

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 15, 1950



Floyd Tillman still finds time to tinker in his self-made radio and electronic den, in between writing for Southern Music, waxing for Columbia Records and flying to personals in his new Navion plane. Writer of hits like "Slippin' Around" and "It Makes No Difference Now," his latest disk is "As Long as I Live." His wife, Marge, a d. j. at KLEE, Houston, doubles as his personal manager. Her latest Columbia platter, "Gotta Stop Loving You," was written by her hubby.

JOLLY JOYCE Agency

presents

1950

JET PROPULSION FEATURE ATTRACTIONS
RECOMMENDED TO THE SKIES FOR REAL
BOX-OFFICE VALUE for . . .

FAIRS, PARKS, CELEBRATIONS
JAMBOREES, CONVENTIONS,
CLUBS . . .

and many other
co-pilots of stardom



**3
STOOGES**
Laff Riot of
Columbia Pictures

**STEVE
GIBSON**
AND
THE RED CAPS
on Mercury Records
Latest Mercury Hit
"I've Got A Roof Over My Head"

**EDDIE
DEAN**
Star of Screen
and Mercury Records

**ELTON
BRITT**
on RCA-Victor Records
Columbia Pictures

**HERB
KENNY**
Singing Hit
on Aladdin Records

**MONTANA
SLIM**
(WILF CARTER)
on RCA-Victor Records

**3
PEPPERS**
featuring
ROY BRANKER
on Gotham and Decca
Records

**TEXAS JIM
ROBERTSON**
on NBC Network
and RCA-Victor Records

**DICK
THOMAS**
Singing Star-Composer
on Decca Records

**ROSALIE
ALLEN**
RCA-Victor Records
and Radio Networks

4 TUNES
on RCA-Victor Records

**JIMMY
COSTELLO**
Versatile Comedian
and Mimic

**CARMEN
D'ANTONIO**
Interpretive Dancer
Stage and Screen

ALAN GALE
JOHNNY OLSON AND
RADIO SHOW

A. B. C. HAYLOFT HOE-
DOWN

PEE WEE KING AND
GOLDEN WEST COW-
BOYS

JESSE ROGERS

4 BLUES AND EARL
PLUMMER

GRANDPA JONES AND
GRANDCHILDREN

3 NUTS AND A BOLT
JACKIE WINSTON

KENNY DAVIS

JIMMY PRESTON AND
HIS PRESTONIANS

TWO MARIMBA-AIRES
HOOSIER HOT SHOTS

CHARLES GAINES OR-
CHESTRA

VICTOR HUGO OF
CHESTRA

EDDIE SHEPPARD AND
ORGAN

EDDIE NEWMAN A
SHOW

SLIM BRYANT
THE WILDCATS

ORMOND WILSON
BASIN ST. BOY

KENNY ROBERTS
3 McNALLIE SISTERS

Write . . . Wire . . . Phone

JOLLY JOYCE AGENCY

EARLE THEATER BUILDING
11th & Market Streets
Philadelphia 7, Pa.

PHONES . . .
WALnut 2-1372
WALnut 2-4677
WALnut 2-7343

FILM COSTS SQUEEZING TELE

B'way Standby Pact Nears; 802 To Get Cash, 26 Weeks

NEW YORK, April 8.—Local 802, American Federation of Musicians (AFM), and the Broadway presentation houses are on the verge of settling their long wrangle over stand-by musicians.

A committee of theater reps com-

posed of Bob Weitman for the Paramount, Frank Phelps for the Capitol and Oscar Doob for Loew's, are to meet Thursday (13) with Local 802 execs Charles Iucci, Sam Suber, Dick McCann and Jack Stein and Federation Secretary Rex Riccardi. It may be the wind-up in a long series of confabs.

3-Pronged Agreement

The agreement, as it now stands, will call for:

- (1) Elimination of stand-bys.
- (2) Engagement of Local 802 orks for a minimum of 26 weeks a year.
- (3) A cash settlement of the union claim for \$240,000 in back stand-by money. Both sides have been canny about this, and the actual amount may not be settled until the last month. (See B'WAY STAND-BY on page 14)

New Amuse Bldg. Shows Tailspin

WASHINGTON, April 8.—The new starts in all types of construction are hitting high peaks this year. Amusement building volume is on a steady decline, the Bureau of Labor Statistics (BLS) reported this week.

New construction starts in the amusement industry totaled \$16,000,000, a decline of 6 per cent from February, and of 16 per cent from March, 1949. For the first three months of the year amusement construction was down 10 per cent dollar-wise from the same period last year.

On the other hand, general construction in March was up 8 per cent from February, and 18 per cent from March a year ago. The January-March period showed an increase of 18 per cent over the first quarter of 1949. The heavy increases are taking place in private building of homes and apartments and in federal construction of hospitals and schools. The former showed a gain of 125 per cent over the first 1949 quarter, while the latter increased 162 per cent.

B. C. Cuts Taxes On Amusements

VANCOUVER, B. C., April 8.—British Columbia has slashed its amusement tax 7½ per cent. Three years ago the province raised its tax from the ordinary 5 per cent to 25 per cent, which was the rate levied by the dominion government during the war. Bills introduced in the Legislature Wednesday (29) by Finance Minister Anscomb reduces it from 25 to 17½ per cent.

Altho the tax is to be reduced, principal benefits are likely to go to outdoor patrons, since theater prices (See B. C. CUTS on page 65)

Oney Us Ghosts

NEW YORK, April 8.—A personal manager was talking about a new hooper he was handling and expressed a desire to find some spot to put him to work. "A hide-away—some place he could break in his act and nobody would see him," he explained.

Lou Parker, sitting at the same table, cracked: "Why don't you put him into a Broadway house. Nobody ever goes into them anymore."

Stiff Market Zips TV Cost For Guesters

No Ceiling in Sight

NEW YORK, April 8.—The prices for entertainers doing guest shots on TV variety shows frantically skyrocketed upward in the past month with no sign of a ceiling in sight, according to talent buyers for these programs. Name acts now get \$250 to \$500 more for their video stints.

The reasons are obvious. Not only are there more TV shows using variety acts but several of the heavy-budgeted programs, such as the Bob Hope show for Frigidaire and NBC's *Saturday Night Revue*, are paying salaries unheard of even early this season. Gertrude Lawrence, it is (See Bidding Booms on page 7)

Big Demand Hiking Costs, Even Oldies

L. A. Stations Hit Most

By Allen Fischler

HOLLYWOOD April 8.—Hollywood's seven tele stations are running into rough going because of the ever-mounting cost of motion picture features and the reluctance of bankrollers to meet the high asking prices of the flickers available. As the result, video ops are being forced either to peddle pix at a loss, or buy inferior products in line with tight film budgets.

Film costs have risen as high as 400 per cent over previous levels. While pic distributors argue that costs are in line with market size and set distribution, teevee execs complain that prices are above reach of the bankrollers' despite size of market, etc. Films (some vintage 1932 and B pix at best) which sold for \$100-\$200 a year ago are now bringing as high as \$600. Better type pix with name value are averaging \$750 and in some cases (Hopalong Cassidy, for example) as high as \$1,000 each. More often than not, the prices are for one run only and only slightly lower in case of a second showing. Westerns are still cheap, averaging \$100 to \$200, but stock of first runs is depleted.

Coast is hurt more than other areas because of the tremendous need for pix to supplant live programming. Without coaxial network facilities, hemmed in by kines from New York (See UPPED PIC COSTS on page 62)

Are You Indie Contractor?

NY Rule Sez It Isn't So, Slaps on Tax

AGVA Stand Supported

NEW YORK, April 8.—Are you an independent contractor or an employee? The New York State Labor Department's unemployment insurance section answered that question when it ruled that an actor "subject to direction and control in respect to time, manner and mode of performances . . . is an employee."

The most recent decision involved a girl singer, Marjorie Salerno, who applied for unemployment insurance June, 1949, and was ruled ineligible because of insufficient earnings in the preceding year. The gal claimed she did earn enough and cited various employers, among them being the Cinderella Club and Club Samoa, both in New York.

The owners of the clubs contended (See Actors "Employees," page 56)

News Review RB Garden Preem Bares Blend Of Boff Showmanship, Top B.-O.

NEW YORK, April 8.—Expert blending of all the necessary ingredients that make for top-flight circus marked the preem of Ringling Bros. and Barnum & Bailey at Madison Square Garden here Wednesday night (5). Proxy John Ringling North and his associates kept the accent on the same syllables as in the recent past, with colorful magnitude supplementing the necessary thrill presentations, and the whole molded into a production that will wow the moppets and their parents both here and in the hinterlands.

Strength of the Ringling title and its accepted synonym, "The Greatest Show on Earth," was again forcibly demonstrated by the advance sale, reportedly slightly ahead of the record \$425,000 bagged last year, as the show began its 33-day (65 performance) run. The price scale, ranging from \$1.50, an increase of 30 cents over last year's minimum, to \$6, is meeting little resistance on the part of the public. Thru the

opening stanza, the Big Show title alone sells the extravaganza, since new features, arriving for the most (See Big Show in Flash on page 65)

Prof's Gadget Shuts Up Radio, Silences Plugs

PHILADELPHIA, April 8.—A University of Pennsylvania physicist here has devised a way to interrupt a radio commercial from your arm chair by simply emitting a Bronx cheer or a fervent "shut up!"

The inventor, Dr. I. Clyde Cornog, assistant professor of physics, has named his electronic circuit, capable of silencing air commercials, the "Advertiser Killer." With Dr. Cornog's gadget installed, a radio becomes silent at any sharp sound. It then stays (See Prof Rigs Gadget on page 55)

R-B, Garden Deadlocked in Rent Dispute

Asking 330G for 33 Days

NEW YORK, April 8.—A dispute arising over the \$330,000 Madison Square Garden management seeks from the Ringling-Barnum circus as rent for a 33-day stand here in 1951 has resulted in a deadlock between Garden and Ringling officials, with the circus board of directors slated (See R-B, GARDEN on page 65)

In This Issue

Burlesque	62	Music Machines	113
Carnival	81	Music Pop Charts	32
Circus	78	Night Clubs	56
Classified Ad.	94	Parks and Pools	74
Coin Machines	107	Pipes for Pitchmen	102
Fairs & Expositions	76	Radio-Television	5
Final Curtain	61	Repertoire	63
General Outdoor	65	Rinks and Skaters	93
Honor Roll of Hits	32	Roadshow Films	63
Legitimate	60	Routes	77
Letter List	104	Sale-boards	105
Magic	62	Shuffleboards	116
Merchandise	94	Vaudeville	58
Music	13	Vending Machines	108

The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

FCC Law Chief Hits Richards Delay as Defense Pounds FCC

WASHINGTON, April 8.—Federal Communications Commission (FCC) is considering the petition of General Counsel Benedict Cottone to shorten the recess in the G. A. Richards case to not over 30 days.

In a statement filed with FCC this week, Cottone declared that the ruling of J. Fred Johnson, hearing examiner, to adjourn the case until September 6, 1950, "will result in an unconscionable delay." Testimony yet to be taken in the case, said Cottone, "may well consume many months."

Pointing out that "past delays in these proceedings for almost two years" have prevented "an expeditious determination" of major questions in the case, Cottone stated: "Now that these hearings have commenced, the commission's indicated desire to proceed to an expeditious determination should not be frustrated by a postponement which is three months longer than the time fixed by the commission January 11, 1950, for the commencement of these hearings and which is almost four months longer than applicants indicated, on the record, they would need."

HOLLYWOOD, April 8.—A blistering attack upon the Federal Communications Commission (FCC) and its 23 witnesses in the G. A. Richards case was unleashed by Defense Counsel Hugh Fulton after commission's hearings were adjourned until September 6. In his predeparture blast, Fulton charged "most" of the witnesses with "committing perjury" and said he was "amazed that the FCC would attempt to destroy an excellent station like KMPC, and its right to its licenses, on the basis" of their testimony.

Ex-Workers Rebuked

"With the exception of a few whose testimony, if accepted 100 per cent, would not justify any attack upon the license of KMPC, they (witnesses) were all disgruntled former employees who had been fired for laziness and incompetence," Fulton claimed. "Very obviously, they nursed grudges against KMPC and against Mr. Richards and have endeavored for years to damage and injure the station. Their testimony was replete with obvious exaggeration and emphasis on everything which they conceived might be stretched into something unfavorable. Whenever they thought they could do harm they purported to have marvelous recollection, but on cross-examination consistently sought refuge in 'I don't know.'"

Al Morgan Inked As Park Free Act

CINCINNATI, April 8.—Al Morgan, who set a precedent last week with his opening at Lookout House, Covington, Ky., via TV from Chicago, again figured in the unusual this week when Edward L. Schott, president and general manager of Coney Island here, signed him as a free-act for his funspot for the week beginning July 21 at \$2,500. Deal was set thru Joe Higgins, local General Amusement Corporation chief.

Under the plan, Coney Island, long considered one of the nation's top amusement parks, will spot Morgan on a specially constructed stand on its mall as a free attraction twice daily during the engagement. At 11 p.m. daily he will appear in the park's capacious Moclite Garden. This is the first time that a top-flight novelty piano turn has ever been used as a free act at any outdoor spot, and the \$2,500 per week is one of the highest ever paid a free-act single turn.

Morgan, despite the usual Holy Week bugaboo, continued to pull capacity all week at Lookout House. He winds up there tomorrow night

"The amazing thing is that the FCC should have vouched for the credibility of witnesses such as these and should rely on that kind of evidence in an attempt to destroy great radio stations, which have for so many years furnished such excellent service to listeners. In all that time the FCC put in evidence only one solitary complaint from a listener and referred to two or three other complaints which its witnesses said they had received in the course of 11 years, but which they had not kept, despite the fact that one of its leading witnesses testified that he had carefully preserved for seven years all the material which he thought might be injurious to the station."

Dehner Clippings Examined

Fulton's latter reference is aimed at John Dehner, the government's final witness, employed at KMPC from May, 1942, to November, 1943. Dehner identified a batch of newspaper clippings which he claimed he broadcast over KMPC on Richards's orders. Fulton asked why he had kept these clippings. "Because, Mr. Fulton, I thought that some day Mr. Richards might have to answer for the manner in which he was conducting himself in relation to the news editors and news policy," Dehner replied. In cross-examination, Fulton brought out that nothing false was contained in these clippings, hence no wrong was committed, with Dehner arguing that "Mr. Richards personally . . . making the selection" of news items to be aired was improper. Dehner, now a free-lance pic-radio actor, testified along lines similar to previous witnesses, charging Richards with ordering news to be slanted in accordance with his personal political and racial likes and dislikes.

Cut 20% Tax or See Biz Knockout—Eitel

CHICAGO, April 15.—Basing his statement on Internal Revenue Bureau figures showing that 20 per cent cabaret tax collections hit a new low in February, 1950, Otto K. Eitel, national chairman of the 20 Per Cent Cabaret Tax Committee and president of the Bismarck Hotel Company here, predicted that unless substantial relief is obtained promptly, many establishments subject to the tax will be forced to shutter in months to come.

Bureau figures just released showed total collections of \$2,968,397.04 in February, the first time they have dropped below \$3,000,000 in any month and representing a 52.31 per cent decline from the postwar peak of February, 1946.

Eitel has just returned from trips to the East and West coasts and reports that in all sections visited business in hotel dine-dance rooms as well as other establishments subject to the tax has touched an all-time low. He said cabaret tax collections are showing a greater drop than those of any of the other wartime excise taxes, pointing out the need for relief from the tax in order to avoid still further unemployment of labor servicing these establishments.

M. Graham, O. De Haviland Draw Fem Scribes' Awards

WASHINGTON, April 8.—On behalf of the Women's National Press Club, President Truman will present a certificate of achievement to Martha Graham for "her outstanding contribution, the modern American dance," the club announced this week.

Similar awards will be presented at a dinner Saturday (15) to Oliva De Haviland, theater; Dorothy Fosdick, government; Pearl Wanamaker, education; Mildred Rebstock, science, and Claire McCordell, fashion

News Reviews

Rosy Promises for Diskers In "Annie," "Rosie" Films

NEW YORK, April 8.—Metro-Goldwyn-Mayer's technicolor adaptation of the Irving Berlin, Herbert and Dorothy Fields stage smash, *Annie, Get Your Gun*, will make a clean sweep at the wickets. The delightful Berlin score, and an inspired marriage of acting, singing and technical talents, makes a joyous, lilting and polished two hours of movie-musical entertainment, the likes of which come infrequently.

The movie actually has accomplished the impossible in the transplanting of the Broadway effort, which starred Ethel Merman and Ray Middleton, by making a masterful entertainment even better. Betty Hutton, the film's Annie, does a remarkable job of making one forget the Merman magic in a rare display of magnificent musical comedy salesmanship.

Howard Keel, making his screen debut, should zoom to stardom as a result of his work in this flick. His rich warbling and handsome person contribute largely to the over-all superiority of this movie. Keenan Wynn has rarely been seen to greater effect than he is in *Annie*. Character actors Edward Arnold, J. Carroll Naish, Louis Calhern and Clinton (See MGM's "ANNIE" on page 14)

New NBC-GM Deal Gets Web Off the Hook

NEW YORK, April 8.—Purchase this week by General Mills of 65 nighttime half hours over NBC this summer not only shapes up as one of the top single web sales on the books, but it also takes a terrific load off NBC in the way of summer programming requirements. It means that, instead of having to program 16 sustaining half hours a week, NBC will only have to program about half that number or perhaps even less.

NBC and CBS battled for the business to the last minute, with the sale finally clinched by Niles Trammell, NBC board chairman, and Harry Kopf, AM sales head. Average program cost to General Mills will be \$3,500, all the shows to be NBC packages, and time spots will be taken over as other accounts begin hiatuses.

Sale was geared to a special summer campaign the millers are running to hypo cereal sales.

Detroit Cops Swing Hefty Censor Stick

DETROIT, April 8.—With night club business generally moving downward, the local police censor squad, under Inspector Herbert W. Case and Lieut. Howard Stewart, scored 11 "corrections" in cabarets during March—the highest figure in some years. Visits to cabarets by censors totaled 282, a little higher than normal. The increase was attributed to increased show policies and booking in of new talent unfamiliar with local regulations.

Stewart said that the material cut was "nothing terribly bad," and consisted chiefly of "technical" corrections.

Theaters registered 42 visits, with legitimate and vaudeville houses getting a clean bill of health. Six cuts were made in burlesque, two for costume and the rest for "technical gestures." This also was a high for burlesque, which has averaged less than one cut a month, and was attributed to the opening of the Columbia Theater with a Negro burlesque policy and the unfamiliarity of these performers with the censor's rules here

HOLLYWOOD, April 8.—The *Daughter of Rosie O'Grady* (Warner Bros.) is a delightful family package containing box-office delicacies known to all successful film musicals—plenty of old tunes, a few new ones, a couple of production numbers and a thin plot that respects fiction more than fact—wrapped up in technicolor ribbons. Use of the old tunes should add further impetus to the yesteryear song trend. Oldies here include the title song, *Rose of Tralee*, *The Picture That's Turned to the Wall*, *Moonlight Bay*, *Just One Girl* and *My Blushin' Rosie*. Of the new songs, *As We Are Today* (Ernesto Lecuona-Charles Tobias) is the sole entry showing promise.

Haver, MacRae Warble

June Haver and Gordon MacRae share the lyrics on the last named as (See TREND TOWARD on page 14)

GAC-FA Weld Negotiations Weds Toppers

Covers All Main Fields

HOLLYWOOD, April 8.—Complete merger of General Artists Corporation (GAC) and Famous Artists (FA) is currently being negotiated by the brass of both talent houses. Reciprocal arrangement announced earlier is believed to be a step toward final merger of the two agencies. GAC's growing strength in the band and nitery field, coupled with FA's power in pictures, would make the combine a formidable competitor for Music Corporation of America (MCA). Furthermore, combination of GAC and FA radio departments and talent properties will substantially boost the (See GAC-FA Merge on page 62)

The Billboard

The World's Foremost Amusement
Weekly

Founded 1894 by W. H. Donaldson
Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
Lawrence W. Gatto Secy.

Editors

Roger S. Littleford Jr., Editor in Chief, New York
C. R. Schreiber . . . Coin Machine Editor, Chicago
Herb Dotten Outdoor Editor, Chicago
William J. Sachs . . . Exec. News Editor, Cincinnati

Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati
Main Office & Printing Division
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 6450

W. D. Littleford, Gen. Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CEntal 6-8761

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

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

C. J. Lalscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago

B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 6450

Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes
Vend, the monthly magazine of automatic
merchandising.

NBC IN RECORD TV DEAL

ABC To Let Local TV Affiliates Cut In Commercials

NEW YORK, April 8.—Early next month ABC will institute a new plan among its TV affiliates by which the stations can sell local announcements within a selected group of web sustaining shows. A group of six sustainers is being selected to begin the operation, with *Author Meets the Critics* the first show named specifically. Twofold purpose of the move is to enable affiliates to coin some cash from sustainers, and to enhance ABC's prestige among stations which are affiliates of more than one network.

The web will make a nominal handling charge to cover its bookkeeping expenses and the added cost of talent. Latter involves payment of commercial fees to all talent and to packagers. The charge calls for a station to pay ABC 5 per cent of the local one-hour gross time rate if it sells three announcements during one 30-minute show. If it sells one plug or two plugs, it pays one-third or two-thirds that amount, respectively.

Technically, the plan will work on a basis similar to that used extensively in radio. Thus, the web, on cue, will air plugs for such things as the Heart Fund, Cancer Fund, army recruiting, etc. Local stations, on cue, will cut away for their local announcements during the three intervals per program.

The DuMont web has been utilizing a system similar to this for some time. The DuMont method, however, does not use any pubserv plugs as a cue. Instead, it has a narrative period which can be cut without detriment to the program itself.

Kudner Sets TV Hour for Buick

NEW YORK, April 8.—The Kudner Agency this week indicated that it will build a big-scale hour TV program for Buick for the fall. The automobile manufacturer last summer sponsored Olsen and Johnson, but the cost of the program was considered too high for the audience it achieved.

Meanwhile the agency denied that it would buy a segment of NBC's *Saturday Night Revue* for the bankroller. The new program is expected to cost between \$15,000 and \$25,000 a week.

Looks Like Macy Told Gimbel; Both Buying Video Programs

NEW YORK, April 8.—The two department store giants of New York, Macy's and Gimbel's, this week prepared for an early entry into video. Macy's signed to air two daytime shopping shows weekly over WOR-TV, while Gimbel's was on the verge of inking a contract for four such shows per week over WJZ-TV. Macy's kicks off next Friday (14), while Gimbel's probably will bow early next month.

The Gimbel's show probably will get the noon to 12:30 p.m. slot Wednesdays, Thursdays, Fridays and Sundays. It is being packaged by Wilbur Stark and Jerry Layton, who also air the Kathi Norris daytime show for Saks 34th Street. The Gimbel's show will follow directly after Miss Norris's show, which will have the 11 a.m. to noon period on WNBT after May 1. Arnold Constable store also has a show on WJZ-TV.

The Macy's series, titled *It's Smart To Be Thrifty* (the store's slogan), will air from 12:30 to 1 p.m. Wednes-

days and Fridays, and will feature Barbara Wells (Mrs. Elmer Knoedler), WOR staffer who handles an afternoon show for the AM adjunct. Show will originate from new studios built on the eighth floor of the store, and will be done without an audience present. Staff buyers will be interviewed, and home hints given in addition to the usual demonstrations. Mende Brown will direct and Grey is the agency. The two-a-week basis is regarded as experimental, and may be expanded later. After all, if Macy's goes four-a-week, can Gimbel's be far behind?

Philip Morris Cancels "Life"; "Take It" Hangs

HOLLYWOOD, April 8.—Philip Morris ciggies formally canceled the Ralph Edwards *This Is Your Life* stanza, reportedly axing the show for failing to snag high enough ratings. Show ends ciggie bankrolling sometime in May, with no replacement set. Edwards, meanwhile, has reportedly clinched another bankroller for *Life*. Oddly enough, Biow Agency canceled the show before viewing a filmed tele test of *Life* made here several weeks ago.

Another Biow Agency aircer, *Take It or Leave It* is also up in the air, following notification that Eddie Cantor would not renew next season. Sources close to the Eversharp outfit say the bankroller may cancel, altho Biow office is pitching either Garry Moore of Jack Paar as replacement emcee. Moore has the edge, altho hiring him would force the show to shift from NBC to CBS, since the latter now controls Moore's services for the next five years. Moore, in addition, auditioned another show this week which will be submitted to Philip Morris as a possible replacement for *This Is Your Life*.

Gambling Info Ban Before Senate Unit; Coy View on Sked

WASHINGTON, April 8.—Wayne Coy, chairman of Federal Communications Commission (FCC), and Attorney General J. Howard McGrath are slated to be the first witnesses at hearings on the new bill to restrict AM broadcasts and telecasts of gambling information. Both officials are scheduled to appear Tuesday (11) before a Senate Interstate Commerce subcommittee.

The bill, introduced this week by Sen. Edwin C. Johnson, chairman of the full committee, at the request of McGrath, would prohibit stations from giving racing odds or prices within an hour of the start or finish of any race or other sport. Stations would also be limited to transmitting in full only one race per day, and then only as a "special event." In addition, the bill would restrict interstate press and wire services. The bill was suggested by the attorney general's conference on organized crime.

Glass Maker To Buy Five Hours Weekly

Brewers To Participate, Too

NEW YORK, April 8.—NBC this week was close to signing the largest time sale yet recorded in the history of television. Deal calls for purchase of five, and possibly six, hours a week by Anchor Hocking Glass Company, in a co-operative deal with top U. S. brewers. Altho the time involved, 11 p.m. until midnight, rates as Class C time, at lowest TV rates, it still will add up to an unprecedented video expenditure.

The background to the story involves not only the competitive situation as it applies to beer sales, but to the intra-industry fight for container dominance.

Three Vie for Lead

Once dominated completely by glass containers, the packaged beer field now has three principal contenders for the lead—bottles, plastic containers and cans. Thus, Anchor Hocking will not directly be pitching its wares to the public, but will be making a major effort toward cementing its relations with leading breweries. This would be accomplished by giving them, the malsters and hoopers, access to a network TV show at far less than such a program would cost if individually sponsored.

Plan calls for local cut-in announcements plugging the beers according to the appropriate distribution. It's reported, but unconfirmed, that a number of breweries already have signed, including Schlitz and Ruppert.

Six Nights Favored

Program is to be a low budget revue, produced by NBC. Originally, the plan was for a five-night-a-week effort, but reaction is said to have been so favorable that the sixth now may be added.

This also would mark the first time regular network sponsorship has been set for the post 11 p.m. period. There are a few sponsored shows in that time now, but most are local shows, other than co-operatively sponsored wrestling matches aired on the cable out of Chicago.

KSTP Fires 22 Technicians Who Went on Strike

ST. PAUL, April 8.—The strike called by radio technicians' union, Local 1216, of International Brotherhood of Electrical Workers (IBEW) Wednesday night against KSTP was called off Friday morning, but Stanley Hubbard, station proxy, refused to permit 22 technicians' return.

The men were ordered back to work by Freeman Hurd, IBEW international representative from Washington, who earlier had called the strike. The technicians were on the job for about an hour when Hubbard arrived and ordered Brooks Henderson, program director, to send them away. Permanent replacements already had been hired.

However, there was indication Hubbard will take back some of the fired technicians.

Morgan, Sheldon In Phoney Feud

NEW YORK, April 8.—Henry Morgan and Herb Sheldon each air at 6:30 p.m. across the board on NBC and ABC respectively. Their shows originate in RCA Building studios that are on the same floor and virtually across the corridor from each other.

Fact that the two comics are in such proximity has led to a prop "feud" 'tween 'em. Started when Morgan, while playing a record on the air, dashed into Sheldon's studio and into an open mike hollered, "Hello, Godfrey." Since Sheldon stays on until 7 p.m., Morgan frequently goes into his control room to do whatever he can to louse up his "rival's" show.

Someone's called it a "Dr. Heckle, Mr. Chide" routine. Or else, Morgan is Sheldon bitter scalding tears.

Warner Off Air; Sells KFWB to Harry Maizlish

HOLLYWOOD, April 8.—Harry Maizlish will buy KFWB, the station he managed for 13 years, from Warner Bros. Sale of the indie marks Warner's complete retreat from the broadcasting industry. Studio had earlier lost out in its bid for a local tele outlet. With negotiations continuing for the sale of its Sunset Boulevard block-long property, station's sale indicates Warner's desire to liquidate all non-pic properties. Studio previously sold its 20-acre Vitagraph lot to ABC, where the net now headquarters its Coast tele operations.

Terms of the deal were not known, but it is understood Maizlish will be paying approximately \$750,000 for the station. Outlet's manager recently returned from New York, where he raised the money to swing the deal. Maizlish will head the station, with Easterners serving as partners. Station currently is marking its 25th year on the air.

Berle To Alter Format; Maybe Coin Own Jokes?

NEW YORK, April 8.—Slight revisions in the format of the *Texaco Star Theater* are expected next season. Milton Berle, rating-wise TV's top comic, will naturally dominate the proceedings, but the feeling is that the vaude formula which has been used for two and a half years already is wearing itself thin.

Tho the ratings have kept the show on top, they have dropped somewhat during the past year. In addition, the greater number of variety shows this year has also accentuated the competition for audiences. What the changes will be are not set as yet, but the program will not be radically revamped, only twisted a bit to make for greater freshness. It will continue being presented once a week, not every two weeks as rumored.

CBS To Use Tryouts To Fill Slots of Shows on Vacation

NEW YORK, April 8.—CBS-TV will be faced with a major programming problem this summer to fill the approximately eight hours to be vacated by evening video shows which are expected to take vacations. Among the programs slated for hot weather mothballs are the *Ken Murray Revue*, *Suspense*, *Ford Theater*, Fred Waring, *Goldbergs*, *Silver Theater*, *Talent Scouts*, *Man Against Crime*, Ed Wynn, *People's Platform*, *Mama* and perhaps *Studio One*. The Lincoln-Mer-

TV, AFM Start Talking Pacts For Live Shows

NEW YORK, April 8.—Execs of the TV networks and the American Federation of Musicians (AFM) met Friday (7) in the first of a series of sessions designed to write out a new contract covering wages and working conditions for musicians on live television shows. The webs now are operating on an interim agreement whereby the previous contract, which expired March 31, is continuing in effect until a new ticket is signed. It will apply both to network shows and local New York TV shows.

It's considered certain that the musicians, among other changes, will ask for more dough, in view of the gains made by TV since last year's agreement was reached. Present scales on local shows are \$14.40 for shows up to a half an hour and \$18.40 to an hour on local shows; \$16.20 and \$20.70, respectively, for web shows. These rates are, respectively, 80 and 90 per cent of AM scales. As is true in all such contracts, rehearsal time is extra.

Meanwhile, slow progress is being made in a move to get AFM approval for music in TV film. The producers involved now are circulating among themselves a proposed draft of a contract. When it has their approval, it will be presented to the union.

Fear of Legal Woes Leads Ford To Drop Film TV Plan

NEW YORK, April 8.—Plans to film some of the *Ford Theater* TV-ers at the Jerry Fairbanks Studios in Hollywood were abandoned this week. The dramatic show, currently telecast twice a month, will be seen weekly this fall on CBS-TV, after its summer hiatus.

The reason for the change of heart is that Kenyon & Eckhardt realized that filming would mean legal difficulties where dramatizations of novels and plays were concerned. Most of the good plays are already owned by movie companies and, the

copy dealers will not sponsor *Toast of the Town* during the summer, but the web is expected to keep it on as a sustainer, as it did last year.

CBS-TV, its execs say, will not program the time too heavily with films as it did during 1949. Instead the web will use open time slots to try out the numerous packages now in early stages of production. The net's Coast TV packaging mill has several comedy shows on tap including *Ben Blue* and others. If CBS should purchase a Hollywood film studio in the near future that also would be used to get more shows ready for the warm weather.

But the majority of video packages will undoubtedly come from the web's local programming operation. Four programs—the Bert Lahr show, *Stork Club*, a Bert Parks package and *The Trap*, an hour-long melodrama—are well along in production. The last named is expected to go into the Saturday night 9-10 slot. CBS-TV also has on hand several shows which were given short tryouts during the winter and those may return to TV screens.

Sampson Makes Use Of Video in Place Of Dealer Huddles

CHICAGO, April 8.—Television programs will supplant dealer sales meetings for the first time here next week when Sampson Electric Company airs on WBKB a series of four afternoon half-hour programs designed not for the public but for dealer consumption.

The programs, to be aired April 11-14 from 1:30 to 2 p.m., will launch a new Norge refrigerator line.

WBKB states that manufacturers of other home products, including TV receivers, are going to watch the series. They may conduct similar shows if the Sampson programs are successful.

books are adapted for single video showings, they still retain value as possible picture material. This might mean that the program would have to use only original scripts for filming and, at the moment, not enough of those are available.

In order to overcome the production difficulties foreseen by the stepped-up production schedule next season, the agency expects to employ two crews for the show. Marc Daniels, the current director of *Ford Theater*, will head one unit, but the other director is, as yet, unselected.

Fighters Demand 50-50 Cut On TV Cash With Garden, IBC

NEW YORK, April 8.—Madison Square Garden and the International Boxing Club (IBC) this week were faced with a demand from fighters and their managers that radio and TV receipts be split equally on a 50-50 basis for main event contenders. With the current contract with the promoters expiring May 31, the gladiators and their braintrusts are asking percentages which they were unable to gain during last year's negotiations.

After protracted difficulties in the

summer of 1949, the boxers finally persuaded the IBC to pay main eventers \$1,000 each plus their purses. Negotiations then were stalled so long that several of the big outdoor matches never were televised. This resulted in one beer sponsor canceling his fights contract with a network.

The boxers contend that televising the bouts cuts gate receipts drastically. They feel they therefore are entitled for extra compensation.

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

Six-for-One Ad Plan Clicks for WPTZ, Philly

New six-for-one advertising plan by WPTZ, Philadelphia, wherein clients get hour-long identification for the cost of one participation during the station's daily "Hollywood Playhouse" film program, is finding favor with local sponsors. Alexander W. Dannenbaum Jr., WPTZ commercial manager reports that 11 of the possible 20 participation periods were signed the first 10 days of the program. Under the plan, participating sponsor gets visual and aural identity five times during the movie showing in addition to his usual one-minute commercial message. Each movie is chopped up by four participants.

Tel-Air Signs Arline Judge for Participation Show

Film actress Arline Judge was signed last week by Tel-Air Productions for a new TV show. Titled "Your Big Night Out," the stanza is an audience participation show with comic elements. Al Garry will write, direct and co-produce.

Sports Web Sells Spots for "Fight of Week"

Sports Broadcast Network, indie Philly web linking indie stations for major sports coverage, has come up with a new commercial pitch in selling national spots between the rounds of each fight. Jack Rensel, general manager of the network, announced the web will carry "Fight of the Week" every Monday night at 10 for a period of 52 weeks. Blow-by-blows will be fed to 32 stations to start, the number of stations extended each week until all 146 links of the Sports Broadcast Network are carrying these major fights. Fights will be picked up from ringside thru WPEN, Philly, web's key station, in whatever city the outstanding weekly boxing event occurs. Del Parks, boxing commentator, is doing the blow-by-blows.

WLW-T Tests Video as Education Medium

The first sizable experiment to test television as a supplementary aid to classroom instruction will be launched this week by the Crosley Broadcasting Corporation. A series of four half-hour telecasts approaching the teaching problem from different aspects have been scheduled for WLW-T. Receivers will be set up in 14 local high schools. The series is the next-to-the-last step in a year-long survey of the education-television field by Russell Helmick, principal of Holmes High, Covington, Ky., under a fellowship grant by the Crosley Broadcasting Corporation to the University of Cincinnati. Teachers have expressed themselves in the survey as wanting television as a supplementary aid, and 17 leading Cincinnati educators have cooperated with Crosley representatives and Helmick in developing the special series of programs.

Billie Gould Sues WABD for Alleged Pact Break

TV Station WABD faced a breach-of-contract suit in New York Federal Court last week, brought by Billie Gould, erstwhile impresario of a weekly half-hour fashion show from the Waldorf's Sert Room. Miss Gould claims that her agreement with DuMont, operator of WABD, was for 40 showings of her fashion program, but that it was canceled last December after the sixth show. She asks for \$50,000 damages and \$288 for musicians' wages.

Looks Like Nix for Higher WOR Antenna

Chances appear poor for WOR, New York, to receive an okay for higher antenna heights at Carteret, N. J., following staunch opposition last week from the Civil Aeronautics Administration (CAA). The proposal, CAA said in a brief filed with the Federal Communications Commission, would be "a menace to air navigation."

WPTZ Contracts for 200 Full-Length Feature Films

WPTZ, Philadelphia, last week completed the largest film deal ever consummated by a local television station in contracting with Associated Artists Productions for purchase of more than 200 feature full-length pictures. Films are largely Monogram and Eagle Lion productions made between 1938 and 1946. Rolland V. Tooke, WPTZ assistant general manager, who handled the deal, disclosed that the station signed for the record number of films to insure an uninterrupted flow of program material for its daily "Hollywood Playhouse" show which uses a different feature each day at 2 p.m.

Al Levy Has Packages Cooking All Over

Packager Al Levy, whose "Philco Playhouse" is among the top dramatic productions on TV, last week was cooking on all burners. His *Fran Allison* radio strip is to be done on NBC, a kind of his "Treasury Agent" will be produced by Bernie Prockter for the same web and his radio series, "The Man From Tucson," is being pitched at General Mills by NBC. Levy's "Oz" TV series, which is being produced by Burr Tillstrom, also has the interest of NBC, and ABC is negotiating with him to present "Varsity Varieties," video show consisting of excerpts from college musical productions.

AFRA-WICC Hassle Settled, Wallin Gets \$500

A dispute between the American Federation of Radio Artists (AFRA) and WICC, Bridgeport, Conn., that was on the verge on going to arbitration last week, was settled amicably. The station paid recently fired announcer Saul Wallin \$500 in settlement. Wallin, who will not return to the outlet, was let go, according to station claims, because he was "not suited" to its type of operation. The union claimed there were other reasons. He was with WICC 15 years.

Riggio Heads Board of American Tobacco

Vincent Riggio last week was upped to the board chairmanship of American Tobacco Company. His promotion coincided with the naming of Paul Kahn, veepee, to Riggio's vacated post of president.

Leo Burnett Lands Bauer & Black Radio-TV Account

Continuing its recent expansion drive which has seen it capturing new major accounts, the Leo Burnett Agency last week obtained Bauer & Black as one of its clients. In past, B&B has used radio spots, but an expanded radio-TV campaign is being worked out by its new agency.

WGN-TV, WNBQ Go to Daytime Operation Sked

CHICAGO, April 8.—Daytime TV programming here will increase as a result of plans announced this week by two local stations. WGN-TV announced that starting Monday (10) it will begin programming at 10 a.m. and have shows solidly blocked thru the morning and afternoon. At WNBQ plans are now being formulated to put the station on the air at about 1:30 each day, with a regular schedule of local and network programs to be aired weekdays until about 11 p.m.

Altho the WNBQ plan is in its formative stages, it appears likely it will be put into effect in a month or so. Holding it up now are the vacation of Jules Herbiveaux, TV head for NBC here, and necessity for obtaining new studio facilities. It appears likely that the station will program daytime shows from its newly leased Studebaker Theater or will re-obtain the Merchandise Mart studio space it now leases to ABC.

When WNBQ starts daytime programming the emphasis will be on entertainment—music, drama, personality programs—rather than on the "how to do it" fem programs other stations have aired during the a.m. hours. Cooking, sewing and home economics programs will be included, however.

The NBC plan will make an attempt to give the program schedule a definite constant continuity to which the audience can become accustomed. It is even planned that if an advertiser wants to buy a daytime period and does not want to purchase one of the NBC-created packages, he will have to use a show—even if it is one of his own—that will fit into over-all planning and be of a type that NBC has decided should be aired at the time he wants to buy.

Bidding Booms Tele Guests \$\$

(Continued from page 3) reported, received \$3,500 for appearing on the first NBC Saturday Night Revue. Frank Fay is asking \$5,000. Cass Daley wants \$2,500, and Martin and Lewis will get \$2,500 for their bit for the NBC Saturday Night Revue. It has gotten so that big-name acts who are offered \$1,500 for a guest shot are insulted.

In the second rank of stars, entertainers like Mitzi Green, who formerly received \$1,000 per guest stint, now want \$1,500; Georgia Gibbs whose price also was \$1,000, now asks \$1,500, and singer Julie Wilson who started out at \$350, now asks \$750. It the programs can't pay, the entertainers go to their competitors and—because of the act shortage—get the money they ask.

The inflation in name prices hasn't meant a similar bounty to standard acts such as acrobats, novelty acts and dog acts. Their prices have gone up approximately \$100-\$200, but nothing like the others.

As soon as the second-rank name acts click on TV, up goes their prices. This is because they are more in demand for cafe and night club work.

An interesting angle to the situation is that talent buyers sympathize with the desire of the stars to get as much money as they can from TV. After all, the buyers reason, the video lives of entertainers are short because, at most, they can appear on three or four different shows before their value is materially lessened.

With the demand as it is, TV execs realize that little can be done to remedy the situation. Only the refusal of the sponsors to pay such prices can change the condition. No such refusal has been noted.

IRNA Reps May Rump at NAB

NAB Convention Agenda

Hotel Stevens, April 16-19, 1950

Sunday, April 16

- 9:30 A.M.—**OPENING ADDRESS OF WELCOME**
Lee Jacobs, KBKR, Baker, Ore., Chairman Unaffiliated Stations' Convention Sub-Committee.
- 10:00 A.M.—**THE OUT-OF-HOME AUDIENCE—ITS SIZE, MEASUREMENT, WHO HAS IT?**
(a) A Research Report Illustrated With Color Slides: Sydney Rostow, president of The Pulse, Inc.
(b) How To Promote, Program and Sell the Out-of-Home Audience: Hugh Feltis, KING, Seattle, chairman; Norman Glenn, editor and publisher, "Sponsor."
- 11:30 A.M.—**MAIL ORDER BUSINESS**
Cecil Hoge, Huber-Hoge, Inc.; Ralph Well, vice-president, WOV, New York.
- 12:30 P.M.—**LUNCHEON**
Edgar Kohak, business consultant.
- 2:30 P.M.—**HOW TO DEVELOP AND SELL NEW PROGRAM RESOURCES**
Arnold Hartley, vice-president, WOV, New York, chairman; Carl Haverlin, president, BML, Inc.; Charles E. Rynd, president, Ampex Company; Foy Kohler, "Voice of America"; Pierre Crenesse, French Broadcasting System; Sellman C. Schulz, vice-president, Decca Records; Joe Csida, director of popular artists and repertoire, RCA Victor; John S'nn, Frederick W. Ziv Company; Maurice Mitchell, director, Broadcast Advertising Bureau; Jerry Frank, The Billboard, "Record Promotion Tie-Ups."
- 4:15 P.M.—**SPORTS CLINIC—ITS AUDIENCE, SALES, LEGALITIES, PROMOTION**
Patt MacDonald, WHHM, Memphis, chairman; The Legal Aspects—Leonard Marks, Cohn & Marks, attorneys; Programming, Selling Adjacencies—Ben Strouse, WWDC, Washington.

Monday, April 17

- 9:30 A.M.—**FM SESSION (North Ballroom)**
Opening remarks, Matthew Bonebrake, chairman, FM Committee.
"Functional Music," Howard Lane, Marshall Field stations.
"Transit Radio," C. L. Thomas, Transit Radio, Inc.
"Advertising's Biggest Challenge to Radio: How FM Will Meet It," Stanley Joseloff, Storecast Corporation of America.
"FM Networking," Matthew Bonebrake, KOCY-FM, Oklahoma City, Okla.
"Summary of FM's Special Services," Edward Wheeler, WEAW, Evanston, Ill.
"Sell Silence," Ed Davis, Musicast.
"Why I Duplicate," Merrill Lindsay, WSOY-FM, Decatur, Ill.
"Why I Do Not Duplicate," Robert Dean, KOTA-FM, Rapid City, S. D.
"How To Measure the FM Audience," Dr. Kenneth H. Baker, BMB.
Question and Answer Period.
- 12:00 Noon—**LUNCHEON (Grand Ballroom)**
Presiding, Howard Lane chairman, Convention Sites and Policy Committee.
Opening the convention, Justin Miller, president, NAB.
- 1:30 P.M.—**GENERAL SESSIONS (Eighth Street Theater)**
"The American Broadcaster's Responsibility in World Affairs," Hon. Carlos P. Romulo.
"The American Broadcaster's Responsibility in Industry," Herman W. Steinkraus, president, U. S. Chamber of Commerce.
"Labor-Management Panel," Justin Miller; Daniel W. Tracy, IBEW; A. Frank Reel, AFRA; C. L. Thomas, KXOX, St. Louis; Harold Essex, WSJS, Winston-Salem, N. C.

Tuesday, April 18

- 9:30 A.M.—**BUSINESS SESSIONS (Eighth Street Theater)**
Membership Meeting, Justin Miller presiding.
"BMB Discussion," Dr. Kenneth H. Baker presiding.
- 12:30 P.M.—**LUNCHEON (Grand Ballroom)**
- 1:30 P.M.—**GENERAL SESSIONS (Eighth Street Theater)**
"The American Broadcaster's Responsibility to His Government," Hon. Wayne Coy, FCC.
"The American Broadcaster's Responsibility in World Economics," Hon. Paul G. Hoffman, ECA.
"The American Broadcaster's Responsibility in Agriculture," H. E. Babcock.
- 7:00 P.M.—**RECEPTION (Normandy Lounge)**
- 7:30 P.M.—**ANNUAL BANQUET (Grand Ballroom)**

Wednesday, April 19

- 10:00 A.M.—**TELEVISION SESSIONS (Eighth Street Theater)**
Dave Garroway, presiding.
"The Morning After," Kukla, Fran and Ollie, NBC.
"A Show a Day," Burr Tillstrom.
"NAB-TV," Eugene Thomas, WOIC.
Panel: "The Show's the Thing."
"I Watch It," Jack Mabley, Chicago Daily News.
"I Produce It Nationally," Ernest Walling, NBC.
"I Produce It Locally," Robert D. Swexey, WDSU, New Orleans.
"Welcome to Show Business"
Panel: "The Profit Motive"
"TV Has Paid Off for Me," Jim Moran, Courtesy Motor Sales, Inc., Chicago.
"It Must Pay Off for My Clients," Marion Harper Jr., McCann-Erickson.
"And It Must Pay Off for Me," William B. Ryan, KFI, Los Angeles.
"Our Television Privilege," Robert C. Tait, Stromberg-Carlson Company.

Sam Levenson May Show Kids How To Hit Showbiz—No Gag

NEW YORK, April 8.—The New York City Board of Education this week was considering the establishment of a new type of department, proposed as a means of bridging the gap between high school classrooms and show business careers.

Talks have been held with comic Sam Levenson, himself a former high school teacher, with the folk comedian the probable choice to head the new set-up, which may commence operations in the fall. Altho there are courses as well as clubs in various forms of entertainment in the schools, a need has been felt for some agency to direct the talent thus developed along proper channels to professionalism.

The new department thus would have a staff that would visit the various schools and guide the apprentice acts to the correct methods

for securing auditions and jobs in radio, TV, bands, vaude and other facets of the industry. It is conceivable that, thru the official auspices of the school system, some method of mass auditions before leading showbiz producers and operators could be set up. Some top Broadway names from the executive side are known to be interested in the project, and have voiced the belief that some such means of steering as well as encouraging the talented tyros could mean a stream of fresh new talent for show business.

The entire board of education turned out several days ago for a demonstration on how effectively a message of importance could be put across via show business methods. A special session was held in the assembly hall of Eastern District High School, attended by the usually

Hot on Cuba Deal, Want Stiff Stand

Heavy Attendance Seen

NEW YORK, April 10. — Reports were circulating in New York last week that a number of Southwestern broadcasters were planning to attend next week's National Association of Broadcasters' (NAB) convention with the intention of holding rump meetings of their own. Disgruntled over the U. S.-Cuban frequency plan, whereby certain U. S. frequencies would be weakened, the broadcasters involved were said to be considering the reactivation of the long-defunct Independent Radio Network Affiliates (IRNA).

IRNA was set up some years ago nominally as a group within NAB, but its actual purpose was to pressure for more voice in NAB affairs for its participating stations. It was scuttled when NAB was subsequently reshaped.

Current feeling is that NAB should have taken more active steps to protect U. S. interests. The information that plans for the rump sessions were in the works was given to network stations—relations execs contacting the Southwest stations. Some of the stations are not NAB members, but are sending people to Chicago since it represents the only time the industry is under one roof.

Meanwhile, advance interest in NAB's management meet, which opens Sunday (16) at the Hotel Stevens in Chicago, had leaped considerably ahead of both expectations and last year's attendance figure. Advance registration as of March 30 was over 500. On the other hand, it appears that network delegations will run lower than in past years. CBS, for example, is sending no policy-making brass to the convention. Herb Akerberg, CBS stations relations v.-p. will head the network's delegation.

Another absentee this year will be Ted Cott, who becomes manager of WNBC and WNBT, NBC outlets in New York, April 20, and leaves WNEW's program vice-president post April 15. Cott organized this year's Independents' Day agenda, but in view of his anomalous position in becoming manager of two network affiliates, he decided this week to remain in New York.

WCAV Ex-Mgr. Seeks Cut on Two Shows

NORFOLK, Va., April 8.—Joe Brown, former general manager of WCAV here, has brought suit against that station in Circuit Court, claiming commissions for two of his shows, *Radio Gang* and *Helping Hand*, which he produced while at the station. Brown claims WCAV failed to pay him 5 per cent of the net profits and expenses in accordance with a written agreement.

Brown and WCAV severed connections last November when he became promotion director at WSAP, Portsmouth, Va. Joseph Light is president of the Cavalier Broadcasting Corporation, operators of WCAV. He resides in Washington.

austere board members as well as the school's students, and presided over by Levenson. The comic delivered a humorous routine calculated to show the importance of interfaith good will. The effectiveness of this method of putting over a message is believed to have made a major impression on the board.

Theater % Deal Topping TV Cash Bid to Irish by DuMont, Para; NBC, ABC Also Pitch

Notre Dame Football Take May Rise to 90G

SOUTH BEND, Ind., April 8. — With three TV networks bidding spiritedly for tele rights for next fall's Notre Dame football games, the university this week was reported confronted with a unique offer made jointly by DuMont and United Paramount Theaters. This is said to call not only for payment of rights for games shown over the DuMont web, plus additional stations, as last year, but also for a share of per-seat grosses from admissions to as many Paramount theaters as will be equipped for theater TV by autumn and can pick up the games from the cable.

Theaters in New York and Chicago already are set with equipment, with Boston and Detroit certain, and at least two other cities in the process of selection.

Another leading contender for the games is NBC, which hopes to acquire the rights on the basis of widest possible station coverage. The web is said to save tied up not only its own affiliates, but also a goodly number of other outlets for what probably would be the largest string of stations carrying football. CBS is not entering a bid but will carry "other games of interest." However, ABC is known to have made a bid, and all three were in constant touch with Notre Dame officials, who are expected to make their decision within the next fortnight.

Last year DuMont coughed up \$50,000 for rights to five games, the same number to be lensed this fall. This year the bidding is in the vicinity of

\$30,000 to \$90,000. The university is reported to make its decision on the basis of amount of cash for rights plus widest coverage.

Chevrolet sponsored the Irish contests last year, and is said to be interested in getting them again. Besides the five Notre Dame games, DuMont also picked up a few Big 10 contests for weeks when there were no games at South Bend. The same formula likely would be followed again.

RCA's Coax Affinity Brings Color TV Showdown Nearer

WASHINGTON, April 8. — The color TV battle headed closer to its final round after Radio Corporation of America (RCA), in a strategically timed follow-up to the unveiling of its tri-color tube, disclosed this week that its color system works on the coaxial cable.

In demonstrating its color system on coax, with New York and Washington as the terminals, RCA emphasized that special equipment now used for this transmission can be discarded as soon as a "planned increase" in the frequency band width of coaxial cable routes is accomplished.

Having witnessed this latest performance, the Federal Communications Commission (FCC) is now bent

NEW YORK, April 8.—United Paramount Theaters is ready and anxious to obtain proper television fare for use in its movie houses on a steady and regular schedule. According to Robert H. O'Brien, secretary-treasurer of the firm, who heads the TV operation, Paramount wants to use a tele attraction about once a week indefinitely to check the effect upon box office.

O'Brien also foresaw the possibility that theaters outside the Paramount chain might be induced to collaborate with a theater TV experiment, jointly getting up a pool for rights. Preliminary talks already have been held. Paramount has TV installations in New York and Chicago, with Boston

and Detroit theaters due to get equipment this summer along with Paramount houses in at least two other cities. There will be an estimated 60 theaters of various ownership with TV equipment by fall, mainly in the East and Midwest.

Eventually, when a sufficient number of theaters are equipped, O'Brien believes that a totally different type of TV fare will have to be dished out to mass audiences than is broadcast for home consumption. Then, he said, home TV can stress educational, small cast and home participation shows which he believes are more suitable for intimate viewing than more massive productions. These, he said, involving large casts or pickups from legit or vaude stage, are the natural material for theater TV.

O'Brien foresees an ultimate agreement between film exhibitors with TV facilities and producers of legit plays for showing of the plays via tele on a national basis. He said this could be done by the roadshow practice by which most films are distributed. Thus, most Broadway shows open after large investments, with no guarantee of a successful future. A deal would air a single pick-up into about 500 movie houses in selected cities (possibly excluding New York) and could offer a neat chunk of change enabling the producer to get fairly well off the nut even before opening. Later a national touring company would have a receptive audience in those cities thru interest aroused by the previous telecast. This compares roughly with film practice of pinpointing key centers for first runs, withdrawing the film, then sending it out on general release to all cities, including those hit earlier.

on getting down to brass tacks on the fiscal side of color TV. The FCC is raising anew a number of questions which it wants answered by the various color rivals this month—exactly what the costs would be to a telecaster to get into color TV and how much it would cost the set buyer and set owner. FCC insists it wants specific answers. Administrative brass in RCA, CBS and Color Television, Inc. (CTI), are indicating willingness to comply, but they emphasize that any figures will have to be theoretical inasmuch as the industry lacks experience in mass production of color TV sets and equipment. CBS, however, has insisted that its system lends itself to the cheapest sets, a declaration challenged by the other protagonists.

Coy Raises a Point

Meanwhile the inside guess continues to point to the likelihood of the FCC sticking to 525 lines for color TV, altho at least two commissioners are known to favor the CBS system which relies on 405 lines. By use of interlace, CBS gets 525 lines horizontally.

FCC Chairman Wayne Coy sent eyebrows up at the hearing this week when he asked Chairman Donald Fink, of the Joint Technical Advisory Committee (JTAC), if he thought the industry would agree to installing adapters in sets to gear them for the

eventuality of the CBS system if the FCC found it impossible to arrive at final color standards immediately.

Altho the remark left an implication that Coy might be thinking of withholding standards but authorizing a trial run for CBS, several of Coy's intimates on the commission later warned off-the-record against such interpretation, pointing out that the chairman has purposely been "covering the waterfront" in his questions for exploratory purposes and to make sure for the hearing record that every issue had been adequately covered.

The commission still expects to complete cross-questioning in the color TV phase by April 25.

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

New Orleans Times-Picayune Seeks Lost TV Permit

The New Orleans Times-Picayune is attempting to get Federal Communications Commission (FCC) to reinstate a construction permit for a TV station in New Orleans. In an application last week, the paper said it is now ready to go ahead with a station on Channel 7. FCC lifted the permit last July for failure to get WTPS-TV on the air.

"Howdy Doody" to Coast for Mars Candy

NBC's highly-touted "Howdy Doody" moppet tele show will get its first West Coast showing, beginning April 8, over KNBH, local NBC video outlet. Expansion to this area was ordered on behalf of Mars Candy, which bankrolls a 15-minute segment of "Doody" in the East. Mars was only one of four current sponsors who wanted the Southern California market, hence the network will kine only one episode weekly, giving Mars the benefit of a half-hour seg.

TeeVee Films Organizes Own Releasing Company

TeeVee Films Company, Hollywood, video pixery headed by Gifford Phillips, last week announced formation of its own releasing organization, to be headed by Marc Frederic. David Fred and Thomas Milana were appointed field men to canvass the nation's video stations in direct sales pitches. They leave May 1 on a 90-day tour. Products currently being marketed by Phillips's firm include the Erskine Johnson-Coy Watson "Hollywood Reel" ainer; "Gigi and Jock," French puppet series; newsreel and a series of five-minute short short stories.

In recognition and appreciation of outstanding public service in encouraging promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community it serves

Radio Station WWJ
Detroit, Michigan
has been presented a
Radio Station Award
of
One Thousand Dollars
for the year
1949
by
The Committee of Awards
of the
Alfred I. du Pont
Radio Awards Foundation

WWJ, Detroit's
First Radio Station,
proudly acknowledges
receipt of the coveted
Alfred I. du Pont
Award for 1949

Advertisers can assure themselves impressive results from sales messages on WWJ, whose prestige and community acceptance lends immeasurable value to any campaign.

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



Basic NBC Affiliate

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

It's Dog-Eat-Dog as Coast Unions, East, Fight on TV

NEW YORK, April 8.—The undared war between Hollywood unions and Eastern labor orgs over TV jurisdiction seemed to be coming to a climax this week as the Coast groups began to move in. The unions engaged in the contests include Television Authority (TVA) and the Screen Actors' Guild (SAG), the Screen Directors' Guild (SDG) and the Radio and Television Directors' Guild (RTDG), the Screen Writers' Guild (SWG), Television Writers' Group (TWG) and Radio Writers' Guild (RWG).

Television Authority already has determined its demands for performers working in video, and is a shade away from entering negotiations with the webs. Should any contract be signed between TVA and the nets, the SAG feels that the Eastern TV actor orgs will have established a claim to TV jurisdiction which might be hard to dispute.

The SAG strategy, it is believed, will either be to ask for an injunction to prevent TVA from negotiating with the nets or else to warn the webs that TVA does not have TV jurisdiction. Either way, this would probably mean that the dispute would be brought before the National Labor Relations Board (NLRB) for settlement. Months would be consumed while the NLRB determined which performers could vote, in what areas, and finally, until the election was held.

SAG again indicated this week that it would not compromise on its position wherein it claims jurisdiction over films made for TV in any way. SAG believes that, ultimately, film performers working in TV films will have to decide who is to represent them and that on the basis of past events, SAG will get the nod.

While RTDG already has contracts with several of the webs covering TV directors here and in Los Angeles, the SDG has claimed jurisdiction because video consists of "directing action moving across a screen." The RTDG position is that if the SDG "attempts . . . a jurisdictional raid, they're in for trouble." The Coast meggers outfit has a few of its members working in Hollywood TV sans contracts, which they say they will now attempt to negotiate. The SDG has no New York office, but expects to establish one in the near future and will attempt to settle the dispute with the RTDG by negotiation. If this jurisdictional difference should become protracted, the NLRB again will be called in to hold an election.

The video situation in the Authors' League (AL) between its various writing affiliates is also far from settled. A national executive committee is handling the setting up of contract demands, but no final decision has been made, as to the affiliate

'Goldbergs' GF Sub Pitched Up by CBS

NEW YORK, April 8.—CBS is currently engaged in an effort to sell General Foods (GF) another show to replace the radio *Goldbergs*, which will be canceled by a GF product, Sanka Coffee, at the end of its 13-week cycle. The sponsor has a contiguous time structure set up, with *Gangbusters* placed on the Saturday night schedule next to *The Goldbergs*.

Naturally GF would be getting a second program much cheaper than the usual rate. Then again, because of the success of the *Godfrey Digest*, which follows both programs, the time figures to have greater value next season. GF's problem is that Sanka, because of limited budget, wants to pull out of radio and put a little more money into TV.

which will receive jurisdiction over TV writers. The TWG is backed by the powerful dramatists' guild and many members of the AL council. The SWG and RWG are stubbornly holding out for a piece of the pie. Meanwhile there is a great dissatisfaction in the ranks of video writers because time's a wastin' and negotiations haven't even begun.

The movement of the Hollywood unions at this time into TV is directly connected with the bad condition of the film business and the growing awareness of video's threat to Hollywood.

NBC Plans Airing Surgery to John Q.

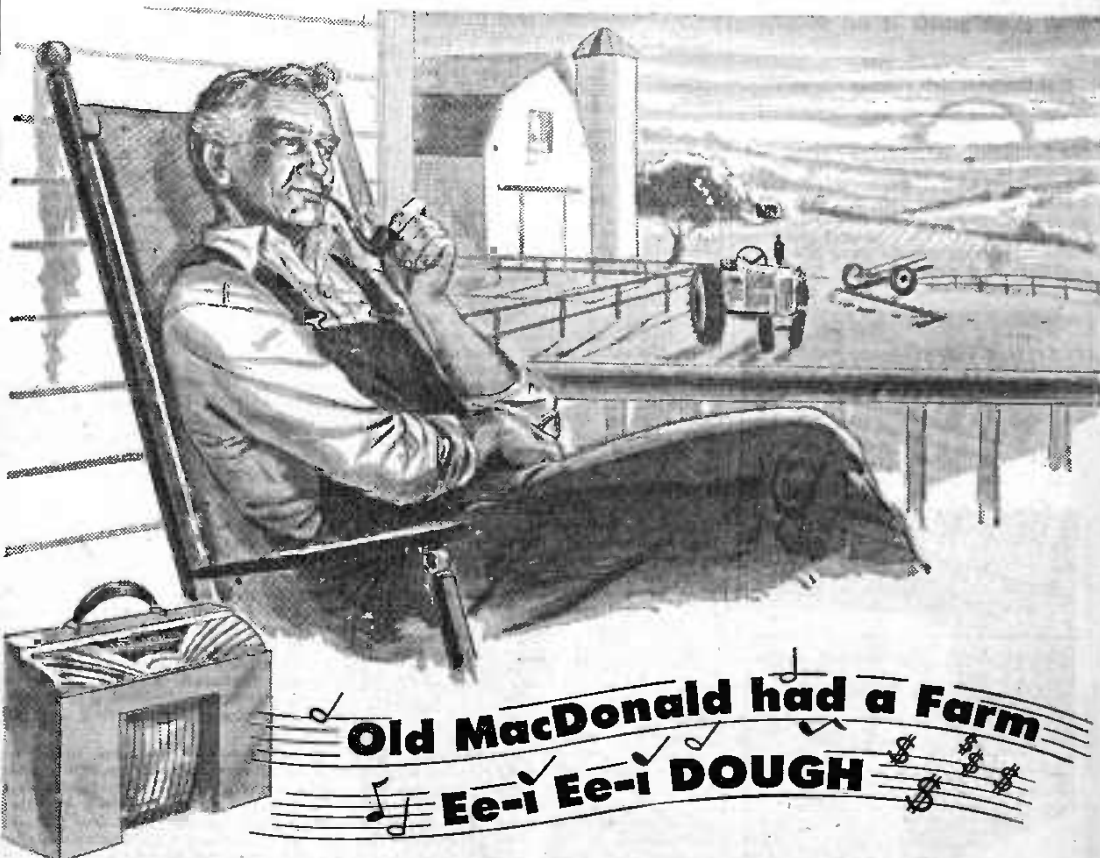
NEW YORK, April 8.—NBC is planning a new AM dramatic series built around the medical experiences of U. S. doctors. The program may be considered daring for radio. The audition record, cut a few weeks ago, for example, is based on delivery of a child by Caesarean section, with listeners taken into the operating room during the course of the show.

NBC is hot for the program and may slate it as a summer sustainer. Title is *The Doctor*.

TV of "Goldbergs" Creates Demand for Book, Disks and Pic

NEW YORK, April 8.—The success of *The Goldbergs* in TV has created a demand for the CBS folk series in other fields. Gertrude Berg, the creator of the show, is on the verge of signing a picture deal with Paramount Pictures, of writing a book for Simon & Schuster and of preparing an album of records for Columbia Records, Inc.

The picture would be made this summer during the hiatus taken by the video show. The other chores will also be done soon, when and if contracts are signed.



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend \$890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—16.1%—of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

* Special farm consumer survey—now available
** Nielsen Radio Index, Feb-March, 1949

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST



Crosley Broadcasting Corporation

On the Broadways of the World

Reviewed Wednesday (5), 7:15-7:30 p.m. EST. Sustaining via ABC-TV. Director, Chuck Bishop; assistant director, Seymour Robbie; scripter, Gene Shaflit; commentator, Art Ford.

Art Ford has made the transition from disk jockey to video news commentator surprisingly well. Ford has a capable and effective mike manner, except for his habit of leaning forward to read his notes which sometimes pulled part of his face out of camera range.

The content of his news is strictly an entertainer's birds-eye view of events. He spices his chatter with enough Broadway and Hollywood names to get himself the audience which worships at the shrine of show business. He also has a habit of editing, as exemplified by commenting on Ingrid Bergman. Ford's show was Bob Christensen of the Hotel Astor. The show was some amusing anecdotal bits of the Broadway landscape.

The program started off strongly and tapered off at the end, as the commentator made the mistake of using his heavy ammunition early in the program. In addition, there was nothing in his treatment of news that was unique to TV. Ford merely sat at a mike and talked. He could do that as well on radio. Ford might also try to get some news slants and program material which would give his show a different character from those already in existence. *Leon Morse.*

Glossy Professional 8x10 PHOTOS
Fan mail glossy photos and post cards. Prices... satisfied customers coast to coast. Our 14th year of honorable court-ous service. Reproductions as good or better than your original. Send today price list, FREE samples.
MULSON STUDIO
BOX 1941 BRIDGEPORT 1, CONN.

ATTENTION ENTERTAINERS!
100-8x10 PRINTS... \$7.50
There is no better salesman than a well-planned clear cut, pleasingly attractive photograph to put your message across! Our photo reproductions will SELL YOU or YOUR PRODUCTS. Satisfied customers from the Atlantic to the Pacific! FREE samples and price list upon request.
QUALITY PHOTO SERVICE
PARKING ST. BOX 22, BRISTOL, CONN. PHONE 4015

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.
3 1/2" x 10" 5c ea. in quant; postcard size, 2c ea. in quant; blow-ups, 25¢ ea.; 4 1/2" x 10" ea.; 30" x 40" \$3.00 ea., plus shipping, all sizes.

Write for free samples and price list B-5
MOSS PHOTO, INC.
155 W. 46 St. New York City PI-7-3520

HOWARD PHOTO REPRODUCTIONS
No Order Too Small or Too Large. Enlargements mounted. 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2c. 24-hour service. Mail orders coast to coast. Write, Call. Free Sample Kit.
Howard Photo Service, Dept. B
168 W. 46 St., New York 19, N. Y. LU 2-1460

Billboard Radio and Television Program Reviews
Designates Radio Review Designates Television Review

Mr. Omm
Reviewed Tuesday, 9:30-10 p.m. Sustaining over NBC-TV network. Executive producer, Pat Weaver; producer-writer, Pete Barnum; director, Doug Rodgers; music, Harry Sosnik. Cast: Charles Korvin, Beatrice Tompkins, Anthony Grey, Barbara Bolton, Alan MacAteer, Merle Joels, Parker McCormick, others.

Mr. Omm is off the beaten path in video and welcome, if for that reason alone. But it also has the virtue of presenting a variety of dramatic and comedic content in half and hour, thru a series of vignettes. With Charles Korvin as Mr. Omm (for omniscient or omnipresent, have your choice), the whole is blended together in a show that maintains interest and establishes a mood.

Narration Harmony
Flaws in the first show were that the narration was overly hammed in the writing and that the treatment of some of the sketches fell far short of achieving potentials. This was especially true in the swindler sketch and in a dramatization of Somerset Maugham's story idea of the man who buys mail from a fellow worker. None of the intense bitterness which springs up between the men was established in the video version. Similarly, the story of the fraudulent gem buyer who wants "to buy a second black pearl—for \$45,000" was so badly overwritten, and played at so snail-like a pace, that it failed to build with the snap, or close with the fillip, it required. Lead was atrociously played, in a pseudo-sanctimonious style and devoid of sincerity.

Routining of the sketches could have been improved by opening with the business of the old gal roller skating from Buffalo and closing with introductory one. This was by far the best of the vignettes, done beautifully by all concerned.

Story With Pathos
Running but a moment or two, it told the story of a child peering around the corner of a studio, wistfully watching a ballerina rehearse. In a fit of temperament the dancer screams at the child to keep out of the studio; seconds later the ballet gal is heartsick as she sees the child hobble out of sight on crutches. The closing shot, following the child down the corridor, and showing the dancer's arm outflung, captured poignancy far beyond the power of the printed or spoken word. But while it did serve the purpose of getting the show off to an impressive start, it would have served even better to close.

Can't NBC ever get rid of those background studio noises?
Jerry Franken.

Vacation Time
Reviewed Sunday (26), 3-3:15 p.m. EST. Sponsored on a participating basis via WJZ, New York. Producer-director, George Weist. Commentator, Pauline Frederick.

Vacation Time is a 15-minute series eulogizing the joys of travel, with legit actress Pauline Frederick as chief guide. Interest-wise, the show missed the boat last Sunday (26) afternoon. The copy was strictly "Chamber of Commerce" and Miss Frederick's lackadaisical delivery was distinctly disenchanting.

Teeing off with a typical travelogue musical backing, the fem Fitzpatrick first plugged the financial advantages "of sun skiing in the Laurentians" (10 cents more on the dollar and \$200 worth of duty-free goods), then segued into a flowerly pitch for a tour

Alan Young Show
Reviewed Thursday (6), 9-9:30 p.m. EST. Sponsored by Esso Standard Oil Company thru Marschall & Pratt Agency over CBS-TV. Production supervisor, Harry Ackerman; producer-director, Ralph Levy; script, Leo Solomon and Dave Schwartz; music, Lud Gluskin; sets, Ken MacClelland. Cast: Alan Young, Joseph Kearns, Ben Wright, Polly Burgin, Tom Mahoney, Vera Lee, Jerry Antes, Jan Hollar.

First starring effort of comic Alan Young for CBS under his new long-term contract with the web augurs well for his TV series and his future. The show was a well-rounded effort, with the emphasis happily on a couple of well-produced sketches rather than on an attempt at yock monolog material. To this was added a song effort by warbler Polly Burgin, and a dance number spotlighting a versatile quartet of hoofers.

Young received sterling support in the sketches from Joseph Kearns and Ben Wright, Hollywood radio vets. Some remarkably effective settings by Ken MacClelland paid big dividends here. Leo Solomon's and Dave Schwartz's skits had both subtlety and broadness, the former quality in an underplayed bit about two British soldiers in a shell hole with a delayed-action bomb, and action to the point of slapstick in the slightly overlong business about a frightened young man's first air flight.

Young was given his head in carrying out his own wistful portrayals, and his style came thru in a fashion which he never approached in radio. The sound medium never was quite sufficient to bring out the humorously pathetic qualities which he seeks home via the cameras. Thus, he was able to make the most of a comparatively weak opening in which he was found in one of the oldest of comic positions; painting himself into a corner. He also was effective in the first plug for Esso, in which the visual portion featured a silent film of Young visiting a typical gas station, with the comic commenting over the film.

Ralph Levy, who also turns out the Ed Wynn show from Hollywood, again proved his adept touch with this stanza. Miss Burgin's excellent low-register chirping of *Don't Blame Me* was somewhat in contrast to her sophisticated appearance. Dancers Vera Lee, Jerry Antes Jan Hollar and Tom Mahoney did well in choreography by Mahoney, which blended tap with more varied forms of terpischore. In all, the entire opening edition stood up well, and may be a prelude to wider use of comedians in humorous thesping antics rather than the old bang-bang, machine-gun stand-up gaggery. Kin-escop quality was about on a par with that of the Ed Wynn Show, but seemed edited poorly in spots, resulting in some jerkiness of continuity. *Sam Chase.*

of the gardens of England and Scotland, which utilized the "doings of Henry VIII" as a springboard for a Wonder Lawn commercial.

A chance reference to her own experiences abroad sparked a brief feeling of intimacy, but, on the whole, Miss Frederick's copy approach was far too detached for this kind of airer. A few human-interest items and a more personalized slant might put the dialer in the proper holiday mood. Right now, tho, the show's spree spirit isn't even strong enough to rival the city's first slush of spring. *June Bundy.*

Arthur Godfrey and His Ukulele
Reviewed Thursday (6), 7:45-8 p.m. EST. Sponsored by Hi-V Corporation thru Franklin Bruck Agency over CBS-TV. Producer, Mug Richardson; director, Dick Linkroum; writer, Arthur Godfrey. Cast: Arthur Godfrey and one ukulele.

If it featured anybody but Arthur Godfrey, it's a safe bet this show never would have faced the cameras. Even with Godfrey it's debatable how long this stanza will last, for the redhead's stock in trade, his personalized splicing, is subordinated here to his efforts to demonstrate how to twang a uke. The program is slow, dull and confusing, and all of Godfrey's mannerisms fail to rescue it. It started off with l'il Arthur calling the instrument an "ookalaylee" and it got no better as he sought to show the proper finger positions for three chords on the frets and on a blackboard. Cameras couldn't quite show his finger-holds clearly, and Godfrey continually called the chords wrong as he chalked them up on the board, his later corrections only serving to deepen the confusion.

But maybe viewers don't really turn on the show to learn how to play the instrument; maybe they just want to see more of Godfrey, who now does eight hours and 45 minutes on the air weekly. If so, they got as entertainment a couple of quick phrases of *Music! Music! Music!* as warbled by Godfrey to his own uke accompaniment. One wonders if this is enough.

Commercially had Godfrey opening a can of the sponsor's frozen orange juice and showing how it's fixed for serving. He also gave a healthy plug to the uke manufacturer, even showing how the instrument is wrapped and specifying its price. Needless to say, Godfrey has an interest in pushing both firms. Whether he'll be able to capitalize on his fabulous reputation for them in this thin stanza is questionable; if so, it will be a real triumph of personality. *Sam Chase.*

GENUINE HIGH GLOSSY PHOTOS 5 1/2 ea.
Made from your negative or photo (Unsurpassed in quality at any price)
NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST
8x10: \$7.99 per 100, \$55 per 1000
Fan Mail Photos (5x7) \$35 per 1000 • Postcards \$23 per 1000
Mounted Enlargements (30x40): \$3.85
(No Negative Charge on 2 or more)
Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers
COPYART Photographers
165 West 46th St. New York 19, N. Y. Plaza 7-0233
U.S.A.'S LARGEST REPRODUCTION HOUSE WE DELIVER WHAT WE ADVERTISE

8x10 GLOSSY FINISH PHOTOS 5 1/2 EACH
100 8x10s \$6.50
70c NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.
QUANTITY FOTO CO.
P.O. BOX 816 • BRIDGEPORT, CONN.

RIALTO THEATRE
118 Hudson St. Hoboken, New Jersey
FOR SALE ★ FOR LEASE
Especially well suited for television. Full stage equipment, just completely renovated. 1000 seating capacity, excellent acoustics. Immediate possession.
Call MR. DIMENZA at Hoboken 3-9358 or 3-1304

Kuda Bux

Reviewed Saturday (25) 7:15-7:30 p.m. on CBS-TV. Style, magic. Sponsor, Mason, Au & Magenheimer. Agency, Moore & Hamm. Producer, Roger Bowman. Director, Franklin Dyson. Cast, Kuda Bux, Rex Marshall, Janet Tyler.

Kuda Bux is an impressive magician with a bagful of tricks, and is best known for his X-ray eye routine, i.e., riding a bike, shooting billiards, etc., while blindfolded. Trouble with his quarter-hour TV show for Mason Candy is that each trick involved audience participation and that involves Rex Marshall's picking customers out of the studio audience; a quick interview and finally explanation of their part of the trick before its execution. Hence, proceedings slow down to an ample.

On this show, Kuda Bux did the hangman's noose; impaling five cards on that number of metal rods, and finally, his pay-off blindfold bit, in which he jabbed five knives onto a board between Marshall's outspread fingers. All okay, but the waste of so much time detracts considerably from the program to the extent it can't really build. Much better if it can be routinized so as to involve both gimmicks worked solo and with audience assistants.

Marshall does a sturdy support.
Jerry Franken.

The Contented Hour

Reviewed Sunday (26). 10-10:30 p.m. EST. Sponsored by Carnation Milk via CBS. Producer, Charles Cottingham. Writer, Albert V. Hansen. Cast: Dick Haymes, Jo Stafford. Music, Ted Dale and his orchestra.

Dick Haymes and Jo Stafford now are permanent fixtures on this show and their preem performance Sunday night (26) was a worthy illustration of the 30-minute airtimer's tag, *The Contented Hour*. Placidly paced and soothing to the ear, the show, as in the past, was a bland musical mixture of pops and standards with emphasis on the latter.

Thru Jo Stafford copped top vocal honors on the program with her velvet-voiced renditions of *Beyond the Blue Horizon*, *Crazy He Calls Me* and a medley of blues. Doubling as emcee, Haymes was handicapped by some patently phony intro copy, but his warbling was pleasant and his duet with Miss Stafford, midway thru the broadcast, sparked a zing pace. Ted Dale's organ gave both singers a melodic assist thruout.

Commercial-wise, Carnation followed its usual copy pitch plugging medic endorsements and the beautiful state of its bovine staffers.

June Bundy.

Barnyard Frolics

Reviewed Wednesday (5), 3 to 3:30 p.m. EST. Sustaining over WKRC-TV, Cincinnati. Cast: Dolly Good, emcee and vocals; Preston Ward, vocals and guitar; Joe Ward, harmonica and bass fiddle; Leo Kid (Ground Hog), comedy; Jim Watson, electric guitar; Billy Thomas, fiddle, and Lefty Combs, guitar.

This one won't do television much good. It's typical hillbilly stuff offered by a mediocre cast and production is nil. A five-piece hayloft crew of bass, guitars, fiddle and harmonica offers routine hill tunes in a manner that makes your fingers itch to tune out the show. Instrumental numbers were only fair and vocals revealed lack of talent, altho too much should not be expected of the latter on a show of this type. Best of the lot is emcee Dolly Good, who did okay vocal chores on a ballad and a religious number on the show caught.

There was a lack of originality in camera work, straight-on shots being utilized during the show's entire span. The camera boys also failed to catch all the action, particularly during an

Toni Twins Time

Reviewed Wednesday, 9-9:30 p.m. Sponsored by Toni division of Gillette Safety Razor Company over CBS-TV network. Agency—Foote, Cone & Belding. Producer, Sherman Marks; music, Ray Bloch. Cast: Jack Lemmon, Turner Twins, Terry Twins, Kirkwood and Goodman, Ruth and Koesun, John Kriza, Honey Dreamers and Sonny Starks.

The new faces revue-type show is often attempted, in and out of video, and seldom succeeds. This one, on the basis of its debut—it's to be a biweekly offering—is one of the few to make it. Despite its horrendous name, *Toni Twins Time*, it is a highly engaging, entertaining package. Low on the budget, high on entertainment quotas, promising for the future—and, just to keep the adjectives under control, in need of more production effort and budget.

The acts on the first show were Jim Kirkwood and Lee Goodman, who appear, it seems, almost every time you turn on a TV set; Sonny Starks, and Ruth Ann Koesun and John Kriza, dancers. Emcee is Jack Lemmon, and a more disarming and unassuming youngster isn't around in tele right now. He works the acts and the commercials in with easy charm, displays a warmth and lack of brashness that is all too rare and looks sure-fire for the tele and mebbe film big time.

Unusual in shows of this sort was its strength in comedy, altho Kirkwood and Goodman had too much to do. Theirs is a type of comedy hybridizing collegiate stuff with borscht circuit humor, and their take-off of sky writers as medal-bearing heroes lacked value and punch. Theirs is the fault of taking a so-so comedy idea and overdoing it; the stuff is funnier in a night club (they're current at the Ruban Bleu) after a quaff or so. Sparks' burly of *Babalu*, on the other hand, had the asset of both satirizing a personality (Desi Arnaz) and a style, and it was not overdone. He could have taken an encore.

Honey Dreamers Boff

Jane Harvey clicked in her past version of *Come Rain, Come Shine*, a good torchy number for her Holiday-esque style. Lighting, tho, didn't bring out her good looks. Corking vocal work also was scored by the Honey Dreamers—two girls and three boys—who opened the show with a boff start doing *New York, New York*. Their work is equally effective vocally and visually, which is why they're good TV. They managed, too, to top their opening effort with the closing *Night and Day* production number, in a combo with the dance team, Ruth Ann Koesun and John Kriza, with a good solo by one of the boys. The ballroom terperly showed that the team has the ability but not the salesmanship.

Commercials are built mainly around the Toni Twins standard, making effective use of the Terry Twins themselves, an offscreen voice and an exhibit of the waves the hair goo produced on the noggin of one of the girls.

One clear lack in the show is stage dressing; far too much is done before neutral-toned drapes, serving to deliver a dullness the program itself hardly warrants. This Toni show, with its small outlay, serves up far more entertainment than a lot more elaborate programs do; it could even keep the opening night's talent as a permanent cast.

Jerry Franken.

instrumental number when two of the cast danced.

Comedy work by Leo Kid consisted of mumbled lines and waving at the audience. He pitched for viewers by reading fan letters reporting such bits of information as birthday anniversaries.

It doesn't take much to please hillbilly fans, and this show will probably get by in Cincy, a fertile field for hillbilly talent. However, it can't be construed as good entertainment.

Al Schneider.

Adventures in Sewing

Reviewed Friday (31) 3:30-4 p.m. EST. Sponsored by Apollo Distributing Corporation, Newark & Sulzmann Distributing Corporation, New York, thru Fuller, Smith & Ross, for Domestic Sewingmachines, via WJZ-TV. Producer, Ray Culley. Director, Charles Ranallo. Writer and commentator, Louise Winslow.

Apart from its dashing title, *Adventures in Sewing* is a humdrum little one-woman show, featuring home economist Louise Winslow at the Domestic Sewingmachine. It may appeal to the "just-give-me-the-facts-and-no-nonsense" type of housewife, but more frivolous fems will find it on the dull side.

Making no concessions to glamour, the filmed airtimer determinedly follows Miss Winslow thru a series of pattern cutting, fitting, basting, pinning and stitching, accompanied, of course, by a running monolog of instructions and plugs for Domestic. As a teacher, Miss Winslow is pleasantly efficient and always coherent, but pitch-wise her speaking voice is limited, and 30 minutes of it is too much to take.

A male emcee would give the show needed vocal contrast and pacing. He might also humanize Miss Winslow by striking up a conversation about masculine preference in fem clothes and the advantages of the show's current course in custom tailoring.

June Bundy.

Rhona Lloyd

Reviewed Monday (3), 4:15-4:30 p.m. Interview conducted by Rhona Lloyd with Pete Boyle. Produced and directed by Elmer Jaspas. Sustaining on WPTZ, Philadelphia.

For a decade or more Rhona Lloyd has been interviewing personalities over the AM airwaves. Now that she brings to TV her winning personality and the know-how of bringing out a story in people, Miss Lloyd promises to win as wide a following among TV fans.

It's an informal tea-sitting aura in a living room setting, with visual appeal heightened by Pete Boyle's pencil sketching of the program guest. Boyle also joins in the round robin, keeping the conversation flowing smoothly. When caught, the guest was Mother Ann Dengel, M.D., superior general of the Medical Mission Sisters, who had an interesting story to tell of her work in India. Also brought along an Indian girl in native costume.

With interesting personalities to bring before the cameras, rather than depending on theatrical names, Miss Lloyd is a cinch to duplicate her AM successes on TV, particularly since she's just as much at home before the cameras as she's been before the mike.

Maurie Orodnenker.

Rendezvous

Reviewed Thursday (5), 11-11:15 p.m. EST. Sponsored by Superior Television Technicians via Lester "L" Wolff Agency via WCBS-TV. Produced by Lester "L" Wolff; emcee, Eileen O'Connell. Guests: McDonald Carey, Mack David and Jerry Livingston.

To the growing number of fem personalities already on video, add Eileen O'Connell. The chatter specialist is good looking, well-dressed and a bit slow-mannered in her presentation of her various guests who have a *Rendezvous* with her.

Instead of acting as if the camera didn't exist, she is acutely conscious of its and plays to the lens. This makes for an awareness which might be better played down. The content of the program was the guests, in this case movie actor MacDonal Carey and songwriter Jerry Livingston and Mack David. The talk was all of Carey's latest picture and the score to *Cinderella*, the tunesmiths' latest film.

To the readers of film fan magazines this, no doubt, is great TV. But for a host of others it will be more,

1950 Cancer Crusade

Reviewed Monday (3) 10-11 p.m. Sustaining via NBC. Direction, Harry Junkin, Bob Forward. Scripters, Jack Wilson, Al Capp. Staff orks, Roy Shields, Robert Armbruster. Announcers, Ed Herlihy, Hy Averbach, Emeses, Al Capp, Bob Hope, Talent, Eve Young, Morton Downey, Rufe Davis, Ezio Pinza, Jeff Clark, Martha Lipton, Jo Stafford, Rosalind Russell, Broderick Crawford and Jimmy Durante.

The *1950 Cancer Crusade* should have been aided considerably by the hour-long program presented by NBC in co-operation with the American Cancer Society. The star-studded show, impressively and knowingly produced, resulted in top-flight entertainment coupled with some sobering facts about cancer.

The first half of the program, emceed by Al Capp, originated from New York. Tho it was leavened comically by Capp, the majority of the entertainment was musical. The parade of talent included Eve Young, Morton Downey, Roy Shields and his ork, Rufe Davis, Ezio Pinza, Jeff Clark, and Martha Lipton, Metropolitan opera mezzo-soprano.

Hope's Coast portion leaned much more to the comic and gabby side. The Lever Bros. property anchored its end with Hope's rapid-fire gagging, his dueting with Jo Stafford in *Dearie* and his chatter with Rosalind Russell and Broderick Crawford. The Stafford style was also well worth hearing in *Ask Me No Questions*. The entire proceedings, however, received an injection of vitamins from Jimmy Durante's singing of *The Patron of the Arts*. The old Schnozzola seems to go on forever.

The various pleas for funds to fight cancer were well handled.

Leon Morse.

Joey Faye's Frolics

Reviewed Wednesday, 9:30-10 p.m. Sustaining over CBS-TV network. Producer, Barry Wood; director, Paul Munroe; writers, Mel Diamond and Paul Gerard Smith; music, Harry Sosnick. Cast: Joey Faye, Audrey Christie, Mandy Kaye, Danny Dayton, Joe Silver, Marilyn Day, Fosse and Niles.

According to a more or less eminent journalistic contemporary, CBS is out to "corner" the TV comedy market.

One of the corners is Joey Faye. CBS better stick to color TV. *Joey Faye's Frolics* is a lackluster, dull, boring and, at times, offensive program, lacking originality and taste. Faye alternates between a coyness and brashness which fail either to give him character or to amuse. His material was old and threadbare—a main sketch was the hackneyed O. Henry bit (without credit to its originator) of the bum vainly trying to be arrested. What started out as a promising number in Audrey Christie's song routine, *Roxy City Music Hall*, ended just when it should have been developed further. About the only comic offerings featured Danny Dayton as a stooge and a trampoliner act out to set the world's record for remaining in the air. It made for a good running gag. A drugstore number, in which Faye sneezed into the druggist's kisser, was disgusting. Marilyn Day did an okay vocal on *How Deep Is the Ocean?* Fosse and Niles did a fair South Sea dance.

Isn't it about time tele stopped using tired blackouts and the other vaude antiquities? Jerry Franken.

of the same formula which is already clogging video screens. However, superior TV Technicians, the sponsor of this local program, is undoubtedly hampered by a low budget. The use of some ingenuity might help overcome even this handicap.

The Superior commercials were also too frequent for a 15-minute program.

Leon Morse.

TV TINT TALK TWISTS TRADE

Some Experts See Benefit, Others Yell

Urge FCC Off Fence

NEW YORK, April 8.—A check of manufacturers, distributors and dealers reveals widely divergent opinions on the sales effect of the single-tube color TV system demonstrated by the Radio Corporation of America (RCA) last week.

Many video dealers are still confused over the RCA announcement and the ambiguity with which it was presented in the daily press. Few dealers are certain whether color video will be here within one year or 10 years.

Clyde Wallichs, who operates the Music City Store in Hollywood, stated, "I think discussions of color TV should be kept from the public because it always results in a sharp drop in set sales." A. E. Demick, set buyer for H. & S. Pogue, and Eli Steinberg, owner of Steinberg's, Inc., both in Cincinnati, welcomed the color TV announcement. Demick thought it would "give TV sales a shot in the arm."

An R. H. Macy & Company spokesman declared that present-day set buyers "don't think about television." "All a salesman has to do is agree with the customer's opinion on the need for a set," said a Macy buyer. "He doesn't have to sell the set—it sells itself. Color talk won't hurt a bit." Such large retail outlets in New York as Sunset Appliances, Dynamic Stores and Haynes-Griffin, however, all felt that color talk would hurt sales, but to a varying degree.

On the manufacturing level most opinions were that sales would not be affected, and that color video was still a long way off despite some public belief of its imminence. Dr. Allen B. DuMont insisted that color was "nine years off," a Philco spokesman set the time as "three to five years," while Pilot's Isador Goldberg stated "not ready for years."

On the other hand, a Hoffman radio executive declared, "We will stick to black-and-white until color is feasible. Until that time any mention of color only cripples a booming industry." Leonard Ashbach, president of Majestic Radio & Television, Inc., termed the color hearing as "a hectic struggle for future monopolistic control of the television industry" and stated that "current color TV propaganda is definitely hindering present-day sales."

W-C Marketing 2 Three-Speed Disk Changers

CHICAGO, April 8.—Two low-priced changer units that play 7, 10 or 12-inch records in 3 1/2, 45 or 78 r.p.m. speeds automatically.

To promote sale of the new components Webster, April 17, will launch a series of meetings with its repre-

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

NTDA Elects Seven New Board Members

National Television Dealers' Association (NTDA) has elected seven new members to the board of directors. They are Edward Beetem II, Park Radio Company, Baltimore; Earl Campbell, Campbell Music Company, Washington; William Frederick, Robelen Piano Company, Wilmington, Del.; Robert Dowd, Dowd's Radio and Electric Company, Washington; William King, Gehly's, York, Pa.; Bernard Lewis, Burns Appliance Store, Trenton, N. J.; and Milton Rabovsky, Baltimore.

TV Called Sales Force for Power Industry

Developing a new wrinkle in TV set promotion, Eugene S. Thomas, general manager of WOIC, Washington, is urging power companies to join forces with retailers to boost sales of receivers. In a speech prepared for delivery in Chicago last week, Thomas pointed out to power firms attending the sales conference of the Edison Electric Institute, that increased sales also means an increase in the amount of electric power used. Thomas stated that the power industry is provided with television advertising thru which it can increase sales of relatively big load building appliances—refrigerators, ranges, washers, etc.

U. S.-Made TV Sets Win Favor of Global Union

A powerful bid to attract vast new markets abroad for distribution of U. S.-made TV sets developed in Washington this week as the International Radio Consultative Committee (IRCC) of the International Telecommunications Union took a look-see at TV reception under American standards. The IRCC, representing the industry in the major nations, is on a global tour. It is gathering facts for recommendations on an ultimate plan for universally co-ordinated TV standards. Witnessing the latest in color TV as well as monochrome, the committee showed itself favorably impressed. Industry spokesmen foresee a foreign market for millions of U. S.-made sets yearly if major nations can be induced to shift to U. S. standards. The committee found its visit perfectly timed for RCA's showing of color TV over the coax cable in connection with use of the new RCA tricolor tube. RCA, which has been demonstrating its tricolor tube for several days here, began using the coax cable for its color for the first time this week. The IRCC was treated to a special showing of CBS's color system, too.

Mass. Frames 30-Day Refund Bill on TV Sets

A bill to compel TV dealers in Massachusetts to refund the price of video sets within 30 days of purchase, if the set fails to work satisfactorily in the home of the buyer, has been okayed by a legislative committee. On April 3, the committee on mercantile affairs recommended the bill.

Notes on the Manufacturers

Leonard C. Truesdell has been elected vice-president in charge of household radio by the Zenith Radio Corporation. . . . Air King acquired an additional 40,000 square feet of production space. . . . Admiral announced a new 16-inch rectangular tube TV console priced at \$299.95, two new radio portables at \$29.95 and \$34.95 and a table model radio listed at \$29.95. . . . Pilot added a 16-inch TV console priced at \$349.50. . . . John Meck Industries added two new distributors. Fall Radio Supply will handle the line in Canton, O., and M. W. Zimmerman in Springfield, O.

Little Guys Rally 'Round Retention of Fair-Trading

WASHINGTON, April 8.—With clamor growing for repeal of the Miller-Tydings Act, which underwrites State fair-trade laws, small retailers are beginning to write in to the congressional judiciary committees and individual legislators urging continuation of the basic national fair-trade legislation. Meanwhile, the Federal Trade Commission (FTC), which doesn't like the act, is collecting data on court cases involving fair-trade.

FTC-ers claim court decisions in a half-dozen States have been adverse to price maintenance, tho they are careful to point out that most of the cases involved fair-trading amendments to liquor control laws and not to the over-all fair-trade laws.

Pleas of small retailers advance the claim that national cut-throat competition will result from any scrapping of fair-trade. A few have ad-

sentatives and distributors in 22 cities in four days. A large advertising campaign will be conducted to stimulate public interest in advisability of buying new components to replace old record players.

vocated the proposal that the Miller-Tydings Act be strengthened so as to prevent the selling of private brand and unbranded merchandise, a practice which—especially in the case of TV sets—has mushroomed in the past couple of months (*The Billboard*, April 8).

Theoretically, Congress could pass such a law, but the odds are now against it. The only bill pending in Congress affecting the Miller-Tydings Act is one by Rep. Donald O'Toole (D., N. Y.) to repeal it. The O'Toole bill is resting in the House Judiciary Committee and is unlikely to receive any action this session.

Once opponents of the Miller-Tydings Act get in their licks before Congress—and the strategy now appears to time a drive for next session—they will be joined by the FTC and the Justice Department. Both agencies contend the legislation is directly counter to anti-trust policy. Officials of both agencies point out in speeches that the act has eased thru Congress in 1937 as a rider to an appropriations bill, and was never cleared on its own merits,

FCC Say on Sets Broached by Coy At Tint Hearing

WASHINGTON, April 8.—A broad hint that the Federal Communications Commission (FCC) is exploring the idea of extending its jurisdiction to manufacturers of TV and radio sets emerged during this week's color-TV hearing. Industry spokesmen lost no time in making it clear that any such step by the FCC would be stoutly challenged by the industry in the courts.

The issue came to the surface of this week's proceedings while Donald Fink, chairman of the Joint Technical Advisory Committee (JTAC), was on the witness stand under questioning by FCC Chairman Wayne Coy, Fink, who was the first witness appearing at the hearing under subpoena, was asked whether he thought the Commission has jurisdiction over set manufacturers. Fink said he doubted it, and he indicated that the question would be likely to be one which the courts would have to settle.

Fink's unique role as a subpoenaed witness was explained by FCC'ers as enhancing his opportunity to give his personal views on various issues related to TV, rather than restricting him to formal opinions in the name of JTAC.

The question of whether FCC has jurisdiction over set manufacturers has been touched on indirectly several times in the course of the current color TV hearings, but this week's colloquy marked the first direct exchange.

Tripled Output For Crosley TV

CINCINNATI, April 8.—Crosley division of the Avco Manufacturing Corporation this week announced expansion plans which will triple production of Crosley television sets by next August. The expanded manufacturing facilities are expected to result in the hiring of 2,000 new employees, giving Crosley 4,800 employees in its Cincinnati plant.

Officials said that Crosley TV production is currently 50 per cent over output at the end of 1949 and that radio production is nearly doubled over the end of 1949. Craig said that Crosley's Carrollton, Ky., cabinet plant is running at capacity but cannot keep up with Crosley's demands.

Simultaneous with the announcement of greater production capacity Crosley announced five new TV receivers, a console combination, two consoles and two table models. The new sets all incorporate a new-type black ultra-lite picture tube and continue the exclusive "family theater" wide-angle direct viewing screen that has been incorporated in Crosley's TV receivers.

TV Set Sales To Dip Unless Freeze Lifts

WASHINGTON, April 8.—A warning note of a probable late 1950 slump in sales of TV sets unless the television freeze is lifted was sounded this week by the Bureau of Labor Statistics (BLS). The agency also predicted that unit production of radio sets would drop 10 per cent this year, with auto and portable sets dipping 15 per cent under 1949 levels. Regardless of a TV sales slump, BLS said TV receiver production for 1950 would approach the four-million mark.

ASCAP'S SURVEY LOOK-SEE ON

Copyright Claims Sifted By U. S. To Assure Registry

WASHINGTON, April 8.—The U. S. Copyright Office will probe sheet music and disks to make sure publishers and diskeries claiming copyrights have properly registered their claim with the agency. *The Billboard* has learned. The investigation will be made by the newly established compliance section, which so far has confined its work to examining claims for book copyrights.

Officials said they believe that many sheet music publishers are printing notices on their music without having bothered to register a claim with the Copyright Office. They said they are not sure whether the same situation exists in the disk field but propose to check to make sure.

It is emphasized that the agency has no authority over non-copyrighted published music or disks if the articles do not carry the usual notice of a copyright claim. Where such a notice is printed and no claim has been filed with the agency, it has the authority to demand that copies be submitted and the fee paid.

The Copyright Office feels that violations occur thru ignorance rather than from deliberate attempt to evade the payment of the fee, since the charge for registration is only \$4. It is, however, technically against the law to publish a notice of copyright on a book, disk, sheet of music or other work unless the item has been formally registered with the Copyright Office.

Where violations are found, the

Exclusive Wax Rights to Fox

HOLLYWOOD, April 8.—Harry Fox, local disk distrib, was granted the right to press and distribute nationally Exclusive Records under terms of a contract made by the defunct diskery's assignee. Arrangement calls for Fox to pay Exclusive's creditors a portion of his earnings as well as artists' royalties on the disks he releases, plus other costs connected with sale of the platters.

Frank Quittner, assignee for the benefit of creditors, closed the deal with Fox. Exclusive's liabilities total approximately \$40,000. Fox will pay a 5-cent royalty to the creditors for each disk sold and will assume obligation for taxes, promotion and royalties only on the disks he peddles. He will not undertake responsibility for any obligations or commitments made by the former diskery.

Fox is currently contacting Exclusive's 38 distributors, explaining the set-up. He feels the catalog's standards and best sellers still have a sufficient demand to be salesworthy. Catalog contains 225 released masters plus over 100 unreleased items, including such yesteryear top sellers as Joe Liggins' *Honeydripper* and *Right To Cry*, Herb Jeffries' *Basin Street* and *Flamingo* and Charles Brown's *New Orleans Blues*, *Be Fair With Me* and *There Is No Greater Love*.

Court Appoints Schwartz

NEW YORK, April 8.—Arthur Schwartz, partner in the law firm of Schwartz & Frolich, attorneys for the American Society of Composers, Authors and Publishers (ASCAP), Columbia Pictures, etc., has been appointed by the appellate division, Supreme Court, as a member of the committee to investigate the character and fitness of applicants for admission to the bar.

agency simply writes the author or publisher and requests that he comply with the regulations. In the eight months that the compliance section has been looking over the book field, it has collected \$18,000 in fees and \$13,000 worth of books which have been deposited with the Library of Congress.

The Copyright Office also contemplates extending the activities of the compliance section to motion pictures and periodicals.

Mercury in Deal For Silvertone Disks on 33, 45

CHICAGO, April 8.—Mercury Records here last week acquired a 200-record backlog of material for its 33 and 45 r.p.m. catalogs when it took over the complete library of Silvertone label for a four-year period. In a deal completed by Irv Green, prexy of Mercury, and reps of Sears, Roebuck & Company, the firm which set up Silvertone, Mercury will take over 80 releases during the first six-month period, starting May 1, and will handle the remainder of the catalog during the next three-and-a-half years.

The Silvertone catalog was started by the mail order firm five years ago as a mail-order record-of-the-month club. Most of the sides are 12-inch, but about 15 per cent are 10-inch. Mercury's agreement with the firm calls for use of the disks only on 45 and 33, with none of the output to go on 78. David Hall will process release of the longhair items on 33, which includes masters by such conductors as Eric Linsdorf, Sylvan Levin and Glenn Osser. Joe Carlton will supervise the 45 releases of standard and semi-classical numbers by such artists as Vic Damone, Vincent Lopez, Lanny Ross, Peggy Mann and Tuttle Camarata. There are 10 kidisk sides in the catalog.

Suit Filed on "It's So Nice"

NEW YORK, April 8.—A \$100,000 plagiarism suit, involving the hit, *It's So Nice To Have a Man Around the House*, was filed in New York Federal Court this week. Action was instigated by tunesmiths Gladys Shelley and Harry Archer against publisher Edwin H. (Buddy) Morris and clefters Harold Spina and Jack Elliot.

Shelley and Archer claim the tune employs the basic idea of their own *You Gotta Have a Man Around the House*, an unpublished work, written in 1942. The complaint charges that the defendants had access to their composition and conspired to plagiarize its lyrics. It asserts that Elliot wrote the new lyrics, which Spina set to a new tune, and that these writers were urged by Morris to enter into a publishing arrangement with him.

Shelley and Archer claim that this plagiarism has resulted in damage to their reputation, and to the value of their own tune.

According to Morris's attorney this is a personal action against Morris, rather than against his Edwin H. Morris Music Corporation.

It's So Nice To Have a Man Around the House has ridden to hit status via Dinah Shore's Columbia waxing.

Weill, Huston Deaths Strike Ironic Note

NEW YORK, April 8.—An ironic note sounded this week with the shortly spaced deaths of composer Kurt Weill and actor Walter Huston. Back in 1938, when Weill's collaboration with Maxwell Anderson produced the memorable *Knickerbocker Holiday*, it was Huston who introduced Weill's biggest hit, *September Song*. Altho he was hardly a singer by purely musical standards, Huston's wobbly projection of the warm-hearted ballad, in his role as an elderly swain, was most convincing. His original Brunswick recording of the song became a valuable collectors' item. He made a new cutting for Decca several years ago. (For details see Final Curtain Department.)

Griffin to Col In 3-Year Deal

CHICAGO, April 8.—Ken Griffin, the Hammond organist for whom four waxeries had been bidding, inked a three-year pact with Columbia Thursday (6). Mitch Miller, Columbia a. and r. chief, revealed that Griffin got a guarantee of 24 sides and one album per year. Miller said he will cut the first session by the *You Can't Be True*, *Dear* keyboarded in 10 days, with release set for May 1. Milo Stelt, of the Mutual Entertainment Agency here, the office which handles Griffin on personals, would not reveal financial details, but disclosed that Griffin will receive approximately \$55,000 from Columbia over the three-year period. Rondo Records, for whom Griffin previously recorded, is reported to have a backlog of approximately 20 Griffin masters in its files. Miller and Stelt have worked out a deal whereby Columbia and Mutual will stage a bally designed to make Griffin a nitery and vaude act.

Capitol, Mercury and Rondo had been bidding for Griffin. It is known that Mercury offered Griffin \$12,500 per year with a \$5,000 publicity build-up.

Decca Needles Intl. Wax Dept.

NEW YORK, April 8.—Decca Records' International Department, headed by Louis Sebok, has begun an expanded program for foreign language and polka waxings. This week orksters Ted Maksymowicz and Walter Dombkowski were inked to exclusive contracts.

These signings follow the recently added Gomulka polka band of Detroit, and the Joe Princie ork of Cleveland. Whoopee John Wilfahrt, renowned Midwestern polka dispenser, has been with Decca for many years.

Sebok recently has traveled to Detroit, Cleveland and Buffalo to wax instrumental and Polish language sides.

Burrows Joins Columbia Artists

NEW YORK, April 8.—Abe Burrows, radio and TV satirist, is the latest addition to the expanding Columbia Records' artists' roster. The label last week grabbed off warbler Bill Lawrence, featured vocalist on the Arthur Godfrey show, and Dorothy Kirsten, light pop and longhair

Decree Cues Re-Evaluation Of Procedure

Disk Claims Pushed

By Jerry Wexler

NEW YORK, April 8.—The American Society of Composers, Authors and Publishers (ASCAP) is now examining its music survey procedure with a view toward broadening the scope of its surveying, logging and weighting operations.

The need for revision stems principally from the new writer distribution and classification system arising from the consent decree. With major emphasis on performances in the new plan, ASCAP is faced with the necessity of laying down a pattern for paying the clefters. In addition, publisher powers in the Society have been considering placing more emphasis on performances in their own distribution system.

Radio performances have been the sole yardstick for income distribution in ASCAP, with network performances accounting for between 70 and 80 per cent of the pay-off, according to one ASCAP exec. Many voices are being raised in the Society that network radio is not the accurate reflection of over-all music use that it once was. It is estimated that as much as 70 per cent of all aired music now emanates from records, and an overwhelming majority of the record shows are produced on independent stations. ASCAP does survey what it calls a "cross-section" of independent stations, but on what basis it does not care to reveal. The general impression is that the indie survey has very minor significance in the final pay-off.

Then There's TV

Video is looming ever larger, and many ASCAP-ers would like to see TV not only accurately logged, but would have TV revenue segregated and distributed on the basis of usage. One pubber, who has had a solid share of pop hits recently, feels that money he has earned on TV is being handed unfairly to publishers of longhair standards rarely used on video.

Another area open to survey would be movie scores, particularly background music. The Screen Composers' Association (SCA) has been plumping for its members on this score. Their pitch is that their cleftings, invaluable for flickers, rarely, if ever, are performed on the air.

Serious works, spirituals, hillbillies, polkas, blues and all the many non-pop forms of music, which rarely are performed on commercial radio but get a good share of record play, may also get new consideration. Allied with the problem of surveying here is the equally important consideration of weighting.

However, as the ASCAP exec was careful to point out, the distribution of revenue must bear a direct relationship to its source. Network radio accounts for hundreds of thousands of dollars as against tens for the smaller indies; there is no gainsaying therefore the worth of the network plug.

thrush of note. Lawrence and Miss Kirsten formerly waxed with Victor.

Columbia also took on Willie Solar, veteran vaude entertainer, to do *The Aba Daba Honeymoon Song*, which he created and which is being keyed for a contemporary revival.

B'WAY STAND-BY PACT NEARS

802 To Get \$ Plus 26-Week Ork Minimum

Three Houses on Verge

(Continued from page 3)

ment. A good guess at this point would be \$60,000, or 25 per cent.

No Agreement Since '47

The three theaters have had no agreement with Local 802 since the summer of 1947, when they dropped stand-by payments after the passage of the Taft-Hartley Act. The local instituted suit last year for collection of back payments, but the action was postponed while attempts were made to iron out the snarl. Strictly speaking, it is a local issue, but AFM President Petrillo has been using his good offices to expedite matters.

Since the quarrel started Local 802 has been keeping out-of-town name bands out of the Broadway houses, making an occasional exception to maintain good will while negotiations were going forward. With recent indications of an upswing in the band business, the local has been urged by the talent agencies to make up with the theaters—and similar pressure has been exerted on the theaters.

Agencies Ogle Kaye; TV Angle

NEW YORK, April 8.—Sammy Kaye's contract with General Artists Corporation (GAC) expires April 15. Maestro currently is being romanced by rival talent agencies. It's understood Kaye is particularly interested in a good television deal, and the agency which comes up with the likeliest package stands a good chance to sign him. Two gimmicks associated with Kaye's band—the "So you want to lead a band" feature and "disk jockey discoveries"—are both figured as having TV possibilities.

Kaye, now back on ABC with his Saturday serenade, is a steady seller on disks, has been doing well on the road, too. For two days at the State Theater, Hartford, Conn., April 1 and 2, he chalked up \$11,396.86, the box office registering 14,237 admissions. The gross was slightly more than he did on a four-day date there last year.

Battle of Bagpipes On Columbia's 20 Drowns Victor Solo

NEW YORK, April 8.—The American cardrum, which has been subjected during the past year to such recorded sounds as snapping whips, crackling kazoos, banjos, harmonicas and zithers, is now in for its most severe test—the bagpipe. The traditional Scottish instrument, never before a factor in pop music here, is used on both the Victor and Columbia recordings of *The Scottish Samba*, new novelty published here by Pickwick Music.

Victor's version, by Irving Fields' Trio, uses a single "hot jazz" piper, while Columbia's musical director, Mitch Miller, employed 20 pairs of lungs for his Dinah Shore diskings.

The battle of bagpipes is on!

MGM's "Annie" Flick Clicks; Promises Hypo for Platters

(Continued from page 4)

Sundberg contribute the proper light acting touches.

The true star of the film, however, is still the familiar Berlin score, out of which came such stellar items as *The Girl That I Marry*, *They Say It's Wonderful*, *There's No Business Like Show Business*, *Doin' What Comes Natur'ly*, *Sun in the Morning* and *Anything You Can Do*. Most of these should find sturdy new lives as the result of superlative screen projection.

Hutton Superb

Particular emphasis is placed on the novelty and rhythm tunes, which fall more gracefully into the driving pace of the flick, and the vigorous vocal antics of Miss Hutton at her supreme peak. *Show Business*, already a show business anthem, is afforded the most masterful presentation amidst a series

of pulsating musical productions.

Record-wise, the flick should produce a series of major diskery reissues of ice-box waxings of the *Annie* songs. Such great etchings as the Bing Crosby-Andrews Sisters' record of *Show Business*, the original Broadway cast package, etc., figure to find new markets. The MGM original sound track album should score heavily with those who see the flick, and it's likely that few will miss this grand entertainment.

Credit Arthur Freed with a brilliantly conceived production, dressed in lavish technicolor, laid out in fine settings and surrounded with a perfectly selected cast. Director George Sidney rates kudos for keeping the film rolling at a dynamic pace. He extracts the maximum values from magnificent material.

Hal Webman.

Trend Toward Yesteryear Tunes Gets Hype From 'O'Grady' Flick

(Continued from page 4)

on most of the other song. Today, however, receives primary attention on the soundtrack. MacRae first warbles it to Miss Haver in an early love scene, is repeated in the background scoring and then serves as the climax of the finale production number. Other new cleffings include *A Farm on Old Broadway*, *My Own True Love and I*, *What Am I Going to Tell Them at the Yacht Club?* and *Winter Serenade*, all by M. K. Jerome and Jack Scholl. Best of this batch is *My Own True Love*.

With national release date set for August 29, only disks set are *As We Are Today*, pubbed by Remick Music

Berger Treks for Leeds

NEW YORK, April 8.—Doc Berger, disk jock promotion man for Leeds Music and affiliated catalogs, takes to the road on an extensive campaign this week. Berger will cover some 20 cities on behalf of *Piano Roll Blues* and *Stars Are the Windows of Heaven*. He'll visit jocks in Washington, Philadelphia, Baltimore, Kentucky, Georgia, North Carolina, Texas, etc., during a four-week trek.

ASCAP Sets General Meeting; Members Expect Hot Session

NEW YORK, April 8.—A hot session is expected when the American Society of Composers, Authors and Publishers (ASCAP) holds its annual membership meeting Tuesday (25). The palaver will take place at the Hotel Plaza, with the business meeting scheduled for 2:30 p.m., and the dinner at 7:30. The date was set at ASCAP's board meeting Tuesday (4).

The discussion on the consent decree, the taking up of resolutions necessary to effectuate the decree, and the effect of the decree on ASCAP's structure and operations, are expected to generate the heat.

Notice of the annual meeting was mailed to ASCAP members this week, together with information relative to by-law changes sought by members. In event members wish to introduce resolutions seeking by-law changes

(ASCAP). These include Gordon MacRae on Capitol, Eddie Duchin on Columbia, Vic Schoen and vocal chorus by Decca and MGM's Johnny Johnston. Judging by the sound track, none of the pic's tunes will upset the music biz, but screen tie-in should boost *Today* into the solid-seller class.

Lee Zhitto.

Selvin Planning H'w'd Pro Bldg.

HOLLYWOOD, April 8.—Ben Selvin, Columbia Records' Coast a. and r. chieftain, revealed plans to erect a \$200,000 professional office building in the heart of Hollywood's showbiz area. Building will house music pubbers, agents, etc., and will be ready for occupancy by 1951. Three-story edifice will be located on Selma and Vine streets.

Selvin will finance and erect the building as a private enterprise, in line with his well-known real estate avocation. Several large pubbers are already committed to leases in the new property.

Apollo Records Expands Outlets

NEW YORK, April 8.—With a re-shuffling of distributors, a new long-playing label and seven additions to the talent roster Apollo Records is gearing for expanded operations in the rhythm and blues, pop and country fields.

The indie has added outlets in Los Angeles, Seattle; Madison, Wis.; Indianapolis, Boston and San Antonio, and has switched distributors in Chicago, Pittsburgh, Jacksonville and St. Louis.

The waxery's first 33½ will be a selection of Cy Walter's piano solos and a platter of recently acquired Harry Horlick instrumentals. The LP label will be called "Symphonette."

Talent acquisitions are Lu Elliott, ex-Ellington thrush; Ace Harris, ex-Erskine Hawkins 88-er; warbler Johnny Hartman, the Lee Norman instrumental trio, the Robert Ross spiritual group and the Rivals Quartet.

An arrangement has been made with the Monarch Manufacturing Company of Los Angeles to press and ship for Apollo for 11 Western States.

Jacquet Cuts In For Some Velvet

NEW YORK, April 8.—Orkster Illinois Jacquet will share as a writer in the songs, *Black Velvet* and *Doncha Go Away Mad*, by agreement with Advance Music and cleffers Jimmy Mundy and Al Stillman. Jacquet had served notice thru his attorney, Andrew J. Feinman, that he had written *Velvet* with Mundy, and that subsequently Mundy brought the tune to Al Stillman for the addition of lyrics. The new collaboration was titled *Doncha Go Away Mad*. Both tunes were placed with Advance, omitting Jacquet as co-writer (*The Billboard*, April 8).

Under the agreement, Jacquet now shares equally with Mundy on the writers' end of *Velvet*, and gets half a cent a copy and 10 per cent of mechanicals on *Mad*.

Lombardo Safari Set for 7 Weeks

NEW YORK, April 8.—Guy Lombardo ork takes off on a seven-week tour of one nighters, booked by Music Corporation of America (MCA). A one-week engagement at the Vogue Terrace, McKeesport, Pa., April 21-27, is included in the tour. The maestro will wind up the tour June 1, when the band checks into the Starlight Roof of the Waldorf for four weeks.

Trek starts Monday (10) in Glens Falls, N. Y. From there the band goes to cities in Ohio, Pennsylvania, Michigan, Indiana, Illinois, Iowa, Minnesota, South Dakota, Nebraska, Missouri, Wisconsin and to Washington, D. C.

Lapidus To Offer Low-Cost Disks

NEW YORK, April 8.—Peter Pan Records, kidiskery, headed by Henry Lapidus, will release its first 45 r.p.m. disks in two weeks establishing a new low price for the new-style platters. Disks will retail at 59 cents, as opposed to the outfit's 49-cent tag on regular 10-inch 78 r.p.m. pressings.

Lapidus left today on a 10-day tour of main-line outlets in Detroit, Chicago and St. Louis.

