V(78)22-0073; (a)350-0073
Rollin' and Tumbin' (Parts 1 & 2)
Boby Face Lerby Trie Porkway 501
Scal of Heaven

She's My Old Time Used-To-Be T-Bone Walter (Too Much) Cap(78)944; (45)-F944

Smooth Evening
G. Morris & His Hamptones (Carlena's Blues)

Spire 11-004
Ten Skin Lad
A. Sears-The Sparrows (125th Street) Caral
65029

h5029

P. Brown (Why De) Apollo 418

There Ain't No Use Beggie'
The Robbins-J, Otta Quintette (Our Romance)
Savoy 738

What More Can a Woman Do
S. Hoog (Everybody Gotta) Modern 20-735

Wines the Sam Sets Down South
5. (Pop) Bechet (Blackstick) Brunnwick 80132

(Fop) Bechet (Blackstick) Brunnwick 80132

(Continued on page 113)



with CAPITOL's sparkling version of

.Bonaparte's Retreat,

...it's mad, merry music!



PLUS-A solid smash handling of



with Kay's torch burning brightly!

78 rpm No. 936

45 rpm No. F936

RATINGS

RET 0

65--65--68--62

69--69--67--71

84 -- 85 -- 83 -- 84

RATOR



PATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY . 0-39 POOR

How Railings Are Defermined aline by categories. Each category is angle to disk jockeys. Each time on the basis of angle to accept the possible rating is 100. Maximum arms subject to change rated. The best possible rating is 100. Maximum arms subject to change stopolishing on results of a savery of the music none bring conducted. Ill. S. indicates a record is not suitable for approval within the market.

The Categories Point listines are maximum. Song caliber, 15: Interpreta-point in the possible of the possible of the music norm value, 15: record quality fourface, etc.), 5; music publisher's air performance potential, 10; exploitation (record advir-promotion film, keylt and other "play" alids.) 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.

BILLI

LION

TUNES COMMENT



77--78--76--78

83--84--82--82

87--87--87--88

75--76--75--74

13--46--42--42

74--75--73--73

57--55--55--60

47--45--45--50

PLLIE MOLIDAY Decca 24947	New or Never 71-70-7 Biffle lends her persons recess to a meritum jump blues which is aimed at bises and rhythm sectors.	
	Her coffector fars will probably go for it as well, Cimme a Pigfoot and a Bottle of Beer The thrush is below per but comincing as she does a modernized version of the famous old Bessie Smith shout.	71727170
ONEL HAMPTON	Hamp's Gumbo Parker hollers a rather thred byte he the food formula	6565-6466

(Sonny Parker) Deca 24944

Parker hollers a rather thred lyek he the feed formula blues before giving way to some expert Hampton vibes.

Sad Feeling

Effective slow blues etching spots a good Parter shout
and some souther Marroton vibes. Collectors will
want this for the marstro's sole, one of his finant use wax in some time.

GUY LOMBARDO (Kenny Gardner-The Lombardo Trio) Decca 24931

If You Smile at the Sun The Lombardo Trio sells this elsy little disty most aspertly while the crew offers the usual superb dance arrangement. Should be big with Lombardo fam.

Porter Cottontall
The ever-pleasing Lombardo crew adds another fine version of the Easter ditty to the lists. Should be up there among the feaders on the surefine Item.

CLIFF EDWARDS-THE SAN FRAN-CISCO BOYS Coral 60177

Why Do They Atways Say "No"? Plenty of ginger and spice in this fast coverage of the repidty breaking plano-roll era ditty. Should do plenty of business.

The Old Piano Roll Blucs In the same wein, this tene's got a bit more sub-stance but less spontanetly. Over the long haut this one's Itable to be the side. Treatment too is loaded

BOB CROSBY ORK

Original Dixioland One-Step
A reliate of a great Grossy band recording from its
bryday period. This crew certainly boasted a tremendous beat. The Dixleland rebirth lends extra
hastre to this etching.

limtown Blues
Another gram from the catalog of this wonderful
revinging two-beat band. It's built around a "Tie
Roof Blues" riff, Jungle Drums

SIDNEY STATION-THE TED GRAHAM TRIO 11-007

rbier has a alce quality which shows thru an otherwise uninteresting reading

You Go To My Head
The warbler applies some Eckstine tricks in his handling of the standard with an organ-ribes combine

JERRY GRAY ORK

All the Things You Are
The Miller-styled crew of Gray dishes out an expert dance disking of the Keen everyone.

Not quite so sparkling an amurgement as that on the tooside but a good substantial reading of the Cor-michael breadwinner especially for terpers.

FLORENCE WRIGHT Imagination
Miss Wright woils oilf some Supplier lims As a pleasent
albeit not exciting reading of the Burke-Van Heusen
standard,

Poor Butterfly

Attractive swimp arrangement of the standard with instended out to the standard with Busybody Massey lends a Crosby-ish lightness and related delivery

CURT MASSEY

to a pirasant hounce delly. Peter Cottontail

Add another sound version of this elech kid, pop-and folk hilt. Taken at a tempo which is just a frifle too fast. Heart of Gold

Heart of Gold
Same title as the left of a comple of years ago but not the same song it's done engagingly by Morgan.
I'd Trade All My Tomoreowe
Another balled sentimentalizer set in Morgan's schmaltry. Another balled sentimentalizer so groove is delivered effectively.

CORSAIRS (Bill Hitz Ork) Colombia 1-539

AL MORGAN

The Subway Boom-De-Ay
of even less substance is this rather far-batched

Record Reviews

ARTIST

LABEL AND NO.

TUNES

COMMENT

PORIN AR

1	EDDIE CONDON'S	Squeeza Ma
	BARRELHOUSE GANG Signature 20130	This is the real two-best McCoy. The Divisionable favorite is played in a relaxed manner with James P. Johnson and Pee Wee Russell is "go's." Think is District.

hat's a Plenty ore authentic Disieland in this Jazz resultion of market two-best oldie. Yank Lausee 65--65--65--65 the currently revised two-best oldie. Yark Las Brad Gowans, Russell and Johnson are among

You've Got To Make Somebody Happy
A care social deal is made from a classic melody RAY BLOCH ORK

The Old Refrain
Mary Mayo and Art Gentry team
with a nest Bloch ork setting. 69--70--68--68

TOMMY DORSEY Oughta Know More About You ORK (Frances Ir-vin-Jack Duffy) RCA Victor 20-3712 Engaging rhythms tame in the "Lets Get Away En It All"-"Oh Look At Me Now" groove in treated a fine dance atching featuring Towns's train a adequate vocalizing by Miss Invin and Duffy.

COUNT BASIE SEXTET (The Deep River Boys) RCA Victor 20-3699

65--65-64--66 LARRY MADDI ORK

grammitic balled.

RICHARD HAYES (Raymond Scott's Ork) Mercury 5382

PETER DONALD 88--88--88--88

87--87--86--88 FREDDY GARDNER-PETER YORKE ORK Columbia 1-340

DON CORNELL-MINDY CARSON (Henri Rene Ork) RCA Victor 20-3718

72 -- 74 -- 72 -- 70 WAYNE KING ORK

THE FONTANE
SISTERS I Mitchell
Ayres Ork)
RCA Victor 20-3713 43--46--42--42

79--80--78--78

79--80--78--78 VAUGHN MONROE ORK RCA Victor 20-3711

68--70--65--70

GEORGIE PRICE 73--75--70--75 AL LOMBARDY ORK Stimon MC 1

BOB EBERLY (The 71--71--70--72 Heatherstones. Danny Mendelsohn 71--72--70--72

KAY KYSER 80--80--80--80

C'est Si Bon 86--86--86--86 C est 3s Bons Expert Dorsey music for dancing is dished out with a fast-growing song as the dish. Miss levie sings effectively while T. D. starts things right with his born. Solid as a Rock A small Bisie group and the Dees River group selfabo-rate on a new rhythm ditty for a pleasent sticing. 74--75--72--74 Mine, Too This is the big Basie band with the rando notinging out a nest modern conception of the standard bloom 70--72--70--68 Por Favor, My Darling Rumba, saciety-style, with a time which is chicked and uninspired as the subject of a pedestrian vocal. 33--30--30--40 A Cowboy's Prayer 32 -- 30 -- 35 le Isn't Fair 70--70--70 but very late etching of the revived side. Thursder in My Heart Ear-catching arrangement and strong Hayes' piping heigs build this pretentious baltad into pomething palatable 75--78--72--75

A Paper Full of Fish and Chips
Donald's Cockney dialecting elevates this gang-sing 81--84--80--80 onald's Cockney dialecting elevates which etching into contention for some

Whadda Ya Doin' Tonight, Dear? 75--75--75 Those Foolish Things Gardner's pure succeivence tone and a lovely one setting make a pleasant listening thing of the standard. 63--70--60--60

Rose of Picardy
Another pretty sax solo and appealing cleffing of a stundy evergreen. The pairing is imported from England. 63--70--60--60 Go To Sleep, Go To Sleep, Go To Sleep 86 -- 86 -- 85

Ask Me No Questions
The duo sounds far more convincing in its handling of this Saxon Wells folk-style bounce lilit. Highly 86--86--86

Time and Time Again

Why? (Nancy Evans-Harry Hall) Mancy Eran: Hairy Mati)
This is a pop transposition of Dilgo's "Serenade."
Lyric is podestrian. Performance is uninteresting.

It I Know You Were Coming: I'd've

Baked a Cake Buoyant, amusing afficing of the flast breaking hit. The gals do a thorely infectious job. Mitch Ayres lends a couple of chuckles with added lyrical acides,

Mississippi Mud
Live, happy two-beat rendition of the azz classic oldle.

Over and Over
Yaughn and his chorus knock out a new and retentine
waltz ditty in the crew's customary adroit fashion. It's Easter Time
Not unpleasant ballaid recaling of the holiday season.
Youghn sings it well but the disking in a bit late
to capitalize on the holiday.

Pushcart Serenade
Pun-full novelty has been around without creating mari atir. Price sounds like a cross between Johns Ganton.

Broken Hearted Price packs some potent eld-time flavor into eldie. Effort is dimmed some by dull recording, hever. There's a galipal recitation too.

My Baby Is Blue Rhythmic tune, a catchy affair, gets on adequate unexciting rendition here. Don't Think I Don't Think of You Heavy handling keeps this pleasant balled enerth-

This catchy tune was a big 'German-lavasage hill,

"Marland". Contrived English bytic maires local repeat
less likely despita a highly competent rendition.

Chug-a-Lieg (Michael Douglas-See Beaset) Routing yang pap pulla, husel en a popular érteting gimmick, has that eld "Beer Burrel" potential. Plenty of moute here.

Continued on page 38)

60--60--60 65--65--65

83--83--83--83

79--82--78--78

86--86--86

78--79--77--78

62--65--62--60

69--72--67--67

70--70--70--70

68--68--68--68

68--68--68--68

89--89--89--89



ALREADY ON IT'S WAY TO THE TOP! "SWAMP GIRL"

"GIVE ME A KISS FOR TOMORROW"

Mercury 5390-45 RPM 5390X45



DOUBLE BARRELED SMASH!

JAN AUGUST

With Jerry Murad's

HARMONICATS

BEWITCHED" "BLUE PRELUDE"

Mercury 5399-45 RPM 5399X45



NOT ONE BUT TWO HITS!

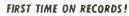
Steve Gibson's RFII [APS

"ARE YOU LONESOME TONIGHT" "SENTIMENTAL ME"

Mercury 8174

"ROOF OVER MY HEAD" "NEVER LOVE ANYONE ELSE"

Mercury 5380



PUMP ROOM ORCHESTRA

Ambassador Hotel, Chicago

WAND TO MOUTH BOOGIE" "TENDERLY"

Mercury 5404-45 RPM 5404X45



CONSISTENT PERFORMANCE -CONSISTENT SELLERS

HARMUNICATS

"ON THE ALAMO"

"LEZGHINKA"

Mercury 5389-45 RPM 5389X45



NOW A NEW HIT FOR

PATTI PAGE

"I DON'T CARE IF THE SUN DON'T SHINE"

"PAPER MY WALLS WITH LOVE LETTERS"

Mercury 5396-45 RPM 5396X45

TAKE IT FROM AN OLD PIANO ROLL PIANO MAN



"THE OLD PIANO ROLL BLUES"

"SPAIN"

Mercury 5400-45 RPM 5400X45 vocals by the Boy Rum Boys

Feb September Spelled sideways is Jan August



ONLY MERCURY HAS THIS COUPLING

TWO TON BAKER "PETER COTTONTAIL"

"CINDERELLA WORK SONG"

(watch this it's a "pop" sleeper) Mercury 5397

ALSO AVAILABLE IN COLORED KIDDIE SLEEVE



THEIR GREATEST RELEASE!

GOLDEN GATE QUARTET

"THERE'S A MAN GOING AROUND TAKING NAMES"

"DIDN'T THAT MAN BELIEVE"

Mercury 5385-45 RPM 5385X45



GREAT DIXIELAND MUSIC!

LII WATTERS

AND HIS YERBA JAZZ BAND

WAITING FOR THE ROBERT E. LEE

Filp Side

"DOIN' THE HAMBONE"

Mercury 11025-45 RPM 11025X45



Mercury 5401 45 RPM 5401 X45



WATCH THE SALES JUMP WITH THIS BOUNCY NEW HIT BY

Y HUWARD

"PUT ON AN OLD PAIR OF SHOES"

BACKED BY A S-M-O-O-T-H VERSION OF A BIG PLUG SONG

"WILHEMINA"





AMERICA'S YOUNGEST HIT MAKER

"IF WE COULD BE

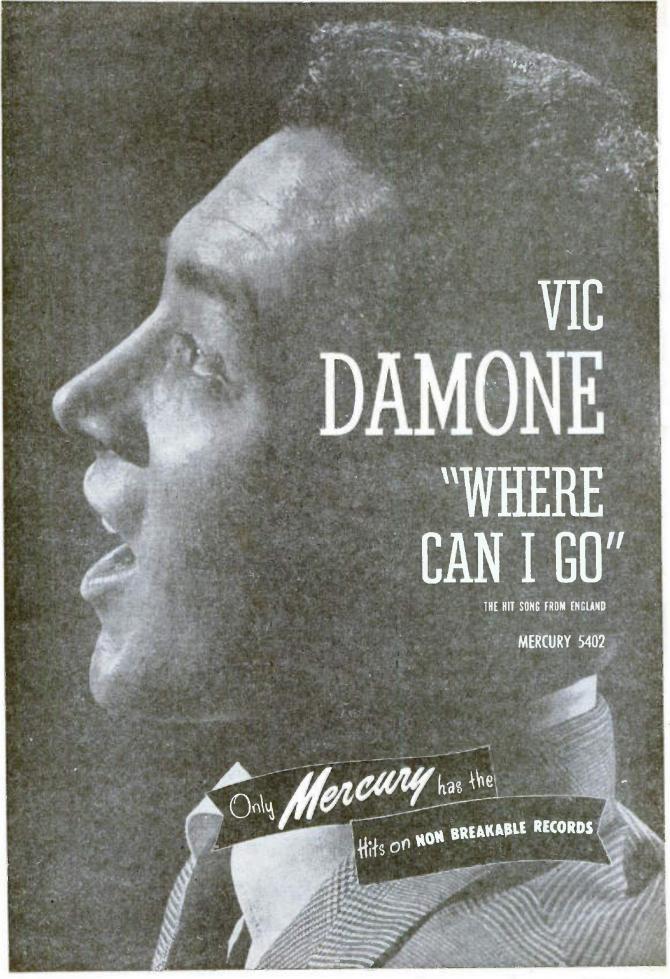
A-L-O-N-E"

COMPLETELY DIFFERENT FROM ANYTHING HE'S EVER DONE

MERCURY 5402

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Hits on NON BREAKABLE RECORDS



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AND HIS BOYS

coupled with

Another great

JOHNNY LEE WILLS

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DISK JOCKEYS

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E PAR

Record Reviews

(Continued from page 34)

ARTIST

CAB CALLOWAY

RALPH SIGWALD-

SALTY HOLMES

JACK DAY

AMES BROTHERS

(Roy Ross Ork) Coral 60173

(Maralyn Marsh-Johnny Goodfellow) Decca 24950

THE ROBINS-THE

IOHNNY OTIS

SMOKY HOGG Macy's 3003

PINEY BROWN

BABY FACE LEROY

TRIO Parkway 501

HORACE HEIDT ORK Horace Haidt MS 1025

TUNES

LABEL AND NO.

COMMENT

POPULAR

JOHNNY LONG Signature 15771

Abba-Dabba Song Swingy little nonsense ditty is amusing and easy to catch, but lacks real smash virtues in this disking.

Blue Moon This version of the Rodgers-Hart standard is designed for dancing. A pleasant instrumental with a moving heat.

JOHNNY LONG Signature 15268

Wailing at the Wake Planist and rhythm turn in a good Latin dance side with a couple tempo speedings. Some incidental gibberish seems superfluous.

Without Your Love Vocal group fails to sell this ballad.

EDDY HOWARD ORK

Camptown Races
Public domain standard replaces "Rag Moo" as
backing for the still-riding filp. Typical Howard trio
job should rate with Howard fams.

Job Snown Telegraphics Carl Daddy's Little Girl State of the February 18 issue, still Dreamy side, reviewed in the F stands to finish in the money. La Mucura

Cab chants the big latin hit in Spanish and English, to a strong rumba beat. Stuff is protty word-heavy.

Pero Que jelengue El Cab handles a mambo in similar fashion. Okay for rumba bugs. Plenty here for the usual hi-de-ho fanclers too.

God's Country
Somewhat briskly-paced rendition of the rich tune
loses much of its bite and the dead-tone recording
doesn't help.

Nothing happens in this populy recorded trio version of the jazz oldle.

I Found My Mama Traiking harmonic novelty, on the cuts side, is effectively handled here by Holmes and a gal with a hillbilly sound. Could be big if the novelty doesn't wear off.

Don't Shed Your Tears After I'm Cone Holmes sings some conventional country material in fair-enough teshion here.

DANNY KAYE-LEE GORDON SINGERS Vic Schoen Ork Decca 24945 Confidentially Kaye essays this one is manner of the title but his effort is sub-par. Material is in an old-time vaude

A Paper Full of Fish and Chips
The "Hove a Banana" refrain could nelp this catch on,
Rollicking Ilimay novelty is unlikely to match "Cocomuss," the Kaye gives it the full dialect treatment.

The Magic Man Song.
Fine new country talent here. Song is a fitting flip to
"Peter," dealing with a magician's bunny.

Peter Cottontail
Day has strong name competition on this smash but should make a fair dent in the market.

Blue Prelude Revived blue-ballad, with a strong, steady bass pattern, comes off mightly in this deep mood harmony rendition. If the tune pops out this could be the record.

Sentimental Me Click ballad rendirlon has been recoupled—lormerly backed the evanescent "Rag Mop." Plenty of plays left liere.

LARRY FOTINE ORK

Little | ug |
The light, infectious qualifies that made this tune a big Latin hit are missing in this cumbersome brasstype scoring.

Rain Shuffle treatment, with muted trumpet alla Busse, tab this version of the oldie for heavy Affidwest play. Very danctable disk.

There Ain'e No Use Boggin' A ballad with a catch figure is handled link Spot style with a lead voice, carrying the tune, giving way to a "honey chile" reclusive.

Our Romance Is Gone
Effective performance of a good slow blues should

You Gotta Go Hogg and guitar politely rock a blues designed for deep South consumption.

Leaving You, Baby
A rather ordinary blues effort aimed at the Southern market propels a good beat behind the Hogg vocal.

Why Do I Cry Over You?
The veteran blues hollerer persuasively delivers a slow set of 12-ber starges out from familiar cioth.

set of 12-ow suspess out from remniar circle.

That's Righe, Baby
Brown romps home another in the "Good Rockin'
Tonight" Tonight". Style. Big best and forceful band
work may push this into the Ilmelight.

Rollin' and Tumblin'

Part One
A persuashe guitar figure and a moving thumping beat plus prayer meetin' waits sell this Southern blues disking.

Biscing.

Part Two

That same rocking guitar figure is built up with
some effectively tertured blues hollering, the moving
beat harmonica walls, etc. A solid Southern market

tinues on page Milk



JOCKEY

72--75--72--70

75--76--74--74

69--72--68--67

60--62--60--58

72--73--72--70

85--85--85

69 -- 69 -- 67 -- 70

74--76--72--74

66--65--68--66

53--55--50

81--82--80--80

67--68--66--68

71--72--72--70

78 -- 79 -- 78 -- 77

71--72--72--70

72--70--75

84--85--83--83

86--86--86--86

67--68--67--66

77--76--78

BLUES & RHYTHM

76--77--75--77

82--83--80--83

68--68--66--70

62--62--60--65

72--72--70--75

82--82--83

74--74--70--77

83--82--82--84





The greatest folk singer on records

HANK WILLIAMS

LONG GONE LONESOME BLUES
MY SON CALLS ANOTHER MAN DADDY

M-G-M Non-Breakable 10645

Introducing the New Singing Star of M-G-M's Technicolor Musical 'Annie Get Your Gun'

HOWARD KEEL

YOU KISSED ME A COW AND A PLOUGH AND A FRAU!

(Both from the musical production "Arms And The Girl")

M-G-M Non-Breakable 10666

Introducing on M-G-M RECORDS

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PLAYTHING

NEVER KNEW I LOVED YOU

M-G-M Non-Breakable 10673

GEORGE SHEARING

DUINTET

IN A CHINESE GARDEN (Parts | & II)

M-G-M Non-Breakable 10647



BLUE BARRON

and his Orchestre

ARE YOU LONESOME TONIGHT PENNY WISE AND LOVE FOOLISH

M-G-M Non-Breakable 10628



RUSS CASE

and his Orchestra

SYMPHONY OF SPRING WITH MY EYES WIDE OPEN, I'M DREAMING

M-G-M Non-Breakable 10644

DERRY FALLIGANT

PETER COTTONTAIL
THE LITTLE WHITE HORSE AND THE MARE

with The Three Cottontops

M-G-M Non-Breakable 10675





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"They're Positively Wrong" (801)

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"BIRMINGHAM BOUNCE"

BACKED WITH

"HOW CAN I BELIEVE YOU LOVE ME!"

RECORDED BY HARDBROCK GUNTER & THE PEBBLES

On BAMA RECORD #104

BAMA RECORDS

905 BANKHEAD HOTEL BIRMINGHAM, ALABAMA

Record Possibilities PARTY CHARTS PART IX

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart. Winterhalter's first disking for Victor is showing winner's symptoms. It's a lovely ork setting of a beautiful ballad with a choral vocal, A talking harmonica is the piramick which should such this one loss contention. It's primarily a kids' thing with the harmonica reciting "Mary Had a Little Lamb" and bedtime prayers, The Suns have their most effective instrumental disking since "Peg o' My Heart" here. Echo chambered guitar effects and deep mood performance by organ and accordion round out a winning reading of Gordon Jenkins-Joe Bishop classic ballad. Catchy, retentive little tune should attract plenty of retail action if only for the tots. Rosemary's vocalizing is most effective as is Percy Faith's down-to-earth backing. Pretty, slow, effective treatment of the hit bailed should cop some of the play from the Ames Brothers' leader.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a skeweck period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. GO TO SLEEP, GO TO SLEEP, GO TO SLEEP	Mindy Carson-Oon Cornell
2. PETER COTTONTAIL	.Gene Autry
3. SENTIMENTAL ME	Ray Anthony Ork
4. YOU'RE MY TREASURE	Aian Dale
5. THE HORSE TOLD ME	
6. RIVER OF SMOKE	
7. BEWITCHED	
8. WHY DO THEY ALWAYS SAY NO	
9. A KISS FOR TOMORROW	
10. BABY, WON'T YOU SAY YOU LOVE ME?	

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think temperorum's hists will be

tomorrow's hits will be:	
1. ARE YOU LONESOME TONIGHT!	
2. COUNT EVERY STAR	Hugo Winterhafter Ork Victor 20-3697
3. THE OLD PIANO ROLL BLUES	Lawrence (Piano Roll) CookAbbey 15003
4. PETER COTTONTAIL	
5. THE HORSE TOLD ME	Dennis Day
6. SENTIMENTAL ME	Russ Morgan OrkDecca 24904
7. I ALMOST LOST MY MIND	
8. BABY, WON'T YOU SAY YOU LOVE ME?	Billy Eckstine
9. C'EST SI BON	
10. SHE'S MY EASTER LILY	Dick Tedd

THE OPERATORS PICK:

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

One Autor

Columnia 38750

think tomorrow's hits will be:	
1. PETER COTTONTAIL	Autry
2. SENTIMENTAL ME	Morgan Ork
3. MY FOOLISH HEART	Erkstine
4. WILHELMINAFreddy	
5. OVER AND OVER	n Monroe
6. SEPTEMBER IN THE RAIN	Shearing

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrows hits will be:

1. PETER COTTONTAIL

Core Autry

And Williams

MCM 10846.

	PETER CUITORIAL		
2.	LONG GONE LONESOME BLUES	Williams	10645
3.	WHY SHOULD I CRY DVER YOU? Eddy	Arnold	21-0300
4.	CHOC'LATE ICE CREAM CONE Kenny	RobertsCora	1 64032
5.	I'M A LONE WOLFLeon I	PayneCap	itol 920
6.	MILLBILLY FEVER	Dickens, Columbia	20677
7.	HEADIN' HOME Ernie	Lee	21-0170
	LITTLE ANGEL WITH THE DIRTY FACE Eddy		
	PETER COTTONTAIL		
	SHEEPSKIN CORN AND WRINKLE ON A HORN Stuart		

HIS TALKING HARMONICA AND

with Instr. Accomp.

IN THE GREATEST NOVELTY HIT IN YEARS!

THE ORIGINAL RECORD

No. 663

RECORDS

Advance Information



ADVANCE RECORD RELEASES

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

POPULAR

Abba-Dabba Song
J. Long (Blue Moon) Signature 15271
Annie, Get Your Gun Album — B. Hutton-H. Keel
(4-12")

GM 50
Anything You Can Do . . . 30231
Doin' What Comes Natur'lly . . . 30239
I've Got the Sun in the Morning . . . 30238
The Anderses Are Down . . . 30230 Hy Dentenses Are Down . . . 30230 The Girl That 1 Marry . . . 30229 There's No Business Like Show Business

30231
They Say It's Wonderful 30228
You Can't Geta Man With a Gun . . . 30230
Arms and the off Album—N. Fabray-G. GuetaryP. Sarier F. Amer F. Donch, Cond. (1-10")
Deciribiszoo; (781759
Curtain "Music
ow and a Plough and a Frau, A
Ght With a Flame, A
He Will Tonight
I Like Is Mere

Me Will Longat I Like It Mere Nàthin' for Nothin' That's My Felia That's What I Told Mira Last Night There Must Be Somethia' Better Than Love

The following abbraviations are being used throot the list of Advance Record Releases:

Cap—Capitor

Col—Columbia
Dec—Decca

Mer—Mercury

V—Victor W—Victor
All other tabels will continue to
be spelled out.
Where 78, 45 and 33½ (LP) r.p.m
numbers are listed, the speed is indicated in parentheses precading the
record number. For example: V (76)
20-1941/ (43) 47-2334, etc.

As We are Today

G. MacRae-P. Weston Ork (Kisses and) Cap(78)935; (45)F935

Be Mine

. Carson-H. Rene (Little Darlin') V(78)20-3725; (45)47-3725

Bewitched L. Green Ork-Honeydreamers (If 1) V(78)20-3726; [45)47-3726

R. Ross Car Arthur In) Coral 60182 Blue Moon J. Long (Abba-Dabba) Signature 15271

Bread and Butter Song, The R. Morgan ton Dec 24966

K. Starr (Someday Sweetheart] Cap(78)936; (45)F936 Brazil

Dinning Sisters (Once in) Cap(78)938; (45)F938 Broken Hearted nearted Price-A. Lombardy Ork (Pushcart Serenade) Stinson MC-1

Stinson MU-1 Bray Line T. Pastor Ork-Clooney Sisters (Mama Loves) Col(78)38741; (33)1-565

C. Massey (Peter Cottontail) London 668 Call Me Back, Pal of Mine

Camptown Races

E. Howard Ork (Daddy's Little) Mer 5393 C'Est Si Bon Etterne Streets R. Legrand (Yolande) Dec 40156

Chug-a-Lug

K. Kyser Ork (Willya Wontcha) Col 38751

K. hyser Ork (Willya Wontcha) Col 38751

K. Kyser Ork (Willya Wontcha) Cel 38751
Cocktail Party Album Dyrimal Cark (2-22")
over(33)01-0004; DL9005
Cow and a Plough and a Frau, A
H. Keet (You Kissed) MGM 10666
Cowboy's Prayer, A
L. Maddi (Por Favor) Phoenix 026
Daddy of the Plano Album J. P. Johnson (2-10")
Dect 310L5190; (788"51)
Carlina Shout The
If I wild With You
Keep Of the Grass
Old Epsinon Low
Over the Bars
Poffer's Love Song to a Chambermald, A
Hins
Snowy Morning Blues

Snowy Marning Blues

Snowy Morning Blues
Daddy's Little Girl
E. Howard Ork (Camptown Race) Mer 5393
Darn it Baby, That's Love
r. and Rayle-M. Healy (On the) Dec 24964
Deather O. Books O'Crady
P. Regan (Sweet Rosie) Dec 25482
Dec 10.50

Deep in a Dream T. Richards (Penthouse Screnade) Command 5012 Wacka Dog

Daily's Dixieland Band (Ook McGlook) Cap-1761942; (45)F942

Don't Make Me Sorry
F. Craig Ork (It Was) MGM 10662
Don't Shed Teaus After I'm Gone
S. Holmes (I Found) London 663
Don't Think 1 Don't Think of You
B. 10PPly I'Mly Boby) Coral 66176
Down Entenada Way
L. Maddi (Luilaby Song) Phoenix 027
Dreamboat Rendezvous
J. Fina Ork (That's a) MGM 10671
Failing Leaves
Josephone (Wirard) Fortune 135

Josephone (Wirard) Fortune 135 Go To Sieep, Go To Sieep, Go To Sieep B. Garrett-L. Parks (There's an) MGM 10667 B. Garrett-L. Parks streets and Color (If We) Data 2075 T. Prescott-G. Irving-S. Donahue Ork (If We) Data 2075 God Bless the Child

God's Country

R. Sigwald (South) Horace Heldt M\$ 1025
Heart of Gold

Meart of Gold
A. Morgan Li'd Trade) London 675
Honestly, I Love You
Die Barron Ork (Vamp, the) MGM 10672
I Am Jesious of You

R. Bates (Dade in) Command 5011 Found a Rose

Found a Rose
T, Carlyn's Ork-Carlyn Trio (If I) Rondo 5005
Found My Manna
S, Halmes (Bon't Shed) London 663
Newer Knew I Loved You
M, Lewis-R, Case Ork (Plaything) MGM 10673
Newer Knew I Loved You

I Never Knew I Loved You
T. Mercer (Let's Go) Col(78)38740; (33)1-564
I'd Trade All My Tomorrows
A. Morgan (Heart of) London 675
If I Had You on a Desert Island
L. Green Ork-Three Beaus and a Peep (Bewitched)
V(78)20-3726; (63)47-3726
If I Knew You Were Comin' I'd've Baked a Cake

T. Carlyn's Ork-DeLoris Randall-Carlyn Quartet

(ii Found) Roado 5005

If We Could Be Alone
T. Prescatt-G. Inving-S. Donahue Ork (Go to)

Dana 2075
I'll Belleve in You
A. Oale-M. Zimmerman (More Than) Col(78)-38742; (33)1-566

Imagination
F. Wright (Poor Butterfly) National 9105
Inka Ointa Deo
S. Davis Jr. (Laure) Cap(78)943; (45)F943
It Isn't Fair

R. Hayes (Thunder In) Mer 5382 It Was Easter, I Remember
F. Craig Ork (Don't Make) MGM 10662
Jolly Fella Tarantella

Dec 24965

The Corsairs (Subway Boom-De-Ay) Col(3311-539

R. Flanagan Ork (Spring Will) V(78)20-3724; (45)47-3724

Jungle Drugger S. Saton (You Go) Spire 11-007 Kiss for Tomorrow, A F. Laine-H. Geller Ork (Swamp Girl) Mer 5390

Kisses and Tears
G. McRae (As We) Cap(78)935; (45)F935 La Mucura

Calloway Ork (Pero Que) London 657

Laura
S. Davis Jr. (Inka Dinka) Cap(78)943; (45)-

Let the Good Things Happen

E. Duchin Ork-T. Mercer (I Never) Col(78)-30740; (33)1-564 Little Darlin', Little Angel M. Carson-Three Beaus-H. Rene (Be Mine) V(78)20-3725; (45)47-3725 Little White Morse and the Mare, The O. Falligant MGM 10675 Lutlahw Song

O. Falligant MGM 10675
Lullaby Song
L. Maddl (Down Emenada) Phoenix 027
Mama Loves Papa
T. Pastor (Busy Line) Col(78)38741; (3311-565
More Than I Should

A. Dale-H. Zimmerman Ork (I'll Belleve) Col-(7838742; (33)1-566 Muskrat Ramble

Harris (Walkin' With) V(78)20-3723; (45)-

B. Eberly (Don't Think) Coral 60176 My Mother's Rosary

motner 31 Dec 24971 Old Piano Roll Blues, The

San Islate O. Daley M. Mechan's All Stars Did Refrain R. Bloch Ork (You're Got) Signature 25276

POPULAR

On the Outgoing Tide Dok MrGlook

k MCGlook

P. Daily's Dixieland Band (Doo Wacka) Cap(78)942; (45)F942
the Hudson Day Line

On the Other Side of the Water P. Regan-S. Martin Ork-J. Conion Singers (Scattered 10ys) V(78)20-3729; (45)47-3729

Once in a While

R. Bates (1 Am) Command 5011

Once in a While

Dinning Sisters (Brazil) Cap(78)938; (45)-F938

F938
Penthouse Serenade
T. Richards (Ocep In) Command 5012
Pero Que Jelengue
C. Callonay (La Mueura) London 657
Peter Cottontail
F. Allson-J. Fascinato Ork (Stars Are) V20-

3727

Peter Cottontail

0. Failigant (Little White) MGM 10675
Peter Cottontail

C. Massey (Busybody) London 668 Plaything M. Lewis-R. Case Ork (I Never) MGM 10673

Poor Butterfly

Poor Butterny
F. Wright (Imagination) National 9105
Por Favor, My Darling
L. Maddi (Cowboy's Prayer) Phoenix 926
Pubcart Serenade
G. Price-A. Lombardy (Broken Hearted) Stin-

G. Price-A. Lonnage on MC-2
Put On an Old Pair of Shoes
Melodeons (Wity Dol MGM 10674
Remember Mother's Day
A. Joison (My mother's) De. 6444
Coral

Your Confederate Money Oillard (Let the) Coral 60180 Aver Coral 00179

October Toys
P. Repair-S. Martin Ork-J. Conlen Singers
(One the) V(79/20,33/26) (45/47-37/29
Somebody's Got To Be Blue
Phadford & Romana (Tattie Tale) V(78/2037/28) (45/47-37/28

3728; (45)47-; Someday Sweetheart K. Starr (Bonap (Bonacarte's Retreat) Cap(78)936: (45)F936

South
The Pepperettes-H. Heldt Ork (God's Country)
Horace Heidt MS 1025
Spring Will Be a Little Late This Year
R. Fianagan Ork-H. Prime (Joshum) V(28)205724; (45)47-5724 Squeeze Me E. Condon's Barrelhouse Gang (That's a) Signa

ture 28130
Stars Are the Windows of Heaven
Compared One (Jolly Fella)

Dec 24965 Stars Are the Windows of Heaven

F. Allison-J. Fascinato Ork (Peter Cottontall)
V 20-3727
ubway Boom-De-As Subway Boom-De-Ay
The Corsairs (Jonathan) Col(33)1-539

CLASSICAL

Benatzky: Music of Ralph Benatzky Album—M.
Wittrisch-Zurich Tenhalle Ork-V. Reinshagen,
cond. (1-12")

London(33)LLP158
ive Danube, The
L. Stokowski Symphony Ork (Tales From) V(78)12-1160; (45)49-1076
rahms: Concerto in D. Op, 77 Album—Y Menuhin-Lucerne Feestival Ork-W. Furtwangler,
cond. (Hungarian Dance No. 4, in B Minor)
(5-12")

(5-12")
Brahms: Symphony No. 2, D Major Album—Amsterdam Concertgebouw Ork-Mengelbeng, cond. (1-12")
Capital-Telefunken(33)P8070
Bruckner: Symphony No. 7 in F Major Album—Vienna Philharmonic Ork-E. Jochum, cond. (2-12")

(2-12")

Gapitol-Telefunken(33)P-8067 & P-8068
Great Masters of the Keyboard (Vol. 1) Album—
C. Bebusy-M. Ravel-G. Faure (1-12")
Col(33)ML4291
Great Masters of the Keyboard (Vol. 2) Album—
C. Camille Saint-Saens-F. Busoni (1-12")

London(33)LLP158

Stay With the Happy People H. Carmichael C. Daley-M. Wattern All Stars

LDId Pilote) Be: 70077

Saamp Girl
F. Laine-H. Geller (vil-6. Fischer IKiss for) Mer 5390 Sweet Rosie D'Grady

Sweet Rosie D'Grady

Regan (Laugmer er) Det 259e2

Tattle Tale Eyes
Bradford & Romano - Somebody's Golf V(78)20-3728; (45)47-3725

That's A-Pienty
E. Condon's Barrelhouss Gang (Squeezs Me)
Signature 28130

That's A-Pienty

That's A-Pienty

nut's A-Pienty
J. Fina Ork (Dreamboat Rendezvous) MGM
10671
here's an "X" in the Middle of Texas
B. Garrett-H. Mooney Ork (Go to) MGM 10467

This Is Heaven to Me

Thunder in My Heart
R. Hayes (It Isn't) Mer 5382
Today I'm Thinking (Parts 1 & 2 Wes Buche Dec Vamp, The

Blue Barron Ork (Honestly 1: MGM 10672

Blue Barron Ork (Stoesty) J. Mow 10674 Wailing at the Wake J. Long (Without Your) Signature 2568 Walkin' With a Wiggle P. Harris (Musirat Ramble) V(78)20-3723; (45)47-3723

(45)47-3723
When You Wore a Tube
R. Carlyie Ork (Carl Me) Coral e0181
Where in the World
G. Gibson (You're Finding) MGM 10661
Where in the World
R. Noss Ork (Bewitched) Coral E0182
Why Do They Always Say No?
Reiodens (Put on) MGM 10674
Willya Wont'cha

K. Kyser Ork (Chug-al Col 30751 Without Your Love J. Long (Walling at) Signature 2568 Witand

Josephine (Falting Leaves) Fortune 135 Yolande 46(Est Si) Dec 40156

You Are Mx One True Love

J. 6.3. Steble (Rememberg) Corar #0174
You Go to My Head
S. Staton (Jungle Drums) Spire 11-007

You Kissed Me H. Keell (Cow and) NIGM 10666

Young Man With a Horn Album - D. Day-H. James Ork (1-10")

Col(33)CL6101 Get Happy I May be Wrong I May be Wrong Limehouse Blues
Melancholy Rhapsody
The Man I Love
The Very Thought of You
Too Marvelous for Werds
With a Song in My Meart

You're Finding Out How Much I Love You G. Gibson (Where in) MGM 10661

You've Got to Make Someone Happy R. Bloch Ork (Old Refrain) Signature 15270

Houssorgsky: Songs and Dances of Death Album-J. Tourel-L. Bernstein (Ravel; Shehermeade) (1-12") Col(33)ML4289

Mozart: Symphony No. 41 In C Major (Jupiter) Album-London Symphony Ork-J. Krips, cond.

Album—London Symptomy Class (1.10")
London(33)LP565 arel: Sheherazade Album—J. Touret-Columbia Symphomy Ork-L. Bernstein, cond. (Moussorgsty: Songs and) (1-12") Col(33)ML4289

Coli 33 Mt. 4289

Choreberg Prileas and Mesisande Album-Symphory Drk of Raclo Frankfurt-W. Zillig, cond. (1.12")

Capitol-Telefunken(33)P8069

Stelt Music of Robert Stelz Album-M. Wittrisch-J. Hendrik-R. Stelz Drk (1-10")

trish-J. Hendrik-R. Stolz Drk (1-10")
London(33)LPSS57
Tales From the Vienna Woods
L. Stokowski Symphony Drk (Blue Danuba, The)
V(78)22-1100; (45)-9-1076
Tchaikovsky; Romeo and Julist Overture-Fantasia
Album—L. Stokowski, cond.-Phitharmonic
Symphony Ork of New York (Wagner: Die
Gotterdammerung) (2-12")
Col(33)Mi4-273
Verdi: Encerpts From "Falstaff" Album—M.
Stabile-A. Poil-V. Palombini-G. Messi-L.
Donargio-Le Scala Ork-A. Erde, cond. (3-12")
Captiol-Telefunken/78/ECL8073; (45)MCM8073
Wagner: Die Gotterdammerung-Siepfede's Rhine
Journey and Siesfried's Funeral Music Album—Philharmonic Symphony Ork of New York
L. Stokowski, rond. (Tchaikovsky: Romeo and)
(1-12")
Col(33)Mi4-273 C. Camilie Saint-Saens-F. Busoni (1-12")
Col(33)ML4292
Great Masters of the Keyboard (Vol. 3) Album—
E. Grieg-T. Leschetzky-F. D'Albert-A. NikischM. Regor (1-12")
Col (33)ML4293
Great Masters of the Keyboard (Vol. 4) Album—
1. J. Paderewsky-V. De Pachmann-M. De
Falia-E. Granados-X. Scharwenka-F. Marshall Cal(33)ML4273

HOT JAZZ

Dance of the Lady Big
W. Jackson Ork (On My) Apollo 801
Norman Grant' Jazz at the Philharmonic Album—
L. Young C. Ventura-W. Smith-D. GillespieM. Powell-B. Hadnott-L. Louis (3-10")

Palla-E. O' Janasoos-A. Scharmenea-F. Marshall (1-12-)' Coll331ML4294

Coll331ML4294

R. Strauss-G. Mahler-A. Scrlabin-M. Reger (1-12')

Coll(331ML3295

Baydn: Symphony Mo. 103 in E Flat Major (Drum Roll) Album—London Philharmonic Drk-G. Soitl, cond. (1-10')

London(33)L1-P24

Mendelssohn: Concerto for Violin and Orchestra Album—Campoll-London Philharmonic Drk-E. V. Belnum, dir. (1-10')

London(33)LP390

Milhaud: Second Violin Concerto and Concertino De Printemps and Danse de Jacaremirim Album—French National Radio Diffusion Drk-D. Milhaud, cond. L. Kaufman (1-12')

Cau(33)F80'5 M. Powell-B. Nadnott-L. Louis 13-10"]
Mer 11
On My Own
W. Jackson (Dance of) Apolto 801
Charise Parker With Strings Album—C. Parker-F.
Miller-B. Gimpel-M. Holfander-F. Brieff-M.
Miller-M. Rosen-S. Freeman-B. Rich-R. Brown

J. Carroll (3-10") Mer C 101 (Continued on page 113)





POPULAR

* GEORGE WRIGHT

15039 Take Me Out to the Ball Game Easter Parade

*RUBY WRIGHT

15033 Thanks for the Buggy Ride Regular Cal

* MILTON DELUGG

15036 Roller Coaster Milt's Kilts Boogle

15037 Zone Twenty-Eight Hoop-De-Doo Polka

* DE MARCO SISTERS

15038 Time Didn't Change a Thing Under the Bamboo Tree

HILLBILLY-WESTERN

*GRANDPA JONES

847 Are You From Dixle? lesse lames

* CLYDE MOODY

848 Tears on My Pillow
I Won't Care a Hundred Years
From Now

*DELMORE BROTHERS

849 Sand Mountain Blues I Swear by the Stars

* RED PERKINS

850 I'm So Happy I Could Cry One at a Time

* I. E. MAINER'S MOUN-TAINEERS

851 Before Judgment Day Walking for the Lord

* BROWN'S FERRY FOUR

854 I'll Meet You in the Morning Jesus, Hold My Hand

SEPIA-BLUES

*SONNY THOMPSON

4345 Sugar Cane I'm Coming Back Home To Stay

*LONNIE JOHNSON

4346 I'm So Afreid Troubles Ain't Nothin' But the Blues

* IVORY JOE HUNTER

4347 Please Don't Cry Any More I Got Your Water On

*THE NIGHTINGALES 4348 One of These Days My Life is in His Hands

*REVEREND J. B. CROCKER

4350 He le Able

When I Can Read My Title Clear

* BOBBE CASTON

4353 Call Me Darling This is the Last Time I'll Cry Over You

4354 Cod Bless the Child You Don't Know What Love Is



Billboard MUSIC POPULARITY CHARTS \mathbf{XI}

Album and LP Record Reviews

The large boldface number in each review is the retail retine. This ratine is based on nine key categories, each of which is assigned a maximum number of points. (The best possible retine is 100.) Maximums are subject to change depending on rebeling conducted. The music Prade now being conducted. Suitability for tuke box operators or disk lockeys is indicated in boldface comments under the separate headings within each review.

THE RATES

90-100											 	d												4							ď	t	0	p	5	
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40-69																								3	a	ıt	1	ď	ı	Ď.	C	K	0	7	٧	
0-39 .			ò				,												,								٠				9	1	0	Þ	F	

THE CATEGORIES

CHARLIE PARKER WITH STRINGS- 75 Charlie Parker (3-10") Mercury C-101

Mercury C-101
Everything Happens to Me; Just Friends; April in Paris; H 1 Should Lose You; Summertime; 1 Oldn't Know What Time It Was.
Jazz collectors, boppers or non-boppers equally, will find a great deal to delight in with these sides. Parker, one of the major forces in the bop school, is without question a brilliant, fluid musician no matter what comes out of his alto horn. This tax startly been diclayed better on war thou sician ao maiter what comes out of his alto horn. This has zarely been displayed better on wax than it is in this album, which spots Parker turning out solos of six for-trot standards with fairly conventional string socing behind him, with an infrequent Mitch Miller oboe goose and with a jazz phythm trio offering the firm beat. These are soulful solos, the annotated with boa and the shrill Parker tone, which cling close to the melody line. Indeed, this is a commendable collection. JUNCES

All sides where they Jazz and pop spinners should find frequent use for these founds.

quent use for these sides.

JOSEPH SCHMIOT SINGS-J. Schmidt 70 (1-10") Capitel-Telefunken (33) L-8062

Capitel-Telefunkes (33) L-8062
Hallery: La Julius-Rachel, quand du Selgneur; Verdi:
Masked Bali—Ah, I'ho segnato—Ma se m'e forza;
Du Soisst der Kaiser meiner Seele sein; Oas Zauberfleet; Vorreit morieve; Mattinata.
The late German tenor had a pure tone and considerable warmth and fire. By scraping together
enough sides for an LP disk, Capitol shows that he
could handle a wariety of styles. His dramatic
power is abso revealed in the two operatic arias,
which he sings in German. The other songs are
Viennese standards and Italian folksongs, the latter
sung in Italian, and all sung brilliamily. A worthwhile vocal package that's fikely to send collectors
out hunting for more rare Schmidt waxings.
JUKES
Not suitable. For quality vocal

For quality segs.

MENDELSSOHN: CONCERTO IN E MINOR FOR VIOLIN AND ORCHESTRA—London Philharmonic Ork-E. Van Beinum, Cond.—Alfredo Campoll (1-10")
London (331 LPS 90
This most perfect of the romantic concert is handed instrous creatment in this new recording. Campoll does an enterly competent performance in the solo role. His metatulously charming significantly by the London Philharmonic under the leadership of Van Beinems. The conductor's dynamic conception has sparked the ork to deliver one of the most refreshing recordings of the warhorse, which never seems to lose any of its magic in spite of innumerable hearings. The recording, technically, is one of the finest in the London LP lines.

JUKES
Not Sultable
Thrilling ork work makes this version as

Thrilling ork work makes this version a good longhalr library bet.

HAYON: SYMPHONY NO. 103 IN E FLAT MAJOR (DRUM ROLL)—London Philiparmonic Ork-G. Solti, Cond.

FLAT MAJOR (DRUM RULL)—London
Philibarmonic Ork-G. Solti, Cond.
(1-10')
London (33)LPS 124
Tho It doesn't rank with the most popular of Haydra's symphonies, the 103d or "Drum Roli" is considered by many to be the composer's wery finest work in this form. Actually it is a brilliant saltire of the writing styles of his contemporaries. The work is a compact, melodious, richly scored entity. It is played with much spirit, graze and fine nemeble sound by the London Philiarmonic, Conductor Soltà has extracted a rich, singing performance from his strings and this is caught beautifully in this fine recording, which serves notice that the FFRR engineers are beginning to overcome the problems of long-play slicing. Unfortunately, the break on side one comes in the middle of the second movement.

JUKES

A meligmen new etch. second movement, JUKES

Not syllable. .

A welcome new etch-ing of the Haydn should please most longhair spinners.

Manufacturers' Distribution Power16

DRUIAS OF HAITI—Recorded in Haiti 47
by Harold Courlander (4-10") =
Ethnic Folkways EFL 1403
Vodoun Dance; Ibo Dance; Salongo Dance; Juba
Dance; Petro Dance; Quitta Dance; Congo Payette
Dance; Baboute Dance; Mascaron Dance; Ganbos;
Vaccines; Bumba Dance.

Vaccines; Bumba Dance.
This is rather fascinating stuff which falls Into a limited collectors' market. These are on-the-spot recordings of dance rhythms of Haitl. They are played by percussion instruments of all sorts, whence the title of the album. It's the latest in the Ethnic series of Moe Asch. The recordings, complete notes and photos which accompany the album were done by Harold Courlander. Pure folk mustic collectors will be the basic customer for such an Item, but it may attract some of the more studious type of musician.

JUKES JUKES JOCKS

Not suitable.

Limited values for folk documentary il-

FESTIVAL CONCERT OF SYMPHONIC BANO MUSIC—Capital Symphonic Band-L. Castellucci, conductor (3-10") Capital DC-9011

Capitol DC-9011
Bennett: Scenes From the Sierras; Wagners Prelude to Act 3, tohengrin; Bach: Jesu, Joy of
Man's Desliring; Bach: Sarabonde; Puricell: Trumpet
Tune; Denta: Funicul; Punicula; Goold: Pavanne;
Anderson: Sieigh Ride, and Syncopated Clock.
A well-rounded selection of arrangements for
concert band is offered here by an excellent 46piece unit. The numbers are all fairly lightweight, and offer a warety running from smooth
mood stuff to bombast. The unusual textures possible from such a combination are played up lesee
in the well-balanced woodwind and brass voicings.
The playing and recording can serve as a model The playing and recording can serve as a model for fanciers and followers of this sort of stuff.

JUKES JOCKS

Not suitable.

Well-rounded program

NORMAN GRANZ' JAZZ AT THE PHILHARMONIC—VOL II (3-10")
Mercury Vol. II
The Man I Love; Parts 1-6.
This last three offerings have been from the honkand-squeek, driving Jazz school. The current
package thrives on a series of lovely, muted solos
built around the Cersburin everoreen. The eccords
were taken off at a 1946 JATP clambake and
feature some of the leading modern Jazz talents.
Olizy Gilletpie opens and closes the session with
first a slow chorus and later with up-tempe gymnastics. Lester Young turns in a beautiful and
fragile tenor solo, as does Wille Smith on alto
and Mel Powell on plano. Charile Ventura contributes a side with a rich, full-toned tenor bit
which shares honors with Young's as the high
spots in the album. In addition to general JATP
addiets—there are plenty—this one should appeal
to. deep-rooted jazz loves more than any recent
set ksued by Grand to loves more than any recent
set ksued by Grand to love the plant of the programing
for pretty jazz.

spots where they go for pretty jazz.

JOCICS

Jazz and pop spinners alike will find
this fine programing fore.

STOLZ: MUSIC OF ROBERT STOLZ— 72

M. Wittrisch-J. Hendrick-R. Stotz Ork (1-20")
London (33) LPS 157
Stotz, noted chiefly for his writing for the illustrious movic, "Two Hearts in Three Quarter Time," is the contemporary rapresentative of old Vienna. He is the ancestor of the Strauss walta and operatta legacy. This long-play disk contains four wocal selections and four orchestral pieces from Stotz's works as conceived by the composer himself as he conducts his own concert orchestra. These are light pieces which are pleasurable listenhou but hardly bear the furability of some of the ing but hardly bear the durability of some of the music of the elder Viennese prodectsors. Teners John Hendrick and Marcel Wittrisch each du ow of the vocal selections in properly liquid operetta style.

JUKES Not suitable.

JOCKS Light classics segs could find this a useful library Item.

(Continued on page 120)

PETER COTTONTAIL

(The Rabbit of Distinction)

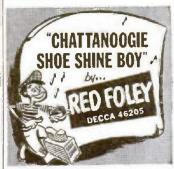
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RECORDS ARE BACK

Varsity Record Corp.

47 W. 63rd St.

JOHNSON RAG

recorded by PEARL BAILEYHormony GENE-COLIN ... Rondo JIMMY PORSEYColumbia RUSS MORGAN ..Decea ALVINO REY .Copitol JACK TETER TRIOLondon CLAUDE THORNHILLVictor

MILLER MUSIC CORPORATION

N. Y. C.

■ Music—As Written

Smith Exits Affiliated; Helfrecht Succeeds

Two major changes were made last weck in department store chain-buying offices. George W. Smith left his Affiliated post as radio-record-TV buyer for a similar position with Associated Merchandising. Replacing Smith at Affiliated was William Helfrecht, former radio-record-TV buyer for Bamberger's, Newark, N. J.

Waring Plays to Full House in Baltimore

Fred Waring and His Pennsylvanians played to a capacity audience of 2,600 at Baltimore's Lyric Theater Tuesday night (21). The audience at an afternoon show, held at 4 p.m. to permit school children to attend, fell some 200 short of a full house. Tariff for the evening program was \$3.62. The matinee tickets sold for \$2.72, \$2.41, \$1.81 and \$1.21. Baltimore will be one of only eight cities visited by Waring and his 60 performers on their current tour, television commitments forcing the group to stay close to New York.

Elton Britt, Rosalie Allen Routed as Twosome

Owing to their selling strength on RCA Victor Records as a singing team, Philadelphia agent Jolly Joyce is routing Elton Britt and Rosalle Allen as a twosome for park, fair, auditorium, club and theater dates for this coming season. Joyce agency handles the bookings for both Western stars and the teaming for appearances is a direct result of the demand created by their records. of the demand created by their records.

Victor Gets Exclusive on Norse Soprano

Erna Berger, Norwegian coloratura soprano, has been signed to an exclusive RCA Victor recording contract. Miss Berger, who scored at her Metropolitan Opera debut here in the season-opening performance of "Der-Rosenkavalier," has already cut her first Victor wax. Victor is also planning to release several sides cut by the singer for the English Grampohone Company.

Falligant, Brito To Judge Balti, "Stairway" Contest

MGM warblers Derry Falligant and Phil Brito were slated to be
guest judges at the Cluh Charles (Baltimore) "Stairway to Stardom"
contest Monday (27) night. The contest is being sponsored by Gimbel
Bros., Inc., Baltimore distribs for MGM. Sol Handwerger, diskery
flack, will accompany the singing duo and shepherd them on a 24-hour
tour of deejays in the area.

Griffon Diskery Signs Elly Kassman for 33s

Wesley Smith's Griffon diskery has signed planist Elly Kessman for a 33½ series, "Trends in Contemporary Piano Music." Volume I in the series, to be issued in April, includes the Stravinsky "Sonata (1924)" and "Etudes, Opus 7." plus the Hindemith "Piano Sonata No. 2" and the Poulenc "Suite Pour Piano."

New York:

Warbler Billy Daniels, currently at Hollywood's Mocambo nitery, is skedded to appear in the Columbia flick, "When You're Smiling." . . . Victor disker Dennis Day and Columbia disker Harry James are involved in a 20th Century-Fox flick tentatively titled "I'll Get By," along with June Haver and Gloria De Haven. . . Chirp Ruth Brown goes into the Apollo Theater Easter week, for her third appearance there in the past six months. Gal cut an Atlantic disk date Thursday (23) with string-choral backing scored and conducted by Sid Bass. . . Mindy Carson opens a two-week stay at the Thunderbird Hotel, Las Vegas, March 30. . . . Ozie Waters and His Colorado Rangers. Western disk artists, have been signed to work in the Columbia flick, "Streets of Ghost Town." . . Trombonist-orkster Bobby Byrne, a member of the Hartnett Music School faculty, has set up a new professional recording studio for the outfit.

Ex-Jimmy Dorsey thrush, Claire Hogan, cut her first solo sides for London Thursday (23). Frankie Laine and Patti Page are set for the Paramount Theater beginning May 17. The Discophiles Francais issue of the complete Bach "St. Matthew's Passion," issued here by Vox, has been awarded the French Grand Prix Du Disque, in the choral division, for 1949. The judging committee is composed of leading critics and dealers. Juanita Hall has been signed for Lang-Worth Transcriptions. First sides are to be cut in May. Herb Jeffries and Sara Vaughan. Columbia disk artists, are set to film a Universal short.

Pubber Sidney Mills has signed Bill Krenz. "Breakfast Club's" pianist who wrote "Whispering Rain." Four sides have been cut. Mills, incidentally, was to leave for Chicago March 28.

Howie Richmond, owner of Cromwell "Music! Music! Music!" was to leave Monday (27) for a three-week deejay junket thru the South and West, winding up in Hollywood. . . Pubber Jerry Johnson underwent a minor operation at Boulevard Hospital, Astoria, N. Y., last week. . . . Gus Grant, formerly with Abbey Records, has joined the Savoy-Regent waxerles. . . Johnny Parker. now being handled by Nat Freyer, will cut some sides for Capitol.

Chicago:

Chicago:
Charley Petzold, for five years with Capitol Records, has ankled the firm's local distributorship post, which he held for the past three years. Norm Paisley, Minneapolis Capitol rep, replaced him. Petzold is mulling several other diskery offers. Leany Dee, organist at Bay Shore Royal Hotel, Tampa, has signed with Decca. Herb Pickard, former Royal American Shows press agent, has joined McConkey Music as a booker in the Tampa office, working with John Florio. Bullet Records went 45 r.p.m., with its release of "Peter Cottontail" by Johnny Lee Wills. Nati Hale, now doing Midwest flackery for Blue Barron, instigated the first d. interview of a d. j. on record here when Lloyd Webb, WGES, queried John McCormick, WBBM, on a recent show, regarding McCormick's narration on Barron's "Are You Lonesome Tonlte?"



Two New Releases March 16

Songs with Iona Wade Feeling "TAKE MY NUMBER" Peacock #1526

"COME ON IN, DRINK SOME GIN"

WATCH THIS SPACE "WEEKLY" FOR HITS, HITS, HITS

17 Year Old Sensation "Just Listen"

Willie Holiday

"I've Played This Town" Peacock #1531 "My Woman Put Me Down" Distributor Territory Available

Peacock Record Company



HOUSTON 10, TEXAS



Another Nickel Grabber

ZEB TURNER'S

"I Could Lose These Blues"

(If You'd Bring My Baby Back)

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TANNEN MUSIC, INC.

146 W. 54TH ST.

NEW YORK 19, N. Y.

A NEW "HOT" RACE LINE FOR 1950

FIRST RELEASE

#1210-"Jesus Is the Light"

"O Jesus, Let Me Ride"
Rev. M. E. Helmes

Brother Shadrach Winstead

#1212—"Sweat Heaven Is My Home" "Stop, Listen" (See What My Lord Has Done)

#1211-"Don't Want Pretty Women" "Leaving Home Blues"

Sunny Jones and His Guitar

#1213-"If I Die, Lef Me De"

"Rev. M. E. Holmes' Prayer for

TERRITORIES OPEN-WRITE OR WIRE US AT ONCE* ORCHID RECORD CORPORATION

1814 PENNSYLVANIA AVE.

BALTIMORE 17, MD.

Completely New Sounds in The Blues!! BEA BOOZE

(The "See See" Rider Gal)
SINGS

"I'M GONNA PUT YOU DOWN" DON'T TELL ME NOTHIN' ABOUT MY MAN" Apolio 419

Order from your nearest distributor or direct from

APOLLO RECORDS New York, N. Y. 457 W. 45th St.

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(The Rabbit of Distinction)

LIKES

JOHNNIE WILLS



FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE



The Honor Roll of **Popular Songwriters**

By Jack Burton

No. 54-DUKE ELLINGTON

(Continued from last week.)

1944—DON'T YOU ENOW 1 CARE
Lyrics by Mack David. Paramount Music
Corporation.
(Available on Victor record 20-1618, Duke
Ellington and Nis orchestra.)
1 DIDN'T KNOW ABOUT YOU
Lyrics by Bob Russell. Robbins Music Corporation.

(Available on the following records: Victor 20-1623, Duke Ellington and his orchestra; Capitol 171, Jo Stafford and the Pied Pipers.) I'M BEGINNING TO SEE THE LIGHT

Lyrict by Johney Hodges and Don George. Grand Music Corporation. (Available on the following records: Victor 20-1618, Duke Ellington and his orchestra; Docca 25344, Ella Fitzgerald and the Ink South

Spots.) MOOD TO BE WOOED Lyrics by Johnny Hodges. Robbins Music Corporation.

(Available on Victor record 20-1670, Duke Ellington and his orchestra.)

1845—[UST SITTIN' AND ROCKIN'
Lyrics by Billy Strayhorn and Lee Gaines.
Robibns Music Corporation.
(Availabl' on Decca record 23541, Delta
Rhythm Boys.) I AIN'T GOT NOTHIN' BUT THE BLUES
Lyrics by Don George. Burke & Yan Heusen

Inc. and Victor record 20-1623, Duke Ellington and his orchestra.)

I'M JUST A LUCKY SO AND-SO Lyrics by Mack David, Paramount Music Corporation.

(Available on Victor record 20-1799, Duke Ellington and his orchestra.)

THE WONDER OF YOU Lyrics by Johnny Hodges and Don George. Grand Music Corporation.

(Available in Victor record 20-1799, Duke Ellington and his orchestra.)

AIR CONDITIONED JUNGLE Lyrics, Jimmy Hamilton, Tempo Music, Inc. IAvailable on Columbia record 38-165, Duke Ellington and his orchestra.)

AIR CONDITIONED JUNGLE Lyrics, Jimmy Hamilton, Tempo Music, Inc. IAvailable on Columbia record 38-165, Duke Ellington and his orchestra.)

1948—JUST SQUEEZE ME (BUT DON'T TEASE ME) Lyrics by Lee Gaines. Robbins Music Cor-

Lyrics by Lee Gaines. Roobing Music Cor-poration.

(Available on the following records: Victor 20-1992. Duke Ellington and his enchestra; Decca 23777, Delta Rhythm Boys; Cambiol 285, Matt Dennis and Paul Weston erchestra.)

SONGWRITERS COMING UP!

HOAGY CARMICHAEL In Subsequent Issues The Billboard Will Present

MARRY RUBY FATS WALLER MARRY REVEL JIMMY MEMUCH BILLY HILL LOUIS ALTER THE TOBIAS BROTHERS

1947-T. T. ON TOAST

1947—I. T, ON TOAST

Lyrics by Ining Mills. American Academy of Music, Inc.

(Available on Columbia record 37296, Duke Ellington and his prehestra.)

1947—I DON'T KNOW WHY I LOVE

FOUND ANDWWHY PLOVE
FOUNDS

Lynics by Irving Mills. American Academy
of Music, Inc.
(Available on Columbia record 37296, Duke
Elilington and his orthestra.)

Ellington and his orchestra.)
—INDIGO ECHOES
Lyvics by Irving Mills. American Academy of Music, Irc.
(Available on Columbia record 37297, Duke Ellington and his orchestra.)
I COULO GET A MAN
Lyvics by Bill Cottrell. Tempo Music, Inc.
(Available on Columbia record 38519, Duke Ellington and his orchestra.)

Instrumental Numbers

Unless otherwise noted, all the instrumental num

1927—BLACK AND TAN FANTASY Mills Music, Inc. (Available on Victor record 24861.) BLACK BEAUTY Mills Music, Inc. BIRMINGHAM BERTHA BERMINOHAM BERTHA Mills Music, Inc. CREOLE LDVE SONG Mills Music, Inc. (Available on Columbia record 55003; Decca record 24137, Larry Adler, harmonica.) THE CREEPER THE CREEPER
MITS Music, Inc.
EAST ST. LOUIS TOODLE-00
MITS Music, Inc.
Available on Victor record P(20:1584) in
P-138.)
HOP HEAD
MITS Music, Inc.
JUBILEE STOMP
MITS Music, Inc.

ECHOES OF THE JUNGLE Mills Music, Inc.

SLIPPERY HORN
Mills Music, Inc.
(Available on Columbia record 37299)

STOMPY IONES
American Academy of Music, Inc.
(Available on Victor record P(20:1533) in

BLUE FEELING American Academy of Music, Inc. DAYBREAK EXPRESS American Academy of Music, Inc. (Available on Victor record 24501.)

(Available on Victor record 24591.)

-MERRY-GO-ROUND

American Academy of Music, Inc.
(Available on Columbia record 38837.)

REMINISCING IN TEMPO

American Academy of Music, Inc.
(Available on Columbia records 36114 and SHOWBOAT SHUFFLE

SHOWBOAI SMUPPLE.

MILL Music, Inc.
(Available on Columbia record 36112.)

1936—ECHOES OF HARLEM
American Academy of Music, Inc.
(Available on Columbia record 36283.)

PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

BUNDLE OF BLUES American Academy of Music, Inc. (Available on Columbia record 35836.)

CAVAILABLE ON "Umbla record 20826.)

—TOOTIN' THRU THE ROOF
Robbins Music Corporation.
(Available on Columbia record 35310.)
THE SERGEANT WAS 5HY
RObbins Music Corporation.
(Available on "umbla record 35214.)

ATTIER

AZURE A erican Academy of Music, Inc. (Available on Columbia record 36120.)

American Addient of Music, Inc.
(Available on Columbia record 36120,)

1940—BOJANGLES
Robbins Music Corporation.
(Available on Victor record 26644.)
FLAMING SYOND
Robbins Music Corporation.
(Available on Victor record 26796.)
JACK THE BEAR
Robbins Music Corporation.
(Available on Victor record 26536.)
MORNING GLORY
Robbins Music Corporation.
(Available on Victor record 26536.)
PORTRAIT OF BERT WILLIAMS
Robbins Music Corporation.
(Available on Victor record 26644)
SERCHADE TO SWEGEN
Robbins Music Corporation.
(Available on Swegen
Robbins Music Corporation.
(Available on Victor record 26644)
SERCHADE TO SWEGEN
Robbins Music Corporation.
(Available on Columbia record 36214.)

ARE YOU STICKING?
Robbins Music Corporation.
(Available on Victor record 27804.)
AMERICAN LULLABY

Robbins Music Corporation.
(Available on Decea record 23215 in A-219,
Meredith Willson orchestra.) DUSK Robbins Music Corporation. (Available on Victor record PC20-1534) le

P-138.)

NEW WORLD A-COMIN

Tempo Music, Inc. ROCK-A-BYE RIVER Tempo Music, Inc.
(Available on Victor record HJ440-03.54) in SHERMAN SHUFFLE

SHERMAN SHUFFLE
Robbins Music Corporation.
(Available on Victor record 20-1505,)
ACROSS THE TRACK BLUES
Robbins Music Corporation.
(Available on Victor record 27235,)
BLUE BELLS OF HARLEM

BLUE BELLS OF HARLEM
Robbins alusic Corporation.
BLUE RAMBLE
Mills Studie, Inc.
AMAIN STEM
(AMAINSTEM)
C JAM BLUES
Robbins Music Corporation.
CAVAINATION OF PROOF OF CONTROL
COTTON TAIL
Robbins Music Corporation.
(Awainable on Victor record 27856.)
COTTON TAIL
Robbins Music Corporation.
(Awainable on Victor record 26610.)
REACE RODWN AND REGSE

(Available on Victor record 26610.)

-BLACK, BROWN AND BEIGE
Tempo Music, Inc.
This orchestral suite consisted of four parts;
(a) Work Song, (b) Come Sunday, (c) The
Blose, (d) Indian Dance, Emancipation Cele-bration and Sugar Hill Penthouse.
(Available in Victor album (c/DC-39.)

-TOUGH TRUCKIN'
American Academy of Music, Inc.
(Available on Columbia record 37297.)

LIBERIAN SUITE
(Ayallable on Columbia long-playing record

(Available on Columbia long-playing record CL-6073.)

Stage Musicals

1941—JUMP FOR JOY

A Negro revue with sketches by Sid Kailler
and Hal Finherg, lyrics by Paul Webster
and staged on the Pacific Coast with a cast
that included Denrity Dundridge, Iny Anderson and Herb Jeffries. Robbins Munic Coporation. BLI-BLIP

(Available on Victor record 276.39, Duke Ellington and his prohestra with Ivy Ander-vocalist.)

ROCKS IN MY BED (Available on Victor record 27639; Duke Ellington and his orchestra with Ivy Anderson, rocalist.)

CHOCOLATE SHAKE

(Available on Victor record 27531, Duke Ellington and his orchestra with lay Anderson, vocalist.)

Vocalist.)

1 GOT IT BAO AND THAT AIN'T GOOD
(Available on the following records: Decca
25125, Ella Firgerald; Victor 27531, Dute
Ellington and his orchestra with Iny Anderson,
vocalist.)

THE TUNE OF THE HICKORY STICK THE BROWN-SKIN GAL IN A CALICO GOWN IF LIFE WERE ALL PEACHES AND CREAM NOTHIN' TWO LEFT FEET JUMP FOR JOY

BEGGAR'S HOLIDAY

A modernized version of John Guy's 18th Century "Beggar's Opera" with book and lyrics by John LaTouche, and presented by a cast headed by Alfred Drake, Bernice Parks, Zero Mostel and Avon Lang. Chappell & Co.,

Inc.
WHEN YOU GO DOWN BY MISS JENNY'S
I'VE GOT ME
THT
I WANNA BE BAD
WHEN I WALK WITH YOU
THE SCRIMMAGE OF LIFE
WRONG SIDE OF THE RAILROAD TRACKS
TOOTH AND CLAW
LIFLARY CAR MINDO TOOTH AND CLAW
LULLABY FOR JUNIOR
MAYBE I SHOULD CHANCE MY WAYS
TOMORROW MOUNTAIN
GIRLS WART A HERO
QUARREL FOR THREE
BROWN PENNY
WOMEN, WOMEN, WOMEN TAKE LOVE EASY
(Amilable on MGM record 10108, Lens Horne
with orchestra.)

DUKE ELLINGTON ALBUMS

CORED MEALETVE VIT ALBUMS
VICTOR P-136, Duke Ellington Panceana with
Duke Ellington and his orchestra. "East St.
Louis Toodle-os," "The Mooche," "Ring Gen
Bells," "Model Indige," "Stompy Jones,"
"Delta Serenade," "Duk" and "Warm
Yalley."

"Dutk" and "Warm Valley." "Dutk" and "Warm Valley."

COLUMBIA C-1.27, with Deke Ellington and his orchetra and the Ellington Sentet. "T.T. on Tosat," "I Don't Know Why I Lowe You So," "Tough Truckin," "Simple Eches," "Blue Mood," "Delta Bound," "Clouds in My Heart" and "Simplery Horn." "Clouds in My Heart" and "Simplery Horn." "Clouds in My Heart" and "Simplery Wertura Plays Duke Ellington. "It Don't Mean a Thing," "So-phisticated Lady," "Scrudel," "Take the "A' Train," "Mood Indigo" and "Prejude to a Kiss.

Decca Cops New Menotti Musical

NEW YORK, March 25. Records this week scaled a deal to do an original cast recording of The do an original east recording of The Consul, the Gian Carlo Menotti opera which opened on Broadway two weeks ago to unanimous critical acclaim. Etchings of Lost in the Stars. Texas L'il Darlin,' Arms and the Girl and The Cocktail Party, all done in the past few months, were the first to be sliced in the diskery's drive to dominate the show album market.

The Consul was written as an opera, and the diskery currently is trying to figure how much of the work will be recorded. Menotti's previous Brondway operatic efforts,

Academy's Oscars To Edens-Hayden, $oldsymbol{Loesser}$, Copland

HOLLYWOOD, March 25.—Frank Loesser's Baby It's Cold Outside walked away with the Academy Award's Oscar this year as the best original song. Tune was used in MGM's Neptune's Daughter.

Aaron Copland received an award for his scoring of The Heiress as the best score in a dramatic film, while Rogers Edens and Lennie Hayden got the coveted statuette for their score of On the Town, picked as the best musical film score.

Texas R. & B. Outfit Expands to Pops, Hillbilly and 45's

NEW YORK, March 25.—Freedom Records, rhythm and blues diskery headed by Sol Kahal, with headquarters in Houston, is expanding its operation and is entering the pop and hillbilly fields. The diskery will also start to press on 45 r.p.r...'s as quickly as possible Charles Scott, Freedom field rep, is now making a cross-country trek, strengthening the disk-cry's distribution set-up in line with the new plans. The first 45 disks are expected to be out in 30 or 40 days.

Company has already started cut-

Company has already started cutting pop and hillbilly material.

Freedom is currently riding rhythm and blues charts with

Merrill's Nice Sugar 'n Spice

NEW YORK, March 25.—When the returns are counted next quarter, one tunesmith, Bob Merrill, is sure to end up in the sugar. Currently the cleffer, who signed a sweet exclusive pact with Santly-Joy last week, is riding with Candy and Cake and If I Knew You Were Comin' I'd've Baked a Cake. And now Burl Ives has sliced his new one, The Doughnut Song, on a Columbia cookie.

Incidentally, Merrill's father is in the confectionary business in Philadelphia. NEW YORK, March 25 .- When the

Turner's Still in the Dark. Last year Kahal broke thru with L. C. Williams's Ethel Mae.

Problems Irk Merchandising Pays Off: Pubbers, Who See No Relief

Cite Incessant Sniping

(Continued from page 14) and "A" demands a stiff price—perhaps as much as "B" asked for the American rights. At this point, the film company is likely to drop the venture and go after another tune which is cheaper in price and easier to clear. In recent months at least a half-dozen such deals collapsed owing to "exorbitant" demands of the publisher holding foreign rights. In such cases, it is pointed out the In such cases, it is pointed out, the writer ultimately suffers just as much as the publisher.

much as the publisher.

The renewal situation has other facets which publishers claim are detrimental to the music business. For instance, in the event a tune has two writers, one may give the renewal assignment to Publisher "A." whereas the second writer may give it to "B". The result is that neither publisher is too anxious to work on the song, each one being loathe to put forth a major effort. Why should I help that so-and-so is the attitude, and the question is strictly a rhetoriand the question is strictly a rhetorical one. Result is that neither pubgets much out of the deal, whereas the writers collect little on sheet music, records and other emoluments.

No Longer Justified

No Longer Justified
Some publishers go as far as to say
that the renewal clause in the Copyright Act is no longer justified. They
argue that the clause was incorporated into the act as a result of the
testimony of Samuel Langhorne
Clemens (Mark Twain) who pointed
out that young writers were at the
mercy of unscrupulous publishers
and needed protection in order that
they might eventually receive their
just rewards. The renewal clause
would guarantee this. However, just rewards. The renewal clause would guarantee this. However, publishers point out that current standards, as set by the Songwriters' Protective Association (SPA) are very high. (At the same time, some very high. (At the same time, some of these very pubbers are seeking to dodge SPA on renewals—see other story this page.) Therefore, they argue, the reason for the renewal clause no longer exists. Pubbers bitterly protest that the writer gets 50 per cent clear on mechanicals, where the publisher maximum to the publisher 50 per cent clear on mechanicals, where the publisher may invest 20 per cent of his 50 per cent on promotion and other expenses which build the song. On sheet music, the publisher get 20 cents, the writer 3 cents, sometimes 4 or 5 cents, and occasionally more—but the pubber is quick to point out that the more be worked on a time the less there's he works on a tune the less there's

The answer to the problem is elusive. Pubs seeking relief are thinking along the following lines: The renewal right should be automatic; that is, remain with the original publisher if that publisher has shown that he can maintain the high standards established by SPA on mechanicals where received. cals, sheet music and other royalties and benefits accruing to the writer. As against this, however, it is argued that such a move would negate a writer's freedom of action and choice.

Deals Are On

Meanwhile deals are being negotiated whereby top songwriters
assign blocks of renewal rights to
publishers other than the original
ones. These writers believe that,
despite possible losses incurred because of the collapse of film and
other deals, their new publishers
are more progressive and offer them
a better apportunity. So the raiding
continues apage. continues apace.

To top it off, a body of lawyers has flourished on the situation—so much so that it is estimated that 80 per cent of their income derives from legal work in connection with re-

Front, Interior Smartness **Augur New Denver Success**

DENVER, March 25. — Brilliant color, the division of records and radios into opposite sides of the store and an all-glass "hanging front" are features of the new Mel Collier Music Company at 1530 [leather chairs provide comfortable reading of the Broadway here.

Opened by Mel Collier, who formerly leased the radio department at the Daniels & Fisher Department Store here, the music shop is claimed to be one of the most modern radio-record shops in the West. The entire interior is visible from the side-walk thru papes of glazz clasted with the paper of glazz clasted. walk, thru panes of glass slanted out-ward at an angle of 15 degrees from sidewalk to marquee, to form an all-glass front without reflection.

The interior is divided lengthwise into two sections by a huge blond wood gondola running the full length of the store. On the right front side is the record department with a stock of over 11,000 records and four sound-proof blond wood listening booths. Each of the booths is equipped with a three-speed record player, first such installation in Colorado. This gives a lot of selling versatility to the record department, according to

Three Tiers for AM

On the radio side the big gondola features three tiers of small table radios, with radio-phonograph combinations on the floor in front. Near the rear is a 18 by 18-foot sound-proof room for the exclusive display of Scott radios, in which the store specializes. Other lines, out in the front showroom, are Philco, RCA, Stromberg-Carlson, Hoffman and Motorula.

Motorola.

Top feature of the store is its color scheme, which includes such novelties as a wall of paprika red, facing a chartreuse wall on the other side.

Federal Sues Four for 75G

HOLLYWOOD, March 25.—Federal Artists filed a \$75,000 damage suit for conspiracy and inducing breach of contract, naming Eddie and Leo Messner, of Aladdin Records; Billy Shaw, of Shaw artists, and Jack Archer, formerly associated with Federal Artists and now with the Shaw agency. Complaint is over Amos Milburn's departure from the Federal fold to go with Shaw.

Amos Milburn's departure from the Federal fold to go with Shaw. Federal charges that the Messner brothers, Shaw and Archer conspired and induced Milburn to break his pact with the agency. Milburn had inked a five-year pact with Federal February 9, 1949. Aladdin, thru Attorney Abe Richman, contended that Milburn became dissatisfied with the manner in which he was being handled by Federal and, thru his own voluntary act, canceled his pact with voluntary act, canceled his pact with that agency. It was further claimed that agency. It was further claimed that Aladdin had no purpose in inter-fering in the artist's arrangements with the agency. Attorney Bentley Horris is repre-senting Federal Artists.

newals. These attorneys, it is charged, have access to copyright files, have minute information on which tunes are coming up for re-newal, and go to the trouble of tracknewal, and go to the trouble of tracking down songwriters, or the heirs
of songwriters, and offer to handle
their problems. The situation has
even reached the point where attorneys and beneficiaries of writers are
negotiating, with the end in view of
setting a juicy renewal deal against
the time when the writer passes into
the great beyond. Two such cases,
currently being negotiated, and currently known.

leather chairs provide comfortable seating at various points around the

General manager for the new firm is Lloyd Stryker, at one time radio buyer for the Denver Dry Goods Company Department Store. Collier is currently presenting a disk Jockey show in the windows of the store each Saturday afternoon.

Mpls. Symph Members Get Pension Plan

MINNEAPOLIS, March 25 .- A retirement and pension plan for mem-bers of the Minneapolis Symphony bers of the Minneapolis Symphony Orchestra was set here in negotia-tions between the Minneapolis Or-chestral Association and the Minne-apolis Musicians' Union, a local of the American Federation of Musicians (AFM).

All present members of the ork are covered by the plan which becomes effective July 1, 1951, according to Arthur J. Gaines, secretary-manager of the ork, and Stapley Ballard, secretary-treasurer of the union.

The plan will be financed principally by a \$22,500 fund built up from proceeds of benefit concerts given annually since 1940 and augmented by friends of the orchestra.

Two programs have been set up one affecting members who are 60 years or nider in 1950, with 30 years' service, and those under that age. Retirement age for both programs is he

For those over 60 with 30 years' service the ork association will pay a flat retirement settlement of \$2,000 upon reaching age 65. Those in that category with less than 30 years' service will receive an amount based on their proportionate years of service.

The members now under 60 will et \$50 a month pension at age 65 get \$50 a month pension at age 65 if they have 30 years' service or a proportionate share of \$50 for years of service under 30.

Next year seven members will become eligible, having reached age 67 by then. In 1952 three others, who then will be 66, will be retired under the plan. The plan is not retroactive to include ork members who may have resigned for any reason prior to the current season

The pension plan for the Minne-apolis ork makes it the fourth sym-phony organization in the country to have one, Gaines and Ballard said.

Ole Virginny Town Bangs Bingle Opus

NEW YORK, March 25.—Decca Records and Paramount Pictures will team to put Front Royal, Va., on the map April 1. The town has been selected as the scene for the world premiere of Bing Crosby's latest opus, Riding High. Crosby and a host of other stars and public figures will attend the promotion affair, which will be highlighted with the dedication of a local stadium to the crooner. It will be called Bing Crosby Stadium. The town, which is located some 35 miles from Washington, will play host to an estimated 50,000 persons for the event.

SPA Keeping Weather Eye **Out for Rights**

Something "Has To Give"

(Continued from page 14)

alternatives: Observers, see two Either the pubbers will take action, perhaps asking for a declaratory judgment naming them the renewal owners, or else they will proceed as the they own the renewals, putting it up to the songwriter to bring suit.

it up to the songwriter to bring suit. SPA is concerned with another aspect of the renewal situation—the type of deals being forced on some writers by the pubbers. The type of writer particularly subject to this pressure, SPA feels, is the "A" bracket (or below) ASCAP-er, who doesn't have the name power or bargaining position of the very top tunesmiths. The pubbers have been prevailing on the lesser scriverners to accept renewal terms falling short of SPA standards. This does not mean that pubbers insist on the anclent 33½ per cent of mechanicals or 1 cent per copy rates—insofar as royalites are concerned, they usually come thru with current rates. But SPA has won for its writers many other bargaining and protective advantages, and it is here that pubbers would hedge.

Wants Pacts Attached

Wants Pacts Attached

Wants Pacts Attached
SPA, therefore, has been asking
pubbers to attach the standard SPA
contract to renewal assignments, so
that current standards are maintained. Pubbers are being recalcitrant here too. E. B. Marks and
Warner's are two firms who have
been especially resistant, according
to SPA.

Manywhile SPA has been polishing

been especially resistant, according to SPA.