10 SPECIALS

**ON AN ORDINARY MORNING
HIAWATHA'S MITTENS** Evelyn Knight and Russ Morgan
Decca 24985

Andrews Sisters
Decca 24991

**MUSKRAT RAMBLE
WALK WITH A WIGGLE**

Joe Marine
Waring Pop Group
Decca 24982

**RIVER OF SMOKE
A SNOW-WHITE HORSE
AND A GOLDEN SADDLE**

Russ Morgan & His Orch.
Decca 24986

**DOWN THE LANE
HOOP-DEE-DOO**

Eileen Wilson with
Sy Oliver Orch. & Chorus
Decca 24978

**I DIDN'T KNOW WHAT TIME IT WAS
NEVER HAVE I EVER FELT LIKE
THIS BEFORE**

Eddie Condon & His Orch.
Decca 24987

**AT THE JAZZ BAND BALL
DILL PICKLES**

Sonny Burke & His Orch.
Decca 24993

**WHAT, WHERE, AND WHEN
MAMBO JAMBO**

Lionel Hampton & His Orch.
Decca 24992

**TURKEY HOP
(2 Parts)**

Mervin Shiner
Decca 46231

**FRANCIS THE TALKING MULE
ME AND MY TEDDY BEAR**

The Famous Blue Jay Singers
of Birmingham, Alabama
Decca 48150

**JESUS HITS LIKE THE ATOM
BOMB
I FEEL LIKE MY TIME AIN'T LONG**

**AMERICA'S FASTEST
SELLING RECORDS!**



This One
1HRP-8H4-R2QP

U. S. Still Mulls Copyright Pact

State Dep't In Spin Over Global Plan

To Speed UNESCO Reply

WASHINGTON, April 8. — The U. S. is lagging behind the United Nations Educational, Scientific and Cultural Organization (UNESCO) timetable for winding up preliminary work on the proposed world copyright pact, but State Department officials expect to speed a U. S. reply to the copyright questionnaire to UNESCO's Paris office in advance of the May meeting of the international group.

The U. S. reply, which originally was slated to be finished April 1, has been indefinitely delayed by lengthy explorations of every phase of international copyright procedure. For the past two months State officials have been meeting with representatives of the U. S. copyright office and the Library of Congress and with labor and industry members of the U. S. copyright panel to consider the proper replies to the various questions UNESCO wants answered before calling a convention to draft a global copyright treaty.

U. S. Favors Confab

That the U. S. is in favor of a world copyright confab has already been decided (*The Billboard*, February 18), but answers to other questions on the UNESCO questionnaire are more complicated. This country's attitude toward possible reservations has been occupying a great deal of the time spent in discussions among copyright experts.

In the likely event that a world copyright pact is eventually drafted, the question of reservations will be a weighty one, especially when the time comes for the various countries to consider ratification. Too many reservations might well make any pact useless, while making none might result in the United States giving more copyright protection to some foreign nations than they will grant to this nation.

Refusal of the executive branch of the U. S. Government to make reservations in the past has resulted in the failure of several treaties. The most notable examples occurred when the Senate refused to okay U. S. participation in the League of Nations and the World Court.

U. S. Aims Studied

What matters the United States wants protected by world copyrights and what degree of protection should be granted also are under heavy study. U. S. experts are well aware that failure to include possible future developments under copyright protection can create a troublesome situation. A case in point was the Buenos Aires treaty of four decades ago which failed to mention mechanical reproduction of sound, resulting in a recent court decision that U. S.-South American disk protection does not exist (*The Billboard* April 1).

On the matter of the degree of protection to be offered by a world pact, the U. S. would like to see standards as high as possible. However, there are many nations with comparatively feeble copyright laws of their own, and such countries may not be willing to ratify a global pact with stronger provisions. State officials say "minimum standards" are about the best that can be expected, tho there are chances of toughening them up at subsequent global confabs after a minimum pact is set up.

Lingo Disker Hits Bingo Tho Biz Methods Nix Usual Rules

NEW YORK, April 8.—One of the most unusual operations in the record field is Standard Phono Company, headed by Tetos Demetriades, a versatile operator in the foreign field, who makes a habit of breaking many of the so-called rules of the business. Demetriades, who runs a scientific dairy farm in New Brunswick, N. J., during the few hours he's away from merchandising and a. and r. problems, is now recording in 21 languages—all on one label.

Despite the extensive lingual market covered, Demetriades has adopted a "no-hit" policy. Reason for the seemingly strange point of view is that, the bigger the firm grows, the more personnel and expenses are required. Too, keeping the diskery within certain limitations gives Demetriades a personal control he could not otherwise maintain.

Disk sales and merchandising in the foreign field, he points out, varies considerably from accepted record business traditions. For instance, a good disk often starts slow, with perhaps a sale of 1,000 the first year. The second year it may sell another 2,000—and continue to build for years—finally becoming a solid catalog item. The philosophy of rapid sale and quick death, so common in the pop field, is completely divorced from the foreign field.

Contributing to these departures from tradition is the fact that disk promotion in the foreign field radically differs from usual record business practice. The different linguistic groups, for instance, do not readily latch on to new disks thru radio or motion pictures. Rather, a consumer is likely to listen to recordings at the home of a friend, and if some take his fancy he copies the title and number off the label. Many of Demetriades' sales are made in this way.

Preem Is Promosh

In line with this philosophy, Demetriades figures that the first year's sale of a disk is tantamount to exploitation of that disk. The investment is figured as large—but sound. This essentially slow merchandising operation permits close study of the disk—why it sells, its good and bad points. What's learned proves useful on succeeding etchings.

In addition to sales thru 1,500 dealers and direct mail, Standard Phono does a large business with radio stations. But here again, Demetriades varies from the norm. Neither sta-

tions nor disk jockeys get records gratis. The diskery's etchings are currently being used on 189 foreign language programs. If he grants one station cuffo disks, he must make the same concession to all—which would, of course, be devastating to his station business.

Demetriades, who headed up RCA Victor's international department until 1945, conducts his own recording sessions. He owns all copyrights thru his publishing subsidiary, Colonial Music, a Broadcast Music, Inc., affiliate.

"It took a long time," he says, "to convince dealers that so many languages could be recorded under one label—but we finally did it."

The company releases between 10 and 15 disks monthly, and is now pressing on three speeds. The small 45 r.p.m. platter was introduced this month in a special release of 10 disks.

Disks are currently selling best in Scandinavian, Norwegian, Swedish, German, Italian, Greek, Slovenian and Polish. The Lithuanian field is Demetriades' newest market. He also records in Serbo-Croatian, Arabian-Syrian, Hungarian, Irish, French Canadian, etc.

Savoy, Regent Sign Artists, Hire Reps; Caravan Rolls Ahead

NEW YORK, April 8. — Herman Lubinsky, head of Savoy and Regent Records, inked three new artists pacts last week. Those signed were the Atlanta-aire and the National Independent Gospel Singers, both spiritual groups, and ballad singer Clyde Terrill.

Raymond Rouell, of Atlanta, was hired by the diskery to handle artists-repertoire chores in the South. Gus Grant, who recently joined the local office in an a. and r. capacity, was let out.

Selling rights to *Turkey Hop*, a Savoy Music copyright, were recently assigned to Juggy Gayle's United Music pubbery. Johnny Otis and the Robins cut the opus for Savoy.

The Savoy Caravan, touring unit of Savoy disk stars, including Otis, Little Esther, Redd Lyte and Mel Walker, drew 9,100 paid admissions at a recent one-nighter at the Atlanta Civic Auditorium. The affair was promoted by B. B. Beaman.

Concert Biz Good Despite 20% Decline in Box Office

WASHINGTON, April 8.—Concert business thruout the nation this season has been "generally healthy," altho an "expected drop" in receipts has taken place, it was disclosed this week by Patrick Hayes, president of the National Association of Concert Managers.

Hayes, who operates the Hayes Concert Bureau locally, and is one of the most seasoned operators in the business, said that reports received from metropolitan centers show a fairly good season, altho average total receipts nationally have dropped 20 per cent lower than the previous season's average. The drop in receipts, Hayes said, had been generally anticipated as the natural outcome of the wind-up of the postwar boom in this area of entertainment, and concert managers hep to this are gearing their budgets accordingly.

One factor which has caused headaches in some cities has been a plethora of competition and concerts. Some managers have been planning more concerts than have been palatable to concert-goers in a single season.

Locally, the Hayes Concert Bureau has been getting good ticket sales on most of its concerts. Good advance sales have been chalked up for Spike Jones and His City Slickers, scheduled for Monday (10). Sold-out houses were chalked up for several other big-name concerts such as Fred Waring and His Pennsylvanians, Horowitz and Rubenstein. Capacity audiences are anticipated for Jose Iturbi, who performs here April 24, and for Toscanini and the NBC Orchestra, scheduled for May 25.

In connection with the Toscanini appearance, a demand for seats began

'Third Man' Disk, Sheet Sales Hit Peak in Britain

NEW YORK, April 8.—The *Harry Lime Theme*, zither opus from the flick of the same name, issued here as *The Third Man*, has established a new British mark in both sheet and disk sales, according to M. E. Ricketts, commercial manager of Chappell, Ltd., British publisher of the tune. Several weeks ago the sale of the English Decca disk, which features Anton Karas's sound-track version, passed 600,000. The same recording is issued in the U. S. on London label.

Sheet music sales in the United Kingdom have passed the three-quarter-million mark. A number that hits a quarter of a million is considered extraordinary, according to Ricketts.

Ricketts returned to England Friday (7), after a month on this side. He makes an annual visit to Chappell's American and Canadian affiliates.

'Kelly' Camarata Out Of London Records

NEW YORK, April 8.—C. C. (Kelly) Camarata, a national sales exec for London Records, was let out by the diskery this week. His successor will be announced within a few days.

London brass insist that this move has no bearing on the status and tenure of Kelly's brother, Tutti Camarata, who heads the London artists and repertoire department. Tutti returns Monday (10) from the Coast where he has been for two weeks attending to personal business.

Joy Inks Warblers Mitchell, Manners

NEW YORK, April 8.—Eddie Joy, professional manager of the Santly-Joy and Oxford pubberies, has inked warblers Todd Manners and Guy Mitchell to personal management contracts. Manners has signed a disk contract with MGM Records and cut his first date last Wednesday (5). Mitchell, formerly known as Al Grant, will cut for Columbia. He's to be booked thru General Artists Corporation (GAC).

Joy also handles chirp Mindy Carson, who is Mrs. Joy.

Free-Dance Policy New Catalina Lure

HOLLYWOOD, April 8.—Catalina will use free dancing to lure more visitors to the island. Resort's dancery, Casino, will throw open its doors on a no-admission policy. Furthermore, ballroom will not be peddling liquor, hence owners (Wrigley interests) do not expect to come out in the black on its operation. Dancery will sell only soft drinks and beer, with any loss in operation chalked up to advertising.

Room will run seven nights per week. Booked for the season (May 27-September 3) are Milt Herth Trio and Dave Cavanaugh's Curbstone Cops, seven-man Dixieland combo. Bandstand has been moved to center of ballroom and is a replica of Catalina Island. Reason for switch is to cover up for lack of larger dance crews.

pouring into the Hayes Agency even before the date was announced. The unusual demand, it is believed, developed from press reports of sold-out houses for Toscanini in other cities, and concert goers here were anxious to make sure they wouldn't be deprived of a chance to buy tickets.

You're in **BIG BUSINESS** with these **M-G-M HITS!!!**



★ BILLY ECKSTINE

MY FOOLISH HEART

(We've Got A) SURE THING

M-G-M Non-Breakable 10623

BABY WON'T YOU SAY YOU LOVE ME

FREE

M-G-M Non-Breakable 10643 ★



ART LUND

SUGARFOOT RAG WILHELMINA

M-G-M Non-Breakable 10648



JACK FINA

and his Orchestra

The Original

SPAGHETTI RAG

SHANGRI-LA

M-G-M Non-Breakable 10610

THAT'S A PLENTY

DREAMBOAT RENDEZVOUS

M-G-M Non-Breakable 10671



FRANK PETTY TRIO

The Original

RAIN

A PRECIOUS LITTLE THING CALLED LOVE

M-G-M Non-Breakable 10669



Recorded directly from the Sound Track of the New M-G-M Technicolor Musical
Original Screen Cast • 8 IRVING BERLIN Hits • Available on Long Playing

ANNIE GET YOUR GUN

BETTY HUTTON • HOWARD KEEL

I'VE GOT THE SUN IN THE MORNING • THEY SAY IT'S WONDERFUL • DOIN' WHAT COMES NATUR'LLY • THE GIRL THAT I MARRY • YOU CAN'T GET A MAN WITH A GUN • MY DEFENSES ARE DOWN • ANYTHING YOU CAN DO THERE'S NO BUSINESS LIKE SHOW BUSINESS

Album M-G-M 50 Four 10" Non-Breakable Records

M-G-M Long-Playing Record E-509



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

Suit Asks Robbins Divvy 1 Mil

Stockholder Savino Seeks Distribution

Alleges Surplus

NEW YORK, April 8.—Domenico Savino, a minority stockholder in Robbins Music, Loew's subsid, has filed suit against the principal stockholders in the pubbery, asking that a dividend of at least \$1,000,000 be declared and paid.

The action was brought to light when the defendants' motion to examine Savino before trial was met with a motion by Savino this week to vacate the request for pretrial examination. Savino, thru his attorneys, Zissu and Marcus, also filed a counter-motion for examination of defendants.

According to Savino's complaint and supporting affidavits, the directors of Robbins are controlled by Loew's, Inc., which owns 51 per cent of the pubbery, and have conspired to accumulate an unreasonably large surplus out of the profits of Robbins and its wholly owned subsid, the Feist and Miller pubberies. The Savino papers present this picture of Robbins's financial situation:

Outstanding capital stock in Robbins amounts to 500 shares, valued at \$25,000, with total fixed assets about \$50,000. Since 1939, the firm has netted, after operating expenses, charges and all taxes, \$2,300,000, of which it has paid out \$525,000 in dividends. The current earned surplus is approximated to be \$1,800,000, of which \$1,000,000 has been put in U. S. Government bonds.

Shunted Aside

Savino's claim is that at least \$1,000,000 of this surplus is not necessary for the operation, and points out that this is evidenced by the amount that has been invested in government bonds. The money has been shunted aside, he claims, for the benefit of the movie corporation without regard to the rightful interests of the minority stockholders.

The suit names as defendants, in addition to Robbins and Loew's, 20th Century-Fox, which owns 26 per cent of the pubbery, and execs Charles C. Moscovitz, Joseph H. Moscovitz, Jesse T. Mills, Joseph R. Vogel, W. C. Michael and J. Robert Rubin. The plaintiff's counter-motion to examine before trial also asks that Abe Olman, vicepres and general manager of Robbins, appear for examination.

Savino owns 9 per cent of the Robbins stock, and three other minority owners, Jack Bregman, Stephen Levitz and Bernard Prager, each owns in the neighborhood of 5 per cent. Loew's 51 per cent and 20th's 26th per cent make up the total.

Former Suit

A Savino action several years ago in criticism of Loew's management of Robbins resulted in the film corporation's withdrawing a catalog transfer. Loew's had bought the catalog from Producer Arthur Freed at a price reportedly several times its value and then attempted to sell the catalog to Robbins at an over-valued figure. Savino put the quietus on this deal with his suit.

The current action, following hard on the E. H. Morris suit against flicker-owned pubberies and the flickeries controlling them, points up a much-discussed complaint from various music business quarters: The alleged domination of the music business by flickeries, which are being accused of operating publishing

Longhair Tootlers Wow Aussie Crowds

SYDNEY, Australia, April 8.—The boom in music in Australia continues. At an open air orchestral concert in the Sydney Botanic Gardens Sunday (2), there were 25,000 people seated on the lawns listening. Concert was given by the Australian Broadcasting Commission (ABC) Symphony Orchestra, using a temporary shell which the ABC is trying out in parks and gardens throuout the city to find the best place for the erection of a permanent shell for regular concerts.

When the ABC opened the booking of reserve seats for the fourth series of celebrity concerts, all were sold out before mid-day. Advertised to open at 8 a.m., officials found a crowd of 700 waiting in front of the doors at 7. Many hundreds have been waiting for years for an opportunity to book permanent seats for these concerts, and this fourth series was opened to give them the chance.

Eddie Janis Gets West Coast Spot

NEW YORK, April 8.—Eddie Janis has been put in charge of Broadcast Music, Inc. (BMI), West Coast professional department. He replaces Sid Lorraine. Julie Stearns, BMI professional manager, left for the Coast yesterday (7) to find a replacement for Lorraine.

Stearns intends putting on a disk jockey exploitation specialist.

Jordan Resuming At Detroit Paradise

DETROIT, April 8.—Band leader Louis Jordan, on the sick list the last three months, resumes with his ork May 19 in a week's stand at the Paradise Theater here.

On May 26 he moves into the Regal Theater, Chicago, for a week.

Mellin Charges Infringement On His "Mama Blues" Ditty

NEW YORK, April 8.—Pubber Bobby Mellin this week leveled an infringement claim on the Mills Music novelty ditty, *I Found My Mama*. Thru his attorney, Arthur L. Fishbein, Mellin notified Mills that the tune infringes on *Mama Blues*, acquired by Mellin for his Algonquin firm from the Hilliard-Currie Corporation some years ago.

Both tunes were written by Floyd (Salty) Holmes, and both employ "talking" instrument gimmicks. Holmes recorded *Mama Blues* for Decca, and has recently cut *I Found My Mama* for London. An Alvin Rey etching of *Mama Blues* for Capitol was a best seller.

Fishbein's communication asks

firms strictly in the interest of their pictures and to the detriment of competing indie publishers and the song trade in general. Like the Morris suit, Savino's action may be expected to be of interest to the Justice Department which, according to a steady flow of reports from the Washington grapevine, has not abandoned the possibility of asking for a divorcement of the film companies from their music publishing subsid.

New Longhair 33 Pitches Six Disks

NEW YORK, April 8.—Westminster Recording Company, Inc., a new diskery specializing in classical long-playing recordings, debuts with six items this month. The outfit is operated by James Grayson, president; Michael Naida, vice-president and secretary, and Henry Swoboda, music director. Purpose of the company, according to Grayson, is "to produce previously unrecorded masterworks, using the latest American-made full-range equipment." Dates will be personally supervised by Col. R. H. Ranger, developer of the Rangertone Recording units.

Naida is owner of the Westminster Music Shop here, and Swoboda is former music director of Concert Hall Records.

Hereafter, Westminster will release four new recordings monthly, all on 33 $\frac{1}{3}$, and retailing at \$5.95 for a 12-inch disk. The line is being sold via distributors, except in New York and New England, where it will be sold direct to stores via sales agents.

The first sides have already been cut in Europe by the Vienna Symphony Orchestra and smaller ensembles from that group, under the direction of Swoboda. The sets have been annotated by Samuel Morgenstern, conductor and musicologist. The initial release includes Kodaly—*Te Deum and Theater Overture*; Boccherini *Symphony in A* and Haydn—*Octet in F*; Beethoven—*Octet, Opus 103 and Sextet, Opus 71*; R. Strauss—*Macbeth* and Martinu—*Concerto Grosso*; Mozart—*Serenade K. 204* and *Symphony No. 22*, and Vivaldi—*Violin Concerti in E Flat and G Minor*.

Much of the future repertoire will be determined by the volume of consumer requests, which are being solicited in all of the company's ads.

Muzak Enters 45 R.P.M. Biz

NEW YORK, April 8.—Muzak Corporation's transcription division has entered the 45 r.p.m. record field. Muzak's plant, geared for high production, has all facilities for recording, processing and pressing. Disks will be pure vinylite.

Columbia Launches Impressive Series, Great Keyboarders

NEW YORK, April 8.—Columbia Records has launched one of the most impressive longhair projects in recent disk history with the simultaneous release of five volumes of a series known as *Great Masters of the Keyboard*. Having tracked down a batch of player piano rolls made between 1904 and 1911 by the Welte Company in Germany, Columbia re-recorded these performances on tape and now are making them available on 12-inch LP's. The results are surprisingly clear and distinct, tho admittedly a far cry from modern piano recording sound.

There is little doubt of the commercial values of these performances, wherein great performers play their own works for the most parts. The series should appeal to the student and school market as well as a reasonably large number of longhair buyers.

Volume 1 (ML 4291) contains recordings by Claude Debussy, Maurice Ravel and Gabriel Faure, three of the leading moderns in turn-of-the-century France's music world—all of them decided influences on much contemporary work. Debussy does his own *Children's Corner Suite* and pieces from his *Preludes, Book One*; Ravel concisely performs his *Valses Nobles Et Sentimentales*; and Faure does his *Barcarolle in A Minor*.

The Volumes

Volume 2 (ML 4292) has Charles Camille Saint-Saens, an amazingly versatile musician and composer, performing a group of his own works with much grace, finesse and clarity. One of the giants of keyboard artistry, Ferruccio Busoni, is displayed in a trio of piano pieces, two Liszt transcriptions and a Chopin prelude.

Volume 3 (ML 4293) has Edward Grieg, who is best remembered for his compositions but who was one of the virtuosos of his day on the Continent, performing a brace of his own short pieces. German composer-pianist Max Reger does his own works; piano teacher-pianist-composer Theodore Leschitzky plays his own short pieces; Eugene D'Albert performs briefly from his own writing, and piano virtuoso-conductor Arthur Nikisch, noted for his interpretations of Brahms, does a couple of that composer's Hungarian Dances and Delibes's *Valse Lent* to round out the LP.

Volume 4 (ML 4294) features Ignace Jan Paderewski, musical giant, patriot and statesman, doing his *Minuet in G*. Vladimire de Pachmann, one of the leading Chopin interpreters of the century, is heard in scintillating performances of a number of the Polish composer's keyboard pieces. A pair of noted Spanish composers, Enrique Granados and Manuel De Falla, perform their own works. Xavier Scharwenka does one of his own works, and virtuoso Frank Marshall plays Albeniz compositions to round out the platter.

Volume 5 (ML 4295) houses more Max Reger but also contains enlightening pianistic samples of three of the established greats of modern composition—Richard Strauss, Gustave Mahler and Alexander Scriabin—each of them playing briefly from their own works.

This series should prove illuminating to students and connoisseurs if only for the illustrations of approach and conception the composers had for their own work. Not only is this group of disks a big feather in Columbia's cap but it should become invaluable catalog as well as eventual black ink in the ledgers.

Hal Webman

NEW YORK, April 8.—Helen S. Wallace, director of sales and service for Muzak Corporation, has resigned. She will continue with Muzak on a consulting basis.

TOP TUNES OF THE DAY

On 78 and 45!

78 RPM 45 RPM

POPULAR

STAFFORD & MacRAE	"Dearie"	858	F858
MEL TORME	"I Hadn't Anyone Till You"	880	F880
MARGARET WHITING	"Dream Peddler's Serenade"	879	F879
SKITCH HENDERSON	"Daddy's Little Girl"	850	F850
PAUL WESTON	"La Vie En Rose"	890	F890
JO STAFFORD	"Ask Me No Questions"	946	F946
GORDON MacRAE	"Two-Faced Heart"	924	F924
RAY ANTHONY	"Spaghetti Rag"	923	F923
DEAN MARTIN	"Muskrat Ramble"	948	F948
WHITING & DEVOL	"I Said My Pajamas"	841	F841
THE JUBALAIRES	"Old Piano Roll Blues"	845	F845
JAN GARBER	"Old Piano Roll Blues"	970	F970
STAFFORD & MacRAE	"Down the Lane"	969	F969

WESTERN

LEON PAYNE	"I'm A Lone Wolf"	920	F920
LEON PAYNE	"I Love You Because"	40238	
JIMMIE DOLAN	"I'll Sail My Ship Alone"	952	F952
ANN JONES & SMOKEY ROGERS	"Bloodshot Eyes"	864	F864
EDDIE KIRK	"The Two Years We Were Married"	877	F877
TEX RITTER	"He's A Cowboy Auctioneer"	928	F928
HANK THOMPSON	"All That Goes Up Must Come Down"	876	F876



WHITING AND WAKELY



"LET'S GO TO CHURCH NEXT SUNDAY MORNING"

Coupled With A Great Hit

"WHY DO YOU SAY THOSE THINGS THAT HURT ME SO?"

Another Smash Coupling by America's Top Sellers

78 rpm No. 960 45 rpm No. F960



KAY STARR



with Frank Devol And His Orchestra

"HOOP-DEE-DOO"

coupled with

"A WOMAN LIKES TO BE TOLD"

78 rpm No. 980 • 45 rpm No. F980

DAVE BARBOUR AND HIS ORCHESTRA



"MAMBO"

(QUE RICO EL MAMBO)

78 rpm No. 973
45 rpm No. F973

Mexico City's
Number One
Smash!



NAT "KING" COLE



"I ALMOST LOST MY MIND"

Vocal by Nat "King" Cole and the Trio

coupled with

"BABY, WON'T YOU SAY YOU LOVE ME"

with The Starlighters

78 rpm No. 889 • 45 rpm No. F889

Big

DYNAMIC



**TOPS THE SONG THE WHOLE WORLD
WILL TAKE INTO ITS HEART**

**"LET'S GO TO
CHURCH NEXT
SUNDAY MORNING"**

RCA Victor Records

**Ships
Coast to
Coast
APRIL 14**

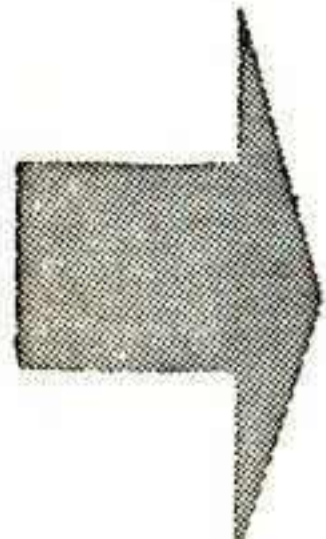
LONG

DOUBLE

Ships
Coast to
Coast
APRIL 14

1950's "Prisoner of Love"

"IF YOU WERE
ONLY MINE"



45 RPM
47-3763

78 RPM
20-3763

Tennis Play



Sings
the title
song
from
the
forthcoming
Paramount
Picture

...

MONA LISA

backed by

"THE SHAWL OF GALWAY GREY"



RCA VICTOR Records

45 rpm
47-3753
78 rpm
20-3753

Merchandising Pays Off:

Philly Trio's Golden Rule Brings Gold Across Counter

By Maurie H. Orodener

PHILADELPHIA, April 8.—It is a safe assumption that Martin Robins, Bob C. Garvey and Rube Skulsky, who operate the Walnut Music Shop, one of the largest disk shops here, are skilled in the art of selling and merchandising. Such things as courtesy, service and merchandising, so important to every good store operation, are taken for granted here. The main reasons for their success, according to McGarvey, are promptness and accuracy. To be more specific, McGarvey explains, "When a customer asks for a record, he is not 'strung along.' A quick check is made while he waits, and if the record is not available, he is frankly and honestly told so. If it is available at the distributors, the customer gets it as fast as a messenger can pick it up. The whole story is," McGarvey continued, "that the customer gets exactly what he wants or nothing at all. No substitution has ever been made without our first being asked to do so by the purchaser."

The best example of the store's success barometer is its special hot jazz department. The department was planned less than two years ago to meet the increasing demands among local fans. McGarvey, a jazz collector himself, set it up. Thru hard work and salesmanship, the Walnut Music Shop has become the favored gathering spot for record buyers and collectors. This point is emphasized on the shop's hot jazz radio show every day, via the slogan: "Follow the collectors. Buy where the connoisseurs buy, and you will find the best."

McGarvey carries it a bit further by paraphrasing: "Buy where the New York jazz dealers buy," for some of the biggest dealers in New York actually send their orders to the Walnut Music Shop.

Much emphasis is placed on mail orders, with the shop placing ads in

national publications. Stressing the same principles as in across-the-counter sales, the advertising copy states: "No postage, packing or handling charge or any other nonsense charges—you pay only for the records you buy." Here, too, the "no substitution" rule is stressed. If the record is out of stock, a refund is promptly made. Thus every sale is accurate, and in most cases brings repeat orders. Promptness is emphasized by the fact that every shipment is made the same day the order is received.

"There's no time for stalling around in this jazz shop," says McGarvey. "There are too many customers to be taken care of to use shoddy methods. Give them what they want at the best price, and give it to them as fast as possible. That's the reason for this shop's unusual success."

McGarvey would like very much to make a sale in North Dakota. He says it's the only State in the union to which the Walnut Music Shop has not sent platters. He would also like to sneak one behind the iron curtain, for those are the only major countries still not heard from. He hopes to hear at least from North Dakota.

Miami Turns Dirt For Film Palace

MIAMI, April 8. — Ground was broken here Friday (1) for Wometco's new 2,500-seater Carib Theater on the Beach. It will be situated on Lincon Road east of Collins Avenue and will be the 30th in the chain. All the town's vip's turned out for the ceremony. Highlight was the burial of a sealed cylinder to be opened 25 years hence. Among other things it contained the current issue of *The Billboard*. Opening is scheduled for Thanksgiving Day. Plans call for the most lavish house in the South.

Lobby will be a tropical garden with live tropical plants and real waterfall. Lobby roof will be made of glass to be rolled back on clear nights. Loges will be equipped with Heywood-Wakefield rocking chair seats and lounges will have television sets. Screen also will be equipped to show telecasts direct from Wometco's TV station, WTVJ. Theater will be equipped with escalator running from the lobby to the balcony, the first in the South to be so constructed.

T-Bone Leaves Cap, Inks With Imperial

HOLLYWOOD, April 8. — Blues shouter T-Bone Walker has anked from the Capitol Records fold to the Imperial label. Indie will release its first Walker platter next week, coupling *Glamor Girl* with *Strollin' With Bones*. Departure from Cap is reportedly amicable. Walker joined the Coast major last year when Capitol bought approximately 30 masters from the defunct Black & White label. Capitol relied on this pool for its releases and intends to continue issuing Walker sides with approximately 20 masters still on the shelf.

Capitol's inking of Walker was unique in that label had always preferred building its own rhythm and blues talent. Walker was the first r. and b. name to join diskery. Walker's departure from Cap and subsequent signing with Imperial was arranged by his agent, Harold Oxley. Imperial Prexy Lou Chudd feels that the acquisition of Walker will substantially fortify the label's position in the r. and b. field.

Dorsey Dancery in Deal for Reprieve To Former Owner

HOLLYWOOD, April 8.—Negotiations for sale of Tommy Dorsey's Casino Gardens to its former owner, Bernie Cohen, are in the final stages. TD's manager, Arthur Michaud, and his attorney, Lee Eastman, will meet with Cohen Monday (10) to deliver either TD's acceptance or rejection of Cohen's bid for the Ocean Side dancery. Both Michaud and Eastman hopped to Houston, where TD is appearing at the Shamrock Hotel to discuss Cohen's offer. Dancery's former owner has been after the spot for the past couple of years but was unable to come to terms with the band leader. However, the deal is nearer consummation now than ever before. Cohen operated the ballroom from 1927 to 1944.

Neither side has been willing to divulge terms. It is understood Dorsey wants \$100,000, with Cohen offering \$75,000. Dorsey has long held off selling, hoping to realize his investment in the dancery. He originally paid a reported \$60,000 for the ballroom and poured over \$100,000 into modernizing the structure. However, the drop in the location's biz for the past year is apparently a factor in TD's willingness to sell.

Gardens operated on a six-night-per-week basis last summer (as opposed to seven nights the previous summer), policy then moved to four nights per week in late summer, week-ends only in the early fall, then to one night only from October to January. Since the first of the year the spot has been shuttered.

your check list of current Columbia Hits!

<p>FRANK SINATRA—JANE RUSSELL The Modernaires "KISSES AND TEARS" FRANK SINATRA The Modernaires "WHEN THE SUN GOES DOWN" Columbia 38790 7-inch LP 1-611</p>	<p>DINAH SHORE—DUSTY WALKER "ASK ME NO QUESTIONS" "YOU'VE BEEN PLAYING CHECKERS" Columbia 38760 7-inch LP 1-582</p>	<p>DORIS DAY "HOOP-DEE-DOO" "MARRIAGE TIES" Columbia 38771 7-inch LP 1-591</p>
<p>MARY MARTIN ARTHUR GODFREY "GO TO SLEEP, GO TO SLEEP" "BUT ME, I LOVE YOU" Columbia 38744 7-inch LP 1-569</p>	<p>KAY KYSER "CHUG-A-LUG" "WILLYA WON'TCHA" Columbia 38751 7-inch LP 1-579</p>	<p>HARRY JAMES "LA VIE EN ROSE" "MONA LISA" Columbia 38768 7-inch LP 1-588</p>
<p>BURL IVES "THE DOUGHNUT SONG" "I'VE GOT A FEVER IN MY BONES" Columbia 38765 7-inch LP 1-583</p>	<p>ROSEMARY CLOONEY "I FOUND MY MAMA" "ME AND MY TEDDY BEAR" Columbia 38766 7-inch LP 1-584</p>	<p>JIMMY DORSEY "KISS ME" "SWEET GEORGIA BROWN" Columbia 38774 7-inch LP 1-594</p>
<p>HERB JEFFRIES "SWAMP GIRL" "THERE GOES MY HEART" Columbia 38769 7-inch LP 1-589</p>	<p>THE MARINERS "SOMETIME" "STARS (ARE THE WINDOWS OF HEAVEN)" Columbia 38781 7-inch LP 1-600</p>	<p>TONY PASTOR "THE FRENCH CAN-CAN" "MY ROSA" Columbia 38714 7-inch LP 1-538</p>
<p>JERRY WAYNE "YOU ARE MY LOVE" "LET'S GO TO CHURCH" Columbia 38787 7-inch LP 1-608</p>	<p>BEATRICE KAY "SPAGHETTI RAG" "RED HOT MAMA" Columbia 38772 7-inch LP 1-592</p>	<p>MODERNAIRES "DOWN THE LANE" "RUBBER KNUCKLE SAM" Columbia 38791 7-inch LP 1-612</p>
<p>TONI ARDEN "RAIN" "MOTHER, MOTHER, MOTHER" Columbia 38739 7-inch LP 1-562</p>	<p>PERCY FAITH "VALENCIA" "I GROSS MY FINGERS" Columbia 38786 7-inch LP 1-607</p>	<p>TED STEELE "BRING HER OUT AGAIN" "KISSES" Columbia 12451-F</p>

Columbia Records

First, Finest, Foremost in Recorded Music—Originator of LP Records for Uninterrupted Listening Pleasure

The Greatest Novelty
Hit of 1950!

RICHARD HAYES

SINGS

"THE MAN WITH THE
VOODOO"

**GET IT NOW OR IT WILL
HEX YOU FOREVER!**

MERCURY 5418
45 RPM-5418X45

Only
Mercury
has the hits on
NON BREAKABLE RECORDS



IT STARTED IN TENNESSEE!



And it's poppin' off coast to coast

JUG BAND BOOGIE'

One swig of this and you'll start flyin'

RICHARD HAYES



MERCURY 5418
45 RPM-5418X45

Only
Mercury
has the hits on
NON BREAKABLE RECORDS



Available In Canada From MERCURY RECORDS OF CANADA, LTD., 477 Yonge Street, Toronto, Canada

**WATCH THIS HIT
FOR BIG SALES!**



Kitty
KALLEN

**"JUKE BOX
ANNIE"**

MERCURY #5417

Available for Immediate Delivery

Only *Mercury* has the

Hits on **NON BREAKABLE RECORDS**

Can. Bopper in Victor Hassle

NEW YORK, April 8.—RCA Victor has notified Oscar Peterson, the Canadian bop keyboard phenom, that he breached an exclusive contract with the diskery when he signed with Mercury recently. Victor maintains that Peterson was pacted last March for a year with options, that the option was exercised February 15 of this year, but that Peterson went with Mercury despite the pick-up.

A letter from Wainwright, Elder, Laidley, Leslie, Chipman, Bourgeois & Doheny, Canadian law firm representing RCA Victor, Ltd. (RCA's Canadian operation), informs Peterson that action will be started unless he replies satisfactorily. A copy of this letter was sent to Mercury. Mercury spokesmen say that they have had no knowledge of any prior contractual commitments by Peterson.

Larry Clinton Wins Verdict; Court Gives Heave to M'Cord Suit

NEW YORK, April 8.—A suit for \$2,400 brought by Charles McCord, doing business as Shermack Music Stands, against orkster Larry Clinton, was dismissed by Judge Thomas J. Brady in the City Court of New York last week.

McCord had claimed that Clinton had made sketches and designs of Shermack stands and then brought them to another manufacturer, Velour Music Stands, to execute. Clinton's defense was that he had visited the Shermack shop only to obtain estimates and that any sketches and ideas used by Velour were the orkster's own. In finding for the defendant, Judge Brady also awarded him costs.

Clinton was represented by Leonard Zissu, of Zissu & Marcus.

Glen Echo Dancery Takes to Hoedown

WASHINGTON, April 8.—Square dancing, which has become quite a fad in the hinterlands of the nation's capital, moves into the ballroom of Glen Echo Park on a once-a-week basis starting Thursday (13). The hoedown music will be furnished by the house ork led by Sammy Ferro.

The new policy means an extra job for hillbilly singer Zeb Turner, who has been doubling at WEAM, Arlington, Va., and the Crosstown Club. Dance calls will be given by Ralph Case.

The country style was tried out a couple of times in class spots within the city limits but was soon dropped.

Glen Echo, just over the border line in Maryland, hopes to pick up some of the customers who have been organizing special parties to travel as far as West Virginia to get in on the various square dances tossed periodically. The new policy marks a major departure for the ballroom which has featured only sweet dance music for years. Coincident with the opening of the park and the ballroom, *The Washington News* will run a series of lessons on square dancing.

Voco Asks Chandler Revamp

NEW YORK, April 8.—Voco, Inc., manufacturer and distributor of miniature picture records for children, last week filed a petition to reorganize under Chapter 10 of the Chandler Bankruptcy Act. The petition, filed in U. S. District Court here by Charles Seligson, attorney, lists liabilities of \$214,873, exclusive of capital stock, and assets of \$224,031. No reorganization plan was offered with the petition.

Voco disks are peddled chiefly over chain and department store toy counters.

Industrial Music Fee Set by Aussies

MELBOURNE, Australia, April 8.—Music while you work, the subject of many claims by the Australian Performing Rights Association (APRA) for extra fees from factories which have made it a custom to relay over loud-speakers music broadcast from radio stations, has now become the subject of a decision by the chief judge of the Supreme Court. He said that factories have no right to rebroadcast copyright music over loud-speakers and that factories wishing to continue the custom would have to apply to the APRA for a license as such rebroadcast was general entertainment.

The test case was against Fetter Mills, which had been using 28 loud-speakers to cover 3,000 workers. The cost of a license from the APRA would be about \$1.15 for every 25 employees up to 100 persons. Over that it is based on one cent a year for every employee who listens to music 30 minutes a day.

Similar test suits are expected to be filed in all other States of the commonwealth.

Vox To Wax French Firm's Masters in New Classical Deal

NEW YORK, April 8.—A new international deal for classical disk masters has been cemented by Vox Records President George H. Mendelssohn with the French Boite A Musique Company (BAM). Mendelssohn, who returned from Europe recently, after a six-week stay, obtained the North American rights to BAM's extensive catalog, which is especially heavy on chamber-music waxings. BAM is the third French longhair outfit of major importance to be represented here by Vox, arrangements with Polydor and Discophiles Francais having been in effect for some time.

Otto Klemperer, the conductor, was re-signed to a Vox exclusive pact and cut four symphonies in Paris with the Lamoureux ork. The pianist Lili Kraus cut six piano sonatas and three concertos, with Enrique Gorda conducting. Two complete masses were cut in Vienna studios, also under Mendelssohn's supervision. All of these recordings were made for Vox in conjunction with Polydor.

Meanwhile several dates were cut in the U. S. with Brazilian pianist Guiomar Novaes. Mme. Novaes is also skedded to cut more Vox wax in Europe later this year.

Mendelssohn expects to return to Europe again in June for more sessions to extend his LP catalog.

Keystone Cinches 100-Theater Tie-Up

PHILADELPHIA, April 8.—Keystone Records has tied in with the public address systems at more than 100 movie houses in this area. As a result, the Bill Haley records recently released by the local label will be getting a spin at least three and four times a day in the theaters.

Tie-up was made by Harry Irving, recording engineer for Keystone, who also happens to be a movie projectionist. More than 100 movie temples in Philadelphia, Chester, Reading, Allentown and Norristown in Eastern Pennsylvania, and in Camden, N. J., were lined up. Haley, who has his own disk jockey show on WPWA, Chester, Pa., cut four hillbilly sides for Keystone in *Deal Me a Hand*, *Susan Van Dusen*, *Ten Gallon Stetson* and *I'm Not To Blame*. Each movie house has been provided with the Haley platters and the daily spinning marks the first concerted effort in these parts making use of such playing for plugging a tune or a platter.

VERA LYNN'S

Sensational New Hit!

ONE SIDED LOVE

Words by MITCHELL PARISH

Music by MANO ZIEGLER

LONDON RECORD # 702

ATTENTION, ALL LONDON DISTRIBUTORS: Be Prepared
for an Avalanche of Orders for This Overnight Smash!

MUSIC—AS WRITTEN

Wallerstein Making Music Survey in Europe

Ted Wallerstein, Columbia Records chief, left for Europe last week on a business trip. Wallerstein will survey conditions in the music business in England, Italy, France and other countries. He will contact Columbia's foreign affiliates. The trek is not a talent hunt.

Buddy Morris and Lee Eastman Off to Europe

Publisher Edwin H. (Buddy) Morris and his attorney, Lee V. Eastman, embarked for England and the Continent Friday (7). They will be out of the country for six weeks during which time they will visit France, Italy, and the Scandinavian countries.

New York:

Lester Sacks who declined a spot with the new Henry Spitzer Broadcast Music, Inc. (BMI), set-up is pubbing for himself. His first tune, "I'll Be There With Bells On, Baby." . . . Eddie Fisher cut his first sides for the Victor label the first week in April. Hugo Winterhalter supplied the orking. . . . Pete Rugolo will front the ork for Billy Eckstine's Paramount stint, beginning April 12.

Tony Scott's new small ork-vocal combo opened at the Club Tabu, Brooklyn, last week for an unlimited engagement. . . . At publisher-cleffer Irving Berlin's request, Derby Records switched the label copy on Freddy Mitchell's recent disking from "Easter Boogie" to "Easter Parade." . . . Mindy Carson returns to the Copacabana June 29, the first anniversary of her big-time debut at the same spot. . . . Tunesmith Bob Hilliard was admitted to the American Society of Composers, Authors and Publishers (ASCAP) with a C-I rating.

. . . The Blue Ridge Quartet has been inked to a Decca disking paper. . . . Pat O'Conner will replace Claire Hogan with the Jimmy Dorsey band when the latter thrush departs to take a fling as a single.

Chicago:

Bob Ehler, cocktail booker with MCA, resigned recently. He will take a month's vacation before making a connection. . . . Nev Wagner, ex-WM one-night booker and more recently Dean Hudson's personal manager and Richmond booker, became the father of a daughter, Susan Maude recently. . . . Pete Zamuto, former assistant to Frank Holzfiend at the Blue Note jazz citadel, has joined Associated Bookings, replacing Bob Phillips as jazz skedder. . . . Tiny Hill will drop his ork late in May to take a summer hiatus. . . . Johnny Soltan, vocalist-trombonist with Larry Fotine, has given notice to join Johnny Long. . . . Buddy Moreno has junked his band and is trying to break into video with his chirp, Perry Mitchell, as his partner. . . . The National Ballroom Operators' Association will probably hold its convention in Chicago in September. . . . The Com-

mando Club, Evansville, Ind., is using a string of name attractions, including Tiny Hill, Mill Herth and the Hoosier Hot Shots. . . . Louis Jordan, out of action since January, will resume May 19 at the Paradise Theater, Detroit. . . . Clyde McCoy moves into the Aragon Ballroom, Ocean City, Calif., April 28 indefinitely. . . . GAC has inked Frank Wojnarowski, the polka recorder.

Mercury's Murray Nash did his first Southern blues and rhythm waxing, cutting Roy Byrd and His Blues Jumpers, New Orleans group, and Alma Mondy, bluesinger. In addition, Nash inked Red Gillam's Western jazz band and Tommy Jackson, square-dance caller. . . . Sid Fisher, the guitarist who became famous thru his echo chamber work on the Harmonicats' "Peg o' My Heart," has retired from traveling and has a guitar school in Clinton, Ia. . . . Lawrence Welk broke the all-time attendance mark for winter one-night dates at Peony Park, Omaha, doing 2,900 people March 25. . . . Charles Stenger, Baltimore business man and erstwhile songwriter, has started Summit label to push his own tunes. First sides featured Lee Shearin, vocalist with Chuck Foster. . . . Republic Studios' prexy, Herbert Yates, announced last week that the firm will spend \$5,000,000 during the next five years in promotion and advertising for Rex Allen, the Mercury recorder. He will be starred in five pix each year for five years. They are setting extensive p-a.'s in connection with the premieres on his first four pix, already made. . . . Tony Martin, Houston agent, who handles certain GAC properties for the Southwest, conferred with office execs here last week. . . . The Rhythm Rockers, formerly with Aristocrat here, have inked with Monroe Passis's Parkway label. Passis also may ink Benny Green's Quintet as first jazz acquisition for the label.

Philadelphia:

William D. Richter gets the Skating Rhythms label to wax his "Down on the Delaware" and Keystone Records to cut his "Some Day You're Gonna Say You're Sorry." . . . Accordionist Larry Wayne and fiddler Howard Gilbert joined up with Mac McGuire to air for the Mutual web via WIP here. . . . Johnny McGee takes over the bandstand at Wagner's Ballroom. . . . Tune Shop Publications here gets the Keystone label to introduce Thelma Shuman and Mildred Phillips's "Round and Round and Round," with Pee Wee Miller's Bunkhouse Boys cutting the novelty for the Banner label. . . . Lee Charmell adds her chanting to Freddy Gray's unit at Ciro's. . . . Grimes Music Publishers acquired the copyrights for "Today, Tomorrow, Forever," introduced on the Challenge label, and "You'll Be There," waxed on Clover Records. . . . Bill Darnel and Art Lund tee off the recording name policy for the newly opened Club Del Rio at the former Faun Club location.

George Shearing, Charlie Parker and Slam Stewart Trio slated for a May 2 concert at the Met. . . . George (Butch) Ballard, drummer at the Powelton Cafe, left recently with Duke Ellington for Europe, not to replace Sonny Greer but to sit in when the younger element in the band step to the fore. . . . George Shearing Quintet into the Earle Theater following stay at Bop City, New York. . . . Moe Jaffe, songwriter with General Music Publishing Company, New York will be featured at the Camp Council's anniversary reunion April 29 at the Sylvania Hotel. . . . Ragtime Smitty, old-timer at the 88's, an alumnus of Nig Mike's famous place in New York where Irving Berlin and Jimmy Durante got their starts, marked his 45th anniversary in show business last week at Jack Lynch's Zodiac Room. . . . Admiral John McElduff, retired navy man devoting his time to songwriting, gets Feist to publish his "Eyes of the Fleet" and the U. S. Naval Academy adopt it as the official football song. . . . Blue Barron gets the call for the Villanova College Junior Prom May 5.

Hollywood:

Beachwood Music's "Let's Go To Church," which promises to be the fastest breaking tune since "Mule Train," received its initial rack order before first copies were off the presses. . . . Billy Eckstine is bigger than ever as a p-a. attraction. During his one-week stand at the Oasis 4,587 packed Eddie de Sure's spot, topping Sarah Vaughn's record of 3,800. Oasis grossed \$6,284 from admissions, of which Eckstine got 50 per cent plus a \$2,000 guarantee for a net of \$5,142.

Music Corporation of America has set up a string of week-end one-nighters for Frank DeVol. First is a Whittier College junior-senior prom at Beverly Hills Hotel. . . . Dick Haymes, en route to Gotham where cameras will roll on his "St. Benny the Dip" film, stops off at Milwaukee for a Schlitz TV shot. He will commute between Coasts during the filming for his Sunday Carnation air show. . . . Alan Jones here for a Victor etching of "On the Trail." Harold Adamson penned the lyrics to Ferde Grofe's classic. . . . Capitol Records is swinging its promotional spotlight to songstress Kay Starr. Diskery reports brisk biz on her "Bonaparte's Retreat" and has kicked off a campaign on behalf of her latest, "Hoop-Dee-Do Polka."

Tempo Prexy Irving Fogel is on a four-month European trek. He will huddle with across-the-pond distrib reps and scan the wax market with an eye to gaining U. S. rights to longhair material. . . . On behalf of Dave Barbour's disking of "Mambo," Capitol has closed a promotional tie-in with Arthur Murray Dance Studios. Latter will teach the new Latin step and join with diskery in issuing instructional cards showing step patterns. . . . Mickey Goldsen, head of Capitol's music pub subsids, bought an Encino ranch complete with tennis court and a swimming pool.

On the Sound Track:

London Records cut Hadda Brooks' piano-vocal version of the standard "I Hadn't Anyone Till You" last week. Her rendition is featured in the forthcoming Humphrey Bogart flick, "In a Lonely Place," a Columbia production. . . . Jeanette MacDonald, RCA Victor thrush, has the lead in the projected MGM film musical version of "Pride and Prejudice." . . . Cowboy warbler Gene Autry does two tunes in the forthcoming Columbia pic, "Indian Territory." They're "Chattanooga Shoe Shine Boy," published by Acuff-Rose, and "When the Campfire Burns Low on the Prairie," published by M. M. Cole. . . . Armand Schaefer, prexy of Gene Autry Productions, has signed Norman Hall to write an original screen play for Autry, entitled "Texans Never Cry," with a Texas ranger background. Sammy Fain and Sammy Kahn are doing the score for Walt Disney's forthcoming "Peter Pan." Fain and Bob Hilliard recently completed the music for another Disney flick, "Alice in Wonderland."

ANNOUNCING A CHANGE OF ADDRESS

The Executive, Professional and Standard-
Educational Offices of

MUSIC PUBLISHERS HOLDING CORPORATION

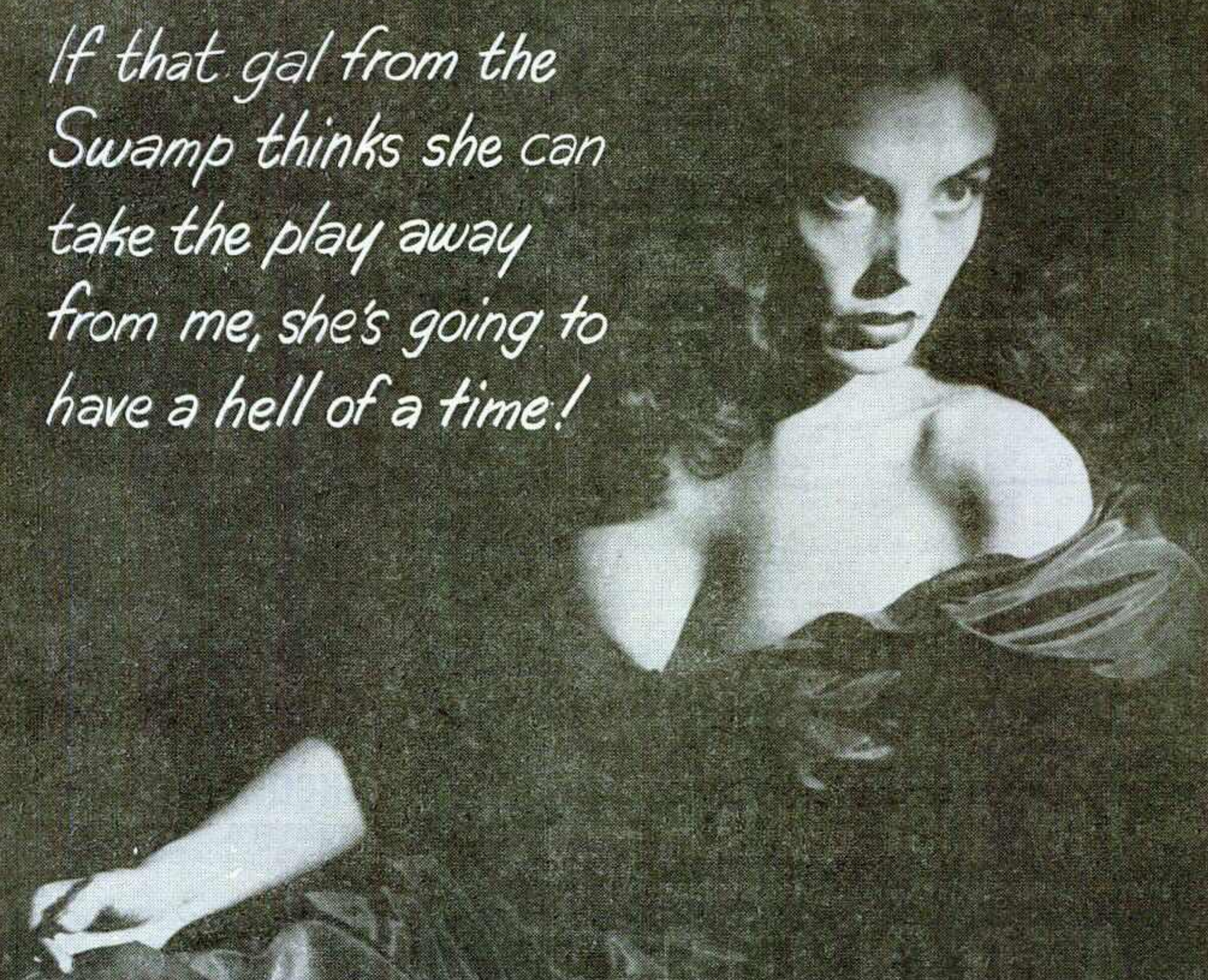
HARMS, INC. M. WITMARK & SONS
REMICK MUSIC CORP. ADVANCED MUSIC CORP.
NEW WORLD MUSIC CORP.

Are Now Located at

488 MADISON AVENUE
NEW YORK 22, N. Y.

Telephone: PLaza 9-4422

*If that gal from the
Swamp thinks she can
take the play away
from me, she's going to
have a hell of a time!*



*"SWAMP GIRL"
FRANKIE LAINE
MERCURY RECORDS*

This is
SATAN
from the
FRANKIE LAINE
MERCURY RECORD
**"Satan Wears
A Satin Gown"**

London

RECORDS

Release No. 25

AMERICAN RECORDINGS

POPULAR—10" Blue Label—75c plus tax

- NO. 678 — **TERESA BREWER**
"CHOO'N GUM"
"HONKY TONKIN"
Teresa Brewer with Jimmy Lytell and The Dixieland All Stars
- NO. 668 — **CURT MASSEY**
"PETER COTTONTAIL"
"BUSYBODY"
Curt Massey with Country Washburn and His Orchestra
- NO. 666 — **TEDDY PHILLIPS**
"CLA-WENCE" (DON'T TWEAT ME WUFF)
"HEY THERE REUBEN"
Teddy Phillips and His Orchestra vocals by Lynn Hoyt and The Phillipaires
- NO. 610 — **SNOOKY LANSON**
"I ALMOST LOST MY MIND"
"THIS IS HEAVEN TO ME"
Snooky Lanson with Jack Pleis and His Orchestra
- NO. 657 — **CAB CALLOWAY**
"LA MUCURA" (THE LITTLE JUG)
"PERO QUE JELENGUE" (DOIN' THE MAMBO)
Cab Calloway and His Orchestra vocal by Cab Calloway
- NO. 658 — **EVE YOUNG**
(IF I KNEW YOU WERE COMING)
"I'D'VE BAKED A CAKE"
"SILVER DOLLAR"
Eve Young, vocal with The Homesteaders
- NO. 665 — **MICKEY DEE AND SKINNER**
"PUT ON AN OLD PAIR OF SHOES"
"SLEEPY TIME GAL"
Mickey Dee and Skinner with rhythm accompaniment
- NO. 660 — **JOE POTZNER'S QUARTETTE**
"RED HOT MAMA"
"THREE CENT STAMP"
Joe Potzner's Quartette—vocals by Kathleen Kohls
- NO. 656 — **HUGO MALAN**
"BILL BAILEY, WON'T YOU PLEASE COME HOME"
"I'VE GOT RINGS ON MY FINGERS"
Hugo Malan and His Quintet—vocal by Liza Pierson and Group
- NO. 663 — **SALTY HOLMES**
"I FOUND MY MAMA"
Salty Holmes and His Talking Harmonica
"DON'T SHED YOUR TEARS AFTER I'M GONE"
Salty Holmes with instrumental accompaniment
- NO. 654 — **JOYCE INDIG**
"WISH ME LUCK"
"I'LL NEVER BE FREE"
Joyce Indig with Jack Pleis and His Orchestra
- NO. 675 — **AL MORGAN**
"I'D TRADE ALL OF MY TOMORROWS"
"HEART OF GOLD"
Al Morgan, vocal and piano with orchestral accompaniment

RHYTHM & BLUES—10" Green Label—75c plus tax

- NO. 17009 — **VIRGIE AUSTIN**
"I'M SUCH A FOOL"
(TO BE IN LOVE WITH YOU)
"THAT AIN'T IT"
Virgie Austin with orchestral accompaniment
- NO. 17010 — **ERNIE ANDREWS**
"GO 'WAY BLUES"
"NOBODY TOLD YOUR LIPS TO SAY 'HELLO'"
Ernie Andrews and The Drifter with orchestral accompaniment

FOLK—10" Green Label—75c plus tax

- NO. 16024 — **LULU BELLE AND SCOTTY**
"TELL HER YOU LOVE HER"
"YOU DON'T LIKE ME LIKE YOU USED TO DO"
Lulu Belle and Scotty with instrumental accompaniment
- NO. 16025 — **LONESOME WILLIE EVANS**
"THE SUN HAS GONE DOWN" (ON THE ONLY ONE I LOVE)
"LONESOME RAILROAD BLUES"
Lonesome Willie Evans with Harmonica and String Accompaniment



"PETER COTTONTAIL"



"PUT ON AN OLD PAIR OF SHOES"



"I FOUND MY MAMA"



"HEART OF GOLD"

"CHOO'N GUM"

ENGLISH RECORDINGS

POPULAR—10" Blue Label—75c plus tax

- NO. 704 — **BILLY COTTON**
"RAIN"
"MY THANKS TO YOU"
Billy Cotton and His Band
- NO. 580 — **ANNE SHELTON**
"AY MARIE"
"WHEN THE HEATHER GLEAMS LIKE STARDUST"
(IN THE GLEN)
Anne Shelton with Roy Robertson and His Orchestra
- NO. 703 — **BENNY LEE**
"SUNSHINE CAKE"
"WILHELMINA"
Benny Lee with Nat Temple and His Orchestra with The Keynotes
- NO. 702 — **VERA LYNN**
"ON THE OUTGOING TIDE"
Vera Lynn with Bob Farnon and His Orchestra
"ONE SIDED LOVE"
Vera Lynn with Bob Farnon and His Orch. with the George Mitchell Band
- NO. 705 — **LEE LAWRENCE**
"ROSA MIA"
"THE ROSE I BRING YOU"
Lee Lawrence with Bruce Campbell and His Orchestra
- NO. 706 — **TITO BURNS**
"CHUG-A-LUG" (THE DRINK-IT-DOWN SONG)
Tito Burns and His Sextet vocal by Ronnie Price
"I DON'T CARE IF THE SUN DON'T SHINE"
Tito Burns and His Sextet vocal by Terry Devon



London

RECORDS



ALBUMS (BLUE LABEL SERIES RECORDS)

- LSF. 8
WALDTEUFEL WALTZES—
ESTUDIANTINA * LES SIRENES * THE GRENADIERS * DOLOREE
MON REVE * TRES JOLIE * ESPANA * THE SKATERS
Bonnie Munro and His Orchestra
4 Records \$3.50
- LSF. 14
VIENNESE WALTZES—
VIENNA BLOOD * A THOUSAND AND ONE NIGHTS *
MORGENBLATTER * PROMOTIONS * ACCELERATION *
DANUBE WAVES * UNREQUITED LOVE
TESORO MIO
Bonnie Munro and His Orchestra
4 Records \$3.50
- LSF. 15
ON PARADE—
COLONEL BOGEY * SONS OF THE BRAVE * OLD COMRADE
LIBERTY BELL * ENTRY OF THE GLADIATORS * STARS
AND STRIPES * THE SHANGHAI SAILOR
TURKISH PATROL
Band of H.M. Irish Guards
4 Records \$3.50
- LSF. 16
LATIN RHYTHMS—
RHUMBA * TAMBAH * LINDA CHILENA-Rhumba * ADIOS-Rhumba *
LA MULATA RUMBERA-Rhumba * CANTO DE ANSENCIA-Tango *
A MEDIA LUZ-Tango
Stanley Black and His Orchestra
3 Records \$2.75
- LSF. 17
MUSIC OF ERNESTO LECUONA
ANDALUCIA * GITANARIAS * LA COMPARSA * SIBONEY *
JUNGLE DRUMS * MARIA LA O * MALAGUENA *
DANZA LUCUMI
Stanley Black and His Orchestra
4 Records \$3.50
- LSF. 18
VICTOR HERBERT MELODIES
KISS ME AGAIN * GYPSY LOVE SONG * SWEETHEARTS * WHERE
YOU'RE AWAY * NEATH THE SOUTHERN MOON * AHI SWEET
MYSTERY OF LIFE * INDIAN-SUMMER * A KISS IN THE DARK
Bonnie Munro and His Orchestra
4 Records \$3.50

(All Above Prices Plus Tax)

SINGLE BLUE LABEL SERIES RECORDS

- (75c plus tax)
- 30001 **JEALOUS HEART**
TURNABOUT IS FAIR PLAY
Al Morgan vocal and piano, with Orchestral Accompaniment
 - 30002 **THAT OLD GANG OF MINE**
YOU ARE ALWAYS IN MY HEART
Jerry Murad's Harmonicats
 - 30003 **PEG O' MY HEART**
FANTASY IMPROMPTU
Jerry Murad's Harmonicats
 - 30004 **JOHNSON RAG**
BACK OF THE YARDS
Jack Teter Trio — Jack Teter vocal

- 30005 **THE 3rd MAN THEME** From the Sound Track of
CAFE MOZART WALTZ The Film "The 3rd Man"
Anton Karas — Zither Solo
- 30006 **CHAINED TO A MEMORY**
TEARS ON MY PILLOW
Al Morgan, vocal and piano, with Orchestral Accompaniment
- 30007 **COPPER CANYON**
'WAY BACK HOME
Teresa Brewer and Bobby Wayne with Jack Pleis and His Orchestra
- 30008 **A LOVELY LAKE IN LOVELAND**
EVERYTHING THAT'S WONDERFUL
Nev Simons with The Trombonaires
- 30009 **THE OLD MASTER PAINTER**
DID YOU EVER SEE A DREAM WALKING
Snooky Lanson with Beasley Smith and His Orchestra
- 30010 **MILENBERG JOYS**
TAKE ANOTHER GUESS
Jack Teter Trio — vocal by Jack Teter
- 30011 **SHENANIGANS (Two Of Irish)**
THE GREATEST MISTAKE OF MY LIFE
Jack Berch accompanied by The Charles Magnante Trio
- 30012 **BIBBI - DI BOBBA - DI BOO**
CINDERELLA
Jack Berch with The Mullen Sisters accompanied by
The Charles Magnante Trio
- 30013 **BRIGHT EYES**
OUT OF A CLEAR BLUE SKY
Primo Scala and His Banjo and Accordion Band with The Keynotes
- 30014 **SNEAKIN' AROUND**
THE GAL I LOVE
Rudy Render with Orchestral Accompaniment
- 30015 **THE GREEN COCKATOO**
EL TOREADOR
Mantovani and His Orchestra
- 30016 **THE TEDDY BEARS' PICNIC**
SWEETMEAT JOE, THE CANDY MAN
Joy Wilbur and His Orchestra with vocal Chorus
- 30017 **THE WEDDING SAMBA**
TOO MUCH TEMPO IN MY RUMBA BEAT
Edmundo Ros and His Orchestra— vocals by Edmundo Ros
- 30018 **SO THIS IS LOVE**
SPEAK A WORD OF LOVE (I Wish, I Wish)
(Both from "Cinderella")
Vera Lynn with Robert Farnon and His Orchestra
- 30019 **O KATHARINA** (Vocal by Lynn Hoyt and The Phillipaires)
IT'S A LONESOME OLD TOWN WHEN YOU'RE
NOT AROUND (Vocal by Richard Hayati)
Teddy Phillips and His Orchestra
- 30020 **DRUNK WITH LOVE**
INDISCREET
Joyce Bryant accompanied by Phil Moore and His Orchestra
- 30021 **SORRY**
ROSES AND WINE
Ralph Young accompanied by Jack Pleis and His Orchestra
- 30022 **WE'RE NOT TELLING**
FULL MOON
The Three DeCastro Sisters with The Rumboleros
- 30023 **MUSIC! MUSIC! MUSIC!**
COPENHAGEN
Teresa Brewer with The Dixieland All Stars

- 30024 **DADDY'S LITTLE GIRL** (Vocal by Hal Barton)
SOUVENIR (Se Feliz) - (Vocal by Eleanor Russell)
Henry Jerome and His Orchestra
- 30025 **HALF A HEART IS ALL YOU LEFT ME**
I'VE COME BACK TO SAY I'M SORRY
Al Morgan vocal and piano with Orchestra
- 30026 **SWEET JENNIE LEE**
ALL MY BABY'S GOT TO WEAR IS MINKS
Jack Palmer with The Dixieland All Stars
- 30027 **SHUFFLE OFF TO BUFFALO**
TWO-TIME MAMA
The Keys with Instrumental Accompaniment
- 30028 **WHEN I GROW UP I WANT TO BE LIKE HOPPY**
HOLLYWOOD BABY SITTER
Eddie Brandt and His Hollywood Hicks
- 30029 **DEARIE**
CHATTANOOGIE SHOE SHINE BOY
George Towne and His Orchestra with The Satisfiers
- 30034 **PADDLIN' MADELIN HOME**
I DON'T WANT TO MESS AROUND
The Jack Teter Trio
- 30035 **SPAGHETTI RAG**
I WISH I COULD SHIMMY LIKE MY SISTER KATE
The Nov-Elites with Instrumental Accompaniment
- 30036 **IT GOES IN ONE EAR, AND OUT THE OTHER**
WHOSE ARMS ARE YOU IN TONIGHT
Lee Mont's Tu-Tones
- 30037 **GOD'S COUNTRY**
LIES
Snooky Lanson with Orchestra Conducted by Beasley Smith
- 30038 **RAGGING THE SCALE**
STORY OF THE STARS
Jack Pleis and His Piano with Orchestra and Choir
- 30039 **PLEASE TREAT HER NICER**
I'VE GOT THE WORLD ON A STRING
Ralph Young with Jack Pleis and His Orchestra
- 30055 **SOLILOQUY (Woods) (Instr.)**
COMEDIANS GALOP (Kabalevsky) (Instr.)
The Queens Hall Light Orchestra Conducted by Robert Farnon
- 30060 **I WILL LOVE YOU FOREVER**
SURE THING
Kay Armen with Orchestra Conducted by Earl Shalton
- 30061 **TWO FACED HEART** (Vocal: The Homesteaders)
LYIN' KISSES (Vocal: Cliff Farris and The Homesteaders)
The Homesteaders
- 30062 **THE WESTERN RANGE OF HEAVEN**
(With The Westerners)
DEEP IN THE HEART OF A ROSE
(With The Velvetones)
Reggie Goff with Rhythm Accompaniment
- 30063 **SUMMERTIME**
THE PICCOLINO
Eddie Heywood, Piano with Rhythm Accompaniment
- 30064 **ONE! TWO! THREE!**
ANOTHER KISS
Eve Young and Cliff Farris with Orchestral Accompaniment
- 30065 **BE KIND AND MAKE LOVE TO ME**
IS THERE SOMEBODY ELSE
Sally and Marvin Clark with Instrumental Accompaniment

THE LONDON GRAMOPHONE CORP., 821-829 W. 28 ST., NEW YORK 1, N.Y.

Release No. 25

**TERESA
BREWER**
London
RECORDS



**THE
MUSIC!
MUSIC!
MUSIC!
GAL
DOES IT AGAIN!**
with
**JIMMY LYTELL
AND THE DIXIELAND ALL STARS**

Riding
High with
CANDY
and
CAKE...

**MINDY
CARSON**

comes up with
a natural in ...



"LITTLE
DARLIN',
LITTLE
ANGEL"

BACKED BY

"BE
MINE"

RCA VICTOR RECORDS

• 45 rpm, 47-3725
• 78 rpm, 20-3725

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending April 7

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

Last Week

1. **IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE** Ay Al Hoffman, Bob Merrill and Clem Watts **2**

Published by Robert (ASCAP)

Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixie-landers, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, V(78)20-3713, (45)47-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30-0027, (45)54-0027; E. Young-The Homesteaders, London 658; T. Carlyn Ork, Rondo 5005.

Electrical transcription libraries: Al Trace, Lang-Worth.

2. **MUSIC! MUSIC! MUSIC!** By Steven Weiss and Bernie Baum **1**

Published by Cromwell (ASCAP)

Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)28704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 254; E. Miller, Rainbow 90055.

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

3. **CHATTANOOGIE SHOE SHINE BOY** By Stone and Stapp **3**

Published by Acuff-Rose (BMI)

Records available: Bradford & Romano, V(78)20-3685, (45)3208; B. Crosby-V. Schoen Ork, Dec 24863; T. Duncan Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Pepperettes-Horace Heidt, Horace Heidt MS 1022; Two-Ton Baker, Mer 5369.

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

4. **IT ISN'T FAIR** By Sylvester Sprigato, Frank Warshauer and Richard Himer **4**

Published by Words & Music (ASCAP)

Records available: B. Goodman Ork; Cap 860; B. Harrington-3 Beaus and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.

Electrical transcription libraries: Dick Jurgens, Associated.

5. **DEARIE** By Hillard and Mann **5**

Published by Laurel (ASCAP)

Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heidt Ork, Horace Heidt MM 122; M. Hughes-H. Zimmerman Ork, Col(78)38718, (33)1-543; L. Kirk-F. Warren, V(78)20-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609.

Electrical transcription libraries: Henry Jerome, Lang-Worth.

6. **PETER COTTONTAIL** By Steve Nelson and Jack Rollins **6**

Published by Hill & Range (BMI)

Records available: F. Allison-J. Fascinato Ork, V. 20-3727; G. Aury, Col(78)38750, (33)1-575; J. Day, Coral 64036; D. Falligant, MGM 10675; G. Lombardo, Dec 24951; F. Luther, Dec 88034; C. Massey, London 668; R. Rogers, V(78)21-0173, (45)48-0207; M. Shiner, Dec 46221; J. Wakely, Cap 929; J. Wells, Bullet 700; Two-Ton Baker, Mer 5397.

Electrical transcription libraries: Bob Crosby's Bobcats, Standard; George Wright, Thesaurus.

7. **THIRD MAN THEME, THE** By Anton Karas **7**

Published by Chappell (ASCAP)

Records available: D. Apollon, National 9104; Cafe Vienna Quartet, Col(33)1-444; J. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)820 (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollock Ork, Modern 203.

Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated.

8. **MY FOOLISH HEART** By Victor Young and Ned Washington **8**

Published by Santly-Joy (ASCAP)

From the Sam Goldwyn film, "My Foolish Heart"

Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478; G. Jenkins Ork, Dec 24830.

Electrical transcription libraries: Tommy Dorsey Ork, Standard.

9. **DADDY'S LITTLE GIRL** By Bobby Burke and Horace Gerlach **8**

Published by Beacon (BMI)

Records available: B. Eberly, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col(78)38711, (33)1-500; Mills Brothers, Dec 24872; R. Smith, Col 20670; T. Preston, Four Star 1438; J. Desmond-T. Mottola Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V(78)20-3550, (45)47-3043; C. Marrow, Varsity 257.

Electrical transcription libraries: The Bachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airline Trio-Henry Jerome, Lang-Worth.

10. **THERE'S NO TOMORROW** By Hoffman, Corday and Carr **8**

Published by Paxton (ASCAP)

Records available: A. Dale, Harmony 1078; T. Martin, V(78)20-3582, (45)47-3078, C. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.

Electrical transcription libraries: Phil Brito, Associated; The Ambassadors, Lang-Worth; Bob Eberly, World.

WARNING

The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

This week's

New Releases

... on RCA Victor

RELEASE 50-15

POPULAR

Here come the **DANCE BANDS** again!

TEX BENEKE

Java Junction
Our Love Story 20-3752—(47-3752)*

DENNIS DAY

Mora Lisa
(From the Paramount film *Captain Carey, U. S. A.*)
A Shawl of Galway Grey
20-3753—(47-3753)*

Here come the **DANCE BANDS** again!

SAMMY KAYE

Roses
Tiddley Winkie Woo
20-3754—(47-3754)*

TONY MARTIN

Valencia
I Don't Care If the Sun Don't Shine
20-3755—(47-3755)*

The Thrill Is Gone
(From *George White's Scandals*)
Spring Made a Fool of Me
20-3756—(47-3756)*

POP-SPECIALTY

JOHNNY VADNAL

Elmer's Polka
A Girl—a Boy—a Dream
25-1156—(51-0068)*

WESTERN

DALE EVANS

Lock, Stock and Barrel
A Heart of Stone 21-0310—(48-0310)*

COUNTRY

DOLPH HEWITT

When a Dream Is Broken in Two
An Empty Promise 21-0311—(48-0311)*

ELTON BRITT and ROSALIE ALLEN

Tell Her You Love Her
Written Guarantee 21-0312—(48-0312)*

RHYTHM-BLUES

BIG JOHN GREER

A Fool Hasn't Got a Chance
I'll Never Do That Again
22-0076—(50-0076)*

NEW ALBUM

RAGGIN' THE SCALES—

The Three Suns P-278—(WP-278)*

*45 r.p.m. catalog numbers.

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



... indicates records which, 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 "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 week of April 8. Obviously, sure things!

- Ⓢ Beyond the Sunset
Three Suns—Rosalie Allen and Elton Britt.....20-3599—(47-3105)*
- Ⓢ Candy and Cake
Mindy Carson20-3681—(47-3204)* 7
- Ⓢ Chattanooga Shoe Shine Boy
Phil Harris20-3685—(47-3208)* 7
- Ⓢ Dearie
Fran Warren and Lisa Kirk20-3680—(47-3204)*
- Ⓢ I Said My Pajamas
Tony Martin and Fran Warren.....20-3613—(47-3119)* 7
- Ⓢ It Isn't Fair
Sammy Kaye20-3609—(47-3115)* 7
- Ⓢ Music! Music! Music!
Freddy Martin20-3693—(47-3217)* 7
- Ⓢ Peter Cottontail
Fran Allison20-3727—(47-3727)*
Roy Rogers21-0173—(48-0207)*
- Ⓢ Quicksilver
Elton Britt and Rosalie Allen20-0157—(48-0168)* 7
- Ⓢ There's No Tomorrow
Tony Martin20-3582—(47-3078)* 7
- Ⓢ Wanderin'
Sammy Kaye20-3680—(47-3203)*



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

- ★ Count Every Star
Hugo Winterhalter
20-3697—(47-3221)*
(No. 3 The Disk Jockeys Pick, The Billboard, April 8)
- ★ Darn It Baby, That's Love
Fran Warren-Tony Martin
20-3710—(47-3243)*
(No. 5 The Disk Jockeys Pick, The Billboard, April 8)
- ★ Little Darlin', Little Angel
Mindy Carson 20-3725—(47-3725)*
(Billboard "Tips on Tops," April 8)
- ★ Wilhelmina
Freddy Martin 20-3693—(47-3217)*
(In RCA Victor's "Top Ten")
- ★ Hoop-Dee-Deo
On the Outgoing Tide
Perry Como 20-3747—(47-3747)*
"Standout two-sider has Como and the Fontane Sisters smashing thru with a corking production on 'Hoop,' an infectious polka a la 'Beer Barrel.' Flip, a fine waltz ballad, evokes memories of 'Forever and Ever,' both in content and a haunting Como performance. Mitch Ayres supplies the proper ork support for both."
(Billboard Possibility, April 8)

TIPS

Unusual initial reaction to Spike Jones' "Chinese Mule Train," Perry Como's "Hoop-Dee-Doo," and Milton Berle's "I Found My Mama," indicates extremely strong acceptance.

The stars who make the hits
are on

RCA VICTOR Records

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

JAN. FEB. MAR.

The

APRIL MAY JUNE

Swing's

JULY AUG. SEPT.

to

OCT. NOV. DEC.

"45"

ANOTHER COLUMBIA HIT!

THE

DOUGHNUT

SUNG BY



BURL IVES

SONG

and

"I GOT A FEVER IN MY BONES"

COLUMBIA RECORD 38765

OR 7-INCH LP 1-583

STOCK IT! — PLAY IT!
TODAY!

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records
For Uninterrupted Listening Pleasure

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending April 7



BEST-SELLING SHEET MUSIC

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

POSITION			Songs	Publishers
Weeks to date	Last Week	This Week		
10	1	1	MUSIC! MUSIC! MUSIC! (R)	Cromwell
5	2	2	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
6	4	3	DEARIE (R)	Laurel
12	3	4	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
6	8	5	MY FOOLISH HEART (F) (R)	Santly-Joy
4	7	6	PETER COTTONTAIL (R)	Hill & Range
7	10	7	IT ISN'T FAIR (R)	Words & Music
10	6	8	DADDY'S LITTLE GIRL (R)	Beacon
11	5	9	I SAID MY PAJAMAS (R)	Leeds
3	13	10	THIRD MAN THEME, THE (F) (R)	Chappell
5	9	11	CANDY AND CAKE (R)	Oxford
7	—	12	ENJOY YOURSELF (R)	E. H. Morris
18	11	13	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
17	12	13	THERE'S NO TOMORROW (R)	Paxton
1	—	15	SENTIMENTAL ME (R)	Knickerbocker

ENGLAND'S TOP TWENTY

POSITION			Songs	English	American
Weeks to date	Last Week	This Week			
5	1	1	MUSIC! MUSIC! MUSIC!	Leeds	Cromwell
12	2	2	JEALOUS HEART	E. H. Morris	Acuff-Rose
13	3	3	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
18	4	4	HARRY LIME THEME	Chappell	Chappell
12	4	4	DOWN IN THE GLEN	L. Wright	Mills Music
12	6	6	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
4	9	6	FRENCH CANCAN POLKA	Connelly	Blossom Music
3	11	8	CHATTANOOGIE SHOE SHINE BOY	Kassner	Acuff-Rose
25	8	9	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
10	12	10	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*
9	13	11	BEST OF ALL	Connelly	*
19	9	12	HOP SCOTCH POLKA	Leeds	Cromwell
8	7	13	IS IT TRUE WHAT THEY SAY ABOUT DIXIE	Victoria	Irving Caesar
1	—	14	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	Chappell	Robert
2	17	15	MY THANKS TO YOU	Noel Gay	*
19	14	16	I'LL STRING ALONG WITH YOU	Feldman	Witmark
4	15	17	OUT OF A CLEAR BLUE SKY	Kassner	Dreyer
1	—	18	I SAID MY PAJAMAS	Leeds	Leeds
20	20	19	OUR LOVE STORY	Unit	J. J. Robbins
3	—	20	LAST MILE HOME	Leeds	Leeds
24	15	20	YOU'RE BREAKING MY HEART	Chappell	Algonquin

*Publisher not available as The Billboard goes to press.

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed

Address Bill me

City Zone State

Profession or business



4-15-PC

Hottier Than a Pistol
the Song Loaded With
MARTIN
MAGIC . . .



Tell MARTIN

sings

"SPRING MADE A FOOL OF ME"

RCA VICTOR Records

47 rpm
47-3756
78 rpm
20-3756

Ships
Coast to
Coast
APRIL 14

The Billboard

MUSIC POPULARITY CHARTS

PART III



Radio Popularity

Based on reports received last three days of Week Ending April 7

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country.

Table with columns: POSITION, Weeks | Last | This, Record Title, Artist, and Station/Label. Lists top 29 records including 'IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE' and 'IT ISN'T FAIR'.

Vox Jox

CALIFORNIA CUTTINGS . . . Jimmy Lyons, KNBC, San Francisco, has been inked for a series of TV airers by Music Corporation of America. . . George Jay, KWIK, Los Angeles, vacations in Palm Springs, while Margaret Whiting, Jan Garber, Evelyn Knight, Gordon Jenkins, Ned Washington and Victor Young take over on his four-hour show as "guest" spinners. . . Burke Ormsby, KHUM, Eureka, has set up a "Dusty Records" program, featuring disks from the 1920s.

CONGRATS . . . Felix Grant is the new all-night spinner on "Yawn Patrol," WWDC, Washington. . . Art Leavitt, ex-KREO staffer, Indio, Calif., has joined KOCY, Oklahoma City. . . Garrie Clune, KELA, Centralia, Wash., has snagged himself a new tri-weekly midafternoon show. . . Gregg Phillips, WJOL, Joliet, Ill., leaves the station April 21 to take over as director of health education for Will County Tuberculosis Association.

IOWA ITEMS . . . Bill Baldwin, KSO, Des Moines, pens that the State's three-week talent hunt to pick amateur performers for the Meredith Willson show was a big success. Willson, an Iowa boy, picked the winners during a series of contests on 15 Iowa stations, and finalists appeared at the Iowa Industrial Exposition recently. . . Jerry Kirby, WKBB, Dubuque, wonders "if all the jocks are as spin happy over Jerry Gray's band as I am."

GIMMIX . . . Alan Boal, WBVP, Beaver Falls, Pa., writes that the station staged two all-night benefit shows recently to send the Beaver Falls American Legion basketball team to McPherson Kan., for the national Legion tourney. All the jocks donated their time, along with local musical talent, and Beaver Falls citizens came thru to the tune of \$2,000 in contributions. . . Tommy Allen, KOMA, Oklahoma City, conducts a 10-minute "Career Girl" spot on his show every week, with high school cuties interviewing local business gals and professional club women. . . Lou Essick, WGNI, Wilmington N. C., flew to Cincinnati last month to escort one of Mutual's "Queen for a Day" winners back to Wilmington for the town's third annual Azalea Festival.

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, March 24, 8 a.m., and ending Friday, March 31, 8 a.m.)

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

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

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

Table listing songs and their respective artists/labels, such as 'Ask Me No Questions (R)' by Witmark-ASCAP and 'Dear Hearts and Gentle People (R)' by E. H. Morris-ASCAP.

ports good audience response to having listeners identify band themes for special requests. . . William Edwardson, WNLK, Norwalk, Conn., is sparking his across-the-board "Carousel of Melody" airer with a mystery tune contest. Jack Ellis, WKBN, Youngstown, O., personalized his Kenton platter programing by having the ork leader record a special intro for each disk in his new "Innovations" album. . . George Lorez, WJLL, Tonawanda, N. Y., keeps his sponsors happy by dropping in at their stores every now and then and staging an impromptu show for the customers.

FOLK FARE . . . W. F. Crutchley, WPAQ, Mount Airy, N. C., reports a title switch. "Hilly-billy Hit Parade" is now tagged "Barnyard Music," but Uncle Ugly, who replaced Uncle Henry, is still emcee. . . Ken (Dynamite) Jackson, who spins farm news and music on KPUG Bellingham, Wash., has a new contest under way titled "Why I Listen to 'Cowboy Capers.'" One tactless dialer answered, "Because no other station comes in loud enough above the milking machines." . . . Paul (Shorty) Schroeder, WIMS, Michigan City, Ind., gauges listener preference by spinning the same tune by different artists and asking dialers which one they liked best. . . Eddy Arnold guested on Larry Lane's WHBO program during his Palace p. a. in Tampa.

PHILLY PHADDLE . . . Randy Dixon (WDAS), on marking the second anni of his "Bony Hall of Fame," was cited by the council for equal job opportunity for his efforts to promote human brotherhood via his nightly sessions. . . Stu Wayne (WPEN) donated his services as narrator for a youth rally last week in behalf of the Allied Jewish Appeal. . . Bosh Pritchard (WDAS) latest of the town's spinners to add a talent session in staging a Saturday morn "Bosh Pritchard Teen Club." . . Selecting winners on the basis of photographs and interesting childish sayings, Jack Pyle (KWY) has maestro Lennie Herman heading a panel of judges from the Philadelphia Club of Advertising Women for his "Daddy's Little Girl" contest. . . Al Wistert is filling in for Bosh Pritchard at WDAS while the spinner takes time out to get down to the Virginia Military Institute to receive a special award as a member of the VMI squad's all-time great. . . Mac Maguire (WIP) pulled a switch on Eileen Barton when she came up to guest on his spinning sessions between shows at the Click. Mac had presented her with a cake he had baked himself. . . Bon Bon (WDAS) is making weekend personal appearances at the Clock Bar in near-by Atlantic City.

GREGOR PIATIGORSKY now records exclusively for RCA Victor



The giant of the cello...

RCA Victor proudly announces a notable addition to their lengthy list of world-famous recording artists . . . renowned 'cellist Gregor Piatigorsky.

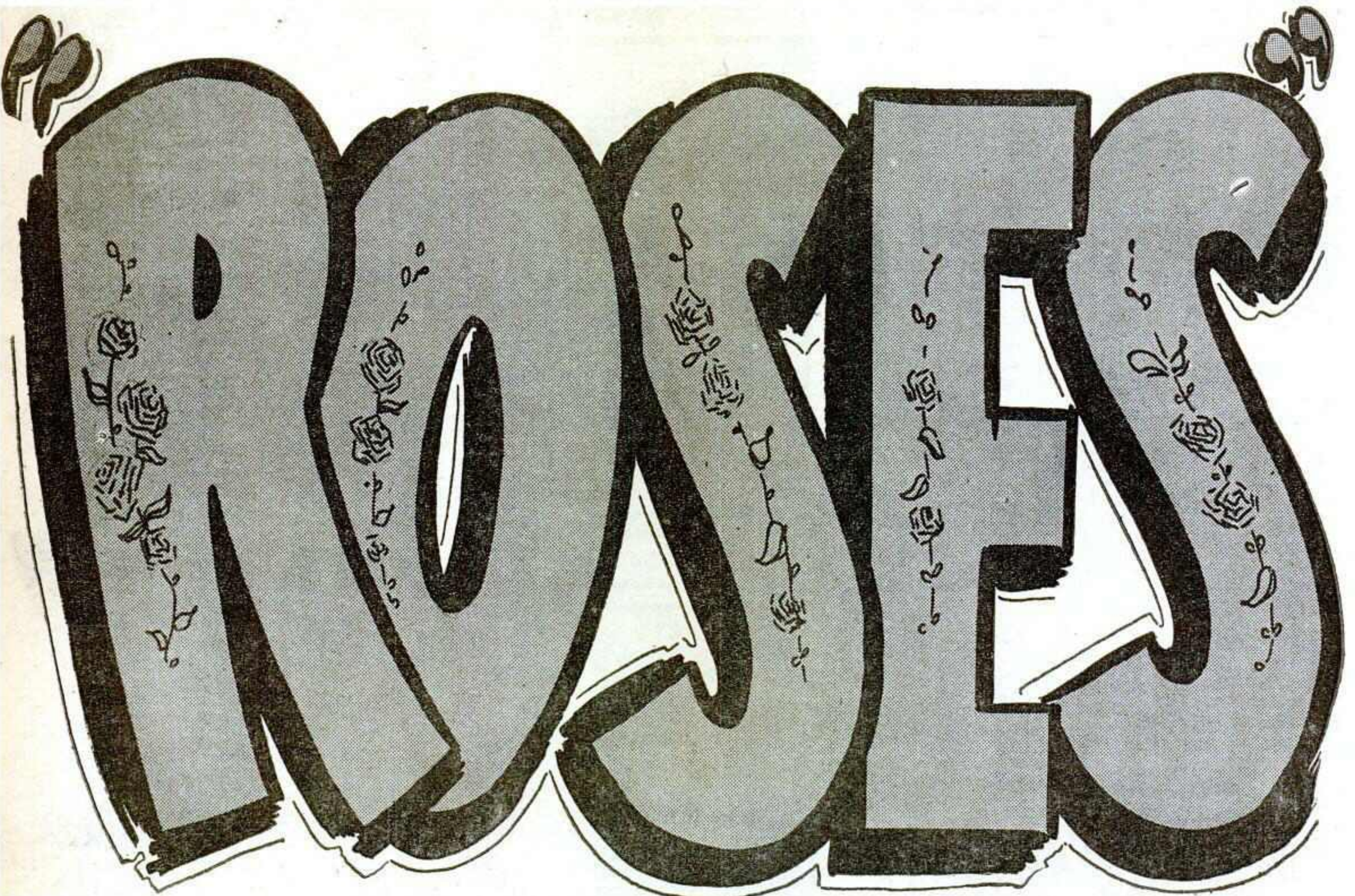
The highest critical praise is accorded Mr. Piatigorsky's rich, sensitive performances. His fine musicianship is brilliantly reproduced on forthcoming RCA Victor Red Seal releases. Watch for announcement of selections.



RCA Victor records

SAMMY

BUSTS OUT WITH THE BIGGEST MUSICAL BUD IN THE HISTORY OF THE FABULOUS ROSE SONGS...



THE BIG, BIG BALLAD DEALERS, DISK JOCKS AND COIN OPS HAVE BEEN WAITING FOR...

WILL TOP "ROOM FULL OF ROSES"



RCA VICTOR Records

KAYE

PITCHES A LITTLE...

"TIDDLY
WINKY
WOO"



THE SONG THAT WILL CAPTURE
THE HEARTS OF THE MULTI-
MILLION BOBBY SOX BRIGADE

BIG "BOX OFFICE" FOR JUKE!

45 RPM
47-3754

78 RPM
20-3754

Ships
Coast to
Coast

APRIL 14

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending April 7

PART IV



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. 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.

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label. Lists top 30 pop singles.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label. Lists children's records.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label. Lists classical singles.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label. Lists classical albums.

POP ALBUMS

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label. Lists pop albums.

Dealer Doings

SPRING WINDOW... Combining the springtime theme with the promotion of "Peter Cottontail" disks, Barb's Melody Shop, St. Johnsbury, Vt., decorated its window in spring colors...

NEWS AND CHATTER... Johnson's Record Shop, Hartford, Conn., reports success with a "3,000 record sale." The shop offered the selection of new disks at four for \$1...

MERCHANDISING TIPS... Shirley Nelson, manager of the disk department at G. & M. Jewelers, Tuscaloosa, Ala., suggests using spot announcements on disk jockey shows...

FOUR FLIGHTS UP... The Record Shop, Springfield, O., has solved what would have been a major problem to many dealers thru the proper use of newspaper advertising.

SALES IDEAS... Shaw Radio Shop, Keokuk, Iowa, acquaints radio set buyers with its disk department by giving each set purchaser four free records after the deal has been made.

GIFT CERTIFICATES... "We follow the florists' lead and push records as a year-round gift idea," says J. G. Bradburn, Lil' Pal Radio and Record Shop, Houston.

HONOR ROLL REPRINT?... The record department of the Beasley Music Company, Texarkana, Tex., writes: "A small sheet of 'The Billboard's Honor Roll of Hits' printed as the 'Tips on Coming Tops' would make a very good filler..."

DEALER'S TIP ...
 WE GAVE YOU THIS
SMASH HIT...

"I SAID MY PAJAMAS"
 TONY MARTIN & FRAN WARREN

NOW

TURN THE RECORD OVER!!!

"HAVE I TOLD YOU LATELY THAT I LOVE YOU"
 TONY MARTIN & FRAN WARREN

...FOR ANOTHER ONE!!!



"HAVE I TOLD YOU LATELY THAT I LOVE YOU" with

Tony Martin & Fran Warren

RCA VICTOR Records

45 RPM
 47-3119
 78 RPM
 20-3613

NATIONAL SCORES AGAIN with 2 DEFINITE HITS!

NATIONAL No. 9108
LYNNE HOWARD
Singing
"CHOOO'N GUM"
 ORCH. CONDUCTED BY DAVE TERRY,
backed by
CRY, CRY, CRY

NATIONAL No. 9107
"I FOUND MY MAMA"
 HAPPY LEWIS on Harmonica
 EDNA MAE HARRIS
backed by
WHERE IS THE CHICKEN
 In The Chicken Chow Mein
 Vocal by
TONI ARDEN and AL TRACE

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO
NATIONAL RECORDS
Coast-to-Coast
 1841 BROADWAY NEW YORK 23, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
 PART V
 Based on reports received last three days of Week Ending April 7

MOST-PLAYED JUKE BOX RECORDS

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

POSITION		Weeks		Last This		to date Week Week	
6	3	1.	IF I KNEW YOU WERE COMING	E. Barton		
			I'D'VE BAKED A CAKE.....	National 9103; Mercury 5392—ASCAP			
9	1	2.	MUSIC! MUSIC! MUSIC!.....	T. Brewer.....	London 604—ASCAP		
12	2	3.	CHATTANOOGIE SHOE SHINE BOY...R. Foley	Dec 46205—BMI		
11	4	4.	IT ISN'T FAIR.....	S. Kaye Ork-Don Cornell		
		V(78)20-3609; (45)47-3115—ASCAP				
6	13	5.	MUSIC! MUSIC! MUSIC!.....	C. Cavallaro Ork.....	Dec 24881—ASCAP		
22	7	6.	THERE'S NO TOMORROW.....	T. Martin		
		V(78)20-3582; (45)47-3078—ASCAP				
4	17	7.	DEARIE	G. Lombardo Ork.....	Dec 24899—ASCAP		
8	6	8.	SENTIMENTAL ME	Ames Brothers		
		Coral 60140; Coral 60173—ASCAP				
			(M Lou Harp, Autograph 813; R. Anthony Ork-R. Deauville, Cap 923; Ray-O-Vacs, Dec48141; R. Morgan, Dec 24904; K. Griffin, Rondo R-213; S. Gibson, Mer 8174)				
6	9	8.	THIRD MAN THEME, THE.....	G. Lombardo Ork.....	Dec 24839—ASCAP		
6	18	8.	DADDY'S LITTLE GIRL.....	Mills Brothers.....	Dec 24872—BMI		
12	11	11.	QUICKSILVER	B. Crosby-Andrews Sisters.....	Dec 24827—ASCAP		
		D. Day, Col(78)38638. (LP)1-407; E. Britt-R. Allen, V(78)21-0157. (45)48-0168; C. Marrow, Varsity 257)				
11	15	12.	CHATTANOOGIE SHOE SHINE BOY...Bing Crosby-V. Schoen Ork.....	Dec 24863—BMI		
10	7	13.	CRY OF THE WILD GOOSE, THE...F. Laine.....	Mercury 5363—BMI			
			(A Mconey Ork, MGM 10651; Tennessee Ernie, Cap(78)40280, (45) F400280; J. Gilkyson 4 Star 1430; B. Darnel, Coral 60163; J. Marine, Dec 24895; H. Ashley, Varsity 262)				
4	13	14.	IF I KNEW YOU WERE COMING	G. Gibbs-M. Kaminska's Dixielanders....			
			I'D'VE BAKED A CAKE.....	Coral 60169—ASCAP		
8	19	15.	ENJOY YOURSELF	G. Lombardo Ork.....	Dec 24825—ASCAP		
9	—	15.	DADDY'S LITTLE GIRL.....	D. Todd.....	Rainbow 80088—BMI		
13	5	17.	RAG MOP	Ames Brothers.....	Coral 60140—BMI		
			(Foggy River Boys, Dec 46214; J. Dorsey, Col(78)38710, (33)1-499; J. James, 4 Star 1419; G. Daniels, 4 Star 1414; Bradford & Romano, V778)20-3685 (45)47-3208; L. McAuliffe, Col 20669; Pee Wee King, V(78)21-0167, (45)48-0179; R. Hogsd Trio, Cap 40286; J. Liggins, Specialty 350; Starlighters-P. Weston Ork, Cap(78)844, (45)F844; D. Sausage, Regal 3251, J. Bond Ork, MGM 10627; E. Howard, Mer 5371)				
10	10	18.	I SAID MY PAJAMAS.....	T. Martin and F. Warren-H. Rene OrkV(78)20-3613; (45)47-3119—ASCAP		
			(A. White Ork, Varsity 261)				
7	21	18.	GODS WERE ANGRY WITH ME, THE..M. Whiting-J. Wakely.....	Cap(78)800; (45)F-800—BMI		
			(O. Bradley Quintet, Coral 60152; E. Wilson-D. Thomas, Dec 24880)				
3	25	20.	DEARIE	J. Stafford-G. MacRae		
			Cap(78)858; (45)F-858—ASCAP		
1	—	20.	CANDY AND CAKE.....	E. Knight.....	Dec 24943—ASCAP		
			(R. Anthony Ork-B. Holiday, Cap 933; M. Ellen Quartet-B. Scott, MGM 10654 A. Godfrey, Col 38721, (LP)1-547; M. Carson, V(78)20-3681, (45)47-3204)				
1	—	22.	OLD PIANO ROLL BLUES, THE.....L. Cook-J. Dandies...Abbey 15003—ASCAP				
			(H. Carmichael-C. Daley-M. Matlock's All-Stars, Dec 24977; J. Garber Ork, Cap 970; F. September, Mer 5400; C. Steward & the San Francisco Boys, Coral 60177; B. Kay, Col(78)38733, (33)1-593; E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751)				
5	11	23.	MUSIC! MUSIC! MUSIC!.....	F. Martin Ork.....		
			V(78)20-3693; (45)47-3217—ASCAP		
3	24	23.	IF I KNEW YOU WERE COMING	B. Strong Ork.....		
			I'D'VE BAKED A CAKE.....	Cap(78)916; (45)F-916—ASCAP		
2	25	23.	PETER COTTONTAIL	G. Autry		
			Col(78)38750; (33)1-575—BMI		
2	21	26.	PETER COTTONTAIL	M. Shiner.....	Dec 46221—BMI		
1	—	26.	MY FOOLISH HEART.....	B. Eckstine.....	MGM 10623—ASCAP		
			(M. Carson, V(78)20-3681, (45)47-3204; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol's Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478)				
5	25	28.	CANDY AND CAKE.....	M. Carson		
			V(78)20-3681; (45)47-3204—ASCAP		
4	25	28.	GO TO SLEEP, GO TO SLEEP, GO TO SLEEP	M. Martin and A. Godfrey-A. Bleyer Ork		
			Col(78)38744; (33)1-569—ASCAP		
			(M. Carson-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 2075)				
2	—	28.	CHATTANOOGIE SHOE SHINE BOY...P. Harris.....		
			V(78)20-3692; (45)47-3216—BMI		
7	—	28.	RAG MOP	R. Flanagan Ork		
			V(78)20-3688; (45)47-3212—BMI		

WARNING!

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

"Easter Time" IS OVER...

NOW'S THE TIME FOR... *Vaughn Monroe's*

"OVER *and* OVER"

NOW'S THE TIME THEY'LL BUY... *Vaughn Monroe's*

"OVER *and* OVER"

NOW'S THE TIME THEY'LL HEAR... *Vaughn Monroe's*

"OVER *and* OVER"

NOW'S THE TIME TO PLAY... *Vaughn Monroe's*

"OVER *and* OVER"

RCA VICTOR Records { *45rpm* - 47-3711
78rpm - 20-3711

THE OPERATOR'S DREAMS COME TRUE . .

Just Released by

LEON PAYNE

on

CAPITOL RECORD #920

"I'M A LONE WOLF"

(Written by Leon Payne BMI)

coupled with

"I JUST SAID GOODBYE TO MY DREAMS"

(Written by Leon Payne BMI)



Just Released by
BRAXTON SHOOFORD
"A TEARDROP ON A ROSE"
(Written by Hank Williams BMI)
coupled with
"ROCKIN' CHAIR DADDY"
(Written by Hank Williams & Braxton Shooford BMI)
on
MGM RECORD #10670

Just Released by
COWBOY COPAS
"BLUES IN THE MOONLIGHT"
(Written by Fred Rose ASCAP)
coupled with
"HEARTBROKEN"
(Written by Helen Carter BMI)
on
KING RECORD #855

Order NOW...

FROM YOUR DISTRIBUTOR



WE DO NOT SELL RECORDS
SHEET MUSIC AVAILABLE
2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

Acuff-Rose
PUBLICATIONS

The **Billboard**

MUSIC POPULARITY CHARTS

PART VI

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending April 7

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record			
13	3	5	2	2	4	5	6	15	7		
1	2	3	5	6	10	1	8	1	7		
1	2	3	5	6	10	1	8	1	7		
CHATTANOOGIE SHOE SHINE BOY...R. Foley.....Dec 4620E—BMI		LONG GONE LONESOME BLUES.....H. Williams.....MGM 10670		I'LL SAIL MY SHIP ALONE.....M. Mullican.....King 830—BMI		PETER COTTONTAILG. Autry.....Col(78)38750; 3301-575—BMI		I LOVE YOU BECAUSE.....E. Tubb.....Dec 46213—BMI		I LOVE YOU BECAUSE.....L. Payne.....Cap 57-40238—BMI	
Sugarfoot Rag		My Son Calls Another Man Daddy		Moon's Tune		Funny Little Bunny		Unfaithful One		Link in the Chain of Broken Hearts, A	
7		1		1		1		1		1	
LETTERS HAVE NO ARMS.....E. Tubb.....Dec 46207—BMI		CRY OF THE WILD GOOSE, THE.....Tennessee ErnieCap(78)40280; 45/F-40280—BMI		QUICKSILVERE. Britt-R. Allen.....V(78)21-0157; (45)49-0168—ASCAP		I'LL Take a Back Seat For You		FACEE. Arnold.....V(78)21-0300; (45)48-0300—BMI		Why Should I Cry?	
7		1		1		1		1		1	
LITTLE ANGEL WITH THE DIRTY		CRY OF THE WILD GOOSE, THE.....Tennessee ErnieCap(78)40280; 45/F-40280—BMI		QUICKSILVERE. Britt-R. Allen.....V(78)21-0157; (45)49-0168—ASCAP		FACEE. Arnold.....V(78)21-0300; (45)48-0300—BMI		Why Should I Cry?		Why Should I Cry?	

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Boogie Barn Dance
J. Akers (Boogie 88) Highway 1002
- Boogie 88
A. Winter Trio (Boogie Barn) Highway 1002
- But Me I Love You
E. Young-C. Ferre (Comanche) London 659
- Comanche Rose
E. Young-C. Ferre (But Me) London 659
- Does the Spearmint Lose Its Flavor (On the Bedpost Over Night)
Homer and Jethro (You Tell) V(78)21-0308; (45)48-0308
- Draw up the Papers, Lawyer
D. Landers (How Many) MGM 10682
- Eagle's Heart
Sons of the Pioneers (Roses) V 21-0306
- He's Just a Hobo
L. Anderson (My Baby) Cormac 1108
- How Many Hearts Do You Have?
D. Landers (Draw Up) MGM 10682
- I'll Reap My Harvest in Heaven
L. Harris (That Glory) Hill & Country 108
- In Someday Land
D. Paul (It's Lonesome) Highway 1001
- Is It Too Late To Say I'm Sorry
M. Lindsay (Stealin' Sugar) Cormac 1094
- It's Lonesome Alone on the Homestead
D. Paul (In Someday) Highway 1001
- It's So Hard To Say I Love You
H. Locklin (Midnight Tears) Four Star 1444
- I've Got Nuggets in My Pockets
B. Wood-Shrum's Rhythm Rangers (Johnson's Mule) Highway H-1000
- Johnson's Mule
B. Wood-Shrum's Rhythm Rangers (I've Got) Highway H-1000
- Jolie Blond Likes the Boogie
B. Wills (Pastime Blues) MGM 10681
- Little Pink and White Lady
Highway Serenaders (Only You) Highway 2000
- Midnight Tears
H. Locklin (It's So) Four Star 1444
- My Baby Buckaroo
L. Anderson (He's Just) Cormac 1108
- No One Wants Me
A. Vaughn (Sittin' on) Four Star 1425
- Oh, Good Gracious, Katy
Rhythm Rangers-B. Wood (Oklahoma Hills) Highway 1004
- Oklahoma Hills
Rhythm Rangers (Oh, Good) Highway 1004
- Only You
Highway Serenaders (Little Pink) Highway 2000
- Pastime Blues
B. Wills (Jolie Blond) MGM 10681
- Precious Memories
L. Harris (Trials and) Hill & Country 107
- Pretty Please Love Me
S. Cooley-G. Jackson (Texas Star) V(78)21-0309; (45)48-0309
- Roses
Sons of the Pioneers (Eagle's Heart) V 21-0306
- Queen of the Saddle
L. Anderson (Storeroom in) Cormac 1107
- Sheep-Herders Dream, The
E. Dunstedter-Highway Serenaders (That Long) Highway 1005
- Sittin' on Top of the World
A. Vaughn (No One) Four Star 1425
- Stealin' Sugar
M. Lindsay (Is It) Cormac 1094
- Storeroom in My Mind
L. Anderson (Queen of) Cormac 1107
- Texas Star
S. Cooley-L. Anderson (Pretty Please) V(78)21-0309; (45)48-0309
- That Glory Bound Train
L. Harris (I'll Reap) Hill & Country 108
- That Long, Long, Trail
E. Dunstedter-Highway Serenaders (Sheep-Herders' Dream) Highway 1005
- Trails and Tribulations
L. Harris (Precious Memories) Hill & Country 107
- Trouble in Mind
D. Dimples (Willie Roy) Hill & Country 109
- Willie Roy, the Cripple Boy
D. Dimples (Trouble in Mind) Hill & Country 109

The Singing Star who holds all records for consecutive hits...



EDDY ARNOLD

"I'LL HOLD YOU IN MY HEART"

"THAT'S HOW MUCH I LOVE YOU, BABY"

"IT'S A SIN"

"BOUQUET OF ROSES"

"JUST A LITTLE LOVIN'"

"TAKE ME IN YOUR ARMS AND HOLD ME"

comes up with his next Million Record Seller...

"WHY SHOULD I CRY?"

and...

"LITTLE ANGEL WITH THE DIRTY FACE"

78 rpm • 21-0300

45 rpm • 48-0300

ALBUM NO. P-239 (78 rpm)—WP-239 (45 rpm)

ALBUM NO. P-261 (78 rpm)—WP-261 (45 rpm)

TO MOTHER

AN EDDY ARNOLD ALBUM HIT

RCA VICTOR Records

AN EDDY ARNOLD ALBUM HIT

FAVORITE SACRED SONGS

THE TOP TEAM OF COUNTRY and WESTERN MUSIC...



**ELTON
BRITT**



and
**ROSALIE
ALLEN**



POP with

"ACRES OF DIAMONDS"

RCA Victor 21-0302 (48-0302)

and TOP

"TELL HER YOU LOVE HER"

RCA Victor 21-0312 (48-0312)

RCA VICTOR Records

The Billboard MUSIC POPULARITY CHARTS Folk (Country & Western) Record Section

PART VI

Based on reports received last three days of Week Ending April 7

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks Last This		to date Week Week	
12	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....	Dec 46205	-BMI
5	—	2.	I LOVE YOU BECAUSE.....E. Tubb.....	Dec 46213	-BMI
2	4	3.	LONG GONE LONESOME BLUES.....H. Williams.....	MGM 10645	
15	3	4.	TAKE ME IN YOUR ARMS AND HOLD E. Arnold.....	V(78)21-0146; 46143-0150	-BMI
8	—	5.	LETTERS HAVE NO ARMS.....E. Tubb.....	Dec 46207	-BMI
11	7	6.	RAG MOP.....J. L. Willis.....	Bullet 696	-BMI
1	—	7.	PETER COTTONTAIL.....J. L. Willis and His Boys.....	Bullet 700	-BMI
4	—	7.	SUGARFOOT RAG.....R. Foley.....	Dec 46205	
3	2	9.	I'LL SAIL MY SHIP ALONE.....M. Mullican.....	King 830	-BMI
1	—	9.	LOVE SONG IN 32 BARS.....J. Bond.....	Col 79-20671; LP 12-532	
1	—	9.	MY SON CALLS ANOTHER MAN DADDY.....H. Williams.....	MGM 10645	

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 over 400 disk jockeys specializing in country and Western tunes.

POSITION		Weeks Last This		to date Week Week	
13	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....	Dec 46205	-BMI
19	2	2.	I LOVE YOU BECAUSE.....L. Payne.....	Cap 57-40238	-BMI
3	3	3.	LONG GONE LONESOME BLUES.....H. Williams.....	MGM 10645	
5	5	4.	I'LL SAIL MY SHIP ALONE.....Moon Mullican.....	King 830	-BMI
2	7	5.	PETER COTTONTAIL.....G. Austry.....	Col(78)33753; (33)1-575	-BMI
11	—	6.	RAG MOP.....J. L. Willis.....	Bullet 696	-BMI
8	4	7.	LETTERS HAVE NO ARMS.....E. Tubb.....	Dec 46207	-BMI
10	8	8.	CRY OF THE WILD GOOSE, THE.....Tennessee Ernie.....	Cap(78)40280; (45)F-40280	-BMI
2	9	8.	PETER COTTONTAIL.....J. Wakely.....	Cap(78)929; (45)F-929	-BMI
2	—	8.	PETER COTTONTAIL.....J. L. Willis.....	Bullet 700	-BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Smokey Wallace, who previously worked with a trio, is doing a single at the Ski and Spur Club, Aspen, Colo. . . . **Eddie Lee** is touring his Hoosier Ranch Hands show thru the Midwest. Show features **Mel Browne**, comedian. . . . **Doyle Sams**, who formerly headed the Radio Rangers, has broken up his band and is doing a duet with his wife, as Nellie and Doyle at WLET, Toccoa, Ga. **Curley Merck and His Melody Boys** and **Johnny Henderson and the Cornshuckers** are also on the station. . . . **John Bava**, of Cozy Records, Davis, W. Va., has inked **Bob and Larry** and the **Lonesome Pine Fiddlers**, of WHIS, Bluefield, W. Va., and **Fred Zajac and His Polka Aces**. . . . **Kenny Roberts** (Coral) became the father of a son March 21 in Cincinnati. He is still at WLW. . . . **Bill Boyd**, the Cowboy Rambler (Victor), reports that KRLD-TV, Dallas, has booked his entire Western picture series for video showings weekly. Boyd is now being booked by **Herald Goodman**, of Dallas. . . . **Cowboy Dallas Turner** (Continental) has switched from KHMO, Hannibal, Mo., to KBKO, Portland, Ore. He became a father March 13. . . . **Smiley Burnette** (Capitol) has written a song, "Harmonica Bill," dedicated to **Harmonica Bill Russell**, who is featured with Burnette in the forthcoming Columbia Western, "Across the Bad Lands."

Cousin Herald Goodman, the Dallas booker-entertainer, is doing a weekly video show on WBAP-TV, Dallas, called "The Mayor of Dribble Springs." The show will feature weekly h. b. guests. Goodman also has a simulcast on KRLD and KRLD-TV, called the "Saddle Mountain Roundup," on which he features h. b. guests and a house band. In addition, Goodman is packaging a weekly "Saddle Mountain Roundup and Hillbilly Circus" for KRBC, Abilene, Tex. **Bill and Joe Callahan** with their **Blue Ridge Mountain Folks** will be featured on the opening, with name stars to follow. The show is presented Saturdays at the Fair Park Arena, Abilene. Goodman has added **Lloyd Rust**, ex-film distributor, to his org. . . . **Reggie Ward**, the Louisiana songspinner, reports that **Slim Whitman** (Victor) has rejoined KWKH, Shreveport, after a spell in Nashville. The "Louisiana Hayride," heard for a half-hour Saturday night over 23 Southern and Southwest stations, has also added **Linda Lou**, singing wife of **Emory Martin**, one-armed banjoist with **Johnny and Jack**. . . . **Johnny Lee Willis's** band (Bullet) now consists of **Hank Boatman** and **Curley Lewis**, fiddles; **Buster Magness**, steel; **Eb Gray**, electric standard; **Chuck Adams**, bass; **Howard Davis**, drums; **Don Harlan**, reeds; **Fred Blatty**, tenor sax; **Clarence Cagle**, piano; **Jamie McIntosh**, trumpet; **Hoopie McCrary**, trombone, and **Leon Huff**, vocalist.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1 Ill.

FLOYD TILLMAN

**Personal appearances that
suit you to a**

THE SINGING SONGWRITER

Current Favorites!



"I LOVE YOU SO MUCH IT HURTS"



"SLIPPING AROUND"

and

**"I GOTTA HAVE
MY BABY BACK"**



Marge Tillman

Songs and Records

Next

COLUMBIA RECORD

Release

*(Recitation written by
Floyd Tillman)*

**"THE LITTLE
MIRACLE"**

backed by

**"I GOTTA STOP
LOVING YOU"**



Floyd Tillman

Songs and Records

Watch for This Next

COLUMBIA RECORD

Release!

"THE LAST STRAW"

and

**"AS LONG AS I
HAVE YOU"**

The FLOYD TILLMAN SHOW

Featuring

LITTLE MARGE

also

WOODY CARTER

and the Hoedown Boys

with

RALEY BROTHERS



**Entire Show AVAILABLE BY
PRIVATE PLANE
to your territory**

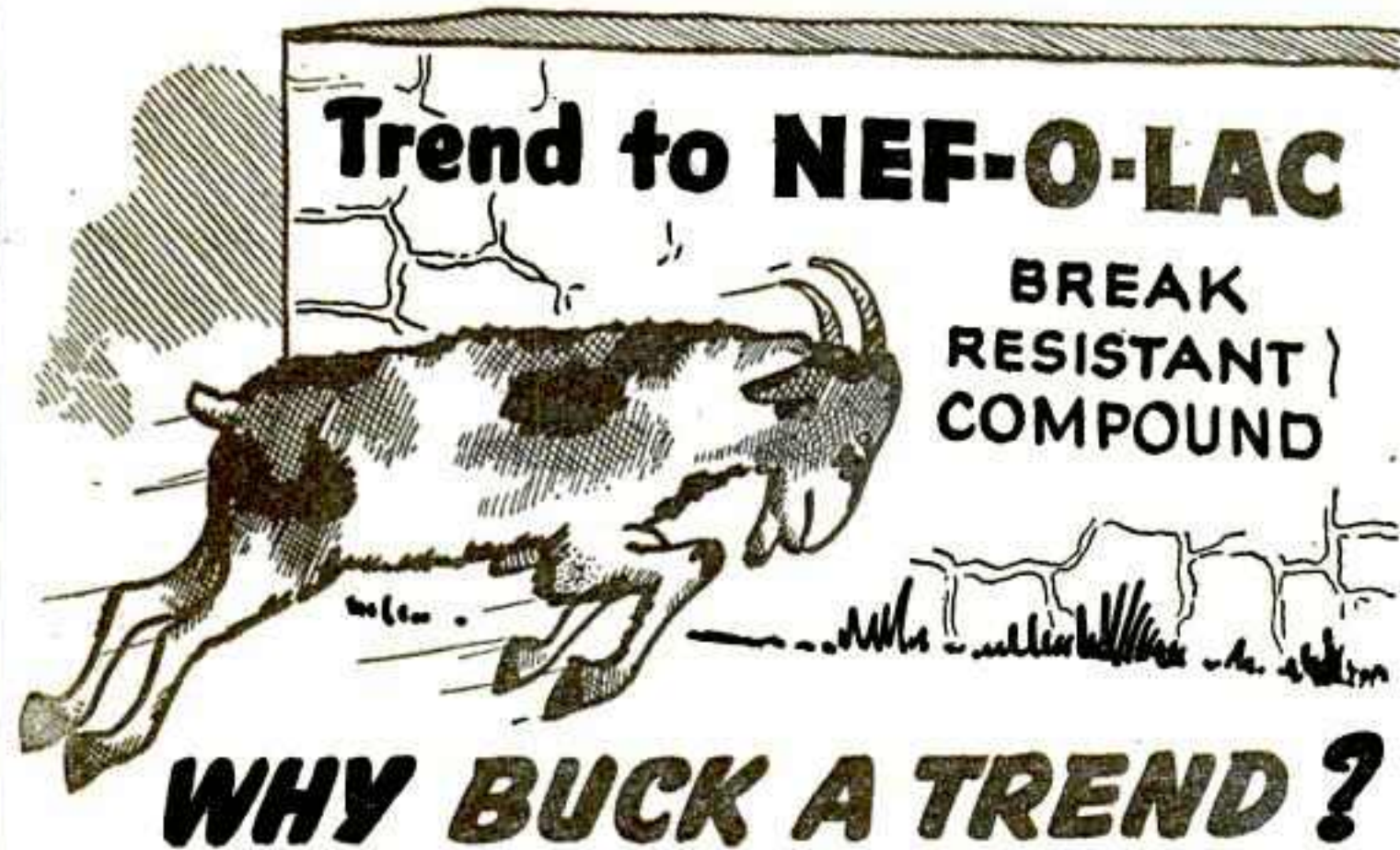
FOR TOURS AND PERSONAL APPEARANCES

Contact

FLOYD TILLMAN

HOUSTON, TEXAS

PHONE: OLIVE 1792



Be sure you're on the right side of the fence this year. Bucking the trend to break-resistant compounds could prove mighty expensive. Move with the trend. Assure yourself of a successful 1950 by switching your production and sales efforts to NEF-O-LAC BREAK-RESISTANT. Any of our 5 break-resistant compounds combines the desirable features of high cost compounds with low unit production cost.

A request on your letter-head will bring you sample biscuits.

NOTE:

We do not process records commercially nor are we "Label Owners." We manufacture compounds only.



MOLDING COMPOUNDS
A PRODUCT OF J. W. NEFF LABORATORIES, INC.

BINNEY & SMITH CO., 41 East 42nd Street, New York City

Exclusive Sales Agents for U. S., Canada, Central and South America



"Records Available
on
Top Hit Songs
from
1900 to 1940"

TOP OPS

are using it every day to

INCREASE JUKE BOX PLAY!

This valuable feature from The Billboard's Big 100-Page 1950 Juke Box Supplement lists over 3000 records available on the 600 top hit songs from 1900 to 1940. It's just one of the important reference lists and useful features that successful operators everywhere are putting to practical, profitable use to increase juke play!

And best of all, IT'S YOURS FREE IF YOU USE THE COUPON TODAY! But you must act fast. Only a limited number of copies of The Billboard 100-Page 1950 Juke Box Supplement are available and they're being distributed at this SPECIAL OFFER strictly on a first-come, first-served basis. Send in the coupon RIGHT NOW!



SAVE \$3.00

And get The Billboard 100-Page Juke Box Operator Supplement with its valuable list of "Records Available on Top Hit Songs from 1900 to 1940."

ABSOLUTELY FREE!

The Billboard Publishing Co., Inc.
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year (52 issues) at only \$10, a saving of \$3 over the single copy value and send me FREE The Billboard 100-Page Juke Box Supplement with its valuable list of "Records Available on Top Hit Songs From 1900 to 1940".

Name _____ 4-15
Address _____
City _____ State _____
Occupation _____

The Billboard MUSIC POPULARITY CHARTS
PART VII
Rhythm & Blues Records

Based on reports received last three days of Week Ending April 7

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION		Weeks		Last		This	
		to date	Week	Week	Week	Week	Week
11	1	1	1	1	1	1	1
		1. DOUBLE CROSSING BLUES.....		J. Otis-Little Esther and the Robins....		Savoy 731	
		Back Alley Blues					
13	2	2	2	2	2	2	2
		2. I ALMOST LOST MY MIND.....		Ivory Joe Hunter.....		MGM 10578—BMI	
		If I Give You My Love					
8	6	3	3	3	3	3	3
		3. WHY DO THINGS HAPPEN TO ME?..		R. Hawkins.....		Modern 20-734	
		Royal Hawk					
2	4	4	4	4	4	4	4
		4. MISTRUSTIN' BLUES		Little Esther-M. Walker-J. Otis Ork....		Savoy 735	
		Misery					
7	8	5	5	5	5	5	5
		5. INFORMATION BLUES		R. Milton and His Solid Senders.....		Specialty SP-349—BMI	
		My Sweetheart					
5	3	6	6	6	6	6	6
		6. I ONLY KNOW		D. Washington.....		Mercury 8163—BMI	
		New York, Chicago and Los Angeles					
2	10	7	7	7	7	7	7
		7. IT ISN'T FAIR.....		D. Washington.....		Mercury 8169—ASCAP	
		Journey's End					
3	10	8	8	8	8	8	8
		8. CRY, CRY BABY.....		Ed Wiley.....		Sittin In 545	
		Blues After Blues					
2	—	8	8	8	8	8	8
		8. WALKING BLUES		J. Moore's Three Blazers.....			
		You Can Go Feed Yourself					
5	—	10	10	10	10	10	10
		10. I'VE BEEN A FOOL.....		The Shadows.....		Lee 200	
		Nobody Knows					

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION		Weeks		Last		This	
		to date	Week	Week	Week	Week	Week
2	8	1	1	1	1	1	1
		1. MISTRUSTIN' BLUES		Little Esther-M. Walker-J. Otis Ork....		Savoy 735	
8	3	2	2	2	2	2	2
		2. WHY DO THINGS HAPPEN TO ME?..		R. Hawkins.....		Modern 20-734	
15	2	3	3	3	3	3	3
		3. I ALMOST LOST MY MIND.....		Ivory Joe Hunter.....		MGM 10578—BMI	
6	4	4	4	4	4	4	4
		4. INFORMATION BLUES		R. Milton and His Solid Senders.....		Specialty SP-349—BMI	
11	1	5	5	5	5	5	5
		5. DOUBLE CROSSING BLUES.....		J. Otis-Little Esther and the Robins		Savoy 731	
2	—	6	6	6	6	6	6
		6. CRY, CRY BABY.....		Ed Wiley.....		Sittin In 545	
5	8	7	7	7	7	7	7
		7. THREE TIMES SEVEN EQUALS					
		TWENTY-ONE		J. King.....		Imperial 5055	
8	6	8	8	8	8	8	8
		8. FAT MAN, THE.....		Fats Domino.....		Imperial 5058	
9	8	9	9	9	9	9	9
		9. RAG MOP		L. Hampton Ork.....		Dec 24855—BMI	
5	6	9	9	9	9	9	9
		9. I ONLY KNOW		D. Washington.....		Mercury 8163—BMI	
2	—	9	9	9	9	9	9
		9. SITTING BY THE WINDOW.....		B. Eckstine-R. Case Ork.....		MGM 10602—ASCAP	
1	—	9	9	9	9	9	9
		9. MISERY		Little Esther-J. Otis Ork.....		Savoy 735	

ADVANCE RHYTHM & BLUES RECORD RELEASES

Bad Health Blues J. McCracklin (Gotta Cut) Modern 20-741	Rent Party Blues Harlemonicas-D. Barrow (Rockin' the) Col 30200
Confessing the Blues J. McShann (Walking) Aladdin 108	Rockin' the Blues Away Harlemonicas-D. Barrow (Rent Party) Col 30200
Good Old Blues J. Otis Ork (Mean Ole) Modern 20-748	That's A-Plenty A. Winter (Wolverine) International 712
Gotta Cut Out J. McCracklin (Bad Health) Modern 20-741	To Each His Own Brother G. Phillips-J. McVea (Wonder What) Modern 1277
Kinda Sorta Miss You D. Noel (Mist) Col 30199	Troubles Ain't Nothin' But the Blues L. Johnson (I'm So) King 4346
Mean Ole Gal Esther-J. Otis Ork (Good Old) Modern 20-748	Wednesday Evening J. Lee Hooker (No Friend) Modern 20-746
Mist D. Noel (Kinda Sorta) Col 30199	Wolverine A. Winter (That's A-Plenty) International 712
No Friend Around J. Lee Hooker (Wednesday Evening) Modern 20-746	Wonder What the Poor Folks Are Doing G. Phillips-J. McVea (To Each) Modern 1277

RHYTHM & BLUES RECORD REVIEWS

For complete scoring method see explanation under Record Reviews. Maximum points given, 100. Points in first column represent over-all rating. Second from left is score for disk jockeys to follow; third from left, retailers, and fourth and last, juke box rating.

THE FOUR TUNES Victor (45)50-0072	There Goes My Heart Clean, satisfying revival of a pretty oldie by this fine group	76--78--75--78
	Am I Blue Fine mood delivery of the standard spots a winning, note-blending lead singer and a highly attractive arrangement.	81--84--80--80
BEN POLLACK & HIS PICK-A-RIB BOYS Modern 203	Royal Garden Blues Pollack, the old master, guides a two-beat unit thru the old standard from his tubs. Relaxed, tidy performance.	67--70--65--65
	Third Man Theme Two-beat delineation of the movie theme music comes off surprisingly well.	68--72--65--68
ELLA FITZGERALD Decca 24900	Dream a Little Longer Ella sings this attractive new ballad with intense feeling.	78--79--77--78
	I Hadn't Anyone Till You The magnificent Ella soulfully sings this fine oldie, which is due for a movie revival shortly.	84--85--83--83
KOKOMO WELLINGTON Mercury 8170	What's New? Bary's style is somewhere between that of Eckstine and the Ink Spots' Kenny. He shows promise on the fine standard tune.	75--76--75--75
	Someone To Watch Over Me The Gershwin tune is less suited to the technique.	66--67--66--65

(Continued on page 122)

RECORD BIZ HEADACHES?

Let **RCA VICTOR** solve your problems in
 ... RECORDING
 ... PRESSING
 ... PROCESSING
 ... SHIPPING & HANDLING
 AT COMPETITIVE PRICES
 ● CONTACT DEPT. 2A

custom record sales
RCA RADIO CORPORATION OF AMERICA
 RCA VICTOR DIVISION
 120 East 23rd Street, New York 10, N. Y., Chicago, Hollywood

A BEAUTIFUL BALLAD BREAKING FOR A BIG HIT!!!
"MY DREAM CAME TRUE"
 By Ted Mossman—Florence Rosen—Bill Anson
 ACCEPT Only the Original FANFARE Record #108 by Bill Pannell Orch.
 Backed by "NEVER GIVE UP A SWEETHEART" (Who Loves You)
 Featured by Solotone Juke Boxes of California—for April. Exclusive Distributor. Territories Still Open.
FANFARE RECORDS 1337 N. Orange Dr., Hollywood 28, California

unbreakable records only!
 ● WE SPECIALIZE in 78 and LP Record Moulding • 10" and 12" • Pure and Filled Vinyl • We do not press shellac • Never did.
 ● WE SPECIALIZE in Quality, Service and Dependability.
 ● No connection with any record label.
abbey record corp. 70 FLEET ST., JERSEY CITY
 N. J. Phone Connection DICBY 9-1392

COMING YOUR WAY
NOTARY
 SEE NEXT WEEK'S ISSUE

ATTENTION, ALL ZITHER PLAYERS!! Here's A TIP!
 The Next Time You Record on Your ZITHER...
 Record This One!!! (Our #1 Plug Song)
"THE HONEYMOON WALTZ"
 By TED MOSSMAN (Till the End of Time)—Marjorie Cook
 Already Recorded on FANFARE #104 ... BILL PANNELL
 REGENT #167 ... GENTLEMEN OF DISTINCTION
 KING #2985 ... DUKE BOWMAN
FANFARE MUSIC CO. ASCAP—1337 N. Orange Dr., Hollywood 28, Calif.

HERE'S WILLIS JACKSON
 Blowing His Talented Head Off On . . .
"ON MY OWN"
 and
"DANCE OF THE LADY BUG"
 Apollo 801
 Order from your nearest distributor or direct from
APOLLO RECORDS
 457 W. 45th St. New York, N. Y.

The BEST The ORIGINAL
 GET
"BEWITCHED"
 by BILL SNYDER
 New Offices: **TOWER RECORDS** 100 E. Ohio Chicago
 TOWER 1473

MUSIC BOURNE TO LIVE
"ARE YOU LONESOME TONIGHT"
 by **BLUE BARRON**
 MGM 10628
BOURNE, Inc. 799-7th Ave., N.Y. 19, N.Y.

THE LITTLE GENERAL says . . .
"IF I LIVE TO BE A HUNDRED"
 IS THE SONG OF THE CENTURY
 Recorded by **JIMMY ATKINS**
 DANA 2073 and more to come . . .
GENERAL MUSIC
 400 Madison Ave., N. Y. C., PL 3-7342

The **Billboard** MUSIC POPULARITY CHARTS
PART VIII
Record Possibilities
 Billboard TRADE SERVICE FEATURE

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.

HOOP DE DOO Kay Starr Capitol 980
 Russ Morgan Ork. Decca 24986

Given a tune with the promising possibilities of "Hoop," the talented Miss Starr, aided by Frank DeVol's frolicsome orking, should have a hit disk here. The Morgan version also augurs heavy action, done with the spirit and savvy customary to the veteran maestro.

ROSES Sammy Kaye Ork. Victor 20-3754

The rose fever gets down to essentials here with just plain "Roses"—a fetchingly constructed ballad throbber. The smooth, ingratiating Kaye treatment should spell a roomful of nickels for this one.

DON'T SAY GOODBYE Vic Damone Mercury 5391

This bravura rendition of a dramatic ballad of renunciation could be the disk Damone's been after since his big job on "You're Breaking My Heart." A moving, sincere performance of a good tune, well backed by Glen Osser's orking. Fran Warren's forthright Victor version could also step.

BEWITCHED Mel Torme Capitol 1000

Many listeners will adjudge this Mel's finest. The great "Pal Joey" tune has been stirring since Bill Snyder's excellent Tower disk—this sensitively warbled version, moodily backed by a Pete Rugolo crew could crack thru.

THE DISK JOCKEYS PICK:

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

1. LET'S GO TO CHURCH Margaret Whiting-Jimmy Wakely Capitol 960
2. I FOUND MY MAMA Rosemary Clooney Columbia 38766
3. CHUG-A-LUG Kay Kyser Ork. Columbia 38751
4. CHOO'N GUM Teresa Brewer London 678
5. I DON'T CARE IF THE SUN DON'T SHINE Patti Page Mercury 5396
6. I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS Patti Page Mercury 5396
7. MUSKRAT RAMBLE Dean Martin Capitol 948
8. COUNT EVERY STAR Ray Anthony Ork. Capitol 859
9. RAIN Dean Martin Capitol 937
10. STORY OF THE STARS Jack Pleis Ork. London 611

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 tomorrow's hits will be:

1. CHOO'N GUM Teresa Brewer London 678
2. BEWITCHED Bill Snyder Tower 1473
3. I FOUND MY MAMA Salty Holmes London 663
4. THE OLD PIANO ROLL BLUES Lawrence (Piano Roll) Cook Abbey 15003
5. I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS Patti Page Mercury 5396
6. DARN IT, BABY, THAT'S LOVE Tony Martin-Fran Warren Victor 20-3710
7. STARS ARE THE WINDOWS OF HEAVEN Fran Allison Victor 20-3727
8. RAIN Frank Petty Trio MGM 10669
9. THE OLD PIANO ROLL BLUES Cliff Steward Coral 60177
10. SPAGHETTI RAG Frankie Carle Victor 20-3719

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:

1. CHUG-A-LUG Kay Kyser Col 38751
2. LET'S GO TO CHURCH Margaret Whiting-Jimmy Wakely Capitol 960
3. CHOO'N GUM Teresa Brewer London 678
4. SPAGHETTI RAG Frankie Carle Victor 20-3719
5. DREAM PEDDLERS SERENADE Margaret Whiting Capitol 879
6. JUKE BOX ANNIE Eddie Miller Ork. Rainbow 60099

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 tomorrow's hits will be:

1. LET'S GO TO CHURCH Margaret Whiting-Jimmy Wakely Capitol 960
2. HILLBILLY FEVER Little Jimmy Dickens Columbia 20677
3. LITTLE ANGEL WITH THE DIRTY FACE Eddy Arnold Victor 21-0300
4. I'M A LONE WOLF Leon Payne Capitol 920
5. WHY DO YOU SAY THOSE THINGS? Margaret Whiting-Jimmy Wakely Capitol 960
6. I FOUND MY MAMA Salty Holmes London 663
7. ANGEL MOTHER George Morgan Columbia 20678
8. I CAN'T THINK OF LOVE WITHOUT YOU Bob Atcher Columbia 20659
9. TENNESSEE, KENTUCKY AND ALABAMA Johnny Bond Columbia 20671
10. SHEEPSKIN CORN AND A WRINKLE ON A HORN Stu Hamblen Columbia 20671

Watch For The Release Date Of
NATIONAL'S
 New Double Barreled Hits!!

NATIONAL #9109

EILEEN BARTON

The "Bake A Cake" Gal

"DIXIELAND BALL"

Backed by

"Honey Want You Honey Moon With Me"

ALSO ON 45 RPM

NATIONAL #9110

DANNY SCHOLL

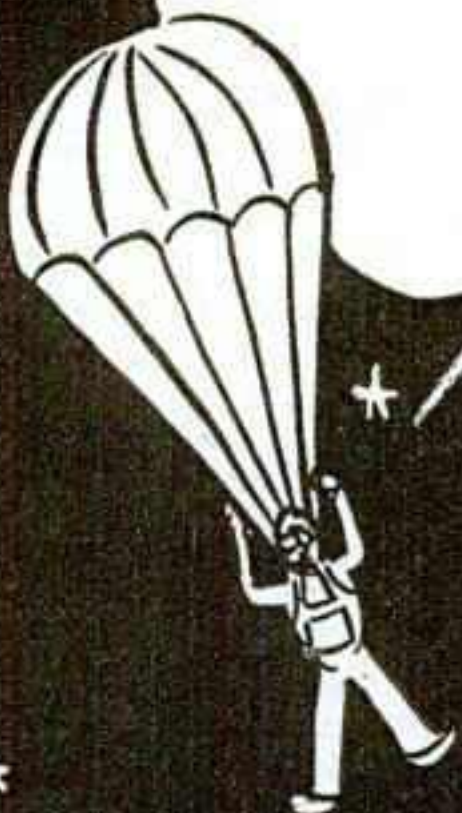
Singing Star Of "Texas Lil Darlin'"

"OPEN, PARACHUTE!!"

Backed by

"Our Love Story"

ALSO ON 45 RPM



NATIONAL *Coast-to-Coast* RECORDS

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
PART IX
Billboard TRADE SERVICE FEATURE

The Billboard
MUSIC POPULARITY CHARTS
Advance Information
PART X
Billboard TRADE SERVICE FEATURE

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

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

The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; 'name' value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

RATINGS
 OVER-ALL DISK JOCKEY RETAILER OPERATOR

ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
JO STAFFORD (Starlighters-Paul Weston Ork) Capitol 946	Ask Me No Questions Fine medium swing conception of the Wells-Saxon ditty comes off superbly. Jo and the group sell it strong all the way. Could be a biggie.	87--88--86--87
	On the Outgoing Tide Jo and the group establish a great mood in their handling of this highly attractive new ballad. A persuasive performance.	88--88--88--88
RALPH FLANAGAN ORK RCA Victor 20-3724	Spring Will Be a Little Late This Year Another expert dance dinking in the Miller vein by this fine new ork. Harry Prime chants a convincing chorus of the lovely oldie.	79--82--78--78
	Joshua Convincing instrumental adaptation of the spiritual should be an important dinking for Flanagan. Strong chance to score heavily with this forceful performance.	88--89--87--88
BETTY GARRETT-LARRY PARKS (LeRoy Holmes Ork) MGM 10667	Go To Sleep, Go To Sleep, Go To Sleep Engaging, bright version of the material piece which is scoring as the result of the Godfrey-Martin etching. Not in the same class with the original, but an adequate rendition.	78--79--79--77
	There's An "X" In the Middle of Texas (Harold Mooney Ork) Miss Garrett goes it alone for a rather dull etching of a not unattractive rhythm item.	62--63--60--63
BLUE BARRON ORK (George Nolan-The Blue Notes) MGM 10672	Honestly, I Love You Pretty mood job on a ballad which is strongly reminiscent of "You Were Only Fooling." Strain of familiarity may help impress this one on the public.	85--85--85--85
	The Vamp Barron digs up and revitalizes a righteous oldie. Ensemble vocalizing and orking are highly pleasing.	83--84--83--83
TOMMY CARLYN ORK (DeLoris Randall-Carlynn's Quartet) Rondo R-226	If I Knew You Were Comin' I'd've Baked a Cake Rather timid rendition of the bright hit rhythm ditty doesn't figure to dent the high-flying competition.	55--55--50--59
	I Found a Rose The Carlynn crew affects a Sammy Kaye-ish mickie dance style for a ballad of not much substance.	48--50--45--50
FRAN ALLISON (Jack Fascinato Ork) RCA Victor 20-3727	Peter Cottontail Miss Allison of "Kukla, Fran and Ollie" fame debuts on wax with the current kiddity hit. Hers is a winning rendition which should catch a good share of the action.	81--82--81--80
	Stars Are the Windows of Heaven She warbles a lullaby oldie in simple, appealing style.	78--79--79--75
LUCYANN POLK (Skip Martin Ork) Blue Bird 30-0027	If I Knew You Were Comin' I'd've Baked a Cake Fine swing reading of the hit shows Lucy Ann to be a thrush of much future promise.	74--78--70--75
	It's So Nice To Have A Man Around the House The special material ditty which served as a Dinah Shore hit waxing makes a handy vehicle to illustrate the ballad singing ability of the fine young thrush.	74--78--70--75
DUDE MARTIN Mercury 6250	Boogie Woogie Cowboy "Home On the Range," boogie woogie, and corny jive expressions fall to produce the intended country jump effect.	58--58--58--58
	It's Lonesome Out Tonight Martin gets heart into a pleasant but ordinary country torcher.	67--67--67--67
BRAXTON SHOOFORD MGM 10670	Rockin' Chair Daddy Hillbilly warbler with a thin tenor voice does a routine country blues with string accompaniment.	62--62--60--64
	A Teardrop on a Rose Another floral weeper gets a high-pitched, quavering job from Shooford.	65--65--63--67
RUE BARCLAY & PEGGY DUNCAN Webster 506	River of Tears Boy-gal duet on a mediocre weeper; doesn't impress.	60--60--60--60
	Tongue Tied Boy Charming tongue-twister has a pleasant pastoral mood.	70--70--70--70
BILL NETTLES Mercury 6249	I Hauled Off and Loved Her The sequel to "Why Don't You Haul Off" is a mildly comic single that packs little of the zing of the original.	64--64--62--66
	Life's Road of Sorrow Tepid moralizer is weakly projected.	58--60--58--56

(Continued on page 120)

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
Are You Lonesome Tonight? D. Cornell-H. Winterhalter Ork (Stay With) V(78)20-3749; (45)47-3749
Are You Lonesome Tonight? S. Gibson (Sentimental Me) Mer 8174
As We Are Today J. Johnson-R. Case Ork (Melancholy Rhapsody) MGM 10683
As We Are Today H. Winterhalter Ork (Symphony of) V 20-3737
Ask Me N' Questions D. Shore-D. Walker (You've Been) Col(78)38760; (33)1-582
Baby's Gonna Go Bye Bye L. Jordan & His Tympany Five (Heed My) Dec 24981
Between the Devil and the Deep Blue Sea -E. Duchin (Of' Man) Col 36278
Black Lace A. Stevens (No! No!) Castle 1601
Blue Skies J. Gray Ork (This Can't) Dec 24980
Calico Sal C. Hogan-Dixieland All Stars (Juke Box) London 681
Canasta Song, The E. Morales Ork (Forever and) Dec 24989
Cannon Ball, The G. Lombardo (National Emblem) Dec 24926
Ca-Room' Pa Pa Andrews Sisters-C. Miranda-V. Schen Ork (Yip-see-I-O) Dec 24979
Chinese Mule Train S. Jones (Riders in) V 20-3741
Choo-ga-Choo S. Jones (Riders in) V 20-3741
Choo-ga-Choo L. Herman Quintet (Susan, Nancy) Coral 60183
Choo'n Gum T. Brewer-J. Lytell-Dixieland All Stars (Honky Tonkin') London 678
Choo'n Gum D. Martin (I Don't) Cap 981
Cry of the Wild Goose H. Ashley (Jobody Knows) Varsity 262
Did a Tear Fall? F. Martin Ork-M. Griffin (Knees Up) V(78)20-3748; (45)47-3748
Dixieland Express Album—P. Zito-New Orleans International City Dixielanders (4-10") Col C-199
Bob Cats . . . 38752
Bye and Bye . . . 38753
Clarinet Marmalade . . . 38755
Original Dixieland One Step . . . 38753
She'll Be Comin' 'Round the Mountain . . . 38754
Shine . . . 38755
Tulane Swing . . . 38755
Zito's Rag . . . 38754
Don't Say Goodbye F. Warren (Ho, Hum) V 20-3728
Fascination Melachrino Strings (La Vie) V 20-3739
Fish The Keys (Key to) London 669
Flamingo T. Martin-D. Rose Ork (Perfidia) Dec 25483
Forever and a Day E. Morales Ork (Canasta Song) Dec 24989
Good Night, Little Girl, Good Night T. Tucker Ork (No, No) MGM 10679
Harbor Lights L. Raine (Love Goes) Universal U-195
Heed My Warning L. Jordan and His Tympany Five (Baby's Gonna) Dec 24981
Hi, Neighbor O. Tucker Ork (Whistler's Mother-in-Law) Col 56362
Hiawatha's Mittens E. Knight-R. Morgan Ork (On an) Dec 24985
Honky Tonkin' T. Brewer-J. Lytell-Dixieland All Stars (Choo'n Gum) London 678
Ho Hum, It's Spring F. Warren (Don't Say) V 20-3733
Hoop-Dee-Deo P. Como-The Fontane Sisters-M. Ayres Ork (On the) V 20-3747
Hoop-Dee-Deo D. Day-Melloman-G. Wyle Ork (Marriage Ties) Col(78)38771; (33)1-591
I Didn't Know What Time It Was E. Wilson-S. Oliver Ork (Never Have) Dec 24978
I Don't Care If the Sun Don't Shine L. Holmes Ork (When You) MGM 10685
I Don't Care If the Sun Don't Shine D. Martin-P. Weston (Choo'n Gum) Cap 981
I Found My Mama M. Berle-A. Roth Ork (I'll Kiwi) V 20-3750
I Hadn't Anyone Till You R. Noble Ork-T. Martin (Moon of) Col(78)38770; (33)1-590
I Learnt To Rhumba V. Lopez Ork-A. Warren (Take Off) Col(78)38747; (33)1-572
I Never Had a Worry in the World D. Shore-H. Zimmerman (Scottish Samba) Col 38780
I Said My Pajamas A. White Ork (Cry of) Varsity 261
I Wish I Could Shimmy Like My Sister Kate H. Forrest-R. Case Ork (More Than) MGM 10680
If We Could Be A-L-O-N-E V. Damone (Where Can) Mer 5402
I'll Kiwi You a Miwi-Yun Times M. Berle-A. Roth Ork (I Found) V 20-3750
I'll Never Be Free J. Indig-J. Pleis Ork (Wish Me) London 654
Indiana Moon D. Day-C. Dant Ork (Laundromat Song) V(78)20-3730; (45)47-3730
It Isn't Fair A. White Ork (I Said) Varsity 261
Juke Box Annie E. Cantor-L. Kirk-S. Kaye Ork (Old Piano) V 20-3751
Juke Box Annie C. Hogan-Dixieland All Stars (Calico Sal) London 681
Key to My Heart, The The Keys (Fish) London 669
Kiss Me J. Dorsey Ork (Sweet Georgia) Col 38774
Knees Up, Mother Brown F. Martin Ork-M. Griffin (Did a) V(78)20-3748; (45)47-3748
La Vie En Rose Melachrino Strings (Fascination) V 20-3739
Laundromat Song D. Day-Three Beaus and a Peep (Indiana Moon) V(78)20-3730; (45)47-3730
Let's Stay Home Tonight M. Hughes-H. Zimmerman (Over the) Col(78)38746; (33)1-571
Love Goes Round on a Merry-Go-Round L. Raine (Harbor Lights) Universal U-195
Love Me a Little, Little Bit A. Mooney Ork (Stay With) MGM 10676
Marriage Ties D. Day-Mellomen-G. Wyle Ork (Hoop-Dee-Deo) Col(78)38711; (33)1-591
Me and My Shadow R. Murphy (Precious Little) Dec 24988
Melancholy Rhapsody J. Johnson-R. Case Ork (As We) MGM 10683
Moon of Manakoora, The R. Noble Ork-T. Martin (I Hadn't) Col(78)38770; (33) 1-590
More Than I Should H. Forrest-R. Case Ork (I Wish) MGM 10680
Mother o' Mine Album—D. James (I-10") Dec(33)DL-5234; (78)DA-761
Days of Long Ago
Dirty Hands, Dirty Face
Greeting From a Family, A
It's Good To Have the Children Home
Lullaby
Mother o' Mine
Mother's Love, A
My Mother
Nancy Hanks
Okay Mother
Songs My Mother Taught Me
To a Mother
Muskrat Ramb Andrews Sisters-V. Schoen Ork (Walk With) Dec 24991
National Emblem March G. Lombardo (Cannon Ball) Dec 24926
Never Have I Ever Felt Like This Before E. Wilson-S. Oliver Ork (I Didn't) Dec 24978
No, No, No T. Tucker Ork (Good Night) MGM 10679
No! No! No! Not That! A. Stevens (Black Lace) Castle 1601
Nobody Knows the Trouble I've Seen H. Ashley (Cry of) Varsity 262

(Continued on page 114)

Another BMI Pin-Up Hit!
**MERRY-GO-ROUND
 BROKEN DOWN**
 Published by Spitzer
 Recorded by Bobby Lee (Four Star)
 Margaret Whiting-Jimmy Wakely (Cap)
 Eileen Wilson-Dick Thomas (Dec)
 Rex Allen-Patti Page (Mer)
 Jon & Sondra Steele (Coral)
 Licensed non-exclusively by
BROADCAST MUSIC, INC.

The Billboard
MUSIC POPULARITY CHARTS
PART XI
Album and LP Record Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.
 Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES
 (100 points—the maximum)

90-100 tops
80-89 excellent
70-79 good
40-69 satisfactory
0-39 poor

THE CATEGORIES

1. Production Idea (grouping of selection continuity)15	Max. Pts.
2. "Name Value"15	
3. Caliber of Material15	
4. Manufacturers' Distribution Power10	
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plugs)10	
6. Interpretation15	
7. Record Quality 5	
8. Manufacturers' Production Efficiency 5	
9. Packaging (art work, binding, wrapping)10	

BOBBY COLT
 sings
RUSS CASE
 plays
**JEROME KERN'S IMMORTAL
 "OL' MAN RIVER"**
 #1004

ADMIRAL RECORDS INC. 701 SEVENTH AVE.
 NEW YORK 19, N. Y.

ARE WE LUCKY!!
 ORDERS ARE COMING IN FAST FOR OUR
 BEAUTIFUL WALTZ BALLAD—
"I Still Remember When"
 For Your Mother's Day Program—or ANY day
Ra-Mar Pub. Co.—Muse-Craft Records
 11131 S. Raymond Ave., Los Angeles, Calif.

Record Stamping Plates
 Complete processing . . . low rates . . . fast service. Daily air express shipments practically put our plant at your door. High fidelity reproduction . . . mirror like appearance . . . tops in craftsmanship. Write for our rate card.
THE CHARLES ECKART COMPANY
 4880 Santa Monica Blvd., Los Angeles 27, Calif.
 Olympic 2901

**RECORD PRESSING AT LOWEST PRICES
 IN THE UNITED STATES**
 New Material. Custom Quality. Bonded Operation.
 Send us your recordings, we will do the rest—rigid and flex type records.
UNIVERSAL PLASTICS CORP.
 (formerly Black & White Records)
 2511 Wilshire Blvd. Los Angeles 5, Calif.
 Owned by Trumpis Collar & Associates
 Consulting engineers to the record industry

10 INCH RECORD PRESSINGS
 Shellac or Vinylite
 Fast Service—High Quality
 Small or Large Quantity
 Labels — Processing — Masters
SONGCRAFT, INC.
 1650 Broadway New York 19, N. Y.

**"CANASTA
 RHUMBA"**
DON PABLO & Orch.
Latin-American Records
 15319 Vaughan Detroit 23, Mich.

WANTED
10 INCH KIDDIE MASTERS
 Write Full Particulars.
 BOX 518
 The Billboard, 1564 Broadway, N. Y. C.

WANTED
 Immediately, Piano doubling Accordion. Prefer vocals. Must know all pops and standards. Top money for right man. Travel.
GRADY MULLINS
 c/o M. C. A.
 Windsor Hotel, Hamilton, Ontario, Canada

**GIVE TO THE
 RUNYON CANCER FUND**

FRANK SINATRA—DEDICATED TO YOU— 82
 Frank Sinatra-Axel Stordahl (1-10'')
 Columbia (33) CL-6096
 The Music Stopped; I Love You; Where or When; Always; Why Was I Born?; None But the Lonely Heart; Strange Music; The Moon Was Yellow. An excellent selection of standards is sung with great taste and presence by Sinatra—a sure bet for his fans, or for anyone who likes to hear evergreens sung the way they should be. "None But the Lonely Heart," a Tchaikovsky adaptation, is done with special sensitivity and grace. All selections are ballads—not a rhythm number in the lot to jar the relaxed mood. That mood owes a great deal to the fine Stordahl scoring.
JUKES Not suitable. **JOCKS** A solid addition to any station library.

TEDDY WILSON AND HIS PIANO— 68
 Teddy Wilson (1-10'')
 Columbia (33) CL-6098
 Smoke Gets in Your Eyes; These Foolish Things; I Can't Get Started; Body and Soul; China Boy; I Know That You Know; Rosetta; Them There Eyes. An excellent piano album has been transferred to LP from the shellac originals. Wilson's easy striding, smooth flowing piano style is heard at its best in these efforts. While students of jazz will find these etchings more than satisfying, the slicings should capably fill the bill for those seeking diverting lounging and cocktail piano music.
JUKES Not suitable. **JOCKS** Jazz, pop and cocktail-dinner hour spinners should find these usable slicings.

THAT'S AULD!—Georgie Auld Ork (1-10'') 62
 Discovery (33) DL-3007
 You Got Me Jumpin'; Nashooma; Mild and Mellow; Settin' the Pace; They Didn't Believe Me; Hollywood Bazaar; Darn That Dream; Vox Bop. As the jacket notes for this disk point out, Georgie Auld is one of the very, very few instrumentalists who came up in the heyday of swing to keep pace with the times. A conscientious and sincere tenor saxist, he is a master of the bop idiom. With this 10-piece crew, he is featured on eight modern cleffings. Except for occasional passages, solo and section, the sides are not spectacularly interesting outside of the Auld tenor. The arrangements and execution must be judged by the standards set by Herman, Barnett, Gillespie, Davis, et al.—unfortunately they are not likely to be too exciting to buyers of bop schooled in the above-mentioned tradition. However, Auld sounds good thruout—and that's enough for his many fans.
JUKES Not suitable. **JOCKS** For the progressive jocks.

REMINISCING—Phil Moore (1-10'') 68
 Discovery (33) DL-3006
 Deep Purple; Nobody Knows the Trouble I've Seen; Mood Indigo; Sophisticated Lady; I Know That You Know; Long Ago and Far Away; When I Grow Too Old To Dream; Ain't Misbehavin'. Moore runs down eight standards of sizable stature in a somewhat affected piano style. His approach to these pop classics is quite distinctive from standard readings in phrasing and selection of tempi. Moore tries to read lyrical ideas into his interpretations. Nevertheless, the disk should please the average piano etching customer and the more conservative jazz elements.
JUKES Not suitable. **JOCKS** Diverting piano solos for late-hour and jazz segs.

PROKOFIEV: SONATA NO. 3 IN A MINOR; SUGGESTION DIABOLIQUE 68
SCRIABIN: ETUDE NO. 11 IN B-FLAT MINOR; NOCTURNE FOR LEFT HAND ALONE
 —Sigi Weissenberg (1-10'')
 Columbia (33) ML-2099
 A highly talented young pianist provides an excellent LP package here. Both of the Russian composers are presented here in typical examples of their early styles. Scriabin, who later stamped his mysticism on the Impressionists' technique, was first a follower of Chopin. Prokofiev, the modern, was writing economical works in the strict classical forms. The sonata has much of the quality of the Classical Symphony, written about the same time. Weissenberg is more successful with this clear, direct music than with the more fragile, poetic Scriabin. The latter however, requires a piano tone that's difficult to catch on disks.
JUKES Not suitable. **JOCKS** Interesting, accessible longhair piano fare.

MENDELSSOHN: SYMPHONY NO. 4 IN A MAJOR—Turin Symphony Ork-M. 67
 Rossi, Cond. (1-10'')
 London (33) LPS-120
 The delightfully melodic "Italian" symphony is probably one of the most popular works in the symphonic literature, but it isn't done full justice in this recording. Perhaps this Italian ork and conductor were chosen to wax the work for London's catalog because of some presumed affinity for the Italianate theme and character of the work. Such non-Latins as Koussevitsky and the Boston turned in a superb job of the piece for Victor—and the Beecham-Philharmonic Symphony for Columbia has many merits. The version at hand sounds forced and mechanical in the directing. Recording is distant, with little detail coming thru. Sheer popularity of the work plus LP factor are bound to sell some copies, however.
JUKES Not suitable. **JOCKS** Better versions available.

MARTUCCI: SYMPHONY NO. 2 IN F MAJOR—La Scala Orchestra-Antonio Quarnieri, conductor (1-12'') 60
 Capitol-Telefunken (33) P-8064
 Martucci's chief claim to fame is that he was of one the few Italian cleffers turning out symphonies rather than vocal works. His debt to Wagner and Liszt is quite obvious, and his romanticism is more of the German than Italian variety. There are some melodious pages here, but generally the work is unexciting, even dull. Purists are unlikely to relish the Lisztian "form," and Liszt-Wagner addicts may feel the whole is too polite. Recording is fair enough.
JUKES Not suitable. **JOCKS** Strictly a curio piece.

NAUGHTY MARIETTA — Nelson Eddy- 82
 Nadine Conner (1-10'')
 Columbia (33)ML-2094
 "Naughty Marietta," probably one of the enduring operettas of our time, is, in effect, presented here in abridged version with eight songs by Nelson Eddy and Nadine Conner. They include, of course, such perennials as "Ah! Sweet Mystery of Life," "I'm Falling in Love With Someone," "Italian Street Song" and the title number. Both principals sing in excellent form, lavishing a sincere, full-hearted effort on the romantic Victor Herbert confectionery. Chorus and ork under Robert Armbruster's direction support richly. Disk should be a parlor favorite in LP homes.
JUKES Not suitable. **JOCKS** Must for semi airers.

DUDLEY RECORDS
 Latest Releases
 BY
**THE COLORADO
 BUCKAROOS**
 D-500-A THE GIRL ON THE MATCHBOOK COVER
 D-500-B COLORFUL COLORADO
 D-501-A HEART OF STONE
 D-501-B PLEASE COME HOME
Still Going Strong . . .
 D-1000-A BROKEN HEARTS
 D-1001-B BLUE-EYED SWEETHEART
DISTRIBUTORS, DEALERS AND OPERATORS . . . OBTAIN THE ABOVE RELEASES THROUGH
DUDLEY RECORDS
 P. O. BOX 176 DENVER, COLORADO
 Telephone: PEarl 1788
Distributorship Available

THE SWING HARP
 OF
BOBBY MAXWELL
 AT ITS PEAK!
"HONEYSUCKLE ROSE"
 AND
"SEPTEMBER SONG"
 78 RPM #418
 45 RPM #4580
TEMPO
RECORD CO. OF AMERICA
 8540 Sunset Blvd., Hollywood 46, California

NEW VICTOR, COLUMBIA
\$12.00 per 100
OTHER LABELS
\$10.00 PER 100—\$85.00 PER 1,000
 1/3 with order, balance C. O. D.
 Write for LATEST CATALOG.
 500 Different Standard and Hit Tunes.
VEDEX COMPANY
 674 10th Ave. New York 19, N. Y.
 PLaza 7-0636
COMPLETE INVENTORIES BOUGHT

RAIN
 recorded by
 TONI ARDENColumbia
 BILLY COTTONLondon
 LARRY FOTINEDecca
 DAVE HAMILTONHeid
 HONEYDREAMERSRCA Victor
 DEAN MARTINCapitol
 EDDIE 'PIANO' MILLER Rainbow
 FRANK PETTY TRIOM-G-M
 PAUL WESTONCapitol
 GENE WILLIAMSMercury
 and more coming
MILLER MUSIC CORPORATION

WATCH FOR . . .
NOTARY
See Next Week's Issue

FOR SALE
 14 Stampers, Mothers, Master Stampers and 2 unprocessed Acetates, some Published Songs; musical groups and single artist recorded—special offer. Person interested in starting or having new label.
HARNEETH RECTOR SONGS
 Morningside Station, Box 46, New York 26, N. Y.

**BUSINESS IS ALWAYS GOOD
 WHEN YOU BUY AND SELL QUALITY!**
 In less than two years we must again double our capacity in a new plant. Moving April 15.
RESEARCH CRAFT CO.
 1037 N. SYCAMORE ST. HOLLYWOOD 38, CALIF.
FINEST QUALITY RECORD PRESSING IN THE U. S.
 78, 33, 45 r.p.m. All New Materials: Rigid, Flex, Vinylite.

The
Billboard

MUSIC POPULARITY CHARTS

PART
XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 56—HOAGY CARMICHAEL

(Continued from last week)

Hoagy's greatest distraction from concentrating on torts, contracts, briefs and pleading, however, came from the tunes that kept running thru his head, tunes that plagued him until he sat down at the piano in the Book Nook or the Kappa Sig house and played them over and over until he had memorized them. Then he cached them away for future use or until a lyric writer like Fred Callahan, the New Bedford stone-cutter who dashed off the words for *Washboard Blues*, could be found to collaborate.

They were good and lasting tunes, too, that first took seed in the Negro section of Bloomington. Here Hoagy got his inspiration for *Washboard Blues* while watching a colored mammy toiling over a tub of dirty clothes and found his rhythm for *Rockin' Chair* in the creaking rocker of Granny Campbell, who specialized in making an illegal dollar by cooking quite delectable home-brew.

This restless urge to write songs was born during a winter sabbatical, unauthorized by the college authorities, on which Hoagy took his student band to Florida to play for private parties and replenish the depleted cash reserves of the future barrister. At Palm Beach, Hoagy got \$50 and all the champagne he could drink for playing the piano at a palatial mansion where Irving Berlin, one of several distinguished guests, entertained for free.

"Irving played . . . with a feathery and uncertain feel of the ivories, but with lots of charm," is the way in which Hoagy describes this gala occasion in *The Stardust Road*. "I stopped, looked and listened wordlessly, but I made a sudden firm resolve.

"Hoagland," I said to myself, "by

God, if anyone who plays that feebly can write that nobly—you can write a song!"

But despite these frequent absences from the classroom, Hoagy Carmichael donned a cap and gown in the midterms of 1926 to receive his Bachelor of Law degree. Now he was ready to embark on a career that would lead to security. No more music for him except for a farewell session with his college band at the Gennett studio in Richmond, Ind., to record for posterity two of Hoagy's now forgotten tunes. Then Hoagland Carmichael, LL.B., headed for Florida, land of perpetual sunshine and golden opportunity. But he got no further than Washington. Here, roadblocked by a snowstorm, he decided it might be smart and eminently judicial to continue his journey south by way of New York in order to persuade Irving Mills to publish his *Washboard Blues* and thus have some royalties to fall back on while he was getting his law business established.

Mills not only took the song but offered Hoagy a steady job as a staff composer and recording artist, but attorney Carmichael turned it down with a disdainful shrug. You can't monkey around with music and be a successful lawyer, Hoagy kept telling himself as he drove the 1,500 miles to Miami, where Stu Gorrell, one of his campus buddies, was waiting to form a law partnership with a fellow who had just renounced songwriting forever.

The Stardust Road Hoagy had been traveling during his high school and college years would end at Miami. At least, that's what Hoagy thought when he parked his car in the Florida metropolis. But the goldleaf lettering on the office door was hardly dry when the reformed songwriter

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 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.

chanced to hear for the first time a Red Nichols' recording of his *Washboard Blues*. He took one contemptuous look at the somber law books on the shelves and dashed off to the music store across the street where the record was being played. He listened to it over and over again. It sounded sweeter than any decision the U. S. Supreme Court might ever hand down in attorney Carmichael's favor. And the finger of destiny, which had dropped the needle on that record, also wrote finis to Hoagy Carmichael's law career, which was briefer than any legal brief he drew, if he ever drew one.

It was "back home again in Indiana" for Hoagy—back to Bloomington and the Junior Prom—back to the Book Nook and more doodling sessions with Bix Biederbecke—back to music, friends, happiness and blissful poverty—back to the "spooning wall" on the edge of the campus where one summer's night in 1927 he composed the melody for *Star Dust* to commemorate a college romance he had broken off and gained musical immortality:

At first, the Stardust Road was rough and bumpy, but there were thrills along the way, not the least of which was the vocal chorus of *Washboard Blues* he did with Paul Whiteman's band on a Victor record, the first pressing of a sandpaper voice now famous. He played piano for a time with Jean Goldkette's combination and later with Don Redmond before he entrained for Hollywood with a fresh batch of songs in his Gladstone bag. But all Hoagy got out of the trip to the film capital was the customary brush-off that falls to the lot of most unknown geniuses and a free ride back to New York with Paul Whiteman's troupe after *The King of Jazz* was completed.

Back in New York, Hoagy did a pressing of *Rockin' Chair* with Louis

Armstrong, and then organized a band to make a recording of *Lazy River*. It was quite a band, too, with Bix Biederbecke on the trumpet, backed up by Jimmy and Tommy Dorsey, Jackson Teagarden, Gene Krupa, Benny Goodman, Bud Freeman and Joe Venuti—noble sidemen all from today's Social Register and the Who's Who of jazz. Then *Star Dust* hit the music counters and the record shops, *Little Old Lady* stopped every performance of *The Show Is On*, a Broadway revue, and with Walter Winchell in his cheering section, Hoagy Carmichael found that the Stardust Road, like the bar, led to heights of greatness and prosperity.

Today, Hoagy Carmichael rates more headlines than the big corporation lawyers who work for General Motors and American Telephone & Telegraph. He has a home in Hollywood with a swimming pool, accepted symbol of success in that land of make-up and make-believe. His name has been flashed on thousands of theater marquees as a featured member of the distinguished casts for whom the cameras rolled in the filming of *To Have and Have Not*, *The Best Years of Our Lives* and *Canyon Passage*. His hoarse, haunting voice and lazy song delivery have prompted millions of listeners to turn their dials to his radio programs. Decca, too, lists him as one of its recording celebrities and his sheet music and record sales have earned him an AA rating among the songwriters of the American Society of Composers, Authors and Publishers (ASCAP).

Truly, this Hoosier songwriter, who deserted the bar for jazz, has made a mockery of the old adage: "A rolling stone gathers no moss." And the moss that Hoagy gathers as he keeps rolling along bears pictures of our nation's presidents and the signature of the Treasurer of the United States.

HOAGY CARMICHAEL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

- 1944—**WHEN LOVE WALKS BY**
Lyrics by Johnny Mercer. Leo Felst, Inc.
- 1945—**NO MORE TOURJOURS L'AMOUR**
Lyrics by Paul Webster. Burke & Van Heusen, Inc.
- 1947—**CASANOVA CRICKET**
With Dick Charles. Lyrics by Larry Marks. Burke & Van Heusen, Inc.
(Available on Decca record 23978, Hoagy Carmichael.)
- PUT YOURSELF IN MY PLACE, BABY**
Lyrics by Frankie Laine. Burke & Van Heusen, Inc.
(Available on Decca record 24247, Hoagy Carmichael with the Rhythmairs.)
- 1948—**BUBBLE-LOO**
Lyrics by Paul Webster. Burke & Van Heusen, Inc.
(Available on Decca record 24455, Hoagy Carmichael and the Chickadees.)
- SAD COWBOY**
Lyrics by Walt Farrar and Al Gannaway. Burke & Van Heusen, Inc.
(Available on Decca record 24455, Hoagy Carmichael.)

JUST A SHADE ON THE BLUE SIDE

Lyrics by Harold Adamson, Burke & Van Heusen, Inc.

(Available on Decca record 24438, Larry Clinton orchestra.)

1949—GRANDMA TEETER-TOTTER

Lyrics by Al Gannaway, Burke & Van Heusen, Inc.

(Available on the following records: Decca 24459, Hoagy Carmichael and Cass Daley; Decca 24753, Hoagy Carmichael; Capitol 57-748, Margaret Whiting.)

THREE RIVERS (THE ALLEGHANY, SUSQUEHANNA AND THE OLD MONONGAHELA.)
Lyrics by Paul Francis Webster. Edward H. Morris & Co., Inc.

(Available on the following records: Columbia 36814; Doris Day; MGM 10585, Art Lund.)

BROWN COUNTY AUTUMN
A tone poem based on the paintings of the Indiana countryside by John Steele, and premiered at Indianapolis December 18 by Feblen Sevitky's Indianapolis Symphony Orchestra.

IF YOU DON'T LOVE ME
An interpolated number in the Broadway revue "Alive and Kicking."

1950—WALK WITH MUSIC

A musical comedy with a book by Guy Bolton, Parke Levey and Alan Lipscomb, lyrics by Johnny Mercer, and presented by a cast headed by Kitty Carlisle, Mitzl Green, Betty Lawford, Art Jarrett, Frances Williams, Marty May and Stepin Fetchit. Edwin H. Morris & Co., Inc.

GREETING GATES
TODAY I AM A GLAMOUR GIRL
EVEN IF I SAY IT MYSELF
I WALK WITH MUSIC
OOH, WHAT YOU SAID
WAIT TILL YOU SEE ME IN THE MORNING
BREAK IT UP, CINDERELLA
SMILE FOR THE PRESS
FRIEND OF THE FAMILY
WAY BACK IN 1939 A. D.
HOW NICE FOR ME
WHAT'LL THEY THINK OF NEXT?

THE RHUMBA JUMPS

EVERYTHING HAPPENS TO ME

Film Songs

1936—ANYTHING GOES

A Paramount picture with a cast headed by Bing Crosby, Ethel Merman, Charles Ruggles and Ida Lupino. Lyrics by Edward Heyman, Harms, Inc.

MOONBURN

1937—TOPPER

An MGM picture with a cast headed by Constance Bennett, Cary Grant, Roland Young and Billie Burke. M. Whitmark & Sons.

OLD MAN MOON

EVERY DAY'S A HOLIDAY

A Paramount picture starring Mae West in a cast that included Edmund Lowe, Charles Butterworth, Charles Winninger and Louis Armstrong. Lyrics by Stanley Adams. Famous Music Corp.

JUBILEE

1938—SING YOU SINNERS

A Paramount picture starring Bing Crosby in a cast that included Fred MacMurray, Donald O'Connor and Elizabeth Patterson. Lyrics by Frank Loesser. Famous Music Corp.

SMALL FRY

(Available on Decca record 24293 in A-631, Bing Crosby and Johnny Mercer.)

A SONG IS BORN

A Paramount picture. Lyrics by Frank Loesser. Famous Music Corp.

HEART AND SOUL

SAY IT IN FRENCH

A Paramount picture with a cast headed by Ray Milland, Olympe Bradna, Irene Hervey, Janet Beecher and Mary Carlisle. Lyrics by Helen Meinard. Paramount Music Corp.

APRIL IN MY HEART

1939—THANKS FOR THE MEMORY

A Paramount picture starring Bob Hope and Shirley Ross. Lyrics by Frank Loesser. Famous Music Corp.

TWO SLEEPY PEOPLE

(Available on Decca record 23545, Bob Hope and Shirley Ross.)

1941—ROAD SHOW

An United Artist picture with a cast headed by Adolphe Menjou, Carole Landis, John Hubbard, Charles Butterworth and Patsy Kelly. Bregman, Vocco & Conn, Inc.

CALLIOPE JANE

I SHOULD HAVE KNOWN YOU YEARS AGO
YUM! YUM!

1943—TRUE TO LIFE

A Paramount picture with a cast headed by Mary Martin, Franchot Tone, Dick Powell and Victor Moore. Lyrics by Johnny Mercer. Famous Music Corporation.

THERE SHE WAS

OLD MASTER PAINTER

(Available on the following records: Decca 23942 in A-554, Hoagy Carmichael; Capitol 137, Johnny Mercer.)

MISTER POLLYANNA

1944—TO HAVE AND HAVE NOT

A Warner Bros. picture starring Humphrey Bogart in a cast that included Walter Brennan, Lauren Bacall and Hoagy Carmichael. Lyrics by Johnny Mercer. M. Witmark & Sons.

HOW LITTLE WE KNOW

1945—STORK CLUB

A Paramount picture starring Betty Hutton in a cast that included Barry Fitzgerald, Andy Russell, Robert Benchley and Gill Goodwin. Lyrics by Paul F. Webster. Burke & Van Heusen, Inc.

DOCTOR, LAWYER, INDIAN CHIEF

(Available on the following records: Decca 23862, Hoagy Carmichael; Capitol 15230, Betty Hutton; Capitol 220, Betty Hutton.)

BALTIMORE ORIOLE

(Available on Decca record 29216, Frances Langford and Hoagy Carmichael.)

JOHNNY ANGEL

An RKO picture starring George Raft and Claire Trevor. Lyrics by Paul F. Webster. Burke & Van Heusen, Inc.

SONGWRITERS COMING UP!

HARRY RUBY

In Subsequent Issues *The Billboard* Will Present

FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY HILL
LOUIS ALTER
THE TOBIAS BROTHERS
MILTON ACER
FRED AHLERT

MEMPHIS IN JUNE

(Available on Decca record 24674, Hoagy Carmichael.)

1946—CANYON PASSAGE

A Universal picture with a cast headed by Dana Andrews, Brian Donlevy and Susan Hayward. Burke & Van Heusen, Inc.

ROGUE RIVER VALLEY

(Available on Victor record 20-1927, Elton Britt and Skytoppers.)

SILVER SADDLE

I'M GETTING MARRIED IN THE MORNING OL' BUTTERMILK SKY

Lyrics by Jack Brooks.

(Available on the following records: Decca 23769 in A-670, Hoagy Carmichael; Capitol 285, Matt Dennis and Paul Weston Orchestra.)

1947—JYV

A Universal picture with a cast headed by Joan Fontaine, Patric Knowles and Herbert Marshall. Burke & Van Heusen, Inc.

JYV

(Available on the following records: Decca 23877, Dick Haymes; Victor 20-2275, Vaughn Monroe.)

NIGHT SONG

An RKO picture with a cast headed by Dana Andrews, Merle Oberon, Ethel Barrymore and Hoagy Carmichael. Lyrics by Fred Spielman and Janice Torres. Burke & Van Heusen, Inc. WHO KILLED 'ER (WHO KILLED THE BLACK WIDDER)?

(Available on Decca record 24307, Hoagy Carmichael.)

Hoagy Carmichael Albums

DECCA A-554. The Star Dust Road with Hoagy Carmichael, Hong Kong Blues, Star Dust, Rockin' Chair, Riverboat Shuffle, Old Music Master, Judy, Washboard Blues and Little Old Lady.

VICTOR WP-267. Tex Beneke Plays Hoagy Carmichael, Star Dust, Lazy Bones, Lazy River, Rockin' Chair, Georgia on My Mind and Riverboat Shuffle.

Thiele, Military Join In Artist Management

NEW YORK, April 8.—Bob Thiele, prexy of Signature Records, and Frank Military, formerly associated with Lou Perry, have formed a personal management organization.

Artists already under contract to the new set-up include Lily Ann Carol, Jimmy Saunders and the Galli Sisters.

Prof Rigs Gadget Silencing Radio --- Scaring It to Death

(Continued from page 3)

silent for a certain, predetermined length of time—usually for one minute, the usual time taken for commercial copy.

Dr. Cornog's device operates by detecting the difference between normal sound level and the sharp sound that activates the circuit to cut off the radio. The U. of P. prof, who has been allergic to radio commercials for years, said: "One just gets tired of them." The physicist does not attempt to single out any one type of commercial—the singing variety, jingles or straight gab. He believes "they all irritate the same."

Dr. Cornog is not interested, he said, in marketing his circuit. But anyone who wants to copy his design is welcome to it. He figures a person with some skill in electronics could build one for about \$20. A feature of the "Advertiser Killer" circuit is a gas triode tube that acts as a trigger to a time-delay circuit. By means of a relay the time-delay cir-

cuit opens the loud-speaker and keeps it open for the preset interval.

Dr. Cornog states it would be possible to trigger the device by means of a whistle of a given pitch. This would have the advantage of less chance of response to common sounds. The device also could be altered so that the radio would resume playing as the result of another sound rather than at the end of a set time period.

Detroit Music Revival Proposed by Merger

DETROIT, April 8.—Full-fledged plan to revive the defunct Detroit Symphony Orchestra in omnibus grouping of operatic and symphony activity was disclosed this week by Charles A. Hughes, editor of Detroit Athletic Club News. Plan suggests that the Detroit Civic Light Opera Association group undertake basic sponsorship, but with symphony financing a separate department. Merger of Civic Light Opera, annual Lascala Grand Opera season and symphony was proposed.

Barrie O'Daniels, director of Civic Opera for several seasons, is proposed as over-all head.

Humpty Dumpty Kid Disks

NEW YORK, April 8.—A new children's record line, Humpty Dumpty, will make its debut at the National Association of Music Merchants' convention next July. The disks will be 10-inch, unbreakable and will retail at 97 cents, complete with a picture book. Name artists and original material will be featured.

Bigger Disk Plant For Sun Plastics

NEW YORK, April 8.—Sun Plastics, record pressing company owned by Moe Silvers and Jerry Salerno, is opening a new 25-press plant June 1. The operation will be situated at 900 Passaic Avenue, East Newark, N. J. The present 15-press plant at North Arlington will continue to operate until June 1.

The new set-up, according to Silvers, will be equipped to handle 4, 7, 8, 10 and 12-inch pressings, and all three speeds. The present plant has just turned out its first 45 r.p.m. disks.

RECORD DEALERS!

Make Extra Dollars

in Record Sales

at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low, low cost of only 25c a week.

You get an eye-catching, attention-getting, full-color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do, once a week, is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple... easy to handle... low in cost... a real extra salesman who really sells!

Try the Honor Roll of Hits Poster Service right now! You'll find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

YERMIE STERN

545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME STORE ADDRESS CITY STATE

Advertisement for Capitol Records featuring Tex Ritter. Includes text: 'Going... Going...', 'GREAT', 'HE'S A COWBOY AUCTIONEER', 'over for: "/>

ACTORS "EMPLOYEES" IN N. Y.

Rule Charges Back-Tax Pay To Operators

AGVA Stand Supported

(Continued from page 3)

they didn't deduct anything from her salary because she was an independent contractor. The referee heard the evidence and ruled that the employers were liable for the amounts; that the girl was not an independent contractor, and therefore entitled to unemployment insurance.

It has long been the custom for performers, particularly those in the variety fields, to regard themselves as individual contractors. With the exception of chorus lines produced by cafe ops, practically every performer is booked as an individual contractor. This goes for spot dates, club dates, full weeks or runs, and covers the entire gamut of showbiz with the exception of legit, radio and picture fields. A picture name for example is an employee of a studio. But when he does personals, he's regarded as an individual contractor.

The various States have repeatedly ruled that any performer who takes directions as to hours, material, costuming and place of employment is not an independent contractor. The Christiani Troupe had contended otherwise and tried to get a ruling from the Internal Revenue Department in 1948, claiming it was a complete entity, ran its own shows, worked where it pleased, used its own costumes and took no direction from any outsiders. It asked to be regarded as independent contractors. After a hearing and an appeal, Internal Revenue in Washington ruled that the King Bros.' Circus, for whom the troupe was then working, was employer and the Christianis were employees, not independent contractors as claimed.

The American Guild of Variety Artists (AGVA), thru its New York legal counsel, Henry Katz, has claimed right along that all its members were employees, a belief the union's own members have fought right along. In every case where AGVA went to bat, it has won despite this opposition.

The official definition of employees is calculated to change the entire showbiz picture, according to insiders. Acts working club dates will have to permit withholding tax deductions by either the booker or the organization he works for. The booker and the org will also have to pay unemployment taxes. Acts working in cafes, theaters, auditoriums or any other locations where they are told how many shows they're to do, how long their act is to be, what material to use, etc., are also employees in the meaning of the law, and employers are required to file statements.

Ops Favor Old View

In actual practise few bookers or cafe ops regarded their performers as employees. They buy acts thru talent offices for specified prices for a predetermined period, with or without options, and sign them as independent contractors.

In the case of the Cinderella Club, the op was told to pay up all back taxes, tho he claimed he didn't deduct it. Should this decision apply to other spots, the amount of dough due can easily amount to tremendous figures. With interest and (See RULE CHARGES on page 58)

Petrillo's Claim to Bandleaders Reopens AGVA Jurisdiction Feud

NEW YORK, April 8.—The long-standing feud over jurisdiction between two talent unions, American Guild of Variety Artists (AGVA) and American Federation of Musicians (AFM), is threatening to come to another crisis after AGVA's receipt of a letter from AFM's James C. Petrillo.

In November, 1949, AGVA agreed to drop its suit against AFM for assurances that jurisdictional differences could be ironed out if AGVA replaced certain of its key people. This was done amidst some washing of dirty linen and an armistice apparently was declared. AFM, unofficially, no longer forced its own members to resign from AGVA, tho here and there sporadic outbursts occurred.

Last week AGVA got its reply from Petrillo, in answer to its letter of last November. In this letter Petrillo said in effect that all performers who dance, sing, talk and use musical instruments only as incidental portions of their acts rightfully belong to AGVA.

Petrillo also wrote that all band leaders who emcee, sing or otherwise entertain shall belong only to AFM. He also claimed jurisdiction over all cocktail units whether or not they

entertain as actors.

The latter two constructions have placed AGVA right back to where it was before peace was declared. AGVA has contended that any performers who replace AGVA members on a floor of a cafe or a stage of a theater and add singing, talking and dancing to their music come under its jurisdiction. With Petrillo's letter, the problem of jurisdiction is left high and dry.

AGVA's board will meet Tuesday (11) to discuss the matter officially. Tho no one will speak for the record, it is believed that Petrillo will be asked to sit down and discuss details point by point. In event of disagreements an outside arbitrator is expected to be called in.

Chi AGVA Plugs Bond Loopholes Via ARA Co-Op

CHICAGO, April 8. — Inter-organizational co-operation between the Entertainment Managers' Association (EMA), Midwest chapter of the Artists Representatives' Association (ARA), national percenters group, and the American Guild of Variety Artists (AGVA) highlighted the EMA-ARA monthly meeting here last week.

Because of the co-operation of Jack Irving, Midwest AGVA chief, in settling several grievance claims against EMA-ARA members, execs of the local agents' chapter urged the membership to adhere closely to Irving's dictums. Latest order from (See Chi AGVA Plugs on page 58)

Tax Bite Hits Coasts Heavily

WASHINGTON, April 8. — New York and California together accounted for nearly one-third of the nation's cabaret business during 1949, according to a detailed tax report compiled by the Bureau of Internal Revenue. Of the \$48,856,669 collected from the 20 per cent levy in that year, New York furnished \$8,596,833, California \$7,237,160.

The next three positions were taken by Illinois (\$4,211,393), Missouri (\$3,642,806) and Michigan (\$2,673,205). In all, a dozen States paid in excess of \$1,000,000 each in cabaret taxes for the last fiscal year. The others were Massachusetts (\$1,979,179), Ohio (\$1,947,678), New Jersey (\$1,873,513), Pennsylvania (\$1,724,678), Texas (\$1,653,814), Florida (\$1,619,589) and Maryland (\$1,540,698).

Bottom State in the nation for nitery taxes was South Carolina with \$12,088. New Hampshire's amount was \$15,229, and North Dakota \$20,611. In general, the South and New England States were the lowest sections of the country for eating and drinking spots having live entertainment.

The tax amounts to 20 per cent of the take from admissions, food, drink and services furnished by night clubs and roof gardens having entertainment other than instrumental music not designed for dancing. An interpretation by the tax agency has also added ballrooms to the spots where the cabaret levy applies.

WBBM Disk Seg From Chi's Chez

CHICAGO, April 8.—Groundwork was laid last week for a two-and-a-half to three-hour d. j. show to emanate from the Chez Paree, leading local nitery, with WBBM, CBS outlet here, to carry the show. Following considerable unsuccessful dickering between Dave Halper, talent-buying part of the quartet now operating the Chez, and Barry Gray, Miami area d. j., who has been working from a nitery there, Halper concluded a deal with John Akerman, assistant program chief at WBBM.

John McCormick and Carl Nelson, a new d. j. who will join WBBM after April 20, will handle the show. It will probably be bankrolled partially by the Chez and sponsors. McCormick is now doing a midnight-to-1:30 a.m. show daily over WBBM, but the Chez show will probably run till 3 a.m. Previously, the Rio Cabana and Hotel Sherman's College Inn experimented with d. j. shots from the bistros.

Once-Wk. Vaude For Asheville

ASHEVILLE, N. C., April 8.—Paramount Theater, Publix-Bamford outlet here, Wednesday (5) inaugurated a policy of once-a-week vaudeville with Joe Karston's *Follies of 1950*, which did four a day. Karston unit ends its winter tour in Wilmington, N. C., today.

In the unit here were Betty Lou Drake, acrobatic dancer; the Connors, globe rollers and jugglers; Dolly and Jimmy and their canines; Mlle. Rene, dancer; Jimmy Jackson's ork, and Slim Williams, blackface. In the line were Ruth Tyree Florence Tyree and Mary Turner.

Booking was made by T. D. Kemp, Southern Attractions, Charlotte, N. C. Completing the bill was *Mary Ryan, Detective*, Class C cops and robbers film.

Pitt Nitery Ops Nip-Up Vs. MCA Acts

N. Y. Denies Boycott

PITTSBURGH, April 8.—A quiet but effective boycott against a major talent agency was placed in effect by the five major niteries when the Carousel, Copa, Vogue Terrace, Bill Green's and Monte Carlo decided last week not to use any more acts booked by the Music Corporation of America (MCA).

Bill Beutel, MCA rep in Cleveland, was the innocent pawn in a deal that had all the ops here fuming over Denise Darcel's booking into the Vogue Terrace. Beutel had to have a week on her, and she was insisting on the week of April 10 that he set her for the Carousel. But Jackie Heller, Carousel owner, asked for a week's postponement, which Beutel okayed, thinking it would be all right. But the femme wanted April 10, and the only other interested party was the Vogue, so Beutel put her in on that date.

Heller had a commitment for the 17th, but flipped when he heard of the Vogue booking. All of the other clubs, including the Vogue Terrace, thought MCA's tactics were wearing a little thin, so they decided to forget about the office after the present contracts are played out.

In addition to Darcel at the Vogue, other MCA acts now in town are Thelma Carpenter at the Copa, and Jack Owens at the Monte Carlo. Beutel tried to break the ranks last week by offering some of the top stars at a reduced price, but no one budged.

NEW YORK, April 8. — Music Corporation of America (MCA) expressed itself as amazed at the action of Pittsburgh cafe ops.

"We haven't been notified of any boycott, or of any dissatisfaction by the club owners in Pittsburgh," said officials. "We intend to submit acts to Pittsburgh clubs on their merits. We are amazed that the owners of these clubs think we operate any other way."

3 Suns, Fla. Bar In Pact Dispute

NEW YORK, April 8.—The Three Suns have brought action against the owners of Valentine Show Bar, Fort Lauderdale, Fla., for what they claim is a refusal to live up to a contract.

The case is now before the national American Federation of Musicians.

The boys were booked in for a four-weeker last month for \$3,500. When they arrived a day ahead, they were told they'd have to work on a revolving bar as a cocktail unit. They objected, said they were an act and were sold on that basis. When their organ arrived by truck, the op of the Show Bar refused permission to have it set up, according to the Three Suns.

For the entire date, the boys claim, they were prevented from working, so they didn't show up and therefore attribute their inability to perform to the owners of the Show Bar.

Valentine said that he informed Music Corporation of America (MCA) that the Suns would have to work on a revolving bar, was assured it was okay and if there was any misunderstanding it was because MCA failed to notify the Suns of the conditions.

Capitol, New York
(Saturday, April 8)

Capacity, 4,627. Price range, 55 cents-\$2. Four shows daily; five Saturdays. Loew chain booker, Sidney Piermont; producer, Allan Zee. Show played by Sammy Kaye's ork.

There's a lot of life in this one. It starts off with a bright *I'd've Baked a Cake* and ends with the always good Sammy Kaye "So-you-want-to-lead-a-band." In between it moves, mixing it up between sight and ear stuff in equal doses for a good show.

The major newcomer is Nancy Walker in her first Stem vauder. Tho gal was understandably nervous at the beginning, she got terrific yocks once she got over her first few lines. Coming out in pedal pushers, she explained in Broadwayese why that costume instead of a sexy gown—and kept the chatter most of the way except when she went into pantos sight bits, one a costume change behind the mini piano, plus a ballet burlesque drew howls one atop of each other. Material was based almost entirely on her recent musical, from which she used *I Can Cook*, *Irving* and *First Girl*. Stuff used by her in *On the Town*, *Along Fifth Avenue* and *Look Ma* were done with hilarious results.

The Sammy Kaye ork's biggest was the daisy medley in which black-lighted flowers were used liberally to (See *Capitol, New York*, on page 62)

FUNATICS
AMERICA'S TOP COMEDY TRIO

Currently
TOWN LOUNGE
Rockford, Ill.

THE FEELIN'S
MUTUAL

EXCLUSIVE MANAGEMENT
MUTUAL ENTERTAINMENT AGENCY, INC.

203 N. WABASH Phone: RA 6-6990 CHICAGO, ILL.

The
TALBOTS
BYRON & MARGARET ANN
ENTRANCING DANCING
NOW COTILLION ROOM
HOTEL PIERRE, N.Y.C.

Management:
INTERNATIONAL THEATRICAL CORP.
Paramount Theatre Bldg. New York, N. Y.

Lucille & Eddie
ROBERTS

Currently
SHELBOURNE HOTEL
New York City
Thanks to Freddie Fields & MCA

FOR SURE-FIRE
Box Office
SEE INSIDE FRONT COVER

WANTED
Strippers, Dancers, Emcees, etc. White and Colored. Send pictures, etc.
UNIVERSAL TALENT
104 W. Fayette St. Baltimore 1, Md.

VAUDEVILLE REVIEWS

Palace, New York
(Thursday, April 6)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

This one is as smooth as velvet. It opens fast, the pace changers that follow are in gear; build skillfully in the right spots and close in okay style.

First on, the King Brothers, two young, good looking short lads do an excellent hand-to-hand act with some outstanding tricks. The kids, wearing attractive clean costumes, finished to satisfactory hands. Freda Wing, on in No. 2, didn't do too well with her mountain drawl. Some of the stuff was sharp and some off the cob, but the small crowd didn't dig her. But when she went into hoofing she was in by a mile. The gal, a dark-haired thin, pixish type, picked them up and laid 'em down in sensational style, winding up way ahead.

Leonard Sues' standard trumpet act was as good as always. The boy did a ventriloquist bit, using a Milton Berle hand puppet. The idea is good, tho the execution was n.s.g. It was on his horn take-offs of Harry James, Henry Busse, etc., which got results. Clifford and Marion's act rocked them with their contrived insults. The "dumb" Marie Marion and the straightening of Nelson Clifford pulled yocks time and again.

Looks and Voice

Lee Sullivan got them on two counts—looks and voice—not to mention a selling style made to order for the house. He teed off with the bright *It's a Great Feeling* and followed it with *Song In My Heart*. Then came a medley built around a chatter intro to various lullabies and ended with songs from *Brigadoon* in which he worked both here and on the road. He was off to a big hand.

Gautier's Bricklayers, the dog version of Willie, West and McGinty's familiar act, was a big hit. The swing jump end had them tense and brought tremendous applause.

Buck and Bubbles's standard piano-hoofing-singing-chatter act, in the next-to-closing slot, was the usual sock. The boys had a little trouble when one of the legs of the piano (See *Palace, New York*, on page 62)

Follow-Up Review

ROXY, NEW YORK: Because this reviewer was in a fog when he caught the opening March 31, he omitted the name of Sonny Howard. This was unfortunate because Howard's a clever impressionist with a singing talent that rates him high. The short lad opened with a staccato Frankie Laine, went into the mournful throatings of Mel Torme, lifting it with a chattering impression of Rose Murphy, followed with a Tony Martin, did a few more and ended with a Jan Peerce. The amazing thing was that every one of his take-offs was so realistic that it seemed unbelievable. The audience loved him, forcing him into extra bows. There's no doubt that the boy can sing. Some day he'll acquire his own style, rather than depending on take-offs.

Jerry Murad's Harmonicats, who opened late (April 4), started the show with a biff-bam *Tea for Two*, then gave it still more lift with *Galloping Comedians*, followed by a tremendously exciting *Harmonica Boogie* which pulled hands before it was even finished. Trio's bits were amusing and their finisher, last year's hit, *Peg o' My Heart*, got 'em off way ahead. Bill Smith.

Riverside, Milwaukee
(Tuesday, March 28)

Capacity, 2,498 seats. Price policy, 44 to 95 cents daily. Four shows, daily; five, week-ends. House booker, Charlie Hogan.

Despite bad weather Vaughn Monroe and his Camel Caravan played to well-filled houses at the latest of the Riverside's infrequent vaude bills. Monroe is considered somewhat of a local boy because he tootled his first horn in a near-by high school.

Vaughn was phlegmatic as ever, and his song stints, while well accepted, didn't seem to sell too strongly.

The show, tho, was well balanced and paced by Monroe, who opened with *Mule Train* aided by the Moon Maids. His big solo was *Bamboo*. June Hiett, one of the Moon Maids, stepped out to do *My Foolish Heart* to a fair hand. Dick Hayman got the audience off their hands with his terrific harmonica work but really pulled a healthy response with his Spike Jones-ish arrangement of *In My Merry Oldsmobile* with balloons, washboard, cap gun and all.

Lawrence's Laundry

Starting slow, comic Jay Lawrence built well and before long found that the onlookers actually liked his work. His impression of Truman went over big and so did his bits on TV advertising. Apparently Lawrence had laundered his act somewhat on the (See *Riverside Theater* on page 62)

Strand, New York
(Friday, April 7)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Four shows daily. Warner booker, Harry Mayer. Show played by Miguelito Valdez' ork.

The two acts on this one do about everything to make for a real show. The ballroom team of Hayne and Adamdigatano are as smooth and graceful as a dance team can be. Their easy lifts and slithering postures are made to order for solid sight values. For their finisher they used *Jeannie With the Light Brown Hair*, piano and rhythm only, a light, airy thing, timing their exit in a beautiful piece of showmanship.

For top-flight acting, timing and about everything else that makes for admirable performance the team of Peter Lind Hayes and his wife, Mary Healy, are tough to match. Their routine hasn't changed much, with the possible addition of one or two things. But old or new—they're a delight to watch. The audience didn't get Hayes right away, but—once it did—it couldn't get enough of either him or Miss Healy.

Miguelito Valdez did okay with his Latin vocalizing of *Babalu* and *Cumbanchero*. He generated heat, and that's what the early part of the show needed. His band (12), outfitted in grey jackets with black lapels, looked good even if Valdez's emceeing and leading were practically non-existent. Band canary, Juanita Rios, a well-stacked looker, made with the maracas but failed on voice.

Pic, *The Damned Don't Cry*.
Bill Smith.

Refreshing New Musical Comedy

THE
NOV-ELITES



JOE-FRANKIE-ART

OPENING
APRIL 20TH

ORIENTAL THEATRE CHICAGO

AFTER

4 Riotous Weeks
NEW SILVER FROLICS CHICAGO

LONDON RECORDS
★
"SPAGHETTI RAG"

Exclusive Management

MUTUAL ENTERTAINMENT AGENCY, INC.

203 N. WABASH AVE.

CHICAGO, ILLINOIS

Announcing the Opening of a New Office—

BILLEE HAMMOND, Inc.

5429 SECOND BLVD.

Phone: Temple 3-6333

DETROIT 2, MICH.

Contact us for Better Bookings in the Midwest.

NIGHT CLUB REVIEWS

Mayfair Room, Blackstone Hotel, Chicago

(Wednesday, April 5)

Capacity, 325. Price policy: \$1 cover; \$2 minimum. Shows at 9:15 and 11:45. Booking policy, non-exclusive. Publicity, Evelyn Nelson. Estimated budget last show, \$6,100. Estimated budget this show, \$3,000.

Because of the Lenten biz drop, house experimented for two weeks with Andy Williams. He's adequate for the lull period, but he's some time away from the relaxed quality that is a necessity for a regular headliner here. Lad's major error is his anxious rushing, not only of his songs, but especially of what could be some brilliant patter between numbers. When he lapses into occasional casual moods, his animated delivery and fine voice are revealed. He needs special material to pace his straight vocalizing of ballads. He's especially good on rhythm ditties. A legit musical producer could utilize him to advantage.

Dick LaSalle's ork did a terrific backing job, with LaSalle's piano and the band's drummer standing out.

Johnny Sippel.

Mocambo, Hollywood

(Wednesday, March 29)

Capacity, 220. Price policy, \$1 cover. Shows at 9:30 and 12. Booking policy, non-exclusive. Owner-operator, Charles Morrison. Press, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$3,000.

Cute Kitty Kallen is a click. Her singing is as delightful as her personality is refreshing. Solid response greets her *Who Wants It?*, *Please Take Me Home This Moment* and *How Are Things in Glocca Mora*. Particularly favored were her take-offs on Ethel Merman, Lena Horne and Ella Logan in *There's No Business Like Show Business*.

As an ideal encore she scored with *I Wish I Had a Daddy in the White House*, a tongue-in-cheek rudge at Margaret Truman. She's competently accompanied by Vic Valenti. Dance tempi are furnished by Rogers Spyker's ork and Latin-Aires rumba combo.

Lee Zhitto.

ATTENTION 2 and 3 People STRAIGHT AND COMEDY NOVELTY ACTS

WANTING
PERSONAL MANAGEMENT
OR
HONEST REPRESENTATION
FOR FALL BOOKINGS

Write

Roger E. Murrel Agency

Vic Rocco

THE PLAYHOUSE

137 West 48th St., New York 19, N. Y.

IN PHILADELPHIA, PA.
10th Below Spruce
CLINTON HOTEL
200 OUTSIDE ROOMS FROM \$2
Special Weekly Rates
Housekeeping Apartments
NEWLY RENOVATED, NEW TILE BATHS
Beautiful Air Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

BEADS For Every Purpose
RHINESTONES • SEQUINS
PEARLS • JEWELS
International Importing Bead & Novelty Co.
24 N. Wabash Chicago 2, Ill.

Persian Room, Hotel Plaza, New York

(Thursday, April 6)

Capacity, 275. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated budget this show, \$2,500. Estimated budget last show, \$1,400.

Evelyn Knight's opening was a smash both on the floor and at the door. If the business holds up, everybody, including the owners, will be a lot happier. Miss Knight has zoomed in assurance since last caught in New York. Despite her opening jitters, evidenced by blowing lines, covered up so expertly it helped rather than hurt, she was a smash hit. The tall, attractive blond canary began with *Great Day in the Morning*, switched to a hand mike and strolled to a new special by Walter O'Keefe, *Man at the Ringside Table*, a delightful number with wonderful lyrics and a catchy, tho simple melody. Then came *Embraceable You*, followed by *Fickle Eyes*, working to ringsiders with a vengeance all the way. Tho bits are effective, gal should be cautioned against overdoing it. A too long a play to one table causes a loss of interest among the others. For her next, Miss Knight did a Helen Morgan on a piano to a parody on *Girl That I Marry*, closely followed by her Decca recording, *A Woman Likes To Be Told*. Exited to *Grandfather's Clock*, then came back for an Irish number, winding up to big hands, even tho the last encore was a tour de force. Where Miss Knight used to be a wonderful stand-up singer with a precise diction, she has now become a comedienne. She evidenced it in the handling of comedy lines. Her timing was expert and highlighted her singing, which is as good as ever.

Beatrice Kraft Opens

Beatrice Kraft opened with her two boys in the series of East Indian terps. Team's opener fell flat because of its apparent lack of punch and precision, latter fault possibly due to wearing of shoes; they usually work barefooted. It wasn't until the third number that the group made any impact. Miss Kraft might change her routine for this room. Frequently she worked to one side or the front only. Room is so arranged that many customers sit behind her. Unless a performer gives them some attention their interest will be lost.

It will also be necessary to cut the lulls between the acts. Between Miss Kraft's exit and Miss Knight's entrance there was a too long a period while the piano was wheeled on.

Ray Sinatra piano-backed Miss Knight in admirable fashion. Bob Grant's ork played the show and Mark Monte's Continentals for the lulls were highly effective.

Bill Smith.

Chase Club, St. Louis

(Friday, March 24)

Capacity, 1,000. Price policy, \$1-\$1.50. Shows at 8:45 and 11:30. Manager, Harold Koplar; publicity, Jeanne Dunaway. Booking, non-exclusive. Estimated budget this show, \$7,000.

Peggy Lee, here without husband Dave Barbour's superlative guitar backing, has assembled a competent quartet to back her.

Miss Lee was in excellent form with her sultry styling of *It's a Good Day*, *Stormy Weather*, *Why Don't You Do Right*, *Golden Earrings*, *Sunshine Cake* and *How Long Has This Been Going On*, winding up with *Manana*.

The other act on the bill, Lloyd and Susan Willis, dance team playing a return date in town, have added a lot of comedy to their routine since last caught, leaning heavily on gal's mugging.

Griff Williams's ork does a beautiful job of cutting the show and contributes a novelty number, *Baby Sitters*.

A. L. Morris.

Larry Potter's Supper Club, Studio City, Calif.

(Wednesday, March 29)

Capacity, 170. Prices, no cover-minimum. Owner-operator, Larry Potter. Booking, non-exclusive. Press, Kay Biddle. Estimated budget this show, \$2,250. Estimated budget last show, \$2,000.

Potter's patrons get their bucks' worth with Alice Tyrrell and Dick Winslow, Teddy and Phyllis Rodriguez and Artie Wayne on the bill.

Tyrrell and Winslow return as one of the most exciting acts to hit here in some time. Miss Tyrrell, an engaging blonde, possesses a concert voice, a terrific sense of comedy and a knack for mimicry that knocks 'em out. Her perscable hubby, Winslow, makes an ideal straight man and piano accompanist. He is credited with authoring the refreshing original comedy song routines. Their best includes *Baby, It's Cold Outside*, with special lyri' and a priceless Hollywood audition bit that affo 's Miss Tyrrell opportunity to mimic Judy Garland, Deanna Durbin and Lily Pons.

The Rodriguezes are a polished Latin dance team that combine grace with precisely executed lifts and spins. They leave 'em laughing with a clever jitterbug version of the rumba.

Artie Wayne, in following the dance act, found the audience unresponsive to his ballading of five selections. His best is *Sleepy Baby*. Antonio Russo's combo backs the acts and plays for dancing. Mildred Shirley, group's bass player, is poor as a vocalist and worse as emcee.

Lee Zhitto.

AGVA Dues Boost Likely at Meet

NEW YORK, April 8.—A new dues schedule for members of the American Guild of Variety Artists (AGVA) may be put into effect when the org meets for its third annual convention in Philadelphia June 5.

Formula would be as follows: All acts getting \$750 and up to \$1,500 to pay \$36 a year. All acts receiving \$1,500 and up to \$2,500 to pay \$48. All acts getting \$2,500 and up to pay \$100.

The present dues are \$12 for chorus and \$24 for principals. Latter will continue in effect.

Tho dues change will probably await the convention action, it is possible that the executive board will put it into effect before June.

CHI AGVA PLUGS

(Continued from page 56)

Irving asks EMA-ARA members to file a booking list for every club date and location engagement booked by a percenter. Irving's order stems from a recent series of Midwest and Florida club shutterings.

Irving, in a letter to EMA-ARA, pointed out that unless AGVA is continually notified of bookings, especially those in new outlets or outlets which have been taken over by new owners, AGVA cannot maintain surveillance of these bistros and get bonds from them. In a recent instance, an agent in the David P. O'Malley office here booked comedian Mickey Sharpe into a Kansas City nitery for two weeks at \$400 per. At the end of the run, Sharpe was not paid and as yet has received no check from the nitery op. As a result, Irving, to protect Sharpe, had to ask the O'Malley office to fork over \$720 to the comedian. No booking list was sent to AGVA on the engagement, so the local AGVA rep was not notified to check on a bond to cover the act's salaries. Irving added that all booking lists are kept in strictest confidence to protect bookers involved.

Fred Williamson, Associated Booking Corporation rep, reported on three minor cases in which agent members of EMA-ARA had skirmishes with AGVA reps or acts and which had been successfully medi-

Follow-Up Review

CHUBBY'S, NORTH COLLINGSWOOD, N. J.: Instead of the usual stretch of seven to 14 days, club has brought in Steve Gibson and the Red Caps for a six-week stand. And the fact that an off-Monday can find a heavy load in the large double room is indicative of its pulling power in this area.

More than merely an instrumental-vocal combo, Gibson's gang are entertainers as well. Their stuff runs the gamut from lush lullabies to spirituals, all presented with a contagious jump rhythm that makes everything stand out bright. Boys act out as well as play a tune with the result that it's sock entertainment all the way.

With Gibson leading on guitar, this sextet takes in Romaine Brown, on piano; David Patillo, bass; Emmett Matthew, soprano, sax; Jimmy Springs, bongo drums, with Andre D'Orsay added for piping the pash lullabies.

Making it a continuous round at this roadside spot is the Don Haven Quartet (Eddie Goehringer, guitar; Ted Lyman, piano; Don Haven, bass; Dolly McVeigh, vocals) whose contrasting instrumental and vocal efforts fall smooth on the ears.

Maurie Orodincher.

Rule Charges Back-Tax Pay To Operators

(Continued from page 56)

penalties, the totals might run high enough to force some cafes out of business.

That additional appeals will be made is almost a certainty. Buyers of big name talent are almost sure to carry the case to the highest courts. There is, however, a decision by the appellate division of New York to the effect that no individual can sign as an independent contractor if in doing so he's waiving rights accorded him by law.

Two booking offices, Eddie Sherman and the Dow Agency, have already been advised by AGVA that all contracts, in the future, be issued to acts as employees and not as independent contractors.

Tax officials are aware of the resistance by actors to being considered employees and are mystified by their objections. They point out that any money deducted for withholding purposes is applied to the general tax collected at the end of the taxable year, and in many cases actors may discover they have a rebate coming to them instead of hustling to get a lump sum of dough together to pay taxes each March 15.

The unemployment tax is levied only on the employer, and is computed on the basis of 2.7 per cent for salaries, up to \$3,000 annually, for each employee. In some States the employee also contributes, tho not in New York. In any event, it is pointed out that approximately \$90 a year per employee is the maximum employers are asked to pay.

Where the bite comes in, is the fact that the Internal Revenue people can check back for any number of years and levy penalties and interest on employers who have not filed such unemployment taxes.

ated with Irving.

Sid Epstein, William Morris rep, revealed that the negotiations with th. Michigan Theatrical Agents' Association had been completed (*The Billboard*, March 4). The entire Michigan org has come into EMA-ARA, making a total of 35 new members added to the Midwest agents' seg since January 1. Increase is the greatest in the three-year history of the group

SPECIAL RATES AT SHOW-FOLK HEADQUARTERS

In New York

Be our guest!

400 ROOMS—400 BATHS

Free radio in every room, Television available. Air-Conditioned Cocktail Lounge and Restaurant. Fireproof Garage. Single from \$3 Double from \$4

HOTEL AAA President

48th St. • JUST WEST OF B'WAY

Leon Buch Managing Director Edward O. Pratt Manager

Stem Combos Hit Sock 390G; Hypos Beat Holiday Blues

NEW YORK, April 8.—A shot in the arm at the Roxy, plus a hefty first week at the Music Hall, lifted overall takes of the Stem combo houses to \$390,000, despite the customary Holy Week doldrums, from the previous week's \$308,000.

Business at the Roxy (6,000 seats; average \$76,000) was so good that bill of Fran Warren, Sonny Howard, Harmonicats and *Cheaper by the Dozen* holds for four weeks in all, the first time in months that theater has had anything strong enough to stay on longer than the customary two weeks. Take for the tee-off was \$115,000.

Music Hall Scores

Radio City Music Hall (6,200 seats; average \$128,000) also moved into the hit class when it counted \$144,000 for its opener with the annual Easter show and *Daughter of Rosie O'Grady*.

The Capitol (4,627 seats; average \$56,000) slipped to \$26,000 for its second and last week with George Paxton's ork, Artie Dann, Sylvia Froos and *Yellow Cab Man* after an opener of \$49,000. New bill, in this

week, will have Nancy Walker, Sammy Kaye ork and *Reformer and Red-head*.

Paramount (3,654 seats; average \$73,000) saw a poor \$60,000 for its preem with Sam Donohue's ork, Mel Torme, Ella Fitzgerald and *Captain Carey, U. S. A.* New bill, in Wednesday (12), will have Billy Eckstine, Henny Youngman, Pete Rugolo ork and *Riding High*.

Strand Take Drops

Strand (2,700 seats; average \$49,000) exited after two weeks to \$28,000 for Count Basie ork, Billy Holiday and *Barricade* after an opener of \$40,000. New show in Friday (7) has Peter Lind Hayes, Mary Healy, Miguelito Valdez ork and *Damned Don't Cry*.

Palace (1,700 seats; average \$17,000) went back to \$17,000 for Rufe Davis, Senator Murphy, six other acts and *Cargo to Capetown* against \$20,000 the previous week. New bill, reviewed this issue, has Buck and Bubbles, Lee Sullivan, six other acts and *Challenge to Lassie*.

IN SHORT

New York:

Eileen Barton was bought for the Latin Quarter before she had her hit Mercury Record "I'd 'a Baked a Cake." . . . Lucille Ball and Desi Arnaz hit Mercury Record "I'd've Baked a Cake." . . . Lucille Ball and Desi Arnaz Nicollet, Milwaukee, May 4. . . De Marco Sisters signed with MCA. . . Jan Howard (Helene and Howard) has bought an interest in the Birdland. has bought an interest in the Birdland.

Cincinnati:

Arren and Broderick have again been signed by Barnes-Carruthers, Chicago, for a season of fairs opening late in June. . . Amusement and sports center being constructed by Pete Schmidt across the river in Newport, Ky., is set to bow around May 4. Glenn Schmidt, formerly boss man at Glenn Rendezvous, Newport, will manage. Spot will use small combos and strollers. . . Ace Entertainment Service, with headquarters here, has just opened offices in Columbus, O., and Indianapolis, and plans to open others in the Midwest area soon. . . "Cease gambling" order has across-the-river clubs in a dither, with the on-again-off-again gaming policy and harassing by police keeping customers away in droves. . . Jack Benny show's skedded appearance here May 28 under auspices of the local Variety Club has been canceled, with option on the date transferred to the Cleveland Variety Club. Local Variety Club had announced the show for Cincinnati Garden, but the Garden management nixed it, claiming that it had been dickering to present the Benny show itself.

Philadelphia:

Madeleine O'Shea, operator of the Club Shagure, is mulling an idea—no minimum, no cover and no tipping, and the no tipping means everything from parking attendants to the cloak room girls. . . Songwriter Billy Uhr has taken over the Spigot Musical Bar. Iz Bushkoff is adding 130 seats to his Town Tavern at near-by Delair N. J. . . Collins and Petteson are celebrating their 25th anniversary as a team at the Latin Casino.

Jimmie Husson (Mister Everybody) re-signed with Jolly Joyce after seven years and will manage a tour of the Fanchon & Marco beginning with the Fox, St. Louis, Saturday (15). . . Charles S. Johnson, manager of Club Harlem, Atlantic City, was honored by the Knights of Service for his 30 years in night life with a cabaret party last week at the Catto Elks' Home. . . Steve Gibson and the Red Caps, now at Chubby's, North Collingswood, N. J., already are signed to return to the room for five weeks next September 7.

Hollywood:

The Trenier Twins wound up a 12-week run at local Mellodee Club, moving to Eddie's Oasis for a four-week stint. . . Mischa Novy is back in Hollywood after a three-month run at Hotel Del Prado, Mexico City. . . Madelyn Russell, young canary recently inked by Gabbe, Lutz, Heller, waxed a brace of tunes for Mercury. Thrush is being groomed for big-scale nitery bow here. . . Romo Vincent, who recently finished a pic stint for MGM is set to head new show at New Orleans Beverly Club. . . Singer Jeri Sullivan, in retirement for several years, is back in the biz. . . Lionel Hampton will relight the Los Angeles Million-Dollar Theater in July for limited vaude date. . . Capitol crooner Clark Dennis headlines the new bill at Thunderbird Hotel, Las Vegas, middle of the month. . . Jimmy Wakely takes to the road again in April. Date at Oriental Theater, Chicago will net him \$2,500 per week, followed by string of one nighters.

Dallas:

Carl A. (Pappy) Dolsen has converted his night club, Pappy's Showland, into a wrestling arena one night weekly. . . Johnny Lee Wills, the "Rag Mop" man, took his 12-piece ork into Dewey Groom's Longhorn Ranch Tuesday (14). . . Rita Ray opened at the Colony Club to be followed by the Ryan Brothers April 24. . . Jon and Sandra Steele opened at Cipango Club March 24. . . Eddie Dudley, pianist, opened at Hook's Lounge March 23, followed by the Stylists April 15. . . Joe Franks and His Mirthquakes, who opened Studio Lounge in July, will make a return visit late in April.

GUS SUN BOOKING AGENCY CAN NOW ARRANGE 6--WEEKS--6 OF DELUXE DRIVE-IN AND INDOOR THEATRES and HILLBILLY PARK BOOKINGS

WANT NAME HILLBILLY UNITS WESTERN UNITS RADIO UNITS TELEVISION UNITS GIRL BANDS PACKAGE SHOWS

WIRE—WRITE—PHONE —IMMEDIATELY—

GUS SUN BOOKING AGENCY RECENT THEATRE BLDG. SPRINGFIELD, OHIO

ROOMS WITH BATH REASONABLE RATES

MILNER & EARLE Hotels

COAST TO COAST

For the First Time

The Founders of Gagwriters Institute and National Laugh Week offer

ORIGINAL COMEDY MATERIAL

Picked and tested from the best of the country's Gagwriters:

\$1 for "Joke Collection"; #1 to #5 at \$1 each.

\$5 for "Monolog Collection"; #1 (5 top monologs).

\$10 for "Comedy Collection"; includes 5 parodies, 5 skits, introductions, comic poems, limericks, retorts and 2 punch monologs. No C. O. D.

NATIONAL LAUGH ENTERPRISES

62 W. 46th Street New York City

ATTENTION ENTERTAINERS!

NEW parodies. FRESH monologues. ORIGINAL gags. BAND novelties, comic song titles, clever routines, jokes, mirthful patter, laugh-producing dialogues. All in the NEW sensational EMCEE magazine. Subscription only \$2. Add \$1 if you want four useful gag-packed back issues. Write NOW!

EMCEE Desk 67

1508 South Homan Ave. Chicago 23, Ill.

WANTED COLORED ENTERTAINERS

Musical Acts, Duos, Trios, Singers, Dancers, etc. This spot runs year round. Send pictures, details to

DELICATE FRANKS

1685 Alton Road Miami Beach, Florida

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SHELL SCENIC STUDIO 581 HIGH Columbus, O.

COMEDY MATERIAL

For All Branches of Theatricals

FUN-MASTER

"THE ORIGINAL SHOW-BIZ GAG FILE"

Nos. 1 thru 35 @ \$1.00 each (Order in sequence only)

SPECIAL—FIRST 13 FILES FOR \$10 ALL 35 FILES FOR \$30

- 3 BKS. PARODIES, per book \$10
- All 3 different books for \$25—
- MINSTREL BUDGET \$25
- "HUMOR-DOR for EMCEES" \$25
- 4 BLACKOUT BOOKS, each book \$25
- All 4 different volumes for \$85—
- "HOW TO MASTER THE CEREMONIES" (reissue), per copy . . . \$2
- No C. O. D.'s

PAULA SMITH

200 W. 5th St., Dept. B, N. Y. C. 19

SELAN'S

World's Largest Creators of HAIR STYLED PIECES

Write for FREE CATALOG

Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALER PRICE LIST on latest style Hair Pieces

SELAN'S HAIR GOODS CO.

32 N. State St. Dept. 1, Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys
- Switches
- Toupees
- Braids
- Page-boys
- Top Curls
- Transformation
- Wigs

ACTS WANTED

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings now. Write, wire, come in!

RAY S. KNEELAND

AMUSEMENT BOOKING SERVICE

75 1/2 West Chippewa St., Buffalo 2, N. Y. A.G.V.A. Franchised

Entertainers Wanted

Who are in search of fresh and new material. Writing good, solid, funny night club song parodies and special material is my business. Over 150 top song parodies with different situations to my credit. Have written for the best. If interested send for 1950 new catalogue.

MANNY GORDON

819 W. North Ave. Milwaukee 5, Wisc.

WANTED FEMALE IMPERSONATORS

Must be clever Singers, Dancers, Comedians, Novelties, etc. This spot runs all year round. Send pictures, details, etc., to

DELICATE FRANKS

1685 Alton Road Miami Beach, Florida

Stem Crix Pick 'Wedding,' Cite 'Party,' 'Council'

NEW YORK, April 8.—The Drama Critics' Circle, Stem aisle-expert org, voted its annual legit accolades Tuesday (4). Final rack-up of balloting put Carson McCullers's *Member of the Wedding* far out in front as the best American play of the 1949-1950 season. T. S. Eliot's *The Cocktail Party* was the pundits' choice for best foreign play of the year, and Gian-Carlo Menotti's *The Consul* was cited as the best musical contribution.

Only four plays of home manufacture came up for consideration. Of these, *Wedding* drew 17 votes, *Come Back*, *Little Sheba* drew four, and *Consul* and *The Innocents* tabbed three and one, respectively. In the off-shore category, *Party* ran away with 20 ballots, while the fantasy of the late Jean Giraudoux, *The Enchanted*, took four votes.

Musically, the Menotti opus duplicated *Party's* tally of 20 votes. *Lost in the Stars* and *Regina* drew three nods apiece.

Experts on record for the winners were:

Wedding: Atkinson (*Times*), Watts (*Post*), Chapman (*News*), Coleman (See *Stem Crix* on opp. page)

Sides and Asides

Tallulah First on Subway Circuit List

The subway circuit will be amplified this year, according to impresario George Brandt, by the inclusion of Passaic's Central Theater along with the circuit stand-bys, the Windsor in the Bronx and the Flatbush, Brooklyn. It is possible that several more houses will be added to the string before the season starts in mid-May. First booking is Tallulah Bankhead in "Private Lives." Brandt is negotiating with Fay Emerson for "Goodby, My Fancy," James Dunn for "Harvey" and Judy Holliday for "Born Yesterday."

Equity Revokes Silo Rehearsal Rule

Equity Council heeded beefs of reps of the Summer Stock Managers Association at its meeting Tuesday (4) and back-tracked on its decision requiring silo guest stars to rehearse five days of a week preceding an opening. The rule now calls for their presence at least 24 hours before curtain time. The recent hike in rehearsal pay still stands.

"Turandot" a Bravo For Puccini Anniv.

NEW YORK, April 8.—By way of commemorating the 25th anniversary of Puccini's death, the New York City Opera Company has made the maestro's last opera, *Turandot*, the sole new addition to its spring season rep. It was sung locally for the first time since the Metopera put it on 20 years ago with Jeritza in the title role, at the City Center on Thursday (6). The revival had the old house bursting at the seams with the music-minded faithful, and the Center song birds put on a production that deserved the bravoing it inspired.

Aside from the fact that Dragica Martinis, young dramatic soprano from Yugoslavia's Zagreb Opera House, made an impressive local debut, particular bows are due Conductor Laszlo Halasz and Vladimir Rosing, who is responsible for the staging. The latter's handling of a heavily-augmented chorus in crowd scenes which call for fantastic pageantry as well as a happy deftness in touch with the drama's lighter sequences is as fine an example of craftsmanship as the troupe has shown yet. In addition, Halasz and Rosing have successfully combined to present a handsome fantasy in terms of some splendid Puccini music. For their edition of *Turandot* is a handsome affair, and the Centerites have evidently opened wide the cash box to give it their best projection. H. A. Condell has been allowed to go at his medieval Chinese back-grounds with a lavish hand, and his costumes are equally imaginative and colorful. Over-all it is an (See "Turandot" on opp. page)

Legit Revival Set For Hartford Astor

HARTFORD, Conn., April 8.—A re-opening of the 500-seat Astor Theater in suburban East Hartford is skedded for a seven-week series of legitimate stage shows produced by Harold J. Kennedy, who presented a similar 15-week series at the former motion picture theater last fall.

Starting date is slated for Monday (17) opening with *The Philadelphia Story*, starring Sarah Churchill. Following her will be Melvyn Douglas and Susan Peters. Other players under contract to Kennedy for personal appearances include Ann Corio and Basil Rathbone.

It is understood that the venture is being underwritten by a group of East Hartford businessmen, with Kennedy to serve as producer of the series.

3 Friends Preceded Houston

NEW YORK, April 8.—A month that has recorded the passing of three distinguished figures of the theater, Brock Pemberton, Arthur Hopkins and Kurt Weill was climaxed yesterday (7) by the death of Walter Huston, whose career was closely associated with all three. Hopkins gave Walter Huston his first work in the theater. Pemberton brought him to dramatic stardom and Weill was the author of the music of the song, *September Song*, which he made particularly his own. Walter Huston has followed three friends of long standing. He died of a heart attack on his 66th birthday. (See Final Curtain for further details.)

Wing Honors Party: 'S.P.', Logan, Tamiris. Booth and Blackmer

NEW YORK, April 10. — For a fourth successive year the Grand Ballroom of the Waldorf-Astoria was crowded last night by theatrical well-wishers to applaud the announcement of the annual Antoinette Perry Awards. The accolades, familiarly known as "Tonys," are sponsored by the American Theater Wing in memory of its late war-time chairman and secretary, Antoinette Perry. Helen Hayes, newly elected president of the Wing, presented medallions and scrolls to winners in 15 categories "for notable contribution to the theater" during the current season.

According to the Wing's board of governors, who decide the "Tony" issues, the year's outstanding play is T. S. Eliot's *The Cocktail Party*. *South Pacific* is the year's best musical (*S. P.* premed too late last season to get under the wire for 1948-1949 balloting, so it's eligible for current inclusion).

Shirley Booth and Sidney Blackmer were each cited for distinguished performances in a dramatic play for contributions to *Come Back*, *Little Sheba*. Mary Martin, Ezio Pinza, Juanita Hall and Myron McCormick all received similar awards for distinguished performances in *South Pacific*. Joshua Logan's staging of the same musical was the season's outstanding direction.

Jo Mielziner's background for *The Innocents* was the outstanding set design, and Aline Bernstein's costumes for *Regina* were ditto in the body-draping category.

Helen Tamiris's dance patterns for *Touch and Go* were tabbed the outstanding choreography of the year, and Maurice Abravanel received the nod for his musical direction of *Regina*. The stage technician of the year was cited as Joe Lynn, *Miss Liberty* program. A special citation went to Maurice Evans for his artistic supervision of the New York City Theater Company at the City Center.

In addition, a special award was included this year, winner of which (See *Wing Honors* on opp. page)

Philly Hedgerow Kick-Off With "Stoops To Conquer"

PHILADELPHIA, April 8.—Closed since New Year's Eve, the Hedgerow Theater at suburban Moylan-Rose Valley, Pa., opens its doors for the spring and summer tonight with *Stoops to Conquer*. On Tuesday (11) will be the opening of the first new production of the year, *Nathan the Wise*, which will be under the direction of Max Fischer, European guest director.

Hedgerow's 27th birthday will be observed April 21 with the opening of another addition to the org's rep. *Skipper Next to God*. Among familiar in the Hedgerow repertory for the first six weeks of the season are *Ladies in Arms*, *Saint Joan*, *The Quick and the Dead* and *Androcles and the Lion*.

ROUTES Dramatic and Musical

- Borschtcapades (Blackstone) Chicago.
- Brigadoon (Royal Alexandria) Toronto.
- Death of a Salesman (Murat) Indianapolis.
- Diamond Lil, with Mae West (Davidson) Milwaukee.
- Harvey (Poche) New Orleans.
- House on the Cliff (Shubert) New Haven, Conn., 13-15.
- Julius Caesar (Shubert Lafayette) Detroit.
- Kiss Me, Kate (Shubert) Chicago.
- Mr. Roberts (Colonial) Boston.
- Miss Liberty (Shubert) Boston.
- Man Who Came to Dinner (Lyceum) Minneapolis.
- Mad Woman of Chailot (Erianger) Chicago.
- Oklahoma (American) St. Louis.
- Picnic, Molly (Shubert) Philadelphia.
- Street Car Named Desire (Gayety) Washington.
- Silver Whistle (Biltmore) Los Angeles.
- Schwartz, Maurice (Plymouth) Boston.
- That Lady, with Katherine Cornell (Hartman) Columbus, O., 10-12; (Playhouse) Wilmington, Del., 14-15.
- Tickets, Please (Plymouth) Boston.

BROADWAY SHOWLOG Performances Thru April 8, 1950

	Opened	Perfs.
DRAMA		
Armour of Light..... (Blackfriars)	2-23, '50	39
As You Like It..... (Cort)	1-26, '50	84
Caesar and Cleopatra..... (National)	12-21, '49	124
Come Back, Little Sheba.... (Booth)	2-15, '50	61
Death of a Salesman..... (Morosco)	2-10, '49	484
Detective Story..... (Hudson)	3-23, '49	437
I Know My Love..... (Shubert)	1-12, '49	182
Mister Roberts..... (Alvin)	2-18, '48	877
Now I Lay Me Down To Sleep..... (Broadhurst)	3- 2, '50	44
The Cocktail Party..... (Henry Miller)	1-21, '50	89
The Consul..... (Barrymore)	3-15, '50	29
The Devil's Disciple..... (Royale)	2-20, '50	56
The Happy Time..... (Plymouth)	1-24, '50	87
The Innocents..... (Playhouse)	2- 1, '50	78
The Member of the Wedding.. (Empire)	1- 5, '50	108
The Velvet Glove..... (Booth)	12-26, '49	120
The Wisteria Trees..... (Martin Beck)	3-29, '50	13
MUSICAL		
Arms and the Girl..... (46th Street)	2- 2, '50	76
Gentlemen Prefer Blondes... (Ziegfeld)	12- 8, '49	140
Great To Be Alive..... (Winter Garden)	3-23, '50	20
Kiss Me, Kate..... (Century)	12-30, '48	530
Lost in the Stars..... (Music Box)	10-30, '49	184
South Pacific..... (Majestic)	4- 7, '49	412
Texas, L'il Darlin'..... (Mark Hellinger)	12-25, '49	156
Where's Charley?..... (St. James)	10-11, '48	624
ICE SHOWS		
Howdy Mr. Ice..... (Center)	5-16, '49	422
CLOSING		
Miss Liberty..... (Imperial) (4-8, 50)	7-15, '49	306
The Man..... (Fulton) (4-8, 50)	1-19, '50	92
COMING UP		
(Week of April 10, 1950)		
Cry of the Peacock..... (Mansfield)	4-11, '50	
With a Silk Thread..... (Lyceum)	4-12, '50	

Insure Your Vote

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

Early in May, ballots and instructions are delivered by hand to the theaters to all players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard
Donaldson Awards Committee
1564 Broadway
New York 19, New York.

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

Name

Address at which mail will be sure to reach you in May

.....

.....

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

Off-Broadway Review

VILLAGE WOONG and THE THING HAPPENS

(Opened Monday, April 3)

McBURNAY YMCA AUDITORIUM

Two comedies by George Bernard Shaw. Staged by Harding Lemay, Stage manager, Edwin Pignon, Business manager, John Horton, Press representatives, Gene Rule and I. Hoopes. Presented by the Crosstown Players.

VILLAGE WOONG

A Richard Snider
Z Martha Baxter

THE THING HAPPENS

Burge-Lubin Paul Shyre
Barnabas Richard Via
Confucius John Horton
Minister of Health Vinnette Carroll
Archbishop of York Ted Sheraton
Mrs. Lutestring Patricia Drake

Two of George Bernard Shaw's plays—*Village Woong* and *The Thing Happens*—are being given a meager production by the Crosstown Players. Not only in finances is the group limited, but also in directorial and acting accomplishments.

Village Woong deals with "A," a writer of Marco Polo guide books, and "Z," a poor country grocery clerk who is throwing away her winnings in a contest on a world-wide cruise. The action switches to their chance meeting later in the grocery store and follows meticulously the lady's wooing and winning her Marco Polo.

Both players have a lot to learn, the Martha Baxter shows some innate ability. Perhaps a play less taxing would have been better for them.

The Thing Happens, which is Part III of *Back to Methuselah*, establishes our world in the year 2170 A. D., when science has regulated life in England. The British have hired Negroes and Chinese to perform unpleasant governmental tasks in order to leave their minds free to cogitate perfection. Into the midst of their orderly life, with education, work span and life expectancy figured to the absolute, chaos bursts when it is discovered that two people have lived to a ripe old age of well over 250.

It offers a perfect situation for Shaw to throw barbs at England and the U. S. and is ideal material for the Shavian wit, but such is practically smothered by excess verbiage.

Paul Shyre, Richard Via and John Horton are about the limit as far as talent resources the group has on tap. They play well and seem to have some idea of what Shaw is saying.

If the others in the casts possess acting prowess, either the wordiness of the plays or the lack of direction snuffed it out. Harding Lemay, credited with the direction, is either completely unacquainted with his craft or afflicted with sleeping sickness. The actors seemed to have been left with the direction themselves.

Crosstown Players are not to be condemned for the lack of funds, but when the limitations extend to acting and directing, perhaps it would be better to build up the group before presenting themselves to the public in an effort to draw interest. In the light of the fact that their previous productions date back to 1947, it seems doubtful, however, that they are capable of developing in the right direction.
Dennis McDonald.

"TURANDOT"

(Continued from opp. page)

extremely pleasant addition to the City Center rep.

Castwise, Miss Martinis is a valuable asset to the troupe roster. She brings to it a voice of great power and quality. If there is a certain over-stylized stiffness in her acting of the haughty mythical Princess of Cathay, it may be due to pageantry demands of the story. It will be interesting to hear her in other roles. Giulio Gari sings a commendable prince who solves her riddles, and Dorothy MacNeil is vocally outstanding as the slave girl. Lawrence Winters, Luigi Veliucci and Nathaniel

Steel Pier Theater Skeds Summer Legit

ATLANTIC CITY, April 8.—Another attempt to revive legit here will be made with the opening of the Surf Theater on George A. Hamid's Steel Pier by a summer stock troupe headed by Gail Hillson, of New York. First performance of the Surf Theater is tentatively skedded for mid-June with a season to continue into September. Michael Ellis will act as stage manager.

As many stars as possible will appear, it was announced. Among the stellar guests proposed are Tallulah Bankhead, Sylvia Sidney, Uta Hagen, Faye Emerson, Sarah Churchill, Burgess Meredith, Frederic March and Melvyn Douglas. Miss Hillson, who formerly operated the Hampton Playhouse on Long Island, plans repeats of such standard Broadway favorites as *A Streetcar Named Desire*, *Born Yesterday*, *Goodbye My Fancy*, *Harvey*, *The Barretts of Wimpole Street*, *Death Takes a Holiday* and *Philadelphia Story*.

Surf Theater will take an admission separate from the general pier admission. However, the Surf will not be alone in trying to revive legit here, in spite of the dismal box-office failure at Steel Pier by another group last summer and in Convention Hall during previous summers. New owners of Million Dollar Pier announced that they are negotiating with Shubert interests to bring in musical comedy fare for the pier's Hippodrome Theater. At the same time, the Warner Theater, first-run movie temple on the Boardwalk, is equipped to handle legit attractions and is making the house available for such bookings.

STEM CRUX PICK

(Continued from opp. page)

(*Mirror*), Pollock (*Compass*), Allen (*Women's Wear*), Gibbs (*New Yorker*), Colby (*Journal of Commerce*), Perry (*Newspaper Alliance*), Dash (*Women's Wear*), Gassner (*Forum*), Brown (*Saturday Review of Literature*), Bolton (*Morning Telegraph*), Wenning (*Newsweek*), Gabriel (*Cue*), Shipley (*New Leader*) and Cook (*Wall Street Journal*).

Party: Atkinson, Barnes, Watts, Chapman, Morehouse (*World-Telegram-Sun*), Coleman, Garland (*Journal-American*), Bolton, Gibbs, Kronenberger (*Times*), Dash, Colby, Gabriel, Cook, Brown, Shipley, Gassner, Gaver (*United Press*), and Wenning.

Consul: Atkinson, Watts, Morehouse, Hawkins, Garland, Coleman, Nathan (*Journal-American*), Kronenberger, Cook, Pollock, Gibbs, Bolton, Phelan (*Commonweal*), Colby, Gabriel, Wenning, Allen, Dash, Brown and Gassner.

Presentations of the awards were made Saturday night (8) via a half-hour airing over ABC at 6:45 p.m.

WING HONORS

(Continued from opp. page)

cannot be reported due to the deadline exigency. The names of entertainers in Wing-sponsored hospital shows, who have worked a minimum of 30 hours out of New York between 1943 and 1950, were placed in a bowl. Mrs. Eleanor Roosevelt was skedded to draw the winner, who will receive a scroll of appreciation as the representative of all.

Contributors to the usual entertainment program, arranged by chairman James Sauter, included William Warfield, William Tabbert, Yvonne Adair, William Redfield, Herb Shriner, Martha Wright, John Conte, Lucy Monroe, Georges Guetary, Danny Scholl, Julie Wilson, Bambi Linn, Rod Alexander, Diane Sinclair, Ken Spaulding, Allyn McLerie and Adolf Green.

Sprinzena are excellent as the imperial balloons.

It is a pretty safe bet that *Turandot* will get a call for extra performances before the troupe's current stand winds up on Sunday (30).

Bob Francis.

OUT-OF-TOWN OPENINGS

THE SON

(Opened Thursday, March 30)

CIRCLE THEATER, HOLLYWOOD

A drama by William Saroyan. Directed by Ross Bagdasarian. Production supervision by Jerry Epstein. Technical director, Robert Burns. Press representative, John Strauss. Produced by Circle Theater.