Meanwhile SPA has been polishing final details on its proposed standard renewal form, which it will spring on the publishers in the near future. The standard form will attempt to plug such renewal gaps as bulk deals, writer consent for all assignments, right to investigate accountings, right to get the song back if pubber fails to carry out the contract, and guarantees of exploitation. The latter is an especially important item on the SPA agenda. It is felt that upon signing a renewal, the writer should be entitled to exploitation and promotion of his tune comparable to that guaranteed when a new song is contracted for. This would mean the guarantee of a major record, printing of orchestrations and new sheet music, etc. Writers feel that the pubbers' chief interest in renewals is the American Society of Authors. Composers and Publishers (ASCAP) availability income accruing therefrom—which is of no advantage to the songwriter, especially with the forthcoming ASCAP writer distribution set-up based almost entirely on performance.

Col'bia Sparks Rhythm, Blues

NEW YORK, March 25.-Columbia NEW YORK, March 25.—Coumbia Records this week started a drive to hypo its rhythm and blues division. The promotion will be sparked by a special six-disk rhythm and blues release this week.

lease this week.

The diskery has worked on a direct entrance into the field for several months. It built its department, comparatively inactive in recent years, from scratch under the guidance of Ben Seigert. The diskery is planning to service rhythm and blues disk jockeys via firm distributors, marking the first time the firm has shot for the specialized spinners' ald. Special posters and streamers also are being readied for the drive.

Dealers Double on Platters; Retailers Sell 'Em and Cut 'Em

(Continued from page 13)
York Times and the Saturday Review of Literature; some of them are slow-ly acquiring national distribution thru jobbers and dealers.

Among this last group are such lines as Esoteric, issuing from the Greenwich Music Shop; Westminster, from Westminster Music Shop, and EMS, produced by Elaine Music Shop—all in New York. Eoteric has been able to obtain as big a name as Dimitri Mitropoulos for a special modern waving. Westminster is remodern waxing. Westminster is re-ported to have cut over 40 tapes, with the first 33s to come out this week, EMS, which also makes its debut this EMS, which also makes its debut this week, is jointly owned by Jack Skurnick and Harry Lew, of the Elalne Music Shop, and Max Serbin, record department manager of Levy Bros.' Department Store, Elizabeth, N. J. The outfit plans to specialize in early works, on 12-inch 33½ wax only, and has skedded upward of 12 releases are year. An archiving contract has per year. An exclusive contract has been signed with the Pro Musica Antiqua of Brussels, Belgium, for a 30-disk anthology of music from the 11th thru 16th centuries. Pianist Webster Aitken has also been signed, Webster Aitken has also been signed, and some recordings have been made with the Little Orchestra Society, conducted by Thomas Scherman. The Elaine Music Shop is also serving as headquarters for Robert E. Blake's new REB label, which is devoted to similar fare. The latter label has cut 33½ sides with Doda Conrad and with the Argentine pianist, Florencia Le Grand.

The Gramophone Shop, one of the

Decish Held Up On Jim Dorsey Residence Suit

(Continued from page 13)
questions of Dorsey's New York State

residence.

Loew's is suing Dorsey for \$15,000 on a contract made in California December 9, 1946.

Loew's allegedly advanced Dorsey \$7,500 on January 20, 1946, and an additional \$7,500 on February 3, 1947, on account for any royalties that might become due Dorsey under the December, 1946, contract. Loew's claims that the contract provided that in the event no money came due to in the event no money came due to Dorsey he would repay the \$15,000 advanced.

Loew's charge that at the expira-tion of the contract there were no roy-alties due Dorsey from MGM and that Dorsey refused to return the amount advanced him.

Nature of Suit

The warrant of attachment was obtained by Loew's on the ground that Dorsey is a traveling man and that the nature of his business is such that the may be required to be in different cities. Dorsey's affidavit showed that since February 28 he has been at the Hotel Statler in New York and that within the meaning of Section 903 of the Civil Practice Act of the State of New York has the section 903 with the state of the State of New York has according to the State of New York Page 18 and New York he was considered a resi-dent of New York State. Dorsey's affidavit further showed that he has maintained no residence in California since June, 1949. It stated that due to the nature of his business, Dorscy's residence has depended on his place of employment

of employment.

Dorsey claimed that if the warrant Dorsey claimed that if the warrant of attachment is effected it will be impossible for him to pay his band and that his standing with the management of the Statler and with his public will be injured. Dorsey's attorney argued that Dorsey's residence in New York began before the issuance of the warrant of attachment and that it was therefore improperly issued.

oldest longhair establishments here, has produced a list of eight special items which are sold only in this shop. No discounts are offered to the trade, and the disks are available only on 78 r. p. m. pressings so far. A hand-ful of new volumes has been issued in the last few months which the out-fit believes is essential to its reper-

Liberty Music Shops, with a fairly extensive catalog of show tunes, standards and special material wax-ings, jobs its line on occasion to specially selected shops in cities outside Liberty's competitive orbit. Dealer discounts on the high-price platters are about half that offered on standard brands. Liberty hasn't cut anything new since before the war, but sales on many of its catalog items continue as strong as ever via local carriage trade and heavy mail business. According to Record Department Manager Murray Vega, much of the material will soon be made available on one or both of the new speeds.

Schirmer Deals

Schirmer Deals

G. Schirmer, another institutional shop here, has also delved in disks. A number of Schirmer's standard publications have been pushed via piano recordings by Rudolph Friml and various legit artists. Some musical comedy material, reflecting the proprietor's own taste, has also been issued. Schirmer's has jobbed the line to other dealers at liberal discounts, selling thru its own music salesmen, or via direct mail.

salesmen, or via direct mail.

Most of the dealer-diskers specialize in foreign-language wax and are located in foreign neighobrhoods. are located in foreign-tainguage wax and are located in foreign neighobrhoods. Most of these sprang up diuring the war when the majors, with limited shellac, were forced to neglect the more exotic material. The same applies to a number of hot jazz, rhythmblues and hillbilly labels. Possibly the biggest mushrooming has been in the Latin-American field. Casa Siegel became the base for the Seeco label, which grew to such a point that Proprietor Sid Siegel sold his shop to devote full time to disking. Gabriel Oller's Spanish Music Center is the base for both Coda and SMC labels. Hernandez Music, in East Harlem, is also the address of Verne Records. The above Latin lines have intermational distribution, and have achieved and above Latin lines have interna-tional distribution, and have achieved major status in their field. Other recent Latin entries are the Mida Record Shop, with the Mida label, and Discos Albertos, produced by the Casa Albertos, in the Bronx.

Foreign Languages

The Scandinavian Music House, operated here by Eddie Jarl, turns out both Scandinavia and Cordion labels, which enjoy a healthy sale in the Middle West. The Kismet Record Shop produces Russian, Portuguese, Turkish and Jewish recordings on its own Kismet label. Fred Alam's Shop, located in the Arabian section of Brooklyn, produces Alamphon Rec-ords, which are mailed out to a surprisingly large number of American

In the hot jazz department, Com-modore Shop has kept its Commo-dore label lively since the 1930s. For a spell the line was distributed via Decca branches, but today it has in-dependent distributors. Savoy Recdependent distributors. Savoy Records, which also maintains a top slot among rhythm and blues labels, sprang forth from Herman Lubinsky's Radio Shop of Newark. Regent Records has the same address. Regal Records, also a rhythm-blues specialist, is directed by Freddy Mendelson, who operates a shop in Elizabeth, N. J. Main Stem, Futurama and Dart records are located on the premises of Main Stem Music Shop, on Broadway, in a shop that appears only big enough to hold one record from each line. Chicago disk jockey Al Benson, who operates a string of rhythm and blues shops, produces and plugs his

When Mills Calls Cap's Wall Falls, Sales Pitch Palls

NEW YORK, March 25.—Diskery walls are not immune to a pubber armed with a red hot tune, Capitol's Walter Rivers found when Pubber Sidney Mills dropped around. You're in Love With Everyone is Sidney's current ditty; his object was convincing Rivers that it was really pretty. Mills arrived in Rivers's office some minutes before Walter, and when Rivers entered the Mills politeness never for a moment faltered. He when reverse entered the Mills politeness never for a moment faltered. He seized Rivers's overcoat and hung it on the wall—and down came coat, plaster and all.

"You won't pitch me a tune now?"
Rivers growled at Sidney.
"Certainly not," quoth gallant Mills,
"I'm a pubber of a different kidney,
"I'll take off now on another call.
"Send my office a bill for the wall." The bill arrived and Mills complied a whisk.

But wouldn't you know? He never did get that sought-for Capitol disk.

Chi AFM Shifts

Policy on Pacts
CHICAGO, March 25.—Local 10,
Chi branch of the American Federation of Musicians (AFM), last week
took steps to protect its members and
agents from the increasing number
of spots which are suddenly folding.
In an order sent to bookers and owners of spots utilizing live music, the
AFM headquarters ordered that all
contracts shall be made out with the
full amount of the salary to go directly to the musickers. Previously, a
music buyer could hold out the commission on the date.

The new AFM order, to give all
salary to the musicker, stems from
the fact that many spots took out 10
per cent commission for the agent,
but, when business got bad, they told
the office to hold off on the collection.
As a result, the office, which had to

the office to hold off on the collection.

As a result, the office, which had to hold off or probably lose the account, was often left holding the bag when the spot folded. The order, which is directed at all music users, applies more directly to cocktail lounges, which have been showing the highest mortality rate locally. mortality rate locally.

ASCAP Coast Huddle Plans Member Talks On Consent Decree

NEW YORK, March 25.-The West Coast meeting of the American Society of Composers, Authors and Publishers (ASCAP) will be held Monday (27), at which time the consent decree is expected to be laid before the membership. The society's

sent decree is expected to be laid before the membership. The society's by-laws specify that the annual meeting be held 30 days after the Coast meeting, but this year the annual meeting is expected to be held in New York in mid-April.

On Tuesday, the society's committee on elections will count the ballots on the election to the board of directors. Electioncering this year has been hotter than ever before, with the chief fight between L. Wolfe Gilbert and Stanley Adams for election to the writers' section of the board.

own Swingmaster label.

own Swingmaster label.

One of the most recent hillbilly lines stems from Randy Wood's fabulous shop in Gallatin, Tenn., the country's largest mail order outlet. The label is Dot.

This is by no means a complete listing. Many indie diskers currently began to retail the best but he to the country began to retail the state.

operating began as retailers, but have since given up that phase of their operation to concentrate on production.

An equally large number of distributors are also label proprietors, for many of the same reasons.

Below Border Pacts Urged By U.S. Office

13 Countries Affected

(Continued from page 16)

tion. With the Inter-American Copyright Convention shelved, and the proposed global pact still in the embryo stage, an individual proclama-tion covering each of the countries is considered the only way of guar-anteeing music copyrights as far as disks are concerned.

The situation developed when a circuit court ruled that the Buenos Aires convention of 1950 does not cover the mechanical reproduction of sound unless the owner of the music copyright is domiciled in the nation where an alleged infringement takes place.

takes place.

A Brazilian firm, Todamerica Musica, Ltd., sued Radio Corporation of America (RCA), charging an infringement in recording Tico Tico. According to the copyright office, the court held that the Buenos Aires convention failed to mention mechanical reproduction rights, and that a presidental proclamation is necessary to enforce such rights for the owner of a foreign copyright who is not living in the United States.

So far, the copyright office has

So far, the copyright office has not noted any inter-American pirating of tunes, but feels that it is possible if the present situation is not corrected. In the absence of any other court ruling on the subject, the convention might as well not exist as far as disks are concerned. The pact was signed in 1910 when mechanical sound reproduction was in its infancy and so was not included in the language.

Philippine Rights Okay

The State Department is being asked to include the South American problem in its lengthy study of proclamation which was made necessary lamation which was made necessary by shifting boundaries after the war (The Billboard, September 3, 1949). These proclamations are coming out piecemeal—the latest having become effective last year when one was issued jointly by President Truman and the president of the Philippine Republic. This extended copyright protection in each country to the nationals of the other. Since the Philippine copyright law was modeled on the order of the Domestic Copyright Act of 1909, drafting of a proclamation was relatively simple. Where laws differ, the lask is greater. Nations whose disk copyright re-

Where laws differ, the lask is greater. Nations whose disk copyright relations with the U. S. were upset by the circuit court decision include Brazil, Argentina, Mexico, Colombia and Peru, as well as smailer Central and South American countries. Other countries which the State Department has been considering as possible subjects for copyright proclamations include Israel, Pakistan, Ccylon, Burma, India and Ireland. Proclamations are now in effect with some 30 nations. 30 nations.

A proclamation is made valid by the signatures of the heads of two contracting nations, and does not require legislative ratification. In the case of the United States, it is similar to an executive agreement, and is not subject to a Scuate vote.

is not subject to a Schate vote. Copyright proclamations do not necessarily cover music copyrights, tho the State Department tries as far as possible to make blanket, rather than limited, proclamations. In some instances, the State Department feels it is useless to negotiate a proclamation. This is true for countries whose own standards of copyright are so low that a U. S. national would gain nothing from having his work protected in that particular country. ticular country.

Pubs Try for Agreement On Tangled Can. Royalties

NEW YORK, March 25.—Harry company will pay the royalties to an Fox, publishers' agent and trustee, american publisher only in the event is deep in negotiations with the Canadian Manufacturers' Association and practice, of course, is entirely legal. various Canadian record companies in an attempt to free mechanical royalty money for American pub-

Situation stems from a basic dif-ference between the American and Canadian copyright acts. Prior to the so-called Canadian Copyright Act of 1921 (it was actually passed in 1924), the concept of "mechanicals" was not recognized in Canada. With the passage of the act however. the passage of the act, however, mechanicals came into being, but the law states that mechanical rights belong to the composers and pub-

lishers.

Therefore an American publisher who hopes to collect Canadian mechanical royalties must, according to the letter of the law, produce an assignment from the writer, or writers, to himself—an assignment which had been executed on or after June 4, 1921, for any work first published before January 1, 1924.

Two record companies in Canada, RCA, Ltd., and Compo Company, Ltd., the former the RCA Victor outlet and the latter the Decca outlet, have taken definite stands on the matter. RCA, Ltd., is co-operating fully with Fox, and asks that Fox show evidence that every effort has been made to get an assignment from show evidence that every effort has been made to get an assignment from the writer or writers to the publisher involved. In the event such evidence is shown, RCA, Ltd,, will pay the royalties, even in the event the attempt to get an assignment has been unsuccessful, as might be the case when the writers are dead and the beire not available. heirs not available.

Compo, on the other hand, is stick-ing to the letter of the law. The

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CITY	STATE	

American publisher only in the event an assignment is produced. This practice, of course, is entirely legal.

Many other companies, such as Spartan of Canada, Ltd. (Columbia), and the Canadian Mercury outlet, are holding money in escrow pending clarification. Fox is now working up a complete picture of the situation, including a list of record companies, publishers, writers and tunes involved.

It is housed, of course that Canadian

It is hoped, of course, that Canadian companies will all eventually adopt the stand taken by RCA, Ltd.

Mercury Pitches Int'l Disk Deal. Longhair Power

CHICAGO, March 25. - Mercury CHICAGO, March 25. — Mercury Records is making a concerted pitch to set up international distribution of its disks and at the same time strengthen itself in the longhair field, it was announced last week by Irwin Steinberg, diskery's treasurer. While the firm first started the international set-up to sell more Mercury wax, it's since been discovered that the foreign record distributors cannot pay off easily in foreign coin, so Mercury has initiated a reciprocal master leasing agreement.

Mercury has intiated a reciprocal master leasing agreement.

A reciprocal agreement on masters with Blue Star Records, of Parls, started the practice. Steinberg turned over a series of Mercury jazz items to Blue Star in return for which the French waxery has sent over six different classical albums, including material by planist-composer Francis Poulenc, and Anton Vivaldi and Germaine Leroux, planists, together Poulenc, and Anton Vivaldi and Germaine Leroux, pianists, together with material by assorted soloists backed by the LeScale Symphony Orchestra, of Milan. A similar deal has been worked out with Toro nas ocen worked out with loro Phonograph of Copenhagen, whereby they will send a series of longhair albums, including works by Victor Shiler, pianist, and Endre Wolf, viollnist, cut with the Danish Radio

ork.
Other foreign outlets set up thus far are Radioly, Liege, Belgium; Trutone Company, Johannesburg, South Africa; Colonial Trading Company, Hong Kong; Esquire Records, Sidney, Australia; Orion Development Company, Stockholm, and Radio Centro, Havana. Steinberg said that Orion is readying a package of longhair and straight instrumental of longhair and straight instrumental material for processing by Mercury, and other firms are being contracted for masters, which might fit the American market. Stelnberg has six other deals with foreign distributors currently in the works.

Jan August, Gwirtz Settle Legal Hassle

NEW YORK, March 25.—The breach-of-contract suit in New York Supreme Court of Irving Gwirtz against pianist Jan August and Au-gust's counter suit were discontinued

gust's counter suit were discontinued this week, according to papers filed by Gwirtz's attorney, Morris H. Halpern.
Gwirtz's suit against the Music Corporation of American (MAC), in which Gwirtz charged that MCA in-duced August to break his contract with Gwirtz's Diamond Record Company, now out of business, is still pending. It is due to come to trial in the fall, but no definite date is set.
August paid an undisclosed amount

August paid an undisclosed amount Gwirtz in settlement of their suit and countersuit.

Gibson Insures 'Roof Over Head'

PHILADELPHIA, March 25.—Having lost out on the first crack at Blue ing lost out on the first crack at Blue Berry Hill when a rival concern beat him to the waxing, Steve Gibson, who heads the Red Caps unit linked with Mercury, took no chances when he got the manuscript for I Want a Roof Over My Head from composer Harvey Q. Brooks.

In a now-it-can-be-told story, Gibson revealed that he kept the tune to himself rather than turn it over to Mercury for a record date. He re-

himself rather than turn it over to Mercupy for a record date. He remembered what happened when word leaked out he was going to record Blue Berry Hill and Decca got the jump on him with a spinning that brought royalties to Louis Armstrong even before the Red Caps' version was put of the preking cases.

even before the Red Caps' version was out of the packing cases.

For I Want a Roof, Gibson revealed that he invested \$600 of his own money to do his own cutting of the tune, paying all the expenses involved for the cutting of a master. He then submitted the master copy to Mercury, and with the diskery grabbing the cutting, it meant Gibson has no fears now of any other company taking the lead away. Mercury will reimburse him for the master cutting, getting the platter to the ter cutting, getting the platter to the counters within a three-week period.

Com'dore Gives LP Heavy Push

NEW YORK, March 25.—Commodore Records, pioneer jazz indie, is going heavy for LP, with six 10-inch 33½ disks on the market and four more scheduled for release in the near future.

Material is culled from the Commodore shellac catalog, dating back to the late 1930's, and includes a slue of collectors' items. Issued to date are LP's featuring "Wild" Bill Davison, George Brunis, George Zack, Muggsy Spanler, Bobby Hackett (Gems of Dixieland) and the original Dixieland Jazz Band (cut in 1947 with some members of that historic group). some members of that historic group) Billie Holiday, Eddie Heywood, Edmund Hall platters and A Jam Session at Commodore disk will be out soon.

eight selections per record, retailing at \$2.85. Pressing is done at Com-modore's own plant in Yonkers, which is also doing custom pressing for other indie LP labels. Disks are sold by direct mail as well as distribbers, with Cosnat. New York; Chord, Chicago, and Mangold, Baltimore, the principal outlets.

Parade Inks Piastro To Exclusive Pact

NEW YORK, March 25 .- Mishel Piastro, longhair violinist and con-ductor of the Longines Symphonette, has been signed to an exclusive recording pact by the new Parade Record Company. Piastro, who was concert master of the New York Philharmonic for many years before
forming his Longines radio group,
will cut light classics with a string
outfit.

The training the second estirate size.

Plastro is the second artist to sign with the diskery, which is headed by Wally Wolsky. Organist Jesse Crawford was contracted several weeks ago.

Goodman To Set Up Regent Coast Branch

NEW YORK, March 25.—Harry Goodman, co-partner of Regent Music, leaves for the Coast shortly to set up and operate a Hollywood branch. His brother, Gene, and George Dalln, co-owners in Regent, will continue to operate out of New York

York.

Goodman plans to stop in Chicago en route to hire a Chicago rep.



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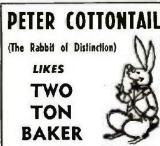
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People, Products and Prices Phono and AM-TV Receiver News Digest

(Continued from page 11)
single-speed phonograph with automatic record-changer, \$299.90.
Model XSPS—Console with 16-inch TV, AM radio and single-speed automatic phonograph, \$339.90.

Notes on the Manufacturers

The Stromberg-Carlson annual report for 1949 showed a consoll-dated net loss of \$478,058, altho sales were slightly higher than 1948...
Phileo's annual report showed net earnings after taxes of \$5,691,798, almost a 50 per cent drop from the previous year... Emerson declared a regular quarterly dividend of 30 cents per share... Price of the new model RC-80 Garrard record changer was set at \$56.80... Mercury Records is expected to introduce its initial video receiver line this summer. Three 16-inch sets are scheduled to be \$36.80... Note that summer is preparation for the summer Furniture Mart and in hopes that the expected summer slump will be eased with the new sets. Arvin, Pathe, Stewart-Warner, Capehart and General Electric have already announced new sets, with Zenith and DuMont announcements expected within 30-60 days.

G.E. Adds Three Portables, One Kitchen Special
General Electric last week announced the addition of three new
portable radios and a new clock-radio to the company's line. Available in five models, the portable receivers range in price from \$19.95
to \$39.95. Unpriced as yet is the clock-radio which is specially designed for kitchen use and comes in a porcelain white cabinet.

Indie Record Distribs Fold In Face of Credit Plague

dealers feet that IV stock is far more important than phono record stock and therefore pay their television distributors promptly but stall on payments to independent record distributors.

tributors.

The three-speed situation is also being blamed for the dealers' troubles. One distributor points out that a dealer can no longer make even a reasonable estimate of the stock necessary on hit records and albums. Whether to order 45's and LP's in addition to 78's or to divide the order among the three speeds is a weighty problem for many dealers. Caught between a fear of losing sales by not having stock or getting stuck with excess merchandise, some dealers lessen the gambling odds by cutting out all indie record labeis or buy on 90-day terms only. The indie manufacturers, however, can rarely afford to give distributors the same 90-day terms.

Danger Signals

One of the larger indies disclosed that their new distributor credit policy called for waiting the usual 30 days, making one call if payment is not received, and then placing the distributor on a c.o.d. or sight-draft basis. As soon as a distributor starts making partial payments "on account" it is considered as a danger signal and the sight-draft papers are prepared. prepared.

Indie disk manufacturers are be-ginning to find that they can stay in business only so long as they come up with big hit records. Dis-tributors, too, find themselves able to get prompt payment from dealers to get prompt payment from dealers only when they are handling a hit record which the dealer needs. Dealers are buying only what they must absolutely have in order to service the greatest portion of their customers. And at the moment, there are a large number of dealers who feel that they need television much more than records.

It is no longer a secret, either, that

JOIN THE Polka of the Month Club

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April Selection: THERE WAS A TIME

(Continued from page II)

cost of wanted video sets along with
the cost of unwanted appliances are
said to be cutting capital avallability
by as much as one third. Many
dealers feel that TV stock is far more
summer slump in the record business
coupled with the expected drop in summer slump in the record business coupled with the expected drop in video set sales are expected to have a telling effect on the record in-

video set sales are expected to have a telling effect on the record industry.

Despite the blackness of the picture most tradesters believe that the manufacturers and distributors who drop by the wayside should never have been in the business at all. The weeding out process, they say, will actually strengthen the record business in the long run, and those dealers who merchandise properly will have no financial problems to pass on to distributors or manufacturers.

RCA Tri-Color Tube Shown at FCC Sesh

Shown at FCC Sesh

(Continued from page 9)
mediate color-TV standards on the ground that CBS is ready to telecast web programs in that without delay.
Blows were traded on the compatibility issue, with RCA Counsel Joseph Heffernan pointedly suggesting that CBS bring its system to 525-line color compatible with black-and-white by use of time multiplex in addition to dot interlace, both of which principles are employed by RCA.
RCA's claims of public satisfaction with its own black-white compatibility came in for gruelling crossquestioning by CBS counsel and by FCC Counsel Harry Plotkin. Meanwhile, RCA jubilantly got inscribed into the record the disclosure of its showing of the new color tricolor tube, carefully guarding, however, any demonstration of the gadget to RCA's color rivals, who apparently won't get a first look-see until late next week at the earliest, Present at the "secret" showing mee FCC Commissioners Jones, Sterling and Webster—and half a dozen key aides, including Plotkin. including Plotkin.

GOLDSTEIN SELLS OUT

HOLLYWOOD, March 25.-Sidney Goldstein sold his interest in Sidney Music to the pubbery's co-owner, Berle Adams, and moved to the Buddy Morris office. Goldstein will help share the load of Morris's current tune crop. Tune taking his present attention is Man Around the House.

TV as Music Aid **Intrigues NAMM** D. C. Conference

(Continued from page 11)
Learning Plus Easter Selling Equals

More Profits. The meeting will be presided over by Earl Campbell, head of Campbell Music Company, Washington. It is anticipated that NAMM's drive to repeal the music excise taxes will

come up for discussion, and a new plea for the repeal is likely to be made. NAMM has already put its demands on the record on Capitol

The Monday and Tuesday morning sessions will be devoted to discussion of various phases of the plane and music a linstruments industry. A music promotion film, Moving Ahead With Music, will be shown at the Tuesday luncheon. Assisting Campbell in arrangements for the twobell in arrangements for the two-day conference are Hugo Worch Jr., of the Hugo Worch Company, and Robert P. Isbell, of the Jordan Com-pany, both of Washington.



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HAMI CLOSES DISMAL YEAD

Hits Miami Copa AsShow Runs On

MIAMI, March 25.—Louie Bandel was named receiver Tuesday (21) in an action to foreclose the mortgage on the 99-year lease covering the land on which Murray Welnger's Copa City is erected. The action was brought by J. A. Richter against Sunset Hotel Corporation, the original lessee; S. L. Kramer; Miami Station, Inc., the present lessee; Marilyn Goodman and Sam Kay, who claimed some interest in the Copa.

The claim was that on January 15, 1949, Murray Weinger's Copa owed Richter and one J. N. Morris \$115,000, payable \$11,500 annually, with interest at 10 per cent, the Interest payable semi-annually.

The petition alleges that if Weinger fefaulted in any payment, the entire fefaulted in any payment, the entire

per cent, the Interest payable semiannually.

The petition alteges that if Weinger
defaulted in any payment, the entire
balance was to become due immediately. The notes were secured by
a mortgage on the lease covering
Copa City and the land on which it
stands. Morris assigned his notes
to Sam Kay, a local financier, who
altegedly refused to join in the prescut sult, and was then named a defendant by Richter.

The petition states that Weinger
defaulted in meeting the notes and
asks that the mortgage given as security be foreclosed.

The Copa is still open despite the
receivership. According to Weinger,
the action in no way affects the
present operation of the Copa, the
current operators being in possession
thru the bankruptcy proceedings of
last summer.

summer.

last summer.

Weinger told The Billboard that the Copa would wind up the season and close the main room tomorrow (26). Whether the Lounge, with Barry Gray, would close at the same time has not yet been decided. If business warrants, it may stay open until the termination of Gray's contract April 16.

2d Receivership Cantor's \$8,900 Take Stirs Agents' Hunt for Like Deals

lar one-night lecture songfests.

Cantor's reason for the one-nighters is based on his feeling that he has something to say to the youth of America and with his rep as a show-biz figure, he can get them to listen. He started it off with a lecture at the University of Maine, then followed it with similar lectures in other colleges. "I want to speak to the youth of America. They are the leaders of the future America. They're the ones who will shape the America we'd all like to see," said Cantor. He expects to do about 40 similar concerts this year. similar concerts this year.

The Morris office, who handles Cantor, takes a different view—how does it look at the box office?—and are combing their lists to see who they have available to go out and do hour and a half shows for what they hope will be fancy grosses.

The Morris office is mulling such

The Morris office is mulling such names as Sophie Tucker and Danny Kaye. The former can get nostalgic because of her years in the business. The latter might draw for other rea-

At present Charles Laughton is doing one-man shows with readings from Shakespeare and the Bible. Talent offices feel that other performers, preferably those with well-rounded b.-o. appeal, could do similar jobs.

The main problem is to get the people out. Those who are almost sure-fire box office, like Jolson, for example, see no percentage in gab-fest songalogs, or any other p. a.'s. It is probable that the top brass at

NEW YORK, March 25. — Eddie theaters, besides being a lot easier. Cantor's \$8,900 take Tuesday (21) night at Carnegie Hall here has started the Morris office thinking about using other names to do similar one-night lecture songfests. theaters, besides being a lot easier. Concert date percentages usually run more than the customary 10 per cent agents get for theaters. This is another reason why the reps would be interested in pushing hard.

Pennsy Nixes Prize Gimmicks

HARRISBURG, Pa., March 25.-Pennsylvania cafes ay have to turr to live shows to keep the Cot h rolling in. State liquor b. Fred Gelder has ordered abolition of "con-test nights" with lush prizes for such things as top scores on pinball, shuf-fleboard and bowling games.

fleboard and bowling games.

The glycaways had reached a point in Philad hal, liquor authorities said, where cars were being offered grand prizes. Bars were packed by those waiting to try their skill. Not only were licensed dispenseries holding competitions, the board said, but they were sponsoring teams and leagues—so that customers came back on schedule.

The liquor board stepped in and

on schedule.

The liquor board stepped in and Chairman Gelder drew out a law prohibiting inducements" to jack up booze sales.

While the ban does not apply .o private clubs it hits all drinkeries where the public is admitted without membership qua "cat" ns.

In an official regulation to llquor retailers, the board decreed: "... No hotel, restaurar c. ca'ing place (all public places are lictused under these classifications) shall hold, or permit to be held, any tournament or con't tof any sort on the licensed premises Barry Gray, would close at the same time has not yet been decided. If business warrants, it may stay open until the termination of Gray's contract April 16.

Artists Protected

Upon learning of the receivership, Jerry Hirsch, local AGVA rep, hustled over to Copa City to protect (Sec Copa Receivership on page 55)

Example, see no percentage in gabfcst songalogs, or any other p. a.'s.
It is probable that the top brass at to names on two facts.

The first will be that they can do their part as Americans to give their messages to the country thru informal programs. The second will be that lecture dates can be as profitable as doing four or six-a-day in

Major Clubs Weep Over No **Spilled Dough**

Big \$ for Acts Gone

MIAMI, March 26. — The worst season cases have had since the war ended, came to a dismal close Sunday (26). The major clubs, Copa City and the Beachcomber, ran neck and

(28). The major cluss, Copa City and the Beachcomber, ran neck and neck, one making a couple of bucks one week, the other losing it, then both losing it the following week.

On a run-down based on talks with those in the know, it appears that the Beachcomber made dough with only one attraction, Martin and Lewis. Ned Schuyler, Beachcomber and Five o'Clock op, was up against tough opposition all season. Across the street Murray Weinger, Copa City op, hit hard with many things. But more often than not Weinger was hit back just as hard. He made money with Frankie Laine and Harvey Stone, and also clicked with Danny Thomas. He also had something going for him in the Lounge, Barry Gray, ex-Billboard guy, who made dough. Schuyler's Lounge had nothing to bring them in.

The upshot of the miserable scason at these two major Beach clubs was the merger. Schuyler is all for it.

at these two major Beach clubs was the merger. Schuyler is all for it. Weinger has persistently voiced his objections.

It, as and when the merger goes thru it will mean the end of the high priced performers for the Beach clubs in the foreseeable future. Acts will still find work, but the salaries will almost certainly be drastically revised.

Strip Spots Okay

The outstanding casualty on the Beach was the Chez Paree. The club opened with Jerry Lester and Francis Faye on a four-week deal. After one week it paid them off and changed to a strip joint. Incidentally, the strip spots like the Chez and Paddock did very well all season.

The scasonal surprise was Jack Goldman's Clover Club, running all the way with a three-way parlay of (See Miami Winds Up on page 55)

Slumps Laid at Benefits'

Walters Says Cafe Drought **Follows Cuffo**

Biz Off for Seven Days

NEW YORK, March 25.—Mass benefits were flatly blamed for the slackening biz at cafes last week by Lou Walters, Latin Quarter op. He pointed out that night club patrons who see prominent acts at places like Madlson Square Garden are dead inserter as spending a buck for at

insofar as spending a buck for at least the following week.

The Israel Orphan Rome had its annual Garden show Monday (20), the results of which hurt every night club in town, said Walters. "The average man takes his wife out once a week. If he's already taken her

Out of Turn

NEW YORK, March 25 .- Paul

NEW YORK, March 25.—Paul Winchell was approached at the Gayety Delicatessen by a man who asked him, "Aren't you Dorothy Movitz's husband?" Winchell nodded, holding his pencil ready in case the guy asked for an autograph. "In that case," replied the man, "I'm your father-in-law's landlord." "Oh ho," sald Winchell, putting the pencil away, "So why don't you paint the apartment?"

to the Garden, where he's likely to

see the best acts in town, he won't go to a night club for that week."
"I'm not guessing about that," said Walters. "I know. I can see it in my books. Whenever there's a benefit at the Garden my business falls off 25 per cent to 40 per cent for the next seven days."

A rapid check of other cafe ops showed a similar bellef. One cafe (See Benefits Blamed on page 55)

U. S. Niteries for Tax Violations

WASHINGTON, March 25.—Treasury agents are making a quiet but comprehensive spot check of the nation's niteries to eatch violations in payment of withholding, cabaret excise and Social Security taxes. The probe will be greatly enlarged late this year in the event Congress votes funds for the extra 1,000 agents at ready approved by the House Appropriations Committee.

For the past few years the Treasury has depended chiefly upon tips by disgruntled employees to catch nitery tax violators. It has now decided there is enough moncy involved to do its own checking.

The chief trouble Treasury has is with the fly-by-night operators who open a club for a few weeks or months and then pull out only to (See T-Men Checking on page 55) WASHINGTON, March 25,-Treas-

Acapulco's La Perla Shore Spot Does Boff T-Men Checking Biz; Budget Is Light

ACAPULCO, Mexico, March 25.— Probably the most successful cafe op-

probably the most successful care operation in this region is the recently opened La Perla, which gets a big play from Hollywood names.

Running on a one-show-a-night basis, the spot charges \$5 cover in Mexican dough, or \$3 in U. S. dough, The talent budget is comparatively light but conditions surrouparing extra

Strand, New York

Capacity, 2.700. Price policy, 55 cents-\$1.50. Number of shows, four daily. Warner booker, Harry Mayer. Show played by Count Basis ork.

Trigger fast pacing gives the curcent show the glitter of an old-fashioned jazz-laden Cotton Club type revue with Count Basie, fronting a nine-piece all-star swing crew, giving it the drive.

Solidest reception was accorded Sammy Davis Jr., the featured third of the Will Mastin Trio. Kid taps expertly, mimics Cagney, Stewart and Robinson in sock style, and does warbling imitations of Sinatra, Laine, Cole, Eckstine and others in a winning way. Davis Jr. has his uncle and dad, the other two-thirds of the trio, along for the ride.

The Choclateers, a standard tum-bling comic act, after the Basie band knocked out Royal Garden Blues and knocked out Royal Garden Blues and Out of Nowhere—the latter featuring the modern and mitt-attracting clarineting of Buddy Defranco—kept things rolling with a speedy, low comedy turn which won the audience. Basie's small crew, featuring the sterling tenor of Georgie Auld, Defranco, expert tramist J. J. Johnson, trumpeters Emmet Berry and Paul Webster plus rhythm section, also punched out a leaping Jumping at the Woodside and Basie Boogie.

Billie Holiday, who headlines with

Billie Holiday, who headlines with

Pic, Barricade. Hal Webman.

Basie, closed the show with a brace of five tunes. She opened with It Isn't Fair and You're My Thrill, a couple of ballads which slowed the pace to a walk. Her most effective bit was her closing, Billie's Blues.

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VAUDEVILLE REVIEWS

Capitol, New York

Capacity, 4,627. Price range, 55 cent-\$2. Four shows daily; five Saturdays. Loew chain booker, Sidney Picreoni. Producer, Alsa Zee. Show played by George Paxton's ork.

Current flesher gives an impression Current flesher gives an impression of slowness at the onset, tho it picks up as it goes along and builds to a sock finish. Choice of songs by George Paxton's boy singer, Gregg Lawrence, whose slow paced Daddy's Little Girl and only a slightly faster Old Black Magic, gave that lackadaisical impression.

The major excitement was little Toni Arden who has developed into a real singer and a genuine per-former. Some of her work is remi-niscent of Lena Horne and some of Fran Warern. However, she has added something else—a cute, pert appearance that won them and kept them all the way. She opened with Do 1? went into Rain and I Can Dream, and wound up with Temptation for sock job and a genuine hand. The ex-Shep Fields's canary, looking lovely in a blue off the shoulder job, has come a long way in the past few months.

Artic Dann is a sharply improved Artic Dann is a sharply improved comic. He throws lines with ease and abandon, using bits effectively for big yocks. He's got some special stuff this time built around Frankie Laine that was good for bonuses. Basic formula, however, is still built on his huge nose which tends to become tire-

Meribeth Olds sold her table-top contortions with eye-appealing ease. Her loping gait, butterflies, fast walk-(See CAPITOL, N. Y., on page 55)

Orpheum, Los Angeles (Wednesday, March 22)

Capacity, 2,200. Price, 50-65-96 cents. Four shows daily. House booker, Bill McIlwain. Shows played by Rene Williams' house ork.

Current show sags in the middle. Starts solidly with Dick and Dinah's fast balance-tumbling act. Spotted second, Jimmy Ray offers a series of palatable soft-shoe routines on a portable platform. Julie Ballew follows to slaeken show's pace with a couple of specialty songs and a lengthy vocal resume of yesteryear faves. Interest perks up with Bud Hughes and Pal, a palm-pulling dog act, only to hit bottom with Olivette Miller's yawn-spurring harp performance and Bredice and Olsen's dnll accordion and zany song efforts.

Bob Hopkins, comic-mimic, No. 7,

dull accordion and zany song efforts.

Bob Hopkins, comic-mimic, No. 7,
provides a much-needed hypo with
his fast flying gags, but should trim
his blue material and reference to
the Bob Mitchum affair. Four
Moroccans' Arabian styled tumbling
feats give show a strong wind-up.
Williams permits ock's brass to get
out of hand.

Pie. My Brather Jonathan.

Pic, My Brother Jonathan.
Lee Zhito.

Olympia, Miami (Wednesday, March 22)

Capacity, 2,200. Price policy, 62 cents-\$1.18. House booker, Marry Levine, four shows daily Show cut by Les Rohde house ork.

Rudy Valee heads the bill here this week. The rest of the line-up reflectthe economies necessary to bring him in. Ted and Dennie Peters open the show. A smooth pair of ballroom terpsters, they get off to a good hand terpsters, they get off to a good hand Professor Marco Maliny, the shadow-ologist, using his ginger to create images on the screen, is followed by Bingo, the trained chimp. Both are good fodder for the kids. Shirley Martin, impressionist, is next, and her take-offs of Barbara Stanwyck, Billie Burke, Katharine Hepburn, Vera Vague, Bette Davis and Louella Parsons are well received.

vague, Bette Davis and Louella Parsons are well received.

Vallee, who closed the show, has lost none of the smooth suavity which has kept him in the upper brackets for a quarter of a century. He opened with a line of patter which was well chosen and reflected monologistic.

Oriental, Chicago

Capacity, 3,200. Price policy, 50 to 96 cents daily. Five shows weekdays, six shows week-ends. House booksr, Charley Hogan. Show played by Carl Sands's house band.

Current revue packs plenty of mar-quee value in Buddy Rogers and Margaret O'Brien and should be assisted by the heavily publicized Golden Gloves Story.

Miss O'Brien, now 12 years old, may straighten out after two weeks here, her first vaude work. She's great on straight drama like her closing recitation of the nativity, but the remainder of her act is out of character with her film work. Two bits with her aunt, Marcia O'Brien, show her trying to act the versatile kid star, with only the closing bit, in which she plays her real self, working out. Both Margaret and her aunt raced thru their lines too rapidly. Miss O'Brien, now 12 years old, raced thru their lines too rapidly.

Rogers works thruout the show as emsee and in his own instrumental musical spot. He opened the show with an okay trombone solo and did a three-piano bit in the middle. The piano bit, while good, lost luster because of a terrible p.-a. pick-up on the pianos. His finale, in which he does solos on various instruments, was the high spot. Walked off to (See Oriental, Chicago, on page \$5)

Chicago, Chicago

Capacity, 4,200. Price policy, 50 to 98 cents daily. Pive shows daily. House booker, Harry Levine. Show played by Louis Basil's house

House has a potent two-week package in this star-studded vaude line-up and the Young Man With a Horn pic. Standouts are the Ink Spots, who are back in the groove with the re-turn of bass Herb Kenny, brother of lead tenor Bill. The foursome do their standard harmonizing, with Bill Kenny carrying the solo load.

The Martin Brothers (2) opened with their standard marionette turn. Boys have refurbished their finale, bringing out a pianist-trumpeter duo to wind up with a top offering.

Lina Romay, looking elegant in a white-tasseled gown, clicked immediately with the males, and her excellent piping won the fems. She did a series of south-of-the-borer ditties she standardized with Cugat, but it was her closer that tractured them. She did Music! Music! Music! them. She did Musici Musici and followed with a Cuban dance in a flickering spot that stopped the

Dean Murphy has a new routine. Some fine continuity knits together his machine-gun presentation of celeb impreshes. His opening song, a salute to Chicago, was excellent. His hell encore bit, tho old, got the big-set vector. Johnny Sippel.

Palomar, Scattle (Tuesday, March 21)

Capacity, 1,200. Price policy, 50 cents-\$1.25. Three shows daily, four on week-ends. Louis Armstrong booked by Jerry Ross.

The Louis Armstrong All-Star Esquire combo does it and does it, bop-ping hep and hepping bop While the turn covered may not have had that jam session verve one reads about, putfit really had the customers right by the palms. by the palms.

Armstrong's ensemble includes, in addition to himself, Jack Teagarden, Earl Hines, Cozy Cole, Barney Bigard, Arvelle Shaw and Velma Middleton. Seattle stop is emseed by Bill Griffiths, well-known local d.j., who proved himself a mitt-gathering triple-threat, what with into work, tapping to good advantage, and holding ping to good advantage, and holding down air chores at indie KOL.

Ensemble highlight in early part of show was the ever reliable 12th Street Ray, each sideman taking several nips, including Teagarden and his trombo prance. The Stars Fell chosen and reflected monologistic Over Alabama also registered strong, (See Olympia, Miami, on page 55) (See Palomor, Seattle, on page 55)

Palace, New York (Thursday, March 23)

Capacity, 1,700. Price range, 50 cents-\$1.28. BEO thain booker, Dan Priendly. Four shows daily, five Saturdays. Show played by Don Albert's house exk.

There's a lot of novelty on the show this week. Some of the quality isn't too high, but the quantity was there. It opened with Chambers and Blair in a roller skating act. Pair started slowly and built thru skillful music to big hands. Boy and girl team did some nice tricks, closing with a fast spin, with gal carrying flame apparatus in her mouth for a flash finish.

Catherine Harris did a toe-tap act on miniature stairs, going off and on for tempo changes. Her back and forward flips, from a toe stand and landing on toes, got good reactions.

Karl and King, ventriloquists, have Karl and King, ventriloquists, have an ingenious idea, but need material and more skill than they showed. Two boys work off a multi-wheeled black platform out of which they hoist six dummies. Gimmick, tho good, suffered by the lack of voice changes; each dummy "sounded" alike, plus the fact that gags missed more often than bit. more often than hit.

Lester Cole and His Debs (four girls) sang a lot of over-arranged semi-pops after a specialty intro. Act looked okay, tho Cole's tenoring could be trimmed without hurting the

Ken Whitmer was a solid hit right from his opening, "This'll stink," to his handling of quickie bits on many instruments, ranging from fiddles to sax. His gal (unbilled), who came on and off with instruments, was strictly for the wolf trade which acted up in its customary fashion.

Juanito and Anita, flamenco dancers, were ingenious performers.

Dressed in all white, two young good looking kids turned in a swell job, both with heel clicks and castanets.

Jack Gilford, in his first vaude, hit in the middle with his ork con-

ductor panto, but slipped with a (See PALACE, N. Y., on page 55)

Roxy, New York (Wednesday, March 22)

Capacity, 5,000. Price poley, 80 cents-\$1.80. Four shows daily. House booker, Sammy Rauch. Show played by house band.

The house pulled all the stops to give this China Doll Cafe show, doubling from the club, all the trimmings suitable for its big stage. The acts work well and apparently their standard routines are new to most of the patrons. Ming and Ling are par-ticularly effective, getting yocks for their comedy routines. Lead voice now takes off from Frankie Laine and

now takes off from Frankie Laine and Perry Como instead of Sinatra and Crosby; outside of that the act is basically unchanged.

Toy Wing's ballroomistics are cleverly staged, and the two kids did a good job. The Kanazawa Trio's Risley act is as good as ever, winning appreciative mitts. Long Tack Sam, away for a long time, emsees effectively and surprises just as heavily tively and surprises just as heavily with his magic tricks. Florence Ahn, tiny Oriental soprano, seems lost on the huge stage but makes up with an amazingly clear and big voice.

amazingly clear and oly vouce.

The line, all costumed appropriately in Chinese mandarin outfits, doesn't have too much to do except fill up the stage. Their best is a Swiss beli-

ringing thing which won good hands.
Pie, Under My Skin. Bill Smith.

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"SAY LITTLE GIRL"

Jackie Heller's Carousel, Pittsburgh (Thursday, March 23)

Capacity, 350. Price policy, \$2 minimum. Owner-managers, Jackie, Soi and Bill Heller. Booking, non-exclusive. Estimated budget leis show, \$2,000. Estimated budget last show, \$1,000.

Gigi Durston in the star spot here may be short on voice but showed enough to justify her new four-figure salary. Playing to a packed house, lured by the columns of publicity she has been getting, the thrush demonstrated plenty of charm, glamour and polish to win the crowd. Handicapped by a poor selection of songs and unfamiliarity with a room this size, she got by with her charming manner and fair pipes to win a generous mitt after each number. Miss Durston will learn a lot if she takes a ringside table when the boss, Little Jackie Heller, takes the floor. Heller knows the room, the crowd and plays to its every wish, getting a terrific hand after every number. He is selling today better than at any time in his career. Gigi Durston in the star spot here

Ames Wraps It Up
Spotted with Heller and Miss Durston is holdover comedian Jimmy
Ames, who easily wraps up the show
for himself. One of the few comics
ever to be held over in this room,
Ames has the place rocking from the
minute he walks on to his close 30
minutes later when he goes thru his
hilarious saw routine. Disdaining
the mike, Ames walks on and off the
floor with the delivery of an ace
pitchman and throws lines right and
eff with everyone getting a big yock.
Ames has everything in his act and,
along with comedy and songs, he does
a few sattrical impressions. Looking
a little like Frankie Laine, he closes
this part of his routine with a raking take-off on Al Jolson. The only
thing keeping Ames from the top
spots in the country is a good Stem
showing date.

Eunice Lake opened the show with

Ames Wraps It Up

NIGHT CLUB REVIEWS

Chez Paree, Chicago (Thursday, March 23)

Capacity, 550, Price policy, \$3.50 minimum with 78-cent cover. Owner, Dave Halper. Publicity, Bob Curley. Production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget this show, \$8,500. Estimated budget last show, \$9,000.

Midwest showcase should continue its above-par grosses, with Tony Martin following record-break-Tony Martin following record-breaking Jimmy Durante. Martin, suave as ever, dominated the huge room. The Victor warbler's intimate quality socked to every table and he got rapt attention. Martin did a series of his recent disk hits, with Toot, Toot, Tootsie the only one that missed fire because it's not for his type of delivery. Closed with his bandsinging bit, in which he vocalizes while dancers drift by.

Armed with a better-than-ever series of stories told in his inimitable deadpan manner, Joey Bishop got

deadpan manner, Joey Bishop got consistent chuckles. He closed with his impreshes. High spot was a straight impresh of Charles Laugh-ton, ending in a yock punch line. More ad libs built laughs all the

Betty and Jane Kean are just right for Midwest audiences. Gals pack a punch with their new material. Only dull spot was the start of their life story bit. Their Gertrude Neisen aping and their My Man parody were

aping and their My Man parody were yock grabbers.

Siccardi and Brenda started slow, doing a Latin step, but when the blonde fem stripped to the barest essentials and went into a torrid acrobatic adagio, the eating stopped. The man's handling of the gal was tops. They got a big mitt.

Johnny Sippel.

Johnny Sippel.

Copacabana, New York

Capacity, 610. Price policy, \$3.84 minimum, Shows at 8:30, 12:30 and 2:30. Operators, Jule Podell-Jack Enteracter. Booking, non-exclusive. Publicity, George Evans office. Estimated budget this show, \$9,000. Estimated budget last show, 89,000.

This was one of those typical old-time Copa preems with names, near-names and plain customers scram-bling to get in. The club says it has enough reservations to fill all next week, so the new show is starting off okay.

Frank Sinatra in his first cafe date since the Waldorf was visibly nervous since the Waldorf was visitely nervous and seemed genuinely touched by the welcoming ovation. His nervousness lasted for his first few numbers evidenced by throat tightening and at least once blowing lines. But he had enough presence to cover up so well that fluffs added rather than detracted from his performance. The singer started with Take Me Back to Manhattan backed by Skitch Henderson's excellent plano-conducting, followed by Baby, Don't Go Away Mad, and from there it was standards, pops and semi-pops associated with Sinatra on his Columbia label, getting better all the way. He did a cute the labored thing on Take Me Out to the Ball Game, preceded by his full-voiced Old Man River, finishing to big hands.

to big hands.

Larry Storch had a tough time of it his first few minutes but finally broke them down with standard material, winding to full yocks and good

Good Team; Room NSG

Good Team; Room NSG

Fred and Sledge, two Negro hoofers, doubling out of Kiss Me, Kate,
seemed to be wasted here. The goodlooking well-dressed lads work very
well with precision taps and flying
splits. In a different room they
could be great. Here they could
barely draw attention.
The boy production singer, Russ
Emery, a handsome youngster,

The boy production singer, Russ Emery, a handsome youngster, showed a promising set of bary pipes. The lad has enough equipment to make it when the break comes his way. The girl production singer, Lorna Lynn, a tiny pretty blonde, was lost behind the big mike, her pipes the pipes of the production singer, scarcely was lost be pipes to the production singer. voice the pleasant, wa audible in the noisy room. was scarcely

Patricia Adair, tiny ballerina, is a holdover. Some of the Bobby Hllholdover. Some of the Bobby Hillard songs might get a new start from here. His In One Ear was particularly listenable. The way it was done here it showed qualities similar to those in Baby, It's Cold Outside and Go To Sleep, even the the song's been around for some time. Chocolate Whiskey and Vanilla Gin, a calypso, was another number to draw atten-

The Mike Durso band did its customary sock show backing job.

Bill Smith.

Silver Frolic, Chicago

Capacity, 300. Prices, no minimum, with a 55-cent cover charge. Shows at 8:30, 13 and 2. Operators, Ben Orloff and Irv Singer, Publicity, Larry Stein. Estimated budget this show, \$2.150.

Marine Dining Room, Edgewater Beach Hotel, Chicago (Wednesday, March 15)

Capacity, 500. Price policy, cover, \$1-\$1.50. Publicity, Marjorie Winston, Production, Derothy Hild. Booking policy, non-exclusive Estimated budget last show, \$3,400. Estimated budget this show, \$3,500.

Two top productions make this another of Dorothy Hild's fine revues. Best is her pertinent interpretation of Chattanoogie Shoe Shine Boy, While costuming and daneing were familiar, the shoe-shine theme got a big hand. In her finale Miss Hild wove a Shakesperean tale around basso-baritone Charles Sheldon, with the line gals (8) and boys (3) in dull lavender period costumes that were an excellent contrast to the normally bright and colorful themes of most production. Sheldon has an amazingly low range.

ingly low range.

Maurice and Maryea clicked with their refreshingly youthful appearance in the ballroom field. Male's dark handsomeness is in terrific contrast to Maryea's blonde loveliness. Boy's handling of the tall, lithe fern makes their dancing interesting.

The Amazing Mr. Ballantine is one of the few comedy acts to work this of the few comedy acts to work this spot, but he overcame the Immensity of the room with exaggerated motions and some terrific lines. Unfortunately his double takes and burns are lost here, so a good share of the audience didn't get the full effect. His series of magic tricks that "fail to happen" built to swell crescendo. Walked off to nifty mit. George Olsen's ork (three brass, three fiddles, four saxes and three rhythm) is excellent melody for this room, both for dancing and for playing the show. Olsen showed no life except for waving his baton. A smile

except for waving his baton. A smile and a little movement on the bandstand would help. Johnny Sippel.

Follow-Up Review

LE RUBAN BLEU, NEW YORK:
Larry Blake, away for a long time, showed he's still a top performer with a silck routine of impressions delivered with a sense of timing and comedy that gets the most out of them. His gags, some in dialect—Scotch, Irish, Swedish—were not only funny in themselves, but were doubly so because of the satirical jabs he delivered at the same time. Blake's Paul Lukas is a masterpiece which no actor, who's had his lines stepped on, should miss.

Estelle Loring, who does vocals on the Stop the Music TV-er, is a pretty girl with an obviously good voice. But she sings by rote rather than imagination. There's no heart in her warbling, so the selling job lacks plenty.

Promise Graham, holdover, is be-

plenty.

plenty.
Ronnie Graham, holdover, is becoming better and better. The boy can mug, can do lines and has ingenuous material, apparently self-written. His work merits giggles to heavy yocks.
Rest of the show, Three Riffs and Norman Paris Trio, holdover.
Bill Smith.

series of take-offs, their Martin and Lewis being particularly funny.

The Nov-Elites are fast emerging from the cocktail field into the cafe class. Their crimson tailed costumes are wonderful. What they need is more talk and songs and less music. The London waxing trio wins big hands for its playing and singing. A few more bits like their video thing and they could become a top thing and they could become a top outfit.

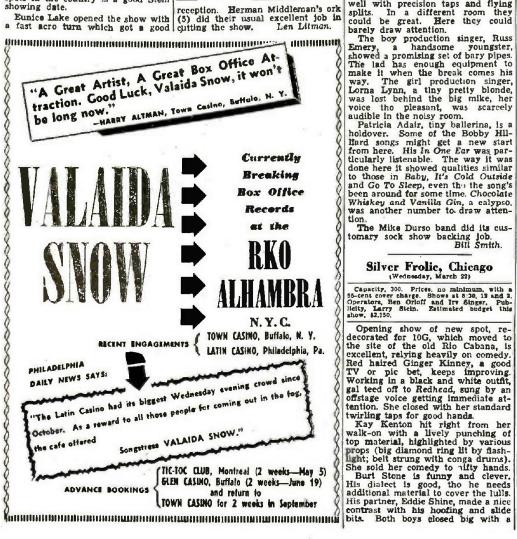
Johnny Sippel.

4 BLUES and Earl Plummer

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Philadelphia 7. Pa.

presentation house biz is still from hunger. Take last week for the six combo houses was down to \$303.000 from the previous week's \$377,000. Radio City Music Hall (6,200 seais; average \$128,000) opened to a so-so \$108.000 for Women of Distinction, Lucienne and Ashour and Ted and Flo Vallett.

Roxv (8.000 seats; average \$76,000) did \$50.000 for its first week with the China Doll show (reviewed this Issue) and Under My Skin.

Capitol (4.627 scats; average \$56,000) exited with \$35,000 for Black Hand, Art Mooney's ork and Harvey Stone after a first week of \$58,000. The new bill (reviewed this issue) has George Paxton's ork, Artie Dann and Yellow Cab Man.

and Yellow Cab Man.
Paramount (\$3,654 seats; average \$71,000) did a \$73,000 opener with King Cole, Larry Storch, Ray Mc-Kinley's ork and Prancis Strand (2,700 seats; average \$49,000) wound up its fwo-weeker with a poor \$23,000 for George Shear-

ORIENTAL, CHICAGO

ORIENTAL, CHICAGO

(Continued from page 52)

an okay mitt. Rogers needs some comedy or drama for variety.

It's difficult for a baliroom team to open vaude show, but Artini and Consuelo got away nicely. Pair are one of the few dance teams depending strictly, on their stepping. They got a solid mitt.

Georgie Kaye has taken his bits and welded them into 10 minutes of solid continuity, built on the hectic pace of life. While he could use some new material, the over-all is good. He needs something to replace the fidgety psychiatrist closer, which got no response. His mimicry of French Imitators, which he used as an encore, could stand refurbishing.

Johnny Stippel.

CAPITOL, NEW YORK

(Continued from page 52)
over and pretzel twists won juicy

Gregg Lawrence impressed as a singer, the his best was the Paxton tie-in to a medley of pops based on old masters. This highly effective gimmick started with Lawrence's offgimmick started with Lawrence's off-stage voice giving the intro, the band playing a chorus followed by another intro and so on. For the last one, Lawrence came out with a hand mike for There's No Tomorrow and rousing

The George Paxton outfit (12) did The George Paxton outil (12) and its best job on the above mentioned medley. Its Dixieland version of That's A-Plenty sounded too rough. Its show backing was skillful.

Pic, The Yellow-Cab Man.

Bill Smith.

OLYMPIA, MIAMI

ability of the first order. Following with The Wiffenpoof Song, Mad Dogs and Englishmen and Riders in the and Englishmen and Riders in the Sky, each with an explanatory introduction. He closed with a medley of oldles to a terrific hand. He encored with Alouette, the audience participating, and bowed off to Your Time Is My Time, using the megaphone, and the house loved it.

Pic, Captain China. Art Green.

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SCHELL SCENIC STUDIO 8, HIGH Columbus, 0.

NEW YORK. March 25.—Stem ing, Tito Guizar and Perfect Stranger presentation house biz is still from after a \$40,000 preem. The new show hunger. Take last week for the six (reviewed this issue) has Count combo houses was down to \$303,000 Basie's ork, Billie Holiday and Barricade

The Billboard

Palace (1,700 seats; average \$17,000) took in \$16,000 for Gus Van, Cookie Bowers, six other acts and Davy Crockett, against the same figure, \$16,000, the previous week. The new show (reviewed this issue) has Jack Gilford, the Herzogs, six other acts and Side Street.

PALOMAR, SEATTLE

(Continued from page 52) both on the vocal and the long horn. Armstrong and Teagarden also convulsed with patter arrangement of Ol' Rockin' Chair.

Large, bouncy and cheerful Velma Middleton temporarily obscured the instrumental side of the clambake with Baby Where Did You Stay Last with Baby where Did You Stay Last Night?, climaxing with a bisecting spilt. Joined Armstrong in Baby, It's Cold Outside, for yocks thru several verses, with Miss Middleton begging off at finale.

Hines mad - keyed with usual aplomp to Fine and Dandy and the call-back Honeysuckle Rose, Barney Bigard scored with Tea for Two, in a beauty of a clarinet arrangement, which ended with the reed unaccomwhich ended with the reed unaccompanied. Youngest member of the outfit, Arvelle Sharp, beat his baking strings with Lullaby. Climax of proceedings was Cozy Cole and the skins in Steak Face, this bit including a full eight minutes of sole beating, backed for the curtain by full instrumental support. Wil Stevens.

PALACE, NEW YORK

(Continued from page 52) sketch that followed. The latter suffered mainly because the gal spoke too low. Still the idea of using sketches at the Palace is provocative. If the p.a. system could be arranged to carry voices properly the use of sketches could be revived.

The Herzogs, three girls (one out of the audience) did an okay job on the rope and later on the trapeze. Latter was the more effective because of comedy bits thrown in by "volunteer."

Pic, Side Street.

Bill Smith.

BENEFITS BLAMED

man said the Garden benefits, particularly one as heavily publicized as the Night of Stars, "draws enough people to fill all the major clubs in New York seven times over."

Another cafe op said, "These benefits cost us 20,000 potential customers."

It has been estimated that 90

It has been estimated that 90 per cent of the ticket buyers for Garden benefits are regular night club patrons.

COPA RECEIVERSHIP

(Continued from page 51)
the acts and chorus. He announced
that "the performers have nothing
to worry about. There is full salary
up in escrow for all the acts and
chorus, plus fare back to New York
for the chorus."

Just what a foreclosure of the leasehold on the Copa would accomplish at this time, it is difficult to see, especially since one of the mortgagees does not join in the suit. In any event, Weinger insists that

he is in full control of the Copa op-eration and intends to continue so.

Dismal Season; Big Dough Gone

(Continued from page 51) Rose Marie, Jan Murray and the Vagabonds. Possibly the next best was Kitty Davis's, tho to hear Danny Davis, the op, talk, the sheriff's right on his tail. Still his spot did big with Sam Levenson and Myron Cohen and is now doing better than okay with Red Buttons.

The gambling spots, Boheme and others, hardly got started before they were sloughed by the law. They died

quickly.

The basic reason for the sharp slump in Beach cafe biz, according to insiders, is the large number of clubs, a total of 42, even the most are only operating with a piano player. Still, all of them are after the buck, and there weren't too many bucks around. The elimination of gambling was another factor which hurt. The boys working in horse rooms all day usually spent part of their evenings at the clubs. Being out of action they had no spare loot to throw around in clubs.

out of action they had no spare loot to throw around in clubs.
Year in and year out the most successful operation was Billy Jordan's Bar of Music. Jordan's a careful buyer, seldom spending more than \$200 (if that) for an act. But day in and day out his spot drew the trade, tho little of it came from the usual Beach hotels.
What 1950-1951 will bring no one knows. The blg offices, those who handle the major cafe attractions, readily admit that the lush days when a name could get \$10,000 to \$25,000 are over.
But if the chances for work in and

\$25,000 are over.

But if the chances for work in and around Miami next season will be curtailed in the cafes they're expected to boom in the hotels. Recently the Miami Beach Council voided a long standing regulation that prohibited shows in hotels. With the law out, it is expected the Beach the law out, it is expected the Beach hotels will use more and more shows. making the area another borscht cir

T-MEN CHECKING

(Continued from page 51)
open again in a new location. Treasopen again in a new location. Treasury officials say established operators seldom try to pull an actual fraud but are often late in paying into the Treasury taxes due. The agency has been lenient with the slowpokes, but it has the authority to collect stiff penalties if taxes are not paid on time.

Officials admit that the average

Officials admit that the average nitery operator has a hard time keeping track of all the various taxes, but point out that 'Congress makes the tax laws.

"Honest mistakes," officials say, will continue to be treated as mistakes, with no penalty involved. However, any operator found to be jugging tax money will be prosecuted.



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Sides and Asides

City Songbirds Off to Fine Start

The New York City Opera Company got off to a particularly auspicious start for its 1950 spring season at the City Center March 24. The opening bill, Prokofieff's "Love for Three Oranges," brought out the faithful to bulge the old house at the seams, and as of curtain time the till showed an advance of better than 125G, better than a week ahead of the troupe's advance take at the opening of its fall start. The current stand will run five-and-a-half weeks, thru April 30, with a rep of 13 operas. "Turandot" is the only new addition to the rep this year. Performances for the second week run Thursday thru Sunday evenings, including a Sunday mat. However, Wednesday performances will be skedded, beginning the following week, and should extra showings be in demand, occasional Monday or Tuesday dates may be added. Second-week schedule calls for "Tales of Hoffman" (30); "Butterfly" (31), "Tosca" April 1, matinces of "Cavalleria" and "Pagliacci" (2), and a repeat of "Love for Three Oranges" (Sunday evening, 2). evening, 2).

More Legit-in-a-Tent in Works

With St. John Terrell plotting a reopening of his "legit-in-a-tent" at Lambertville, N. J., for the summer, and Robert Penn and Mortie Halperin following suit with a similar season at Somers, N. Y., now comes James Westerfield (currently of "Detective Story" cast) to bring the same fare to Norwalk, Conn. Westerfield will call his tent operation Melody Center and its locale will be on the property of James Melton, who has a financial stake in the project. Eight fellow-members of the "Detective" troupe are backers to the tune of \$100 apiece for a 1 per cent interest each. Plan calls for a mid-June opening, with "The Chocolate Soldier" for the unveiling. So far, "Rose Marie," "The Red Mill" and "The Fortune Teller" are tentatively inked on the 12-week schedule. 12-week schedulc.

Off-Broadway Review

HEARTBREAK HOUSE

BLEECKER STREET THEATER

A farhasta by George Bernard Shaw, Staged by Frank Corasro, Seta by Robert Ramsey, General manager, Robert Ramsey, Pres. James C. Maddonald, Stare manager, Paul Starr, Presented by On Stage Productions,

Elle Dunn	Stanla Shirley
Nurse Guinness	Jean Jones
Captain Shotover	Milton Sells
Arladne Utterword	Hariot Hart
Hessione Hushabye	Bestrice Arthur
Hector Hushabye	learge Roy Hill
mareini Dunn	William Palmer
HOSE Mangan	Conrad Dane
Mandall Utterword	John Collier
▲ Burglar	Barney Cates

Written during World War I, George Bernard Shaw's Heartbreak House is as applicable today as then. It is to its credit that On Stage has revived this play which has much to say because the group has seen to it that it's said well.

The house, itself full of heartbreaks, is symbolical of the world, and the experiences of the characters entangled in dreams and disillusions, representative of the universe.

Specifically, Phys. Dec. 10.

specifically, Ellic Dunn has fallen in love with Hector Hushabye, not knowing that he is the husband of her good friend Hessione. Ellie is promised to "Boss" Mangan, who, in turn, falls in love with Mrs. Hushabye. The latter's sister, Ariadne Utterword, a brittle, sophisticated flirt who 15 years prior has ditched her family and broken the heart of her father, Captain Shotover, is the object family and broken the heart of her father, Captain Shotover, is the object of the affections of her brother-in-law, Randall. All of these undergo the Shavian scalpel, which bares and pares their illusions from them and leaves them frustratingly honest, heartbroken and shivering at the world, welcoming the bomblings which come in the last act.

For the most part the carefully se-For the most part the carefully selected players master the script, tho there are a few who have moments when Shaw's profound thoughts, clever satire and dramatic scenes are too much for them. Superior performances, however, stem from Stanla Shirley, Milton Sells, Harlot Hart, Beatrice Arthur and George Roy Hill, to name a few from an excellent cast. cellent cast.

The settings by Robert Ramsey and the direction by Frank Corsaro are

the direction by Frank Corsaro are vastly superior to most off-Broadway offerings, giving the entire production a highly professional boost. In sum, On Stage, the most professional off-Broadway group and the most theatrically sound, has added a fine production to its rapidly grow-



BROADWAY SHOWLOG

Performances Then March 25, 1950

DRAMA

68

108

45

468

420

529

73 13 40

71

92

60 124

405

Çaesar	and Cleopstra 12-21,
	(National)
Come	Back, Little Sheba 2-15, '
	(Spoth)
Death	of a Salesman 2-10, "
	(Moresco)
Detecti	we Story 3-23.
	(Hudson)
1 Know	My Love 1-12,
	(Shubert)
	Roberts 2-18, "

Armour of Light 2-23, '50 (Blackfriars)

As You Like 1t 1-26, '50

(Cort)

(Alvin)	
Now 1 Lay Me Oown To	
(Broadburst)	3- 2, '50
he Cocktalt Party	1.21, '50
(Henry Miller)	
'he Consul	3-15, 150
he Devil's Disciple	2-20, 150
he Happy Time	1-24, *50
he Innocents	2- 1, 50
he Man	1-19, '50
he Member of the Wedding (Empire)	1. 5, '50
The Velvet Glove	12-26, 149

MUSICAL	
ms and the Girl 2- 2, '50 (46th Street)	
ntlemen Pefer Blondes 12- 8, '49 (Ziegfeld)	
cat To Be Alive 3-23, '50 (Winter Garden)	
ss Me, Kate	

514
168
291
404
140

Where's Gharley?... (St. James) ICE SHOWS Howdy Mr. Ire...... 5-16, '49 (Center)

COMING UP

.... 10-11, '49

ing list. To those desirous of seeing a good off-Broadway show, go take a look at Bleecker Street.

Dennis McDonald.

BROADWAY OPENINGS

PROLOGUE TO GLORY

(Opened Thursday, March 23)

PRESIDENT THEATER

Warren Feta by Richard Mumma. Contumer by Mallory. Dances by Trodi Zipper. Musical arrangements by Arthur Left. Stage manager, Michael Stanislavsky. Presented by the Dramatic Workshop and Technical Institute.

Abe Lincoln	.James Copeland
Denny	.Robert Schwarts
Tom Lincoln	John Munson
Denton Offut	.Robert Carricart
Sarah Lincoln	Betty Miller
Doctor Allen	Richard Bull
Dave Vance	Birger Kaurin
Ann Mayes Rutledge	Anita Dangter
Jack Armstrong	Milton Adams
Mrs. Hanking	Sylvia Singer
Aunt Polly Green	Alba Oms
Squire Bowlin Green	.Robert H. Pulier
David Rutledge	Leon Moore
Mrs. Rutledge	Helen Barrie
Colonel Rutledge	Michael St. John
Henry Onstott	Douglas C. Duclow
Granny Rutledge	Jane Moultrie
Judge Higgins	Arthur Sanders
Stranger	Ralph Oliva
Emory	Jed Wilson
Bert Gum	Robert Gibbons
Sommers	Ted Behr
Graham	Raiph Oliva
Lou Cameron	Pauline Sisto
Mary Cameron	Anita Dangler
Bones	Arthur Sanders
Vorhees	Jed Wilson
Riggins	Metro Welles
Sandy	Ted Brown
Townswomen Mariann	
Evans, Sandra Leighton,	Maidle Jongeneel
Clary Boys Metro Wells,	Jan Leighton,
Stanislaus Bakis, C. Ted B:	rown, Art Sandere
Singer	

Back in the depression days, when budgets were at a minimum, E. P. Conkle wrote a folksy tragl-comedy about Abe Lincoln and the Federal Theater project put it on. If memory serves, it was quite impressive, at least as to the number of actors employed (the original cast called for somewhere around 70), and was received with not inconsiderable favor in many quarters. Now the Dramatle Workshop has elected to revive Prologue to Glory now on the original grand scale—but with a east of 30, which is more than ample for the facilities of the stage of the little President Theater. Back in the depression days, when

of 30, which is more than ample for the facilities of the stage of the little President Theater.

Perhaps it should be stated immediately that a reporter never had much patience with the Conkle opus. As a matter of fact, anything it had to say about the Lincoln saga, was said infinitely better by Robert Sherwood's later Abe Lincoln in Illinois. Conkle concerns himself only with the early years in New Salem to and thru the death of Ann Rutledge and Lincoln's decision to bury his grief in law and polities. Sherwood's more expanded document carries the similar early data down to his election to the presidency of 1860. However, aside from the fact that it was infinitely better constructed, written with an ear cocked for dramatic impacts and climaxes, Illinois added little more than Prologue to the Lincoln legend. Nothing more than may be discovered via a bit of research in any good public library. In sum, it seems to one reporter, that (Sce PROLOGUE on opp. page)

3 Showmen Unite for CherryBlossomShow

WASHINGTON, March 25.-Three WASHINGTON, March 25.—Three showmen have teamed up to produce the Cherry Blossom Festival's annual musical revue here—Allan Zee, of Loew's Capitol in New York; Sam Jack Kaufman, of Loew's Capitol here, and Joel Margolis, manager of the local Capitol. The annual festival is scheduled for next week-

end.

Zee has written original lyrics for the revue, Musical Revue-Sical. The music for the show was composed by Kaufman. Margolls teamed up with the others on the production end. Two showings of the revue have been scheduled, April 1 and 2. The Cherry Blossom Queen, still to be selected, will take part both days. Miss Mary Jane Hayes, Miss Washington of 1949, will represent the District of Columbia in the festival and will serve as hostess to the Cherry Blossom Queen. som Queen.

GREAT TO BE ALIVE

(Opened Thursday, March 23)

WINTER GARDEN

sonnie
rudenes Betty Low
AlbertRod Alexander
ake C. McCord
daybelle
Citty
rumleigh Jay Marshal
Butch Earl Oxford
estic Butterfield Vivienne Segal
arol
Vince Mark Dawson
Woodrow Twigg Stuart Erwin
dimsey
Sandra
Freddie
BlodgettLulu Batea
enathan
The Minister
BrienDon Kennedy
Rafferty

Rafferty Faul Reed

DANCERS: Eleanor Fairchild, Eleanore Gregory, Barbara Heath, Ann Hutchinson, Norma Kniser, Janies Rule, Chuck Brunner, Ted Cappy, Roscoe French, David Millo, Harry Rogers, Swen Swenson.

SINGERS: Leigh Allen, Jeanne Bal, Virginia Curtia, Ruth McVuyne, Joyce Mitchell, Juha Williams, Fred Bryan, Ken Carroll, Ed Gombos, John Juliano, Russell Nype, Robert Wallace.

SONGE: "When the Sheets Come Back From the Lundry," 'It's a Long Time Till Tomorrow," 'Headin' for a Weddin', "Redecorate," 'What a Day, 'Call it Lore, 'There's Nothing Like it, 'Dreama Ago,'
From This Day on,' "Who Done it,'
"Bue Day,' 'That's a Man Every Time,' You Appeal to Me, 'The Biddle,' 'Than's Can, Mrs. Butterfield.'

An idea for a musical which could

You. Appeal to Me. The Mode. Thank You. Mrs. Butterfield.

An idea for a musical which could and should be major fun has one way or another become so diluted in the making that it comes off with only a minor pop. A song-and-dance yarn about a tug-of-war between a parcel of ghosts and a sexy widow for possession of a haunted house certainly suggests possibilities—especially when the haunts can be seen only by virgins of either sex. However, what with the inclusion of a trio of murders, whodunit farce, ballet and one of the chantingest, most soportific young-love interests to be seen or heard hereabouts in seasons, Great To Be Alive has more than considerable difficulty in holding itself together.

As a matter of fact, authors Bullock and Regan should have titled their opus Great To Be Dead, for its ghosts are by far the most entertaining people to be met at the Winter Garden. When Valerie Bettis is explanling, via footwork, how she happened to get knifed by a jealous rival back in revolutionary times, or when Bambi Linn and Rod Alexander are stepping to the memories of a Civil War waltz. In fact, whenever they are all at their haunting didoes, matters pick up.

It is when the live wires come on, that things bog down. Obviously Vivienne Segal, fine comedienne that she is, manages a typical man-chasing assignment with all her usual dexterity. But only one real Segal numer falls her way—and that one strictly Class B.

Stuart Erwin is fine as a virginal botanist who learns the facts of life from the ebullient widow, but he, too, suffers vastly from lack of imaginative material. Mark Dawson and Martha Wright are the handsome love interest, doomed by book and score to step downstage at the drop of a hat and burst into melody—and it seems as tho somebody around the Winter Garden stage is always dropping a hat.

Add to this, that the Abraham Ellstein tunes are more serviceable than distinguished, and Bullock's lyrics ditto—and it would seem that a good 15 minutes of these duetting could be tailored out of the show with An idea for a musical which could and should be major fun has one

with no harm done.
In sum, Alive offers moderate fun (See GREAT TO BE on opp. page)

THE GILDED CLOCK

(Opened Tuesday, March 21)

CENTER THEATER, SEATTLE

A play by Ronald Mitchell, Staged by Roland Nelbauer, Setting by Blanche Morgan, Stage manager, Jerry Pox. Press representative, Jean Ashford, Produced by Tryout Theater,

			Shetleses Dunn
Alice Adams .	******	Mary	Elizabeth Toma
			m J. Bimmons
Apollo	******	*******	Chad Manning
			Raymond Brink
Dr. Rujidaei			Verne Henry

The Gilded Clock is scripter Ronald Mitchell's inte Interpretation of Euriessentially noble.

However, in this modern college town, the philosophical antics of a young architect whose wife wishes to die in his place, do not bring across his points for pewsitters, already wary of the ill constructed soapbox.

Clock tells of Tom Adams, who finds he is to die, as prophesied by the father of his young gardner, Apollo. Adams is reluctant to take a dive. For replacements he appropriate the contraction of the contraction of the sec a dive. For replacements he approaches his drama teaching brotherin-law and his father, both of whom nix the whole proposition. His wife comes thru, however, and against the rational intercession of the family rational intercession of the family medico, promptly fades away at the appointed sunset time. She comes to 45 minutes later, just as the bereaved are sitting down to a buffet supper. As the clan rejoices, young Apollo, likewise gifted prophetically informs the doc that not only will the gal die soon, but the whole family with her. At the final curtain, the French drapes are quivering from an oncoming torare quivering from an oncoming tor-

While Clock needs cutting, the general momentum of the play is admirable. The place has definite posmirable. The piece has definite pos-sibilities for a commercial package. Roland Nelbauer's direction is ex-citing and cast flexible. While Oliver Nelson is miscast as the architect— visibly straining too much of the time— Mary Elizabeth Toma and Sheileaes Dunn serve well in the fem leads. William J. Simmons registers youthfully as the drama teacher and Ray-mond Brink is cautiously convincing as the father. Top honors, however, go to Chad Manning, as the prophetic weed-puller.

Clock is fuzzy at the present, but it deserves more than a place in the amateur anthologies. Even Eurpides would recognize it. Wil Stevens.

GREAT TO BE ALIVE

(Continued from opposite page) via occasional individual contributions—altho it has a bad moment when Erwin is third-degreed by a when Erwin is third-degreed by a pair of dreadful detectives. It is at its best, when it is dancing and Helen Tamiris has contrived some finely imaginative patterns.

Mary Hunter's staging is spotty and seems to lack experience song-and-dancer-wise. Stewart Chaney's sets and costumes are a top asset.

But over-all, it looks like a good ideal gone wrong. Alive's wind-up has the living giving back the house to the ghosts. Likely, that's what the Winter Garden will be doing with the show. Bob Francis.

ROUTES **Dramatic** and Musical

Bailets de Paris (Nikon) P(lisburgh.
Borschicapades (Blackstone) Chicago.
Brigadoon (Victory) Dayton, O., 21-29; (Hartman) Columbus 38-April 1.
Ory of the Peacock (Locust 5t.) Philadelphis.
Death of a Salseman (Hanna) Cereland.
Diamond Lil, with Mas West (ERNT Radio Theater) Des Molnes 30-31; (Auditorium) St., Paul April 1.
St., Paul April 1.
Hall And Columbus St., (Auditorium) St., Paul April 1.
Kirs Mc, Kate (Shuberti Chicago.
Lend an Kar (Great Northern) Chicago.
Lend an Kar (Great Northern) Chicago.
Man Who Came to Diamer (International Chicago) Man Who Came to Diamer (International Chicago) Ayan, Who Came to Diamer (International Chicago) Toronto (Rishoma (Towerl Atlants, Os.
Philadelphis Blory (Blitmore) Los Angeles.
Street Car Named Dearis (Bhubert Lafayette)
Detroit.
San Carlo Opera Co. (Erlanger) Buffalo 30-April 2.
That Lady, with Katharine Cornel (Metro-

April 2, hat Lady, with Katharine Cornell (Metro-politan) Houston 28-29; (Poche) New Or-leans 31-April L

OUT-OF-TOWN OPENINGS

OF ALL THINGS (Opened Wednesday, March

CENTURY THEATER,

CENTURY THEATER,
HOLLY WOOD

A revue. Music by Maurice Engleman Jr.
Lyrica and sketches by Maurice Engleman Jr.
Lyrica and sketches by Alan Aich, Dances
by Eugene Lorins, Direction by Keenan
Wynn. Production designed by Richard
Jackson, Musical direction by Leon Leonardi.
Oeneral manager, Ben Kamsler, Press representalitie, Henry Levy. Stage manager,
Oordon Olifer. Presented by Leighton Brill
and William Triaz.
CAST: Alan Aich, Alan Aric, Nelson Barcilit, Bunny Bisboy, Gloria Dewerd, Maurice
Engleman, Emmaliae Henry, Charles Lind,
Mara Lyrin, Pete Marshall, Bob Mason, Mary
McDonnell, Gloria Moreland. Tom Noonan,
Patly O'Connor, George Reeder, Albert Ruiz.
Robin Short, Patricta Tdun, Data Thompson,
Marc Wilder.

One of the most promising Coast-One of the most promising Coastborn revues in many a moon, Of All Things, is chock-full of fresh and delightful entertainment. It boasts a score which is original and catchy, at least six top laugh-sketches, and a cast of fine young hopefuls. Well paced thruout, the revue as it stacks up now is definitely earmarked for brighter things. With the usual tightening and pruning and the addition of a few name-caliber performers, Things could be Broadway bound with confidence.

The Engleman score and Alch

Engleman score and Alch The Engleman score and Alch lyrics have both spirit and commercial potential. Cleffers show great talent as ballad writers. One ballad, Enter Spring, has a lift and charm reminiscent of Jerome Kern. Noveltywise, Just the Two of Us, A Model's Life and I'm Goin' East, are all catchy. Briefly, another ballad, is excellently duoed by Charles Lind and Bunny duoed by Charles Lind and Bunny of the second duoed by Charles Lind and Bunny Bishop, the latter showing much vocal skill and stage salesmanship in her legit debut.

All the sketches are above average, and several rate top credit. By far the funnlest bit in the entire revue is a take-off on radio cooking schools called Chef Alberni, Tom Noonan and partner Pete Marshall stopped the show cold with this bid, spotted late in the second act. The two youthful local bistro comedians, cinched things with this number alone. Noonan is a really great comic find. Other sketches poke fun at Hollywood, foreign movies, ballet theater, and the famed Don Cossack chorus. The last number is one of the high-spots of the show. The foreign movies ketch, replete with animated English sub-titles and corny dialog, was a rib-tickler from start to finish.

In addition to Marshall, Noonan and All the sketches are above average,

In addition to Marshall, Noonan and Bunny Bishop, cast stand-outs include Mara Lynn. Nelson Barclift, Patty O'Connor, Eugene Loring, Charles Lind, Emmaline Henry, Bob Mason and Pat Tdun.

The staging is modern and breczy. The setting and musical direction are far above average, and the costumes are righly executed and colorful. With any luck, Of All Things could join the ranks of Hollywood originated Broadway clicks, along with such history makers as Meet the People and Lend an Ear. It's that good.

Alan Fischler. In addition to Marshall, Noonan and

PROLOGUE TO GLORY

(Continued from opposite page) when a playwright becomes intrigued with chronicling the Great Emanci-pator, he immediately bogs down in a sentimental welter of worship, de-spite the earthy vignettes which usually broadly underscore his carly lazy incompetence. Even a drawled back-woods platitude from their hero takes on a saintly significance. Some day, perhaps, someone will write a play about the real Lincoln. He must have been pretty vital and human. It took more than cracker-barrel wit and bolstering by others to accomplish what he did plish what he did.

At all events, if the Workshop must

revive Prologue, it has made a very fair fist of it. Richard Mumma's turntable vignette sets are well-conturnitable vignette sets are well-con-ceived for the eight scenes involved. Brett Warren's staging is as sound as it can make a play with little or no outstanding dramatic highlights. James Copeland looks and acts like a reasonable facsimile of the accepted youthful Abe Lincoln, awkward.