Kathleen Douglas Forrester ... Wendy Waldron
Nurse Leonora George
Dr. Willis Scott Frank Borgman
Stephen Gregory Sydney Chaplin
Jesse Rexford (10) Barry McCormick
Ann Rexford Naomi Stevens
Mark Rexford Clarke Gordon
Stage Manager Herman Schornstein
Miss Cannon Harriet Pratt
Avondale Muggerridge Tudor Owen
Jerry Keith McConnell
John Forrester Charles Bianco
Mary Jeffery Francis E. Williams
Douglas Forrester (10) Dickie LeRoy
Jean Rexford (7) Isa Ashdown
Jesse Rexford (17) Ronald Munns
Dewey Bernard Hamilton
Third-Base George Crionas
Birmingham Herman Schornstein
Uncle Frank Borgman
Douglas Forrester (17) William Schallert
Miss Williams Jean Siroc
Pauline Palmer Forrester Pat Walter
Frederick Forrester Eugene Bauman
Donald Lucas Patrick Miller
Gordon Lucas Erik Nielsen
Henry Lucas Robert Sherman
Jean Rexford Lucas Delores Dahl
Call Girl Catherine Gittings
Passersby George Crionas, Norma Topaz,
Catherine Gittings, Bernard Hamilton,
Herman Schornstein.

Altho a Saroyan admirer, this reviewer finds *The Son* wanting. Technically interesting and sometimes absorbing, the play is neither Saroyan at his best nor commercially arresting. Blame lies on the work's repetitious portrait of gloom and despair, plus lack of real plot motivation. *The Son* is mostly a collection of vignettes tracing the lives of Douglas Forrester, the vaudeville family of Mark Rexford, and Stephen Gregory, Forrester's true father.

Brooding and bitter, Saroyan's theme is the same as expressed in earlier works, notably *The Time of Your Life*. He finds the human race stupid, biased and blinded by the struggle for existence. He condemns war, attacks waste of talent or initiative and points up the tragedies of birth, wealth and position. He has said these things before—and much more forcefully.

Douglas Forrester, born of an illicit love affair which cost his mother's life, seems destined for tragedy from birth. Unhappy and tormented in childhood, aware of his illegitimacy, he matures to a brooding, frustrated life. Unable to solve his destiny, he flounders, climaxing his personal tragedy with a marriage that fails. His one memory of happier days is a recollection of a little golden-haired girl he once saw in a vaude house. This, too, is shattered when he seeks out the girl only to find her wedded to a wastrel and faded in beauty and spirit.

In contrast to Forrester's misery, Saroyan speaks out in favor of family life at its best by graphically portraying the vaudeville family, Mark and Jean Rexford and their two children. Strictly a second-rate act, Mark Rexford fights furiously to maintain the family unit, determined to stick together and build a "great act." This, too, ends in despair when father and son are killed in World War I. The figure of Stephen Gregory likewise looms in the shadows thruout the play as the true father of Douglas Forrester surrenders his claim to the child and wastes his own life.

The troupe works excellent staging and acting, breathing pace, tenseness and action into the three acts. Performances are good, with stand-out work by William Schallert as Douglas Forrester, Clark Gordon as Mark Rexford and Sidney Chaplin as Stephen Gregory. Others worthy of praise are Frank Borgman, Barry McCormick, Tudor Owen, Francis E. Williams, Dickie Leroy, Isa Ashdown and George Crionas.

Whatever Saroyan had on his mind, he can now rest easier. *The Son*

TICKETS, PLEASE

(Opened Thursday, April 6)

SHUBERT THEATER, NEW HAVEN, CONN.

An intimate review. Sketches by Harry Herrmann, Edmund Rice, Jack Roche and Ted Luce. Lyrics and music by Lyn Duddy, Joan Edwards, Mel Tolkin, Lucille Kallen and Clay Warnwick. Directed by Mervyn Nelson. Settings by Ralph Alswang. Choreography by Joan Mann. Costumes by Peggy Morrison. Orchestrations, Ted Royal and George Bassman. General manager, Charles Harris. Press representative, Karl Bernstein. Stage manager, Pat Leonard. Presented by Arthur Klein.

CAST: Grace and Paul Hartman, Jack Albertson, Dorothy Jarnac, Patricia Bright, Tommy Wonder, Roger Price, Bill Norvas and the Upstarts, Stuart Wade, Dee Arlen, Larry Kent, Ronnie Edwards, Phyllis Cameron, Midge Parker and Mildred Hughes.

The Hartman's have simply taken television tactics of adapting vaude to video, and reversed the process.

The result, while far from another *Angel in the Wings*, is still amusing and fresh enough to give a pew-sitter an enjoyable evening, providing he likes his musicals delivered in plain wrapper.

A group of highly specialized youngsters are blended with the familiar Hartman satire, and presented in simple costumes before completely unimaginative settings. As it unfolded at its preem. Tickets gives promise—but only promise—of being able to develop into first class entertainment. But it will need a lot of moldin' and shaping before it can be unveiled to a Stem audience.

Just Like TV

The video technique was apparent right from the opening, when the Hartman's appeared before the curtain in a "warm-up." This was followed right thru, as performers did their specialties in between satirical sketches of highly topical nature. The current Senate investigations, the roller derby, the French ballet strip-teasers and magicians, were all lampooned in highly visual manner, which was climaxed by Paul Hartman actually making a cake on stage, during which flour was strewn about, and television's inevitable seltzer-bottle made its legitimate bow.

For the most part, the sketches are highly amusing and, while the musical score is not particularly distinguished, the numbers are acceptable. The Hartman's offer only one dance sequence, in a take-off on the French ballet, but appear in all the sketches. Just as soon as the pacing of the show is stepped up their excellent comedy work will take on its full value.

The supporting cast is well chosen, with Dorothy Jarnac taking most of the honors for a highly original futuristic ballet. Jack Albertson and Tommy Wonder share the solo dancing, and Patricia Bright, along with the clever Upstarts, handle the vocal chores.

Whether or not *Tickets* will be able to hold its own on the Stem depends a great deal on what is done in the hinterlands to tighten and sharpen the presentation. Currently it is too loosely strung together and its second act is in bad shape. Properly shaped up *Tickets* can be a lot of fun.
Sidney Golly.

tells his story, grim and depressing as it is. There is reason to believe, however, that Saroyan himself holds out more hope for the days ahead than he would indicate in this play. Surely, the Bard of Fresno doesn't think things are as bad as painted!
Alan Fischler.

THEATRE AVAILABLE

IN HEART OF BRONX

299 seats, fully equipped for stage shows, from May to September. Call daily 5 to 9 p.m. Fordham 4-8809

Magic

By Bill Sachs

DEL BREESE has signed to present his magic and illusions with J. C. Bisbee's Comedians tent show thru Kentucky and Tennessee, opening early in May. He's playing niteries in the meantime. . . . **Everett Lawson**, after winding up his school assembly season next week, will either resume with his **Count Bronte** spooker or line up with a tent opy for the summer. "Business in the assembly line is definitely as good as it used to be," Lawson typewrites. The main rub now is getting the jobs. There are so many newcomers to this field that it is crowded wherever you go. Seems as tho everyone who wants to go on the stage does so thru the magic catalogs. . . . **Elmer Brandell**, Louisville trixster, infos that he's selling all his large equipment but keeping his small stuff for short shows for churches and other organizations in and around his native village. Philosophizing, Brandell winds up his communication with: "One reason magicians don't sue one another is that 95 per cent of them are guilty of the same fraud in stealing ideas, plans and even patter from other magi." . . . On a recent booking, the **Folies Bergere**, new Montreal nitery, spotted two magic turns on the same bill—the **Marvelos**, three-people mystery act, and **Pierre Cartier**, French conjuror. **Arthur Schalak**, Montreal magic enthusiast and our correspondent up that way, speaking of the double dating, said: "It was indeed a strange booking. I love magic but two magic acts on the same bill isn't smart booking, especially for a cabaret." . . . Almost fully recovered from an illness which kept him off the road for nearly two years, **La-Mar the Magician (W. F. Myers)** resumed with his full-evening show April 7 at Irondale, O., with a string of some 30 sponsored dates in the Ohio and Indiana territory slated to follow. He is going for 50 cents for kids and \$1 for adults. La-Mar is sporting a new bus and a number of new illusions.

VIRGIL THE MAGICIAN, now in Colorado territory, will soon wend his way thru Nebraska and the Dakotas to wind up his spring tour in Northern Minnesota. **C. A. Frank**, Virgil's manager, who visited on the show for the first time in nearly a year at Fort Morgan, Colo., April 6-7, says that fall bookings are shaping up nicely, with Central Show Print readying a new line of special paper. Frank also says that negotiations are on for the Virgil unit to show in Cuba. . . . **Pat Paxton**, since leaving **Marquis the Magician**, for whom he served as agent, has been active on the West Coast as pilot for "Vanities of 1950," Hollywood Productions unit, which he's now steering eastward. . . . **Jean Foley**, former pro magus who now operates a magic shop in Seattle, postals a correction on our recent "exaggerated" report of Alexander's death. "In your April 1 column," writes Foley, "you say Alexander died some years ago. He was in town here a few months ago and landed a feature in a local daily which particularly stressed his robust health." We must have our Alexanders mixed up. **Card Mondor** is working the Pacific Northwest with his **Dr. Dracula's Spook Show**, and Foley refers to Mondor as having "the best appearance of any magician I have ever seen work." "You should hear the girls whistle when he walks on," writes Foley. "He's a great showman." **Mitchell Cain** is also working thru here with emphasis on comedy magic. He's

GAC-FA Merge Negotiations Weds Toppers

(Continued from page 4)

merged firm's position in radio and tele.

Tho not confirmed, an informed source stated that the merger will be effected thru exchange of stock by both firm's toppers. As deal stands now, each agency will reciprocate services with the other, thereby making FA's motion picture department available to GAC talent, with the latter agency using its radio, tele and p. a. offices on behalf of the FA stable. Reciprocal arrangement was set up by FA Prexy Charles K. Feldman and GAC head Tom Rockwell.

FA's pic names include Lauren Bacall, Anne Blythe, Ava Gardner, June Haver, Susan Hayward, Evelyn Keyes, Virginia Mayo, Tyrone Power, Louis Jourdan, Marlene Dietrich, Fred MacMurray, Randolph Scott, Charles Boyer, Kirk Douglas, Jane Greer, George Raft, Dick Powell, Ann Sothorn, Ella Raines, Dana Andrews and Sir Cedric Hardwicke.

Until merger has been completed, both firms will operate independently, reciprocating only in services. FA's New York rep, Charlie Abrams, will now headquarter at GAC's Gotham office here. Present arrangement will make FA's talent stable available to radio and p.-a. dates, and will open wider pic doors to GAC talent. Move steals the sting from a standard MCA lure which often attempted to attract talent away from GAC via a pic offer or from FA with a radio deal.

It's Carousel Ride For Mpls. Nitery

MINNEAPOLIS, April 8. — The mystery of what will happen to the Club Carnival, local elite night spot, continues to grow. The place reportedly is dropping \$150,000 a year despite its big name policy. Even capacity houses don't seem to help.

Altho Ted Cook, Carnival manager, insists there'll be no change in location, neighbors in the area where the cafe reportedly wants to move to are inundating city council members with protests. Already some 1,500 persons have signed petitions. The story is that the Carnival will shed its finery and its name, move 10 blocks up the street and become a saloon.

But A. B. Perkins, former manager of the Carnival in its halcyon days when it was known as the Happy Hour, has another construction. He claims the publicity about moving is nothing more than a "squeeze play" to force him and his brother, Ray, owners of the Carnival building, to take the place over again. A. B. Perkins already runs the Gay '90s Club in downtown Minneapolis.

a top money-maker. With all the talent around here, is it any wonder why I retired?" . . . **Bill Neff**, still in Ohio territory with his Madhouse of Mystery, reports bookings steady and business slightly improved. . . . **Prof. J. Stonehurst**, mentalist, is set in Connecticut until the middle of May, at which time he'll head back to the Middle West. Assisting him is **Stanley Sezruck**. Stonehurst tells of finding things a bit rugged recently in Meriden, Conn., with most clubs showing a preference for strippers, and dough for other acts being way down.

Burlesque

By UNO

JIM BENNETT, of the Columbia, Detroit, is forming an all-colored burly circuit to play 15 major cities, with headquarters in Detroit. Policy set to start Labor Day. **Dusty Freeman's** all-colored cast is currently playing the Columbia to good houses, 30 per cent white, with four shows daily and five on Saturday and Sunday. . . . **Zenana**, who employs a monkey in her strip specialty, has changed her moniker to **Sally Majestic**. . . . **Jack Birmingham** has left the French Casino, New Orleans, to rejoin the J. H. Marks Shows opening April 17 in Richmond, Va. . . . **Billy Ainslee** and **Lavodis** were held over two weeks at the Casino, Boston, after their Hirst unit folded. . . . **Jess Mack** and **Jean Lee**, after two weeks at the Chanticleer Club, Baltimore, open with a new Hirst unit, with **Loney Lewis** and **Tiny Fuller**, April 16 at the Casino, Pittsburgh. They follow with the Howard, Boston, and Hudson, Union City, N. J.

MARSHA (EDDINGTON) EDDY, **Marie Annette** and **Jack Murray** are at the Burbank; **Bon Bonne**, **Virginia Valentine** and **Manny King**, at El Rancho; **Diane** and **Evelyn West**, at the Follies, and **Betty Rowland**, **George Rose** and **Sheila Lind**, at Dolly's Bowery, all in Los Angeles. . . . **Toy Sing**, **Mike Sachs** and **Alice Kennedy** head the stock cast at the Gayety, Norfolk, April 16 week. . . . **Sam Cohen**, manager of the Hudson, Union City, N. J., was presented with a gold membership card by the IATSE, Local 59, of Hudson County, New Jersey, at the stagehands' annual theater party in Union City March 29. A host of entertainers from New York, headed by **Joey Faye**, helped the regular road cast put on an after-midnighter. . . . **Freddie Lewis**, **Milt Hamilton** and **Barbara Stewart** were followed by **Roxy Hart**, strip-talking principal, at the Casino, Boston, April 10. . . . **Bob Biggs Jr.**, operator of the Follies, Los Angeles, is motoring to New York where he will vacation and scout for talent the next three weeks. . . . **Charles (Red) Marshall** joins the **Bonnie Boyia** unit at the Hudson, Union City, N. J., April 16 week. **Mei Ling** will be the feature there week of April 30. . . . **Winnie Garrett** has closed at the Melody Club Union City, N. J., and opens April 14 at the Ha Ha Club, New York. . . . **Bobby Ray**, after four weeks at the Merry-Go-Round, Plainville, Mass., opened April 6 in Washington. . . . **Dick Richards**, comic, has an offer for a July opening in Australia, thru **Roger Murrell**. The care of his blind dad at his Staten Island home is the only hitch in the acceptance.

CAPITOL, NEW YORK

(Continued from page 57)

good effect. Kaye handles the lead-a-band gimmick with more ease than he showed on previous occasions, tho its effect always depends on what kind of characters come up. In the specialty slots, Chubby Silvers's fat-bellied bits were good for extra giggles, and his **Rag Mop** vocal and sax solo were okay. **Tony Alamo**, boy singer, did excellently. Pint-sized brunet showed an intriguing voice in *It's Wonderful*, and worked equally well with the glee club backing in *Echoes*.

The only other act on the bill was young **Ray Malone**, the fast little hooper, who opened the bill. Since last caught, Malone has switched his act almost completely. Instead of the fast exciting taps, boy has added a timbale player and does a series of Latin beat challenges to his beats. Tho the idea of a change is commendable, the results are not. When Malone gives out with his breath-taking hoofology, he's one of the best. In his present act the returns are n.s.g.

Pic, *The Reformer and the Red-head*.
Bill Smith.

Upped Pic Costs Squeezing Tele

(Continued from page 3)

and low budgeted local airers, Hollywood stations require a swift-consuming storehouse of pix. With seven stations bidding, it's strictly a seller's market.

One film buyer said pic distributors were pitting station against station in attempt to promote competitive bidding. Several distributors have snagged good pix, then asked film buyers "what will you give for them?" Programers resent this approach, insisting that a fair price be fixed and the pix offered to all.

Series of J. Arthur Rank films, it is reported, brought \$750 each for showing, as did a group of Alexander Korda films. Masterpiece Films, Inc., series, which included many top oldies, went for \$900 per pic. The Hopalong Cassidy series, featured by NBC in every market but Los Angeles, was bought by KTLA for \$1,000 each. NBC here, it was learned, offered \$750 but was turned down.

What makes film buyers even more disturbed is the fact that not all pix in a packaged deal are of comparable quality, but in order to get the super-Class A productions stations must buy the lemons at the same price. In most cases, ops are unable to recoup investment, peddling the pix at big discounts to bankrollers, in packaged sales, to group of co-op sponsors at spot rates.

At best, pix are not money-makers for programers, providing only a chance to break even and at the same time provide audience-snagging features. If prices continue to soar, however, scales will be balanced in favor of live programing. Programers argue that films are vital to local operation, but if prices are out of line, stations will drop the canned fare in favor of remotes, audience participation stanzas, sports and other cheaper packages.

RIVERSIDE THEATER

(Continued from page 57)

night caught, as early reviews in local papers had labeled it as "vulgar."

Tap dancer **Joan Holloway**, beautiful in white, got a nice mitt for her clever, pert routines. **Ziggy Talen** got the evening's best reception for two sock novelty numbers, one of them a calypso style song with plenty of action.

The show's closer was a cowboy costume deal involving the **Moon Maids**, the **Moon Men** and **Monroe**, who boomed a final medley of tunes and loosened up with a bit of horseplay which the customers seemed to enjoy.

The big 21-piece band did a fine job of backing the show but seemed somewhat bored by the proceedings.

Pic: *Boy From Indiana*.

Benn Ollman.

PALACE, NEW YORK

(Continued from page 57)

stool broke, but they got off to big results.

Earl, Jack and Betty's roller skating act featured the customary spins, legs, arms, etc., for rapt attention. The act had trouble getting volunteers for the audience participation bits. The fat girl "volunteer," however, got them off okay.

Pic, *Challenge to Lassie*.

Bill Smith.

SHERRY O'BRIEN IN WAX

PHILADELPHIA, April 8.—Sherry O'Brien, veteran radio and newspaper sports writer and commentator, turned to phonograph records for his spare hours. Figuring he hears so many waxes at WDAS, where O'Brien handles the sports periods, he decided that he might as well start selling 'em.

WANTED

Exotic Dancers and Strips

For Theaters and Clubs from

MAINE to CALIFORNIA

Be a Booster for

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

Minstrels' Costumes and Accessories

CIRCULARS FREE

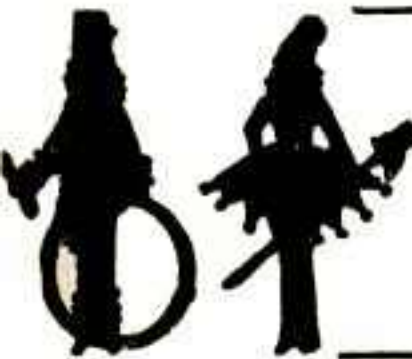
Dance—COSTUMES—CLOWNS

For all other occasions. Get in touch with

THE COSTUMER

238 STATE ST.

SCHENECTADY, N. Y.



Eastern Spots Debut; Reade, Atlantic Ready

PHILADELPHIA, April 8.—Drive-ins in the Eastern Pennsylvania-Southern New Jersey-Delaware area reopening for the season this weekend were the Family, near here; Chester Pike, Chester, Pa.; Delsea, Vineland, N. J.; Starlight, Gloucester, N. J., and the Lincoln on the Roosevelt Boulevard near here.

Local bands and Trenton, N. J., civic officials participated in the reopening of the 850-car Lawrence Drive-In. Scheduled for opening later in the month is the Reade Drive-In, Toms River, N. J., with a May opening set for the new Atlantic Drive-In just outside of Atlantic City.

Articles of incorporation were filed with the Department of State, Harrisburg, Pa., by the Ridge Pike Drive-In Theaters, Inc., at near-by Conshohocken, Pa. In Wilmington, Del., Cowtown Theaters, Inc., was organized by the Colonial Charter Company of Wilmington to operate drive-in theaters near Longview, Tex.

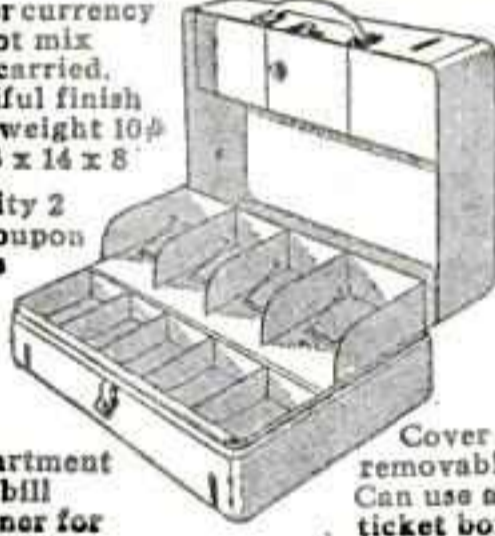
It also was announced here that the Natalie, Pa., Drive-In is being booked this season by Max Korr.

Moonlight for Loew's Spots

HARTFORD, Conn., April 8. — Drive-in spots operated in this area by the E. M. Loew's Theaters will have a new attraction this season, according to George E. Landers, chain's local division manager.

Landers said that the new feature will be Man-Made Moonlight. The effect, he said, is obtained by a blend of amber and green lights mounted on a 100-foot tower.

K
A
R
R
Y
C
A
S
H



Cash or currency will not mix when carried. Beautiful finish. Light weight 10 1/2" x 14" x 8". Capacity 2 rolls coupon tickets.

Compartment under bill container for flat tickets.

Cover removable. Can use as ticket box at entrance.

T
I
C
K
E
T
B
O
X

THE ARCUS TICKET CO.
348 N. ASHLAND AVE., CHICAGO 7, ILL.
ARCUS-SIMPLEX TICKET CO.
15 LAIGHT ST., NEW YORK 13, N. Y.
AMUSEMENT TICKET PRINTERS

Rep Ripples

GENE BRADLEY, last remaining member of Bradley Bros.' Show, is in Michael Reese Hospital, Chicago, recovering from a recent operation. . . . Sherill Brothers, who have been showing 16mm. pix in the Logan, Utah, area for the past four months to good returns, are mulling a platform-merchandising show for the summer. . . . Gil Parmenter writes from Terrill, Tex., that "I have been trying to work pix and vaude in halls and schools but have not succeeded in getting into schools in any of the larger spots. I have the nucleus of a museum show stored here and will add some wax numbers and play open-air dates in small towns in connection with a number of fair and celebration engagements. . . . Paul Brown's show is ready to launch its season in Eulonia, Ga. . . . Frank L. Forham has a spot for a summer theater at Loon Lake, N. Y. . . . Henry Miller comes thru with the 1912 roster of the Neil O'Brien Minstrels, with Bert Swor. It includes Earl Moss, who directed the orchestra and band; Walter A. Wolfe, emcee; Neil O'Brien, Bert Swor, Sugarfoot Gaffney, Richard Fournoy, Riley Rolly, Fred Miller, Billy Henderson, Stephen Odeck, Jack Weir, James Downing and Tom West, comedians; J. Lester Haberkorn, Wolfe, Tex Hendrix, J. Austin Taylor, Herman Williams, William Elliot, Earl Spearman, Charles Wright, George Serifino, George Decker, Lester Smith and George Bracken, vocalists. Executive staff included Charles E. Vaughn, manager; Raymond Hogue, assistant manager; Clyde Mallory, business manager; Hans Schwitters, advertising agent; Wolfe, stage manager; Fournoy, assistant stage manager; Albert Robbins, carpenter; Frank Meldrum, electrician, and Edwin Doherty, master of properties. . . . Thompson and Lytell's Dog Stars on Parade have been playing school assemblies in the Ruston, La., sector all winter to fair results, A. L. Thompson advises. "About the only attractions we've run into around here are magicians, and the woods are full of them," Thompson says. "Every school I have called on has had a magician or one is scheduled to play a date. However, they all seem to be eating and one can't expect more than that since the big business days are gone."

HAPPY KELLEMS and **Van Wells**, clowns, laid aside their grease paint and putty noses for the burnt cork the past winter. They purchased new wardrobe and scenery and produced home talent shows thruout Kansas, Oklahoma and Texas under Shrine auspices. Productions consisted of old-time minstrels, with first-part, olio and afterpiece. . . . **Lola E. (Painter) Campbell**, with her husband and son, Tommy Jr., is making her home in Lake Butler, Fla. She is fully recovered from the operation she underwent in a Kentucky hospital in January. . . . **Sun's Comedians**, who close a 15-week of circle stock soon, will open under canvas in Iowa May 15. Stock tour cast included **Ida Godby**, **Ralph Blackwell**, **Joy Bee Flesher**, **Carl Parks**, **Mitzie Carrol**, **Jimmie Reynolds** and **Jess and Dot Sund**. . . . **Maxine and Leo Long** rejoin Bisbee's Comedians for the summer, marking their ninth season there. **Virginia and Andy Hardesty** also will return to the Bisbee org to handle the front door. **Jimmie Reynolds** is slated to join the **Chick Boyes** tent some time in May. The Bisbee show, under management of **Boob Brasfield**, went into rehearsal March 23 for its April 10 opener.

Chesnee Drive-In Debuts
CHESNEE, S. C., April 8.—George Ward, owner of the Colonial Theater here, has opened the Chesnee Drive-In Theater on the Spartanburg-Chesnee Highway, with a 200-car capacity.

Redstone Pushes Hub Plans; Points Up Over - Expansion

BOSTON, April 8.—Edward S. Redstone, associated with his father, Michael Redstone, in the operation of the latter's drive-in theater chain, announced here last week that construction of the two disputed local drive-in theaters is underway and both will be built.

These are the first drive-ins in the city, and a storm of political protest was brewed when permits for construction were granted in the closing hours of his regime by ex-Mayor James M. Curley. In-coming Mayor John B. Hynes said he would restrain Redstone from building. The latter maintained that the permits were legal and valid, and ran advertising copy in local newspapers to that effect. No restraining legal action was taken by opposing interests, with the result that the Redstones announced future plans.

All contracts have been let for the drive-in at Gallivan Boulevard and Neponset Circle in the Dorchester section, which will cost about \$250,000. The drive-in on Route 1, VFW Parkway in West Roxbury, will cost about \$175,000, Redstone said.

Two More Set

Redstone also disclosed that two more drive-ins are being built under his banner. One is to be located in Natick, in co-operation with the Midwest Drive-In Theater Corporation,

and one in Bay Shore, L. I. Two or three more drive-in theater sites are being negotiated for by the firm, it was revealed.

Redstone now operates the White-stone Bridge Drive-In, Bronx, which opened last August; Sunrise Drive-In, Valley Stream, New York, opened in 1938; Dedham Drive-In, opened in 1948, and Revere Drive-In also opened 1948.

Redstone's drive-ins figures for 1949 showed a 15 per cent decrease in comparison with 1948, he said, while Dedham and Revere, which reopened in March, were off in receipts. "This will be the year that will tell the tale in drive-ins," Redstone said. "It looks like the year of decision. We won't get so much video competition as the indoor theaters and it is possible we may use the TV medium on our screens. If baseball games can be screened in closed movie houses, they certainly could be shown in drive-ins."

Location Counts

Redstone said he felt the drive-in picture was one of over expansion. "Everywhere I go, I see drive-ins," he said. "Some operators seem to forget that it is location that counts in this business. Our problem, too, is that drive-ins are being overtaxed by the distributor for the grade picture he is giving us."

Redstone said he felt that drive-ins had big futures and would not be hurt by video and other competition as much as closed movie houses, because "it gets people out and in the air. Psychologists will tell you that they advise patients to get out of the house more and out into the air. That's why drive-ins have everything in their favor for success."

Mass. Drive-In Provides Noise, Traffic Checks

ADAMS, Mass., April 8. — North Berkshire's first drive-in theater was authorized recently when selectmen here granted a license to Boylston Amusement Enterprises, Inc., an Adams Theater affiliate. Theater is to be located north of the Berkshire Street Railway Company's garage on Howland Avenue. The license specifies only Sunday operation since no license is required for operation on other days. Selectmen set a fee of \$10 for each Sunday and a common victualer's license was granted the corporation, of which Charles Morse, former Atlas Theater manager, is treasurer.

License was granted for the open-airer with the provision that the ops must provide traffic and noise controls. In answer to protests lodged against the outdoor theater by a nearby nursing home Town Counsel Andrew Dilk said that there were no zoning laws in Adams.

Dunn Plans Three Georgia Drive-Ins

CAIRO, Ga., April 8. — Dunn Family Theaters, organized several years ago, announced that construction has started here on a modern drive-in theater. Others are to be built at Blakely and Camilla, Ga. Concern operates two local motion picture theaters and also has theaters in Donalsonville, Fort Gaines, Camilla and Blakely, Ga.; Chattahoochee and Havana, Fla., and in Abbeville and Ashford, Ala.

Late Shows for Jonesville

JONESVILLE, N. C., April 8. — Dean Phillips is manager of the new drive-in theater being constructed near here, with a 300-car capacity. Phillips said a late show is planned for workers who are employed in factories and other establishments requiring night work.

16MM. ROADSHOWMEN!
Our 1950 Catalog
of new
MAJOR AND INDEPENDENT
16mm. sound features
is now ready!

Complete major feature programs for as little as \$9.95 per week. Write our nearest office for your copy of our new catalog.

EASTIN PICTURES
P. O. Box 598—Davenport, Iowa
P. O. Box 613—Colorado Springs, Colo.
P. O. Box 347—Chattanooga, Tenn.

ROADSHOWMEN

YOU'RE MISSING PLenty IF YOU ARE NOT ON THE REGULAR I. C. S. MAILING LIST FOR MONEY-MAKING ANNOUNCEMENTS NOW SEND POST CARD ADVISE MODEL AND MAKE OF MACHINE YOU OPERATE DO IT TODAY BOX 810, 165 WEST 46TH ST., NEW YORK 19, N. Y.

ATTENTION ROADSHOW MEN!
Write for our new big Catalogue of feature Roadshow Attractions.
SOUTHERN VISUAL FILMS
68 Monroe St. (Dept. F), Memphis, Tenn.

DRIVE-IN THEATRE
Equipment — New — Complete, \$2,950.00. Construction and operating instructions furnished.
16MM. FILMS RENTED
Over 500 Westerns and features to choose from at \$5.00 each. Advertising loaned free. Write office nearest you.
ACE CAMERA SUPPLY
150 N. Irby St. Tel.: 8432 Florence, S. C.
THEATRE SUPPLIERS
So. Green St. Tel.: 7-1780 Henderson, Ky.

OPEN A DRIVE-IN THEATRE AT LOW COST
New and guaranteed rebuilt equipment from \$1595. Time payments available to responsible parties. Write, giving location and number of cars. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52nd St., New York 19.

Want For SCHAFFNER PLAYERS
Opening Wapello, Iowa, May 22d
Musicians and Specialty People,
Singles and Doubles.
Can Use Hillbilly Team.
Other useful people write
NEIL SCHAFFNER, Wapello, Iowa.

ROBERSON PLAYERS WANT
Piano Player or Small Unit. Ingenue with Specialties and Specialty Team. Working Men; must drive truck.
Roberson & Gifford
CLINTON, ILL.

FREE TO ROADSHOWMEN
120 page 1950 catalog. 16mm. Features. Top Major Productions. Reduced rates to Roadshowmen.
LOCKE FILMS, INC.
Dept. R, 120 W. Levee St., Kalamazoo, Mich.

ALLEN—Reginald, 40, designer, play producer and radio announcer, April 3 in Arlington, Va. After a brief stage career he went to North Carolina for radio work as an actor-announcer. He was one of the owners of the Olney straw hat theaters and had been working at WTOP, Washington, since 1939. His parents, a brother and a sister survive.

ATHERTON—Agnes, 65, retired actress, April 1 in Sharon, Conn.

BAKER—Mrs. George R. (Martha Atwood), 63, former leading Met-opera soprano, April 6 in Hyannis, Mass. She made her operatic debut in *La Boheme*, at Sienna, Italy, in 1923, and as a member of the Met she appeared in Puccini's *Turandot* in 1926. She also sang with many leading symphonies and with the Philadelphia and Boston opera companies. During the 1930s she made many radio appearances and lately was active in many music organizations in New England.

BALLARD — George W., former church soloist and recording artist for RCA Victor Records, April 6 in Syracuse.

BROWN—Ada, 59, Negro singer, March 31 in Kansas City, Mo. She first appeared at the Gillis Theater, Kansas City, in 1909, and had been playing in vaude for over 20 years.

CLEMENTS—I. W., 53, president and founder of the Clements Company, Inc., Philadelphia, pioneer radio and tele advertising agency, suddenly March 29 at his home in Drexel Hill, Pa. His widow, Alice, and a sister survive.

COLLINS—T. E., 67, retired comedian, March 27 in Seneca Falls (N. Y.) Hospital. As a youth Collins toured with minstrel troupes and for years was featured comedian with the Arthur Hauk show. In later years he appeared in clubs and played character roles on the New York State Troopers' radio program over WHAM, Rochester, N. Y. Survivors include four sons, Neil, stand-in for George Raft, film star; Walter, burlesque performer; Daniel, of Sea Breeze, N. Y.; Frank, Los Angeles; a foster son, Thomas Huff, Chicago, and two daughters, Mrs. Noma Pauline Aroune, Buffalo, and Edna, of Chicago. Burial in Mount Hope Cemetery, Rochester.

COREY—Arthur H., 61, screen actor, in Hollywood March 28. Survived by two daughters and a son. Interment in Valhalla Cemetery.

CULLINAN—Ralph, 72 playwright and character actor, April 4 in New York. Born in Ireland, his proficiency in Irish, Scottish and Cockney accents led him to play many butcher,

THE FINAL CURTAIN

carpenter, doctor and sailor dialect parts in New York. Cullinan first appeared on Broadway in *The Silver Tassie*. In 1930 he appeared with Helen Hayes in *Mr. Gilhooley*, followed by a long series of Broadway appearances, including *Hangman's House*, *Juno and the Paycock*, *Within the Gates*, *Room Service*, *Johnny Belinda*, *Skin of Your Teeth*, *Father Malachy's Miracle*, *The White Steed* and, recently, *The Silver Whistle*. Cullinan was the author of several plays, including *Loggerheads*, *Honest Lodgings*, *You Can't Win* and *The Banshee*. His wife, Mary Maddock, Irish actress, died in 1936.

DANIELL—Madge, 69, dramatic soprano, March 30 in New York. The widow of Daniel Levy, she was associated with numerous musical and charity organizations and had formerly sung with the Sousa and the Goldman bands.

ailment. Flotte had conducted various bands and at one time was a violinist in the St. Louis Symphony Orchestra. Survived by his widow, Anna; three sons, John, Dr. Bernard and George, and two daughters, Mrs. Adelyn Duclos and Margaret. Burial in Calvary Cemetery, St. Louis.

FOTCH — Jack, 85, former well-known Michigan roller rink operator for a quarter of a century, March 29 in Pontiac, Mich. Survived by two sons, Roy and Gene. Burial in Oakland Hills Cemetery, Pontiac. (Further details in Rinks and Skaters Department.)

FRESHWATER—Canon Frank, 71, known as the beloved "actor's padre," recently in Blackpool, England. He had befriended many show people and was recently donated an actor's chapel for his church in recognition of his services to the actor's union.

WALTER HUSTON

Walter Huston, 66, one of the nation's most eminent stage and screen stars, died April 7 in his hotel suite at Beverly Hills, Calif., of a blood clot.

A native of Toronto, Huston joined a road show when 18, touring the country with *The Sign of the Cross*. Then, after a five-year hiatus from the stage in favor of engineering, he returned to the footlights in 1909 in a vaude act with the late Bayonne Whipple, whom he married in 1915, and became a headliner.

Some of his earlier vehicles were *Mr. Pitt*, *The Barker*, *Kongo*, *The Fountain* and *Elmer the Great*, but his first big Broadway hit was the Ephriam Cabot role in Eugene O'Neill's *Desire Under the Elms*. One of his other better-known plays was *Dodsworth*, which he later made into a movie.

Huston made his movie debut in 1929 in *The Lady Lies* and *Gentlemen of the Press*, both silent films. His other picture work included *Mr. Deeds Goes to Town*, *The Virginian*, *Mission to Moscow*, *Abraham Lincoln*, *Rain*, *Gabriel Over the White House*, *Dragonwyck* and *The Furies*, which he completed six weeks ago. Huston won an Oscar in 1948 for his supporting role of the prospector in *The Treasure of Sierra Madre*, which was written and directed by his son, John.

His most recent stage appearance was four years ago in *Apple of His Eye*, but the highlight of his stage roles was his peg-legged Peter Stuyvesant in the musical, *Knickerbocker Holiday*, in which he immortalized the late Kurt Weill's *September Song*.

Besides his son he leaves his wife, Nan Sunderland, former actress.

DAWSON—Harry, 50, shooting gallery operator and concessionaire, March 23 in Davis Hospital, Pine Bluff, Ark. Survived by his widow, Marie.

DELSON—Harry (Harry Adelson), 62, vaude actor, April 2 in New York.

ELDRIDGE—Walter, 69, outdoor showman, April 2 in De Paul Hospital, St. Louis, of a heart ailment. He had been with the Adam Forepaugh Circus, at the turn of the century, and the Baysinger, Moore's Modern, World of Pleasure and Happy Holiday shows. Survived by a daughter, Sigrid Sorenson, show operator. Crematory services April 5.

FLICK—Leonard, 43, concessionaire and novelty man at fairs in Chicago and San Diego, April 2 in Los Angeles. Survived by his widow and four children. Interment in San Gabriel, Calif.

FLOTTE — Bernard M., 84, St. Louis, musician for 65 years, recently at his home in that city of a heart

GEIGER — J. Adam, 62, former orchestra leader, March 31 in Jackson, Mich.

GIBSON—Hal (Donald Grace), 48, vaude actor, March 22 in Patton, Calif. In vaude for many years, he had been associated with Earl Carroll's *Vanities* and *Sketch Book*. His widow and sister survive.

HABERKORN—L. J., 88, cornetist, March 31 at his home in Chatsworth, Ill. Until a few years ago Haberkorn directed his own band thruout Central Illinois. He was the founder of the Chatsworth Community Club. Survived by his son, J. Lester, and a daughter, Mrs. E. B. Herr.

HACKETT—Francis E., 68, for the last nine years projectionist at the Darlton Theater, Pawtucket, R. I., suddenly at his home in Attleboro, Mass., March 29. He was business agent for Local 454, International Alliances of Theatrical Stage Employees.

HALL—Walter R., manager of the Park Theater, Caldwell, N. J., from

KURT WEILL

Kurt Weill, 50 well-known composer of Broadway show music, including the current *Lost in the Stars*, died April 3 in Flower Hospital, New York, where he had been a patient since suffering a heart attack two weeks before. He began his musical career as a composer of symphony, opera and chamber music in his native Germany, where he saw some of his operas produced, including *The Protagonist*, *The Czar Photographs Himself*, *The Three-Penny Opera* (an adaptation of *The Beggar's Opera*) and *Mahogany*. In 1933 he was forced to leave Germany just after a production of his *Silver Lake*.

Weill was brought to America in 1935 to do the music for Max Reinhardt's *The Eternal Road*, which began his American success as a writer of film music and for Broadway shows such as *Johnny Johnson*, *The Knickerbocker Holiday*, *Lady in the Dark*, *One Touch of Venus*, *The Firebrand of Venice*, *Street Scene* and *Love Life*. Weill also wrote a 35-minute opera designed for schools, called *Down in the Valley*, and was working on a score for a musical version of Mark Twain's *Huckleberry Finn*, scheduled for production next fall.

His widow, opera singer Lotte Lenya, and his parents survive.

1942 to 1948 and former writer, director and producer for Warner Bros.' Studios, March 30 at his home in Caldwell. Hall entered the movie business in the 1920s after writing for *Success* magazine. From 1926 to 1930 he traveled thru Europe, producing *Germany Today*, one of the earliest color feature newsreels, for Pathe. He later worked for the Hagenbeck Circus in Berlin making animal films, and for Wainwright Studios in London. In the early 1930s he directed *Women in Grey* for Warner Bros. Survived by his widow, Pauline, and a sister.

HARRIS—James, 25, with various carnivals before he joined the navy in 1943, March 28 at his home in Erwin, Tenn. Survived by a sister, Mrs. Dorothy Gordon, digger operator with Hennies Bros.' Shows.

HOARE—JOHN J., 51, department head at the Batten, Barton, Durstine & Osborn Advertising Agency, April 3 in Jackson Heights, Queens, N. Y. His widow, two sons and his parents survive.

HOLMES — Lawrence, 84, former Shakespearean actor and inventor, April 1 in Pasadena, Calif., of injuries sustained in an auto accident. As an inventor he had worked with Thomas A. Edison; as an actor he had appeared with Maurice Barrymore. Services in Glendale, Calif., April 5.

HYDER—Phil R., 89, father of Glenn L. Hyder, secretary of the American Midway Shows and former show giant, in Temple, Tex., March 30.

LAMMERS—Mrs. Anna, 75, mother of Raymond Lammers, owner of the Raymond Lammers Music House, Inc., Cincinnati, April 7 in St. Mary's Hospital, that city. She leaves another son, Edward, and a sister, Mrs. Emma Bumb. Burial in old St. Joseph Cemetery, Cincinnati.

MALONE—W. W. (Pat), 70, former snake showman and in recent years a sheet writer, March 20 in Harrisonburg, Va. Burial in Woodbine Cemetery, Harrisonburg.

O'BRIEN—Mrs. Katie, mother of Mrs. Frank West, of West's World Wonder Shows, recently in Boston. Survivors include another daughter, Mrs. Maud Stapleton, Newton, Mass.

SADLER—Charles, 75, pioneer film stunt man, artist and photographers' model, March 29 at his home in El Monte, Calif. Survived by his widow, Violet, and two sons, William and Charles Jr.

WHITNEY—Jack Walston, 38, manager of the Eddy Theater, Eddystone, Pa., found shot to death in the theater lobby April 3. His widow, Dorothy, and a son survive.

WILSON—Ira B., 69, composer and music publisher, April 3 in Los Angeles. On the editorial board of the Lorenz Publishing Company, over 1,500,000 copies of his cantas have been sold. He also wrote secular music, including *The Legend of Sleepy Hollow*, *Rip Van Winkle* and *Childhood of Hiawatha*, much of which was written under the pen name of Fred B. Holton. His widow and three sons survive.

Vaslav Nijinsky

Vaslav Nijinsky, 50, one of the world's greatest ballet dancers, died April 8 in a London clinic. Nijinsky, who became insane at the height of his career, gave his last public performance in Montevideo in 1917 and two years later was in a Swiss sanatorium, a schizophrenic.

Nijinsky's rise to fame was with the Russian Imperial Ballet at St. Petersburg, and he made his Western European debut with the troupe in Paris in 1909. Another member of the company at that time was Pavlova.

During the first World War Nijinsky was held in a concentration camp in Budapest, Hungary, until 1916. After he was released he made a tour of the United States and then returned to Europe in 1919, when he was pronounced insane.

He leaves his wife, Romola.

In Loving Memory of My Sister



HILDA LAMB (HENNIES)

Who Passed Away
April 14, 1948

Sadly missed by
DON LAMB

In Loving Memory of HANS JOHN

March 29, 1930—Just twenty years ago, when he gave his life for the biggest show on earth. His name is still remembered in the hearts of many old timers.

**GRETCHEN JOHN
DOLLY AND JOHNNY**

BIG SHOW IN FLASH DEBUT

Beatty Biz Off Slightly, First 9 Days in L. A.

Strong Flack Bolsters Gate

LOS ANGELES, April 8.—While attendance for the Clyde Beatty Circus is slightly off from the 1949 figure for the 13-day run to end Sunday (9), grosses are holding up well considering the over-all economic picture here. Opening strong (28) the org has given 20 performances in the first nine days of the run, including extra matinees Saturday (1) and Sunday (2). Extensive newspaper, radio and TV coverage by Ora Parks, press head, and staff has been largely responsible for the take. Easter vacation for local schools helped swell attendance, with good house Monday night (3) and a capacity matinee the following day.

The concert has been strong despite the non-appearance of film sage-brusher Bob Steele, who was injured doing pic stunt two days before the opening. He will join the org in two weeks for the balance of the season.

Airer's Bow Helps

Debut of the Clyde Beatty Show airer recently over the Mutual-Don Lee web has been instrumental in hyping Beatty's personal draw locally and undoubtedly will reflect in future grosses thruout the West. A 30-minute once weekly seg, the show hits the entire 45-station six Western States network, sponsored by Dr. Ross Dog Food. Opening of the Beatty org here has been plugged on the sponsor's TV show as well as their other radio spots. Twenty-four sheets of Clyde Beatty and painted sign boards are also being used by Dr. Ross to plug the air show and the circus. Ad tie-in is used in the org with Morales dog act using Dr. Ross (See Beatty Grosses on page 79)

B. C. Cuts Taxes On Amusements

(Continued from page 3)

are expected to remain the same. Night club managements have indicated they will cut prices, but sports events are expected to retain present admission fees. The bill is expected to take effect immediately.

L. B. Johnson, president of the British Columbia Exhibitors' Association, stated, "The tax reduction arrived just in time to forestall increased prices for most theaters. A few years ago we would have passed on this reduced tax to the public, now I consider it unlikely."

Theater patronage had been declining here where the admissions are the highest in Canada. The reduction is less than the majority of theater ops hoped for.

Two weeks ago the Province of Ontario eliminated all taxes on tickets costing 15 cents or less and reduced the levy on all other ducats from 20 per cent to 15 per cent.

However, in announcing the reductions, Premier Frost warned that they were being made with the distinct understanding that the total savings must be passed on to the public.

Pick Santa Anita Track as Site Of '51 World Transportation Fair; 3,000,000 Gate Is Aim of Curry

HOLLYWOOD, April 8.—Santa Anita Park will be the site of the 1951 World Transportation Fair, Ira W. Curry, producer of industrial expositions, said here this week. Formerly slated to be held at 190th Street and Western Avenue, Torrance, the expo will take over the \$15,000,000 race track grounds. Announcement was made jointly by Curry and Charles H. Strub, executive vice-president of the Los Angeles Turf Club, Inc.

Under terms of the lease, Curry will utilize the 401-acre racing plant during the summer for the production of large-scale expositions starting with the World Transportation Fair, May 30-September 9, 1951.

Howdy Doody Draws Well in R-B Kid Show

Souvenirs Pitched

By Tom O'Connell

NEW YORK, April 8.—Howdy Doody, television puppet character who is a strong pull among the juvenile video audience, was presented as a walk-thru attraction in the Ringling-Barnum circus Side Show when the circus opened here Wednesday night (5). The puppet was imitated by a costumed midget in the Big Show spec, and Clarabell, live clown character from the TV show, also took part in the parade number, *When Dreams Come True*.

Arrangements for presentation of Howdy Doody with a circus thruout (See "Howdy Doody" on page 73)

Sesqui Midway Plans Brighten Concess Outlook

WASHINGTON, April 8.—Plans for the 1951 Freedom Fair are being quietly but drastically overhauled for the purpose of vastly improving use of the exposition site, it was learned this week. The new plans call for a 12½-acre amusement area in which concessions will be "strategically" located so as to draw crowds without creating undue competition. Sesqui officials believe that the new plans will greatly enhance the potentialities of the multi-million dollar fair for attracting revenue, customers and topnotch showbiz talent.

Altho original plans for the exposition had called for setting aside 23 acres for the midway area, the reduction to half that size is conjectured to be a vital step in improving the exposition. Sesqui planners revealed that the original plans, if carried out, would have jeopardized the success of the amusement area inasmuch as fair-goers might have exhausted themselves before traversing a fraction of the midway. Whole tracts of amusement concessions might have gone to waste, putting a blight on the entire area, it was pointed out. Paul Massmann, manager of the sesquicentennial activities here, explained that wise (See Sesqui Midway on page 73)

Garden Preem Produces Top Showmanship

17 Importations Offered

(Continued from page 3)
part only in time for rehearsals, are not available for flacking.

First \$\$ to Cancer Fund

While the Gotham date is unique and not to be accepted as a criterion of what lies ahead for the Big One and the alfresco field in general, it is, nevertheless, expected to lend encouragement all along the line if it maintains its present pace. A better than three-quarters house, well-papered and slightly more than usual, was on hand for the first performance, the proceeds of which were donated to the Damon Runyon Cancer Fund.

While the format and kaleidoscopic trappings are essentially the same, there are plenty of new features, including 17 importations, to make the 80th edition different enough to make for change and variety without risking the recognizable identity of the Big Show. The theatrical effects, which created a heresy when they were first introduced into the Big Show by North with the assistance of John Murray Anderson, continue in lavish use, but no longer subjugate the essential circus talent.

Colorful Specs Back

While the emphasis is on acts, four gaudy specs took up much of the three - and - one - half - hour running time on opening night. The principal number, *When Dreams Come True*, is a lavish display of processional pageantry, studded with familiar fairy tale characters. While it is apparent that production costs have been somewhat curtailed since only about three lavish floats are used in comparison to the 10 or more used last year and in 1948, the presentation will command all of the ocular attention patrons can give.

Seville provides the setting for the 40-girl aerial ballet, again expertly schooled in the symmetry of motion by Antoinette Concello, and Pinito Del Oro, imported trapeze artist over the center ring, flanked by Bobby Dubrueil and Elsie Davis. Del Oro gives a thrilling exhibition of foot and head balancing on the free-moving trapeze. Dubrueil and Davis are good in their supporting roles. The maze of rigging makes the viewing of the featured acts difficult but the rhythmic motions of the ballet, together with their playing of marimbas anchored near the top of each web are compelling.

Horses Take Over

Old Vienna is a colorful, dashing display of Ringling equine stock and equipage. Center ringed are Luciana and Friedel, mother and daughter, imported dressage riders, who calmly handle their mounts in a fine exhibition of equestrianism. They are flanked in the end rings by Claude Valois and Cilly Feindt, both hold-overs, who leave no weak spots in this number.

The finale, *Jungle Drums*, is best described in the language of Roland Butler, flacking chief, and his tub-thumping crew, who labeled the spec a fantastic mumbo-jumbo presenta- (See Boff Showmanship, page 78)

R-B, Garden Deadlocked in Rental Dispute

(Continued from page 3)

to meet here Wednesday (12) for a decision on whether the Garden's demands will be met.

Garden officials also are asking the circus to take a cut in the percentage the show gets from sales by pop, beer, popcorn, hot dog, candy cotton, and cowboy hat concessions.

Ringling management is contending that the total rent sum is too high, since the daily rent figure plus other costs bring its operational expenses here to \$20,000 a day. The Garden management insists that the arena gives the circus a national showcase with excellent free advertising as well as its steadiest and largest money-maker.

Cole Bros.' Circus management, which has reportedly been seeking a 1951 Garden date, is controlled by James D. Norris, Garden director, and Arthur Wirtz, a Garden stockholder. Because of the tradition begun in 1919, the Garden is reported to wish to continue with the Ringling circus. John Ringling North, circus president, has indicated that the circus can dispense with its Garden stand and rely on its 35-week road tour.

Ringling Contracts

A. C. for One Day

ATLANTIC CITY, April 8.—Mayor Joseph Altman said this week that the Ringling-Barnum circus has been granted permission to stage two performances on the city-owned lot at Maryland Avenue and Brigantine Boulevard May 28.

The mayor said that the local appearance of the Big One would give the children who did not have the money to catch the show in Philadelphia a chance to see it here. R-B's local date follows a week's stand in Philadelphia.

IF IT'S PROFITS YOU WANT
BUY SKEE-BALL

REG. U. S. PAT. OFF.

America's Favorite Skill Game

Skee-Ball Has Exclusive Features

Don't be confused by past experiences with imitations or old equipment. The public likes to play on new and modern equipment just as you like to drive a new and modern car. The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5c coin operated bowling game of skill.

IT'S A LEGAL GAME EVERYWHERE


A 15 ALLEY PARK OPERATOR REPORTED \$33,000 GROSS RECEIPTS FOR 1949—HIS FIRST OPERATION.

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 OPERATION IN PHILA.

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—WE'LL SHOW YOU HOW.

PHILADELPHIA TOBOGGAN CO.
 130 E. DUVAL STREET PHILADELPHIA 44, PA.
 AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

NEW KIDDIE RIDES!
 ACT NOW!

 • PONY & CART RIDE
 • FIRE ENGINE RIDE
 • AIRPLANE RIDE
 • ROCKET RIDE
 • ELEPHANT RIDE
 • SPEED BOAT RIDE
 • AUTO RIDE
 • MINIATURE TRAINS
KING AMUSEMENT CO. • MT. CLEMENS, MICH.

LOOK—PARKER DOES IT AGAIN!
 We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—take 2 seasons to pay—20 Jumping Horses, 2 Chariots, upholstered and decorated. Carries adults. Same size horses we have on 36-foot machine. Nothing like it ever offered by any other manufacturer. Carried on 1 16-foot truck. Come see it. Place your order now, only a few more for Spring delivery. DeLuxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.
C. W. PARKER AMUSEMENT CO.
 LEAVENWORTH, KANSAS

BABY HOT RODS
 New Ride sensation for youngsters 6 to 60 years. All the thrills of Hot Rod Racing in a safe and sane Ride. Best money maker wherever tested in '49. One man can set up or tear down in 40 min. Low first cost. Low operating cost.
SCHUH ENTERPRISE
 P. O. BOX 745A ST. PETERSBURG, FLA.

Close-Ups:
Harry Kelley Started With Pigs, Became Fixture at Mich. Fairs

By Haviland F. Reves

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

SECRETARY of the successful Hillsdale County Fair, Hillsdale, Mich., for the 21st year, a king-pin in the Michigan State Fair under 10 different governors and a leader in numerous fair association activities—that's Harry B. Kelley, who admits that it all started with pigs.

No human dynamo, Harry is the type that appears easygoing, always pleasant, never in a hurry. Thus, he always seems to have time to spare, even in the crowded Hillsdale Fair office on the event's closing night, with hundreds of exhibitors, patrons, lost children and showfolk milling around his desk. His system seems to work perfectly; there is no pressure, yet associates turn out their individual assignments and things get done on time. Typically, Harry says his favorite place is a comfortable spot on a swing or davenport, where his most important thinking gets done.

Reared on Farm

He was born September 14, 1889, and reared on a farm in Hancock County, Ohio. In 1911 he had his first date with a neighboring farmer's daughter, now Mrs. (Inez) Kelley. They went to the Putnam County Fair, Ottawa, thus uncovering the Kelleys' early interest in fairs.

They were married the following year and bought an interest in a farm near Macomb, O. In 1916 Harry bought 125 acres, about six miles south of Hillsdale. Starting as a general farmer, he switched to specializing in Duroc purebred hogs. In 1921 he began exhibiting at fairs—first at Hillsdale, then at the Kent County Fair, Grand Rapids, Mich.,



HARRY KELLEY

and at Michigan State Fair, Detroit. He raised about 100 hogs a year until 1929, when he moved into Hillsdale and rented his farm for a few years until one of his two sons, Harold, completed school and took over the property. The farm continues in the family and even now Kelley works on it when time permits. More often, however, he uses his spare time to play with his three grandchildren. His other son, Burdette, is an accountant in Hillsdale.

Getting back to hogs, Kelley was elected secretary of the County Duroc (See Harry Kelley Started, page 71)



Ride Owners!

are reporting greatly increased grosses on Eyerly rides having the new Eyerly automatic passenger safety belt. This speedy, positive and self-adjusting safety development, now standard equipment on the new Rock-o-Plane, Fly-o-Plane and Roll-o-Plane, actually saves from fifty to seventy-five per cent in loading time. Write for complete information.



EYERLY AIRCRAFT CO., Salem, Oregon

DELUXE KIDDIE RIDES
 • SPEED BOAT RIDE • PONY BUGGY RIDE
 • AUTO & FIRE ENGINE RIDE
 • PLANE RIDE • FEATURING • CHAIR RIDE
 FLASH — PORTABILITY — LARGE CAPACITY AND EARNING POWER — EXPERIENCED CRAFTSMANSHIP & PRECISION — LONGER LIFE — LOWER MAINTENANCE — LOWEST PRICED FOR HIGH QUALITY.
 Also builders of single and double Bike Boats and 12' electric and gas Runabouts for small lake use.
 Write—wire—phone—visit for photos, prices and terms.
MAR-CRAFT, INC., Clarence, New York
 12 miles east of Buffalo on Route #5

KIDDIE LAND FOR SALE
 Five Ride Kiddie Land consisting of one Train Ride, one Airplane Ride, one Merry-Go-Round, two Kiddie Car Rides and one 10x12' Combination and Ticket Booth. Complete fencing and wiring for each Ride. This Kiddie Land was in operation during 1949 season. Price complete, \$5,750.00
 Call — Wire **BEN FRIEDMAN**
 208 11TH AVE., SO. GENEVA 3645 MINNEAPOLIS, MINNESOTA

TICKETS PRINTED TO YOUR ORDER 100,000—\$28.00
ROLL — FOLDED — CASH WITH ORDER — SAVE
 Minimum Order Each Wording. Price or Color 10,000 Tickets. 10,000 \$10.00
 Each Additional 10,000. Same Order 2.00
 Price Change 3.00
 Color Change60
DALY TICKET CO. COLLINSVILLE, ILL.

Pick Santa Anita Track as Site Of '51 World Transportation Fair

(Continued from page 65)

sent the story of transportation by means of exhibits and outdoor productions. Curry pointed out that the expo will be the biggest event of its kind in the State since the Golden Gate Exposition at San Francisco's Treasure Island in 1939. An attendance of 3,000,000 for the run is a conservative estimate, Curry said, because it is based on actual drawing

power of other fairs of "considerably lesser proportions."

As an example Curry pointed out the Railroad Fair in Chicago, which concerned itself solely with rail travel and was staged on 53 acres of ground with facilities for parking less than 7,000 autos, drew 2,500,000 in three months.

No State Financing

Santa Anita's 401 acres has facilities for parking over 20,000 cars even tho a part of the present 30,000-car parking area will be devoted to exhibits.

The fair will be financed without use of tax funds, setting it apart from California's 76 annual fairs which are supported from the State's share of pari-mutuels.

During the past 14 years Curry has produced some 40 shows for the construction industry in various parts of the country. Altho headquarters are maintained in Dallas, Curry has produced National Home Shows annually in San Diego, Fresno and Oakland, Calif.

Easy Access Seen as Boon

Choice of the new site for the expo "will result in many benefits to exhibitors and visitors," Curry said. Accessibility of Santa Anita by rail and auto will be a major factor in the event's success. Fair's theme, "If It Rolls, Floats, or Takes to the Air, You'll See it at the World Transportation Fair," will be carried out in a *Cavalcade of Transportation* spectacle, as well as thruout the exhibit areas where every known form of ancient and modern transportation will be shown.

An outdoor stage will be constructed on the infield facing the present 28,000-seat grandstand. Extension of the present railroad spur tracks and construction of road and waterways will permit presentation of trains, autos, busses, boats and other forms of transportation traveling at high rates of speed.

Nearly 2,000,000 square feet of space will be devoted to transportation exhibits and allied industries. A 30-acre amusement midway will be laid out in a strategic area. Other features expected to lure the ticket buyers will be a Western ghost town, an international settlement and a Western industries section.

As a special feature of the fair all exhibitors are being urged to contrast new models with those of ancient vintage as a special feature of the fair.

Accent Varied Modes

Each classification of transportation will be given individual treatment, Curry said. For example in the section for motorcycles a special race course will be constructed. For trailers, a model trailer city will be set up. Other major classifications will include planes, busses, trains, boats, trucks, bicycles, gasoline oil suppliers, road-building equipment and travel accessories.

A special invitation is being issued to foreign countries, Curry said, to form an International Settlement and it is proposed that each participant erect cafes and stores typical of its respective country, presenting native floorshows, foods and handicrafts.

In addition to the *Cavalcade of Transportation* special stages will be constructed thruout the grounds for the presentation of specialty acts which will be changed at frequent intervals during the 104-day run.

Constables Build New Plant

FOUNTAIN CITY, Ind., April 8.—L. T. and Netta Constable, local residents and ride operators at Kiddie Land here for the past three years, are framing a new plant to manufacture three moppet rides, in addition to ticket boxes and steel fencing. Plant machinery is being installed and delivery will start June 1.

THE WINNER!



LITTLE CHIEF FIRE ENGINE

The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949 . . . Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day . . . Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

Write, Phone or Wire Collect, Jack Gray, Sales Mgr. For Full Details and Literature

FLY & HARWOOD, Inc.

300 Madison Ave. Ph. 38-1344 Memphis, Tenn.

EWART KIDDIES AUTO RIDE

Always a Top Money Maker

WRITE FOR CATALOG



H. E. EWART CO.

707 E Greenleaf St., Compton, Calif.

36 PASSENGER

8 Wheel Drive TOM THUMB STREAMLINER (Portable)

America's Finest, Fastest, Most Economical.

TOM THUMB STREAMLINERS, INC., Sarasota, Fla.

WILL PAY CASH

FOR MERRY-GO-ROUND OR MINIATURE TRAIN AND KIDDIE RIDES

WRITE OF WIRE: SAM BEACON

8614 S. Western Ave., Los Angeles 44, Calif.

KIDDY RIDE HORSES

Now Available

Aluminum cast, light, durable. Send for circular.

MURDOCK MFG. CO.

4056 Del Rey Ave. Venice, California

We can PROVE IT!

Our rides are different. A Ferris Wheel (18 pass.), an Airplane Swing (18 pass.) that can be moved without dismantling. No helper necessary—UNBELIEVABLE? Ask about them and our 5 other different rides.

JACK E. DUNN

Box 13, Hertel Station Buffalo, N. Y.

SPRING SPECIAL—on standard FLOSS COLORING

RASPBERRY RED\$3.50 lb.
GREEN 5.00 lb.
ORANGE 4.00 lb.
BLUE 9.50 lb.
30-32 Expan. Yellow Hybrid Popcorn, \$8.50
100 lb. Save on Oils, Boxes, etc., with us.
Prices sqld until April 15, 1950. Will ship on 25% deposit.
CONCESSION SUPPLY CO. 3916 SECOR RD. TOLEDO 13, OHIO

6 REASONS

WHY PARK AND CARNIVAL MEN PREFER THE NEW

ALLAN HERSHELL

KIDDIE BUGGY RIDE

- 1 BUILT BETTER. Horses are cast aluminum, have English tanned leather reins; buggies are one-piece sheet aluminum mounted on heavy duty channel-iron chassis.
- 2 LESS MAINTENANCE. Buggy wheels have sealed bearings—no lubrication required. Minimum of lubrication points in entire ride.
- 3 ACTION. Simple eccentric wheel under each pony provides safe, exciting prancing motion.
- 4 EASE OF OPERATION. Fluid Drive mechanism operates with push-button controls. No clutch or brake to wear out or adjust.
- 5 FLASH. Ponies, buggies and cornice are colorfully decorated to give the ride plenty of eye-appeal.
- 6 COMPLETE! Shipped complete with tent-top, sidewalls, crates, tools, etc. No "extras" to buy.

Write, wire or phone today for literature, price, and delivery schedule

Made by the makers of Carrouseis, Whiz Bang, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooter, Sky Fighter, Little Dipper, Kiddie Auto Ride, Kiddie Merry-Go-Round, Kiddie Boat Ride and other famous riding devices.



ALLAN HERSHELL COMPANY, Inc.

NORTH TONAWANDA, NEW YORK

World's largest manufacturer of amusement rides



HIT THE DECK

Get your share of the 1950 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chairplanes, Kiddie Airplane Rides and Ocean Waves. Write wire, phone for literature.

SMITH & SMITH

100 FRANKLIN ST.

SPRINGVILLE, N. Y.

TWO PROVEN MONEymAKERS!



C-CRUISE

and LITTLE SKIPPER

The "Skipper" for the small kids and "Cruise" for the big kids! A real combination for any park.



C-CRUISE CORPORATION Seventh & Murlark Aves., Salem, Ore.

KIDDIE RIDES

ARRANGE SPACE IN YOUR KIDDLAND FOR A

- TROLLEY STREET CAR
- JET PLANE RIDE

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE AVE. DORCHESTER 3-0226 CHICAGO, ILL.

The TILT-A-WHIRL Ride

Outstanding for

- Public Appeal ★ Stability
- Good Quality ★ Portability
- High Class ★ Earning Power



SELLNER MFG. CO.

Faribault, Minnesota

A. J. Stephens PILLAR of LIGHTS



A Cluster of Six
40 Watt
General Electric
Fluorescent Lights

This "Super Light"
Brings You More
Customers—
Extra Sales!

Can Be Seen
a Mile Away

Overall Height 57"
Diameter 8 3/4"

Available in White or
Colored Lights. In Full
Circles or Half Circles
to Mount on Walls or
Stands.

Buy Direct
and SAVE!

Increases ANY Outdoor Business . . .
Carnivals, Fairs, Circuses, Night Clubs,
Service Stations, Parking Lots, Used Car Lots,
Drive-In Theaters, Airports, Street Lighting,
Tourist Courts, Live Stock Shows.

It's GENERAL ELECTRIC throughout. G. E.
outdoor ballasts, sockets, fixtures, and new,
long-life lamps. Thoroughly dependable in
all kinds of weather. Construction com-
pletely weatherproof. Requires no expensive
standard to install. Easily erected with your
own crew. Reduces your light bill. Dealers
wanted. Write today for descriptive litera-
ture and prices.

A. J. STEPHENS & CO.
2814 E. 14th St. Kansas City, Mo.

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls; Imported

On hand in these sizes: 2 3/4; 3 inch; 3 9/16;
4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, 100, 75¢; Per M. . . . \$4.00
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12 Signs,
Any Quantity. Each 1 1/2¢
"WHAT IS WRITTEN IN THE STARS." Folding
Booklet 12-P, 2 1/2 x 5. Contains all 12 Analyses.
Very well written, \$5.00 per 100. Sample, 10¢
FORECAST AND ANALYSIS, 10-p. Fancy
Covers, 8 1/2 x 11. Each 5¢
Samples of each of the above 4 items for . . . 25¢
No. 1. 45 Pages Assorted Color Covers . . . 50¢

NEW DREAM BOOK

120 Pages. 2 Sets Numbers, Clearing and
Policy 120 Dreams Bound in Heavy Gold
Paper Covers. Good Quality Paper, sample 20¢
HOW TO WIN AT ANY KIND OF SPECU-
LATION, 24p. Well bound 8 1/2 x 11 25¢
PACK OF 79 EGYPTIAN F. T. CARDS.
Answers All Questions. Lucky Numbers,
etc. 60¢
Signs, Cards, Illustrated. Pack of 36 15¢
Graph Charts, 9x17. Sample 5¢. Per M. \$7.50
MENTAL TELEPATHY Booklet of 21 p 25¢
Shipments Made to Your Customers Under Your
Label No checks accepted. C.O.D., 25% Deposit
Our name or ads do not appear in any merchan-
dise. Samples postpaid prices. Orders are P.P.
Extra.

SIMMONDS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

Out in the Open

Joseph Bulowski, former sales manager for SuperVend, has been named Western sales manager for the World Transportation Fair, slated for Los Angeles in 1951. . . . Back in good health, Art Briese, of Thearle-Duffield Fireworks Company, Chicago, has returned to his globe-trotting ways. He returned to Chicago Sunday (2) after a trip thru Iowa and Nebraska and the next night planned to Miami. . . . Ray Girardin, former talker at Detroit's old Electric Park, and now a feature writer on The Detroit Times, has been elected president of the Detroit Newspaper Guild.

Al Milton Associates, Chicago public relations firm, has taken over exclusive management of the M. B. Mervis collection of wooden miniatures known as Horses of the World. Collection, housed in a trailer, will be booked at fairs, as well as in department stores, this year, Al Milton announced. . . . Bev Kelley, circus press agent, last year with Cole Bros.' Circus, is tour director of the Harry Winston collection of jewels being shown thruout the country for the benefit of the National Foundation for Infantile Paralysis.

Jack Duffield, of Thearle-Duffield Fireworks Company, Chicago, returned last week after a trip to Washington and New York. While in Washington, he worked on details of the fireworks show the Thearle-Duffield organization will present April 15 on the Washington Monument grounds to tee off the Capitol's Sesquicentennial celebration. . . . Charles (Buddy) Wagner, thrill show

op, recently finished handling flack for the Ike Williams-Freddie Dawson and Ray Robinson-George Costner fights in Philly. Wagner reports that he is skedded to handle three more shows for promoter Phil Glassman.

Maud Wilson will handle publicity for George A. Hamid's Steel Pier, Atlantic City, a job held until recently by her late husband, Mark. . . . George A. Hamid is expected to reach Boston about Tuesday (11), after a trip to Europe and the Near East, for a conference with his Hub staff, headed by Jacy Collier, manager, and Henry M. Cogert, artists' rep.

State Fair of Texas employees gave a surprise luncheon April 1 in honor of W. H. (Bill) Hitzelberger, general manager of the Dallas expo, who leaves April 17 to become vice-president of a Dallas bank. S. B. Cox, fair secretary and an employee since 1926, presented Hitzelberger with a gold wrist watch on behalf of about 25 fair employees.

Henry M. Cogert, Boston talent agent associated with George A. Hamid & Son, was elected president of the theatrical agents of New England recently. . . . Fred Pittera is in Sicily working on plans for the Italian government-sponsored exposition he will stage in New York later this year. . . . Tom Terrell advises from Montgomery, Ala., that he has resigned as general agent of Larry Sunbrock's Rogers Rodeo and Thrill Show.

Talent Topics

Joe Lemke recently completed an engagement at the Uptown Theater, Houston, with his chimps and opened with Gil Gray's Indoor Circus at Springfield, Mo. Visitors at Springfield included Francis Lee, Cleo Renea, Red Tanner and Hotcha Hinton.

It cost Emil Pallenberg, manager-trainer of Pallenberg's Bears, \$66.80 recently when he was enmeshed in the coils of Oregon law regarding the need for a permit to transport his act thru the State. Pallenberg claimed that altho several officials checked the truck, in which he was transporting the act, and waved him on a State police officer and local judge combined to send his driver to jail and the manager to the Roseburg, Ore., district attorney for an explanation. Final score, according to Pallenberg, was: Permit, 80 cents; service fee, \$1; lawyer's fee, \$40; fine, \$10, and phone calls to firm insuring act, \$15. . . . Aerial Christensens, high act, info from Sheboygan, Wis., that they will play the Junior Chamber of Commerce indoor circus at Birmingham until April 20.

Act line-up at the Sportsman's Vacation and Trailer show, which opened in Los Angeles' Gilmore Stadium, Thursday (6) for 10 days, included Firchau Brothers, tree climbing exhibition; Peejay Ringens,

bicycle jump; Anders Haugen, glide for life; Jackie Price, baseball comic; Eber Peck, Joe King, Gerald Buckler, Hector MacQuarrie and Willard Jack, log rollers. Show is produced by Mel Morrison and H. Werner Buck.

Harold Barnes, wire performer, accompanied by his wife, Elaine, and father, Clint, sailed aboard the S. S. Mauretania, April 5, for a tour of England, France and Switzerland with the "Skating Vanities." The Romanos Brothers, on the Ringling show the past three seasons, also sailed with the skating unit. . . . The Juggling Jewels are set to open at the Palace, New York, Thursday (13) with their club and hoop routine.

Chi Fair Retains Designer Loewy

CHICAGO, April 8. — Raymond Loewy Associates, internationally known industrial designers, who recently completed a general survey of the California State Fair, Sacramento, have been retained by the Chicago Fair of 1950 as consultants on the over-all design and planning of the grounds and operations.

Franz Wagner, who was active in the design and operation of the 1939 San Francisco Golden Gate International Exposition, has been named chief consultant for the Chicago Fair. Other firm members who were active in the 1939-'40 New York World's Fair will work with Wagner.

Noted for their design of the present Studebaker automobile, Loewy's accounts include many large industrial firms.

The fair also announced this week that it will offer an avenue of American homes as one of the features of this year's exposition. Seven homes, each to contain between 1,000 and 2,000 square feet of floor space, will be built.

Pa. Race Group Chartered

HARRISBURG, Pa., April 8.—A Pennsylvania corporate charter has been issued by the Department of State to Tri-State Racing Associates, Inc., this city, authorizing the new firm to capitalize at \$5,000 to promote auto races, athletic exhibitions and games and indoor and outdoor sports. Incorporators are listed as William S. Streeter, Trenton, N. J.; Carl Sterling and Eugene J. Lewis, Philadelphia, and Frank H. Caven, Yeadon, Pa.

TOP MONEY MAKER Everywhere



EXHIBIT'S NEW 'ROTARY' MERCHANDIZER

WRITE FOR COMPLETE DETAILS
EXHIBIT SUPPLY CO.
4218-30 W. LAKE ST. • CHICAGO 24, ILL.

America's Foremost
Fair, Carnival and Show Printers

Pictorial Stock Posters
for your
CIRCUS—FAIR—CARNIVAL
PARK—RODEO—SKATING RINK
AUTO RACES—CELEBRATION
IMMEDIATE SERVICE

Write, phone or wire

TRIANGLE POSTER CO.

2 Penn Avenue Pittsburgh, Pa.
Telephone Court 1-1013-1-1014

BLEACHERS Wood or Steel



Riot Proof Folding Chairs
Chairs — every type
U.S. SEATING CO.
570 7th Ave. (41 St.), N.Y.C. LO 4-3524

FOR SALE OR RENT

5,000 fifteen-high Bleacher Seats, like new. Universal type. Can be seen in use at National Guard Armory, Washington, D. C., on April 8-16, 1950. Communicate with

PETER B. DORSEY
1701 Park Road, N. W.,
Washington, D. C.

TRUNKS

STURDY—GOOD LOCKS
39 x 38 x 15 \$12.50
Fed
'49

25% with order.
Columbus Trading Co.
5 W. State St. Columbus 15, Ohio

ATTENTION, ARCADE OWNERS

2 prewar Photomatics, all in good working condition. Two newly painted. Will accept any reasonable offer for any or all. F.O.B. Cincinnati.

FOSTER RADIO & TELEVISION SERVICE
23 W. 12th St. Cincinnati, Ohio

**New Chevrolet
CARS AND TRUCKS**
SPECIAL FINANCE PLAN
FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
REPRESENTATIVE
Hauss-Standard Chevrolet
1325 STATE ST.
EAST ST. LOUIS, ILL.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/4** 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

- LIGHT WEIGHT BINGO CARDS**
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Set Numbered Ping Pong Balls \$15.00
Replacements, Numbered Balls, Ea. .40
3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
Middleweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M 1.50
Plastic Markers, Red or Green, Round or square, 3/4" Diameter, M 2.50
Scalloped Edge, Green only, M 2.00
Smaller Size, 5/8" Diam., Red or Green Plastics, M 1.50
Adv. Display Posters, size 24x36. Each15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M 2.00
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1800 to lb.; larger size 5/8 dia., 1000 to lb. Either size, lb. .85
Airrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90#. Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & Co.
19 W. Jackson Blvd. Chicago 4, Illinois

Kids Biz's Top Asset--Huedepohl; Urges Ideas To Attract Them

CHICAGO, April 8.—Terming "the child is the greatest asset" of the outdoor amusement industry, especially of permanent amusement parks, Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, this week urged members to promote ideas to bring children to their plants.

"The day is here when every operator is looking for sound promotional ideas," Huedepohl declared, adding that kiddie days provide one, if not the best method.

A kiddie day, he says, should embrace the following:

Special reduced rates on all rides.

Free admission to the park for not only children but adults accompanying them.

Reduced rates at swim pool.

Special free acts (vaudeville, television, movies or amateur shows).

Gift of one or more free tickets on a large capacity ride.

Special arrangements with transportation company to accept school rates on street cars or busses serving the park.

Reduced prices on hot dogs, hamburgers, popcorn, ice cream cones, etc.

Cut rates, Huedepohl said, should prevail from the time the park opens until 4 or 5 p.m., after which regular rates should be put into force and children unaccompanied by parents should be urged to go home. Huedepohl said that some park men may differ with his views on having unaccompanied children leave the park at those hours, but he explained that his observation proved that parents appreciated the co-operation in getting kiddies back home in time for the evening meal.

Cites Best Time

Kiddie days can be observed at least once a week, with experience generally proving that any day between Monday and Thursday to be the best, according to Huedepohl, who added that if a park is open before summer vacations start, it is then advisable to run kiddie days on Saturdays, switching to another day when the vacation periods start.

"If you are operating in close proximity to a kiddie park, you are prac-

tically confronted with daily kiddie day competition, but in most cases such a kiddie park handles only children under teen age," Huedepohl declared. "Your counter action is emphasizing that your park offers attractions not only to the small children but to teen-agers, as well, plus the adults who can participate in your many activities."

Another offset to kiddie park competition, he said, is by provision for picnic grounds. He also listed the swim pool as the means of attracting people of all ages.

Tracing the history of kiddie days at amusement parks, Huedepohl said they were first begun in 1923 and that most were abandoned during the years of World War II and were not returned in the immediate postwar years as park business generally provided ample business without them.

Newspapers, he said, have shown a mounting awareness of kids as a potent influence. "That's why they employ high salaried men to exploit anything that may be of the slightest interest to children." Drive-in theaters, he added, also realize that the way to attract parents is thru their children. He cited the trend by drive-ins to operate miniature trains, Merry-Go-Rounds and pony tracks. This trend, together with the mushrooming of kiddie parks, comprises "pronounced competition" and should be met by increased emphasis by amusement parks on kids' days.

Wagner Thrill Show Bow Set for Philly

PHILADELPHIA, April 8.—Opening the season at Municipal Stadium here with a combined stock car meet and thrill attraction, Charles (Buddy) Wagner's Hell Drivers unit will play 26 fairs in the East and South with 57 performances scheduled.

Wagner said that the unit will use late-model equipment and will feature a head-on collision in mid-air plus an aerial criss-cross. Stoney Roberts will again head the crew of stunters.

In addition to fair dates, Wagner plans to promote 16 still date stock car races in the East, with opening date Memorial Day at Johnstown, Pa.

COMPLETE POPCORN OUTFIT



with . . .
8 QT. KETTLE
POPPER



110 VOLT, 1500 WATT HEATING UNIT
ALUMINUM STORAGE CASE WITH GLASS ON 3 SIDES, STAINLESS STEEL BOTTOM

\$99.50

WRITE FOR CONCESSION CATALOG
Complete Line of Popcorn Equipment and Supplies.

CONCESSION SUPPLY CO.
3916 SECOR RD. TOLEDO 13, OHIO

the new SANI-SERV CONTINUOUS DIRECT DRAW DAIRY FREEZER



WRITE FOR FREE CATALOG

GENERAL EQUIPMENT SALES Inc.
824 S. WEST ST INDIANAPOLIS, INDIANA

DRESS

Up Your Arcades For A Big 1950 Season

BUY

The Equipment You Need (new or used) From the Nation's Arcade Specialist.

ARCADES

Are Our Business Since 1912
Send for Catalog

MIKE MUNYER
577 10th Ave. at 42nd
N. Y. 18, N. Y. (Bryant 9-6677)

CHAIRS

Every Type and Variety
• AUDITORIUMS
• ARENAS
• HALLS
Portable Bleachers
Wood-Steel



U. S. SEATING CO.
570 7th Ave., N. Y. C. (41 St.) LO 4-3524



Go Into Business With LILEY'S Famous ROOT BEER and BARREL SET-UPS. Write Liley Sales Co., 1122 E. 31st, Kansas City, Mo.

NEW 1950 EDITION NOW AVAILABLE CONCESSIONAIRES' GUIDEBOOK

76 Pages—All jam-packed with money-making formulae, M.O. Ideas, Games and Concession Equipment. Send \$1.00 today for your copy.
CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 6, Ohio

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale! The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS
Manufacturers: **MULTIPLEX FAUCET CO.**
4325-B Duncan Ave St. Louis 10, Mo.



MAKE SURE YOU ARE GETTING ALL THE PROTECTION YOU NEED!

DON'T BE CAUGHT SHORT — CONSULT AN EXPERIENCED SHOWMEN'S INSURANCE MAN . . .

CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN
A1338 Insurance Exchange Chicago, Illinois
1492 Fourth St. N. St. Petersburg, Fla. Phone 5914



HAVE YOU HEARD? There's a New Improved "POLAR PETE" SNOW CONE MACHINE for 1950

Write for Details Today
MULTIPLE PRODUCTS CORP.
5210 BONITA DALLAS, TEXAS



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.



SHOW TENTS

CARNIVAL — CIRCUS
CONCESSION
QUALITY
WORKMANSHIP
SERVICE

With Plenty of Flash
BILL SANDERS

AMERICAN

TENT & AWNING CORP.

132 W. Main St., Norfolk 10, Va.

THE MAKERS OF...

Quality Show Canvas

Show, Concession and Exhibit
Tents, Horse Troughs, Casting
Nets, Ring Mats, Canopies and
Marquees built to your specifica-
tions.

Arthur E. Campfield, Inc.

145 W. 54th STREET, NEW YORK 19, N. Y.
Phone: Plaza 7-8039

SERVING SHOWMEN OF THE
SOUTHEAST SINCE 1919 WITH

SHOW TENTS!

Camel has both the experience and
facilities for making anything from a
small concession to a circus "big top".
Get Camel's prices before you buy!
Call, wire or write "Bill" Werner!

Camel Manufacturing Co.
329 S. Central, Knoxville, Tenn.

"America's Finest Show Canvas"

TENTS—SIDESHOW BANNERS

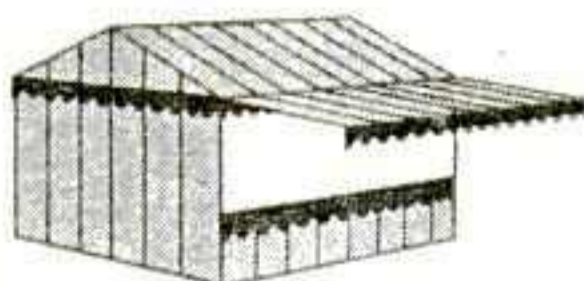
IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft.
Middles. White Flameproofed DeLuxe
Red and Blue Trim. 10-Ft. Sidewalls.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40



Write us for all canvas needs
FLAGS — COIN APRONS
BALLY CLOTHS

R-B Imports No Savvy AGVA; Recount Showbiz Backgrounds

By Tom Parkinson

NEW YORK, April 8.—Sixteen newly imported acts with the Ringling-Barnum circus largely are unaware of the American Guild of Variety Artists (AGVA) and its move to organize the show. Those who do know AGVA exists say they have not been here long enough to form opinions. AGVA seeks to keep the ratio of foreign acts with the show to 40 per cent of the total.

Albert Rix, veteran of the Hagenbeck park in Hamburg since childhood, has the opening spot on the program with his 12 mixed bears. One animal is named for the Russian woman in charge of a prison camp Rix was in for three years. He also has worked cat and sea lion acts in the past. The bear turn was traded for a tiger act Ringling had last year. A month in crates had the bears somewhat stiff.

Baptiste Schreiber is a relative of the Schreiber circus family of Sweden but has spent most of his time in the Balkans. He slipped his two elephants across the zone line in Berlin to escape the Russians, entertained American troops and came here from Munich. The bulls, presenting a novel turn under unique direction, were over their shyness by the second day.

Birthday Opening

Leon de Rousseau, another German, comes from his family's Circus William to do his 50-foot dive. Opening day was also his birthday. He said that while his act is 100 years old, he is the only European giving it now.

Pinito del Oro, Spanish importation, turns in an impressive trapeze act that should attract attention. She reports there are about 25 circuses in Spain, five of them large, and plenty of business for all acts. Openings for American acts are good, she stated, and they could look for good treatment. She comes from a Spanish circus family and formerly did a wire act.

The Chaludis bike act reports the Russians have wiped out most circus business in Austria but that it is much easier for acts to get clearance out of Austria lately. The four people have had this particular act for four years.

Props Delayed

Idnavis perch act with five people headed by Gustav Avanti, member of a well-known European circus family, is one which was out for the first several shows because props were aboard a freighter grounded during a fog off New York. Others in the same situation were the Freddis, seven-person acro unit which doubles as the Reiffs, trampoline.

The Hemadas, Les Reinyrs and Lilo Juston are newcomers appearing at the same time in aerial turns.

The Hemadas, two girls and a man, came from Germany and joined at Sarasota. Reinyrs have the center ring spot and the duo has a strong finish. Lilo Juston is a German lass who reports there is a shortage of acts in Sweden because of difficulty for foreign troupes to get clearance. She was the first German act in Sweden after the war.

Adus, special adagio act from Hungary, flew in from Germany. Circus business there, they say, is excellent. Shows have progressed with reorganization while theaters still are bombed out. Four persons work in the act.

French Biz Poor

Miss Loni, Dutch foot juggler, comes from a circus family and has toured Scandinavian and North European countries. The Realles, three-person French foot juggling act, reports the smaller shows in France have been "wiped out." Only three major shows remain, they said.

The Rudolphos, equilibrists, have four people and belong to the Caroli family, well-known circus performers in Spain and Italy. The act has played both countries recently. Luciana and Freidel, a mother-daughter combo, work high school horses in the center ring. They also came from Germany.

Pilona, tight wire walker, agreed with others that circus business in Spain offers good opportunities for American acts, and like others he has worked almost exclusively in his native land.

Newly arrived acts reported the usual confusion experienced upon working in the Garden the first time. One act complained of prop boys rather than the talent doing the rigging. Another noted there was more freedom for acts here than in European shows. Figuring strongly in the stories of most was the political situation in Europe, with Russia mentioned most often but with one act mentioning England's limitations for foreign acts' entry.

Gem Show for Polio Managed by Kelley

ATLANTA, April 8.—The Court of Jewels ended a successful two-week stay here today for the benefit of the polio fund and moved to Memphis for a 10-day showing starting Friday (14).

Show features the Harry Winston collection of gems, including such stones as the Hope diamond, Jonker No. 1, Star of the East, Catherine of Russia sapphire, Mabel Boll diamond ring, the Indian Pear-Shape and Austrian Diadem.

The attraction is managed by Bev Kelley, who has handled publicity for three national fund appeals by the polio organization. He is assisted by Frank Morrissey, business manager; Everett Thorner, pres; agent; Earl Brisgal, stage manager, and William Lish.

St. Louis and Kansas City will follow the Memphis stand, according to Kelley.

K. C. Group Invades N. E. Amphitheaters

BOSTON, April 8. — Ernest W. (Rocky) Rothfelder, Eastern representative for United Productions of Kansas City, arrived here this week with an eye to opening the territory for shows to be staged in ball parks and amphitheaters. United Productions produces comedy shows using local talent.

Rothfelder said that the org has been staging a Charley's Aunt type of comedy, which has been scoring heavily in Iowa, Texas, Pennsylvania and West Virginia.

Seven Hawaiian Fairs Are Signed By Fernandez

LOS ANGELES, April 8. — E. K. Fernandez, veteran Hawaiian showman, expects to play to 500,000 at fairs in the Hawaiian Islands this year and has already signed seven annuals. To mark his 48th year in show business, Fernandez is taking over his fifth ice show as a featured attraction.

Fernandez has signed *Ice-O-Rama*, featuring April and Ray Schramm and a cast of 20 for the entire circuit. They will open at the Hawaii County Fair in Hilo April 12. Equipment was shipped March 31 with the performers to follow by plane. Following this event, they will play the East Maui Community Fair, Kahului, Maui, April 19-23; Kauai County Fair, Lihue, May 3-7; Waiialua Plantation Fair, Oahu, May 9-13; 49th State Fair, Honolulu, June 2-10; Maui Fair, Kahului, October 12-15, and the Hilo, Hawaii, Fair, October 17-22.

Also to be played is the Elks Show in Honolulu, October 25 to November 5.

Fernandez leaves early next week to personally direct the shows. After they have started the tour, he will return here to make additional bookings and arrange for a circus in the late fall. He expects to return here about the middle of June and then again in September to sign these contracts.

B'port Chamber Drops Expo

BRIDGEPORT, Conn., April 8.—The Bridgeport Chamber of Commerce has voted not to hold an exposition this year in conjunction with its 75th anniversary program. The decision was reached following surveys made among exhibitors at last year's exposition and members of the Chamber.

D. C. Variety Club Acts Set

WASHINGTON, April 8. — The Variety Club here has inked contracts with the Lone Ranger and the Zacchini cannon act for its charity rodeo April 8-15 at the National Guard Armory. Also on the bill are Jack Westcott, the X-Cellos, The Ortons, Janet's Circus and Cody and Cody.

TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

**KOLITE BLACK LITES
LUV-LITE PAINTS**

Consistent With Quality

The Lowest

Prices Always

**UNITED STATES
TENT & AWNING CO.**

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

SHOW TENTS

**CENTRAL
Canvas Company**

516-518 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

CONCESSION TENTS

Any color, size or shape
8'x10' — 10'x10' — 10'x12' in stock

SALE OF TENTS

14'x21' — 28'x42' — 20'x30'
30'x30' — 40'x100' — all sizes

Send rough sketch for free estimate

A. MAMAUX & SON

120 Blvd. of the Allies

COurt 1-3500

Pittsburgh 22, Pa.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE

(Phone 38885)

ALTON ILLINOIS

Harry Kelley Started With Pigs, Became Fixture at Mich. Fairs

(Continued from page 66)

Association in 1922 and held the post for several years. That led to his taking an active interest in the Hillsdale Fair and in 1925 he became a director. Four years later he was named secretary, a post he has held ever since.

Harry stresses entertainment in his fair, as evidenced by the stage plant at the grandstand. The stage is 32 by 60 feet, with an elevated rear section, 32 by 64. This back section is covered by a tarpaulin and the tarp, he points out, has enabled the fair to go without refunding a penny because of weather since the top was first raised in 1930.

Talent is given consideration too. A building 16 by 64 feet, provides three rooms, for men's and women's dressing rooms and show offices, plus shower facilities. Acts can come right out of the dressing room onto the stage under canvas, in the event of rain, without risk to costumes, make-

up or equipment.

The 6,000 capacity grandstand has 23 exits which enable patrons to leave in 10 minutes, an important safety precaution and one appreciated by the midway, which benefits from the quick turnout.

Harness racing has been built into a big factor at Hillsdale. Purses have been increased sharply and the track twice has been resurfaced with clay.

Baseball, Kelley's hobby, has become a fixture on the Hillsdale program. A county tournament, with teams sponsored by merchants, is held on the grounds. There is a softball diamond in the infield, so that the games can be held there while racing is held during the afternoon on the surrounding track. There is a grandstand, formerly the main stand for the track, with bleachers and a capacity of 2,500 for the ball diamond alone. The semi-pro teams that play daily during fair week are from various counties in three States. Stars from the Detroit Tigers, after their season, are booked by individual teams to play with them, building up much local interest. There are dressing rooms and showers for the players under the baseball grandstand.

Stresses Sanitation

It may have nothing to do with hogs, but Kelley has stressed sanitary facilities at the fairgrounds and is now completing three more toilets at a cost of \$6,000. Special showers are conveniently provided for the horse-men and for all fair exhibitors. The toilets under the main grandstand are double units, with a door between, which is locked during a show, allowing the use of one-half only by grandstand patrons.

Grandstand shows were introduced at Hillsdale only the year before Kelley became secretary, but he's had one ever since. The sizable grandstand not infrequently proves too small and chairs are placed on the track.

All roadways on the grounds have been black-topped and all streets have good underground drainage—factors that are appreciated, not only by patrons, but by show people and exhibitors in wet weather.

Two Decades Experience

These little things are typical of what Harry Kelley thinks is important about running a county fair after two decades of practical experience. With the Centennial Fair—it was founded in 1850—coming up this fall, perhaps an idea of what his administration has accomplished is best shown in a comparison of major items in dollar terms between 1929, when he took over, and last year.

Total receipts for 1949 were \$75,420.13 compared to \$29,895.92 in 1929. Concessions earned \$10,469.77 last year against \$4,834.56 20 years earlier. Last year's grandstand netted \$11,756.60 before federal taxes, against \$2,564.82 in 1929. The fair's surplus at the end of 1949 aggregated \$40,071.47 compared with \$6,511.77 in '29.

Facts about the Hillsdale Fair are significant because they represent

Harry Kelley's life work. He has moved to a home right across from the fairgrounds. It's in the blood—he gets only a modest \$1,800 salary at Hillsdale, while his State fair work is on a per diem basis.

Mrs. Kelley Aids

Mrs. Kelley, incidentally, is actually the working secretary during the important pre-fair period, when Harry has to spend about four weeks in Detroit with the State fair. She also handles all the extensive premium work.

It was hogs that put Kelley into the State fair. He was visiting there in 1927, when there was no one around to clerk the swine exhibit. Harry was asked by a Hillsdale Duroc man to do the job. A few months later Gov. Fred Green named him superintendent of the hog department. Four years later Gov. William Comstock, a Democrat, appointed Kelley, a Republican, to the fair's board of managers. The State abandoned aid to the fair that year because of the depression and a group of Detroit merchants and business men took over in midsummer. Kelley was named vice-president of the emergency association and served as the fair's assistant manager that year.

In 1935 he resigned from the State fair board to take over as director of agricultural exhibits, a post he still holds. He resigned in 1938 because of a difference of opinion over fair policy, but returned the following year. He has served under alternating administrations, a tribute to his competence in his post and his ability to work with conflicting factions. He has long had the firm support of livestock and agricultural organizations throughout the State.

110G Premiums

Last year he distributed \$110,000 in premiums in the 10 days of the Detroit Fair. One reason for his success in the past has been his ability to secure the understanding and confidence of the fair board whenever any significant change in agricultural policy was contemplated. His appointments of about 100 judges, clerks and superintendents each year have usually been based upon the advice of breeders and similar groups. Last year the judges came from 11 States and provinces.

Kelley has the faculty of acquiring jobs with what seems to be no effort. During World II, when the State fair was abandoned for five years, while the federal government occupied the grounds, he was the active head of the fair organization which continued to function from his own office in Hillsdale. He was named secretary of the State fair during the latter part of this period. State aid for premiums continued thru the war and was distributed thru State fair classifications spotted at various county fairs. This operation was directed from his desk.

He was elected secretary-treasurer of the Southern Michigan Fair and Racing Circuit in 1932 and has held the job ever since. The circuit is comprised of 15 fairs organized to provide a continuous annual circuit of 12 to 15 consecutive weeks of racing in the region and make it possible to obtain better entries.

Heads Fair Association

Harry has been secretary of the Michigan Association of Fairs since 1940. Actually, most of the work of this office has been performed by Mrs. Kelley, he tactfully says.

On a national level in the fair movement he also has been active. He represented the Michigan Association at the annual convention of the International Association of Fairs and Expositions the past decade and two years ago served as chairman of the Association of Fairs section of the parent body.

In addition to his activities in the fair field, he has found time to serve a tour of civic duty. In 1939 he became alderman in Hillsdale and served four terms. He was elected mayor in 1943 and was re-elected the following year. Since then he has been a member of the Hillsdale Board of Public Works.

Quality
Popcorn
Supplies



S. A. Yellow
Hybrid POPCORN
per 100 lb. \$8.95
bag

COCOANUT OIL
Prices
50 lb. can on request

LIQUID SEASONING
Per case of Six Prices
1 gal. cans. on request

POPCORN BOXES
1 1/2 oz. 10c size 3/4 oz. size
White Board, Red White Printed
Trim. 500 to case. Paper Bags. 2500 to case.
\$6.95 per M \$2.00 per M

C.C.C.*
Cretors Cleaning Compound
For popping pans, etc. Enough for 70 average cleanings.
1 lb. 70c

IROQUOIS
POPCORN CO.
602 W. Cermak Rd., Chicago 16, Ill.

CONCESSION
Electric Floss Machines
Bring in
Bigger Cash Profits!

They're better built. Made by the world's largest manufacturer of Floss Machines.

Check These Points

- Direct drive
- Rubber mounted throughout
- Rheostats for speed and heat control

Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.

Write for full details

CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 13, OHIO

MAKE \$100.00 A DAY
On Candy Floss



This is our new SUPER DELUXE with new style head, bowl, brushes and holders, none other like it—runs smooth as silk. Start out with the BEST. Save time, money, worry. Heater rheostat and FREE parts. Literature on request.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

FOR SALE
2 MILLS FREEZERS

5 gal. each. Perfect condition. Used 8 months. Very good buy to interested party. Write to:
CAPITOL MILK BAR
24 East 42nd St. New York, N. Y.

FOR all types of POPCORN MACHINES—Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment, etc., & a full line of top quality POPCORN SUPPLIES. CONTACT FARMER BOY CORN & EQUIPMENT CO. 352 W. 44th St. N. Y. 18, N. Y. Circle 6-1293 Send for Our Complete Catalog.

A NEW MEMBER OF THE Scientific Family

SKI-BOWL

WRITE OR WIRE FOR DETAILS!

SCIENTIFIC MACHINE CORP.

79 Clifton Place Brooklyn 5, N. Y. Phones: Nevins 8-2115-6-7

- POPCORN CANDY APPLE SUPPLIES
- CORN POPPERS SNOWBALL FLAVORS
- SEASONING ECHOLS ICE SHAWERS
- COPPER KETTLES PAPER CUPS
- APPLE STICKS CUP DISPENSERS
- COLEMAN BURNERS PAPER TRAYS
- TIN SPOONS SNOWBALL SUPPLIES
- ROASTED PEANUTS HOT DRINK CUPS
- STAR POPCORN MACHINES

Write for Prices—
Telephone 236

KIRBY'S PRODUCTS

15 FIKE AVENUE UNION, S. C.

Have Just Received New Shipment!

16.2 KW. 120-V D.C.
GASOLINE DRIVEN GENERATORS

Mounted on Mobile Trailers with Pneumatic Tires. Also 24" 80-Amp. Navy Searchlights. If interested, write or phone

THEATRICAL PROPERTIES STUDIOS

320 WEST 48TH STREET

NEW YORK 19, N. Y.

STOCK TICKETS
One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH
Double Coupons
Double Prices
No C. O. D. Orders
Size: Single Tkt., 1x2"

The beauty seen is partly in him who sees it.

Manufacturers of
TICKETS
of every description

THE TOLEDO TICKET COMPANY
114-116 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED Cash With Order. Prices:
2,000 \$ 6.80
4,000 7.65
6,000 8.50
8,000 9.35
10,000 10.20
30,000 14.40
50,000 19.00
100,000 30.00
500,000 118.00
1,000,000 229.00
Double Coupons. Double Prices

LOOK!
Once-in-a-lifetime Values
RECONDITIONED
LIGHTING
EQUIPMENT

For Circuses, Carnivals, Studios,
Television, etc., at
STAGGERING DISCOUNTS
A major studio cleaned house—we
bought the works for a song! Many
items at far less than
10% REPLACEMENT VALUE!

- ★ ★ ★
For Instance:
- 24" Sun Arcs**, 150 amp. grid, complete with mirrors, boxes, stands. Replace value: \$1,450 **OUR PRICE \$75.00**
 - 24" Sun Spots**, 5000 W. Complete with glass or metal mirrors, spill rings, some stands. Replace value: \$350 **OUR PRICE \$65.00**
 - 100 Amp. Rotary Arcs**, complete with lenses, grids, stands. Replace value: \$500 **OUR PRICE \$50.00**

★ ★ ★
ALSO: Sun Spots, Baby Spots, variety of Rotary and Sun Arcs, Searchlights, Portable Generators, Spiders, plugging boxes, carbons, globes from 1000 to 10,000 watts, cable and plugs.
HURRY! WRITE FOR CATALOG TODAY!
They won't last long at these prices!
Andy Zimbaldi, 326 N. La Cienega Los Angeles 48, California

PEANUTS

Raw, In the Shell. Roasted Peanuts. Best Prices.

P. E. CAYTON
Phone 466J, Edenton, N. C.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries EST 1927 WRITE FOR CIRCULAR

H. W. TERPENING
137-139 Marine St OCEAN PARK CALIF

High-Powered Flack Committee Is Named For Detroit's '51 Cele

DETROIT April 8.—Detailed planning for the city's 250th anniversary celebration scheduled for the summer of 1951 took shape this week with the appointment of a high-powered Detroit publicity committee fronted by George Whitney, of the J. L. Hudson Company, as chairman.

The group is distinguished as a body of working press agents, rather than brass hats and includes chiefly p.a.'s of the major auto manufacturers and of show business. Among the latter are Dick Frederick who is handling the over-all publicity details, and Art Gloster free lance theatrical p.a.; Alice Gorham, United Detroit Theaters; Mark Haas, WJR television director; Eric V. Hay manager of WJLB; Al Nute Ross Roy Inc.; James G. Riddell, manager of WXYZ, and William Walbridge, manager at WWJ.

Chitwood's Eastern Unit To Bow in Fla.

PHILADELPHIA, April 8.—The Eastern division of Joie Chitwood's Auto Daredevils, operated and managed by Pat Purcell, will open the season with a stand at Jacksonville, Fla., Thursday (20) and Friday (21), said Bill McGaw, Chitwood general manager.

Purcell's territory is the Atlantic Seaboard from Florida thru the maritime provinces in Canada. He reports that performances already have been booked in most of the commonwealths. Chitwood is slated for in-person appearances at most Purcell-managed dates, while Snooks Wentzel also will be featured in the crash and jump departments.

Purcell said that William I. Skinner, Chicago, and Judson Schleifer, Miami, have been engaged to handle the company's billing, while Jimmy Riser and Earnest Hoffer, both of Hagerstown, Md., will form the nucleus of the press section. A general press representative will be named later.

Carnival Routes

Send to
2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: San Antonio, Tex., 17-22.
 - American Beauty: Perryville, Mo., 15-22.
 - Am. Corp. Imperial Expo.: Alexandria, La., 15-22.
 - American Eagle: Booneville, Miss.; Bolivar, Tenn., 17-22.
 - American Midway: Waco, Tex.
 - April's, A. J., United: Pawtucket, R. I., 17-22.
 - Becht, Lee: (Spring Grove & Colerain) Cincinnati, O., 15-30.
 - Bel-Form: Pawtucket, R. I.
 - B. & H.: Sumter, S. C., 10-22.
 - Big Four Am. Co.: DuQuoin, Ill., 18-22.
 - Big State: McCamey, Tex.; Crane 17-22.
- (See Carnival Routes on page 92)

Circus Routes

Send to
2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: West Los Angeles, Calif., 11; Anaheim 12; Escondido 13; San Diego 14-16; Oceanside 17; Santa Ana 18; Bellflower 19; Montebello 20; Torrance 21; Long Beach 22-23.
- Biller Bros.: Johnson City, Tenn., 11; Middletown, Ky., 12; Somerset 13; Lexington 14-15; Frankfort 17; Jeffersonville, Ind., 18; Evansville 19; Terre Haute 20; Crawfordsville 21; Frankfort 22.
- Capell Bros.: Pawhuska, Okla., 11; Hominy 12; Cushing 13; Perry 14; Tonkawa 15; Alva 17; Waynoka 18; Woodward 19; Buffalo 20; Hooker 21.
- Cole Bros.: (Stadium) Chicago, Ill., 21-May 7.
- Cole & Walters: Celina, Tex., 11; Pilot Point 12; St. Jo 13; Bowie 14; Decatur 15; Jacksboro 16; Olney 17; Graham 18; Throckmorton 19; Haskell 20; Seymour 21.
- Dalley Bros.: Gonzales, Tex., 15; Austin 17.
- Dales Newton, N. C., 11; Statesville 12; Mooresville 13; Salisbury 14; Asheboro 15.
- Gainesville Community: Gainesville, Tex., 19-21.
- Hamid-Morton: (Auditorium) Buffalo, N. Y., 10-15; (State Farm Bldg.) Harrisburg, Pa., 17-22.
- Kelly-Miller: Hugo, Okla., 14.
- King Bros.: Roanoke, Ala., 11; Anniston 12; Albertville 13; Huntsville 14; Decatur 15; Columbia, Tenn., 17; Clarksville 18; Hopkinsville, Ky., 19; Bowling Green 20; Glasgow 21; Elizabethtown 22.
- Mills Bros.: Circleville, O., 15; Chillicothe 17; Greenfield 18; Wilmington 19; Xenia 20; London 21; Columbus 22.
- Polack Bros. (Eastern): (High School Aud.) Kalamazoo, Mich., 10-12; (Rodeo Grounds) Fort Smith, Ark., 20-22.
- Polack Bros. (Western): Sacramento, Calif., 14-23.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 7.
- Rogers Bros.: Tuscaloosa, Ala., 11; Jasper 12; Bessemer 13; Birmingham 14-15; Cullman 17.
- Seal Bros.: Tonopah, Nev., 11; Hawthorne 12; Yerington 13; Fallon 14; Carson City 15; Lovelock 16; Winnemucca 17; Battle Mountain 18.

Misc. Routes

Send to
2160 Patterson St. Cincinnati 22, O.

- Ice Capades (Ak-Sar Ben Coliseum) Omaha, Neb., 10-19.
- Lewis, Bud, Wheeling Jamboree: (Hollywood Beach Hotel) Hollywood, Fla., 13; (Virginia) Wheeling, W. Va., 15.
- Miller's, Irvin C., Brown-Skin Models (Palace) Memphis, Tenn., 10-15; (John's Club) Indianola, Miss., 16; (Lincoln) Greenville 17; (Alamo) Jackson 18; (Lincoln) Port Arthur, Tex., 20.
- Pan-American Animal Exhibit: Waynesboro, Tenn., 12-13; Linden 14-15; Parsons 16-18; Hohenwald 19-20.

Site Near San Fran Cow Palace Mulled For Huge Stadium

SAN FRANCISCO, April 8.—Tentative plans for construction of an 85,000 seat municipal stadium in an area west of the Cow Palace in San Mateo County are under consideration, Mayor Elmer E. Robinson disclosed. Proposals, contained in a report prepared by City Planning Director Paul Oppermann, are the outgrowth of a study of two possible sites.

As envisioned in Oppermann's report, the stadium would be so constructed that an additional 15,000 to 20,000 seats could be added at a future date.

Mayor Robinson emphasized that adequate automobile parking facilities in the immediate area are a "must" consideration in a study of the plans and added that if the Cow Palace site is chosen he will insist that San Mateo County grant an ad valorem tax waiver for a long period of time.

Record 100,971 See 9-Day Dallas Show

DALLAS, April 8.—The fifth annual Greater Dallas Home Show closed a nine-day run in State Fair of Texas General Exhibits Building with a record attendance of 100,971. Director Roger Montgomery declined to reveal gross, but admission price was 40 cents, with children under 12 free.

Montgomery said more than 200 exhibitors reported excellent response. Show featured thousands of dollars in giveaways, including a Shetland pony and Palomino horse plus amateur and professional entertainment.

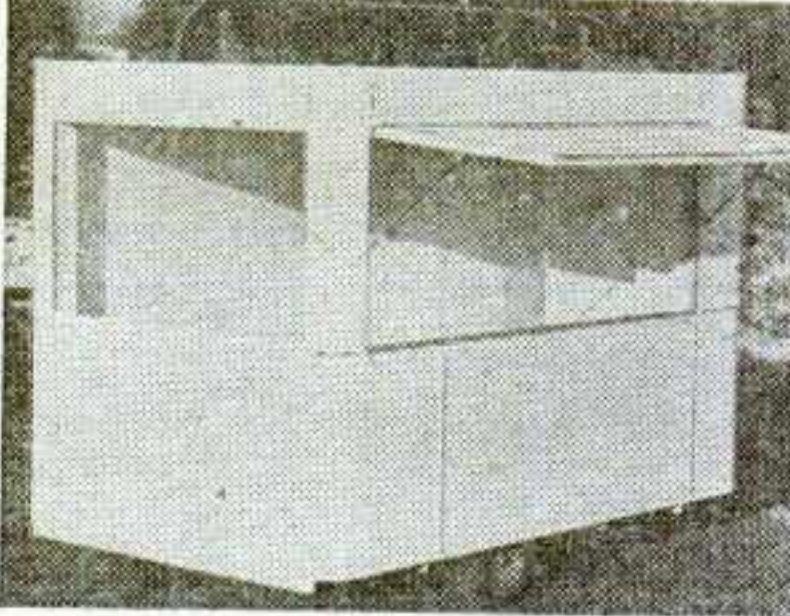
Last year's attendance was 70,000.

SHOOTING GALLERIES
STATIONARY AND PORTABLE MODELS
Guns, loading tubes and ammunition. Both new and used equipment always on hand for IMMEDIATE DELIVERY.
Write Today for Catalog 'G'
KING AMUSEMENT CO.
MT. CLEMENS, MICH.

WANT
FOR CARTER LAKE PARK & KIDDIELAND
Man or Woman capable of promoting commercial picnics, parties, special events of all kinds. Ticket tie-ins with merchants and business promotions; also advertising and publicity. **WILL BUY FOR CASH** at least 12-Pony Ride, complete, or will consider booking same. Only top animals and equipment considered.
CARPENTER AMUSEMENTS
1511 Farnam JA 0910 Omaha, Nebr.

BOOTS AND FELIX ALONZO
Have excellent offer for you. Please contact me c/o **BILLER BROS.**, Johnson City, Tenn., Apr. 11; Middlesboro, Ky., 12; Somerset, 13; Lexington, 14-15; Frankfort, 17; Jeffersonville, Ind., 18; Evansville, 19; Terre Haute, 20; Crawfordsville, 21; Frankfort, 22.
CHARLES G. COX JR.

POPCORN SPECIAL
POPCORN SPECIAL: Equipped with Giant popper, stainless steel warming counter, cabinets, counters. Complete\$1375
SANDWICH BAR: Equipped with large Grill, Orangeade (ice-cooled) dispenser, Ice Box. Complete\$1190
DOUGHNUT HUT: Van Camp doughnut system with 50 lbs. doughnut mix \$1270
CALUMET COACH CO.
11575 S. Wabash Chicago 23, Ill.
Phone: WAterfall 8-2212



WANTED! WANTED! WANTED!
COWGIRL BRONK RIDERS!!!

COWBOYS—COWGIRLS—TRICK RIDERS
TRICK ROPERS

FOR SOLID SEASON THRU SEPT. 30

GUARANTEED DATES-FAIRS

- THRU APRIL 9—JACKSON, MISS., EDWARDS HOTEL
- THRU APRIL 16—GREENVILLE, MISS., LEADING HOTEL
- THRU APRIL 18—GRENADA, MISS., LEADING HOTEL
- THRU APRIL 28—WEST POINT, MISS., LEADING HOTEL
- THEN MAY 8-13—BIRMINGHAM FAT STOCK SHOW!

YOU MUST CONTACT BEFORE BIRMINGHAM SHOW!

CONTACT EUGENE "PEP" STAPLES or LARRY CRENSHAW

STAPLES RODEO EXHIBITION CO.

TUTWILER HOTEL, BIRMINGHAM

PLASTER INVENTORY CLOSEOUTS

Large Circus Horses Dolls, Figs Cat Banks, Sport Girls, Bulls, Pekeas—All hollow pieces packed 12 of a kind to ctn., ea., 20¢
Medium size Sallio Girls, ~hips. Animals assorted Packed 48, ea., 9¢. Best workmanship, fine finish new cartons. Inventory must go! At least 50% deposit with order. balance C O D., F O B Milwaukee
Will hold order for spring delivery

CREAM CITY ART CORP. 1565 WEST BRUCE ST. MILWAUKEE, WIS.



CONCESSION SUPPLY CATALOGUE
Our 1950 catalogue on Concessions Supplies will be ready in about 60 days. This will include many new and exclusive items, many improvements on standard items, all the things you need to make more money in 1950.
This year many of our products will be stocked by selected distributors from coast to coast. You can reduce your express charges by ordering from the dealer nearest you. A postal card will put your name on our mailing list to receive the catalogue when issued.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

"Howdy Doody" Draws Well in R-B Kid Show

(Continued from page 65)

the 1950 season were recently completed between Ringling representatives and Martin Stone Associates, who package the TV attraction for showing on WNBT, National Broadcasting Company (NBC) video outlet.

The single admission price in effect here and in Boston entitles the patrons to a look at the puppets. When the circus is under canvas Howdy Doody viewers will have to buy a Side Show ticket.

At Madison Square Garden here, Howdy Doody attraction was framed as a puppet theater at one end of the Side Show, with two overhead banners. Clarabell, Howdy Doody and Flubadub, all part of the TV show, were presented in take-your-turn order with other Side Show attractions on opening night. Clarabell went among the audience for a warm-up preceding the show. Attraction consisted of a short song-and-patter routine between Howdy Doody and Flubadub puppets, with the wind-up plugging the TV show. Howdy Doody balloons and photos were peddled in conjunction with the attraction.

By Friday (7) slight mechanical bugs had been ironed out of the attraction, and the matinee performance drew a big moppet crowd. The attraction was presented continuously prior to start of the main show instead of occasionally as on opening night.

Bob Smith, Howdy Doody originator, plugs his tie-up with Ringling on the daily half-hour WNBT show. NBC, thru approved copy arranged with Roland Butler, circus publicity director, is working hard to promote the Howdy Doody-Ringling connection. Dave Murphy, handling special road promotion for the tie-up, said that arrangements may be made to have Smith make in-person appearances with the puppets when the circus is playing week-end stands at cities within feasible flying distance from New York. Smith's TV show leaves him free on week-ends.

Flat and Percentage Fees

Owners of Howdy Doody, Smith, NBC and Stone, will get a flat fee for the puppet's New York appearances, while the road dates, with separate Side Show admissions, will give them percentage earnings. The circus stand here is being used as a testing ground for the attraction, and tentatively set appearances by Smith are expected to increase attendance. In addition to arranging publicity tie-ups with its member stations for air plugs, NBC will furnish several identical Howdy Doody figures for road use and as replacements.

In addition to Howdy Doody, other Side Show attractions include: Hawaiian dance troupe, managed by David Naoela, electric guitar player, with Mrs. Naoela, Violet Schilling, Kay Beyers and Erma Pushnik as dancers; Freda Pushnik, armless and legless girl; Emmett and Priscilla Bejona, monkey girl and alligator skin man; Josephine Helbing, snakes; Patricia Zern, sword swallower; Betty Broadbent, tattooed girl; Charles Barent as Seal; Charles Horrell, escape artist; Irene Perry, fat girl; Mossakutty Singalee, fire-proof man; Daisy, Tiny, Gracie and Harry Doll, midgets; Jacob Nachen, giant, and Fred Harris, magician.

W. R. (Red) McKittrick is Side Show manager, with Charles Zern and Scott Hall as lecturers and ticket sellers. Other ticket sellers are Jack Elkins and Joe Peverell.

Sesqui Midway Plans Brighten Concessh Outlook

(Continued from page 65)

utilization of the allotted land will be the keyword in planning so that "everybody—fair-goers and participants alike—will benefit."

Massmann revealed that he is satisfied with the original site on the South Capitol Street shore of the Anacostia River as the best available for the fair. Recently there was considerable talk of finding another site because about 14 acres of the 114-acre site on the Anacostia are occupied by temporary government buildings which presumable cannot be moved unless several federal agencies find a way to authorize the transfer. A substitute site, however, has not been located, and under reorganized land-use plans for the exposition it is now seen possible to use the Anacostia River site even thou it might be reduced to 100 acres.

The site is regarded as favorable for quick conversion and landscaping for exposition use because of the flat terrain. In the event that a way is found to make available the presently-occupied 14 acres so as to increase the size of the exposition area to 114 acres, the 14 acres will be turned over for additional parking area uses, it was pointed out.

Massmann, in envisioning plans for the amusement area of the exposition, said that its size will be the equivalent of six city blocks. Besides improving upon plans for this portion of the fair, Massmann and his aides are planning a new design for exhibit buildings, scrapping completely the original designs for three major "USA"-shaped buildings. While shaping the buildings in "USA" letters was considered appropriate to the theme of the Freedom Fair, the plan allowed for an enormous amount of open-air space that would have gone to waste as courtyards. Plans for new exhibit buildings will provide for tens of thousands of additional square feet of roofed exhibit space.

McGrath Opinion Expected

The National Capital Sesquicentennial Commission is expecting an opinion shortly from Attorney General J. Howard McGrath on whether the sesqui commission can empower a private, non-profit corporation to run the fair for the commission. In the event McGrath gives a green light to such procedure, the commission will immediately encourage creation of the new corporation which will take over the staging of the exposition, with Massmann continuing in charge. This procedure, sesqui officials explain, would make it possible to expedite preparations considerably.

Meanwhile, the sesqui commission is continuing to point to April 14 as the grand opener for this year's phase of sesqui events. At sesqui headquarters, hope is still being voiced that President Truman will officiate at a joint session of Congress April 15 to hail the sesqui celebration.

Intros New Floss Machine

HARVEY, Ill., April 8.—Challenger Equipment Corporation this week introduced a new model candy floss machine at its plant here. Model embraces finger-tip controls for heat and motor circuit and has a one-piece spun aluminum pan, enabling easier cleaning and faster reproduction, according to the company's execs.

PEANUTS · POPCORN · SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes — Complete Line of Supplies—Midway Marvel Candy Floss Machine — Snowflake Snow Cones — All Makes Ice Shavers — Star Popcorn Machines — Cotton Candy

Cones — Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags —Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St.
Pittsburgh 1, Pa.

ED BERG
1261-63 E. Sixth St.
Los Angeles 21, Calif.



FIREWORKS DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES!

Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$669.50

Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!

RICH BROS. FIREWORKS CO.

DEPT. B-1 BOX 514 SIOUX FALLS, SOUTH DAKOTA



IT'S POPPERS FOR PEANUT EQUIPMENT!

Ask about the attractive new electric peanut warmer (10 lb. capacity) that POPPERS prices at only \$57.50; and the efficient new roaster at \$149.50! POPPERS can SUPPLY all your needs for popcorn, candy apples, floss and snowballs from new warehouses in Philadelphia and Charlotte N. C.

POPPERS SUPPLY CO., INC., of Phila.

1211 NORTH 2ND STREET GARfield 6-1616 PHILADELPHIA 22, PA.

Hurry! Hurry!! Hurry!!!

WHILE LIMITED SUPPLY LASTS!

If your newsdealer was sold out you can still get a copy of the BIG



SPRING SPECIAL

(268 pages)

Featuring

Special Articles Lists
1950 Fair Dates,
Rodeo Dates
Amusement Parks

The Billboard Publishing Company
2160 Patterson Street
Cincinnati 22, Ohio

4-15

- Enclosed is 25c in coin. Please mail Spring Special.
- Enclosed is \$10. Please enter subscription for one year (52 weeks) and begin with the Spring Special issue.

Name

Address

City Zone State

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS

1 ROLL \$1.00
 5 ROLLS @ 75c
 10 ROLLS @ 60c

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Early Preem Pays Off Big At Riverside

Carroll Sees Boff Season

AGAWAM, Mass., April 8.—Riverside Park here staged its earliest opening on record Saturday (1), and Owner-Operator Eddie Carroll termed the 6,000 turn-out in chilly weather as excellent. Opening night highlight was a stock car race, which pulled about 3,200. Mid-afternoon crowds Sunday (2) thinned out as weather grew colder.

Carroll said that spending was good and that the park was in for a big season, altho business would have to be pushed from start to finish. He added that work on a four-lane highway in front of the funspot will not seriously interfere with park operation.

Special feature this week-end will be the marriage tomorrow (9) of William Stuart Macdonald, park pin-boy, and Marilyn Anne Whitaker, both of Springfield, Mass. Ceremony will be held on the midway following the annual Riverside Easter Parade.

The marriage was arranged when Macdonald requested the use of the bowling alley foyer for a wedding reception. Carroll and Harry Storin, publicity man, took over the plans and set up a plush event. Storin reports that Agawam is interested in giving the couple a big send-off and that local merchants have contributed many gifts.

Philly Funspots Debut April 15

PHILADELPHIA, April 8.—This city's two amusement parks open their season next Saturday (15), with Woodside Park going on evenings and week-ends until daily operations begin May 27 and Willow Grove Park open for week-ends until May 20, when daily operations start.

Fireworks again will be featured at Woodside, with video again a feature at park's Sylvan Hall. The swim pool adjoining the park will be opened later in the season. Funspot reports heavy advance booking of industrial, church and school outings and picnics.

Willow Grove will feature Clarence Fuhrman and his ork for Saturday night sessions at its Danceland, while three-a-day vaudeville will be staged on Sundays, with Frankie Schluth as emcee.

Four New Rides Installed

At Playtime, Kenosha, Wis.

KENOSHA, Wis., April 8.—Four rides are being added at Playtime Park here, which bows for week-end operation May 1 and begins daily operation Decoration Day. The new rides are a Merry-Go-Round, at a cost of \$4,500; an Airplane Swing, \$1,000, and an infant Chairplane and Drive Yourself Cars, for a total of \$500.

Other improvements include a concession booth and an RCA record player and amplifier.

Frank Van Duzer is owner-manager; Hazel Van Alstine, secretary and concession manager; Frank Van Duzer, ride foreman, and Eugene Turner, assistant manager.

Compounce Starts 105th Season; New Kiddieland Started

BRISTOL, Conn., April 8.—Lake Compounce launched its 105th season Saturday (1), with week-end operation scheduled for this month. Ross Schurer's org opened the ball-room Saturday. The name band policy is slated for continuance this season. Bobby Byrne's ork will be the first featured group, starting tomorrow (9).

A new Kiddieland is being erected with rides to include a kiddie Whip, boat ride, buggy ride and fire engine. Lake Compounce management has taken over the bus franchise from East Bristol to the park and will operate its own vehicles.

Pontchartrain Skeds Strong Free Act Bill

NEW ORLEANS, April 8.—A strong line-up of free acts will be featured when Pontchartrain Beach here opens for its regular season April 30, following three preview week-ends, Harry J. Batt, owner-manager, announced.

Acts booked thus far include Victoria and Edmondo Zacchini; Kurtzo & Kurtz, high pole aerialists; Happy Harrison Circus; Larry Griswold, high diver; Mell Hall, unicyclist; Johnny Laddie & Company, dogs, and Selden, the Stratosphere Man, for the fifth straight season.

Reported expenditures of \$80,000 during the off-season include the purchase of three new rides. Two new kiddie rides, a Sky Fighter, from Allan Herschell Company, Inc., and a Roto-Whip, from W. F. Mangels Company, brings the total of kids rides to five. The one new major ride is a Herschell Whiz Bang, a re-engineered Hey Dey, according to Batt.

Other improvements include installation of porcelain enamel faces on all outdoor concessions and counters.

A 5-cent ride charge will again be in force from 5 to 7 p.m., Batt said, with only eat and drink stands in operation before 5 o'clock.

West View's Parking Capacity Upped 1,200

PITTSBURGH, April 8.—When West View Park opens here for Sunday operations, April 16, patrons will find parking facilities for an additional 1,200 cars, accomplished by an excavation project that entailed the leveling of a hill.

A new Kiddie Tumble Bug has been added and a modern brick, glass block and concrete rest room has been built. Extensive repainting and landscaping is taking place and additional neon lights are being installed. A strong line-up of daily free acts will be presented when the park opens for daily operation May 17, George M. Harton, president and general manager, announced.

Halifax Funspot Is Sold For Housing Development

HALIFAX, N. S., April 8.—Franklyn Park, on the northwest arm of Halifax Harbor, has been sold by the Nova Scotia Light & Power Company to a building firm which plans to raze the park installations and use the site for a housing development.

Once known as Tramway Park, the funspot has been in operation for over 25 years. There is a possibility that the city will expropriate the grounds and facilities and use it for a city-owned and operated amusement park.

Lakeside Opens Week-End Sked; Adds Features

DAYTON, O., April 8.—Lakeside Park opens today in keeping with its custom of giving a first look on Easter week-end. Park will be open week-ends until May 27, when it begins daily operation.

This marks the park's 60th season, no special observance is planned. Manager Gerald Niermann stated that the park has been repainted and has additional attractions.

A Ferris Wheel and a Kiddieland attraction are new. It will be the first time the park has had a Ferris Wheel. Established rides are Dodge-Em, Wild Cat, Flying Scooter, Merry Mix-Up, Merry-Go-Round, Octopus, Caterpillar, Paddle-About, Moon Rocket, Magic Carpet and Whoopee.

Crystal Ballroom will feature Johnny Long's orchestra tonight and Tex Beneke tomorrow. Other bands booked for April are Russ Carlyle (15), Ted Weems (22) and Guy Lombardo (29). For May the schedule reads: Henry Busse (6), Dean Hudson (13), Larry Fotine (20), Ralph Flannigan (27) and Ray Anthony (30). Coming later are Eddie Howard, June 17; Les Brown, July 7 and Jan Garber, July 8.

The park was established in 1890 and was taken over by the present management in 1913.

Week-End Play Good for A. C.

ATLANTIC CITY, April 8.—Heavy crowds were in prospect for the Easter week-end starting today (8), with most of the beachfront and side avenue hotels reporting good business. Palm Sunday last week-end brought 100,000 visitors to the Boardwalk, despite an early forecast of rain.

George A. Hamid's Steel Pier will offer Jimmy Dorsey's band at the Marine Ballroom, and the Music Hall will present Johnny Downs, the DeMarco Sisters, Mary Jane Kroll and Her Marimba Band and two feature movies.

Mrs. Bess Meyerson Wayne, Mrs. Barbara Jo Walker Hummell and Bebe Shopp, all former Miss Americas, will be present to judge the ladies' hats and to choose the 10 best-dressed men.

A. C. Skeds Pic Flack To Boost Biz

ATLANTIC CITY, April 8.—Albert H. Skean, manager of the Convention Bureau here disclosed the purchase of 75 prints of the new Atlantic promotional film *On The Boardwalk*, made in color and slated for showing in 1,200 eastern theaters starting April 12. It is estimated that 2,000,000 movie patrons will see the 10-minute film before its theater run ends August 1.

According to Skean, the movie will draw new business to the resort as well as increase crowds for outings already booked. He said that conventions leave \$22,000,000 a year in the resort, according to a survey made by his office.

Steel Pier Names Agency

ATLANTIC CITY, April 8.—Steel Pier here has named Rolley & Reynolds, Inc., Philadelphia, to handle its advertising in newspapers and radio. The account will be handled by the firm's offices here.

AUBURNDALE, Mass., April 8.—Harry Cummings reports he will again operate game concessions for Roy Gill at Norumbega Park here.

Atomic Flack

NEW YORK, April 8.—Palisades (N. J.) Park this week rated co-operation from the Associated Press in publicizing its Saturday (22) opening, when tub-thumper Bert Nevins announced that in keeping with the times new ride units would be labeled The Flying Saucer and The Jet Bomb.

Joyland Adds Kiddie Rides, Sets Ork List

LEXINGTON, Ky., April 8.—An improved Kiddieland and Roller Coaster will highlight the opening of Joyland Park here late this month, Garvice D. Kincaid, president, announced. Combination name and local band policy will continue.

Nearly \$20,000 has been spent for Kiddieland additions, which include an Air Fighter, Kiddie-Koaster and a Boat Ride from Allan Herschell Company. Holdovers are two smaller Merry-Go-Rounds, pony ride and minnie train. "Wildcat" Roller Coaster was repainted as part of the renovation program.

Skedded for dates at the park's Casino are the Elliot Lawrence, Louis Prima, Lionel Hampton, Jimmy Dorsey, Les Brown and Ralph Flannigan bands. Promotion Director Allen Davis said park will book weekly free acts, with accent on high acts which proved successful last year.

Pre-opening promotion stresses school picnic biz, with 5,000 brochures and 5,000 ride tickets being circulated among teachers and students in a 12-county area. Staff for this season includes Cecil Carmine, general manager; A. V. (Pop) Dedman, chief engineer; Walter Norris, restaurant chief, and Sarah Wise, concession head.

Comic Strip Costume Contest Builds Dallas First Day Publicity

DALLAS, April 8.—Fair Park on the State Fair of Texas grounds here is using a comic strip costume contest to hypo attendance at the opening today. Morning contest for kids is tied to an exhibit of original drawings of comics at the Museum of Fine Arts on the fairgrounds. *Dallas Morning News* and *Daily Times Herald* offered prizes of \$15, \$10 and \$5 for best costumes taken from their respective comic pages. In addition, live Easter rabbits and ride passes were listed as prizes. All kids in costume were given a block of midway passes.

Because of the newspaper tie-in, the stunt has reaped much advance publicity, both in papers and on radio and TV stations controlled by the papers.

Newspaper and radio men within a 100-mile radius of Dallas were guests, along with their kids, on opening day. Fair provided fried chicken, beer, soft drinks plus ride passes. In addition, the 30-minute color movie of the 1949 exposition was shown continuously in the fair's directors' room to press and radio people.

Holyoke Park Sets 55th Year

HOLYOKE, Mass., April 8.—Mountain Park here opens for its 55th season Saturday, April 29, it was announced by Louis D. Pellissier, president, Holyoke Street Railway Company.

PARK CONCESSIONS

Opening for waffles, floss, scales, photos, striker at Olcott Beach.

Write

G. M. COWAN
Olcott, New York

EASY SET-UP



Four Models
18 to 48 Passenger
8 Wheel Drive-Portable
2 Man Set-up-Economical
America's Finest - Safest
Write-Wire-Phone-Spring Delivery

TOM THUMB
STREAMLINERS, Inc.
Phone 6-9142 Sarasota, Florida

**CARPETED
MINIATURE GOLF**

THE ONLY PATENTED
GOLF COURSE

Extra Profits Through Patent
Protection
Exclusive Territory
R. W. DAVIS PATENTEE
Gerton, N. C.

MAKE MORE MONEY, STIMULATE BUSINESS
BEAUTY - GLAMOUR - SHOWMANSHIP
GET A
**HOLLYWOOD
SPOTS-LITE**
IT'S NOT A
CRYSTAL BALL
NO MIRRORS TO BREAK
WASH OR POLISH
GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOW-
MANSHIP, LIGHTING EFFECTS AND LOUDSPEAKER. IT'S
DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS
FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS,
TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS,
ETC. SOME TERRITORY OPEN FOR DISTRIBUTORS.
Write For Complete Free Details
HOLLYWOOD SPOTS-LITE CO.
Dept. B 912 No. 16th St. Omaha, Nebraska

FOR SALE

10 NATIONAL 14 FT. SKEE BALL ALLEYS
Good Operating Condition
BOX 522
The Billboard, 1564 Broadway, N. Y. C. 19

WANT RIDES

For Amusement Park in South Jersey. Merry-
Go-Round and several Major and Kiddie
Rides. Opening for a few non-conflicting
Concessions. What have you to offer? Park
opens May 26. Contact:
RAYMOND K. FINAN
445 WEST WALNUT ST. LANCASTER, PA.
Phone 4-1073

WANTED

For well established Park on beautiful Devil's
Lake in Southern Michigan. Rides: Ferris
Wheel, Octopus, Rolloplane, Whip or Cater-
pillar, 2 or 3 Kiddie Rides. Contact:
GEO. S. CRIPPEN
BOX 136 MANITOU BEACH, MICH.

WANTED

Party owning four or five modern Kiddie
Rides to operate on a percentage basis at new
Amusement Park located near city limits of
Savannah, Georgia. Address communica-
tions to:
GOLD STAR AMUSEMENT PARK
P.O. BOX 3296 SAVANNAH, GA.

**STREAMLINE TRAIN
FOR SALE**

Jeep Motor-3 Cars-900 ft. Track. 24" wide-
Station and Sign-\$1,000.00
CHAIN OF ROCKS AMUSEMENT PARK
10783 LOOKAWAY DRIVE ST. LOUIS, MO.
(Phone Franklin 5544)

MINIATURE TRAINS

The Custom Built to Order Line: Steam, Diesel,
Electric, Amusement and Industrial Types.
Track Gauges 12" to 36", portable, permanent.
Special: 30 Pass. Gas Train, \$2,975.00. Port-
able Train, \$1,995.00. Light Rail. Trade-ins
accepted. Catalogue with 8"x10". Photos, \$2.00.
IRON HORSE LINES
106 Main St. Wareham, Mass.

**CEDAR POINT
on LAKE ERIE**

NOW UNDER THE MANAGEMENT OF
MELROSE OPERATED HOTELS

Booking all legitimate concessions, shows and rides for Midway
amusement area. Everything open.

Extensive improvement program under way.

Season June 16 — Labor Day

Contact ED STARR, Concession Manager
Cedar Point, Sandusky, Ohio

T. C. MELROSE, President

D. M. SCHNEIDER, General Manager

**World's Largest Designer, Builder and Manufacturer
Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie
Ferris Wheels, Kiddie Roller Coasters and the Famous
CENTURY FLYER MINIATURE TRAIN**

Operating now in more than 100 leading parks in the United
States with gratifying results.

Roller Coaster Chain, Rails and Equipment on Hand.

WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

STORES FOR RENT

Two Stores in New Modern Building, 20'x90' and 36'x90'.
Suitable for Bingo and other amusements. 100% Location
on Ocean Avenue, Asbury Park, New Jersey.

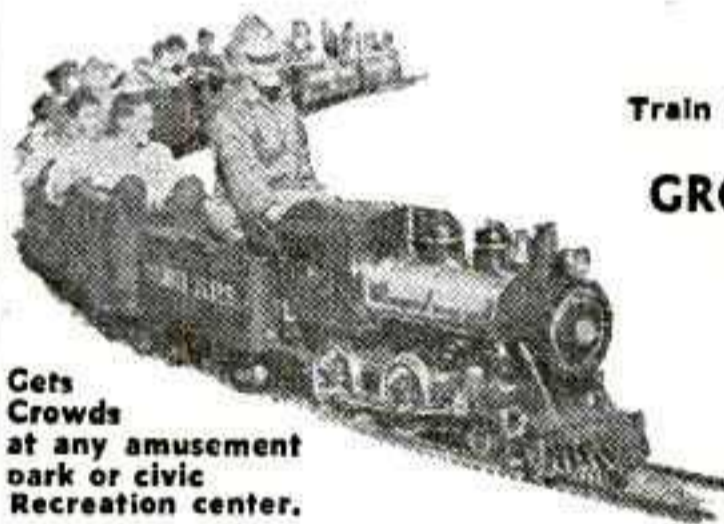
Apply

WALTERS

641 COOKMAN AVE.

ASBURY PARK, N. J.

PHONE: AP 1-0100



Gets
Crowds
at any amusement
park or civic
Recreation center.

MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains
now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real
money in any town over 10,000 population.

Approved A.S.M.E. boiler, Steam Trains are un-
excelled for appeal and repeat rides. Hauls from
75 to 90 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mfrs. Miniature Steam Trains

224 W. DOUGLAS WICHITA 2, KANSAS

AUTHENTIC MINIATURE TRAINS

TOP MONEY
MAKER OF
THEM ALL

- DRAWS THE CROWDS • EASY TO OPERATE
- LOW OVERHEAD • LOW OPERATING COSTS

AUTHENTIC MINIATURE TRAINS ARE PROVEN MONEY-MAKERS EVERYWHERE!
FREE—WRITE FOR FREE LITERATURE TODAY!



MINIATURE TRAIN CO.
RENSSELAER, INDIANA

High Quality

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

Miniature Golf Courses

Designers and builders of the most scientific
courses in the country. Engineered for ultimate
capacity. No bottlenecks, yet interesting. No
drainage problems. Ball Counter for 18th hole.
Reference and photographs gladly furnished.

HOLMES COOK

Room #508, 302 State St. New London, Conn.

PENNY ARCADE LOCATION

Available in the heart of Rockaway Beach, L. I.,
amusement area. Adjoins and has entrance
from established Amusement Park.

MORTON FIRESTONE

50 Court Street Brooklyn 2, N. Y.

WANT

Operator with three or four major Rides
and a few Kiddie Rides for location on
permanent proposition. Also want good
Bingo outfit with own equipment. (Have
large outside pavilion for same.)

H. GALANTER

101 Claire Road Syracuse, N. Y.
Phone: Syracuse 72-5320
(Location: 10 miles outside Syracuse on
water)

FASCINATION

50 UNIT GAME

Would like to place in park
on percentage or will consider
outright rental.

H. RAPPS

185 MONTAGUE ST.
BROOKLYN, N. Y.
TRiangle 5-4390

CONTROL ADMISSIONS

AVOID GATE-CRASHERS
with STROBLITE IDENTIFIER



Hands of patrons are
stamped with a harm-
less invisible ink
which becomes visible
under the StrobLite
UV Lamp. Widely
used in Ballrooms,
Rinks, Pools, Amuse-
ment Parks, etc.

Write for
Information

STROBLITE CO. Dept. B3, 35 W. 52d St.
New York 19

WANT

CASINO and POOL

SEASIDE HEIGHTS, N. J.
Balloon Games, Poker Concession, String
Game, Ball Games, Guess Your Weight
and Age, Wheels, Penny Pitch, Glass
Pitch, Grind Store, Italian Sausage Eat-
ing Concession, and what have you?
Boardwalk locations.

Have openings for Wild Life Show, War
Exhibit, Unborn, Indian Village, Crime
Show.

Peerless Vending Co.
220 W. 42d St. New York 18, N. Y.

**MONEY-MAKING KIDDIE RIDE
CONCESSION AVAILABLE**

In Baltimore, Maryland, at NEW Cottage
Grove Beach Park (formerly Heintzeman's).
A gold mine in one of Baltimore's finest and
oldest Parks and Bathing Beaches; first time
Rides of ANY KIND ever permitted. Heavy
booked picnic business assured. Will deal
only with reliable kiddie ride owners. Per-
centage or flat contract. Write or wire:

COTTAGE GROVE BEACH, INC.
P. O. BOX 146 PASADENA, MD.
SUNSET 238

**FOR SURE-FIRE
Box Office**

**SEE INSIDE
FRONT
COVER**

SARATOGA PARK

Open May 28th with Jole Chitwood's Dare-
Devils. Can use two or three Major Rides
and legitimate Concessions.

C. H. WHEELER

6445 Garman St. Philadelphia 42, Pa.

**WANTED
EXPERIENCED ARCADE MAN**

Who can operate Arcade and fix Machines
and Games used in Arcade. Must be honest,
sober and be able to furnish reference.

Send reply to
JAMES PHILIPS

c/o Town Casino
681 Main St. BUFFALO, N. Y.

Michigan Annuals Budget 10% of Gate Receipts for Ads, Management School Informed

26 Fairs Repped by 46 Execs at 2-Day Short Course

By Charlie Byrnes

LANSING, Mich., April 8.—Michigan county fairs are spending an average of 10 per cent of their outside gate receipts for advertising purposes, it was disclosed at the fourth annual Michigan Fair Managers and Directors' School, sponsored by the Michigan Association of Fairs in the Hotel Porter here Monday and Tuesday (3-4). Representatives of free gate annuals indicated their advertising budgets are based on 10 per cent of their gross receipts. Increased use of radio by fairs as an advertising and publicity media also was indicated in a survey conducted by H. D. Parish, Midland. Newspapers are still the No. 1 advertising media for fairs, the poll showed, with radio, window and fence signs and bumper placards following in that order.

State Aid Cut

Arnell Engstrom, secretary, Northwestern Michigan Fair, Traverse City, and a member of the State Legislature, assured the 46 fair execs from 26 fairs, that no large cut in State aid would be experienced this year. Altho the budget is slated for a \$16,000 cut, he said the elimination of aid payments to rabbit and pigeon-type shows would make up some of the loss to the genuine fairs.

The enrollees were urged to exploit their fairs by James D. Friel, manager, Michigan State Fair, Detroit, who said that only thru exploitation will their expos grow in importance and attendance.

Sarlow Moderator

Rose Sarlow, Ionia, acted as moderator in a discussion on *How To Draw Daytime Crowds*. Hans Kardel, Charlotte, spoke on *Arrangement of Buildings and Grounds*; Paul R. Pennock, Standish, *Fair Finances*; Paul F. Richter Jr., Hartford, *Tax and Wage Laws*; Carl Mantey, *Local vs. Commercial Concessions and Health and Sanitation*; Clarence Harnden, Saginaw, *Midway*; James H. Snow, Allegan, *Harness Racing*; Joy Davis, Mason, *Horse Shows*; William E. Logan, Bad Axe, *Public Relations (Press, Radio and Local)*; Harold P. Lindsay, Escanaba, *Passes*, and Gordon Schlubatis, Coldwater, *Entry Systems*.

William Kell, Wilson, Michigan association president, presided at the sessions, and Harry B. Kelley, Hillsdale, association secretary-treasurer, was active in the discussions.

Figy Heads Group

Charles Figy, State Department of Agriculture director, headed an advisory group from the department which included Clarence Bolander, supervisor of fairs; Miles Nelson, chief, Bureau of Marketing Enforcement; George McIntyre, deputy director; F. M. Skiver, chief, Bureau of Dairying, and Hugh Stewart and George Beutel, Livestock Inspection Bureau.

Following the annual dinner Monday night Allan Williams, Ionia, showed colored motion pictures of the Ionia Free State Fair.

Enrollees at the management school included J. P. Witt, Adrian; J. H. Snow, Allegan; C. N. Stander and Frank Raminack, Alpena; Ray McMullin, Beaman Smith, B. F. McElhinney and Millie Gorman, Atlanta; W. E. Logan, Bad Axe; Norman Mason, Big Rapids; L. R. Schrader, Centerville; Hans Kardel, Charlotte; Gordon Schlubatis and Leland Wheeler, Coldwater; Blair Woodman and Eldon Barrett, Corunna; James Friel, Detroit; Ed Rebman and Claude Pearsall, East Jordan, and Harold Lindsay, Escanaba.

Thurman Scholfield, Hale; Paul F. Richter Jr., Paul F. Richter Sr., Bob Bangs and J. Johnson, Hartford; Mr. and Mrs. F. W. Kelley, Hastings; Rose Sarlow, Ionia; Vern Lucey, Jackson; C. D. Buell, Sherman Read and Don Richardson, Kalamazoo; R. M. Ossewaarde and Arthur Edison, Marshall; H. D. Parish, Osborn Thurlow and William Kirkpatrick, Midland; B. C.

Hutchinson Midway Layout Undergoes Shift

HUTCHINSON, Kan., April 8.—Midway set-up at Kansas State Fair here will undergo major changes as the result of initial construction work on the annual's new administration building, Virgil C. Miller, secretary, announces.

Miller said plans call for a horseshoe-shaped midway leading from the grandstand and opening into the carnival lot, even the completion of the new building by fair time, September 17, is doubtful. A new rest area, with benches and water fountains, also is planned.

Barnes-Carruthers Theatrical Enterprises will stage the revue for seven nights, including a preview Saturday night performance. Verne Hamilton has signed for two stock car races, September 17 and 20, and Frank Winkley will stage big car race programs September 18 and 21. Aut Swenson's unit of the Joie Chitwood Auto Daredevils will give two matinees, September 18 and 22.

Flying Farmers Day is tentatively skedded for September 19 and the annual's airstrip is being seeded to accommodate the air-minded farmers.

Del Mar Skeds 125G Premiums

DEL MAR, Calif., April 8.—Premiums for the 1950 San Diego County Fair will total \$125,000, largest ever offered, Manager Paul T. Mannen announced. Premium book is being prepared under direction of Mrs. Lorene Bohn and will be ready for distribution soon.

Officials for the event, June 30-July 9, have also been chosen, Mannen said, and include Alick Bradley, livestock; Melvin Salsberry, floriculture, agriculture and horticulture; Roy Kepner, gems and minerals; Mrs. John Henning, home economics; Milo McCoy, rabbits; Homer McCurdy, junior fair, and William J. Hall, poultry and pigeons. Henri Warner is director of promotion, with Andrew Andeck in charge of exhibits. Ted Terwillinger is in his second season as grounds superintendent.

Mellencamp, John Fitz and Elroy Nusbaum, Mount Pleasant; Albert Hall, George Heusner, A. A. Pattulo and Russel Wilson, Sandusky; Mr. and Mrs. Harry B. Kelley and Mr. and Mrs. Fred Schmidt, Hillsdale; Paul Pennock and Clarence Augustine, Standish, and Arnell Engstrom, Traverse City; Alvin Weill, Charles Coon and Harry Moxley.

Bartlett Sees More State Aid For Conn. Fairs

RIVERTON, Conn., April 8.—Joseph C. Bartlett, prexy of the Association of Connecticut Fairs, predicted an increase in State aid to fairs last week at the annual meeting of the Union Agricultural Society of Barkhamsted, Colebrook and Hartland, sponsors of the annual Riverton Fair. Group met at Grange Hall here.

Premium assistance is slated to rise from 50 to 75 per cent, according to the figures of the State Department of Farms and Markets, Bartlett told the group. Maximum limit is set at \$2,500.

More Annuals Predicted

Saying that Connecticut fairs will increase, Bartlett told the group that added co-operation between the State association and local groups will stimulate greater interest in fairs. Commercial exhibits should receive more stress, he added.

Bartlett said that to help attendance figures the State association recently classed Connecticut fairs into three groups: Major fairs, totaling 17, community or Grange fairs and youth or 4-H fairs. Official State passes, which would be issued in pairs to fair associations and admit bearers to any fair in Connecticut, are being considered, he said.

Raymond Bentley, president, Harwinton Fair Association, suggested that directors of Riverton, Harwinton, Goshen and Bethlehem fairs meet to discuss mutual problems.

Jacquier Riverton Prexy

New officers of the Union Agricultural Society are Francis A. Jacquier, president; Casil Beecher and Kenneth F. Hale, vice-presidents; I. H. Eastman, treasurer; Mrs. Grace D. Seymour, secretary; Ernest Jordan and Stuart Bronson, assistant secretaries; M. B. Foster and Laurence Roberts, auditors; Leroy Millard, Perry M. Ransom, A. C. Griffin, William Merritt, William Fuller, directors; Winthrop Bronson, marshal; Joseph Strampach, assistant marshal; William F. Wright, superintendent of rentals, and Robert Ransom, grounds superintendent.

Bartlett told the group that Milton Danziger, general manager of the Weymouth (Mass.) Fair, will be a principal speaker at the annual meeting of the Association of Connecticut Fairs to be held in Hartford Saturday (29). It also was announced that dues in the Union Agricultural Society have been raised from \$1 to \$2 a year. Members receive free admission tickets for husband and wife and for each child under 15 for each day of the fair.

Atlanta, Mich., Fair To Move to New Site

ATLANTA, Mich., April 8.—Montmorency County 4-H Fair here will be held on a new 80-acre site leased from the State, Beaman Q. Smith, president, announced.

The moving of the 1,000-seat bleachers, 4-H food stands and stage to the new grounds will get under way soon, he said. A 4-H and open class livestock building and two livestock barns will be erected. Parking charge will be inaugurated this year.

Plans Formulated at Waco

WACO, Tex., April 8.—A major grandstand show is planned for Greater Southwest Fair here, October 24-29, according to Tommy Stevens, manager. Dates immediately follow the State Fair of Texas, Dallas, making a convenient jump here for showmen. Officials are looking over new sites for the fair. Officers are William S. Hammond, president, and H. H. Hodde, vice-president.

Elimination Of Tax Seen By Firestone

Gives Views to Mich. Execs

LANSING, Mich., April 8.—Elimination by July 1 of the federal tax on gate admissions was predicted by Dr. L. H. Firestone, president of Flint (Mich.) Park and a member of the board of directors of Michigan State Fair, before the Michigan Fair Managers' and Directors' School here this week.

Dr. Firestone, who appeared before the House Ways and Means Committee last month, told the group that if the tax is abolished, it will mean higher income and corporate taxes. He pointed out that with the President asking for higher general taxes, he could not turn around and cut the amusement tax without making up this cut in some other way.

Benefits of the tax elimination will be passed on to the public, Firestone said. Of the 55 amusement groups represented at the hearings, he reported, only one, a philharmonic orchestra group, said they would be unable to cut their admission prices even tho the tax is taken off.

Mich. Gov's Study Comm. Urges Special Fund for Det. Annual

DETROIT, April 8.—Creation of a special fund for improvement to the Michigan State Fairgrounds was recommended Wednesday (5) by the fair's special study committee, named recently by Gov. G. Mennen Williams. The fund would be established thru a State tax on race horse betting.

The committee also urged legislation which would enable the fair management to lease the grounds or facilities to exhibitors or concessions for a period up to 20 years, in contrast to the present one-year limitation. The change, it was pointed out, would make it more attractive to private firms to build or make improvements to their installations on the grounds.

The Senate finance committee this week cold-shouldered the fair management's request for \$22,500 to meet expenses, including payrolls, thru June 30, the end of the fiscal year. Expenditures have exceeded the budget, and, as a result, Fair Manager James D. Friel has gone without a payday for several months. Paradoxically, the situation is the result of the success of the 1949 fair, which required payment of salaries for extra help and of federal taxes in excess of budgetary anticipations. The budget system used by the State lacks flexibility to allow adjustments for the payment of those items.

Lakeport, Calif., Plans Two New Livestock Barns

LAKEPORT, Calif., April 8.—Two new buildings have been approved for Lake County Fair by the directors of the 49th District Agricultural Association.

Construction of a 24-stall horse barn and a cattle and sheep barn gets under way as soon as bids are okayed, Secretary-Manager Phil Lewis said. A 120 by 200-foot practice oval was completed recently to provide space for activities which cannot be allowed on the newly planted turf.

All improvements will be completed for the 1950 fair, September 1-4.

Placerville, Calif., Bldg. Plan Okayed

PLACERVILLE, Calif., April 8.—Plans for a \$12,000 administration building to be erected on the grounds of El Dorado County Fair here have been okayed by the State department of finance and board of supervisors.

S. E. Ronzone, fair manager, said the structure will be financed thru the county's share of the pari-mutuels and will be erected on the south side of the fairgrounds, opposite the open air dance platform and adjacent to the parking area.

Building will consist of a main lobby, waiting room, manager's office and a general workroom measuring 36 by 48 feet over-all. It is planned to have the structure ready for this year's fair, September 8-10.

CHICAGO, April 8.—Ernie Young, of the outdoor booking agency bearing his name, this week announced that he closed recently to provide grandstand attractions at Carroll County Fair, Berryville, Ark., and Outagamie County Fair, Seymour, Wis.

Awe Inspiring!

Selden...

THE STRATOSPHERE MAN performs the world's highest aerial act atop a 138-foot swaying pole.

c/o THE BILLBOARD Cincinnati 22, Ohio

A SURE FIRE HIT!

★ FOR YOUR ★

CELEBRATION, PARK OR FAIR

BILLY OUTTEN

DIVING SENSATIONS

COMEDY • THRILLS • BEAUTY

PLUS A FLAMING HI DIVE

Geo. M. Harton Agency

PITTSBURGH 29, PA.

BARREN COUNTY

AMERICAN LEGION FAIR

Sponsored by Post No. 28, Glasgow, Ky., August 30-31-Sept. 1-2; four days and nights. Want good Rides and Concessions, Sideshow and Free Acts. Buildings on grounds; forty acres; grandstand holds 5,000. Town of 8,000 with good drawing power in short radius.

WALTER D. ASPLEY

BOX 445 GLASGOW, KY.

WANTED

Carnival to play the Ottway-Greene County Fair, the week of September 20 thru 23, 1950.

WANTED

Nice open air Free Act for same fair.

Contact **Mary M. Chapman**

Secretary, Ottway-Greene County Fair
Greeneville, Tennessee

Radio Players with Toby & the Chore Boys

Vaudeville—Old and New Three-Act Comedy—Dramas

"A LAUGH IS WORTH A MILLION"

Booking Entire State of Wisconsin

Address **"TOBY"**

c/o Radio Station WIBU Beaver Dam, Wis.

CARNIVAL WANTED

GILES COUNTY FAIR

September 11-16, 1950

Write: **J. O. ROBINSON**

PULASKI, TENN.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 7.

The complete List of Fair Dates was published in the issue dated April 8. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

See each issue of The Billboard for corrections and additions.

ILLINOIS

Odell—Odell Community Fair. Sept. 14-16. Otis P. Ivie.

Ottawa—LaSalle Co. 4-H Fair. Aug. 8-10. Kenneth G. Fleming, Marseilles, Ill.

INDIANA

Boswell—Benton Co. Fair Assn. Aug. 22-24. Lendall Lowmon, Earl Park, Ind.

Carlisle—Sullivan Co. Fair. Aug. 15-19. Mrs. Edith Knotts.

Elnora—Davess Co. Fair. Aug. 1-5. Leland Sargent.

Kingman—Kingman Fair Assn. Aug. 7-12. Teresa McAllister.

Martinsville—Morgan Co. Fair Assn. Aug. 21-25. W. J. Hardy.

Winamac—Pulaski Co. 4-H Fair. Aug. 15-19. Mrs. R. R. Shaw.

KANSAS

Girard—Crawford Co. Fair Assn. Aug. 28-31. Marvin Green.

Minneapolis—Minneapolis-Ottawa Co. Fair Assn. Aug. 22-24. J. R. Brown.

Ness City—Ness Co. Fair. Aug. 15-17. Tom Harkness.

Overbrook—Overbrook-Osage Co. Fair Assn. Aug. 24-26. Emery E. Fager.

Paola—Miami Co. Fair Assn. Aug. 21-23. Loren C. Ellis.

Salina—Saline Co. Fair Assn. Aug. 29-Sept. 1. Albert Frehse.

Sedan—Chautauqua Co. Free Fair. Oct. 5-7. Carl Ackerman.

KENTUCKY

Brandenburg—Meade Co. Fair. Aug. 31-Sept. 2. Louise King.

Central City—Muhlenberg Co. Fair Assn. Aug. 9-12. Arthur Moseley.

Fulton—West Ky.-Tenn. Fair Assn. July 28-29. F. A. Homra.

Glasgow—Barren Co. Am. Legion Fair. Aug. 30-Sept. 2. Sam Sears.

Greenup—Greenup Co. Fair Assn. Sept. 14-16. Mrs. Agnes Miller.

Hardinsburg—Breckinridge Co. Fair. Sept. 7-9. E. B. Kennedy.

Hartford—Ohio Co. Fair. Sept. 7-9. J. R. Russell.

Madisonville—Hopkins Co. Fair. Aug. 29-Sept. 3. Bill Kington.

Morgantown—Butler Co. Fair. Sept. 28-30. Jewel Mayhugh.

Shepherdsville—Builit Co. Agrl. Fair. July 4-8. Mrs. Nancy Strange.

MINNESOTA

Barnum—Carlton Co. Agrl. Assn. Aug. 17-19. J. T. Rudebeck.

Bayport—Washington Co. Agrl. Soc. Aug. 11-13. Fred S. Lammers, Stillwater, Minn.

Canby—Yellow Medicine Co. Fair Assn. Aug. 18-30. Glen E. Berg.

Grand Marais—Cook Co. Agrl. Soc. Sept. 6-8. M. J. Humphrey.

Howard Lake—Wright Co. Agrl. Soc. Aug. 10-13. Paul Eddy.

Madison—Lac qui Parle Co. Fair. Sept. 7-10. Wayne Weiser.

Northome—Koochiching Co. Agrl. Assn. Aug. 5-7. Betty Boquist.

Pine City—Pine Co. Agrl. Soc. Aug. 10-12. E. J. Wamhoff, Hinckley, Minn.

Proctor—St. Louis Co. Community Fair Assn. Aug. 24-27. Elmer J. Gorham.

Shakopee—Scott Co. Agrl. Soc. Aug. 21-23. R. T. Schumacher.

Wadena—Wadena Co. Agrl. Soc. Aug. 2-5. Clyde E. Kelsey.

Zumbrota—Goodhue Co. Free Fair. Aug. 24-27. A. E. Collinge Jr.

MISSOURI

Edina—Knox Co. Memorial Fair. Aug. 9-12. R. B. Kelly.

Farmington—St. Francois Co. Fair Assn. Sept. 7-9. Joe Grandhomme.

Higginsville—Lafayette Co. Fair. Aug. 1-4. Ernest W. Baker.

Lee's Summit—Jackson Co. Fair. Aug. 10-12. John H. Miller.

Marshall—Saline Co. Fair. Aug. 30-Sept. 2. T. A. Reid.

Memphis—Scotland Co. Fair. July 25-29. B. H. Hertenstein.

Neosho—Newton Co. Agrl. Soc. Sept. 20-23. Thomas F. Burch.

Owensville—Gasconade Co. Fair Assn. Aug. 17-19. Oscar Hallemann.

Rolla—Central Mo. Regional Fair. Aug. 30-Sept. 2. George M. Madden.

Ste. Genevieve—Ste. Genevieve Co. Fair. Sept. 1-2. P. A. Baechle.

Trenton—North Central Mo. Fair. Aug. 13-16. L. I. McMullen.

OKLAHOMA

Frederick—Tillman Co. Fair Assn. Sept. 12-15. Wayne C. Liles.

PENNSYLVANIA

Beaver Springs—Beaver Community Fair. Sept. 21-23. Kenneth H. Boyer, Selinsgrove, Pa.

Claysburg—Community Farm Products Show. Sept. 14-16. Kermit B. Wright.

Cochranon—Cochranon Community Fair. Sept. 13-16. Robert Pegan.

Conneautville—Conneautville Community Fair. Aug. 17-19. Ethel M. Nicholls, Springboro.

Home—Ox Hill Community Fair. Sept. 4-6. David W. Simpson.

Lebanon—S. Lebanon Community Fair. Oct. 4-6. A. L. Lamm.

Montandon—Tri-Township Fair Assn. Sept. 20-23. Clarence E. Emery, Potts Grove, Pa.

Mt. Joy—Mt. Joy Community Exhibit. Oct. 12-14 (tentative). Joseph Shaeffer.

Myerstown—Myerstown Community Fair. Oct. 11-13. John R. Sherman.

New Stanton—Stanton Free Fair. Aug. 29-Sept. 1. Ralph C. Faust Sr., R. 1, Hunkers, Pa.

North East—North East Community Fair. Sept. 19-21. Mrs. E. I. Sprague.

Oley—Oley Valley Community Fair. Sept. 28-30. Carl W. Blank.

Pleasant Valley—Grange Community Fair. Sept. 5-9. Eugene V. Keefer, Cononellsville, Pa.

Tionesta—Forest Co. Fair. Sept. 14-16. Karl W. Flowers.

Unionville—Unionville Community Fair. Oct. 19-21. Robt. G. Struble, Kennett Square, Pa.

Washington—Washington Co. Agrl. Fair. Aug. 22-25. Blaine A. Beeghley.

Washingtonville—Montour-Delong Community Fair. Oct. 11-13. Evan P. Fowler, R. D. 2, Danville.

Wind Ridge—Richhill Agrl. Soc. Aug. 29-31. Floyd Campbell.

SOUTH DAKOTA

Aberdeen—Brown Co. 4-H Fair. Aug. 24-26. J. E. Basham.

Clear Lake—Deuel Co. Fair. Aug. 21-23. Conrad Tweet.

Gettysburg—Potter Co. Fair. Aug. 21-23. Rayburn Butrum.

Kimball—Brule Co. Fair. Aug. 25-27. Frank S. Ryan.

Rapid City—Black Hills Expo. Aug. 17-20. Carl Burgess.

TENNESSEE

Bolivar—Hardeman Co. Fair Assn. Sept. 18-23. Paul Vaughn.

Centerville—Hickman Co. Fair. Sept. 13-16. J. L. Plinn.

Dickson—Dickson Co. Fair Assn. Aug. 23-26. W. A. McIntire.

Dyersburg—Dyer Co. Fair Assn. Sept. 11-16. J. H. Parker.

Erwin—Unicoi Co. Fair Assn. Sept. 13-16. Hassell Evans.

Jonesboro—Washington Co. Fair Assn. Sept. 8-9. Mrs. Paul A. Dillow.

Lebanon—Wilson Co. Colored Fair. Sept. 21-23. W. T. Bernard.

Onelda—Scott Co. Fair. Aug. 31-Sept. 2. E. C. Terry.

TEXAS

Childress—Greenbelt Fair. Sept. 13-16. O. B. O'Dell.

Fredericksburg—Gillespie Co. Fair Assn. Aug. 18-20. Max O. Reinbach.

Giddings—Lee Co. Fair Assn. Oct. 12-14. M. F. Kleke.

Huntsville—Walker Co. Fair Assn. Oct. 3-7. Maurice E. Turner.

Jourdanton—Atascosa Co. Fair Assn. Oct. 19-21. Leon P. Steidle.

Levelland—Hockley Co. Fair Assn. Sept. 21-23. Sam Billingsley.

McKinney—Collin Co. Fair. Oct. 3-6. Paul Hardin.

Rosenberg—Fort Bend Co. Fair Assn. Oct. 5-8. George H. Lee.

VIRGINIA

Chesterfield—Chesterfield Co. Fair. Sept. 21-23. D. W. Murphey.

Dungannon—Scott Co. Fair Assn. Sept. 13-16. Charles W. Compton, Wood, Va.

Fingstle—Botecourt Co. Fair Assn. Sept. 18-23. Mrs. F. D. Thomas.

Harrisonburg—Rockingham Co. Fair Assn. Aug. 22-25. Len Hollomon.

Lynchburg—Campbell Co. Am. Legion Fair. Aug. 14-19. S. J. Thompson, Rustburg, Va.

WEST VIRGINIA

Summersville—Nicholas Co. Fair Assn. Aug. 7-12. James S. King, Mt. Nebo, W. Va.

WYOMING

Lusk—Niobrara Co. Fair. Aug. 17-19. Dr. Walter E. Reckling.

Torrington—Goshen Co. Fair & Rodeo. Aug. 23-25. E. P. Perry.

Detroit's Int'l Trade Reps To Leave April 27 for Europe

DETROIT, April 8.—Detroit's International Trade Fair junket has been definitely set for departure from here April 27 for a visit to major European fairs. Move, informally spear-headed by the Board of Commerce, is designed to acquaint local big shots with the operation of such events abroad, in preparation for the one planned for Detroit in 1951.

Total of 47 men have been signed for the 18-day flight.

West Point, Va., Retrenches To Achieve Paying Basis

WEST POINT, Va., April 8.—The Eight County Agricultural Fair's third edition, slated for September 11-16 at the airport, will retrench on a number of items, including tent rentals, in an effort to get on a paying basis.

Gregory Brookes is president; C. A. Taylor Jr., vice-president; B. Carter Graves, secretary-treasurer. R. B. Johnson is chairman of the steering committee.

Hartford Shuts Auto Gates

HARTFORD, Mich., April 8.—Parking lots at Van Buren County Fair here are being moved to the side of the fairgrounds for this year's annual and the grounds are being shut off to traffic, Paul F. Richter Jr., secretary announced. Dates are set for October 2-7.

JUDY CANOVA

BOOKING NOW

1950 FAIR DATES

Phone, Write or Wire

WM. H. KING 2025 No. Argyle Ave. Hollywood 28, Calif

ATTENTION!

FAIR SECRETARIES

Contact

The

ERNE YOUNG AGENCY

For Your 1950 Grand Stand Show if you are looking for NEW IDEAS.

103 N. Wabash Avenue, Chicago 1, Ill

Phone: Central 6-0661

Jimmie Lynch DEATH DODGERS

WORLD'S GREATEST AUTO THRILL SHOW!

GENERAL OFFICES

203 North Wabash Avenue

Chicago 1, Ill.

Phone: Randolph 6-3639

ALL NEW THIS YEAR

Swing & Sway the "Orton Way"

THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

With their own original creation

A FLIRTATION IN THE SKY

Represented by

AL MARTIN AGENCY

Hotel Bradford, Boston

WANT CARNIVAL

AUGUST 2-4

Good Carnival wanted for 15th Annual Henderson County Fair held at Stronghurst, Ill. Want 4-6 Major Rides, 2 Kiddie Rides, 25-30 clean Concessions.

GUY SANDERSON

STRONGHURST, ILL.

WANTED

RIDES OR CARNIVAL

For the **MOORELAND, INDIANA, FAIR**

AUGUST 15 TO AUGUST 19

Contact

A. M. Main, Secy.

Boff Showmanship, Top B.-O. Marks R-B's Garden Preem; Advance Slightly Over 425G

Flashy Presentation Features 17 Importations

(Continued from page 65)

tion. Inspiration might have come from the voodoo haunts of Africa, for the personnel are attired in grotesque costumes and masks for a stomping tom-tom paced number that provides for the participation of 22 of the Big Show bulls in the three rings. Altho it winds up the show, the ending is quite abrupt.

Emmett Kelley Missing

Two trade-mark-like features of the Big Show are missing from this year's performance. The expected opening wild animal melange in three rings has been supplanted by the imported Albert Rix and his 11 performing bears, including Russian, Syrian, Himalayan and polar. Emmett Kelley, sad-faced pantomime clown who has perhaps earned as much notoriety as any other individual ever connected with the talent end of the Big One, was on the sidelines since he is now under contract to motion picture producer David Selznick.

Rix's bears are center-ringed for a solo performance in a chain net cage. The bruins walk upright, somersault, chute-the-chute and caper generally to provide a pleasing spectacle. The act on opening night ran long, about 15 minutes.

Another principal animal import is Baptiste Schreiber's springboard acrobatic elephants, a two-animal presentation featuring fast dancing routines. Climax is the propelling of Schreiber from a teeterboard manipulated by one of the bulls to the other's head. This act also worked alone.

Leon De Rousseau also soloed with his backward dives from platforms attached to a ladder about 40-feet high to a heavily cushioned prop which breaks his feet-first fall.

Alzanas, Geraldos Tops

Altho the audience remains tense thruout De Rousseau's thrill routine, the Alzanas on the high wire and the Geraldos on the trapeze, both holdovers, again head up the breath-catching department. Harold Alzana continues to pay small regard to the dangers of his trade by working without balancing aids and performing, among other things, rope skipping on one foot.

The Geraldos, who survived a fall in Baltimore last year, the second date under canvas, are back with their full thrilling routine, but more cautious in that a ground net is now being used. However, the use of the safety device detracts not at all from the presentation since the netting is erected in a blacked out arena and knocked down with the completion of the last trick.

Veterans Excel

Other standout holdover attractions still rating featured billing and presentation are Unus, one-finger equilibrist, and Francis Brunn, juggler, both expert merchandisers of their talents. Peterson's jockey dogs are back and likely to continue close to the top in popular appeal. The canines and their pony mounts work flawlessly. Gutti's Gorilla Parody, new last year, is again spotlighted. The action is fast and the comedy slapstick with a variety of good acrobatic and contortionistic routines.

New aluminum ring curbs, invented by Art Concello, general manager, reportedly worried the horses, since the striking of their hooves against the sides resulted in a metallic ring, but the riding and Liberty acts worked smoothly for an opening night. The Riding Zoppes with the midget Cucciola are flanked by the Bostock-Parent troupe and the Romigs. The miniature Cucciola somehow manages to survive his two-a-day session on the riding mechanic

plus a creditable bareback drill on a pony. The whole display provides plenty of action.

The Liberty horses are capably handled by Czeslan Mroczkowski in the center ring, Gene Lipkowska and Andre Fox. The stock worked much smoother than is their custom on opening night, an indication that the trainers had the high spirited steeds well in hand.

New Aerial Acts

New in the mass aerial display are Lilo Justin and the Three Hemadas, both with good novelty routines. In the same display are the Three Margas, and the Reinyrs. This display provides a well-blended variety of aerial gymnastics.

A ground acro display includes the new Adus, in good gymnast routine; Franklin and Astrid, hand to hand; the Bokaras, teeterboard; Freddi Troupe, tumblers, and the Ugo and Christiani tumbling troupes.

Two new foot juggling acts, the Reales Trio and Miss Loni, flank Brunn with an excellent antipodist routine. Both acts work smoothly and rapidly and juggle a variety of objects.

The flying acts, featuring Antoinette Concello, performed perfectly. Three acts called the Anthonys, Comets and Concellos, appeared.

Jacobs Builds Laughs

Lou Jacobs and his miniature car continue to highlight the belly-laugh department. Principal production offering, Paul Jung's *The Cat, the Mice and the Cheese*, needs considerable work if it is to justify its spotlighting. The clowns were conspicuous by their absence until the staging of the principal spec in the No. 7 spot, but after then the walkarounds were numerous, altho thinly populated. The favorites, many recognizable to the audience were all there, including Felix Adler, Paul Jung, Charlie Bell, Paul Wenzel, Jack LeClair and Paul Jerome.

Merle Evans and his band played their usual excellent show despite little time for rehearsal. Bill Parker handled the vocals, written by John Murray Anderson, nicely. Credits go to North for production; Anderson, staging; Miles White, designing; Pat Valdo, general direction; Henry Sullivan, music; Richard Barstow, choreography, and Thomas Farrar, art director.

Antoinette Concello is the aerial director and Col. Harry Thomas equestrian director. Orchestrations are by Sammy Grossman and lighting by Doug Morris. Frank Spencer is assistant to White.—JIM McHUGH.

Price Tilt, Added Shows Up Polack Indianapolis Biz

INDIANAPOLIS, April 8.—A tilt in general reserved seat prices and the addition of two matinees enabled the Polack Bros.' Western Unit to top last year's gross in its engagement here at the Murat Theater March 27 thru April 5. About 1,300 reserved seats, previously priced at \$1.80 and \$2.40, went at \$2 and \$2.50.

The added matinees were given Monday and Tuesday of this week, as the public schools were closed for the Easter vacation.

R-B Opening Notes:

Big Show Ticket Sales Pile Up; Television Screening Is Banned

NEW YORK, April 8.—A record take appeared in the making for the Big Show which preemed here Wednesday night (5) as all but a few matinee tickets thru Sunday (16) were reported sold. The sale of tickets for night performances also was especially heavy. The timing of the opening covering school holidays is conducive to top biz. The advance sale also was reported ahead of last year's record estimated \$425,000. Houses thru last night (7) have been averaging about two-thirds of capacity.

Recognition of a sort was tendered the rival Cole Bros. and its featured attraction Hopalong Cassidy when announcer Col. Harry Thomas introduced the back-diving Leon de Rouseau as "Dropalong Placidly."

No Video Screening

Backstage interviews on the *We, the People* video show were set for

Biller Junket Launched Okay; Maynard Draws

ATHENS, Ga., April 8. — Arthur Sturmak's Biller Bros.' Circus launched its second season to good returns and splendid public reaction at a two-day engagement here Friday and today (7-8) under Shrine auspices.

Show's principal changes are in its enlarged midway, with 154-foot Side Show banner line, new-style novelty and concession booths and new lighting system.

Performance features Cristiani Troupe, holdover from last year, with Ken Maynard the principal concert draw. Maynard proved to be an excellent magnet for date here. More Cristiani family members are with the show this year, with Tripoli serving as equestrian director. Others on the roster are Cosetta, Chita, Benny, Remo, Pietro and Wanda Cristiani.

New Talent

New acts include Belmonte Florenz, slide for life; Skating Carltons (3); Dingler Duo, bar act; Borio Duo, wire; McIntyre Sisters, rola bola; Florenz Troupe, on the wire with Belmonte, Flo and Grace McIntosh, Jerry Pressley; Logan brothers, trampoline.

In addition to the Cristianis, acts from last year include Carlos Ricci, juggler; Prince Ki-Gor, lion act; Francisco Ramosa and Reynosa, iron jaw. Elephants are worked by Marion Knowlton and Rita Biller.

Hy Sturmak, Arthur's brother and a lawyer, has left his New York office to troupe this season. Bernard, another brother is on the advance in Canada. Win Partello is manager and Pete March is superintendent. Menagerie top, 60, with three 30s, is new. Big top is 110 with three 40s. Joe Rossi fronts a 10-piece band and Betty Biller is prima donna.

Rail Show Staffers

Marvin Smith has strong Side Show line-up. William Cowan is legal adjuster. Org is staffed heavily with railroad showmen this season.

Opening matinee was light, about half house, but first night's crowd was better than two-thirds despite temperature in the low 40s. Sturmak was pleased and reported heavy advance Shrine sale for today. First jump calls for 160 miles of mountain travel to Asheville, N. C., and in a few days the show will be in Indiana.

Circus was host to many visitors, and civic leaders gave Sturmak and show an invitation to return to winter quarters here in the fall.

yesterday (7) by Bill Antes. It was the only TV show of the circus with the cameras being banned at Big Show performances in accordance with a decision made a year ago by Prexy John Ringling North.

First-nighters included Mr. and Mrs. Emil Pallenberg Sr., who came down from their Connecticut home after completing West Coast Sports Show dates with their bear act. Also on hand was Stanley Wathon, agent representing imported Big Show talent in conjunction with Ringling's European representative, Umberto Schichholz Bedini.

Eddie Jackson, veteran R-B advance man, and Nat S. Green, manager of the show's Chicago office, renewed acquaintances in the lobby.

Melvin D. Hildreth, past president of the CFA, and daughter were on hand, laughing about comments he got in London after flying from Washington to see the Bertram Mills Circus.

Big CFA Delegation

Other CFA members at the opening included Bill Montague, secretary; Billy Brinley, Joe Minchin, President and Mrs. James Tomlinson and niece; Madeline Park and daughter, Sylvia; Leslie Ulrich, Bob Ensworth, Chris Viohl Jr., Cyril Harder, Blanche Shields, John Peaty; Waldo Fawcett, his daughter and brother; Judge Milton Schmach, J. W. Whittaker, Bob Tomer and Bill McKentrick.

It was the 14th season Bob Kinsey, of *Birmingham Age-Herald*, had attended the opening performance.

Cecil B. De Mille, studying Big Show operation in preparation for his forthcoming movie, watched rehearsals attentively and, with his staff, made the four-hour dress rehearsal Tuesday (4) as well as the extended practice sessions earlier in the day.

Trouble with the new aluminum ring curbs had diminished by the time for the first show. In rehearsals horses became confused when their hoofs struck the slanting sides, causing considerable noise and denting the curbs. Liberty horses knocked the ring sections loose on one occasion.

Flack Staff Scores

Roland Butler and his press staff and Bill Antes handling radio scored big as the flacking campaign went into its final advance week. All papers gave the Big Show a terrific play Sunday (2), with *The New York Daily News* contributing practically all of its roto magazine space and *The New York Times* using two pages of photos in its magazine. The reviews were excellent in every instance.

Notables attending the opening included Ernest Hemingway, Gloria Swanson and Faye Emerson.

North Huddles Over Hartford Payments

HARTFORD, Conn., April 8.—The \$660,000 balance of the approximate \$4,000,000 in claims by victims of the 1944 circus fire here may be paid soon, according to local attorney Julius B. Schatz, counsel for Edward S. Rogin, receiver for the Ringling circus.

Schatz revealed last week that he has twice conferred with circus head John Ringling North on the matter and that a third huddle is slated in New York shortly.

Schatz said that by May 1 a decision should be reached on payment of the claims. Up to the present, about 82 per cent has been paid on the claims of the estates of the 168 persons killed in the blaze and the hundreds injured.

Beatty Grosses Flirt With '49 Figure at L. A.

(Continued from page 65)

dog food cans as pedestals, with an announcement plugging the air show. Radio and TV coverage under the direction of Shirley and Norman Carroll, who have been signed for the season to handle air and video plugs, school tickets and special tie-ins, was the most complete ever used by the Beatty org.

Heavy TV Treatment

Opening day (28) was plugged over 17 radio and four TV stations here. Exclusive TV coverage of the circus grounds by Paramount's KTLA hit the air for 1 hour and 25 minutes prior to the initial night show. Klaus Landsberg, station topper, personally directed shots of the midway, menagerie and circus back yard with interviews of show personnel the highlight. At no time were any of the circus acts televised. Technique used by the Carrolls was in the nature of a teaser to create peak interest among set owners without actually showing any of the performance.

Before the 13-day run is completed, over 500 different radio and TV plugs will be used, including 31 coast-to-coast network shots ranging from complete half-hour shows about Beatty and the circus to guest interview spots, and quiz and contest programs featuring circus talent.

One of the top plugs was garnered when the Carrolls arranged for the Ralph Edwards *Truth or Consequences* airtel to be broadcast from the center ring of the circus (8). Special circus stunts were worked out which gave the org extra bally. Show aired between the matinee and evening performance, with broadcast ticket holders only being admitted to the big top. National coverage of the airtel will play heavily in future Beatty bookings.

D. J.'s Pitch, Too

Disk jockeys also went strong for the Beatty stand here with daily plugs. A heavy kid show promotion, tying in with Easter vacation was used on both radio and TV. Puppets of Beatty and clown personalities were used to good advantage on some TV shows.

Kick-off of the 1950 census was used as a publicity gimmick which featured MGM newsreel coverage of Harriet and Clyde Beatty and various circus personalities giving statistics to the nose counters. Local press also carried shots of census takers and Beatty personnel on photo pages. Additional bally was reaped when Thrifty Drug Store chain used Beatty plugs on their radio and TV spots. All 55 stores of the chain participated in a fountain special named after Beatty featuring a contest tie-in during circus week here.

Bulls Succumb

Bad luck struck the org when an unknown illness attacked three bulls,

WANT

Two sober, reliable Phone Men for Dallas, Texas. Get in touch immediately with:

SAM WARD

SHRINE TEMPLE AUSTIN, TEXAS
Telephone: 8-8209

TO ALL MEMBERS

of the

INTERNATIONAL ALLIANCE

BILL POSTERS & BILLERS

ALL MEMBERS ARE NOW AT LIBERTY TO WORK FOR COLE BROTHERS' CIRCUS.

PHONE MEN

Capable, sober go-getters. Book, Banners, U.P.C.'s. Going good. Contact:

BILL TUMBER

Webster Hall Hotel Pittsburgh, Pa.

UNDER THE MARQUEE

Census taking among Polack Bros.' Circus personnel recently got a good play in a Norfolk, Va., newspaper as a taker climbed a ladder to quiz aerialist Elizabeth Gautier. Midgets Jack and Ruby Landrus stood on a table to be interviewed. Org did good business in Norfolk despite Holy Week conflict.

Stickler for politeness is a workman who addresses a big top pusher as "mister."

Dr. Joseph M. Ganey Sr., a member of Circus Fans of America's national board of directors, has revealed that the group has been negotiating with the Ringling circus to play New London, Conn., this summer.

Out of every 100 men who visit circuses to see the clowns and animals, 75 of 'em get blur-eyed from hunting for shapely gams.

Bill Wilcox has joined the Al G. Kelly & Miller Bros.' Circus following a brief vacation in Hot Springs. . . . Poodles Hanneford and Company closed a successful three-day engagement at the Ben Ali Theater, Lexington, Ky., April 1 and arrangements have been made for a return there next season. . . . James Gephart, following a sojourn in Hot Springs, has joined Cole Bros.' Circus.

Canvasman who will walk into a cookhouse and demand to know why dinner isn't being served yet, may be a nut, but he's smart enough to know when he's hungry.

Telephone brigade line-ups in advance of King Bros.' Circus under direction of J. C. Admire include Brigade No. 1: Tom Brennan, George O'Donnell and Willis Massey; Brigade No. 2: Col. Frank P. Admire, John Carmody, Andrew Albright and Roy Durham. They opened in Bowling Green and Glasgow, Ky., respectively last week. . . . Jorgen M. Christiansen, horse trainer, was a gueststar on Ralph Edwards' "This Is Your Life" airshow, Wednesday (5). . . . The International Roller Skaters are a feature of Jack Blunder's Central American Circus, currently touring Guatemala. Skating turn includes Juanita La Benten, Virginia Pytell, Ella Lee Bruno and Mary Shinkle, with Ed Sonny as

resulting in the death of two. A 40-year-old bull, Mary, died suddenly at the org's winter quarters in El Monte before the season opener. A 2½-ton female, Marian, 23 years old, succumbed during the show's run here despite a veterinarian's attempt to save her life. The third bull is recovering. The six remaining bulls will be augmented by three more to be shipped in from the East, Beatty said.

Many visitors have been on the grounds, including Betty and Frank Ringler, of Detroit, and Don Hayman, Uniontown, Pa., who comes west every year for the Beatty opener.

Management personnel is Clyde Beatty, general manager; Paul Eagles, general agent; S. L. Cronin, assistant manager; Al Moss, superintendent; William Petty, auditor; James Albanese, treasurer; Harlan DeWitt, acting legal adjuster and fire prevention chief, and Ed Grady, white wagon tickets. Bill Moore, the regular legal adjuster, has been ill for the past 10 days but will rejoin the show when he recovers.

In addition to Parks and the Carrolls other press personnel includes C. S. Primrose, contracting press, and Ray Elder and Ned Simonson, story men.

Glen Booth is car manager; Dan Dix and Ray Smith, contracting agents; Pat Graham, trainmaster; Bill Lewis, front door; Tom Plank, 24-hour man, and Floyd Lee, electrician. Another 24-hour man will be signed when the org leaves here.

manager. Julio Hernandez is show's representative.

Perhaps the worst feature of a cold and wet spring is that it sets the old-timers predicting a drought with hot, dusty lots during the summer.

Roy Barrett, clown, closed the first week in April with the School Days Circus Review after eight and a half weeks playing to good crowds in Shea's Theaters in New York, Pennsylvania and Ohio. After closing with that unit, Roy drove back to Penn Yan, N. Y., with James M. Cole, who maintains his winter quarters there. Roy infos that he enjoyed being out with the School Days Circus Review. "It was fun going to school each day and getting paid for it," he said. His next engagement will be with the Cole Bros.' Circus at the Chicago Stadium, starting April 21. . . . Walter Logsdon is recovering from a recent operation at Harrisburg Hospital, Harrisburg, Pa. . . . John Shield, of Bedford, Ind., recently entertained Captain Nifong at the Jefferson Hotel, St. Louis, before departing for Gonzales, Tex., to join Milt Robbins' Side Show.

It will soon be the time when the circus fan will go far from his work and dull haunts to travel with a show and try to forget that he has to go back.

Jake J. Disch, known as Clown Cop Corrigan, was a guest of the Dan Castello Top of the Circus Fans of America in Racine, Wis., at their recent annual meeting. He showed movies of Cole Bros. and his collection of old circus heralds.

On Side Show fronts there are at least 14 picture banners, and anybody with the show seen studying them hasn't been with it long.

ATTENTION, ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

AND TELEVISION

ERNIE YOUNG

203 N. Wabash, Chicago, Ill.

ATTENTION, SHOWMEN! Now Available for RENTAL

WALSH Stadium

In the Heart of St. Louis

Suitable for all types of promotion. Seating capacity of 15,000. Equipped with modern floodlights, parking facilities, and public transportation direct.

UNDER THE PERSONAL DIRECTION OF

THOMAS N. PACKS

280-284 ARCADE BLDG. CH 3788
CHESTNUT 3788—ST. LOUIS 1, MO.

PHONE AND PERSONAL CALL MAN WANTED

For State Law Enforcement Association

Must have late model car. Steady year-round work, top earnings if you can qualify. First vacancy in 3 years. State experience, age and where to reach you.

BOX 2183

Columbus 16, Ohio

Greetings to the CIRCUS



Success to the CIRCUS

STANLEY W. WATHON

INTERNATIONAL CIRCUS IMPRESARIO

Known in Europe as the Greatest Circus Booking Agent of All Times

Who put the circus on its feet in England, supplying complete circus shows to same managements from 3 to 24 years.

A RECORD NEVER ACHIEVED BY OTHERS BEFORE OR SINCE

Now representing the best European Acts appearing with the RINGLING BROS. BARNUM & BAILEY CIRCUS

In conjunction with the show's European Representative UMBERTO SCHICHTHOLZ BEDINI

If You Want the Best—Get It From the Best

STANLEY W. WATHON

1564 Broadway — Palace Theatre Bldg. — New York 19, N. Y.

COLLECTORS ITEMS

ROUTE BOOKS—Adam Forepaugh, 1892; John Robinson 10 Big, 1902, and others. Old Circus Letterheads, Programs, etc. Copies of The Clipper, 1880's. PHOTOS: Jesse James' Last Breath, Scott & Ramsden's Minstrel Band, 1884. Bill Cars—Ringling, 1895; H-W, 1910; H-W, 1914; John Robinson, 1898; B & B, 1896. Riding Acts—Duttons, 1912; Davenport Family, 1910; Cottrell-Powell and others. Lietzel, 1926; Avalon Troupe, 1908; Ella Bradna, 1908; Ringling Parade, 1914; Barnes Parade, 1923; Lew Graham, 1913, and many other historic photos. List and sample photo, 25 cents.

HOBBY LANDING, H. T. Green
4046 Greenview Ave., Chicago 13, Ill.

WANT FOR COLE BROS.' CIRCUS SIDE SHOW

Strong Man, Impalement Act, Ventriloquist, Whip Act, Magician (J. H. Powers, answer), Alligator Girl (Mona and Blu, answer—very good proposition for you), Juggler and any good Working Act. All address:

DICK BEST, c/o HOTEL SHERMAN, CHICAGO, ILL.

WANTED

Dog and Pony Acts to feature as a free attraction on land auction sales. We conduct approximately 100 to 150 auction sales a year and want to make a contract with someone who has a Dog and Pony Act that will run at least a half hour to work our land sales at so much per day. We have a farm right in town where you can keep your equipment. If you drink or hard to get along with, do not answer this advertisement. We also want to buy a 5 Kw. Light Plant and may consider a larger one. It must be good. No junk! Our reference is the First National Farmers Bank, of Wytheville, Va.

HORNEY BROS.' LAND AUCTION CO.

Wytheville, Virginia
"Wytheville Our Home—The World Our Territory"

WANTED**PHONE DIRECTORS WITH CREW**

Acts to enlarge Big Show. Good Trampoline with second act; Jacksons, answer. Trainer for No. 2 Liberty Act; Jimmy Odell, wire. Boss Canvasman, Working Men, People for Side Show and Concert. Could use good Dog and Pony Act. Bob Couls, answer.

Kelly & Morris Circus

P. O. BOX 40 HAVANA, ILL.

PHONE MEN

THE UNION'S oldest Labor Paper in U. S. A. Est. 1874. Every issue this year will be 76th year anniversary edition. Also hot political fight in Indiana, which yields big money. Want men to handle Hammond, Gary, Richmond, Terre Haute, Evansville, Muncie, Elkhart, 40%; do own collecting and phones. MR. HATCH, Broadway Hotel, South Bend, Ind. Phone 3-7101.

Promotion Managers Only

Capable and seasoned Men to organize and handle crews of telephone solicitors on a national deal. Strong proposition, good commission and local endorsement. Write for New York City appointments.

Catholic Film Bureau

P. O. BOX 62 NEW HAVEN, CONN.

WANTED

Big Show Acts, Family doing two or three Ground Acts, Tumblers, Jugglers, Balancing. Cookhouse the best, gas-oil, long season.

HORNE BROS.' CIRCUS

Carrollton, 13; Reform, 14; Millport, 15; Vernon, 17; Sulligent, 18; Guin, 19; all Alabama.

WANTED—HALF AND HALF

Also Dancers for Side Show. Must have living trailer. Long season. Write or wire as per route. Leon Bennit, manager Side Show.

COLE & WALTERS CIRCUS

Pilot Point, Tex., Apr. 12; Saint Jo, 13; Bowie, 14; Decatur, 15; Jacksboro, 16; then per route.

Ringling-Barnum '50 Program

Producer, John Ringling North; stage director, John Murray Anderson; designer, Miles White; general director, Pat Valdo; special music by Henry Sullivan; lyrics, John Murray Anderson; choreography, Richard Barstow; art director, Thomas Farrar; aerial director, Antoinette Concello; equestrian director, Harry Thomas; musical director, Merle Evans; orchestrations, Sammy Grossman; vocalist, Bill Parker; lighting by Doug Morris; assistant to Miles White, Frank Spencer.

Acknowledgments

Costumes for production numbers, *When Dreams Come True*, *Seville*, acts, animal coverings and horse trappings by Brooks Costume Company, New York; uniforms for the entire staff by Brooks Uniform Company, New York; costumes for production numbers, *Old Vienna* and *Jungle Drums*, by Eaves Costume Company, New York; floats by Studio Alliance, New York; fabrics for costumes and draperies by Dazian's, Inc., New York; Gladstone, New York, and Maharam, New York; decor by I. Weiss & Sons, New York; shoes by La Ray Boot Shop, New York; plastic props by Yugi Ito, New York; stockings by Jesse Zimmer, New York; portrait masks by Doane Powell, New York; wigs by Lerch, New York; special horse trappings and harness by H. Rokker, of the Hague, Holland, and Hermes, Paris; decor for menagerie cages by Ralph Hunter, Detroit.

Running order of show on opening night followed the printed program fairly closely aside from the interpolation of several clown walkarounds and shifting of a few acts. On the whole the opening performance ran fairly smoothly, with the finale coming to a close shortly before midnight. Dress rehearsal Tuesday (4) night ran about 40 minutes longer.

Display 1—Mixed group of 12 Himalayan, Russian, Siberian and polar bears, from the Hagenbeck Zoo, Hamburg, Germany, presented in center ring cage by Albert Rix. While the act ran a bit long, the bears performed unusual and amusing routines which clicked. Leaving the bears' cage wagon alongside the center ring mesh cage blocked the view from certain sections of the arena, but this was probably done to cut

running time at the opener.

Display 2—Paul Jung clown production, *The Cat, the Mice and Cheese*, reminiscent of last year's *Adam Smasher* and needs pepping up.

Display 3—Ugo Troupe of four tumblers in leaps, climaxed by leap over five elephants by Ugo—same as last year.

Display 4—Aerial displays. Lilo Justin (new) and La Norma presented neat trapeze routines over end rings. Three Hemadas (new), two girls and a male partner, and the Three Margas, fems, went thru good novelty routines above the platforms. The Reinys, man and fem, clicked in trapeze routines above center ring, staying on for brief solo bit after other acts finished.

Display 5—Riding acts made up of riders who have been with the show for some time, including members of the Zoppe, Bostock and Loyal troupes. Working the center ring ring were the Riding Zoppes, with midget Cucciola doing his usual burlesque, the Bostock-Parent Troupe, with Marion Seifert, in end ring, and the Romigs, with Christiani, in the other end ring.

Display 6—The Guttis in the slapstick gorilla parody which they presented last season. Act has been pepped up and audience liked it.

Display 7—Elaborately costumed spec, *When Dreams Come True*, which was a riot of striking colors. Floats were comparatively small, which makes for easier maneuvering in the Garden. Vocal number by Bill Parker.

Display 8—Unus in his one-finger stand and spectacular balancing feats soloed in center ring and drew big hand.

Display 9—Clown walkaround.

Display 10—Liberty horses working in new type metal rings, which are somewhat smaller in diameter than old wooden rings. They seemed to confuse the horses. Czeslaw Mroczkowski was in center ring with 12 horses; Gene Lipkowska (Mrs. Mroczkowski) in Ring 1 with 12 horses, and Andre Fox in Ring 2 with 11 horses. A good flash, with horses handled nicely. The Mroczkowskis end up by putting horses thru waltz routines and rearing.

Display 11—Clown walkaround.

Display 12—Leon de Rousseau (new) in unusual stunt of revolving his body around his head, followed by back dives from a tower to matress.

Acro medley takes over, with Franklin and Astrid in neat hand-to-hand routine; the Bokaras (8) in excellent teeterboard number; the Fredi Troupe (7) in peppy tumbling; the Adus (new) in a good adagio bit by two men and fem, and an unbilled troupe (8), including Ugo and Christiani, doing speedy tumbling in center ring.

Display 13—Baptiste Schreiber (new) works center ring with two well-trained elephants who start off with amusing dance routines and wind up with novel teeterboard bit with one big bull coyly tapping the teeterboard to toss Schreiber to head of the other pachyderm.

Display 14—Clown walkaround.

Display 15—Web spec, *Seville*, directed by Antoinette Concello and featuring Pinito del Oro (new) in extremely good balancing feats on swaying trapeze. Forty girls take part in well-regulated webbing routines, with Elsie Davis (Alzanas) and Bobby Dubrueil spotted over end rings. Vocal number by Bill Parker.

Display 16—Francis Brunn and his sister hold down center ring with their clever juggling which seems speedier than ever. End rings occupied by Miss Loni (new), unusually talented foot juggler, and the Reales Trio (new), two men and a fem, in excellent routines of foot juggling.

Display 17—Clown car disgorging 15 passengers who take over stages for square dancing.

Display 18—Jack Bostock's ponies in Ring 1; Charles Peterson's novel jockey dogs in center ring, and El-

dridge's pony-riding chimps (4) in Ring 2.

Display 19—Clown number.

Display 20—Art Concello's flying acts, The Flying Antonys and Flying Comets over the end rings, and the Flying Concellos, with Antoinette Concello, holding center spot. All worked neatly.

Display 21—Menage number, *Old Vienna*. Big equestrian spec, with the high school riders coming on for climax. Luciana and Friedel (new) occupy center ring, while Claude de Valois and Cilly Feindt work end rings. Vocal by Billy Parker.

Display 22—Clowns.

Display 23—The Geraldos stage a swell comeback in their aerial thriller over the center ring, apparently fully recovered from their near-fatal accident of last season. Use a small safety net under rigging.

Display 24—Lou Jacobs and clowns in Jacobs funny miniature car bit.

Display 25—The Alzanas in their daring high wire act, with Harold Alzana displaying his usual disregard for the laws of gravity.

Display 26—Due to non-arrival of props of two acts this display was left out at opener. Skedded for the spot were the Rodolphos (new), perch; the Chaludis (new), bike act with two young girls doing great head stands when caught at rehearsals; Pilona (new), wire; the Reiffs (new), trampoline, and the Idnavis (new), perch.

Display 27—Finale, *Jungle Drums*, brings on 22 elephants and scores of strikingly costumed girls and figurants in lively and peppy wind-up. Five elephants in each end ring and eight in center are put thru good stunts and are joined by 14 additional bulls for usual long mount on hippodrome track.

Show was unable to take over the Garden until the early hours of Monday (3), and Pat Valdo, Merle Evans, John Murray Anderson and everybody else working in the Big Show deserve credit for whipping the show into shape in time for opening.

Ringling Clown Roster

Felix Adler, Lou Jacobs, Paul Jerome, Paul Jung, Charley Bell, Fred Hanlon, Bill Hanlon, Rose Hanlon, Toby Jorio, Harry Nelson, John Nelson, Bob Nelson, M. Orton, John Reilly, Buzzy Potts, Irvin Romig, Carl Stephan, D. Thorpe, Gerole Wong, Paul Wenzel, Jerry Wood, Al White, A. Honkola, Paul Horompo, Jack Leclair, Frank Luley, Owen McQuade, Fred Meers, Tom Mason, Paul Mortier, Louis Nagy, Paul Alpert, James Armstrong, Ernie Burch, Art Burson, Frank Cromwell, Frank Etherton, Walter Guice, Jack Gerlich, Ed Green, Homer Goddard.

Merle Evans' Band

Line-up of musicians in this year's band is: Cornets, Frank Sering, Jack Carroll, James Downs, Jack Sparrowhawk, Joe Browning; flute and piccolo, Max Ring; clarinets, Everett Gavin, Gene Roy, Fred Dini, Tony Ramirez, Nick Altroth, Rudy Bundy; horns, Paul Davis, Frank Simmanier; baritones, John Horak, Clarence Bennett; trombones, Lew Bader, E. B. Morse, Andy Grainger, Dominick Tavaglione; basses, Johnny Evans, Harvey Phillips; drummers, Ray Floyd, Frank Hoffman; organ, Clarence Woods. Musical director, Merle Evans.—TED WOLFRAM.

SEAL BROTHERS' CIRCUS

Need at once, good sober Electrician to handle Plants and cable. Also useful People all departments. Must join on wire. Wire reply as per route: Tonopah, April 11; Hawthorne, 12; Yerrington, 13; Fallon, 14; Carson City, 15; Lovelock, 16; Winnemucca, 17; Battle Mountain, 18; all Nevada.

BUD E. ANDERSON

TWO GOOD AGENTS

Capable of booking promotion. Good pay if you can produce. Answer immediately. Well organized show now playing strong auspices.

BOX D-353

The Billboard Cincinnati 22, Ohio

Hodges-Hodgini Trio

"Youth With a Style"

Featuring Comedy
**TRAMPOLINE AND
TIGHT WIRE**

Thanks, Jerry Wilson, for a wonderful winter tour with Gran Circo Americano.

Now second season with **SIEBRAND BROS.' CIRCUS and CARNIVAL**

**9 EXP. PHONE MEN 9**
PROGRAM—BANNERS—TICKETS

For Baltimore Date, Week of June 26th. Office Opens Start Work Monday, April 17th. Only sober, dependable Men who can conduct themselves as gentlemen need apply. Would like to hear from Men who have worked Baltimore Dates during past 5 years. O'Donnell, Massey, Lenney, McConnic, O'Connell, Harries, Geo. Murphy and other men who have worked for me in the past, contact me immediately. All others write full details relative to past experience and organizations with whom you have been associated.

VERNON L. McHEAVY, Promotional Director

HAMID-MORTON CAVALCADE OF THRILLS

Office: 2303 North Charles Street, Baltimore, Maryland. Telephone: Hopkins 9500 (No collect wires or phone calls)

P.S.: Also want experienced Advertising Banner Man for Richmond Police Circus Date, Richmond, Va., week of June 19th. Start work there Monday, May 22nd. Address inquiries to above office address only.

STRATES GETS '50 UNDER WAY

Eastern Orgs Get Ready for Early Debuts

Winter Quarters Hum

NEW YORK, April 8.—With carnival owners making last-minute contacts for attractions, rides and concessions and winter quarters crews putting final touches on equipment, shows thruout the East will be set for major openings this month.

Penn Premier Shows opens Monday (10) at Chester, Pa., where the business outlook is bright since no major strikes are in progress. Org left quarters at Sanford, N. C., Tuesday (4). Mickey Percell's Pioneer Shows, with offices at Waverly, N. Y., springs Friday (21).

A Thursday (20) opening is slated for Coleman Bros.' Shows at Middletown, Conn., with Morris Hannum Shows to play a two-Saturday date starting April 22 at Emmaus, Pa. Endy Bros.' Shows will begin a 10-day stand in Philadelphia Thursday (20). O. C. Buck Shows will go at their winter quarters, Troy, N. Y., Saturday (15).

Bows are scheduled for Virginia Greater Shows today at Suffolk, Va., org's winter quarters, and United States Shows, opening Tuesday (11) at Marion, N. C. Mighty Page Shows start Lexington, N. C., today. Crystal Shows expects to open in about a week.

Vivona Bros.' Amusement Shows spring Monday (17) at Newark, N. J., and Beam's Attractions kicks off Thursday (27) at Windber, Pa.

Turner Makes Ready For April 19 Debut At Springfield, Ill.

PETERSBURG, Ill., April 8.—Turner Bros.' Shows are winding up work in quarters here for their April 19 opening in White City Park, Springfield, Ill.

R. V. Collins, mechanic, has readied most of the rolling stock and ride motors. James Smith is repairing trailers and building several new show fronts.

Walter Hale, who will have the Girl and Posing shows, is expected soon upon the close of his Southern theater tour. Andy Allen has joined with concessions and a new Penny Arcade. Roger Fingar and family are readying the cookhouse. Mrs. Ann Tilley has purchased a new trailer, to replace the one partially wrecked, and a new panel truck. Cuban Mack is expected soon with the Side Show.

Mom Crawford, mother of Mrs. J. T. Richards, recently hospitalized, is reported recovering.

Weather Puts Detroit Shows Out of Action

DETROIT, April 8.—Detroit's three early shows, operated by the Wade Brothers, went into hibernation this week, following heavy rains, floods that turned lots into muddy lakes, and a midweek snowstorm. The two W. G. Wade units and Roscoe Wade's Joyland Shows stayed on their lots, but made no attempt to open, even over the week-end. Meanwhile, the Downriver Shows were readying to open at River Rouge over the week-end, and other shows are expected to set up between now and the end of April in the metropolitan area.

Strong Acts Set For Bonnie Baker Unit on RAS

CHICAGO, April 8.—A strong talent line-up will support Bonnie (Oh, Johnny) Baker on the Royal American Shows this season with four top acts and a 16-girl line signed for the unit.

Talent was lined up for Carl J. Sedlmayr Sr., RAS owner, by Frank Taylor, Associated Booking Corporation, this city, and includes Harold Boyd, novelty jigsaws; Princes Chio, Chinese dancer; Les Sechrist and Izabela, novelty musical dancing, and Claude Mathis, comic. Leon Miller is the producer. Lester, Ltd., Chicago, is reportedly prepping a \$10,000 wardrobe.

Bonnie's appearance on the Royal American Shows will mark her first venture in outdoor show business, with the exception of a few performances at California fairs. She will join for rehearsals following her April 15 stint on Ken Murray's TV show in New York.

Renovated Tinsley Unit Bows to Good Greenville Takes

GREENVILLE, S. C., April 8.—Johnny T. Tinsley Shows, featuring a redecoration job directed by General Superintendent C. M. (Red) Miller opened here to good crowds March 25. H. S. Thompson, general manager, reports that shows have added several pieces of rolling stock to accommodate new attractions.

Staff includes John T. Tinsley, owner; Mayo F. Tinsley, co-owner and secretary; Ben Cheek, lot superintendent; A. C. Buchanan, mechanic and transportation superintendent; Gordon Towry, electrician, and Chris Jernigan, mail man and *The Billboard* sales agent.

Shows include Big Snake, Pop Hewitt, manager-talker; Fred Williams, tickets; Naomi Hewitt, lecturer. Motordrome, Everett and Doc Harris, riders; Jimmy Allen and Frank Smith, tickets; Captain Harold, talker. Minstrel Show, Johnny Riddick, manager; Mrs. Riddick, tickets; Johnny Reich, talker. (See *Renovated Tinsley* on page 92)

J. Francis Clicks In St. Louis Bow

ST. LOUIS, April 8.—John Francis Shows successfully opened their 1950 tour on a lot in the 4300 block on North Broadway here April 1, under direction of Owner John Francis. Following the debut stand, which marked the inaugural of the org's 30th annual trek, shows will play a number of other Missouri dates before heading into Illinois, Wisconsin, Indiana and Arkansas.

Line-up includes eight office-owned major and three kiddie rides. Six new light towers and a fluorescent lighted front put in appearance at the opening stand. Everything has been repainted in the org's blue, red and orange color scheme. Frank Curtis, high pole, is the free attraction.

Mrs. Lotis Francis is operating the candy floss and popcorn wagon. Concessionaires here include Jack (Red) Donnelly, Edwin Schantz, Frank Hanasaki, Les Henderson and Sid Sidenberg, who also is operating the office-owned cookhouse.

Industry Biz Outlook Rosy As D. C. Premiere Pays Off; All Divisions Snare Money

Equipment Is in Prime Shape; New Ride Shown

By Jim McHugh

WASHINGTON, April 8.—A dream combination of warmth, clear skies and stable incomes is paying off big dividends for the James E. Strates Shows here—the first of the nation's railroad biggies to launch a full-fledged attack on the 1950 season.

This is a civil service town, and

come anything short of the government's capitulation it ought always to remain a pay-off date. Notwithstanding the stable nature of earnings, it is encouraging to note that people feel free to spend a buck. If folks with their ears close to the heart of government can spend a dollar without anxiety, it is relatively safe to assume that the same tranquility might prevail thruout the rest of the country where the carnival brethren are now getting ready for their first licks.

10-Year Build-Up

Earnings here are not accruing accidentally, since Strates is now rounding out his first decade of building up a solid reputation on these premises. The bugaboo nature of the multiple restrictions encountered here, which have kept many another op from making a bid, have been successfully overcome. The natives get a fair shake all around, including a lot of appealing massiveness and color for free.

With two Saturdays and two Sundays included in the 10-day date which ends Monday night (10), together with the fact that saddle-sore concessionaires gravitate to this spot in a mad rush to corral the first money of the year, genial Jimmie Strates is assured of a good date even before the light cables are buried underground in accordance with National Park Department regulations. Contributing to the psychological push that might get Wash- (*Strates Gets Under Way*, page 84)

Krekos Biz 1st 3 Weeks Up To '49 Totals

Second Unit To Open May 6

STOCKTON, Calif., April 8.—West Coast Shows, out three weeks in their 23d year, are finding business about the same as last year, Mike Krekos, general manager, said. Up to this point, the org has played Visalia and Bakersfield, the latter on the fairgrounds.

The organization will debut its second unit, West Coast Exposition Shows, May 6 when it will play Mickey's Grove celebration near Lodi. This will mark the 22d year that the Krekos group has had this date. The unit has been signed to play the Jumping Frog Jubilee at Angels Camp and the Solano County Fair.

The No. 1 show opened with a new 120-foot front that uses break-back signs atop two trucks for flash and enables the front to be increased or (See *Krekos Biz First* on page 92)

Iowa Ag. Dept. Sets Food Concessh Rules

DES MOINES, April 8.—The Iowa Department of Agriculture this week released rules which will govern food concessions at carnivals and fairs in the State this season. The regulations follow:

1. Concessions serving food or beverages, which are not located in permanent buildings and not connected with water and sewerage, also proper dish-washing facilities, will be required to use single served paper with the exception of silverware. Also silverware, utensils, such as pots and pans, must be thoroly sanitized with hot water and an approved chemical solution.

2. All bulk beverage containers shall have tight-fitting covers and spigot installed for the dispensing of beverage.

3. Food must be at all times adequately protected from insects, dirt and contamination from any source. Meat, fish and fowl shall be kept hot (on grill, stove or steam table) or cold (under proper refrigeration).

4. All employees shall comply with State health requirements, and female employees are to wear hair nets and male employees are to wear caps, eliminating the possibility of hair getting into food or beverages.

Macon Three-Week Date for Lone Star Ends in Strong Biz

MACON, Ga., April 8.—Lone Star Shows had a winning stand the final week of their three-week stand on the Troy Raines lot and left Sunday (2) for Carrollton.

Friday and Saturday nights were warm and clear and the lot was filled with eager spenders. J. R. McSpadden, owner, reported that rides operated at capacity for several hours each night, and Manager Johnny Reed said the concessions scored heavily.

One of the large rides, Auto Speedway, was stored in a building at Cochran Field after the teardown. McSpadden said it was too big to handle conveniently on week stands.

Org plans to return to Macon lots for four weeks in the fall.

Gem City Org Contracts Kirksville, Mo., Midway

KIRKSVILLE, Mo., April 8.—Gem City Shows this week signed to provide the midway attractions at the Northeast Missouri annual here, August 29-September 1.

Org was repped by Tom Hickey, manager, and W. E. (Bill) Snyder, general agent. W. V. Mackie, secretary, signed for the fair association.

HAND DARTS

WHEELS
ALL KINDS

HIGH STRIKERS

ROLL DOWNS

MILK BOTTLES

KNIFE RACK RINGS

Write for Catalog

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Ill.

5 MIN. PHOTOS



Never a breakdown with guaranteed AmSCO Quick Cameras. Patented features mean more profits. Obtain list of bargains. New, Used. Low Prices. Beautiful, Durable. Also Portable Cameras.

American Stamp & Novelty Mfg. Co.
Houston 6, Tex. (formerly of Okla. City)

POP CORN MACHINES

The sensational New EXCEL Popper is now ready. Just think, it pops \$10.00 per hour, just like ones selling for five times as much. We can ship you the EXCEL, 100# of our famous Indiana Triumph Hybrid Pop Corn, case of Popsit Plus, case of Salt and 1000 Bags all for the one price of \$104.50. Act quick. Write or wire for circular.

● INDIANA POP CORN CO. ●
MUNCIE, IND. DEPT. A

THE WILD BOY

From the Jungles of Borneo

Shrunken Heads and Shrunken Bodies, Fish Girl, Devil Child, Two-Headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.

TATE'S CURIOSITY SHOP
54 S. Grove St., Mesa, Ariz.

WANT

Clean Carnival of about six Rides for Carroll County Fair and Livestock Show week Sept. 11-16. No Racket or Gypsies. Centennial Celebration also entire week. For information, contact:

H. E. TABOR, President
Carroll County Fair & Livestock Show
Berryville, Arkansas

\$200 REWARD

For Studebaker 10 1/4-Ton Truck and King Pony Cart Ride, stolen from Fair Grounds, Coldwater, Michigan. Ride serial number 506, engine number 3M31274, model 1947, double deck stake rack, twelve foot.

R. C. McQUEEN

8511 North Boulevard TAMPA, FLA.
Phone 332481

Producing America's Best SHOW BANNERS

SNAP WYATT STUDIOS

Rt. 3, Box 1180 TAMPA, FLA.
(Phone: Y-62463)

BLUE GRASS SHOWS

NOW BOOKING

SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

CHANGE APRONS

That are different, four pockets. Blue, Green and striped, \$2.00 each post paid. Money back if not satisfied.

POPLAR BLUFF TENT & AWNING CO.
Poplar Bluff, Mo.

MIDWAY CONFAB

Al P. Hill, former concessionaire, who operated the Hill Hotel in Mobile, Ala., during the war and who has been living in retirement the last four years, recently took over the active management of that hotel. . . . Joseph E. Karr and family, who wintered in Mobile, Ala., left recently for Cheraw, S. C., where they will operate concessions on Marion Greater Shows. Karr formerly operated Wonder City Shows.

Early-day troupers considered the tricks of the trade as sacred.

Emerly Kelly, Mobile, Ala., concessionaire with Groves Greater Shows the last two seasons, left for Texas recently to join a railroad show. . . . Al Wagner has announced that his Cavalcade of Amusements will open at Montgomery, Ala., instead of Mobile as has been the custom. Show train leaves Mobile April 27 with the Montgomery opening scheduled for May 2. . . . Walter B. Fox, now in the advertising business in Mobile, Ala., has returned to his office after spending most of the winter in a bout with the flu.

Remember when a manager was considered made if he owned as many as 10 maple shade wagons?

Gregg H. Wellinghoff, former secretary of Dodson's World's Fair and James F. Murphy shows and former manager of The Billboard's Dallas and Kansas City, Mo., offices, has been named a vice-president of the Keilson Company, Cincinnati. Wellinghoff remains in charge of the company's Dayton, O., branch, which he has managed since joining the firm in 1946. . . . Babe Keating reports from Dallas that her dog, Igloo, died there April 1.

Danny Martin and Frank Peternell left St. Louis recently for Goldsboro, N. C., to join Endy Bros.' Shows. . . . Roland W. Richards, former carnival press and general agent, has placed an aluminum, portable concession unit on the market. . . . E. K.

Fernandez and Sid Belmont were in St. Louis recently holding auditions for acts slated to make a tour of the Hawaiian Islands with Fernandez. . . . Sam Blake joined the Imperial Exposition Shows at Alexandria, La., recently. . . . Dorothy Blake has left Hot Springs for San Francisco.

Among the interesting sights of the business is to see a manager slash his budget by closing his checkbook.

Bill Naylor, press agent for Hennies Bros.' Shows, took time off to jump into Alexandria, La., to handle the press campaign for the Saturday (15) opening of Imperial Shows. Following the Imperial tee-off he was scheduled to return to Hot Springs, Hennies' winter base, to resume his duties with that show. . . . Kitty Trent, mother of Mrs. Louis (Rose) Cutler, died March 29 in Henderson, Ky., and was buried there March 31. Mrs. Cutler and husband operate rides. Jack (Triple Threat) Kaplan has rejoined Hennies Bros.' Shows as special agent.

Old age has caught up with a gal show talker when he considers his top blow-off dancer as a good kid.

Mr. and Mrs. Al Baysinger are in St. Louis, having arrived in the Mound City recently from Miami. . . . Following a talent search thru Alaska, Pinky Pepper stopped over in Seattle to visit with showfolk friends before joining the Linda Lopez Side Show at the Battle of Flowers, San Antonio.

Dwight and Betty Bazinet left Hot Springs recently for Ottawa, Kan., to join Twentieth Century Shows. . . . Line-up of the Side Show on Lone Star Shows includes Jimmie Watts, manager; Carl Tyler, talker; Pee Wee Russell, tickets; Albert, rubber-skin boy; Billy Etheridge, fire-eater and human block head; Corline McIntosh, barrel and electric chair; Talla, annex attraction, and Helen Watts, tattoo artist. Jimmie Watts also is presenting his magic

12 1/2¢

Buy this attractive 12-ounce open window box of CASEY'S GARLAND weatherproof creams and jellies. Customers can see the candy through this flashy window box. \$6.00 per carton of 48 boxes. No less sold.

2 1/4¢

Buy Shooting Gallery candy in attractive, assorted color boxes packed with weatherproof chocolate fudge. \$5.63 per case of 250. No less sold.

8 1/3¢

Buy flashy, fully cellophane wrapped box containing 3 ounces of all-weather chocolate fudge. \$8.33 per carton of 100 boxes. No less sold.

8¢

SPECIAL!
Buy regular 30c value heatproof and moist-proof bag containing 11 ounces of Mello Creams and Jellies, assorted. \$3.84 per carton of 48. No less sold.



CASEY
CONCESSION CO.
1132 S. Wabash Ave.
Chicago, Ill.
Phone: Harrison 7-7798

BAKER'S GAME SHOP

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skillos, Spindles; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bazaar Mds. Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razzes, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pegs, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping-Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

8108 DESOTO

Phone: UN. 2-0464

DETROIT, MICHIGAN

NEW ENGLAND AMUSEMENT CO.

WANTS FOR 1950 SEASON

Opening April 21, Fitchburg, Mass.

Capable Ride Superintendent, Ride Foremen; top wages and bonus. All Hanky Panks come on. This is it. Leaving here April 17 to lay out lot. All replies to

HARRY J. KAHN

60 PARKSIDE ST.

Ph. 6-0237

SPRINGFIELD, MASS.

COLEMAN BROS.' SHOWS

OPENING MIDDLETOWN, CONN., APRIL 20

Want Ride Help. Semi-drivers given preference. Want Shows—Girl Show, Glass Show or Funhouse. Want Concessions—Penny Pitch, Glass Pitch, Hoop-La, Basketball, Jewelry.

RICHARD J. COLEMAN, P. O. Box 886, Middletown, Conn.

CARNIVAL WHEELS



PADDLE WHEELS
MERCHANDISE
WHEELS
BIG SIX DICE
WHEEL
LAYDOWN CLOTHS
DICE CAGES
CHUCK-A-LUCK

Write for Catalog

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and Supplies
130 KEAP STREET, BROOKLYN 11 N. Y.
Evergreen 7-5027

ATTENTION . . .

CONCESSIONAIRES!

★ Get a custom built vending trailer or truck body built for your particular needs. You'll enjoy greater profits and added convenience when you have a vending unit custom built for you. Let our years of experience help you solve your particular vending or transportation problem.

★ Write today for free analysis of your problem—no obligation.

PFAFFMANN MANUFACTURING CO.

1000 West Washington Street
East Peoria, Illinois

WANTED LARGE CARNIVAL

To play on 180-acre fairgrounds for dates July 3 to July 9 in connection with the Pari-Mutuel Racing and 4th of July Celebration. Write

KEN SAUCK

American Legion, P. O. Box 1096
Aberdeen, South Dakota

FOR SALE EIGHT CAR WHIP

A-1 condition. Cars newly upholstered, new cable, motor completely overhauled. Any reasonable offer will be considered.

J. J. ALLEN

22 SCOLLAY SQ. BOSTON, MASS.

WANTED: MIDWAY SHOW

FOR OUR ANNUAL COUNTRY FAIR
To be held August 23rd to August 27th, 1950.

Mail details and terms to
CHICOUTIMI AGRICULTURAL SOCIETY
c/o ROLAND HEBERT, Mgr.
Chicoutimi Coliseum
Chicoutimi, P.Q., Canada

B. E. STARNES

PLEASE CONTACT

R. C. BRYAN

608 TAMPA ST. TAMPA, FLA.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

TICKETS • SUPPLIES
ADVERTISING

Fair PUBLISHING
NEW LONDON, OHIO

FORREST C. SWISHER Wants

Agents for Hanky Panks, Penny Pitch and other Concessions. For Sale—Set-Up Short Range Gallery; booked with Parada Shows. Open April 15. Permanent address:
BOX 125, CANEY, KAN.

CONCESSION SIGNS

Laydowns of all kinds, Charts, Razzle Dazzles, Hanky Pank Signs, Photo Booth Backgrounds, etc. Send for Circular.

BERT GEYERS STUDIO

ROSCOE, OHIO

and juggling acts. . . . Serpentina and her agent, G. A. Johnson, have been vacationing with Gabe and Sylvia Harris in Detroit following a successful stand at the House of Rinck, Cincinnati.

Pessimistic general agent always takes a deposit check with him when he visits a fair manager who has already eyed another midway.

Several young friends on the 20th Century Shows helped five-year-old Ruby Jean Clark celebrate her birthday at a recent party before the org left its Ottawa, Kan., winter quarters. Guests included Jackie and Eddie, Jim Tandy, Corky and Kay Jones and Sandra and Kenny Allen Davis. Ruby's mother served cake and ice cream. . . . Quarter-century veterans of the carnival field in Canada's maritime provinces now readying to take to the road again include

Bill Lynch, Paul Gearin, Bert Gantner, Frank Hanlon, Eldon Wilson, Len (Kid) Dryden and Bernie (Kid) O'Neill. Shows preparing for their openings are Bill Lynch's two units, which are based in Halifax, N. S.; the All-Maritime Shows, quartered at St. John, N. B., and headed by Bryden and O'Neill; Frank Elliott's Shows with quarters at Amherst, with Frank Elliott son of the org's founder in charge, and Libby's Shows, based at Frederickton, N. B., and headed by Len Libby.

Auspicious opening in the spring is much like any closing date in the late fall, which goes to show how much the word auspicious means.

Dick Kanthe, former West Coast heavyweight wrestler and for many years an Athletic Show operator on the John T. Wortham and Crafts 20 Big shows, is a member of the Athletic Show operated by Curley Hutten on United Exposition Shows. Kanthe recently celebrated his 66th birthday at a party tendered him by Mary and Madeline Ragan at Hillbilly Holler, the sisters' trailer camp between Little Rock and Benton, Ark. . . . Doc and Bruce Redmond, who have had their Penny Arcade on the John H. Marks Shows for the past two seasons, have booked the attraction at Myrtle Beach, S. C., for the season. . . . Sailor Joe Simmons, tattoo artist formerly with Carl J. Lauther, Johnny Bejano and Col. Tom Scully, has signed with J. Branson's Side Show on Wallace Bros.' Shows.

No matter how bad spring weather may be there always seems to be somebody eager to explain that its normal.

Bob McGregor is managing Kellow's custard stand on the Joseph J. Kirkwood Shows in addition to handling his duties as mail man and The Billboard sales agent. . . . Mr. and Mrs. Amos (Tom) Wolf have returned to their home in Tarkio, Mo., after wintering in the Rio Grande Valley. They are readying their equipment preparatory to joining the Sammy Lane Shows for the season. . . . Line-up of the "Variety Circus" operated on the Larry Nolan Shows by Gary Hern includes Bozo, clown; Martin, fire-eater and lecturer; Gene Wiley, magic and grinder; Dorothy Wiley, ticket box; Ricardo, torture act; Dawn Swanson, illusions and cartooning, and Zonette, annex attraction. . . . David B. Endy, owner of the shows bearing his name, and Tommy Allen, lot superintendent, left Miami, last week for winter quarters at Goldsboro, N. C. . . . Robert L. Mack is the new general agent of Royal Crown Shows, replacing W. M. (Billy) Breese, who resigned that position recently.



LAST CALL LAST CALL
OPENING APRIL 22, BIRMINGHAM, ALA.

ALL PEOPLE CONTRACTED ANSWER THIS CALL

SHOWS—Side Show account disappointment. Doc Burns, answer. HELP—Rock-O-Plane Foreman, other Ride Men who drive Semi-Trailers, James Ayers wants Chorus Girls for Minstrel Show, Trumpet, Sax, Piano and Drummer. CONCESSIONS—Photo Gallery, Long Range Gallery, Arcade, Diggers and Rotaries, Candy Apples, High Striker, Basket Ball, Hanky Panks of all kinds.

PLAYING FAIRS FROM WEEK JULY 4TH TILL NOVEMBER 11TH

ALL REPLIES:
P. O. BOX 5415 (Phone 54-9175) North Birmingham, Ala.

NEW BASE-BALL STRIKER

Invented by **HARRY NELSON**

"BATTER UP"

Pulls big crowds. Earns big profits.

Write for circular **TODAY.**

HARRY NELSON
 2914 W. 15th St.
 Coney Island 24,
 New York

INSURANCE

IDA E. COHEN
 175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

ATTENTION HENRY J. DUBOIS

(FRENCHIE)
 get in touch with me at once
W. W. WILNO
 Peru, Ind.

JIMMIE CHANOS SHOWS

OPEN RICHMOND, IND., APRIL 29TH.

WANT LEGITIMATE CONCESSIONS—High Striker, Photo Gallery, Ball Games, Basket Ball, Custard.

WANT SHOWS—Have complete outfit for Girl Show. Want wrestlers and boxers for Athletic Show. Penny Arcade, good proposition for Ten-In-One with own outfit and Monkey Show. Just pay for lights only.

RIDE HELP—Caterpillar Foreman. This show has nine Rides. I can use for Richmond, Ind., three Lucky Stores only.

All replies to
JIMMIE CHANOS
 801 EAST 5TH STREET GREENVILLE, OHIO
 Phone 491 until April 20, then Richmond, Ind.

WANT

For Crewe, Virginia, 9 days, April 13 to 22; Farmville, Va., April 24-29

Can place Fish Pond, Bowling Alley, Blower, Balloon Darts, Bumper, or any Slum Store working for stock. All replies to

HAYES & FLYNN, J & B SHOWS
 Crewe, Virginia

WANTED FOR GOLDEN JUBILEE

SCOTTSBLUFF, NEBR., AUG. 7-8

2 Ferris Wheels • 2 Merry-Go-Rounds
 Assorted Kiddie Rides, Including Train

These will be free to the public, so want to contract on cost per day basis. Parties interested in contracting for all or part of above contact:

W. H. OSTENBERG, Events Chairman

SUNSET AMUSEMENT COMPANY

Can place the following concessions: Balloon Dart, Basket Ball, Hoop-la, Fish Pond, Punk Rack, Milk Bottles, Bowling Alley, Watch-la.

OPENING EXCELSIOR SPRINGS, MO., APRIL 20

Can place independent shows to open May 1 at second spot. Lot too small here. 16-ride show. Can use second men who drive semis. Agents for Hanky Panks. Sally Brunette wants 3 dancers for revue. Will book Athletic Show with own transportation and equipment. Must be A-1. Good deal for Motordrome.

Box 350, Excelsior Springs, Mo., Winterquarters

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

NOTICE Change of opening. Opening April 13-22, Jeffersonville, Ind., across from Colgate factory—Just two blocks from Louisville bridge. WANT CONCESSIONS—Legitimate only. SHOWS—With own equipment and transportation. Pay me committee money, plus tax on tickets. RIDE HELP—Foreman for Tilt, Rolloplane, Flying Scooter; sober Semi Drivers given preference. All people contracted will make full opening in Greensboro, Ind., April 24. All replies Western Union, Jeffersonville, Ind.

NOTICE

BILL GEREN

A-1 AMUSEMENT CO.

Wants for Chicago Lots and vicinity: Popcorn, Cork Gallery, String Game, Clothes Pin Pitch, Fish Pond, Balloon Darts, Scale-Age, Milk Bottle, Ball Game, Bingo, Six Cats. Want capable Man for office-owned Hot Dog and Drink Stand. Can place Wife on Concession. Want sober reliable Night Watchman who lives on lot. Want Foremen for New Ell 5 and Foreman for Parker Baby-Q. Must be sober and reliable. Can place Agents on office owned P.C. Must be sober and neat appearing. Jerry Moore, contact. Reply:

JOHN HANSEN
 6448 Milwaukee Ave. Phone RODney 3-9691 Chicago, Ill.

WANTED WANTED

FOR TOP COLORED REVUE

A-1 Chorus Girls. Send photo. Band Men, must read. A-1 Comic. No drunks, answer. For Top Truck Show playing top spots. ADDRESS c/o GENERAL DELIVERY, QUITMAN, GA.

MARDI GRAS REVUE

BAKER United SHOWS

"A Clean Modern Midway"

CALL—Opening April 21, Kokomo, Ind., With Finest FIRST IN Spring Route in Indiana's Best Show Cities, With FAIRS and CELEBRATIONS Until October 14. Finest PUBLICITY, ATTRACTION and SPECIAL EVENT Program Ever Presented in This Section.

WANT a few more HANKY PANKS—privilege reasonable. Pitch-Tilt-U-Win, Hoop-La, Bowling Alley, Coke Bottle, Dart Games or anything legitimate not conflicting.

FUN HOUSE and ARCADE OWNERS—Check our 1950 program and route. Privilege free if we misrepresent. SHOWS—ILLUSION, MAGIC, MONKEY or any of merit. INVESTIGATE.

SPECIAL—Can use one or two GIRL SHOWS for Kokomo only.

RIDES—Can place two KIDDIE RIDES and one more ADULT RIDE.

ACT—Want good, reasonably priced Act. Prefer good Animal Act.

TOM L. BAKER, Manager

2257 MADISON AVENUE Phone: GARfield 4584 INDIANAPOLIS, INDIANA

PENN PREMIER SHOWS

worlds • cleanest • midway

WANT

CONCESSIONS: Can place Age, Scales, Hi-Striker, Jewelry, Novelties, Photos, American Palmistry and other legitimate Concessions. SHOWS: Can place Girls for Girl Show, Acts for Circus Side Show. Want to buy Fun House. Must be in good condition or will book same. Want Talker for Shows. RIDES: Will buy Roll-o-Whirl. State lowest price. Must be in good condition. HELP: Can always place good Ride Help that drive. Address all mail to

LLOYD D. SERFASS, Penn Premier Shows

Chester, Pa., this week; Burlington, N. J., next week.

F. M. SUTTON, SR. Presents

GULF COAST SHOWS

GRAND OPENING, SATURDAY, APRIL 15, TO APRIL 22, CARUTHERSVILLE, MO.

American Legion Spring Carnival

WILL FURNISH NEW TENTS AND NEW FRONTS FOR GIRL SHOW, SNAKE SHOW AND MONKEY SHOW. CAN USE ANY INDEPENDENT SHOWS. WANT ONE MORE BIG RIDE—TILT, OCTOPUS, ROLLOPLANE, SPITFIRE. What have you? CAN USE BALL RACKS AND STOCK CONCESSIONS. CAN USE ACTS FOR 10-in-1. Want good Second Agent who has car.

Address: F. M. Sutton, Sr., Mgr., Caruthersville, Mo.

HARRY CRAIG'S HEART OF TEXAS SHOWS

WANT

WANT

2 or 3 more Side Show Acts for George Hershey. Athletic Show Manager with talent. 4 Chorus Girls and Musicians for Jimmy Lane's Brown Skin Revue. Will book Wild Life, Monkey or Animal Show, Fat Show or any Grind Show not conflicting. Will book Motor or Silo Drome, Fun House, or what have you? Can always use good Ride Men who drive; place Wives on Tickets or Concessions. Will book any Ride not conflicting, especially want Dark Ride, Train or Boat. Want immediately: Cookhouse (Myrtle Cole, contact B. McDonald). Want Agents for Ball Game, Coke Bottles, Penny Pitch; also Ticket Sellers. Want Sound Car Man. Will book Popcorn, Snow Cone, Candy Floss and Apples. Will book Bingo, Glass Pitch, Diggers, Pin Store, Pet Shop, Jewelry, Novelties and Grind Stores. All address: HARRY CRAIG, Mgr., Midland, Tex., this week; Abilene, Tex., next week.

NO GATE KINLAND AMUSEMENT COMPANY NO FLATS

(Formerly Ga. Amusement Co.—Under New Management)

Open Perry, Ga., April 22nd—Two Saturdays Open Perry, Ga., April 22nd—Two Saturdays Concessions—Will book Bingo, flat rate or with office, Mitt Camp, Diggers, Slum Set, Glass Pitch, Bowling Alley, Balloon Dart, Jingle Board, Huckley-Buck, String Game, Hoop-La, Coke Bottles, Scales, Age, Cork Gallery, Long and Short Lead Gallery, Heart Pitch, Clothes Pin Pitch, Six Cat, Swinger, Buckets, Nail Store, Duck Pond, Ball Game, Under and Over. If you have two Stock Stores, we carry only one Concession of a kind, and privilege is \$17.50. We have three weeks in Georgia, then to the smoke stacks. Shows—What have you? We will book you if you have your own transportation. Rides—Book any non-conflicting Kiddie Ride. Following people, contact at once: Red Powers, Lee and Clara Thompson, Bamma Gillman, Leon Dellon, James Robison, Ray Johnson, A. J. Ouellette, John Feland, Russel Powers, Costas Johnson, G. Normandin. All people contracted, please acknowledge. MGR., KINLAND AMUSEMENT CO., No phone calls. Mail, Ayersville, Ga.; Wires, Toccoa, Ga.

O. J. (WHITEY) WEISS WANTS

LADY COMPETENT TO MANAGE MITT CAMP. SIX CAT AGENTS, AND COUNTERMEN AND CALLERS FOR BINGO.

Show Opens April 21 at Mobile, Ala.

All Address: O. J. (Whitey) WEISS, c/o Cavalcade of Amusements, Box 66, Mobile, Ala.

LARRY NOLAN SHOWS

WANT QUICK: Advance Agent with Car. Must book and bill. No posting. Wheel Foreman, other sober Ride Men who drive. Agent for Pan Game, Nail Store Agent. Will book a few more Hanky Panks. Big Snake and Mechanical Show. Contact by wire, don't phone. Address:

LARRY NOLAN, Mgr.

ALBUQUERQUE, N. MEX.

WANTED CONCESSION MAN WANTED

For Ham and Bacon Track—Stock and P.C. only. Show opens Excelsior Springs, Mo., April 20. Contact at once:

VINCE McCABE

c/o SUNSET AMUSEMENT CO., EXCELSIOR SPRINGS, MO.

Strates Gets '50 Under Way; Industry Biz Outlook Rosy

(Continued from page 81)

ingtonians in the mood for alfresco entertainment is the fact that the famed cherry blossoms which failed to carry their part in the annual celebration skedded for last week-end are sure to pop in time for the closing stanzas. While no concrete relationship can be attributed, the show will benefit from the hordes of fresh air hungry motorists—just as it did last Sunday when an estimated 10,000 patrons crowded the grounds from 2 p.m. until the 11:30 p.m. closing. With admission pegged at 20 cents, as it was a year ago, business was considerably better than good.

Good Location

Stumbling promotional planning of the Sesquicentennial (Freedom Fair), sponsored by the federal government and originally skedded to preem on the Benning and Oklahoma avenues showgrounds, made it possible for Strates and others, including the Ringling show, to repeat here this year. The lot, bordering on an eight-lane divided highway, is a fine location and will be sadly missed if and when the Freedom Fair takes over.