KING LEAR

Reviewed Monday, March 20)
BRATTILE THEATER,
CAMBRIDGE, MASS.
A tragedy by William Shakespeare. Directed by Albert Marce and David Tutaev. Settings by Robert O'Rearn. Costumes by Robert O'Rearn.
Managing director. Albert Marre. General.
Costumes of Robert Marre. General.
Costumes of Robert Marre. General.
Costumes Costumes by the Brattle Theater Company.
Earl of Oloucester. Theyer David Rari of Rent. Peter Temple Redmund.
Albert Marre.
Duke of Albany. Earl Montgomery.
Concril. Joan Croyden.
Duke of Cornwall. Will West Regan. Jan Farrand Costumes King of Britain. Will West Regan.
Divide of Burgandy. Charles Polit Ridger Robert Fistcher Gentieman. Paul Sparrer.
The Fool. Jerry Kilty Oswald.
Mereld. John Peters, Dana Elkar.
For nearly three years the nation's

Gentieman Paul Sparrer
The Fool Jerry Kilty
Oswald Albert Ducloe
Herald David Bowen
Kriehts John Feters, Dana Elkar
For nearly three years the nation's
only real stock group, the Brattle
Theater Company, has been operating
off and on in Cambridge Mass. The
group grew out of the Harvard Theater Workshop, hence most of its
members are recent Harvard graduates. Tho many of them boast considerable professional experience,
they are now an Equity company
which occasionally guests a star of
considerable magnitude.

Currently they are offering King
Lear with William Devlin, a member
of London's Old Vic, in the title role.
The company has had its ups and
down, but since last fall it has been
offering the best real theater which

offering the best real theater which has been seen in the vicinity of Bosnos. Its greatest success has come with Lear, not only via its stellar performance but also because the over-all production is the best Lear reporter has seen in several

Devlin's Lear may not quite fit an obvious interpretation of the role, for he is a strong and vigorous king at the start who shows no senile softness which would lead a man to give ness which would lead a man to give away his properly before his time had come. Yet Deviln's portrayal is one of tremendous emotional intensity and compelling human qualities. Furthermore, his delivery is clear, sonorous and wonderful to hear.

The finest aspect of his work is the fine meshing of gears between himself and the resident company which handles the remaining roles. The direction is a trifle static, but the interplay of characters is well handled when there is definite business

interplay of characters is well handled when there is definite business at hand. Most of the players double in brass on the management side, hence the quality of their work on the stage is all the more remarkable.

Peter Temple is particularly fine as the honest, forthright Kent. Thayer

as the honest, forthright Kent. Thayer David is notable as the tired, loyal old Gloucester. Albert Marre is fine as the scheming Edmund and Robert Fletcher turns in a remarkably imaginative performance as Edgar. Jerry Kilty's fool is a comic character tinged with sadness. Jan Farrand and Joan Croyden give biting portrals of the two cruel sisters, while Leslie Paul's Cordelia has dignity and poise. The less important roles are all well played. The versatility of this group is really extraordinary. In their several years of work together they have not turned out a single bad show. Business has varied from very

have not turned out a single bad show. Business has varied from very good (four weeks sellout with Lear) to poor. But their work has always commanded respect and they are giv-ing Boston the consistently best thea-ter it has had since E. E. Clive and Henry Jewett ended their repertory careers here. Bill Riley.

modest and full of the milk of human kindness. Anita Dangler makes an effective scene or two of her Anne Rutledge assignment and the various other townspeople of New Salem perform their stints with general credit.
The group will play Prologue thru
April 2; a reporter hopes they will
then put it back on the library shelf.

Bob Francis.

THE GOLDEN PORCUPINE (Opened Monday, March 13)

THEATER '50, DALLAS

King Louis a.
Olivor Le Daim, the King's Secretary
Olivor Le Daim, the King's Secretary
Duchess of Oriesns. Mary Plancy
Anna of France. Virginia Robinson
Louis of Oriesns. John Demory
Charles VIII. Charles VIII.
George d'Ambolis, Archbishop of Rouen.
Den Yaffee

Oournay Charles Braswell
Ann of Brittany Peggy McCay
Ouard David Healey
Lady-in-Waiting Margaret O'Neill

The rocky road to royalty is traveled in this tale of a bastard who would be king. But how Louis of Orleans becomes king of France in the 15th Century is made less clear than how he comes by his status of uncertain parentage in this drama by Muriel Roy Bolton.

Muriel Roy Bolton.

The play spans 28 years, so plot gaps are perhaps permissible, since history is not usually so tightly plotted. Competently written in an easy blank verse which taxes neither the cast's delivery nor pewsitters' comprehension, Porcupine might gain by performance on a full-size stage, where the illusion of regal splendor can better be captured. Margo Jones's living-room-sized arena brings an audience close enough to the actors to dience close enough to the actors to make the fillings in the king's teeth plainly visible and this does not make for royal stature. Lavish costuming relieves the monotony of the setting; the prop furniture seems authen-tically antique, but unroyally drab.

John Denney breathes nobility rather than romanticism into the role of Orleans, whose attempts to gain the throne are drrkened by the shadow cast by wicked old King Louis shadow cast by wicked old King Louis XI, on whom veteran Louis Veda Quince, appearing only in the first two scenes, stamps a seal of sly vilainy remembered thruout the play. The old king, who as one beautiful daughter, Anne; one hump-backed daughter, Jeanne, and one dim-witted daughter, Jeanne, and one dim-witted daughter. soh, Charles, forces Orleans, heir pre-sumptive, to marry the sterile cripple Jeanne, despite his lifelong love for her pretty sister princess. Orleans makes Anne promise not to consummate her marriage with the weakling mate her marriage with the weakling Pierre of Bourbon, so that later they can have their marriages annulled. Seven years later, the lady informs him she held out for exactly one month, and has become more interested in power for herself than she is in him. She has him jugged for treason when he threatens to jettison Jeanne and marry Ann of Brittany. Jeanne and marry Ann of Brittany.

The stupid King Charles VIII is city-slickered into releasing Orleans to show he's really king and not just his sister's pawn. However, he's smart enough to make Orleans give him Ann of Brittany to marry. Anne is just about to throw Orleans into jail when a convenient accident removes when a convenient accident removes Charles from the scene and leaves the way open for Orleans to seize power (which he apparently does offstage).

The transition between the sixth scene, ending as Charles is fatally inscene, ending as Charles is fatally injured, and the seventh and last scene, when Orleans has assumed the throne, is perhaps too abrupt. But it makes for a happy ending, as the crippled Jeanne goes to Rome and has her marriage to Orleans annulled, so he can marry Ann of Brittany. The basic fault of the play is that the hero, Orleans, attains his end apparently by the good works of his friends and by somewhat too fortuitous circumstances, rather than by actions of cumstances, rather than by actions of

However, Porcupine is neat if not gaudy theater and leaves the impression of credibility. Charles Proctor plays the moron, Charles VIII, for sympathy. Youthful Peggy McCay is a properly desirable Ann of Brittany. Virginia Robinson's Anne of France is correctly cold and brittle, but possibly too restrained. Ben Yaffe is a wellight as the prohibbon of Rouge. gaudy theater and leaves the impresis excellent as the archbishop of Rouen and Edwin Whitner is good as the mean old king's barber-turned-sec-

Magic

By Bill Sachs

LUCILLE AND EDDIE ROBERTS. LUCILLE AND EDDIE ROBERTS.

set until April 7 at the Edgewater Beach Hotel, Chicago, take their mental wizardry into Hotel Shelbourne, New York, for four weeks beginning April 13. . . Doc Weiss. assisted by Miss Terry Lee. is keeping busy with his escape turn in and around New York on dates set by the MacAllister, Jack Linder and Abe Lyons offices. . . Dr. Rexford L. North. mentalist-hypnotist, has moved his base of operations from Providence to Boston. Between nitery and theater dates he is connitery and theater dates he is con-ducting weekly classes in hypnotism at the Hub's Hotel Bradford. . . . George Buchanan. former agent for Kara the Great and now manager of the Ruskin Theater, Ruskin, Fla., writes: "Recently saw Joe Kara's named mentioned in your column. Is he any relation to the Great Paul Kara, mentalist, who toured the States from 1919-23? Also, is the Alexander now touring the same as Alexander now touring the same as Claude Alexander, crystal gazer who played the big time many years ago?" We can't answer Buchanan's first query, but on the second, if we remember well, Alexander the Great, veteran mentalist he refers to, passed on on the West Coast a number of years ago. . . Freddy Willard, Peier Lane, John Pendergast, Geoffrey Cockhill, Beg Knight. gast, Geoffrey Cockhill, Reg Knight, Joe Stuthard, Joe Kara, Don Grosni Joe Stuthard, Joe Kara, Don Grosni and Fred Rowland, members of Montreal Ring 62, International Brotherhood of Magicians, recently entertained 175 veterans of World War I at Queen Mary's Hospital, Montreal. . . . Sir Edwards, assisted by Constance, will again present his mental-magic turn for the International Harvester Company, opening at Canton, Miss., March 27. Tour will cover 43 dates in Mississippi and Louisiana. Edwards, long a prominent dealer in old magic magazines, has sold that business to John W. Frye, of Akron, O.

THE JOHNSTONES have just con-THE JOHNSTONES have just concluded a two-weeker at Hotel Claridge, Memphis, their first hotel engagement in more than a year and a half. George Johnstone tells of catching the Blackstone show recently at the Erlanger Theater, Chicago, and says there is a possibility of him taking out a four-people unit for fairs under the Blackstone banner... Mal B. Lippincott typewrites from Tallulah, La.: "Like the rivers down this way, we are still rolling along, altho recent floods have caused us to lose some dates. Freddie and along, altho recent floods have caused us to lose some dates. Freeddie and Gale LaRue, comedy musical act, recently joined to bring our roster up to five. Since opening in East Texas last October, we have worked to Kentucky and return, and have six more weeks to go thru Louisiana and Texas. Followed 16 magicians this season, most of whom I never heard of before. Other magi now in this vicinity are Leon Mandrake and Company, at Club Forrest, Monroe, La; Doc Gaffney and Company, on sponsored school dates, and Willard

Gag Pirates Face Lawsuits; **Comics Unite To Halt Thefts**

(Continued from page 3)
period when TV gobbles it up whole-

Lifting Alleged

The action against Ramon and Wayne, filed in Southern District Court (Manhattan), alleged that/the duo had lifted comedy material and printed it on the back of leaflets advertising their band. Levenson charged that the bulk of the material was taken withally verbatim from was taken virtually verbatim from his book, Meet the Folks, and con-sisted of idlomatic definitions of Yid-dish words which he had titled "A Comic Dictionary of Basic Yiddish."

Reached by The Billboard, Wayne said he had been notified of the suit but had not yet been served. He said the leaflet had been made up for him but he would not divulge who had put it together. Asked whether the material had been bought or prepared by a printer, Wayne replied, "Some-thing like that."

Regarded as of even greater sig-nificance to show business are the joint actions being readied by Leven-son, Leonard, Stone and others. These are aimed at comics who have taken over oral, rather than printed material, and will be of special concern since the earning power of an act, especially on TV, can be curtailed drastically if its material already has been before the cameras. The trio is said to believe that they can also put said to believe that they can also put the legal blocks to certain name co-medians who do not lift from one comic exclusively but use portions of the routines of several.

Alleges Lifts

Levenson said the attorneys for the group, Mervin Rosenman and Philip

the Wizard, of tent show fame but now playing indoor dates."... Mr. X (Rome the Magician), having recently closed his full-evening show in Richmond, Va., is in New York rehearsing a new midnight ghoster. Unit, carrying eight people, is slated to play a string of New England theaters arranged by Tom Carey.... Bill Neft, following his engagement at the National Theater, Louisville, March 18-18, hopped to Lexington, Ky., to spend the week-end with Lieut, Lee Allen Estes. Safety First Magician of the Kentucky State Police, and Mrs. Estes. "Neff's rope trick, now being marketed by Percy Abbott, tops all previous rope tricks." Estes writes. "Only one thing wrong with it. It's priced at \$2; it's really worth a 10-spot any day."... Harry Albacker recently cracked The Cleveland Plain Dealer in a yarn by David Vormelker, staff writer. Story and photos were spread over five columns. Postalling from Chicago, Albacker says he has heard no more about the lawsuit which Paul Stadleman has threatened to smear him with over the polka-dot paint controversy. the Wizard, of tent show fame but

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SCHENECTADY, N. Y.

Mandel, can show that Stone's well-Mandel, can show that Stone's well-known army routine had been lifted almost in its entirety. He said that evidence is available to prove that Stone bought the material outright from its writer, and that there had been no priol development of the act. He said there also were proved examples of swiping from himself and Leonard. The atforneys conceded that general material taken from a common source such as Joe Miller cannot be protected, but declared that cannot be protected, but declared that special original material definitely could. The trio is said to be seeking to develop a movement among performers to halt widespread unethical pirating, particularly on oral material as delivered in radio, TV, niteries or vaude, and to protect the material's creator as well as the act which depends upon it for a livelihood. Other acts whose material has been lifted are being urged to join in collective legal action, with all complainants sharing costs.

Form Blacklist

Another device adopted and being urged on entertainers by Levenson is the establishment of a performers' blacklist. This would have all who the establishment of a persormers blacklist. This would have all who have been victimized, and those sympathetic with the drive, refusing to appear at benefits on the same bill with those charged with violations, and notifying radio and TV shows, vaude houses and niteries that they will not work for those employing acts so accused or under legal action.

Bookers, operators and program producers also are believed to have a vital stake in resolution of the problem. A recent case was cited of a night club operator who unwittingly booked in an act which was a direct steal from another act, and followed thir by booking in the comic whose material was swiped. Since the latter didn't know it, he did a repeat of what the preceding act had done, and couldn't understand why a routine which had plaudits elsewhere laid a terrific egg. Naturally, the club suffered as much or more than the

Eddie Cantor Jams And Wows 'Em at N. Y. Carnegie Hall

(Continued from page 4)
tied up in ribbons of nostalgia.
Working from prepared notes on the lectern. Cantor threw in names of old, new and present-day stars in all branches of showbiz, starting with his honky tonk days and the people met on the way up to the picture. he met on the way up to the picture and radio attractions of present day fame. As he recited ancedotes around each name he gave a warm human touch to the routine that was the essence of showmanship. Here and there Cantor did a chorus (never and there Cantor did a chorus (never more than one chorus) of a song identified with him at various periods of his career. The job started with There's No Business Like Show Business and ended with the same number. In between came the sweet-sour reminiscences of by-gone days, Gus Edwards, Bert Williams, Fannie Brice, Will Rogers, Flo Ziegfeld, Marx Brothers, Marilyn Miller, John Barrymore, etc. It was all tied together and delivered with an ad lib quality that pulled laughs as it Jerked at heartstrings. at heartstrings.

The end of his set routine was followed with the presentation of a scroll by the One World Award Committee headed by Prof. James H. Sheldon and Mary Margaret Mc-

The take was \$8,800, with Cantor's share, about \$2,500, going to his pet charity, Surprise Lake Camp, run by the lower East Side's Educational Alliance, where Cantor got his start.

Bill Smith.

Burlesque

By UNO

GEORGIA SOTHERN, after a big Detroit, recently taken over by Saul Korman, has switched to all-colored burlesque policy. Opening show, March 17, "Harlem On Parade," came from Minneapolis and featured Helen Gray and Russell Boling. Edward J. Weisfeldt is in charge of production at the house. ... Dave Marion Jr., son of the late Snuffy, the Cabman, is planning to return to the stage to present comedy skits from his dad's best shows on the former Columbia Circuit, backed by a cast and chorus. ... Vicki Weller followed Winnie Garrett into the State, Canton, O., March 17, thru Roy Dower. His other recent bookings include Zenana and Her Monkey, Sound Vicw Hotel, Milford, Conn.; Denise Darnell, Roxy, Montreal; Naomi, Village Tavern, Ridgewood, N. Y.; Lynn Sherwood, L. Bar Club, Bridgeport, Conn.; Faith Arlene, Debra Dante and Sid Nadell. Haven Inn, New Haven, Conn., and Margie Davis, Sipican House, Savin Rock, Conn... New stock cast at the Gayety, Norfolk, comprises Bob Lee, Walter Brown, Smokey Burns, Mary Jane Porter and Georgia Recse. ... Warren Irons is playing circuit shows at the Mayfair, Dayton, O. ... Gay-Porter and Georgia Reese. . . . Warren Irons is playing circuit shows at the Mayfair, Dayton, O. . . Gayety, Cincinnati, piloted by the veteran Morris Zaidins, closed abruptly last Wednesday (22), following a two-week engagement of Rose LaRose, LaRose garnered fat business for the house, according to Zaidins. "There is always a big letdown in business after a LaRose engagement," Zaidins said. "We just can't take it, so we're closing up," Gayety's business as a whole has been off considerably from other years.

Last Hired, First Fired, Negroes in Economic Twist

considerably from other years.

(Continued from page 3) are not strong enough to combat Lent, coal strikes and weather. Some ops, however, say it is not as simple as that. They point out that more and more Negroes are either losing their jobs or getting pay-cuts, find the problem of making a living just that much harder every day and, conse-quently, can spend less on amusements.

The rule that "the Negro is last to be hired, first to be fired," say ops, applies today. The bistro owners have no solution except to say that due to this economic twist, they'll be the about the Negro part of the say that they have a second to the second the say of the say forced to buy less Negro performers—unless the talent is sure-fire with both white and Negro customers. This thinking would limit bookings whites only.

Bop City and Birdland have been particularly badly hit. Bop City, which used to jam 'em to the doors on week-ends with young Negroes, now finds that it draws hardly enough to out-balance the stage. On one to out-balance the stage. On one show caught recently, there were more people in the show than out

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MILTON SCHUSTER

APRIL — Elsie, 65, pianist who worked on many musical production scores with Noel Coward, March 18 near Watford, Eng. She worked on arrangements for Cavaleade, Bitter Sweet and Operette, The Bitter Sweet score was dedicated to her.

ARDELL—Lillan, former vaude, burly and legit performer, March 15 in New York. She had formerly been with Fred Ardath in vaudeyille and burlesque and last appeared on Broadway in Tobacco Road. Miss Ardell also appeared in films, including The Good Earth. Burlal was in the Actor's Fund Plot, Evergreen Cemetery, Brooklyn.

in the Actor's Fund Plot, Evergreen Cemetery, Brooklyn.

BALDWIN — Stanley E., 68, a founder and the first manager of Station WTAM, March 19 in Cleveland.

BENNETT—Hugh S., 57, director of the Henry Aldrich movies series, March 22 in Malibu, Callf., of coronary thrombosis. Bennett, who began his movie career with the old Edison Company, is survived by his widow, Loti; two sons and a daughter.

BLACKBURNE—William H., 93, former head keeper of the National Zoologocal Park, Washington, March 16 in that city. He was formerly an animal trainer with the Barnum & Bailey Circus before joining the Zoo

16 in that city. He was formerly an animal trainer with the Barnum & Bailey Circus before joining the Zoo in 1891. His widow survives.

BORNSTEIN—Philip, 31, from 1914 to 1922 owner of the Criterion Amusement Company, which operated a chain of movie houses in New Jersey, March 19 in Pompton Lakes (N. J.) Nursing Home. Prior to entering the movie field he conducted a retail shoe business in Newark, N. J., for 25 years, until 1910.

BRISCOE—Lottie, actress-singer of stage and films, March 19 in New York. While singing in a St. Louis church choir in the 1890s she subbed for a sick child actor in Nobody's Wife. From there she starred in Ebitha's Burglar and played the original Essic in Broadway's production of The Devil's Disciple. Subsequent shows in which she played before a temporary retirement in 1915 included Richard III, Midsummer Night's Dream, My Friend From India and For Fair Virginia. When the Essanay Company was formed in Chicago in 1907, she joined the film enterprise, playing star roles for four years. After an illness she re-entered showbiz in 1916 in The Squaw Man and toured for 55 weeks with George Kelly in the vaude sketch, Mrs. Weilington's Sur-

Arthur Hopkins

Arthur Hopkins, 71, a leading producer and director in the theater for 35 years, died March 22 of heart ailment in St. Vincent's Hospital, New York.

He started in showbiz first as a press agent and then a booker of acts in summer amusement

or acts in summer amusement parks before entering legit in 1913 as the producer of Poor Little Rich Girl. His last producing success was The Magnificient Yankee in 1946, but between his first and last success was The National National Control of the National Control of were 78 plays, among them John Barrymore's Hamlet, The Jest, Anna Christie and What Price Glory.

Hopkins was credited as contributor to the success of Philip Barry, Sidney Howard, Robert E. Sherwood, Robert Ed-Robert E. Sherwood, Robert Ed-mond Jones, Maxwell Anderson, Lynn Riggs, Katharine Hep-burn, Pauline Lord, Humphrey Bogart, Barbara Stanwyek and the Barrymores, with the Barry-mores starring in many of his productions, including The Claw, The Second Mrs. Tanqueray, Redemption and numerous Shakespearan plays. Between Shakespearan plays. Between 1915 and 1920 he produced 17 plays, including three Hendrik Ibsen dramas starring Alla Nazi-

Hopkins wrote several books and four plays, The Fatted Calf, A Gentle Wife, Conquest and Burlesque. His last directorial chore was the revival of Burlesque in 1948. Three brothers

THE FINAL CURTAIN

prise, before being forced to retire permanently. Her husband, Harry Mountford, and a sister survive.

BUCK—Frank, 66, wild animal authority, lecturer and big game hunter, March 25 in Hermann Hospital, Houston, of cancer of the lungs. (Further details in General Outdoor Department.)

BURROUGHS — Edgar Rice, 74, writer of the Tarzan book series, March 19 at his home in Encino, Calif. March 19 at his home in Encino, Calif. Sale of the series has been estimated at 36,000,000 coples, and an income of over \$5,000,000 from the Tarzan films, which boosted such players as Johnny Welssmuller and Lex Barker to stardom. Born in Chicago, he drifted west at an early age. Burroughs wrote his first book, Dejah Thoris, Princess of Mars, when 35. Of his 60 novels, 25 were built around the adventures of Tarzan. Survived the adventures of Tarzan. Survived by three children.

by three children.

CHANDLER—James Robert, 90, actor, March 16 in Bayshore, L. I. Obtaining his first role in Uncle Tom's Cabin in 1880, he later supported such players as Walter Hampden, Helen Modjeska, Lawrence Barrett, Lotta Crabtree, Kyrle Kellew, Edwin Milton Royle and Joseph Murphy. Chandler also did n stint in vautieville from 1909 to 1911. Burial was in the Actors' Fund Plot, Evergreen Cemetery, Brooklyn. Two sisters survive. ters survive.

CLUXTON—John J., 80, former singer and minstrel performer for many years, March 17 at his home in San Francisco. Cluxton had also been singer and minstrei performer for many years, March 17 at his home in San Francisco. Cluxton had also been the San Francisco representative of Alexander Pantages, vaude producer. Survived by three brothers, James, Long Island, N. Y.; Albert, proof-reader for The Cincinnati Times-Star; William, with whom he resided in San Francisco, and two sisters, Mrs. Daily Fettridge and Mrs. William Engle, Long Island. Burial in San Francisco March 21.

De FRANKIE—Sylvia, 60, former stage actress, recently in Lancaster-Fairfield Hospital, Lancaster, O., of a stroke. As a child she portrayed Eva in Uncle Tom's Cabin, and later starred in such hits as Just Married and Look Who's Here.

DILL—Frank, boss canvasman, electrician and mechanic with the Hunt Bros., M. L. Clark, Russell Bros., Downie Bros., Tom Mix, Ilagenbeck-Wallace and Barnett Bros.' circuses, March 19 in Ivanhoe, Ya., of a brain tumor. Survived by his widow, Josephine. Ivanhoe; father, Arthur H. Dill, Spartanburg, S. C.; sister, Boots Simpson, Jacksonville, Fla., and a brother, John, Arcaida, S. C. Burial in Ivanhoe March 22.

DOCK—Claude A., 59, former owner-operator of the Dox Theater, Detroit, March 16 at his home in that city. In 1938 he was a member of the Michigan State Fair board of managers and was past international trustee of Kiwanis International Survived by his widow and three children.

vived by his widow and three chil-

ELMER—Harry, 86, former manager for the late Broadway producer, William A. Brady, March 18 in New York. First hired as a call boy by York. First hired as a call boy by David Belasco, he later played small parts in his productions. For Brady he managed such productions as Over Night, After Dark, Bobby Taylor, The Bottom of the Sea and others, and for many years he was Brady's manager in London. A son survives.

ESPINOSA—Edouard, 78, dancer and maitre de ballet, March 23 in Worthing, England. Trained by his father, he made his debut on the London stage at 17 and appeared in New

father, he made his debut on the London stage at 17 and appeared in New York in 1893. Besides vaude stints from 1900 to 1904, he was associated with almost 300 musical plays from 1890 to 1939. Chairman and examiner of the British Ballet Organization, founder of the British Ballet Company in 1928, and editor of The Paragraphy. in 1928, and editor of The Dancer, he was maitre de ballet at the Royal Covent Garden Opera, His Majesty's Theater and the London Hippodrome. Espinosa handled all the dancing in Robert Courtneidge's productions since 1910.

GERARD—Mrs. Gertrude B., wife of Barney Gerard, Monogram Pictures producer, and actress known professionally as Gertrude Hayes, March 23 in La Jolla, Calif. For 20 years she was featured in Barney Gerard's Follies of the Day. She also apeared on vaude circuits with Mabel Carew, and was a male impersonator in an act known as The Handsomest in an act known as The Handsomest Man on the Stage Is a Woman. A sister also survives.

GREY-Katharine, 77, former legit ctress, March 21 in Orleans, Mass. actress, March 21 in Orleans, Mass. After an apprenticeship in small parts with Augustin Daly, she graduated to important roles in Shenandoah, Shore Acres, Cyrano de Bergerac, The Dawn of Tomorrow, The Lion and the Mouse, Madame Butterfly, Pald in Full, Salvation Nell, The Ninety and Nine, The Best of Friends, Business Is Business and When We Were 21. Other appearances were in The Reckning, On and Off and The Third Degree.

HARDESTY-Fred C., 44, manager of the Grand Theater, Ronceverte, W. Va., March 15 in Clifton Forge,

W. Va., March 15 in Clifton Forge, Va. He also had been manager of the Alpine Theater, Alderson, W. Va., for several years. Survived by his widow and five sons.

HELLER—Max, 75, veteran carnival trouper and widely known organ repair man, at his home in Northfield, O., March 20. Burlal in that city March 22. His widow, a daughter, and son, Irvin, also in the organ repair business, survive. (Details in Carnival Department.)

IN MEMORY

OF OUR LOYAL FRIEND AND ASSOCIATE

WILLIAM T. JESSUP

WHO PASSED AWAY **MARCH 18, 1947**

WEST COAST SHOWS

Mike Krekos

General Manager

JORDAN-A. Joseph, long an orchestra director on the Loew's theater chain, March 18 in New York. He was in charge of the ork at Loew's Orpheum, New York, at the time of

JUDSON—Mrs. Mary M., 95, mother of the New York Philaharmonic Symphony Ork manager, Arthur Judson, March 22 in Purchase, N. Y. Another son, two brothers and a sister survive

N. Y. Another son, two brothers and a sister survive.

KERKHAN—Alfred A., 61, Harris Amusement Company purchasing agent, March 13 in Pittsburgh. In the theater business for 46 years, he had started out with the old Harry Davis Enterprises. His widow and daughter survive.

LEWIS—T. P., 32, trick rider, roper and acrobatic dancer, March 20 in North Dade Hospital, Miami, of a skull fracture. Lewis was to have been with the Cole Bros.' Circus this season. Survived by his widow, Jac-

been with the Cole Bros.' Circus this season. Survived by his widow, Jacquelyn; daughter, Georginia; his parents, Mr. and Mrs. Ted Lewis, and two sisters. Burial in York, S. C. MOSTMELLER—Karl L., 42, former supervisor of the record department at the RCA Victor plant, Camden, N. J., suddenly March 20 at his home in Haddonfield, N. J. Survived

by his widow, Josephine, and his mother. Burial in Audubon, N. J., March 22.

MUELLER-EINIGEN - Hans, 68, playwright and author, March 9 near Thoune, Switzerland. Besides his numerous novels he wrote the play, The Flame, librettos, film scenarios and the operetta, White Horse Inn, which he co-authored.

MYRTLE—J. W., 81, pioneer movie operator in Staunton, Va., March 9 in that city. He had also operated tabshows in Augusta County, Virginia. Burial in Clifton Forge, Va., March

12.
PHILLIPS—Henry Bettesworth, 83, owner of the Carl Rosa Opera Company, March 18 in London. He had owned the company for more than

ROEDER—William Kelly, 67, play-wright, March 15 in Evanston, Ill. He wrote about 50 plays, including In the Scruice of the Queen, Thunder in Heaven and Driftwood, which were performed at the old Chicago Powers Theater in the 1920s. A sister sur-

SHERMAN - Claire B. Jr.,

SHERMAN — Claire B. Jr., 23.
WJTN staff announcer, March 13 in
Jamestown, N. J. He had been with
the station as a summer replacement
since 1942, having joined the permanent staff in 1948.
STEIN—Mrs. Sammie (Kathèrine
Slayton), killed in an auto accident
March 22 while en route to join her
husband on the Lawrence Greater
Shows, where he is a concessionaire.
Also surviving is a son, Kennie, 5.
Funeral from Donnelly Undertaking
Company, St. Louis.
TALLMAN—H. L. (Mac), 58, manager of Station WALB, Albany, Ga.,
March 16 in that city of a heart attack.

VANBUSUM—Mrs. Mable E., 44, piano and accordion instructor, re-cently at her home in Indianapolis. Survived by her husband, three

cently at her home in Indianapolis. Survived by her husband, three daughters, three sons, her parents and two sisters. Burial in Washington Park Cemetery, Indianapolis.

VIVIANI—Raffaele, 62, actor and playwright, March 22 in Naples, Italy.

WOOD—Billie, 61, for 30 years a Girl Show operator and concessionaire with various carnivals, March 11 at her home near Centerville, Ia. She was last with the American Beauty Shows. Survived by her husband, Rusty; son and daughter-inlaw, Eugene and Kathryn, of Meriam's Midway; mother, Mrs. Sam Chadwick, Otturnwa, Ia., and two sisters, Mrs. Mary Williams, Ottumwa, and Mrs. Esther Tyrrel, Burlington, Ia.

WOODWORTH—Alden J., 50, executive with numerous building corporations, March 15 in Tucson, Arlz. He was a part owner of Radio Station WBAY in Coral Gables, Fla.

Marriages

CALDWELL-LESLIE-Dr. William

Caldwell and Joan Leslie Dr. william Caldwell and Joan Leslie, actress, at Santa Barbara, Calif., March 17.
CAHAN-TALTON—George M. Cahan, TV producer, and Alice Talton, pic actresses, March 18 in Westwood, Calif.

CARR-McGOUGH-Richard Carr, CARR—McGOUGH—Richard Carr, radio writer, and Dorothca McGough, actress, March 17 in Pasadena, Calif.
COOLEY-SWEATT — Glenn M.
Cooley, concessionaire with Wallace Bros.' Shows, and Anne Sweatt recently in Ruskin, Fla.
KEEFER-MURPHY — George W.

Keefer Jr., Boston, and Bernice Mur-phy, Newton, N. J., both well known in outdoor show circles, March 17

LERNER-OLSON-Allan Jay Ler-

LERNER-OLSON—Allan Jay Lerner, playwright, and Nancy Olson, pic actress, March 19 in Los Angeles.

MacLEAN-BRACE—Don MacLean, drummer with Hal McIntyre's orchestra, and Janet Brace, vocalist with Johnny Long's band March 11 in New York.



Slouts Sign Knapp Family; Reverse Itinerary for 1950

-Toby and Ora Slout Players Shows, under management of L. Verne Slout, under management of L. Verne Slout, have completed negotiations to feature the Knapp Family, of Michigan State College's Station WKAR, each Thursday night during the 1950 tour. Unit was a feature with the Slout org. in 1944 and 1946. Since their last tour, however, the Knapps have added Cousin Louise, bringing the roster to five people.

Rai Baillie and Lucille Clemmons will be back for their second season, while Klink and Francis Lemmon's

Cheshire Group Joins Drive-In Protest Appeal

CHESHIRE, Conn., March 25.—Opposition against three Connecticut drive-in projects developed this week when 11 local property owners and the Cheslre Heights Community Club joined in a Connecticut State Superior Court appeal protesting Police Commissioner Edward J. Hickey's approval of an application submitted by Harry R. Pion and Emile Boilard for construction of an outdoor theater at Waterbury, Conn.

Terming the commissioner's action "arbitrary and unreasonable." the Cheshire group claims that it would be directly affected by construction of

Cheshire group claims that it would be directly affected by construction of the drive-in theater, which would be erected on the most easterly property within the Waterbury elty limits.

Reversal of a Stratford, Conn., Planning Board decision approving locations for two drive-in theaters is being sought by Hobort Nichols, a Stratford property owner, in an appeal filed with Mrs. Florence Bortnick, Zoning Appeals Board secretary.

Nichols, who declined to discuss the appeal pending a public hearing, dis-closed that he was present at the pub-lic hearing in Stratford when the two drive-in theater petitions were granted by the Town Planning Board.

LG Circuit Leases Zoli's Conn. Spot

HARTFORD, Conn., March 25. — Lockwood & Gordon Theaters Cir-cuit, has signed a lease with Theodore Zoli, Torrington, Conn., for the operation of the drive-in theater being constructed by Zoli near Torrington. Under terms of the lease, the circuit will construct all the buildings and install the theater's equipment. Spot will have a 600-car capacity, with opening slated for May.

L G officials also announced that plans to construct a \$75,000 drive-in theater in East Hartford Conn., have been abandoned following refusal of the zoning commission there to change the zoning on a 15-acre tract.

Moppet Pix Click

PHILADELPHIA, March 25.—
First non-theatrical film showing was introduced here this week by the Frank & Seder Department Store. Free movies for children are offered each Saturday afternoon, the store inviting patrons to leave their children in the care of attendants while doing their shopping chores.

The free films proved an instant hit and were credited with increasing store traffic. In addition to shorts and cartoons, a full-length feature picture is shown, using 16mm. prints.

VERMONTVILLE, Mich., March 25. return will mark their fifth season Toby and Ora Slout Players Shows, with the show. Others under contract include Doug and Lola Couden, who will be one of the vaude acts. Wilwill be one of the vaude acts. Wil-liam F. Lewis has charge of the top, while his wife, Blanche Rawlins, will be a member of the cast.

be a member of the cast.

Toby, Ora in Farewell

The Slouts said that 1950 will be their farewell year in their Toby and Ora parts. They plan to keep the show out longer, but after this year they will quit their comedy parts. Bill Slout receives his masters degree at Utah State University in June and will join the show after that date.

Charles N. Land will be on the front door again. He and Bob Seger are due in quarters soon to help get the show in shape for opening. New top, made to fit show's various needs, has been ordered from the O. Henry Tent & Awning Company.

& Awning Company.
When org takes the road in Michigan in May it will be transported on five trucks, two trafters and a bus.

a bus.

L. Verne and Ora Slout wind up their string of antique and hobby show promotions in Lansing Mich., Monday (27). Following that date they will devote their attention to the coming season. Additions to the cast and show's staff will be made before the season opens. As usual show's itinerary will be reversed from last year's route. This year the org moves from Michigan Into Indiana, Ohio, IllInois and Missouri, where it will close the tour. close the tour.

Court To Test Okay Of Stratford Board Drive-In Approval

STRATFORD, Conn., March 25. — Decision of the Stratford Town Plan-Decision of the Stratford Town Planning Board, approving locations of two drive-in theaters last week, has been appealed to the Board of Zoning Appeals this week by Hobert Nichols, local property owner, as a test case, Nichols, who declined to discuss the appeal pending a public hearing in the municipal building, March 31 said that he had been present at the public hearing when the ent at the public hearing when the two petitions were granted by the Planning Board over the protest of Councilman Wallace Lineburgh. Petitions approved were those of Philip C. Ca. ill, of East Haven, or

a drive-in theater on Great Meadow Road, and that of James B. Sniffen on South Main Street.

A hearing scheduled by Edward Hickey, State police commissioner, in Hartford this week to discuss State police permission for the theaters, has been postponed until after the appeal action has been heard.

Tri-States Bow in April

CEDAR RAPIDS, Ia., March 25. Tri-States Theaters announced this week that their local drive-in, built week that their local drive-in, built last year, will open its season early in April. The grounds now are being put in shape. Robert R. Kenney, manager of the corporation's State Theater here, will manage the spot. Gene Sobehart, who has been assistant manager of the Paramount, moves over as head man at the State. The drive-in accommodates 600 cars

NATD Appoints Grance

PHILADELPHIA, March 25. — It was announced at the offices of the National Association of Drive-In Theaters here that Theodore Grance, aters here that Theodore Grance, Pittsburgh, has been named to the group's board of directors. Grance, who operates five open-air theaters in Pittsburgh, has four more under construction. He also is president of the Pittsburgh Outdoor Theater Owners' Association.

Morale Builder:

School Show Units Live Where Fly-By-Nighters Die -- Lawson

CHATTANOOGA, March 25.—
Everett Lawson, who headquarters here, set off a morale-builder last week for those who are eternally squawking about the fly-by-night amateurs whose only apparent aim in life is to get out and ruin dates for the more worthy and proficient operators. By way of proving that these alleged fly-by-nighters help, rather than hinder, the school showman, he cited an incident at Lakeview School which is located just over the Georgia State line from here. here. "After

"After an absence of some five years in this school we turned up this year to book it," Lawson says. "Because so many years had elapsed since our last appearance there, we were met by a new principal to whom we were perfect strangers.

Slough Magie

"When I broached the subject of a magic show he nearly threw us out of the building. He sald he had made up his mind never to play another magic show as it seem 1 that last year he had booked a magician who had good recomendations and as I was tall the properties. a good show. The man was booked, and since there were 1,100 enrolled in the high and elementary division, two performances were necessary. The principal said the fellow could not be heard post the third roused. The principal said the fellow could not be heard past the third row and his show was so plitful that the students, having been trained to show all visitors in 'he school proper respect, were sorry for him to the extent that they neither booed nor applauded, but set quietly thru this atrocity and filed back to their rooms. Later, he said, numerous groups from the high school came to his office and requested him never.

to book another magic show.

"It is obvious that the average thinking person would conclude that in the face of these odds the school never could be booked again by a magician, and that this condition is rulning what was a pleasant and lucrative business. But one thing is certain. As long as that faculty remains at that school this man will never appear there again. never appear there again.

Turns Into Winner

"Was it difficult for me to book the school behind this fellow? In this instance it was not. I readily

Cleveland Firm Planning **Open Airer for Motor City**

DETROIT, March 25.—Building of a new 1,000-car drive-in for South-western Detroit will mark the first venture in this area by Ohio Drive-In Theater Company, Cleveland, op-erators of an outdoor circuit in the neighboring State.

neighboring State.

New house, to be called the Ecorse Drive-In, will cost about \$150,000.

Decoration Day is the tentative opening datc.

Consolini Spot Approved

CANAAN, Conn., March 25. — A certificate of approval to construct a drive-in theater here has been issued by Edward J. Hickey, State police commissioner, to Louis C. Consolini. Spot will accommodate 500 cars and work is expected to be completed May 1.

Sabloskys Buy Two Drive-Ins

PHILADELPHIA, March 25.—The Sabolsky theater interests here have purchased the Ridge Pike Drive-In at Conshohocken, Pa., and the Chester Pike Drive-In at Chester, Pa.

sold the man my show by typing out a notice to be placed on all hall bulletin boards to the effect that if faculty and student body members didn't unanimously agree that ours was the best, funniest, cleanest and best-received show of any type which had ever been to their school, we would cheerfully donate every last cent of the proceeds to the school fund. Our gross receipts were over \$40 more than our previous visit to the school fire warms were services." the school five years previous."

Invited Back

"We have been invited to return next year with the same show. Nov., could this comparison between our show and the other show have been (See School Show Units, page 98)

Weiss Eyes Acts For Allentown's **Drive-In Lavout**

ALLENTOWN, Pa., March 25.

ALLENTOWN, Pa., March 25.—Jack Weiss, who returns as manager of the Boulevard Drive-In here, has disclosed plans to bring live attractions to the spot, owned by the David Milgram theater Interests in Philadelphia, which re-opened March 31. Weiss said that arrangements are being made with Station WAAB here to originate several shows, particularly those featuring outdoor and hill-billy attractions, from the drive-in. Such a move looms as a potent pull for auto drivers. Weiss is counting on the broadcasts as the start of possible bookings of regular shows, featuring the outdoor entertainers at the turing the outdoor entertainers at the open-airers.

open-airers.

It is believed that the broadcasts will mark the first time that any drive-in in this area has offered live entertainment. Weiss said that fleshers have been a strong box office factor for indoor film theaters and eventually should aid the open-airers just as much strong to the str

Lincoln, Philly, Gets Alterations

PHILADELPHIA, March 25.-Neil Hellman, general manager of the Fa-bian-Hellman Drive-In Theaters here and in New York, announces that ex-tensive alterations are being made to the Lincoln Drive-In, outside this

city.

Hellman also said that Irving Phillips will handle one of the chain's in-door theaters in Albany, N. Y., suc-ceeding Al Lidman, who enters one of their outdoor operations.

Algiers Set in New Orleans

NEW ORLEANS, March 25. -NEW ORLEANS, March 25.— Alegiers Drive-In Theater, Inc., will open a new open-airer on General Meyer Boulevard in eight weeks, owners Fred McLendon, Max Connet, Edward Jenner and William Shield said here this week.

New Drive-In for Thomson

THOMSON, Ga., March 25. — Martin Theaters of Georgia, Inc., is planning to establish a new drive-in theater just inside the city limits, on the Augusta Highway. It will accommodate 300 cars.

HARTFORD, Conn., March 25. — George E. Landers, local division manager for E. M. Loew's Theater Circuit, who supervises a number of standard and drive-in theaters thruout Connecticut, is on a southern va-

Drive-In Building Spurt Goes Ahead In Michigan Spots

DETROIT, March 25. - The continuing spurt of outdoor theater construction in Michigan was marked this week with the announcement of three new projects.

Clark Seeley, of Cass City, Mic's, has formed a partnership with Ashmun Theaters, of Caro, to operate the Starlite Theater Company. New firm plans to build and operate a drive-in, to be called the Starlite, on a 15-acre plot on Midland Road, two miles from Bay City. Theater, which will have a 750-car capacity, will be equipped with a playground for children. Construction starts June 1. Seeley will manage the 5, 5t.

The new drive-in planned by Cassidy Theatres, Inc., will be located on M-20 at the Bay County road. Seven acres of the 30-acre plot will be used for the theater. The rest will be developed into an enclosed park. It is slated to open June 1 and will accommodate 500 cars. Harold Steinke is manager.

Elton L. Samuels, local theater op for 20 years, and Marjorie Samuels, plan to open a 750-car drive-in on Dixle Highway by May 1.

Retrospection

Topflight Orgs Of Other Years

By C. E. Duble

IT WAS a chilly morning in Decem-IT WAS a chilly morning in December, 1911, when I arrived in Shreveport, La., with the Mighty Haag railroad show, the long season's tour having ended the previous day in DeRidder, La. Several weeks later, Murphy's Comedians, a popular tent show, played a week's stand in Shreveport, and Owner-Manager Horace Murphy's company presented a program that drew plenty of customers. Bert Melville was the band leader and during the engagement his band played the Troupers' Greeting, which was composed by the writer. which was composed by the writer.

If memory doesn't fail me, the same Bert Melville took to the road later with his Melville's Comedians. The 1911-'12 era was one of vast numbers of tent, dramatic and Tom shows, showboats and minstrel shows, both with and Negative and Account of the shows. shows, showboats and minstrel shows, both white and Negro. At that time a Shreveport theater presented vaude and the Haag circus troupers were admitted free one night each. Among the attractions during the period were the George (Honey Boy) Evans Minstrels, top-notch burnt-cork org, and the original Kilties Band, of Belleville, Ont. They traveled on their own private car.

own private car.
Other orgs of the period included Renfrow's Jolly Pathfinders, W. I. Swain Dramatic Company; Roy E. Fox's Lone Star Minstrels, under canvas, and Dandy Dixie Minstrels, all-Negro troupe, with Dana Thompson as manager. All were household words in the Louisiana-Texas territory in those years. And all are only a memory now. I've often wondered if liorace Murphy and Bert Melville are still in the land of the living.

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REP RIPPLES

MERLE HAYNER has been pre-senting his religious pix to good returns around Paducah, Ky. . . . Robishaw Bros., who have been appearing in the Woonsocket, R. l., area, recently lined-up 20 sponsor dates in New England with French speaking societies. They are fram-ing an eight-act Minstrel show after haying presented a fiesh-novelty unit for the past several winters.

Raoull Wall pens from Carthage, Miss.: "Got a thrill out of the minstrel notes in the column recently, but what about Rusco & Holland and Billy Kersands, Negro shows, that were tops? And what about Beach & Bowers, the org I agented for two years thru the West. We had a top little show. Bobby Beach and Otls Bowers owned the show and Beach's trained dog act was a hit of the olio. Does anyone have a roster of this show?" . L. L. (Skeeds) Daccy, who has been presenting a two-person unit in the Northwest since last October to good results despite cold weather, writes having presented a flesh-novelty unit Northwest since last October to good results despite cold weather, wrifes from McIntosh, S. D.: "Altho I've made some school shows, I've been playing halls for the most part because I also do some merchandising. Worked Eastern Washington all last summer and plan to build the unit up for the coming season with wax figures and missium pieces that I figures and museum pieces that I have brought out from the East. Plan have brought out from the East. Plan to use a platform as long as the weather holds. I met the Doss & Mae Show, which is now a two-person attraction. They are presenting a swell line-up of pix, comedy hypnotism and mentalism."

Minstrel shows of 40 and 50 years ago were recalled in a recent story in The Emporia (Kan.) Gazette. The article traced the history of the old article traced the history of the old opera house there. Acts listed were Richards and Pringle's, Mahara's, Billy Kersand's and George Prim-rose's shows.

EDNA ROBERTS CHAPELLE, well known in the Middle West well known in the Middle West as a rep and tent show character player, is in Doctors' Hospital, Coral Gables, Fla., and would like to read letters from friends. She celebrated her 80th birthday recently... The Jordan Family, which has been playing club dates, are slated to open some in New England and will fear into a platform show. He's current in Tacoma. His unit has been playin Tacoma. His unit has been playing the same dates in that area since last fall. . . Arthur Tenney writes: "You will do well getting into many Pennsylvania schools. I have had a crack at this and in the blg or fair-sized city areas they turn thumbs down on any traveling shows. This is written to save people in the business valuable time and disappointment." . . Teddy and Irma Johnson are playing halls around Springfield, Mo. . . Florian Players, which have been playing Central Oklahoma recently, will work East soon. . . The five-cast Blacker's Minstrels are playing Pittsburgh spots to fair returns . . . C. C. Talley writes from Roseau, Minn, that he has been playing halls and some school dates in that area but the cold weather has kept attendance down. "I day and dated Ruffer, hypnotist, in Baudette, Minn "I be centimer "and bit wits." kept attendance down. "I day and dated Ruffler, hypnotist, in Baudette, Minn.," he continues, "and his outfit is a clean one and his style is good. I plan to spend most of the summer

around International Falls. Minn. where I will work a wide area with flesh and music."

J. (SOL) GLOVER pens from S. J. (SOL) GLOVELL PROPERTY TO days vacationing there for about 10 days and that he will present a platform show this season. He'll leave his tent in storage there. He adds that the school showbiz in Texas was off the school showbiz in Texas was off this fall and winter... Bailey's wax and novelty show has been playing Berryville, Ark. recently to fair results... H. D. Foley has been showing religious pix in New England for the past two months to okay results... Eddie Furbish writes from Sacramento: "Got a big kick out of the notes on old-time minstrels in recent issues. When I lived in Philadelphia I was a regular at Frank Dumont's and afterward always attended Edward Welch's blackface shows. The most expensive and biggest show in this line was Haverly's. In Chicago Haverly was tops and

CHARLES H. MAY writes from Concord, N. H., that he noted D. J. Callahan's recent reference in this pillar to the DeRue Bros.' Ideal Minstrels. May, who led the orchestra on the show during the 1913 season, sends along that year's roster which included Eddie Jeffers. George Millner, Henry Blanchett. William Ringwald. Harry D. Thomas, Toner Bellman. Billy and Bobby DeRue, Ross Fox. Dick Vonder, O. F. Onthank, Carl W. Ritter, Jean Fox. Jack Durfey, Bert Brown. C. E. Russell. William G. Jackson, W. H. Loeders, Paul Clark. Earl Fulton. C. E. Duble, Waylon Foster and Harry Chappell. ... Ray Brison writes from Reading, Pn., that he recalls when Fred. Jack, Charlle and Bert Lampe were with the DeRue Bros.' unit. Brison says that he was with the Lowery Bros.' Minstrels at the time the later joined the Lampe Bros.' Tent Minstrel Show in New Jersey. ... Joseph L. Hall, who has been playing in pictures on the West Coast since being discharged from the army in 1945 with the exception of two years ago when he went east to play summer stock, wonders what has become of Vane and Ruby Hart: of two years ago when he went east to play summer stock, wonders what has become of Vane and Ruby Hart; Fred Lyle, of Hal Mordaunts Stock Company, See Bee Hayworth; H. Ray Snedecker and his California Stock Company; Kathryn Kinsey, of Kinsey's Comedy Company, and Tom Finn's and Uncle Tom's Cabin Company. . . . Mr. and Mrs. Danne St. Germaine, who presented their illusions for the Great Letter at fairs last season, have been playing school last season, have been playing school and hall dates around Rockford, III. with their magic and Illusion show

DON TINKHAM is in Fort Worth readying a platform show with which he will spring soon. Tinkham has been operating a school show in Central Texas. . . Cauley Bros. are readying a novelty show to play Western Missouri and Kansas territory. Unit will open near Lamor, Mo., in April. . . Frates Family Show writes from Bigelow, Minn., that it is playing to fair business in schools and halls despite the Minn., that it is playing to fair business in schools and halls despite the fact that it has had to buck inclement weather. Unit will give the platform idea a try this summer in established Washington territory...D. H. Terry writes from Houston: "Got a kick out of the York, Pa., man's minstrel memories. I was with Neil O'Brien for a season as property man. I wonder if Nell is still active?"

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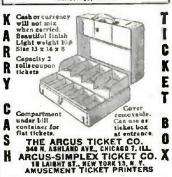
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NORTH PONDERS AGVA PACT

Union Guns For Ringling Recognition

First Confab a Blank

SARASOTA, Fla., March 25.—Negotiations were to continue today after Ringling Bros. and Barnum & Balley Circus execs and representatives of the American Guild of Variety Artists (AGVA) failed to come to terms during a meeting here last night.

come to terms during a meeting here last night.

AGVA's Vic Connor and Emil Lowe are negotiating with John Ringling North, president, and Art Concello, general manager of the circus, over union recognition. Both sides said the talks were friendly.

The talks came after AGVA, backed by seven other AFL unions, served notice this week on North that all operations of the circus, scheduled to open April 5 in New York's Madison Square Garden, would be picketed if the circus management failed to agree to negotiations before Tuesday (27).

To Picket Costumers

To Picket Costumers

To Picket Costumers

Henry Dunn, national administrative secretary of AGVA, announced in New York that the local houses of Brooks Costume Company and Eaves Costume Company, both suppliers of the circus, also were slated for picketing unless North came to terms before the deadline.

AGVA's intentions were relayed to North thru Ned Irish, executive vice-president of the Garden, because of the union's inability to reach North in connection with its push to

North in connection with its push to organize circus performers.

Dunn said that as a last resort the

theatrical trucking local of the Inter-national Brotherhood of Teamsters national Brotherhood of Teamsters (AFL) would be requested not to haul costumes. Other unions involved in the dispute include stagehands, theatrical managers and publicists, American Federation of Musicians, a theatrical treasurers' union, an electrical workers' local and a building trades' local. Other places to be picketed in case of a stalemate include the Mott Haven railroad yards and all other companies supplying the circus.

"Theat to Lalow"

"Threat to Labor"

Dunn said that he was sure that members of unions whose aid has (See North Ponders on page 66)

Bingo a la Mode

DAVENPORT, Ia., March 25.
—Clark Filseth, county attorney here, has ruled bingo is legal when it's served with ice cream and cake.

and cake.

The game was revived recently as an ice cream social. Customers paid for the ice cream and cake and received bingo cards free. Cash prizes were awarded.

In his ruling Filseth said: "To constitute gambling, you must have consideration, prize and an element of chance. The new set-up does not include a consideration."

Ocean Beach Awards Contracts: Sets Up Improvements Program

NEW LONDON, Conn., March 25.

—Ocean Beach Park Board, which supervises the city-owned-and-operated Ocean Beach Park here, has instructed City Manager Edward R. Henkle to ink a contract allowing Captain E. S. Wilcox, of New London, to install a floating pier and run an excursion boat at the funspot this summer.

On a three-year contract with an option to renew for two years, Wil-cox will pay the city \$1,000 a year to operate a 110-foot excursion boat and smaller craft.

The board also voted to award a contract covering arcade concessions space on the ground floor of the recreation bullding to Louis Berni & Sons, of Palisades, N. Y. The firm offered \$15,000 a year for a five-year contract, it was reported.

A new five-year contract was given to the Ocean Beach Miniature Rail-

50G Grant To Party Orphans at Circus

PHILADELPHIA, March 25. — A \$50,000 grant by the late Ellis A. Glmbel, department store magnate, will enable the circus party he gave annually for needy children to become a permanent fixture.

The opening matinee of the Big One here will continue to be Orphans' Day, with Arthur Kaufmann, prexy of the local Glmbel Bros.' store, playing host.

playing host.

NEW LONDON, Conn., March 25. road, Inc., which will pay \$1,650 a Ocean Beach Park Board, which year. The railroad also is to relocate

year. The rairroad also is to relocate its tracks so they will not interfere with proposed developments at the west end of the beach.

Told that it soon will have \$44,400 available for improvements, the board asked the city manager to get board asked the city manager to get bids immediately on projects esti-mated at \$29,000. These are to in-clude a baseball field, \$5,000; repair of the parapet wall of the Gam Building, \$3,500; extension of the picnic area, \$2,500; rest rooms for the picnic area, \$3,500; repairs to the bleachers in the pool section, \$3,500; new entrance and separate showers for the pool, \$2,000, and folding bleachers for the recreation hall, \$9,000. \$9,000.

Cedar Rapids Fair Past Halfway Mark In 100G Fund Drive

CEDAR RAPIDS, Ia., March 25.-The halfway mark has been passed in the \$100,000 capital improvement fund drive being conducted by Hawkeye Downs here, home of All-Iowa Fair, Andrew C. Hanson, manager, announced this week. He was optimistic that the total would be raised at an

that the total would be raised at an early date.

The money, obtained mostly from industrial firms in this area, is to be used to pay off about \$50,000 in debts on new buildings and for enlargement and improvement of parking lots and streets.

Dallas Fair Hikes Summer Promotions to New Peak, Adds Sports and Events

Skeds Baseball in Cotton Bowl, Giveaways, Free Acts

DALLAS, March 25 .- The State Fair of Texas will wheel out heavier promotion guns than at any time in its history to bulld summer midway business. Starting Saturday, April 8, and continuing thru Labor Day, the fair here will offer more special events and free acts than ever before. Its summer schedule is also bolstered by two major sporting events, new this year. On April 11 the Dallas Eagles baseball club will play its opening game of the season in the Cotton Bowl, with an attendance of 40 000 as the goal. Some turf will be taken up in the stadium, which heretofore has been

used solely as a footbail plant, in order to make the baseball infield. Pro grid game in the bowl August 30 between the Detroit Lions and the

30 between the Detroit Lions and the Washington Redskins is expected to yield a capacity 76,000 turnout because of the drawing power of hometown all-American Doak Walker, playing his first pro game with Detroit, and Texas Sammy Baugh, long-time Redskin fixture.

Midway will be opened April 8 with costume contest, with comic strip character theme to tie in with exhibit in Museum of Fine Arts, located on fairgrounds.

12 Weeks of Free Acts

12 Weeks of Free Acts
Midway Superintendent Fred Tennant Jr. is planning on 12 weeks of
free acts, sponsored by Pepsi-Cola
tSee Dallas Fair Hikes on page 66)

Olivecrest Plans More Concessions

CUBA, N. Y., March 25.—Plans are afoot to increase the number of concessions in Olivecrest Park here, according to William Rasmusson, president and treasurer. Rasmusson named Skee Ball and a Penny Arcade as two of the new concessions.

Park opens on a part-time basis May 15 and starts daily operation Decoration Day.

Altho no definite deals have been made, Rasmusson said he plans to add a miniature train and Kiddie Auto on a concession basis,

RB Kid Show To Star TV's Howdy Doody,

Percentage Deal Involved

NEW YORK, March 25.—Arrangements were completed here Thursday (23) for presentation of Howdy Doody, television's inanimate character, with the Ringling erreus thruout the 1950 season. Dan Gordon Judge, Big Show attorney, represented the circus in the deal made with Martin Stone Associates, who package the show. Details were ironed out during discussions between Stone, John Ringling North, circus prexy, and Art Concello. the show's general manager, at Sarasota. The puppet, who has firmly established top-bracket appeal among TV's moppet audience, will be pre-NEW YORK, March 25 .- Arrange-

The puppet, who has firmly estab-lished top-bracket appeal among TV's moppet audience, will be pre-sented in the form of a walk-thru attraction in the Side Show and will be aped in the Big Show spec by a costumed midget held aloft by a giant. Other Howdy Dody char-acters, including Clarabelle, will take part in the parade number, When Dreams Come True.

Side Show Feature

The single admission price in effect at the New York and Boston indoor dates will entitle patrons to a look at the pupper and a recorded greeting from Bob Smith, its originator, (See RB Signs "V's on page 66)

Sesqui Ready, For Bids on 1950 Concesh

Deadline Is April 15

(Continued from page 4)
not yet been appointed. The concessions committee will be answerable to the sesquicentennial execu-

able to the sesquicentennial executive committee.

Several score "special events" are
being planned for this year's phase
of the celebration, starting April 14,
when a kick-off program is slated
for Capitol Hill, with President Trumain invited to address Congress in
joint ression, followed April 15 by
a Salute to Freedom pageant on the
Capitol plaza and highlighted by entertainment by radio, screen and stage tertainment by radio, screen and stage

stars.

This year's sesqui celebration events should gross \$924,000 and may be augmented to bring in as much as \$1,250,000, according to estimates by General Manager Paul M. Massmann. The estimates were given by Massmann to the sesqui executive committee at a meeting this week.

Massmann emphasized that the expected receibts are gross before de-

masshann emphasized that the ex-pected receipts are grost before de-ducting expenses. Biggest yield will come from ticket sales to the sym-phonic drama planned for the new Rock Creek Park amphitheater which now moder construction and which is slated to open formally in June. The yield from this source this year is expected to run about \$250,000. (See Sesqui Readies Bids on page 66) Close-Ups:

Bernie Mendelson Fast Stepper As Youth - That's No Joke, Son

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

FEW of Bernie Mendelson's many friends realize that the O. Henry Tent & Awning Company exec once was fast on his feet, much less one of the fastest in the country. The records show that Bernie, now nearly 42, was a crack sprinter in his high school days. On one occasion he tied the existing national interscholastic record for the 440-yard dash and another time took third in the National Championship Interscholastic "440." What's more, pitted against amateurs regardless of their age, he placed third in the classic National Bankers' "440." Born April 21, 1908, in Chicago, Bernard A. Mendelson has been a lifelong Chicago resident. After graduation from Lane High School he went to Lewis Institute. There he studied engineering, a choice which later paid dividends in the canvas field.

ing, a choice which later paid dividends in the canvas field.

His first job for a tent maker was in 1926, when he joined the U. S. Tent & Awning Company, Chicago, which at the time was headed by Ed Litsinger. His first duties were that of a draftsman, but the swift-footed Bernie moved rapidly ahead in the tent company. Successively, he was assistant superintendent of the plant, a member of the sales department a member of the sales department and a specialist in that section, han-dling sales to outdoor show business, starting in 1929.







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Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949... Rides 16 kids—outgrossed all other kiddie rides at 1949 RR Foir, Cheap to operate—3 gallons a day... Con also be used as a sound truck with the two-faced removable sign (furnished) mounted between sents.

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Eastwood Bow Gets Assist From Court

DETROIT, March 25.—An April 8 opening for Eastwood Park here appeared probable this week as the result of a ruling Wednesday (22) by Circuit Judge Alton H. Noc in Mount Clemens, Mich. Judge Noe granted the park management a stay order because of the park's appeal to the State Supreme Court as another step in its battle for life with the city.

Earlier, a visiting juror, Judge B. Hartrick, had issued an order that the park could not operate without

the park could not operate without a license. Judge Noe's ruling supersedes that of Judge Hartrick.

An incidental step was the park's move to seek relief from the tangled situation in the federal court last

Midway for Decatur Event

midway for Decatur Event
DECATUR, Ill., March 25. — A
midway will be a feature of the fourth
annual Bar-B-Q of Council 577,
Knights of Columbus, on the St.
Teresa High School grounds, reports
Owen T. (Red) McManus. Tickets
good for chances on three autos and
nine U. S. bonds go on sale early in
April. Proceeds go to the K. of C.-St.
Teresa building funds. Lou Cheviron
and Dick Ernest are chairmen. The
publicity committee has \$1,000 to
spend on advertising.

Horan Show for Bangor Fair

BANGOR, Me., March 25.—Bangor State Fair, resuming operations this summer with a new grandstand to replace one burned out last year, re-cently signed the Irish Horan Lucky Hell Drivers as opening-day feature. The annual, to be held again at cityowned Bass Park, will run August 7-



America's most

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ALLAN HERSCHELL KY FIGHT

Everyone's talking about the SKY FIGHTER . . . Allon Herschelt's new and exciting Kiddle Ridel It out-grossed all other Kiddle Rides at the Canadian Exhibition, Texos State Fair and again at Tampal It's the hottest amusement ever built for small fry.

Combination of hydraulic system and fluid drive simultaneously lifts cars and sets them in motion around center unit smoothly and quickly. Nearest thing to natural air

Kids go wild to operate the realistic "machine guns" mounted on nose and tail. Guns swing in 60° arc, produce convincing rat-a-tat-tat when trigger is pressed.

Write, wire or phone today for descriptive literature, production schedule and price.

Made by the makers of Carrousels, Whiz Bung, Coterpiller, Moon Rock-et, Loaper, Hurricone, Water Scoter, Kiddie Buggy Ride, Little Dip-per, Kiddie Auto Ride, Kiddie Merry-Ca-Raund, Kiddie Beat Ride und ether fomous amurament devices.



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- A 6 ALLEY ARCADE OPERATOR GROSSED \$2,300 IN LESS THAN 3 WEEKS-"BEST GAME FOR ARCADES ANYWHERE," SAYS HE.
- A SINGLE ALLEY TAP ROOM PROPRIETOR GROSSED \$375.00 IN 18 DAYS OF OPERA-TION IN PHILA.

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Fifty Rolls ... 20.00
100 Rolls ... 38.00 aread is stronger than pasture. **TICKETS** BOLLS 2.000 BACH THE TOLEDO TICKET COMPANY No C. O. D. Orders

7 Out in the Open

pany, Dayton, O. Ride will be ready for the park's opening in May. The Comet, which also carries adults, will be a companion to the adult-carrying Dodgem housed in a building ad-jacent to the Comet location. . . . Mac Matthews, formerly associated with River View Park Trailer Sales, Chicago, has been named field repre-sentative for Rollohome Trailer Coach Company, Marshfield, Wis.

Robert P. Trask, director of the division of plant pest control at fairs of the Massachusetts Department of Agriculture, is in N. E. Center Hos-

Karl H. Strohl, president of Nay Aug Amusement Company, which operates Nay Aug Park in Scranton, Irish Horans planed to Peoria, Ill., Pa., recently purchased a Comet Junior Kiddie Roller Coaster from National Amusement Device Company Parkin O. Bids will be ready.

Tex Sherman, who handled the press for the Hamid-Morton Circus Mahi Shrine date and the Dade County Fair in Miami, is planning to leave Florida soon for Newark, N. J., to handle publicity for the Salam Temple Circus there. Jack Reynolds, manager, Wisconsin State Fair, Milwaukee, is a patient at Milwaukee Hospital where he will undergo a spinal operation. Taylor Brown, secretary of the Oshkosh (Wis.) Fair, is convalescing at the same haspital same hospital.

Talent Topics

the ABC vaude house in Paris and are leaving to fill dates in England, Belgium and the Scandinavian countries. . . The Goetschis, Swiss unicycle act which has been playing vaude and fair dates in America, will open at the Tower Circus in Blackpool, England, on Easter, for the summer season, which runs thru October. . . The Hersogs, fem trapeze troupe, are in the current bill at the Palace, New York.

Kirk Adams's dogs and ponics, Slivers Johnson, the Flying Valentines and Helen Haag's chimps have been signed for Hamid-Morton Circus dates at Buffalo, Harrisburg, Pa, Washington and Montreal. . Dick Clemens received two additional lions while with Hamid-Morton at Wichita. . The Triska high wire act went to Rochester. Ind., quarters Wichita. . . The Triska high wire act went to Rochester, Ind., quarters of the Zavatta family to build rigging for outdoor dates.

Attractions at the Northwest Sportsmen's Show in Minneapolis

Black Tops Midway For Chain of Rocks: New Kid Ride Added

ST. LOUIS, March 25. - Carl F. Trippe, president of Chain of Rocks Park here, announced that part of the funspot's midway will be black-topped this season. Trippe hopes the work will be completed by opening day, April 2.

day, April 2.

Other improvements listed for the park by Trippe include a picnic shelter, new picnic benches and the addition of a \$4,000 Bont Ride, purchased from the Allan Herschell Company to the Kiddieland.

Chain of Rocks, Trippe said, is going out stronger this year for plenies, and more money is being spent to promote such business.

to promote such business.

to promote such business.

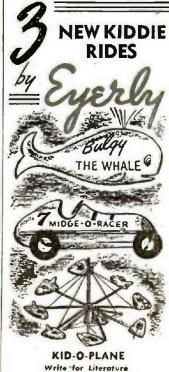
Park will feature puppet and dog shows and magicians on Sunday afternoons as free attractions.

Park's executive staff includes Margarette Trippe, vice-president and secretary; John Kutch, second vice-president, and Thomas Turner, park

Dates Set, Stock Booked For Cloverdale Annual

CLOVERDALE, B. C., March 25.—
May 23 and 24 are dates for the annual Cloverdale rodeo. The management has signed for stock, and socults are combing likely spots for talent and novelty features.
Rodeo Manager Jack Warkentin states it will start with an evening show Tucsday (23) and follow with all-day performance on Victoria Day. A 10-acre parking lot will be available.

Roth and Shay. American acro Municipal Auditorium, April 7-16, comics, finished a four-week run at the ABC vaude house in Paris and comic fishermen. Beebe's Hollwood comic fishermen; Beebe's Hollywood comic fishermen; Beebe's Hollywood Bears; Lange Troupe, teeterboard; Gold Dust Twins; Dorothy Pohlad and Bobby O'Loughlin, dog retrleving; Russ Reynolds, archery; Chief Crazy Bone and his Indian dancers; Chuck Nadle's reptiles; Patsy Hubbard, easting champion, and Sharkey the seal. Jumping Jupiters, trampoline, will close a 15-week tour with the Harlem Globetrotters basketball team in Havana, April 21.



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No. 1 Cards, heavy white, black back, 5½ 87½. No daplicate cards. These sets complete with Cailing Numbers. Taily Card. 35 aeris, 31.50, 80 cards, 44, 75 cards, 45.50, 100 rards, 35.50. All cards from 100 to 3000 w 65 per 100. Flore Cailing Numbers, 754. Wood Cailing Numbers, 51) Printed Taily Cards, 54. Colored Heavy Journals, 50 minus per 100 DOUBLE CARDS. No. 1 size, 51½ x14½.

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3 rows across the cards, not up and down.
Light weight cards. For set of 100 cards,
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Replacements, Numbered Balls, Es.
40

300 size 100. Calling markers, axirs, 75c

Set Numbered Ping Pong Balls.
515.00

Replacements, Numbered Balls, Es.
40

3,000 size 110 sizes, 100 sizes, 100 sizes, 100

Replacements, Numbered Balls, Es.
40

3,000 sizes, 5 colors, loose only, no page
4,000 sizes, 5 colors, loose only, no page
5,000 sizes, 5 colors, loose only, no page
6,000 sizes, 5 colors, loose only, no page
7,500 sizes, 100 sizes, 100

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No. 8	1%'x 1%'	1'x 3'	\$ 24

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They're better built. Made by the world's largest manufacturer of Floss Machines.

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ETHEL SHAPIRO

ago, and Midge covered the aims of

ago, and Midge covered the aims of the group.

Two other past presidents, Anna Halpin and Blanche Henderson, were infroduced following the talks. Dur-ing the afternoon vocal numbers were rendered by members Helen Young and Mildred Ford, and by Bar-bara Johnson, of the George A. Hamid

Many Win Prizes

After the luncheon the drawing for door prizes was held and the followdoor prizes was held and the following members and their friends were winners: Rae Gruberg, Midge Cohen, Julia Taffet, Helen Young, Elizabeth Solti, Anna Halpin, Eve Paston (guest of Dollie Udowntz), Ethel Shapiro, Fay Freeman, Ida and Clair Shapiro and Pearl Liberman (guests of President Shapiro), Jeanne Grey, Jeanette Finkel, Dorothy Schilkraut (guest of Julia Taffet), Mrs. Schwartz (guest of Betty Schatt), Vera Nord, Cella Forman, Ruth Gottlieb, Betty Schatt, Lillian Wallenstein, Fay Goldman, VI Lawrence, Augusta Scheff man, Vi Lawrence, Augusta Scheff (guest of Ann Halpin), Josephinc Dunfield, Dollie Udowitz, Ruth Han-nan (guest of Vera Zucchi), Mollie

DALLAS FAIR HIKES

(Continued from page 62)
Company. Free acts will start June
13 and run thru Labor Day. First act
13 and 15 Kuntz and Kuntz, highpole aerial contortionists.

Negro Emancipation Day, annually, is a big day on the midway, and current planning calls for special event to stimulate business that day,

An ambitious July 4 promotion is slated to be built around the five-day program, June 30 thru July 4. Acts signed for this program include Zacchini double cannon act; Flying Zacchinis, serialists, and Silvers Johnson and His Funny Ford. One more high act is yet to be booked. July 4 fireworks will be presented under direction of Art Briese, of Thearle-Duffield Fireworks Company. Chicago. pany, Chicago.

Unusual special events planned during summer include pony give-aways. Outstanding rodeo put on by prisoners at Huntsville Prison will be presented in grandstand oval, performing for first time away from

Midget auto races run under AAA rules will be presented Wednesday nights by Henry W. Watson.

NEW YORK, March 25.—The Donor Luncheon of the National Showmen's Association Ladies' Auxiliary, for the benefit of the Sunshine Fund, was held Saturday (19 at the Hotel Commodore here.

Program opened with an invocation by Chaplain Lydia Nall. Dorothy Goldberg and Midge Cohen, also a past president of the auxiliary, addressed the assemblage. Dorothy gave a resume of the founding and organization of the auxiliary 12 years

NEW YORK, March 25.—The Friedman and Eleanor Klein (guests of Lillian Wallenstein, Lorretta Raab and Rose Gans (guest of Dorothy Packtuan).

Merchandise Donated Prizes were donated by the following: Victory Gift Shop, two; Betty Schatt, two; Henrietta Stein, Inc. (furs), two, and one each from Maharam Fabrics, Mollie Rosenthal, Frances Simons, Connele Products, Ethel Shapiro, Vera Zucchi, Spitz Florists, Lillian Wallenstein, Lorretta Raab and Rose Gans (guest of Dorothy Goldberg and Midge Cohen, also a past president of the Sunshine Friedman and Eleanor Klein (guests of Lillian Wallenstein), Lorretta Raab and Rose Gans (guest of Dorothy Goldberg and Midge Cohen, also a past president of the auxiliary, addressed the assemblage. Dorothy gave a resume of the founding and organization of the auxiliary 12 years Merchandise Donated
Prizes were donated by the following: Victory Gift Shop, two; Betty Schatt, two; Henrietta Stein, Inc. (furs), two, and one each from Maharam Fabrics, Mollie Rosenthal, Frances Simons, Connele Products, Ethel Shapiro, Vera Zucchi, Spitz Florists, Lillian Wallenstein, Julia Taffet, Anna Halpin, Blanche Henderson, Margaret McKee, Geneva Distributors, Lillian Lorusso, Ann Brown; Baron-Rongler, haberdasher; Magnolla Hamid, Broadway Book Shop; Rosoff's Restaurant and the Art Beauty Salon.

Cash prizes were donated by Mrs. Bess Hamid, Vi Lawrence Ann Connell and Claire Schaeffer. Cash awards won by Jeannette Finkel, Jeanne Grey and Mrs. Ida Shapiro were donated to the Sunshine Fund. Clock radios were drawn for and won by Past President Anna Halpin, Assistant Treasurer Betty Schatt and Joe Burke, who purchased his ticket from member Lillian Lorusso. An impromptu entertainment period, with accordion music by Teresa Rosa and community singing, concluded the luncheon.

North Ponders AGVA Contract

(Continued from page 62) been enlisted would not cross the picket lines, and branded North's at-titude as "no longer a challenge to AGVA but a challenge to organized

labor."
Earlier in the week representatives of all affiliates of the Associated Actors and Artistes of America (AFL) formed a fact-finding committee, headed by Solly Pernick, business agent of the International Association of Theatrical and Stage Employees, to investigate the dispute. Treasurers and box-offlice workers, ushers and doormen, managers and press agents, theatrical teamsters, exhibition workers, costume workers press agents, theatrical teamsters, exhibition workers, costume workers and scenic artists were the crafts represented by the committee. The group expressed support for the objectives of AGVA and concern over the possibility of a picket line.

AGVA reps here stated that North had received a cablegram from W. C. Bass, executive secretary of the Variety Artists in London, that all the group's members have received orders not to work the circus until North comes to terms with AGVA.

SESQUI READIES BIDS

(Continued from page 62)
Massmann said he hopes to find additional uses for the amphitheater for the single night and several afternoons each week when the drama will not be presented.

Detailed arrangements for the 1951
Freedom Fair meanwhile are being

Freedom Fair meanwhile are being held in abeyance, pending a forth-coming ruling from Attorney General J. Howard McGrath on whether the sesqui commission is legally empowered to let a private corporation run the fair for the commission, with Massmann to continue as director-

Ohio Concesh Org Chartered

COLUMBUS, O., March 25.—Ohio Concessionaires' Association, with headquarters here, this week was granted a charter by the State of Ohio. Walter M. Byers is president; E. O. (Red) Hall, vice-president; N. H. Cohen, secretary, and Don Stewart, treasurer. The association will hold its next regular meeting at the Deshler-Wallick Hotel here April 2.

RB Signs TV's H'wdy Doody for Kids on % Scale

(Continued from page 62)

which will accompany it. When the circus is under canvas a look at Howdy Doody will require an admission ticket to the Side Show.

The pay-off for the New York and Boston engagements calls for a flat fee, while the road dates, involving separate Side Show admissions, will result in percentage earnings for the puppet and its owners, Stone, Na-tional Broadcasting Company (NBC) and Smith. The New York date, beginning April 5 in Madison Square Garden, will be used as a testing ground for the feature. Tentatively carded personal appearances by Smith are expected to boost attendance.

NBC, the puppet's TV medium, is going all out to aid in the promotion, according to Stone. Approved copy arranged with Roland Butler, circus publicity director, includes the phrase: "See Howdy Doody, NBC's wild the "See Howdy Doody, NBC's phrase: "kid star."

NBC is also arranging for tie-ups with the publicity heads of all of its member stations. Benefits will include a number of air plugs

NBC is now building a number of props to embellish the presentation, and several identical Howdy Doody figures are being constructed for use on the road and as replacements. Stone plans special road promotion, with Dave Murphy already set.

The Ringling show followed the lead of Cole Bros.' Circus, which had previously announced the signing of Bill (Hopalong Cassidy) Boyd, flicker-TV star, as a feature attraction. tion.

Rumored deals for ball park dates here by Cole could not be substantiated this week. Charles C. Mc-Manus, business manager of Yankce Stadium, said he had not heard from the ball club's general management, now in St. Petersburg, Fla., that Cole Bros. had made arrangements for a stadium date. Altho completion of arrangements for a Cole showing at Ebbets Field, the Brooklyn Dodgers home, was announced in Miami last week, the ball club's exec here could not show the showing the country of the cole of not supply the dates.



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Folk Talent Into 3 Pennsy Resorts

PHILADELPHIA, March 25.—
Jolly Joyce, head of the local talent agency bearing his name, has announced exclusive booking arrangements with four parks. Featuring Western and hillbilly names, Joyce announced bookings for Radio Park Ranch, Williamsport, Pa.; Circle A Ranch, Haddonfield, N. J., and Sleepy Hollow Ranch, Quakertown, Pa., Hollywood and Broadway attractions are included.

Radio Park Ranch, operated by Ken Montana, brother of Western star Patsy Montana, kicks off May 14 with Lulu Belle and Scotty, with

with Lulu Belle and Scotty, with Elton Britt and Rosalie Allen set for Elton Britt and Rosalie Allen set for May 28 and the Three Hollywood Stooges for July 4. Also skedded to appear is Montana Slim. Circle A Ranch also gets away May 14 with Jesse Rogers and His 49-ers, and Lulu Belle and Scotty set for June 18. Dates still must be fixed for Grandpa Jones and His Grandchildren, Elton Britt and Rosalie Allen. Sleepy Hollow Ranch starts May 7 with Pee Wee King. Other bookings include Johnny Olsen's Ladies, Be Seated show, Texas Jim Robertson, Steve Gibson and the Redcaps and the Hoosier Hot Shots.

Plan 100G Museum For Ripley Oddities

ST. AUGUSTINE, Fla., March 25.

Erection of a museum here at an estimated cost of \$100,000 to house the late Robert L. Ripley's collection of oddities was announced recently by John Arthur, president of John Arthur Exhibitions, Inc. of New York, and Robert Hyland, administrator of Ripley's estate.

Arthur said that Edward Douglas, former manager of the Capital Thea-

Arthur said that Edward Douglas, former manager of the Capitol Theafor in New York, and Ray Ettell, owner-operator of the Beach Drive-In Theater here, will be affiliated with him in the project.

Construction of the museum, to be located on a road adjacent to Ettell's open-airer, will be started in the near future, with opening date some time late this year, according to Arthur. He said that the building will have a 100-foot frontage and be 40 feet in depth.

Arthur added that the six road shows of his org. also featuring some of Ripley's odditics, would continue to exhibit.

Glazier Heads Stampede

Assn. at Ponoka, Alta, PONOKA, Alta, March 25.—Officers of Central Alberta Stainpede Association are J. Glazier, president; M. E. Granlund, vice-president; and K. M. Granlund, secretary-treosurer. Dates set include: Hand Hills, with F. Courtney director, June 7; Coronation, A. Laird, June 9, 10; Holden, L. Bell, June 13, 14; Cadogan, Vic Marshall, June 21; Hardisty, Pete Guenard, June 21; Hardisty, Pete Guenard, June 28, 29, 30 and July 1; Killam, Dick Kinzier, July 5; Benalto, T. Katnol, July 18, 19; Big Valley, Father O'Hern, July 26; Bruce, Bill Dorin, date not set; Stettler, Vic Stuckey, July 6, 7, and Lousana, director not named, June 8. Assn. at Ponoka, Alta,

H. Frizzell Acquitted

In Big Springs Slaying
MIDLAND, Tex., March 25.—Herbert Frizzell, bronk rider, was acquitted in a local court last week on a
murder indictment growing out of
the slaying last August 4 of Henry
(Buck) Jones in the Big Springs,
Tex., rodeo arena. It took the jury
only 2 hours and 5 minutes to find
Frizzell innocent.
Witnesses at the trial testified that
Frizzell was living up to the code of
the old West when he shot Jones to
death before 2,500 spectators. Defense attorneys described Jones as a
"pugnacious, hard-drinking bully." In Big Springs Slaying



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H. W. TERPENING

Bernie Mendelson Fast Stepper As Youth - That's No Joke, Son

(Continued from page 63) up with Sunny Bernet, then repre-

sentative of a poster printing com-pany, and Ned E. Torti, of Wiscon-sin Deluxe Company, Milwaukee, to tour the country, visiting shows, that he really began to pile up friends and acquaintances.

The Mendelson-Torti-Bernet trio was one of the gayest ever to hit the road. It brought cheer to the lots visited. Sometimes, a la Olsen and Johnson, it disrupted things, but it was all in good fun. and its fame

spread.
Nat Green, then with The Billboard and now with the Ringling-Barnum circus, tagged the three touring show suppliers as the "Three Musketcers." The tail end of that title stuck and The tail end of that title stuck and the merriment increased when Bernet, Torti and Mendelson opened its membership to Frank B. Joerling, of The Billboard; Jack Duffield, of Thearle-Duffield Firevorks Company, and Pat Purcell, then with Jimmle Lynch's Death Dodgers and now with Joie Chitwood's Auto Daredevils.

Outgrows Quarters

As Bernie cut capers and jackpots on the road, the canvas cutters in the O. Henry factory were kept so busy they had little time for jackpots. Three times the O. Henry organization outgrew its quarters. Finally in 1940 the firm purchased its own building on Clark Street and converted it to the specific needs of the industry.

industry.

Business continued to mount. But then came World War II, causing a double switch, with Berni- going into the navy and O. Henry changing over to the manufacture of war supplies. At the outset of the war O. Henry was active in the manufacture of cot covers and hospital covers. Eventual covers and hospital covers. Eventu-ally, however, its production was concentrated largely on ward tents, tho it also made black movie tents used for visual instruction and en-

used for visual instruction and en-tertainment at army installations.

Bernie spent 21 months in serv-ice, became a parachute rigger, sec-ond class, and put in sea duty with a carrier aircraft service unit. Dis-charged shortly before Christmas of 1945, he immediately plunged into the canwas business.

STOCK TICKETS

lege execs decided to hold a musical in Dyche Stadium, Evanston, Ill. They found themselves balked be-cause no one had come up with a way of covering a portion of the stadium and its seats.

Three other canvas houses had been called in, but each said there was no way to do the job. Then O. Henry was summoned. Bernie, in collaboration with an engineer, devised a covering which turned the trick. The top extended from the edge of the football field up and over the top of football field up and over the top of the stadium's second deck, which was some 80 feet high. One of the posers was that no poles could be set up to block the 60 by 108-foot stage, but this problem Bernie and his collaborating engineer also solved. They set poles to the sides and rear of the stage, using a piece of canvas 120 feet wide at the front that flared to 375 feet at the back. To provide a theater-like atmosphere, sidewalls that followed the slope of the stadium were hung along the sides.

Bernie is one of the most active workers in behalf of the Showmen's League of America and is invariably

workers in behalf of the Showmen's League of America and is invariably called upon to head committees in charge of SLA's parties. The SLA, however, is but one of many outdoor show clubs in which he holds membership. In fact, he is a member of practically every such club in the country. He also is past commander of the Al Sopenar, Showmen's League of America Post, American Legion, and a member of Egypt Temple Shrine, Tampa. Shrine, Tampa.