The 130-odd concessionaires on hand for the Strates-managed doings here a year ago was approximately halved this session because of the limiting of professional activities to dart wheels and slum stores. While the variety was limited and the outlook was glum, indications by week's end were that everything was going to be all right after all.

Equipment Looks Good

The physical appearance of the Strates show, even the three Florida fairs—Largo, Sarasota and Orlando—were on the winter agenda, is remarkably good for an opening date. The rolling stock is freshly painted right down to the wheel rims. Very little hard rubber remains on the show and this is being replaced rapidly in continuation of a pneumatic tire program started a year ago.

Rides and shows are in good condition. The tented units are being embellished with an eye to future dates. A new Whiz Bang will soon be delivered by the Allan Herschell Company. It will replace the Heydey, already skedded for Marshall Point Park in Maryland.

New Kid Ride Displayed

Newest ride unit, built and patented by Gifford Ralyea, chief electrician, is named the Flying Saucer. Rocket type cars suspended from a center pole travel in a circular motion. The entire unit, except for the anchoring sills and chassis, rises at an angle to include height with motion. The capacity is about 16 to 20 and the unit is fast loading. Only decorative touches need to be added.

A new cookhouse with a permanent floor and a colorful Anchor-built top has been added. Operators, in partnership with Strates, are Bill Leon and Charles Coesteas. Nate Eagles Midget Show also has a new top. Other new canvas will be added as the season progresses, but the need is not pressing.

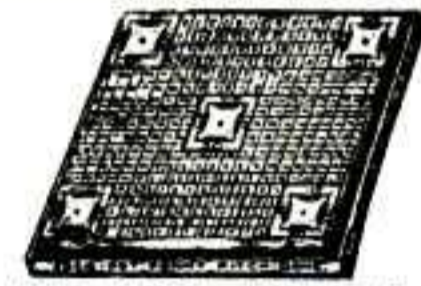
After shuttering here Monday (10) the show moves to Chester, Pa., for a four-day stand.

The staff includes James E. Strates, general manager; Curtis L. Bockus, general agent; Dick O'Brien, manager; Roy B. Jones, business manager; Nick Bozini, treasurer; Starr DeBelle, press agent; J. F. McDevitt, secretary; Edward P. Rahn, special agent; Nelson Thomas, manager of advance billing; Gertrude Putnam, private secretary; L. Weldon Sneider, assistant business manager; Mike Olsen, general superintendent; James Yotas, superintendent of construction; Henry S. Gamble, trainmaster; W. D. Holdridge, purchasing manager; Wayne Kingsley, superintendent of Diesels; Paul Hutchinson,

The Billboard and mail, and Gifford Ralyea, chief electrician.

Shows included here are: Jack Norman's Broadway To Hollywood Revue, Nate Eagle's Hollywood Midget Movie Stars, Rita Cortez's Cuban Revue, Irvin C. Miller's Brown Skin Models, George Murray's Lion Thrill Motordrome, Claude Bentley's Side Show, Jesse Marsh's Creation, and Lord's Last Supper, Nat Rodger's War Show, Betty Hartwick's Snake Show, Capt. W. L. W. Benjamin's Hitler's Dream Car, McCracken's Monkey Circus, Funhouse managed by Wayne Kingsley, Glasshouse managed by Tom Evans and Don Traux's Penny Arcade.

Rides are: Four Ferris Wheels, Caterpillar, Octopus, Scooter, Fly-o-Plane, Tilt-a-Whirl, Spitfire, Pretzel, Hi-Ball, Looper, Rocket, Little Dipper, Flying Saucer, Rotary Whip, pony ride, and a kiddie boat, train, Ferris Wheel, auto and airplane.



PENNY PITCH GAMES

Size 46x46". Price \$42.50.
Size 48x48". With 1 Jack Pot, \$50.00.
Size 48x48", With 5 Jack Pots, \$55.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$27.50

BINGO GAMES

75-Player Bingo, Complete\$6.00
100-Player Bingo, Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

114-122 W. Illinois St. CHICAGO, ILL.

WANTED

COLORED MUSICIANS AND PERFORMERS

A-1 Trumpet, A-1 Trombone, Piano Player (read and fake), High Brown Chorus Girls, Singing and Dancing Comic with good material. Bass Violin that doubles Bass. Pullman car accommodation, meals on lot. State salary in first letter. Wire or write

JIMMIE SIMPSON

616 N. First Street Richmond, Va.
You pay your wires, I'll pay mine.

FOR SALE

Smith & Smith Chairplane, all new chains, ready to operate. 100 Kw. Transformer, wire and truck equipment to operate. Concession Tops, Frames, P.C. Equipment; Public Address System, Horns and Record Player for same.

Mrs. Matthew J. Riley

P. O. Box 543 Philadelphia 5, Pa.

Dixie Exposition Shows

V. F. W. Spring Festival, Gibsonville, N. C., week April 17.

Can place Hanky Panks, Shows with own outfit, Ride Help that can drive and don't drink. Want Man and Wife for Illusion Show, also Agents for Hanky Panks.

Address: Gibsonville, N. C.

RIDES WANTED

Due to disappointment, want to book 5 or 6 Rides for July 17-22 for annual Harvest Jubilee held on streets. Contact

B. B. BURKE

Box 175 Ft. Recovery, Ohio

HILL TOP RODEO

Elmo, Mo., July 1, 2, 3, 4

Interested in getting Carnival. Also Amateur Riders for Rodeo. Entries must be in early. No gypsies.

MANAGER O. N. SMITH, R. 1, Elmo, Mo.

FARMERS AND MERCHANTS' 20TH ANNUAL PICNIC AT NARKA, KAN., AUGUST 3-4-5, 1950

Want Free Attractions, Rides, Shows, Novelties and Concessions. No exclusives on Concessions. Address all communications to

A. C. CERNY

Narka, Kansas




VIVONA Bros.
Amusement Shows
ENTERTAINMENT AT IT'S BEST

LAST CALL—OPENING APRIL 17, PERTH AMBOY, NEW JERSEY—CITY FIELD

CONCESSIONS: Will book Long Range Gallery, Derby Races. Will sell X on Age and Scales, also Novelties. RIDES: Can use Second Men on all Rides. SHOWS: Can use Working Acts for Side Show. Dewise, wire. Will book Motordrome, Fat or Midget Show.

MORRIS VIVONA, Gen. Mgr. JOHN VIVONA, Assl. Mgr.

103 SO. 21ST STREET, IRVINGTON, N. J. ESSEX 3-9112



Eddie Young's
Crown
Royal Shows
"AMERICA'S FINEST CARNIVAL"

WANT FOR NASHVILLE, TENN., LUCAS SHOW GROUNDS, OPPOSITE BALL PARK. 10 DAYS.

Best Spring Day in the South. Starting Monday, April 17th thru Thursday, 27th; then Bowling Green, Ky., two Saturdays. Plenty of people and money.

CONCESSIONS

Can place Jewelry, Novelties, Hats, Ball Games, Basketball, String Game, Fishpond, Pitch-Till-Win, Hoop-La or any Hanky Pank Store that will give stock.

SHOWS

Will book Monkey Show and any worth-while Attraction that is well framed and flashed and that does not conflict.

RIDES

Will book Rock-o-Plane, Caterpillar, Spitfire, Looper, Kid Boat Ride and Airplane Ride. Must have own transportation. All replies to:

E. L. YOUNG, Mgr., ROYAL CROWN SHOWS
ROME, GA., THIS WEEK

14 FAIRS **CAPITAL CITY SHOWS** 14 FAIRS
10 RIDES 8 SHOWS 40 CONCESSIONS
WANT

CONCESSIONS—Hanky Panks of all kinds. Good opening for Age, Scales, Glass Pitch, Coke Bottles and Basket Ball. Hoppie Chapman wants Count Store Agents. B. J. Haines, can take care of your wire now. Joe Ansher, come on. Johnny O'Conner wants Agents for Bowling Alley. "Red" Thames, "Buss" Fuss, Nick Raymond, call or wire. Jimmie Nolan, contact. Mickey Davis wants Pin and 6-Cat Agents. We work from Monday on. No habits needed.

SHOWS—Can use Monkey, Mechanical Show, also Fun House or Glass House. No rides needed. All replies

J. L. KEEF, Winder, Ga.



Morris Hannum Shows
One of the Great Eastern Shows

OPEN APRIL 22 TO 29, EMMAUS, PA.,
Suburb of Allentown

Catch two big Saturdays.

CONCESSIONS—Can place few more Hanky Panks, etc. Good opening for Flat Ride and Mechanical City. Flash, waiting to hear from you. Can place capable Ride Help. Don't write, come on. All replies

MORRIS HANNUM

1107 E. Upsell St., Philadelphia, Pa., or

MAXWELL KANE, Business Mgr.

Chancellor Hall Hotel, Philadelphia, Pa. Phone Pennypaker 5-3400.

SHAN WILCOX

Can place for Atlanta lots 2 more weeks, then Athens, Ga. Glass House or Fun House, Custard, Apples, Jewelry, Novelties and Hanky Panks.

Wire

SHAN WILCOX

Hotel Atlantan

Atlanta, Ga.

WANTED

FOR A STRICTLY NEW IDEA SWEEPING THE SPOTS

We play like wild fire. A Circus-Carnival combination. A three-ring circus in the center free. You are guaranteed two matinees weekly. Concessions that work for stock, must be strictly legitimate. Good proposition for Cook House and Bingo, Frozen Custard. Will book Merry-Go-Round, Tilt-a-Whirl, Fly-o-Plane with own transportation. Will book Grind Shows and Side Shows that are clean. No Girl Shows.

BILL BORUP or JOSH KITCHENS
CAMPT 41, ADEL, GA. PHONE 5472.

LAST CALL **JAMES H. DREW SHOWS** LAST CALL
OPEN ASHLAND, KY., APRIL 20TH

Will place few more Concessions that work for stock only. Scales, Photos, Ball Games, Hoopla, etc. Special opening for Fun House.

Our spring, summer and fall route is the best. Time is short. All wire JAMES H. DREW SHOWS, Huntington, W. Va., until April 17th; then Ashland, Ky.

SAMMY BLAKE WANTS WHEEL HELP

MAC: CONTACT ME AT ONCE

SAMMY BLAKE, c/o BENTLEY HOTEL, ALEXANDRIA, LA.

GOLD MEDAL SHOWS

12 Fairs—Starting First Week in July

WANTED—Wild Life, Mechanical Show, Iron Lung, Glass House, Snake Show, Crime Show. Especially good opening for well-framed Motordrome.

CONCESSIONS—Mitt Camp, exclusive on Candy Apples and Novelties. Want Bowling Alley, Blower, Photo Gallery. Open midway on all merchandise concessions.

RIDES—Any kind of Kiddie Ride except auto.

Jack Gallupo wants Girls for Girl Revue.

HELP WANTED—Must be sober and reliable and able to drive semis. Wives as ticket sellers for 12 rides. All replies to

JOHNNY J. DENTON, Hopkinsville, Ky., this week; Somerset, next week; then per route.

LAST CALL

LAST CALL



MAD GOODY FLEMING
SOME BIGGER • NONE BETTER

Opens Brunswick, Ga., April 22—Two Saturdays

WANT Eli Operator. Man for front gate and light towers. Must drive semis. We own 12 rides, our own shows.

WANT Man capable of operating and taking care of Hay Burner Animal. SHOWS—Fun House Operator. Would consider capable Agent.

CONCESSIONS—Ball Game, some Pitches open, Cig., Bumper. No funny games to buck here.

Address Hickox, Ga., Phone Nahunta 413. No collects.

J. A. GENTSCH SHOWS WANT

Ride Help, sober, who can drive semi; Merry-Go-Round Foreman and Second Man. Stock Concessions—Privilege \$20.00 still, wire what you have. Will book Shows for committee nut if you have own outfit. Animal Show, Wild Life, Monkey, Mechanical, Illusion, 10-in-1 or any Grind Show with worth-while attraction. Virgin territory for Motor Drome. Want two high-class Girl Shows to join May 15 in Indiana. You will get summer B.R. at Rantoul, Ill., soldiers' pay. Curley McCann, Bull Martin, Stella Show and Earl Lighter, wire me. This show positively holds contracts for 14 Fairs and 3 Celebrations in Illinois, Indiana and Mississippi. All replies to

J. A. GENTSCH or BILL LAMBERT (Business Mgr.), Starkville, Miss., this week; Oxford, Miss., April 17 to 22.

P.S.: For sale, cheap, Kiddie Auto with new top.

EDDY JONES SHOWS

WANT

Opening May 11th near Wilmington, Del. One good clean Show. Hanky Panks, \$25.00 weekly (no extras). Mug, Lead Gallery, String Game, Basketball, Bowling Alley, etc., no grift or P.C. Contact Eddy Jones, 117 W. Saratoga St., Baltimore 1, Md. This entire outfit POSITIVELY will play the TIMONIUM FAIR eleven days and the GREAT FREDERICK FAIR six days.

SOUTHERN VALLEY SHOWS

15 FAIRS AND CELEBRATIONS CONTRACTED — HAVE GOOD FREE ACT WITH FREE GATE.

WANT NON-CONFLICTING MERCHANDISE CONCESSIONS OF ALL KINDS. Have opening for Long and Short Range Galleries, Photos, High Striker, Milk Bottles, French Fries, String Game, Basket Ball, Ping-Pong, Cane Rack, Novelties, Hot Game. SHOWS WITH OWN OUTFITS—WANT TO BOOK FLY-O-PLANE OR SPITFIRE RIDE. All address: SOUTHERN VALLEY SHOWS, Minden, La., this week; then downtown Bastrop, La., April 17 thru 22.

C. A. STEPHENS SHOWS

Want Concessions—Photos, Striker, Jewelry, Penny Pitch, Custard. Tom Hale wants P.C. Dealers. Brother Smiley, answer. Wheel Agents. Pin Store and Razzle. Rides—Will book set of Kiddie Rides. Shows—Acts for Side Show. Will book Snake and Wild Life. Have top for same. For Sale—Mirror Maze. Will trade for Train Ride. Have one booked. Address:

C. A. STEPHENS, Mgr., La Fayette, Ga., this week; Soddy, Tenn., next week.

FOR SALE

Complete Novelty Side Show of the late Bert Rogers. Tops, Front, Cages, Monkeys, Birds, Dogs and all other Animals. All A-1 complete and ready to operate, including International Tractor and Trailer. If you do not know this show, ask some of your friends. It is known as the best of its kind on the road. Price \$1200.00. Complete Girl Show outfit, panel front, built around semi, real flash, complete, including semi and amplifier, \$600.00. Jones Mixup, 24 seat, perfect, \$700.00. Trucks, Trailers and Misc. Equipment at give-away prices. All can be seen in quarters at Surprise, Nebr., or write, wire or phone.

CARPENTER AMUSEMENTS

1511 Farnam JA 0910 Omaha, Nebr.

WANTED

4 TO 6 RIDES—WEEK OF JULY 24 FOR THE 25TH ANNUAL MOOSE LAWN PARTY #1309

Waynesboro, Virginia. Contact: Wm. G. Martin—Chairman P.O. Box 553 or Phone 9551

ROYAL MIDWEST SHOWS

Want Photos, Cookhouse, Candy Apples, Floss, Ball Games, Stock Concessions, Girl Show. Wire

ROXIE HARRIS

Bruce, Miss., on Courthouse Square, this week

WANTED

ELI WHEEL OPERATOR

Salary \$50.00 per week and bonus. Must be able to drive semi. If you drink don't answer this ad.

Lone Star Amusements 1701 Harrison Amarillo 44, Texas

WANTED

For Big Annual 4th of July Week Celebration, sponsored by American Legion and Lions' Club in City Park at East Troy, Wisconsin. All Concessions, \$16.00; all kinds. Open July 1. More good spots, book now. Address:

INDEPENDENT AMUSEMENT BOOKING CO. Mukwonago, Wis.

WANT TO BUY

Small Merry-Go-Round, Eli #5 and Fly-o-Plane, Side Show Tops and Concessions, or a small Carnival. Will pay cash.

TED CLOUTIER

c/o Ted's Broadway Shows Roxton Pond, Province Quebec, Canada

PALMISTRY

Want two capable Readers at once. Wire NARA RADTKE Royal Crown Show Rome, Ga., April 10-14; Nashville, Tenn., follows.

VOGT'S SOUTHERN AM.

Lockhart, Tex., Apr. 10-15; Battle of Flowers, San Antonio, Tex., Apr. 17-22. Concessions—Neat Grab, all ten-cent Merchandise Concessions open. No X at Battle of Flowers. Rides: Tilt, Octopus, Merry-Go-Round. Low percentage.

WANTED

FERRIS WHEEL OPERATOR

For all season's work in Forest Park Highlands, St. Louis. Top salary.

JOHN E. MILLER

5700 ITASKA ST. ST. LOUIS, MO.

HUTCHENS MODERN MUSEUM

Wants to join at once.

Small Girl for Illusion, One Ticket Seller and one other Attraction who can also lecture Show and work Blade Box. All address:

JOHN T. HUTCHENS

c/o Model Shows, Sherman, Texas, this week.

Drome Trick Rider Wanted

Ticket Sellers, must be good grinders. John Martin, Roy Woods, get in touch with me.

ROBERT PERRY

IMPERIAL SHOWS ALEXANDRIA, LA.

ROSS MANNING SHOWS

ROSS MANNING, Gen. Mgr. HARRY PARKER, Bus. Mgr.

Show opens April 22 at Bristol, Pa.

All people holding contracts report April 20th. Can place Hanky Panks and Ball Games for this date, to be followed by lots in Philadelphia. Can place Fun and Glass Houses and Penny Arcade. Can place Second Men on Rides. Would prefer semi drivers. All replies to

ROSS MANNING, 100 W. 88th Street, New York City

CLUB ACTIVITIES

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 8.—With the meeting of March 31 the club closed regular weekly meeting. They will resume October 20. Club-rooms will be open for visitors. George Elser will be club's custodian. The secretary will be at the club each afternoon.

George and Hattie Howk have moved to Fairyland Park. Tommy Cook left April 6 to join the Lee-right Shows in Colorado. Bink Loar will join Frear's United Shows in Emporia, Kan. Toney Martone's Jayhawk Amusement Company opened April 6 at Independence and White avenues. George Carpenter has his photo gallery on the Jayhawk Shows. President Carter will open with his concessions with Jayhawk. Hale's Shows of Tomorrow have several rides on the lot. George Kimbrell has his Funhouse with the outfit. Capt. E. H. Hugo, his wife and daughter, Lorelli, have several concessions on the show. Buck Ray will open his concessions soon. Ted Corey also has concessions with Jayhawk.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, April 8.—Final meeting of the season, March 30, was well attended. Estelle Regan, first-vice-president, presided in the absence of President Goldie Fischer. Assisting her on the rostrum were Treasurer Norma Lang, Secretary Sally Prevost and Verna Schantz.

Goldie Fischer donated pillow cases as prizes. The prize donated by Leva Villios was awarded to Elizabeth Mager. The door prize, awarded to Mrs. Norma Lang, was donated by Babe Weinstein. Doris Schantz donated \$5 to the birthday fund. Correspondence was read from Lee, Alice and Lorraine Belmont and Daisy Davis.

Elected to membership were Phobe Davis, sponsored by Verna Schantz and Teresa Sidenberg, and Marion Fulton and Lillian Bryer, sponsored by Verna Schantz and Sally Prevost.

On the sick list are Peggy Grimm, Norma Riaff, Ileen Kraft and Daisy Davis. After the adjournment of the men's meeting, both clubs were served a buffet luncheon by Clara Campbell.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

HOT SPRINGS, April 8.—President Harry W. Hennies presided over the regular meeting, with Secretary Clint Shuford and Treasurer Clayton Holt assisting. By unanimous vote it was decided to change the meeting nights from Thursday to Friday because the Ladies' Auxiliary will hold a number of special nights from now until the clubrooms close for the summer.

Elected to membership were Frank Douglas, Walter Pearl, Nicholas Bender, F. D. (Blackie) Bushong, L. H. (Babe) Emswiler, Max Rothman, Louis Simon and Louis A. Schlarb. Recent visitors included Bob and Joy Purcell and Bobbie, Mr. and Mrs. Bob Kane, Don Kaskey, Alvin Cube, H. H. (Andy) Anderson and Jack Kaplan.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 8.—Past President Fred H. Kressmann presided at the Thursday (6) meeting. With him at the table were Treasurer Walter F. Driver and Secretary Joe Streibich. Thomas M. Thompson was elected to membership.

News of the passing of J. L. (Jack) Murray was received with regret. Welfare committee reported Joe Shapiro confined at his home; Frank B. Downes in Wadsworth General Hospital, Sawtelle, Calif.; William O. Perrot, W. C. Deneke and William E. Saunders still confined, and Ralph Wibberly now out of the hospital and recuperating.

Charles Zemater and his committee are arranging for the Getaway party April 15. Dave Malcolm, Whitey Lehrter, Eric Philip, Walter F. Driver and Isaac Chapple have been added to the committee. Ned Torti sent in novelties and Bill Carsky is donating door prize for the affair.

Al Rossman was welcomed as he arrived from Florida. Herman Begley, a new member, was introduced. Henry Shelby and Joseph McDonell visited during the week. Charley Young back in town. No late report on Mickey Humphrey, who is in Maricopa County Hospital, Phoenix, Ariz. Harry Levine is in town. Ozy Breger leaves soon for Dailey Bros.' Circus. Final spring meeting will be held April 27. E. W. Wells was in town. Other callers included Jack Kaplan, John Sheik Lempart, Harry Simonds, Chick Schloss, Sam Holzman, John P. Wulf, Bill Carsky, Leo Sennett, William Martin, William Meyer, Charles H. Hall and Charles Levine.

If you have neglected your dues, you should attend to this important duty.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, April 8. — Club held an Easter party Thursday (6), under direction of the house committee, with Ernest Barrickman as chairman pro-tem in the absence of Lucille King, who is on the sick list. Rose Fitzgerald, Florence Lusby and Eve Scott also were on the committee. Myrtle Hutt is in a local hospital, and Mabelle Bennett has been in Yakima, Wash., with her daughter-in-law.

Bessie T. Nitt was elected to membership last month. Rely and Hap Young have recovered from recent illnesses. Jetta Clancy is recovering from an operation.

Ethel Krug, bazaar committee chairman, has secured numerous prizes for the event. Fay Curran reported the birth of a great grandson born to Bob and Helen Butler, son of Peg and Ed Butler, club members. Ray and Daisy Marrion advised from Avalon, Catalina Island, that Mr. and Mrs. Elmer Greene are in the hospital there.

Ohio United Showmen's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., April 8. — Howard Neel, vice-president, presided at the April meeting in the absence of President R. Jay Myers. Ford Fosnight, secretary, and L. A. Hufler, treasurer, also were on the rostrum.

Plans were completed for the dance to be held in Slovak Home Hall.

Ladies' Auxiliary

Club's regular monthly meeting saw Margaret Leichtamer in the chair and 1950 officers were installed. They are Margaret Leichtamer, president; Dorothy Peters, vice-president; Mayme Peters, secretary, and Florence Crawford, treasurer. Lunch was served with Mrs. George Carnes and Mrs. Margaret Leichtamer as hostesses.

Milwaukee, Wis. BELLE CITY SHOWS

Open April 20 to 30, No. 29th & W. Capitol Dr. Playing Milwaukee's best lots till June, then all first in best industrial cities. Want Skill Games only. Couple of Grind Shows. Have all Rides wanted. Need Help on Tilt, Octopus, Merry-Go-Round, Wheel & Kiddies. E. Joe Henke, Mgr., 2316 W. State

RIDE HELP

Want capable Man for Eli Wheel, also Man for Tilt. Have two weeks in quarters, but can report now. Rides in perfect condition.

Address:

R. C. LEE, Inc.

Box 1219 Hendersonville, N. C.

Eddie's Exposition Shows

Opening April 29 in Kittanning, Penn. Want Managers for Monkey Show and Snake Show. Professor Ritz, let me hear from you.

EDDIE DIETZ

165 N. Monroe St. BUTLER, PA.

WANTED

Two Kiddie Rides and Short Range, in good condition. Describe fully, state price. Contact

BAKER

903 N. Main St. Sumter, S. C.

FLOYD O. KILE SHOWS

Can place a few choice Concessions for long season. No gate. One of a kind. Fish Pond, Photos, Ball Games, Pitch To Win, Darts, Glass Pitch, Pop Corn, etc. No grift. Very good Stock Store route. 4600 Plank Road, Baton Rouge, La., till April 16th; then Jackson, La. Wire

FLOYD O. KILE, Mgr.

CENTENNIAL CELEBRATION

Being held in Conshohocken, May 14 to 20. Small Carnival with Amusements and Rides, please contact chairman committee.

G. PRESTON CUSTER

1010 Fayette St. Conshohocken, Penn.

WANTED—A CARNIVAL

for our

DIAMOND JUBILEE

July 28-29

Write at once to

L. V. NELSON, Chairman, Reed City, Mich.

DYER'S GREATER SHOWS

5th and Rector, Little Rock, Ark. Eleven days, Apr. 12 thru Apr. 22. Want Hanky Panks, strictly 10¢ and stock only; Mug and Novelties open. Attractions, Acts, Freaks for Side Show. Contact

J. A. KNIGHT

BURKHART SHOWS

Want String Game, Hi Striker, Coke Bottles, Scales, Long Range, any Stock Concessions. Need Tilt Foreman and Second Man who can drive Semi. No phone calls—No Gypsies—No racket. Jacksonville, Ark., this week; Pochontas, Ark., next week; American Legion Celebration, Fredericktown, Mo., April 24-29; then all Celebrations in Illinois.

Merriam's Midway Shows

Opening May 1 in Boone, Iowa. Can place Cook House and other good Concessions. Shows other than Girl and Athletic. Want Ride Help. Will send route to interested people.

ALVA MERRIAM

Ogden, Iowa

HAPPYLAND SHOWS

Now Booking for 1950 3633 SEYBURN DETROIT 14, MICH. Phone WALnut 17924

FOR SALE

Ferris Wheel, Kiddie Autos, Bomber Planes, 2 Shows, 10 Concessions, 6 Trucks, 100 kw. Transformer, Wire, Switchbox. All must go regardless of price. Write:

OMAR THOMPSON, Route 5, Muskogee, Okla.

**GIRLS
OTHER HELP
WANTED**
DANCERS—SINGERS—ORGANIST.
Want Exotic, Oriental, Hula, Strip, Rumba. Salary no object if you produce. Season of 30 weeks. SHOW OPENS APRIL 15.
Contact at once:
BILL HOLT
IMPERIAL SHOWS ALEXANDRIA, LA.

GOLD CROWN EXPOSITION WANTS
CONCESSIONS of all kinds. One more Grind Store (Razzle, Pin Store or Alley). Some P.C. open if you have Hankys to go with them. Special proposition for clean Cook-house. Want Shows with own equipment. Arizona Mack, contact. Have complete outfit for Girl Show with 2 or more Girls. We play pay-roll spots and promote the best of kiddie matinees. Can always place good Ride Help who can drive semis and have license. Address: K. F. "BROWNIE" SMITH, Owner, or HARRY E. WILSON, Mgr., Randleman, N. C., this week; Mebane, N. C., week April 17th.

FOR SALE
A very good one-year-old Concession Trailer and Candy Floss Machine. This Trailer is 4 1/2' x 9' and the Machine is the New Challenger. These two complete, \$475.00. A good Photo Booth and Camera with a Wolensak F3.5 Lens, \$125.00. A good Candy Floss Machine with small K.D. Stand, \$100.00 complete.
**SEE THESE AT 420 S. FOLEY AVE.,
KANKAKEE, ILL. TEL. 3-5427**

WANTED
Ferris Wheel, Merry-Go-Round, Chairplane, Shows and Concessions of all kinds. Show will open in Virginia, April 24. Write, wire or phone:
GEORGE EGAN
Nine Mile Road, Route 1, Stop 8, Box 76, care of Miss Hall, Richmond, Virginia.
Telephone No. 3-5929

WANT
One more Outstanding Troupe, doing two or more acts for our outdoor Stage Show. Can offer sixteen consecutive weeks, short jumps, gasoline furnished. Send photos and lowest salary in first letter.
ART B. THOMAS SHOWS
LENOX, S. D.

REWARD
A reasonable reward is offered for information leading to the recovery of a 1939 Ford Deluxe 2 door. Motor #18-5165215. Georgia license #D19409, color green. Any information will be treated in a strictly confidential manner.
H. A. FARMER
ATLAS AUTO FINANCE CO.
350 Cherry St. Macon, Ga.

CARNIVAL WANTED
For 28th Annual American Legion Home Coming in July.
Prefer week of July 10 to 15. Contact:
JAMES PEGARDEN
ORLEANS, INDIANA

WANTED TALKER
FOR MONKEY SHOW WHO CAN TURN THEM
LEO CARRELL
Rt. 1, Box 158, Tampa, Fla.

VOLUNTEER SHOWS
WANT AGENTS
Buckets, Swinger, Spot, Man and Wife for Cook House, Hanky-Panks, Talker for Girl Show, Ferris Wheel Foreman. Springfield, Tenn., week of Apr. 10; Ashland City, Tenn., week of Apr. 17.

WANTED
SHOWS OF ALL KINDS except Girl and Athletic. Want Ride Help who can drive semis, also Agents for Hanky Panks and Scale outfits. Long season, best route.
WORTH SHOWS
Anoka, Minnesota

WOLF GREATER SHOW
Opening April 28th, Webster City, Iowa; May 7th, Fort Dodge, Iowa. Now booking Shows and Concessions. Can use Ride Help, Truck Drivers preferred. P.O. Box 2725, Bloomington Station, Phone Midway 7647, Minneapolis, Minn.

Percell's
PIONEER SHOWS
—high class midway attractions—
OPENING WAVERLY, N. Y., APRIL 21—10 DAYS
Plenty money here. Want Girl Show and Posing Show Operator; have nice outfits. Also capable Snake Show Operator. Shows of merit, Arcade, Funhouse. CONCESSIONS—Novelties, Jewelry, Age and Scales, High Strikers, Ball Games, Rotaries, Buckets; all Hanky Panks open. Want Free Act; state price. FOR SALE—Kiddie Airplane, 8-Car Streamlined Whip, Double Loop-o-Plane, 20x40 Bingo Top, 12x12 Grab Outfit, like new, complete; two 20x30 Show Tops. Join now for our phenomenal route celebrations.
MICKEY PERCELL, Eastern Offices, Waverly, N. Y.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS
CELEBRATIONS **Lamb** SHOWS
19 Fairs WANT FOR 19 Fairs
4 Celebrations **ANNUAL SENIOR DAYS CELEBRATION** 4 Celebrations
BOWLING GREEN, KY., APRIL 24-29
Followed by the best route of Fairs and Celebrations including 60th Annual Fish Fry, Beardstown, Ill. Fairs till Armistice week. Rides—Caterpillar, Tilt, C-Cruise, Dark Ride or any Flat Ride. Concessions—Age, Scales, Custard, String Game, Bowling Alley, Hoop-La, Ball Games, Basket Ball, Huckle-Buck, Hanky Panks of all kinds. No Mitt Camps. Shows—Motor-drome and Funhouse, Monkey Show, Fat Show, Wild Life or Unborn. Minstrel Show—Jimmy (Yellow) Savage can use Girls and Musicians. Side Show—Doc Burns can use Acts. Want Dancing Girls for Girl Show. Write or wire:
L. B. LAMB
Alexander City, Ala., this week; Fayetteville, Tenn., next week. No collect wires, please.

DE LUXE SHOWS
OPENING ROCKVILLE, CONN., APRIL 21
FEATURING EMANUEL ZACCHINI
WANT WANT
Can place good, capable Ride Foreman for Ferris Wheel and Roll-o-Plane. Excellent wages. Can always use good extra Ride Help. Must drive.
All communications to DE LUXE SHOWS, ROCKVILLE, CONN.

HENNIES BROS.
SHOWS World's Newest and Largest Midway
WE OPEN HOT SPRINGS, ARK., APRIL 22
Want Workingmen and Ride Hands.
Ray Hawser wants Help for Ferris Wheel.

WANTED WANTED WANTED
April 17-22 Battle of Flowers April 17-22
ON THE STREETS OF SAN ANTONIO, TEXAS
BIGGEST STREET CELEBRATION IN THE U. S. A.
Ice Cream, Custard, Peanuts, Popcorn, Candy Floss, Hats and other Merchandise Concessions.
All Contact:
JACK RUBACK
2240 E. HOUSTON ST., SAN ANTONIO, TEXAS, OR PHONE: FANNIN 1812.

PRUDENT'S AMUSEMENT SHOWS
Want Ride Help: Foreman for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Caterpillar. For Sale: Smith & Smith Chairplane with transportation, all in fine condition, \$1,200.00; four Evans Automatic Roldowns, like new, used five weeks, cost \$360.00, will sell for \$150.00. Want to buy Evans Jumbo Big Six Wheel.
M. A. PRUDENT, 124 Cedar Ave., Patchogue, N. Y.

WANTED WANTED WANTED
BIG FOUR AMUSEMENT
Ride Help for all Rides, must drive semi. Concessions that work for stock from April 18 thru May 20. Will book 2 Shows for season. Wild Life and Mechanical, or Motor Drome, Glass House.
Opening April 18, Du Quoin, Ill., City Park, 135 21 Ave., Melrose Park, Ill. Tel. 3751.

SKERBECK'S AMUSEMENT CO.
WANTS Fat Show, Fun House, Monkey or Animal Shows or any Grind Shows neatly framed (26% of the gross receipts). Good opening for a few more non-conflicting Concessions. No Flats or Mitt Camps. Opening May 13, Escanaba, Mich.
EUGENE W. SKERBECK
Dorchester, Wisc., until April 20th; then Winter Quarters, Escanaba, Mich.

WANTED
A Large, Clean CARNIVAL
to play any week in May or June or either of the first two weeks in July.
AMVETS POST #19
Parkersburg, W. Va.
MR. H. E. BAKER

Crescent Amusement Co. WANTS
Modern Arcade, Derby Racer, Caterpillar, Rolloplane. Concessions—Glass Pitch, Country Store, Ball Games. Open Midway. Committees in Iowa and Missouri. We have open dates in June and July. 12 Modern Rides, 8 clean Shows featuring "Brownie the Clown." Address:
L. C. McHENRY, Mgr.
JESS WRIGLEY, Gen. Agt.
Tyler, Texas, this week; Eldorado, Ark., week April 17th. For Sale—Set Girl Show Banners, just like new.

WANTED
Ride Men For All Rides. Good wages and treatment. Must drive Semis. **NO DRUNKS. BOB NOLAN**, write or call. ALSO good proposition for Corn Game Operator.
SAM MENCHIN
11 W. Division, Chicago, Ill.
Phone: SUPERIOR 7-7243

WANT WANT
Shows (except Funhouse). Rides and Concessions that don't conflict with what we have for Firemen's May Celebration, on streets, May 12-13; other Celebrations to follow. Write or wire at once. Out until cold weather.
DIAMOND MIDWAY SHOWS
Mt. Sterling, Ill.

CARNIVAL WANTED
3 Day August Standing
Benefit American Legion. Contact
J. R. BOWER
Monroeville, Indiana, immediately.

SIDE SHOW PEOPLE
Would like good Mental Act for dates in the coal fields. We are interested in booking Annex Attraction but cannot use Half and Half. Can place Knife Thrower or Sword Swallower. Gordon Heasley, come on. Wire or write General Delivery, Cleveland, Tenn., this week; Pikesville, Ky., week April 17th.
MARK WILLIAMS

GIRLS WANTED GIRLS
FOR HIGH CLASS GIRL REVUE
Send photo. Salary no object. Show plays with A-1 Carnival starting April 15. Don't write unless willing to join. Write
BOX D-352, THE BILLBOARD
CINCINNATI 22, O.

EARL CHAMBERS WANTS
EXPERIENCED CRYSTAL MAZE GLASS HOUSE MAN
Address c/o CETLIN & WILSON SHOWS
Petersburg, Va.

LOOP THE LOOP RIDE
With Seats, good condition, \$1,500.00. Address:
N. LaROCQUE
500 BRITTON ST. FAIRVIEW, MASS.
Telephone: 2-8492, Holyoke, Mass.

For Sale For Sale
OVER THE FALLS BLOWER
4 FACE PISTOL POKER GAME
PORTABLE SKATING RINK, CHEAP
FLOYD R. HETH
P.O. Box 5415 North Birmingham, Ala.

Show Folks of America 145 Turk, San Francisco

SAN FRANCISCO, April 8.—President Mike Krekos called the Monday (3) meeting to order. Edith Walpert and Betty Monette were called to the rostrum to substitute for absent officers. Harry G. Seber, chaplain, announced the death of Arthur H. Plato, Lakeview, Ore., who died March 31. Word also was received of the death of Dave Flick, Pacific Coast Showmen's Association, Los Angeles. Chaplain Seber offered a prayer.

Corresponding Secretary Albert Roche read letters from Sen. Sheridan Downey, Washington; George R. Reilly, Board of Equalization; Henry C. Reich, SFA Chicago, and Helen and Henry Dilbeck, Tulare, Calif. Cards were read from Mary Ragan, Little Rock, and Frank Babcock, Paris.

Roy Widner was elected to membership. Bill Kindell presented the club with a table lamp sculptured by Bob Maxwell. Harry Boyd, winner of the pot of gold, received \$28. The balance went to the refreshment fund. Second prize, an Easter bunny donated by Mrs. Ann Coles, was won by Mrs. Frances Scott.

The following guests, new members and members who have been absent were presented: Edith and Charles Walpert, Tillie Palmateer, Tom Upton, Mike Genoff, P. H. Lucas, Bob White, Phil Shapira, Dave Long, Andy Camilleri, O. H. Mattley, L. F. Vaill, Jack Orschell, Bill Darby, Jack Dollewick and Louis Aldrich.

President Krekos noted that since

CLUB ACTIVITIES

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 8.—Clyde Beatty and 80 members of his show attended a buffet supper in the clubrooms Monday (3) following the meeting as guests of the club. Ben Beno, house committee chairman, was in charge.

Brief meeting was presided over by President Joe Krug. Also on the rostrum was Vice-President M. J. Doolan, Treasurer Al Weber, Secretary Lou Manley and Chaplain Jack Hughes.

Howard Clifford was elected to membership. Tommy Adams was inducted into the club by Chaplain Hughes, Past-President J. Ed Brown and President Krug. It was voted to close the bar for the summer. Weekly award went to J. W. Gilman.

most shows will be on the road soon, everyone should work hard to bring in new members. Charles Walpert asked that the secretary write to all shows, asking that a club member be appointed to handle distribution of the bulletin, collect for the pot of gold and sign new members. President Krekos extended the club's best wishes to Polish Fisher, Charles Walpert and personnel of the Golden West Shows for a successful season.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, April 8.—Biggest crowd of the season attended the March 30 meeting, with Vice-President Euby Cobb wielding the gavel in the absence of President Robert L. Lohmar. Assisting him was Treasurer George Regan.

Long talks were made by Cobb, Regan, Dave Kiefer, Charles Chaney, Leo Lang and Frank Stiles. At a board of governors meeting, Sid Sidenberg was elected chairman, and Sid Belmont co-chairman. Robert Wimpee was given a vote of thanks for painting the stairway leading to the clubrooms. Russ Edwards acted as sergeant-at-arms in the absence of Meyer Katz. In attendance after long absences were Paris Voss, Frank Stiles, Dave Kiefer, Russ Edwards, Ed Mahoney, A. W. (Whitey) Slaten, Fred Straub, Jack Gurly, Harry Alkon, Harry Wilson, Richard Leonard, Bill Henderson, George Hawkins, Jake Pasley and S. J. Schartz.

Lone Star Showmen's Club Dallas, Tex.

DALLAS, April 8.—Meeting was called to order by Louise Hickman. On the sick list are Josephine Powell, Lula Vernon and Mother Reynolds. Old members back for the meeting were Lydia Powell and Ruby Cannady. Louise Hickman has appointed her building committee. A basket of food, donated by Jackie Huffines, was won by Margaret Pugh. Door prize was won by Louise Hickman. Pearl Vaught was hostess.

Winter Quarters

Kinland Amusement

AYERSVILLE, Ga., April 8.—Org is scheduled to open at Perry, Ga., April 22. H. Henry, owner-manager, who bought the show from Homer Scott last September, will use the same quarters again next winter. Lolo Tinsley, Doc Harden and A. J. Shorty repainted and overhauled the show. Latest arrivals were Mr. and Mrs. Jimmie Shipman, Clarence Daniel and Roy and Raymond Wilbanks. Expected soon are Ben Stowe, Hank and Pat Stulken and Mr. and Mrs. Charles Fetty.

Show plays three weeks in Georgia before going into North Carolina, Virginia, West Virginia and Pennsylvania. A. J. Shorty will have the Ferris Wheel; Doc Harden, Chairplane; Arthur Morrow, kiddie rides. Staff includes Mrs. H. Henry, secretary; C. G. Daniel, agent; Hank Stulken, electrician; Mrs. Hank Stulken, mail and *The Billboard* sales agent.

Midway Expo.

LAMAR, Colo., April 8.—Org opens here April 14. C. W. Adkins will handle the advance. Ralph C. Bowen again will have bingo. He's also *The Billboard* sales agent. Orval Smith will manage Bowen's Monkey Autodrome. Electrician Fred Shufelt is building a new front entrance. Virgil Grovenburg is ride superintendent. Glen Edwards is mechanic and Tilt-a-Whirl foreman, assisted by Bill Foster. Clarence Bolleg will have diggers again and will manage the ball games. Mrs. Bolleg has balloon darts and jewelry. Cookhouse is in charge of Clyde Joe.

Concessionaires contracted include Tommy Book, p.c.; Carl Young and John Gibson, cookhouse; George Yomada, Mr. and Mrs. Bob Martin, Art Parker and Mom and Pop Jackson.

Ride boys here are Eddie Bolleg, Dean Headley, Bob Cofer and Clayton Millwee. Features include William Benbow's *Brownskin Revue* and Jean Page's *Hollywood Follies*.

National Showmen's Association 454 Broadway, New York

NEW YORK, April 8.—Members on the sick list include: Frank C. Miller at the Medical Center, Harkness Pavilion here; Robert Allen, Millard Fillmore Hospital, Buffalo; Frank Caravella, Spencer Hospital, Meadville, Pa., and John Carlin, discharged from a Boston hospital and improving, as is Fred Perkins, who expects to take to the road soon. Shut-ins are James Cox, True Perkins, Irving Udowitz and John O'Rear, all of whom request mail from members.

Seen in the clubrooms after long absences were Nate Abrams, Chicago; Lew Lange, Miami; Bill Moore, Harry Sandler, Harry Schwartz, Morris Vivona, Sam Prell, Jack Roberts, Harry Krasnow, Casimir M. Coscileny, Mike Zentner, David Solomon, Andrew Stryker, Murray Friedland, Joseph Amico, Jack Allen, Charles Davenport, Jeff Harris, Bill Harrison, C. D. Sullivan and Ralph Goldstone.

Counselor Max Hofmann left for a two-week business pleasure trip to Miami. Gerald Snellens is busy getting ads for the organization's 1950 year book. Only two more meetings, Wednesdays (12 and 26), until sessions are resumed in the fall. During the summer months the executive committee and the advisory board will meet when they deem it necessary. Please keep the office advised at all times of your place of operation so mail may be forwarded. Plans for summer activities will soon be completed.

Ladies' Auxiliary

Regular board of governors meeting, with Chairman Queenie Van Vliet presiding, was held Tuesday (4). Absent was President Ethel Shapiro, who is confined to her home with a virus infection. Some matters were held over for the business meeting of Wednesday night (12).

Past President Anna Halpin, who also has been sick, reports that she is up and about. Ferdi Coleman is recovering from illness.

Pearl Meyers, whose husband, Benno, died last month, lost another member of her family when Benno's mother died Wednesday (5). The sympathy of the organization goes to Mrs. Meyers.

Mail has been received from Ida Harris, now visiting her sister in California, that she suffered a short illness but will be back in time to open at Virginia Beach. The Auxiliary wishes a speedy recovery for Flora Elk, who entered Lenox Hill Hospital for major surgery.

Members are reminded that monthly bulletins will be issued and that those joining shows should advise Secretary Ann Brown of their addresses.

Crescent Amusement Pacted For Henderson, Tex., Fair

KILGORE, Tex., April 8.—L. C. McHenry's Crescent Amusement Company, which opened its season here Monday (3), has been signed to provide the midway at Rusk County Fair, Henderson, Tex. General Agent Jess Wrigley handled negotiations for the shows.

Included among shows' 18 fairs and three celebration dates are stands at the Mammoth Springs, Ark., Reunion and the July Fourth Celebration in Rock Rapids, Ia., McHenry said.

Shows opened here under a pay-gate policy, with Brownie, the Clown, handling the kiddie matinee.

La Crosse Opens April 15

ST. ALBANS, Vt., April 8.—La Cross Shows open April 15 at Northampton, Mass., Paul R. La Cross, owner-manager, announced this week. Opening stand will run 10 days. An International tractor has been added. Org will leave quarters here April 9.

LONE STAR SHOWS

10 RIDES 6 SHOWS 10 RIDES

WANT CONCESSIONS—Fishpond, Hoopla, Hi-Striker, Pitch-Till-U-Win, Frozen Custard, Diggers. Will sell 2 Mitt Camps. Will sell X on 2 Ball Games, String Game, Penny Pitch. All Hanky Panks open, \$16.50.
SHOWS—Will book Girl Show, Minstrel Show. Good route for Motordrome.

RIDE HELP—Can place Ride Help, First and Second Men on Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane, Chairplane, Octopus, Kiddie Rides. Must drive semis. Top wages to reliable people.

AGENTS for Grind Stores. Must be sober and reliable. No drunks or agitators wanted. Want man to handle front.

J. R. McSPADEN, Owner; JOHN REED, Legal Adjuster
Winchester, Tenn., this week; then Columbia, Tenn., downtown; then Ohio and Michigan.

P.S.—Committees in Ohio, Northern Indiana, Wisconsin and Michigan, please contact. Have few open dates.



Featuring ZACCHINI CANNON ACT

Want for Spartanburg, S. C., week April 17-22, and all pay-roll cities to follow.

Want Side Show Operator. We have complete outfit. Want Fun House and Motordrome. CONCESSIONS—Want Custard, Diggers, Jewelry, Age and Scales, Long Range Gallery and any other legitimate Concessions at reasonable privilege. Joe Goodwin wants Pin Store, Wheel and Six-Cat Agents. Buck Gogins, Pierce Davis, Alton Davis, Rita Raye, contact Houston Wilburn. Dick Keller wants to buy for cash Penny Arcade Machines of all kinds, especially want Mutoscope Machines or Drop Card Machines. Jim Rapple, contact Dick Keller at once. Very important. All replies to

AL WALLACE, Gen. Mgr.

Anderson, S. C., this week; Spartanburg, S. C., next week.

WANT RIDE HELP

Foremen for Caterpillar, Spitfire, new Little Dipper. Top wages, best of equipment, including transportation. Wives on Tickets or Concessions. Want Custard, Long Range, Ball Games, Country Store and Hanky Panks.

DON FRANKLIN, #1 SHOWS

Kerrville, Tex., this week.

#2 Unit, Bryan, Tex., this week; Boerne, Tex., Celebration, next week.
Can place Wheel Foreman and Concessions. Contact

GUS TUCKER, Mgr.

COLUMBIA SHOWS

OPENING IN WATERVILLE, MAINE

DOWNTOWN—SATURDAY, APRIL 15—DOWNTOWN

Right in the heart of business section. Lot is small but can place few more Concessions. Show to open complete the following week.
7 Rides—Shows—Concessions—Towers—Light Plant—Free Act, etc. This show booked solid for 20 weeks. First in—best spots in Maine. Can place P.C. Dealers—Ride Help—Help in all departments. All contracted report. All replies to:

TOMMY KEEFE

R.F.D. 5, FALMOUTH, ME.

P.S.: Slim Hitchfield, Richmond Robinson, Poughkeepsie Lou Miller, get in touch.

LAST CALL LAST CALL
GUST KARRAS GREATER SHOWS

Not the biggest, but the cleanest.

Featuring a new 1950 Tilt-A-Whirl.

OPENING ON THE DOWNTOWN STREETS OF ST. JOSEPH, MO., MAY 4.

Under the auspices of the Chamber of Commerce, with 75 bands invited to participate. The great sensational ORTON HIGH POLE ACT as the free attraction. Stanberry, Mo., July 3 and 4, and 16 Fairs and Celebrations to follow.

RIDE HELP: Ferris Wheel Foreman and Second Men on all Rides; positively capable, sober and must drive. CONCESSIONS: Can still place a few more legitimate Concessions that work for stock. Cook House wanted. Frank Richman, contact. SHOWS: Mechanical, Funhouse, Snake Show or any good Grind Show. Combination Man for Athletic Show. Man and Wife to work in Bingo. Man must drive Semi

WRITE, PHONE OR WIRE

GUST KARRAS (Owner and Manager)

124 SO. 8TH ST., ST. JOSEPH, MO.

CECIL LOUDON

CONCESSIONS

TURNER BROS. Shows

LAST CALL

Opening Springfield, Ill., Wednesday, April 19th, WHITE CITY PARK. Lot laid out Monday, April 17th.

Want Grind Shows, especially Monkey, Funhouse, Class House, or Motor Drome with own transportation. Want few more Stock Concessions, such as Bumper, Bowling Alley, Hoopla, Pitch-Till-You-Win, or Basketball. Cuban Mack wants Side Show Acts. Want Ride Men and Foremen. Must drive semis. Have best route of still dates in the State of Illinois, also outstanding Fair Route. Will give route to interested parties. Address:

TURNER BROS.' SHOW
 (PHONE 230) PETERSBURG, ILLINOIS

CAVALCADE OF AMUSEMENTS

CAN PLACE CAPABLE OPERATOR FOR MONKEY SHOW

Have New Front and Cut-Outs, also three performing Chimps. All new canvas. This is a wonderful opportunity for reliable operator. Captain Munn, answer. Have for Sale: Set of Monkey Show Banners. Cost \$400.00. Will sell for \$100.00. All address:

AL WAGNER, Mgr., Fairgrounds, Mobile, Ala.

STATE FAIR SHOWS

Can place at once neat Popcorn and Peanut Trailer. Also Floss and Snow. Shorty Tappin, have good proposition for you, Ten-in-One Show. Can place one Count Store Agent and two Pin Store Agents, one Outside Man for Skillo. Will book any neat Hanky Pank not conflicting. Will book one Mitt Camp; no phone calls. Red Cundiff, can use fast stepping Griddle Man. Place capable Wheel Foreman, top pay if you can cut it, Clarence Lanke, note. Scott City, Kansas, April 10-15; Ulysses, Kansas, 17-18-19; Syracuse, Kansas, 20-21-22. Note: There is no depression in this country. Drunks, don't waste my time and yours.

All Wire: **SCOTT LAMB As Per Route**

JOHN FRANCIS SHOWS

Can place a few more good clean Concessions that work for stock for East St. Louis, Alton, Granite City, industrial cities in Illinois and then Chicago vicinity until Fairs. Wisconsin and Minnesota Fairs and Celebrations start in July. Want Ride Help who drive Semis. (Boozers or Chasers, don't answer.) Address:

JOHN FRANCIS

4570 N. 2ND ST.

(CHESTNUT 0593)

ST. LOUIS, MO.

FREAR'S UNITED SHOW

OPENING APRIL 15TH

Want Bingo, Long Range Shooting Gallery, Hanky Panks of all kinds, mechanical and election. First and Second Men on all rides.

Attention, show operator, any worth-while shows.

ROY FREAR, Box 105, Emporia, Kan.

YAGER UNITED ATTRACTIONS

LAST CALL

Opening May 15, Antioch, Ill., American Legion Spring Festival, Genoa, follows with a good route thru Illinois, Iowa and Missouri. Rides—Want Loop-o-Plane, Boat, Octopus or any that don't conflict. Shows—Girl Show with own outfit. Or will consider framing outfit for reliable party who can get money. Concessions—Bingo (Henry Keyman, are you coming?), small Cookhouse or Grab, Custard, Penny Pitch, Photo or what have you? Good proposition for Ball Games. Help—Ride Men and Electrician. Celebration Committees in Iowa and Missouri, have some open dates in August. Write: 1604 35th St., Kenosha, Wis., until May 12th; then Antioch, Illinois.

NORTH WESTERN FIREMEN'S CONVENTION

SHARPSVILLE, PA., AUG. 21 TO 26, INCLUSIVE.

Clean Rides and Concessions wanted.

RALPH SHAFFER, Rides

S. H. RILEY, Concessions

JOHNNY J. JONES EXPOSITION

OPENING WASHINGTON, D. C.

IN APRIL

FOLLOWING WITH THE BEST ROUTE

OF STILL DATES AND FAIRS

IN AMERICA



WANT

SHOWS—MONKEY SHOW AND ANY OTHER GRIND SHOW IN KEEPING WITH REST OF SHOW.

RIDES—SCOOTER, ROCK-O-PLANE OR ANY OTHER NEW RIDE NOT CONFLICTING.

CONCESSIONS—GOOD OPENING FOR PHOTO GALLERY, ALL KINDS CONCESSIONS FOR WASHINGTON, D. C., AND BALANCE OF SEASON.

HELP—MULE DRIVERS, TRAIN HANDS, CANVASMEN, RIDE HELP, TILT-A-WHIRL FOREMAN, WELDERS, CARPENTERS.

JOHNNY J. JONES EXPOSITION, BAINBRIDGE, GA.

W.S. CURL Shows

"A CLEAN MODERN MIDWAY"
 WANT FOR OPENING APRIL 29 TO MAY 6

2 big Saturdays, London, Ohio Legitimate Concessions of all kinds except Bingo, Photo, Snow Cones and Popcorn. Want Scales, Jewelry, Ball Games, High Striker, String Game, Pitch-Till-U-Win. No percentage, flats or gypsies. Want Shows with own equipment; Funhouse, Snake, Illusion. No Girl Shows. Want Ride Help who can drive trucks. Want Foreman for Merry-Go-Round and Ferris Wheel. Want experienced Calliope Repair Man. Fair Secretaries and Celebration Committees, have a few open dates.

Address All: **W. S. CURL, Box 27, London, O.**

THOMAS JOYLAND SHOWS

CAN PLACE ACCOUNT OF DISAPPOINTMENT

Snake Show, 10-in-1, Monkey Show, Mickey Mouse, Funhouse, Penny Arcade. Also Show Painter, Carpenter and Funhouse Operator.

SHOW OPENS APRIL 13 WILLIAMSON, W. VA.

All wire only: **Lloyd I. Thomas, Mgr., Mountaineer Hotel, Williamson, W. Va.**

HOWARD BROS.' SHOWS

Opening Athens, Ohio, May 6th.

WANTED

WANTED

Photos on account of disappointment, 2 Ball Games, String Game, Novelties, Bumper, Blankets, Scales. We furnish all Concessions for Degraff Centennial. Want Funhouse, Motor Drome, one small Show of merit. Use Roll-a-Whirl Want Ride Help who drive semi.

HOWARD BROS.' SHOWS

WINTER QUARTERS, BOX 424

CHAUNCEY, OHIO

PACIFIC NORTHWEST SHOWS

BIGGER AND BETTER
 UNIT ONE and UNIT TWO

WANT

Concessions of all kinds. Side Shows of merit. Ride Help wanted.

OPENING APRIL 20TH.
 Write **BOX 389, Oregon City, Oregon**

CAPELL BROS.' SHOWS

Don't be in doubt—Get with the show that's got the best route. Can place few more clean Concessions, Glass Pitch, Fish Pond, Darts, Pitch Till You Win, or any ten cent Concession not conflicting. Have complete frameup for Snake Show. Want reliable Party to take charge of same. Frank Rooney wants Talent for Athletic Show. Capable Show People, contact us now. This Show carries ten Rides, six Shows and Free Acts nightly.

JACK OR BOB CAPELL

OKEMAH, OKLA., THIS WEEK; THEN AS PER ROUTE.

I. K. WALLACE ATTRACTIONS

OPENING APRIL 24TH IN N. C.

Want 10-in-1, Working World, Funhouse, Monkey, Snake and Girl Show. Good proposition for showmen with own equipment, low percentage. Playing Firemen's Celebrations in Virginia, Maryland and Pennsylvania. Want Concessions—French Fries, Floss, Fish Pond, Pitch-Till-Win, Hoop-La, Ball Games, Long and Short Range, Glass and Penny Pitches. Can place Party with two Stores, must have Hanky Panks and Adjuster for same, or any Concession not conflicting. Want Foremen and Second Men for Wheel, Plane and Kiddie Autos. Committees in Virginia, Maryland and Pennsylvania, contact, have a few open dates. Write or wire: **I. K. WALLACE, Ellerbe, N. C. (Winter Quarters now open.)**

STAR AMUSEMENT COMPANY

LAST CALL—OPENING APRIL 15, PANGBURN, ARK.

Want Ball Games, Snow, nice Framed Grab or Cookhouse, Stock Concessions, privilege reasonable. Agents for Stock Concessions. Tiger Woods wants Athletic Show Talent. Buddie Tibbets and Pat Patterson, contact at once. Wire or write: **B. E. MILLER, Mgr., Route 2, Box 143, Judsonia, Arkansas, until April 12; then Pangburn, Arkansas.**

Wolfe Amusement

GAFFNEY, S. C., April 8.—Org's local stand, March 24-April 1, brought good weather and business the first two days. Last three days were cold. Features include Victoria Model Show and King's Brown-skin Revue. Major ride prices have been cut to 15 cents for adults and 10 cents for children.

Concessions include Simpson's photos; the Payas restaurant; Blackie Holt, high striker and electrician; Halsteads, ball game, popcorn, apples, glass pitch and two tables; Cy's penny pitch; Jurnegan, cork gallery and penny pitch; Bill and Mabel Reader, cork gallery and fish pond; Pinkston's fish pond, pet shop and ball game; Dallas Duncan, radios and clocks; Bill Mure, dolls and sport shop; Dan Dannini, bingo; Parker's diggers; Fish's pan game; Chapman's balloon darts, coke bottles and candy floss.

Org travels on 15 show-owned trucks and trailers and has two light towers. Ben Wolfe is owner, with Dallas Duncan as business manager.

Burkhart

FORDYCE, Ark., April 8.—Org came here from Warren, Ark., which was a red one. Athletic Show was top money in shows. Mr. and Mrs. W. L. Robson visited. Jelly and Mrs. Saunders spent every night with his folks at Monticello, Ark. Frank Carr has added a penny pitch and pea pool to his popcorn and candy floss.—IOLA B. SMITH.

J. A. Gentsch

McCOMB, Miss., April 8.—Org played the South Central Livestock Show here last week. Due to rain and cold weather, biz was slow. Social highlight was surprise birthday party honoring Claude Gentsch and Mrs. Ruth Cooper at the Newberry Cafe on the midway. Both received gifts. Cake and coffee was served to the showfolk.

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

WANT FOR ROUTE FIRST-IN BEST SPOTS OF ANY TRUCK SHOW IN EAST

Shows—Can place Drome, Glass House, Monkey Show, Wild Life, any Show with own equipment. Place Posing Show with real attraction for back. Place small Minstrel Show.

BOB AND PEGGY HOLMES WANTS SIDE SHOW ACTS

Concessions—Palmistry, French Fries, Photos, Rat Game, Pan Game, new eight-sided Block Game. Can place any and all Hanky Panks at a live and let live price, \$25.00 week. HELP—Want A-1 Ride Men for office Rides, Semi Drivers, Girls for Posing and Dancing Girl Show, useful Carnival People. All address:

RALPH DECKER

LYNCHBURG, VIRGINIA, THIS WEEK; THEN PER ROUTE.

RAFTERY'S SHOWS

Want for Ayden, N. C., Police Spring Festival, with 2 Marine pay days to follow.

SHOWS—Any Shows not conflicting. Good opportunity for Girl Show. Will furnish complete outfit. Clementine Coffee, answer. Have outfits for Geek Show and Sideshow. Joe Ford, come on. Doc White, contact Brownie. RIDES—Can use one more Flat Ride. CONCESSIONS—All Hanky Panks open. Good proposition for Age and Scales. Reasonable rates. Want Agents for office-owned Count Store and Spindle. "Polack" Frank, Bud Brushman and Blackie, contact Jack Murphy. All replies to

MRS. CARRIE RAFTERY, Ayden, N. C.

GRACELAND GREATER SHOWS

OPENING 1950 SEASON, APRIL 21

RIDE HELP WANTED—Foreman and Second Man for Merry-Go-Round, Foreman and Second Man on Chair-o-Plane, Man to run Baby Eli Wheel. Electrician and Mechanic. You can start at Winterquarters now. Bob Malvin, Joe Black, Blackie Branham, come to Winterquarters. NOW BOOKING SHOWS, CONCESSIONS AND KIDDIE RIDES. All replies to

HARRY ALKON (Winterquarters), MALDEN, MO.

BEST AND WANOUS WANT

FOR JOHNNY J. JONES SHOWS

Freaks and Acts of all kinds. Tattooer, Impalement Act, Fire-Eating Act, Pin Cushion, Magician (Powers, wire), Strong Man, Runts (white or colored), Sword Swallower, Contortionist, Whip Act. Beckett, wire at once; Slim Curtis, wire immediately. All replies:

WALTER WANOUS

Bainbridge, Ga., until April 16; then Washington, D. C.

FROM THE LOTS

L. B. Lamb

GENEVA, Ala., April 8.—Run here from Malvern, Ala., quarters was made in good time. Show tops were left on the ground until Monday because of high winds and shows didn't get open until Tuesday. Crowd was big and all were spending.

Staff remains the same as last season, with L. B. Lamb, owner-manager; Frank Vasulka, general agent, billposter; Imo Lamb, treasurer; Ernie Murray, lo' superintendent and publicity; Whitie Gavitt, electrician, and Andrew Knight, mechanic. Bernice Lamb still handles the mail and is *The Billboard* sales agent.

Joe Sparks has his concessions here, and Andrew Knight has the long range gallery. Bob Rue has the short range gallery; Captain and Marion Bell, Penny Arcade; Jack Gavitt, penny pitch; Maury Brod has his concessions here, the Varners, photo gallery, and Floyd Matter, cookhouse. Yellow Savage has the Minstrel Show and his band plays a concert in front of the main entrance nightly.—ERNE MURRAY.

Hill's Greater

CORPUS CHRISTI, Tex., April 8.—Shows are in their second week on the Leopold Street lot under American Legion Post auspices. Aransas Pass, Tex., Chamber of Commerce sent a delegation to present Owners Clyde and Punk Hill with memberships in the organization.

Clyde Runnells is directing the painting of show fronts and the checking of rolling stock. The writer promoted a public wedding on the midway with local Judge Gilleland marrying Norman Winchester and Ruby Bates, both of Aransas Pass. Ceremony was held on the Girl Show front.—C. L. YOUNGER.

Garden State

PHILLIPSBURG, N. J., April 8.—Owner-Manager R. H. Miner returned last week from an extensive booking trip. Among contracts signed were those for the annual Decoration Week Celebration at Alpha, N. J., under American Legior post auspices; Warren County American Legion Convention, Belvedere, N. J., week of May 15, and the Four-County Fireman's Convention and Diamond Anniversary Celebration, Bangor, Pa., the week of June 12 under Bangor Fire Department auspices. Also booked is the annual fair at Succasunna, N. J.

Personnel has been notified to report to quarters April 21, with the opening date set for May 3 at Coplay, Pa., under fire department auspices. In addition to Miner, and the writer, who is assistant manager, staff includes William (Whitey) Goodrich, electrical department; Ray Seigfried, publicity and advertising; Matthew (Hip) Roberts, sound truck, mailman and *The Billboard* sales agent, and Arthur (Ace) Ackerman, who will lay out the lot under direction of the writer.

Concessionaires include Robert P. Crawford, bingo and long-range gallery; James Swann, French fries and candy floss; Al Corbett, cookhouse; Frank Tierno, popcorn and candy apples; Al Michaels, ice cream and waffles; Seigfried, duckpond; Goodrich, cat rack, and Fred Budd, groceries.—R. H. MINER JR.

Cetlin & Wilson

PETERSBURG, Va., April 8.—Quarters are under supervision of Charles Sheesley, with Whitey Hewitt handling the rides, Fred Utter the electrical department and Dorso and Goodman the commissary. Seventy men are at work.

New Minstrel Show is being built under direction of Raynell Golden, who has two other shows. George Golden has started work on his concessions with the aid of Claude Sechrest. Earl Chambers has purchased the Glass House from Doc Norman, and has overhauled it. A new Illusion Show is being built under guidance of Mr. Johnson. Mickey Mansion and Stanley Barbay are here with their Side Show.

Harry Benjamin and Harry Errigo, concessionaires, arrived this week. Benjamin has a new car and trailer. Doc Norman will have a Life Show as well as his other interests on the org. Johnny Brooks, trainmaster, is decking the cars. Earl Purtle's Motordrome, under Fearless Egbert, is ready.

Heart of Texas

MONAHANS, Tex., April 8.—Shows played Kermit, Tex., last week to good business. B. McDonald, auditor, came up with a smile even after more than \$3,000 had been expended for truck and other vehicle tags. The gap left in the show line-up with the departure of the Snake, Iron Lung and Girl Show, has been filled by Marjory and Sol Ruyle's Snake Show and the Clyde Davis Girl Show.

Cliff and Mae Patton, who were contracted by another org, left Sunday morning (2) and are being replaced with Minette's Manikens. Blackie Goldston's cookhouse crew has had already been replaced by Myrtle Cole's cookhouse. — JACK COOPER.

J. A. Gentsch

COLUMBIA, Miss., April 8.—Shows closed a week's engagement here March 25. A hail storm, March 23, damaged several trailers. Opening was delayed until Wednesday. Business on the stand was fair.

Mrs. A. H. McClanahan has her hat concession in operation. J. A. Gentsch and Whitey Stewart went to Winona, Miss., during the engagement. Bob Myers visited recently.

Mid-Way of Mirth

MADISON, Ill., April 8.—Show opened a unit here March 30 with 30 concessions, 2 shows and 4 major rides. Two other rides will be brought from quarters in early May. At that time George Barrett will join with two shows.

Esther L. Speroni spent two weeks in Kansas, Iowa, Missouri and Northern Illinois. She stopped at the Parker Manufacturing Company, Leavenworth, Kan., and visited with Gertrude Parker Allen's daughter. Marie Uirheid has been a recent guest at the Speroni country home. James Rogers, ride superintendent, and crew did a fine job of painting and overhauling equipment.—ROSIE DAVIS.

Bohn & Sons United

ARDMORE Okla., April 8.—Org's arrival here was timed just right to encounter a strong wind accompanied by a bad dust storm. This delayed opening until Tuesday night. Despite cold weather, turnout was very good. New arrivals include Mr. and Mrs. Johnson with watch-la and set spindle; Mr. and Mrs. C. H. Snyder with photos, short range gallery, coke bottle and swinging ball. Joe Mooney is framing a new panel front for his second Girl Show. Harry Lamon has closed as general agent.—L. E. MURRAY.

State Fair

LIBERAL, Kan., April 8.—Shows opened here last Saturday. Concessions reported good grosses. Merry-Go-Round was the top ride, while Funhouse led shows. Horse derby was top money getter among concessions. Newspapers and radio were used freely for advertising.—GLORIA LAMB.

Penticton, B. C., Festival To Hold Boxing, Wrestling

PENTICTON, S. C., April 8.—Wrestling and boxing will, for the first time, be featured attractions at the Peach Festival and Rodeo here, August 17-19.

A boxing tournament, open to valley contestants only, will be promoted by Hector McDonald, while Jack McLaughlin will bring in four Coast grapplers. Prize money will total \$3,500.

Sweeney-White Bow May 7

CHICAGO, April 8.—National Speedways, Inc., will make their season bow May 7 with big car races at Danville, Ill., Al Sweeney, who with Gaylord White, head the organization, announced. Other early big car dates on the Sweeney-White schedule include May 14 at Peoria, Ill.; May 28 at Aurora Downs, Illinois, and May 30, Des Moines. In addition, a 100-mile stock car race is skedded for Topeka Decoration Day.

A. M. Kirk Dies in Canada

TORONTO, April 8.—A. M. Kirk, passenger traffic manager for the Central Region of the Canadian National Railways and prominent in moving show business trains thru Canada, died March 22 at his home here. He had been with the railway for more than 40 years, holding his position as passenger traffic manager since 1944.

Hub Vocalist Invests in Rides

BOSTON, April 8.—Teddy Cole, a singer at Blinstrub's night spot here, who has successfully operated a Miniature Train at Salem Willows, is reported to have invested some \$20,000 in rides slated for the fairgrounds at Topsfield. Plans call for a Kiddieland with rides that have proven popular with moppets at beach resorts in the area.

Heth Lands Bainbridge

BAINBRIDGE, Ga., April 8.—L. J. Heth Shows have contracted to play Decatur County Fair here, according to Joe Fontana, Heth general representative.

RIDES FOR SALE
BARGAINS
COMPLETE RIDE-O
 Good condition, with electric motor, \$2,000.
TRACKLESS 5-CAR TRAIN
 Streamlined, 40 passenger, kiddies and adults, gasoline operated, good condition—Cost \$8,000 to build, \$2,000.
 Come and Get It.
DUDLEY COOPER
 431 Granby St., Norfolk 5, Virginia

There's No Business Like Show Business BUT... There Comes a Time When THE FUTURE SEEMS IMPORTANT TOO!
 ... THIS AD ...
 Is Addressed to Show People Who
 1. WANT TO RETIRE NOW
 2. PLAN TO RETIRE LATER
 The Venetian Blind Laundry Business is NEW! Yet—already 45 have been placed in operation, coast to coast, on an exclusive franchise basis. We supervise machine installation and show you how to get started. The price: \$6350.00; 24 months to pay. Get our NEW book on "Aiming at a First Year \$15 000 Profit."
BW EQUIPMENT CO., INC.
 101 S. 44th St. Philadelphia 4, Pa.

FOR SALE
 Complete SIDESHOW, 120-foot all-steel double deck. Some banners, 20x80 top, bally stands, ticket boxes and proscenium. Several 1946 and 1947 TRACTORS; 24 and 28-foot SEMI TRAILERS.
 ALL ABOVE PRICED RIGHT FOR QUICK SALE
DICK'S GREATER SHOWS
 Box 401, Chews, N. J.

JOHN McKEE SHOWS
WANT
 Concessions of all kinds: Hanky Panks, Popcorn, Custard, Shows: Mechanical, Snake, Animal or Glass House, Kiddie Rides, Help for Cookhouse. Man to help in Bingo and drive Semi. Address:
JOHN McKEE, Mgr.
 Dexter, Mo., this week.

DANNY DORSO
NEED AGENTS
 For Six Cats (man and wife preferred), Spot the Spot Agent and Punk Cat Ball Game. Also Countertermen for Bingo. Contact after April 16th. **DANNY DORSO**, Continental Shows, Hudson, N. Y.


WANTED
 A Carnival at Kansas, Illinois, for July 12 to 15, inclusive (1950). Address reply to
H. P. RARDIN
 Mayor, Kansas, Edgar County, Illinois

FOR LEASE OR SALE
 Complete Bingo, 18x32 ft. Fruehauf Van '46 Model GMC Tractor. Booked on State Fair Shows in Kansas, Colorado and Wyoming. Will lease \$100.00 per week including privilege or will sell and book \$75.00 per week. Single Loop-o-Plane, late model, new motor, 22 ft. semi, complete, ready to go, \$500.00 cash. Wire:
C. A. GOREE
 SCOTT CITY, KANSAS

SEE THE
NEW ROMAN TARGET
 On Tivoli's Midway in Joplin, Mo., April 8-15; Springfield, Mo., 17-22; then per route. The greatest shooting target of all time. Use Cork Guns, give Sun, Coupons, Plaster or large Prizes. A game of skill, beautiful, fascinating and fun for all. **C. A. WOODIN**, 810 Walnut, Joplin, Mo. Phone 3471M1.

FOR SALE
 KIDDIE AIRPLANE RIDE (12 Passengers), KIDDIE AUTO RIDE (10 Passengers). 16-ft. 4-Wheel Tractor to haul them. All like new. Beautiful, ready to go. Priced right.
H. O. WEBB
 2848 Oakland Ave. Maplewood 17, Mo.

FRANK A. SHEPPARD
 Please contact
R. C. BRYAN
 608 TAMPA ST. TAMPA, FLA.

W.G. WADE
Shows

LAST CALL **OPENING DATE** **LAST CALL**
SPRINGFIELD, OHIO, APRIL 20
 All parties holding contracts, please report.
CAN PLACE

PENNY ARCADE	← SHOWS →	GLASS HOUSE
ILLUSION		WILD-LIFE
MOTOR DROME		MONKEY CIRCUS
FUNHOUSE		WALK-THRU

CONCESSIONS
 BALLGAMES, FISHPONDS, CORK GALLERY, STRING GAMES, PHOTOS, JEWELRY, NOVELTIES, BUMPER, HI-STRIKER, DARTS, BASKETBALL, PITCH-TILL-YOU-WIN, CUSTARD, AND ANY OTHER HANKY-PANKS OR LEGITIMATE MERCHANDISING AND GAMING PRIVILEGE. (WE HAVE SOLD EXCLUSIVELY, FOR STILL-DATES ONLY—COOKHOUSE, POPCORN, CORNGAME, & DIGGERS.)

ROLLO-PLANE	← RIDES →	OCTOPUS
-------------	-----------	---------

MISC. DEP'T Harry Mamas wants to hear from John Savchuk.
WRITE OR WIRE, NOW! Fred Miller wants Cookhouse Counter Help.
W. G. WADE SHOWS
 C.P.O. BOX 1488 DETROIT 31, MICH.

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT
OPENING OWENSBORO, KY.
THURSDAY, APRIL 20
CONCESSIONS—Can place Fish and Duck Pond, Pitch-Till-You-Win, Cork Gallery, Balloon Dart, String, Hoop-La, Coke Bottle, Slum Spindle, Rotaries, High Striker, Jewelry, Custard or any legitimate Concession.
HELP—First and Second Men on all major Rides; must be licensed semi drivers.
SHOWS—Can place Shows not conflicting, with own outfits and transportation.
ALL ADDRESS: C. C. GROSCURTH
P. O. 621 OWENSBORO, KY.

LAST CALL! **LAST CALL!**
PLAYLAND SHOWS
JACK GALLAGHER, Mgr.
OPENS APRIL 28, EIGHT MILE & KELLY RD., DETROIT.
WANT Hanky Panks. We only have one of a kind. Some P.C. if you have Hanky Panks. **RIDE HELP** for Caterpillar, Wheel, Merry-Go-Round, Octopus, Foremen and Second Men. If you drink or chase, don't answer.
 We have a solid route of the best concession spots in Michigan and Ohio. Excellent proposition for small GRIND SHOW, GLASS OR FUN HOUSE.
PLAYLAND SHOWS, 7617 Highland Ave., Pontiac, Mich. Phone: Orlando 3-8179.
CORRECTION—Last week's ad contained our wrong address. Note correct business address above.

HELLER ACME SHOWS
NOW OPEN FRANKIES MARKET GROUND, ROUTE 17, LODI, N. J., TILL APRIL 15, THEN BERGENFIELD, N. J., VFW BASEBALL GROUNDS. APRIL 17 TO 22.
 Twelve Fairs or Home Weeks, two Celebrations booked including Hammonton, N. J., July 10 to 15; Rosetta, Pa., July 24 to July 31, including Sunday; Haverstraw, N. Y., on the streets, Fire Department and Legion combined, April 24 to 29; then Peekskill, N. Y., Fire Ambulance Patrol, May 1 to 6, City Park Grounds. **Want Shows**— Good proposition for Penny Arcade. **Want Concessions**: Frozen Custard, Rotaries, Long Range Gallery, Balloon Darts, Bumpers. All others booked. Can use P.C. Dealers. No grift on 'his show. We own ten Rides. **Want Chairplane Foreman**. Will buy Octopus or Ridee-O for cash. All address:
HARRY HELLER
BOX 6, CAMPGAW, N. J. PHONE WYCKEFF, N. J. 4-0333M

OPENING APRIL 14TH - TWO UNITS
WANT LEGITIMATE CONCESSIONS OF ALL KINDS, RIDE HELP.
 All Apply
SAM TASSELL SHOWS
 839 Walnut Street Philadelphia, Pa.

WANT TO BUY
SHORT RANGE
GALLERY
 Must be in good condition—No Junk.
 To be delivered.
SID GOODWALT
 HENDRICK HUDSON HOTEL
 TROY, N. Y.
 P.S.: Help wanted for Sit Down Grab on O. C. Buck Shows.

DEL-MAR SHOWS
Opening April 24th.
New Castle, Penna.
Now booking Rides, Shows, Concessions
 Playing five downtown street locations, West Pittsburgh, Pa.; West Bridgewater, Pa.; Washingtonville, Ohio; Toronto, Oh'o, and Sebring, Ohio. Write, wire or phone
AL DELFLORE
 Del-Mar Shows, Youngstown, Ohio—41386
WILBER BRADLEY
 Sebring, Ohio—86259

American Beauty Shows
Opening Saturday, April 15, Perryville, Mo.
WANT
 Octopus Foreman. Shows—Girl Show with 2 or more Girls, Mechanical Show, Monkey Show or any worthwhile Shows, except 10-in-1. Concessions—Basket Ball, High Striker, Candy Floss, Candied Apples, Snow Cone, Jewelry, Short Range Gallery, Hoop-La or Glass Pitch. All people contracted, report not later than April 12. Address:
AMERICAN BEAUTY SHOWS
 Perryville, Mo.
 P.S.: Can use good Griddle Man.

FRED R. STUMBO SHOWS
Opening Saturday, April 15,
For 2 Saturdays, Springdale.
Ark.
 Can use the following Concessions—Photos, flashy Bingo, Cookhouse or Grab or any Hanky Panks not conflicting. No racket. "Reno and Margaret" and J. C. Reed, please write me. Can use Grind Shows. What have you? Address all mail to:
Fred R. Stumbo Shows
R. #3, BOX 5 GRAVETTE, ARK.

WANTED
COMPETENT GENERAL AGENT AND PROMOTER
 For Air Show with own transportation. Must know Alabama, Georgia and Mississippi. Good proposition to the right man. Join at once. Contact by wire or phone at once collect:
A. E. FULFORD
 DOTHAN, ALA. PHONE 43440

FOR SALE
 A.B.T. Shooting Gallery, complete; 3 moving, 2 still rows of targets; bull's-eyes, 7 guns, sidewalls, front gallery, mounted in 2-wheel trailer. Everything goes inside. Can pull behind car. Also 3-Camera Portable Photo Booth, 8x8 Top, used one season. Both for less than 1/2 of cost.
WALTER C. NELSON
 18802 Kewanee Ave. Cleveland 19, Ohio
 Phone 1-2736

Famous Chatillon
GUESS YOUR WEIGHT
CHAIR SCALE
 Write For Details
J. SCHOENBACH
 1645 Bedford Ave. Brooklyn 25, N. Y.
 Resident 2-2900

GOLD BOND SHOWS
 NOW CONTRACTING FOR 1950
RIDES - SHOWS - CONCESSIONS
 Fairs, Celebrations and Committees in Illinois, Iowa, Minnesota and Wisconsin, have some open time.
MICKEY STARK, Mgr.
 P. O. Box 229 Mt. Sterling, Ill.

Krekos Biz First 3 Weeks Up to Par of Last Year

(Continued from page 81)

reduced as needed. Again charging a 20-cent admission, the show is lining up what Krekos said will be its greatest tour. West Coast is carrying 15 rides, 9 shows and about 50 concessions. The free act is advertised as the Four Darrells, a new name for the Bareti Troupe. Switch-over was made to cover up in spots in which they are appearing for the second time. There are 20 24-foot towers and fluorescent lighting is used thruout.

Management

Management of the No. 1 unit is in addition to Krekos; Harry Myers, manager; Louis Leos, secretary-treasurer; E. W. (George) Coe, business representative; Monroe Elsenman, agent; Charles Carpenter, billposter; Edwin Kemp, scenic artist; Virgil Latiker, lot superintendent; Harry Baker, chief electrician; Jess Gomez, assistant electrician; Nick Krekos, transportation; John DeDeusis, lot officer; Isabel Myers, front gate tickets, and Herbert Owens, front gate ticket taker.

West Coast Exposition Shows will be under the direction of the West Coast Shows, Inc., Krekos said. However, Ed J. Harris, will be concession manager; Eddie Hellwig, ride superintendent and lot manager; D. Earl Clipperly, agent, and Howard Biddy, chief electrician.

Exposition will have 10 rides, 4 shows and about 30 concessions.

Personnel

Rides: Ferris Wheels (2), William Richardson, foreman; James Horn, Barbara Hellwig, tickets. Merry-Go-Round, Charles Williams, foreman; William Smith, Mrs. Robin Lagunas, tickets. Tilt-a-Whirl, Ralph Burton, foreman; Harry Elmore, Mrs. Thala Barber, tickets. Rolloplane, Ray Griffin, foreman; William Bogan, Jean Burton, tickets. Fly-o-Plane, Valentine Lagunas, foreman; Joe Perez, Mrs. Betty Coe, tickets. Caterpillar, Clifford Barber, foreman; William L. Hood, Fanny Greer, tickets. Octopus, Jeff West, foreman; Don West, Lester West, tickets. Rock-o-Plane, Max Snobar, foreman; John Snobar, Mrs. Max Snobar, tickets. Spitfire, Otto and Frank Fictum, Betty Fictum.

Train, W. A. Sprague, owner-operator; Marianna Elwin, tickets. Little Dipper, Norman (Dutch) Schue, owner; Roy Ward, foreman; Lillian Schue, tickets. Pony ride, Mary and Edwin Seales. Kiddieland (auto, boat, sky-ride), Leo Mortimer, foreman; Joe Walker, Betty Mortimer, tickets.

Shows

Side Show: A. J. Budd, owner; Don Gilbert, manager; Chief Zulong; Earline Francis, electric girl; Paul Byshee, magician; Morris Family, half lady-half baby family; Buddha; Mary Morris, annex; Bob Martin, tickets.

"Follies Revue," Ginger Ray, operator; Nadine, featured stripper; Roxine, Lola Lee, Ann Harding; Lucky Rhodes, tickets; Norman Courts, emcee; Nick Krekos, ticket taker. Posing Show, Jefferson Griffin, Dee Griffin, talker; Sylvia Berry; Janet Palmer, tickets; Thomas Stark, ticket taker. Monkey Show, Jeff Griffin; Wally Wagner, tickets; Frankie Bareti, trainer, and J. Page, assistant. Fun-house, Vernon Miller, Leonard Shores. Mon-keydrome, Ken Drucker; Claude Davis, tickets. Snake Show, Andy Camilleri, operator; Lee William, Ray VanHoose, Bob (The Goon) Nicholson. Motordrome, Pauline, Clyde and Jim Rawlings, "Patches" Parker. Mickey Mouse, Charles P. Carpenter, Ralph Baker. Penny Arcade, Charles Albright, owner; Ethel and Hayden Pool; Clyde Pool, foreman; Richard Clift.

Concessions

Cookhouse, Johnny Miller, operator; Gus Angas, chef; Roy Miller, Sailor McCoy, cooks; Buck Hassler, C. G. Phillips and Earl Fall. Hotdogs, Dolores and Jack Beam. Ball game (2) and short range, Ivan Gilligan, operator; George Dash, Charles Kearns, Virgil Smith, H. H. (Whitey) Branan, John (Scotty) Wayne. Fish pond, bingo, clothes-pins, Margaret and Hunter Farmer, operator; Grace Merkel, Bob Lucas, Francis Lindley, Maxie Hillman, Eddie Edwards. Country store and darts, Eloise and Tom Syester. Balloon darts (2) and cork gallery, Louie Ristick, operator; John, Steve and Duke Ristick, August Toccalina, Clayton Phillips. Bronze horses, Ed Brunette, manager; Thayer (Red) Turner, Charles (Blackie) Ford. Bird store, Andy Camilleri, operator; Lester Pruitt. Grocery wheels (2), Ragland & Korte, operators; Lloyd Alsdorf, June Hartley, Tyson Markham, Ed Hartley. Blanket store, Al Rodin, Sam Dolman, Charlie Crouse.

Long range, Joe Zotter. French fries, Thelma and George Freize, C. A. Buchtel. String game, John L. Willoughby. Swing it, Louie and Buddy Wald. Piggy bank wheel, Wally O'Connors, Ross Phipps. Chip store, W. C. and Lula Carter. Bronze horse pitch (2), George and Loel Sackson, Andy Cicalegero, Jerry Frederick. Glass pitch, Ivy and Jess Gomez. Derby races (2), Norman (Dutch) Schue, operator; Jack Botto, Roy Hoglund, Forrest Grubb. Bagatelle, O. B. Smith. Scales and novelties, Edwin Kemp. Fish bowl, S. Spilberg. Rat game, Jimmy Arthur. Jewelry, Wally O'Connor, and cranes, Mat Herman, H. Pool and Edythe Walker.

CARNIVAL ROUTES

(Continued from page 72)

Blue Grass: Owensboro, Ky., 20-29.
Bogle, F. C.: Arma, Kan., 10-13; Pittsburg 15-22.
Bohn & Sons United: Lindsay, Okla.
Brewer's United: (2700 Block, Nagle & Navigation) Houston, Tex.
Buck, O. C.: Troy, N. Y., 20-29.
Burdick's Greater: Liano, Tex.
Burke, Harry: Gonzales, La.
Burkhart: Jacksonville, Ark.
California: Merced, Calif.
Capell Bros.: Okemah, Okla.
Capital City: Winder, Ga.
Carr, Lawrence: (Stadium) Quincy, Mass.
Central States: Ponca City, Okla.
Coleman Bros.: Middletown, Conn., 20-29.
Colorado Expo.: Post, Tex.; Dumas 17-22.
Columbia: Waterville, Me., 15-22.
Continental: Hudson, N. Y., 20-29.
Craig's Heart of Texas: Midland, Tex.; Abilene 17-22.
Crescent Am. Co.: Tyler, Tex.; Eldorado, Ark., 17-22.
Crescent Canadian: Vancouver, B. C., Can., 17-22.
Dickson United: Coalgate, Okla.
Dixie Expo.: Gibsonville, N. C., 17-22.
Dobson's United: Willernie, Minn.
Downriver Am. Co.: River Rouge, Mich.
Drew, James H.: (Camden Park) Huntington, W. Va.
Dudley, D. S.: Bowie, Tex.
Dumont: Colonial Heights, Va.
Dyer's Greater: Little Rock, Ark., 12-22.
Eddy Bros.: Philadelphia, Pa., 20-29.
Fair Am.: Clinton, N. C.
Fairway Am.: Garland, Tex.; Plano 17-22.
Ferris Greater: Banning, Calif.
Fidler United: Granite City, Ill.; Jacksonville 17-22.
Folk Celebration: Albuquerque, N. M., 14-23.
Francis, John: (4300 N. Broadway Lot) St. Louis, Mo.
Franklin, Don, No. 1: Kerrville, Tex.
Franklin, Don, No. 2: Bryan, Tex.; Boerne 17-22.
Frock & Meyer: Palo Alto, Calif., 12-16.
Gem City: East St. Louis, Ill.
Gentsch, J. A.: Starkville, Miss.; Oxford 17-22.
Gold Crown Expo.: Randleman, N. C.; Mebane 17-22.
Gold Medal: Hopkinsville, Ky.; Somerset 17-22.
Golden Rule: Runnemedede, N. J., 14-22.
Golden West: Red Bluff, Calif., 10-16.
Graceland Greater: East St. Louis, Ill., 14-22.
Grady, Kellie: Florence, Ala.; Sheffield 17-22.
Grand American: Sikeston, Mo., 14-22.
Granite State: Poughkeepsie, N. Y., 20-29.
Great Sutton: Flat River, Mo.
Groves: Lake Charles, La.
Gruberg's World Famous: Philadelphia, Pa.
Gulf Coast: Caruthersville, Mo., 15-22.
Happy Attrs.: Middleport, O.; Wellston 17-22.
Heller's Acme: Lodi, N. J.
Henson, J. L.: Alexandria, La.
Hill's Greater: Plainview, Tex.
Imperial: Galesburg, Ill., 15-22.
Imperial Expo.: Salinas, Calif.
Interstate: Cleveland, Tenn.
Jack's Greater: Spartanburg, S. C.
J. & B.: Crewe, Va., 13-22.
Johnny's United: Pulaski, Tenn.
Kaus, W. C.: Roanoke Rapids, N. C.; Richmond, Va., 17-22.
Keystone Expo.: Kershaw, S. C.
Kirkwood, Joseph J.: Lynchburg, Va.
Krause Am.: Philadelphia, Pa.
LaCross: Northampton, Mass., 15-22.
Lamb, L. B.: Alexander City, Ala.; Fayetteville, Tenn., 17-22.
Lawrence Greater: Gainesville, Ga.
Lee United: Mt. Clemens, Mich.
Lewis, Ted: Hackensack, N. J.
Lone Star: Winchester, Tenn.; Columbia 17-22.
Magic Empire: Cartersville, Ga.
Marks, John H.: Richmond, Va., 17-22.
McKee, John: Dexter, Mo.
Midway Expo.: Lamar, Colo., 14-22.
Midway of Mirth: Murphysboro, Ill.
Midwestern Expo.: Nashville, Ark.
Mighty Hoosier State: Jeffersonville, Ind.
Mighty Page: Lexington, N. C.
Model: Sherman, Tex.
Moore's Modern: Corsicana, Tex.
Myers: (Marietta & Rockdale Park) Atlanta, Ga.
Oklahoma Expo.: Antlers, Okla.
Orange State: Hawthorn, Fla.
Raftery's: Ayden, N. C.
Page Bros.: Springfield, Tenn.; Gallatin 17-22.
Palmetto Expo.: Spartanburg, S. C.
Paul's Am. Co.: Russellville, Ark.
Penn Premier: Chester, Pa.; Burlington, N. J., 17-22.
Pike Am.: Lawton, Okla.
Pine State: Mt. Pleasant, S. C.
Playtime: Concord, N. H.
Royal Blue: Nitro, W. Va., 15-22.
Royal Crown: Rome, Ga.; Nashville, Tenn., 17-22.
Royal Expo.: Hastings, Fla.
Royal Midwest: Bruce, Miss.
Shan Bros.: Atlanta, Ga.
Silver Slipper: Rockwood, Tenn., 15-22.
Siebrand Bros.: El Paso, Tex.
Smith's Am.: Fort Worth, Tex.
Snapp Greater: Nevada, Mo.
Southern Valley: Minden, La.; Bastrop 17-22.
Sparks, J. A.: Sweetwater, Tenn.; Morris-town 17-22.
State Fair: Scott City, Kan.
Stephens, C. A.: Lafayette, Ga.; Soddy, Tenn., 17-22.
Strates, James E.: Chester, Pa.
Stumbo, Fred R.: Springdale, Ark., 15-22.
Sunset Am. Co.: Excelsior Springs, Mo., 20-29.
Tassell, Barney: Starke, Fla.
Texas: Raymondville, Tex.
Tidwell, T. J.: Levelland, Tex.; Borger 17-22.
Tinsley, Johnny T.: Greenville, S. C.
Tivoli Expo.: Joplin, Mo.; Springfield 17-22.
Turner Bros.: Springfield, Ill., 19-22.
20th Century: Bartlesville, Okla.
United Expo.: Kennett, Mo.
United States: Marion, N. C.
Virginia Greater: Suffolk, Va.
Vivona Bros.: Perth Amboy, N. J., 17-22.
Vogt's Southern Am.: Lockhart, Tex.; San Antonio 17-22.
Volunteer: Springfield, Tenn.; Ashland City 17-22.
Wade, W. G.: Springfield, O., 20-29.
Wallace Bros. of Canada: Windsor, Ont., Can., 20-23.

Renovated Tinsley Unit-Bows to Good Greenville Takes

(Continued from page 81)

chanical Battlefield, C. M. Miller, owner; Jimmy Fry, tickets; Mrs. C. M. Miller, lecturer.

Fun-in-the-Barn, Doc Curry, manager; Louis Williams, tickets. Monkey Circus, Capt. Charles Mizzell, manager-trainer; Ray Gamble and Horace Jones, tickets. Side Show, Ernest Hudspeth, manager-taker; William Murray and Clarence Lee, tickets.

Side Show Attractions

Side Show attractions include Jack Rogers, sword swallower and juggler; Lottie King, torture act; Kathryn Hudspeth, blade box; Gracie Allen, human volcano; Marvo the Magician; Alice Smith, giantess; William Freed, pony boy, and Art Dorner, Frankenstein's monster.

Rides and their foremen are Merry-Go-Round, Columbus Owens; Roll-o-Plane, Russell Law; Caterpillar, Clarence Fair; Ferris Wheel, Bob Everling and Frank Coon; Fly-o-Plane, Johnny Majors; miniature train, Ira Hunter; kiddie autos, William Evatt, and kiddie aeroplanes, John Bratton.

Concessionaires include Harry Basil, midway cafe; Joe Tuller, popcorn; C. L. Hudgins, diggers; Danny Dorso, bingo; Jack Simpson, photos; Harry Harrison, palmistry booth; Ray Clayton, Morris Galina, Sonny Bullock, Mayo Tinsley, Charles Mizzell, John Scott, Mrs. M. W. Hanson, Jack and Ennis Riggins, George Harris, Odell McCown, Pinky Edgar, Charles Tutterow, W. H. Clark, Homer Guillemette, Whitey Hawkins, D. W. Favor, Bob and Ruby Everling, H. W. Donnisse and Chris Jernigan.

20th Century Debut Draws Good Crowd

FORT SMITH, Ark., April 8.—Ideal weather and good crowds greeted the 20th Century Shows when they opened their season here Friday, March 31. Weather continued mild Saturday (1) and attendance was rated excellent.

New to the ride line-up are a Caterpillar and a Dodgem. New shows include Robinson's Dog and Monkey Circus and Woolsey's Circus Curiosities.

N. Y., Ind. Fairs Added To James Drew Itinerary

SHELBY, N. C., April 8.—Two fairs, Monroe County Fair, West Liberty, N. Y., and Sullivan County Fair, Carlisle, Ind., have been added to the route of the James H. Drew Shows, James J. Drew Jr., manager, announced.

The shows' opening has been set for April 20, with the org to carry 8 rides, 4 shows and about 30 concessions plus a free act.

R. Ryan has contracted his bingo on the show. Abe Bonario will have the midway diner. Bill Hughes again will have his concessions with the show.

Clinton Event Inks Sunset

CLINTON, Ia., April 8.—Kenneth Gorman's Sunset Amusement Company is supplying most of the rides for this year's 15th annual celebration sponsored by Lyons Community Activities, Inc., reports Stanley Mayer, secretary. In addition, there will be shows, concessions and free acts. Russell Busk is president of the sponsoring group.

Wallace & Murray: Anderson, S. C.; Spartanburg 17-22.
West Coast: San Jose, Calif.; Sacramento 18-23.
Wheeler, Eddie L.: Villa Rica, Ga.
Wolfe Am.: Lincolnton, N. C.
World of Pleasure: Wyandotte, Mich., 14-30.

WANT—B & H SHOWS—WANT

FOR BEST ROUTE—COTTON MILL TOWNS IN NORTH CAROLINA AND TWO WEEKS IN SOUTH CAROLINA

All Hanky Panks come on. Privilege \$20.00. No P.C. or Flats. SHOWS—Want 5 or 10-in-1 with own equipment. Must have something clean and worth while. Want Snake Show and Monkey Show, or what have you? Reasonable percentage. RIDES—Will book Roll-o-Plane, Whip, Tilt and Punk Rides with own transportation. Useful Carnival Help, come on. If you are a lush, should go somewhere else; you won't last here. Write, wire or come on.

SUMTER, S. C., APRIL 10 TO 22.

All mail and wires: Box 45B, Route 1, Sumter, South Carolina

COLORADO EXPOSITION SHOWS

Want small Cookhouse, Bingo. Can work jackpots every week. Want Diggers, Popcorn, Apples, Floss, Hanky Panks of all kinds, \$15.00 per week. Want Girl Show, Side Show, Athletic Show or any Grind Shows. Pay committee and tax only. Will play Colorado, Nebraska, South Dakota and upper peninsula of Michigan, with fall Street Celebrations in Indiana. Will book one Roll-down. Need Man to take head of Pin Store out of office. Only three flats on midway. Ball Games, come on. Good territory. Will book one Mitt Camp.

Address: Post, Tex., now; Dumas, Tex., next.

Clyde Hendricks, Mgr.; Jimmie (Polack) Ciesla, Con. Mgr.

PINE STATE SHOWS

Want for Charleston, S. C., under strong auspices, Concessions, \$16.50—Photos, Duck Pond, Ball Games, Bingo, Scales and Age, Long and Short Range Galleries. All Hanky Panks open. No flats. RIDES—Can place Flat Ride, Kiddie Rides for Kiddieland. SHOWS—Wild Life, Jig Show, Monkey Show Glass House, Girl Show, any Shows not conflicting. Must have own equipment. This show is going north. Positively no racket. Jim and Carl, contact. Important. All mail: PINE STATE SHOWS, Charleston, S. C.; Mt. Pleasant, S. C., all this week.

J. J. CARUSO, Mgr.—EARL MILLER, Gen. Agent
P.S.: Johnnie Williams wants P.C. Agents.

CALL—SIDE SHOW PEOPLE—CALL

OPENING APRIL 24 ON SHORT NOTICE

CAN PLACE TALKER, TICKET SELLERS, MAGICIAN, FREAKS, WORKING ACTS, GLASS BLOWER, SCOTCH BAGPIPER AND DRUMMER. State all in first letter, no time to dicker.

SLIM KELLEY, BOX 771, RICHMOND, VA.

HEALTHY BLACK BEAR, THREE YEARS OLD

To trade for Monkey or for sale. Also Corn Game, good top, with X on Show. Also Basket Ball Game with X on Show. Wanted—Stock Concessions, Playing Fairs and Celebrations in Western Nebraska, South Dakota. Opening middle of May. Also can use Ride Help.

CURL AMUSEMENT COMPANY
SOUTH SIOUX CITY, NEBRASKA

Hays Co-Op Builds Public Relations

MILWAUKEE, April 8.—Pallomar Roller Rink here, managed by Phil Hays, was the recipient of fine press articles recently when he allowed the newly formed Wilson Park Lutheran Church group to make use of his rink lobby for religious services on Sunday mornings.

This is not the first time that Hays has been a good neighbor to his community. Last year he provided free space in his lobby for a budding Catholic congregation, thus launching a fine public relations program.

11 Gothamites Win Bronze Speed Medal

BROOKLYN, April 8.—Eleven out of 14 skaters emerged with bronze awards in this area's first speed skating proficiency tests skated recently at Empire Rollerdom. Conducted by the RSROA, tests were limited to skaters from the Bay Ridge and Empire rinks.

Successful aspirants were George Creasley, Robert Crowley, Mickey Kadiz, Robert Mahoney, Robert Satre and Rudy Tadej, of Empire; from Bay Ridge, Roy Abernethy, Eddie Ennis, Don Rogers, Eddie Roth and Ray Strolin. Strolin became the first local skater to possess bronze medals in dance, figure and speed.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

BEST BUILT RINKS

We build any size sectional floor or complete Portable Rink. New, complete 40-100 ft. portable of Northern hard maple, heavy duty flame-proof tent with trim, music, skates, etc., for \$5495. Any size interchangeable sectional floor at 50¢ sq. ft. of Northern hard maple. We build the best for less cash.

Gold's Portable Rinks Co.
Phone 2443-W, 409 N. 5th St., Longview, Tex.

GILASH ROLLER OUTFITS

on Chicago or Cleveland Skates

\$8.75 TO \$10.00 Immediate delivery

GEORGE GILLIS SHOE CORPORATION
Fitchburg, Mass.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS
430 S. Vine, Tyler, Texas Phone 4-9585

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

SKATING RINK TENTS

Canvas Cement, Water and Mildewproofing
Plymouth Manila Rope, Chains.

JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
800 E. 9th St. Ha. 6867 Kansas City 6, Mo.

FOR LEASE

FIFTH ST. ROLLER RINK

(Lemoine) Harrisburg, Pa.
For Sale—Entire Equipment. Direct all inquiries to above.

Gotham Skating Carnival Bally Gets Under Way

NEW YORK, April 8.—Initial solicitation of entries for the mammoth Roller Skating Carnival sponsored by *The New York News Welfare Association* and sanctioned by the RSROA, to be run in Madison Square Garden May 24, broke in the paper Monday (3) with a double-page picture spread and back cover headline. Since then daily stories, each accompanied by photos and an application blank, have been featured.

Rules for the event say all amateur roller skaters, regardless of club or organization, are eligible to enter the carnival. Anyone may compete unattached.

The following speed events are listed: Girl's cub (under 8); boy's cub (under 8); girl's midget (8-10); boy's midget (8-10); girl's juvenile (11-13); boy's juvenile (11-13); girl's junior (14-15); boy's junior (14-15); girl's intermediate (16-17); girl's senior (18 and over), and men's senior (18 and over).

For artistic skaters there will be a skate dance contest (no age limit) requiring the 14 step, Viennese waltz and polka. There also will be ladies' and men's free style competitions with no age limit.

RSROA rinks co-operating with *The News* are Bay Ridge, Eastern Parkway, Empire and Park Circle, Brooklyn; Gay Blades, Manhattan; Fordham, the Bronx; Queens, Hillside and Wal-Cliffe, Long Island and Queens; Avalon and Peekskill; up-State New York; New Dreamland, Riviera, Shore, Ventnor and River-view, New Jersey, and Eli, Connecticut.

Practice time is provided on a regular schedule at RSROA rinks, with only the association's regular or special registration card and a green slip from *The News* required.

Bermuda Elbow Beach Club To Host N. Y. Skate Queen

NEW YORK, April 8.—The swank Elbow Beach Surf Club, oceanside hotel in Bermuda, was named by *Journal American* skate scribe Bill Love for the 1950 skate queen's stay ashore while on her prize Furness Line cruise.

Other awards in the event's \$1,000 prize jackpot include seven Bensus wrist watches, a pair of Chicago precision shoe skates, 12 Chicago ball-bearing shoe outfits, and the John T. Swanson Memorial Trophy.

Aldrich Wins 2G Court Case

HOLYOKE, Mass., April 8. — A verdict for the defendant was returned by a jury in Superior Court in a \$2,000 suit by Edward Tomala against Elbert C. Aldrich, operator of a roller rink here. The plaintiff alleged that while he was a patron at the rink a defective roller skate caused a fall and personal injuries on July 26, 1948.

Reynolds Into Ind. Politics

RENSELAER, Ind., April 8.—Earle Reynolds, well-known pro roller skater, filed his declaration at Indianapolis Saturday (1) as Democratic candidate for State senator from this district. Reynolds will have no opposition in the primary. He is expected to oppose Republican Sen. John Van Ness, Valparaiso, in the fall election.

Rawson Reopens Laboratory

ASBURY PARK, N. J., April 8.—Perry B. Rawson, roller skating authority and skate technician, Saturday (1) opened what he predicts will be a big spring season at his skating laboratory here. Rawson spent the winter in Palm Beach, Fla.

Gate, Entries Records Hung Up By AOW's Cherry Blossom Meet

WASHINGTON, April 8.—A record crowd of spectators and 162 entries, the largest number ever to participate in the America on Wheels Cherry Blossom speed championships, highlighted the third annual run-off of the contests in National Arena here on April 1, reports Jack Edwards, AOW director of speed. Helping to swell crowds were bus loads of fans from rinks in the AOW Northern Division.

On a 30-20-10 points basis for first, second and third-place finishes Hackensack (N. J.) Arena walked off with team honors with 260 points, followed by National Arena, 130, and Twin City Arena, Elizabeth, 110.

Medals went to winners of three places in each event. The ladies' trophy on points went to Mary Thompson, National Arena, while Edward Swenson Hackensack, took similar honors in the men's division.

Other AOW rinks participating in-

cluded Alexandria (Va.) Arena; Bladensburg (Md.) Arena; Capitol Arena, Trenton, N. J., and Paterson (N. J.) Recreational Center, along with speed teams from E. V. Regalia's Florham Park (N. J.) Rink; Carlin's Rink, Baltimore, and Arena Roller Gardens, Sinking Springs, Pa.

Results:
Girls, 880 yards, Mary Thompson, National; Frances Olsen, Hackensack; Barbara Thompson, National, Ladies, 880 yards, Kathleen Thompson Florham Park; Jean Krieliack, National. One-mile ladies open, Mary Thompson, National; Jean Krieliack, National; Frances Olsen, Hackensack. Two-mile men's open, Edward Swenson, Hackensack; Edward Horan, Twin City; Burton Speed, Hackensack. Five-mile relay, Hackensack, Florham Park, National. Boys, 880 yards, Edward Swenson, Hackensack; Edward Horan, Twin City; Burton Speed, Hackensack. Men 880 yards, Frank Duggan, Boulevard Arena, Bayonne, N. J.; James Kidd, Hackensack. Men, one-mile open, Edward Swenson, Hackensack; Edward Horan, Twin City; Burton Speed, Hackensack. Boys under 13, 440-yard open, Raymond Musser, Hackensack; Otto Erdman, Twin City; Louis Bourm, National. Miss and Out, Edward Horan, Twin City; Edward Swenson, Hackensack; Burton Speed, Hackensack.

USARSA Nationals Set for July 17-22

NEW YORK, April 8.—Dates of the U. S. Amateur Roller Skating Association's 1950 United States championship meet at Moonlight Rollerway, Pasadena, Calif., has been switched to July 17-22, it was announced this week by USARSA Prexy George Apdale.

It had been planned to hold competition earlier in July.

Canton Skateland Show Draws 1,300

CANTON, O., April 8.—One of the most enthusiastic and largest crowds ever to attend a skating event here saw the second annual showing of *Skaters on Parade*, presented March 25 by William Scholle, operator of Skateland on Stark County Fairgrounds. Some 106 amateurs of the Skateland Club took part in the two-hour show, which featured solo numbers and group routines. According to officials there were 1,300 paid admissions.

Two outstanding acts were *Gentlemen From Tennessee*, by Jim Volser, and *Sweethearts*, by Dick Meinhart and Patria Dillon. In the latter the girl was presented with an engagement ring. On behalf of Scholle, R. Jay Myers, member of the fair board, extended thanks to Don M. Brown, director and producer, for making the show a success. Skaters were introduced by Jim Muzzy, of Radio Station WHBC. Music was by Mel Miller at the Hammond.

J. D. Fotch Passes at 85

PONTIAC, Mich., April 8.—John DeForest Fotch, 85, veteran rink operator and old-time speed skater, died March 29 here following a long illness. He operated rinks for about 25 years and was active until three years ago. Fotch had operated summer and year-round rinks at Island Lake, Whitmore Lake, Bay City, Port Huron and Commerce Lake, Mich. Survived by two sons Roy and Gene. Interment in Oakland Hills Cemetery here.

WANT TO BOOK PORTABLE SKATING RINK

For Well Established Amusement Park

6 Months' Season

AIRPORT PARK

R. F. D. #4, Wilkinson Blvd. Charlotte, N. C. Tele. 45021

SKATE CASES AT A NEW LOW

- * STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made \$29.64 Doz. Sample, \$2.47.
- * ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample \$3.15.

L. & L. PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tex Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.

Write for Price List.

WANT

Two good, experienced Portable Rink Men who know the portable business and how to take care of tent and floor. Would like to have man and wife. Will be opening soon. Must furnish reference. Have for sale 45x90 used Floor and new Tent. This rink has everything ready to set up. Will have ready about April 15. 40x80 new Floor and Tent, fireproof. Will be complete, ready to set up

MYERS BROS.' RINK
Oak Ridge, Tenn. Phone 57517.
Harlan, Ky. Phone 749.

ROLLER RINK FOR SALE

Must have change of climate. Price reduced for quick sale. Established 12 years, Pennsylvania. Energetic operator can't miss. \$40,000 will handle, balance terms to suit.

Write Box D-322, c/o Billboard, Cincinnati 22, Ohio, if genuinely interested and able to handle

There Is BIG Money in a ROLLER RINK

Properly Managed and Equipped With the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Successful Rink Management.

Recent improvements in our Skates make them stronger and better than ever

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

No. 778
Manufacturers of All Kinds of Roller Skates



Biggest Profit Makers in WATCH History



RHINESTONE DIAL WATCH In 14K Gold Plated Case

\$4.25 Brand New Written 1-Year Service Guarantee.

- 8 Flashing Rhinestones and 4 Simulated Rubies
Genuine Swiss Movement
Looks Like \$50 Watch Individually Gift Boxed
Genuine Leather Strap
(Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)

Ladies' WATCH

In 14K Gold Plated Case With Matching Gold Band \$5.40 COMPLETE UNIT

- Looks and performs like \$50 watch
Precision jewel Swiss movement
Beautiful 2-tone dial with small second
Individually gift boxed
Brand new—not rebuilt
One-year service guarantee (with rhinestone dial 60¢ additional)



JEWEL MOVEMENT

Chronograph \$3.75 (In Gold Plated Case \$4.50)



- Written 1-Year Service Guarantee
Precision Timekeeper and Stopwatch
Radium Dial, Sweep Second Hand
Assorted Colored Dials
Polished Chromium Case
Guaranteed New—not Rebuilt (With Strap and gift box, 20¢ add.)

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co. 101 Cedar St. New York 6, N. Y.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD—MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. ap15

"BLUE NOTES" — ANOTHER BOLD, NEW laugh routine for male singles, night club comics; \$1. Springer, 58B Wilklow, Hempstead, N. Y. ap15

FREE—FIRST ISSUE "GAG SHEET" WITH each order. "Heckler Stoppers" has 64 fresh squelches. "Routines" has four hilarious acts for Comics, M.C.'s. \$1 each. Gags, 2979 Bewick, Detroit 14, Mich. ap15

GAG-ATIONAL NEW COMEDY BOOKLET — "Quiet! M. C. at Work" No. (number 2); for M. C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy." Box 1225, Hollywood, Calif. ap29

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23. ap15

"GIRL FRIEND" — 12 MINUTES ORIGINAL laugh material for male singles, night club comics. \$1. Springer, 58B Wilklow, Hempstead N. Y. ap15

GRAND NEW PARODIES—"MUSIC, MUSIC, Music," \$1; "Daddy's Little Girl," \$2. Ed Hanley, 852 2nd Ave., New York. ap15

STAGE PLAYS—REPERTOIRE, STOCK, ONE Nighters. Standard Play Service, Box 590, Kearney, Neb. ap29

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. ap29

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY — Italian Coral and Inlaid Mosaic Jewelry. Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties; real dressed Fleas and Seahorse Fish, Brooch Pins. Joseph Fleischman, 906 Tampa St., Tampa, Fla. ap15

ACTIVE SELLER — PLASTIC SCALLOPED Table Cloths, 54x54, \$5.50 up doz.; Aprons, ruffled on double-needle machine, \$1.75 up doz.; latest prints; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. ap22

AGENTS, SALESMEN, PEDDLERS, BIG PROFITS, steady repeat sales with Stafford's new Hair Care Set; a natural for colored trade, contains Shampoo, Medicated Hair Aid and Protective Scalp Oil packed in an attractive gift box. Sample set and wholesale prices, \$1 postpaid. Stafford's Mfg. Co., P. O. Box 1862, Denver 1, Colo. ap22

AGENTS-SALESMEN—SEND FOR NEW, SEN- sational, Self-Cleaning Cigarette Holder, Blender, Quencher, Filter, Nicotine Stain Finger Protector. Gold plated sample with circular, 25¢. Sells on sight. Post Office Box 85, Andover, Mass. ap22

AMAZING VALUE! THOUSANDS HAVE adapted this single compact unit of simplified bookkeeping to save time, money and minimize errors. No bookkeeping knowledge necessary. Thoroughly complete! Priced ridiculously low, \$3.75 postpaid. Specialties, Newtown, Conn. ap15

AMAZING OFFER—\$40 IS YOURS FOR SELL- ing only 50 boxes; also entirely different, new Deluxe All-Occasion assortment with television card; Little Pearls, Hankie Gift Greetings, other surprise items; feature boxes on approval; free samples imprinted stationery and rose scented notes; write today; it costs nothing to try. Cheerful Card Co., 1245 White Plains, N. Y. ap29

AMAZING, NEW, PERMA-GLO CANDLES— Look like wax but burn lighter fluid; smokeless and odorless; permanent; economical; safer and cleaner than wax; every family and institution a prospect; fast profits. Write Morris Co., Box 4199, Pittsburgh 2, Pa. ap29

ANIMATED LIVING PICTURES AT LOWEST prices—Winking Girl, Baby and Cat, Hawaiian Dancer or Hula Girl, \$5.50 per doz. postpaid; Girl with Fan, Cutie Beauty, \$7 postpaid; minimum order, two dozen, assorted. Remit in full to save c.o.d. charges, otherwise deposit with order; four assorted samples, \$3 postpaid. Eastern Sales Co., 411 S. Main St., Akron, O. ap22

A RED-HOT NOVELTY—EVERYONE BUYS; sell tap-rooms, bars, night clubs, pool halls, stores; it's different, send 50¢ for prepaid sample. Shafer Co., P. O. Box 723, Kansas City, Mo. ap29

BEAUTIFUL MODELS—GLOSSY PHOTOS, 4x5, sample assortment, \$1; \$5.50 dozen sets; big profit. Photoart, Box 1341, Lawton, Okla. ap15

BUY THOUSANDS OF NATIONALLY ADVER- tised products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. ap29

BUY VITAMINS DIRECT AT AMAZING savings. Our 11th year. Postcard brings catalog. Matoska Products Co., White Bear, Minn. ap15

BUY YOUR SNO-CONE SYRUPS NOW AND save—Pure fruit syrups, four gals. to case, \$1.20 gal.; cash with order. S. Bond Conces- sions, 2808 S. Wentworth Ave., Chicago, Ill. ap15

CANADIAN GENUINE INDIAN BEADED MOC- casins, white fur trim, ladies' sizes, ideal gifts. Write Colonial Products, St. Catharines, Ontario, Can. my6

CLOSE-OUT—BALL POINT PENS; WHILE THEY last, 6¢ each in 100 lots, postpaid; regular size; guaranteed; sample dozen, \$1. Crescent Sales Co., 150 Broadway, N. Y. C. ap15

BUY NYLONS DIRECT FROM MILL—WRITE for jobbers' prices. Joy Hosiery Mills, Dela- wanna 8, N. J. my6

CLOSE OUT—ARMY AIR FORCE TYPE SUN Glasses; men and women's, in beautiful case with life-time guarantee; ground polished processed lenses; scientifically correct to meet specifications of U.S. Bureau of Standards; these glasses retail in many optical stores for \$10 per pair; your cost \$15 per doz; sample, \$1.50; 1/3 remittance on all c.o.d.'s. Factory Outlet, 58 Euclid Ave., Springfield, Mass. ap15

COMIC CARTOON CARDS, 100 FOR \$1—LIST free to dealers. Cheshires Fun House, 739 Poydras St., New Orleans 12, La. ap22

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples; free illustrated folder. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. ap15

DOCTOR'S ORDERS—JOKE PILLS, \$1.25 DOZ., \$10.50 gross. None free. C. Cusack, Box 6273, Pittsburgh 12, Pa. ap22

EARN \$124.50 WEEKLY GUARANTEED, sparetime; learn "Technique of Telephone Selling"; rush only 25¢ (deposit) air mail; complete instructions. Science Syndicate, San Antonio, Tex. ap29

FAST MONEY — LADIES' NYLONS, ALL grades; men's and children's long and short hose direct from factory to consumer; satisfaction guaranteed or money refunded; send for sample order. Prices \$1.50 up; try our 503 at \$4.50. Warren Hosiery Mills, P. O. Box 4115, Chattanooga 5, Tenn. ap22

FLASHY SIGNS—7x11 FOR RESTAURANTS, stores, taverns, etc., with velvet embossed letters in red, yellow and white; \$5 per 100 sample signs, 14 for \$1. Fay's Sign Shop, 404 S. Troupe, Valdosta, Ga. ap22

FREE "OIO"—700 MONEY MAKING DEALS. Business Plans, Formulas, Mail Order Ideas, wholesale supply sources; unusual items. Kolamite, Box 572, Dept. A, Dayton 1, O. ap15

FULL FASHIONED NYLONS—INDIVIDUALLY wrapped, packed one fourth dozen to box; Style 151, \$7.50 per dozen; Style 500, \$6 dozen; Style #300 \$3.50 dozen; Rejects, \$1 per dozen in 10 dozen lots or more; sample order consisting of 3 pairs; No. 151, 3 pairs \$5, 3 pairs #300 and 12 pairs rejects for \$5.50. McDonald Manufacturing Co., Ooltewah, Tenn. ap22

GET 'EM WHILE THEY'RE HOT—NEWEST products, surplus goods, mfr.'s sellouts; red-hot money-makers, listed monthly in Buyers' Business Bulletin; rush 25¢ for sample copy that will amaze you. National 2014-T Broadway, Indianapolis 2, Ind. ap22

GLAMOUR GIRLS! "CLOSE-UP PHOTOS"; Curvaceous Beauties; 24 sets, \$6; sample set, \$1 postpaid. Marshall, 3116-M Seminary, Chicago. ap22

GLOSSY GIRL PHOTOS — HOLLYWOOD models in daring, exciting, revealing strip tease. Per set, \$2. Box 216, Herkimer, N. Y. ap15

HANDKERCHIEFS, SCARFS; MEN'S, LADIES' Children's; hemstitched, satin, colored borders. Inlens; reasonable priced; don't forget Father's and Mother's Day; full assortment, gift boxes; ask price list. Alfred Rubio, 1133 Broadway, N.Y.C. ap15

LAMPS—BEST BUY; MARBELIZED TABLE Lamps direct from factory with Double Ruching Shades; blue, wine, green, 27" tall; complete, \$3.25; packed 6 to carton. Elite Lamp, 490 Clinton Ave., Newark 8, N. J. my6

LEATHER JACKETS — WATER REPELLENT Shearling Lined throughout. Sizes 10, 12, 14. New; a real buy. While they last; sample, \$9.95; dozen lots, \$8.25. Write San Diego Supply & Liquidators, 610 Market St., San Diego 1, Calif. ap22

LEGGINGS—CLOSE OUT AT 50¢ SAMPLE pair; \$3.50 per dozen pairs postpaid. Clausen, 119 North Alamo, San Antonio, Tex. ap22

LEGSQUISITE LOVELIES THAT ARE TEASY on the eyes, 18 photographs \$1, 45 for \$2. Terry Thorne, P.O. Box 15535, Dept. B, Crenshaw Station, Los Angeles 8, Calif. ap22

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. jy1

MEN'S FANCY ANKLETS, \$1.35 PER DOZEN in lots of 10 dozen or more. Gainer Sales Co., 18930 Woodingham, Detroit 21, Mich. ap15

NEW BARGAIN BUYERS' GUIDE—64-PAGE directory, over 200 supply sources, where to buy novelties, carded goods, mail order specialties at rock bottom wholesale prices; send postal. Business Publications, Middleburg, Va. ap15

NEW HOUSEHOLD TWO IN ONE ELECTRIC Mixer Set; something new for mail order, concession or premium; write for circular. P. O. Box 562, Boulder, Colo. ap15

NYLONS—FULL FASHION; 100,000 PAIRS, 51-54 sheer, boxed and packed in cellophane envelopes; Style 5154A, \$5.95 doz.; Style 51-20B, \$4.95 doz.; sizes 8 1/2 to 11, rejects, \$1 doz.; 10 doz. lots or more. World Sales Co., 460 N. Clinton Ave., Rochester 5, N. Y. ap15

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. ap22

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. ap29

OVER \$60 PROFIT EVERY TWO HOURS OR money back; weighs 2 lbs.; new glistening, fascinating action clock for hotel register desks and for cigar counters everywhere. Dome Ad Clock, 226 N. Jefferson, Chicago 6. jy1

POCKET COMBS — 100 CARDS 12's, \$15; Pocket Clip Combs, 100 cards 12's, \$20; as- sorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. ap15

REAL GIRL PHOTOS—TREMENDOUS PROF- its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. ap15

JEWELRY!