Beatty Elephants Run Amok; Injure Le Roy Spellman

POMONA, Calif., March 25.—Ele-phants of the Clyde Beatty Circus stampeded here yesterday (24) while being led back to the train and injured Le Roy Spellman, 29, an attendant.

Spellman was taken to the Po-mona Hospital and was treated for abrasions and internal injuries. One abrasions and internal injuries. One of the elephants had thrown him to

1945, he immediately plunged into the canvas business.

His most outstanding job with canvas, he believes, was one for Northwestern University in 1940, when col-

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Frank Buck, 66, Famous Hunter, Dies March 25

HOUSTON, March 25. - Frank Buck, 66, noted wild animal hunter, died of lung cancer in Hermann Hospital here today. He had been hos-pitalized about a month.

pitalized about a month.

Buck's many expeditions into the wilds of South America, Africa, Borneo and other foreign countries earned him the title of "Bring Em Back Alive," which he developed into a movie some 20 years ago.

Buck's first jungle safari was undertaken when he was 27, and he had exhibited animals at Chicago's Century of Progress in 1933 and 1934 and at the New York World's Fair in 1939. He appeared with Ringling Bros. and Barnum & Bailey Circus and the Al G. Barnes-Sells Floto Circus in 1938. Many of the animals he captured were sold to 2005 and circuses. Other movies made on his excaptured were sold to 200s and circuses. Other movies made on his expeditions were Wild Cargo and Fang and Claw. He also wrote several books, Buck's autobiography, All in a Lifetime, was published in 1941. He is survived by his widow, Muriel; a daughter, Barbara; two brothers, Walter and H. O., and a sister, Mrs. John Logan, all of San Angelo, Tex., where Buck resided. Crematory services in Houston Sunday (28).

British Rep Studies U. S. Fairs; Plans To Lay Out Exhibit

DALLAS. March 25.—Sir Gerald Campbell, former British minister in Washington, arrived here this week to make a study of the State Fair of Texas as a possible location for a British exhibit October 7-22.
Campbell is making a study of fairs thruout the U. S. on behalf of the British Board of Trade and will file a report suggesting areas where

file a report suggesting areas where exhibits would be most helpful in stimulating trade between Britain and U. S., according to E. L. Priesack, British consul here.

British consul here.

Britain exhibited at the State Fair of Texas in 1949 and sponsors were well pleased with crowds and reception of the exhibit. Principal promotion was that of the British Travel Agency, which reported high interest in travel abroad.

Fair also had Belgian and Dhillian

Fair also had Belgian and Philip-pine exhibits in 1949 and expects Bel-

pine exhibits in 1949 and expects Bel-gium to return and possibly the Philippines. Italy also is considered to be a good bet for an exhibit. Fair is pushing foreign exhibits in a big way and hopes to have more foreign exhibitors than have ever shown in Texas. Fair officials be-lieve a fertile exhibition field lies in foreign nations out after Yankee dollars.

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Down River Am. Co.: River Access, April 8.

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3-8.

3-8.
Pranklin, Don. No. 2: Yoakum, Tex. Gentach, J. A.: McComb, Miss.
Gold Crown Expo.: Robbins, N. C., 1-8.
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Grantic State: Manchester, N. H., I-16.
Great Sutton: Sileston, Mo., 1-9.
Groves Greater: Lake Charles, La., I-8.
Hill's Greater: Corpus Christi. Tex.
Hottle, Buff: Corington, La.; Golden Meadow 3-8.

Grove Greater: Lake Charles, La., 1-3.

Hill's Greater: Corpus Christi. Tex.

Hottle, Buff: Corington, La.; Golden Meadow
3-8.

Imperial Expo.: Santa Maria, Calif.

Inland: Black Rock, Ark., 1-8.

Inland: Black Rock, Ark., 1-8.

Inland: Black Rock, Ark., 1-8.

J. & B.; Boydton, Va., 1-8.

Kaus, W. C.; New Bern, N. C., 3-8.

Kile, Floyd O.; Baton Rouge, La., 1-2.

Kirkwood, Joe. J.; High Point, N. C.; Martinaville, Va., 3-8.

Lamb, L. B.; Geneva, Ala.

Lawrence Greater: Columbus, Ga., 1-8.

Lown Star; Macon, Ga.

Magic Empire: Spitanchus, Ga., 1-8.

Lown Star; Macon, Ga.

McKer, John. Gleen, Mo.; Muldon J-8.

McKer, John. Gleen, McKer, John. J-8.

Palmetto Expo.; Spartanburg, S. C.

Palmetto Expo.; Spartanburg, S. C.

Palmetto Expo.; Spartanburg, S. C.

Palmetto Washington, N. C.

Royal Crown: Albany, Ga.

Royal Expo.; Winter Garden, Pla.

Royal Midwest Waster Valley, Miss.; Monroe, Jan. J-8.

Jan. J-8.

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Sierrad, Bros.; Douglas, Aris.

Santh Am.; Wichita Falis, Tex.

Sharker, Casater: Webb City, Mo., 3-8.

Skater Fair: Anthony, Kan.

Stephens, C. A.: Aevorth, Ga.

Naries, James E.: Washington, D. C., 1-8.

Texas: Lyford, Tex.

Tidsell, T. J.; Sayder, Tex.

Tidsell, T

Circus Routes

2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Los Angeles, Calif., 28-April 9.
Biller Bros.: Athens, Ga., April 7.
Capell Bros.: Moldenville, Okla., 30.
Daies: Carcoliton, Os., 38.
King Bros.: Macon. Ga., April 8.
Folack Bros. (Eastern): Clarksburg, W. Va., 27-29; Norfolk, Va., 31-April 6.
Polack Bros. (Western): Indianapolis, Ind., 27-April 5.
Ringling Bros., and Rarnum & Bellen.

Polack Bros. [westerny: authorspote, auch 27-April 5.
Ringling Bros. and Barnum & Bailey: (Madi-aton Square Garden) New York, April 5-May 7.
Rogers Bros.: Thomasville, Ga., 28; Bainbridge 29; Tallahassee, Fla., 30; Blountstown 31; Marianna, Fla., April 1; Panama City 2-3; Fort Falton 4; Pensscola 5-6; Pritchard, Ais., 7; Jackson 8.
Rogers Rodeo & Circus; Columbus, Ga., April 2.
Rogers Rodeo & Circus; Columbus, Ga., April 2.
Jo; Santa Fe 31; Las Vegas April 1.

Misc. Routes

Send to

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Lec Capades (The Arena) Chicago, Ili., 27-April 2; (Fla-Mor Arena) Kansas City, Mo. 3-8, Lewis, Bud, Wheeling Jambores (Manos) Jeanette, Pa., 29; (Manos) Latrobs 36. Boiler Skating Vanities (The Arena) Toledo, O., 28-April E.

Lakemont Spends \$15,400 On Four New Kiddie Rides

ALTOONA, Pa., March 25.—James A Yon Jr., secretary-treasurer of Lakemont Park here, announced that 515,400 has been spent on four kiddles rides, all purchased from the Allan Herschell Company. The rides are Boat, Auto, Buggy and Sky Fighter. Additions to the zoo are a pair of black bears and a band of monkeys. Lakemont is going out strong for Colby, ride foreman.

Des Moines Spot Wilkie Heads Coleman Rodeo Adds Kid Ride

DES MOINES, March 25. \$3,500 Buggy Ride purchased from Allan Herschell Company will be added to the Kiddieland at Riverview Park here this year, Robert A. Reichardt, president-general man-

ager, reports.

Reichardt also said Skee Ball alleys, Reichardt also said skee Ball alleys, costing \$3,750, are being added, along with a new Bug front and a new front and targets for the shooting gallery. Other improvements include remodeling of rest rooms and repainting of the Roller Coaster.

Bartlett E. Kooker is assistant park

manager; Dorothy Roos, office man-ager, and Irven Woolery, park fore-

Mullins Subject Of Feature Story In Tulsa Tribune

TULSA, Okla., March 25.—John C. Mullins, who formerly operated Crystal City Park here and who still operates the ballroom and swimming pool and a roller rink in the park Arena, recently was the subject of a feature story in The Tulsa Tribune, written by Bob Foresman.

Foresman traced Mullins's career from the time he was a newsboy, at \$2.50 per week, to the present. "Now, at the tender age of 40, Mullins has reached the spot where he talks over the phone about such things "one the phone about such things "one million five greyhound tracks and hlring Frank Sinatra," Foresman

Mullins also has entered the television field, being a stockholder and member of the board of KPHO, Phoenix, Ariz.

Cecil D. Scott Is Teapot In Cincy Tempest Over Reds

CINCINNATI, March 25.—Cecil D. (Red) Scott, secretary of the John Robinson-Loyal Repensky Tent of Circus Fans here, State chairman of the Sells Bros. Top of Ohio and formerly in commissary departments of the Ringling-Barnum and Cole Bros. Circusses, was in the limelight last circuses, was in the limelight last week as an informer against local Communists.

Scott, who claimed he was a former Federal Bureau of Investigation agent Federal Bureau of Investigation agent working against Communists here from 1946 to 1950, supplied much of the material used in a series of articles in The Cincinnatic Enquirer on Communism by James Ratliff. This week Scott and Ratliff were called to Washington for hearings before the House Un-American Activities Committee. mittee. However, when the committee learned Scott's identity it refused a hearing on the grounds that he was a former mental patient and had been heard by the committee a year ago when his testimony was branded as hearsay. Ratiliff, too, was declined a hearing on the claim that his information was hearsay.

ALBANY, N. Y., March 25. — A measure to legalize exhibition parachute jumps from balloons is before the State Assembly after receiving the State Senate's approval recently.

Park officials, in addition to Yon, include Victor P. Schmidt, president; E. J. Bigley, administrator; Samuel B. Taylor, park manager, and W. S. Colby, ride foreman.

COLEMAN, Alta, March 25.—Jim Wilkie was re-elected chairman of the board of trade's committee for its rodeo here June 24. W. Hill is secretary, and Herman Linder, arena director.



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N. E. OPS ADOPT

Enthusiasm Marks Annual Meeting Attended by 200; John Collins Named Prexy,

Members Continue Battle for Excise Tax Cuts

By Jim McHugh

BOSTON, March 25.—A general air of optimism prevailed at the 22d annual meeting of the New England Association of Amusement Parks and Beaches held at the Parker House here Wednesday (22). Approximately 200 members and guests attended.

The bright outlook was predicted on the belief that the economic factors which effect attendance and grosses are as encouraging now as they were a year ago. Luckily, poliohad little effect on the final outcome

Puritas Springs 18G Outlay for Rides, Grounds

CLEVELAND, March 25. — When Puritas Springs Park bows for the season here Easter Sunday (9), a total of \$18,000 will have been spent on new rides and grounds improvements. Park starts daily operation May 16.

Lone new ride will be in the Kiddieland, where a \$3,500 Fire Engine, purchased from Fly & Harwood, will be seen.

Improvements include installation improvements include installation of a new shooting gallery and remodeling the building which houses it, at a cost of \$4,000; revamping of several major rides, \$5,000, and a new storage shed and general improvements, \$5,500.

Spot again will use fireworks and free arts

Spot again will use fireworks and free acts.

Park officials are Pearl Gooding Visoky, president; James Gooding, vice-president; William I. Gooding, ride foreman; R. E. Darter, Coaster engineer; Harry Knox, show superintendent, and John Antalek, park superintendent.

Steel Pier Sets Easter Opening

ATLANTIC CITY, March 25.— Steel Pler will open over the Easter week-end, April 8-9, for a special holiday show featuring Jimmy Dor-sey's ork, the five Do Marco Sisters and Johnny Downs, according to George A. Hamid Jr., vice-president of the Pier.

of the Pier.
Movies and an Easter sunrise service, to be held April 9, also will be attractions, Hamid said. He added that final arrangements have been made to bring seven top string bands from the Mummers' group in Philly to play a two-and-a-half hour show April 8 at Convention Hall.

April 8 at Convention Hall.
According to Hamid, plans also are
under way to reopen the Steel Pier
Theater, which housed legit and musical shows last summer for the first
time, with a \$250,000 decorating job
slated for it. He predicted a big
season during the summer, both for
the Pier and the resort and said that
as skedded, this year's program will
bring headliners from radio, stage,
screen and television to the resort
until late September.

at most New England spots in 1949, including many located at beach re-sorts. Operators said they did experi-ence a slump during the last two weeks in August, but stated that this could only partially be attributed to

Excise Tax Cut Sought

Either repeal or a substantial re-duction in the 20 per cent excite tax would give assurance of an excellent season, all operators reasoned. The would give assurance of an executent season, all operators reasoned. The New England group, together with the National Association of Amusement Parks, Pools & Beaches (NAAPP&B), is making a strong pitch for tax cuts. Ed Carroll, operator of Riverside Park, Agawam, Mass., a member of the NAAPP&B committee on tax result recorded in the observe of the NAAPP&B.

the NAAPP&B committee on tax repeal, reported in the absence of Harry Batt, national association prexy, that the park industry was in a good position to have the tax either taken off or cut to 10 per cent. Carroll said that the total tax collected from amusement parks annually amounted 'o less than \$10,000,000. The approach used in Washington before the House Ways and Means Committee, was that this amount, while of negligible importance to the government, meant the different between profit and loss for the operator. the operator.

Carroll credited Bligh Dodds, past-

president, and Frank H. Kingman, sccretary-treasurer, of the International Association of Fairs and Expositions (IAFE); Harry Storin, his assistant, and Harry Batt with the part they were playing in the fight for tax cuts

positions (IAFE); Harry Storin, his assistant, and Harry Batt with the part they were playing in the fight for tax cuts.

Collins New President
John Collins, manager, Lincoin Park, North Dartmouth, Mass., was elected president, succeeding Julian H. Norton, of Lake Compounce, Brischol, Conn. John J. Dineen, Hampton Beach, N. H... Stevens, bath house manager, and (See N. E. Ops Optimistic, page 100)

Reach Casino, Hampton Beach, N. H... Stevens, bath house manager, and (See N. E. Ops Optimistic, page 100)

15G Face-Lifting Starts on Russells Point Dance Hall

RUSSELLS POINT, O., March 25 .-Russells Point Boardwalk's ballroom is undergoing a \$15,000 face lifting is undergoing a \$15,000 face lifting. Dancery is being enlarged to a 5,000 capacity, the adjacent beer garden scating 3,000 is being enclosed, and the ballroom is being equipped with all new decorations. Ballroom's name will be changed from Danceland to Stardust,

In the park itself several new rides may be added on a concession basis, Jack Stone, manager, says, but no definite deals have been made. Shelter houses and picnic tables can accom-modate several thousand persons.

Several giveaway nights are planned in the ballroom in an effort to hypo business. Every night will be a special night, such as carnival night, balloon night, free dancing for gals,

"We are making the greatest changes at Russells Point in the last 20 years and are confident it will pay off in bigger business this year," Stone

Wm. Chew Buys New Bay Shore

BALTIMORE, March 25.—William F. Chew, wealthy Baltimore realtor, is the new owner of New Bay Shore Park, it was revealed Monday (20). Speculation had been rife concerning the new operator since the December, 1949 sale of the park. However, it was not until Monday that Chew gave William F. Shinnick, park director, permission to disclose his identity. identity.

N. E. Meeting Notes:

Dineen To Spend 70G Improving Hampton Beach, N. H., Property

Hospital when he was taken ill short-ly after arriving at the Parker House. Victor, Shayeb, Revere Beach, Mass., missed his first New England meeting in a number of years because of Illness.

Hamids Visit Lebanon

Sam Hamid, manager of White City Park, Worcester, Mass., recently re-

BOSTON, March 25.—John Dineen announced during the annual meeting of the New England Association of Amusement Parks and Beaches, at the Parker House here Wednesday (22), that Improvements scheduled for his Casino properties at Hampton Beach, N. H., will cost approximately \$70,000. The long-range modernization plan of the block-long structure was begun by Dineen immediately after the war.

John Carlin, owner-operator of Carlin's Park, Baltimore, who accompanied John Logan Campbell, insurance consultant, to the confab, was removed to the Massachusetts General Hospital when he was taken ill short-

native Lebanon, Egypt, his first visit in over 40 years. Sam flew both ways via Cairo. George A. Hamid and his wife, Bess, recently visited Lebanon, where the well-known talent agent was born, as part of a 58-day Mediterrancan cruise which will end about the middle of next month. George A. Hamid Jr. represented the family firm, George A. Hamid & Son, at the meeting.

The banquet-floorshow presented in the Roof Garden maintained a long-standing reputation of excellence. Talent, presented by the Hamid firm and rounded up by Jacy Collier, Boston office manager, and her husbandbooker, Henry Cogert, included the Ricarans, acro-balancing; Judy Lane, dancing xylophonist; Manny Williams, magic. and Paul Lawrence and Mitzi, dance team. George Hamid Jr. was emsee.

The usual gaiety prevailing in the

Crystal Beach To Bow May 27

Two major, one kiddie ride added to line-up-promotional plans get hypo

CRYSTAL BEACH, Ont., March 25.—Crystal Beach Park here will bow May 27, moving right into daily operation, F. L. Hall, general man-

operation, F. L. Hall, general manager, announced.

Two major rides are being added to the line-up, a Moon Rocket, from Allan Herschell Company, and a Rock-o-Plane, purchased from Eyerly Aircraft Company. In the kiddie line-up, the park has purchased a Sky Fighter from Allan Herschell.

Other improvements include a Walking Charlie game, 150 picnic tables and 300 benches, and a new ventilating system with "our Buffalo Forge fans in the ballroom.

Picnie reservations to date, Hall said, are running ahead of last year. Picnic reservations to date, Hall, said, are running ahead of last year. In addition to two regular agents, an agent has been added to book picnics exclusively in Canada, Hall said. TV sets, washing machines and other merchandise will be given, away on days of large picnics.

Another promotion slated for Crystal Beach is bathing beauty contests, to be run in connection with each large picnic. Finalists will be entered in the New York State contest, with the winner of that event going to Atlantic City finals.

"Over the last five years." Hall said, "the park has spent over \$675,000 for rides, modernization of fronts and buildings, a 1,500-sea* stadium for the bathing beach, new lighting and landscaping."

Officials include George C. Hall, president; James T. Mitchell, manager and ride foreman, and J. H. Nagel, superintendent and concession manager.

Suburban Plans **Merchant Ducat** Tie-Up for Kids

MANLIUS, N. Y., March 25.—In an effort to increase attendance on Wednesdays kiddle days at Suburban Park here, which bows for week-end operation April 30 and for daily operation May 26, Fred W. Searle, president-general manager, reports he is working on a merchant ticket tie-

is working on a merchant ticket tieup.

Searle plans to add a Kiddie Boat
Ride to his linc-up. In addition to
the regular refurbishing, improvements costing \$10,000 have been made
in the roller skating building.

This year the park will use free
acts, starting the end of June, fireworks July 4, barn dances every Friday night and will sponsor two car
giveaways. One car giveaway last
year proved a huge success. One will
be held in late July and the other
around the mid-September closing
time.

Searle looks for 1950 business to be off slightly from last year, but believes that with a 50-50 break in the weather and hard promotional work the park may do as well as

office manager, and her husband-booker, Henry Cogert, included the Ricarans, acro-balancing; Judy Lane, dancing xylophonist; Manny Williams, magic. and Paul Lawrence and Mills week approved tentatively a sensee.

The usual gaiety prevailing in the (See N. E. Meet Notes on page 100)

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Face Possible State Aid Cut

Governor Voices Warning

CONCORD, N. H., March 25.—Governor Adams warned delegates attending the annual meeting of the New Hampshire Fairs Association here Tuesday night (21) that the need for funds to pay the essential costs of government might result in the elimination of their annual subsidy from Rockingham race track's pari-mutule engings.

sidy from Rockingham race tracks pari-mutuel earnings.

Two years ago the Governor criticized the fairs for poor business management and urged reforms. At this session he said that he had noted considerable improvement in the conduct of their affairs and suggested that the wearses he continued to that the progress be continued to Justify the receipt of State aid. Annuals have a duty to the rural communities, and the farmers in particular, he said.

85G Grant in '49

85G Grant in '49
Several unsuccessful attempts were made in the 1949 legislature to turn the race track subsidy, which totalled \$85,000 last year, over to the State education department to help reduce local school costs.

George Wilson, Rochester, was elected president of the 22-year-old association. He succeeds Edward W. Burr, of Pittsheld.

Other officers elected were Harry

Burr, of Pittsfield.
Other officers elected were Harry Blanchard, Sandwich, vice-president, and Robinson W. Smith, State veterinarian, secretary-treasurer. Directors are Dana H. Lee, Lancaster; Lester R. Mitchell, Campton; Frank M. Kimball, Hopkinton; Lynn Webster, Canaan; Donald MacCullum, Northwood; Eloi Adams, Madbury; Joseph Kershaw, Marlboro; Herbert Sawyer, Sunapee; Martin Golden, Derry; Carl M. Fogg, Deerfield, and Edward Burr.

Legislators Attend

Legislators Attend
Other speakers included John Pillsbury, director of the Senate Republican Policy Committee, and Commissioner of Agriculture Perley I. Fitts.
More than a score of legislators also attended.

About 150 members and guests attended the banquet at the Eagle Hotel. A floorshow was presented by the George A. Hamid & Son and A. Martin agencies. Acts included Mack and Mitzi, roller skating; Judy Lanc, dancing xylophonist: Court and San-ders, harmony, and Polas and Folsom, comedy acrobats. Henry Cogert, of Hamid's Boston office, emseed.

Wis. Confab Draws 64 From 14 Annuals

MAUSTON, Wis., March 25.—A total of 64 representatives from 14 Wisconsin fairs attended the regional district meeting of the Wisconsin Association of Fairs here Thursday

Association of Fairs here Thursday (23).

Leslie Palmer and Ben Gremaine, both of the Juneau County board, headed the list of speakers. William Lindemann, Regalia Manufacturing Company, Rock Island, Ill., gave a brief resume of the fair management short course held in Minneapolls earlier in the week.

George B. Flint, Boyle Woolfolk Agency, and Randolph Avery, Barnes-Carruthers Theatrical Enterprises, both of Chicago, were at the confab. Fairs repped included Baraboo, Black River Falls, Elroy, Gays Mills, LaCrosse, Mauston, Mineral Point, Mondovi, Plymouth, Portage, Tomah, Viroqua, Wausaukee and Westfield.

LYME, Conn., March 25.—Lyme Grange Fair Association set August 19 as date for its annual Hamburg Fair, according to Frances Harrison, secretary.

N. H. Annuals 11-Week Management Course Set by University of Minnesota, 3-Day Course Enrollees Told

MINNEAPOLIS, March 25.—An 11-week course in fair management will be included in the curriculum at the University of Minnesota next fall, Dr. J. O. Christianson, director of the school's agricultural short courses, br. J. O. Christians, director of the shoots agreement short courses, told 117 delegates from 52 fairs at the fourth annual Fair Management Short Course, in the Nicollet Hotel here, Monday thru Wednesday (20-22). Minnesota fair men will assist in teaching the course, he said. Reports on student progress will be sent to the fair management in their respective counties to keep them informed as to the possibility of adding the students

counties to keep them informed as to the possibility of adding the stuto their organizations. Streamlining of the fair, a year-round advertising program and special days were urged by Andrew C. Hanson, manager of the All-lowa Fair, Cedar Rapids, Is. He stressed co-ordinated publicity and advertising and listed newspapers as the best media, radio second with window cards, billboards, bumper signs and direct mail following in that order.

Sated To Us

Dallas Pla ing in that order.

william L. Nunn, public relations director at the University of Minnesota, paid a tribute to show business and the entertainment field for its contributions to the university's new heart hospital now under construction. Nunn spoke on The University of Minnesota 1851-1951 and the County Fair.

Publicity Discussed

Publicity Discussed
Publicity and public relations were
discussed at a panel conducted by
Robert Freeman, secretary, Ramsey
County Fair, St. Paul. The board
of experts included Paul C. Johnson,
editor of The Prairie Farmer, Chicago; Alfred Stedman, agriculture
editor, St. Paul Dispatch; Russell
Adleson, agricultural writer. The Asleson, agricultural writer, The Minneapolis Tribune; L. J. Meirose, publicity director, Minnesota Farm Bureau Federation; Harold Swanson, Bureau Federation; Harold Swanson, editor, University of Minnesota Publications Office; Ralph Keller, executive secretary, Minnesota Editorial Association; Cal Karnstadt, commentator, Station KSTP: Raymond S. Wolf, Station KUOM, and Ray P. Speer, publicity superintendent, Minnesota State Fair.

ent, Minnesota State Fair.

Doug Baldwin, assistant manager,
Minnesota State Fair, conducted a
panel on Women's Interests in County
Fairs; Classification and Handling
of Home Economics Exhibits, with
discussion handled by Mrs. Clifford
Christenson, Mrs. L. O. Jacob and
Elizabeth Burr. Close to 30 women
participated.

participated.

Educational Panel

Educational Panel
Milo J. Peterson, Department of
Agricultural Education chairman,
presided at a panel on themes and
educational programs for county and
state fairs. Participants included
Charles Christianson, secretary, Roseau, Minn., County Fair, and also
superintendent of schools there;
Richard Brower, State department
of education; J. S. Jones, Minnesota
Farm Bureau Federation; Gerald
McKay, Agricultural Extension Service: Warren Saufferer, a student at
University of Minnesota School of
Agriculture, and Lowell Doebbert,
vo c a ti o n a l agricultural counsel,
Forest Lakes High School, Forest
Lakes, Minn.

Robert A. Whitaker, Minnesota

Robert A. Whitaker, Minnesota Department of Public Examiner, talked on Laws Pertaining to County Fairs and S. L. Stolte, St. Paul archi-(11-Week Management opp. page)

45G Grandstand For Grand Rapids

GRAND RAPIDS, March 25 .- A GRAND RAPIDS, March 25.—A new 3,000 seat grandstand, to cost \$45,000, will be constructed here this year by Itasca County Fair, Allen J. Doran, manager, announced. Of frame construction with concrete footings, the stand will be half-roofed. New structure will replace the grandstand which was torm down.

the grandstand which was torn down following the 1948 fair. The annual operated without a grandstand last year,

Slated To Use Dallas Plant

DALLAS, March 25.—Three big expositions will hold forth in buildings on the State Fair of Texas grounds during the next six weeks. The Greater Dallas Home Show opens today for a nine-day run in the General Exhibits Building. A Boy Scout Exposition will show in the General Exhibits Building May 5-6. The second annual Southwest Sports and Vacation Show will run April 28-May 7 in the Automobile Building. April 28-Building.

The last square foot of space has been contracted by home show bookers. More than 200 exhibitors will be on hand. Officials expect attendance of more than 100,000. The sports show is already breaking records. More fishing tackle makers have signed for exhibit space than lack reconvenents.

makers have signed for exhibit space than last year, when the show topped all others in the U.S. in number of such displays. Seven States will exhibit for the first time, joining Colorado, Missouri and Wyoming, which had exhibits last year. The new States are Minnesota, Washington, Oregon, Idaho, Montana, North Dakota and South Dakota. Mexico and Canada again will be represented with exhibits.

Martin P. Kelly, managing director.

sented with exhibits.

Martin P, Kelly, managing director, has lined up a bigger stage and pool show, to consist of 11 or 12 acts instead of the 10 staged last year. There will also be a easting pool, exhibits of live game birds and animals, a dozen motion picture shows and contests for spectators.

Proceeds of the show, sponsored by The Dallas Morning News, go to worthy causes. Last year's show ranked seventh in the U. S. in attendance with 115,300.

dance with 115,300.

Buyer Strength Of Pomona Expo Shown in Poll

POMONA, Calif., March 25.—A patron poll at the 1949 Los Angeles County Fair here revealed that they planned to spend an estimated \$54,700,000 on items exhibited, C. B. (Jack) Afflerbaugh, president-manager, reported. Over 300 exhibitors in the industrial department occupied a total of 162,000 square feet of space in 1949. in 1949.

Over 100,000 square feet of the exhibit space was located in modern, steel and concrete buildings; 35,000 steel and concrete buildings; 35,000 square feet partially was covered and the balance in the open. The fair management stresses the value of fair display to manufacturers as a supplement to newspaper. billboard, magazine and radio advertising, claiming it is the only medium whereby the potential customer can see, feel, taste or hear the product.

According to the survey 59 per cent of the patrons said their primary reason for attending was to view the exhibits, and between 70 and 80 per cent of all adults claimed they saw

cent of all adults claimed they saw the products displayed.

Nat'l Orange Pulls255,098, 12% Under '49

April 1, 1950

Hopalong Bolsters Gate

SAN BERNARDINO, Calif., March 25.—The National Orange Show pulled 255,098 during its 35th annual pulled 255,098 during its 35th annual run ending here Sunday (19). This was 12.3 per cent under 1949. During its 10-day and 11-night stand, the second Saturday (18), "Hopalong Cassidy Day," came closest to besting any of last year's days with attendance of 44,419. Top 1949 day was the first Sunday with 48,113. Annual always opens on a Thursday night. night.
Hopalong Cassidy was responsible

for lowering the attendance loss 7 per cent. At the end of the first five the turnstiles were trailing by 13 per

cent.

cent.

Altho the Orange Show had cold weather, rain passed it up for the third time in 35 years.

Plans are already underway for 1951 with a number of rumors concerning the carnival location. With Ferris Greater Shows featured this year, the show was placed on the land formerly occupied by the main exhibit building that was destroyed by fire after the 1949 run. Russell Z. Smith, secretary manager, said the same spot would be used next year, thus spiking the talk that a parking lot would be used.

CustomerSurvey Is Planned by Minn. Annuals

MINNEAPOLIS, March 25.—Minnesota fairgoers this year will be polled for the reasons they attend fairs, it was announced at the Minnesota Fair Management Short Course here this week.

here this week.

The survey, to be sponsored by University of Minnesota Minnesota Federation of County Fairs and Minnesota State Agricultural Society, also will seek to determine the habits of patrons on the fairgrounds.

Doug Baldwin, assistant manager, Minnesota State Fair, told short-course enrollees that the findings will be valuable to all fair managers. This year's initial sampling will be general in nature, the aim primarily being to establish what lures people to fairs. to fairs.

to fairs.

He cited the survey conducted in California as a model of what can be done to bring this information into the hands of county and State fair managers. Baldwin said that the first group of questions gathered will be circulated among Minnesota fairs for their approval and comment before being sent to the fair customers.

Los Banos Rodeo **Extended One Day**

Extended One Day

LOS BANOS, Calif.. March 25.—

Extension of the annual rodeo, held in conjunction with the Los Banos May Day Festival, into a two-day event is announced by Elge D. Mastrangelo, rodeo chairman.

First rodeo program will be staged Saturday night, May 6, with the second Sunday afternoon. Sunday program, Mastrangelo said, will start at 3 p.m. so visitors may witness the morning parade and participate in the chuck wagon picnic dinner.

The Los Banos May Day Festival, combined with the Merced County Spring Fair and Livestock Show, will be held May 4-7.

Art Craner again is handling promotion for the event.

Kingman Sees Candidates in Line Fire Sprinkler **Action on Tax**

Looks for Reduction

MINNEAPOLIS, March 25.—Congressional action by June 1 toward elimination or reduction of federal taxes on gate admissions was predicted by Frank Kingman secretary-treasurer, International Association of Fairs and Expositions, in his address before the Minnesota Fair Management Short Course this week.

"The Ways and Means Committee of the House of Representatives has closed its hearings and is now in executive session," he told enrollees. "One member of the committee told me that they would report out a bill in four weeks. Considering all of the testimony presented, this may be optimistic, but I don't doubt that before June 1 they will take some action."

Sees Reduction

Sees Reduction

"I feel sure that because of the affect on general business, that something will be done at this session of Congress to repeal or reduce certain excise taxes," Kingman continued. "If all the news releases mean anything, it would appear that at the most it would be reductions instead of eliminations. When the President addressed congress about excise taxes, he made no mention of admission taxes." "I feel sure that because of the

Kingman outlined the work done by the IAFE since 1947 toward the elimination of the excise taxes on county and State fairs.

He stressed the impirtance of children's activities at county fairs and urged enlarged Kiddielands, and more special days for the moppets. He also urged that ride prices be kept to a minimum and cited the success enjoyed at Toronto, where ride tickets enjoyed at Toronto, where ride tickets are 10 cents all week and a nickel on Children's Day.

Kingman said that groups of fairs should co-operate in financing exhibits and attractions which can be

moved from one annual to another. In Massachusetts, he reported, fairs have acled co-operatively and shown a mechanical cow, mechanical eggs, mechanical hen and mechanical appliances.

"No single fair could afford to produce one of these exhibits," he said. "Yet by co-operating, all of them had attractions which were popular."

Riverton, Conn., Dates Set
RIVERTON, Conn., March 25.—
Dates for the Riverton Fair have
been set for October 14-15 by the
executive committee of the Union
Agricultural Society of Barkhamsted,
Colebrook and Hartland, Conn. The
society slated its annual meeting
for March 28 at the Riverton Grange
Hall.

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Rambow, Mrs. R. Schwingler and Albert E. Thompson.

Iowa again was wel. represented with 10 reps from cight annuals. These with 10 reps from cight annuals. These included Claude Appleby and Ross Baty, Jones County Fair. Monticello: Paul Cavanaugh, Clarke County 4-H Fair, Oscola; Andrew Hansen, All-Iowa Fair, Oscola; Andrew Hansen, All-Iowa Fair, Cedar Rapids; Bill Woods, Clay County Fair, Spencer; Max Katz, Mitchell County Fair, Osage; M. C. Lawson, North lowa Fair, Mason City; D. C. Perley, Audubon County Fair, Audubon, and Mrs. Allison. Shepard also is president of the Fair Managers' Association of Iowa. Ralph Lynch of Grand Fords, N. D. State Fair, was the lone representative of his State.

Other Minnescta fairs and representatives included:

For Job at Dallas

DALLAS, March 25.-Not even a Bill by June hint has been dropped by the State Fair of Texas board of directors concerning a possible successor to General Manager W. H (Bill) Hitzelberger, who resigned last week to become a vice-president of a Dallas bank. Candidates were lined up in droves, however, Hitzelberger reportedly was paid \$24,000 by the fair last year, \$16,000 in salary and an \$8,000 bonus.

> Names most prominently mentioned for the post include those of three board members-Andrew De-Shong, public relations director of Chance-Vought Aircraft, Bill Mitchell, Interstate Theaters executive, and C. A. Tatum, executive of the Dallas Power & Light Company.

Hitzelberger will stay on at the fair until April 15. Organizational work for the fair's Mid-Century Exposition next fall is believed to have progressed to a point where the new general manager cau step in and carry on without much trouble.

(Continued from opp. page) tect, on Fairground Planning, Ar-

rect, on Fairground Planning, Arrangement and Use.
Allen J. Doran, vice-president, Minnesota Federation of Fairs, presided at a general discussion, which touched on premium lists withholding taxes, grandstands and entertainment. Earl Huber, treasurer, Minnesota Federation of Fairs, discussed public liability insurance articles of

public liability insurance articles of incorporation and workmen's com-

George Larson, president, Minnesota Federation of County Fairs; Dorothy F Simmons, State leader. Extension Home Program; George

Gleixner, secretary, Minnesota Federation of County Fairs, and Albert E. Thompson, secretary. Kandiyohi County Fair, Willmar, presided at various other meetings.

Anderson Keynotes Banquet

pensation.

System Set for **Del Mar Plant**

DEL MAR, Calif., March 25.-Work on the fire protection system of sprinklers at San Diego County Fairgrounds here has been completed, Paul T. Mannen, general manager of the expo, scheduled for June 30-July 9, announces. Installed at a cost of 9, announces. Installed at a cost of \$60,000, the system gives protection to the grandstand, jockey club and clubhouse. Over 32,000 feet of plpe, ranging from one to eight inches, covers the building on all levels, feeding 2,360 sprinkler heads.

Advance publicity for the fair is under way. Opening shot was by Henri Warner, expo's promotional director who launched the Fairest of the Fair competition to nick a gueen.

the fair competition to pick a queen.
In order to get more advance news
space, rules of the contest have been space, this year to include only high school seniors between 16 and 21. With a \$500 scholarship as the lure, all high schools in San Diego city and county have been invited to vide a candidate for the finals the fairgrounds opening day. The money is being offered jointly by the fair and San Dieguito Kiwanis

B G. Aaker, Bauk Centre; Joe Akins, Waverly; J. G. Anderson, Appieton; Mrs. M. Beatly, Cinton; Mrs. Rahn Becker, Cohasset; Cilen Berg, Canly; Jean B. Becker, Cohasset; Cilen Berg, Canly; Jean B. Roman, Roman, Roman, Roman, Wright; Charles Christianon, Roman Margaret Dauds, Bapter; Frank Duncan, Farlbault; Paul Eddy, Howard Lake; Yicor Elistrum, Mora; William Pelson, Butchinson; Ronald Fraser, Grand Rapids; Sam Ganrud, Ronald Fraser, Grand Rapids; Sam Ganrud, Ronald Fraser, Grand Rapids; Anton Geiger, Jackaon; Mrs. Anton Geiger, Jackaon; Royal Greengo, Waconist, Henry Grein, Lakefield; A. T. Grossiand, Northwood; Nordica Melin, Center Palls; Edward W. Hanson, Wheaton, and E. J. Henderson, Redwood Falls.

P. J. Holand. Austin; Theodore Holm.

JUDY CANOVA



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Mrs. Carl Mobers, Clinton; W. E. Moher,
Parmiagton; C. McCanner, D. E. Murphy, Dassel;
A. Nelson, Ortonville; and Levett Oreson and
William Palm, Storden
Elmer Pearson, Buffalo; Herbert Ransom,
St. James; J. W. Riesland, Fertile; Corron
Reynolds, Rochester; D. T. Bargeran, Little
Palis; G. T. Schackel, Alexandris; Andrew
Schoone, Windom; John Sheay, Litchffeld;
Mrs. James Stevens, Farmington; Hery,
Swenson, Chiasgo City; Mr. and Mrs. S. G.
Syverson, Montevideo; Harrish Teach, Wadertown; Teman Thompson, Lanesboro; William
Warnkey, Glencoe; Mrs. Howard Watson,
Farmington; Robert Welk, Clinton, and
B. C. Wilkins, Brainerd.

Anderson Keynotes Banquet Dr. Hurst Anderson, president, Hamiline University, St. Paul, was the key speaker at the bunquet, Tuesday (21). Dr. Christianson served as toasimaster, and entertainment was provided by the Ewald Quartet, male vocalists, and Elzle Bown, memory wizard. Kendiyohi County Fair, Willmar, led the attendance record at the short course with 17 representatives, 15 being women. From the annual were Paul Anderson, Mrs. Miner Anderson, Mrs. Reuben Anderson, Oscar Augustson, E. R. Backlund, Willis Black Mrs. Carl Bratberg, Mrs. W. G. Dokken, Mr. and Mrs. A. Kleven, H. W. Linder, C. J. Nelson Mrs. A. H. Pederson, Rosella Qualey, Mrs. C. Rambow, Mrs. R. Schwingler and Albert E. Thompson. Iowa again was well represented with 16 reps fromeight anguals. These

DADDY LONGLEGS Camedy-Balancing-Dancing on Stills

WITH GIRL ASSISTANT Sensational Advertising of Town With 8 Different Costumes

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DAILEY FEATURES JOE LOUIS

Brown Bomb To Tour Can. At 1G a Day

Makes Bow May 24

CINCINNATI, March 25.—A report first made in The Billboard two weeks ago was substantiated today with the announcement in Waco, Tex., by exheavyweight champ Joe Louis that he has given up all plans to regain his title and that he will tour this season in Canada with the Dailey Bros. Circus operated by Ben Davenport and Harry Hammill.

Index terms of the contract Louis

and Harry Hammili.

Under terms of the contract Louis will receive a guarantee of \$1,000 per day, with the total amount of the pact calling for \$75,000 making Louis one of the highest priced features ever presented by a circus.

In a phone call to the home office of The Billboard here this morning, Davenport announced that the deal with Louis was virtually set and that the contract would be signed at Waco, Tex., later in the day, with Hammill and Ray B. Dean, the show's press representative, on deck for the inking.

Actually, however, the contract

representative, on deck for the inking. Actually, however, the contract with Louis was inked the night before in Austin, Tex., with the Waco arrangement being made for the purpose of allowing Louis to make the announcement of the deal himself. Louis will join the Dailey org at Port Huron, Mich., May 23, and makes his first public appearance with the circus at Sarnia, Ont., May 24. The contract also provides that Louis be furnished with a private rallroad car for himself and staff of five.

Ringling Preps For NY; DeMille Studies Lights

SARASOTA, Fla., March 25.—Rehearsals for Ringling Bros. and Barnum & Bailey Circus under direction of John Murray Anderson are well along and show is being whipped into shape for its April 5 opening in Madison Square Garden, New York.

New York.
Show will arrive in New York Saturday (1) and move into the Garden after midnight Sunday.
Rehearsal schedule has been
heavier this year because production
numbers are larger and include features new to the series of elaborate

specs.

Cecil B. DeMille, motion picture di-Cecil B. DeMille, motion picture director, and 15 assistants arrived in Sarasota Wednesday (22) for preliminary work on his picture, The Greatest Show on Earth, which will be based on the Big Show. Testing of lighting effects in the new big top will occupy most of DeMille's time prior to the New York trek. Answering advertisements to "see the Big Show in the making," visitors storm quarters daily to watch rehearsals which take place in the big top and the outdoor "Madison Square Garden." Rehearsals will continue until two days before the show entrains for New York.

West Bros. Buys Elephaut EL PASO, Tex., March 25.—West Bros. Circus took delivery here this week on an elephant bought from Louis Goebel's animal farm of Thou-sand Oaks, Calif., reports R. W. Bran-den.

Attendance Mark Set as Polack Chi Date Gets 151,000

CHICAGO, March 25.—Attendance for the eighth annual Shrine Circus here, with Polack Bros.' Western unit, totaled 151,344, to set a new record. The 17-day stand ended March 19.

March 19.

This year's date bettered the 1949 mark by scoring larger houses on weekdays. Show officials plan to sked extra matinees next year to handle the building crowds.

Hugo Honors Troupers at Stevens Bow

Org Gets Overflow House

HUGO, Okla., March 25.—Stevens Bros.' Circus auspiciously opened its Bros. Circus auspiciously opened its 1950 season here Thursday (16) in connection with the annual Circus Round-Up, sponsored by the Cham-ber of Commerce, to honor outdoor showfolk who winter here. These in-clude the personnel of four circuses. a carnival, a med show and several concessions

a carnival, a med show and several concessions.

Event began with a noon parade in which Stevens Bros., Al G. Kelly-Miller Bros. and Cole & Walters circuses rolling stock participated, along with lead stock, decorated cars and mounted performers. Three bands also participated.

Opens With New Top
Open in g performance of the Stevens show under a new 70-foot big top, with one 40 and two 30 middles from O. Henry Tent & Awning Company, was witnessed by an overflow crowd. Show also has a new 30 by 30 marquee. The Side (See Troupers Honored on page 76)

Record Hung Up at Tee-Off Of Antioch Shrine Show in Dayton; Davenport Directs

Outstanding Acts Stud Two-Hour Program in Coliseum

By Charley Wirth

Fez Club of Antioch Temple Shrine here this year deviated from its policy of presenting its circus under the banner of Polack Bros., by offering an independently produced show under the direction of producer Orrin Davenport. The show is being presented in the Fairgrounds Coliseum twice daily, March 23-April I, exclusive of Sunday.

Opening with a matinee Thursday (23), the 3,200-seat building was filled to give the sponsor the largest opening attendance it has had in its eight years of operation. Price scale is \$2.40, \$2.20 and \$1.20, including tax. Advance ticket sale is 25 per cent greater than in 1949.

A. E. (Buck) Waltrip, who handled the promotion, stated that it was the

Massimiliano Truzzi Inked by King Show

MACON, Ga., March 25.—Floyd King and Lucio Cristiani, co-owners of King Bros.' Circus, announce the signing of Massimiliano Truzzi, juggler, as one of the new features this season.

season.

Truzzi is expected here from Sarasota, Fla., within a few days. King show org opens the season here April 8.

Charles Underwood, contracting agent on the advance for several months, returned home because of ill health. James DeForest succeeds him

DAYTON, O., March 25.—The Red For Club of Antioch Temple Shrine sere this year deviated from its policy of presenting its circus under the panner of Polack Bros., by offering in independently produced show unter the direction of producer Orrin Davenport. The show is being presented in the Fairgrounds Coliscum wice daily, March 23-April 1, excluive of Sunday.

Opening with a matinee Thursday

By Charley Wirth

most successful he has had here. His wife, Josephine, assisted. Every department of the advance is up from last year's all-time high. Waltrip had 105 banners against 32 last year and the nifty program of 48 pages, printed in red and gold, was larger. The book goes for 50 cents, a 100 per cent increase in price. Waltrip also is handling press, radio and television publicity. When the Dayton date closes the Waltrips will go to to their home in Madisonville, Ky, for a month's vacation.

A first-rate performance, all new

for a month's vacation.

A first-rate performance, all new this year, has among its features Francis Brunn, the Tlen-Tsi-Liu Troupe, the Martells, Princess Musetta, Clausseh's Bears, Unus, the George Hanneford Family. Tom Packs's Elephants and the Flying Zacchinis. Program is presented in two rings and run two hours, with a 15-minute intermission. Preston Lambert does a good job as equestrian director and announcer, as does Paul Blagg with a announcer, as does Paul Blagg with a 12-piece Shrine band, Rex Ronstrum, drummer, being the only professional. Charles Jones is master of props and transportation.

transportation.

Past Potentate Merritt E. Schlafman is general chairman. Others on the committee include Eugene M. Haerlin, A. E. (Bert) Craig, Ernest K. Steiner, Jack Tevis, Judge Frank W. Nicholas, John Craven, Hack Abott, Monroe A. Fer Don, Robert McConachie, Elwood Hiester, Henry Hoskinson, Earle Creager, Art Chappelle, J. Russell Sollenberger and (See Dayton's Shrine on page 76)

Beatty Opens To Turnaways At El Monte

Preps for LA Stand

LOS ANGELES, March 25.—The Clyde Beatty Circus got off to a strong 1950 start in near-by El Monte Monday (20) when the winter quarters townspeople jammed the matinee and 2,600 refunds were made. About 4,000 were turned away at the first evening performance.

were turned away at the first evening performance.

El Monte stores closed during a mile-long parade. However, time consumed in staging the event affected the night's take as it prevented a second show. Police estimated that 300,000 viewed the parade and jammed highways in the aren.

The second day out also gave Beatty a good take. Late arrival in Uplands delayed the matinee but a strong house was on hand. Evening business was capacity. Riverside and Redlands followed on successive days with the ticket sale remaining high.

Redlands followed on successive days with the ticket sale remaining high. Show opens on the Washington and Hill streets lot here Tuesday (28) for a 13-day run. City has been well papered and additional publicity obtained thru plugging of half-price tickets on the Thrift Drug Stores television show. Beatty is staging a buffet dinner for the press before the opening evening performance.

Cole Route Set Thru July 4; **Hopalong-Headed Show Trails** R-B by Month in Big Cities CHICAGO, March 25.—Cole Bros.' Circus, featuring William (Hopalong

CHICAGO, March 25.—Cole Bros.' Circus, featuring William (Hopalong Cassidy) Boyd, has set its route thru July 4, according to Arthur M. Wirtz, Chicago, co-owner of the show. Other Wirtz revelations here Thursday (23) included word that he'll retain top management duties for himself and his stadium-hep staff but that former Cole people will be with it. There's no plan for crossing swords with Ringling-Barnum. Hopalong will be with Cole at all major stands before and after July 4. Small towns won't see him. Street parades will be given whenever possible. Use of Wirtz's Barnes Bros.' title along with the Cole name is being weighed, but probability is that the show will go out as Cole Bros.

St. Paul Shrine

Eight Stands Set

The Cole route, Wirtz said, will be Chicago. Detroit, WashIngton, Baltimore, Philadelphia; Newark, N. J.; New York's Yankee Stadium and Brooklyn's Ebbetts Field in that order. Opening will be in Chicago April 21. Inadvertently the date was listed as April 14 last week. The Brooklyn date will end July 4.

Evact dates and length of most

Brooklyn date will end July 4.

Exact dates and length of most stands, however, still are undecided, Wirtz said, and won't be determined until after the show gets under way. Wirtz expressed belief that Boyd will prove a hot attraction. We won't know the strength of the show until we play a few cities, he said. "We (See COLE ROUTE SET on page 100)

Business Nears 1949's Record

ST. PAUL, March 25. — Osman Temple Shrine Circus in municipal Auditorium here came within \$836 in gross and 74 in attendance of meeting the all-time records set at the 1949 show, Einar Johnson, temple potentate, reported after the 14-per-formance run ended here Sunday afternoon (19).

Attendance this year was 85.021 compared with 85.095 in 1949, when the circus ran for 13 performances. A milkman's matinee was added (See St. Paul Shrine on page 101)

Materiale protetto da coovretto

Dressing Room Gossip

Polack Bros. Eastern

Polack Bros. Eastern

Plenty of rain and ice during the engagement in Akron but the show is doing big business. Willis Ally promoted the date. Lots of visitors backstage and many jackpot sessions. Albert Fleet has a new baby chimp that is the pet of the show. Ed Raymond, Natal and Henry Kyes recently scored heavily with feature news stories. Mr. Berosini celebrated his birthday with a party attended by Josephine Berosini, Vicki, Alex Konyot, Mr. and Mrs. Richard Sidney, Mr. and Mrs. Richard Sidney, Mr. and Mrs. Richard Sidney, Mr. and Mrs. Ernie Wiswell and Lucki Tong.

Lots of new costumes are appearing. The Scotch band is led by Sidney Randow. Nate Lewis, our sunve announcer, looks and acts the part. Performance runs smoothly due to his timing and finesse and everyone is happy. Elly Ardelty has rejoined after an engagement in Minneapolis. Ted Deppish, circus fan, showed films from his collection. Polack Bros. owes many thanks to the circus fans of Akron and Canton, O. Carlton Smith was host to clown alley at a cafeteria. He also clowned in several performances. Fishing and golf fiends are -leaning their equipment. Visitors: Louis Stern, Sam Polack's sister, Gus and Betty Bell, Harold Ward, Bernard and Ingrid Zenner, Boyd Kimes, Lee Gohowsky, Mrs. Albert Fleet. Mr. and Mrs. Brownle Silverlake, Myrna Silverlake, Myrna Silverlake, Mr. and Mrs. Paul Delaney, Mr. and Mrs. Dwight Moore and familly, Jonesie and wife, Ruth Nelson, Bill and Jack Weinhart, Mr. Underhill, Roy Wild, Bill Omeis, Mr. and Mrs. Gabby Wendt, Ruth Flannery, Mr. and Mrs. Russell Hunt, Jesse Amonette, Mickey Millette, Carlton Smith, Pete Nardo, Mr. and Mrs. Ed Rayner, Mr. and Mrs. Russell Hunt, Jesse:
Amonette, Mickey Millette, Carlton
Smith, Pete Nardo, Mr. and Mrs. Don
Fosgate, Fred Stafford, Mrs. Ed Raymond, Mr. and Mrs. Ernest Raymond,
Hilda Raymond, George Lerch, Carl
Elwell and Mrs. Bing Bernstein.—
IRENE LAFFERTY.

Hamid-Morton

Hamid-Morton

With heavy kiddle attendance, our date in Wichita, Kan., turned out to be very enjoyable. On the last night the three big bulls that were purchased by the Kelly-Miller show left for their new home in Hugo, Okla. Pia Dobritch hopes to have the cast off her broken foot by April 4, in time to be back in the act when we open in Buffalo. Peaches O'Neill's mother entertained all of Peaches girls at her home in Wichita.

Clown alley received word to appear in Buffalo three days ahead of opening to make a radio and television appearance. Visitors: Leo McKenzie; Jack Harrison, clown; Bernie Bernard, former juggler, now employed in the Wichita Post Office; Silm McCurdy, en route to join the Kelly-Miller show.—BILLY HUD-SON.

Wirth's

Wirth's

Every spread of canvas was new for show's opening in Sydney, Australia. St. Leon's riding act; Con and Andy, aerial novelty, and more clowns and scrobats joined out for the date. Show made a 1,200-mile flight over the Tasman Sca in here. The four days resplic this mode of travel afforded, until the equipment arrived by ship, was a sorely needed breather. Norman Rutter took in six full-length movies in one day. movies in one day.

The two weeks prior to the depar-ture for Australia were spent on the North Island of New Zealand in vol-cano country. We also spent a week-end in Tauranga on the Bay of Plenty.

CALL CALL CALL Mills Bros.' Circus

All persons contracted, report Sat., April 8, Fairgrounds, Circleville, Ohio. Season opens April 15. Workingmen, come on

Clyde Beatty

Show opened the season to a straw matinee March 20 at El Monte, Calif. Highlight was the noon parade in which civic organizations participated. Schools were closed at noon and business places declared a half holiday.

holiday.

There are several new faces among the old stand-bys. S. L. Cronin and Al Moss are to be complimented on the repairing of all equipment. Yellow Burnett wielded the paint brush lavishly. Show has all new canvas. First "blowdown" of the season came when Huey Kyles' little dressing room blew down. Dorothy Brown injured her arm in the web number and was out for two performances. and was out for two performances. Floyd Lee and Raymond Miles have Floyd Lee and Raymond Miles have added new lighting effects to the show. Two pull-up teams are used by Pat Graham at the runs. Milonga Cline is doing several vocal numbers in the show. Alva Evans is in the atomic bomb clown gag. The ladder number with special lighting does justice to Bobby Kay's direction.

Visitors: Elizabeth Clarke, Mr. and Mrs. Bud Anderson, Mr. and Mrs. Joe Sheroun. Al and Bertha Conners, Charles Cox, Bob Loraine, Harold Hall, Dennie Helms, Norman Anderson and Mr. and Mrs. Ken Maynard.—LAW-RENCE CROSS.

Rogers Bros.

Shorty and Peggy Sylvester are getting big laughs with their clown walkarounds. Wayne, Marjorie and Phylis Newman go over big with their posing horses.

The Schaller Brothers, trampolinists, visited for two days in Jackson-wille, Fla., having completed engagements at the Palace Theater, New York, and with the Milton Berle television thou. The hothers John and rork, and with the Milton Berie tele-vision show. The brothers, John and Tony, had a postman's holiday throw-ing swingtime full twisters and doubles on our three trampolines. Charlene Kuhn is singing I Love a Goat With White Whiskers now that

Goat With White Whiskers now that her friend is again walking the high plank during Eddie Kuhn's mixed wild animal act. Frankie Lou Woods is taking shots with her new 16mm. movic camera, while Frenchy Geraldo is studying the gadgets on his new still camera. The concession department still talks about the days when their boss, Ginsberg, had his act, the Flying Ginsbergs. In Valdosta, Ga., the Dales Circus passed us on the road en route to Tioton. Billy on the road en route to Tipton. Billy Barton, who was visiting his parents on this show, joined Dales.—GEORGE HUBLER.

Gran Circo Americano
Org opened in San Juan, Puerto
Rico, March 15 to a very large crowd.
Biz has continued strong the first
week. Don Floyd opened with the
show after coming from Jamaica,
where he was playing, another engagement. He is doing a wire act.

The clowns are wearing new out-fits for the clown baseball number. New to the menagerie is an emu. Mrs. Beatrice Bernal is working in the ticket office. Jack Gordon has new juggling clubs.

Visitors: Bertina Repensky, of the

Visitors: Bertina Repensky, of the Repensky riding act, who is recuperating from a badly sprained leg which she received while working with the Santas & Artigas Circus in Cuba; Papa Marcos, the father of the Marcos tecterboard troupe which is working in the States.—EARL DEAN.

Lalo Escalante, Ebon and Bent Blue; Smithy, boss rigger, and the writer went deep-sea fishing there. The Wirths financed tours to the above spots for all their working hands. Phil Escalante is out of the program with an injured shoulder. Ray Humphreys is filling in amply. Martha and Johnny Joyce are returning to the U.S. in a week. Jack will join them after this date when he rounds up the bostload of animals he is taking along.—BOB BEHEE.

Polack Bros. Western

The final week in Chicago was a pleasant one. Hubert Castie was host at a night club party to Count Felix Yon Lueckner, Dr. and Mrs. William Huebner; Miss Kimball, daughter of C. Kimball, of Zenith Radio Corporation; Honey Aifred, Walter Shyretto, Justino and Amida Loyal, Joe and Esting Gallasso and the writer. trina Gallasso and the writer.

trina Gallasso and the writer.

A. E. (Jack) Klein returned to the show after playing the Edna Curtis date in Minneapolis. Billy Lorette, noted clown, spent a day on the show recently. The week's vacation saw Harry Dann take off for St. Louis; Billy Griffin to Fort Branch, Ind.; Bobby Kellogg, Pauls Valley, Okla.; Nana Woolford, to New Jersey; Sherman Brothere, Bellevuc, Ky., and Freeman to Freeman's Manor, Peru, Ind. Ingrid and Bernard Zenner went to New York.

Visitors included Mrs. McVay,

Visitors included Mrs. McVay, mother of Betty Bell; Mrs. Gertrude Kohl and Norma Kohl, mother and daughter of Eddie Kohl; Mr. and Mrs. Johnnie Vani and family; Lyle H. Roe, CFA, Springfield, Ill.; Osborne Sorley; Edna Curtis, Mr. and Mrs. Bondl Danwill and daughter, Whitey, and Evelyn Wilbur, Bob Hickey, Joe Coyle, Jessica James, Joe Beef and Claudia Pennington.—FREDDIE FREEMAN.

Siebrand Bros.

Show followed Nolan's carnival in Show followed Nolan's carnival in Yuma and Tucson, Ariz., but judging by excellent patronage enjoyed so far in both spots, competish hasn't hurt at all. Capt. and Mrs. Harry Clark are proud of their newest addition—a colt born on St. Patrick's Day. Clara and Eugene Hoffman hosted the Velardes on a recent visit. Hoffman's child, Iaro, is keeping the backyard in an uproar with his antics, and Clara and Eugene are doing likewise to the audiences with their race of the plates.

Pancho and Donita Roche are dou-Pancho and Donita Roche are dou-bling in brass these first few weeks, i.e., going slightly mad playing canned music for the show. Spending the week with the Hodgini clan in Tuc-son was Mike Mecanif, of Phoenix, Ariz, A special movie party, including everyone's assorted films, was given by Tom Hodgini, projectionist. JOE HODGES HODGINI.

Ex-Ringling Acts Featured With Bouglione in Paris

PARIS, March 25.—Chrysis De La Grange, former center ring aerialist of the Ringling Bros. and Barnum & Bailey Circus, is a feature of the cur-rent bill of the Bouglione Bros.' Circus at their indoor Cirque D'Hiver.

Other top acts on the program are the Clerans, trapezists; Ta-Ru, equilibrist; the Critescos, bar act; Seven Bellos, melange, and Maiss and Mimile cleans. mile, clowns.

The Bougliones are getting set to tour Belgium this summer with their big tent cirk.

Ladder gal who makes her own ward-robe is only considered clever when other gals follow her pattern,

ATTENTION, ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

AND TELEVISION ERNIE YOUNG

203 N. Wabash. Chicago. III.

AL G. KELLY & MILLER **BROS.' CIRCUS WANTS**

One more Team doing Tight Wire, Trempo-line, Web and Cloud Swing: Dancing Cirt for Side Show, 2 more Elephant Man. All people contracted be in HUCO by April 12, can use few more Working Men and Butchers.

Al G. Kelly & Miller Bros.

WANTED

WORLD'S LARGEST MAN ALBERT J. COHEN
Ocherel Service Studies
1040 No. Las Paimes Hollywood, Calif.

FOR HIS HAWAIIAN ISLANDS' COUNTY FAIRS

Opening With Hilo, Hawaii, April 12-19; Maui, April 19-23; Honolulu, April 24-30; Kauai, May 2-7, and Waialua, May 9-14. VAUDEVILLE ACTS, NOVELTY ACTS, PERFORMING ANIMALS, ETC., ETC. ALSO WANTS FOR HIS BIG 3-RING CIRCUS OPENING HONOLULU FIRST WEEK IN OCTOBER CIRCUS ACTS

Contact E. K. FERNANDEZ

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LOS ANGELES, CALIFORNIA

TELEPHONE SALESMEN WANTED

WITH TENACITY, RELIABILITY AND SOBRIETY FOR FAST DEAL SPONSORED BY STRONG AUSPICES. BOOK, BANNERS, UPC'S. STERMAN, BILL PRIEST

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shaw Blog., 217 NINTH ST. PITTSBURGH, PENNA. SOE RENSHAW BLOG., 217 NINTH ST.

WANTED

Big Top Boss Canvasman, Steward for Cookhouse, Banner Painter and Working Man In all departments. Can also use Promoters who can produce. Will place Contracting Agent, also

WEST BROS. CIRCUS
Albuquerque, March 29-30; Santa Fa, 31; Las Vegas, April 1; all New Mexico. Then Forest
City, Arkanias, until April 10.

UNDER THE MARQUEE

Co-owner Robert Morton, of the Hamid-Morton Circus, and Mrs. Morton flew to Miami Beach Tuesday (21) with Omar J. Kenyon, Dr. E. L. Cooper, of Wichita, and Police Chief George Shepherd, of Wichita, for a week's fishing following the Wichita date. Howard Y. Bary and Len Humphries, of the Hamid-Morton show, stopped in Chicago on their way to New York on business for the show. . . . Hamid-Morton shipped three elephants to the Kelly-Miller show. . . . Hamid-Morton shipped three elephants to the Kelly-Miller Circus from Wichita. . . The Miller

WANTED

Two Property Riggers

TOP SALARY TO RIGHT MEN

WIRE OR WRITE: LOS ANGELES, CALIF., MAR. 28-APRIL 9; OR PER ROUTE

CLYDE BEATTY CIRCUS

AERIAL RIGGING FOR SALE

High Swaying Pole, 130 ft, high. Steel Tubing. 500 ft. "Slide for Life," ell alreraft cable; Spotlights, used two seasons. Can be seen at 2302 Brunswick Ave., Trenton, New Jersey. For your information,

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7490 Delanaudiere St., Villeray Terrace, Apt, 25, Montreal, Quebec, Canada

FOR SALE

Ed Roche's Congoland (Animal) Side Show. Everything complete, ready to roll. Plame-proof Canvas, Cages, Trucks, Sound Equip-ment, Animals and complete Equipment, This is a change to buy a show ready to go at a price that would surprise you, it is well

ED (RAY) ROCHE

PHONEMEN

Only High Class Salesmen accepted. Year around work if you qualify. American Legion bars. Police sponsorship in large Indiana city to follow. No collect calls or wires accepted. Write General Delivery, Wires in care of Western Union.

PROMOTIONAL MGR.

Circus Committee, care American Legion
MUSCATINE, IOWA

EIGHT PHONEMEN

Montgomery, Ala, Veterans' deel. Tickets, book, usual commissions. Office read

HARRY ARDELL

Montgomery, Ala.

WANTED Combination Billposter

O. C. BUCK SHOWS

family, Bill, Mack, Myrtle and Jack, will not be with Capell Bros.' Circus as previously reported.

Alter viewing pictures of the Campbell Bros.' Consolidated Shows' parade (Campbell pronounced by most troupers in those days as "Camei") in the half-century issue of Life, the old-timer probably sold with reminiscing satisfaction, "Ah! The old hump

When Ringling-Barnum billpos When Ringling-Barnum billpostcrs, headed by F. A. (Babe) Boudinot, invaded New York to tell the
populace about the opening of the
show, The New York World-Telegram and Sun had a photographer
to catch the workers in action. Result was a four-column picture in
the paper. . . Fred Bailey Thompson. Clarkston, Ga., former trouper
who sold screen rights to his "Under the Big Top," is at work on a
children's book called "Uncle Fred's
Circus Day," and television scripts.

current observation, might define an agent as a rare bird that migrates north in winter and flies south again in the spring.

During Polack Bros.' Eastern Unit's Akron engagement, Gus and Betry Bell and Harold Ward held a party for the Ward Bell Flyers. Guests included Mr. and Mrs. Natal, the Tong brothers, Alex Konyot, the Berosinis, Gene Randow and Mr. and Mrs. Ernie Wiswell. . . . Raymond Melzora, of the Melzora Troupe, was a gueststar on a recent interview program aired by Station WSAM from the Melzora's training barn at Saginaw, Mich. . . . George Gifford, of New Bedford, Mass., last week joined Mills Bros.' Circus to do advance promotional work following a vacation in St. Petersburg, Fla. Polack Bros.' Eastern vacation in St. Petersburg, Fla.

Change of the time: Early-day circus owners featured their pictures and names on all lithographs. Nowadays some won't odmit they own one.

Joe Haworth, former legal adjuster Joe Haworth, former legal adjuster with Cole Bros., reported from Hollywood, Fla., that he will not be with Cole this season. Mr. and Mrs. Jack Harrison visvisited the Hamid-Morton show in Wichita to welcome their new grandson, Roger Craig Zoppe, son of Mr. and Mrs. Joe Zoppe, of the Zoppe-Zavatta riding act. . . The Harrisons, Max Craigs and Helen and Jerry Hartley joined the Gil Gray Indoor Circus at Springfield, Mo.

Present-day showmen who campaign against the old-time circus do so thru a lingering suspicion that II may not be quite

Dayton's Shrine Troupers Honored Show Gets Off At Stevens Bow To Record Biz

(Continued from page 74) Howard Schlemmer. George F. Brad-ford is Illustrious Potentate.

ford is Illustrious Potentate.
Prior to the first-night performance
a colorful Shrine parade was staged
from the temple to the fairgrounds.
Parade was made up of the Oriental
band of 60 pieces, Shrine Patrol,
Shrine Chanters, and a Tangley air
calliope to add a professional touch.

The Program

For a first performance the show ran smoothly. It has balance and novelty

Dick Lewis, comedy table rock, and George and Kay on the trampoline gave it a good start.

Francisco and Dolores registered in a balancing act, in which the latter performs on a bicycle atop a pole held

Francis Brunn is a remarkable jug-gler. He does a series of stunts that are outstanding and received a rous-

ing hand at the wind-up.
The Tien-Tsi-Liu Troupe of Chi-

The Tien-Tsi-Liu Troupe of Chinese acros (two men, two women) offer foot juggling, acrobatic bits and feats on a single horizontal bar to good response.

Tom and Kay Hanneford, billed as the Martells, are topnotch cquilibrists in a rolo-bolo number. They do a number of difficult feats. In a novelty number a dog sits on Hanneford's head while he balances on the teeterboard.

Judy the elephant, trained by Mac

Judy the elephant, trained by Mac MacDonald, goes thru an interesting routine, a standout being the walking of narrow plank.

A swell canine number is presented by Charles Peterson and His Jockey Dogs. A horse is used and the pooches Dogs. A norse is used and the poornes take turns in jumping to the horse's back. They also work in groups. The Gutis are programed as Gorilla Porody. Three men and a boy have a

formay. Infere men and a boy have a fast-moving comedy and acro combination in which handstands are done. Two in ape make-up climb ropes and scamper around the ring. Princess Musetta, exquisitely costumed, did toe, heel and ankle catches the filter trapers to you farmer.

on the flying trapeze to vociferous applause.

Earl Shipley's clown band also was

Earl Shipley's clown band also was there with plenty of laughs. Claussen's bears are well trained. Two big brown ones and a small black bear do head-stands, bicycle and motorcycle riding, skating and dancing. Claussen has two fem assistants, one of them doing some good agen work. acro work.
The remarkable Unus starts off

The remarkable Unus starts of with a one-finger stand on a lighted globe and for the finale does a one-hand stand on a cane on a high lighted globe while twirling a number of large rings. He also accomplishes hand stands on two pool cues and them on one. Unus had 'em mitting through thruout.
The George Hanneford Family

(three men, two women) is an out-standing riding presentation inter-spersed with comedy. Kay Frances Hanneford is featured and it is a delight to watch her work. One of the men does somersaults, first on one horse and then from one horse to another.

Tom Packs's four baby elephants, handled by Mac MacDonald, is a pachyderm act difficult to beat when it comes to doing a lot of things and doing them well.

doing them well.

Concluding the program, the Zacchinis (two men, one woman) offer a flying turn, doing double somersaults, leaps and passes. They worked smoothly and received a big hand.

Creditable clown numbers are offered thruout the program, the joey contingent, including Felix Adler, Earl Shipley; Charley Bell with his rabbit dog; Saluto, Jimmy Armstrong, Dick Lewis, Carl Marx and Myron Orton.

Betty Bell, of the Ward-Bell Flyers on the Polack show, was a visitor Thursday (23).

In Hugo, Okla.

(Continued from page 74)

Show top is a 50 with three 30s.

Bob Stevens is owner-manager;
Mrs. Lura Stevens, his mother, front
door; Claude Garner, lot superintend-

door; Claude Garner, lot superintend-cnt; Ed Leninger, equestrian director; Roland Harding, concessions, includ-ing, five midway stands, and Captain Mack, superintendent of ring stock. George Bell has a seven-piece band, including Tommy Osborne, trumpet; Robert Yount, trombone; Doc Cleary, baritone; Jack Fogg, bass; Ed Bur-ridge, snare drum, and Bill De-Arment, bass drum.

Arment, bass drum.

Doc Riggs is producing clown, and members of clown alley are Paul Bejano, Jackie Dale, Don Hayden and Pete Spreckler. Performers include the Ricardo Sanchez family, Alfredo, Carmen and Chata; George and Betty Geddis, Dolores Wick, Captain Mack, Kenneth Martin, Beulah Mae Shearer; Mrs. Inez Sweet and children, Nelda, Mary Lou and George, and Teenic Brumbaugh. Oklahoma Shorty Vernon Shearer has the concert and a baby gorilla on the midway. Les Garner has Judd, small horse, a midway attraction. The show has a pony ride on the midway. the midway.

The Program

The Program

Display 1 Especialties: 2—Ladders, Tecnie
Brumhaugh, Carmen Sanchez, Bruiah Mas
Shesfer and Neida Sweet. 3—Clowns. 4—
Dog acts. 5—Tight wire. Sanches Duo. 5—
Comedy juggling, Doc Riggs; acrobatic act,
Sweet Pamily, 3—Poops act, Ricardo Sanches,
Sweet Pamily, 3—Poops and dog, 10—Clowns,
cholon Pratt. 14—Trained camel, Sanches Fanches, Tamel,
Till Vernon Pratt. 14—Trained camel, Sanches, Tamel,
Till Vernon Pratt. 14—Trained camel, Sanches,
Tamel, 15—Clown mule. 18—Sanches Fanches,
Till Vernobats, 15—Banner announcement, 20—
Novelty traps, Geddis Duo. 21—Liberty horses,
Capitain Mack. 22—Second concert announcement, 23—Clown chair gag. 24—Dolty Jacobs,
stephanis.

Vernon Pratt's and Dolly Jacobs's acts augmented the program for the opening day only.

Newly Painted

The show, neatly painted by Al Hill, moves on 32 pieces of equipment, including trucks, trailers and house trailers.

ment, including trucks, trailers and house trailers.

Visitors included Jack, Bill and Bob Capell; Hank Carlisle, Humpy Etherdge, Joan Benjamin, Mr. and Mrs. Bill Shelford, Guy Smuck, Jack Wright, Jockey Moore, Bob Stevens, Charlie Roark, Chuck Gamlin, all of Capell Bros.' Circus, McAlester, Okla.; Joe Baker, Dailey Bros.' Paul Van Pool, Joplin, Mo.; A. Morton Smith and F. E. Schmitz, Gainesville, Tex.; Julian Frazier, zoo superintendent, and R. R. Murphy, superintendent, and R. R. Murphy, superintendent of parks, and their families, Oklahoma City; Benny Gibson, Jack Harrison and most of the staff of Al G. Kelly-Miller Bros. and Cole & Walters circuses, including Obert, Kelly and Dorey Miker and families, and Herb Walters. The Kelly-Miller show opens April 14 and the Cole & Walters Circus near the end of March, Capell Bros. opens at McAlester with Capell Bros. opens at McAlester with a two-day engagement, March 24-25.

** PROMOTIONAL MANAGERS **

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Handle crews of Phone Salemen on
Banners, LVP.C's. Start immediately.

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snason, JACK MILLS, Mills Bree, Circus 1726 Coventry Rd., Clevaland Hts., O.

KING BROS.' CIRCUS WANTS

Few more experienced Phone Men. Banners and UPC Tickets—You sell, we collect, if broke or a drinker, don't answer. Contacti

J. C. ADMIRE

General Delivery, Bowling Breen, Ky., new end

WANTED Advertising Banner Painter

Must be good and fast. Tep money.

JOE SULLIVAN MACON, SA

National Orange 2d Jones Daughter Okay for Ferris, First Time In

SAN BERNARDINO, Calif., March 25.—Rose and Larry Ferris, of Ferris Greater Shows, playing the National Orange Show, reported that it was a succeesful run. Ferris came in for the first time on a percentage on rides and shows with a \$32,500 guarantee.

Ferris told The Billboard that top Ferris told The Billboard that top money-making rides were the Auto Skooter and the Skyride (double-Ferris Wheel), both owned and operated by Curtis and Elmer Velare. Third was the Tilt-a-Whirl, As a group the Kiddleland rides topped. Kiddle rides went for 20 cents. Spotted at the end of the midway, a plan to move them to a spot nearer the carnival entrance on Friday (17) for the last 10 days and 11 nights of the run failed to materialize.

While on this date. Ferris flew to

While on this date, Ferris flew to Sacramento to bid on the California State Fair midway. He said that his bid was 12.25 cents per admission. Contract is to be let next week.

Following the usual custom, the Ferrises were host to members of the Pacific Coast Showmen's Association. Meeting at a central point in Los Angeles, it took 69 automobiles to transport the group.

Orange Peelings

Dave Friedenheim, who was at the National Orange Show in San Bernardino, Calif., announced that he is taking out an Atomic Bazuka game about April 15. He will use five guns and an 18-foot trailer. Al Weir clowned at the Morton Funhouse and also handled Hopalong Cassidy accessories. Jenny Perry put in her time talking for her husband's Motordrome. H. E. Ewart, of H. E. Ewart Company, ride company, visited Larry Ferris. Eddie Harris. of West Coast Exposition Shows, visited his wife, Bertie. Harry Flax. Hum-a-tune pitchman, is readying a new trailer and will hop to Okfahoma City.

Mack (Doc) and Salma Zeillin.

to Oklahoma City.

Mack (Doc) and Salma Zeitlin.

who make their home in Santa Monica, Calit, visited, the show with William and Eva Wellman, who have concessions at Ocean Park, . . Orville N. Crafts and Bobby Cohn, of Crafts 20 Big Shows, made several visits to the midway. Cohn is handling the Crafts Fair & Exposition Shows and will play "Burbank on Parade" and the spring show in Bellflower. . . . Ari Converse moved his Side Show on to Brawley to play the date with Ferris Greater Shows.

A. Nathanson reported that he is

A. Nathanson reported that he is not the owner of the arcade on the show and has only the photo machines. . . Jo and Jimmy Lynch. of Gay-Lynch Enterprises, food concessionaires, off to the Sierras to fish. cessionaires, off to the Sierras to fish.

Lee Moss, of Lee Moss Digger
Company, expected on the Coast.
He is introducing his merchandise
diggers in this section.

Swalm and Frank Redmond are
making plans for the manufacture
and sale of Atomic Bazuka.

Lopez Inks Side Shows On Cavalcade, Hames Orgs

DALLAS, March 25.—Side Shows on two rallroad orgs, Cavalcade of Amusements and the Bill Hames Shows, will be provided this year by Linda Lopez. Contracts were signed here this week.

Bill and Mae Boswell will manage the Hames unit, while Jimmie Farmer and Lynn Lopez will handle the Cavalcade show. Both units will show under 35 by 160-foot tents, with pilaster-type fronts and fluorescent lighting. Signed for the Cavalcade show are the MaLotts, mental act; Jet Lamar, and Alex Brusard, alligator boy.

Carries "JJJ" Tag

ST. PETERSBURG, Fla., March 25.

Named Jerry Judiford Jones, a daughter born March 15 in Park Hospital here to Mr. and Mrs. Johnny J.

Jones Jr., will carry the initials that have become famous in the carnival

have become famous in the carnival business, reports Mrs Hody Jones, mother of Jones and widow of the late Johnny J. Jones, founder of the Johnny J. Jones Exposition.

The 8½-pound girl is the second daughter born to the Joneses. Mrs. Hody Jones, who troupes with the Jones show, has been spending the winter with the couple. Jones's wife is the daughter of Mr. and Mrs. McEachern. of this city. McEachern, of this city.

Lone Star Debuts On New Macon Lot To Fair Turnout

MACON, Ga., March 25.—John R. McSpadden's Lone Star Shows got off to a good start on a new lot at Houston and Broadway, South Macon. Opening night (15) found everything in readiness and a fair turnout. Biz on Saturday (18) was executionally good.

org moved in from quarters in Moultrie, Ga., about a week before opening. New auspices here, Macon Post 14 of Amvets, sponsored the

Post 14 of Amvets, sponsored the date.

McSpadden announced addition of a \$20,000 Diesel plant as a major improvement. The owner doubled as Diesel engineer the first week. Staff includes R. M. McSpadden, treasurer; Mrs. Myrtle McSpadden, treasurer; Mrs. Myrtle McSpadden, treasurer; Earl D. Backer, general agent; Edward E. Davis, electrician: Johnny Reed, legal adjuster and Howard Lundy, mechanic.

Show line-up consisted of Harry Harris's Snake Show; Side Show managed by Jimmie Watts, and Girl Show operated by Helen Watts.

Rides: Ferris Wheel, John Ritchle, foreman; Merry-Go-Round, Jack Burton, foreman; Auto Speedway, George King, foreman; Chairplane, Jackie Courtney, foreman; Tilt-a-Whirl, Wharis Willis, foreman, three kiddle rides, Auto, Whip and Airplane, Bill Ard, foreman, and Rolloplane, Howard Hall, foreman.

R. H. Gee has the cookhouse and Mrs. McSpadden bingo. An office-owned Funhouse was not placed because of lack of space.

Concessionaires include Rudy Rivers, fish pond, penny pitch, shoot-

cause of lack of space.

Concessionaires include Rudy Rivers, fish pond, penny pitch, shooting gallery, wheel; Clarence Goddard, basketball; Russell Cowan, hoopla; Dick McSpadden, percentage and pin store; Venita McSpadden, popcorn, candy apples; Kitty and Clarence Docen, photos; Dick Wilson, glass pitch, and Johnny Reed's concessions with following agents: Louie Lancaster, Bill Phillips, Ralph Gilly, Monroe Sanders, Jack Knight, John McCarthy, Bill Jones, Larry Phillips. Mrs. Reed has the pan game.

SLA St. Patrick's Party Attracts 200 announced.

CHICAGO. March 25. - Over 200 CHICAGO. March 25.—Over 200
members of the Showmen's League of
America donned their Irish brogues
and appetites for the league's St.
Patrick's Day party Saturday night
(18) in their clubrooms here.

(18) in their clubrooms here.
Andre Dumont and Jack Benjamin served the traditional corned beef and cabbage supper, followed by volunteer entertainment emseed by Chick Schloss with music furnished by Ralph Pope and his ork. Included on the program were Skippy Pope, dancer, and Johnny Doolin. vocalist.

Bernie Mendelson and Ned Torti were co-chairmen of the party with the committee including Charles Zemater, Whitey Lehrter, Maurice Ohren. Ed Sopenar, Tom Sharkey and Dave Malcolm. Max Brantman was in charge of decorations.

World of Today Max Heller, Organ Quarters Fire Causes 25G Loss

MUSKOGEE, Okla., March 25 .-Owner Curley Reynolds and concessionaires of the World of Today Shows sustained a loss estimated at \$25,000 Tuesday night (21) when fire destroyed an exhibit building on the Oklahoma State Fairgrounds here. The show and concession equipment had been stored in the structure.

Four trucks, all show fronts and canvas, electrical supplies, and miscellaneous parts were lost by World of Today. The cookhouse, owned by Ted Williams; Sam Lieb's corn game and Art Signor's candy floss machine and equipment were destroyed. destroyed.

At the time of the fire Reynolds was in Hot Springs, where his wife, June, was hospitalized for an operation. Signor, World of Today's secretary, was in charge of quarters in his absence. his absence.

The fire loss will not change shows' plans to open as originally scheduled, Signor said. Some orders already have been placed for replacement of the destroyed equipment.

Six new light towers were ordered as replacements the day following the fire. Bernie Mendelson, of the O. Henry Tent & Awning Company, Chicago, flew here from that city to arrange for all new canvas.

Blue Grass Preps April 20 Opener; 18 Dates Signed

HATFIELD, Ind., March 25.— Equipment is being readed here for opening of the Blue Grass Shows at Owensboro, Ky., April 20, ac-cording to C. C. Groscurtb, ownermanager.

manager,

New light towers, two searchlights, twin No. 5 wheels and a new Side Show under management of Fred Bancroft will be on the midway. A streamlined Kiddieland also will be new this year. Eddie Greono will have three shows and Mr. and Mrs. Bob Thomas will be back with their Arcade. Mr. and Mrs. Bud Davis will have bingo. Jack Atkinson is building a new Funhouse and overbauling motor equipment.

Shows have inked 18 fairs and

Shows have inked 18 fairs and celebrations and will have a 32-week season, said M. G. Stokes.

Wade 2-Unit Bow, Twice Postponed, Made to Poor Biz

DETROIT, March 25.-DETROIT, March 25.—After carner attempts to open had been held up two weeks by weather, the W. G. Wade Shows launched their scason here Saturday (18) with two units playing day-and-date to relatively poor business, W. G. Wade, manager

In addition to snow, continuance of the Chrysler strike is another de-pressing factor he said. The No. 1 Unit, managed by Wade, was located at Livernois and Warren avenues, with the No. 2 Unit, under Cameron Murray, at Davison and Gallagher.

Joyland Midway Attractions, owned by Roscoe T. Wade, brother of W. G. Wade, opened Thursday (23) at Joe and Michigan.,

Conn. Grange Plans Benefit

WEST HARTFORD, Conn., March 25.—The local Grange is making plans for a benefit carnival to be held June 19-24. The Grange has filed a petition with the Zoning Board of Appeals seeking exception from local zoning regulations.

Repair Man, Passes At Northfield Home

NORTHFIELD, O., March 25.-Max Heller, widely known organist and organ repair man and a member of Floyd E. Gooding's Amusement Com-pany for the past 27 years, died at his home here Monday (20). Born in Bromberg, Germany, in 1875, Heller came to the United States with his parents when he was 14 years

He was in the organ and calliope repair business for 61 years and traveled from coast-to-coast and thruout Canada. Burial services were held here Wednesday (22), Gooding and a number of members of his staff were among showfolk in at-

SFA Party Gets Capacity Crowd

SAN FRANCISCO, March 25.— Annual St. Patrick's Day party at the new Show Folks of America club-rooms here drew a capacity crowd, Monday (20). Affair featured a corned beef and cabbage dinner, served by the women.

Major portion of the entertainment was furnished by the South of Market was furnished by the South of Market Girls Club who offered Irisb jigs and songs. A two-hour show, emseed by Fred Weidemann, featured old vaude teams of Harry Dale and Harry Leslie in tap routines and a comedy turn. Also on the bill were the Johnson Sisters, acro duo.

In charge of the party were Harry

In charge of the party were Harry eber, Council Raiford and Fred Seber, Cour Weidemann.

Lottridge, Cosse Set by Baker Org; Show Opens April 21

INDIANAPOLIS, March 25.—Tom L. Baker, owner of Baker United Shows, recently arrived here in quar-ters to set the org for its April 21 opening.

Harry Lottridge, former show ownrarry Loringe, former snow owner, has been signed as general agent.

X. B. Cosse, recently an entertainment director for occupation forces in the Far East, has been inked as director of publicity and special

Holdovers from last season's staff include Corval R. (Bud) Jackson, assistant manager; Willard J. (Bill) Gemmill, secretary; Chester (Chet) Pearce, chief mechanic, and Bob Bush, chief electrician.

Baker announced the org will in-augurate a special events program this year, stressing children's activi-

April 6 Debut Set For Downriver Org

DETROIT, March 25.—Downriver Amusement Company opens its season April 6 at Jefferson Avenue in suburban River Rouge. Spot, played three times by the Downriver org last season, is across the road from shows' winter quarters. A planned carlier opening was delayed by prior leasing of the lot to the Ford Motor Company for special storage of coal. The Ford Company's lease runs until April 1.

Four new light towers, an office wagon and a new caterpillar Diesel unit have been added.

William Postelwaitte, general agent, returned from Florida. John and Marie Anderson, also in from Florida, will have their new Dipsy Doodle on the org this year.

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WANT CARNIVAL

For week of April 2, 1950, Columbia's Big Mule Day, April 4, Columbia, Tenn. Call 20-J. Columbis, or write:

George L. Bucknau Estate, Box 164

MIDWAY CONFAB

Good general agent is one whose manager has a good sense of direction.

Edward K. Johnson, contracting agent for Cetlin & Wilson Shows, begins his 14th season in that capacity with the org when it opens in Petersburg, Va. Johnson wintered in Philadelphia. . . . Sam (Russia) Levine, a concessionaire for purples of seasons with Rubin & Aumber of seasons with Rubin & Cherry Exposition and other carnivals, is owner-manager of Doc's Trading Post, a Little Rock loan agency. His wife, Mary, a former dancer, is his chief assistant.

Meeting of showfolks is a gathering at which no showman is allowed to beel, but is supposed to.

Kitty Kelly recently vacationed for two weeks in Cuba after having made a trip to San Antonio and Mexico... Sam Goldstein. opened his rides at Jackson and Western. Chicago, March 23... When the Orange State Shows played Key West, Fla., recently, members placed a wreath on the grave of Eugene (Doc) Barfield. who had trouped with the Cosmopolitan Shows, reports the Cosmopolitan Shows, reports Helen Barfield. Among those visit-ing the grave were Leo Bistany, Mr. Bolt and Pearl Bartield Recd. Barfield's widow.

Edward K. Johnson. contracting agent for Cetlin & Wilson Shows, who wintered in Philadelphia, reports to winter quarters at Petersburg, Va., April 3 to begin his 14th season with the shows. . . Mrs. Verna Avery's Modern Shows open their second season March 31, with a nine-day stand in Clawson, Mich.

Managors are unable to check on the unheard-of agents who, when hunting jobs, advertise. "I have good connections with fairmen in 20 States," but they can suspect that it's out of their territories.

James (Pappy) Reagan, well known in carnival circles, entertained pre-sented his magic and juggling act for the Norfolk Junior Chamber of Commerce recently.

tors on that midway in Augusta, Ga., last week. . . . Joseph Fleischman. for 35 years known to concession-aires as wholesaler of tropical novelties and jewelry, has moved his Tampa quarters to 906 Tampa Street.

No showman expects another war until the surplus of the last one has been bought by midways.

Harry (Texas Jim) Frances has signed to return to the James H. Drew Shows this season. . . Sally Brunnette, current at the 5 o'Clock Club. New Orleans, and her sister, Ronnie Audette, will join Sunset Amusement Company soon where they will operate their Girl Show. . . Hank and Pat Stucken have signed their cat rack, bottle ball game and pan game with Kenland Amusement Company this season. . . Curtis Bottomley. skin enigma, with Linda Lopez's Side Show, is at his home in Louisville, recovering from illness which forced him to close with the Lopez org. He'd like to read letters from friends.

One can usually recognize the trailerite who knows the shows' entire route, be-cause she is kept busy dialing the grape-

Last season with the World of To-day Shows, Serpentina and G. A. Johnson are playing niteries with a snake act. They closed a two-week engagement at the House of Rinck, Cincinnati, last week. . . . Jack Ram-sey has been signed as general agent for Gold Crown Exposition and is filling the shows' few open dates.

Joe Pearl, mailman and The Bill-Joe Pearl, mailman and The Bill-board sales agent on the Johnny J. Jones Exposition, is still making his home at the Hyde Park Hotel, Tampa, where he has graduated from crutches to a cane and hopes to diseard the latter soon. He en-joyed recent visits with Patricia Gordon. Mrs. Earl Lyons, John Fone,

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ORDER TODAY

Joe Goodwin, concessionaire, who is operating on the Magic Midway Shows, also has booked several of his concessions on the Wallace & Murray Shows and was among visitors or that midway in August Care

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For St. Sebastian Celebration, Middletown, Conn., May 11-12-13-14. Friewerks, Band Concert, Car Giveaway. This Celebration draws over 10,000 people. Motordrome. Monkey Show, or any good Side Show, No Girl Shows. Blingo, French Fries, Custard, etc., any legitimate Concessions; only 1 of 2

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Elmer Ritz, Al Wagner and Jack Baillie. . . . George Rienhardt, cookhouse operator, has been discharged from Municipal Hospital, Tampa, where he was being treated for a heart ailment. Mary Dennis also has been discharged from that hospital after undergoing an operation there.

It's prosperity when a manager can ireat 30 of his friends to a \$10-per-plate show-men's dinner a year, but hard times when he takes them to two or more,

Babe Montana, operator of Broadway Scandals, was tendered a birthday party in the home of Mr. and Mrs. Sal Dima in Brooklyn recently. Guests included Bobby Kork, Mr. and Mrs. William Rollo, Anthony (Sonny) Lovaglio, Josie Dima, Joseph (Kid Montana) Wise, Nancy Montana, Marco Jurinich, Mr. and Mrs. Lew Mansfredo, Johnny Chiusano, Phyllis Wise, Bill DeSimone, Eugene Vetere, Connie Dima, Mary Coichette, Maryann Park, Jerry Allen and Jay Rex... Archie O. Taylor has booked his Octopus ride with Bogle & Reese Shows and will open Bogle & Reese Shows and will open with them at Arma, Kan., April 8.

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Can place first-class Girl Revue. We furnish front, top, stage and transportation for same,
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Agents who can grind can get it every we
This Show has high class Free Act and we p
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notice. Wire at once. JERRY DONDINEAU
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BLUE GRASS SHOWS

NOW BOOKING SHOWS - RIDES - CONCESSIONS P. O. BOX 621, OWENSBORD, KY.

LARRY NASH

WALKER OSBOURN

John McCormick returned to New John McCormick returned to New York last week after a vacation in Hot Springs... Mr. and Mrs. Joe Spivak have left their New York headquarters for a two-week South American tour... Lois (Flame) Em-ery is the feature of the Girl Show, while Jessie Jessica French and Ron-in Discountill headling the Side nie Delmar will headline the Side Show, which Bill Emery will present on Jollytime Shows. Opening is slated for April 21 in Columbia, Pa.

George A. Golden, following a vacation in Miami, left for Petersburg, Va., winter quarters of the Cetlin & Wilson Shows. . . Forrest C. Swisher last week returned to the Caney, Kan., quarters of the Parada Shows from Kansas City, Mo., where he purchased the concessions formerly operated by the Smythe Concession Company. He also has taken delivery on a new truck and trailer. . . . David B. Endy, manager of Endy Bros! Shows, made a hurried trip to Washington from Miami in the interest of his org, which opens its season in Philadelphia early in April. in April.

When a manager was daked for by a visitor, the shows' secretary answered. "I guess he's chead booking a good string of lates' with emphasis on 'guess.'

Mr. and Mrs. C. J. Sedlmayr and Mr. and Mrs. Clif Wilson, last week arrived in Miami following a trip arrived in Miami following a trip to Cuba. Sedimayr headed for Royal American Shows' Tampa winter quarters. . . Following a month's engagement at the Stork Club, San Antonio, as a feature of Jerry Vaughns' "Hollywood Duplicates," Pinky Pepper headed north to open the season with a carnival Side Show. . . L. I. Thomas, manager of Thomas Joyland Shows, last week left Miami for Lexington, Ky., where his org opens the 1950 tour. . . . Jim. his org opens the 1950 tour. . . . Jimamie Watts has the Side Show, while his wife, Helen, will operate a Girl Show on Lone Star Shows this sea-son. She also handles the mail and The Billboard's sales agent on the

Mr. and Mrs. Jack Yazvac joined Thomas Joyland Shows in Lexington, Ky., last week following a vacation in Miami. . . Harry Modele plans to leave Miami soon for Washington where he will join the James E. Strates Shows. . . . Harry Schreiber is expected in Richmond, Va., quarters of John H. Marks Shows, making his third season with the org. . . . Ralph Endy is in New York readying his unit for a number of dates in that State. . . Clark Biggers Sr. infos from Monroe Center, Ill., that he is coming out with his own show this year. To be known as the Cavaleade of Fun, it will carry 6 rides and 15 office-owned concessions, Biggers advises. Mr. and Mrs. Jack Yazvac joined sions, Biggers advises.

After listening to big jackpots being cut up in a hotel lobby, a hig business executive wondered how they could bandle all that dough without incorporating.

Southern Valley Shows, playing Natchez, Miss., recently under aus-pices of the Veterans of Foreign Wars, hosted children from three orphanages during the engagement. The org and the sponsoring V. F. W. Post were on the receiving end of many compliments as a result. The Natchez Times played it up big with a large art splash and also carried a laudatory letter from one orphanage exec. The letter emphasized the co-operation given by Ed Moran. Southern Valley Shows' manager.

Punk Hill, Mr. and Mrs. Clyde Hill, Mr. and Mrs. Art Martin and Jack Edwards attended the shrimp gumbo luncheon tossed recently by the Aransas Pass (Tex.) Showmen's Club in its clubrooms. In addi-tion to showmen, the luncheon was attended by many Aransas Pass civic and business leaders. One of the and business leaders. One of the highlights was the presentation of an honorary membership to Railroad Commissioner Olin Gulbertson. Award was the second of its kind to be made by the club since its founding.

Featuring Fearless Gregg Cannon



Shooting man over two Ferris Wheels. Can place legitimate Concessions not conflicting such as Cat Rack, Novelties, Jewelry, Glass Pitch, Derby Racer, Basket Ball, High Striker, Cork Gallery, Photos, Darts, French Fries, Custard, etc.

Want Clown to work streets and handle kiddy matinee. Must have A-1 wardrobe.

Want Shows with own equipment and transportation, Monkey Circus, Arcade, Funhouse, Girl Revue, Posing, Athletic Show, Crime, Want Motordrome for best Drome territory in country. Art Spencer, Speedy Palmer or others contact.

Want Kiddie Rides. Dark Ride, Rolloplane and Spliffre,

Want A-I Biliposter who can handle brushes and post paper properly; Preist one with truck or car. Wire at once.

Sam Weintraub wants Agents for Slum Concessions.

No Flats or Gypsies wanted: don't waste my time or yours.

This Show positively plays 18 Fairs and Celebrations. We have an open week in August and one in September: Fair Committees, contact us.

One more week in Alabama then the Big Spring Exposition at Cartersville, Ga, Location heart of town, Tinsley Park, Just like a fair—Premiums, Parades, etc., every night.

All Address: A. SPHEERIS, Mgr., Sylacauga, Ala., this week; then Ft. Payne, Ala.

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CONCESSIONS: Ball Games, Pitches, Fishpond, Coke Bottles, Basket Ball, Penny Pitch, Custard, Hi-Striker, Age, any Hanky Panks, legitimate only. Have booked Bingo, Cookhouse, Photos, Scales, Diggers, Popcorn, Floss and Jewelry. All others open. Be there April 5 or 6.

SHOWS: Have booked Arcade and Girl Show. All others open, You must own your own equipment and transportation. Will book you for committee money plus tax on tickets. If you want with a 10 Ride Show, NO RACKETS, with the finest show equipment in the business, will pay you to wire. Fairs and Celebrations from first week in June solid until Oct. 1. Ride Men, come to Winter Quarters by April 1. Show moves out April 3. All replies, wire Western Union, no time to write

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CONCESSIONS—Photos, Custard, Novelties, Floss, Sno Bails, Arcade, Hanky Panks that don't conflict, Glass Pitch, Hoop-Le. Country Story, Duck Pond, open midway, SHOWS—Was experienced cause to take charrie Two Headed Raby Show. RIDE HELP—Truck Drivers, Foreman for Ridec-O. COMMITTEES in Iowa, we have open dates in July playing Rock Rapidlews, July 4th. FOR SALE Set of Girl Show Bannets. Will book Dark Ride, Spar Rod-O-Plane, Boat Ride for season. Address L. C. McHenry, Manager; Jese Wrigiay, General Agent, Jacksonville, Texas, until April 18th then Kliepre.

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\$2,000 IN PRIZES

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- 1 812 Bli Ferris Wheel with special trailer-
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 124-set Smith & Smith Chair Plane, with all new chains, ready to be installed. Complete with long wheel base int. Iruck.

 18 lings Top and Frame, like new.

 1 Fun House on Frueheuf Trailer, wiring, including special transformer truck and work shep.

 1 Single Loop-o-Plane with transportation.

 1 Kiddle Airplane Rids.

 Many other small items that go with an organized show. All must be sold. No rentals. Only cash sale considered.

 Cheep—Cheep—for Quick Sale. Hurry.

T. J. CRAMBLETT

EP GLOSSER

WANTS AGENTS

For Count and Pin Stores. Have a nice Middle West Show. Opens April 15th Whiter Campbell, Silm Lorens, Richard Cub-ler, Bobby Burton and Larzy Recect all others contracted get in touch with me. 4271 S. W. 12th Street, Miami, Florida.

WANT AGENTS

All tyes Hanky Panks, also Bingo Help. CONTACT;

JOHN DELANEY

Gem City Shows, opening April 6, E. St. Louis, III., or 415A Chestaut, St. Louis, Mo.

BIG STATE SHOWS Now Open

WANT—
NOW: Can place independent Shows. Rides:
Will book neat Pony Ride, any Fias Ride that
doesn't conflict. Concessions: Will book Sium,
Clothes Pin, Fiab Pond, String Game. Mug
Outilit, Hi Striker, Custard or Ice Cresm, any
Hanky Panks that don't cenflict. Want Agent for
Candy Floss and Popcorn. Hare good Fairs and
Celebrations West Texas. New Mexico and
Colorado. Privilege \$13.50. No Oppsies, drunks
or agitators. Rock Spring. Tex., March 27. Acres 1. or agitators, Rock Spring, Tex., March 27-April 1; Sonors, Tex., April 2 till 8, Wire HANK DOWNY

POLOCK JOHNNY GORMAN

CONTACT ME AT ONCE

HARRY DENNIS

107 PARKER ST.

TAMPA, FLA.

VOLUNTEER SHOWS

Opening near Nashville, Tenn., April 17th, Want Hanky Panks of all kinds, Shows except Girl. Have Tops, Banners, Etc. Can use Electrician, Ride Help on all Rides, Agents for Hanky Panks, Want to buy 50 kw, Transformer.

GLENN HOCKETT, Mgr.

Box 244, Springfield, Tenn., Phone 349 P.S.: Plenty of parking room at winterquarters

WANTED

Bingo Heip, Agents for Fish Pond, Cig Gallery, Glass Pitch, 50-50 after nut. Must drive trucks and sleep in joint. No hoys or no drunks wanted. Long season,

FRANK SWEENEY
GLENDALE, WEST VIRGINIA
Open April 15th, Cheripston, W. Va

SEE OUR AD

In Park & Pool Section

SHERMAN & EARL HUSTED

CLUB ACTIVITIES

Association Tampa. Fla.

Ladies' Auxiliary

The auxiliary held a wiener roast and marshmallow toast in the patio of the clubhouse March 22. Esther Young was entertainment chairman. Mrs. Jeri Ringlin is a member of the Wagner Club. On March 23 Mrs. Lester Simon, second vice-president of the Tampa Garden Clubs' Federation, organized a garden circle for the auxiliary. Officers elected were Mrs. Gean Berni, president; Mrs. Russell J. Caughey, vice-president; Mrs. Elton Edwards, recording secretary; Mrs. Steve Pelak, corresponding secretary; Mrs. Pete Berkheardt, treasurer. The circle voted to name treasurer. The circle voted to name itself the Clover Garden Circle, in honor of the first president and mother of the club. Mrs. Berni named the following chairmen: Awards and finance, Mrs. James Owens; birds and conservation, Mrs. Fogle; horticulture, Mrs. James Annin; membership, Mrs. Berkhardt and Mrs. Caughey. Other members are Mrs. Flo Pontico, Mrs. Hazel Maddox, Mrs. Betty Morgan, Mrs. E. Fillingham, Mrs. Vera Barkoot and Mrs. T. Taylor. Mrs. T. Taylor.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 25.—Past President Fred H. Kressmann, Treasurer, Walter F. Driver and Secretary Joe Streibich were on the rostrum at the Thursday (23) meeting.

Ralph Wibberly was skedded to be a secretary problem of the west of the secretary problem.

undergo another operation, the wel-

fare committee reported.

Herman Begley's membership application was accepted for posting. Ned Torti said the ways and means committee drive would start at once. Bill Carsky and Harry Simonds were added to the lease committee.

Back after iong absences were Lou Leonard. Jack Gallagher, Ed Korn-rumpf, Bill Carsky, William E. Sny-der, Fred Burrows, Herry Polk and Ralph Glick.

Secretary Streibich announced that considerable mail is being returned and urged members to send him their correct addresses.

Missouri Show Women's Club 415A Chestnut St., St. Louis

ST. LOUIS, March 25.—President Goldie Fischer presided at the March 16 meet. Assisting her were Norma Lang, treasurer; Sally Prevost, secretary, and Verna Schantz, social secretary, who returned after a siege of tary, who returned after a siege of illness. Goldie Fischer donated a double fluorescent light for the rostrum. Prize donated by Beatrice Guilliani was awarded to Gertrude Lang. Peggy Grimm is in Park Lane Hospi-tal, a surgical patient the past three weeks. Daisy Davis has been con-fined to her rooms in the Lord Baltimore Hotel.

Frances Herget, Imogene Donahue and Jane Bunting were present at the

Lone Star Show Women's Club of Texas Campbell Hotel, Dallas

DALLAS, March 25.-Last meet-DALLAS, March 25.—Last meeting was called to order by President Louise Hickman, with Pearl Vaught and Beth Anderson assisting. Mrs. Annie Gordon has returned from New York City after attending the funeral of her mother. Sally Murphy is in Temple, Tex., for medical examination. Millie Hudspeth was in attendance. Erma Meek was hostese for this meeting. Raffle was won by Mrs. Gordon and door prize by Beth Anderson. Anderson.

Greater Tampa Showmen's Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, March 25.—Several new members have been added, among them Myrtle Hutt and daughter, Doris Devine, Ida Chase and Bessic Nitt. Martha Levine, chairman of the sick committee, reports that Lucille King has improved the citil confined to her room. Mabelle still confined to her room. Mabelle Bennett left for Yakima, Wash., where her son's wife, Marge Chip-man, is in Yakima Hospital. Jessa Clancy is in a hospital in Los An-geles. Marie Bailey, past president, is ill at home. Ethel Krug, chairman of the bazaar, has received a number

of the bazaar, has received a number of gifts for her bazaar, Virginia Kline donating two pair of men's socks. A hand-crocheted tablecloth donated by Madame Delma was won by Zola Wise and the money was given to the bazaar. Mora Bagby, second vice-president, presided at the meeting March 9. Donna Day attended the meeting after an absence due to sickness. Rose Westlake, who was at sickness. Rose Westlake, who was at the meeting, leaves soon with the Clyde Beatty Circus. Jenny Riegel, Jimmy Dunn, C. H. Allton and wife attended the opening of the new club-rooms of the Show Folks of America

Show Folks of America 1191 Market St., San Francisco

in San Francisco.

SAN FRANCISCO, March 25. — Eighteen members and four officers attended the board of directors meeting, called to order March 20 by Chairman Eddie Burke. Elected to membership were Vic Ancona, Eugene Walcott (Willie Meehan), Tom Union, Fred Smith, Larry Ferris, Harry Rendelle, Albert M. Haffords, V. M. Stine Zlockovick, Willard J., and Josephine Neff. Neff.

Neff.
Regular business meeting was suspended and the night was given over to the annual St. Patrick's corned beef and cabbage dinner. Doris Monette was catering committee chairman. President Mike Krekos was unable to attend because of the West Coast Shows' opening in Visalia, Calif. Fred Weidmann emseed in Krckos's absence.
Frances Scott won the pot of gold award. Entertainment program included Euena Mack and the Kerry Danders. Harry Low, former financial secretary of the club, visited while in town because of the death of a member of his family.

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 25.—The membership drive, renewed after a lapse of two years, brought in 14 new members at the Monday (20) meeting, presided over by President Joe Krug. Also on the rostrum were Vice-President M. J. Doolan, Treasurer Al Weber, Secretary Louls Manley, Bobby Cohn and Matt Herman.

Elected to membership were O. B. Smith, Jack Johnson, A. Singerman, James Hammond, Hal Fisher, Roy Wilhoit, Max Silver, William Valentine, Walter Hagen, Bob Vaughn, Warren McMenus, Clyde Gray, B. B. Bassford and Thomas Warrington. Visitors included Ben Morrison, Jimmy Lynch and Eddie Gay. On the sick list, Al Cohn, Santa Monica Hospital for a spinal operation; Claude Philling General Hesrital. -The LOS ANGELES, March 25,-

Hospital for a spinal operation; Claude Phillips, General Hospital; Charlic Soderberg, Rancho De Los Amigos Hospital, and Jack Hughes, Harry Wallace and Frederick Sperb, Sawtelle Veterans' Hospital.

Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, March 25.—Many members are heading north to join the various shows with which they will be associated this season. Club's executive secretary is receiving many old-time pictures of carnivals and circuses for the clubrooms.

WILL SACRIFICE

Flying Scooter, portable 8 cgr. \$5,500,00 Pretzel. 6 cars, track and fun gags \$1,800.00. Both Rides operated during 1949 season in Parks. A-1 condition. Sell all ar any part. Quitting Amusement

WILLIAM FERGUSON

1091 N. HOLMES

MEMPHIS, TENN.

GENERAL AGENT WANTED

Who knows Western New York and Pennsylvania. Excellent proposition to capable man. Contact:

GEORGE H. HARMS

American Bazaar and Equipment Co., Barnesville. Pa., immediately by mail.

Avery's Modern Shows

Opening March 31 CLAWSON, MICH.—DOWNTOWN

2 SATURDAYS—2 SUNDAYS
Concessions—Hanky Penke, 315 weekly.
No Glase, no Gypsies. Can place 2 or 3
Kiddle Rides, also Spittire and Chairplane.

VERNA AVERY

BOX 387 Route 2 Royal Oak, Mich

AGENTS WANTED

For Siz Cats, Ball Game, Penny Pitch, Coke Bottles, Age, Darts and others. Can use Man and Wife for Derhy. Also one Man to

P.O. BOX 182, PACIFIC, MO.

CARNIVAL WANTED

Anytime during month of June, Crounds located on Highway U.S. 9W.

S. W. JOHNSON S.F.E. CO. #1 GARNERVILLE, N. Y.
Contact R. V. Harrington, Garnerville, N. Y.

CARNIVAL WANTED

For one-week run. Last of May or in June. Contact

COM. JAMES JENNINGS American Legion Woodbury, Tennessee

B. E. STARNES

PLEASE CONTACT

R. C. BRYAN

608 TAMPA ST.

TAMPA, FLA.

HAPPYLAND SHOWS

Now Booking for 1950 3633 SEYBURN DETROIT 14, MICH.
Phone Walnut 17924

CARNIVAL & CIRCUS OWNERS, ATTENTION Location, to Acres, evallable for tease, I day to 1 week stands beginning late May, Near city line of Harrisburg, Pa. Contact

Wayne C. Stoyer, "Gny-Way"

Harrisburg, Pa.

WANTED

Second-Hand Carnival — Wheels, Merchandise, Percentage and Grind. Write

SAL TERRANO San Prancisco, Celif.

WANT CARNIVAL

For Blay 30th and July 2, 3, 4, Southwestern Minnesota's rargest playaround, Write:

WALTER LEAS Tepesoteh Amusement Park, Tracy, Minnesote

WANT-WANT-WANT

CONCESSIONS AT FOLLOWING FAIRS:

* AMDERSON, IND., JULY 3-8

★ BROWNSTOWN, IND., JULY 17-22

★ LOGANSPORT, IND., JULY 23-29

* SHELBYVILLE, KY., JULY 30-AUG. 6

★ MONROE, MICH., AUGUST 7-12

★ LA PORTE, IND., AUGUST 14-19

* FRANKFORT, IND., AUGUST 20-26

-ALSO-HAVE EXCLUSIVE OPEN ON GOODING GREATER SHOWS FOR POPCORN. PEANUTS, CARMELCORN AND TAFFY. MUST BE MEATLY FRAMED IN LARGE TRAILER.

Eats, drinks and legitimate games are available at all above fairs except Brownstown, Ind., where games only are available. Bingo and Shooting Gallery sold at all locations. Na palmistry.

a We have several very good openings for legitimate Concessions of all types on many units for carnival dates. Photos open on two units. Bingo and Lead Callery all sold.

-WILL BOOK-

*RIDES Ridge with own transportation that do not conflict. Kid Ridge

* SHOWS Want good, alean Shows with ewn transportation. Especially Crind Shows of merit.



1300 NORTON AVE. UNIVERSITY 1103 COLUMBUS, OHIO

ALLEN SMITH SHOWS

OPENING IN RHODE ISLAND, APRIL 17TH

Shows-Monkey Show, Mechanical, Girl Show, Snakes, Fun House or any other Grind Shows. Rides-Tilt or gray other Flat Ride not conflicting. Kiddle Auto or Kiddie Swings, Concessions-Long and Short Range, Ball Games, Doll Store, Balloon Darts, String Game, Pitch-Till-U-Win, Photo, Diggers, Cork Gallery, French Fries. Custard, Coke Bottles. Hoop-La and other Hanky Panks. Bingo, Eats, Popcorn and Floss sold. Ride Help-Foremen for Ferris Wheel, Loop-o-Plane, Merry, and Second Men; semi drivers preferred. Concession Help-Agents for Six Cats and P.C. Agents wanted. Tom Caslin, Murphy, and Eddie who worked on P.C. last year, answer. Six Cat Agent who was hired, answer. Frank (Curley) Ross, come home at once. All Replies

To Winter Quarters, 137 Lockwood St., Providence, R. I.

NEW CUSTOM DERBYS FOR SALE, \$2,940.00 EACH

-25-FOOT STEEL FRAME TRAILER, SOLID MAHOGANY ROLL-DOWN ALLEYS. WRITE NOW FOR DETAILS.

JACK DOKE

301 BAST 69TH STREET

LOS ANGELES S, CALIFORNIA

ROYAL BLUE SHOWS

CAN PLACE

For opening NITRO, W. VA., April 15 PIREMEN'S SPRING PESTIVAL, with 2 Saturdays

Concessions—A few more Stock Concessions open. Can place Jaweiry, Clothes Pins, Dart Gamas, Glass Pitch, RibStriker, Cork Gallery or any Hanky Pank not conflicting, only one of kind. RIbBS—Any Kiddle Rites, one flat Ride. If you want on a good clean show with a good route through W. Va. with a good 4th of July Celebration and 8 good Fairs, then get with us now. Write or wire D. W. CARTER, May., Sox 1643, Charleston, W. Va.

L. J. HETH SHOWS

OPENING NORTH BIRMINGHAM, ALA., APRIL 22NO.

Sale—25 Kw. General Electric Transformer, price \$100.00. 1 complete Bingo Game, 14x20, right due for small show, first \$150.00 takes it; good condition. 5 Minstrel Show Banners, \$5 GPl Show Banners, \$5 Monkey Speedway Banners, \$5 Side Show Banners, come like \$5.00 to \$10.00 cach. Want Photo Gallery exclusive, Long Range Gallery, Short Range, y Arcade, Botary Merchandisers, Diggers, other legitimate Concessions.

All replies: P. O. BOX 5415, North Birmingham, Ala.

SUNSET AMUSEMENT COMPANY

OPENING THURS., APRIL 20, EXCELSIOR SPRINGS, MO.

Can place ARCADE, DARK RIDE, AUTO RIDE, BOAT RIDE, LITTLE DIPPER, AIRPLANE RIDE. SHOWS WITH OWN EQUIPMENT. Want foreman for C-CRUISE and OCTOPUS or MERRY. Must drive seem. Can use Second Men who drive.

701 N. MAIN STREET, EXCELSIOR SPRINGS, MISSOURI

"BROADWAY AT YOUR DOOR"

GET WELL WITH PRELL

SHOW OPENS MIDDLE APRIL—CLOSES MIDDLE DECEMBER BOOKED SOLID LONG SEASON—18 FAIRS, STARTING

AUGUST 1-14 CELEBRATIONS

GIRL SHOW REYUE WANTS Dancing Girls to feature.

Address

AL MERCY Rt. 3. Box 1014-K. Tampa, Fla.

POSING SHOW

WANTS Girls for high class Posing Show. Salary pald thru office.

JERRY BUCK

SIDE SHOW

WANTS Freaks to fea-ture, Acts of all descrip-tions, also Working Acts. WANT Iron Eye Lid Act. highest salaries paid. Rusty Mansfield, please Answer
AL RENTOM

Box 232 Ruskin, Fla.

Professor Valdin wants Colored Entertainers, also Magician and Musicians. Want Manager to take full charge with working Monkeys in conjunction with our Monkey Speedway. FAT SHOW-Have equipment for same. MIDGET SHOW, UNBORN SHOW, must be new and novel. Want Publicity Man for SPECIAL EVENTS. PATTY FINNERTY wants Pin Store Agents, also capable Agent for Watch Wheel. Julius Oakley, contact Patty Finnerty. Carl (Stash) Lee wants Agents for his Grind Stores.

> WANT WANT WANT

Penny Arcade, Greyhound Races, Rotaries, Age and Scales, Novelties, Ball Games, Glass Pitch, all kinds of Hanky Panks,

RIDE HELP-All kinds, Drivers preferred: Working Men in all departments. Winter quarters open. All report April 10. Answer all mail.

SAM E. PRELL, Tropical Hotel, Kissimmee, Fla.

I. AND B. SHOWS

Want for Crewe, Va., Nine Days, April 13 to 22

Can place Mug Outfit, or any other Concession that works for stock. Can place French Fries for the season. Would like to book Glass or Fun House, twenty-five per cent of the gross, plus insuranca. Can also place Agents for Slum Stora. Have for sale Penny Arcada. complete with 65 Machines, Counters and Jacks. 30 by 60 Top in very good condition. also Photo Gallery. A small A.C. Generator. Can be bought with or without transportation. All equipment in A-1 condition. Can be seen on the show. All replies to:

> HAYES AND FLYNN, J. and B. Shows This week, Boydton, Va. All wires to Clarksville, Va

DOWNRIVER AMUSEMENT CO.

LAST CALL MICHIGAN'S CLEANEST MIDWAY LAST CALL

Opening River Rouse, Mich., April 6—Booked solid until Oct. 15.

WANT SHOWS—10-in-1, Orind Shows, Glass House, Fun House, Penny Arcade. CONCESSIONS—Can place few more Hanky Panks, Jewslry, French Pries, Root Beer. RIDE HELP
who can drive semis. HARRY FEE, contact: DAVE WINNIE, write. RIVER ROUGE, MICH. 10138 WEST JEFFERSON Phone Vinewood 2-1618

\$<u>.....</u>

Winter Quarters Open All Men Come on Heller's Acme Shows Winter Quarters Open All Men Come on

Open April 6th—2 Saturdays—2 Bundays. 12 Fairs, 4 Home Weeks, 2 Calebrations airsady contracted and very best Still Oates obleinable.

Want Shows—Motor Orome, Unborn, Big Sneke, Working World, Menkey Bpeedway. Oood Broposition for Penny Arcide, Fun House. Owner of 3-Neaded Caw, like to have from you. Want Bide Hais for 12 Rides; Whip, Bides—0, Sallyline, Chairplees Foremen; semi drivers given broked. No grift on hits show. Can use 2 good of Range Bellery, Roderys, and Mennesety Sound Car Man and Binge Caller, Jock. Jone and Frank Turner, contact. All address: HARRY HELLER, Gen. Mgr. PHONE: WYCOFF 40333-M

BOX 4. CAMPGAW, N. J.

NOTICE

The GEORGE W. NELSON SHOWS will follow their same policy of operation as last year. Playing street celabrations, two and three per week. Exclusively Southern Minnesota after May 19th until Labor Day. We hold exclusive contract for DETROIT LAKES, MINN., Sat., Sun., Mon., Tues., July 1st, Jud, 3rd and sth. This is positively one of the best spot is Alia, Sun., Graettinger, lows, is our LABOR DAY and it's a protein winner thest spot in their three flows per week? If you have the spot of the protein three flows per week? If you have the spot of the spot of

CENTRAL STATES SHOWS

Opening April 10 at Ponca City, Okla.

Can place Hanky Panks, Bumper, String, Bowling Alley, Glass Pitch, Ball Games, Photos, etc. Want Wheel Foreman and Loop Foreman, also Second Men who drive. Want agents for Long Range Gallery and Bingo, Curly Evans and Buzz Smith, write manager of Athletic Show. Want Wrestler and Fighter. We have the best route in the Middle West. Winter Cuartors at Hazelton, Kansas, Wire or Phone 2911.

W. W. MOSER, Mgr.



OPENING APRIL 3 AT ATHENS ON THE FAIRGROUNDS Featuring CAPT, SHIN SONGER and His Famous High Dive Free Attraction

Concessions Opens Few more Hanky Panks. Wire or write what you have. Can place Pus Pool Dealer. Shows: Can place Monkey, Snake, Fal, Illusion, Motordrome, What is it, Funhouse, Glass House or Animel Show, Liberel percentage. Rides: Have 9 office owned. All replies: JOHN PORTEMONT, Mgr.,

Bex #524, Athens, Aln. Box #524, Athens, Ala.

DROME RIDERS — DROME RIDERS

STRAIGHT AND TRICK RIDERS MEN AND WOMEN

Can use Three Men and Two Girls to strengthen wall organized unit on

WORLD OF MIRTH SHOWS

Largest Midway on Forth

Top salaries in accordance with your ability and wardrohe. Staternooms available. Also want experienced Elder-Manager who can handle help and is capable of taking complete charge of Number Two Unit. Both of these Dromes, Machines and all equipment fines to nroad. Write or wire immediately: L. Harvey Cenn, #1 Mecca Orive, Sersiots, Florids. Jimmy Pediatire, contact ms. Fissih White. Wait Petrosty and other who wrote before, ret to touch provide the provided of the provided of

J. A. SPARKS SHOWS

Will sell exclusive on Popcorn, Pesnuts, Candy Flors, Jeweiry, Custard, Long Range Gallery. Want Pin Store, Bowling Alley. Will book Swinger. Will frame same for reliable party. Good opportunity for Ball Game and Fish Pend.

SHOWS: Will book Monkey Show, Glass House, Wild Life, Mechanical City and Geck Show, Want Spitfire, Roll-o-Piane and Roll-o-Whirl. Will buy big, healthy Snake. Want high-class Bannerman, also sell merchants' tickets for Saturday matiness.

All contact J. A. SPARKS, Lanett, Ala., this week

WHITESIDE CONCESSIONS

WITH GRUBERG'S WORLD FAMOUS SHOWS WANT

Wheel Agent and Otind Store Agents. Agents for the following Percentage Concessions: Pee Pool, Best the Daeler, Under and Over 7, Pan Game, Eight Face Black Color Game. Cou-use plenty of seneral Concession Help. Lou Cramer, confact me at once. Show opens in Philadeliphia, April 7th. All Agents elready contracted, be in Philadelphia by April 3rd. All replias: A. R. WHITESIOS, c/o GRUSERG'S WORLD FAMOUS EMOWS, Bax 101. Phila., Pa.

DON FRANKLIN SHOWS NO. 2

CONCESSIONS: Custard or Ice Cream, Candy Floss, Country Store, Pitch-Till-Win, Bumper, Ball Game. Hoopis, Age and Scales, Jeweiry Spindle, Coke Bottles, Pan Game or any Concessions nat conflicting.

Can use Second Men on Rides, good Concession Agents. Will book any Ride not conflicting and any small Grind Show with own equipment.

Address: GUS TUCKER, YOAKUM, TEX.

BOONE VALLEY SHOWS, INC. WANT HOUSE VALLEY SHOWS, INC.

20 weeks of Fairs and Celebrations, solid beoking. Openinx May 1st, Boone, Ia., West Boons lot alongside highway. Concessions: Popcorn. Candy Floze, Noveillez. Cockhouse. Histiriker, African Dip booked. Want Long Range and Short Range Gallery, Photos, Pish Pond, Bowling Alley, Belloon Dart, Coke Bottle, Bell Gamers, Quess Weight and Age, Cork Gallery, Block Pitch, Heart Pitch, Sium Spindie, String Game and any other that works for stock, Shows, Athletic and Mouse. Show privilege. Ride Help Wanted: Merry-Ge-Round Foreman, must drive semil; also Second Man. (Slim or Steve Weters, be bere April 25th. For Sale: 20x30 Bingo Top and Frame, complete and 34 ft. Van and '19 Chev, Tractor complete and ready to go. Also a 60° G.E. Searchlight, equipped with welder attachment, mounted on 'il Chev Truck in A-I condition. Available after May 28th. ADDRESS: BOONE, 10WA.

FOR SALE

Two Freeen Custard Outlits. Built on modernistic Dodge and Diamond T 113 tou Trucks. Five horsepower Easy Way Custard Machines, stainless steel bodies, almost naw. Will arrange financing. No better anywhere, plenty of flash. See these first.

CHARLES GOLDING

2915 E. BIVERSIDE DRIVE

Phone Talbot 1437

INDIANAPOLIS, INDIANA

Last CaH — KEYSTONE EXPOSITION SHOWS — Last Call

DPENING SALUDA, SOUTH CAROLINA, APRIL JRD

WE HAVE BEST SPRING ROUTE OF ANY SHOW IN THE UNITED STATES—BOOKED SOLID "FIRST IN" SPOTS UP TO: STARTING OUR FLORIDA'S FAIRS. ALL THOSE BOOKED TAKE NOTE. Went—Show: Any clean entertaining Show with own outfit that can cater to the better clean of showgoer. Wane Ride Help who can drive Semis. Want Concessions that will work for stock. Office wants Stock Store Agents. ADDRESS ALL MAIL AND WIRES TO!

KEYSTONE EXPOSITION SHOWS, NINETY SIX, SOUTH CAROLINA

CLUB ACTIVITIES

National

Showmen's Association 1564 Broadway, New York

Harry Kaplan, entertainment com-mittee chairman, reported on the re-cent barn dance which showed a sizable sum for the shut-in fund.

able sum for the shut-in fund.

On the slck list are Charles C. (Doc) Morris, Hackensack Hospital, Hackensack, N. J.; Frank Caravella, Spencer Hospital, Meadville, Pa., and George Clyde Smith, Fred Perkins, John Nichols and Ben S. Allen, all at home. True Perkins lettered acknowledgments of the many gifts sent by the shut-in committee, Recent contributions to the fund came from Sven Petterson, Arthur Campfrom Sven Petterson, Arthur Camp-field, Edward Cohen, Morris Brown and the boys in the card room,

Plans for summer activities are being outlined. Carl Manthey sent greetings from Buenos Aires,

greetings from Buenos Afres.

Recent visitors included Daniel Krassner, Moe Elk, Herman Cohen, Murray Zand, Frank Meyers, George Siegel, Murray Friedland, Frank Schillizi, Siro Auriello, Moe Mager, Joe Trosey, Joe Prcil, L. James Quinn, Tom Quincy, Charles Werthelmer, Milton Nathan, D. D. Simmons, Saul Scligson, Frank Capell and Sidney Herbert.

Mail Is being held at the club for a number of members. Next regular meeting will be held April 12.

Ladies' Auxiliary

A special business meeting was called Wednesday (15) by President Ethel Shapiro. Committees and officer reports were held to a minimum so that final plans for the Donor Luncheon could be made. A solid sum of money was turned in for luncheon tickets and on award books for the clock radios to be disposed of at the affair. at the affair.

Regular open social meeting was held Wednesday (22) with President Shapiro presiding. All officers were present with the exceptions of Recording Secretary Ann Brown, who is ill, and Sidone Silver, treasurer, who is vacationing in Florida.

President Shapiro welcomed Flora President Shapiro welcomed Flora Elk, Agnes Burke, Jane Tubis, Anna-lee Wilkins, Mrs. Jean Harris; a new member, Mildred Cohen and her daughter, Janet, and Blanche Balzer. A social project for April was dis-cussed. Refreshments were served by Mollie Spitz and committee.

Hot Springs Showmen's Association

3101/2 Central Ave., Hot Springs

HOT SPRINGS, March 25 .- Satur-HOT SPRINGS, March 25.—Saturday night (18) was a big party night for the members. Over 250 members and friends were guests of the Ladies' Auxiliary at a supper-dance. Music was provided by the Hot Springs Hep-Cats. Friday night's meeting, presided over by President Harry W. Hennies, brought out a good attendance. tendance.

tendance.

Visitors were J. C. McCaffery, E. M. (Slim) Wells, Mr. and Mrs. Felix Charneskl and family; Boxte Warfield, Kansas City, Mo.; Mr. and Mrs. Lou Barber, Hennies Bros.' Shows; Mr. and Mrs. Dutch Wilson, who leave soon for Texas; Mr. and Mrs. Dink Dwyer, John Obluck, Mayor and Mrs. Housley, Mr. and Mrs. Spike Malone, Doctor Thompson, Judge Richard M. Ryan, Mr. and Mrs. Curley Reynolds; Charles Hutchison, of Montgomery, Ala.; David Russell and John L. McDonald, Chicago; Mr. and Mrs. Freddie Reed, New Orleans, June Reynolds entered a local hos-

June Reynolds entered a local hospital this week for an operation.

International Showmen's Association 415A Chestnut St., St. Louis

NEW YORK, March 25.—Wednesday night's (22) well-attended meeting was presided over by President Jack Perry, who welcomed Jack Greenspoon and Gerald Snellens after long absences. Also on the dais were vice-President Joseph A. McKee, Secretary Phil Isser and Chaplain Fred Murray. Counselor Hofmann and Red Kelley, and Secretary Euby is ill. ST, LOUIS, March 25,-The St. and Red Kelley, and Secretary Euby Cobb and Charlie Chaney were in charge of the door.

The door prize donated by Verna Schantz was awarded to Ida McCoy. The raffles were conducted by Ida McCoy and the items were awarded to Mrs. John Francis and Mrs. Kenneth Boza.

Pat Miller's band furnished the music for dancing. Singers included Freddie Bettermann, Ronnie Silvers, Mort Silvers and Edith Maxville. Lillian Hemmer, pianist, offered sevcral specialties.

Getting the club rooms ready for the party were George Regan, Estelle Regan, Red Kelly, Rose Brown, Larry Becker, John Delaney, Floella Chaney, Meyer Katz, Sally Prevost, William (Red) McCoy, Edgar Hart and Charlie Chaney. Waiters on the floor were Meyer Katz, Sally Prevost, William (Red) McCoy and Leroy Doza.

Charlie Chaney. Waiters on the floor were Meyer Katz, Sally Prevost, William (Red) McCoy and Leroy Doza. Members and visiting showfolks attending were Mr. and Mrs. Dave Prevost, Red Kelly, Mr. and Mrs. George Regan. Mr. and Mrs. John Delaney, Mr. and Mrs. Charles, John Delaney, Mr. and Mrs. Robert Wimped, Mr. and Mrs. Danny Martin, Mrs. Rose Brown, Larry Becker, Mr. and Mrs. Robert Wimped, Mrs. Rohert Milliam (Red) McCoy, Mr. and Mrs. Ben Wear. George Jacobson, Mrs. Tillie Kahl, Mrs. Mytic Kelley, Ralph Hoffmun, Packey Foreman, Sammy Milton, Mr. and Mrs. Eath Bunting, M. M. Simmons, Russ Edwards, Mr. and Mrs. J. P. Wherry, Esther Speroni, Mr. and Mrs. Jack Rogers, Mr. and Mrs. Art Guillana, Frank Schoults.

Tereas Bidenberg, Mary Schmataro, Mr. and Mrs. Art Guillana, Frank Schoults.

Leiah Graber, Emily Schoultz, Vullui Graber, Chica Matthews, Leta Schroder, Law, and Mrs. Guilland, Mr. and Mrs.

Heart of America Showmen's Club 913A Broadway, Kansas City, Mo.

913A Broadway, kansas City, Mo.
KANSAS CITY, Mo., March 25.—
Regular weekly meeting followed the
pot-luck dinner and was called to
order by President L. K. Carter, with
Secretary AI C. Wilson and Treasurer
George Carpenter on the rostrum.
Spring cleaning starts next week and
clubrooms will be open to visiting
showmen during the summer. The
banquet and ball committee, F. W.
(Boxie) Warfield, chairman, is working out plans to promote this annual
event which will be held again in the
Georgian rooms at Hotel Continental
on New Year's Eve.

W. G. WADE SHOWS

Now Contracting for 1950 Season RIDES—SHOWS—CONCESSIONS

CAN PLACE

Large, Well-Flashed PENNY ARCADE **OPENING APRIL 20**

G. P. O. Box 1488 Detroit 31, Michigan

WILL SACRIFICE

30-foot Aerocar Trailer with International Truck Unit. Luxuriously equipped with air conditioning, radio, gas heat, fully equipped kitchenette, shower and bath and four beds. Ideal for traveling, living and office space,

BOX D-350

THE BILLBOARD, CINCINNATI 22, OHIO

JOLLY TIME SHOWS FREE GATE NO FLATS

Opening April 21, 1950, Columbia, Pa. want: Ball Games, Short Range Gellery, String Game, Bowling Alley, Pirch Till You Win, Custard or less Cream, High-Striker, Bumper, Novellies, Fish Pond. Any Major Ride not conflicting with Merry-Go-Round, Wheel or Chaliplane. Hanky Panks, \$21.00. This is one of the best routes in Pennsylvania for Hanky Panks. (typsy Pop Tinner, contact me. All replies:

JOLLY TIME SHOWS W. R. PRICE

OWNER AND MANAGER
1550 Orange Street Berwick, Pa.

COUNTY FAIR SHOWS

Want for 1950 Season
Opening April 29th, Spring Festival on the
streets of Aliesworth, Nab.
RIDE HELP—Always a job for capable men;
semi drivers given preference. SHOWS—
The back end is solid. CONCESSIONS—Want
good Caokhausto that will cater to show
people. Ball Cames. Cothes Pins, Hoopla,
hi Striker, Basket Ball, Scaless, Arcade, Pitch
Tull You Win, Cork Callery, Blower, Buckets,
Cane Rack, or what have you. Write or wire:

H. H. GRAY
e/o COUNTY FAIR SHOWS
Almsworth, Neb.

CONCESSIONS—BINGO—SHOWS

WANTED HOOPESTON, ILL.

SWEET CORN FESTIVAL

Sept. 7-8-9, Milter Rides booked. Also for other Festivals and Celebrations. Only clean and legitimate need apply. No Gypsies. TOMMY SACCO
203 N. Wabash Ave. Chicago 1, III.
Phona Andover 3-4112

KIDDIE RIDES

Will Book or Sall Park or Carnival

Addison Miniature Train, out of factory and just like new. Price \$1,950.00. King Pony Cart Ride, new last season, \$1,950.00. Alian Herschell 10 car Auto Ride, new blue Top and Sidewall. Price \$1,500. These Rides are in A-1 condition and ready for operation.

ED STRASSBURG

HELP WANTED

Penn Premier Shows

Man to break in on Frozen Custard Truck, Ledy or Man Agent for Candy Apple Stand, break you in it necessary. Good Fea Fool Dealer, Jimmy Ross, wire me.

HARRY STEVENS

FOR SALE

Custom Built Gas Train, 3 cars, \$1,250.00; 1 Kiddie Rocket Plane Ride, \$750.00; 1 Allan Herschell & Car Auto Ride, \$1,500.00. All in good condition.

GEO. F. CHARLESWORTH BOX 1843 WACO, TEXAS

FORREST C. SWISHER WANTS' AGENTS
For Hanky Panks, percentage, Ball Games, Lead Galleries, etc. Must up and down own outfit. Those over 30 years of age and those who drive track given preference. Permanent address: 80x 125, Carvey, Kansas. With Parada Shows, open April 13.

NEW YORK GAIETY SHOWS

A Carnival of Fun

OPENING MAY 7TH, 1950

With the greatest route in New York State: 4 Firemen's sectional conventions, 2 centennials, 4 old home weeks, 3 Fairs plus Firemen's Celebrations.

Want Concessions of all kinds, Good route for Penny Arcade, Shooting Gallery, etc.

Want Shows. Will give good deal to one party to take over whole back end.

Want Rides, Rolloplane, Train, Octopus, Boat and Kiddie Ride Airplane.

ANTHONY SANTILLO

106 MADISON STREET - EAST ROCHESTER, N. Y.

n LAST CALL LAST CALL LAST CALL

Grand Opening-New Bern, N. C., April 3; then Roanoke Rapids, April 10, with Richmond, Va., April 17; then the Smoke Stacks all the way North until Fair time.

Concessions—Alt Hanky Panks \$25.00. Come on. Benny Spencer, write—will book your Caterpillar. Have opening for Flat Ride—good proposition. Shows—What have you to offer? Want Side Show with live and let live proposition to interested parties. [Immie Peterson wants one Girl for feature Dancer and would like to heer from Ginger O'Hara.

Write or Wire—New Bern, N. C.

Russ Owens, Manager, and Marie Kaus, Owner & Operator

FREAKS WORKING ACTS LINDA LOPEZ SIDESHOW WANTS FOR AMERICA'S TWO BEAUTIFUL RAILFOAD SNOWS WANTS FOR AMERICA'S TWO BEAUTIFUL RAILROAD SHOWS BILL HAYMES RAILROAD SHOW CAVALCADE OF AMUSEMENTS

BILL HAIMED RAILKUAD NUM

Rey, Bill and Mae Bostwall

Ray, Bill and Mae Bostwall

May, Bill and Boanicis, answer,

Marshall, Haif-Facer Man, good deal for you.

Marshall, Haif-Facer Man, good deal for you

FROCK & MEYER COMBINED SHOWS

Homer Rees wants Second Men on Wheel, Merry-Co-Round, Tilt-a-Whirl and Little Dipper.

SANTA ROSA, FAIR GROUNDS, MARCH 29 TO APRIL 2 SAN MATEO, FAIR GROUNDS, APRIL 5 TO 9 PALO ALTO, CALIF., 821 EL CAMINO, APRIL 12 TO 16

SOLID SEASON OF FAIRS AND CELEBRATIONS

STATE FAIR SHOWS

ANTHONY, KANSAS, MARCH 27TH THRU APRIL 1ST

Can place due to disappointment Girl Show with or without own equipment. Also any Show not conflicting. Will book a few more Hanky Panks, privilege \$17.50. I positively hold contracts for 12 of the best Fairs in the West. Cuernsey, Wyoming, for the Fourth of July. Can always use capable Ridemen, top pay. All wires:

SCOTT LAMB

ANTHONY, KANSAS; THEN MEDICINE LOOCE AND LIBERAL TO FOLLOW.

F. M. SUTTON SR. PRESENTS

GULF COAST SHOWS

Want one more big Ride, either Tilt, Octopus or Rolloplane. Want 10-in-1, Will furnish new Tent and Front. Would like to hear from Johnny Howard. Will sell exclusive on Photos, Milt Camp and Long Range Callery. Cet with a Carnival that knows where to go and when. Can place Stock Concessions and Ball Racks. ADDRESS:

F. M. SUTTON SR.

FAIRGROUNDS, CARUTHERSVILLE, MO.

We open Saturday, April 15, in Caruthersville, Mo.

FIDLER'S UNITED SHOWS

NOW SHOWING ST. LOUIS LOTS

Want Shows with own transportation. "Also legitimate Stock Concessions. Ride Help for all Rides, especially Caterpillar and Tilta-Whirl; must drive semis. Want Electrician who can handle Caterpillar, Disect Plants and G.E. Searchights, Address:

SAM FIDLER, MGR. 3918 N. FLORISSANT ST.

ST. LOUIS, MQ.

KRAUSE AMUSEMENTS

OPENING IN PRILADELPHIA, PA., APRIL 10-FREE GATE

Want Rides not conflicting. Want Foremen for Marry-Go-Round, Ferris Wheel, Chairplone, Riddle Auto, Kildle Plane, also Ride Help, Concessions—Want all kinds, Grind, Hanky Panks. No rasillat. All Zating Concessions sold. Want experienced Operator to take charge. Frozen Custard mounted on truck an a 3650 proposition. Contact SIMON KRAUSE, Earle Molel, 10th & Chestnut Sts., Philadelphia, Pa.

FOR SALE

MOON ROCKET, excellent condition with or without transportation, SMITH & SMITH CHAIRPLANE, complete. Com plate SIDESHOW, 120-loot cll-steel double deck. Some banners, 20x80 top. bally stands, ticket boxes and proceedium. Several 1946 and 1947 TRAC-TORS: 24 and 28-foot SEMI TRAILERS. First-class SHOW OFFICE, 28-foot semitrailer. Fruehauf, drop frame, equipped with filing cabinets, safe, reception room, refrigerator, lavatory, blue awaing. Used two seasons.

ALL ABOVE PRICED RIGHT FOR QUICK SALE

DICK'S GREATER SHOWS

Box 401. Chews. N. J.

STAR AMUSEMENT CO.

Wants for assent 1950, opening April 15th Concessions—ISall Games, Stock Concessions—Stow, with slocks. Percentage Workers who can send will drive. Albert McElya needs Stock Store Agents. Shows—Man for Athletic Show who is a self-self-show of merit or deutethon. Any show of merit or deutethon we will play the original Arkansas Strawberry Fresival held at Judsonia, Alkansas Strawberry with the self-show of the self-sho

AMERICAN EAGLE SHOWS WANT

Advance Man at once. Must have ear and know Tenneasee, Illinois, Missouri, Arkansas and Indiena. Will book any Shows with or without transportation. Will book Pitth-Till U-Win, Blower, High Striker, Age and Scales. Candy Apples, Jewelry, String Game, Nov-elties, Clothes Pin Pitch, Buckets, Address;

DANNY ARNETT. Mgr. Coldwater, Mist. American Eagle Snows

WALTER HALE WANTS

For Revue with Turner Bros." Shows, Canvasman, Candy Man, Ticket Sellers. Lee Spain, Red and Jack, wire.

> 680 FORT WORTH AVENUE DALLAS, TEX.

FOR SALE

8 BUCKLEY DIGGERS Including Octagon Top and Frame, Booster and Light Stringer. Everything complete.

HUB LUEHRS

2440 South 59 St. Milwaukse Telephone Evergreen 3-1110 Milwaukee 14. Wis.

BLACKIE JETT WANTS CONCESSION AGENTS

Can place 3 or 4 more Agents Opening April 14, Lamar, Colo

PHONE: 4-5628, Wichite, Kansas ADDRESS: 838 N. Minnesota, Wichita, Kansas

WANT

BINGO COUNTERMEN AND CALLER

DAN DONNINI POINTS TRAILER COURT West Palm Beach, Fla.

GENERAL AGENT WANTED

Must have car and know Jilinois and Indiana Territory.

Bob 136, c/o Billboard, St. Louis 1, Ma



Opening second week in April at Marion, N. C.

Want Concessions: Scales and Age, Fish Pond, Duck Pond, Six Cat, Mitt Camp, Ball Games, Novelties, Jeweiry and all other legitimate Concessions. Want Monkey Show or any other Side Show. Want senational Free Act. Harry Stason, get in touch. Pop Carter, Fred Best and Marray d'erom Bamberg, S. C.), let me hear from you. Write or wire only. No telephone d Murray Grow Bambers, S. C.), let me hear from you. Write or wire only, no versual ils, please, Address: Le. P. BRADY, 1032 N. E. 82nd Terrace, Miami, Fiorida

ENDY BROS.' SHOWS

OPENING APRIL 20-TWO SATURDAYS-PHILADELPHIA, PA.

CAN PLACE CONCESSIONS: Novelties, Photos, Age and Weight, Ball Games, Rotaries, Dart Balloons, Penny Pitch, Glass Racer Pitch, Duck Pond, Grabs, all Hanky Panks open. Arcade open. HELP FOR OFFICE CONCESSIONS; One Wheel Man, two Count Store Agents (Dixie Corner, wirel. Kay Sturgion, write Tommy Allen. All answer:

SEYMOUR SCLAR and LOUIS A. RICE

743 SEYBOLD BLOC.

MIAMI, FLA.

FIRST CALL WANT WANT PEERLESS CÉLÉBRATION AMUSEMENTS

OPENING APRIL 22

SHOWS: Ten-in-One, Animal, Monkey, Mechanical. What have you with or without tope or transportation? RIDES: Will book Tilt, Rolloplene, Octopus or any Flat Ride; one good Riddle, Ride, Want Ride, You must drive and have license. CONCESSIONS: Plah Fond, Duck Fond, Bowline Floor of Mark. Tou must drive and have license. CONCESSIONS: Plah Fond, Duck Fond, Bowline Floor of Mark. Tou must drive and have license. CONCESSIONS: Plah Fond, Duck Fond, Bowline Floor of Mark. The Mark Floor of Short Range Galler, Land, Lickley Ruck, WANT Truck Mechanic with tools, Concession Agents, Binge Caller, and useful people who contacted, write again. If you want a long season south playing established territory in cost mining and factory towns from Pennsylvania to Florida, write. Address:

WM. J. MEDPELT, Owner and Manager, or IOMMY SCOTT, Business Manager and Agenf LEAKSVILLE, N. C., GEM, DEL., BLVQ, BRANCH

GREAT SUTTON SHOWS

OPENING SIKESTON, MO., SATURDAY, APRIL 1

THE NUMBER ONE STILL DATE IN SOUTHEAST MUSSOURI

place Fish Pond, Cerk Gallery, Hoop-La and all types legitimate Concessions. Have myth party with two Mitt Camps. (George Costs, wire ms.) Will sell "Za" on Novelikes Frozen Custard. Can place Help on all Mides and can place useful Show People any time. Show plays the top still dates in the Midwest, with Fairs starting in July through second k in October. Wire or phone

F. M. SUTION JR., Great Sutton Shows RIKESTON, MISSOURI, THROUGH APRIL &

GRACELAND GREATER SHOWS

Opening April 14 at East St. Louis, Ill.

RIDE HELP WANTED-Foreman and Second Man on Merry-Go-Round, Foremen and Second Man on Chairoplane, Electrician who understands his work. Man to run Roll-o-Whirl, Man to run Baby Eli Wheel. You can start at winterquarters now. Bob Malvin, Joe Black, Carl Braddy, Blackie Branham, High Lamrock, come to winterquarters. All replies to Harry Alkon, Malden, Mo.

ROGERS GREATER SHOWS

OPENING CAMDEN, TENN., APRIL 29-MAY 6

Want—Grind Shows with or without own outlits. Concessions—All open except alingo. Cookhouse, Diggers, Long Rance and High Striker. Low privilegs to all Hanky Panks. Account disappointment will book American and Gypsy Palmistry. Will consider booking 2 or 3 Stores—Owner must be able to do own legsl adjusting. Ride Halp for 35 Wheel and Kid Rides. Write, don't come in. Can place, starting March 30, Ceneral Agent. Prefer one having Concessions. Address: ROGERS GREATER SHOWS, P.O. Box 235, Huntingdon, Tenn.
P.S. Tyra, contact immediately. Important. Scotty-Larkle, can place you on Beat-the-Dealer. Contact.

LOOK! KIDDIE RIDE OWNERS

Wanted-All types Eiddie (only) Rides for Drive-In Theatres in New York State on percentage. You operate-30-week season. Opens April 15,

LAMONT THEATRE SERVICE

100 STATE STREET

ALBANY, NEW YORK

DIXIE EXPOSITION SHOWS

Opening Saturday, April 1, in Badin, N. C., in town

all aluminum mills working seven days a week. Place all Hanky Panks. Want Shows with own outfits. Need Ride Help who can drive and don't drink. Will be on let March 30, ADDRESS: BADIN, N. C.

P.S.: Frank Cartwright, get In touch with Bob Bion

DUTCH WILSON

WANTS-AGENTS FOR GRIND STORES-WANTS

(Red Winifield, get in touch with me at once)

March 27 to April 1, Vicksburg, Miss.; then Monroe, Ls., Big Celebration. Wire OUTCH WILSON, c/e Southern Valley Shows, Vicksburg, Miss., this week.

CLUB ACTIVITIES

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, March 25.-President Mae Oakes presided at the March 21 meeting, with Bessie Mossman, first

meeting, with Bessie Mossman, first vice-president; Clair Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lullian Lawrence, treasurer, also on the rostrum. Josephine Glickman, suffering the effects of an ulcerated tooth, turned correspondence over to Chaplain Edith Streibich, who read letters from Past President Jeanette Wall, Trixie Clark, Sophia Carlos, Pat T. O'Brien and Missouri Show Women's Club. Prizes for the annual benefit party

Prizes for the annual benefit party by the annual ocnett party to be held April 1 came from Emily Bailey and Trixie Clark. The sick list includes Frances Berger, Dalsy Davis, Lillian Glick and Grace Lynn. Katie Owens attended the meeting. Billie Billiken's mother is seriously ill. Lucille Sherman's husband is home after being hospitalized.

June Milcezny attended her first June Milcezny attended her first meeting. Members welcomed by the chair after long absences were Mrs. Sheridan. Mrs. Hoskins, Ann Brahm, Betty Shea and Elizabeth Jacks. Night's award went to Edith Streibich. Ann Sleyster, ways and means committee chairman, said the rummage sale will be held in May. Bessi Mossman delivered the new gold life membership cards. Sociai, arranged by Veronica Potenza and Claire So-

Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, March 25. — President Robert Morrison, who returned from Florida, presided at the March 19 meeting. On the rostrum were First weeting. On the Fostrum were First Vice-President Fred Sibler, Third Vice-President Ora Baker, Treasurer Louis Rosenthal and Past Presidents Leo Lippa, Harry Stahl and Jack Dickstein. Attorney Leonard Simons attended.

Bernhard Robbins and Robert Gould are on the sick list. Sam Burd, house committee co-chairman, was presented a traveling bag in appreciation of the good job he did during the writer. the winter.

William McKernan has taken over William McKernan has taken over the lunchroom at the club for the balance of the year. Victor Johnson resigned to prepare for the coming season. Mike Tisser, or New York, visited last week. The Ladies' Aux-iliary reported that its St. Patrick's Day dance was a success. Mrs. Ann Borker was in charge.

President Morrison announced that the last regular meeting will be held April 10 and invited the Auxiliary and Joey Moss American Legion Post

penar, saw awards made to Emma Ryan, Lillian Lawrence, Sophie Gleason, Frances Berger, Bobbie Cherniak and Mrs. K. Snell.

Mae Taylor, Ann Brahm, Louise Donahue and Jerry Muscarello will be hostesses at the social to be held May 23. Mr. and Mrs. Chester Barker (Clara Etta) were the winners in the waltz contest conducted by the Showmen's League of America at its St. Patrick's party. Lucille Hirsch won the door prize Marlanna. its St. Patrick's party. Lucille Hirsch won the door prize. Marianna Pope's son, Skippy, entertained with a tap dance.

FOR SALE

i Spiffire, with or without transportation; one B-csr Mangels Whip, with or without transportation (Deat offer); three 20120 Tops, one 12x12 4-Way Top and Frame, one 10x16 Top and Frame, one 10x12 Top and Frame, one 8x10 Top and Frame, one 10x12 Top and Frame, one 6x10 Top and Frame, one International School Bus, one Ford School Bus. All replies:

A. O. COFFMAN Valdosta, Ga.

FOR SALE USED CARROUSEL

Full size. Can be inspected. Writes

REV. A. SCHMITT 21 Plus St., S.S. Pittsburgh 3, Pa Phone Hemiock 1-5550

SHOOTING GALLEY—LONG RANGE

FOR SALE

If you want the best portable gallery on the
road today, this is it. Formerly advertised
in The Billboard for \$5,500.00. Due to times
will take the best offer. Also have 18 Unit
Balloon Racer.

BILL CORBETT
P.O. Box 4118

West Tamps, Floride

CONCESSION TRUCK

Converted bus in fair condition. Good terms. Cost \$600.00. Best offer takes It.

P.O. BOX 285

MILFORD, N. I.

RIDES AND CONCESSIONS WANTED ANNUAL V.F.W. FESTIVAL

July 1, 2, 3 and 4 or all July 4 week. V.F.W. Post 1299, Edwardsville, III. CONTACT: A. W. BRMSHAUSEN
1217 Herrison Ave. Edwardsville. III.
(Mame Phone 2381R2; Post Phone 1801)

STREET CARNIVAL

Sponsored by the V.F.W., to be held any time between the last two weeks in July and the first two weeks in August, Monday through Saturday. Contact:
CLARENCE DE BRUN
CASUMPTION, ILL.

ELECTRIC GENERATOR

Hobert (powered with gasoline Jeep engine), mounted on 2-wheel trailer completely housed, 7,500 watts, 190 or 220 volts, single or three phase. Used only 48 hours, Have no use for it. Cost new, \$1,566, Will self for \$550 cash, Ideal for small show.

GEO. CLANTON, Owner Own Theatre

AGENTS WANTED

Two Count Store Agents-One Bowling Alley Agent Opening April 20

Address DAVE PICARD e/o BLUE GRASS SHOWS

Owensboro, Kentucky

TOMMY HENDERSON WANTS

agent for Grind Stores and Skillos. Wheel Man for only Wheel on Show. Also good Athletic Man to take Athletic Show. Will furnish good Oir! Show top and banners to capable people.
Will book any Shows, Eldes and Concessions not conflicting. Want good Ferris Wheel Man and capable Rido Heip. Show opens April 15 under new management, playing two spots a week in Oklahoma, Eannas, Colorado and Wyomins. Contact:

T. M. HENDERSON, c/o Casey Smith Shows, Winter Quarters, Hugo, Okiahoma

WANT

WANT

WANT

Agents for Merchandise Concessions and Percentage, able and willing to work. Open Webb City, Mo., April 3.

JACK ROWE, c/o SNAPP'S GREATER SHOWS

LOROW BROS.

WANT

WANT

FOR ROYAL AMERICAN SHOWS

Side Show Acts of All Kinds.

Freaks and Working Acts. Want Sword Swallower and any good novelty acts. (Tiny, contact us). Marvin Smith, answer. Also want Ticket Sellers who make second openings. All must be sober and reliable.

All Answer:

LOROW BROS.

c/o Royal American Shows, Tampa. Florida

Shows

OPENING IN ST. LOUIS, FRIDAY, APRIL 7, 4300 N. BROADWAY LOT—HUSIEST STREET IN TOWN

HELP; MUST BRIVE SEMI TRAILERS.

CLASS HOUSE (Crysta) Marc). This is ready to go. Good top and front. Will sell cheap and book on Show at reasonable percentage, or will sive good Class House Man proposition to the control of the co

PEOPLE WANTED FOR THREE BIG SHOWS

CONGRESS OF ODDITIES: Working Acts and Novelty Acts of all kinda. Attraction. Small Girls for Musions, Sword Box and Bally work, A. Musical Act, Sword Swallower, Magician who pitches, Glass Blower, Tatiooer, Pin Cussion. Iron Tongue, Strond Act, Weight Lifter, Juggier, Fire Act or Torture, etc. All must have good wardrobs and Extelline Pike and Hearry, contact me. Want capable talker, Ticket Sellers and Hoss Canvannan.

POSING SHOW PERSONNEL: Earl Walsh, Clementine Coffee, C Girls for Posing Show. Want to hear from party experienced in framing Chinatown or Show. Want to hear from party experience allers and General Help needed for this Show

MUSICAL GIRL REVUE: Character and Exotic Dancers. Feature Stripper.

All must have A-1 wardrobe. House Flestricking.

Boas Canvasman. Ticket Sellers and Talker. Illammond Organist with own Organ, fast Candy

Pilchmen, capable Mental Act. All write in detail and state your salary. These (3) Shows openers the party in April near Betroit. Lons season with big Fairs and Celebrations; closing at State RAY MARSH BRYDON 47 N.E. SIND TERRACE



OPENING SUFFOLK, VIRGINIA, APRIL 3

Want—Exclusive on Noveltics, French Fries, Long and Short Range Lead Galleries, High Striker. House of the Hanky Paniss—sil open, Want—Penny Arrade, Pony Ride, Monkey Show, Funhouse, Glass House or any good Grind Show. Bob Coleman wants Counted Men for Bingo. For Sale—Complete Transformer Track with twe 73 kw. Pois, all equipped, resdy to tight your Show. Truck in A1 shape. All mail and wires to

WM. C. (BILL) MURRAY P.O. BOX 441

SUFFOLK, VIRGINIA



Opening San Luis Obispo, Calif., Monday, April 3

AMERICAN BEAUTY SHOWS

Perryville, Mo., April 15-22

Shows, Girl Show with 2 or more girls, Mechanical or any worth-while show.

Virgin territory for Motordrome.

Foreman for new Octopus. Clinton Moorehouse, wire if coming.

NTED WANTED FIRST AND SECOND EXPERIENCED RIDE MEN—ELECTRICIAN WHO KNOWS TRANSFORMERS—COOD ROAD SHOW TRUCK MECHANIC WANTED

WANTED

FOR BABCOCK UNITED SHOWS
ITE H. C. HARVEY, Foreman

F. W. BABCOCK, GEORGE T. McCARTHY

CHANDLER HOTEL, 834 SO. MAIN ST.

LOS ANGELES 14, CALIF.

AMERICAN UNITED SHOWS, INC.

WANT

Opening April 15

WANT

Legitimate stock concessions of all kinds. SHOW'S FUN HOUSE—GLASS HOUSE OR ANY show with their own equipment. SIDE SHOW, with or without own equipment.

BILLPOSTER and Special Agent, have good U.P.C. ticket deal. RIDE HELP who can drive semis.

UNIT #2

WANT

Opening April 24

WANT

Legitimate Stock Concessions of all kinds.

•••••

SHOWS all open; prefer those with their own equipment, 25%. Will book or lease small Merry-Go-Round. This unit to play two spots a week. Have 12 Fairs and Celebrations booked.

AMERICAN UNITED SHOWS, INC.

P. O. Box 315, Seattle 11, Washington

ON

OPENING APRIL 29TH

We hald contracts for 3 County Firemen's Conventions—Livingsion, Allegany and Steuben, Largest Old Home Week and Firemen's Celebration in Oncida County, 2 Homecoming Celebrations and 2 Sesquicentennials downtown lots. Big 4th of July at Livingston Manor. New York Fairs start first week in August. Route to interested parties. Want Cannon Act or Fire Dive. Will book, buy or lease one more Major Ride. Glass or Funhouse, Monkey or Motor Drome. Small Grind Shows. Dick. planning on you, contact. Due to disappointment, opening for Arcade. Concessions—Bottle Ball Game, Basket Ball, Photo, Striker, Age-Scales, Balloon Dart, Novelties, Jewelry, American Camp. Coke Bottles, any non-conflicting legitimate Concessions. Some P.C. open. Help in all departments. Drivers given preference. Will mave onto lot April 25. All onswer Hemlock, N. Y.

12 RIDES BOGLE & REESE SHOWS, INC. 18 FAIRS

LAST CALL—Opening Arma, Kansas, Saturday, April 8th

Want Coneral Agent, sober with car, Can place the following Concessions, Percentage, Photos, Country Store, Hoopla, Blower, Long Range, Bumper, Basket Ball, Post Office, Clothes Pins, Novelties, Derby Game or any other not conflicting. Have two new 20 by 30 Tops for Girl Show, Posing Show or what have you.

Write F. C. BOGLE, Box 67, Arma, Kansas

FAIR AMUSEMENT AND BAZAAR CO.

OPENING-SANFORD, N. C., APRIL 3-OPENING

- HELP, Working Men for Rides, also two experienced Men to up and down Concessions.
 CONCESSIONS: String Game, Photos, French Fries, Frozen Custard, Floss, Cork Gallery, Bowling Alley, Blower, Six Cats, Besketball or any Merchandise Concession
- not conflicting, as we only book one of a kind. Wire, no time to write. Mrs. Nancy Tiernan wants to hear from Neanne Brown and Hanky Pank Agents, \$21.00 privilege on ell Hanky Penks—\$21.00. All address:

J. E. (JIMMIE) TIERNAN, Gen. Mgr. \$11 Glascock St., Raleigh, N. C., until March 30; then Sanford, N. C.

CALL—GOLD CROWN EXPOSITION—CALL OPENING THIS SATURDAY, APRIL 1

2 SATURDAYS-ROBBINS, N. C .- 4 BIG PAY DAYS

Can place Hanky Panks (come on). High Striker, French Fries, Floss, Jewelry, Noveltes, Age, Scales, Photos, BALL GAME, COOKHOUSE, BINGO, other legitimate Concessions. One Grid Store except Roil Down, SHOWS: Any Show with own equipment, Have complete outflit for Girl Show. Moving on lot March 29. Wire Fayetteville, N. C., till 10 s.m., March 29; then Bobbins, N. C. CAN PLACE GOOD RIDE BLEP AT ALL TIMES.

K. F. "Srewnie" Smith, Owner; Harry E. Wilson, Manager
P.S.: Chairplane Smitty, contact Frank Margan immediately or come of

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CATERPILLAR FOREMAN WANTED, iste model Ride. Place Long Range, Penny Pitch. Ball Games, Hanny Panks. WANT OPERATOR FOR COMPLETE ILLUSION SHOW, 120 ft. from Kerryllie. Texas, Shrine Carnival, downtown, next week, first show downtown in years. All replies I believ. Texas, this week, first show downtown in years.

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We have our usual route of established Fairs plus six more,



MARTINSVILLE, VA., APRIL 3 TO 8

Furniture factories and rayon mills working tutt time. RIDES-Can place Little Dipper, Tilt, Whip or any Flat Ride.

SHOWS--SHOWS--SHOWS

Want to hear from Side Show. Have 140-foot front, 120-foot top. What can you but into it? Will get benners for right party. Want Motor Drome, Class House, Wild Life Show, Monkey Show, eny new or novel Carnival Show Wilth or without equipment. Can place Ministral Show, Have complete outfit. Scotty, let me hear from you. This Show does not carry a Colored Cooch Show. Want to hear from A-T Gid Show. Illmine Ferenzit, wife.

CONCESSIONS—Place Age, Scale, Novelties, Palmistry, Jewelry Concessions, any and all Hanty Panka at a live and let live price. Twenty-five dollars a week. Can place Rat Game, new eight color P.C. Block. No Wheels or Coupon Stores, HELP—Want Girls for Posing and Girl Show. Place Agents on Razzle, Roll Down, Skillo, Useful Carnival Help, Semi Drivers, Ride Men, Canvas Men. Want to hear from Show Painter. Man to take over Fun House. All address: RALPH DECKER, High Point, N. C., this week; then per route.

P. S. FITZIE BROWN, Business Manager



Wild Life, Class Mouse. Good proposition. Address: Pime State Shows, Johnny J. Caruso, Mgr.; Earl Miller, Gen. Agt.

P.S.: Jack Orr, call me any day, 4-4835

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WILL FURNISH NEW OUTFITS FOR

GIRL SHOW — SNAKE SHOW — MONKEY SHOW

TEN-IN-ONE

GULF COAST SHOWS, F. M. Sutton Sr. Fairgrounds, Caruthersville, Mo.

MAX SHARP WANTS

FOR VIVONA BROS.' SHOWS

Grind Store Agent, also Six Cat Agents. All those already contracted please contact MAX SHARP, 103 South 21st Street, Irvington 11, N. J. Phone Essex 3-9112.

LAWRENCE CARR SHOWS

Opening April 7, Quincy Stadium, Quincy, Mass.

WANT-Legitimate Concessions of all kinds. Agents for Wheels and

Coupon Store. Ride Help who can drive.

Lawrence Carr

196 Wildwood St.

Wilmington, Mass.

ROYAL MIDWEST SHOWS

WANT FOR Y. F. W. SPRING FESTIVAL, BATESVILLE, MISS., APRIL 3-8

Fish Pond, Age and Scales, Laad Gallery, Popcorn, Candy Floss or any Stock Concessions. Blower, Clothes Pin, Line Up, Count Store, Jack (Dool Fisher, wire, Good proposition for Octopus, Spitfire, Auto Ride, Arcade or Wild Life. Want Man with Girls to handle beautiful Girl Show, John Relly, wire.

ROXIE HARRIS, Water Valley, Miss.

MILLS CREAM OR CUSTARD MACHINE

Mounted on Chevrolet truck. Also Ball Games and Cat Rack for sale, Will give exclusive rights on Show. We also have room for Hanky Panks such as Fishpend, Long or Short Shooting Callery, String Came or what have you?

BLANCHETTE AMUSEMENT CO. SON ST. PHONE: DEX 12966 PROVIDENCE, RIC

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GOLD BOND SHOWS OPENING APRIL 15TH

WANT WANT WANT

Concessions: Hanky Paoks of all kinds, especially want Photo, Basice Ball. Coka, String Game, Nowling Alley, Hoop-La, Dart Hoard, Buck Fond, Glass and Penny Pitch, Cirarette Pitch, Ball Games, Diggers, Custard, French Fries, Iee Cream and Areade. Want party with all P.C. work through office. Shows: Have complete 10-in-1 and complete Girl Show. Several new tops, all sizes, and transportation to reliable operators (Major, answer). Want Bollo, Fun House, Molor Drome, Mechanical. Wild Life, Animals, Illusion, Snakes and Monkey Show. Ride Hielp that drive, can piace you. All replies:

MICKEY STARK, Mgr., P. O. Box 229, Mt. Sterling, III,

WINTER QUARTERS

Virginia Greater

SUFFOLK, Va., March 25.—As much of the refurbishing of the show at winter quarters here is being done outdoors, inclement weather caused a slight setback last week. Bill Sanders, owner of the American Tent Awning Company, Norfolk, was visitor and said that he had completed the new top for the show's Merry-Go-Round. He also received an order for a new cookhouse top from Manager Rocco Masucci while

Checking in at quarters recently were Mr and Mrs. C. J. McDonner and Mr. and Mrs. Fred Allen. McDonner will operate one of the Girl Shows while Allen will act as chief mechanic for the show.

Another new man added to the show's crew is Jimmy Thomas, who will operate the Rolloplane. Billy Corneli. Baltimore, who will take over the Cotton Club Minstre! Show, also turned up at quarters for a con-fab with Manager Rocco. Harvard Birdsong, of the Birdsong Peanut Company of Suffolk, Va. was a rent visitor. Word has been received that the

word has been received that the new Diesel light plants ordered will be shipped to quarters before the show opens. Arthur Gibson, chief electrician, will trek to Memphis, soon to inspect and receive instruc-

soon to inspect and receive instruc-tions on the plants.

Ike and Mike, of the midget troupe, celebrated their 49th birthday this week. C. J. McDonner went to a Norfolk costuming house recently to purchase gowns and capes for his Girl Show. Pete (Carolina) Green is no longer connected with the show.

Show opens here and then hits the Eastern shore of Maryland, Dela-ware, Western Maryland, Virginia ware, Western N and the Carolinas.

B & C Expo

HEMLOCK, N. Y., March 25.—Two drop frame trailers have oeen added, making a total of 14 units. Scenic artist Ray Leonard is working on the Girl Show front. Dick Killinger's show has been completed. He will have a new trailer. John P. Michaels have a new trailer. John P. Michaels will join with a show. His son, Pete, will work inside. John bought a new 30 by 40 top. Ray Sanford has bought a new Chevrolet tractor to haul his joints. Visitors: H. Bullard, George Crowe, Mr. end Mrs. John Lowe; Mr. and Mrs. Darling and son, Bill; Mr. and Mrs. Tom Hoctor; Walter Schaffer, of the W. G. Wade Shows.—V. SANFORD.

Diamond Midway

MOUNT STERLING, Ill., March 25.—Shows open May 10 in Illinois with a tour of Missouri, Iowa, Nebraska and Arkansas to follow. Five rides, 3 shows and 25 concessions will be carried. J. W. Diamond will do the booking. Org carries its own Diesel plant Diesel plant.
Harry Nolln has booked his Mcrry

Harry Nolla has booked his Mcrry Mix-Up, Kiddie Auto, Bucking Horses, cookhouse, popcorn, candy apples, snow cones, candy floss, ball game and country store; C. Carter, mug joint; George Kimbrell, Funhouse, and C. C. Wyrick, wheel. The Diamonds will have penny pitch, ballogue and a chow loons and a show.

Johnny's United

BRAZIL, Ind., March 25.—Org will open April 3. The office has been rebuilt and a new concession and show truck added. Capt. Shin Songer, free act, has been booked. Org will have 9 rides, 5 shows and 35 concessions and play Illinois, Indiana, Alabama and Tennessee. Concessionaires will include Mr. and Mrs. Frank Hamill, Mr. and Mrs. H. Trent, Mr. and Mrs. G. Smith, Mr. and Mrs. Harley Devine, Mr. and Mrs. Harley Devine, Mr. and Mrs. Abe Bell, Mr. and Mrs. S. Sheftall; Dan Daniel, cookhouse; W. R. Walker, Mr. and Mrs. Harry Henry. There will be seven office-owned units. H. Trent will have the pony ride.

WANT WANT ANTHRACITE SHOWS

Openins lete in April

CONCESSIONS—Will sell "X" on Milt CampWant Mur Joint, Guest Your Age. High
Striker, Ball Games, Stock Wheels or any
other not conflicting with what we have.
RIDES—Could use one more Major Wick
Will give good proposition with a part of the conflicting with what we have
with the could use one more Major Wick
with give good proposition — Any Shows
of the could be a part of the confliction of the conflictio

Meyer Levenson, Gen. Mgr. KINGSTON, PA.

FOR SALE SHORT RANGE GALLERY

On factory-made trailer; a real one, not junk. Priced for quick sale. Two Guns optional, also three Tops and Frames in good also three sups and condition.

M. C. BAKER, 666 N. 9th St., St. Joseph, Mo. Phone 3-6313

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A good clean Carnival or Three-Ring Circus for the week of June 15, under auspices of the Quincy Chapter Disabled American Vet-erans. Write to:

BLMER E. AYERS, Adjutant 221 Arlington St. Wallaston, Mass.

WANTED

Three Large Rides and Kiddle Ride for Firemen's Camival, August 3-4-5. Address:

WEST WEBSTER FIRE DEPT. WEBSTER, N. Y.