IS OUR BUSINESS

VALUE!

IS OUR MOTTO

We Have Everything For:

- Jewelers • Engravers • Demonstrators

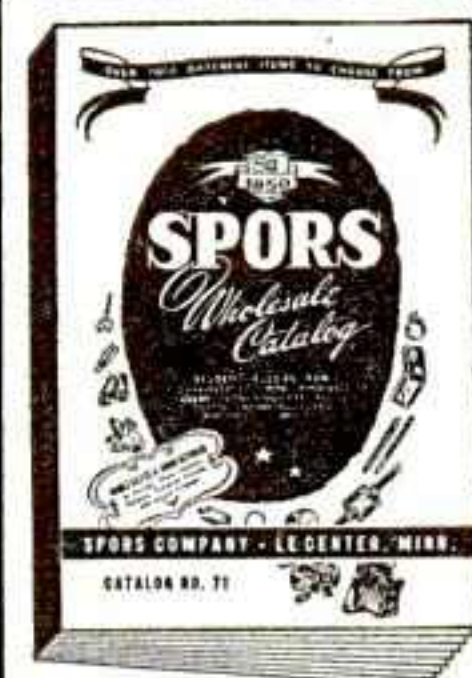
- COMPACTS • PINS
3-PC. FOUNTAIN PEN SETS
RINGS (1001 Different Numbers)
ENGRAVING JEWELRY
IDENTIFICATION BRACELETS
PEARL NECKLACES

Write for Big Catalog (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE

5 No. Wabash Ave. Chicago 2, Ill. ALL PHONES Central 6-7966



6000 Smash Hits—

In 460 Page Wholesale Book

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢

brings you this latest 1950 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.

SPORS CO., 4-50 Lamont, Le Center, Minn.

"MISS CUTIE BEAUTY"

—Moving FAN Photo— This (5x7) framed photo is full of life and beauty. EASY TO LOOK AT—EASY TO SELL. The fan moves on this picture of fine art.

Send \$1 for 1 sample prepaid. 1/2 doz. for only \$5. 1 dozen or more only \$9 per doz. (FREE! BIG PROFIT PUSH CARD WITH EACH 1/2 DOZ.) 25% deposit, balance C. O. D., plus delivery charges or send full amount and we prepay in U. S. A. For fast service send registered cash, M. O. or certified check.



AL HAWKINS AND CO. Box 1285 Sioux City, Iowa

Direct From Mfr. Rock-bottom prices! We specialize in carnival merchandise.

PLUSH & FUR TOYS Special Doz. 7 1/2"x9" Plush Scottie \$6.00 Doz. Sample \$7.00 Ppd.

25% Deposit, Balance C.O.D.

B. ISRAEL 220 E. 7th St., New York City

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

WESTERN BUFFALO

We introduced the Western Saddle Horses to The Billboard readers 3 years ago. Everybody knows what sellers they turned out to be. Here goes another brand-new number; real authentic Western Buffalo in Beautiful Bronze Finish. Size 7x11. Marvel of beauty for flash, color and workmanship. Watch this number sweep the country; then watch the imitators copy it. Send \$5.00 for 2 samples postpaid and wholesale prices. If not what we claim, your money back at once. More new items due soon. Reduced prices on all sizes of Western Saddle Horses. Real nice goods. No junk. No post cards answered.

C. GAMEISER Box 1324, Church St. Station New York 8, N. Y.

SPECIAL CHINESE FIRECRACKERS

200 4 (800 1 1/2" Chinese Firecrackers), 100/10 (1,000 1 1/2" Chinese Firecrackers), 12 Doz. Chinese Sky Rockets. All for \$35.00. F. O. B. Center, Texas Cash with order.

HURST & JONES FIREWORKS, CENTER, TEXAS

ATTENTION OPERATORS PREMIUM USERS and CONCESSIONERS!

We Carry a Complete Line of

- PREMIUM GOODS
NOVELTY CLOCKS
WESTERN SADDLE BRONZE HORSES (All Sizes)
WESTERN HORSE CLOCKS

Western Boot Banks... \$ 7.80 Doz.
Koko Monkey Banks... 10.20 Doz.

Write for Circulars and Price List
25% Deposit, Balance C.O.D.

P & H Distributing Co.
220 North Fifth St. Springfield, Ill.
Phone: 3-3491

LAMPS DIRECT FROM ONE OF AMERICA'S GREAT LAMP FACTORIES. ALL PRICE RANGES. WIDE CHOICE OF NEW STYLES. BIGGEST VALUES IN THE USA. WRITE for CATALOG and PRICE LIST. CLOSEOUTS ALWAYS ON HAND AT OUR FACTORY! ROART CO. FACTORY: 830 MONROE ST., HOBOKEN, N. J. SHOWROOMS: 61 W. 23 ST., NEW YORK 10, N. Y.

COLLECTORS' DOLLS in Glass Stands



Height 5 1/2 inch; beautifully dressed; real Bisque; easy to display; easy to keep clean; 12 different models.

\$12.00 Per Dozen FOB San Jose Sample \$1.50

IDEAL SALESBORARD PREMIUM!

Write for lists of other lines, including colored series.

THERON FOX 1296 Yosemite San Jose 11, Calif.

HULA GAL

Moving Photo Enticing beauty in 5x7 frame. She Shakes, She Shimmys, She Sells Like Hot Cakes. What a torso.

\$7.20 Doz. \$81.00 Gross

Sample Picture \$1.00 ea.



BOUDOIR GAL 5x7 Framed Action Photo \$9.00 Doz. Sample, \$1.00

FAN CAN DANCER 5x7 Frame Action Photo \$9.00 Doz. Sample, \$1.00

Cash With Order or 25% Dep., Bal. C.O.D.—Dept. M.

FRANK DIST. CO. 605 Spring Garden St. Philadelphia, Pa.

SLUM

GIVEAWAY ITEMS FOR ADULTS AND CHILDREN

1000 PIECES FOR \$6.75 ASSORTED TOYS, GIFTS, NOVELTIES

Satisfaction guaranteed or money refunded 25% deposit with order, balance C.O.D.

OPTICAN BROTHERS SINCE 1909

300 West Ninth St. Kansas City, Mo.

GIVE TO THE RUNYON CANCER FUND

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa.

RUBBER STAMPS—YOUR 3 LINE NAME AND Address Stamp, \$1; Pads, 50c. Lentz, Box 402, Youngstown, O.

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill. jyl

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Item; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. ap29

SELL EVERYONE WHO WRITES CHECKS Prochektor; sensational new \$3.95 check protector; check tampering is America's fastest growing crime; you can sell thousands; big profit, repeat; nothing else like it; 23,000,000 waiting prospects. Federal Prochektor 627-X Grove, Evanston, Ill. my13

SELLS ON SIGHT—BOXED COSTUME JEWELRY, \$3.75 dozen sets, Juiwin Co., 844 6 Ave., N. Y. 1, Dept. B.

SEND FOR YOUR BOOK OF 1,000 AUCTIONS and community sales in Middle West; only \$1. W. W. Simpson, 2705 Jule, St. Joseph, Mo. ap29

SINUS? DON'T SUFFER FURTHER. INSTANT relief; treatment, \$1. Alvin's, 3324 1/2 Prospect, Kansas City 3, Mo.

SINUS? PHARMACEUTICAL OINTMENT eradicates mucus-pains, heals. Buy formula, start permanent business. Jar, \$1. Guy's, Route Six, Duluth 4, Minn.

SKIER FOLDERS, COW FOLDERS, HOT 10c sellers, \$2.50 hundred. Half Pottier Key Chains, 2 doz., \$2; Wind Effect Machines, \$1 doz.; Strange Fruit Booklets, 18 illustrations, \$3 hundred; Esky Matching Coins, 75c doz.; Gross, \$5.50; Mr. Beak, Comic Nose Glasses, \$5.50 doz.; Rubber Mice, fool even the cat. \$1.50 doz; 18 different Comic Cards, \$1.50 hundred; samples, 25 items. \$2 express. Lewis, 1108 East 42d Place, Chicago 15, Ill. ap15

SOMETHING NEW IN EVERYDAY GREETING Cards! Large, all plastic, dainties, miniatures, Scriptural text, other unique styles! Send no money; samples on approval! Free literature describing many other fast-selling novelty items. All big money-makers! Royalty, Box 748-E, Passaic, N. J. ap29

SOUVENIR SALESMEN AND JOBBERS—FAST money maker, easy to sell, with repeats; Souvenir Sea Shell Key Chains, imprinted with city or firm. Write for sample and prices. What Nots Co., 104 S. Maryland Ave., Atlantic City, N. J.

SPECIALTY JOBBERS, WAGON JOBBERS — We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers' items. Eagle Specialty Co., Akron 14, Ohio. ap29

SPECIALTY MEN! BIG PROFITS! "WOODY-Woodpecker," animated bird on cigarette box, picks up, hands you cigarettes. Sensational seller direct to retailers or premium users. Hot carnival, punchboard item; \$4 retail, you pay \$2. Send \$4 (refundable) for 2 Cigarette Boxes and double your money. Timcor, Inc., 1430-B W 29 St., Cleveland, O. ap29

TERRIFIC SELLERS—NEW FOUR COLOR PEN, \$6.50 dozen; Hollywood Cutie Pencils, \$5.50 dozen; Telescope Pens, \$4.50 dozen; samples, \$2. General Lamp, 1704 W. National Ave., Milwaukee 4, Wis

WANT MONEY QUICK? — SELL PERFUME Bead Sets, Sensation! Big Profits. Mission, 2328BB West Pico, Los Angeles 6, Calif. ap22

YOUR OWN BUSINESS—OVERCOATS, 50c; Mackinaws, 34c; Shoes, 12 1/2c; Ladies' Coats, 34c; Dresses, 10c. Enormous profits. Catalog free. Moro, 558-L Roosevelt, Chicago 7.

5 ADULT BOOKS—MEN'S DELIGHT; AMUSING; big profits; only \$1 postpaid; 15, \$2. Lucas, 12812 Frankfort, Detroit 13, Mich.

\$1 FAST SELLERS—COSTUME JEWELRY, \$4.50 doz. money refunded. Manufacturers, 1130 Broadway, N. Y. ap29

\$200 WEEKLY—CAN YOU SELL SHEER FULL-fashioned DuPont Nylons in latest individual fancy envelopes, 3 pairs in Rose box, that cost you \$6 doz.; we ship immediately; order samples, c.o.d. or cash from this ad. Sibert Jobbers, Chattanooga 4, Tenn.

ANIMALS, BIRDS, PETS

ABSOLUTELY AMERICA'S LOWEST PRICES—3 Foot Rattlesnakes, \$1.50; Medium, \$3; Large, \$5; "Giants," \$10; Rattlesnake Dens, Mixed Dens, Harmless Dens, \$15 to \$40; extra large Dens, \$50; Giant "Horned" Rattlesnakes, \$15; "fixed" or "hot." Write for free complete price list. Satisfaction guaranteed. Western Snake Farm, Box 6222, Oklahoma City, Okla.

ARRIVING FOR DELIVERY THIS MONTH—Ringtail and Spider Monkeys; on hand, immediate delivery. Pacas, Agoutis, Coati Mundis, Squirrels, fresh supply Rattlers, Indigos, Boas, others. Snake King, Brownsville, Tex.

ASSORTED POISONOUS AND HARMLESS snake dens. Mixed poisonous and harmless dens ready to go. Spring customers get summer priority. Phone Ocala 369, Ross Allen's, Silver Springs, Fla. ap22

ATTENTION - REPTILES ON HAND; FRESH Diamond-Back Rattlesnakes; Snake Dens, poisonous, fixed, harmless; Boas, Pythons, Lizards, Snake Books; price lists Phone 369 Ross Allen's, Silver Springs, Fla. ap29

BACK AGAIN WITH BEST PRICES IN RATTlers, Coachwhips, Dragons, Bulls, Gilas, Boas, many others; dens harmless and poisonous; hot or fixed. Reptile Gardens, El Paso, Tex. ap22

BOBCAT AND COATI-MUNDI, BEAUTIFUL specimens; acclimated to weather, \$75 for both, or \$50 for Cat, \$35 for Coati; will crate. K. R. Johnson, 510 E. 3d St., Bloomsburg, Pa.

CAN SUPPLY GOOD ASSORTMENT OF ANIMALS and birds for showmen. Can outfit complete Wildlife Shows, advise your wants. Charone Animal Ranch, Burlington, Wis.

LIVE WILD ANIMALS, BIRDS AND REPTILES from all over the world; one of the largest and most reliable importers; send for our free price lists regularly. Meems Bros. & Ward, Box C, Sparkill, N. Y. jyl

REPTILE LIST FREE—HOBBY CATALOG, 10c. Chameleons, \$12. Chains, \$2.50. Baby Turtles, \$17 (hundred); Mealworms, \$3.25 thousand; European Land Terrapin, \$4; Newts, \$2 dozen. Quivira Specialties, Topeka 44, Kan. ap15

RHESUS MONKEYS, GRADE B, SLIGHTLY undernourished from long sea voyage. \$10 each or six for \$50. Trefflich's, 228 Fulton St., New York.

RHESUS MONKEYS, JAVA MONKEYS, BRAZilian Capuchins, Llama, Pumas, Lynx, Badgers, Vultures, Pheasants, Storks, Cranes, Baboons, Chase Wild Animal Farm, Egypt, Mass. ap22

SNAKES NOW READY — POISONOUS AND non-poisonous; also wild animals and birds. L. E. Thompson, Clewiston, Fla. my13

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS, \$3.50 total for 24 words; try this rich field. Pennebaker Advertising, San Marcos, Tex. ap29

AN ACTIVE BUSINESS OF YOUR OWN THAT will profit you \$100 to \$200 weekly manufacturing Statuary, Gifts, Novelties in your own home. We furnish everything to start for only \$35. Write Standard Art Plastic Products, 3151-55 Southport, Chicago.

AN ASSORTMENT—50 SAMPLE PIECES STATUary. Bookends, Ash Trays, etc., medium and large size, all beautifully tinted for only \$4.95. Rush your order. New Era Plastic Products, 1321 W Belmont Ave., Chicago.

ASTROLOGY'S NEWEST SENSATION—HOROSCOPE workers, attention! Predicts alleged lucky dates, numbers, etc.; \$2 gross; sample, 10c. Flury, Box 7, Darby 9, Pa. ap22

ATTENTION — IDENTIFICATION BRACELETS for Canadian fair and carnival workers. Good, fast-moving assorted styles. Prompt service. Send \$3 for sample order. G. Kruger, 124 Garnet Ave., Toronto, Ont. ap15

BALL GUM MACHINES—GO INTO BUSINESS for \$15.49 by purchasing one machine. Money back guarantee. Gardner & Lose, 2611 Hale Ave., Louisville, Ky.

CANDIED POPCORN, CANDY APPLE, SALT-Water Taffy Stands are money makers; nine formulas, 25c. Schenck, 717-B West Penn, Butler, Pa. ap22

COMMERCIAL DEEP FRYING COURSE—MOCK Chicken Legs, Potatoes. New and proven methods. Learn about this money-making field. \$2.50 pp. Concession, Toledo 13, O. my6

COMPLETE BUCKING FORD—THREE MAN Act with House Trailer that hauls same. All accommodations. Bud Heintz, 330 Metz St., Erie, Pa. ap22

FOR SALE—PENNY ARCADE AND POKEROLL business, established; good location in Rockaway Beach, N. Y.; must sacrifice because of other business. I. Hahn, 185 Atlantic Ave., Lynbrook, N. Y. ap15

FOR SALE: JUKE BOX AND PIN BALL ROUTE —50 machines, 22 locations, clearing \$200 week. \$12,500, terms. Ross & Co., 528 18th St., Denver, Colo. ap22

FOR SALE — ESTABLISHED BUSINESS IN most up-to-date park; latest modern photo equipment, including building, strip and photomatic machines; also ball game on percentage basis; write if interested. P.O. Box 64, Nanticoke, Pa. ap15

FOR SALE—LEAD GALLERY, 12 FT. WIDE, 10 ft. high, excellent condition, complete with Side Walls. Sacrifice, \$750. David Kraus, 221 S. 26 Ave., Bellwood, Ill.

FREE FOLIO—700 MONEY MAKING DEALS, plans, ideas, mail order information; formulas, wholesale supply sources, unusual items. Kolamite, Box 572, Dept. E, Dayton 1, O. ap22

I MAKE BIG MONEY IN THE MAIL-ORDER business; you can do the same at home with my copyrighted system; write me, I'll tell you how. F. Little, Box 8, Glenshaw P.O., Pittsburgh, Pa. ap22

LEARN PIANO TUNING, REPAIRING AT home in 30 days; unlimited income; phonograph recordings, tools and instructions furnished. Write Capitol City Tuning School, Dept 446, 120 East Michigan, Lansing 16, Mich. ma27

MAIL ORDER BEGINNERS—START SMALL, grow big; free descriptive literature. Mountain Mail Order Service, Box 231, Keyser, W. Va. ap29

NEW ELECTRIC MACHINES BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3605 S. Fifteenth, Minneapolis 7, Minn. np

QUICKLY BUILD YOUR PAYING MAIL ORDER business. Our deals are best. A. S. Spencer & Co., Mokena A. Ill.

SAVE UP TO 50%—WHOLESALE SOURCE OF supply on almost any product, material or equipment; \$1 per item; three for \$2; send no money in advance; pay on approval. Write, listing items. Fast one day airmail service. Donald Kelly, 9544-B Whitcomb, Detroit 27, Mich. my6

SELL DELICIOUS SNOWBALLS — TREMENDOUS profits; make them yourself; Ice Shaver with Flavors and Instructions for 500 Snowballs, \$2.25 postpaid; free folder; Snow Machines, Supplies, etc. Snowball Co., 9534J Lemturner, Jacksonville 8, Fla. my6

SEE OUR AD UNDER AGENTS AND DISTRIBUTORS. Send 25c for catalog and 10 Comic Cards. Lewis, 1108B East 42d Place, Chicago 15, Ill. ap15

SUMMER THEATRE NEAR WASH., D. C., wishes partner or investors; active or silent; unusual opportunity. Box NY-118, Billboard, NYC. ap22

SOUTH JERSEY PARK—APPROXIMATELY 500 acres, including 200-acre lake; 20 summer cottages, trailer court, large pavilion, bath lockers, picnic groves, two seven-room houses, playgrounds, tables, machinery, equipment, rowboats, etc., \$100,000; two-thirds cash. P. O. Box 231, Newfield, N. J. ap15

WANT TO MAKE EXTRA INCOME AT HOME? Proven mail order plans show how; free details. Business Opportunity Publications, Middleburg, Va. ap15

WANTED—MEN AND WOMEN TO MAKE money at home addressing and mailing our circulars. We furnish everything. Write Milton & Johnson Dist., P. O. Box 5516-A, Chicago 7, Ill. my6

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 106 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN BUNDLE ODDS, \$5; NEW RED WIGS, \$4; Fur Formal Gowns for \$10; Minstrel Suits, \$7; Wigs, \$2; Ballyhoo Capes, Chorus Costumes, G-Strings, Rhinestone Orientals; Twenty Velvet Curtains. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—COSTUME BARGAINS: CHORUS, dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. jy8

SLUM GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25c ea. 3000 PCS., \$25.00 Lot LUCKY PRIZE BOXES NOVELTY ASSORTED NOVELTIES OF ALL KINDS 5c Items \$4.50 Gr. 25c Items \$12.50 Gr. 10c Items 7.00 Gr. 50c Items 24.00 Gr. \$1.00 Items \$40.00 Gr.

JEWELRY HOT BUY! HOT BUY! BANKRUPT STOCK, SACRIFICING FOR CASH 100,000 pcs, asst. JEWELRY, all boxed—some sold up to \$5.00 ea. Pins, Bracelets, Necklaces, Bends, Earrings, Pin & Earring Sets, ETC., ETC., ETC. 100 Pcs. Asst. \$25.00 LOT 200 Pcs. Asst. \$45.00 LOT 300 Pcs. Asst. \$60.00 LOT FIRST COME, FIRST SERVED. RUSH YOUR ORDER AT ONCE!!

SACRIFICING FOR CASH 100,000 PIECES CONSTANCE BENNETT COSMETICS Face Powder, Pancake Makeup, Cream Rouge, Perfume, Lipstick, Dry Rouge. These items were retailed up to \$1.98 each. Sample 250 pieces, \$15.00. In lots of 1,000, \$50.00.

SACRIFICING FOR CASH 15,000 SPEED-O-MATIC CAMERAS Develops immediately without dark-room; originally sold for \$12.95 in large N.Y. department store; Camera and 12 film packs (films retail for \$1.00) plus developing tank; in lots of 100 or more, \$1.50 each. Samples, \$2.00 ea. Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.

SPECIAL BRAND NEW PARK-SHERMAN "WINDPROOF" CIGARETTE LIGHTERS Ideal for concession prizes, etc. Send for sample. \$4.80 doz. in 2 doz. lots. Green and Black. 25% deposit, bal. C.O.D. BARON CO. Box 104, Sta. D Atlanta, Ga.

Imported Swiss Stop CHRONOGRAPH BRAND NEW! TERRIFIC SELLER! with 2 Push Buttons Tells Time, Stop Watch, Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events. Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark. \$3.20 Watch Only Lots of 60 \$3.30 Lots of 12 3.40 Lots of 6 3.50 Gold Plated, 75c extra Plastic Band, \$1.10 Doz. C. O. D. orders from non-rated concerns, 10% with order. On orders under 6 watches, add \$1.50 ea. SARO WATCH, V-1674 B'way, N. Y. 19, N. Y.

SPRING SPECIALS Two-Blade Photo Jack Knife ... \$ 3.25 Doz. One-Blade Key Chain Photo Knife 2.75 Doz. Two-Blade Jack Knife, fine quality 2.25 Doz. Extra Fine Quality Pinking Shears 18.00 Doz. 4-Piece Knife-Pen & Pencil Set .. 5.75 Doz. 3-Piece Pen & Pencil Set 3.90 Doz. Pistol Lighter 16.50 Doz. Perfume Atomizer (close-out) 1.20 Doz. Needle Book, 60 Gold-Eyed Needles, with threader 8.50 Gr. Army-Navy Needlebook 3.25 Gr. Midget Photo Camera 1.65 Ea. 25% deposit with order.

DOVAL SALES CO. 2 East 46th St. New York, N. Y.

Latest Novelty Sensation! "SQUIRT DOLL" (all plastic) \$2.00 per doz., min. order 3 doz. 50% deposit, balance C.O.D. JACK CASS SALES CO. 438 RANTOUL ST., BEVERLY, MASS. Phone Beverly 1370

REDUCED PRICES ON ALL NATIONALLY ADVERTISED WATCHES

★ Elgin ★ Bulova
★ Gruen ★ Benrus
★ Waltham
7-Jewel



\$8.65

Brand new 1950 model cases for gents and ladies. Rebuilt and guaranteed like new.

15-Jewel, \$10.65 17-Jewel, \$12.65

Rhinestone Dial, 75¢ additional. Gold Plated Stretch Band, 95¢ additional. Leatherette Gift Box, 45¢ additional.

Above watches can be had in Swiss movements only. **\$6.95**

Rhinestone Case

Guaranteed Watches

Copies of expensive \$200 and \$300 watches. Rebuilt movements guaranteed like new. 7-Jewel, 17-Jewel, \$10.95. Rhinestone Dial 75¢ add.

FREE! New 54-page 1950 Catalog jammed with premium items. **WHOLESALE ONLY!**

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO.

5 S. Wabash Av. Dept. B-15 Chicago 3, Ill.

HERE'S A NATURAL for SALEMEN—NOVELTY STORES—JOBBER

Sensational Novelty Sign



CREDIT DEPARTMENT

The Credit Dept.'s Little Helper!

The perfect squelch for moochers, just put it on your desk when they show up, or keep it near the cash register. Good for laughs, yet they know you mean business. Made of aluminum with sturdy wooden base, letters are embossed.

\$7.20 DOZEN SAMPLE \$1.00

Jobbers, Write for Prices

Send 25% with order—balance C.O.D.

TAMPA AMUSEMENT CO.

107 So. Willow St. Tampa 6, Florida

Spring Special! FOUNTAIN PENS

Direct From Manufacturer



Regular 50¢ Sellers! These pen barrels are swedged—not molded! They are buffed and polished by hand with a high lustrous finish and workmanship duplicated only in expensive pens. Gold-plated caps to fit barrels.

Choice of Maroon, Grey, Black. Free counter display cards.

\$24.00 Sample Pen, 25¢

We also manufacture 3-Pc. Pen & Pencil Sets at the right price!

1/3 Deposit, Bal. C. O. D. unless well rated.

EMERSON PEN CO.

395 Broadway, New York 13, N. Y.

ENGRAVERS WITH IT SINCE 1907

ORIGINATORS OF THE ALL-ALUMINUM IDENT'S • MEN'S IDENT'S • LADIES IDENT'S • DOUBLE HEART IDENT'S (ALL-ALUMINUM) \$14.40 CROSS MEN'S MASSIVE LARGE ALUMINUM IDENT'S \$2.00 DOZEN.

DAY & NIGHT SERVICE!

MILLER CREATIONS

6638 KENWOOD AVE • CHICAGO 37, ILL. BAaport 1-5338

FORMULAS & PLANS

MAKE YOUR OWN FAST SELLING PRODUCTS; 12 formulas for \$1; special formulas on request, 25¢ each. Roslyn Products, Hightstown, N. J. ap29

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma13

CRETORS, STAR, LONG-EAKINS POPPERS, Peanut Roasters, Geared Kettles, Copper Caramel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. ma13

FOR SALE—TRUCK DINER, ROOMING HOUSE, 15 rooms, complete, \$9,000. Going business, main route to Florida. U. S. 21 and 58. Vincent's Truck Stop, South Hill, Va.

NEW EVANS TIVOLI BOARDS, NEVER USED, first \$35 takes them both. A. L. Valent, Perry, N. Y.

16 WEATHERPROOF POSTAGE STAMP MACHINES, use inside or outside; in excellent working condition, \$15 each, plus freight. 25% down, balance c.o.d. Albert Jackson, RR6, Anderson, Ind.

\$950 TAKES 2 35MM. SUPERIOR SOUND PROJECTORS with all equipment and features; excellent condition. A. Kollmar, 364 Dewey Ave., Buffalo 14, N. Y. ap22

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 CONDITION — MINIATURE GASOLINE Streamliner for adults and children, 1,000 Feet Track, Booth and Tools, \$1,250; Kiddies Mechanical Boat Ride, \$250; \$200 Public Address System, used 10 hours, \$75. Dundon, 4224 Lovers Lane, Kalamazoo, Mich.

A BRAND NEW KIDDIE ROCKET RIDE—32 passenger, built on trailer, very portable and beautiful; also 16 passenger auto, 24 passenger boat ride; approximately four weeks' delivery. Kenyon Sales, Mt. Morris, Mich. ap15

A-1 CONDITION — 1929 FAGEOL DOUBLE-DECKER Fifth Avenue all metal bus. Lakeview Park, 16 W. Fourth, Tulsa, Okla. ap22

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S.O.S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. ap29

BARGAINS! 1600' REELS, \$1.35, STORAGE Cans, hold 2 1600' reels, 95¢; Vulcanized Fiber Shipping Cases, hold up to 5 1600' reels, \$1.90. Free lists. Mogull's, 112 W. 48 St., N. Y. 19.

C-CRUISE AND LOOPER—GOOD CONDITION, can be seen in operation on Ocean Park Pier, with or without location, can be bought separately. S. Golden, 206 3d Ave., Venice, Calif. ap22

CHAIRPLANE—24 SEATS, 18 FT., A-1 CONDITION, \$1,500. W. D. Joyes, 748 Walker St., London, Can.

CLOSING OUT—16MM. SOUND MOVIE EQUIPMENT and Films, House Trailer and Cars; will trade or buy Automatic Slide Projectors, Mills Panoram Projectors, Aerial and Press Cameras, 35mm. Cameras or what have you? Lists free. Caesar Entertainments, Atlanta, Ind.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ap22

COMPLETE SHOW—35MM. A. POWERS PROJECTOR, 1000-wt. Lamp-Amplifier Speaker, 6 reel Western thriller, 6 reel Casey Jones, Short and Comedy, \$150. Frank Halburton, 211 McMillan, Nashville, Tenn.

COMPLETE SHOW—\$85 CASH; 16 BY 16 TENT, wall, pole; 30 photos, world's most deformed freaks, light single metal panel front. Charles Fretz, Rockhill Rd., Sellersville, Pa.

DR. CANN'S AUTO-CRUISER—A REAL SHOWMAN'S trailer; oversized tires, running water, complete bath, frigidaire, \$995; 1/2 down. Buckingham Concession, lots of extras, like new, \$1,750; we deliver. Phone or wire Sellhorn's, Sarasota, Fla. 50 other used trailer bargains.

FOR SALE—1200 GOOD THEATRE CHAIRS, all spring cushion leather seats, \$1 each. White Pines Roller Rink, Mount Morris, Ill. ap15

FOR SALE — ORCHESTRA SLEEPER BUS; flexible coach, Buick engine; excellent condition; details on request. Mal Dunn, Morris Hotel, Omaha, Neb. ap29

FOR SALE—1 NEW 35 MM. HOLMES SOUND Projectors; 1 Three Point Pedestal Stand; 2 12 Inch Dynamic Speaker in case; 1 Rotary Converter for DC or AC; 1 Microphone on Stand; 1 Sound Screen, size 11' 11", 1' 4". 1 Set of Sound Film for 35 MM. Cecil Farrell, Box 91, Cornell, Ill.

FOR SALE—2 PENNY ENGRAVING MACHINES, 5 Dies, Lord's Prayer, Crucifix, U. S. Flag, Statue Liberty, U. S. Map. Good condition. Carl Ferguson, 3754 W. Broadway, Council Bluffs, Ia.

FOR SALE—55x120 BLUE FIRE-PROOFED TOP, two seasons old, or will trade for thirty by fifty top; also for sale, used Poles, Scissor Jacks, Blues, Bale Rings, Pulleys, etc. Slout Show, Vermontville, Mich.

FOR SALE—5 TINTYPE LENS; 10 AMERICAN Gasoline Burners; 7x14 Concession Trailer, equipped Bottle Gas, Griddle; also late 1947 7 passenger Packard, cost \$4,900, like new, price \$1,700. Sam Adler, 2442 W. Davison, Detroit 6, Mich.

FOR SALE—SKATING RINK BUILDING, 50x100 clear span, highly portable, all metal construction, bolted together; can easily be moved to desired location. P. Gukeisen, 825 Hawthorne, Wood River, Ill.

FOR SALE—FORD BUS, REASONABLE; NEW paint, 20,000 miles on motor. Dell Clayton, Box 278, Norfolk, Neb. ap22

FOR SALE—CANDY FLOSS MACHINE AND Trailer, good condition, very reasonable. Wm. Mastralia, 718 8th St., Union City, N. J.

FOR SALE—1 GENCO GLIDER, LIKE NEW, \$80; perfect condition. Ed. Rogel, 212 Smith St., Joliet, Ill.

LONG RANGE GALLERY—9' WIDE, 6' HIGH, two rows moving targets, some Side Wall suitable for truck or trailer, \$550. Reason for selling, have two galleries. Guns, \$25 each. Complete Duck Pond, 10 by 10, \$150; Toledo Floss Machine, \$125. Sunset Amusement Co., Excelsior Springs, Mo.

FORD MOBILE KITCHEN, COMPLETELY equipped with Grille, Frialator, Deep Freeze, Fluorescent Lighting and Sixteen Foot Counter. Contact Harold Packer, 56 Elkins St., Franklin, N. H.

MERRY-GO-ROUND PARK DENTZEL 3 abreast, jumpers; needs repair and paint; first \$1,850 gets it, or will trade for Portable Merry or Kid Rides. F. Allen, 1400 Brewerton Rd., Syracuse, N. Y. Phone 25332.

NICKEL-PLATED STAGE RIGGING UPRIGHTS, complete in Taylor Trunk. Two white 45 ft. Rope Ladders; also Outdoor Equipment. Box 430, Coytesville, N. J.

ONE 400 AMP. SWITCH BOX WITH SIX 00 Cable Connectors, perfect condition, first \$75 takes it. Lee Larsen, Bogle Shows, Arma, Kan.

POWER BEAM PORTABLE SEARCHLIGHT, excellent condition, wt. 100 lbs. in trunk; 12 volt battery or 110 circuit; adjustable to spotlight; prepaid, only \$145! Also 50 gal. bright red Lacquer, \$125! American Distributors, 233 S. Main St., Salt Lake City, Utah.

ROADSHOWMEN, COLLECTORS!—400', 16MM. Novelties; beauties, burlesque; sound, \$15; silent, \$10; special, "A Paris Dive," introduces Illana, French sensation, 150' sound, \$10; rentals, \$2 two days. Joe Ulmer, 103 W. 16, Jacksonville, Fla.

SELL-RENT 16-35MM. FILM, PROJECTORS, Tents, Seats, Generators, Fans, Truck and Trailer Tires. State needs, Tex-La Pictures, Stafford, Tex.

SHOOTING GALLERY OPERATORS—EVANS type Moving Targets, Ducks, Squirrels, Rabbits, Star Spinners, Three Link Box, all new, never used. Close out cheap. P. O. Box 2004, Fort Worth, Tex.

SHORT RANGE METAL GALLERY ON GOOD trailer; set up in 5 minutes; two Remington, No. 241 plus targets. Shorty Wederbrand, 402 1/2 E. Emma St., Tampa, Fla.

SINGLE LOOPER—BUILT BY EYERLY AIRCRAFT; in operation last season at park; no reasonable cash offer refused. Radio Ranch, Grafton, W. Va.

SURPLUS GENERATOR SETS, 5 TO 100 KW.; Gas and Diesel; bargains. Oldham & Sutherland, Junction City, Ky. my27

TENT—18x28 WITH 7 FOOT WALL, used one season, fine condition, cheap. 1250 watt Delco Light Plant. Taylor Theatrical Trunks, Selden, c/o Billboard, Cincinnati 22, O. my6

TENTS—40x60 TOP, \$250; ALSO GOT 40x80 and 40x100, priced right, first come, first served. Write P. O. Box 265, Rome, N. Y.

TENTS: BARGAINS — ALL REPAIRED, in condition, priced to sell, quick action. Write for particulars. Milvo Awning & Tent Works, 132 W. Front St., Rome, N. Y.

TENTS—20x30s, 10x10, 15x15, 40x60, 40x80 FOR sale cheap; all in good condition. Milvo Awning & Tent Works, 132 W. Front St., Rome, N. Y.

TENTS—NOT NEW BUT THOROUGHLY OVERHAUL, priced to sell; 15x15s and 20x30s, other sizes available; if interested, act quick. Milvo Awning & Tent Works, 134 W. Front St., Rome, N. Y.

TENTS—EIGHT 20x30 TENTS, GOOD CONDITION, sacrificed for cash; Tops only or complete with Wall and Poles. If interested, don't delay. P. O. Box 265, Rome, N. Y.

THEATRE SEATS, 1,200 FOLDING CHAIRS, Projectors, Screens, Tents, 16mm. Film, Side-wall. Lone Star Film Co., Dallas, Tex.

USED TRAINS—ALL TYPES; STREAMLINERS, steam-type and custom-built trade-ins; we will work out a plan for your track layout if you will send us your requirements. Tom Thumb Streamliners, Inc., County Airport, Sarasota, Fla. ap15

VICTORY 16MM. SOUND PROJECTOR, MODEL 40, Sound Camera, Model M405, 705, Pair Ear Phones, Two Microphones; Feature Film, 3,000 ft.; Musical Film, 1,600 ft., price, \$1,100. Write Marvin LeBeau, 1617 N. Main, Decatur, Ill.

16MM. SOUND FEATURES AND SHORT SUBJECTS for sale; send stamps for bargain lists. Mertz Film Service 359 3rd St., San Bernardino, Calif. ap15

16MM. SOUND FILM, GUARANTEED CONDITION; shorts and features; low prices; lists free. Waverly, 5707 South Christiana, Chicago 29. ap29

16MM. S.O.F. FEATURES — WESTERNS, Comedies, Shorts or complete programs. Excellent condition. Write "MERRIMAC" Pictures, Gen. Del., Fairland, Okla.

16-SEAT HI-RIDE CHAIRPLANE—IN RUNNING order, \$1,000. W. J. Brown, Telephone 134, R2, Franklin, O.

35MM. SOUND FILM — SACRIFICE SALE. West Show, Route 3, Store, Dunn, N. C.

\$100 BUILDS 12 PASSENGER KIDDIE CHAIR-PLANE. Tested plans, \$5; free 19 plan catalog. Brill, 228-B North University, Peoria, Ill.

INSTRUCTIONS BOOKS & CARTOONS

ARTIST'S BIG SIZE CARTOON BOOKLETS, 10, \$1; sample plus humorous cards, 25¢. Kaye Harris, Box 550, Palm Springs, Calif. my6

CARTOON BOOKLETS—FOR MEN! LAUGHS, Gags, Humor, \$4 100, 10 samples, \$1. Steele, Box 4763-M, San Francisco.

"HOW TO BUILD YOUR OWN MAIL ORDER Business"; ideal book for beginners, mail dealers; quarter postpaid; satisfaction guaranteed. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

IF IT'S POCKET NOVELTIES FOR MEN YOU want be sure to see our ad under Agents and Distributors, or send 25¢ for 10 Comic Cards and Catalog. Lewis, 1108B East 42d Place, Chicago 15, Ill. ap15

LEARN WATCH REPAIRING FOR PROFIT OR as hobby. Instructive literature, 15¢. Box 1874, Chicago 90, Ill.

MAKE "MAGIC MIRRORS" FROM ANY WINDOW or door glass; you can see out, no one can see in! Instructions in booklet form, 8 1/2 x 11, \$1. Daugherty, Box 12, Phillipsburg, N. J.

OCCULT SCIENCE—INEXPENSIVE EDITIONS, rare and unusual books and study courses; list free. Psychic Science Book Co., Box 7, Darby 8, Pa. ap22

SWING PIANO BY MAIL, 30 LESSONS, \$3; self teaching book. Teachers! Students! 30 classical compositions usually \$28; introductory offer now \$14; write for list new work by Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb.

5 STAG ASSORTMENT BOOKS FOR MEN; also 4 Beautiful Artists' Models, only \$1 postpaid; 15¢ 2. Lucas, 12812 Frankfort, Detroit 13, Mich.

101 IDEAS FOR A HOME BUSINESS OF YOUR own! New fact-packed book of opportunities for you; full, spare-time propositions; real money-makers; 25¢ brings your copy postpaid; hurry! S. S. Baker, Box 63, Bluff City, Va.

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B2256 \$15.75 PER DOZ.
1/30 14K R. G. P. Two White Stones.

#B2157 \$22.50 PER DOZ.
1/30 14K R.G.P. Simulated onyx, 2 simulated diamonds. Choice Masonic, Odd Fellows, Elks, Eagles, Moose emblem. Initial or simulated diamond in white setting.

#B397 \$15.00 Per Doz.
1/30 14K R.G.P. White Center, 6 Ruby Color Side Stones.

NEW CATALOG LISTING COMPLETE LINE. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO.

1155 26TH ST. DES MOINES, IOWA

DOUBLE HEAD ELECTRIC SHAVER



Never before have you seen such a precision made electric shaver at this sensationally low price. Individually wrapped with a \$22.50 price tag (including simulated pigskin pouch).

Price \$2.50 each in dozen lots. 25% deposit. balance C. O. D.

National Distributing Co.

Calumet Bldg. MIAMI, FLA.

Simulated PEARLS

1 Strand	Doz. \$ 2.00
2 Strand	4.00
3 Strand	6.00
PEARL ROPES, 6MM	7.00
PEARL ROPES, 8MM	8.00
TEAR DROP EARRINGS	2.50
TEAR DROP ASST.	2.50
FLAT BUTTON EARRINGS	1.25

25% Deposit, Balance C. O. D.

Elvee Manufacturing Co.

866 Sixth Ave. New York 1
Murray Hill 6-4177-8

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.

817-823 Broadway, Newark 4, N. J.

AGENTS . . . CANVASSERS WAGON JOBBERS . . . PITCHMEN . . .

It's New! It's Terrific! 16 Card Adult Comic Greetings. Worth \$4 bought singly, sells \$1, costs as low as 50¢. Sight seller. Approval samples.

EVERS

51-56 C-SIMONSON ST. ELMHURST, N. Y.

MAGICAL APPARATUS

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope, pitch; each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. ap22

MISCELLANEOUS

BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot size, free picture. Buck's Auto Wrecking, 1625 "T," Merced, Calif. my6

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS—MELOTONE AND RONDELLA, 3-5-7-10-21 shifts; made in Italy; 6 different colors; teachers and music stores, write for wholesale prices; save up to 60%. Massimino Accordion Co., 7445 E. 7 Mile Rd., Detroit 34, Mich. ap15

PERSONALS

KANSAS CITY POSTMARK — LETTERS RE-mailed and returned, 25¢ ea. Reservations, bookings, appointments, \$2. Mutual Sales, Box 246, Kansas City 10, Mo. ap29

PHOTO SUPPLIES DEVELOPING-PRINTING

ART MOVIES EXCHANGED—MAIL 50¢ WITH each 50 feet, 100 feet and \$1, etc.; different title returned postpaid. Leo Beresh, 2537 Woodward Ave., Detroit 1, Mich.

DIRECT POSITIVE BOOTHS FOR SALE — Takes 3" by 4" pictures; Wollensak lens, supplies; name, "A-Smile A-Minute", price, \$325. Gregory Schafer, R. R. 1, Box 31A, Fort Atkinson, Wis.

GUARANTEED FRESH ANTI-HALO OUTDOOR Movie Film! Weston 16! Daylight loading! Processing free! Three spools double 8mm., \$4.50! Six single 8mm. for Univex, \$4.60! Post-paid! Catalog, Eso-S. Dept. BB, 47th Holly, Kansas City 2, Mo. ap29

PHOTO COPY ENLARGEMENTS FROM ANY photo; 5x7, 80¢; 8x10, \$1; coloring 50¢ extra. Acorn, Box 1635, Washington, D. C. ap15

PHOTO BOOTH — COMPLETE, PORTABLE, double camera, 1 1/2" and 2 1/2" direct positive, extra shutter, F. 3.5 lens, all good as new; cost \$500, take \$160. F. C. Clark, 4503 So. Michigan St., South Bend, Ind.

PHOTOMOUNTS—1¢ TO 10¢ EACH; WRITE for price list. Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. ap22

THE NEW EASTMAN IMPROVED TYPE DI-rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ap29

WANTED—16MM. MOVIES OF ANIMAL ACTS, jugglers, acrobats, etc., suitable for children. Black and white or color, from 100 ft. to 400 ft., sound or silent. Need not be taken by professional, amateur pictures will do. Will pay \$100 or more for original film or duplicates, or we will make duplicates and return original. To be used only for children's toy projectors. Write to Dover Film Corporation, 151 Hallet St., Boston 24, Mass. my6

PRINTING

A-1 SERVICE—POSTERS, WINDOW AND JUM-bo cards; lowest prices. Pizzini Show Print, 3 South 15th St., Richmond, Va. Phone 2-1776. ap15

AMAZING OFFER—1,000 BUSINESS CARDS, \$4.95 prepaid; simulated engraved lettering; fast service; samples free. Morey's, 627 Baker, San Francisco, Calif. ap22

ATTRACTIVE PRINTING REASONABLE—1,000 business cards, \$2.50; bond letterheads or envelopes, \$5.25. Modern Print, Box 34, Hyattsville, Md. ap22

ATTRACTIVE 100 8 1/2x11 LETTERHEADS AND 6 3/4 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my6

BUSINESS CARDS—250 ONLY \$1.25 PREPAID Good quality; up to seven lines copy. Bronx Art Press, 582-B Courtlandt Ave., Bronx 51, New York. ap29

FOR SALE—MIMEOGRAPH PAPER, 68¢ REAM; request samples. Brookman Paper Co., 56-F West 24th St., New York 10. ap29

LOWER WINDOW CARD PRICES! — FLASHY three-color 14-22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. ap29

POSTERS, CARDS, HERALDS, PHOTO-OFF-set Reproductions, Cato Show Printing Co., Cato, N. Y. Service, Quality, Price. ap29

QUALITY PRINTING AT LOWEST COST — Booklets, Catalogs, Publications, Stationery; free price list, Adams Printing, Dept. BB, 30 West Washington, Chicago 2, Ill. ap15

RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID; stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. my6

3x6 CIRCULARS, 5,000, \$4; 1,000, \$1; 6x9 CIR-culars, 5,000, \$17.50; 1,000, \$4 prepaid. What do you need? L & K Press, Crawfordsville, Ind. ap22

14x22 TYPE WINDOW CARDS — THE BELL Press, Winton, Pa. my6

1,000 EMBOSSED BUSINESS CARDS, \$3.95 postpaid. Write for free sample and style chart. Dick's Card Sales, Box 3391, Mdse. Mart Sta., Chicago 54, Ill.

SALESMEN WANTED

ADVERTISING BOOK MATCHES—BIG SPOT cash profits. Earn valuable prizes, too. World's largest direct selling book match manufacturer offers profitable year 'round selling opportunity. Make money with Matchcorp 20, 30, 40 and 240—light book matches. Liberal comm. Earn valuable merchandise prizes too. Every business a prospect; no exp. needed to start; men, women; full, part time. Low prices for high quality. Repeats. Direct factory service. Giant 250-page and other catalogs furnished plus full selling information. Match Corp. of America, 3433 W. 48th Place, Dept D-36, Chicago 32.

HAVE MERCHANTS EVERYWHERE WORKING for you; you do them a favor and in return commissions pour in to you every week; one tiny sale could make you hundreds of dollars in repeat commissions; every retail store wants what you have to offer; we take care of all details; one call completes your work; hurry reply for full information. Empire, 2222 Diversey, Dept. BB-4, Chicago 47, Ill. ap22

SALESMEN—SIDELINE; EARN \$3,000 NEXT five months selling calendars, advertising specialties; buyers everywhere; big comm. advanced; samples free. Continental Calendar, 542-C South Dearborn, Chicago.

SALESMEN MAKE \$2500 NEXT 7 WEEKS—New sensational deal every merchant wants. Beautiful sales kit free. States Trading, 330-A S. Wells, Chicago 6.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 Halstead St., Chicago. CA 6-2544. my6

SHOW BANNERS, CHURCH PAINTINGS, murals, sketches, tavern paintings, dioramas. The Enkeboll Art Co., Omaha 11, Neb. ap22

WRITE (THE STUDIO) FOR FANCY AND COL-ourful circus and carnival Side Show Banners. The Studio, 379 North 10th St., Newark, O.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COL-ors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. my20

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. ju10

SENSATIONAL

ON-OFF SAFETY FLASHER LANTERN

SPECTACULAR MONEY MAKER ON 1-SECOND DEMONSTRATION



New Amazing... HANDILITE Long Needed Invention... a "Goldmine" for Salesmen & Distributors

Revolutionary new invention brings new protection to motorists and money-making opportunity without parallel for live Agents—Salesmen—Distributors. HANDILITE... the flashing ON-OFF Safety Lantern ends danger of night accidents when car is parked for emergency repairs. Casts a powerful 1,000-foot beam... plus flashing red warning signal visible a mile away! 3-WAY ACTION. Red flasher light only—or both flasher and white beam—or beam light only at a turn of the switch.

MOTORISTS • FLEETS • SPORTSMEN • VACATIONISTS — ALL WANT THIS SAFETY LANTERN ON SIGHT Millions of motorists need HANDILITE now. Saves lives—averts rear-end collisions. Every person owning a car or truck wants it on spectacular 1-second demonstration. Unequaled as utility, emergency or spot light in homes, on farms. Sportsmen—vacationers fast buyers. Use as boat light, on fishing and hunting trips, camping, and in trailers. Huge profits in direct sales and sales to stores for resale. Get details and sample offer. Don't delay. Write or rush coupon!

The Handilite Co., Dept. 144 Sturgeon Bay, Wisconsin I want to get in on HANDILITE. Rush me facts and sample offer at once. NAME ADDRESS CITY Zone STATE

Mail Coupon for Free Facts THE HANDILITE CO. Dept. 144, Sturgeon Bay, Wisc.



"GOLDEN NYMPH" ELECTRIC CLOCK

Handsomely sculptured figure of a nude bathing girl cast in yellow gold color metal with silver colored metal wave for base. Holds Sessions electric clock movement mounted in silver colored metal case. Felt bottom protects table surface. Overall height, 8 3/4 in.; width, 12 in. Shipping wt., 8 lbs. MA307.

Sample \$7.75 6 or more, each \$7.50 PRICES DO NOT INCLUDE POSTAGE

25% DEPOSIT REQUIRED WITH ALL C. O. D. ORDERS CARNIVAL AND CONCESSIONAIRE CATALOG READY ABOUT APRIL 15. WRITE FOR COPY GIVING ROUTE 2 WEEKS AHEAD.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

JOBBER—DISTRIBUTORS

Terrific VALUES and FLASH in Stuffed Fur and Plush Toys for Carnival and Premium Trade. Special Offer to Quantity Users. Write Today. SENSATIONAL PRICE SLASHES

Each of the \$36.00 above and receive All Four Samples Ppd! SAMPLE \$3.75 Ppd!

TERRIFIC VALUES #252-30" Real Fur Grizzly Bear, rayon plush trim, asstd. colors. \$36.00 Dz. SAMPLE \$3.75 Ppd! #126-19" Real Fur Grizzly Bear (same as above). \$18.00 Dz. SAMPLE \$2.00 Ppd! #240-29" Rayon Plush Bear. \$27.00 Dz. SAMPLE \$3.00 Ppd! SPECIAL: 11x9" Plush Scotty Dog. \$7.20 Dz. SAMPLE \$1.00 Ppd! Send \$9.25 & receive ALL FOUR SAMPLES Ppd! SALESMEN: Choice territories open. Liberal commission.



ACE TOY MFG. CO. 122 WEST 27 ST., NEW YORK 1, N. Y.

FLASH at a PRICE!

3 BRAND NEW LOW PRICED

PROFIT MAKERS

Never Before at This Price... Exclusive square shape, yellow plated model with handsome matching metal band, ruby and rhinestone dial. All this! And only \$6.60



ALL JEWELLED TIMED AND TESTED SWISS NEW MOVEMENTS, handsomely packaged with individual guarantees. FOR RESALE ONLY! Prices are for lots of 6 or more. In smaller lots, add \$1.00 each to the price. 25% with order, balance C. O. D.

Send for free catalog. **LANCYL WATCH CO.** 580 Fifth Ave. New York 19, N. Y.

WANTED TO BUY

STEAM CALLIOPE OR MAJOR WORKING Parts thereof. Age not important provided pipes and keyboard okay. Motor Sales Corp. of Augusta, 466 Broad St., Augusta, Ga.
UNCLE TOM SCENERY - LITHOGRAPHS, Dane Dog, Cuts, Window Cards, Props. Must be good condition. Slout Show, Vermontville, Mich.
USED 16MM. SOUND WESTERN FEATURE-I pay, \$20. Herbert Dry, 922 9th St., N.E., Canton, O.
USED OR NEW POPCORN, ALL ELECTRIC, Greaseless Doughnut Machine, Taffy Puller, Copper Kettles. Box 520, Billboard, N. Y.
USED BIG TOP, SUITABLE FOR ONE RING circus, must be in good condition and reasonable. State all in first letter. Gran Circo, Jack Blunder, Guatemala, Centro America.
WANTED-USED KIDDIE RIDES. HARRINGTON, 222 Homstead Rd., La Grange Park, Ill.

WANTED-USED 25 TO 50 POUND TAFFY Fuller, counter type, good condition, reasonable. Cole, 2679 Poplar, Denver.
WANTED-MENTAL APPARATUS FOR LADY on concession stand, concealed receiver, headgear and wireless transmitter for audience working partner. Mr. Walter, 25 Greenwood St., Rochester, N. Y.
WANTED-RINK SKATES AND GRINDER. State price and condition. Box C-85, c/o Billboard, Cincinnati 22, O.
WANTED TO BUY OR LEASE FOR THE SEASON on a permanent spot: Dramatic tent complete with middles, stakes, ropes and poles; would like some seats; have own stage. Box 345, Mt. Vernon, O.
WANTED-PORTABLE MERRY-GO-ROUND OR horses and parts for Merry; also Kid Rides; state make, size, condition, best price. Allen, 1400 Brewerton Rd., Syracuse, N. Y. Phone 25332.
WANTED-300 STEEL AUTO AXLES, 3-3 1/2 feet long; for use as tent stakes; write price, location, etc. Foley Dog Show Organization, Inc.; 2009 Ranstead St., Philadelphia 3, Pa.

HELP WANTED-ADVERTISEMENTS

RATE-12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AERIALISTS-EARLY OPENING, 25 WEEKS assured; age, height, weight, experience first letter. Xcellos, Box 614, New Britain, Conn. ap29
AERIALIST-PREFER MAN BETWEEN 25-30 years old; experienced in high ladder routines; salary \$75 to right party. Send full details, photos to Aerial Concoordinators, Box C-79, Billboard, Cincinnati, O. ap15
BASS, BRASS, DOUBLING STRING OR STRING amplified; locations; good salary; commercial band. Box C-76, care Billboard, Cincinnati, O. ap15
BIRD TRAINER-WILL PAY FOR THE BEST. Cool summer resort location. State qualifications; salary desired. Charles Whitford, W. Sturgeon Bay, Wis.
EXPERIENCE UNNECESSARY - \$100 PER week; two girls wanted to assist night club hypnotist; send photo. D. J. Davis, 1228 33rd St., Zion, Ill.
FORWARD CONTORTIONIST WOULD LIKE to correspond with all contortionists. Write Harold Plummer Jr., 322 Frankstown Rd., Altoona, Pa. ap15
HELP WANTED-ADVANCE AGENT WITH car for hillbilly show; also promotion manager to handle U.P.C. banners, program; also 12 phone men; write at once Ginger Rody, Gonzales, Tex. Year around work.
MAN FOR HOME TERRITORY-NO SELLING. Weekly check arrangement. Exp. unrec. McBrady (Est. 1894), 1047-BB Van Buren, Chicago 7.
MUSICIANS - COMMERCIAL BAND EXPERIENCE, semi name and doubles preferred; sleeper bus, salary. Buddy Bair, Box 113, Colome, S. D. ap15
MUSICIANS-ALL INSTRUMENTS; GIRL Vocalist, single or married to good musician; thoroughly experienced, commercial; sax, trumpet, sing ballads; locations, salary; write details. Box C-76, Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ap15
MUSICIANS-SEMI-NAME TENOR BAND RE-organizing; need 3 tenors, doubling clarinet, trumpet, trombone, rhythm; rehearsals start April 24; instrumentalists doubling vocals extra consideration; send pictures, references. Manager, 2407 Washington, Lincoln, Neb. ap15

RELIABLE MAN TO OPERATE PENNY ARcade in Amusement Park. Must be first class mechanic on all types of Arcade Machines. Write P. O. Box 67, Lancaster, Pa.
TOP MAN FOR COMEDY HAND-BALANCING act; must be good tumbler. Send pic and full details to Keith Anderson, 921 W. 111th St., Chicago, Ill.
WANT ACTS AND SMALL ENTERTAINING Musical Units, also Piano Singles for locations in South and East. Send photos. Modern Entertainment Service, National Theatre Bldg., Richmond, Va.
WANT TWENTY PEOPLE-MUST DOUBLE ON stage and band. Good cook house. Pay your wires. Jay Jones, P. O. Box 52, Cucumunga, Calif.
WANTED - HAMMOND ORGANIST; HAVE own organ. Hammond Tavern, 610 Sycamore St., Waterloo, Iowa. ap15
WANTED IMMEDIATELY-TWO TENORMEN. Piano, Trom; Sleeper Bus. Salary, Uniforms, Linen furnished. Charles Arlington, Alexandria, Minn.
WANTED-MANAGER PERMANENT PARK roller rink; salary, \$35 plus 40% gross over \$150. State age, qualifications first letter. Enclose recent snapshot. C. L. Pittman, Whittington Park, Hot Springs, Ark.
WANTED-RELACEMENTS FOR WELL ESTablished, Midwest commercial and Dixieland band. "Red" Robertson, 412 S. Madison, Grand Island, Neb. ap29
WANTED-VOCALIST, ACCOMPANY HAMmond Organ. Aragon Tavern, 610 Sycamore St., Waterloo, Ia. ap29
WANTED MUSICIANS-ONE MAN NOVELTY and Comedy Band to work with another act for advertisement purposes. Pay good or will work on percentage basis. Will work Southern States year around, intend to start immediately. Write all particulars about yourself and what you have and play. No gin head, please. If you want to make some money, contact me. E. Powell, Lock Box 132, Hope, Ark. Night phone 1456.
YOUNG MAN, 6 FT., 200 LBS., TUMBLER, TO train for professional wrestling. Interesting offer. Write R. Stanley, Loveland, O.

WAGON MEN !! AUCTIONEERS !! DEALERS !!

WATERLESS COOKWARE SET \$8.50

14 pc. extra heavy gauge virgin aluminum. Display folder with \$49.95 price. Minimum order, 6.

SILVERWARE SET \$3.50

26-pc. service 6; heavy silver plate on highest grade nickel silver base. Minimum order, 12.

KITCHEN CLEAVER & CARVING SET \$1.90

7 pc., gleaming stainless steel. Attractive display box with \$9.95 price. 5 pc. set display box with \$4.95, price \$1.35. Minimum order, 12.

ELECTRIC HORSE CLOCK \$6.30

Self starting Sessions movement. Wood or metal base. Gold or bronze. Minimum order, 6.

AUTOMATIC POP-UP TOASTER \$7.50

U-L approved. Minimum order, 6.

25% With Order, Balance C.O.D.

H. B. DAVIS CO.

520 Hudson St. New York 14

SLUM

- Finger Traps..... .90 Gr.
- Shell Ash Trays..... 1.00 Gr.
- Plastic Cars, 2 gross for.. 2.00
- Ass. Dangling Novelties... 3.75 Gr.
- 7" Rubber Daggers..... 3.00 Gr.
- Imported Bisque Figurines. 3.60 Gr.
- Imported Metal Flutes.... 1.80 Gr.
- 6" Fur Monkeys..... 6.60 Gr.

Service and Quality for Over 40 Years

Send for new illustrated Catalog of Novelty, Carnival and Premium Merchandise. All orders shipped same day received.

25% deposit with all C.O.D. orders.

KARL GUGGENHEIM, Inc.

33 Union Sq. New York 3 AL 4-4392

CONCESSIONAIRES WELCOME!

You are cordially invited to come in and view the

Largest Display of Glassware for Carnivals, Promotions, etc., under one roof.

Shipments made within 24 hours from date of order.

Write for our illustrated circular.

The Sendar Company 127 4th Ave. N. Y. C. 3 GRamercy 7-4200

FREE PUSH CARDS-ADDS PROFIT

Quality is better than price. Here is that SECOND-LOOK GIVE-ME-ONE, useful Pocket Novelty that you have been looking for. It makes an ideal gift push card or salesboard item-IT'S A SURE-FIRE HIT. This smart gold-finish mechanical pencil has a Hollywood cutie in the panel, and the window closes while writing. IT'S A SENSATION - Send \$1.00 for 1 sample postpaid. 1/2 doz. for only \$5.00. 1 doz. or more only \$9.00 per doz. (Free BIG PROFIT PUSH CARD With Each 1/2 Doz.) Each in box, with guarantee, 25% deposit, balance C.O.D., plus delivery charges, or send full amount and we prepay in U. S. A. AL HAWKINS & CO. Box 1285, Sioux City, Ia.



NEW LINE OF NOVELTY ASH TRAYS

Highly glazed white porcelain trimmed with 22 karat gold. Trays are 5" dia., 1" deep. Bottle and Lamp Shade styles feature any of 42 nationally advertised beer and soft drink miniatures (non-alcoholic) some of which are shown in ad border. Just off the press is our 1950 Catalog, showing the trade's latest crowd-stoppers. Write for a copy on your letterhead today.

BILL'S SPECIALTY MFG. CO. 433 N. 2nd St. Milwaukee 3, Wis.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR NEW CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE - BRIDAL SETS - CAMEOS - SIGNETS - BIRTHSTONES - COCKTAIL RINGS-They are just what you need for Department and Drug Store Dollar Ring Sales.

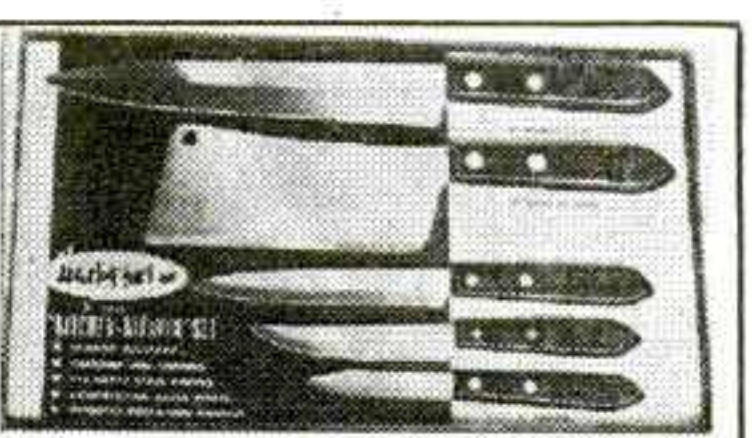
Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts.

State Your Business.

HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y.

Engagement ...\$2.63 Doz. Red and White Stone
Wedding 1.63 Doz. Combination ...\$3.00 Doz.

GIVE TO THE DAMON RUNYON CANCER FUND



5 PC. CLEAVER SET

Just one of many numbers in Knife and Cutlery Sets from 2 to 52 pieces. Attractively packaged for every type of operation. ALSO AVAILABLE: 3 PC. SET LOW PRICED FOR INTERMEDIATE PRIZE. PAY OUT. New catalog off the press-Now available. Address: THOMAS A. WOLFE, INC. "The House of Cutlery" Dept. BB, 1133 Broadway, New York 10, N. Y.

ATTENTION! JOBBERS - WHOLESALERS

Complete Line Carded Merchandise, Notions-Novelties.

S & M SALES CO. 1123 Park St. Columbia, S. C.

BALL POINT PENS

\$12.50 PER GROSS

CHEAPER THAN REFILLS

Long Lasting, Regular Size. Remit to

ARTHUR LEE CO., Dept. BB 16 Court St. BROOKLYN 2, N. Y.

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package. 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

SUNBEAM PRODUCTS 634 4th St., South St. Petersburg, Fla.

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

BANDS AND ORCHESTRAS

AVAILABLE FOR HOTEL, NITE CLUB, COCKTAIL Lounge—One of the finest trios in the music business, instrumentation (piano, solovox, saxophone, clarinet, trombone, electric Spanish guitar and violin, play any type of music and cut show; clean appearance; professionals and all essentials, would also like summer location. Write Phil Munafa, 2059 N. Fla. Ave., Lakeland, Fla. Phone 24-582.

DANCE BAND—SEVEN TO NINE PIECES and attractive vocalist; available in June; waltzes, rhumbas, foxtrots, polkas; have been organized three years; would like summer location; all offers considered. Studio A, 4 East Ohio, Chicago, Ill.

DANCEABLE COMBO—5 MEN TOGETHER 3 years; all specials; trumpet, doubles on valve trombone and pop vocals; picture and recordings upon request. Band Leader, A-12 W. Highland, Athens, O.

NATIONALLY KNOWN A-1 HILLBILLY BAND available all engagements; also radio, anywhere. Agents, contact. 12 years' experience. Dick Carson, Baden, Pa. ap22

ROY SANDERS SOCIETEERS—UNION, 9 TO 11 men, vocalists; commercial style band; ready for summer location. 1017 N. 9th St., Reading, Pa.

3 TO 6 PIECE DANCE BAND—COLORED, Union, available for summer location in or near New York. Write Ork Leader, 1463 Pacific St., Brooklyn 16, N. Y. ap22

CIRCUS AND CARNIVAL

AT LIBERTY — EXPERIENCED SPECIAL Agent and Union Biller for Carnival or Circus. Box 523 c/o The Billboard, 1564 Broadway, New York, N. Y.

GREAT CALVERT—RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 164 Averill Ave., Rochester, N. Y. je10

MAN, AGE 27, WANTS JOB WITH SHOW business or circus or radio station. John Sciortino, 2415 Cortland, Chicago 47.

INSURANCE COMPANY TURNED HIM DOWN, too hazardous. 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 yesterday is definitely the star act of today. Contact Sensational MacDonald and His High Fire Dive. Featured by Fox Movietone and the New York Press. Address 456 Lamphier Place, Warren, O. ap29

SHOWMAN DESIRES POSITION AS CLOWN—Appeared Montreal Square Garden. 520 E. 18th St., Charlotte, N. C. 6-1766. ap22

TILT WALKING AND OUTDOOR ENTERTAINMENT. Joe Tree, 2528 S. Homan Ave., Chicago, Ill.

DRAMATIC ARTISTS

AT LIBERTY FOR SUMMER REP — ALL-round general business team; characters preferred; three specialties, wardrobe, appearance; require no advance; new car and trailer. John L. Parsons, care Joe Van Story, Rt. 2, Eudora, Ark. ap15

MISCELLANEOUS

DISK JOCKEY WANTS JOB ON SOME RADIO station in U.S.A. John Sciortino, 2415 Cortland, Chicago, Ill.

SITUATION WANTED—PUNCH BOARD MAN; experienced; will set locations and handle any deal thruout. Box 339, Billboard Pub., Chicago. ap22

MUSICIANS

AT LIBERTY—DRUMMER, SEMI-NAME EXPERIENCE, prefer location; sober, reliable, cut or no notice. Jerry Udelhofen, 843 Wall St., Mankato, Minn.

BASS-PLAYER—DOUBLING SECTION-VIOLIN. Appearance, tone, flexibility; name-band, radio, symphony experience. Interested connection, offering consistent steady work. Travel no object, security is. Write-wire. R. Barbee, 95 Stanhope St., Ridgewood 21, Queens, N. Y.

CELLO - STROLLER - ENTERTAINER — prefer to work with accordion or piano. Von Scherb, 3139 N. Penn, Indianapolis, Ind. Tel.: WA 3804.

DRUMS — UNION, SOBER, EXPERIENCED, fine p.a., new Solovox, own transportation, photos, etc. Apt. 5, 293 W. 7th St., St. Paul, Minn.

GIRL BASSIST AVAILABLE—EXPERIENCED large, small units; double vocals. Contact Elaine Bravis, 4072 Stinson Blvd., N. E. Minneapolis 21, Minn. Sterling 2403. ap15

GUITAR MAN—INTERESTED IN FOREIGN travel only; age 32, sober, reliable; play both rhythm and take-off, also steel; would like to play accompaniment for singer. Well known in Hollywood. 1423 N. Orange Dr., Hollywood, Calif. Hudson 2-4068. c/o Musician.

HAMMOND ORGANIST WITH LATEST IN-strument—Smooth, sweet styling, travel anywhere, clubs or hotel lounge, available April 15. Alice Carney, McAllester Hotel, Miami, Fla. ap15

HAMMOND ORGANIST—MALE, AVAILABLE May 1st; hotel, lounge, radio experience; smooth styling, good dance rhythm; have own equipment or will use yours; travel anywhere. Dean Robinson, White Inn, Fredonia, N. Y. ap15

HAMMOND ORGANIST WITH ORGAN—GOOD appearance, theatre experience, age 45; play all types, handle requests; available May 1. Organist, care Mrs. Sara Burne, 1545 Ensor St., Baltimore, Md.

MALE RHYTHM GUITARIST—ACT JUVENILE, sing; age 20, sober, have prof. Western wardrobe; experience with traveling show and radio. Contact Bob Aga, Sturgis, S. D.

ORGANIST—OWN HAMMOND, DOUBLES ON accordion, piano, at liberty as hostess, entertainer. Preferably hotel, club. Carol, 612 Horatio St., Tampa, Fla. H-1255.

OUTSTANDING ARTIST WITH HAMMOND organ; 15 years' experience; tremendous variety, unusual novelties; sensational orchestra stylings (including Ethel Smith's style), for dancing, dining, entertainment. Organist, Capitol Hotel, Amarillo, Tex.

PIANIST—UNION, EXPERIENCED. ABILITY: all essentials; shows. Box C-71, care Billboard, Cincinnati, O. ap29

PIANIST—SINGLE, 30, SOBER, POPULAR AND concert arrangements, non-union; desires position small cocktail lounge, will travel. Donald Rafferty, 1400 N. Mt. Vernon, San Bernardino, Calif. ap15

PIANIST-ORGANIST AVAILABLE IMMEDIATE-ly; union, single, capable arranger-accompanist, read anything; will travel, prefer Northern States. Commercial or small combo. Box C-83, Billboard, Cincinnati, O.

STRING BASS—SOBER, DEPENDABLE. CAPA-ble, plenty exp., read, fake; solid beat; comedy; good appearance. Von Scherb, 3139 N. Penn, Indianapolis, Ind.

TENOR CLARINET — READ WELL AND transpose, excellent in section work; reliable, will travel. Frank Chizick, 18276 Strathmoor, Detroit 21, Mich. ap15

TENOR, CLARINET — ALL ESSENTIALS; neat, sober, reliable; go anywhere. Contact Deane Billings, 5023 Minerva, St. Louis, Mo. Phone Forest 1602. ap15

TENOR, CLARINET, FLUTE—COMMERCIAL, experienced; transpose well; tone, intonation good, arrange. Musician, 1209 S. 30th, St. Joseph, Mo. Phone 4-0528.

TENOR, CLARINET, FLUTE—SOCIETY, VERY experienced; transpose well, intonation, tone excellent. Musician, 1209 So. 30th, St. Joseph, Mo. Phone 4-0528.

TROMBONE—YOUNG, SOBER, EXPERIENCED, schooled; prefer location but will travel; available June 1st. LaVelle Ormsbee, 1318 Washington, Springfield, Mo. my6

TROMBONIST — WANTS JOB WITH DIXIE band, double vocals and trumpet; prefer location. Art Weite, Wells, Minn. ap22

TRUMPET LEAD MAN, SOCIETY STYLE—Play shows and do novelties; also play tenor and clar. Contact me at Chelsea Hotel, Chicago 40, Room 328. Bennie Woodworth. ap22

TRUMPET — EXPERIENCED, ANY CHAIR, commercial, prefer Dixie band. Norman Wood, 4408 1/2 Scurry St., Dallas, Tex.

TRUMPET—LEAD ONLY; UNION, EXPERI-enced, good lip, tone, young, single, sober. Wire Musician, 1313 No. 23 St., Milwaukee, Wis.

TRUMPET — EXPERIENCED COMMERCIAL, Jazz, fake, shows, Latin; prefer location Gulf or Atlantic Coast district. S. Sayers, 252 Southwest 1st St., Miami, Fla.

VOCALS AND PIANO AVAILABLE—SINGLE or small combo in Midwest. Picture on request. Phone 6611. Write Marvin Hinton, Morrill, Kan.

PARKS AND FAIRS

BALLOON ASCENSIONS, PARACHUTE JUMP-ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my6

BIG 5 PEOPLE ACROBATIC AND BALANCING act; beautiful stage display. For illustrated literature, Lehmbeck Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind.

FLASHY HIGH-CLASS TRAPEZE ACT—AVAIL-able for indoor and outdoor events; platform required outdoor. Address Charles LaCroix, 1304 South Anthony, Fort Wayne, Indiana.

HIGH SWAYING POLE ACT, FEATURING trapeze routine and gymnastic feats. Time open. Box C-84, c/o The Billboard, Cincinnati 22, O. jy29np

VOCALISTS

AT LIBERTY—GIRL SOLO SINGER, PLAYS guitar and sings Western, yodel, folk, sacred and popular tunes. 12 years' radio-stage experience. Union. Phone 1099, Judy Dickerson, 1214 W. Thomas Ave., Shenandoah, Iowa.

GIRL VOCALIST—3 YEARS' EXPERIENCE; prefer band, consider anything; will travel. Box C-81, care Billboard, Cincinnati 22, O. ap15

GIRL VOCALIST—EXPERIENCED ORCHES-tra, night club and trio. Available immediately. Sheryl Charisse, 610 Appleton St., Appleton, Wis. Phone 3-3177.

GEM'S ALL-TIME BEST SELLERS FOR SPRING!

	Doz.	Gross		Doz.	Gross
Genuine FRENCH DARTS	\$1.20	\$12.00	Composition Animals		\$ 1.25
Dart Balloons		.65	Paper Blowouts	.25	2.25
Hawaiian leis	.25	2.25	Assorted KEY CHAINS	.30	2.25
Dangling Skeletons, Ducks	.75	8.00	Lash Whips	1.50	14.40
Dangling Spiders, Devils	.45	4.75	Swagger Sticks	.80	8.50
Floral Parasol, 17 inch	.80	9.00	Coolie Hats, Miniature	.45	4.75
PARASOLS, Heavy Handles	2.25	24.00	BATONS, R/W/B	1.00	9.50
FEATHER DOLLS, 4 1/2 inch	.80	8.50	SPANISH HATS, Asst.	2.75	30.00
Feather Dolls, 6 inch	1.50	14.40	Inflated Animals, 6 1/2"	.80	9.00
FUR MONKEY, 6 inch	.75	7.20	JUMBO Inflated Animals, 10 1/2"	2.25	24.00
Fur Monkey, 9 inch	1.75	18.00	ITCHY DOGS	2.00	22.50
Sailor, Cowboy, Major Dolls	1.90	21.00	Swiss Warblers		.90
Chinese Paper Snakes	.45	4.80	Large Crawling Baby	4.50	48.00
Rubber Lizards, 8 1/2 inch	.75	8.00	Plastic Horses on Stand	.80	8.64
Rubber Dagger & Sheath	.80	8.50	BALL PENS, Gold Cap	1.90	21.00
China Figurines	.35	3.00	Windproof Cigarette Lighters	2.25	24.00
Slum Assorted (10 Gross)		7.50			

THOUSANDS OF OTHER ITEMS NOT LISTED!

25% DEPOSIT WITH ORDER, BAL. C. O. D. F. O. B. DETROIT.

WRITE FOR OUR BIG FREE CATALOG Hundreds of other bargains shown!

REGARDLESS OF PRICES SHOWN, WE SHIP AT LOWEST PREVAILING ADVERTISED PRICE!

GEM SALES CO. 533 WOODWARD AVENUE DETROIT 26, MICHIGAN



Midway Sensation of '50 BROTHER & SISTER DOLLS

Rubber Skin — Moving Eyes. They cry and sleep!

Dressed in assorted corduroy skirt and trousers with Jersey sweaters and beret hats. Costume has matching brass star trimming. White shoes and stockings.

JUMBO SIZE—27" HIGH... \$54.00 Doz. Samples, \$5.00 Ea.

MEDIUM SIZE—24" HIGH... \$45.00 Doz. Samples, \$4.25 Ea.

SMALL SIZE—18" HIGH... \$30.00 Doz. Samples, \$3.00 Ea.

25% Deposit, Balance C.O.D.

JOE END & CO., INC.

435 West Broadway, New York 12, N. Y. Walker 5-8280

JAX'S SPECIALS FOR EARLY PART OF YEAR 1950 THE WOLF PAK PLAYING CARDS, 52 EXQUISITE MODELS, "SENSATIONAL" ... \$15.00 doz.



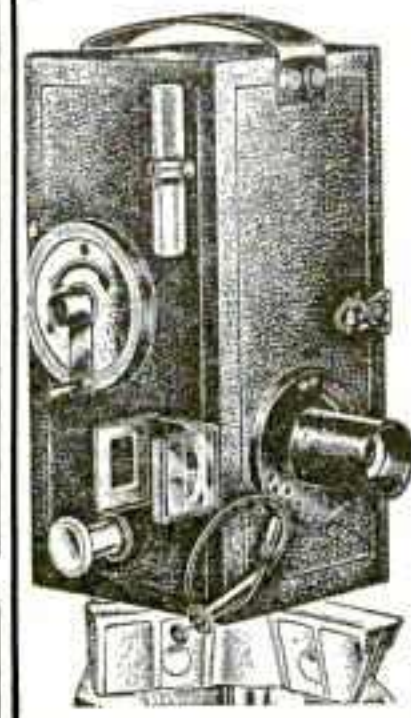
- "MR. BEAK," THE SCHNOZ NOSE & GLASSES, still big number 3.50 "
- THE SLEEPING BEAUTY IN BED (latest novelty) 3.60 "
- FLIPPING FLAPPERS (6 different assortments to dozen) 1.75 "
- TRICKY DOGS 1.50 "
- 1/2 POTTIE KEY CHAINS (carded) .75 "
- "TWINKIE" the Clown, nose lifts up, eyes roll 4.00 "
- "PEE-WEE" VIEWER Squirt Camera, with picture 3.50 "
- "BLONDIE" IN BATHTUB 2.80 "
- BRUSSELS SQUIRT BOY ASH TRAYS (Bronze Plated) 7.20 "
- ELECTRIC BOW TIES 7.20 "
- MOULDED 1/2 RUBBER MASKS 7.20 "
- ESKY ASH TRAYS, TOPS & BOTTOMS 7.20 "
- POCKET SIZE READERS .50 "
- SLOT MACH. DICE GAME 4.95 "
- "KING-TUT," THE MYSTIC MUMMY (Original) 3.60 "
- MINIATURE HARMONICA (imported) 1.80 "
- "YAKITY-YAK" TALKING TEETH 7.20 "
- GOLD PLATED SCOPE CIGARETTE HOLDER 7.20 "
- DYNAFLO Wonder Fountain Pen 7.20 "
- MICKEY THE RUBBER MONK, with suction cup (on card) 3.00 "
- IMITATION ICE CUBE (with bar bug) 1.80 "
- TRU-TO-LIFE 3 DIMENSIONAL VIEWER 7.20 "
- SLIDES for Viewer 6.00 "

Send \$10.00 for Set of Above Samples Prepaid. No C. O. D.'s. Stock Order 25% Cash, Balance C. O. D.

JAX SALES CORP.

406 CANAL STREET

NEW ORLEANS 16, LA.



FINISHED PHOTOS IN 2 MINUTES
Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER

Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy-to-operate portable photo studio.

700% PROFIT

Pictures cost 2¢—sell for 15¢ to 25¢. Folks see photos "come to life" in broad daylight. PHOTOMASTER is the dream come true for pitchmen, "muggers," etc.

WRITE TODAY! Get all the facts about the new, amazing PHOTOMASTER.

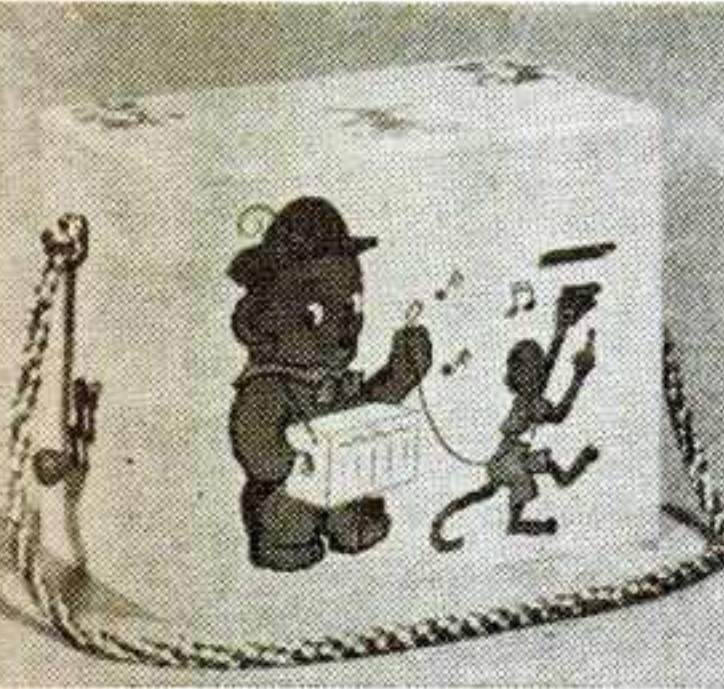
P D Q CAMERA CO. 1161 N. Cleveland Ave., Dept. BB Chicago 10, Ill.

WRITE FOR OUR NEW CATALOG—JUST OUT

Be sure and mention line of business

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO

**Musical
Hurdy Gurdy**



**The Perfect Year-Round
PUNCH BOARD
PRIZE!**

A modified replica of the popular hand organ of bygone years, provides amusement for children of all ages.

Sturdily constructed of plywood, size 8x6x4", in four colors: Pink, blue, green and yellow. Retailing throughout the nation for \$8.95, we offer a SPECIAL LOW PRICE FOR A LIMITED TIME ONLY.

\$42.00 dozen

With a sample priced at \$3.75 prepaid

20% of cost must accompany all orders unless rated.

JOBBERs—We have a number of Musical Toys and Animals excellent for the Carnival and Punch Board trade.

Write for catalog and details

**MASPETH
MANUFACTURING CO., INC.**
96 Stockholm St. Brooklyn 32, N. Y.

LAMP SPECIAL!



**ONLY
\$2.10**

Special Quantity
Discounts—
Write For Prices.

NO. B-100

A real eye-catcher! 23" high, gleaming polished brass, opal glass, complete with 14" drum shade.

25% with order, balance C. O. D., F. O. B. Phila. Shipped on open account to rated firms.

H. GARFIELD, MFR.
1015 WINTER ST., PHILADELPHIA 7, PA.

**FISH BOWLS
FOR GOLD FISH GAME
IMMEDIATE DELIVERY**

Also Ping Pong Balls

Write for full particulars

We also carry a full line of
BINGO MERCHANDISE
GLASSWARE & SLUM
BALL GAME ITEMS
BALLOONS & NOVELTIES

Write for price list—mention games

**Cleveland Merchandise
& Novelty Co.**
513 HURON RD., CLEVELAND, OHIO

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:

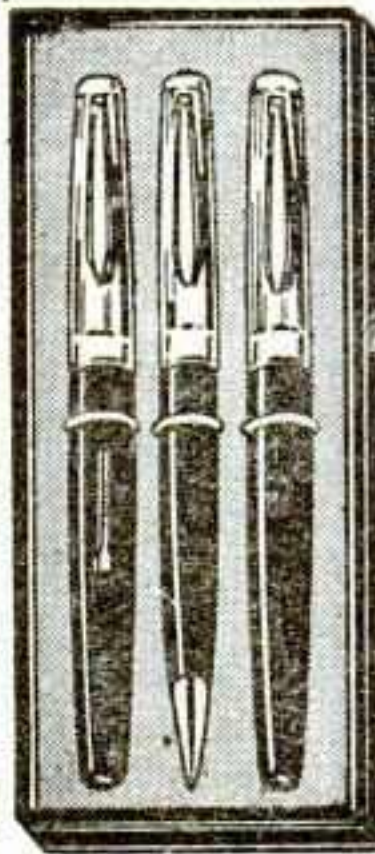
Ball-point pens are employed now in industrial use. The Minneapolis-Honeywell Regulator Company recommends the pens for electronic strip chart recorders where measurements call for rapid pen movements across instrument charts. It is reported that the non-smudge, quick-drying characteristics of ball pens makes them well adapted for such use. . . . **Anthony John**, Detroit buyer, is in town looking for costume jewelry. . . . New in the drug market is chocolate-covered aspirin for children. Called Barulin, it's marketed by the **Intermedico Corporation**. . . . **Atlas China** opens its new showroom at 137 Fifth Avenue April 17. . . . **Swan Pencil Company** has introduced its Home Run reservoir pen-holder and pencil set. Shaped like miniature baseball bats, the carded set retails for 25 cents. . . . **Field Associates** has published a new currency guide to aid business men in foreign countries. The pocket-size, all-plastic guide simplifies and converts foreign currency rates, and is reported particularly useful in paying hotel bills, etc. A section of

the book is devoted to the black market and black market currency advantages. . . . **Foster Products** has developed a double-walled pitcher, insulated to keep liquids hot or cold. It's plastic and retails for \$2.95. . . . **Green Shoes** perfume now is featured in local drug chain windows. Retailing at \$1 a pair, two small high-heeled shoes with bottles of perfume attached are packaged in an attractive miniature shoe box with acetate cover.

LOCAL BUSINESS BAROMETER: New York department store sales in March were off 2.5 per cent as against March of last year. However, in statistics of this kind, the shopping weather must be compared, too. March, 1950, was blustery, rainy and cold—March, 1949, comparative mild and ideal for shopping. . . . **More Statistics**—According to the Security and Exchange Commission, the nation's personal savings totals \$4,300,000,000. This amounts to about the same as last year and approximates the 1940 figure. In other words, according to the government bureau, Americans still have as much liquid assets as last year.

THE BILLBOARD'S BIG SPRING SPECIAL! In the issue, **Originalities** introduced its Cloisonne bracelet and necklace sets—expansion bracelet and picture locket. . . . Tagged at \$19.95, **Superior Jewelry** offered a flash two-piece necklace with matching earrings. . . . **Papal Cross of Peace, Anno Sancto 1950**, was a religious number presented by **Samson Novelty**. . . . An engraver's item, **Sweetheart Picture Bracelet** by **Jack Roseman & Company**. . . . **John Berkowitz & Sons** showed a genuine cameo set with a rough diamond. . . . **Western saddle rings** were offered by **Aztec Distributing Company**. . . . In the display sign field, **Roulette Clock** offered their electrical roulette game clock. . . . "Why You Should Never Drink Water" is an electrical sign featured by **L. Thaler & Company**. . . . **The Black Bear Novelty Company** presented an 8 by 27-inch lithographed picture of a lass in a "removable" costume. . . . For balloon men, **Eagle Rubber Company** offered Cinderella balloons to tie in with the new picture. . . . **Hopalong Cassidy** balloons, tying in with the popular television hero, were presented by **Toy Balloon Company**. . . . **Roy Rogers** balloons, featuring the movie star, were offered by **Pioneer Rubber Company**. . . . For joke stores and operators, **Mack Company** offered **Gory Yank-A-Tooth** and its **Puff 'n' Toot Train** Whistle that puffs smoke and toots like a train. . . . **S. S. Adams Company** showed snake tulips, an imported item. Smell the flower and snake comes out. Also **Poka-Hola Cigars** which smoke without fire. . . . **Horrible Finger**, latex rubber item to fit any finger, was presented by **M. Fishlove & Company**. . . . Retailing at 5 cents, **Cosmo Service** presented **Hula Hula Shadow Dancer**. . . . **Rubber mouse** in trap, a frightener of women, was presented by **Atlas Novelty**. . . . New items in the pen and pencil market was "Dream Girl Pencil" (electrical mechanical pencil spotlights model in color) introduced by **Imperial Merchandise**. . . . "Peek-In" Ball Pen, where the model is viewed in the pen section, was offered by **B & J**

DIRECT



From
Manufacturer
'ROYAL'
The King of
Them All!

- Precision
- Flash
- Quality

FANCY CAPS
Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

Gr. **\$60.00**
Sample \$6.00
Doz. 25% Deposit,
Bal. C. O. D.
f.o.b. New York

MODERN PEN MFG. CO.

395 Broadway, New York 13
Phone CAnal 6-8016

**FREE
MONEY-MAKING OUTFITS
WITH ACTUAL SAMPLES**

Man or woman—young or old. YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised **Kendex** nylon hose-holly sold with amazing guarantee that gives free replacement if hose runs or snaps (regardless of cause) within period up to 3 months. Complete line including sheers 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stocking, sample of lingerie-robe fabrics and complete money-making outfits. Nothing to pay now or later. No obligation. Write:
KENDEX CO., BABYLON 77 N. Y.

SEND FOR Free COPY TODAY!

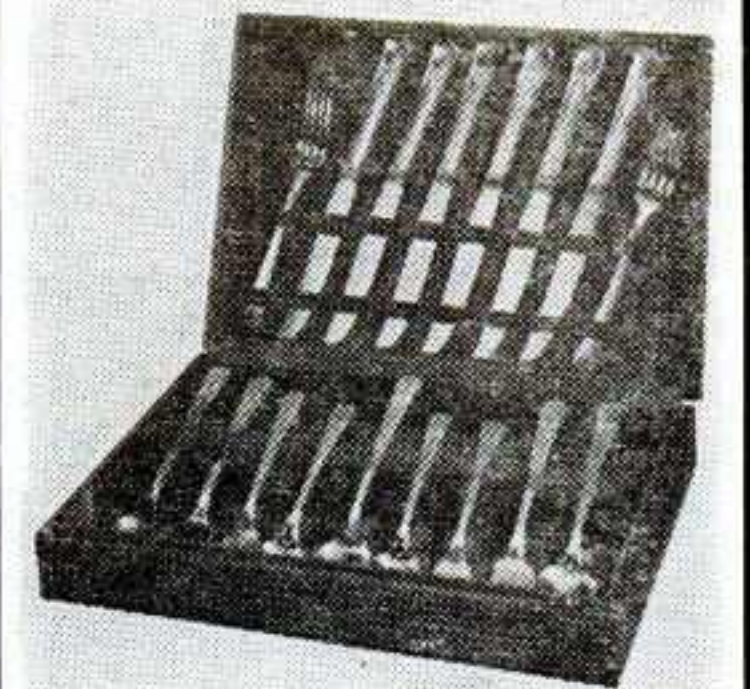
**READY ABOUT MAY 15TH
ATTENTION, CONCESSIONAIRES
AND NOVELTY WORKERS**

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales-board Operators, Premium Users, etc.

New 1950 Catalog

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**SILVER PLATED
32-Pc. SERVICE FOR SIX**



HEAVY COATINGS OF SILVER ON
NICKEL BASE INSURE LONG WEAR

#10BB Per Set **\$3.95** 10 Sets or More **\$3.85** Per Set

Display Chest Extra, \$1.00 Each.

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

**Genuine PHOTO
REPRODUCTIONS!**

"I can sell it!"



BIG BLACK AND WHITE PHOTO BARGAINS!
8x10's, postcard size, in quantities. Blowups, 20x30, 30x40, 50,000 photos per day . . . that's our speed record. And our price record is even more amazing.

ANNOUNCING NEW COLOR PHOTOS in thousands at prices comparable to Black and White. Color-perfect photo postcards from **KODACHROME** or **EKTACHROME** transparencies. Thanks to our new **WONDER REPRODUCTION PROCESS** 8x10's, 11x14's, all photo sizes equally inexpensive in natural color. **WRITE for FREE Price Lists** BB on Black and White . . . and Color in All Sizes!

MOSS PHOTO
155 W. 46th STREET NEW YORK CITY 19
PLaza 7-3520

**A MILLION SALES
with
CIRCLINE
Fluorescent Fixtures**

The greatest lighting fixture yet made

Here's Your
Big Opportunity for
Big Money Making.

LOWEST PRICES
Direct From Manufacturer
Write for Catalogue

BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
714 Cherry St., Phila. 6, Pa. LOmbard 3-7789

**Here He Is! Eagle's Best
Salesman—"Low Prices"**

"Mr. Beak" with mustache—
for Junior . . . \$10.00 Gr.
Rubber Dagger with Sheath . . . 6.75 Gr.
Rubber Water Gun . . . 6.75 Gr.
Rubber Squirt Cigar . . . 3.75 Gr.
Razors . . . 1.25 Gr.

ABOVE ITEMS 10% DISCOUNT IN 10 GROSS LOTS.

10 1/2" Bronze Horses . . . \$10.95 Dz.
24" Smoker Stands . . . 10.00 Dz.
10 1/2" Bronze Horse Clock . . . 5.68 Ea.
10 1/2" Gold Horse Clock . . . 6.25 Ea.
8" Moving Eye Dolls . . . 12.00 Dz.
33" Plush Bears and Pandas . . . 33.00 Dz.
25% Deposit, Balance C.O.D.

**RUSH ORDERS TO
EAGLE SALES CO.**
3542 W. Roosevelt Rd. Chicago, Ill.

BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIPFITTINGS, INC.
29 Old Slip N. Y. 5, N. Y.



• NOVELTY STORES
 • OPERATORS
 • HUSTLERS
 ←
"DREAM GIRL PENCIL"
 New sensational propel-repel pencil with gold-plated top and point, plastic barrel. PRESS THE TOP OF THE PENCIL AND THE BARREL LIGHTS UP! UNDER THE SPOT-LIGHT APPEARS A RAVISHING BEAUTY IN EXCITING, NATURAL FULL COLOR!
 \$9.00 Doz. (Ass't Beauties) Sample \$1.50. Nothing like this on the market!
 \$90.00 Gr.

NEW!

NEW! →

PEN SHAPED POCKET LIGHTER



Featuring a visible Fuel Tank which will hold a six months' supply of fuel. Gold-plated cap, plastic section, extra long wick, thumb-action lighter. A real money maker!
 \$3.00 Doz. \$33.00 Gr. #2000

FAST SELLER!

LIPSTICK ← PEN



Ball pen and lipstick combination all in one. Brilliantly polished, gold-plated casings. Swivel lipstick ejector. Lipstick comes in assorted popular shades. Easy to carry in purse or pocket.
 #59 \$3.00 Doz. \$42.00 Gr.

OUR PRICES DEFY COMPETITION!
Your tremendous response proves this item to be a red-hot seller!

FLOATING DOLL PENCIL



\$4.00 Doz. \$45.00 Gr.
 (SAMPLE \$1) →

NOSE WITH GLASSES



Heavy Rimmed Spectacle Frames—Soft Noses. Selling on Sight!
 \$2.75 Doz. \$30.00 Gr.
 25% Deposit—Money Order; Balance C. O. D. Allow for postage on prepaid orders. Write for list of Hot Specials!
IMPERIAL MDSE. CO.
 893 BROADWAY
 NEW YORK 3, N. Y.

Sales Company. . . . A mechanical pencil that's magnetic and sticks to office files, car dashboards, etc. was offered by Marne Sales. . . . H. Epstein introduced a vacuum filler fountain pen to retail at about 75 cents.

In the toy field, Toby Toy Marionettes—heavy lithographed cardboard individually packed in cellophane bags—were offered as a 25-cent retailer. . . . Harris Novelty illustrated their mechanical singing bird—a wind-up toy that sings and moves like a live bird. . . . Miniature character dolls housed in glass stands of real bisque were plugged by Theron Fox. . . . Joe End & Company presented brother and sister dolls in three sizes. . . . Air is pumped into the Tru-Note Pipe Organ to make it play an entire octave with chords—a \$10 retailer by American Precision Products. . . . Mechanical toy, "Cat Butterfly Chaser," was presented by Cohen Bros. . . . Flying Disc Kite, to cash in on flying saucer publicity, was presented by Airtoy Company. In the premium merchandise field, turkish towel sets of three pieces to retail at \$3.25, individually packed in a window gift box, were offered by Cardinal Products, while Modern Home Products presented plastic towels, \$1 sellers. . . . Specialty Sales Company presented an electric bird cage clock retailing at \$15. The bird maintains constant activity in cage. . . . "Swinging Girl Clock" was offered by Cel-Max Wholesale Jewelers. . . . The "Sweetheart" Swing Clock was presented by World Trading. . . . A musical lamp lighter—the music box and lighter being simultaneous in their action—was presented by Irving Geller. . . . Neil Lindquist showed a metal bucking Western horse with its cowboy rider. . . . Crystal Craft displayed its Bronco Clock. . . . M. S. Posner offered Police Dog and Boxer Dog Lamps.

West Coast:

L. Pickens, Hollywood novelty manufacturer and distributor, is bringing out the "Cutie" Projector that fits in the palm of the hand and shows 40 pictures. . . . Olivia and Alex Freedman, who maintain a novelty supply house in Los Angeles, have signed to work the streets and rodeo at the Los Banos, Calif., "It's May Day" celebration and will also have the street and ball park novelties at "Burbank on Parade" in that city. . . . Jake Schwartz, of West Coast Novelty Company, San Francisco, in Los Angeles to see about signing the Shriners for the novelties during the coming convention. Schwartz also makes fairs and rodeos in California. . . . Another San Francisco novelty man, M. Whitey Monette, arrived in Los Angeles to look over the merchandise situation. . . . Roy McCuen, of Pyramid Sales, Los Angeles, was making the rounds on Merchandise Row. . . . Frank Stein, of Frank Stein Jobbing, is getting in new stock.

Novelty China Salt & Pepper Shakers



They retail for 35-50¢ per pair. Available in assorted designs or in design of your choice. The following styles are available: DONKEYS, DOGS, CATS, HEN & ROOSTER, DUCKS, CORN, CACTUS, TULIPS, PEARS, TOMATOES, STRAWBERRIES, BOOTS, DUTCH WINDMILL, DUTCH BOY & GIRL, INDIAN HEADS, QUAKER COUPLE, CHEFS.
 \$2 per doz. pair \$21.60 per gr. pair
 Prices F. O. B. Indianapolis. Include postage with order. 25% deposit with C. O. D. orders.
KIPP BROTHERS
 Wholesale Distributors Since 1880
 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

GOOD QUALITY MR. BEAK (Schnoz!!)

PLASTIC SPECTACLE AND HAWK NOSE
No. X22N3

NOW \$3.00 DOZEN

Very realistic—plastic nose is flesh color—spectacle is black plastic. Can be worn over regular glasses.

WEEK END NEEDLE BOOK
No. X22D60 PER GROSS... \$6.75 PER DOZEN... .60

Contains one package each of #1, #3, #5 needles; one patch of darning needles (total 24 needles) and one threader in brightly colored lithographed package, in envelope. 1/2 gross in box.

ANOTHER HOT ITEM!!

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. Each in box.
 NO. X83J822
 DOZEN \$14.40

ELECTRIC HORSE CLOCK



Beautifully modeled 10 1/2 inch high horse. 6 inch high clock mounting with Western motif. Horse and clock in highlighted bronze finish on mahogany finish wood base. Manual starting electric movement. Overall dimensions: 17 inches wide, 11 1/2 inches high, 5 inches deep.
 No. X62W788. Each... \$4.95

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. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

IT'S NEW . . . IT'S HOT . . . IT'S TERRIFIC!

"GOLDEN NUGGETS"
WILL PUT GOLD IN YOUR POCKETS



Actual Size
 • It's the most beautiful Pen and Pencil Set you've ever seen
 • Propel-Repel Automatic
 • Pen and Pencil 14K Gold Plated
 • Pen and Non-Leak Ball Point Pen
 • Encased in golden toned filigree
 • Encrusted with lovely, colorful simulated jewels. Each in a golden carrying case. **WOMEN EVERYWHERE DEMAND GOLDEN NUGGETS** because it's SIZED RIGHT and PRICED RIGHT for their Purses.
 \$1 RETAILER \$7.20 Doz. Postpaid
 \$80 IN GROSS LOTS
 TERMS: Cash with order or 25% deposit on C. O. D. orders. Net 10 to well-rated firms. F. O. B. Chicago, Ill.
JOBBERs, Write for Special Quotations
BANNER MERCHANDISE CO.
 145 SO. WELLS ST. CHICAGO 6, ILL.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Sium, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1-day Service **ACME PREMIUM SUPPLY CORP.**
1111 South 12th, St. Louis 4, Mo.

Save at Least Part of Each Week's Earnings. Buy U. S. Savings Stamps and Bonds

New OAK-HYTEX CHICKADEE BALLOON

Novelty Sensation of the 1950 Season



Brand New Shape

Big Money Getter Speckled Finish

No. 1019 Chickadee

\$7.50 PER GROSS plus shipping charges

GREAT for GAS!

Sold By Leading Jobbers



Pipes for Pitchmen

By Bill Baker

KITTY ROAN . . . is working the home show in Dallas to lucrative business.

Opportunity doesn't always knock. Sometimes it's temptation.

KING MURPHY . . . gas savers purveyor, is working the Home Show, Dallas, and holding to the upper money-making brackets.

BENNY ACKERMAN . . . still has his gryo top layout in the W. T. Grant store, Los Angeles.

Many pitchmen owe their success to advice they didn't take.

MIKE GUNN . . . is headed for Galveston, Tex., where he plans to work his gadget layout.

GLENN HOSBERG . . . has recovered from a recent illness and is getting the geedus working an attractive shampoo layout at the San Antonio home show.

Sit around waiting for a break and you're a cinch to go broke.

O. C. JUDKINS . . . is reported to be getting the long green working Cabot, Ark.

T. A. RHODES . . . is in Dallas working sales days and other spots to good returns.

"Let the whole family enjoy this gadget at a price you can afford."

W. W. (PAT) MALONE . . . veteran pitchman and a pioneer snake showman of the horse and wagon

days, died in Harrisonburg, Va., recently. Pat had been working farm papers for a quarter of a century prior to his death. He was widely known by showfolk and papermen and had celebrated his 70th birthday recently.

Improve your own disposition before you attempt to change that of your tips.

BIG AL WILSON . . . letters from San Antonio that he worked Easter eggs thru the holidays at the H. L. Greene store there to good business. Al went into San Antonio after a successful stand at the Home Show, Dallas, where he worked red lavender for Red Dr'vis. He advises that the Sports Show in San Antonio is proving a red one for all the boys and girls making the event.

Blowing your top is the wrong way to get up in the world.

A. J. BEARD . . . of powder puff note, has been working the J. J. Newberry stores around Los Angeles all winter with punch needles to good returns. He says he'd like to read pipes here from Ray Herbert and Johnnie Myers.

You'll never see the smart pitcher hanging onto something that isn't fit to pitch.

THE RAGAN TWINS . . . Mary and Madaline, last week were hostesses to members of the United Expositio. Shcws at their tourist camp, Hillbilly Holler, located between Little Rock and Benton, Ark. Taking in the Ragans' hospitality

GET YOUR SHARE OF DIVIDENDS . . .

You can buy direct from one of America's Largest Suppliers of guaranteed precision reconditioned Watches at unbelievable values.

OUR PRICES CANNOT BE BEAT!



MEN'S STYLES \$8.75

With Brilliant Rhinestone Dials, \$1 extra.

Outstanding Extra Fancy Nationally Advertised Expansion Bands, \$1.10 extra

- ★ ELGIN
- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
- ★ GRUEN

All new 1950 Styles beautifully cased and timed to perfection. Guaranteed like new. **WHOLESALE ONLY.** Large Quantity Users Write for Prices.

SPECIAL! BANGLE BRACELETS



\$6.25 Doz. (Regular \$13.50 wholesale)

Charm Bracelets with 12 Charms, 6 of which are movable. In Gold or Silver Finish. Steady Year-Round Seller.

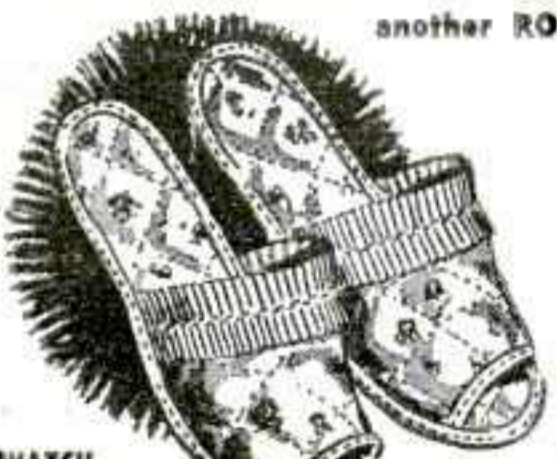
25% with order, balance C. O. D.

J. ENGEL & SON

59 E. Madison Chicago, Ill.

QUILTED PLASTIC SCUFFIES

another RO-LA value!



ONLY \$4.50 Doz.

SAMPLES 75c Each

Colorful Washable Open-Toed Attractive Flowered

WATCH THEM SELL! print on background of white, red, blue, green.

For all-around wear everywhere! Bedroom, shower, beach, on trips. S-M-L. INDIVIDUALLY CELLOPHANE-PACKED.

ORDER NOW! 25% deposit on all C.O.D. orders.

RO-LA Novelty

907 Broadway, N. Y. 10, N. Y. Phone: OR 3-2968

PAPERMEN

If you are a top notch paperman who can sell good clean A.B.C. circulation in small towns and rural districts in the south, then write for reference card.

ED HUFF & SON

P.O. Box 7698 Dallas 10, Tex.

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC. 137 E. Spring St. Columbus 15, Ohio Dept. X

TRICKS AND JOKES AT WHOLESALE

ATTENTION! PITCHMEN AND NOVELTY STORES!

Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50 retail value. Please Mention Line of Business.

D. ROBBINS & CO. 131-B W. 42nd St., N. Y. C. 18

HEADQUARTERS FOR HOT ITEMS

TWINKIE with Flashlight Nose

Just pull his nylon string plastic tag . . . his eyes lights up and his eyes roll. Terrific hit with kids and adults. Red, white and blue durable plastic complete with battery and GE bulb.

Sample 50c each \$4.32 per doz.

BUTCH DOG FLASHLIGHT

Squeeze his sides and powerful light beam pours out from belt or lapel. Kids love it. Flexible, durable, vinylite plastic.

Sample 50c each \$4.32 per doz.

GLOVE-KLIP

Chain attaches to any handbag handle or zipper. Squeezes to open. Insert gloves and be sure they won't get lost. Tarnish proof. Its beauty sells every woman! Its practicality sells every man. 18K Gold Plate Only. \$7.20 doz. \$6.00 doz. gross lots; sample, \$1.00 each.

25% deposit on C. O. D. orders. Allow for postage on prepaid orders. Price of sample refundable on first order.

Laurita Karry-All

The 15-in-1 purse that carries all any woman needs for day and night . . . neatly placed and right in sight. 6"x4"x3/4" plastic calf in red, brown, green, black; also in smart summery Admiral blue and white. \$16.70 doz. Sample \$1.75 each. Genuine Leather, \$26.00 dozen. Sample, \$2.25 each. New, Ultra Smart Straw Grain Plastic, only \$18.00 doz. Sample, \$2.00 each.

ERMO CO.

Dep't B2 - 507-S Ave., New York 17, N. Y.

Sensational New Low Prices!

7-JEWEL SWISS WATCHES LADIES' OR MEN'S

\$8.25

Genuine Swiss Movements Precision Re-built and **GUARANTEED LIKE NEW!**

Ladies' or Men's in Lots of 3 or More
7-Jewel \$ 8.25
15-Jewel 9.25
17-Jewel 10.25
25% deposit on all C.O.D. orders.

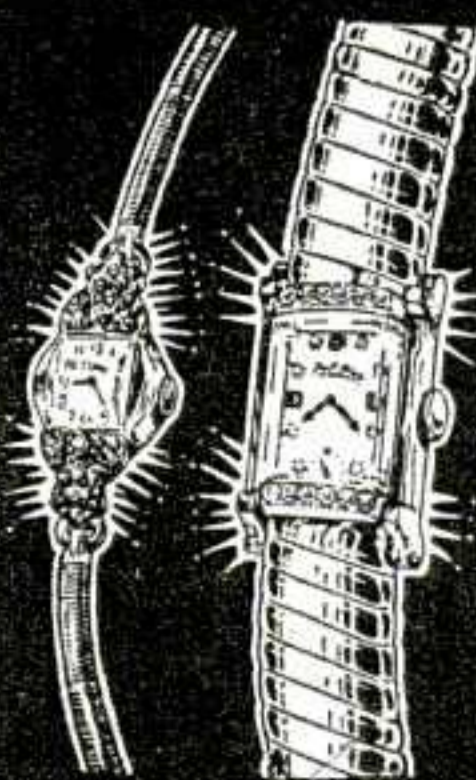
Gold Plated Expansion Band, 90c additional
Beautiful Rhinestone Dial, 95c additional

WRITE FOR New Value-Packed Catalog—ORDER TODAY!

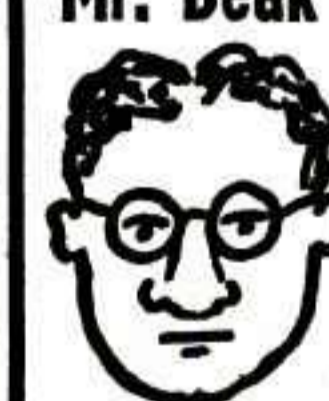


198 S. Main St. P. O. Box 473 Memphis, Tenn.

BEAUTIFUL NEW STYLES!



'Mr. Beak'



AT THE RIGHT PRICE AT LAST!

Flesh Color—Plastic Nose

\$2.50 Doz. (Min. Order, 2 Doz.) **\$28.80** Gross **\$27.00** Gross In 5 Gr. Lots

SPECIAL!

Hopalong Cassidy Mask (Latex) It's New—Just Out, It's Lifelike \$7.80 dz. \$90.00 gr. Mahoot Flute (just out) \$3.50 dz. \$41.00 gr. Toothpick with Bloody Tooth \$1.90 dz. \$21.50 gr. Cozy Thumb (sore finger) \$3.60 dz. \$42.00 gr. Write for 1950 Dealers' Catalogue and price list. 25% Deposit, Bal. C.O.D.

PRITT NOVELTY CO., INC. 16 W. 27th St. New York 1



BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address 25c

Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

STERLING VALUES mean GREATER SALES

No. 191-H
MEN'S IMIT.
HEMATITE
with Gold
Flash Sides



\$3.50 doz., \$39 per gr.



No. 191-C
MEN'S IMIT.
DOUBLE
HEAD CAMEO
Gold Flash
Sides

\$3.75 doz., \$42 gr.

Send for Free Catalog. Minimum order, 1 dozen. Send 25% with order, balance C.O.D.

STERLING JEWELERS
44 East Long Street Columbus 15, Ohio

were W. A. (Curley) Vernon, Mr. and Mrs. Curley Hutton, Bob Burns, Frank Liggitt, Doc (Sam) Freedman, Art and Jo Davis and Ronnie Payton.

Pity the poor pitcher who believes that silence is golden.

M. E. SPARKS . . . is reported to be rolling up the long green working around Jackson, Miss.

DUKE GREENLEAF . . . and James Sparks are purveying their wares in Springfield, Mo.

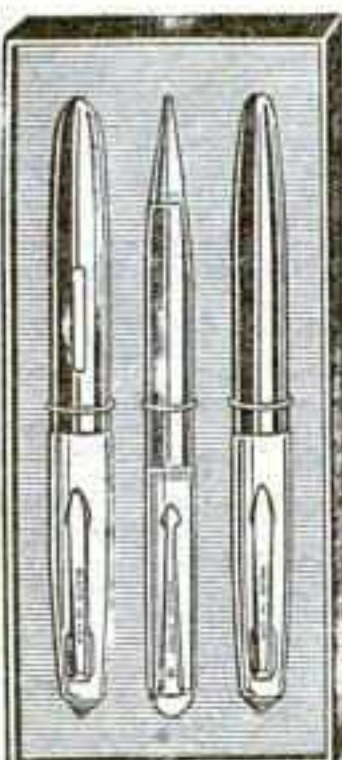
When a new day dawns the pitcher puts to work all of his showmanly attributes.