CONCESSION SIGNS

Caydowns of all kinds, Charts, Razzie Dazzles, Hanky Pank Signs, Photo Booth Backgrounds, etc. Sand for Circular

BERT GEYERS STUDIO

SOUTH INTERNATIONAL FALLS FIRE DEPT.

Would like to book well advertised Carnival of Would like to book well advertised Carnival of not less than on Rides, nor less than 30 Conces-sions to pays in community of third largest pulp-and paper mill in the world, Would like to have it booked for week of Jul. 41,0571.87, Per-contact at once. Cleft of Jul. 41,0571.87, Pre-Cher, international Falls, Minn.

ATTENTION
PAIR AND GELESPATION COMMITTEES IN
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NEW YOOLAND
Can furnish from one to saven Rides, also Concassions or complete Midway on percentage or
rental basis.
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123 Pranklin St., Springfield, Mass. Phone 6-0237

BARNEY TASSELL SHOWS

WANT FOR WEEK APRIL 3, VERO BEACH (GIFFORD), FLORIDA-COLORED LOT

Rides, Shows and Concessions of all kinds. No grift or percentages. Can place Ride Help in all departments. Must drive sem) trailer trucks. Write, wire

BARNEY TASSELL BARNEY TASSELL SHOWS, FORT LAUDERDALE, FLA., THIS WEEK

MERRYLAND SHOWS

WANT

LAST CALL

Concessions—Noveltins, Short Range, Mug. Age and Scale and any other lanky Panks. Good proposition for Funhouse or any Mechanical Show or Pit Show. All Concessions that work for ame on, we will place you. Show opens April 7, Telegraph as Goddard, Detroit, Fourteen Street Celebrations, four Fatrs; out till October. Cet with a winner. For sale—2 ft. Pelace Concession Trailer with living quarters, \$1,250.00. Terms to responsible people. Wire, write of phone: C. CRITTENDEN, Mgr., Midland, Mich.

Materiale protetto da copyrigh

RSROA Picks Up 9 More Members

DETROIT, March 25. - Operators of nine rinks have joined the Roller

of nine rinks have joined the Roller Skating Rink Operators' Association in recent weeks, according to Fred A. Martin, RSROA secretary. The operators and their rinks are:
Elliott M. McDowell, Whirl-a-Way, Evansville, Ind.; Mrs. Blanche Johnson, Lehanon (Mo.) Roller Rink; Carlton S. Wells and Harry W. Russell, West Lake, Erie, Pa.; Ollie Mae Zike, Zike's Rink, Sidney, Neb.; Flo F. Dauenhauer, D. & D. Roller Bowl, Wenatchee, Wash.; Fred R. Folk and Harry R. Wincland, Green Mill, Riverside Park, Findlay, O.; William A. Wickham, Green Top, Joplin, Mo.; Shaw D. Hakim, Fairvlew Gardens, Detroit, and Robert C. Work, Rollaway, Topeka, Kan.

Riverside Gets Press Break

Riversule Gets Press Break
DETROIT, March 25. — Riverside
Rink, operated by L. E. Lamay west
of Detroit, was the subject of a picture story in the graphic section of
The Detroit Free Press Sunday (12).
The rink's annual three-day show,
opening tomorrow, was featured in
the story, with pictures of a chorus
line from the event, to be called
Howdy, Mr. Rollers of 1950.



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BEST BUILT RINKS

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FOR SALE (Bargain)

40x00 Portable Skating Rink; Central Tent, red and blue trim, Hamseproof; No. 1. Maple Floor, 46 pairs of Shoe Skates, 110 Cleans Skates, 10 Cleans Skates,

With a 40% discount what can you lose by litting of a RAWSON'S SKATING BOOKS RAWSON ASSOCIATES
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SKATING RINK TENTS Fanvas Cament, Water and Mildewproofing Plymouth Manila Rope, Chains,

JIMMY MORRISSEY ALL-STATE TENT & AWNING CO.

Shore Drome's \$913 Tops for New York RSROA Polio Drive

NEW YORK' March 25.—Shore Rollerdrome, operated by Bill Junda and Thomas Livingston at Neptune, N. J., emerged top rink in the RSROA N. J., emerged top rink in the RSROA metropolitan fund raising contest for the March of Dimes. Figures released Thursday (23) hy Victor J. Brown, chairman of the drive, showed Shore had turned in \$913, with Brown's New Dreamland Arena, Newark, N. J., and Louis Brecker's Gay Blades. New York, tied for second place with \$500 each. All three will receive plaques.

Altho complete totals have not been revealed, Brown stated that the metropolitan area contribution to the anti-pollo cause exceeded that

to the anti-polio cause exceeded that of any previous year.

Nine-Day Deuback Anniversary Party Sets Big Schedule

DALLAS, March 25 .- Deuback

DALLAS, March 25.—Deuback Skating Rlnk here is observing its 13th anniversary with a series of special events which began Friday (24) and continued thru April 1. A large layout of prizes are offered in connection with games, contests and special events to be held during the celebration.

High on the list of attractions is a sweetheart contest, offering four mouths of free skating as top prize. Free skating prizes for varying periods will go to second, third and fourth-place winners and six other contests. Winners will be chosen by patron vote, based on the amount of money each patron spends at the rink during the week. Another event, an "anniversary contest," will offer a pair of skate shoes, electric clock, set of maple wheels and skating tickets. This contest is based on rink attendance during anniversary week and marticipation in various events. tickets. This contest is based on rink attendance during anniversary week and participation in various events. During the week there will be games, contests, a special program for beginners, a night designed to bring long-absent skaters back to the rink and a tacky party. The last two nights will feature the annual roller revue, produced and directed by John E. Deuback and emseed by Victor L. Deuback.

Judging Panel Set For Queen Contest

NEW YORK, March 25.—Beauty experts who will judge finals of the 1950 Skate Queen contest, Saturday evening, April 29, at Empire Roller-drome. Brooklyn, were announced Thursday (23) in Bill Love's Journal American skating column. They are Harry Conover, model agent; Candy Jones, his cover girl wife, and Sid Mesibov, of Paramount Pictures, who will scout as well as judge the event.

will scout as well as judge the event. Eliminations for the tenth annual

contest under sponsorship of The Journal American and the Empire rink will be held April 22 at Empire. Over \$1,000 in prizes, including a Furness Line Bermuda cruise, have been announced. Entries are expected to exceed 600 girls from rinks in six States. in six States.

Roller Pic Renamed Fireball

Roller Pic Renamed Fireball
NEW YORK, March 25.—Darl
Challenge, the full-length movie with
a roller skating theme (The Billboard,
December 17) starring Mickey
Rooney, has been renamed Fireball,
reports 20th Century Fox which is
handling the film's release for independent producer Bert Friedlob. In
addition to Rooney, the orphan lad
who runs away to become a great
roller racer, the pic features Pat
O'Brien as Father O'Hara, understanding supervisor of the orphan
school; Glenn Corbett as a professlonal speed champ and rink instructor, and Reverly Tyler.

Planned by Ludwig After Big Winter

CARROLL, Ia., March 25.—Reporting the best winter business in the history of Parkview Skating Palace here, operator Charles C. Ludwig is making plans to again remain open during the summer. Ludwig, who in the past has been as successful at summe operation as he has in the winter says the season.

as successful at summe, operation as he has in the winter, says the season can be equally successful for other operators in this area, but points out that operations must be in tune with the season, since normal outdoor activities are counter-attractions and a somewhat different technique is

activities are counter-attractions and a somewhat different technique is necessary to lure people into a rink. To those operators contemplating summer operation, Ludwig recommends heavier promotional activity, pointing out that such features as prize skating events, novelties, some occasional "live" music and acts all constitute programing that attracts patrons. Along with such programs he recommends that operators keep their buildings as cool as possible, dress their staffs for the season, have plenty of cool drinks and use a stepped-up advertising campaign.

Carroll Skating Club is now rehearsing its annual show for appearances in near-by rinks. About 16 acts will be offered. The show will be seen soon at Ida Grove Ia., where J. E. Andrescn is opening a rink.

J. E. Andrescn is opening a rink.

Stages Annual Show

FLINT, Mich., March 25.—Roller-capades of 1950 was presented for two nights by the combined Roller-cade Figure and Dance clubs at Flint Park Rollercade, operated by Mr. and Mrs. Earl King. This was the third annual appearance of the production under the King segis.

Show was presented in two-act revue style, with emphasis on national scenes. The opening United States number featured Darlene Delzeyo as a majorette, Mary Ellen Jancur impersonating the RSROA and Bernice Laichalk and the junior club representing the U. S. A.

Specialties included Sweetheart of the Isle, Beverly Heterington and Tcd Monroe; A Little Bit of Heaven, Barbara and Jack Cook; impersonations by Bud Starwas, and The Vanishing Americans. Betty Banacki and the ballet class.

Others featured were Leroy Mills, Mickey Berry, Elizabeth Ehl, Betty Borgess, Phyllis Neuman, Irms Lilley, Jill Bellevillem and Judy Wright. Groups of cluh members participated in support and chorus work. The complete cast numbered 98.

Summer Operation | RSROA in New 20% Tax Pitch

DETROIT, March 25.—The all-out campaign for repeal of the admission tax on roller rinks, launched in Washington recently by the RSROA (The Billboard, March 11), continues on the home front thru a nationwide grassroots movement.

Individual appeals to representa-

tives and senators for repeal are to be addressed by each RSROA mem-ber under a plan urged upon them by Fred A. Martin, secretary-treas-

Contrary to the familiar pattern of sending a form letter or wire to congressmen, rink men are using a more personal approach, each preparing a letter and stating his own position on the matter in his own words—a presentation that will prob-ably be more effective because of its obvious sincerity.

ROLLER Relay **DERBY**

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The original 3-place Pen Set that has a fountsin pen with a self-filler, a mu-chanical pencil that repels and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beauand partet celors that come in a beau-tiful box and a gold embossed \$7.50 price tag, and also a guarantee slip at a new low price of \$4.50 per dozen— \$51.00 per gross. This is the same pen set that we formerly sold at \$65.00 per gross. Sample 75¢. We guarantee all sets. This is a real buy end the best

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WE FURNISH MATS

SPECIAL

3-Piece Pen Set, all gold finish. \$6.00 Per Doz. \$65.00 Per Gross Sample \$1.00.

These Pon Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00. SPECIAL Filigree Ball Point Pon and Key Chain with colored stones

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Keychain flashlight, all gold finish \$2.75 Per Dez.

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Clearsite Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$1.50 per dozen or \$39.00 per gross. All cellophene wrapped. Sells on sight. Sample 50s.

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FOR SALE—13 STAMPERS, MOTHERS, MAS-ter Stampers, some published songs; non-famous groups and single recorded artist; some ample records made only; special offer to person interested starting or having new com-pany. Harnetitia Recotor, Morningside, Box 46, New York 26, N.Y.

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YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10e. Balda The Lightning Cartoonist, Oshkosh, Wis. ap29

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Look like wax but burn lighter fluid, smokeless and odorless permanent, economical, safer
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ART SLIDES—FULL COLOR 2x2, WHOLESALS
only; 100s of originals to choose from: seclusive rights and lowest prices to quantity
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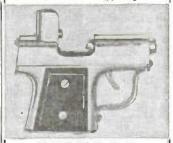
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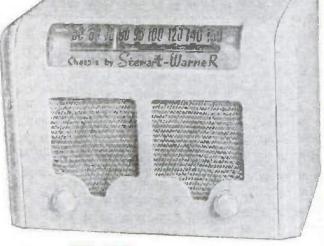
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(Continued on page 92)

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, 0.

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\$6.00 \$65.00 PER GR. The New

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Samples \$1.00

25% Osposit-Money Order or Cash; Balanze C. O. D. Order shipped same day when received.

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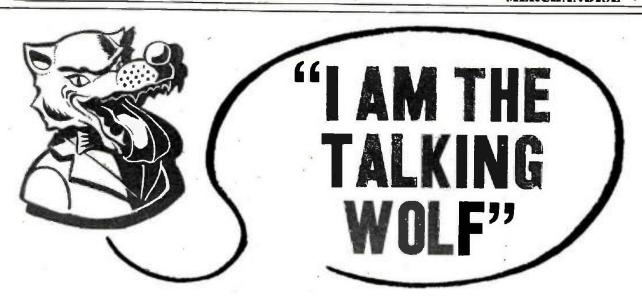
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(Continued on page 94)

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PHOTO OUTFIT—WALLET AND POSTCARD size; luggage trailer, fluorescent awaing, 2550 complete. E. A. Peterson, P.O. Box 2084, Dallax, Tex.

PHOTOMOUNTS-16 TO 108 EACH: WRITE for price list, Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. ap22

LOWER WINDOW CARD PRICES: — FLASH's three-color 24-32 heavy cardboard postera 86.50 bundred. Tribune Press, Earl Park, Ind.

PRINTING - FAST SERVICE. AMAZINGLY low prices; price list, Merchants Press, Tap

lor. Tex. lor, Tex.

RUBBER STAMPS—3 OR 4 LINE 81 POSTPAIDstamp pads 50c. Smallwood Printery. 2718

Vine, Cincinnati, 0. ap)

14x22 TYPE WINDOW CARDS - THE BELL Press, Winton, Pa

Press, Winton, Pa 182 Sell 192 Sell 193 Sell 193

SALESMEN WANTED

FRANCHISE SALESMEN—ARE YOU EARNING less than seven hundred fifty dollars monthaty? Our low man exceeds this figure selling routes of Stzzle Snack Hot. Dog Machiner; It's new, patented, proven; thousands in successful operation. Write Wesson Dist. Corp. 1000 Broad St., Newszk, N. J.

NIEMAN CARNIVAL-CIRCUB BANNERS, Tiff best, not the chessed; no disappointments, Nieman Studios, 1236 Halstead St., Chicago

CA 5-2544.

SALESMEN—SIDELINE: EARN \$3,006 NEXT five months selling calendars, advertising specialties: buyers everywhere; blg comm. advanced: samples free. Continental Calendar, 542 C South Dearborn, Chicazo.

SCENERY AND BANNERS

SIDE SHOW BANNERS, 8x10 FEET, \$31.75, artistic, painted on good cloth; quick service. W. Courtney, Harboursville, W. Va., Phone 4301, non-

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COL-ors, Needles, Outfils; genuine German Pelicen ink; free catalos. Owen Jonsen, 120 W. 83d St., Los Angeles 3.

St., Los Angeles J.

EVERYTHING YOU NEED FOR TATTOOINGElectric Tatton Machinea, Designs, Color
complete outfits; illustrated catalog free. MI
Zels, 728 Lealey, Rockford, Ill.

NEEDLES — GUARANTEED GENUINF wards English; 12° Sharps, thousand only 35. Joe Darpel, Hotel Victoris. Not Va.

WANTED TO BUY

PHOTOMOUNTS—16 TO 101 EACH; WRITE for price list, Penn Photomounts, 315 Wood, 2nd Ave., Glenoiden, Pa. 227
PHOTO COPY, ENLARGEMENTS FROM ANY photo: 527, 807; 810, 51; coloring 50° extra, Acoro, Box 1535, Washington, D. C. 2012
THE NEW FASTMAN IMPROVED TYPE DITTER NEW FASTMAN IMPROVED TYPE DITTER

HELP WARTED—ADVERTISEMENTS

RATE-12c a Word

Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BASS NAN DOUBLING VOCALS, POPS — Must read, fake, Latin music; send full details, references; salary 955; steady location, 6 nights workly. Golden Supper Club, Baten Rouge, La.

BASS—STRING AND WIND: CAPABLE OF featured vocais; hotel location band, Box 341, Billboard, Chicago.

AERIALISTS—EARLY OPENING, 25 WEEKS assured: are, height, weight, experience first letter. Xcellos, Box 614, New Britain, Conne.

an29 tone, dispute the properties of the prop

SINGLE MAN. 50 OR OVER HAVE HOUSE trailer, you furnish truck or car; so anywhere middle-acrd workan; best of references no lushes wanted; send photo and sell it all. Box C44, Billboard, Chechnath, O.

BOX C-94, EMIDOATO, UDICINAIL, U.
SOCIETY OPECHETA REQUIRES DRUMmer, cut shows and all Latins; lead tenor
drubling violin; gift vocalist, muleical instrument, violin or accordion preferred, not essential; local@mas starting salary, 50.
Write
Raiph Benson, Manager, care Gen, Del., Houston, Tex.

BASS—STRING AND MIDE CATABLE OF STRING AND MIDE CATABLE OF STRING AND LEAD TRUMPET FOR established tenor band, shorough experience type tone; trumpet capable cutting tough show that appreciate the previous bands, age, permanent address, flox Chi. 20, Billiboard, Chicago.

MAGICIAN FOR SIDE SHOW BOOKED ON THE King Reid Shows; long season, Write to James Thempson, P. O. Box 381, Newark, N. J. MUSICIANS—COMMERCIAL BAND EXPERIENCE, sentil name and doubles preferred; shoeper bus, salary. Buddy Bart, Box 115, Colome, S. D.

MUSICIANS—COMMERCIAL BAND EXPERIENCE, and District of the properties of the proper

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column, No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

ALL-AROUND, FAST-STEPPING, EXPERI-enced Special Agent and Advance Agent; main street union biller. Box 515, care The Billboard, 1564 Broadway, N. Y. C.

BANDS AND ORCHESTRAS

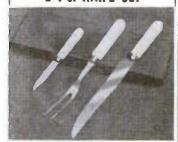
COLORED BAND FOR NIGHT CLUBS. COCK-tall lounges, taverus, etc.; four men, enter-taining and singing, Jump Jackson, 5727 S. La Salle St., Chicago, Ill.

DANCE BAND—SEVEN TO NINE PIECES and attractive vocalist; available in June; waltes, rimbas, etc., and construction organized three years; would like summer location; all offers sonsidered. Studio A, 4 East Ohio. Chieago, Jil.

ROY SANDERS SOCIETEERS—UNION, 9 TO 11 men, vocalists; commercial style band; available for summer location. 1017 N. 9th St., Reading, Fa.

SMALL DANCE BAND — 5 OR 6 PIECES, wants aummer location; resort, hotel, ship; will travel; special arrangements; everything from fox trots to polikas (tanor doubles accordion); available June. Dreamliners, 19 Rurts, Athena, 0.

3-PC. KNIFE SET



ONLY 57c EACH

Minimum order 3 dt. Sample \$1.00
PLEASE NOTE, CONCESSIONAIRES:
PRICED RIGHT FOR INTERMEDIATE
PRIZE PAY OUT. EACH SET ATTRACTIVELY BOXED, QUALITY STAINLESS
STELL MIRROW FINISHED. Many other
silverware, sutlery acts. kitches knives,
dinnerware, steak and earving scta, etc., etc.
Nicely packaged items for every type of
operation in the premium, promotion and
other fields who resulve items priced right.
Catalog available. Address:

THOMAS A. WOLFE.

THOMAS A, WOLFE, INC.

"The House of Cutlery"
Dapt, BB, 1133 Breadway, New York 16, N. Y.





The BIRACLE Chemical that holps before the part of the

FOUR PIECE COWBOY OUTFIT FOR RADIO, TV, night clubs, hotels; double \$\(^1\) instruments; it. If the complete instruments; it. If the complete instruments it. If the complete instruments it. If the complete instruments is the complete instruments in the complete instruments it. If the complete instruments it is not complete instruments. If the complete instruments it is not complete instruments in the complete instrumen

CIRCUS AND CARNIVAL

AT LIBERTY, APRIL 1, 1950-3 CLOWNS, Trick Model T Ford, 2 Trained Mules, laughs galore. Ray (Sadsack) Danback, 748 High St. Bedford, O. api

AVAILABLE APRIL 1 TO SEPTEMER 1—Man and wife dolar scrobatics and cornely balancing free act and side rator specialists wife is rhampion weight lifter and strong woman; man is living human anatomy chart does torture board act, ladder of knives and self with his little finer; both good drivers, handy all around; soher, reliable troupers with house traiter and transportation; any good offer considered. Patterson's Athlette Show, Box 505, Hendersonville, N. C. Athlette Show, Box 505, Hendersonville, N. C.

AVAILABLE APRIL 15TH—CANVAS BOSS; rep show; married, wife tickets; trailer, no boore, knowa the business; no advance. Fred Boone, Box 285, La Grange, Mo. ap8

MAN — LICENSED CHAUFFEUR, EX-CIRCUS carpenter; prefer job with girl act. Care Box C-66, Billboard, Cincinnati, O.

NEON MAN AT LIBERTY—BEND, PUMP AND service; four years' experience. F. Peppers, anything doing? Address Bill Stanfield, Otlaville, N. Y. apl

DRAMATIC ARTISTS

YOUNG WOMAN — 28, 32 YEARS RADIO, TEMPS PROPERTY MISSING WITHING 5 VERY DULdesires untiable spot, legit stock or established elub. Box C-69, eare Billboard, Cincinnate 22, Ohio.

MISCELLANEOUS

BAND INSTRUCTOR WANTS POSITION— Teach all band instruments; prefer Cosst, Southwest towns, Instructor, E 528 Mission Ave., Spokane 13, Wash.

CARETAKER—MIDDLE AGED COUPLE: PER-manent; park, motel or quarters; handle any convession or stockroom on busy days. E. J. Santee, North Benton, O.

DISK JOCKEY—WANTS JOB ON SOME RADIO station in U. S. A. John Sciertino, 2415 Cortiland, Chicago, Ill.

CRICAGO'S MOST EXCITING FEMALE IM-personator; vivid, gorseous, enchanting; "Mr. I Jan Lee," Currently Club Rendervous, Rural Route Two, East St. Louis, III.

Toute Two, Bast St. Louis, III.

FILL YOUR EMPTY SEATS WITH THE Mighty Kara Kum International Mystery Stage Show; available enroute to California through Louisians, Arkansas, Okiahoma and Texas; suitable for vegular and midnight shows, vertising accessorize available with shocking lobby display and sound truck, We do business, read: "The show is salisfactory in all details. Gind to recommend it, it did business, 12/17.48.

D. B. Hunt, Mgr., Liberty Theater, Ft. Worth, Tex. "Kara Kum Mystery Show is the best of the business. Heartily recommend it. B. E. Garner, Arcadia Theatre, Ranger, 2/16/50, and ddress Kara Kum, 20134 Young St., Room 202, eare Ind-Ex Booking Service, Dailas, Tex. Can use advance publicity agent with large car or panel truck to carry lobby display.

HELENE MORGAN, CHARACTER AND EX-oite Strobilte dance novelties. For available dates rentact me care Biliboard, 6000 Sunset Bivd., Hollywood 28, Calif.

HYPNOTIST DESIRES JOB NIGHT CLUBS, private parties, personal instruction or what have you? Don Davis, Elisha and 33rd, Zion, Ill.

SITUATION WANTED—PUNCH BOARD MAN: experienced; will set locations and handle any deal thruout. Box 339, Billboard Pub., Chicago.

VERNON HOFF—FEMALE IMPERSONATOR; performed Flamingo Club, Greenwich Village Inh, Hollywood; Zombie Club, Cleveland; photo-graphs free. Vernon Hoff, Billboard, N. Y.

MUSICIANS

AT LIBERTY—DRUMMER, PLAY 2 OR 4 BEAT style, Write or wire, Frank Schalk, No. 1 5th, N. E., Minot, N. D. apl

AVAILABLE IMMEDIATELY — ACCORDION-ist, doubles vibes; bass player, doubles guitar; esperience, vocals, moders combos, radio combos, radio properties and pr

AVAILABLE IMMEDIATELY — DRUMMER, doubling modern vibes, marlmbs, arranging; just completing 15 months in top spoit next appearance, desire leave St. Louis; travel anywhere, but prefer reliable band working Western locations. Bob Fowler, Centerville, Rt. 1, Box 33, East St. Louis, III.

BASS, DOUBLE GUITAR-ENTERTAIN, DO MAC; name band experience; like to join trio; sleady work, Benny Hawkins, 6130 N.W. 1st Avc., Miami 38, Fla.

DRUMMER—UNION, MODERN STYLE WITH good steady rhythm; fine brush and stick technique. Musician. 102 Rauber St., Rochester, New York.

DRUMMER—AVAILABLE AFTER APRIL 7; location only; last four years at top Florida and Northern hotels with fine society bands; all authentic Latin with thmbales, new drums, all outherned and the state of the second wire, air mall or phone Stan Hotaling, Bellevue-Bittmore Hotel, Belletar, Fia.

DRUMMER — 12 VEARS' EXPERIENCE: DO comedy, vocals: read thoroughly, play sood commerciale 24 beat and Latin rhythms; cut and categories of the comedy of the

DRUMS — UNION, SOBER, EXPERIENCED, fine p.a., new Solovox, own transportation, photos, etc. Apt. 5, 293 W. 7th St., St. Paul, Minn.

FIDDLER AND ACCORDION PLAYER WANTS opportunity to join established hillbelly or Western units to anywhere fiddler tops in western units to anywhere fiddler tops in also; accordion player, good background, read or fake; records and photos on request; radio and single experience; no panies, please. Musicianis, 326 E. Broad St., Columbus 15, O.

GIRL — TENOR, CLARINET, ALTO: UNION, read, ride, fake: location, small combo pre-ferred. Musician, Box C-68, Billboard, Cincin-nati, O.

HAMMOND ORGANIST WITH LATEST IN-trument-Smooth, sweet styling, travel any-where, clubs or hatel lounge, available April 15. Alice Carney, McAllester Hotel, Missin, Fla. ap18

HAMMOND ORGANIST—FEMALE; DESIRES position New York, New England location; experienced, references. Box C-65, Billboard, Cincinnati. 0.

HAMMOND ORGANIST—MALE, AVAILABLE May let; hotel, lounge, radio experience; smooth styling, sood daace rhythm; have own equipment or vill use yours; travel anywhere. Dean Robinson, White linn, Fredonia, N. Y.

HAMMOND ORGANIST WITH VIBRACHORD, doubling piano on side: excellent dance rhythm; en play 35% of requests; held over on every engagement during past four years; not ling resorts for engagement during coming season prefer Western States, particularly Colorado, Wyoning, Montanu or Canada: will send recordings to interested parties. Organist, Box 30. Ashion, lows.

32. ASION, 10wa.

HILLBILLY-WESTERN FIDDLE MAN — ANY
style, 12 years' experience stage and radia,
good references; prefer something steady and
reliable; union, have own transportation. Wire
C. L. Hastings, Box 53, Breckenridge, Mich.
apl

ORGANIST-MALE, 22. OWN EQUIPMENT; present engagement 8 months; radio, theatre-night club, rink exortence. Larry Dyson, 606 East Military, Fremont. Neb. Phone 1179-J.

PIANIST — COMMERCIAL; TRAVEL ANY-where; available immediately. Frank Green, Rt. B. Box 246, Birmingham 7, Ala, Telephone \$2.5819.

PIANIST—UNION, EXPERIENCED, ABILITY: all easentials: shows. Box C-71, eare Bilt. Board, Cincinnatt, O.

PIANIST—SINGLE, 30, SOBER, POPULAR AND concert arrangements, non-union; desires position small cockail lounge, California, Donald Raffercy, 1400 N. Mt. Vernon, San Bernatdino, Calif.

PIANO - NAME EXPERIENCED, UNION, young, single, sober; positively cut. Wire. Musician 1217 Royal New Orleans. apl

STRING BASS-AVAILABLE IMMEDIATELY; experienced, single, sober, 24. Joe Pressprieh, Terrace Hotel, Memphia, Tenn.

TENOR CLARINET — READ WELL AND transpose, excellent in section work; reliable, with travel. Frank Chirlek, 18278 Strathmoor, Detroit 21. Mich. 8913

TENOR, DOUBLING CLARINET, TRUMPET, shoulder bonge, rhythm plane; read, fake, combo experience. Wire, write Red McKinley, 611 North, Burlington, lowa.

TENOR SAX CLARINET—YOUNG, EXTEN-nive commercial experience shows; desire big band; 576; transportation, union, Fred Robson, 777 Lexington Ave., N. Y. C.

TENOR CLARINET — ANY STYLE, SOLOS, section; excellent experience. Musician, 101 Union St., Doylestown, Pa.

TRUMPET—EXPERIENCED, LEAD OR JÁZZ; prefer dance band, clubs: dependable: consider all offers: transportation, union. Box C-70, Billboard, Cincinnati, O.

TRUMPET, DOUBLES VALVE TROMBONE — Age 22 does novelty vocals, read and fake; good tone, union, will travel. Box \$16. Billboard, N.Y.C.

PARKS AND FAIRS

GREAT CALVERT — RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 164 Averill Ave.. Rochester, N.V. apd

BIG 5 PEOPLE ACROBATIC AND BALANCING act; beautiful stage display. For illustrated ilterature, Lahmbieck Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind.

FLASHY RIGH-CLASS TRAPEZE ACT—AVAILable for indoor and outdoor events; platform required outdoor. Address Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Indiana.

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INSUBANCE COMPANY TURNED HIM DOWN, too hasardous. Capt. Earl MacDonald, number one Hollywood stunt man and now called the tops in the high diving profession. Will prove again this year that the star of yesteriay is definitely the star act of today. Contact Sensational MacDonald and His High Fire Dive. Featured by Fox Mynictone and the New York Press. Address 150 Lamphter Place, Warren, app.

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(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

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Chicago 2, Ill. 5 No. Wabash Ave. ALL PHONES CEntral 6-7966

Nationally Famous Watches at Lowest Price



Men's and Ladies # ELGIN # BULOVA # GRUEN # BENRUS # WALTHAM

Brand new 1950 model cases. Recenditioned and guaranteed 7-JEWEL like new. 15-Jewel \$12.50 and Gold Filled Stretch or Comb. Band, \$1.50 and Gold Filled Stretch or Comb. Band, \$1.50 and

FREE Catalog filled with premium items. WHOLESALE ONLY

25% Deposit With Order — Belance C.O.D. Open Account to Rated Mouse. MIDWEST WATCH CO. 5 5. Wobash Av Daylor Chicago J. Ill.

LORD AND LADY SCOT

WRIST WATCHES

\$29.95 RETAIL PRICE!

Rhinestone diels, besutful new dasign, lete
model cases, 10k, R.G.P.
yellow, reconditioned
a puarented like new.
15 [cewel ... \$8.95
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in single lots, \$1.00 add,
Expansion Bend, 95c add.

Wholesale Only! 25% with order—balance C. O. O.

JOSEPH BROS. 8. Wabash Ave., Dept. 8-1, Chicago 3, III.

FREE PUSH CARDS-ADDS PROFIT

FREE PUSH CARDS—ADDS PROF
Ouslity is better than price.

Nore is that EECOND-LOOK
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FLASH at a PRICE! 3 BRAND NEW

LOW PRICED

MAKERS

Never Before at This Price . . Exclusive square shape, yellow plated model with hand-some matching metal band, ruby and rhineatone dial. All this And onty \$6.50

Look Like a Thousand Dollar Diamond Laper Watch.

Rhinestone how knot design, with contrasting silver dial. Nothing like \$6.95 EXQUISITELY YOURS

Small and lovely, with rmby and rhinestone dial, reliow plated case, with matching expan-sion band. \$5.85

ALL JEWILED TIMED AND TETED SWISS NEW MOVEMENTS. And administration of the structure boxes, with indicated present of the structure boxes, with make the structure of the struct

Send for free catalog. LANCYL WATCH CO.

New York 19, N. Y.

Talk Anywhere—To Anyone



Instantly With Inter-Taikle

JUST PUSH BUTTONS
AND TALK TO OR
FROM 1 to 7 different
places up to 14, mile
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Not a phoneplaces up to 4, mile
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Not a phoneplaces new 1930 tine of hi-power models to fill EVERY need! THE MIOWAY CO., Dept. B-J, Kearney, Neb.

PROFIT MAKING . QUALITY MADE



FAN BLADE CO. B2 Green Street. No. J.



RED HOT AUTOMATIC POCKET PISTOL LITER

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The Year's Greatest Sensational Seller Beauti-fully Chrome Plated. \$15 dos., Sample \$2. 10% dissount on gross lots. 10% discount on gross lots.

HOLLYWOOD BATHING BEAUTY PENCIL
ractively gold finished. New low price 87.50
25 deposit on C.O.D. orders.

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Letters and packages addressed to persons in eare of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Jillboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

The Billboard

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Cincinnati 22, Ohio

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one year, \$10.

Britton, Robt,
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Grown, Fred J.
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MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.

Cincinnati 22, O.

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King. Ellira 25e Rumbaush, Harold Burban, Mite Addison, Juhans Afrin, Ben. A

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Please enter my subscription to The Billboard for

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Big Flash!

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountein Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-place set, Our new low price—

SAMPLE SET, \$1.00

IMMEDIATE SHIPMENT

25% Deposit—Balance G. O. D. Send cash or money order.

HARRIS NOVELTY CO.

Street Philadelphia 7, Pa.
Phone Market 7-9848

\$70.00 Per

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DIRECT From Manufacturer Sensational Value

SPECIAL PRICE

50° Pas Sample Set, \$1.



These Pens Sell Like Wildfire 35¢ se.

Two-color pen writes in rad and blue,

25¢ ...

8 mert geld-pisted finish. 25% deposit with order, Send \$2.50 for Samples. ORDER NOW!

H. EPSTEIN 27 Best 22nd St. NewYork 18, N. Y.

CHRONOGRAPH

BRAND NEW -7 lawel

SWEEP SECOND Modern chrome case. Removable lugs. Unbreakable crystal. Smart, quality alligator grain, gonuine leather strap. Gift board.



Bracelet Walch Jawel \$14.95 ***

Really smart, beau-tiful rhodium fin-ish. Hand set, Im-ported rhinestones. Looks like very ex-pensive watch. Re-liable movement. Available with 17 r \$2.00 additional. movement for

25% Deposit on C. O. D. Orders. Wholesale Only. No Retails, nd for big catalog of fast solling items

World Wide Walch Co. 81 Canal St., New York 13, N. Y



NEW RANCH 'O ELECTRIC CLOCK

with Rider on Horse in CONTINUAL

BUCKING MOTION

Beauthully finished ling Weshut, Desert
Send or Redwood. Size: 10%**29**27%*7.
Operates on 110 volt, 60 cycle, AC only.

True to life colors, realistic.

\$9.57 ea.

BELLS—GONGS

mplete line for Rides, Camivals, Home Farm, Marine and Industrial Use.

Materiale protetto da copyris

SHIPFITTINGS, INC. N. Y. S. N. Y.

29 Old Slip

IF YOU OPERATE CONCESSIONS You should have our price list. Write now, early bird list ready for mailing.

ITEMS YOU CAN USE AT PRICES YOU CAN PAY

If you have not dealt with us in the past, ask those who have.

BERNY NOVELTY COMPANY

119 West 23rd St.

119 West 23rd St. ORegon 5-1042 ORegon 5-1042

MERCHANDISE TOPICS

Readers interested in learning the source of supply of any items mentioned herein or addresses of specific supply houses mentioned in this column, send stamped, addressed envelope to "Buyers' Service, The Billboard, Cincinnati."

New York:

If American recognition of Spain is ratified, it will create a new outlet for American premium-novelty mer-In American recognition of Spain is ratified, it will create a new outlet for American premium-novelty merchandise. Henry Maso, of Barcelona, Spain, states that his amusement company has been unable to import concession merchandise since 1936, and that he is looking forward to doing business with American firms.

Have you seen "Goofy Egg," the egg that won't stand still? Clever Novelties handles it. . . At the recent Toy Show, M. L. Koether, sales manager of the J. E. Stevens Sales Company, showed the firm's exhibit. "Evolution of Firearms, 1600-1950." . . . Macy's appears to be well aware of hot novelties. The store has a demonstrator doing big business with the false spectacles and beak number. The store also is pushing the sale for 94 cents of Rubicon's telescopic gold color ball pens. . . Speaking of the latter item, Temple Manufacturing has entered the market with its 89-cent seller named "Cute," Writescope is offered by Princess Eve Products, Sterl-Arit Novelty is introducing "Sterl-Write" and Jay-Ell Products has presented "JL" Telescoping pens look like a big number. . . Edward Barish, of Shawnee Novelty, has "Top Jet," a 10-cent item. Blow on the tube and the propeller takes off. Ed says his Electric Rainbow Top proved to be a tremendous seller in 1949. . . Frey Company is offering a 4-in-1 combination screwdriver to retail at 49 cents.

Commonwealth Plastics' Gay '90s Whistle has whirling beads inside old-fashioned bike wheels—a 10-cent number; also at 10 cents, the Fire Chief Siren—a fire engine mounted on siren whistle with engine wheels of revolving beads... Jack Sodero, of Brian Specialties, is enthuslastic about a 29-cent number, Putty-Puss.

AMAZING OFFER! The Greatest The New LOWILL Promotional Watch Ever Developed!



GUARANTEED FOR 1 YEAR! 25% with order—balance C.O.D.
PREE: NEW 1950 CATALOG SHOWING HUN-DREOS OF BIG-PROFIT JEWELRY ITEMS.

LOUIS PERLOFF
W NOLES ALF JEWETERS
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BOX CAMERAS

EACH 70¢ ORIGINALLY SOLD AT \$4.951

S10.50 Dozem
Sample, \$1.50 Postpaid
Metal cases with handso
antherette finish. Give th
Uses standard 120 or
tures, 214"x214" par lo cameres. Metal cases with nentaminary increased leatherested finish. Give them rich" look, Uses standard 120 or 670 ives 12 pictures, 2½", "2½", "per load, ion meniscus lens, lipe level finder, inel cartens, ready for prefitable sell-ders shipped day received, A navoralick Spring sales, Terms Cash with 25% deposit, C.O.O.*s, F.O.B. Heuston,

It's a rubber, balloon-shaped bag filled with modeling clay. The painted face on the bag can be molded into a variety of humorous

magnifying power microscope at a low price. It's imported and billed as "not a toy." . . . A 25-X pocket microscope to sell for \$2.79 is offered by Microscope & Lens Company. . . Dave Jacoby, of Mills Sales, is ill with a virus infection. . . A monkey hand puppet, "Pepo," is a 39-cent retailer by Tarrson Company.

Eric M. Bauer is displaying Levy

Eric M. Bauer is displaying Levy Bros. copper picture brackets. . . . Resembling a giant pencil, Bahco's Jiffy Multiplier Pencil Box is a 50-cent retailer. Feature of the box is a built-in multiplication device operated by turning the yellow plastic pencil point. . . Ten Yen puzzle, a dollar item, is still sclling well for Multiple Products. . . Many stores are featuring action window displays of the Pirate Chest Mystery Band. . . Norma Originals is presenting "Strumboli." In an chony-colored container with a simulated pearl and diamond imperial crown, the perfume retails at \$2. . Fred Hagemann and Keith Ward, of Topstone Rubber Toys, nre offering full-face molded rubber masks of At Capp's Dog Patch characters. Such favorites as Li'l Abner and Daisy Mae are dollar retailers. . "Whiskey Bobbles," according to Benjamin Prits, of Par Beverages, are little bottles of liquid with humorous labels similar to well-known brands of whiskey. They retail for 25 cents. . . Eversharp has presented "Junior," a dollar eigarette-sized ball pen. It opens into a full-sized pen. Allison Manufacturing has Tshirts with baseball emblems or baseball personalities in assorted fast colors and various sizes for 89 cents retail. . . McLean Specialties says its Sanitop Pour Cap, 10-cent item, makes a pouring pitcher out of any milk bottle. Made of plastic, it snaps on all standard bottles. . . A two-plece necklace and earring set by Simon & Goldsmith is on the market. Dave Marmorosch. of Miratlor Nov-slites, is selling a glass dish and butter knife set, a 15-cent retailer; also imported French porcelain ashtrays to

ellies, is selling a glass dish and butter knife set, a 15-cent retailer; also im-ported French porcelain ashtrays to retail for 40 cents. . . Avon Pen Products now is at 21 Howard Street.

Products now is at 21 Howard Street.
. National Baby Weck will be staged April 29-May 6. With the slogan, "Give your baby the right start in life," food and retail clothing stores will back up national and local advertising. Novelty operators may be able to tie in with the promotion.
. "Plastickers" have appeared in the novelty trade. They're plastic point - of - purchase display signs which adhere to windows without suction cups or adhesives. Clayter Corporation says they can be removed and reapplied indefinitely.
. At the recent Variety Show Ben Warshay, of Royal Plastic Products, visited with buyers while Anne Sevenson, artist, displayed her tech-(See Merchandise Topics on page 100) AFRO PARTS SUPPLY #01101 17, Texas (See Merchandise Topics on page 100)

NOBCDY CAN BEAT GEM'S LOW PRICES!



4 PC. PEN SET

† Sensational: Windsorncludes Ball Foint Pen, Medical Pencil and handy

KNIFE. Sellins like

| Assorted colors.

.50 Doz. Sample "SPARKY DOG"

\$1.00

NEW

PRICEI

Sample

\$3.60 \$42.00 \$1.50 WRITE FOR OUR BIG

25% OFFOSIT WITH ORDER, BAL. C.O.D. 5 % ORDER, BAL. CO.D. FREE CATALOG BURGING BIRTH AT LOWEST PREVAILING ADVERTISED PRICE:

GEM SALES CO.

533 WOODWARD AVENUE DETROIT 26, MICHIGAN

COMIC NOSE
Looks so real if fools every
body! Sweeping the coun
try! NATURAL FLESM
COLORED composition accurately moulded and timed
Full size plastic eve-glass
firms. Everybody's cashing
im—you will, tool

Doz.

You asked for Something New! HERE IT IS!



RUBBER MOUSE IN TRAP!

Positively the greatest laugh sensation in years—a bigger laugh than talking teeth or Hollywood beaks! A splotch of red on trap adds to realism. They will scream, shrick and holler! A sensation wherever shown!

Orders filled in received. Shipped with full remireceived. Shipped prepaid with full remittance, otherwise 25% deposit, balance C.O.D. Samples, 2 for \$1.00, Order by airmail or wire to get in on hottest novelty joke item in years! Complete

\$39.00 Gr.

NOVELTY COMPANY

1128 16th Street, Denver 2, Colo.

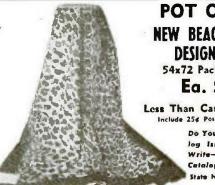


7-Jewel 9.
17-Jewel 10.
25% deposit on all C.O.D. orders.

Gold Plated Expansion Band, 10c additional Executive Rhinestone Dial, 15c additional

WRITE FOR New Value-Pecked Catalog-ORDER TODAY! elimax P. O. Box 473 Memphis, Tenn





POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case Ea. \$2.90

Less Than Case Lots, \$3.00 Each Include 25¢ Postage for Sample Order

> Do You Hove Our No. 59 Catalog Issued in 19491 If Not, Write-New Working on 1950

State Nature Your Business in First Latter.

WISCONSIN DELUXE CO.

1902 N. THIRO ST.



NOSE WITH GLASSES

No. 4019—Soft Nose, Heavy Rimmed Frames Without Glass, Life Like—It Selts on Sight—Cash in Now.

Allow for Postege, Overpayment Will Be Returned,

WISCONSIN DELUXE CO. 1902 No. Third St.

The Latest Scientific Marvel

No Picture or Words Can Describe The Radiant Beauty of

NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

As New as Temerrow

Reflect — Retrect — Magnify — Oay or Artificial Light. We make Neo-Lite Signs on order, any name or eny wording—thus



FURNITURE ← + In.

TELEVISION & Base or Shelf Sign

This 10-letter sign in 6-inch letters, made in Naon, retells for \$105.08. The same 10-letter sign in 6-inch letters made of Fluorescent Neolife retells for \$19.20, only \$1.72 a letter, vour cost \$60.00 per letter, including frame. 100% profit.

ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.

FAMOUS FOR FINE FOOD Bottom

This 17-letter sign in 2-inch tetters, mede in Neon, retails for \$00.00. The same 17-letter sign in 2-inch letters made of Fluorescent Neolite retails for \$16.53. Only 9% per letter, Your cost 4914s per letter, including frame. 100% profit.

BORN 480 DAYS AGO

aukm 480 DRTS AGO
Triad and enown a tremendous success
in Miemi, Flar, Baltimore, Washington,
Philedelphie and New York. The rest of
the world is virgin territory. This multimillion-doller baby is only if months old
and hes never been out of ite swn front
yard.

AGENTS AND SUB-AGENTS

You reason appeals to be sent an op-mission are appealed to 25 to

ters come in 2, 4 & 6-inch & 8-inch s, All signs are completely assembled.

SALESMEN'S SAMPLES We recommend I sample sign of each size letter, nomely 2, 4 and 6 inch,

SECURITY DEPOSIT \$10

We are new shipping a samele layout constitute of a samele factor ple 4-inch sign, and a samele factor sign, and a samele factor sign. These are blandered samples and you may return them for return. Act now. Be the first is introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25 SECURITY DEPOSIT \$43
This sample layout consists of one 10letter 6-inch sign, one 10-letter 4-inch
sign, end one 17-letter 2-inch eien,
namely, TELEVISION (6-inch letters),
noFRE SHOP (4-inch letters), and FAMOUS FOR FINE FOOD G-inch letters).
This is by far the bart eales preducine
sample leyout. Your deposits refundable.

Sample layout. Your deposits refundable,
TERMS:
SALESMEN'S SAMPLES, cash with the
order. Resmit by postal money order.
We ship to earns only. You are in business for yourself, but your telephones.
We ship to earns only. You or in business for yourself, but your telephoness.
You make your own deliveries.
Money-beck guarantee on all orders.
Over 20,000 teltyfled Billiboard eustemers
have bought our products with a moneybeck guarantee since 1940.

Manufactured and Distributed by

J. A. WHYTE & SONS

3026 M St., N. W. Washington T. D. C.

Pipes for Pitchmen

BETTY BESHERS, continues to work Glosene at the downtown Los Angeles Woolworth store to good returns.

The pitchman doesn't back up until he's

BENNY ACKERMAN ace gyro top purveyor, is working the W. T. Grant store, Los Angeles, to reported good long green counts. Ellen M. Shurman is assisting Ackerman.

It's spring, and winter play-

ROBERT HALLIE is reported to be passing out plenty of horoscopes on week-ends in Los

Alter yourself to meet your difficulties and you're on the road to success.

JULIUS LAZARUS .

is preparing a screen layout which he will take on a tour of California and Arizona cities this summer.

Anybody suffering from road

DORIS RAMUSSEN . . . is working Car-Bo-Tet at the Wool-worth five-and-dimer in downtown Los Angeles.

Are you still worrying about the things that worried you yesterday?

BILL HORN well known in pitch circles, is with the army fair force base at Lockland, San Antonio. He's a private with the 3734th Training Squadron. He says he'd like to see pipes here from Doc Castine, pottery king. and Charley Hagen, formerly with King Brady.

The successful pitchman takes his chances of good days against the bad.

DOC HOWARD

continues to get the lucre with horoscopes, which he is pitching in the basement of the W. T. Woolworth store in downtown Los Angeles.

Plty the poor guy who thinks the world owes him a living.

BERNIE DUNN

Once your item clicks you'll have no difficulty keeping your customers.

JAMES (KID) CARRIGAN . . is reported to be getting some geedus working a number of Los Angeles locations

He works in all kinds of weather and usually winds up with the healthlest pile

JIM BROWN .

cards from Trenton, N. J., that "concards from Trenton, N. J., that "conditions here are worse than I've ever seen them. I'd advise pitchmen to give this city a wide berth. I'm pitching toys in the town's largest department store for the Easter trade. But business is poor, spending is light and the crowds are lighter."

A pitchman constantly bucks odds that discourage the average person.

between Little Rock and Benton, Ark. Currently in their sixth week at McLellan's store in Little Rock, the talcuted sisters are branching out by establishing figurine stends in Memphis and Hot Springs. They will open the newest McLellan store in Kansas City, Mo., about the middle of May. Business has been good enough at the Little Rock store for the management to extend the gals' engagement there indefinitely. The Ragans were hostesses during circus week there recently to the personnel of Ward Bros.' Circus which played the auditorium.

With the national Shrine convention set wan the national Sarine convention set for Los Angeles, many tripes and keister stalwarts already are looking around for items and prominent street corners from which to purvey their wares.

GEORGE H. BROOKS ... blasts the following from Hot Springs: blasts the following from Hot Springs:
"Have been working sheet at the Oaklawn Race Track here for the past
two weeks after coming up from New
Orleans. I was supposed to have gone
to work for Gus Zervas at the Baton
Rouge, La., stock show and rodeo, but
I became ill and was forced to leave
Baton Rouge for this spot. A trouper
came in here on St. Patrick's Day and
advised me that the license fee for
novelty peddlers and pitchmen at next
year's Mardi Gras in New Orleans
will cost \$65.65. He says it will be
broke down like this: City Ilcense,
\$5.25; State license, \$50, and occupational license, \$10.40."

Most of Pitchdom's sharper op-erators are praying for an early summer.

"I'M HELPING

"I'M HELPING
the Freedman concessions get ready
for the coming season," pens Richard
Areand from Los Angeles "I've left
the stores but plan to open at W. T.
Woolworth's here shortly after Easter.
Altho business generally is at a standstill, it is showing signs of picking up
over the week-ends. Local stores expect one to gross \$200 to \$300 a week
or you don't stay put. Let's have some
pipes from Harry Mills. Phil Kallail,
Iris H. Collen, Frank Ribedeau, Dave
Rose, Morris Kahntroff and the Ragan
Twins, Madaline and Mary." Twins, Madaline and Mary."

SCHOOL SHOW UNITS

SCHOOL SHOW UNITS

(Continued from page 60)
made without the appearance of the other show? There must be some way by which we can be standardized. Without the good, bad and indifferent shows we would lose the savor of competition, with the result that we would suffer the loss of our individuality. After all, it is good to think that we are superior to some of our fellow men. Then, when we see somebody to whom we are inferior, we are inspired to better ourselves. ourselves.

ourselves.

"We in magic must face the fact that magic is the only branch of show business where a one with the wherewithal can buy a vaude act and become an actor overnight. As long as there are schools whose principals are not worldly-wise, amateurs and imposters can book their shows and obtain money under false pretenses. And, as long as there exist dealers who sell mechanical tricks to the masses, there will be magicians eking out a livelihood from professional magic. They would do well for themselves and for their contemporaries if they would get a THE RAGAN TWINS... professional magic. They would do Mary and Madaline, have gone in for well for themselves and for their contemporaries if they would get a job dipping sheep or worming to-Hilly Billy Holler, their estate located

Merchandise You Have Been Looking For Lamps, Clocks, Enamelwers, Houseware, Aluminum Were, Occarated Tinware, Toys, Svery kind of Classware, Blankets, Hempers, Hessecks, Plaster Slum, Flying Sirds, Whips, Balloons, Hats, Canes, Ball Oame Specials, Bingo Merchandue.

Catalog Now Ready—Write for Copy Today
IMPORTANT Type of Goods You Are Interested in.





DIRECT 7

Manufacturer

ROYAL The King of

Precision

• Flash

· Quality

FANCY CAPS

Beautiful three-piece set, Hooded point foundain pen, mechanical peacil and cuaranteed ball pen. Available in four or more colors. Attractively boxed.

\$60.00

Semple \$6.00 Doz. 25% Osposif, Bal. C. O. D. 1.0.b. New York

MODERN PEN MFG. (O.

395 Broadway, New York 13 Phone Canal 6-8016



Mechanical SINGING BIRD

Beautiful colors. Hottast item in the country, it sings and moves like a live bird. All you do is wind it up. Everybody is cleanlist up with this. No larrys—everyone guaranteed. Each bird comes in a bear with a feer Nowockers necessary. This with order, 23% whose years of with order, along years or cash. Order skipped seme day as received.

HARRIS NOVELTY CO.
1102 Arch Street Phone: Market 7-7948

PISTOL LIGHTERS

Headquarters for Pistol Lighters and new hot selling Specialties at law prices. Pistol Lighters, Best Type, \$11.00 Up Doz. 3 Samples Asst. \$5.00

Johnson Ann. J. With for price list:
We specialize in hard-to-get items.
25% deposit with order, balance C. O. D.
UNITED ENTERPRISES
175 Fifth Ave (Flation Bidg.), Suita 1810
New York 10, N. Y.

MEDICINE MEN!

Write today for new wholesale estatog on tonice, oils, salves, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE: (Froducts Liability Insufance Carried.) We are Manufacturing Pharmacists. Established 1834. GENERAL PRODUCTS LABORATORIES, INC.
137 8. Spring Bt. Columbus 18, Ghie 8. Spring St. Colu

PITCHMEN

Demonstrators—Med. Shows 10¢ Store Workers

ATTENTION Something new in skin and fact preparation
—Write for samples and price.

THE MYSAN CO. P.O. Bax 908, Macon, Ga.



SALES with this

Sessions Electric - hand decorated in finely detailed three-tone finish including exquisite gold hand applique. Available in four eye-appealing color combinations including CHINESE RED hand trimmed in antique gold, HELIOTROPE hand trimmed in antique gold, ONYX BLUE hand trimmed in antique gold and ANTIQUE GOLD hand timmed in silver.

IMMEDIATE DELIVERY!

Terms: 15 Dep., But, C.O.D., F.O.B. Phila.
except to well-rated firms.
Write or Wire Your Order Today!

Packed and Snipped UML?

S to case in Assorted Color

Combinations, 506-508 Commerce St. REA Manufacturing Co. Phila. 6, Pa.

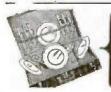
SPECIAL PRICE TO JOBBERS,

WHOLESALERS AND OPERATORS

Packed and Shipped ONLY







Fick Herculean CASES

A perfect premium. Gay, colorful steet clad picnic coses. Completely equipped with plates, rumblers and implements. Send for folder showing complete line.

GENERAL FIBRE PRODUCTS CO., FITCHBURG 7, MASS



Very realistic-plastic nose is flesh color-spectucie is black plastic. Can be worn over regular glasses.

GOOD QUALITY MR. BEAK

(Schnoz ?!)

PLASTIC SPECTACLE AND HAWK HOSE

No. X22N3

53.60

ANOTHER TOR ITEM!

WEEK END NEEDLE BOOK

Contains one package each of \$1, \$3, \$5 needles; one patch of darning needles (total 24 needles) and one threader in brightly col-ored lithographed package, in envelope, 1/2 pross in box.

No. 22D60 PER GROSS...\$6.75 PER DOZEN... .60



FINE QUALITY CAMERA LIGHTER

WITH COMPASS

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim, Tripod and release can be removed for use as a pocket lighter. Each in box.

> No. X831822 DOZEN

\$14.40

NEW SPRING CATALOG NOW GOING TO PRESS. WATCH FOR AVAILABLE DATE OR WRITE FOR DETAILS!

NEW NOVELTIES DAILY, WATCH FOR OUR ADS!!

25% deposit required on all orders

N. SHURE CO. CHICAGO 4, ILLINOIS



SAMPLE SET \$4.00

Terrific Jewelry Set for Easter.
Everybody is cleaning up—canreasers, agents, saleshoard operafors and hustlers. This set
consist of 4 pieces of the most
magnificent lewelry you ever
saw. The set is 24 Karet gold
plated—choker, earrings and
a beautiful plunh box, lined with silk and posttively sells on sight. The set cornes with a beauAssorted styler. Guaranteed satisfaction, Imcash or moster order.

tiful gold embossed tag—marked \$19.95, mediata delivery. 25% deposit required—

HARRIS NOVELTY CO.

1102 ARCH STREET

PHILADELPHIA 7, PA.



SPECIAL QUANTITY PRICES TO RECOGNIZED JOBBERS

Fit Little Finger), 2 Dz. in Display Competitive (Good Grade) Nose Glasses 3.60 Dz.
New Pocket Ash Tray 1.50 Dz. Rubber Buck Tooth Rubbit80 Dz.

(Boxed) 7.20 Dz.

Best Grade Color Change Hank

WRITE FOR OUR LIST OF HUNDREDS OF WORTH-WHILE MAGIC AND NOVELTY STORE ITEMS. WE MER, A FULL LINE OF LARGER STANDARD MAGIC EFFECTS.

GOLDENS MAGIC WAND PASADENA 1, CALIFORNIA

STERLING VALUES mean GREATER SALES

No. 191-H MEN'S IMIT. HEMATITE

with Gold



\$3.50 doz., \$39 per gr.



No. 191-C MEN'S IMIT. DOUBLE HEAD CAMEO Gold Flash Sides

\$3.75 dox.. \$42 gr.
Send for Free Catalog. Minimum order,
1 dexen. Send 25% with order,
belance Co.D.

STERLING JEWELERS
H East Long Street Columbus 15, Ohlo



CHRONOGRAPH 83.70 EACH

With beautiful chrome expension band,
"The band sells the watch." No loss to
you on bad watche. WE REPLACE
UNSALABLE WATCHES FREE, 1 yes
written quarentee. Affractive dist, 4
colors. Sweep second, telemeter, fachemeter, chrome case, unbreakable crystal.
Above price for gross lots only.
Lots of 60, 53,50 Es. With Expansion Band
Lots of 25, 2,50 Es. With Expansion Band
expension of 25, 2,50 Es. With Expansion Band
Rhinestone Olsi, 58 Entra or Gold
Pleted. Expansion Bands, 54 Dec.
10% Deposit, Balance C.O.D. Order Now,
All orders shipped day received,
State if simmeli,

We can furnish the acc with steinless steel bands & heads only at much lower prices. HOLLEGAL WOLLEGAL CONTRACTS ST.



6000 Smark

In 460 Page Wholesale Book

SURE SHOT DICE BOX Soid Only for Amusement Purposes Attractive plastic bas containing a redinary dice. When you know see thumbers fire we is covered and shakes. As amazing trick.

Songle, \$1.00, par dot. We Pay Portage. Wholesels, \$1.80 par dot. We Pay Fortage. PAST 5 & LLING tricks and jokes.

D. ROBBINS & CO. New York 18, M. Y.

SLUM GIVEAWAY ITEMS FOR ADULTS AND CHILDREN

1000 PIECES FOR \$6.75 ASSORTED TOYS, GIFTS, NOVELTIES

Setisfaction guaranteed or money refunded, 25% deposit with order, befance C.O.D. OPTICAN BROTHERS
SINCE 1909
BOO West Ninth St. Kanasa City, Ma.

MERCHANDISE TOPICS

(Continued from page 97)
nique. She hand-painted plastic
tablecloths with a plastic paint that
becomes a part of the material and therefore cannot rub off. . . Syl-vania Pens is pushing the Peek-a-Boo pencil with the counter display sign, "Well, for Goodness Sex!"

FINAL THOUGHT FOR THE WEEK: In 1949, General Motors Corporation reported the greatest yearly net profit ever recorded by an American corporation—\$656,434,232. This profit represents an 11.5 per cent return on sales—something for novelty merchandisers to shoot for!

J. R. Stephens is bringing out a simplified roller camera available in a complete range of sizes, ... "Tabs" simplified roller camera available in a complete range of sizes, ... "Tabs" are new plastic aprons offered by Thomas A. Beers as specialty sellers. They come in a complete range of styles for bars, restaurants, etc., and are aimed at eliminating expense and inconvenience of linen rental or laundering... Charles H. Stapleton, merchandise dealer, is a victim of a severe attack of asthma but manages severe attack of asthma but manages to stay on the job and continue his work with boys for the Northeast Optomists' Club. . . . Al. Harry and Eddie Sparage, of Economy Sales, are expanding their operation in the field of higher-priced novelty items. . . . The Fred Silber Company, jobber, is selfing its line of tobacco, candy and general merchandise to concentrate on items for the carnival and park fields. and park flelds.

West Coast:

M. Whitey Monette will soon leave his San Francisco business in charge of his brothers, Ollis and Lloyd, and cover fairs and celebrations. and cover fairs and celebrations...
R. P. Kovald, of Associated Novelty
Manufacturers, Los Angeles, reports
his Scarf Dance item still selling. At
present he is featuring the Drinker's
Nose... Claude M. Fraizer and
John H. Steiner, of Zanco, Sherman
John H. Steiner, of Zanco, Sherman Oaks, Calif., can tell some funny stories of how the nose and glasses gag originated. Fraizer, who had an old theatrical nose piece, loaned an old theatrical nose piece, loaned it to Steiner, who made one like it. They have teamed up to turn out novelty items... H. Gettleman. of G. & H. Sales. Los Angeles, is working on a Senorita bottle opener, and the convention and cale.

working on a Senorita bottle opener, aimed at the convention and celebration trade. . . George St. Pierre, of Hollywood Magic Company, has opened a second store in Hollywood. . Ben Goldfarb, of Acme Novelty Company, Los Angeles, anticipates a big season with carnival merchandise. . . Charles Carter, of Minit Manufacturing Company, Burbank, Calif., is at work on some items made of the live rubber material used in lizards. . . Lee Wallace, of Wallace, Slade Novelty Company, Los Angeles, is getting his plants in suburban Los Angeles going on novelties.

Ben Rotman and Irving Wasserman have opened the LaSalle Fur & Rug Company, Los Angeles. They carry a complete line of items for pitchmen. . . . Martin Israel, who has moved his Normandie Sales to has moved his Normandle Sales to a store near Mcrchandise Row in Los Angeles, stays out most of the time drumming up sales. He is assisted in the store by his sons, Ed and Philip. . . Jack Stanley plans to introduce a new premium and salesboard item. . . . William Edelman, of Kordaway Company. is pushing troduce a new premium and sales-board item. . . William Edelman, of Kordaway Company, is pushing the Kordaway gadget to keep the ironing cord out of the way. . Eddy and Lee Golden are getting into the summer swing with joke items. They recently took additional warehouse space near their place of business, the Magic Wand. Pasadena. Calif. . Murray Hotberg has moved to Merchandise Row in Los Angeles and has a complete stock.

Angeles and has a complete stock. Operating as the Murray Sales Com-pany. Hofberg is featuring jewelry and giftware. . . W. L. Bergel who

operates as Bergel of Hollywood.
Inc., is featuring a purse-size perfume container that he said is proving a money-maker with pitchmen.
Firm carries a complete line of perfumes.

N. E. MEET NOTES

(Continued from page 70)

cocktail lounge on the Roof prior to the banquet was stimulated this year by the presentation of one free drink to each person by the Theater Candy

to each person by the Theater Candy Company, Inc.
John Collins, new-elected association prexy, and his partner, Waggy Prince, are prepared to expand their promotion effort this year. This, they reason, will be of considerable aid to Roland Gamache in the booking of picnics and outings, a number of which are blready earlied.

pichics and outings, a number of which are already carded.
The delegation from Riverside Park, Agawam, Mass., headed by Mr. and Mrs. Eddie Carroll, was numerous. Included were Harry Storin, Thomas E. Morrissey, William E. Stevenson, James Hutchinson and Arthur A. Ab-

Horses Pay Off

Larry Stone, manager of Paragon Park, Nantasket Beach, Mass., re-ported that his mother, Rose, was making expenses during a Florida vacation by playing the horses. Mrs. Stone has been active in the management of Paragon since it was acquired by her late husband, and is one of the best-known park execs in New Eng-

Ride manufacturers were well rep-Ride manufacturers were well represented. Ready to sell with the assurance of early delivery were Bill Wendler, Allan Herschell Company; Bill de L'horbe, National Amusement Device Company; Harry Travers, R. S. Uzzell and Fred L. Markey, Dodgem Corporation; Ray Lusse, Lusse Bros., and representatives of Overland Amusements, Lexington, Mass., manufacturers of a kiddie fire truck. Norman S. Alexander, Woodside Park, Philadelphia, and Elmer Foehl, Willow Grove Park, Willow Grove, Pa., attended.

COLE ROUTE SET

(Continued from page 74) can add more talent if needed."

There was speculation this week that Oken and Johnson, stage and movie comics who cracked the out-door field via fairs, might pinch-hit for Boyd part of the season. If this proves out, it might be a big step in boosting the level of circus clowning. However, the comedians, who played a date at Wirtz's Chlcago Stadium recently, are understood to be dickering for a new stage show on the West

Wirtz To Route It

Plans to book Cole Bros. into ball-parks and stadiums rather than unparks and stadiums rather than under a big top at major stops make stadium experience important. Thus, the staff Wirtz has built up for operation of the stadiums he controls will fit well into the operation.

Wirtz will do the routing. Jack (Abie) Tavlin, kingpin of the 1949 Cole show, will be with the org and some former Cole employees are being contacted.

Month Behind Ringling

Month Behind Ringling
Spiking a report that Cole would
play Philly the same time Ringling
is there, Wirtz sald he expects Cole
to be a month behind Ringling in the
East. Opinion has been that the Cole
show could be stiff competition for
Ringling and that New York dates
might be designed as entres for Cole
in the big town. The Wirtz-JamesNorris block of Madison Square
Garden stock could be vital in swinging the Garden circus contract to Cole
starting in 1951. Ringling's Garden
contract expires after this season.
Wirtz said Cole would play Eastern

wirtz said Cole would play Eastern dates later than Ringling in order to get ballparks and stadtums. Tickets for Cole will be scaled so that every kid can see the circus, he said. In New York, he indicated Cole tickets will cost less than half the Ringling

N. E. OPS OPTIMISTIC

(Continued from page 70)

was named first vice-president, and Lawrence Stone, Paragon Park, Nantasket Beach, Mass., second vice-president. Wallace St. C. Jones, of the W. H. Berry Company, Boeton, continues as treasurer, and Fred L. Markey, the Dodgem Corporation, Lawrence Mass. was early sevent Mass. rence, Mass., was again named secre-

rence, Mass., was again named secretary.

Charles W. Alexander, of the Howard Johnson Company, chain restaurant operators, said his firm operated on a 53 to 55 per cent gross profit. Labor costs are generally estimated at 20 to 23 per cent and approximated this figure thruout the year despite seasonal increases. The net should be between 14 and 17 per cent on a year-round basis. year-round basis,

There are 240 Johnson restaurants, operating mostly under franchises, which gross \$48,000,000 annually. The franchises involve agreement on location and the payment of a \$3,000 fee, complete architectural and equipment supervision by the home office, training in uniform operations, and operating supervision including the installation of an accounting system.

Good Year Predicted

E. C. Johnson, president of the Boston Chamber of Commerce, pre-dicted a "pretty fair" year ahead. He criticized federal administration policy

criticized federal administration policy but said that honesty, hard work and thrift would prevail.

Paul H. Huedepohl, NAAPP&B secretary, advised operators to increase their public liability insurance coverage. He said that \$10,000-\$20,000 coverage was no longer adequate. Heny Bowen, Whalom Park, Fitchburg, Mass., reported on pending State legislation. John Collins reported that most New England representatives in Congress favored tax resentatives in Congress favored tax reductions and that a few have come out for elimination.

for elimination.
Other speakers included Gov. Paul
A. Dever; C. A. Somerville, general
representative of the Boston & Maine
Rallroad; Melvin B. Summerfield,
Franklin Advertising Service, and
Paul Haney, manager, Rocky Point,
Warwick, R. I.
The program committee was headed
by John Collins, assisted by John J.
Dineen, Harry Storin, J. Victor
Shayeb, Wallace St. C. Jones and
George A. Hamid.

George A. Hamid.

ducats. Business conditions make the low price necessary, and seating ca-pacity of stadiums make the price possible, he explained.
Wirtz said full-scale parades will

be staged wherever possible. In-cluded in Cole equipment bought recluded in Cole equipment bought re-cently were the America steam cal-liope, Columbla bankwagon and cages suitable for parades, Already in the Wirtz line-up as part of his Barnes property were several parade wagons, most of them pony-size. Long-string hitches of draft horses will be used on parade wagons.





\$3.50 Tack COMPLETE WITH STAINLESS STEEL BAND

Rhinestone Dias

Reatra

CALENDAR WATCH — Automatic 31 day window radium dial, antimagestic, aweepacond hand, sixel band

Push Horizone

Sample \$1.00 asterophysics.

EDWARD CO. Chicago 8, III.

CLEAN UP WITH PLASTIC RAYON TOWELS

Willin Fabilic Raivin towards
Grease, ink Stains rinse right our in cold
water. Use over and over Package holds
6 18"330" Towels. Bells 31; 354 gross. Send
81 tor sample package. 6 Towels. Big
profits every pitch. All orders 50% deposit.
belance C SUMBEAM PRODUCTS
624 8th 54., South St. Perersburg, Fig.

SALESBOARD SIDELIGHTS

Walter McNamara, production head of the McNamara Company, Chicago, reported last week that the firm now reported last week that the firm now has in preparation a new 1020-hole definite pay-out nickel board. Hoopala. The number has a 90-hole jackpot which completely punches out. It features fast action and eye-appeal. Also being readied is a dime play board, Twin-Ten. This is an 800-hole number with a 30-hole jackpot. Both will be set for shipment within a few weeks. Walter states that the boards were designed following reports from fieldmen indicating a strong demand for numbers of such type. He also announced McNamara was working on a dime hit-and-take board with three merchandise awards and numerous merchandise awards and numerous cash award consolations. This will cash award consolations. This will be a 504-hole definite profit board. When the trio of new numbers hit the market, Walter states the three most prevalent requests for board types from operators will be covered.

Reports from Gardner & Company, Chicago, still continue to relay news of high production and sales levels. Most of the credit is due to plain hard work and road-pounding by the firm's sales force, according to Sales



W. H. BRADY CO., Mfrs. CHIPPEWA FALLS, WISC.



ATTENTION OPERATORS AND JOBBERS

Make big profits with high class Salesboards and Jar Tickets. National distributor for Classine Banded Tickets. We have been in business here the past 12 years.

Write or Phone 2660 for Information and Samples

MILNER HOYELTY COMPANY
500 N. 9th Street La Fayette, Indiana

CLOSEOUT

WILLE THEY LAST
Colorado Electric Punchboards, Silentily used
—suaranteed in perfect condition,
\$10.00 each
Cash with order or C, O, O.

WILNER SALES CO., INC.

1522 S. Walnut St. Muncie, Ind.

Manager Irwin Feitler. One of the boards in the top sales bracket is Pretty Seals, nickel play, featuring a single jackpot of 123 die-cut seals paying five awards each at \$10, \$5 and \$1. It has 15 seals which are opened on bell symbol tickets, including open numbers and section play. Bell symbol tickets are in-creasing in popularity, according to Gardner.

Joseph Berkowitz, president, and Henny Gulentag, sales manager, Universal Manufacturing Company, Kansas City, and Bee Jay Products, Chicago, have left the Kansas City scene on an extensive sales and goodwill trlp thru Missouri, Illinois, Kentucky. Tennessee, Alabama, Georgia, North Carolina, Maryland. Pennsylvania, New York, Ohio and Indiana. With the boys on the 12-State trip will be many new deals, most of them in baseball play. Stressed is the newest idea. Color Bingo deals in both definite pay-out and 80-seal jackpot pay-out. Both deals offer three or more bingo numbers in each of the four color sections. sections.

Gam Sales Company, Peoria, Ill., reports operator reaction to its new four-color sectional play Bingo Ticket "on the sales beam." Phil A. Sax says the different colored tickets, in each of the four sections, are in in each of the four sections, are in-bright reds, greens, yellows and blues, with divider disks for each section. Last ticket pulled in each color section opens the seal. Firm plans to add other like ticket deals and to change over to 100 per cent production of this type in the near future.

Werts Novelty Company, Inc., Muncie, Ind., is keeping its production facilities perking in high gear. Ralph Young, recently named general manager, is counting on a good demand for Baseball numbers and has stressed out-put of such items over others. Meanwhile, the firm's varied line of jar deals, tip books, jackpot books and carded games is being kept in substantial production being kept in substantial production to fill orders, according to Young.

ST. PAUL SHRINE

(Continued from page 74)
Saturday morning (18) this year.
Gross, after taxes, was \$96,299.64
as against \$96,935.61 a year ago.
Johnson reported. He emphasized that this represents money which came thru the door during circus week, both for tickets and concessions. Still unaccounted for is ticket momey from Shriners who haven't money from Shriners who haven't as yet checked in with the circus treasurer, the potentate declared. The circus, staged by Orrin Daven-

The circus, staged by Orrin Daven-port, had five sellouts its last five performances, starting Friday after-noon and continuing thru Sunday afternoon (19) when an all-time high attendance of 8,974 was recorded in a house which normally seats 8,172. Extras were taken care of thru special seats in aisles and standing

room.

For the three performances Saturday (18) morning, afternoon and evening, there were more than 20,000 paid admissions, Johnson reported.

He said it will be some time before final figures are available, but from all indications the potentate expects that Osman Temple's profit will go higher than it did a year ago, even tho gross receipts were a little off last year's high.

SALESBOARDS-IAR TICKETS

Holes	Play	Description	Profit	Price
400	5c	WIN A BUCK, Thick Det.	\$ 7.00	\$.40
300	25€	Kwarter Kolars, Thick	15.00	.60
1000	25€	Charley Board, Thick	\$0.00	.90
1000	75c	Jack Pot Charley, Thick	\$2.00	7.15
1700	25€	Texas Charley, Thick	102.90	7.40
1200	Se	Squealie, Thick	34.15	7.50
2592	Se	Jack in Barrel, Thick	49.75	3.25
300	25€	Fin & Sawbuck, Thick (5-25e)	33.15	2.25
2000	10c	If Grows on Trees (Die Cut)	71.00	4.75

LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.



SALESBOARDS-JAR TICKETS ALL ORDERS SHIPPED **NEW LOW PRICES** SAME DAY RECEIVED

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS

MICHIGAN CITY NOVELTY (O. BOX 66, MICHIGAN CITY, INDIANA

THANKS! THANKS! THANKS!

You made it possible for us to expand SEE OUR COMPLETE LINE OF HOT PREMIUM ITEMS SALES BOARDS — JAR DEALS — PAD DEALS Won't you pay us a visit?

H&H DISTRIBUTING COMPANY

918 WEST MARKET STREET LOUISVILLE, KENTUCKY

Main Office: H & H Novelty, 5713 Euclid, Cleveland, Ohio

-SALESBOARDS-

Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. Box 86-A Ph.: 227 2nd 51. HUNTINGTON BEACH, CALIF.

BLACKHAWK BOARDS JAR DEALS

Galentine Novelty Co.



LETTER LIST

(Continued from page 96)
Gazniar, John
Gailly Joe
Gallippo, Milker
Gatewood, Addition
Garland, Abbert R.
Gallerwood, Abbert R.
Galler H.
Galler

SALESBOARDS

Starting Jack
Gunn, John G.
Gunn, Michael
Gunn, Michael
Francis
Hellstrom. Tip
Hellstrom. Tool
Hellstrom. Herty
Hellstrom. Herty
Hellstrom. Herty
Hellstrom. Herty
Hellstrom. Hellstrom.

Anderson, Harold Hyland, Richard (Whiter)
Apostolos, Michael Jackson, Harold J

Johnstein, Johnstein Lee
Jones J. Johnstein Lee
Jorden, Wm. (Bill)
Kark Jowes M. (Bill)
Kark Jowes M.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-I. BARGAIN — CIGARETTE AND CANDY Vending Machines: all makes, models: lowest prices; what have you to sell? Mac Postel. 6416 N Newgard Ave Chicago. Ill ap29

ABSOLUTE BARGAIN—10 UNKEDA & CANDY Machines 97 and 102-bar capacity, complete with the control of the control o

ACCEPT OFFERS-25 VICTORY STAMP MA-chines, same as new; free folders; also 9 black Schermack folder type. C. H. Elein, 4312 Sc. Compton, St. Louis 11, Mo.

ARCADE BARGAINS-LABGE VARIETY MA-chines and equipment; write for list, McKee Sales Co., 2041 Kenneth Bd., Glendale I. Calif.

ARCADE MACHINES—CLEAN, WELL REPT; few juke boxes, 5 Remington Gallery Rifles; write for complete list. S. & W. Music, Anniaton, Ala.

BARGAIN—USED VENDORS, PENNY CHAM-pions, Ball Gum. Penny-Nickel Buart Ma-suires, Nut Machines, 83.56 each; Acorn Junbo Ball Gum Vendors, 813.95. Acorn, 190 East 524 St., Brookiya S. N. Y.

BARGAIN—à BOWLING ALLEYS, 10e CHUTES, good shape, \$160 each f.o.b. Chleago. Terms: & cash with order. Logan Distributing Co., 2320 billwaukee Ave., Chicago 47, Ill.

CAST IRON STANDS—WEIGHT 25 LBS., each; in lots of six or more, \$3.75 each; iflanges only 30e each; top plates for two weers, \$1.30 each; top plates for two weers, \$1.30 each; top plates for three vend \$1.85 each; all prices f.o.b factory. King & \$700 W. Leka St., Chicago 12. III.

CIGARETTE MACHINES—SPRING SPECIALS; write for prices; all machines refinished in two-tone combinations with baked enamels; complete parts department and mirror stock; Quarter Conversion and Kingstee Kits, Central Vending Machine Service Co., 3867 Parrish St., Philadelphia 4, Pa.

CONSOLES, DICCER, MUSIC — 10 FACTORY refinished Super Bella, perfect, \$25 ea.1 crated, \$30; 1 (Claw) Digger, \$25; 20 Hamilton Scales, \$25: bate Slots: Mills, Jennings, Pace, \$25 to \$30; 1 600 Wurlitzer, good mechanically, \$25 crated by deposit John Burke, Southdown Shores, Edgewater, Md.

ERIE DIGGERS—HAND OPERATED WITHOUT slots; Merchantmen, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy Diggers, Rotar-ies. National, 424J Sansom, Philadelphis, Pa.

FOR SALE—ROUTE OF 80 PHONOGRAPHS, consisting of Seeburg and Wurlitzer, in in-dustrial Western New York. For information write Box C-62, Billboard, Cincinnati, O. api

FOR SALE—TWO HILCO ICE CREAM BAR Venders; floor samples; vends tee cream bar on silek for 10¢; list \$575; distributors, \$450; liness floor samples, \$300 each. King-Pin Equip-ment Co., \$22 Mills \$4, Kalamatoo, Milch.

FOR SALE-10 CHALLENGER 3 UNIT MOT Nut Vending Machines; excellent conditions good buy, C. W. Carr, 210 Maple St., Seymour, Conn.

FOR SALE—I AMERICAN SHUFFLEBOARD, complete, 23 foot long, used about 10 hours, will secrifice for \$450 crated, f.o.b. Pueblo, Colo, Write Modern Specialty Dist, P.O. Box 1621, Pueblo, Colo. Pirat come, first served.

HAVE YOU ORDERED YOUR SAMPLE SET of Shuffle-Shoet? The sensations new shuf-fleboard game of horseshoes; easy to Institu-nothing more to buy, operator's price, \$18.50 per set. King-Pin Equipment Co., \$26 Mills St. kaltmaxee, \$26.50

MERCURY DELUXE COUNTER GRIDER
200, few months old factory quaranteed
moneymakers: regular \$59.50; sacrifice \$12, all
or part. C. Rosinski, 2418 Holmes Ave., Ham-tamck, Mich.

OPERATORS EVERYWHERE - WHY SELL your shuffle-alloys and other shuffle-tipe a 30-50 basis for a long time to come? In business since 1930. Reliable Skee Ball Co., 2512 Irving Pk. Rd., Chicago, Bl.

PHOTOMATICS—PREWAR: 2 LEFT AT THIS price, \$77.50 as is, f.o.b. Rasphury, 113 Henry, River Rouge, Mich.

SCALES WANTED-WATLING, LOW TOLKDO; all cash; sell A-1 Quimor, extra films. Rela-feld, 9903 Lorain, Silver Spring, Md.

SLOTS-1948 MILLS THREE BELL CONSOLE, like new, \$178; two Mills Brown Fronts, 23r and \$6\$; factory reconditioned, \$75 each; on-third deposit with order; will trade for late clean five balls. Ark City Music Co., Arkanses City, Rau.

STAMP FOLDERS DIBECT FROM MANUFAC-turer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

TRADE-5 TROPHY, 4 VIC. DERBY, 4 EN-tree, 4 Three-a-Line (V.D. conv.); elean; for register free-play five-ball games; make offer, sell, Plomeer Nov. Co., E. 423 Ermina, Spokane, Wash.

WANTED — OLD ELECTRIC BARROOM Planos, 20 Wurlitzer, Western Ebetric, Cre-mona, etc., Street Organs, Calliopes, Band Or-gana; also extra Music Rolla, Harry Ludwig, 1813 Southeast 35th, Portland, Ore. apti

WANTED—USED MILLS 1-2-3: STATE CONDI-tion and price. Redd Music Co., 212 Central Ava., Laurel, Miss.

WANTED TO BUY-POP CORN SEZ MA-chiner; state condition and price; we sell tre-pupped popcorn wholesale in meisture-proof buthet bags; write for wholesale price-Carlene Pepcorn Co., 35 Skyline Dr., Duqueme, Pa. Phone Br

16MM/ "SOUNDIES" USED PRINTS FOR PAN-oram projection; only complete stock in exist-ence; prices as low as \$13.55 per dozen prints; write for list of currently available titles. Blackhawk Films, Popt, BE. Devenport, lows,

21 "POP SEZ" POP CORN MACHINES, ONR "Minit-Pop" Machine, 15 Peanut Machines, all in excellent condition, \$1,500 f.o.b. George Anuliey, 2110 West Ave. L. San Angelo, Tex.

40 A.B.T. POSTWAR CHALLENGERS, \$7.30 each as is: Challenger Steel Stands, \$3 each; 10 Faces Seratogas with Mint Vendors at \$17.20 each; 14 excitified deposit with order, balance c.o.d. Standard Scale Co., 1809 Delmar, St.

45 USED COIN-OPERATED RADIOS—TRADIOS plus tables, \$18.95 each. Weits Automatic, Inc., \$2 Vanderbilt Ave., N. Y. C. MU 5-8760.

150 USED PIN GAMES—ALL IN WORKING condition; van loads only. Penns. Vending Co., 1822 Carson St., Pittsburgh 3, Pa.

BUY BY MAIL FACTORY WHOLESALE PRICES

No Job Lots or Close Outs BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO

No Order Too Large No Order Too Small JAR DEALS-PAD DEALS

R W B-LUCKY SEVEN MATCH PAKS

Orders shipped same day as received. We earry a complete stock for immediate de-livery. WRITE, PHONE or COME IN. WRITE FOR CIRCULAR

CAROL SALES CO.

312 E. Market St. Elmira, N. Y.

Salesboards-Rargains

DELUXE SALES CO., Blue Earth, Minn.

SALESMAN WANTED

To represent two leading manufacturers of Ticket Cames and Ssiesboards in the States of Ohio, Virginia and West Virginia. Man preferred who lives in either State and can devote four to five weeks at a stretch travel-ing this territory. Give qualifications,

Address BOX D-344
Cere Billboard Cintinn

CORRECTION -OUR AD ON PAGE 103, MARCH 25 ISSUE

COLOR JACKPOT BINGO TAKES IN 1380 TICKETS @ 5c.....\$69.00

X AVERAGE PAYOUT.......\$40.40 AVERAGE PROFIT.....\$28.60

OUR PREVIOUS AD SHOWED INCOR-PAYOUT AND PROFIT.

UNIVERSAL MANUFACTURING CO., INC., 🛋

"The World's Largest and Foremost Mfr. of Jar Cames"
405-411 E. 8TH STREET KANSAS CITY, MISSOURI Communications to 188 W. Randolph St., Chicago 1, Ill.

7½-Cent Coinage Merry-Go-Kound

P-R Program In Hartford In High Gear

Ops Police Own Units

HARTFORD, Conn., March 25.—
A voluntary "policing" policy on the part of Hariford area columnen to prevent youngsters under 16 from playing pinball machines has begun to pay off in extensive public relations, according to Abe Fish, of General Amusement Game Company of Hartford

Hartford.

Fish, who is president of the Connecticut State Coin Association, Inc., says that "this polley by the independent coinmen of Hartford to make sure that youngsters under 16 don't play pinball machines has been making a lot of friends for the coin machine Industry in Connectleut."

"It's concelvable," Fish contended, "that too many people think the coln machine trade is out to get money and where that money comes from is nobody's concern. That's not so. We're in business, sure. But we're in business at the same time to be on good terms with other businessmen and also with the buying public."

Check Locations

Check Locations

Check Locations

That's why Fish and his fellow coinmen have adopted a policy of specifically requesting storekeepers and other persons who operate pinball machine locations to make sure that children under 18 do not play pinball machines. "The police department, of course, has its own checkers," he continued, "but we're following up on this by asking the location operators not to allow kids to play. It's not right to have a kid with a 50-cent piece in his pocket play a pinball machine, then complain that the coin machine took all his money."

"We're looking for long-range public relations and the only way to cultivate long-range public relations is to work with existing police agencies and make sure that youngsters do not play machines."

do not play machines."

Bally May School To Follow ACMMA Show, Convention

CHICAGO, March 25. - Operators and servicemen who plan to attend the All-Industry Coin Machine Show at the Hotel Sherman here May 22-24

at the Hotel Sherman here May 22-24 will also be able to attend the May Bally School for Servicemen, Bob Breither, firm engineer in charge of the classes, announced this week.

"The school sessions are usually scheduled carlier in the month," he stated, "but, because of the large number of operators and servicemen who plan to come to the May show, we are setting the school session to follow right after the show. The school will be held May 25, 26, 27. Thursdays will be devoted to one-balls; Friday, console games, and Saturday. Shuffle games."

At the same time it was announced

At the same time it was announced that the April session of the school will be held during the third week of the month, one week later than skedded. Classes start Monday, April 17, and conclude April 19.

Brief and Important Late Digest of Coin Machine News

Craig Vending Moves to Danvers

The Craig Vending Machine Company has moved its offices from New Bedford, Mass., to 90 Holton Street, Danvers, Mass., headquarters of Craig Machine, Inc. The firm's ice cream venders are still being manufactured in New Bedford.

California County Okays Pin Games

The County Board of Supervisors, Bakersfield, Calif., last week okayed the return of pinball machines by licensing 198 games.

New Social Security Measure Would Cover Self-Employed Op

WASHINGTON, March 25.—The collect the tax quarterly. Senate Finance Committee wound up open hearings on the omnibus Social Security bill yesterday (24) and is now facing several weeks of execu-tive sessions, with all signs pointing to a subsequent committee decision to extend benefits to self-employed coln machine operator.

In two months of hearings the committee was given little testiniony against the provision of the House-approved measure to include under approved measure to include under Social Security all self-employed except a few classes such as doctors and engineers. Operators are not specifically mentioned in the bill, but those who work for themselves would be blanketed, along with most other self-employed persons under the broad terms of the measure.

Some Changes Possible

before the bill will be enacted. After the Senate group finishes its consideration, the Senate will take at least two and probably more weeks to debate the measure. The bill will then go to a joint conference of both houses for compromises on any variations. tions. Following approval by Con-gress the final step will be the Presi-dent's signature.

Calif. Voters To Decide Bell **Issue** in Nov.

SACRAMENTO, March 25.—California voters will get a chance to decide whether they want bell machines to help pay the freight for the State's old-age pension plan when they go to the polls next November. A measure to lift the present ban when a place on the general ballet.

License fees and a percentage of the returns would be placed in a wel-fare fund to finance aged and blind

Some Changes Possible
It is possible the Senate group will change the percentage of taxes or the wages to be covered with respect to the self-employed but it appears certain that such a section will be in the bill when the committee gets thru revising it.

As passed by the House, the Social Security bill would levy a tax of 2½ per cent on the first \$3,600 of income received by the self-employed. This rate would be in effect for 1951. Over the period of the next 20 years the rate would advance slowly until it reaenes a maximum of 5 per cent in 1970. Self-employed workers would receive the same old-age and survivors benefits granted persons already covered by Social Security.

At the rate proposed by the House, operators would pay a maximum tax during 1951 of \$81. Should the Senate drop the "covered" maximum income to the present \$3,000, the top tax would amount to \$67.50. The bill leaves the method of collecting the Social Security levy on the self-employed to the Bureau of Internal Revenue which, presumably, would

Senate Hears Pros - Cons of Minting Bill

Coin-Op Machines Cited

By Ben Atlas
WASHINGTON, March 25.—The
coinage subcommittee of the Senate
Banking and Currency Committee
went into deliberation on proposed
legislation for intermediate coinage

Tough Going

WASHINGTON, March 25.— Observers here this week-end predicted "tough going" for the proposal to mint fractional coins.

proposal to mint fractional coins. The subcommittee of the Senate Banking and Currency Committee is expected to deliberate several days on testimony gathered at this week s hearings before reporting its decision.

An off-record poll showed fractional coin legislation had less than an even chance of being reported favorably. Sentiment here currently is that such a bill if reported favorably by the subcommittee would have a difficult time getting out of the full committee. full committee.

after staging a two-day hearing here this week (22-23). Nearly a score of witnesses were heard pro and con-Major support for the intermediate (See SENATE HEARS on page 106)

Universal Skeds NewTwinBowler For Deliveries

CHICAGO, March 25.—Universal Industries is making deliveries on Super Twin Bowler, featuring twin scoring and retractable plns, Vice-President Bill Ryan announced Friday

(24).
Playfield on the new Universal product is 9 by 2 feet. It can be played by one or two persons. When two participate, each deposits a dime in the game's new type drop chute. Scoring on the new Universal game is patterned after regulation bowling. (See Universal Skeds on page 126)

NCMDA Elects 2 New Members

CHICAGO, March 25.—Irv Blumenfeld, executive secretary of the National Coin Machine Distributors' Association (NCMDA), announced the
election of two new companies to
membership.

They are the Redd Distributing
Company, Allston, Mass., headed by
Si Redd, and Williams Distributing
Company, Memphis, headed by Buster Williams.

Under the constitution of the distributor group, all prospective mem-

tributor group, all prospective mem-bers must be voted favorably by all regular members.

ACMMA Show Directory

CHICAGO, March 25.—With over 90 per cent of the exhibit space for the 1950 All-Industry Exposition at the Hotel Sherman Chicago, May 22-24, sold out, the American Coin Machine Manufacturers' Association (ACMMA), sponsor of the show, is preparing a directory of exhibitors, President Herb Jones announced Friday (24)

Deadline for listings in the directory is April 4. The roster will include the exhibitor's trade name, address, a description of equipment to be displayed and show booth numbers. Jones stresses that all firms with show contracts signed not later than April 4 will be

In addition to distribution at the ACMMA show, the directory will be included in a mailing in advance of the show formally inviting all coinmen to attend.

Set 6 NAMA Regionals for '50

To Stress Merchandising, Costs of Doing Business

Will also tie in with local membership drives-first meeting to kick off in May-might sked seventh confab later-postpone Miami Beach meet

CHICAGO, March 25.—Six regional meetings have been set by the National Automatic Merchandising Association (NAMA). The meetings, to begin in early May, will be tied in with local membership drives and will stress merchandising and costs of doing husiness. costs of doing business.

Earlier, NAMA announced a meeting of Region IV, to be held in Miami Beach, Fla., in mid-April. That meeting, the association said this week, has been indefinitely post-

Meeting Schedule

The meeting schedule, to which a seventh may be added later, follows:

Regional VI. Chicago. Edgewater Beach Hotal. May 6: Illinois. Indiana, Minnesota, North and South Dakota and Wisconsin. Herb A. Geiger, Milwaukee, chairman.

Region V, Detroit, Statler Hotel.
May 12: Michigan, Kentucky, Ohio
and West Virginia. Hugh Howes,
Detroit, chalrman.

Region IX, Dallas, Baker Hotel, May 21: Texas, Arkansas, Louisiana and Oklahoma. Tom Vaughn, New Orleans, chairman. Harold Crowther, Dallas, will act as chairman for the meeting.

meeting.

Region XI (to which are invited Regions X and XII), Oakland, Hotel Leamington, June 2: Northern California, Nevada, Utah and Wyoming, James Wilhite, San Francisco, chairman. Region X: Arizona, Southern California and New Mexico; Region XII: Idaho, Montana, Oregon and Washington.

Region III, Baltimore, hotel to be announced. June 9: Maryland, District

Region III. Baltimore, hotel to be announced. June 9: Maryland, District of Columbia, Delaware and Virginia. Erroll Eckford, Baltimore, chairman. Region II. Buffalo, Statler Hotel, September 28: New York. A. F. Martin, Schenectady, regional chairman. Frank Bradley, Buffalo, will act as chairman for the meeting.

Insurance, Acc'ting, Public Relations Each of the regional meetings will probably feature sessions on the association's insurance and accounting programs. In addition, NAMA is

Keeney Intros Penny Loader At NATD Show

CHICAGO, March 25.—J. H. Keeney & Company will hold a first trade showing of its newly developed penny loader machine at the National Association of Tobacco Distributors (NATD) convention at the Palmer House here March 26-31 Keeney will have Booths 96 and 97 at the NATD and will also feature its de luve elections.

have Booths 96 and 97 at the NATD and will also feature its de luxe electric cigarette vender.

The penny packaging machine is operated electrically and measures 14 by 14 by 9 inches. It has handles for portability and is constructed of chromium plated steel. The Keeney loader operates only when pennics are being inserted into cigarette packs and is virtually noiseless. It can beset to load one, two or three and fits them into the pack in a straight line. Vice-President John Conroe points out that the new loader is invaluable as a labor-saving device. as a labor-saving device.

considering sponsoring a national, grass-roots public relations campaign for the fall. Approval of the cam-paign should come during the next meeting of the group's board of di-rectors, and until that time no details will be released.

With NAMA President George With NAMA President George Seedman spearheading the drive, the association will carry on a local membership campaign during each of the regional meetings. Both member and non-member operators will be notified of the meetings and invited to attend. Each member operator will be asked to bring a prospective member.

Aussie Automats Planned for Down **Under Coin Meals**

SYDNEY, March 25.—Coin operated restaurant facilities may soon be introduced here, if G. A. Glausiuss, a just-arrived New Zealand business man, has his way. Once a suitable plant is found, he plans to go into production immediately so that the first of a projected chain of Automats can be opened before the end of the year.

Glussiuss who claims to have according to the suitable of the year.

Gluasiuss, who claims to have acquired the Australian manufacturing rights to the Automat, expects to vend coffee, sandwiches, pies and cakes thru his equipment, using six pence and shifling coin slots. Observers six bits reported. pence and shilling coin slots. Ob-servers give his project a good chance for success, since many Australian airmen who visited the United States during the war have been loud in their complimentary comments on the speed and efficiency with which meals may be obtained from Auto-mats there. mats there.

Business men here feel that more coin equipment can profitably be exploited here. And with imports banned, they would welcome deals with American firms calling for the exchange of manufacturing rights and machinery for stock shares. The only other way Americans could

NATD Meet Starts

CHICAGO, March 25.—Clgarette, cigar, candy and allied vender operators began converging on the Palmer House verging on the Palmer House and near-by hotels this week-end to be on hand for the six-day National Association of Tobacco Distributors (NATD) annual convention and exposi-tion here Sunday (26) thru Friday (31). Both the regular convention

Both the regular convention business meetings and the Allied Merchandise Fair, housing displays of venders, tobacco and candy manufacturers, will be held in the Palmer House. It is expected that last year's 7,000 visitor list (at the New York showing) will be topped by at least 2,000 this year. This prediction was based on the high number of advance registrations. number of advance registrations.

Fritter Chef **Readying New** Hot Dog Unit

Vender Is Coin Operated

BERKELEY, Calif., March 25—A new coin-operated hot dog cooker is being readied for the market by the Fritter Chef Corporation here, George Wright, spokesman for the company, announced. Altho no details on design were revealed, Wright said the new machine would have a capacity

new machine would have a capacity of 500 hot dogs per hour.

One of the last wrinkles to be worked out, Wright said, was a refrigerated batter which can be shipped in cartons.

The machines will be made available for general locations with campaign layeled a principally at chain

paign leveled principally at chain stores and drive-ins.

The firm has been manufacturing a manually operated cooker which turns out 1,000 hot dogs an hour. The California fair circuit has been given to the Larson Brothers, Wright said, with the present manual machines being offered exclusively on a lease basis

Cigaromat List **Prices Slashed:**

Product'n High

NEW YORK, March 25 .mat Corporation of America has announced a new price schedule, effective Monday (27), which trims \$19.50 from the cost of its six-column machine and \$15.50 from the list of the three-column unit, Martin Berger, president, attributed the price cut to economies of quantity output and the claim that producton dies were now almost amortized.

almost amortized.

Operators' price for the six-column vender will now be \$64,50, and the three-column machine will sell at \$49,50. They formerly cost \$85 and \$65, respectively. All machines are selective and can be set to vend within a 5 to 25-cent price range. Columns may also be adjusted to dispense two cigars for 15 cents, or two for a quarter. for a quarter.

The price of vender stands, sold as optional equipment, was reduced as well. Under the new schedule, the smaller stand lists at \$7 (former price \$8.50) and the base for the larger machine at \$10 (formerly \$15).

Berger declared he can now supply operators with 21 brands of cigars at "direct-factory distributor prices."
They are specially packed, 25 to the carton, for quick loading in vending columns.

General Electric Experiments With Coin-Op Sun-Heat Unit

CLEVELAND, March 25.-Engineers at General Electric's lamp department here have come up with an experimental coin-operated sunheat machine which they are prepared to make available to prospective manufacturers.

Officials of the lamp department said General Electric would not put the device on the market but had developed the experimental model in

developed the experimental model in an attempt to interest other manufacturers in producing it.

GE engineers said the coin-operated units, with a timer and a tape for measuring exposure distances from the lamps, should be useful in such locations as hotel rooms, beauty shops, transportation terminals and waiting rooms. waiting rooms.

The model is housed in a steel case with a coin drop at the top of the cabinet. A heat and a sun lamp are mounted in the case side by side with

separate toggle switches for each.
When the customer inserts a coin he could flick on either one or both of the lamps for a combination heat and sun treatment. Use of both lamps

and sun treatment. Use of both lamps greatly increases the effectiveness of a sun lamp, GE engineers said, because the heat conditions the skin for tanning by causing perspiration. Officials of the company said they had no idea at what price such a unit might be marketed. At regular retail prices the heat lamp sells for \$1.50 and the sun lamp for \$8.50. Manufacturers, buying in quantity, would naturally be able to purchase the lamps at lower prices. the lamps at lower prices.

Western Rep In Expansion Will Fight Calif. Taxes CHICAGO, March 25.- Expansion

NAMA Selects

of the National Automatic Merchan-dising Association (NAMA) legis-lative branch resulted this week in as Western representative. It also was announced that another man will shortly be added to the association's beadquarters at # headquarters staff.

headquarters staff.

Dudley's appointment was announced by Clint Darling, executive director of NAMA, who said Dudley will begin his work April 1. Dudley has just completed 26 years as secretary of the Sacramento Chamber of Commerce, having also served as president of the American Chamber of Commerce Executives, president of the California Chamber of Commerce Managers' Association, president of the Sacramento Ad Club, a director of the National Aeronautic Association and chairman of the National Air Frontier Defense Association.

Darling sald Dudley's activities will

Darling said Dudley's activities will be directed principally against un-fair per-machine taxes now on the books in approximately one-third of California's citles.

Commenting on his retirement from Commenting on his retirement from the Sacramento chamber. The Sacramento Bee stated: "Since 1920, with the exception of three and a half years, Dudley has headed the local Chamber of Commerce management, and in that capacity played an extremely vital part in Sacramento's phenomenal business and civic upbuilding. Few developments in Sacramento in the last 30 years can be named in which Dudley did not have a conspicuous role." a conspicuous role."

Materiale protetto da cogyright

NEW LOW PRICE



CHARM KING 2 GREAT VENDORS

Sample 813,95 2 to 3 to 5 cases 42,00 case gases or

RAKE
COIN MACHINE
8XCHANGE
609 Spring Gerden
Street
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LOmberd 3-2626

RAKE AGENCY

COIN MACHINE 2120 Fifth Avenue Pittsburgh, Pa.

New Charms READY FOR YOU

ANNIESCTUDEDS AND DISTRIBUTORS BRILLION . WISCONSIN Commerce Dept. Analyzes Postwar Cig Sales Market

WASHINGTON, March 25.—Commerce Department's analysis of monthly reports on cigarette sales contains several Items of interest to vending operators. A study of contains several Items of interest to vending operators. A study of the agency's postwar statistics discloses a definite pattern in the nation's smoking habits. Top month has been August in each of the last three years, while December has been the low month in 1947 and 1949 and the second low in 1948.

There has been a great range be-tween the high and the low months. Last year for example, some 6,000,000 more cigarettes, or 300,000 packs, were smoked in August than in December. In 1948 the difference was nearly 10,000,000 cigarettes bewas nearly 10,000,000 cigareties between the top August and the low February. The range in 1947 was slightly more than 8,000,000. The decrease in the difference between the high and the low months indicates that the public may be spreading its smoking more evenly thru the

While August has been a heavy smoking month, July has been no betther than average in any of the last three years and actually was 4,000,000 cigarettes behind the 1949 average last year. Altho July has proved a mayerick, the monthly statistics show that, in general, the sum-mer has been the best for cigarette sales, with fall close behind. Spring has been third in line, with winter

has been third in line, with winter the low period.

Over the three postwar years the general pattern has been this: January sales started off close to the average for the entire year, February slipped slightly from the previous month and sales then picked up in March, April, May and June.

March, April, May and June.

Soles of \$6.70 per common share.

Reviewing the company's expansion during 1949, Dawson pointed to the plant opened in Canada and a large warehouse adjoining the Easton facilities. Capital expenditures in both Canada and the United States during 1949 amounted to \$2,162,210.

tember, only to show an increase in October. November then dropped way off, to be followed by Decem-ber as the low month.

TEMCO Builds **More Sno-Cones**

DALLAS, March 25.—Texas Engineering and Manufacturing Company, Inc. (TEMCO), has signed a contract to manufacture 200 Sno-Cone venders for Multiple Products Corporation here, it was announced this week by H. L. Howard, executive vice-president of the former concern.

Sno-Cone unit vends a shaved ice confection which bears the same

TEMCO first built the Sno-Cone machines for Multiple Products in 1948 and has delivered 500 units to date. New order will be delivered in April and May so that the equipment will be available for summer loca-

Dixie Cup Earnings Up

EASTON, Pa., March 25.—Dixie Cup Company earnings and sales es-tablished records during 1949, Presi-dent Cecil F. Dawson reported to the stockholders. Gross billings of \$25, stockholders. Gross billings of \$25,-325,081 represented an 18 per cent increase over 1946, and net income amounted to \$1,953,443, or \$7.44 per share on common stock.

Net income in 1948 totaled \$1,805,-068, or \$6.70 per common share.

Reviewing the company's expansion during 1948, Dawson pointed to the plant opened in Canada and a large warehouse adjoining the Easten

ONLY

GREATEST TIME-SAVING PENNY WEIGHING SCALE CAPACITY \$10.00

PRINGS ARE PRECI-SIGNED CALIBRATED HEAVY SHEET METAL HEAVY SHEET METAL
THE SCOOP
THE SCOOP
THE STORM STORM

reflability amo accuracy. There is a structions of construction more durable than is senerally in black crinkle. Carrying case is made of string black fibre to mast the hard and constant use that it is subjected to.

ORDER TODAY 1/3 Dep., Bal. C.d.O., F.O.B. N. V. DISTRIBUTORS, WRITE FOR PRICES.

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Oistributors of Advance Vending Machines 1647 Bedford Ave. Brooklyn 25, N. Y.

WRITE FOR CATALOG

BUBBLE BALL CUM 140 or 170 size. Crown Jack Bran-with colored centers, 25 lb. ctn. 100 lbs, or more

CHARMS

erit Charms, large, russ ppper & Nickel large, 1.000 lver Wadding Rings, 1.000 hmoo Buttons, 1.000 w Watches, 2 gross one Set Rings, 1 gross lep Cet" Buttons, 1.000 erit Colored Rings, 1.000 alt Disney Charms, copper, 1 tb. We are fectory distributors for all to ine makes of VENGING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION



YOU CAN'T AFFORD TO PASS UP THE GREATER CAPACITY AND TOP OPERATING ELECTRICAL PERFORMANCE OBTAINABLE AT THIS LOW PRICE!

Here is your apportunity to eash-in on the smortest value ever offered. Imaginel Keeney's Deluxe Electric Cigarette Vendor - only \$249.50! Take advantage of this big \$30.00 saving. Order the vendor that will put your business on a paying basis.

- Operator on any combination of nickels, dimes and a quarter through a single cola opening. MEETS ALL PRICE CHANGES!
- · Salls more cigarettes, 432 pack capacity—9 double columns dispense alternately at bottom, Always fresh cigarettes,
- Instantaneous price adjustments on each column. Dispenses king or regular size packs.

THE PACK YOU SEE -- IS THE PACK YOU GET!

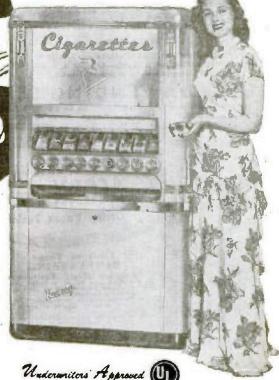
- SWING-UP HINGEO FRONT for easy loading and easy servicing.
- THREE-WAY MATCH YENDING: (1) free with each pack; (2) free by pulling lever after each porchase; (3) with penny coin insertion.

Plan for YEARS AHEAD with The Keeney DeLuxe Electric Cigarette Vender, Now in it's 4th YEAR of Increasing Production! FREE DEMONSTRATION—Without cost or any obligation, our nearby representative will demonstrate the superior operating features of the Keeney DeLuxs Electric Cigarette Vendor.



2600 W. FIFTIETH ST. . CHICAGO 32, ILL.

YOUR QUANTITY ORDERS AND VOLUME PRODUCTION ENABLE US TO PASS THIS SAVING ALONG TO YOU!





Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fastselling vending candies.

LEAF GUM CO. Dig. of Leaf Brands, Inc. Chicago, U. S. A.

A Berle in Biz

LOS ANGELES, March 25.—
Phil Berle, KNBH-TV producer
and brother of Milton Berle, is
negotiating with Al Silberman,
of Badger Sales, for a comprehensive milk vending operation.
Silberman is working on a deal
to set up Berle with Dairi-Mart
four selection machines which
ofter milk, buttermilk, ehocolate
milk and an orange drink in a
special container.

Hires Strike Ends After Six Months

BRIDGEPORT, Conn., March 25 .-A six-month-old strike at the Hires Root Beer Bottling plant in Orange has ended with the signing of a one-

has ended with the signing of a one-year contract between the company and Local No. 40, CIO Brewery, Soft Drink and Distillery Workers' Union. James J. Simonelli, business agent of the local, announced this week. Terms of settlement provides for a union shop, time and a half after eight hours, eight paid holidays, one week's vacation after one year of employment and two weeks, after three years, and a \$40 base pay plus commission of 3 cents for each full case sold and 2 cents for each empty case picked up. The contract, the first the local has negotiated, will expire March 1, 1951.

CIGARETTE MACHINES

ATTENTION -25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime, Guaranteed Parts.

UNEEDA, 8 Cols\$100.00
UNEEDA, 6 Cols 90.00
Uneeda Model 500, 9 Col., 350
Pack Cap
9 Col., Model E, 270 Pack
Cap 65.00
ROWE PRESIDENT, 10 Col 100.00
Rowe Royal 10 Col., 400 Pack Cap 95.00
Rowe Royal 8 Col., 308 Pack Cap 85.00
Rowe Imperial, 8 Col., 240 Pack Cap., 70.00
Rowe, 150 Pack Cap 35.00
Specialf 4 Col., 100 Pack Cap 27.50



DuGrenier MODEL W. 9 Col., 308 pack cap.

7 Col., 235 pack 859.50

CANDY MACHINES

ROWE, 120 Bar Cap	75.00
Candyman, 72 Ber Cap., with base, like new	65.00
VENDIT, 150 Bar Cap	57.50
U-Select-III UNEEDA. 40 BAR CAP.	35.00 23.50

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH OPDERS-RALANCE C. O. D. Parts and Mirrors available for all makes and models.

SALE NATIONAL

Candy Vender 9 Col., 162 Bar Cap

\$80.00 6 Col., 108 Ear Can.

\$70.00 Wall Model

UNEEDA VENDING SERVICE

'THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" LYMER STREET EVergeen 7-4568 BROOKLYN 11. NEW BROOKLYN 11. NEW YORK



MFG. CO., INC. 11411 Knightsbridge Avenue

Culver City, California

Distriction of the control of the co

Senate Hears **Pros-Cons of** Minting Bill

Coin-Op Machines Cited

(Continued from page 103)
coinage legislation came from Edward
Mehren, chairman of the board of
American Institute for Intermediate
Coinage (AIIC). Included on the
board of AIIC are Albert Denver,
president of automatic Music Operators' Association (AMOA), and
George Miller, president of Music Operators of America (MOA).

(For a record of the music opera-

(For a report on one music operator's testimony, see Music Section.) Chief opposition to the legislation came from the Burcau of the Mint. The legislation proposes issuance of 7½-cent coins and 2½-cent coins.

Arguments for 73/2 Cents

Arguments for 73/2 Cents
Mehren, who is also the president
of the Squirt Company, put in a
lengthy pitch for the new coins, stating that they will aid in stopping inflation since former nickel items
which are now priced at a dime will
drop to 71/2 cents. A large number of
sales today, he said, are made with
a single coin—nickel, dime or quarter, "Since single coin sales are the
ultimate in convenience, the American public pays a heavy price for this can public pays a heavy price for this convenience.

Mehren declared "price increases Mehren declared "price increases, where necessary to meet mosts in these fields, are exorbitant; nickel prices jump immediately to a dime—a full 100 per cent increase." Mehren estimated-total consumer savings resulting from the new coins would be in the neighborhood of \$6,500,000,000

a year.

In reply to reiterated statements from the mint that fractional coins would upset business machines, Mehander and the statement a ren produced letters from a number of machine manufacturers, including International Business Machines Corporation, in which the firms stated that the coins would not disturb existing models or make new models necesary.

Mint's Opposition

Nellie Taylor Ross, director of the Mint, told the committee there "is no country-wide interest in new coins, no country-wide interest in new coins, only the desires of small groups here and there. No conditions now exist which would justify the addition of new coins to our system," she said. "Women won't want their pocket-books cluttered up with new coins." Financial bookkeeping systems adjusted to the present decimal system would be unbalanced, and the change-over of coin-operated machines thruout the country would be costly and unjustified, she asserted.

(See Vending Machines for the National Automatic Merchandising Association stand.)

sociation stand.)

Mrs. Ross was backed up by her assistant, Leland Howard, who pointed out the mint has issued outcoins in the past and always has withdrawn them because of confusion and lack of demand.

Phone Company Opposed
Clyde Bailey, Washington executive
vice-president of Independent Telephone Association, voiced sharp op(Sce SENATE HEARS on page 112) Name and Address of the Party o

CHARMS

Proven Sales Boosters Write for Complete Catalog and Samples

Gen. Sales Mgr.
1349 Fifth Ave.
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Los Angeles 15, Cal.

Sales Mgr.

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Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of mer-chandise . . . the pleasure of knowing that your route is modern, efficient, systemati-cally serviced and producing every bit of profit available from your locations. Best for complete details today.

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FOR SALE

10 new "Bendor" single unit wall type Handy Candy Machines, adjustable to any size bar, 5c slot.

FLOYD S. VAN CONANT 1417 White St. Pert Huron, Mich.

KING OF VENDORS r and Ball Our Candy, Charms, Vendors, 't' Vendors. "Hot 't' Vendors. compelling \$10.00

New Low Price

Silver Kings 'Charm King" Ball Gum Vendor Designed for sales ompelier

At All the Best Ocalers-or W Ask About the New "Hunter

SILVER-KING CORP.

JUMBO UNIVERSAL VENDING 15/16" BALL GUM

For Sustained Play Appeal With Fast. est Selling Piece of Gum Today.



Jumbo Universals have am extra lock, which means operator can atlow location to re-fill machine without having access to money compartment, 2 to 12 machines @ \$14.95 per machine. Write for prices on lots of 100 or more.

Contact us for color folders and full de-tails on Victor Jumbo Universal, Jumbo Universal Special, and Topper DeLuxe,

Birmingham Vending (o.

2117 Third Ave. No. BIRMINGHAM 3, ALABAMA

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25e for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY

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"POP" CORN SEZ AUTOMATIC **VENDORS**

NEW OR RECONDITIONED LOW PRICES FACTORY GUARANTEE. IMMEDIATE DELIVERY.

AUTO-YEND, Inc.

SZIO BONITA

DALLAS, TEXAS

Bright Picture for

nationally known authorities in marketing, Malcolm P. McNair, professor at the Harvard Graduate School of Business Administration, and Victor Lebow, of Chester H. Roth Company, Inc., a marketing research firm, recently proclaimed a rosy future for automatic vending.

automatic vending.

Dr. McNair, in writing for Stores, a department store publication, stated: "Take a look at what the supermarkets are begining to do with department store types of merchandise, as for instance in the field of housewares. Then figure out what they are giving the customer in the way of satisfactions, conveniences and price that you are not giving, and see how you can take a leaf out of that book. I think you can get far greater productivity out of people employed behind the scenes in preparing merchandise for effective self-selling or automatic vending than you can from people out in front supposedly to exercise alleged salesmanship on an irregular flow of customers."

Lebow in The Journal of Market-

irregular flow of customers."

Lebow in The Journal of Marketing pointed out that currenly, annual sales of cigarettes, beverages, candy and gum were estimated at well over \$500,000.000. "Marketing experts," he pointed out, "estimate that within 10 years there will be \$3,000,000.000 a year worth of merchandise sold thru venders. Among the commodities sold in automatic devices will be eggs, cream, butter, cheese, fresh meats, firh, phonograph records, beer, milk and hundreds of other items."

New Eppy Charm

NEW YORK, March 25.—A minia-ture scout knife that can be vended thru bulk machines was added this week to the line of charms manufactured by Samuel Eppy & Company. The knife, in a colored plastic case, one inch long, has metal blade. The knife is said to cut, open and close "like a real scout knife." It lists at \$10 a thousand.

FOR COFFEE YENDING KOFFEE

KING

A PRODUCT OF FUTURAMIC MACHINES, INC. BRONX, NEW YORK

POPCORN MACHINE OPERATORS and Distributors

SUPROPL MYBRID

SPECIALLY MADE POPPED

CORN Makes the bugged profits
in any kind of proporth ounding
machine or promar - Buched
in one bushed moust-proposit dags.

Wire or write for prices

supRpopt company

Pittsburgh 6, Pa.

A product designed cream or custard

type freezer, continuous or batch, making

Mid-Continent Dairy Prod.

Two Experts Paint Alnik Intros Future Vending Biz Lighter Kit SAN FRANCISCO, March 25.—Two For Venders

To Sell for 25 Cents

ALBUQUERQUE, N. M., March 25. ALBUQUERQUE, N. M., March 25.

—A package of flints, lighter fluid, wick and cleaning brush—designed to sell for a quarter thru one column of a cigarette machine or thru a separate vender attached to the device—has been introduced by the Ainik Company at 302½ West Central Street here.

Called Vendalite, the specially designed package can be handled in any column of a elgerette vender where the vender is accepting a quarter or its equivalent.

In those States where eigarettes are In those States where eigarctics are being vended at 20 cents or less, the Alnik Company is offering a vender made by Advance Machine, Chicago, which can be bracketed to the eigarette machine. The vender sells for \$31.50 f.o.b. Albuquerque.

E. A. Gallegos, head of Alnik and until the first of this year a ciga-rette operator, reported the package had been tested successfully in two

Vendalite packages are sold in cartons of one dozen, with a list price of \$1.80. Minimum order, Gallegos sald, is five cartons.



Asce Se Hot Nut Vanders .. 9.95 Ex. Terms: Full Cash With Order, F. O. B. Newark.

ASCO, VENDING MACHINE EXCHANGE 55-57-59 BRÁNFÖRD STREET, NEWARK 5, N. I BIGELOW J-7744-5

BRAND NEW LUCKY BOY VENDORS



FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.

W3M	YE	MC	Ш	G	1	1	A (ŀ	II	H	E	S	_	_
N. W. Model 6	19.	10		54	٠.									\$13.75
N. W. DeLuxe	Ć	m	b.,	10		B.	3	ŧ	ì					17.00
5. K. Charm F	Cin	q												13.9
5. K. 1c or 5c	Bu	fle							-					13.9
S. K. Hot Nut	. 50			-										29.9
Adams Model	N.	11		·	n							i		72.5
N. W. Stamp	Ro	11	T١	CR										49.0
Marion Scale														
Watling Scale														
Shipman Stan														
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Acorns,	**	01	31		0.0	0.6	-					٠.			۰	14.73	
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system.	30	p	ay	1)	0.	5.00	
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NEW COLUMBIA DOUBLE JACKPOT BELL

Changeable Right on Lecation in in a Few Moments to 1-5g. 10-25c Play. Close-Out Price \$119.50 Reconditioned 69.50

RAKE BRAND BALL BUBBLE GUM

-RECO	IDITIONE) VE	NDIN	16	M	ACI	HII	IE -
Adems	le Gum .						!	814.50
Master,	1c:5s							10.00
MASSEC.	Se							7.95
Advance	Madet D	1 e B	ell G	U fr				4.95
Exhibit	Card. 1c							15.00
Yu Chu	Ball Gun	1. 14						4.50
Lucky &	ley, bulk,	le. n.	· W .					7.75
Silver N	ing, bulk,	12 01	54					7.50
Columb	us, bulk, 1	e or !	4					7.50
N.W. D	ual, le or	Se Co	mb.					23.00

- RECOND. CIG.	& CAND	Y YENDO)RS —
Cot. Model	Cop.	Coin	Price
6 Natl, 6-30	180	25¢ 5/Q	\$49.50
7 DuGr. S	210	254 5/0	45.00
9 Dugr. W	308	254 5/0	69.30
P DuGr. WD	386	254 5/0	67.30
7 DUGF. V	238	154 S/Q	49.50
7 DuGr. VD	214	25¢ \$/Q	49.50
8 Rows Candy	120 Ber		75.00
- U-Select-It	72 Ber		35.00

RECOND.	6	N	u	ú	T	F	В	1	И	U	И	r	H	П	η	ľ	t	_
MECOND.		ν,	•		•		•	1	н	-		•	۰		ч	ь.	•	
Maryels, 1¢ Cig.																		\$22.50
Amer, Eagles,	16									,								19.50
ABT Challenge	m,	. 1	8							٠	+	٠					,	19.50
Pop-Ups, 1¢				۰				`	٠	٠		+						14.56
Whiriwinds, 1c,	P		w		٠			٠		+	+	٠						19.50
Imps, 1c, Used	٠.				٠			2		*	۰	٠				•	•	10.00

Write for Circulars and Price List on Complete Line 1/3 Deposit, Balance C. O. D.

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IT OPENS! IT CLOSES! IT VENDS!



Here it is! A miniature plastic Scout Knife that vends perfectly! Only ONE INCH long! Has a real metal blade ... opens and closes like a full-size knife!

This is what children want. Because they want Scout Knives they will empty your machines fast. Order yours today.

\$10.00 per M.

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Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 2 & I. J. H.Y.



Get On Our Mailing List. New Ideas Monthly!

NAMAAgainst

7½-Cent Coin

At This Time

Sees No Public Demand

CHICAGO, March 25.—As hearings on proposals to mint fractional coins continued in Washington (see report on first Coin Machine page), the National Automatic Merchandising Association (NAMA) went on record

as opposing the new coinage at this

C. S. Darling, executive director of NAMA, registered the vending machine association's opposition to fractional coins in a letter addressed to Sen. Burnet Maybank, chairman of the Senate Banking and Currency Committee. Copies of the letter were sent to eacl. Senator on the committee, with the request that the statement be read into the record.

Darling's Three Points
Darling listed these points:
1. If an additional United States
coin or coins were to be minted, the
impact on automatic merchandising
would be tremendous.

2. National Automatic Merchan-dising Association, representing the manufacturers of merchandising and service vending machines, the opera-tors of such machines, and the manu-

facturers of the products cold in such machines, has taken no position for

present time.

Darling's letter might also be taken

or against a new coin or coins. 3. We have not been convinced that the public demand or the public

-NOW!-

Bigger Profit

VENDING MACHINES

FROM EVERY LOCATION With the New

Morthwestern

CABINET STAND

FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.



2 2 2

NEW REDUCED PRICES!!

on Dentyne, Beeman's Pepsin and Chiclets Gum sold through Mitts Famous Penny Venders

unanimously approved the proposals.

We have for immediate delivery rebuilt mechines, factory reconditioned, which cannot be told from factory reconditioned, which cannot be told from new in appearance and operation. They carry Standard New Machine Guarantee.

More than \$0,000 of these machines now in operation—and for years!! More profit now with these new reduced gum prices!!! WRITE

HAL R. MEEKS

National Distributor

55 W. 42nd STREET NEW YORK 18, N. Y.

ATTENTION, VENDING MACHINE SALESMEN

If you have not Main, Acco, Shipman or similar experience you may be able to make the most profitable connection or your career. Our new machine is an old all-time winner with a new angle which has out it at the top of the earnings list. It you can sell new operators through Business Opportunity ads you should be able to earn \$750.00 weekly up from the start. Protected territories are now being assigned to experienced producers

Fortune Enterprises, Inc., 1060 Broad St., Newark 2, N. J.

Utley on New Coin

CHICAGO, March 25.—Clifton Utley, NBC-TV news commentator, took time out on his Wednesday (22) evening tele program to note that hearings on the proposed 2½ and 7½-cent coins had started in Washington

Treating the matter lightly, Utley carried the ball for Mrs. Nelle Tayloc Ross, secretary of the treasury, who gave her views to the committee on that day. Utley said Mrs. Ross pointed up many reasons why no new coin should be minted. She noted the change that would be required in cash registers and business records, and concluded with the comment that women's purses "would be even more cluttered with the additional coins."

He pointed out that soft drink firms were behind the move and explained their reasons.

Langr New Tru-Ade Vender Sales Mgr.; Plans 100% Coverage

CHICAGO, March 25.—Tru-Ade, Inc., announcing the appointment of J. M. Langr as manager of vender and cooler sales this week, revealed plans for 100 per cent dealer participation in vender operations during the next year and a half.

the next year and a half.

Richard K. Law, director of advertising, stated the firm's 100 franchised territories would incorporate vender sales aids on the bottler level more extensively, while new franchises would specify that bottle venders be used as a supplementary sales outlet.

Currently Tru-Ade has a working agreement with several manufacturers of bottle venders to supply equipment in its color scheme. However, the firm's earlier plans to use cup-type venders (initialed in 1946 when it sponsored development of an experimental cup unit) have not been resumed.

Darling's letter might also be taken as an answer to Ed Mchren, chief proponent of the fractional coins, president of the Squirt Company and chalrman of the American Institute for Intermediate Coinage. Mehren attacked NAMA as well as the American Bottlers of Carbonated Beverages in a recent speech at the Music Operators of America (MOA), convention (The Billboard, March 11.) Langr is currently touring the country, visiting bottlers and discussing use of venders as a Tru-Ade sales stimulant.

Sked Dairy Meet

CHICAGO, March 25.—Directors of key dairy council units will meet June 25-28 at the Edgewater Beach Hotel here to review the industry's educational program aimed at professional and consumer groups. Members of the board of directors of dairy equality through the patien are being councils thrucht the nation are being invited to attend. Dairy company executives, who would like to sit in, also have been invited.

DO YOU KNOW?

You can buy all machines made by · Victor Vending Carp.

Northwestern Corp.

A. B. T. Corp.

· Silver King Corp.

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on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

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LANSDOWNE PENNA.

NEW LOW PRICES
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Cigarette Machines Write for tow prices all makes.

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YICTOR'S AMAZING NEW TOPPER



Spedal April Offers

Cases 4 Toppers

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IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. WRITE FOR INTRODUCTORY OFFER.

RAIN-BLO CUM 140, 170 or 210 count, in 25 s certens, 27 tb. in lots of 150 s or more with freight prepaid. 25s lb., less 2%

CGLOREO BALL
GUM—All Sites
25 a or 40 a certen, 35c lb.
160 a lots, 23c lb.
with freight
prepaid.
FULL CASH
WITH ORDER

PISTACHIOS 25 th carton Large 90¢ lb. Small 45¢ fb. Full Cash With Order. COMIC STRIP Plastic, \$4 per M. Matal, \$6.75 per M.

Write for one

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PREF Complete
WITH ORDER
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1/3 Deposit, F. O. B. Bracktyn, N. Y.,

Balance, C. O. D.

Orders Under \$18.00 Money in Full.

ALL PRICES SUBJECT TO CHANGE
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WE'VE GOT ... TOPPER

Victor's Terrific Vender



Amosing new operoting features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc, on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co. 2117 Third Ave., N. BIRMINGHAM 3, ALABAMA

BALL GUM Bubble or Chicle

All Sizes From 3/8ths to new 1-Inch Jumbo

NEW CHARMS

Brilliant colors Opaque or Translucent

BARKER BRANDS, INC. Sea Bright, N. J.

CIGARETTE MACHINES

Buy With Confidence From STEINER -Founder of U-Need-A-Pak Frod. Corp.—Serving the Trade Since 1927 There was, is and always will be a demand for my famous "E", "A" and "500" Aladels.

WE BUY AND SEL USED EQUIPMENT celinished and reconditioned inside and out to look and work like new.

King Size Churcs, Mirrors, Parts and like in the same and like and and and all years.

and Locks for all Vendors
Get the Facts on Our Nyton Deal
STEINER MANUFACTURING (0,
3633 Hudson Ava. Brooklyn 1, M. Y.
Phane: Tilanie 8-883



NOW ... Victor's Famous Model V

equipped with VICTOR'S NEW PLASTIC GLOBE

NO EXTRA CHARGE

8% Greater Capacity

ie Model V . recognised as a great nder since its first day on location the choice of thousands of successful erators.

See Your Victor Distributor.

VICTOR VENDING CORP.

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . . 10c ATOM



SMALL AS A MITE ... PROFITS BIG AS A GIANT! Cigerette Sales Bootler. Line up 3 of a kind, win a terion of cignrettes. The best moneymaker you've ever had. Oon't toke our word for it—try it yourself.

A valiable in 1s of combination 1-5, cigarette or fruit Recis. Weight: 6 lbs.

Size: 5½"x5½x5".

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126 N. Union Ave. CHICAGO 6, ILL.
Phone: RAndolph 6-2807



GIVE TO THE RUNYON CANCER FUND

Supplies In Brief

Candy Sales Drop 2%

WASHINGTON, March 25.—January dollar sales of confectionery and chocolate manufacturers were down 2 per cent from December, the Commerce Department's bureau of census reported. The decline was attributed mainly to the usual seasonal slump in sales of manufacturer-retailers, Commerce said. Sales of manu-Commerce said. Sales of manu-facturer-wholcsalers remained steady, while those of chocolate manufac-turers increased 23 per cent.

The average price per pound of confectionery and chocolate products in January was substantially lower than last year, according to Comthan last year, according to Commerce's findings, based on reports from 117 manufacturers. Dollar sales of these manufacturers declined 8 per cent, compared with an 8 per cent increase in poundage sales. There was no appreciable change in the value of candy bar goods in January this year, as compared with January of 1949, but the poundage of bar goods was up 2 per cent this year over the previous year, the reyear over the previous year, the re-

Cocoa Prices Up

WASHINGTON, March 25 .- Cocoa WASHINGTON, March 23.—Cocoa prices hit an average of 27.2 cents in January, marking the highest level in more than a year, Commerce Department reported this month. Reversing the general downward trend of 1948, January prices averaged 5.7 cents more than the monthly average for last year, according to Commerce

Bar, Bulk Biz Off

WASHINGTON, March 25.—A decline in bar and bulk candy sales for January. 1950, over the same 1940 month was reported by the Bureau of Census. Based on reports from bar and bulk goods manufacturers, it was indicated that bar sales were down 7 per cent and bulk business off 20 per cent. Packaged goods manufacturers reported sales at about the same level for both periods.

Automatic Canteen Names Frank Coninx Purchasing Director CHICAGO, March 25.—Automatic Canteen Company of America announced the appointment this week of Frank L. Coninx as director of purchases. Before joining Canteen's ac-

Hartford Tool Wins Nod in Vender Case

HARTFORD, Conn., March 25.—A
Springfield, Mass., inventor has been
denied sole rights to produce and sell
a bottle soft drink vending machine.
Judge J. Joseph Smith, of the U.S.
District Court, in Hartford entered a
judgment for the defendants in a suit
in thick inventor Joseph M. Desent in which inventor Joseph M. Devens

on which inventor Joseph M. Devens sought cancellation of a contract.

Devins entered into an agreement with Max Miller and Louis H. Zarchen, Hartford Machine Tool Company eperators. They agreed to a contract under which Miller and Zarchen would have exclusive manufacturing and sales rights to the unit. facturing and sales rights to the unit and would pay Devens \$20 royalty on

each machine sold.

Devens claimed the defendants abrogated the contract on four counts. Judge Smith found no intent to deceive on the part of the defendants and declared Devens had failed to establish the validity of any of his four claims.

establish the valienty of any of his four claims.

The inventor claimed that his agreement to the original contract was based on a misunderstanding of its terms. He claimed also the contract did not award him a fair royalty and that Miller broke the contract orally during an argument with him. He also alleged that the defendants failed to produce a second experimental model of the vending machine as required under the contract. The complaint was dismissed and judgment for the defense entered. The rase was filed in July, 1949. Attorneys for Devens were Charles S. House and David R. Hubbard, of Hartford, while the detendants were represented by William M. Pomerantz.

Northwest Bows Lighter Shiner With \$169 List

MINNEAPOLIS, March 25.-Shine

MINNEAPOLIS, March 25.—Shine-master, a new lightweight shoe-shining unit manufactured by Northwest Engineering & Manufacturing, Inc., Minneapolis, is opening California offices at Los Angeles, it was announced here by Angus Grant, firm secretary. George Van Doren, firm president, is opening the West Coast offices to serve as distributor and operator of the unit which sells at \$169. Grant and Van Doren's brother, Fred, firm treasurer, will remain in the Twin Cities where the production work is being supervised by Fred.

Shinemaster has been 18 months in development, according to Grant. It

development, according to Grant. It is 35 inches high, 16 inches wide and 18 inches deep, with a shipping weight of 103 pounds. It's a 5-cent per shoe machine.

Sprays on Wax

Feature of the unit is that it sprays a homogenized liquid wax on shoes for shining purposes. Grant said the special preparation was developed for the company by a Minneapolis chemist, and it is so constituted that it does

not clog the machinery.
In addition to manufacturing the machine, Northwest also has 30 units on locations in top spots througt the Twin Cities, Grant said. Factory representatives for the firm are starepresentatives for the firm are stationed in all sections of the country and shipments of units are going out all over, the company secretary asserted. Thus far Northwest has five factory representatives on its rolls and is giving consideration to adding several others before long.

Frank L. Coninx as director of purchases. Before joining Canteen's accounting department in 1938, Coninx was a bank statistician.

Prior 'to his new appointment, Coninx filled the post of assistant

candy bar purchaser which he had held since rejoining Canteen in 1945 after serving four years in the navy

33 Candy Firms To **Show at NCWA Meet**

NEW YORK, March 25.-National NEW YORK, March 25.—National Candy Wholesalers' Association, Inc. (NCWA), announcing advance plans for the 1950 candy exposition to be held in conjunction with the fifth annual NCWA convention at the Commodore Hotel here May 31-June 3, this week reported 33 candy manufacturers will exhibit.

facturers will exhibit.

Firms contracted for display space are Hershey Chocolate Corp.; Walter Baker Chocolate & Cocoa, James O. Welch Co.; Switzer's Licorice Co.; R. L. Albert & Son, Inc.; Mars, Inc.; Miss Morris Chocolates; Fred W. Amend Co., Reed Candy Co.; Thinshell Candies, Inc.; Thomas D. Richardson Co.; Paul F. Beich Co.; Charms Sales Co.; Henry Heide, Inc.; Howard D. Johnson Co.

E. J. Brach & Sons; Chase Candy

Howard D. Johnson Co.

E. J. Brach & Sons; Chase Candy
Co.; Jack Newberg Co.; Tasty Candy
Products, Inc.; Ce De, Inc.; The Philadelphia Chewing Gum Corp.; Lamont, Corliss & Co.; Leaf Brands,
Inc.; Milko Cone & Baking Co.;
Sweets Company of America, Inc.;
Quaker City Chocolate & Confectionery Co.; Majesty Confections Co.;
Squirrel Brand Co.; Fascination
Candy Co.; Miss Saylor's Chocolates,
Inc.; F. & F. Laboratories; Candy
Crafters, Inc.; Robert A. Johnston
Co.

Co.
Additional exhibitors will be announced later, NCWA officials said.

VICTOR'S GREAT **JUMBO**

ball-gum (15 16"; 62 count) AND

JUMBO UNIVERSAL SPECIAL

for greater capacity (11 lbs. of ballgum1 -- vending 140, 170 and 210 count ball-gum-and other bulk merchandise-with or without charms.

ALSO SEE VICTOR'S NEW TOPPER

Its many new features and stream

TOPPER Isingle, double and triple units! built in the standard and deluxe models—and don't overlook the famous MODEL V and UNIVERSAL!

SEE THESE GREAT VENDORS NOW ON DISPLAY AT ALL VICTOR DISTRIBUTORS

VICTOR VENDING CORP.

5701-13 W. Grand Avenue Chicago 39, Illinois



"The Magazine al Automotic Merchandising"

"VEND keeps me posted on new developments in the coin-operated vending machine business."

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Picese enter my subscription to VENO Magazine for One Year for which 1 inclose \$3.

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TV BASEBALL NO OP THREA

Coverage in Chicago Fades as Locations Drop Video Sets In Favor of Music Machine

Seek Summer Placements To Augment Regular Juke Stops

CHICAGO, March 25 .- With the start of the major league baseball seacontexto, march 25.—with the start of the major league baseball season less than a month off, music operators this year expect to see an increase in grosses over the past two summers when television took a heavy toll of afternoon and evening play hours. This year, it has been noted, many locations have dropped their tele sets and many others will not turn them on unless specifically requested to do so by patrons. The dimming public location tele coverage has been reflected in a renewed drive by AM radio stations to offer coverage of major league games this summer, but ops point wit that radio broadests in most league games this summer, but ops point

out that radio broadcasts in most loout that radio broadcasts in most locations were never considered as competitive to the juke box as television, and that practically all locations removed their radios when they installed tele. In many instances in this area, ops report, removal of the tele sets has not brought about a rehirth of radio set years. birth of radio set usage.

Chi Situation

Chi Situation
Indicative of most major league cities is the situation here. The National League Chicago Cubs will maintain their "no night baseball" policy again this year and will play all home games in the afternoons. The White Sox. in the American League, will schedule 28 night contests, and the balance of their home stands will be played during the day.

stands will be played during the day.

The diminishing television coverage of sporting events here is not expected to receive too great a hypo from baseball, altho Chicago fans have been noted for their patronage at the two parks where the clubs play. Both teams are considered weak contenders in their respective leagues, and unless a leading team is in town to play the Chi boys, it is considered (See Chi's TV Coverage on page 112)

Denver Ops To **Ask Locations** For % Changes

Effects Smaller Spots

DENVER, March 25.—Facing what they term a "business crisis," a group of Denver's major music machine operators have agreed to request the owners of small establishments to accept less than the standard 50 per cent deal. The operators have, in many instances, already cut payments to 25 per cent and propose to discontinue percentages altogether in locations where any such payment means tions where any such payment means the difference between a profit and

a loss.

One operator said he had already told owners of several small restaurants that costs made it impossible to give them any portion of the receipts. He added he would rather have the machines in his warehouse than costing him \$7 to \$8 a week to keep them on a location.

The operators estimated that a third of the 1.200 machines on location in Denver are being operated at a loss and will have to be pulled unless percentage payments are cut.

Operators say Denver is just beginning to experience the business drop that hit the coastal cities a year ago. They claim they knew that as tavera business fell off it would reflect in their profits.

flect in their profits

Wurlitzer on TV

CHICAGO, March 25. - Ben CHICAGO, March 25. — Ben Coven, head of Coven Distributing Company, local Wurlitzer rep, has set up a deal with WNBT, local NBC-TV outlet, whereby a new Wurlitzer 1250 will be featured on the Studs Terkel show for the next 13-week cycle of the program.

Show features a small tavern, called Stud's Place, Focal point of the program will be the spanking new 1250 which was shipped from North Tonawanda by Wurlitzer especially for the teevee series.

teevee series.

Program can be viewed on the NBC web Mondays at 11 p.m.

Merchandise Clinic:

Operator's Contest Idea Pays Off Help in Dividends, Firm In Increased Juke Box Grosses

DETROIT, March 25.—Sound money-building ideas may be where they are least expected close to home—right in the operator's own organization, according to James A. Passanante, head of Gaycoin Distributors, large music operating firm here. With this idea in mind, he held a 10-day Idea Contest among his staff of 14 persons. Some remarkable results were obtained. The contest was kicked off at a staff meeting during which Passanante presented his contest theme, with the objective of securing Ideas on improvement of the business operation. Several members came up with good ideas.

Some of the suggestions concerned

Some of the suggestions concerned personnel policies, such as rearrange-ments of working hours, increasing efficiency of working time, and in-centive plans that would continucentive plans that would continuously stimulate maximum employee output. Details of some of these suggestions apply strictly to the special operation of Gaycoin, but they may be used as a possible guide for other operations.

Award Prizes

The prize winners were announced and given their awards at a special luncheon meeting at the Hotel Sheraton, at which the company was host. First prize of \$20 went to John Richmond, serviceman; second prize, \$10, any type of juke.
to Muriel Deal, office secretary. (See Operator's Contest on page 112)

Lott and Brancaleone joined forces to work out perhaps the most interesting suggestion of all from the immediate dollar-making angle. They studied the set-up and response of the average juke box patron, and came up with a rearrangement of records upon the machines to direct the customer's attention to the hit tunes. Instead of the usual hit-orniss fashion of putting records on a machine they carefully picked the hit numbers, and concentrated them so that the title strips were across the top of the board and down the left column—the one which almost everyone reads first. everyone reads first.

This system is especially adaptable

to the new types of multi-selection machines, tho it can be used with

7½-Cent Coin Will Help, Op Tells Senate

Virginian Testifies

WASHINGTON, March 25.—Enactment of a bill authorizing a 7½-cent coin will help save the juke box operator from being squeezed between soaring costs and a standard nickel price, Edward Renner, general manager of the Northern Virginia Music Company, told a Senate banking and currency subcommittee this week. (For a full report of the hearings, see story on first Coin Machine page.)

Renner, the only operator to appear

page.)
Renner, the only operator to appear before the group, outlined some of the advancing costs that he said have forced him to reduce his staff from nine to six. "Machines which sold before the war at \$400, now cost between \$995 and \$1,100," he said, additionally the high stages of comments. ing that the high degree of competi-tion in the industry is making the ob-solescence rate on jukes higher than before.

Cites Increased Expenses

"Phonograph records that we once got wholesale for 21 cents now cost 49 cents," Renner said. "The cost of labor has more than doubled." The per-machine license rate charged by the city of Alexandria, Va., was \$2.50 per year, he pointed out, but has now climbed to \$10.

To compensate for the rising cost, a (See 7½-Cent Coin on page 112)

Videograph in Sheriff's Sale To Pay Debtor

NEW YORK, March 25.—Stock and production facilities on hand at the Videograph Corporation plant, 226 William Street here, were auctioned off in a sheriff's sale Thursday (23) to satisfy a judgement of \$3,522.25. Videograph has manufactured a coin-operated combination television-juke box.

Lou Forman, president, said the action would not affeet future Videograph activities. While no further production will be undertaken, be claimed a contract manufacturer had been obtained to supply his firm with machines as needed. These will be offered for sale to the trade as formerly, he declared.

formerly, he declared.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments in this issue of The Billboard arg: MACY'S, VARSITY PREEM NEW LABEL. The two firms will combine on the debut of the new disks, strictly for LP (Music

Department).

CAP LEVELS GUNS ON "LET'S GO TO CHURCH." The diskery plots an all-out drive on the recording for pre-Easter sales (Music

DEALERS DOUBLE ON DISKS. Many retailers have turned to cutting their own platters, making available music not generally recorded (Music Department).

KAPP TO ISSUE CORONA LABEL. Paul Kapp to make his debut into the record biz with old masters on the new labels (Music

Department).
FREEDOM RECORDS EXPANDING OPERATIONS.

diskery is developing its entry into the pop and hillbilly fields (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Miller-Newmark Name Sales Rep

DETROIT, March 25.—A sales expansion program has been announced by Ben Newmark, of the Miller-Newmark Company, AMI rep here, with the appointment of Bill Punton as sales representative for the State. He will spend most of his time on the road. Punton was formerly associated with Rock-Ola and Badger Novelty Company, Milwaukee.

Newmark, who has been on the road the past several weeks, will remain in the Detroit office to devote his personal attention to office operation and the home territory here.

Newmark also announced the completion of a set-up to service the entire State, giving immediate delivery

tire State, giving immediate delivery on all types of games, as well as on the AMI automotic phonograph. In 1666, the Law of Gravitation

was suggested to Sir Isaac Newton by the fall of an apple
in his garden in Woolsthorpe, England.



Gravity!

Gravity doesn't change with temperature or geography or time—it is one force on this earth that is always constant and unvarying. The AMI tone arm and needle ride the record grooves by gravity!

AMI MODEL "C" HAS:

Single Tone Arm, Single Needle, Horizontal Turntable, GRAVITY RIDE

AM I



General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich. Sales Office: 127 N. Dearborn St., Chicago 2, M.

Senate Hears Minting Bill Pros-Cons; Coin Machs. Cited

position to the legislation, pointing out that changeover of coin-operated equipment would be prohibitively costly. Bailey said that the cost in additional capital outlays to independent phone companies alone would run between \$3,000,000 and \$4,000,000.

A baker, Joseph Strathman, Seneca, Kan., stated the Issuance of new coins would help all business, particularly those retailing small items. Approval of the bill was also expressed by Claude McClain, a dairy president, who said school children are being overcharged for milk because of lack

South Wind TONE ARM

Especially designed for WURLITZER and SEEBURG PHONOGRAPHS "light as a Southern breeze"

No Record Wear, Na Scratch, Long Life PERFECT REPRODUCTION WURLITZERS (except counter models and P-21)

Earlier SEEBURG Models 10.95
"Specify Model When Ordering."
PHILLIPS MFG. CO.
2816 Aldrich Ave., So., Minnepolis 8. Minn.

SEEBURG HI-Tones

tween a nickel and a dime," McClain

Battlers' Dilemma

Richard Conover, president of the O-So-Grape Company, sald that bot-O-so-trape company, said that botters are caught in a squeeze between soaring costs and a reluctance to abandon a nickel price. He said that with a 7½-center, the industry which he said is shrinking could again begin to expand and materially increase beverage sales volume above present levels.

Conover, besides heading O-So-Grape, is first vice-president of Na-tional Brands Soft Drink Institute, which he said is an association of soft drinkeries with franchise licensing agreements with about 2,000 bottlers, nearly a third of the nation's 6,300 bottlers. Conover cited a report to the special Senate Small Business Com-mittee in which hardship to bottlers. mittee in which hardship to bottlers was described as the result of bottlers being "wedded" to a 5-cent price on

drinks.

Conover said the bottling industry would be certain to expand if a 7½-cent coin were minted. He added that the result would be a growth in the entire national economy since money would be "spent for additional goods and services."

Mitchell Cox, sales promoter for Pepsi-Cola, said that bottlers have faced "distress" under the nickel price and needed the intermediate coin to tide them thru. He voiced fear that a slump might result if prices were jumped to a dime.

of a fractional coin. A bottle that costs only 5½ cents has to be sold for 6 cents, he stated. The same thing applies to coffee because the price has no "single coin spot to land on be-

15 Years Ago This Week

15 Years Ago This Week
CHICAGO, March 23, 1935.—At the
first annual meeting of the Minnesota Skill Game Operators' Association (MSGOA) in Minneapolis, J. D.
Leary, president, greeted the 50 attending members with the prediction
that membership would grow to over
200 within 30 days..., Another annual meeting, that of the Automatic
Merchandisers' Association of Michigan (AMAM), at Detroit, re-elected
Frederick E Turner president. Reelected secretary was L. L. Lane.
Other officers named were N. Gaspard, vice-president; W. M. Zerby,
assistant secretary and treasurer,
while Gerald Ensing and George
Clark were re-elected to the board
of directors. Principal action taken
during the business meeting was upon during the business meeting was upon a proposed organization of the State into districts. It was believed that the district groups would work together more effectively.

gether more effectively.

In Los Angeles George Humpert was elected president of the Co-Oprative Amusement Machine Operators' Arsociation (CAMOA), succeeding Sam Rittenberg. Billy Berg, head of Coast Novelty Company, was named secretary-treasurer. Elected to the board of directors were R. J. Ross, Sol Hanlon, Al Farley, H. A. Geohe and A. Berman. . . Dave Gottlieb, head of D. Gottlieb & Company, announced he was resigning as a member of the legal and advisory committee of the National Association of Coin-Operated Machine Manufacurers (NACOMM). He said that not over 50 per cent of the manufacturers were actualy supporting the work the committee had undertaken.

On the Arcade or Sportland Iront,

On the Arcade or Sportland front, neon signs were being hailed as the big thing. Samuel Friedenberg, proprietor of a Sportland on the Atlantic City Boardwalk, put up a neon sign spelling out the name and discovered it was a first-rate customer. it was a first-rate customer attrac-tion... Cooling systems were sched-uled to be installed in some sportlands for the summer. Owners were vying with theaters in luring the public into cooled interiors

The second annual Pacific Coast Coin Machine Show, set for late sum-mer, was expected to host displays of 100 or more manufacturers. To be held in the auditorium of the Ambassador Hotel, adjoining the Coconut Grove, it was to be staged September 9, 10, 11.

7½-CENT COIN

(Continued from page 110)

number of operators around the counnumber of operators around the country have tried raising their rates to a dime per play, Renner said, but the public refused to accept such an increase. Renner added that he believes that the public will pay 7½ cents to hear a record if a coin of that denomination is issued.

"High Costs To Stay"

The operator declared that if he saw any possibility that costs of doing business would drop somewhere near prewar levels, then he would have no interest in the new coin. "It looks like high costs are here to stay" he no interest in the new coin. It would like high costs are here to stay," he

Renner told the sub-committee "We cannot long continue to operate on the nickel price, and we cannot raise prices to a dime." He concluded by saying. "Let's get together on the mid-point—a 7½-cent coin."

OPERATOR'S CONTEST

(Continued from page 110)

To further test the idea. Brancaleone and Lott paired off jukes,
running one with the usual scrambled
order of title strips, and the other
with the hits placed according to
their plan. The result was an actual
increase in play on a typical location that grossed under \$4 per week
to a take of \$5.80.

Tying in with this rearrangement

Tying in with this rearrangement records was the use of special

10 Years Ago This Week

Turning Back the Clock

CHICAGO, March 23, 1940,form of advertising was initiated by the Berlo Vending Company, Phlla-delphia distributor of vending and amusement equipment, It turned to radio to help sell machines and also radio to help sell machines and also garner greater good will on the part of the general public toward coin machines. Berlo started off with five spot announcements weekly on WCAU, the announcer reading a short commercial suggesting listeners "buy more Berlo candy" from the venders located at "practically every theater in the city." Additional institutional plans for other types of equipment were also being considered.

J. H. Keeney & Company's sales

J. H. Keeney & Company's sales manager, Bill Ryan, announced booming production and operator acceptance on the firm's Anti-Aircraft Machine Gun. A new Keeney game, Red Hot, was also set for introduction. It Hot, was also set for introduction. It featured a spinner wheel in its backboard. . . , Joe Calcutt, Vending Machine Company, Fayetteville, N. C., reported a big upsurge in juke box sales over 1939 levels. Firm, handling Mills machines, did plus business with operators in Virginia and North and South Carolina.

North and South Carolina.

O. D. Jennings & Company was turning out quantities of its In-a-Bag penny nut and candy vender. Using glassine bags, stocked in the base of the machine, the sanitation angle was pointed up. . . Babe Kaufman, New York, was offering used cigarette venders and doing a brisk business on same. Six-column Masters, with same. Six-column Masters, with chromium fronts, were priced at \$19.50; National 6-26's went for \$22.50 each, while National 9-30 was pegged at \$59.50. Mills 12-column units were \$49.50.

Harry Hoppe, vice-president of the Baker Novelty Company, Inc., announced the appointment of Maurice Priestly as factory superintendent.

At Mills Novelty Company, three "old-timers" were still going strong. They were Pete (Popcorn) Wright, John Reynolds and Cece Mills.

Genco, Inc., Introduced Blondie, a five-ball, at \$99.50. Game featured five ways to win, special bumper arangement and attention a getting light-up action.

Chi's TV Coverage Pales as Locations Lop Off Video Sets

(Continued from page 110) doubtful that locations which still retain tele will bother to turn on the

Juke Promotions

Meanwhile there is a program, un-Meanwhile there is a program, unorganized but gaining momentum here, to promote juke box play during the normally slow summer months. One of the leading items is the new gimmick being tested by Century Music which offers paid advertising jingles via the jukes. Ads are spaced at 15-minute intervals and, should the juke be inoperative, will put it in action on the given time periods. periods.

Also included in the agenda of several operating firms here is the aggressive search for summer locations which they can open as soon as possible. In a stronger financial position than they were a year ago, these ops feel it will be worthwhile to go to the aveness of moving equipment. to the expense of moving equipment into spots in the resort areas and then shift it back to its original site come the fall.

strips, usually placed on the glass portion, naming the hit tune and artists, and advising the patron to play certain numbers.

The increase in play proved well worth the cost of the contest.

YES! YOU'LL MAKE MONEY with **CONSTELLATION!**

Evans' 20 Record. 40 Selection Constellation is a moneymaking phonograph wherever you operate it. It earns not only enough for overhead and amerization, but also promptly returns a tangible eash profit on your investment. One rector, omong many, for such dependable earning power is Evans' trouble-free performance! h keeps your Constellations constantly on the job at lowest operating costs!

See your Evens' Distributor or write Factory direct.

AVAILABLE NOW: Evans' Record Popularity Meter for Original Constellations. GENUINE PARTS for Mills Throne of Music, Empress, Constellation.



EVANS' 1950

20 RECORD 40 SELECTION CONSTELLATION

H. C. EVANS & CO.

1528 W. Adams Street

Chicago 7, Illinois

SEE OUR COIN MACHINE ADV. ON PAGE 128

CHE TO THE DAMON RUNYON CANCER FUND

ADVANCE RECORD RELEASES

(Continued from page 42)

LATIN-AMERICAN

gonia L. Marini (Hay Qua) Seaco 7048

Bendito Sea Dios N. Rivera (Embrujo Bal Seaco 850 El Ve

Embruje De Amor N. Rivera (Bendito Sea Dies) Seeca 850

Hay Que DeJarse de Cuentos S. Matancera (Yo La) Secon 841

Hay Que Saber Esperar L. Marini (Agonta) Secon 7048

Levantate Goyo Conjunto Atenas (Orguillo De) Seeco 848

No Te la Eches

Trio Peria (Quise Mataria) Seeco 851 No Trates de Enganarme Los Universitarios (Qua Timida) Secco 812

No Volvera a Pasar

B. Capo (Soy Tollmenna). Secon-7038

Orgulio de un Jibaro Conjunto Atenas (Levantat: Goyo) Seeco 848

Pellejo e Pato R. Rosado (Ruego) Seeco 849

n. Russul (truest) Serve any Que Timida Eres Los Universitarisas/ Na Tratus) Seece 812 Quien Te Pudiera dividar Duo Rodríguez de Cordona (No Se) Seece 847 Quies Matain Trio Perla (No Te) Seece 851

R. Rosado (Pellajo al Sanco 649 Se Solto el Loco Oriental Trio (Tumbered Seeco 84) Solo Contigo S. Mantancera (El Velorio) Secco 840

Soy Tolimense B. Cape (No Volvera) Seeps 851

Oriental Trio (Se Solto) Seerd 841 b La Quiero Comocer S. Matancera (Hay Que) Seeco 841

RELIGIOUS

Build Right on That Share &. A. Spiritual Singers (Swing Low) Pho 023

Fairfield Four (Rell All) MGM 10665
Goodnight and Good Morning
H. Roddinaver (Jesus Took) Dec 24512 I Love To Tell the Story

M. Jackson (Last Mile) Apollo 222 Jesus Took My Burden

Journey to the Say
Trumpeteers (Stretch Out) Score 5015
Last Mile of the Way, The
M. Jackson (I'm Glad) Apollo 222

M. Jackson (I'm Glas) appeared in My Shepherd, The Decide (Fen Commandments) Dec 14510 e Mountain Quartet (Satan Don't) MGM 10664 No Room In the Inn
L. A. Spiritual Singers (That Lonesome) Phoenix

NOT ATI Burdens Away
Fairfield Four (Ezeklet) MGM 10665
Satan Don't You Hinder Me
Stone Mountain Quartet (Lord's Prayer) MGM

Serior, Again to Thy Dear Name
J. Owens ISHII, SHIII) Dec 14512
Softly and Tenderly
STREET-V. Young Ork (1 Love) Dec

14509 Swing Low, Sweet Charlot

ns com, Sweet Charlot . A. Spiritual Singers (Build Right) Phoenix 023

SUIT, SUIT With Thee
J. Owens (Serior, Again) Dec 14512 Stretch Out

Trumpeteers (Jonney tel Scare 5015

Ten Commandments, The J. Edwards (Lord Is) Dec 14510

That Leaseome Journey
L. A. Spiritual Singers (No Room) Phoenix 021

INTERNATIONAL

Broken Down Merry-Go-Round

E. Benedict Polka-Yeers, Kendall Sisters (Vic. Took Polka) V(78)25-1153; (45)51-0060

urgenlander Sind's Fide! Franz & Erich's Accordion Onk (In Der) Standad F-11017

Das Dackel-Lied M. H. Wessels (Gold Und) Standard F-11036 Foolish Polka

The Funsters (Tipsy Polks) Standard T-156 Gold Und Silber
G. Lanner-M. H. Wessels (Das Dackel-Lied)

Standard F-11036 Har Du Glomt Din Gamla No

N. Groone (Uti Den) V 26-1085 Hills o' the Civde R. Wilson (Songs nt) V 26-9500

I Can't Give You Anything But Love, Baby B. Pollack San Sue) Discovery 131

Found Something New Miakar-Zak Ork (We Left) Standard T-154

Viking According Rand A Serge Dir. Osla Walter Dec 45098

I Manna Mou Me Dorni Sotiria Bellou & Stellakis (O Mahaiomangkas) V 26-8231 In Der Waldschenke

Frang & Erich's Accordion Oriz (Burgenlander Sind's) Standard F-11037 Janie's Polko V. Turpeinen (Kauhawa in) Standard F-5044

Kauhava in Action
V. Turpeinen (Janie's Potka) Standard F-3044

Kukavica Walte Miskar-Zak Ork (Micka Moja) Standard F-12009

Marys Marys
Silver Bell Drk (Wyleciaka Dusska) V(78)25-9220: (45)\$3-4502

Micka Moja Miakar-Zak Ork (Kukavica Waltz) Standard F-12009

D Mahalomangkas Sotiria Bellou & Stellakis (1 Manna) V 26

Dec 45098 Riviera

Feiksson (Vacabond) Standard T-153

w. greenson (vegetoro) Standard 1-235 San Sue Struk B. Pollack (I Can't) Discovery 131 Songs of Scotland R. Wilson-H. Geehl Ork (Hills o') V 26-9500 Stornellata Roman

N. Ossani (Va, Serenatelia) V(78)25-7131; (45)-53-4000 Tick-Tock Polta E. Benedict Polka-Teers, Kendall Sisters (Broken Down) V(78)25-1153; (45)51-0060

Tipsy Police Funsters (Foolish Polks) Standard T-156

Uti Den Lilia Kyrkan
N. Croona (Har Du) V 26-1085
Va, Serenatella N. Ossani (Stornellata Roman) V(78)25-7131;

(45153-4000 Vagabond
W. Eriksson (Riviera) Standard T-153
We Left Our Wives at Home
Miskar-Zek Ork († Found) Standard T-154

Wyleelaka Bussica

Silver Bell Drk (Marys Marys) V(78)25-9220; (45)53-4502

ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from page 32)

Too Much Trouble Blues T-Bone Walker (She's My) Cap(76)944; (45)-

Where Are You?
Where Are You?
Where Are You, Pretty Baby?
Mr. T. Ork (I'm Just) Aleddin 3053
Where Are You, Pretty Baby?
Mr. Robinson (Boogle the) Macy's 5005
Where's My Woman Been
Muddy Waters (Screaming and) Artstocrat 406
Whistlin' Beogle
Sister Slocum (Don't Bring) King 15032
Why Do I Cry Over You?
P. Brown (That's Right) Apolle 418
Why Do Things Happen to Me
k. Hawkins Ork (Royal Hawki) Modern 20-734
Why Did You Get So Mish, Shorty
The Treniers G. Gilbeaux Ork (Everybody Get)
London 17007
Why I Love My Old Women

Why I Love My Old Women
Calypse Troubadours (Island Girl) Area 1230

G. Payne Ork (Ham Hocks) Dec 48139 Would You Still Be the One in My Heart

Would You Still Be the One in My Meart
Orioles (Is My) Jubilee 5018
You Got To Pay Those Dues
C. Williams Ork (Mercenary Pape) Mer 8168
You Better Be Salliside
E. Andrews-E. Beal (Bein' In) Col 30187
You Gotta Got
S. Hoog (Leaving You) Macy's 5003
You Mean the World to Me
N. Ounlan (If This) Peacock 1515
You've Been Mistreating Me
Big Bill Broonty and Mis Fat Four (I Stay)
Mer 8160
Your Ever Lovin' Stick
The Whispers (Got No) Apolio 1156
Your Love Wan't So

Little W He Littlefield (Rockler Chair) Modern



I'M GONNA GIVE YOU A PFANSTIEHL CASH BONUS POND . . .

ABSOLUTELY FREE of any additional cost with every 30 Regular or Special PFANSTIEHL Coin Machine Needles you buy ... and each BONUS BOND is guaranteed redcemable for FIFTY cents in cash or SIXTY cents worth of PFANSTIEHL Needles at your distributor or the PFANSTIEHL Company! But you gotta act ... This offer expires May 15, 1950.

LOOK! YOU GET 4-COUNT THEM-**FOUR EXTRAS FOR** THE PRICE OF ONE!

EXTRA LONG NEEDLE LIFE 2 EXTRA KINDNESS TO RECORDS 3 EXTRA QUALITY MUSIC 4 EXTRA CASH BONUS BONDS

But that's not all, PFANSTIEHL Needles are tipped with Patented M47B precious metal alloy. It's the modern miracle of powder metallurgy that gives you tips that won't chip, crack or break off . . . and that means FEWER SERVICE CALLS! So if you're gonna be buying needles soon, you just can't afford not to SWITCH TO PFANSTIEHL!

BUT WHAT'S THAT MISTER? YOU SAY YOU WANT MORE FOR YOUR MONEY?



Well then, this is what I'm gonna do! I'm gonna tell you about PFAN-TONE, the new, low-priced, quality Needle. It's made by the same skilled craftsmen that make regular PFANSTIEHL Needles, but they've cut costs and corners to cut prices way down low . . . and Mister! What Prices!

Less than 100......29c each

YES, FOLKS, YOU CAN'T LOSE! 🚜

You can't go wrong! Buy Regular or Special PFANSTIEHL Coin Machine Needles (for lightweight pickups), and you get the very best plus valuable CASH BONUS BONDS! Or buy new PFAN-TONE Needles and you get tip-top quality at a rock-bottom price. SOOoooo ... Hurr-ry, Hurr-ry, HURR-RY to your PFANSTIEHL Distributor today!

Metallurgical Division

CHEMICAL COMPANY

WAUKEGAN, ILLINOIS 104 LAKE VIEW AVENUE

Nationwide Play Follows State Events

SHUFFLEBOARDS

\$17,270 in Kitty

UNION CITY, N. J., March 25. With 8,635 players already enrolled in American Shuffleboard Leagues Inc. (ASLI), the organization has set May 20-21 as the days for its coastto-coast championship tournament. The contest, bringing together winners of at least 13 State tourneys, is to be held in Peoria, Ill., ASLI offi-cials announced this week.

Membership dues to date have brought in \$17,270 to the ASLI treasbrought in \$17,270 to the ASLI treas-ury. The non-profit group has ear-marked all dues payments (players pay \$2 a year) for prize money to go to State and national winners, ac-cording to Ken Poulsen, field director. Howard James, advertising manager, asserted the American Shuffleboard Company is absorbing all administrative costs in connection with the tourneys. This is expected to amount to about \$25,000; and includes salaries for officials, printing costs, traveling expenses, etc. The tab to be paid by American also covers the cost of trophies which will be awarded winners, valued at about \$11,700.

Dues Added to Pot

Officials made it clear that prize money on hand represents ASLI membership as of March 15. They emphasized that players were still being signed and their dues added to the pot. Closing date for joining to become eligible for the competitive events is April 17. A sizable increase in membership and prize money is expected by ASLI toppers before that date.

Under ASLI by-laws, 85 per cent of all dues payments are returned to the States of origin for cash awards to State-tourney winners. Fifteen per cent goes to swell the national prize money kitty. Thus, according to dues collected as of March 15, players in the 13 State events will compete for a total of \$14,679.50, while coast-to-coast winners will divide \$2,590.50.

All State fournaments will be run

All State tournaments will be run All State tournaments will be runoff May 6 and 7, Poulsen said. Depending on registration, some of the
events may include several divisions,
such as long-board, cushion-rebound
and women's competition. In Wisconsin, the State with the most contestants, the long-board event will be held in La Crosse, while cushion-re-bound players will compete in Wau-sau. In other States all divisions will play in the same cities.

Tourney Sites

Tourney Sites

Poulsen announced that May 6-7
tournaments will be held in the following locations: Peoria. Ill.: Detroit;
Columbus. O.; Philadelphia: Fort
Wayne, Ind.; Phoenix, Arlz.; St.
Louis; Schenectady, N. Y.; Ogden,
Utah; Boise, Idaho; Dallas and Minneapolis. Tourney sites were chosen
for ease of accessibility to most players, it was said. ers, it was said.
With six the usual number of play-

With six the usual number of players on a team and each local league comprising 4 to 16 teams (8 is average), each league will be entitled to enter at least one team in its State play-off. Two teams will go on the State event lists from a 6-8 team league, three teams from a 10-12 unit loop, and four from a 14-16 team

league.
Presentation in the national tournament will be determined by the num-ber of ASLI members in each State, (See ASLI Champs, opposite page)

Detroit Shuffle Assn. Skeds Series of Weekly Trade Meets

DETROIT, March 25.—The Detroit Shuffleboard Association, alert to the menace to operators of projected municipal legislation, is holding a series of weekly meetings in order to keep all members fully informed of developments. Action is being centered widely upon the securing of a maximum number of signatures to petitions asking for the right to play shuffleboard.

An incidental tribule to the thoro study of the industry made by Nathaniel H. Goldstick, assistant corporation counsel assigned to the police department, who drafted the original proposed ordinance, was given by Irving Ackerman, counsel for the shufficboard association. He said: "There is not an operator or any other man in the business who knows the coin machine business bet-ter than Mr. Goldstick."

Five thousand petitions were placed in distribution this week. Meeting of the shuffleboard association was to be held Thursday night at the Hotel Tulier to review developments.

Meanwhile shuffleboards remained generally active in many parts of the city. There was a disposition on the part of some enforcing authorities to permit operation unchallenged while the issue remained before the city council. Others wanted to cut off the games until a definite desiries measurement of the same and the desiries are researched and counter the same according to the same according cision was reached and operators took the step of co-operating where

at 10 a.m., when both sides of the argument will be heard informally in "committee of the whole." This is expected to be the decisive step in the crisis.

Interested observers expressed the

view that sentiment appeared to be so strongly against the smaller types of boards that legalization of the 22-foot board appeared the probable final result. Hope was expressed, however, that some compromise might be reached allowing the use of boards only a few feet shorter.

necessary. Hearings Monday A formal public hearing before the council has been set for Monday

An ordinance amendment which has been currently tabled by the council, would classify shuffleboards with other types of amusement games and exclude them from use within the city should they be under specified length.

Detroit Assn.

Will Seek New

CityOrdinance

Covers All Boards

DETROIT, March 25.—The Detroit Shuffleboard Association (DSA) is launching a campaign for petition signatures of shuffleboard players and the general public asking that the equipment be continued on locations. The petition will be presented to the city council.

fied length.

city council.

Offer New Ordinance

Offer New Ordinance
The DSA, thru its attorney, Irving
Ackerman, has offered a proposed
ordinance, along the lines of that
covering juke box operations here,
which would provide for separate license for shuffleboards for both operators and locations. This proposal
makes no limitation on board lengths,
and does it suggest linence fees. nor does it suggest license fees.

Boards Hitting Jackpot in Club and Hospital Locations: Meanwhile the Dale Suave and the Max Marston legal actions to gain court approval to operate shuffle games have been dropped, pending the outcome of the ordinance action. Ops Playing Role in Trend

Competitive Angle, Easy Servicing, Important Factors

boards are growing in popularity as recreational equipment in clubs, hospitals and schools, with operators finding these locations opening up in increasing numbers, a spot survey revealed this week. Most placements have been made on a rental basis, with ops putting in boards which have already paid out on location.

Majority of the boards on location

Majority of the boards on location in this type of spot, it was found, are location-owned and are serving a public relations purpose for shuffle-board far above the value of itself. It has been found that many persons, who play shuffleboard in a fraternal clubhouse or while confined to a hospital, become fans and continue to play the game in regular locations at the 10-cent per game fee.

Hospital technicians in many areas

CHICAGO, March 25. - Shuffle- cannot be underestimated. Even physically handicapped persons can compete in matches and tournaments. Example are those boards in use at Hines Hospital for vets in Hines, Ill. There paraplegies have been active players for more than a year, while some vets, who lost an arm or leg in the way have a lost of the way have a proper parameter.

some vets, who lost an arm or leg in the war, have also found many hours of enjoyment in the game.

A paraplegic team culled from the Hines players competed in the Four-States tourney last summer which was sponsored by Standard, and another team will represent the hospital in a regional tourney now being planned in this area.

Glub Activities

play the game in regular locations at the 10-cent per game fee.

Hospital technicians in many areas in recent months, and in most cases, where shuffleboards are in use report the recreational value of the boards (See Boards Hit on opposite page)

Schneller Sets **New Conversion**

PHILADELPHIA, March 25 .- Nate PHILADELPHIA, March 25.—Nate Schneller, Inc., firm specializing in pin game conversions, released its latest product this week, a change-over from Humpty Dumpty called Ivanhoe. The new unit was said to have been tested successfully in this area for several weeks.

Sporting a new, multi-colored back-glass, a new coin chute and rescreened cabinet and legs, the conversion incorporates the following features: Two bang bumpers, rebound counters, a set of flippers at the bottom of the playing field, roll-over buttons and reverse klekers.

Operators shipping Humpty Dumpties to the Schneller plant here are now getting immediate delivery on the new conversion, according to Lennie Schneller, executive. He listed the cost of the complete changeover at \$74.50. Sporting a new, multi-colored back-

Vets Shuffle

NORTHPORT. L. I., N. Y., March 25.—N. J. Pierce, chlef, special services at the Veterans Administration Hospital here, is buying a series of regulation shuffleboards for use by hospitalized vets. To further promote interest in the boards, Pierce is planning to set up tournament play.

Shuffleboards have proven excellent recreation mediums for hospitalized vets in other parts of the country. A group of paraplegies at Hines Hospital, Hines, Ill., have been competing as a team for the past year, working their way high up in the Four-State Tournament conducted in Chicago last summer.

Purveyor to Show at ACMMA; 11th Shuffle Company Signed

American Coin Machine Manufacturers' Association (ACMMA) con-

also the maker of Shuffle Bowl, a complete kit for converting a shuf-

turers' Association (ACMMA) convention approached the S.R.O. stage as far as exhibit space, it appeared that a total of 11 firms would display products in the shuffleboard field. This week Purveyor Shuffleboard field company, Chicago, signed for space and Exhibit Supply Company, Chicago, increased its booth display quarters from three to five booths. Only six booths of the 116 put up for sale remain.

Purveyor makes a complete line of shuffleboards and accessories. Exhibit Supply, one of the old line principles and coin Machine Service, all of Chicago; Valley Shuffleboard Company, Bay City, Mich., and King Pin Equipment, Kalamazoo, Mich.

Calendar for Coinmen

March 26-31—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago. March 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford,
March 30—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.
April 3—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
April 3—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.

April 4 and 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

April 5—Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building,

April 6-Washington Music Guild, Inc. (WMG), monthly meeting,

April 6--Washington Music Guild, Inc. (WMG), monthly niceting, Washington.

April 11 and 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadway Hotel, Philadelphia.

April 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit, April 13 — Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington, April 20-22—National Peanut Council (NPC), annual convention. Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago, April 25 — Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago, May 22-24—Punchboard, Ticket & Novelty Industries' annual convention and exhibit, Sheraton Hotel, Chicago.

May 31-June 3 — National Candy Wholesalers' Association (NCWA), annual convention, exposition, Hotel Commodore, New York.

York.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 26-28—Coin Machine Institute (CMI), annual convention, exposition, Stevens Hotel, Chicago.

(Association officials are Invited to submit convention and scheduled meetings information to The Biliboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Trade Directory

New Equipment

ABC Bowler—shuffle game—J. H. Keeney & Company, Chicago. Bowling Alley—shuffle game—Chl-cago Coin Machine Company, Chi-

cago.
Dreamy—five ball—Williams Manufacturing Company, Chicago.

Change of Address

Canada Dry Ginger Ale, Inc., moved from 100 East 42d Street to 100 Park Avenue, New York, Futuramic Machines, Inc., moved from 20 East 35th Street to 2303 West-chester Avenue, New York.

Personals

The Paul F. Beich Company, Bloomington, Ill., appointed Harold E. Walsh as general sales manager.
Coan Manufacturing Company, Madison, Wis., appointed Frank Doyle

Madison, Wis., appointed Frank Doyle as sales manager.
Sam Moss, head of Moss Vending, was elected secretary of Amusement Machines Association of Philadelphia.
Yale & Towne Manufacturing Company, Stamford, Conn., announced: Otto G. Schwenk, vice-president in charge of production, was elected to be board of directors; Henry Palau became assistant to the director of industrial relations in charge of plant protection and safety.

Purchases

protection and safety.

Minneapolis-Honeywell Regulator Company, Minneapolis, purchased the Micro Switch division of First Industrial Corporation, Freeport, Ill. Schilling & Fischer Dispensing Company, Chleago, purchased the Paul Derringer, Inc., milk vender route in Chicago.

pany, Brooklyn; Daneo Coin Machine, pany, Brooklyn; Danco Coin Machine. Parkway Machine and A & A Coin Machine, Baltimore; Asco Vending, Newark; T. B. Holliday & Company, Charlotte, N. C., and the Cleveland Coin Machine Exchange.

The William Wrigley Jr. Company, Chleago, appointed The City Candy & Tobacco Company of Los Angeles to cover Southern California and Arizona.

BOARDS HIT JACKPOT

(Continued from opposite page) either purchased the board outright or arranged for its permanent in-stallation via an operator.

stallation via an operator.

These clubs, to a great extent dependent upon their social activities for their existence, have found the competitive angle of shuffleboard advantageous and have formed interorg leagues or sponsored tourneys. Largest segment of reguiar players has come from those men who do not play eards.

play cards.

In line with the club placements, vet orgs are again prominent. Many American Legion, Veterans of Foreign Wars and Disabled American Veterans posts have already tested usage and have arranged for permanul testallations. In many of these usage and have arranged for perma-nent installations. In many of these spots boards are set on the dime-play rule, with the club accruing the profits in its treasury.

One of the major reasons advanced for the popularity of the clubroom shuffleboard is maintenance feature which can be handled by club per-

ASLI CHAMPS

(Continued from opposite page)

Distributors

Lehigh Foundries, Easton, Pa., appointed James V. Cherry, 361 Avon Avenue, Newark, N. J., to cover the Northern New Jersey, Eastern New York and Connecticut areas,
Topps Chewing Gum. Inc., new York, appointed: Northwestern Sales & Service and J. Schoenbach & Comnounced soon.

(Continued from opposite page) according to a schedule still to be anounced. Trophies will be awarded without the local league level to the coast-to-coast event.

Poulsen and James said further details, including a breakdown of State-by-State prize money, would be anounced soon.

PUCK PATTER

Union City, N. J.:

Frederick Jordan. American Shuf-fleboard Company's sales manager, fleboard Company's sales manager, reports that a recent report to the effect that Joe Donovan had resigned was in error. Donovan resigned his post as publicity director of National Shuffleboard and had never been associated with American in any capacity. Mcanwhile, American continues to do a top job of promoting shuffleboard play and will be exhibiting its line at the ACMMA show in May.

Ken Poulsen, field director for American Shuffleboard Leagues, Inc. (ASLI), was in town last week to confer with Howard James. American's advertising manager. They worked out details of the national and State tournaments ASLI is sponsoring in Muy. Following the confab, Poulsen took off again, on a biz trip thru Southern territory.

Chicago:
Herb Perkins, head of Purveyor
Shuffleboard, forecasts a marked increase in shuffleboard play, as well
as renewed operator interest, following the All-Industry Coin Machine
Show here May 22-24 at the Hotel
Sherman. It was in this hotel that
the coin machine industry first
viewed the boards on a large scale
during the 1949 CMI Show.

Julian Crum, Shuffleboard Specialists, reports his firm will also be
among the exhibitors at the industry
show. Firm has been noting an upswing in shuffleboard Interest these
past few weeks and expects even
more interest come the late spring.

more interest come the late spring.

Manufacturers of Slick Shuffle-board Wax have appointed Badger Sales Company of Los Angeles as local reps to expedite delivery to West Coast operators, Jack Leonard. of Badger, reported.

F==== GET IT AT PURVEYOR—SAVE \$\$\$\$ =====

WHILE THEY LAST! YOUR CHOICE-

Thoroughly Reconditioned

SHUFFLEBOARDS!

ROCK-OLA—16'-18'-22' NATIONAL—20'-22' MONARCH—18'-22' VALLEY—22'

PURVEYOR-18'-22' and we and other brands, 20'+22', NEW PLAYFIELDS

ELECTRIC COIN SCOREBOARDS

SHUFFLEBOARD SUPPLIES SCORESHEETS, 1,000 ... BRAND NEW SHUFFLEBOARD MAPLE TOPS 125.00 PURVEYOR PUCKS

"CLAMP-ON" SHUFFLEBOARD 12.50

SHUFFLEBD, ADJUSTERS, Complete 12.00 SHUFFLEBD. BOWLING PIN SETS., 15.00

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USED, RECONDITIONED, CAN'T BE TOLD FROM NEW, \$179.50 United Shuffle-Alley

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COINMEN YOU KNOW

New York:

Martin Berger, president of the Clgaromat Corporation, drove to Chi-cago last week to get his booth set up in time for the opening of the National Association of Tobacco Distributors confab Sunday (26). Other Cigaromat execs who went along in-cluded Harry Weiner, veepee, and John Morales, engineer. . . Al Blen-dow, Automatic Products sales man-ager, was rushed to the hospital last week for an emergency appendec-tomy. He is expected back at his desk in a couple of weeks.

Ed Hanna has joined Simon Sales as jobber and distrib rep. He was former owner of a large route in Utica, N. Y., where his brother, Joe, heads a distributing firm... Harry Berger, of West Side Distributing, leaves for Florida soon. He will join his family who have been vacationing there for several weeks.

March weather is taking its usual March weather is taking its usual toll among local coinmen. Among the many ailing last week were Jimmy Hopkins, of Hopkins Music, and Bill Goets. of Capitol Automatic. (Senator) Al Bodkin. of Forest Hills Music, tho making his usual rounds, was coughing with the best of them. . . . George Briggs left last week for a southern trin a southern trip.

Moe Bloom, of Crest Music, has hought the juke route known as Galhought the juke route known as Gallant Music. . . Barney Schlang, of the local jukemen's union, cele-hrated 10 years of wedded hliss with wife Tillie last Friday (17). . . . Returning from Florida last weck were Sid Levine, rested up after the hectic Music Operators of America confab two weeks ago and Days confab two weeks ago, and Dave Lutzker, of Premier Music.

Anothery Caruso, of C-Eight Labs, and Law Jaffa, whose Eastern Electric Corporation handles sales of the firm's console Electro eigarctte vender, headed for Chicago last weck to be on hand at the NATD show. They report that the recent switch to a new sales and service policy has resulted in a 100 per cent sales boost.

Pete Foster, sales manager of Spacarb, Inc., now in the midst of a

wing to the West Coast and back visit cup vender ops. . . . Jack Rob-erts has stepped down from the Mu-sic Guild of America board, since he is no longer active as an operator. His place was taken by Al S. Cohen. of Ajax Music, alternate. . . Paul Elgin, Jersey op, has sold his phonograph route to Art Distributors.

Tony (Rex) Direnzo and Leo Knebel, of Rex-Lee Enterprises, have started a new route service, contracting to handle jukes for ops on a fee hasis. A flat fee is charged for each phonograph, with the schedule grad-uated in favor of larger routes. Their territory includes Manhattan, Brook-lyn and the Bronx. They claim, tho, they still have time to turn out Rex-Lee Aireon conversions.

Charlie Lipton, of the National Rejectors Service Company, attended a bottlers' meet in Boston last week. . . . Hal Cook and John Trifero, of Capitol Records, sat in on an Auto-matic Music Operators' Association (AMOA) board meeting Tucsday (21), chairmanned by Al Denver, AMOA, president.

Vital Statistics

Deaths

Anthon M. Strom, father of Clifford M. Strom, The Bill-board, March 21 in Chicago foloodra, March 21 in Chicago fol-lowing a major operation. Also surviving are the widow, Mrs. Hilfred C. Strom, and Leslie L., son. Burial March 24 at Acacla Park Cemetery, Chicago.

Detroit:

Harry Lipsitt is establishing a route of penny nut and candy venders under the name of the Allan Vending Company, with headquarters on West Buena Vista Avenue. Lipsitt, who is also a university student is running the route himself. Lipsitt, who is also a university student, is running the route himself, but his mother, Mrs. Betty (M. J.) Lipsitt, is handling the bookkeeping operations. Ben Okum, of the O'Kay Vending Company, was the victim of a severe cold. His associate, Al Ash, has been his chauffeur during his illness. Isidor Edelman, of the Edelco Manufacturing & Sales, also appeared on the sick list when he was forced to go home from when he was forced to go home from an association meeting. . Sauve, of Sauve and Son, was in Chi-eago on a brief business and buying

Sol Boesky, old-time coin machine operator, who now runs Sid's, leading East Side cafe and night spot, may return to the machine field in the near future. He is reviewing the present status of the industry.

Thomas A. Beers has sold his route of venders located in Ohio and Michigan and has gone into the shop apron manufacturing field.

Charles N. Giacona has re-registered title to Metro Vending Service, operating a route of eigarette and candy venders. Arnold M. Fleisher has moved the Veterans Automatic Music Company, formerly on Martin-Sol Boesky, old-time coin machine sic Company, formerly on Martin-dale Avenue, to Northwestern De-treasurer of Edelco Manufacturing & Sales, reports a pick-up in the demand for the Belgian type pool

Morris Goldman, president of the Michigan Automatic Phonograph Owners' Association, was in Chicago for a week attending the music convention. . . Vincent P. Nosck, of Variety Vendors, is adding some candy machines to his operation. . . . (See DETROIT on page 122)

Houston:

S. H. Lynch, president of S. H. Lynch & Company, Dallas, Seeburg distributor in the Southern and Southwestern States, was in the city on a business trip. He made the Houston branch of S. H. Lynch Company his headquarters while in the Southern Texas territory.

Conklin & Williams Amusement Conkin & Williams Amusement Combany, manufacturers of the Tex-an Shuffleboard and South Texas distributor for the O. D. Jennings line, recently moved from 1711 Lee-land Avenue to 1009 Washington Avenue. Hazel Conklin and Bill Williams are owners of the concern. The Texas Shuffleboard manufactur ing plant is also located at the Wash. ington Avenue address.

Sam E. Ayo. owner of Standard Music Distributor and producer of the Ayo Label, popular and hillbilly records, returned from an extended trip in Missouri and surrounding States. One purpose of the trip was to contact new and proven recording artists in connection with plans to expand production of the Ayo label.

Cleveland:

W. A. Jenkins, president of Atlas Manufacturing & Sales Corporation here, last week reported the firm has almost doubled its sales and produc-tion of bulk merchandise units within the past year. Introduction of three new venders, now on location three new veneers, now on accarion tests, together with an expanded advertising and sales promotion program, is expected to bring further increases in sales and production during the year, Jenkins said.

Indianapolis:

The Music Operators' Association of Indiana, Inc. (MOAI), held its regular monthly meeting Monday (20) at the Janes Music Company offices. A motion was made and discussed to A motion was made and discussed to increase the membership by inviting other operators of coin devices to join MOAI. No definite decision was reached, and the motion was tabled for further discussion at the next meeting April 3.

Midland Music Distributors, Inc., received its first shipment of the new 1250 model of the Wurlitzer phonograph. . . Sicking, Inc., is displaying Genco's South Pacific, Chicago Coin's new Bowling Alley with plastic pins, new United Shuffle Express and Nation Wide's Shuffle Roal. These late arrivals are file Pool. These late arrivals are meeting with good success.

The most popular records on local phonographs are "Peter Cottontail" and "Daddy's Little Girl."

Construction on the new Janes Music Company building is progress-Music Company building is progressing rapidly under favorable weather
conditions. Hoosier coin row
visitors last week included Russell
Pennington. of Pennington & Son,
Columbus: Joe Connelly, Automatic
Music Company, Muncic, and William Greenwood, Oxford Distributing Company, Oxford.

Cincinnati:

The Automatic Phonograph Owners' Association will hold its regular executive board meeting Tuesday afternoon (28) in the association offices. The following members are expected to attend: Nat Bartfield. Phil Ostand, Frank Michaels, William Strout, Abe Villinsky, Bill Harris and Charles Kanter. ris and Charles Kanter.

Kanter held a meeting last week with his committee on public rela-tion work between the tavern own-ers and operators to promote good will and get more plays on the phonographs.

Sam Gorros, owner and operator of Arcadia Sales, is leaving for Flori-da for a one-month vacation. His wife and two sons will accompany him. . . . Charles Streicker, associated with Diamond Vending Company, has returned from London, Ky. His wife and daughter will remain for a longer stay.

Milwaukee:

While Harry Jacobs Sr., of United, Inc., is basking on the sunny sands of Florida, things are moving fast hack home. Harry Jacobs Jr. and Al Rogahn. manager here, are impatiently awaiting shipments of 1250 Wurlitzers. Recent visitors who patiently awaiting snipments of 1250 Wurlitzers. Recent visitors who were unable to attend the 1250 unveiling were D. J. Tarrell. of Cuba City, Wis., and Ray Johnson. of Crystal Falls, Mich.

That for away look on the face of Clyde Nelson, of General Novelty Company, these days, is caused by the fast approaching fishing season. A great sportsman, he is anxious to get after those big ones that got away last season.

Ed Brede, operator of the Brede Coin Machine Company, is home these days recuperating from a stroke suffered three weeks ago Holding down the fort in a very capaable manner is Gene Shew, veteran routenan. Also lending a hand now and then, when he can spare the time from his own string of juke boxes, is Art Wisch, of the Wisch Music Company.

Chicago:

Vince Shay, president of Bell-o-Matic, is back in town after a fast trip to Washington where he attended the Sons of St. Patrick dinner. Both Vince and Grant Shay are receiving commendations from the coin machine field for the public relations program they have started via their institutional advertise-ments. Meanwhile Grant, as pub-licity chairman of the ACMMA convention, is burning the midnight oil working out the details for the

Harold Shaef. Victor Vending chief, made a fast business trip east last week, returning to his office Friday to catch up on the work piling up on his desk. Firm's two new venders are causing much talk wherever they are being shown to operators.

Gail Carter, vice-president in charge of sales, Permo, Inc., is now aboard Art Olsen's boat vacationing in the Florida Keys with Mrs. Carter. Not only has Carter been doing a topnotch job directing sales of phono needles at the firm, but he worked 15 to 18 hours a day during a recent sales meeting, following up a few days later with the MOA convention where he acted as Permoshost to the visiting ops. Olsen, suntanned from his sojourn in the South, plans to leave for the West Coast shortly on a business trip. shortly on a business trip.

Activity at United Manufacturing was at a high pitch last week as the firm tried to keep up with the demand for its Double Shuffle unit. On hand at the factory to keep the ball rolling were Lyn Durant, president; Billy DeSelm, sales manager, and Ray Riehl. Herb Octtinger. comptroller, left for a combination business-vacation trip to Miami last week-end and is expected back at the Chicago headquarters shortly. Visitors last week included Ed Ken-nedy and Gil Kitt. Empire Coin, who had just returned from Baltimore where he attended his sister's wedding.

World Wide Distributors was world wide Distributors was a bechive of activity last week as operators appeared to look at the new line and pow wow with Sales Manager Moniy West and Al Stern, firm head. West says that the Interest in shuffle howling games continues at peak levels. Mary Lennon, Stern's secretary, is also the firm's official

Charley Pieri. Exhibit Supply's sales manager, is back from a suc-cessful swing thru the East and Southcast. He reports that the Shuffle Bowl conversion unit continues (See CHICAGO on page 122)

Martford, Conn.:

Stamford concern, has been named by Gov. Chester Bowles, of Connecticut to serve on the State Full Employment Committee. The job given the newly formed committee is to find ways to promote industrial and agricultural expansion and job opportunities.

Ralph Colucci, of State Music Dis-Visitors and customers are being made welcome at the new headquarters of Art Plunkett, Art's Novelty the Willie Pen-Ray Famechon feath-crweight boxing chambionship fight to the womanly touch of Mrs. Vork, March 17. Pep is a Hartford Plunkett, who is always on the job.

Twin Cities: Hy Greenstein, of Hy-G Music Company, Coral and Brunswick rec-

Company, Coral and Brunswick record distributors, reports he is adding a field man and a record girl to the new department of Irv Gorsen because of the rush of business since the new lines were taken on... Almost the entire crew at Lieberman Music Company has been laid low by the influenza epidemic which has been sweeping this area for weeks. Irene Lake. office manager, is confined to her home. Boss man Harold Lieberman, sales manager Jones Bessler, Hy Sandler and Lew Ruben have been down with the flu... Reports, as yet unconfirmed. . . . Reports, as yet unconfirmed, are that Oscar Schaeffer, sales manager for Midwest Coin Machine Company, operated by his brother-in-law, Jack Karter, has left the firm and entered another business with his father. Schaeffer has been with his tather. Midwest several years, specializing in music and games while Karter has been devoting more time to television and other electrical home equip-

Northwest Engineering & Manufacturing, Inc., of Minneapolis, has taken on the distribution of Acom bulk venders for this area, formerly bulk venders for this area, formerly handled by the Mayflower Distributing Company, of St. Paul.

This being State high school basketball tournament week, operators from especially the eight areas sending teams in to contest, have been deluging distributors requesting tickets and hotel reservations.

Charles Pieri, of Chicago, sales manager for Exhibit Supply Company, is visiting Lieberman Music Company here for several days, mccting operators and talking Shuffle Bowl and the company's new five-ball pin and the company's new filter Bowl game, Be-Bop, which, according to reports, is enjoying good business. Ed Rodseth and Charlie Web ber. Minneapolis operators, who be-lieve that success comes only thru hard work, are expanding their fast-growing route in this area, adding new equipment constantly.

Bob Cross, Jackson, Minn., has given up his retail record shop and is confining himself to his coin machine route which is being expanded to include shuffle bowling novelty games. He traveled to the Twin Cities to pick up several Universal Twin Bowlers Cities to pick up several Universal Twin Bowlers. . . Gerald Olson, Minneapolis coinman, is disposing of his shuffleboard units and turning the cash into novelty bowling games. . . Hy Greenstein, of Hy-G, said that Gottlieb's Bowlette game has caught on like wildfire with operators and that he is telephoning Chicago for more units. Phil Smith, of near-by Robbinsdale, is looking for a home in Minneapolis to be close to his operation. . . Herman Paster, of the Paster Distributing Company, is back in town following a visit to his branch offices at Des Moines and Milwaukee. He plans shortly to leave for Miami Beach to bring his family back to St. Paul.

All Scheiner. Minneapolis operator since 1934, is starting to expand his route by the addition of several new units. . . Rumors have it that a number of operator routes in the Twin Cities are up for sale. . . Jonas Bessler. Lieberman Music Company sales manager, back from a vacation in Mexico, has pictures to show he caught several nice sailfish. He reports that the first deliveries of Wurlitzer 1250s are coming in Harold Lieberman constantly is on the phone with the factory urging for a speed-up in shipments. . . . Darwell Maxwell, Huron, S. D., op-

UNITED SHUFFLE ALLEYS

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Los Angeles:

William R. Happel Jr., of Badger Sales Company, hied himself to Palm Springs over the week-end where he visited Jimmy Hume. Al Silberman. of the Badger Sales vending machine department, says there will be over 100 pieces of vending equipment placed at the San Bernardino air depot. . . . Bill Bradley was in town from his Covina headquarters. . . Ditto for Pete Pelligrino, who operates in Huntington Park. . . . Howard Holtman was looking over some new games on Pico Street last week. games on Pico Street last week.

Perry Irwin. Ventura coin machine Perry Irwin, Ventura coin machine operator, is getting his beach cabin fixed up for the summer season. Ed Wilkes is trying to locate an old juke box for him. . . Mrs. Harry Rowe was making the rounds. She hails from Van Nuys. Hawthorne's Frank Lamb checked on new games.

Jack Simon, of Sicking Distribu-tors, got in a new shipment of Uni-versal's Twin Bowlers. Cele Padwa. the firm's girl Friday, is getting that vacation look in her eyes again. ... Clyde Denlinger left his Balboa headquarters to make the rounds and get things set for the expected Easter vacation rush at the beach re-Easter vacation rush at the beach resort. . . Another visitor was Ivan Wilcox, who operates in Visalia. . . . Cecil Ellison. Lancaster operator, was also seen on Pico Street. . . . Charlle Cahoone was in from Long Beach to look over new equipment.

Jack Johnson sold out Modern Jack Johnson sold out Modern Amusement Company of Long Beach to Gene Sessions, one of his asso-ciates. Johnson leaves for the Mid-west to enter a new field. . . Ray Brandy, Brea coin operator, was re-newing acquaintances on Pico Street. . . Ditto for Lawrence Raya. . . Also seen on soin machine row were Also seen on coin machine row were Howard Taylor, who operates in San Bernardino, and Ken Ferrier, Oxnard coin machine operator.

es Jordan, Coronado coinman, is selling Shipman's new vending machine. And it's going very well, he says. . . . Lloyd Hilligoss was in from Long Beach. He operates the Pokerino game on the Pike.

Paul and Lucille Laymon, of the Paul A. Laymon Company, rushed home when informed their dog had been hit by a car. Despite his advanced age the pet is thought to be out of danger. Incidentally, Ed Wilkes is getting in a new shipment of Geneo's South Pacific. Looks as if the same has really south to. if the game has really caught on. . . . Gary Thompson. Long Beach operator, looked over the new games on Pico Street last week.

Al Weymouth, of Weymouth Service, reports the first two shipments of the new 10-column model Electro of the new 10-column model Electro cigarette vending machine wcrc sold out in a matter of days. The firm is awaiting a new shipment to fill advance orders. . . Mr. and Mrs. Tony Limon were in from the Bryn Mawr operation. . Other recent visitors were Mr. and Mrs. Francis Budroe, of Canoga Park.

erator, came to town to buy equipment and brought his wife along to do some family shopping. . . Jim and John McNeis report their Minneapolis rifle sport arcade in down-town Minneapolis getting extra heavy play last week due to the Stato basketball tournament.

Angus Grant. Minneapolis, reports that the Gottlieb Bowlettes he has out on location are money-makers.

Wesley Hanft, Austin, Minne, operator, is so busy he hasn't got time to come to the Twin Cities so he is ordering new machines via telephone from distributors here.

The Totake brothers, of Fairmont, Minn, were in the local coin machine market looking for equipment to add to their route.

Chuck Karter, Star Novelty Company, St. Angus Grant, Minneapolis, reports to add to their route. . . Chuck Karter, Star Novelty Company. St. Paul, took time off to come to Minneapolis to buy some equipment for his locations.

San Francisco:

George A. Miller, back from Chicago, where he was elected for the third time as national chairman and treasurer of the Music Operators of

Arthur Unger, of Arthur Unger Company, Inc., is very bullish on popcorn sales. An expanding population within the bay area has meant greater patronage of theaters and this means more popcorn consump-

Les Fisher, who has been along Golden Gate Avenue the past 20 years, is now in charge of rebuilding used sets at Jack Dolan's. Dolan is in the Northwest where a new market for pinball games has opened.

Tony Munkdale dropped into the Viking Specialty Company which is his headquarters while he is in San Francisco. Tony, who has operated coin phonographs on the peninsula for the past 15 years, says competition is getting quite keen. Many new operators, he thinks, who spend large initial amounts for the latest in coin phonograph installations will never recapture their investment because they haven't appraised the money-making possibilities of their location. As he puts it, "You aren't warranted in spending more on equipment than the location is worth to you in potential revenue."

Mrs. Church, with the E. T. Mapo Distributing Company, reports that six of its phonograph routes have been sold to George Humphreys. January and February have seen an increase in shuffle games' sales, states Mrs. Church. Rock-Ola in particu-lar has been getting a good play.

Ed Nielson, at Capitol Records, maintains that the bay area listening public's demand for records is a lot different than in other parts of the country. Probably one of the reasons for the difference be thinks the country. Probably one of the reasons for the difference he thinks is that San Francisco has become (See San Francisco on page 122)

Washington:

Something new has been added to the amusement facilities at the Rock Creek Park Zoo concession. Harry Leach, who runs the concession, re-Leach, who runs the concession, reports that his latest acquisition is an Exercycle purchased recently from Exercycle of Philadelphla. It's the same type of machine President Truman uses to whittle his waistline. Patrons at the zoo whose nickels hold out can get similar results. The machine provides a one-minute ride for 5 cents. Leach reports the Exercycle is proving popular with the tecn-age crowd and adults. It's a cross between a blcycle and a row-boat.

Leonard Abrams, of Leonard Mu-sic, Inc., has joined the exodus from Washington to Florida. Abrams is enjoying a vacation at Miami Beach.

The Amusement Arcade at 419 Ninth Street N.W. is featuring a couple of new pinball machines, 21 and South Pacific. James Chappell. who works at the Arcade, reports the new machines seem to be the most popular in the shop, judging by the number of patrons playing them. ber of patrons playing them.

liere's a report on the music front from Jim Schwartz. of Schwartz Brothers. Eileen Barton's waxing of "If I Knew You Were Coming I'd've Baked a Cake," is doing extremely well right now, thanks to the plugs it's been getting from radio disk jockeys. Music operators are flocking to buy Frankie Laine's new record, "Swamp Girl." Looking to the immediate future, Schwartz predicts that "Journey's End," with Dinah Washington on the vocal will be a hit. Within the first few days after he received his shipment of this new he received his shipment of this new platter, Schwartz says he sold several thousand copies.

That coin-operated hair dryer distributed by the Washington Coin Machine Company is proving popular with the patrons of beauty salons (See WASHINGTON on page 122)



CALLE

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Seeburg DS	B-1Z, 5/10/25	17.00 Wurlitz	er 3031, 5¢; 30 Wire 13.	50
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Cinderella 44.30
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Dale Gun					75.00
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all plestic \$19.50 Supreme Shuffle-Lite, ex-cellent construi, plexigles shield, plestic \$21.50

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Record Reviews

(Continued from page 38)

ARTIST

LABEL AND NO.

TUNES COMMENT

BLUES & RHYTHM

SON QUINTET Kangaroo's Birthday Party
Uninspired Item comes briefly to life in the last
chorus instrumental romp.

Gimme a Pound o'Ground Round Pleasant novelty blues is delivered in polite Louis Jordan fashion right down to the Fat Man's vocatizing.

PEPPY PRINCE & HIS
SUGAR MEN
Selective S-118
Sugar Man, Parts 1 & 2
This two part epic is an effort to emulate "The
Honeydripper," Has the same monotonous beat and
ensemble vocal pattern but an over-recorded tenor sax
drowns out much of the effectiveness.

VAN "PIANO MAN" WALLS Atlantic 904

Ain't Gonna Scold You

"Spider Sam" effectively warbles a slow blues with fine rocking band support which sets a deep mood. Southern market particularly could use such an item. Tes Nah Nah
Easy rocking medium blues is persuasively delivered by
Sam while the band establishes a firm mood and
builds a toe-enticing beat. Catch-phrase ahould sell this big.

GENE MORRIS & HIS HAMPTONES Spire 11-004

ROY ROGERS

BUZ BUTLER

TERRY GILKYSON

GENE AUTRY

JERRY JERICHO

WEBB PIERCE

BILL & POLLY

HARRY MEADE

GENE AUTRY

olumbia (33) 1-575

Smooth Evening
A medium bopper has some good jazz moments and
little else. Next tune is delineated in the opening bop

Carlena's Blues (Sonny Parker-Gene Morris) Parker shouts a rather ordinary slow blues in a performance which is enhanced by some fine Morris

Where Were You, Pretty Baby?
Robinson shouts or mody, effective allow blues:
waiting tenor sax sustains the mood while an Intriguir
rhythm figure rides the last chorus home solidly. HUBERT ROBINSON Macy's 5005

Roogie the Joint
Medium boogie blues shout builds nicely in the "Good
Rockin' Torright" formule but the tenoring lacks the

COUNTRY & WESTERN

Peter Cottontail
The cowboy king's version of the new smash doesn't benefit from the more hep-than-hippity Jazz orking.

Next to the X in Texas Lively booster song is for the Southwestern market. GEORGE MORGAN Columbia 20678

Lucky Seven
Happy Birthday-to-Mother song is delivered in effectively
time, throbbing fashion, the idea is a bit reundabout. Angel Mother
The lines hit home with more directness here. A thoroly
penetrating effort by Morgan.

A Year of City Livin' Man finds his girl has changed and delivers his comments in polgnent energetic style.

1 Framed the Wrong Picture Zestful, bouyart warbling here is alronger than the material.

The Lady From Laramie Writer of "Writer of "Writer of "Write Goose" has an excellent bary soice, and accommentes himself on often. Number is a traditional type folk song for collectors.

Little King
Beautiful original sons by Gilkyson has the quality
of a deep-rooted folk sons. He Interprets R with
warmin and profundity. Unlikely to register with
country buyers, tho.

Take Me Back To My Boots and Saddle A multitude of Autry regulars and plenty of cowboy minded kids will provide a large market for this standard waxing.

Dust The this dramatic Western opus has been slow in taking hold, the simple, straightforward Autry rendi-tion should be a coin-catcher.

I Sail My Ship Alone Despite a retention refrain, there are many labored lines here. Jericho managés to make it sound as the he means 'em.

I Loved and Lost
Slow, but dancey lost-love ballad directly stated, and
Jericko gives fit a sincere randition. New Panhandle Rag

warbled with gusto, and features some fair-enough steel quitar. Groovie Boogie Woogie Bey

Oedication to an unidentified Souther tailored here for the Southwest buyers. Sleepin' Against the Station

More clarity would help this waxing. Number is a slightly carey novelty of the hobo veriety. Mountain Dew Due turns in a conventional night club hitfortly apus with jazz clarinet and fiddle solos. For the city trade.

Yellow Dog Blues
Regain' rural plane thumper, with rhythm, provides
some bouncy, danceable hominy.

Lonesome Road Blues
Actually another rag, similar to the flip.

Pater Cottontall Indications are that this will duplicate "Rudolph's" run in the folk, kidisk, and pop markets. The Fenny Little Senny Little burry sage is more for the support market.

ER 66--66--65--67 74--74--70--77

70--70--67--73

75--74--74--78

85--85--84--85

56--57--56--55

62--62--60--65

75--75--72--77

67--67--64--70

75--72--76--75

71--72--70--70

74--75--75--72

83--84--84--82

77--78--77--77

72--72--72 74--74--75--70

78--83--80--72

76--76--78--72

80--80--80--80

72--73--72--72

74--75--74--73

73--73--72--74

73--75--72--73

66--68--65--65

61--64--60--60

69--68--68--70 71--70--70--72

92--92--92

80--83--84--74

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The Billboard

Cincinnati 22. Ohio

Record Reviews

ARTIST LABEL AND NO. TUNES

COMMENT

COUNTRY & WESTERN

PAUL KIRK Hill & Country 105

Raggin' On Country rag instrumental could be used for round or square dancing. Fine spark and down home flavor

Tennessee Waggoner
This one's a reef, and it's well-played by the banjo, findle, and all. Liveller recording sound would have

RICKY RIDDLE
(Hal Bradley Band)
Tennessee 713

Riddle's warm, resonant bary pipes show to fine effect in a retentive throther.

Smoke Comes Out My Chimney Just the Samo Warbler tells his "ex" why she's no longer needed. An infectious, entertaining hunk of material. 81--82--80--80

JOCKEY

71--72--70--70

68--68--68

78--78--78

75--77--75--73

76--75--74--78

78--79--77--78

67--66--66--70

72--70--76

64--64--63--68

75--78--78--70

82--84--82--80

68--68--68--68

78--78--78--78

66--65--66--70

74--75--74--74

78--78--78

77--77--78

63--60--68

59--58--58--60

79--80--78--78

81--82--80--80

TOR

HOT JAZZ

THE CHARLIE MACK U 235 SEXTET Paradox 1001

CHICK WEBB ORK

WILLIS JACKSON

ORK Apollo 801

60--64--60--56 Bop group does creditably with an instrumental 65--70--66--60 Yoicks

Ingenious ensemble passages here out some of the name bop groups. Solos all first rate. Combo is worth looking into by jazz spot operators.

AMMIO
Worthy reissue of an excellent example of the pretty
alde of the late Chick Webb's fine band. Tune's
the lovely Ellington piece. 78--80--76--78

Harlom Congo One of the finest big band swing sides ever made is this seat and life pleasurable to have it around again. A thrilling record which will find new generation customers when the jockeys get to it.

Dance of the Lady Bug Gutty tenoring by Jackson highlights a compact rhythm rocker which employs a neat tune.

Wild honk-and-queek tenor sax work pushes this high-plying rapid tempo original, which is cut from the Bosie band cloth.

INTERNATIONAL

VICTOR ZEMBRUSKI Continental 6-1287

MARCEAU BURTON

HENRY SALVADOR Polydor 560,039 (French)

ORK Decca 45093

KOSHER-

JAMMERS RCA Victor 25-5098 (Jewish)

The Flying Red Horse Polita Lively polita takes off on the familiar gas com-mercial giromick. Leo Parls' new lyric gives it a 79--80--78--78 strong commercial tinge.

Express Polka Bright Polish hop is Instrumental all the way. Tembruski hands it a strong dance beat, but that's

The Windmill Walex
French musette waitz is suitable for tavern boxes in
most working-class makes.

Not Afraid Specially-styled French polka is mora limited to French locales.

Maladia D'Amour Maladie U'Amour The "French Buri lives" crooms, strums and chirps bla way thru an intriguing French West Indian folk song.

Way the second of the second o with the crooner accompanying himself on guitar, doesn't require a knowledge of French. An es-pecially great hunk of disk here.

THE LAUSCHE TRIO
Continental C-422
(Slovenian) Ne Gremo Domov Except for a short chorus, this is a typical, bouncy Slovenian polka instrumental. Nothing special here.

Pod Hrastom Exeller Yankovic Instrumental is mighty strong polika fare. Not limited to Slovenian nabes, this should do fair business on the boxes.

Harvest Moon Rheinlacnder THE RATHSKELLER FIVE Continental C-1284

Salon-type group plays the little dence piece pleasantly, but unexcitingly. Okay for a bright waitz in German, Polish and Bohemian nabes. Homestead Polka

loud, Polish polka Instrumental should provide steady-selling standard side. FRANKIE MULLEC Oh Dear Polka

Squeeze polka in the Slovenian style is a clean, top-flight instrumental for followers of the Yankovic style. ORK Continental C-1285 There Was a Time
Pleasant waits is in today's most acceptable police-band style. Vocal is also good.

THE INTERNATION-AL BRASS BAND Continental C-1279

You-Hoo Polka Bohemian and Germanic nabes may provide a limited market for a so-so march-polka. The Round-About Polka Similarly undistinguished brass-band stuff.

Yiddish Jam Session Kata' are instrumentalists turn in an exciting freilash with clarinet and trumpet as standouts. No gag stuff on this one. MICKEY KATZ & HIS

St. Louis Blues Gaggediop Yiddish version of the standard provides a hilarious side for the comic.

RELIGIOUS

THE FIVE TRUMPETS
Coral 65027

Jesses Hits Like the Atom Bomb Messer was taken over from Selective Records. Figures to do big business via the stronger distribution 82 -- 84 -- 84 -- 77

Bread of Heaven
Male group gives a round, sobust harmony rendition
of a slow-paced spiritual standard. (Continued on page 120)

76--76--76--NS



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Record Reviews

(Continued from page 119)

ARTIST

LABEL AND NO. COMMENT

RELIGIOUS

THE MARY JOHN-SON DAVIS GOS-PEL SINGERS Atlantic 993

MAHALIA JACKSON

He Has a Way That's Mighty Sweet Spontaneous hymn shouting, with congregational fervor running high tabs this one for fast selling in the spiritual field.

TUNES

I Need Thee
The ferror is here, on this surge side, but it lacks
the impact of the rocking file.

Just Over the Hill, Parts 1 & 13 Are spiritual thrush starts the two-sided work in style, then breaks into near walking pace. An intense, penetrating effort. Should find a big market.

LATIN AMERICAN

PEREZ PRADO RCA-Victor 2J-1558

A Romper El Coco (guaracha) Exciting Afre sheet is aided by some modern hibited plane and ork biasting from Prado. side for rhumbaddicts. modern, unin-

side for rhumbaddicts.

Pachito E-Che (mambo)

More of the same, at a slower, more universal tempo, with more group chanting and powerful rhythm. Top stuff for Latinophiles.

CLASSICAL

MARIO LANZA RCA Victor 12-1106

Mattinata
Original Italian folk song version of "You're Breaking
My Hearl" is warbled with plenty of guts by the
tener. Okay for Jukes that play 12" disks.

O Sole Mio
The movie tenor handles the standard-gone-pop "There
No Tomorrow" with big gorgeous voice but not much
warmth. Large disk could pick up coln on Seeburgs.

80--80--80--NS

RATINGS

DISK

JOCKEY)

E R

81--82--80--NS

71--72--70--NS

80--80--81--NS

81--82--80--80

82--82--82--82

80--80--80--NS

ALBUM REVIEWS

(Continued from page 44)

WALT DISNEY SONGS — Happy Smith-Frank DeVol Ork (3-10") Capitol (33) DC-3057

Capital (33) DC-3057 Uncle Remus Said; Look Dut For Mr. Stork; When I See An Elephant Fly; Casey Jr.; Little April Shower; Give a Little Whitste; Heigh-Ho; Bluddle Uddle Um Dum; Whistle While You Worf; Dwarf's Yodel Song; Hi Diddle Dee Dee; Little Wooden

Head.
Altho Smith's smiley style is well suited to numbers of this sort, few of the songs can mean anything to children if they're taken out of their story context. Unless a child has seen each of uning to eniloren in they're taken out or their story comets. Unless a child has seen each of these Disney flicks and remembers them well, he'll be left high and dry. Album is attractive, and that'll probably help.

JUKES

Not suitable.

Okay If continuity

JOCKS Okay If continuity can be woven in.

SONGS OF CHARLES TRENET—Charles Trenet (1-12") Columbia (33) ML-4275

Trenet (1-12")
Columbia (33) ML-4275
La Mer; Marie, Marie; Quand Jietals Petit; Le Vicilit; Le Oiseaut De Paris; Annie-Anns; Bequine: A Bango; Les Enfants S'ennuient Le Dimanche; Vous Oubliez Votre Cheval; Nop-Nop; Jardin Ou Mors De Mai; La Route Enchantes; Menimonatant; Tout Ma Sourit.
This big collection is composed entirely of Trenet compositions, sum by Trenet. Most have been available before, but the large selection points up the fact that this is one of the top tweenmiths around today, and shows where most of the cerrenet Gallic stylists derive from. Naturally, the language barrier will limit the sale pretty moch to carriage trade and francophiles.

JUNES

Not svitable:

For special spots only

HAYDN: SYMPHONY NO. 101 IN D
MAJOR & SYMPHONY NO. 92 IN
G MAJOR—The Philadelphia OrkEugene Ormandy, Dhr.; The Cirveland Ork-George
Szell, Dir. (1-12")
Columbia (33) ML-4258
Two of Haydn's most popular and most profound
symphonies constitute an excellent LP coupling.
The two works, cut by different orks, offer an
Interesting contrast of styles, yet neither interpretation is likely to upset the purists. The Philadelphians' larger group makes Haydn robust and
pleasant-like, while Szelf's crew goes in for a
more silken line. Recording of both is fine quality.
JUKES
Not sultable.

Popular classics that
can hold a big audience.

1303 WEST PICO BLVO. C. A. ROBINSON & CO.

- Happy Jack 68 SQUARE DANCES—Pluta Pete (1-10") 75

SQUARE DANCES—Pieta Pete (1-10")
Followays (33) Fol 1
Step-Right Back; The Steam Boat; Duck for the Oyster; Rickett's Hornopie; Red River Valley; Loody Lou; Shoo Fily; Buffalo Gals; Brown Eyed Mary.
The vallee of several square dances as a long-playing disk is questionable. While long length is destrable in a single selection the dancers usually need a rest between dances. At any rate, the music here is good, and the caller is excellent. He keeps a steady floor d instructions going, so it's not easy to get lost. Booklet, with pictures, repeats and augments the callers' contribution. JUKES
Not suitable.

Okay for barn-dance 1893.

BLOCH: SACRED SERVICE—London Philharmonic Ork-E. Bloch, conductor (1-22") London (33) LLP-123

London (33) LLP-123

A major religious choral work, conducted by the composer himself, is a rare thing on disks. This one may have some trouble fapting its market, however. Composed for the Service Is a Jensilh Reformed synagogue, the music is closer to the style of the Western churches than to the traditional feeling of most Hebrale music. Occasionally in the excellent basis-bary chanting of Marko Rothmiller, the carrior, some of the modal writing and typical inflections are noted. Despite its hybrid nature, however, the work is obviously born of a deep, noble feeling. It's skillfally written and the performance is a worthy one. Bioch himself wrote the excellent, informative program notes. Text, which is sung in English, is also printed on the cover.

JUKES

the cover.

JOCKS Would fit on a choral connoisseur's seg.

CHOPIN: RONNIE MUNRO PLAYS CHOPIN WALTZES—Ronele Munro Ork (1-10")
London (33) LPB-149
Eight of the most popular Chopin Waltzes are offered here in instrumental arrangements, somewhat in the Viennees style. The oxing and recording produce a rich sound, and the light, metodious material is fine for dancing, dinner music, or plain relaxed listening. Should be a strong, steady item.

JOCKS
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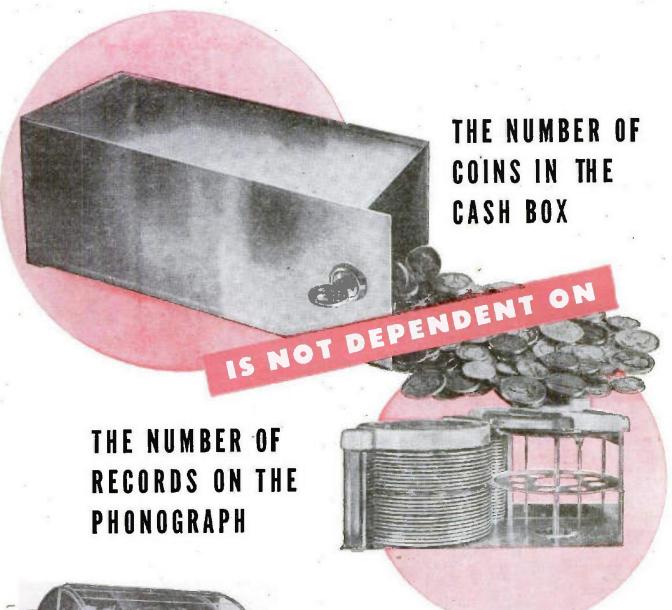
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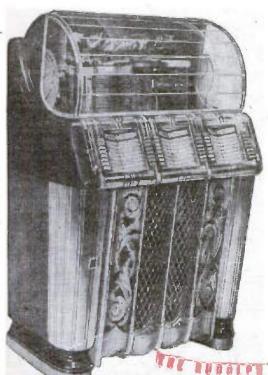
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COINMEN YOU KNOW Feb. Retail Trade

Chicago:

(Continued from page 116) to draw volume orders from all parts of the country.

Over at Nation Wide Novelties Charlie Gillard is enthused over the increased production and scheduled deliveries of Shuffle Pool. Since the game was originally introduced several improvements have been made in both the play of the game and its service set-up. Gillard says the service set-up. Gillard says the game is now giving a top perform-ance on location.

John Conroe believes Keeney's new penny packer for areas where odd penny prices are the rule on cigarettes, will prove a valuable accessory to ops around the country. Quiet in operation, the unit operates electrically. . , Dreamy, Williams new five-ball game, is getting a strong reception in all parts of the country, Vice-President Sam Stern reports. Fully recovered from a recent appendectomy, Stern expects spring business to be a vast-improvement over a year ago in all segments of the trade.

At First Distributors, Joe Kline and Wally Finke report they are still burning the midnight oil in an effort to keep up with business. Kline to keep up with business. Kline realized the extra value of his part-ner last week when income tax deadline time approached. Finke, a certified public accountant, came to the rescue and made out his partner's return in a short time. Kline and Finke say they are pleased with the orders for Keeney products from their Indiana territoria. their Indiana territory.

Jack Nelson. Bally sales manager, states that Speed Bowler is going along at the same brisk pace with along at the same brisk pace with orders piling up from all parts of the country. Among the recent visitors in to see Nelson, Ray Moloney and Herb Jones were Angelo Delaporte. Rex Coin Machine Distributing Company, Syracuse; Harry Hooser, Fort Worth; Si Redd. Redd Distributing Company, Aliston, Mass, and Miss. Company, Allston, Mass., and Miss Bauman. of the Jack Rosenfeld Com-pany, St. Louis. The owner of the pany, St. Louis. The owner of the Rosenfeld firm, Jack Rosenfeld, is re-cuperating from a long ailment but is expected to be in top shape again soon. Earl Moloney is back from a three-week vacation in Florida. Al Sleight. West Coast district manager Sleight. West Coast district manager of Bally, recently completed one of his best selling jobs when he got the fabulous R. F. Jones, of San Francisco, Salt Lake City and Denver, to ride in Sleight's private plane from Denver to Chicago. He even had Jones take a turn at the controls as the plane passed over the Bally plant in its approach to the Chicago Municipal airport.

San Francisco:

a sort of melting pot for people from the 48 States. Because demand is dependent on taste you have such a conglomeration that national public demand doesn't necessarily hold out here. Capitol's three top pop tunes the past weck were the McRae-Stafford version of "Beyond the Sunset," "The Broken Down Merry-Go-Round" with Whiting and Jimmy Wakely and Jo Stafford's rendition of "Dearic." of "Dearic."

Phil Barker, at H. R. Bosford, distributors of Columbia records, reports that 7,200 of the Mary Martin, Arthur Godfrey arrangement of "Go To Sleep," sold the past week, making their top tune. Second place was a toss up between "Enjoy Yourself" with Doris Day, and "Candy and Cake," sung by Arthur Godfrey. Westerns in the top three spots were "Love Song in 32 Bars" by Johnny Bond: "Love and Lies" with Jimmy Dickens, and Ray Smith's version of "Daddy's Little Girl."

Washington:

in Washington. George Genearos, of that firm says it opens up a new field of customers for the beauty shops among those women who object to the heat of ordinary hair dryers. If the popularity of the Penguin dryer keeps up, Genears plans to expand the popularity of the Penguin dryer keeps up, Genearos plans to expand into the apartment house field. Genearos explains that inasmuch as basements of the new apartment houses will soon have all the comforts of home what with washing machines, extractors, dryers, candy, gum, eigarette and soda machines, a logical step would be installing coinoperated hair dryers.

Albert Engel. of McDonald Enterprises, informs that he'a installing C-8 electric cigarette machines, U-Select-It candy machines and Small Rowes for mint and gum. . . . The Pepsi-Cola parent company has taken over a new plant in Virginia to handle the manufacture and distribution of Pepsi-Cola for Arlington, Fairfax and Prince William countles. Officials report an expanded job of merchandising and distribution can be expected in the near future. near future.

Detroit:

(Continued from page 416)
Warren Ayres, manager of the
Vendo Cigarette Company, reports
the cigarette field going along at a
steady business level, altho Detroit
operators would like to boost the
present low margin at the 20-cent
price level price level.

James Ashley, pioneer coin ma-James Ashley, pioneer coin machine operator here, is concentrating upon distributing exclusively, with a line of popcorn and refrigerated candy venders. He also is handling television and record sales, carrying on the old American Novelty name.

William Bufalino, business agent of the Service Drivers and Helpers Local covering the coin machine. Local covering the coin machine field, back from a trip to Chicago, discovered he and the veteran Jack Ferentz, president of the Musicians' Union, are from the same town—Wilkes-Barre, Pa.

In Coin Locations **Shows Normal Drop**

WASHINGTON, March 25.—February retail business receipts showed the customary dip from January but were about even with a year ago, according to a Commerce Department survey this week, which also dis-closed that some types of coin ma-chine locations were lagging.

The chief factor holding up retail trade in general was the high level of sales maintained by auto dealers whose reports to the agency added up to an 18 per cent gain over February, 1950.

The best showing by coin machine locations was made by filling stations, whose sales have been on the upward slant for months. For Februard state of the sales have a pick to the sales have a pick to the sales and the sales are sales as the sales are sales are sales are sales as the sales are sales are sales are sales are sales as the sales are sales a upward slant for months. For February, gas stations showed a pick-up of 2 per cent over February, 1949, tho the shorter month was reflected in a 7 per cent decrease from January. Drugstores recorded almost no change from a year age, but fell off 3 per cent from January.

Department stores slumped 6 per Department stores slumped 6 per cent from both January, 1950, and February, 1949, levels. The overall downswing from January, however, was at least partly due to a rash of early 1950 sales which had the effect of hiking volume but cutting down on dollar income which Commerce uses as a base for estimating business changes. ing business changes.

Eating and drinking places, which constitute one of the most impor-tant juke box locations, slid off still tant juke box locations, slid off shift further from wartime peaks but re-mained well above prewar levels. February business was reported as off 9 per cent from January and 7 per cent from February a year ago. In comparison with the average for 1935-39, however, such spots are doing slightly more than double busi-ness dollar-wise. ness dollar-wise.

Rapids territory last week . . . William B. Warner has sold the Modern Sanitary Sales Company to the Howell Brothers of Warren, O., and is concentrating on operation of a patent medicine store.

Union, are from the same town—
Wilkes-Barre, Pa.

Carl Hill, of the Hill Vending Service, reports a marked upturn in the sale of peanut venders, with a number of operators adding to their route. . . Gordon McBain has ing Company, are readying a new animated type ball gum machine for the market. . . Thomas A. Beers, who specializes in sanitary product venders, made a trip into the Grand

Carl Hill, of the Hill Vending Service, reports a marked upturn in the sale of peanut venders, with a number of operators adding to their route. . . Gordon McBain has dropped plans for development of a new book match vender on which he has been working for some time, who specializes in sanitary product venders, made a trip into the Grand

IT'S TERRIFIC!

Transform any shuffle game into the latest with actual miniature bowling plans that light up! Only 2 minutes to change over with a ROYAL

SHUFFLE-PIN
CONVERSION
Complete with clearance reke and replacement back linins. Just plug in no soldering.

Special Price! Write, wire or

phone Immediate Delivery!

United SHUFFLE ALLEY Excellent \$189.50

CONVERSION \$209.50

Cotiliab Bowlatte
Cence Bowling League
Chicago Coin Bowling
Allay with Pins
Universal Twin Bowler
Evans Shuffle Ten Strike
Keeney ABC Bowler
Rack-Ola Shuffle Lane
Baily Spood Bowler
Exhibit Shuffle Bowl
United Double Shuffle
United Shuffle Express
Cenco South Pacific
Exhibit Bo-Bog

MODERNISTIC DESIGN! NEW 1950 Shuffleboards

Complete With All Maple Tops . . . WRITE

STILL GOING STRONG! **FIVE JACKS**

1c COUNTER GAME

Fast action—big appeal?
1, 2 or 3 coins played at a time. 5 winning traps. 5 big award pockets! No servicing. Foolproof. Only 16x10x15 inches. 100% mechanical. Write, Wire or Phone for Complete Information and

Immediate Delivery!

GENCO GLIDER ditioned \$69.50

SHUFFLEBOARDS Reconditioned like new. 12 ft.,
18 ft., 22 ft. Guaranteed! OVERHEAD WRITE
SEORING UNITS. Specially priced. WRITE
WRITE FOR NEW SPRING SPECIAL
BARGAIN LIST OF REAL VALUES! SHUFFLEBOARDS Reconditioned like new. 12 ft.,

WANT TO BUY CITATIONS, COLD CUPS, LATE 5-BALL FLIPPER FREE PLAY GAMES.

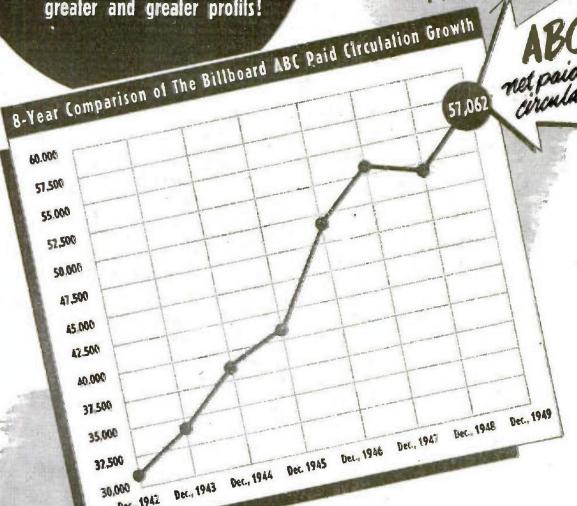
Complete stock reconditioned 5-Ball Free Play Gemes, 1-Ball F.P., and P.O.,

Consoles, Arcade and all other types of Equipment, Write,

Terms: % Deposit, Relatince C. O. O.

Monarch Coin Machine Co. 545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

Year after year after year more and more and more people buy The Billboard to bring its advertisers greater and greater profits!



Again, at the end of 1949, The Billboard's ABC net Paid Circulation, against the same period of last year, showed a 5,002 increase, for an all-time high of 57,062 average net poid circulation!

SMASH HITS!

at WORLD WIDE

WILLIAMS

TWIN SHUFFLE

New available in 8' or 91/2' lengths. or 9½ lengths.
A two-player gamel Dou-ble your earnings with this amazing machine, Players elfernate frame by frame. Automatic scor-catterious new at

DREAMY lat on the Dream -

Parede

A 5-ball game that operators dire on about. Paster play, Faster profits. Naw layout, Planty of action, Has the original tilt reset, Den't miss bit



New Chicago Cola BOWLING ALLEY

EXHIBIT DALE SHOOTING GALLERY Competitivel 1 or 3 players. New, realistic stand-up 3-dimensional plns disappear when kit. Plenty of setten.

A winner, Completely reconditioned — completely repainted, Beautiful \$79.50

GENCO GLIDER

earnings. A "nat-ural" for quick \$85 profits.

SHUFFLE BOWL

SHUFFLE GAMES

SHUFFLE BOWL and SHUFFLEBOARD

Chi. Coin BOWLING ALLEY ... \$200
United SHUFFLE ALLEY ... \$200
Oence BOWLING LEAGUE (G +)... \$200
We carry ell perits and grass for Rolldown Games.

SCORE PADS. Per Pad of 100 Sheets . 40c

ROYAL SHUFFLE PIN CONVERSION Only 2 minutes needed to change your shorte game to a bowling \$29.75

EXHIBIT

BE-BOP High powered, Full of player appeal. Life up 1 to 16 bumpers. Splift second filepers, Action galore.

BALLY SPEED BOWLER

ROLLDOWN GAMES

Here's a game with spead PLUS its fast action means fast profits. Don't overlook this money maker — it's hold.

Terms: 1/3 down, betance

House of

alves

TERMS: 1/3 Down, Balance Sight Draft,

ORIGI D DISTRIBUTO

2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

DOLLAR-SAVING SPECIALS!

RECONDITIONED LIKE NEW BOWLING GAMES

UNITED SHUFFLE ALLEYS, & PT. ROCK-OLA BOWLING LANES, 91/2 FT. BALLY SHUFFLE BOWLERS, 91/4 FT.

\$199.50 LACH

NEW

SHUFFLE GAMES

Immediate Delivery Chicago Coin Bowling Alley, with Pins Gattlieb Bowlette Bally Speed Bowler Universal Twin Bowles Keeney A.B.C. Bowles United Shuffle Exprese

147 USED PHONOGRAPHS

\$35.00 EACH

SEEBURG: Hi-Tones, Cole-nels, Cadets, Majors, Con-cert Grands, Regale. WURLITZER: 14's, 500's,

WURLLemmandon
600's.
ROCK-OLA: Standards,
Delexes, Commandon
Premiere.
Many Other Models.
(\$10.00 extra for crating)

NEW 5-BALLS

SOUTH PACIFIC Exhibit BE-BOP

Bally HOT RODS

CLEAN ROCK-OLA 22 FT. SHUFFLEBOARDS & ELECTRIC SCORE BOARD, \$250 plus crating

HOME OF PERSONAL Las novelty comi

6-5005 · CHICAGO 47 2200 N. WESTERN AVE. PHONE ARmitage Division of ATLAS MUSIC CO.

ATLAS MUSIC CO., 221 HINTH ST., DES MOINES 9 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19

SHUFFLE GAMES

Band 9½ Ft. All Makes. Baby Face	\$175.00 Up. Shuffleboards, Co	mplete With Units, \$250.00
Baby Face 8 79.50	Holiday 8 84.50	Super Hockey 8 99.50
BINCK U-OID 87.3U	Majora '47 av.50	Showboat
Boston	RAПОВИ 68.50	Temptation
Carollon 79 50	Sally 39 SA	Tab. (0)
Dow-Wa-Diffy 49,50	Shanty Town 149.50	Three Feathers 109.50
Football	Star Oust 39.50	Theil)
	1/2 Deposit, F.O.B. St. Louis	
Wh WY	MAN HANDSON MAN WAR WINDOW BALLOT	

2022 N. PRAIRIE AVE.

REEL DISTRIBUTING CO.

ST. LOUIS 13, MO.

FOLK TALENT AND TUNES

(Continued from page 30)

Barn Dance."... Joe Milsop, WCPA, Clearfield, Pa., is doing a weekly record column for the local paper. His Saturday p.m. d. j. shot is now extended to three hours.... John Edwards, KATL, Houston, reports excellent reaction to the first release by Blind Offs Glover on Phamous label. Number is "I Lost My Heart."

Artisis' Activities: Dude Martin, KYA, Ban Francisco, formerly with Victor, has been inked by Murray Nash, of Mercury, Martin and His Roundup Gang have taken over the Edgewater Ball-room formerly a pop music ballroom, and are now working it as a country music terpery... Tommy Scott (Macy) reports that he will produce his own movie, "Trail of the Hawk," soon. His 7-year-old daughter, Sandra. will enter the professional children's school in Hollywood in April... Cormack Records, the Hollywood label, now has Merl Lindsay and Glenn Duncan under contract... Eddie Dean (Mercury) is the new marshal in the KECA-TV, Los Angeles, "The Marshal of Gunsight Pass." ... Boudelseux Bryant, Southern contact man for Nat Tannen. the pubber, reports that Toby Dowdy (Mercury) WRUF, Jacksonville, Fla., has put on his own promotion man to plug his platters. ... Patsy Montana (Victor) has dropped her daily show over KTHS, Hot Springs, but is still working Saturday nights on the "Louisiana Hayride," KWKH, Shreveport. ... Jimmy Wakely (Capitol) is assisting Hal Brandis, of the Hotel Thunderbird, Las Vegas, Nev., in lining up Western and h. b. talent for the "Heldorado." starting May 11... Phyllis Brown, who duets with Bob Flannery on his latest Capitol spinning, is a 19-year-vocalist with WLS, Chicago. ... Merle Travis (Capitol) is now working out of Washington, featured with Grandpa Jones (King).

Cotton Carrier reports that WSB, Atlanta, has not dropped its folk music cast as previously reported. The station dropped its big Saturday night live show, but daily shows remain. Carrier is now head of the h. b. talent department there. Other personnel on the station includes the Smith Brothers, Harpo Kidwell, Boots Woodall, Marvin Taylor and Paul Rice. . . "Louisiana Hayride," Saturday night feature at KWKH, Shreveport, La., is airing on a 21-station web. . . Zeke Clements (MGM), of KWKH, has been sold on a series of transcribed shows for a vegetable oil sponsor over a similar network. . . Reggie Ward, Louisiana songspinner, has his new tune, "I'll Hate Myself Tomorrow," placed with several labels. First disk is a 4 Star item by T Tex Tylor, who is co-writer. . . George Allen, formerly at WDAE, Tampa, has moved to WEBK, Tampa's newest station, where he will head the rustle talent department. . . The WSM troupe, which will include Roy Acuff and His Smoky Mountain Boys and Hank Williams, left March 19 for a 10-day tour of Northern and Alaskan AAF bases. . , Marty Landau. op of the Riverside Rancho, Los Angeles rustic music dancery, reports that T Tex Tyler and his band close the spot April 2, after which the 4 Star recorder goes on a two-month one-nighter junket. Tex Williams (Capitol) returns to the Rancho April 4. . . . Spade Cooley (Victor) has returned to his ballroom bandstand and is back to 185, his fighting weight. . . Warren Roberts. WEAS, Decatur, Ga., reports that his station is lining up a formidable live talent cast, having added Wade Mainer (King) and his Mountaineers, the Harmoneers Cuartet (Victor), Wes Holley and his Melody Rangers and Paul Bennett and his Stone Mountain Boys. Jack Holden, formerly with the Holden Brothers, of Renfro Valley, Ky., will emsee the show. . . Jimmy Wakely is auditioning a fem partner to try on several forthcoming Capitol sides. He also will continue to cut with Margaret Whiting.

Red Foley and Jack Staap and Harry Stone, of WSM, Nash-ville, writers of "Chattanoogie Shoe Shine Boy," were guests at a fete Saturday (4) in Chattanooga, where Mayor Hugh Wasson presented them with the keys to the city. During the event, they judged a shoe-shining contest at Fourth and Grand. While Grand is mentioned in the lyrics of the ditty, there is no such street in Chattanooga, so Mayor Wasson declared a portion of another street as "Grand," making the lyric authentic. . . Bobby Gregory. ex-MGM, is the first h. b. inked by Admiral, New York waxery. . . Overton Ganong, sales manager of Bullet, reports that the Nashville firm will go 45 with its "Peter Cottontail" release by Johny Lee Wills. Bullet has inked Jimmy Work, ex-Decca, and cut four sides with him. Work is working at WVOK, Birmingham. . . Irv Katz, sales chief of Apollo, Apollo's rustic subsidiary. He has taken over some old masters by Smilin' Eddie Hill. Johnny and Jack and Tommy Sosebee. He also will cut a series of white gospel artists.

Scotty Wiseman, of Lulu Belle and Scotty (London), reports that the WLS duo may sell its Colorado dude ranch, because of the duo's heavy schedule of personals coming up.... Curley Coldiron, local touring unit, backed the Wisemans on their London disking. Coldiron's group includes the leader's bass, Jimmy Joy's accordion and Jackie Little's guitar... Blue Ribbon, the new label operated by Chaw Mank, Staunton, Ill., pubber, has inked Jimmy Cox, of KCSJ, Pueblo, Colo., the Tiny Trio, now working at the Parkmoor Club, Louisville, and Jeanie and Mack Sanders, KMA, Shenandoah, Ia... Tex Ritter (Capitol) writes that he is playing Louisiana and Mississippi currently and gunning into too much flood water. He's working with Slim Andrews, his vet film comedy partner, and Spud Gooddale, guitarist... Mike Prinzi, of Roosevelt Lounge, Detroit, has Rome Johnson, ex-MGM, and Red Herron, ex-King fiddler with Cowboy Copas. Cowboy Copas.

Marty Landau, Riverside Rancho, Los Angeles, stopped in Chicago while in the Midwest to visit his mother, Mrs. Sara Landau, who celebrated her 91st birthday March 6.

Please address all communications to Johnny Sippel. The Billboard. 188 W. Randolph St., Chicago 1. Ill.

Supplies In Brief

Steacy Hits Govt. Sugar

Quotas; Sees Price Rise Quotas; Sees Price Rise
SAN FRANCISCO, March 25.—
R. J. Steacy, president of the San
Bancisco Chapter of the American
Bottlers of Carbonated Beverages and
manager of Coca-Cola Bottling Company of San Jose, went on record recently as decrying governmental regulations on sugar quotas. Terming the
1950 quota as "grossly inadequate to
serve the American public," he
pointed out that sugar prices would
most likely rise and serve to put a most likely rise and serve to put a further squeeze on bottlers.

Steacy declared that the Secretary of Agriculture had fixed his 1950 permitted sugar supply below actual distribution in 1949. He urged prompt upward revision in over-all sugar quotas,

Peanuts for Candy

WASHINGTON, March 25.-In a reversal of the postwar trend, more peanuts are now being used in candy peanuts are now being used in candy and less are being sold in the salted form, according to a report of the Agriculture Department. During the six-month period ending February 28, candy-makers bought 69,037,000 pounds of shelled peanuts as compared with only 55,889,000 pounds for the same period in the 1948-'49

On the other hand, salted peanuts sold between September 1, 1949, and February 28, 1950, totaled 61,348,000 pounds, a decline of 2,089,000 pounds from the 1948-49 period. As usual the great bulk of the edible peanut crop is continuing to go into peanut with the commodity accounts. butter, with the commodity accounting for 128,275,000 pounds in the half year ending this past February and for 122,484,000 pounds a year

South American Coffee

WASHINGTON, March 25.—With South America unable to meet the demand for coffee, Uncle Sam is aiding Central American nations to develop coffee production, Agricul-ture Department reports. Work is centering in Guatemala, Salvador and Costa Rica.

Co-operative assistance being given by agency scientists with the idea of obtaining more coffee for the United States and more income for Central America, Agriculture said.

Hanna Joins Simon Sales

NEW YORK, March 25.—Edward A. Hanna has become associated with Simon Sales to handle distributor and jobber relations, it was announced here this week. The former head of a diversified juke, game and vender operation in Utica, N. Y., Hanna will spend much of his time on the road introducing new equipment to the trade. Simon Sales is distributor for United Manufacturing in several Eastern States and acts as factory representative for Universal Industries in this area.

FOR SALE

USED UNITED SHUFFLE ALLEYS

A-1 Condition
Just Like New-With Lite-a-Pins

\$179.50

1/3 Deposit-Balance C. O. D.

CHILLICOTHE AMUSE, CO. Chillicothe, Illinola

UNITED SHUFFLE ALLEYS

\$149.50

Write, Wire or Phone

AMUSEMENT SALES CORP. OF GA.

224-226 West Congress Street Savannah, Georgia Phone 4-6641-4-6642

Parkway Buys **New Quarters** In Baltimore

BALTIMORE, March 25.-Parkway Machine Corporation announced here this week that it has purchased a new building with over 12,000 square feet and a large adjoining parking lot at 701-733 Ensor Street. Irv Korens, president of Parkway, told of the purchase.

told of the purchase.

Effective Monday (20), Parkway consolidated its old establishment on North Avenue with the downtown organization, now operating as the A & A Coin Machine Company. Korens said consolidation of the two firms will enable Parkway to give better service to vending and amusement machine operators.

Parkway handles a line of venders and games, and Korens said that the firm's distributing activities would be stepped up as a result of the move to larger quarters.

Kendrick Forms **Vendors Supply**

DALLAS, March 25 .- W. R. (Dick) Kendrick who was sales manager of the SuperVend Corporation prior to its recent sale, has formed Vendors Supply Company as a distributing outlet here for merchandise yending manufacturers.

Vendors Supply will act as a distributor for the SuperVenu Sales Corporation, Chicago, handling that firm's three-flavor cup machine. Kendrick said he expects to announce other lines the other than the said has a supple said the said has supple said the said has supple said the sai lines shortly.

Prior to becoming general sales manager for the SuperVend Corporation, Kendrick was vice-president of the First National Bank in Waco, Tex. Before that, Kendrick was with the Coca-Cola Company for approximately seven years, serving last as manager of the Waco, Tex., Coca-Cola Bottling Company.

Jennings Falls, **Breaks Shoulder**

CHICAGO March 25.nings, president of O. D. Jennings & company, coin machine manufacturer, fell on the ice Sunday (12) and suffered a broken shoulder and severe bruises. Jennings had been confined to his home since the accident but expects to resume his daily visits to the feature next unear the factory next week.

Permo Promosh

CHICAGO, March 25. Gail S. Carter, vice-president in charge of sales, Permo, Inc., this week mailed out to the music operators, who attended the MOA convention in Chicago revenir of the event. It includes a series of photos which were taken in the Permo suite and in the various exhibits at the show.

Also mailed out by the needle firm were 9 by 12 glossy prints to persons appearing in the various pictures.

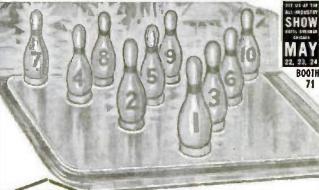
various pictures.

Among those repped in the brocure were Norman Gefke; Sioux Falls, S. D.; Mike Imig, Yankton, S. D.; Hy Greenstein, Minneapolis distrib; Louis Jacobs, Jacobs Novelty, Stevens Point, Wis. Artists represented included Eddy Arnold, Jimmy Wakely, Wayne King, Red Foley, Hank Thompson, Tennessee Ernie and others.

OPERATORS EVERYWHERE REPORT BETTER PLAY-BIGGER PROFITS

CLEAR VIEW PLEXI-GLAS

and Bowling Pins Illuminated



ONLY \$20.00 COMPLETE UNIT

F.O.B. Chicago

V₃ Deposit

Immediate Delivery

Made to fit United, Gence, Bally, Keeney, Rock-Ola shuffle games. games.

D'Please specify game for which "Litea-Pin" conversion is to

- CLEAR PLEXI-GLAS
- BASE · COLORFUL PLASTIC PINS
- · ALL PINS NUMBERED
- COMPLETE WITH WIRING & PLUG
- · ABSOLUTELY NO WOOD

DISTRIBUTORS

NO LOST PUCKS!

- NO TUNNELS TO GO THROUGH!
- NOW THE PLAYER CAN SEE THE PUCK FROM START TO FINISH!
- ALL WIRING PROTECTED FROM PUCK!

JUST PLUG IN-NO SOLDERING!

It takes only a few minutes on location for operator or mechanic to install "Lite-a-Pin" unit on your shuffle game. No soldering—just plug im to light

HERE IT IS!

The Money-Making Unit the Operators have been waiting for.

ORDER ONE . . . AND YOU WILL ORDER A DOZEN

M & T SALES CO. Manufacturers

CHICAGO 47, ILL.

SUPERIOR SECURITY!

Yes, Chicago ACE Locks do provide superior security
. . . really keep your equipment and cein boxes
safe and sound! Here's why—

2845 W. FULLERTON AVE.

- e 7 pin-tumbler ACE locking mecha-nism.
- e Over 80,000 key changes.
- ACE round key and keyway discourage unauthorized duplication and entry.
 Registered key changes for your private use.
 Made of tough steel to resist abuse.
- Ask your jobber for super-secure ACE Lacks or write for free folder B.

CHICAGO LOCK CO 2024 N. Rosine Ave., Chicago 14, III.



SPECIAL CLOSEOUT

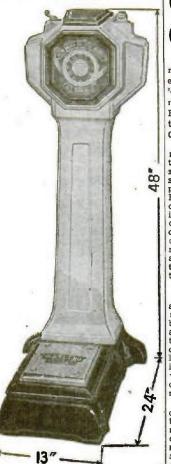
SHUFFLE GAMES

LOOK LIKE NEW - - - READY FOR LOCATION

10 Bally Shuffle Bowlers (9½ Ft.)
7 Keeney Pin Boy (9½ Ft.)
4 Chicago Coin Bowling Alley—I or Z Play
1/3 Deposit, Bolance C. O. D.

Wire or Write SUPREME NOVELTY CO. 1353 Contral Ave

Materiale protetto da copyrior



NET WEIGHT 119 POUNDS

DOWN Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The heed and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of Jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES

Invested and Made Only by

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4650 W. Fulton St. Chicago 44, It. Est. 1889—Telephone: Colum Cabia Address WATLINGITE, Chicage

We Are Now Delivering

Genco's South Pacific

				_	_	-	•	•	•	- 12	-	- 1	
AMI	MODEL	8		t	0	N.	Ì			,	,	 , .	\$515.00
AMI	MODEL	8,	V	ı	L	M	Л	1					500.00
													350.00
BING	-A-ROLL	1										 	80.00
PRO-	SCORES											 	35.00

1/3 Deposit, Balance C.O.D.

KERIMAN SALES CORP. 20 WINDSOR ST. ROCHESTER S, N. Y.

Commerce Department Sees CM Exports Holding in

restrictions will keep coin machine exports in 1950 at around the 1948-'49 levels, but of the leading coin machine buyers, only the Philippine Republic is likely to add new restrictions, according to an analysis of the Commerce Department.

Commerce Department.

Venezuela, Cuba, Japan, Guatemala, and Honduras—all high on the coin machine list—are in a reasonably good financial position and should continue to provide an export market in 1950. The Philippine Republic, however, is running low on dollar balances now that the end is in sight of the once sizable flow of funds from the U. S. for wardamage claims and Army pay. According to the Commerce Department, the Republic has already taken ment, the Republic has already taken a series of steps to curtail drastically the import of luxury and non-essential -items.

Strong & Position

The chief reason why Venezuela and Cuba are usually high on Com-merce Department's coin machine buyer list is that both nations are in buyer its it stat both nations are in a sufficiently strong dollar position to continue free of both exchange control and strictly applied import license systems. Venezuela has put in effect restrictions on imports which are also produced in that country but has not included coin machines.

Whatever slack is left by increased controls by the Philippines may be taken up by Japan, which has been moving up in recent months as a noving up in recent months as a choice coin machine customer. Japa-nese exports have been increasing, and this directly reflects what Japan may buy since imports are pro-gramed quarterly in accordance with

So. Automatic Buys Bldg. In Cincy; To Open in April

CINCINNATI, March 25. — Joe Weinberger, Southern Automatic Music Company, completed negotiations last week to purchase a new building here, not in Louisville, as was reported last week.

The Cincinnati headquarters will be located at Court Street and Broadway. Firm will take over early next month.

UNIVERSAL SKEDS

ONIVERSAL SKEDS

(Continued from page 103)
As a result all the key scoring plays of bowling, including strikes, spares and splits, are an integral part of the game. When two play Super Twin Bowler, scoring alternates from player to player by frames. Each patron is allowed 10 scoring frames. In the Universal game, one strike constitutes a frame. In the instance where no strike is made in a frame two shots complete a frame.

complete a frame.

Universal's retractable pin set-up works as follows: Player aims a puck at the 10 pins which are allgred in traditional bowling formation. Puck actually slides under the pins which fold back as if they had been directly contacted. This retraction of pins as well as the resulting change in score on the backglass is instantaneous.

Ryan points out that altho the Super.

Ryan points out that altho the Super Twin Bowler gives the patron a feeling of full amusement for his dime, it takes but an average of 45 seconds to play a game. He adds that the simplified mechanism on the game was designed for accessibility and easy servicing.

Universal Match Earnings

NEW YORK, March 25.—Universal Match Corporation reports net sales of \$12,136.546 last year, against \$15,-089,763 in 1948. Net income in 1949 was \$146,384. A \$321,920 net loss was sustained in 1948.

WASHINGTON, March 25 .- Trade foreign exchange earned by current

exports.
All but a small portion of the total All but a small portion or the total Japanese export trade has now been returned to private commercial channels, and the U. S. Army is keeping a hands-off attitude. This shift in policy has stimulated exports, and, in turn, will stimulate imports, according to trade exports. cording to trade experts.

Latin American Picture

There appears little hope that the There appears little hope that the Latin-American market for coin machines will broaden during 1950. On the other hand, there is no reason why it should fall off. Rigid controls on purchases have been in effect in a majority of these nations for several years.

Along with Venezuela and Cuba, such nations as Guatemala, Salvador and Honduras permit imports with

Along with Venezuela and Cuba, such nations as Guatemala, Salvador and Honduras permit imports with little restriction. The three banana republics have been appearing frequently on the coin machine export list and should confinue to do so. Such potential good customers as Argentina, Brazii, Chile and Peru, however, cannot be expected to buy U. S. machines for some time. All operate under tight import systems which are applied with especial severity to commodities from dollar sources. They prefer to do most of their trading with sterling nations. These governments justify such action on the ground their dollar availabilities are limited, and that they can more readily finance the purchase of goods from Great Britain or some other European nations.



FOR 43 YEARS .. the foremost name in coin machines ... for amusement and profit

O. D. JENNINGS & CO. 4307-39 W. LAKE ST., CHICAGO 24, HL.

HOT RODS, \$169.50

ONE BALLS tations ...8259.50 old Cup ... \$15.00 ckey Special 79.50 secial Entry. 49.50 FIVE BALLS

St. Louis ... \$79.50
Bellerine ... 49.50
Roundus ... 59.50
Alice in Worn
derland ... 49.50
Puddinhead ... 49.50
Wisconsin ... 27.50
Sarafoga ... \$9.50
Sernecte Bill ... 59.50
Moon Glow ... 79.50 Uldennied 27.58
arates 57.58
arates 57.58
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arnacle Bill 57.58
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aw.Wa-Ditty 49.58
branade 57.58

GENERAL DISTRIBUTING CO.

1228 N. Broad Ave.

Naw Orleans, La.

FOR SALE PANORAMS

IMPERIAL ENTERPRISE, INC. 2818 74th St. Brooklyn 4, N. Y CLoverdale 9-3018





GINGER 16 CIGARETTE TOKEN PAYOUT \$15.50 Each

with special plug-

no soldering.

Lots of 3 or Mars \$13.50 Euch

Operate Like New.

All Equipment Sold on a

Money-Back Guarantee WRITE FOR FREE



NON-COIN OPERATED AMERICAN EAGLE or MARVEL \$22.50 E. \$20.50 5 or More

COIN-OPERATED \$20.50 Ea. \$18.50 Lots of 3 or more specify 1e or 8g Reels

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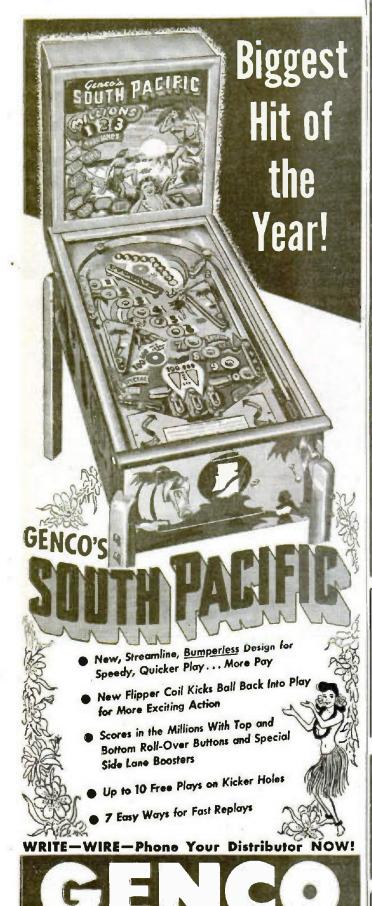
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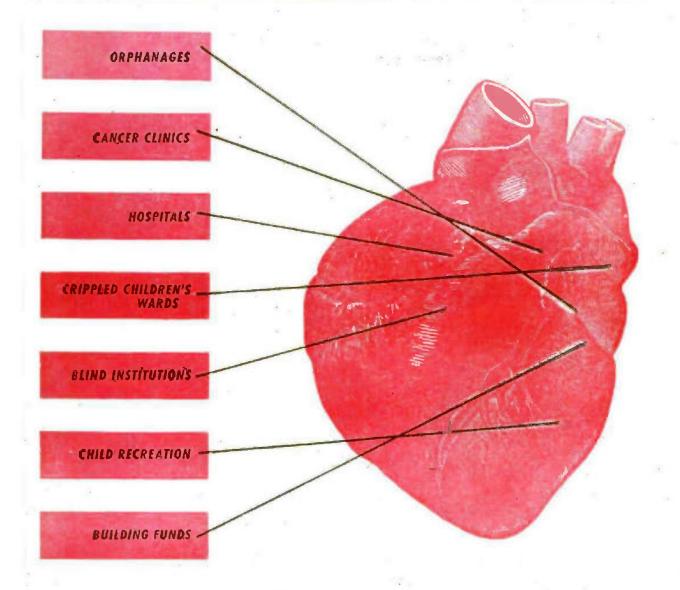
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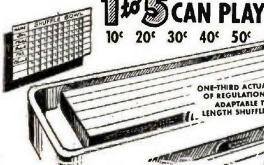
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