ISH SMITH . . . was in Little Rock last week loading up new stock for his spring tour.

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges. **SPECIAL PRICE**

50¢ Per Set
Sample Set, \$1.00.

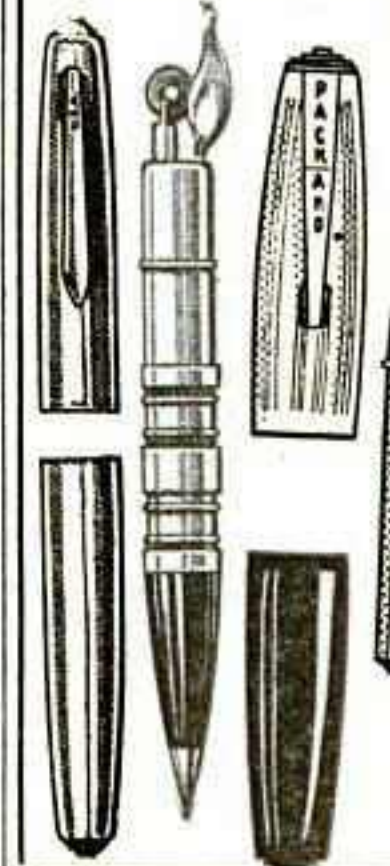


These Pens Sell Like Wildfire!
Combination ball pen and lighter.

35¢ Ea.
New 1950 Vacuum Filler
\$4.20 Doz.

\$48.00 GROSS
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St.
New York 10, N. Y.



HEADQUARTERS for all types of semi-automatic pocket PISTOL LIGHTERS

Lowest Prices—Latest Types—Highly Silver Plated—Hot Money-Getter. Year's GREATEST SELLER. \$12 per dozen. 2 samples \$3.00. **NOW AVAILABLE**

BLACK HANDLE Pistol Lighter, 2 1/2 x 2" —\$14 per doz.

BLACK HANDLE Pistol Lighter—large size—the much-wanted number, 3" long by 2 1/2" high. RETAILS \$5.95—\$18.00 per doz. Send \$5 for both samples.

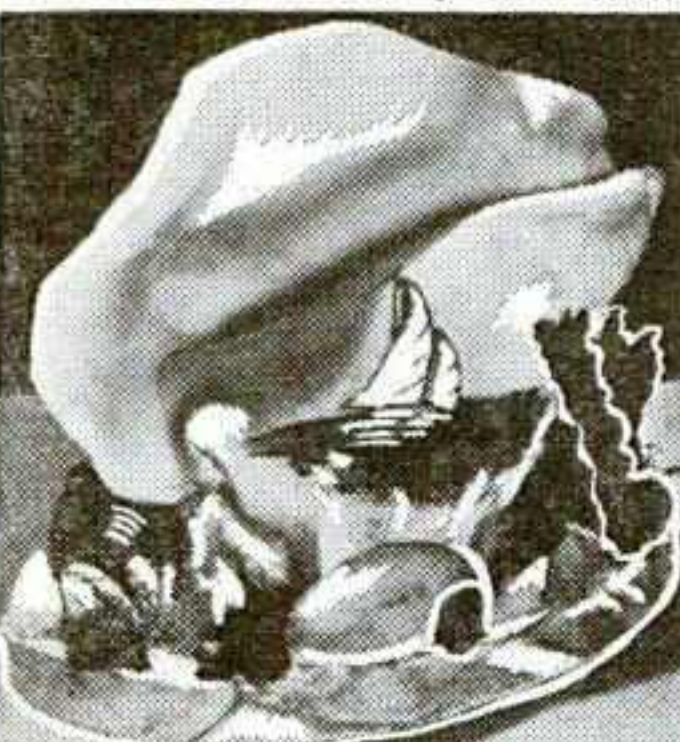
RUSH ORDER FOR QUANTITIES JOBBERS AND WHOLESALERS, gross lots or more, 10 per cent discount. If you want QUALITY merchandise, we have it! (In Stock.) If you want PRICE, we have it! Shipped same day. Cash with order. **WE PREPAY.**

UNITED ENTERPRISES
175 Fifth Ave. (Flatiron Bldg., Suite 1810)
New York 10, N. Y.

SHELL LAMPS

Direct from manufacturer

BEST RE-ORDER ITEM IN YEARS!
TERRIFIC SELLERS! BIG FLASH!



Handpainted scenes. Complete with cord and bulb. Individually boxed in cartons. Available in 4 beautiful styles and sizes at \$12.00, \$15.00, \$18.00, \$20.00 per dozen. **PLACE YOUR ORDER TODAY!** Terms: F. O. B. Miami, Florida. 1/3 cash with order, balance C. O. D., or if full remittance accompanies order we will prepay shipping charges.

SOUTHERN IMPORTING COMPANY
Manufacturers
2621 North West 16th Street Road
MIAMI 35, FLORIDA

MOTHER'S DAY CARNATIONS



Best Quality. Red and White. \$30.00 per 1,000. \$3.50 per 100. Send for complete list. 25% deposit, balance C. O. D.

FRANK GALLO
Importer & Manufacturer
1429 Locust St.
St. Louis 3, Mo.

SELLS ON SIGHT

BE THE FIRST IN YOUR TERRITORY!

"CUTIE" PROJECTOR

Over-All Size 3"x4"x1 1/2"
FITS IN PALM OF YOUR HAND
COMPLETE with Bulb

AND Reel of 40 Full-Color Art Stills
40 of Hollywood's Loveliest Figure Models. PROJECTS CLEARLY over 500 Square Inches. Uses ordinary Flashlight Cells; nothing to plug in. Can be used everywhere.

A BIG SELLER AT \$3.95—Sells on Sight Everywhere! TERRIFIC ITEM FOR PUNCHBOARDS, PREMIUM ITEMS AND MAIL ORDER.

Sample Projector with built-in reel of film—\$3.00. 25% Down, Balance C. O. D. Jobbers' inquiries invited. **\$24.00 Dozen**

Write, Wire, Phone **L. PICKENS** Mfrs. and Distributors. Phone: York 8976. 509 No. Fairfax, Hollywood 46, Calif.



Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

ATTENTION, OPERATORS Lamps at a Price!

American Vitreous China Base. 22 K. Gold-Fired Decorations and Floral Designs in four assorted comparable styles. Average height 24" with full 15" trimmed rayon shade. Packed 6 assorted per carton.



#102—
\$2.40
Ea. in Doz. Lots

Royal Ruby Chimney Lamp made with solid brass, polished and lacquered parts. Hand-painted ruby flaut. 19" high.

MINIMUM QUANTITY, 6 PCS. ON EITHER ITEM

25% Deposit, Balance C. O. D. Telephone: OREGON 3-6330



#101
\$2.60
Ea. in Doz. Lots
#101R— Same as above with Rayon DOUBLE RUCHING Shade
\$3.25
Ea. in Doz. Lots

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

STILL GOING OVER CHOKER SETS



NEW PRICE RANGES

3 pc. sets \$42.00 dz.; 3 pc. sets, \$48.00 dz.; 4 pc. sets, \$54.00 dz. LARGE ASSORTMENT OF STYLES IN ALL PRICE RANGES. 24 Karat Gold Plated Choker Set, Necklace, Earrings, and Bracelet to match. Plush Box, Silk Lined \$19.95 and \$29.95 price tags Sample set, \$4.50 each.

3 PIECE PEN SET
\$4.50 DOZ.
\$51.00 GR.

"Original" 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

FLOATING DOLL PENCIL

\$4.50 Dz. \$51.00 Gr.



3 pc. all gold pen sets. Guaranteed with \$7.50 gold embossed price tag. \$5.50 dz.; \$63.00 gr. 4 pc. pen set, including pencil, pen, ballpoint and pen knife, \$6.00 dz.; \$70.00 Gr. Itchy Dogs, single gross, \$24.00 gr.; case lots (5 gr.), \$22.50 gr.

1950 FREE CATALOG NOW READY, WRITE FOR SAME.

KIM & CIOFFI

912 Arch St., Philadelphia 7, Pa. Market 7-2283

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 Have Our No. 59 Catalog Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO.

1902 N. THIRD ST. MILWAUKEE, WIS.

Frisco Pete 604 WEST LAKE ST., CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE... CALL FRANKLIN 2-2567

IDENTS
from \$7.20
Sample Assortments, \$2.00 Per Gross and Up State Your Business

25% DEPOSIT REQUIRED ON ALL C.O.D. ORDERS

PLAN NOW

TO ATTEND THE

PUNCHBOARD-TICKET-NOVELTY EXHIBITORS' CONVENTION

GRAND BALLROOM SHERATON HOTEL CHICAGO

MAY 22-23-24

FOR SPACE RESERVATIONS WRITE
CONVENTION MGR. SUPERIOR PRODUCTS
2133 W. FULTON ST. CHICAGO 12, ILL.

LETTER LIST



Letters and packages addressed to persons in care 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 Billboard* 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.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Kenner, Mrs. A. B. King, Ellen 25c
15c Rumbaugh, Harold 35c

- | | | | | |
|--|------------------------------|------------------------------|--------------------------------|------------------------------------|
| Adams, Dewey P. | Brouful, Corky | Dix, Alvin W. | Harrington, Chas. | Kliederlein, Dutch |
| Admiral, J. C. | Brown, Hal | Dix, Dan | Harris, Pocket B. F. | Knight, Joseph |
| Aleido, Mrs. Alexis | Browning, James J. | Dixon, Henry | Harrison, Mrs. Book | Knox, Clifford R. & Gussie |
| Alland, Maurice | Brumley, Whitey | Doddo, Phil | Hartley, Helen & Ruth | Kolberg, Arnold (Arnel) |
| Allen, Henry B. | Buck, Alice M. | D'Orsay, Dara | Hausner, August & Jerry | Korhn, Raymond J. |
| Allen, Leo | Bungard, Arthur D. | Drake, Geo. W. | Hawkins, Al & Marle | Krieger, Albert |
| Allen, Rafaela | Burke, Mrs. Katie | Drew, H. D. | Hayden, James | Krim, Willis Edward |
| Alzora, Karl | Burns, Larry R. | Drew, Loyal | Haynes, Mike | Kyer, John Le |
| Amler, Miss Yvonne (Holiday on Ice Show) | Burton, Nola | Drowns, R. C. Danny | Hendricks, Clyde | La Velle, Mrs. Helen |
| Anderson, Arthur "Chuck" | Butter, Don | Dunn, Paul | Hick, Sal | Lajole, Mickey |
| Annin, Ralph J. | Buxbaum, Edw. Marian | Early, J. R. | Hier, Jacob Earl | Lamon, Harry W. |
| Archer, Louis D. | Cain, Whittle (Glass Blower) | Edwards, Robt. | Higgins, Ernie | Lance, J. D. |
| Armstrong, Jimmy | Cameron, Chas. A. | Eisenberg, Albert | Hill, Ed | Lang, Lois |
| Arrah (Boy Psychic Wonder) | Campbell, Geo. & Ruby | Emery, John Edw. | Hill, Rob | Lang, R. E. |
| Arston, Leslie | Campbell, Jim | Engerer, Capt. Ernest | Hill, Warren | Langley, Clifton E. |
| Asher, Blackie | Campbell, Maudie Mae | Estridge, C. C. Tex | Hillbert, C. Kenneth | Lantz, George G. |
| Auskings, Clarence | Candler, At | Evans, Jr. A. J. | Hilton, Joe E. | Larez, Ester Anolon |
| Bailey, Shirley | Candler, Warren | Evans, L. W. | Holbrook, W. R. | Larvis, Paul & Francis |
| Baker, R. A. | Carden, Catherine L. | Evans, Albert J. & Nora | Holland, F. L. | Laughlin, John J. |
| Baldwin, Bill | Carl, Ervin (Glass Blower) | Evans, Brewster | Holt, Bill | Lawton, Bernard L. |
| Ball, Emory | Carpenter, E. W. | Evans, Joe | Houston, Lee | Leach, Loren |
| Barfield, John | Carter, Dusty | Evans, Cliff | Hooper, Caroline | Ledke, Veron (Flyin Ortons) |
| Barnard, Mrs. Elsie | Carter, John | Feldman, Mrs. B. | Hooper, Mrs. Wm. | Lee, Coleman (International Shows) |
| Barnard, Richard E. | Center, Thos. J. | Feldman, Mrs. G. | Howard, John E. | Lee, Francis |
| Barnard, Jr. Mrs. Richard | Chambers, Fred M. | Feleci, Ernie | Howard, Mrs. Mollie | Lee, Gorgia |
| Barrett, Lyle H. | Cherry, Geo. | Ferenz, James V. | Hudgins, Walter "Sparky" | LeRoy, the Wizard Magician |
| Barrickman, Jimmie | Christensen, Mrs. Mary | Ferguson, Myrtle or Clarence | Hughes, Marle | Ligget, Frank |
| Bass, Clarence | Cibull, Frank | Fingar, Donald | Humphries, Harry | Lilly, Slim |
| Bates, Mrs. Albert | Clortino, Jos. S. | Finnerty, Mrs. Patrick | Hunt, Phil | Ling, Jean |
| Bauer, Geo. H. | Clark, Chas. L. | Fisher, James & Beulah | Hunt, Robt. C. | Lish, William |
| Bayless, Mrs. Ruth | Clark, Harry "Mattie" | Fletcher, Bramwell | Hurley, Jos. | Littel, Carl (Con-cession) |
| Bayzinger, Al | Clifford, Edw. | Flood, Chas. | Hurtler, Virgil | Livingston, Mr. & Mrs. Earl |
| Beall, Hiram | Clotfelter, Leon R. | Folkard, Robt. (Oitowa) | Hyde, Eric B. | Logan, Harry F. |
| Beck, Robt. E. | Coggins, John | Fontaine, Bert | Hyland, Frances A. & Marvin E. | Lowson, Billy |
| Bell, Anthony F. | Coleman, Tommy | Forkum, Mrs. Margaret | Ingraham, Frank (Peg) | Lottridge, Harry |
| Bell, Fred | Collins, Ernie | Foster, Virgil Lee | Ingram, Miss Jerry | Lumbert, Don |
| Bell, Louis A. & Estelle | Collins, Ted | Frank, Dana | Ireland, Val | Lumpkins, Buddie |
| Bellowes, Alan G. | Connors, Candy | Frank, Mrs. Mary | Jablonski, Francis | Lux, Red |
| Benison, Arthur & Mina | Cooper, Jackie | Frazier, Harold | Jackson, D. M. | McCarthy, Richard A. |
| Bennington, Othenel | Cooper, Mike | Freeman, Billie (Mr.) | Jaillet, Howard | McClurkin, Richard J. |
| Bernard, Andy | Cooper, Sam | Frick, Birdie | James, Carol | McCoy, M. P. |
| Biddle, W. J. (Bill) | Corla, Jos. G. | Friedenhelm, Mrs. Ethel | Jenkins, R. A. (Doc) | McCrary, Mr. & Mrs. B. W. |
| Bible, O. R. (Bible Bros. Circus) | Costa, Steve | Fulgona, Louis C. | Jenkins, Brownie | McCurdy, Roy |
| Big Six & Tony | Costa, Zeke | Gaither, Woody & Mary | John, Miller | McDonough, Fred A. |
| Bingham, Perry | Danley, Marga | Gallo, Michael | Johnson, Eddie | McGill, Ely |
| Blake, Delbert H. | Davis, R. H. | Garrison, Ray | Johnson, Geo. | McKnight, C. H. |
| Bloom, Millie | Davis, it N. | Gatewood Addison | Johnson, Harold | McMannus, T. J. |
| Bloomfield, Mrs. A. | Davis, Bud "Smokey" | Gee, R. H. | Johnson, Harry Lee | McNeal, Jr. J. S. |
| Bluestein, Morris | Davis, Dick | Gene & Tony | Johnson, Katie | Macaroui, Mrs. Alice |
| Boas, Wm. A. | Davis, Pat & Blacky | Gibson, David J. | Johnson, Larry | Maconly, Paul |
| Royd, Roger E. | DeMilo, Barbara | Gibson, Glenn | Johnson, Mrs. Mable | Marietta, Roy E. |
| Rozmango, Paul | Dean, Marvin E. | Gillespie, Billy (Dobson) | Johnson, Neby (Lighting) | Marka, Miller M. |
| Brad, Fred | Decker, Joe | Ginter, Jos. P. | Jones, Delta Mae | Marsh, Jesse F. |
| Bragg, Kelly (Spot) | Dees, John | Glass, Dorothy | Jones, Dewey G. | Marshall, Charlie W. |
| Branch, Curtis | Dehsson, Margo | Glass, Irving | Jones, Hobert S. | Martenev, Hensley E. |
| Bray, Jack | Delano, Philip James | Gleason, Jimmie (Tex) | Kaplan, Morris | Martin, Sam |
| Breneman, Eugene L. | Delawater, John | Glenn, Ernest Montgomery | Keenan, Robert Bruce | Mason, Howard & Norma |
| Bridgman, Everett E. | Deluca, Frank | Goad, J. D. | Keifer, Alice | Mathews, Velma |
| Brien, Ollie | Demick, John | Gonzales, Mildred | Kelhoff, June | Maurer, John |
| Bright, J. C. | Dennis, Heyward | Gordon, Robt. T. | Kelly, F. E. | Maxwell, Chas. |
| Brinkley, Bruce | Dennis, J. W. | Gordon, Sam | Kelly, George | Mayman, Gil |
| Brodben, Betty (Tattoo Girl) | Detwiler, Bryan A. & Annie | Gosh, Bryon | Kelly, Kitty | Meade, Mr. & Mrs. James R. |
| Brodsky, Mrs. Edith | Dew, Velma | Gough, Wm. | Kelly, T. W. (Slim) | Meikenhouse, Carolyn M. & Chas. N. |
| Brouful, Barbara & Sonny | Dillbeck, Maxwell H. | Grable, Jack | Kennedy, Dottie & J. M. | Meikenhouse, Charla Lee |
| | Dior, Frances | Graves, Johnny | Kenner, Mrs. A. J. | Melton, William E. |
| | | Gray Family (Glass Blowers) | Kenner, Mrs. B. A. | Mendoza, Mike |
| | | Green, Ralph (Cook-House) | Kenner, Ruby L. | Mengel, A. P. |
| | | Green, Silas (Minstrel Show) | Kentucky State Shows | |
| | | Griggs, Walter | Kephart, Meril | |
| | | Guerra, Armand | Kerkin, Harry | |
| | | Guertin, Jack | Kerns, Art | |
| | | Hale, Buster | King, Mrs. Annie Lee | |
| | | Hall, Maxine | King, Art | |
| | | Hammond, Billy | King, Mrs. Jack W. | |
| | | Harley, Jr., Angus | Kivette, Woodrow W | |
| | | | Knler, Mr. & Mrs. C. L. | |

FOR SPECIAL PROMOTIONS!

Men's and Ladies' Nationally FAMOUS WATCHES

★ ELGIN ★ BENRUS ★ GRUEN ★ BULOVA ★ WALTHAM

Modern new designs. Reconditioned and rebuilt, guaranteed like new. Complete with leather strap.

7-JEWEL \$8.75

15-Jewel, \$10.75
17-Jewel, \$12.75
21-Jewel, \$16.95

Gold Plated Expan. Band, 95c add.

RHINESTONE & FANCY DIALS At No Extra Charge



Write for 56-Page New 1950 Catalog



FACTORY CLOSEOUT! RINGS!

Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real thing. Included are rings that sold \$36 doz. wholesale. (2 doz. asst. with tray only.) Doz. \$9.95

Lord and Lady Scot

WRIST WATCHES \$6.59

10k. R.G.P. yellow cases, late models. Guaranteed like new. In lots of 6. Samples, \$1 Additional 15-J. ... \$8.95 15-J. ... 9.95

Wholesale Only! 3 Watches minimum. 25% with order—balance C. O. D.

JOSEPH BROS.

5 S. Wabash Ave., Dept. B-15. Chicago 3, Ill.

FAIR AND CARNIVAL WORKERS When in TEXAS Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Batons, Balloons, Horse Clocks, Mexican Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

M. NOWOTNY & CO. 1401 BROADWAY SAN ANTONIO 2, TEX.

HERE SHE IS! All Plush and Plaid SCOTCH LASSIE 21 inches high



\$21.00 per doz. Sample \$2

NEW PRICE LIST

is ready. Send for one. You will find all prices reduced very low. A complete line of Bingo, Wheel and Slum Store items. Send for samples of the Scotch Lassie and the Policeman.

Hop-A-Long Cassidy Balloons. Gr. \$4.65 25% Deposit—Balance C.O.D.

CASEY CONCESSION CO.

1132 S. Wabash Ave. CHICAGO, ILL. Phone: HARRISON 7-7798

HERE HE IS! All Plush POLICEMAN 30 inches high



\$41.20 per doz. Sample \$4

WE HAVE PLENTY OF MEN'S AND LADIES' RINGS. \$1.10 DOZ. AND UP.

Sample Assortment \$5.00

25% Deposit on All C.O.D.

Complete line of all price ranges in costume jewelry. We also stock men's and ladies' stone set gold plate rings, sterling rings and gold filled rings as well as plated novelty rings. Theidents mentioned in the ad above are base metal and nickel silver.



GENUINE CAMEO

Set with genuine diamond \$13.50 Doz. pins and necklaces to match, set with rough diamonds, at \$13.50.

JOHN BERKOWITZ & SONS

WHOLESALE JEWELERS

113 E. DOUGLAS

WICHITA 2, KANSAS

DON'T DON'T DON'T

Buy plaster until you've seen our stock. The most modern statues made from modern molds. The best flash plaster available.

OLD FORGE STATUARY COMPANY

814 MOOSIC ROAD

OLD FORGE, PENN.

Day: Moosic 661—Phones—Night: Moosic 493

SALESBOARD SIDELIGHTS

Jerry Scanlan, Chicago, telling of bettered sales activity on his game, ticket and board lines, promises a new game release within a few weeks. . . . **Irving Sax**, general manager, Superior Products, Chicago, has been touring thru the East spreading news of Superior Top Horse board acceptance. Irv expects to be much on hand at the big sales-board and ticket show set for Chi-

cago's Sheraton Hotel May 22-24. Multiple exhibits by board, ticket and premium firms will make a colorful spectacle, ringing the Grand Ballroom with interesting exhibits, he says.

E. Horowitz, H & H Novelty Company, Cleveland, reports the recent enlargement of firm's headquarters in Louisville, managed by **A. Sherman**. **A. L. Winger**, heading the H & H branch in Miami, turns in some good business news, with **R. Hollander**, Ohio representative, echoing same from his baliwick.

Gardner & Company, Chicago, has set plans to repeat its open house party and special board showing this year. Event, scheduled for May 22-24, will again take place in the firm's private bar and large showrooms, according to **Joe Robinson**. Enthusiastic response of visitors at the 1949 showing prompted the repeat program this year. The three-day affair will include guided tours thru the production departments, in addition to on-the-house food and impromptu musical entertainment. Gardner officials anticipate seeing all the 1949 visitors again, plus many new faces.

PAD STYLE DEALS

Complete, all in one unit with easel on back of jackpot card. A good counter attraction, fast and complete sellout. Tickets fastened five singles in one bundle or five tickets under one band. Can be opened one at a time or five at a time.

Size	Name	Unit Price	Dozen Price
1600	Baseball Bingo, 5/25¢	\$2.45	\$2.18
1600	Football Bingo, 5/25¢	2.45	2.18
1600	Derby Bingo, 5/25¢	2.45	2.18
1600	Basketball Bingo, 5/25¢	2.45	2.18
1600	Big Champ Bingo, 5/25¢	2.45	2.18
1600	Sluggo Bingo, 5/25¢	2.45	2.18
1000	Grab-a-Fin, 5/25¢	1.58	1.40
1200	Grab-a-Fin, 5/25¢	1.69	1.68
1260	Magic Reels, 5/25¢	1.94	1.73
1200	Ten Big Fives, 5/25¢	2.52	2.24
1140	Hit the Pill, 5/25¢	2.08	1.85
1000	Big Sawbucks, 5/25¢	1.54	1.37
720	Pok a Tik, 5/25¢	1.45	1.28
600	Red-White-Blue, 5/25¢	1.35	1.20
600	Red-White-Blue, 3/pot, 5/25¢	1.67	1.30
1000	Smoke Dreams, 5/25¢	1.54	1.37
1200	Grab-a-Ten, 5/50¢	1.89	1.68
1200	Grab-a-Twenty, 5/41.00	1.89	1.68
1000	Win-a-Fin, 5/25¢	1.58	1.40
1000	Hit-a-Fin, 5/25¢	1.58	1.40

If order amounts to 12 or more asst. Pad Deals, you may take the DOZEN PRICE. Cash with order, or one-third deposit, balance C. O. D. Full payment with all orders for less than \$5.00.

STOP IN TO SEE US

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

Salesboards—Closeouts

600	5¢ Diamond Dust	Prof. \$11.00	\$.39
1000	25¢ Charley, X Tk.	Prof. 50.00	.65
1440	5¢ Barrel Board	Prof. 18.00	.85
1440	10¢ Barrel Board	Prof. 36.00	.95
1800	5¢ Lulu Board, X Tk.	Prof. 18.00	1.10
1500	5¢ Dollar Board	Prof. 30.00 or 15.00	1.49
2028	10¢ Barrel Jack	Prof. 52.80	1.79
2000	5¢ Dollar Board	Prof. \$55.00 or 35.00	1.89
1000	25¢ J.P. Charley, Avr.	Prof. \$52.00	\$.75
1200	25¢ J.P. Tex. Charley, Seal	Prof. 102.08	.98
1000-1200	5¢ J. P. Boards, Seal	Prof. 28.00	1.25
1000-1200	5¢ J.P. Boards, Girlie	Prof. 29.00	1.49
1084	25¢ Blockbuster, X Tk.	Prof. 81.00	1.79
2400	5¢ or 10¢ J.P. Barrel	Prof. 41.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

announcing the "G" series boards

6 Outstanding NEW and DIFFERENT punchboards to be released APRIL 15th

SUPERIOR PRODUCTS, INC.

2133-59 W. FULTON STREET

CHICAGO, ILLINOIS



IT'S A HIT!! IT'S SMACKEROO!!



BASEBALL BINGO



SMACKEROO (Baseball Symbol Tickets)



They're HOT

Takes in 1600 Tickets @ 5 for 25¢ Average Payout Average Profit

\$80.00 42.32 \$37.68

Takes in 1080 Tickets @ 5¢ Definite Payout Definite Profit

\$54.00 40.00 \$14.00

WRITE NOW FOR OUR FREE DESCRIPTIVE LITERATURE OF OTHER NEW DEALS FOR 1950.

!! NOTICE !!

We have many shipping points located in all sections of the United States. There's one near you where you can make quick pick-ups or get overnight shipments. By maintaining these points, for the convenience of our customers, we relieve them of the problem of carrying large stocks. Write us today for the name and address of the one nearest you.

UNIVERSAL MANUFACTURING CO., INC.

"The World's Largest and Foremost Mfr. of Jar Deals"
405-411 E. 8TH STREET KANSAS CITY, MISSOURI

SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Net Price
300	25¢	KWARTER KOLORS, THICK	Def.	\$15.00	\$.50
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.60
1000	5¢	CHARLEY, THIN	Def.	17.00	.70
1000	25¢	J. P. CHARLEY, THIN	Avg.	52.00	.80
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS on Sticks—Sizes 1000-1200 1260-1600

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS—JAR TICKETS

Holes	Play	Description	Def.	Profit	Price
400	5¢	WIN A BUCK, Thick	Def.	\$ 7.00	\$.45
300	25¢	Quarter Kolors, Thick	Def.	15.00	.45
1000	25¢	Charley Board, Thick	Def.	50.00	.80
1000	25¢	Jack Pot Charley, Thick	Avg.	52.00	.90
1200	25¢	Texas Charley, Thick	Avg.	102.90	1.50
1200	5¢	Squealie, Thick	Avg.	34.15	2.00
2592	5¢	Jack in Barrel, Thick	Avg.	49.75	3.00
300	25¢	Fin & Sawbuck, Thick (5-25¢)	Avg.	33.15	1.85
2000	10¢	It Grows on Trees (Die Cut)	Avg.	71.00	4.00

Jar Tickets—Bingo Tickets, 1000, 1200, 1260, 1600, Tip Boards. All orders shipped same day received. 25% deposit, balance C. O. D. **LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.**

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS 10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. Box 86-A 222 2nd St. HUNTINGTON BEACH, CALIF. Ph.: Lexington 6-3218

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

LETTER LIST

(Continued from page 104)

Mercer, Al & Virginia
Mercy, Frank F.
Metts, Andrew J.
Meyers, Bob
Meyers, Sr., Earl
Micholas, Ephrem
Midanik, W. J.
Mieshow, Yvonne
Miller, Cash
Miller, Irvin C.
Miller, Jabala
Minden, George V.
Misuraca, Mr. & Mrs. Arthur
Mitchell, Miller F.
Mitchell, Willie
Montillo, Mrs.
Mooney, Mrs. J. A.
Mooney, Joseph
Moore, Alva M.
Moore, Cleveland
Moore, Mrs. Gene
Moore, Mike
Moore, James E.
Moore, Mrs. Reene
Morgan, James N.
Moran, Martin C.
Morgan, Mrs. Char-lotte Irene
Morgan, Mrs. Mary Morris, Fay
Mullins, Jerry
Murphy, LaVonne
Murphy, Mary
Myers, Bob
Myers, Mr. & Mrs. C. N.
Napier, D. A.
Nase, Mrs.
Nealand, Walter D.
Neese, H. O.
Neill, Leonard K.
Newman, Ernest
Nichols, Tommy
Nicola, Fred P.
Niles, Noma
Noe, Edwin
Norris, Lonnie Dean
Norris, Slim
Northern, Jimmy
O'Connor, Mrs. Betty
O'Dare, Jack
O'Day, Budd
O'Hara, Ginger
O'Haver, J. E.
O'Laughlin, R. J.
O'Neal, D. S.
O'Neal, George G.
Orton, Vern
Otis, John
Orestret, Robert
Paquin, Wm.
Pamphrey, Jimmie
Parker, John L.
Pasterczyk, W. S.
Patty, Thomas G.
Payne, Walter W.
Peavy, L. W.
Peck, Mrs. Bobby
Pelly, White
Peters, Robert
Pierce, Charles E.
Pierce, Mr. & Mrs. Jack
Poole, L. A.
Powell, J. D.
Powers, L. X.
Prevo, Mrs. Frank
Pseroudakis, Nellie
Puliam, Ray
Quist, Mrs. Irving
Ragan, Dallas
Ramadell, Lon V.
Ranger, L. S.
Rankin, Mr. & Mrs. Loulae
Rawlings, Mrs. Catherine
Ray, Yost
Reed, Billie
Reese, Manuel
Regnier, Leo
Renee, Cleo
Renstrom, Mrs. John
Renton, Al
Reschke, A.
Richards, John W.
Richards, Mr. & Mrs. Wm. E.
Richman, Harry—Carpenter, James D.
Ried, Jack
Robbins, Clarence
Roberts, R.
Robinson, Otis S.
Rochman, Albert
Rogers, Red (Girl Show)
Rollins, Dennis S.
Rose, Sarah
Rowland, G. A. & Frank
Ruddy, George
Russell, Ray
St. Clair, Jean
Sabott, Mrs. Charlie
Sayres, Wm. S.

Taylor, William Ernest
Terrell, Robert Lee
Tetta, W. T.
Thomas, Robert Wm.
Thomas, Tommy
Thompson, Russel W.
Tilner, Harry
Titus, Mrs. W. L.
Tobell, Allen
Tolley, Virgil
Tolliver, Jaculla
Trammel, Clyde
Travers, Allan
Trudeau, Fan
Turner, Joe
Tyra, Luther
Tyski, Walter
Uanno, Eli
Van Roose, Wm. Ray
Vaughan, Gene
Vaughn, Ernest
Vincent, Jack
Wagner, Billie
Waite, Kenneth
Waldo, Elder
Walters, Drane
Ward, Mrs. George
Ward, Lecta
Ward, J. Robert & Juliette
Waters, Mr. & Mrs. J. A.
Waters, Tim
Watts, Arthur
Weber, John H.
Webster, George H.
Weiner, Sam
Weir Joe
Weiss, Harry
Welch, Robert
Welch, R. E.
White, Harry J.
Whitecrow, Taboo
Whitehead, Kenneth
Whiteside, Ambrose R.
Whitmyer, Myra
Wilkinson, Don
Williams, Andrew & Richard
Williams, Eugene
Williams, Mrs. Rebecca L.
Willis, C. M.
Wilson, Bud
Wilson, Chuck
Windham, Jean
Winters, J. W.
Wise, George
Woodrome, Sara
Woods, Jr., Larry
Woody, Jim
Worth, Ted
Wray, Mr. & Mrs. A. V.
Wright, Jessie
Wyble, John S.
Young, Johnny
Zaring, Geo.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

Albert, E. J. "Red"
Anderson, Bud E.
Anderson, Earl E.
Anderson, (Bud)
Ralley, Bob D.
Rales, Mrs. Dorothy
Rales, Pat
Rales, Pete
Rally, Sam
Reach, Harry M.
Becker, Lawrence J.
Beckner, Cecil
Bell, Adron E.
Bellon, Louis
Bomata, Orville
Boudreau, Mrs. Gilbert
Browder, Joe N.
Bryer, Ollie, Sr.
Burge, Lloyd
Campbell, Everett
Carland, Buck
Carson, George
Cave, Clarence
Clark, John
Clark, Raymond
Clemmons, Arthur
Coleman, Leonard
Collins, Donley S.
Conley, Wallace
Cooper, Hymie
Corey, William H.
Cottrell, Esther
Cottrell, W. J.
Cramer, Ray
Cummings, Ted
Curtis, Marvin
Cunningham, Miss Mary E.
Curtis & Lowman
Danielson, Jack
Davenport, Carl & Geraldine
Day, Ellen
DeRose, Harry Jr.
Dixon, Tye
Dorrell, James V.
Drake, Joe
Dukes, I. T.
Dyer, Blackie
Dupree, Gene B.
Edmiston, Raymond
English, Ralph W.
Enis, Selwyn
Flanigan, James T.
Foster, Virgil Lee
Friedenhein, Morris
Galluppo, Jack
Gard, G. R.
Garmer, Elmer
Gates, J. W.
Goodman, Dave
Hadsall, Francis L.
Hakala, Henry A.
Hanson, Bob
Harrington, Theresa
Harvey, Mrs. Henry
Hawkins, James R.
Herrman, Albert J.
Hollins, Opal
Holycross, Edwin E.
Hook, Edgar R.
Houts, Walter
Howard, William
Hubbard, Venice
Hunter, R. C.
Hyland, Dick
James, Miss Carol
Johnson, Ray
Johnson, Red
Jones, Mrs. E. J.
Kaufman, Rebecca
Kearns, Marie
Keeland, Mrs. Mae
Kimball, Guy
Kirk, Edwin D.
Knapp, Mrs. Idell
Kolberg, Arne
Kuhn, Miss Barbara
Lee, Mrs. Annabelle
Lee, Coleman
Lee, Robert E.

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Adair, Arlette
Alvarado, Tonia
Barnett, Robert F.
Boulware, Frank
Davis, Bud
"Smokely"
Eastonovich, Joseph A.
Easton, Joe
Flowers, Jack Carl
Ford, Edw. Jr.
Foster, Virgil Lee
Frederick, Raymond
Hauser, August
Henderson, Ella
Hilton, Joseph E.
Hunt, Phil
Hughes, Walter
"Sparky"
James, Carol
Lane, Jinx
Larson, Geo. & Pinky
Latham, Cecil
McMillan, R. J.
Murphy, LaVonne
Muto, Frank
Pierce, Jack
Saramella, Russell
Sorenalia, Russell
Sinclair, Howard
Strouble, A. J.
Willis, Thelma
Yates, Richard

NEW YORK OFFICE
MAIL ON HAND AT
1564 Broadway
New York 19, N. Y.

Aarsun, Michael P.
Abraham, Angelica
Blanco, Joe (Steps)
Carney, Agnes
Cerrone, Mrs. Vito
Conley, Jack Les
Cronin, James Allen
David, Mr. W. K.
Davis, Bud
"Smokie"
Foster, Virgil Lee
Glynn, Frank E.
Harris, Mary
Hauser, August
Hegner, Arthur
Hughes, Walter
Hunt, Phil
"Sparky"
Johnson, Betty

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-1 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

A. B. T. CHALLENGERS, \$8; CHICAGO COIN
Rollascores, \$27.50; Bally Heavy Hitters,
\$29.50; Scientific Batting Practices, \$29.50; 12 ft.
Skee Balls, \$27.50. Arthur Amusements, 650 E.
35 St., Savannah, Ga.

ADVANCE BALL GUM MACHINES, MODEL-D,
good condition, \$3 each for 10 or more, or
\$3.50 for one. J. Voelkner, 1517 Oakdale Ave.,
Chicago, Ill.

CAST IRON STANDS—WEIGHT, 25 LBS., \$4
each; in lots of six or more, \$3.75 each; top
flanges, only 30¢ each; top plates for two vend-
ers, \$1.30 each; top plate for three vendors,
\$1.55 each; all prices f.o.b. factory, 1/3 deposit,
balance, c.o.d. King & Co., 2702 Lake St.,
Chicago 12, Ill.

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 Kingsize Kits. Central
Vending Machine Service Co., 3967 Parrish St.,
Philadelphia 4, Pa.

ERIE DIGGERS—HAND OPERATED WITHOUT
Slots; Hollycranes, Merchantmen, Iron Claws,
Mutosopes, Rotary Merchandisers. We buy
diggers, rotaries. National, 4243 Sansom, Phila-
delphia, Pa.

FOR SALE—50 LIKE NEW COLUMBUS BALL
Gum and Merchandise Machines @ \$6 each;
10 1/2 A.B.T. Challengers @ \$15 each; cash
with order. Birmingham Vending Co, 2117
North 3rd Ave., Birmingham, Ala. ap15

FOR SALE—20 NEARLY NEW VAN LITE
Lighter Filling Stations, \$10 each; 1/2 cash,
balance c.o.d. Gordon VanCamp, 2094 12 St.,
So. Arlington, Va. ap15

FOR SALE—SHUFFLEBOARDS, 3 MERCURY'S,
1 Custom, all 22 ft., maple tops, \$125 each;
all for \$400. Sam Ruskin, 1607 W. 16th St.,
Kansas City, Mo.

FREE OFFER—100 LBS. OF GOOD QUALITY
210 count Ball Gum free with each purchase
of 12 Northwestern Model 49 Ball Gum Venders
at the low price of \$165. 1/3 deposit, balance
c.o.d. f.o.b. King & Co., 2702 Lake St., Chicago
12, Ill.

HAVE YOU ORDERED YOUR SAMPLE SET
of Shuffle-Shoes? The sensational new shuf-
fleboard game of horseshoes; easy to install,
nothing more to buy; operator's price, \$18.50
per set. King-Pin Equipment Co., 626 Mills St.,
Kalamazoo, Mich. ap29

LOST FRANCHISE, MUST SELL—ALL OR
any of 40 Kwik Kafe Machines, Model C R 2;
best offer buys them. Kwik Kafe, 6202 Reisters-
town Rd., Baltimore 15, Md. MOhawk 0175.
ap22

MECHANIC AVAILABLE — SPECIALTY 1
Ball, Consoles, guarantee to fix anything
with a coin slot. Employed at present, reason
for leaving, personal. 15 years' experience;
salary expected, \$100 week. Box C-82, Bill-
board, Cincinnati 22, O.

NOW IN MENSWEAR BUSINESS—HAVE
credit memo with Gay Games, sum \$115.29
for \$100. Mail me order. Will have your
order sent from house. Write for list \$2,500
worth punchboards at bargain. Duvy, Childers-
burg, Ala.

PANORAM USED FILMS, PARTS AND SUP-
plies; claws, aperture plates, rebuilt, \$6;
cams, \$7; rebuilt projectors, \$125; send for
your needs. Jack Parr, 13 Everett, East
Orange, N. J. ap29

PHOTOMATICS—PREWAR; 3 LEFT AT THIS
price, \$77.50 as is, f.o.b. Rasbury, 112 Henry,
River Rouge, Mich.

POKERING TABLES—CLEAN, PERFECT CON-
dition, used only two seasons, like new; 20
tables, including stools, \$85 each f.o.b. Wild-
wood, N. J. Write James Travis, 700 East
Main St., Millville, N. J. ap29

QUICK SALE—ONE BALLS, 6 LEXINGTONS,
\$180 each; 6 Jockey Clubs, \$70 each; 10 Bally
Entrys, \$30 each; 1 Photo Finish, \$325, clean
and ready to go. 1/3 deposit, bal. c.o.d. North-
west Novelty Co., North 2623 Callispel, Spokane,
Wash.

SPECIAL! ABT SKILL GUN, ALL ELECTRIC,
slightly used, including stand, \$29.50; ABT
Challengers, reconditioned, \$19.50; Atlas Ban-
tams, like new, lots of 20, \$6.95 each. Want
used Marvels, Imps, Cubs and other Counter
Games. Send list and lowest prices. Rake,
609 Spring Garden St., Philadelphia, Pa.

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low price; immediate delivery;
write for prices and sample. J. Schoenbach,
1645 Bedford Ave., Brooklyn, N. Y.

TWO IMPS, ONE GROETCHEN CAMERA
Chief, one Genco Pee Wee, one Penny Smoke
Reel, one Best Hand. All 1/2 play. \$40 takes all.
C. W. Hudson, 3024 W. Leigh, Richmond, Va.

USED BOWLING ALLEYS, GOOD SHAPE, \$125
each; 1/2 deposit, balance c.o.d. Automatic
Scoring Strikes, Spares, etc.; 10¢ Chutes. Logan
Distributing Co., 2322 Milwaukee Ave., Chicago,
Ill. ap22

WANT FOUR SKEE ROLL ALLEYS MADE BY
National Skee Ball Co. John Mohn, Buckeye
Lake, O.

WANT—GOOD USED JUKE BOX, ROCK-OLA
preferred. Esther Miller, 5290 Brighton Blvd.,
Denver, Colo.

WANTED — OLD ELECTRIC BARROOM
Pianos, 20 Wurlitzer, Western Electric, Cre-
mons, etc.; Street Organs, Calliopes, Band Or-
gans; also extra Music Rolls. Harry Ludwig,
1515 Southeast 35th, Portland, Ore. ap29

WANTED—MUSIC ROLLS FOR OLD COIN OP-
erated Violano Virtuoso "Piano-Violin" ma-
chine. Louis Grill, 511 Philadelphia Ave., Egg
Harbor, N. J.

4 ELECTRIC MERCHANTMEN, 2 ELECTRO
Holst Diggers, \$250; 5 Exhibit Pusher Rotaries,
\$1,000. J. Balvin, 236 Vaughn, Waterloo, Ia.

5¢ BULK VENDORS, \$4.50 EACH; GOTTLETS
Grip Scales, \$12 each; 25% with order, bal.
c.o.d. Pritchett, Box 183, Marietta, O. ap15

5¢ SUN PEANUT MACHINES, \$5; ADAM
Penny Tab Gum Machines, 6 column, \$8;
DuGrenier Nickel Candy Machines, \$10.
Rondeau Brothers, Marinette, Wis.

8 BEACON QT POOL TABLES, 10¢ PLAY, ALL
in excellent condition. Will sacrifice. Write
Independent Amuse. Mach. Co., P. O. Box 372,
Geneva, N. Y.

10 DALE GUNS, 1 UNITED SHUFFLE ALLEY,
1 Chicago Coin Gun, 3 Target Masters; all
late models, A-1 condition, \$1,050, f.o.b. King
& Co., 2700 Lake St., Chicago 12, Ill.

45 USED COIN-OPERATED RADIOS—TRADIOS
with Tables, \$19.95 each. Wells Automatic,
Inc., 52 Vanderbilt Ave., N. Y. C. MU 5-8760.

50 ADVANCE 5¢ HERSHEY BAR MACHINES,
model 21A Unit "C," one or lot, \$7.50 each,
f.o.b. N.Y.C., cash with order. All machines
have original baked crackle finish with Hershey
decals, and are in guaranteed good working
order ready for location. The Chex Co., 81-24
165th St., Jamaica, L. I., N. Y.

PUSH
PUSH
PUSH
CARDS
Over 275 different sizes and styles available
from stock. Orders shipped same day
received. FREE CATALOG—WRITE.
W. H. BRADY CO., Mrs.
Established 1914
CHIPPEWA FALLS, WISC.

ATTRACTIVE
and UNUSUAL
PUSH
CARDS
Designed and
Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

BLACKHAWK BOARDS
JAR DEALS
Write for list
Galentine Novelty Co.
South Bend 24, Ind.

SUBSCRIPTION ORDER FORM
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Please enter my subscription to The Billboard for
one year, \$10.
Name \$10 enclosed
Address Bill me
City Zone State
Profession or business
4-15-LL

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

SHUFFLE GAMES AT NEW HIGH

Rock-Ola Unit To Intro New Shuffle Theme

Uses Moving Targets

CHICAGO, April 8.—The Rock-Ola Manufacturing Company this week unveiled its new shuffle game, involving an entirely new theme, at a special preview in its Chicago headquarters. Called Shuffle Jungle, the new game will be in the hands of all Rock-Ola distributors by Monday (10), Art Weinand, vice-president in charge of sales, announced this week.

Moving Targets

An all-skill game, Shuffle Jungle embodies the shuffleboard technique with the rifle target gun theme. Player gets 15 shots for a dime. Object is to shoot pucks at moving animal targets, passing over contact switches and hitting a red bumper button at the base of the backboard. There are five sets of contact switches located on the playfield, which correspond with numbered light-ups on the backboard. These numbers flash on and off at set intervals and player must shoot his puck over the contacts and hit the red bumper button during the lighted period or he loses the shot. Red bumpers are surrounded by white bumpers which register 10,000 points. If contacted correctly, red bumpers record 100,000 points. When all numbered light-ups from 1 to 5 are lit on the backglass, red bumpers add 500,000 points when contacted.

It is possible to score 5,500,000 points during the course of the 15-shot game.

Easy Servicing

All mechanisms for the Shuffle Jungle unit are located in the backboard. Thus by merely opening the (See NEW SHUFFLE on page 124)

ACMMA Announces Breakdown On All-Industry Show Line-Up

CHICAGO, April 8.—In the first 56 manufacturing firms to contract for exhibit space for the All-Industry Show sponsored by the American Coin Machine Manufacturers' Association, 15 different branches of the trade are represented, publicity chairman Grant Shay disclosed this week. The convention will be held in the Hotel Sherman, Chicago, May 22-24.

The largest segment is made up of a combination of 14 shuffle game and shuffleboard firms. The second bloc consists of 12 venter producers, including machines which handle cup

and bottle soft drinks, cigarettes, candy, ball gum, fresh fruit drinks, hot coffee, hot dogs and cards.

The other divisions of the trade to be represented at the ACMMA con-fab and the number of manufacturers in each are skill amusement games and consoles, seven each; bells and counter games, five each; four pin-balls, including both five and one-ball models; three music machines; two scale, two coin photo machines, two coin pool tables, one shoeshiner, one quiz machine, one crane-type machine and one exerciser machine.

Only One New Pin Game Now In Production

Disappearing Pins Trend

CHICAGO, April 8.—Activity on the shuffle game manufacturing front hit a new all-time high this week as 10 of the 11 game manufacturers had such units in production. Five of those firms announced a total of six new models which are now coming off the lines. Of the game manufacturers, only Genco was producing a five-ball game.

Announcing new games this week were United, with its Shuffle Alley Express; Rock-Ola's Shuffle Jungle (only one of the games currently in production by the regular game firms not employing the bowling theme); Keeney with two entries, Lucky Strike and King Pin; Williams' Deluxe Bowler, and Exhibit's Strike. (See separate stories.)

Already in production are Gottlieb's Bowlette (only 6½-foot board); Bally's Speed Bowler; Evans' Shuffle Ten Strike (only unit using suspended pins and a pin-setting device); Universal's Twin Bowler, and Chicago Coin's Bowling Alley.

Nation Wide Novelties, which manufactured Shuffle Pool, is now at work on a new shuffle game which will follow a theme other than bowling.

While the basic bowling theme developed by United in its original Shuffle Alley game last fall still holds sway in the majority of the games being made today, current models are featuring more animation via the disappearing pins which were first introduced on Speed Bowler.

Another trend is the building of the (See SHUFFLE GAMES on page 124)

Calendar for Coinmen

April 11 and 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

April 13, 20, 27—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford, Conn.

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 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

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.

April 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

April 30-May 1—South Dakota Phonograph Association (SDPA), quarterly meeting, Whitman Hotel, Mitchell.

May 1—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

May 1—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

May 3—Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston.

(See Calendar for Coinmen, page 124)

Clarify Philly Game Ruling

Boards OK'd But Promosh In Bars KO'd

Some Tourneys Approved

PHILADELPHIA, April 8.—Dart boards, shuffleboard, pinball machines and all other mechanical devices and games are permitted in licensed liquor establishments so long as the licensees comply with the ban on contests, tournaments, trophies or prizes, Horace A. Segelbaum, Pennsylvania deputy attorney general, explained in clarifying the action taken last month by the State Liquor Control Board.

Machine operators and liquor li- (See CLARIFY PHILLY, page 124)

Bells for Health

DETROIT, April 8. — Flora Kovalski, executive secretary of the Cerebral Palsy Association, New York, on a visit here to help the State institute a campaign in behalf of victims of the disease, listed specially rigged bell machines as one of the aids in the treatment of the afflicted.

Miss Kovalski said children who can't manage their arms (the disease affects muscular control) are allowed to play with the bell machines which are fixed so that when the reels stop in certain positions colored lights flash on and off.

The kids love the game, said Miss Kovalski, not knowing or caring that pulling the bell handle is really excellent exercise for their arms, and also teaches them simple co-ordination.

Court Issues Chicago Okay On 2 Games

Shuffle Games Get Nod

CHICAGO, April 8.—D. Gottlieb & Company's Bowlette and Rock-Ola Manufacturing's Shuffle Lane were operating in Chicago this week as a result of an injunction issued in Circuit Court.

Irwin Zatz, of Arvey, Hodes and Mantynband, the legal firm representing Rock-Ola, pointed out that Shuffle Lane does not violate city ordinances and is designed for amusement play.

The same legal firm won a similar injunction on Bowlette for the Gottlieb firm last week.

10 More Co.'s Sign for CMI Exhibit Space

Represent Several Fields

CHICAGO, April 8.—Pointing up the growing interest in the Coin Machine Institute (CMI) show at the Hotel Stevens here June 26-28 is the announcement by Chairman D-ve Gottlieb that 10 more firms including arcade, coin radio and vending firms have applied for exhibit space.

They are Scientific Machine Corporation, New York, Pokerino, Skee-ball and related amusement pieces; Coradio, Inc., New York, coin radios; ABC Company, Chicago, popcorn vender; J. F. Frantz Manufacturing Company, Chicago, scales; Valley Shuffleboard Company, Bay City, Mich., shuffleboards and accessories; Edelco Manufacturing Company, Detroit, shuffleboard conversions and Belgian pool tables; King Pin-Equipment Company, Kalamazoo, Mich., amusement games, and the Wico Corporation and Dan Gould Enterprises, both Chicago, parts suppliers to the industry.

Explore Cig Vender Coupons

Ease Price Differential Between Machine-Counter Sales; Build Good Will

Ability To Increase Over-All Volume Still Undecided

CHICAGO, April 8.—Premium coupons offered with vender-sold cigarettes may or may not increase sales volume, but in the relatively brief period and the few machines that have used some form of premium deal it has been established that they do tend to provide two business aids.

As the subject of a feature article in the April issue of *Vend*, sister publication of *The Billboard*, the "premiums for cigarette venders" story describes these aids as (1) lessening of resistance to price differential between machines and counters and (2) the building of intangible business values such as good will.

Operators using a premium program attribute the holding of vender sales to a steady level, despite lower over-the-counter prices and cut-rate competition, to the coupons. But they hesitate to claim any increase in vender sales is due solely to the premium offer, preferring to adopt a wait-and-see attitude before committing themselves. This holds true for one of the first operations to use coupons, Saxon's, Inc., Charlotte, N. C. J. Herman Saxon, heading the company, started using coupons in 1941 and reports he is still not certain they mean added volume.

Paradoxically, increases in the vender price of cigarettes during the past three years have both promoted and hindered premium interest. They promoted interest because coupons

tend to cushion the spread between the machine and counter price, and hindered because the changing sales price disturbed sales curves to a point where operators had difficulty tracing the cause of sales increases or declines in their month-to-month volume.

Cost is the important factor in any premium program. But the cost question is complicated because it is always difficult to put a price tag on such intangibles as good will, and also (See *Explore Cig Vender*, page 112)

Paging Gunga Din

NEW YORK, April 8.—Anyone making a vender that could dispense 40 litres of water for a coin would have had a good chance of closing a sizable export deal this week. An inquiry to a local export company from Siam asked for bids for 100 such machine.

Specifications were that the vender be strong, durable, rust-proof and deliver the 40 litres (approximately the same number of quarts) of water in no more than three minutes. Tokens, too, were desired, each of which should be no bigger than one inch in diameter.

At last word, the exporter, the Lerner Engineering Company, was gathering information on coin-operated gasoline pumps. These, it was thought, might do the job.

Stan To Intro 4 New Lotion Units in 1950

Award New Franchises

PHILADELPHIA, April 8.—With the start of the spring season, Harry Avrigan Jr., head of the Stan Manufacturing Company at suburban King of Prussia, Pa., announced that four models for the dispensing of Sun-Stan lotion will be introduced this year.

Three of the new models will be coin-operated, Avrigan said. All the machines have been newly designed and are now constructed of aluminum.

The three coin-operated models include a floor, counter and wall machine for the dispensing of the company's sun-tan lotion. The fourth model to be introduced for the first time this year is a portable machine on wheels, weighing only 28 pounds and easily handled by an attendant.

Avrigan estimated that there are now 750 units of all types on location, and with the company's production schedule in full force, expects to have several thousand machines of all types on location before the end of the summer season. The machines are handled largely thru operators on a lease, rental or percentage basis by the Stan Manufacturing Company which also sells the sun-tan lotion.

Issue Franchises

Avrigan also announced that in concentrating on resort areas in other sections of the country to keep interest in the machines at peak levels at all seasons, franchises have been issued to operators in Florida and in California. At present, he said, sun-tan lotion dispensing machines are located in 20 large hotels in Miami Beach. The Tropical Sun-Stan, Inc., was granted the franchise for the (See *STAN INTROS* on page 112)

Coan Appoints Five Regional Sales Mgrs.

To Add 3 More Shortly

MADISON, Wis., April 8.—Five new regional sales managers were appointed here this week by J. W. Coan, president of Coan Manufacturing Company, and three additional managers will be named shortly as the vending machine manufacturing company steps up its sales program.

Following his appointment of Frank Doyle as sales manager (*The Billboard*, March 25), Coan said the firm would intensify its sales and service thruout the country. As part of its program Coan announced all factory representatives would be trained in the firm's Kansas City operation before going into the field.

Finish Training

In the week ended April 1, the first five regional managers completed their training and refresher course. They were Harry M. Hansen, Warwick Hotel, 54th Street at Sixth Avenue, New York, Eastern manager; Jack G. Chalcraft, 364 South Washington, Mobile, Ala., Southeast manager; O. J. Cheely, 4337 Mercier, Kansas City, Mo., Mid-State manager; Woodie Leslie, 3151 East Colorado Boulevard, Pasadena, Calif., Western manager, and Woodie Taylor, 2729 Tiller Street, Fort Worth, Southwestern manager.

In the near future, Coan said, regional sales managers will be appointed to cover the Northwest, Central and Rocky Mountain areas.

Merger Joins Spacarb-Philly And Cup Machine Service Corp.

WILMINGTON, Del., April 8.—Steps have been taken here to merge two large cup vending firms, which together have more than 250 machines operating on location. Figuring in the combined company, which is expected to become a corporate entity early next month, are the Cup Machine Service Corporation, headquartered here, and the Spacarb Philadelphia Company, a Spacarb, Inc., wholly owned subsidiary.

The new firm is planning extensive expansion and already is blueprinting a program of "packaged service," calling for the placement of many supplementary units including candy, cookie and coffee machines, C. H.

Baker, president disclosed. The name of Cup Machine Service Corporation will be retained.

Charles H. Ashley, vice-president, will be general manager of the new company. Also assuming a vice-president's post will be H. J. (Pete) Foster, Spacarb, Inc., sales manager.

Spacarb Philadelphia, credited with being one of the oldest cup vender routes in the East, has been in continuous operation since 1938. Its subsidiary, Spacarb Reading, also goes along with the merger deal.

Principal competitors to the new company in the area it will cover are the Allied Beverage Company, an ABC subsidiary, and the Rudd-Melikian parent-owned operation.

Cole Products Names Donohue to Exec Post; Set Up Finance Plan

CHICAGO, April 8.—Election of D. W. Donohue, former president of Mills Automatic Merchandising Corporation and an official of Mills Industries since 1925, as secretary and director of the Cole Products Corporation, establishment of an "easy payment" plan, and expansion of its field and production organizations were announced this week by Albert Cole, president of the manufacturing firm now producing the Cole-Spa, three-flavor hermetic cup dispenser.

Donohue, a recognized authority on finance in the coin machine field, will head the newly organized finance department at Cole Products.

The new "easy payment" plan allows an initial down payment of 25 per cent and a 24-month period for the balance. By allowing the smaller down payment, a purchase may be made of a new Cole-Spa unit for \$259, or a down payment of \$1,295 on the minimum purchase of five machines costing a total of \$5,500. Time payments may be arranged for 12, 18 or 24-month periods, with varying percentages of down payments.

Also unveiled this week were plans to expand Cole production and selling facilities during the coming months. This large-scale program calls for new plants to be in operation shortly on the West Coast, Atlantic Seaboard and in Canada.

Between 15 and 20 new regional branch (sales) offices also will be opened during the coming year. At

present Albert Cole is starting a survey trip thru the Middle West and Pacific Coast areas, while Dick Cole, executive vice-president, will travel thru the East and South.

Selective Milk Vender Set by Amer. Simplex

LOS ANGELES, April 8.—The American Simplex Company announced this week it would start production on a new selective milk vender in three weeks, with initial delivery scheduled for May 15. Harry J. Coffman, president, said the move by the 10-year-old firm marked its entrance into the dairy type drink field. The company has produced over 15,000 soft drink bottle venders over this period, many of which were shipped to foreign countries, he said.

The milk machine will have a vending capacity of 36 bottle and pre-cool 60. Both the vending and pre-cool sections will be a single compartment, one accessible from the other. It will carry a five-year warranty and guarantee, according to Coffman. The vender will be shipped f.o.b. from the firm's facilities in Louisville.

Auto Photo Mch. In Production At L. A. Plant

LOS ANGELES, April 8.—Manufacture of Auto-Photo, coin-operated picture machine, is swinging into production and approximately 100 machines will come off the lines this year, J. B. Herren, acting sales manager, said.

According to Herron, the Auto-Photo is of revolutionary design, dependable and easy to operate. The machine is 70 inches long, 20 inches wide and 72 inches high. Operating with a maximum current draw of 11.5 amperes (1,380 watts), the Auto-Photo is equipped with an 150 watt (intermittent) heating unit. Power is supplied from either side and is 120 volts a.c. The lens is a coated Illex F 2.9, with coating giving true image, Herren said.

Other features include National coin rejector, camera unit taking four pictures, timer control for developing operations, paper feed-down that transfers paper from camera to carrier and a carrier that moves it thru the developing tanks. The photos are dried in the delivery unit.

The first of the units will be shown at the All-Industry Show sponsored by the American Coin Machine Manufacturers' Association in Chicago, May 22-24, the sales representative said.

VICTOR'S AMAZING NEW TOPPER

Special April Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globes) \$52.00.

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$36.00

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25

Samp. Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. WRITE FOR INTRODUCTORY OFFER.

RAIN-BLO GUM
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150 or more with freight prepaid, 25¢ lb., less 2%

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 25¢ lb., 160¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
25 lb carton Large 50¢ lb. Small 45¢ lb. Full Cash with Order

SCOUT KNIFE
Metal Blade \$10.00 per M.
METAL SCISSORS
Actually Cut \$10.00 per M.

Write for our FREE Complete Charm List.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

Earn BIG Profits ALKUNO

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 500
Metal Cabinet and Base. Ht. on Base, 60"x18" Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave. NEW YORK 54, N. Y. Melrose 5-7757

VICTOR'S TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 per mach.)

Prompt Delivery.

1/3 dep. with order, bal C. O. D.

DEVICES NOVELTY CO.
467 W. Milwaukee Ave., Chicago 10, Ill. MONroe 6-7533

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

Merchandising Clinic:

Denver Operator Makes His Store Front, Show Window Do A Double Biz Promotion Job

DENVER, April 8.—Make use of your store front and show window to promote and advertise your automatic merchandising operation. That is the plus-merchandising thinking of Charles Kaplan, head of the P & M Vending Company. Occupying a building four blocks from the heart of downtown Denver, an estimated 40,000 to 50,000 people pass the show window daily and it was this fact which prompted Kaplan to make his headquarters do a real selling job for his operation.

A double attention-getter was devised, with the large neon sign above the show window, a night and day attraction and the well-lighted "showroom window" featuring gleaming models of cigarette venders. Too, the operation's three trucks and one motorscooter feature the firm name in distinctive script, as do the uniforms of route men.

Three Basic Factors

From experience, Kaplan sets forth three factors which make an operator's window display successful: (1) Change the equipment every week and if at all possible show only new machines; (2) keep the window well lighted at night, and (3) wash the window daily.

As a further plus-advertising factor, Kaplan has set up three spotlights which illuminate the equipment at night while another set of colored lights plays on the showroom's ceiling and walls. The single sign in the window reads: "For Increased Cigarette Profits Use a Cigarette Machine."

Show Case

Idea behind the entire showroom and neon sign display is explained by Kaplan's statement that vending has been "a hidden business" for too long. For that reason he has moved his own desk and office furniture into the front display where it is clearly visible from the sidewalk. And he states that due to the visible proof of his business thru his "showcase window," he has acquired locations which had never considered installing cigarette venders. That fact, coupled with its consumer promotion value, makes the window a real business asset.

Rudd-Melikian Seeks To Expand Scope Via Pa. Charter Changes

PHILADELPHIA, April 8.—Rudd-Melikian, Inc., local manufacturers of hot coffee vending machines filed a certificate of amendment to its present business charter with the Pennsylvania Department of State. The changes sought apply to the purposes for which the company was organized and also increasing its stock.

In amending Paragraph 3 of the Articles of Incorporation, the purpose or purposes of the corporation are: "To manufacture, assemble, buy, sell, install, service, maintain, distribute, let, lease and otherwise deal, at wholesale or retail, in coin-operated vending machines and vending and dispensing machines and equipment of all kinds, their parts, supplies and accessories, and as well to manufacture, buy, sell, and otherwise deal in, at wholesale or retail, coffee, coffee concentrates, powdered coffee, soluble coffee and any and all coffee bean derivatives."

"In an amended Paragraph 5, the charter would allow for an increase in the number of shares of Class B stock without par value authorized to be issued from 4,450 to 5,834, and to give to the holders of Class B stock the pre-emptive right to subscribe to any or all future issues of Class A stock and/or Class B stock." A new Paragraph 9 to the Articles of Incorporation provides that no amendment shall be made nor shall the corporation sell all or substantially all of its assets without the approval of the holders of three-fourths of the shares of Class B stock issued and outstanding.

Sked CMAM Banquet Apr. 22

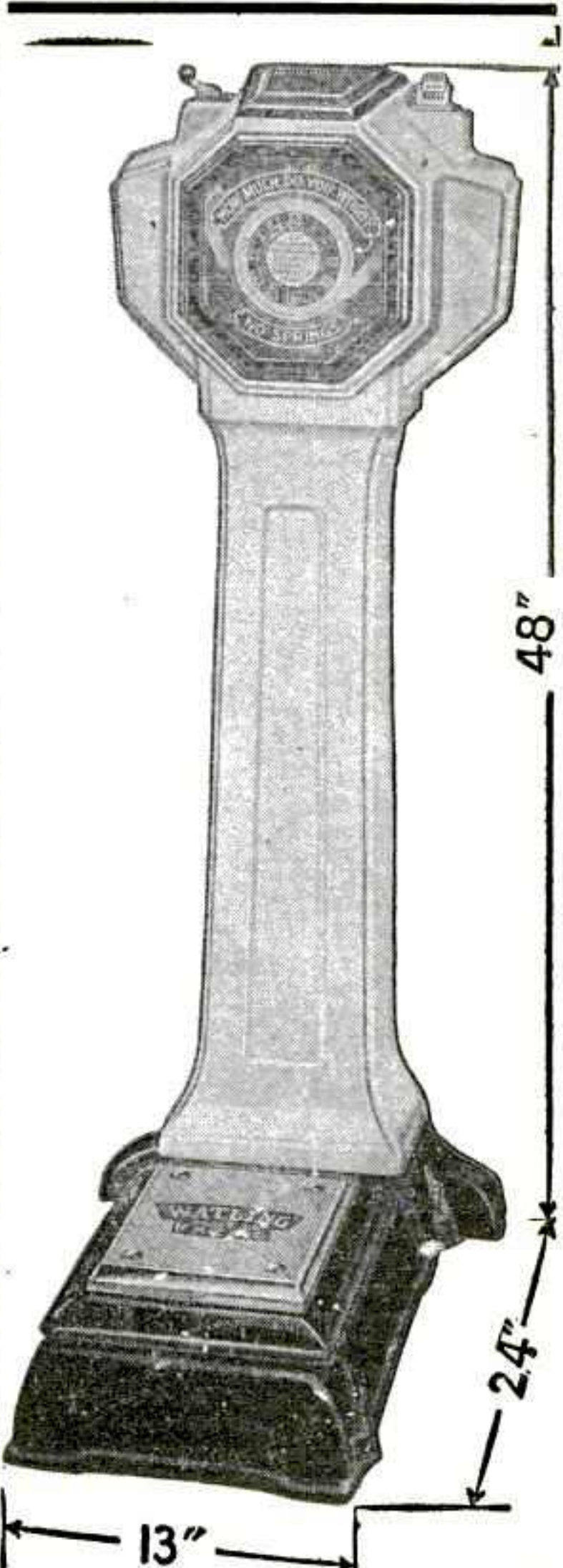
BOSTON, April 8.—The first post-war banquet of the Cigarette Merchandisers' Association of Massachusetts (CMAM) is skedged April 22 at the Hotel Somerset in the Louis XIV Room. Between 400 and 500 are expected to attend. A gala program is being planned by a committee on arrangements headed by Lucius Foster, associate director.

Candy Council Told Need for More Sales Promotion in 1950

CHICAGO, April 8.—Candy promotion programs of the National Confectioners' Association (NCA) Council on Candy must be at least doubled in 1950 if further declines in the basic candy market are to be avoided, Paul M. Beich, president of Paul F. Beich Company and council chairman, stressed in his industry report last week.

Beich declared that a minimum of \$250,000 in subscriptions are required to enable the council to undertake necessary action to backbone such promotion. Pivotal to the major council programs now being carried out, he stated that it was "imperative that each be enlarged." He enumerated the six sales incentive programs as:

1. The 10-minute educational sound movie, *The Sweetest Story*, for showing in commercial theaters. Under the present schedule, it will play to approximately 8,000,000 consumers this year. Booking should be doubled so as to reach at least 16,000,000, Beich said.
 2. A 20-minute sound movie *Candy and Nutrition*, for use in schools and before civic groups. Current plans indicate it will be seen by 850,000 persons in 1950. This audience should be raised to 2,000,000. In addition, the film has been televised by about 20 stations, but the number should be increased to cover the remaining 80 stations this year, Beich stated.
 3. Professional advertising, emphasizing nutritive values of candy, running in full-page ads in leading scientific magazines (read by doctors, dentists, health authorities). Double-page spreads were urged by Beich.
 4. Educational advertising in 10 national educational journals. Such ads should also be included in the 46 State journals to give maximum coverage of all school officials, teachers and home economists.
 5. Distribution of about 1,000,000 candy teaching aids (wall charts and student folders for schools) planned for 1950 should be doubled.
 6. General publicity department should double its publicity output and public relations program.
- Beich also declared that the council's public relations kit for individual manufacturers was completed and is set for distribution within a few weeks.



NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head 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

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Popcorn

MACHINE OPERATORS AND DISTRIBUTORS

SupRpopt Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Wire or Write for Prices.

supRpopt co.
5958 BAUM BLVD. PITTSBURGH 6, PA.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANI-CARRY GLOBE

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 merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
329 E. Armstrong St. Morris, Illinois

Immediate Delivery on the **NORTHWESTERN LINE**

RAKE COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676	RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.
--	--



FREE—FREE
Two weeks' FREE TRAINING in servicing and operating routes of Victor 1c venders with each purchase of 100 or more Jumbo Universal at \$13.95 each. Terms. Complete Victor line on display.
Lowest prices on ball gum, nuts, candies & charms.
BERNARD K. BITTERMAN
3002 Truman Road
Kansas City 1, Mo.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated)
Lots of 100. \$10.00
Sample, \$11.25.

Victor's Universal

JUMBO
1" Ball Gum Vendor
Best Location-Getter
in Years!
Immediate Delivery

1/3 Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

GIVE TO THE RUNYON CANCER FUND

G. B. Macke Announces New Op Policy During Vender Showing

WASHINGTON, April 8.—The G. B. Macke Corporation, during a special showing of representative models of its line of venders last week (28) at the Willard Hotel here, announced its entry into the hot coffee, doughnut, ice cream and multiple flavor hot-cold drink vender operating field. Meyer Gelfend, sales manager, said the showing was held for current and prospective location owners to enable them to obtain a better understanding of the newest types of equipment in automatic merchandising. The large turnout of retail merchants and plant executives was indicative of the wide interest in vending, he said.

With the recent purchase of the Kwik Kafe of Washington operation, Macke now has 10 hot coffee venders in the field. Operating the route under the Macke Corporation name (Kwik Kafe name was dropped), the nickel price was raised to a dime.

Futuramic Sets New N.E. Distrib

NEW YORK, April 8.—Futuramic Machines, Inc., has named Thurston-Dunn, Inc., Manville, R. I., to handle sales of the Koffee King vender in five New England States it was announced this week by Bernie Braun, Futuramic executive.

The new outlet will cover Rhode Island, Vermont, Massachusetts, Maine and New Hampshire for the manufacturer. Mason L. Dunn, president of the distributing firm, was formerly a district manager for the Coca-Cola Company.

Hamilton 3-Way Scale Announced

TOLEDO, April 8.—Hamilton Scale Company announced production this week on its Model XS three-way combination scale. In addition to the standard penny scale unit, the special model will feature Hamilton's Chagette coin changer and a folder type stamp vender. Price of the model was not announced.

The coin changer can be had in either of two models: Returning two dimes and one nickel for a quarter, or three nickels and one dime. The stamp vender dispenses four penny stamps for a nickel or three 3-cent stamps for a dime. Both changer and stamp unit are housed behind a single face plate set into the upper part of the scale column.

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE

TIN SCOOP DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

However, Gelfend stated the increase was felt a necessary move as the firm upped the liquid coffee concentrate portion per serving to four cc's and initiated use of fresh cream instead of a condensed or concentrate form.

In conjunction with the coffee operation, Macke is using Stoner candy units to vend stick type doughnuts at a nickel. A local bakery prepares and wraps the doughnuts for Macke. Under a subsidiary, Frosty Vendors, Inc., Macke is now operating the only ice cream venders in Washington. Using Colsnac machines, manufactured by Atlas Tool & Manufacturing Company, St. Louis, a chocolate-covered bar on a stick is vended for a dime. Coin changers are used in each unit.

Macke's hot-cold four-flavor beverage operation, using converted single-flavor Drink-o-Mats, features hot chocolate and three soft drinks; Coca-Cola, cherry and grape or lime soda. Because the venders are equipped to combine any two or three flavors at the patron's choice, the equipment is being operated under a special trade name. Name plates carrying the name selector mix have been fitted to each machine.

A. Koplo Intros Own Brand Gum

CHICAGO, April 8. — Albert M. Koplo, vending machine jobber and supplier, announced the introduction this week of his own brand of bubble ball gum. Called Radiant Bubble Ball Gum, it is offered in seven different colors and priced at 25 cents a pound. Packed 25 pounds to a carton, the gum is available in 5/8, 170 and 210 counts.

Y&Y Popcorn Incorporates; Adds New Manufacturing Co.

PHILADELPHIA, April 8.—Ned and Dave Yaffee, heads of the Y & Y Popcorn Supply Company, have incorporated their firm and at the same time organized a subsidiary Y & Y Manufacturing Company. According to the petition for a certificate of incorporation, filed with the Pennsylvania Department of State, the popcorn supply company was organized "to manufacture, import, export, repair, service, buy, sell, distribute and generally deal in machinery, equipment, goods, wares, merchandise and foodstuffs of all kinds."

The subsidiary company, according to the petition for incorporation filed by the local law firm of Wolf, Block, Schorr and Solis-Cohen, was organized "to manufacture, import, export, repair, service, buy, sell, distribute and generally deal in machinery, equipment, goods, wares and merchandise of all kinds."

Ryan Candy Intros New Bar

NEW YORK, April 8.—Ryan Candy Company, Ltd., four-month-old firm, will introduce its Hopalong Cassidy 5-cent candy bar in many Northeastern and Midwestern areas during the next few weeks. National distribution of the bar is planned by fall. The firm has prepared a television, radio and newspaper ad campaign to promote the bar. Its cost will exceed \$100,000, it was said.

PLUS PROFIT FROM VENDING ROUTE

Add our fast-moving Bubble Gum specialties to your line. Every store a prospect. Big Profits! Steady Business! "Repeat" orders. New and different products assure maximum volume. Bubble Gum Cigars, Mystic Tricks, Wild West promotions create DEMAND.

PHILADELPHIA CHEWING GUM CORPORATION
HAVERTOWN, PA.

1,000 BALLS OF GUM FREE
with every 100 pounds of

RADIANT COLORED BALL GUM BUBBLE

In 7 Assorted Colors. Made of finest ingredients. And freight prepaid anywhere in the U. S. on orders of 100 pounds or more.

ONLY 25¢ PER POUND

In Sizes "5/8," "170" and "210." Packed 25 pounds to carton WITH 250 EXTRA BALLS FREE in each carton.

Specify size wanted. Orders for less than 100 lbs. shipped F. O. B. Chicago. Full cash payment must accompany all orders on this deal. Sorry, no C. O. D.'s.

ALBERT M. KOPLO
4904 N. Springfield Ave. Chicago 25, Ill.

JUMBO UNIVERSAL VENDING 15/16" BALL GUM

For Sustained Play Appeal With Fastest Selling Piece of Gum Today.

Jumbo Universals have an extra lock, which means operator can allow location to refill 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 details on Victor Jumbo Universal Special, and Topper DeLuxe.

Birmingham Vending Co.
2117 Third Ave. No.
BIRMINGHAM 3, ALABAMA

NEW CHARMS

READY FOR YOU NOW

They're really beauties . . . with that sales appeal that means amazing increases in sales and more profits. Illustrated are new plastic knife and boxing glove charms priced as follows:
Knife, \$10.00 per 1000;
Plastic Boxing Glove, \$3.25 per 1000; Copper Finish, \$6.00 per 1000; 22K Gold, \$7.00 per 1000. All postpaid.

Write now to get on our mailing list.

Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS
BRILLION · WISCONSIN

NEW VENDING MACHINES

N. W. Model 49, 1c & 5c	\$13.75
N. W. DeLuxe Comb., 1c & 5c	27.00
S. K. Charm King, ctn. of 4	42.00
S. K. 1c or 5c Bulk, ctn. of 4	42.00
S. K. Hot Nut, 5c	29.95
Adams Model N, 1c Gum	22.50
N. W. Stamp Roll Type	69.00
Marion Scale	79.50
Watling Scales	Write
Shipman Stamp, 3 Col.	39.50
Acorns, 1c or 5c	13.95
Victor Toppers, 1c, ctn. of 4	43.00
Atlas Bantam, 1c, like new	6.95

COUNTER MACHINES

Imps, 1c or 5c, Cig. or Fr.	\$21.50
Daval Ace, 1c or 5c	21.50
Daval Cub, 1c or 5c	21.50
Daval Marvels, 1c or 5c	39.50
Groetchen Yankee, 1c or 5c	36.50
Groetchen Poker Reel, 1c or 5c	36.50

Write for Circulars and Price List "V" on Complete Line. 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 21, PA.
LOmbard 3-2676

BRANCH OFFICE
2120 Fifth Ave. Pittsburgh, Pa.
COurt 1-3842

I NEVER LOOKED MORE BEAUTIFUL THAN I DO IN EPPY COMIC STRIP CHARMS!

20 ass't plastic \$4 M.
metal-plated \$6.75



EPPY 91-15 144 Pl., Jamaica 2, N.Y.

MINIATURE METAL SCISSOR
Vends Perfectly • Nickel-Plated
\$10. per M.
F.O.B. Jamaica, L.I., N.Y.

EPPY 91-15 144 Pl., Jamaica 2, N.Y.

EPPY SCOUT KNIFE
Plastic Case • Metal Blade
Opens and Closes • Vends Perfectly
\$10. per M. F.O.B. Jamaica L.I., N.Y.

EPPY 91-15 144 Pl., Jamaica 2, N.Y.

GROCERY STORE CHARMS
58 Varieties
\$12.50 per M. ass't.
F.O.B. Jamaica, L.I., N.Y.

EPPY 91-15 144 Pl., Jamaica 2, N.Y.

LICENSE PLATE CHARMS
all 48 States in actual 1950 colors!
\$7.50 per M. ass't



EPPY 91-15 144 Pl., Jamaica 2, N.Y.

VICTOR'S NEW TOPPER DELUXE

The new streamlined creation—its beauty and performance are sensational. Lowest priced, high quality bulk vender on the market. Price \$12.95 per machine (packed 4 to case). Write for quantity prices and details on this great vender, also on

JUMBO UNIVERSAL AND JUMBO UNIVERSAL SPECIAL

INVESTIGATE OUR 20-WEEK TIME PAYMENT PLAN

ROY TORR LANSDOWNE, PENNA.

WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM
140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

CHARMS
Plastic Charms, small, 1,000 \$2.25
Metal Colored Charms, small, 1,000. 4.25
Plastic Charms, large, 1,000 2.95
Copper & Nickel, large, 1,000 5.50
Silver Wedding Rings, 1,000 5.95
Schmoo Buttons, 1,000 6.50
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hep Cat" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50
We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order

THE PENNY KING COMPANY
415 Neptune Street Pittsburgh 20, Pa.



ATTENTION —25c & 30c CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES
UNEEDA, 8 Cols. \$100.00
UNEEDA, 6 Cols. 90.00
Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
8 Col., Model E, 240 Pack Cap. 62.50
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, 150 Pack Cap. 35.00
Special! 4 Col., 100 Pack Cap. 27.50

SALE \$62.50

DuGrenier

MODEL W, 9 Col., 308 pack cap.
7 Col., 235 pack cap.
\$59.50

CIGAR MACHINES
7 Col., 175 Cap. \$27.50
1 Col., 50 Cap. 17.50

CANDY MACHINES

ROWE, 120 Bar Cap. \$75.00
National 6 Col., 108 Bar Cap., Wall or Counter Model 70.00
VENDIT, 150 Bar Cap. 57.50
U-Select-It 35.00
UNEEDA, 40 BAR CAP. 23.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

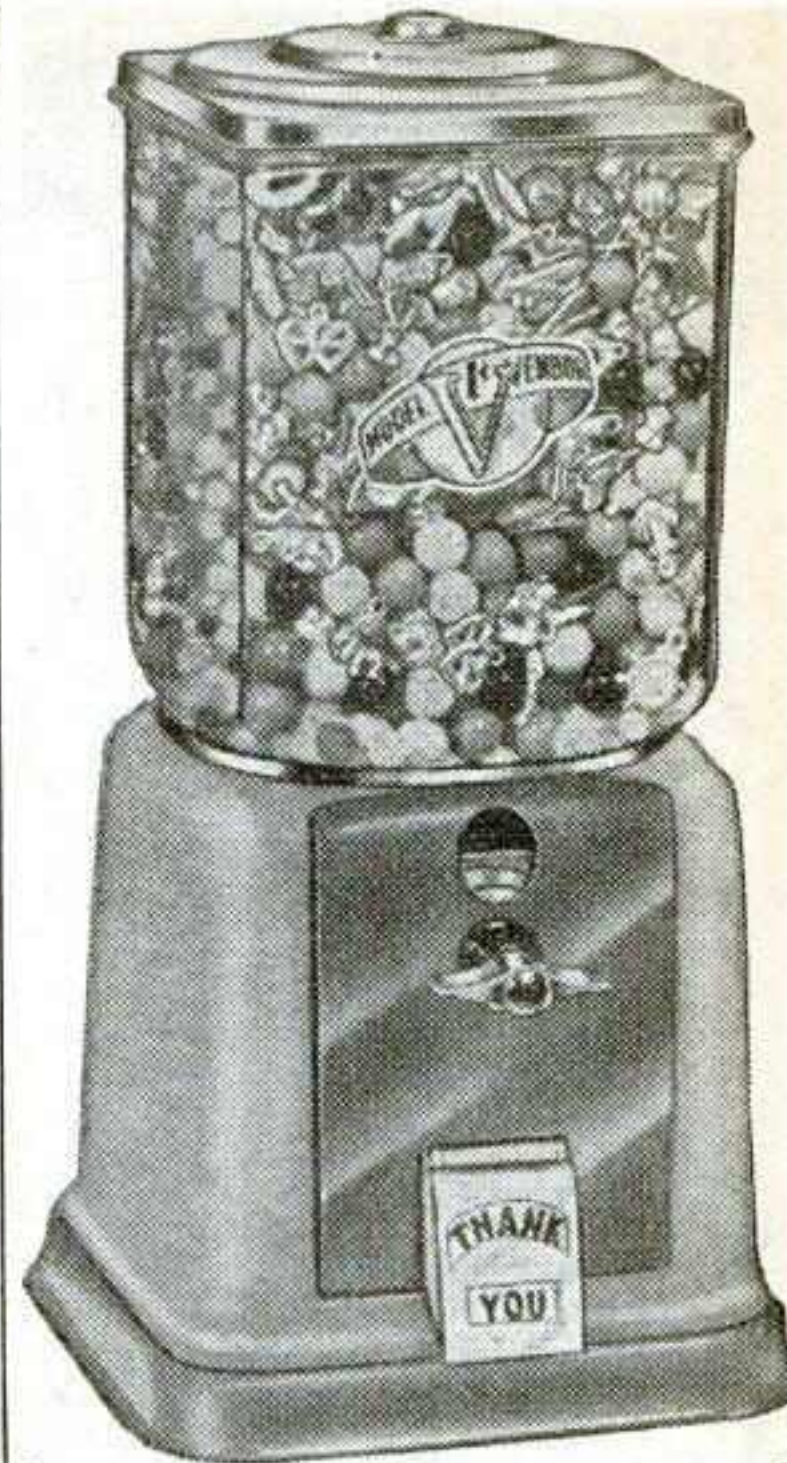
UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK



SALE \$65.00

Candyman

(like new)
72 bar cap. Enclosed base.



NOW... Victor's Famous Model V
equipped with VICTOR'S NEW PLASTIC GLOBE

at **NO EXTRA CHARGE**

8% Greater Capacity
The Model V... recognized as a great vender since its first day on location is the choice of thousands of successful operators.

See Your Victor Distributor.
VICTOR VENDING CORP.
5701-13 W. Grand Ave. CHICAGO 39, ILL.



CHROME PLATING AT NO EXTRA COST!
ACORN 1c or 5c All Purpose Bulk Merchandisers
Order Yours Today!

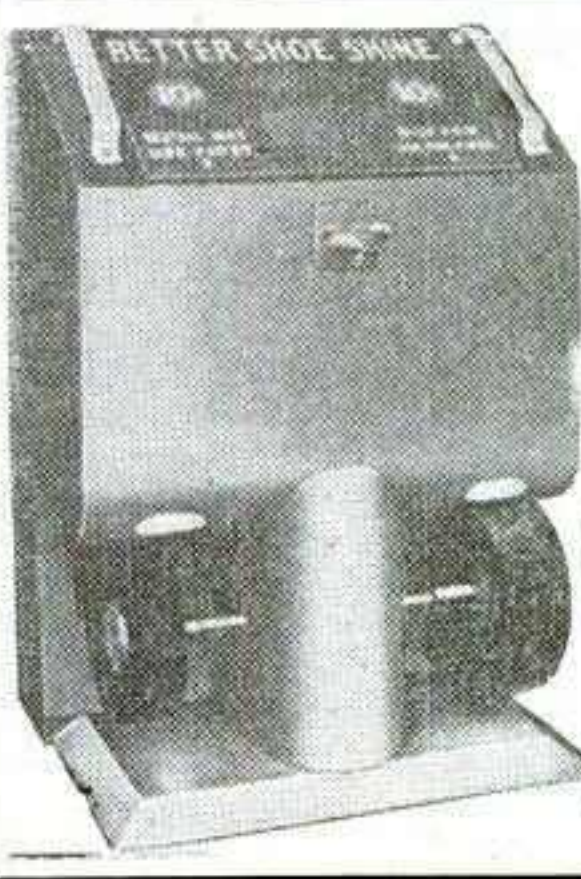
ACORN IS THE ONLY ALL-PURPOSE BULK VENDOR BECAUSE . . .

- It vends all sizes of ball gum
 - It vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts and Charms
 - Features either 1¢ or 5¢ operation
- WRITE FOR COMPLETE DETAILS TODAY!

DISTRIBUTORS!
A Few Choice Territories Are Still Open.
Write, Wire, Phone
M. J. ABELSON
Gen. Sales Mgr.
1349 Fifth Ave.
Pittsburgh, Pa.
Ph.: AT 6478

Pacific Coast Dist. Operators Vending Machine Supply Co.
1023 S. Grand Los Angeles 15, Cal.

IAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California



SALESMEN-OPERATORS
Now Is the Season for the **Better Shoe Shine Machine**
TO MAKE MONEY FOR YOU!

SALESMEN . . . You can net \$500.00 monthly by selling to New Operators and Business Firms. National Advertising Leads furnished. Protected Exclusive Territories.

OPERATORS . . . Full or part time. Augment your present income with the coin-operated machine that doesn't merely brush up; it actually shines the shoes.

DON'T DELAY—WRITE FOR OUR TEN-DAY TRIAL PLAN.

BADER SALES COMPANY
1210 GOODFELLOW ST. LOUIS 12, MO. EVERGREEN 6600



HERE IT IS The Great Victor Topper Delux

The Last word in vending efficiency. 1 to 5 cases, \$51.80 per case, \$12.95 per machine; 25 or more cases, \$47.80 per case, \$11.95 per machine. Liberal trade in allowance.

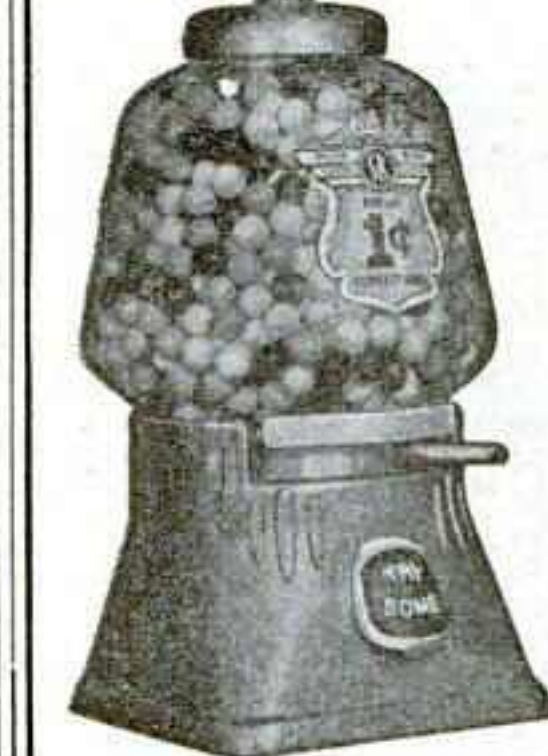
Vinco Sales and Distributing Agency
1132 Henley Ave. Hamilton, Ohio

CIGARETTE MACHINES

Buy With Confidence From **STEINER**
—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927
There was, is and always will be a demand for my famous "E", "A" and "500" Models.
WE BUY AND SELL USED EQUIPMENT
—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.
King Size Chutes, Mirrors, Parts and Locks for all Vendors
Get the Facts on Our Nylon Deal
STEINER MANUFACTURING CO.
363-5 Hudson Ave. Brooklyn 1, N. Y. Phone: TRIangle 5-0835

New Low Price KING OF VENDORS

Nut and Ball Gum Candy, Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors.



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor
Designed for sales compelling eye appeal as low as \$10.00 in quantities

At All the Best Dealers—or Write, Ask About the New "Hunter."
SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 72-Bar Size Each \$27.50
Cigarette Machines
Write for low prices all makes.
COUNTER MODEL \$17.50
Half Deposit. Phone: BA. 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

Vending Machine Salesmen

The fastest selling—biggest profit machines for the operator—our men selling 1946 volume—deals can still be made if you have the right machine. Top commissions to real promotional producers who can travel and finance themselves until under way. Tell us who you've sold for and what you sold—and we will send full information. No curiosity seekers or free sample artists need apply. Exclusive territory assigned. Write now.
BOX CH-129, The Billboard
188 W. Randolph Chicago, Ill.

**SEE
VICTOR'S GREAT
JUMBO
UNIVERSAL**

for vending jumbo size ball-gum (15/16"; 62 count)

**AND
JUMBO UNIVERSAL
SPECIAL**

for greater capacity (11 lbs. of ball-gum) — vending 140, 170 and 210 count ball-gum—and other bulk merchandise—with or without charms.

**ALSO SEE
VICTOR'S NEW
TOPPER
DELUXE**

Its many new features and streamlined beauty are without comparison.

TOPPER (single, 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

**Explore Cig Vender Coupons;
Price Differential Is Erased**

(Continued from page 108)
to measure the cost of providing and administering a coupon program unless results (upped sales) are immediately apparent.

Three Programs

The three premium programs now in use vary in operator cost. Saxon, who set up his own plan, prints coupons on the backs of match packs which he vends with each sale. Each match cover has a value of one point; printing the covers come to one-tenth of a cent, redemption to approximately 1/3 cent. Handling charge is not figured, as matches would be used in the venders whether or not they represented premiums.

Pin-Money Exchange, Inc., Chicago, which offers a premium program to operators, charges 1/2 cent per coupon and requires placement of a \$100 security deposit on the Thermotak attaching unit loaned each operator. Coupons have a retail value of 1 cent.

Cigarette Machine Premium Corporation, Hartford, Conn., sells its coupons to operators for 1/2 cent. They carry a retail value of 1/2 cent.

Coupon costs include printing, paper, and reserve to meet outstanding coupons. Both Pin-Money and Cigarette Machine Premium handle all details of filling orders. Reserves must be maintained to cover coupons turned in for unavailable merchandise or in the event the program collapses in a certain area. Saxon, for instance, carries a reserve of 50 per cent since his experience indicates a 35 per cent return on premiums distributed.

Unlike Pin-Money and Cigarette Machine Premium programs, which honor coupons sent in to their own headquarters by vender customers, Saxon does his own premium buying and has his own showroom where patrons may pick out the item they like. Pin-Money prints merchandise available on the backs of its coupons, while American Machine provides a catalog of premiums.

Need Wide Coverage

Harold Heyward, of Pin-Money, feels that to be successful, coupons should be offered thru as many cigarette venders as possible in a given area. Otherwise, when used as a competitive edge, the coverage is limited and the real potential never realized. Result is that any attempt to set up exclusive deals would defeat the purpose of the premium program, according to Heyward.

Critics of coupons and premiums as now used thru venders base their attack on either of two arguments: 1. The plan is too expensive for the tangible results obtained, or 2. promotion of good will between location and operator is of more importance than good will between operator and customer. The second argument is the most frequently encountered by the two premium companies.

**NATD Exhib's
Gross Up 25%;
Name Directors**

NEW YORK, April 8. — Business transacted by exhibitors at the National Association of Tobacco Distributors (NATD) convention last week topped that of "any previous merchandise show in the tobacco industry by about 25 per cent," officials announced this week. Jerome Kaufman, NATD director of industry and public affairs, said the estimate was based on the dollar volume value of orders reported by exhibitors.

Top elected officers of the association for 1950 were announced a week ago (*The Billboard*, April 8). Others named include the following directors, elected for a new term: C. W. Berry, Joseph Boillin, Bert P. Cunningham, J. E. Dearstyne, Frank Gilman, Henry Gunst, Clarence D. Hunter, Emil Kellner, Joseph Kolodny, H. J. Lagonegro, Fred Meyers, Joseph J. Mittler, Ray Niles, William B. Poinsett, Charles A. Rubey and Arthur F. Schultz.

Among the newly elected directors were Hamilton Davis, William R. Hagman, Sam N. Grossman, Richard C. Pinney, Stanley Stacey and Jonathan Vipond. William S. Schwartz was named to head the committee on legislation and taxation.

**Stan Intros Four
New Lotion Units**

(Continued from page 108)
State of Florida, including export franchise to South America. Samuel Garrison, of Los Angeles, flew here last week to conclude negotiations giving him the franchise for the State of California.

For the Eastern Pennsylvania-Southern New Jersey territory, rich in seashore and mountain resort locations, the franchise is held by the Sun-Stan Service Company, headed by Dick Jones. The machines were introduced for the first time last summer at the near-by seashore resorts in Southern New Jersey, and Avrigan reports that all the major seashore resort hotels and mountain resorts as well as the swim pools now have arranged to have Sun-Stan machines on location.

**Foster Introduces
New Dry-Ice Bunker
For Route Trucks**


CHICAGO, April 8.—Foster-Built Bunkers, Inc., has announced a new model dry-ice bunker designed for use in route trucks. Called Super Cold Shot Bunker, it features a dual air-flow construction that forces the air into contact with dry ice twice for extra refrigeration before circulating it thruout the truck. Idea is to offset cold loss due to frequent door openings.

The bunker is available in two sizes: The smaller model, carrying two 50-pound blocks of dry ice, is priced at \$66, with a \$61 list on over 10-unit orders. A four-block model sells for \$75, reduced to \$66 on 10 or over orders.

Master Chef Moves Office

KANSAS CITY, Mo., April 8. — Henry J. Johnson, vice-president of Master Chef Automatic Machines, Inc., this week announced the firm has moved its offices to 2537 Madison Avenue here. Move was made in order to locate the offices with the development, manufacturing and service headquarters.

**WE'VE GOT...
TOPPER**
Victor's Terrific Vender



Amazing new operating 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

**NEW LOW PRICE
SILVER
KING
CHARM
KING
2 GREAT
VENDORS**



Sample \$13.95
2 to 3
1 to 5 cases \$42.00 case
6 cases or more \$40.00 case
Packed 4 to Case

RAKE COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676	RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.
--	---

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.

**Rush Your
Order Today**

**VICTOR'S
NEW TOPPER**
1 to 5 Cases \$43.00 Per Case (\$10.75 Per Machine)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Machine)
25 Cases or More \$40.00 Per Case (\$10.00 Per Machine)

**MOUNTAIN STATE
DISTRIBUTORS**
P. O. Box 344
Phone 16
Cameron, W. Va.

Vend



"The Magazine of Automatic Merchandising"

"No question about it, VENDOR is the most informative and interesting periodical for the vending business; a need fulfilled at last."

Basik Vending Co.
Detroit, Mich.

VEND 4-15
2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I inclose \$3.

Name

Address

City Zone State

Extraordinary Liquidation Sale

BOOK MATCHES Brand { OHIO MATCH CO.
Names { DIAMOND MATCH CO.

EVERY MATCH FULLY GUARANTEED

CASE LOTS: 2500 Books or 50 Cartons per case.
Design: "V" for Victory—Buy Savings Bonds or Stamps.

Price: Only \$5.65 Case F. O. B. Warehouse. Terms: Rated Firms 10 Days, Others Cash With Order.

MICHAEL TAUBER-PAUL ARONS CO. COMMERCIAL LIQUIDATORS
220 SO. LOS ANGELES ST. MADison 6-0621 LOS ANGELES 12, CALIF.

CHARMS...

Proven Sales Boosters
Write for Complete
Catalog and Samples

KARL GUGGENHEIM, Inc.
33 Union Sq. • New York 3, N. Y.

FIVE-STATE EXECS TO MEET

Wurlitzer Ups Production on 1250 JukeBox

Diskers Tell Speed Story

NORTH TONAWANDA, N. Y., April 8.—Ed Wurgler, general sales manager, phonograph division, Rudolph Wurlitzer Company, this week announced that production of the 1250 is being increased daily. Despite the stepped-up production, Wurgler said, a backlog of orders has piled up.

Introduced during the coal strike and hampered by curtailed railroad schedules which followed, shipments have only recently returned to normal. Return of normal rail operations has removed the last bottleneck in the delivery of the 1250, Wurgler said.

New Speed Interest

Wurgler reported distribbers have been enthusiastic over the adapter kit and the conversion of standard units to either 45 r.p.m. or 33 1/2 r.p.m. play. Firm has caught up on its orders for the kits, listing at \$8.75, and is currently shipping units as orders are received.

"The record companies have been extremely co-operative in explaining the story of our adapter kit to operators who are interested in playing the new microgroove high fidelity records on their phonographs," Wurgler said. In this regard, RCA, Columbia and Capitol outlets in Chicago have all featured a converted 1250 in their premises, arranging for the displays thru Ben Coven, Windy City distrib.

SDPA Skeds Two-Day Meet In Mitchell

Air Legislation, Promotion

YANKTON, S. D., April 8.—The South Dakota Phonograph Association (SDPA) will hold its quarterly membership meeting in Mitchell April 30-May 1, it was announced this week by Mike Imig, president. In line with its custom the group will climax its two-day confab with a banquet at the Whitman Hotel.

Acting as hosts at the meeting will be George Muth and Ike Pearson, SDPA members and operators, who headquarter in Mitchell. Sessions are scheduled to start Sunday afternoon (30) and continue thru Monday afternoon (1). A cocktail party will be held at the hotel Sunday evening. A special door prize, a new shuffle game, will be awarded at the banquet to the SDPA member holding the winning ticket.

Major business to be transacted during the two-day meet will be a discussion of the upcoming legislative session, and proposed bills which might affect the coin machine industry. Promotion of music via juke boxes will also be aired.

Guests will include officials of the North Dakota and Iowa associations and distributors from Minneapolis, St. Paul and Omaha. Several music exhibits will be held in distrib rooms, Imig said.

Brief and Important Late Digest of Coin Machine News

Bulowski Named to Fair Post

Joseph Bulowski, former sales manager of SuperVend, has been appointed Western sales manager for the World Transportation Fair which will be held in Los Angeles in 1951. Coin machines, thru Bulowski, will play a major role in the exposition, which is expected to draw 3,000,000 visitors during its 104-day run from May 30 thru September 9. Fair will be held at Santa Anita Park, 14 miles from the center of Los Angeles.

Games, Inc., Louisville, Gets Charter

Secretary of state of Kentucky has issued a charter to Games, Inc., of Louisville, to operate amusement halls and devices. Authorized capital stock is \$3,000. The incorporators were Alfred J. Simon Jr., Alice Clark and Hugo Taustine.

Spartan To Produce Juice Venders

The Spartan Coach & Manufacturing Company, Sturgis, Mich., plans to begin production of juice venders at an estimated output of 50 machines a day. Parts of juice machines will also be manufactured by the firm and assembling will take place at the Sturgis plant.

Wachtel and Smith in Split

Perry Wachtel and Ben Smith, associated in the DePerri Advertising Agency since January 1, 1946, will dissolve their partnership April 30. The New York firm has specialized in coin machine accounts. Both principals plan to continue active in the industry.

Wrigley Plans Calif. Plant

The William Wrigley Jr. Company has announced plans to construct a plant in California, adding that a suitable location is yet to be selected. Officials state, however, that a decision may not be forthcoming "for months." Estimated cost of the proposed plant has been placed at \$2,000,000.

Permo's New Push On Contest Results

CHICAGO, April 8.—Permo, Inc., this week issued a new sales promotion circular covering juke box op reports on the nylon needle contest conducted by the firm during the latter part of January and February.

Highlights of the reports were: 96 per cent of the ops reported the new 1950 point materials used on the nylon needle resulted in longer record life and better reproduction; 95 per cent said the needles were "easier" on records, and mention was made by a majority of the self-locking patented v-groove and the nylon bumper.

Also mentioned was the free coin wrapper offer being made by Permo: 500 wrappers are given for every 100 needles ordered.

Roanoke Firm Named New Rep For AMI Line

GRAND RAPIDS, Mich., April 8.—John W. Haddock, president of AMI, this week announced the appointment of Roanoke Vending Machine, Inc., as the juke firm's distributor in Southern West Virginia, Western Virginia and Eastern Tennessee.

Distrib org maintains its headquarters in Roanoke, with Frank E. Page in charge. Latter has been associated with the coin machine field for the past 18 years in the Middle-Eastern area.

Roanoke Vending is sending invitations to all ops in its area to attend special showings of the AMI Model C and accessory equipment.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

APOLLO RECORDS EXPANDS OUTLETS. With a new long-playing label, seven additions in talent and a reshuffle of distribbers, the diskery plans bigger operations (Music Department).

MERCURY GETS BIG CATALOG OF SILVERTONE. The plattery has taken over a 200-record backlog for its 33 and 45 listings (Music Department).

"ANNIE" AND "DAUGHTER" MUSICAL BOW. Annie, Get Your Gun and Daughter of Rosie O'Grady bow with sock tunes (General Department).

HARRY FOX GETS RIGHTS TO DISTRIB AND PRESS EXCLUSIVE. Arrangements have been made for a revitalization of Exclusive (Music Department).

KEN GRIFFIN GOES TO COLUMBIA. Capitol, Mercury and Rondo submit bids, but the Hammond organist will get heavy disk play by Columbia (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.

Set Regional Meet in Mpls. For Officers

To Study Op Problems

MINNEAPOLIS, April 8.—Acting on a suggestion made here last week by Mike Imig, president of the South Dakota Phonograph Association (SDPA), and Tom Crosby, president of the Minnesota Amusement Games Association (MAGA), a meeting of executives of the Five-States group will be held in the Twin Cities within the next month, it was learned this week.

With the 1950 Five-State convention cancelled this year because of the Music Operators of America (MOA) national convention in Chicago (The Billboard, January 21) it was felt that officials of the Five-State associations tied in with the Five States group should meet to discuss problems of a regional nature which have arisen since the convention here April 25-26, 1949.

15 To Attend

To be represented at the exec session will be the president, vice-president and secretary of each of the following orgs: SDPA; MAGA; Iowa Automatic Music Operators' Association (IAMOA); North Dakota Music Operators' Association (NDMOA), and the Wisconsin Phonograph Operators' Association (WPOA). In all, 15 men will be in attendance at the sessions. Each State association has already indicated in writing that they will have their three top execs on hand for the extraordinary meet.

While no date has been definitely set for the meeting, it will be held either late this month or early in (See FIVE-STATE on page 114)

Maritime Jukes Hit by Vandals

ST. JOHNS, N. B., April 8.—Gangs of youths have been smashing coin machines thru the maritime provinces. Not limiting their operations to robbing the cash boxes, they have been wrecking machines, particularly ornate juke boxes.

Six youths entered a Halifax, N. S., restaurant operated by Sam Fong, and while two of them distracted the attention of the waitresses the others jimmed open the cash box of a pin-ball machine. They took about \$18.

Auction Phonos in Philly

PHILADELPHIA, April 8.—Public auction was held by the C. I. T. Corporation of the machines of the Joy Music Company on 34th Street. They were originally sold to the Joy Music Company under the terms of a conditional contract last April by Smith & Fields Distributing Company. The contract was assigned April 11, 1949, to the C. I. T. Corporation for default in payment of the purchase price. The Smith & Fields company was formerly the Wurlitzer distributing company in this area. The machines auctioned included a Master Rock-Ola, a Commando Rock-Ola, nine 1100 Wurlitzers, one 1030 Wurlitzer and three 1015 Wurlitzers, one A.M.I. phonograph, one Seeburg Hideaway unit and two Lowboy Seeburg phonographs.

South Wind
TONE ARM
 Especially designed for
WURLITZER and SEEBURG PHONOGRAPHS
 "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life
PERFECT REPRODUCTION
WURLITZERS (except counter models and P-21) \$11.95
SEEBURG Hi-Tones 9.95
 Earlier SEEBURG Models 10.95
 "Specify Model When Ordering."
PHILLIPS MFG. CO.
 2816 Aldrich Ave., So., Minneapolis 8, Minn.

48 TUNES 24 RECORDS

WURLITZER
Twelve Fifty

Protects you
AGAINST OBSOLESCENCE

LOOK!!!
50 STATIONS OF A. M. I.
WIRED MUSIC—COMPLETE
 @ \$60.00 Per Station. F. O. B. Albany.
 Terms: 1/3 Deposit With Order.
MELODIES, INC.
 11 No. Pearl St. ALBANY, N. Y.
 (Phone: 4-3511)

150 ADS PROVE - Operators
Hold On TO EVANS' CONSTELLATION!

THERE'S A REASON why you haven't seen a single used Evans' 20 Record, 40 Selection Constellation for sale in 150 used phonograph ads in past issues of The Billboard. It's because Evans' Constellations—even those more than a year old—are still the most smartly styled phonographs in operation today! Thanks to Evans' Advanced Design, together with Evans trouble-free performance and other features, Constellation is "in solid" with players and locations . . . a truly profitable situation for Music Operators.



See Your Evans Distributor or Write Factory Direct.

EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION

AVAILABLE NOW—Record Popularity Meter for Original Mills Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.
 1528 W. ADAMS ST., CHICAGO 7, ILLINOIS
 SEE OUR COIN MACHINE AD ON PAGE 139

It's the Truth

PHILADELPHIA, April 8.—Now that his trial period is over and he's a regular member of the staff, this story can be told. The Banner Specialty Company, local amusement machine distributing firm, advertised for a mechanic. Replies were opened on Washington's Birthday and the first was from George E. Washington, who resides at 5526 Master Street. He got the job.

Five-State Execs To Meet in Mpls.
 (Continued from page 113)
 May. The SDPA has a regular quarterly meet scheduled for April 30-May 1 in Mitchell (see separate story) which will rule out those dates for the exec sessions. Tom Crosby, now on a flying trip to Rome, will not be back till late this month, and the date will be set on his return, possibly at the SDPA meet when North Dakota and Iowa will have reps in attendance.

Too, it was pointed out that most of the 15 men who will attend the Five-State session also plan to be in Chicago May 22-24 for the All-Industry Show; therefore it was deemed advisable to have the regional meet as early as possible so as not to conflict with the Chi trip.

Among the subjects to be discussed by the associations' heads are legislation, regional operating problems, tax matters and promotion. It also is possible plans will be discussed for a Five-State Convention to be held either later this year or early in '51.

As has been the case with the previous conventions, Crosby and the MAGA will host the meet.

ADVANCE RECORD RELEASES

- POPULAR**
 (Continued from page 52)
- Ol' Man Mose
 E. Duchin (Between the) Col 36278
 - Old Piano Roll Blues, The
 E. Cantor-L. Kirk-S. Kaye Ork (Juke Box) V 20-3751
 - Old Piano Roll Blues, The
 B. Kay (Why Do) Col(78)8773; (33)1-593
 - On an Ordinary Morning
 E. Knight-R. Morgan Ork (Hiawatha's Mittens) Dec 24985
 - On the Outgoing Tide
 P. Como-M. Ayres Ork (Hoop-Dee-Do) V 20-3747
 - Over the Mountain, Under the Moon
 M. Hughes-H. Zimmerman Ork (Let's Stay) Col(78)38746; (33)1-571
 - Perfidia
 T. Martin-R. Sinatra Ork (Flamingo) Dec 25483
 - Precious Little Thing Called Love, A
 R. Murphy (Me and) Dec 24988
 - Put On an Old Pair of Shoes
 Bradford-Romano-Three Beaus and a Peep (Why Do) V 20-3740
 - Put On an Old Pair of Shoes
 E. Howard (Wilhemina) Mer 5401
 - Red Hot Mama
 B. Kay (Spaghetti Rag) Col(78)38772; (33)1-592
 - Riders in the Sky
 S. Jones (Chinese Mule) V (20)3741
 - Scottish Samba
 I. Fields Trio-Three Beaus and a Peep (Take Her) V(78)20-3746; (45)47-3746
 - Scottish Samba, The
 D. Shore-H. Zimmerman Ork (I Never) Col 38780
 - Sentimental Me
 S. Gibson (Are You) Mer 8174
 - Shooting Par Golf With Sam Snead Album—S. Snead-B. Stern (1-12")
 London (33)LLP-170
 - Sometime
 The Mariners-A. Bleyer Ork (Stars) Col 38781
- CLASSICAL**
- Bach: Canata No. 11—Praise Our God Album—K. Ferrier-W. Herbert-W. Parsons-E. Mitchell-Cantata Singers—Jacques Ork-Dr. R. Jacques, Cond. (1-10")
 London (33)LPS-160
 - Beethoven: Symphony No. 5 in C Minor, Op. 67 Album—The Philharmonic Symphony Ork of N. Y.-B. Walter, Dir. (1-12")
 Col(33)ML-4297
 - Beethoven: Octet in E Flat Major, Op 103, and Rondino in E Flat Major, Grove 146 Album—Little Orchestra Society, T. Scherman, Dir. (1-12")
 EMS (33)1
 - Bela Bartok: 44 Violin Duets Album—V. Aitay-M. Kuttner (2-12")
 Period SPLP 506
 - Brahms: Sonata No. 2 in F Major for Cello and Piano, Op. 99 Album—G. Pitigorsky-R. Berkowitz (1-10")
 Col(33)ML-2096
 - G. Carissimi: Jephthe Album—Angelicum Chorus and Orchestra, E. Gerelli, Con. (B. Marcellio: Beato)
 Vox Polydor (33)PL-6100
 - Music of Eric Coates Album—The London Symphony Ork-The Light Symphony Ork-E. Coates, Dir. (1-12")
 Col(33)ML-4274
 - Chopin: Mazurkas Album (1-10")
 M. Jonas . . . Col(33)ML-2101
 - Church Cantata No. 67 (Hold in Affection Jesus Christ: Album—K. Ferrier-W. Herbert-Cantata Singers—Jacques Ork-Dr. R. Jacques, Cond. (Jesu Joy of Man's Desiring (1-10")
 London (33)LPS-161
 - Grieg: Peer Gynt Suite No. 1 Album—London Philharmonic Ork-B. Cameron, Cond. (Peer Gynt Two) (1-12")
 London (33)LLP-153
 - Grieg: Peer Gynt Suite No. 1 Album—London Philharmonic Ork-B. Cameron, Cond. (Peer Gynt One) (1-12")
 London (33) LLP-453
 - Kostelanetz Strings Album—A. Kostelanetz Ork 1-10")
- LATIN-AMERICAN**
- Ace Hace de Todo
 F. Guerrero (Cochabamba) Cafamo 521
 - Amor Con Amor Se Page
 P. Galindez (Tu Lo) V 23-1538
 - Ana Maria
 B. More (Tocineta) V 23-1553
 - Ave Maria
 P. Vargas (Padre Nuestro) V(78)23-1574; (45)51-5071
 - Caminemos
 C. Ramirez (Mamma Mia) V 23-1550
 - Cochabamba
 T. Chiroldi (Ace Hace) Cafamo 521
 - Corrido de Pancho Villa
 M. Aceves Mejia (See Me) V 23-1555
 - El Buque de Mas Potencia
 Trio Tamaulipeco (Polca De) V 23-1543
 - El Farol de Los Gauchos
 A. Tormo Conjunto (Los Ejes) V 23-1541
 - El Tumbao Cuarteto
 M. Jimenez (Tonta) V 23-1554
 - Eres Exactamente
 F. Fernandez (Esperanza) V 23-1551
 - Esperanza
 F. Fernandez (Eres Exactamente) V 23-1551
 - Los Ejes de Mi Carreta
 A. Tormo Conjunto (El Farol) V 23-1541
 - Mamma Mia
 C. Ramirez (Caminemos) V 23-1550
 - Padre Nuestro
 P. Vargas (Ave Maria) V(78)23-1574; (45)51-5071
 - Polca de Las Suegras
 Trio Tamaulipeco (El Buque) V 23-1543
 - Rumba Session Album—El Grinto Brazilians (Samba Session) (1-10")
 SMC(33)505
 Caribbean Yacht Club
 Escambron Beach Rumba
 Que Bonita Eres Tu
 Tu No Comprendes
 - Samba Session Album—E. Grinto Brazilian (Rumba Session) (1-10")
 SMS(33)505
 Chiquita Bacana
 Color of Her Hair, The
 Dreaming Monkey, The
 Strange Melody
 - Se Me Hizo Facil
 M. Aceves Mejia (Corrido De) V 23-1555
 - Tocineta
 B. More (Ana Maria) V 23-1553
 - Tonta
 Cuarteto M. Jimenez (El Tumbao) V 23-1554
 - Soy Feliz
 A. Rosa (Tu No) V 23-1552
 - Tu Lo Sabes
 P. Galindez (Amor Con) V 23-1538
 - Tu No Sabe Hablar
 A. Rosa (Coy Feliz) V 23-1552
- CHILDREN**
- Away in the Manger
 F. Sherman (Stand Up) Col 353-VP
 - Jesus Calls Us
 F. Sherman (Now the) Col 354-PV
 - Jesus Loves Me and Children of the Heavenly King
 F. Sherman (Savior, Teach) Col 90060-V
 - Now the Day Is Over
 F. Sherman (Jesus Calls) Col 354-PV
 - Savior, Teach Me Day by Day and Jesus, Tender Shepherd, Hear Me
 F. Sherman (Jesus Loves) Col 90060-V
 - Stand Up for Jesus
 F. Sherman (Away in) Col 353-PV
- (Col(33)ML-2100
 Bee, The
 Flight of the Bumble Bee
 Hora Staccato
 Humor . . . que
 Hungarian Dance No. 5 in F-Sharp Minor
 Londonberry Air
 Lullaby
 Pizzicato Polka
 Traumeri
 Poulenc: Le Bal Masque Album—W. Galjour-E. Fendler, Dir. (1-10")
 Estoeric (33)2000

SPECIAL CLOSE OUT PRICES REDUCED

USED PHONOGRAPHS

147M Seeburg ..\$395.00	Colonel\$59.00	Gem\$49.00
H146 R.C. Special 295.00	Commander 59.00	Royal 39.00
RC HiTones & LoTones 89.00	Cadet 59.00	Rex 39.00
Vogue 59.00	Major 59.00	Victory Model ... 39.00
	Regal 49.00	Model C 25.00

W. B. DISTRIEUTORS, INC.
 1012 MARKET STREET ST. LOUIS, MISSOURI

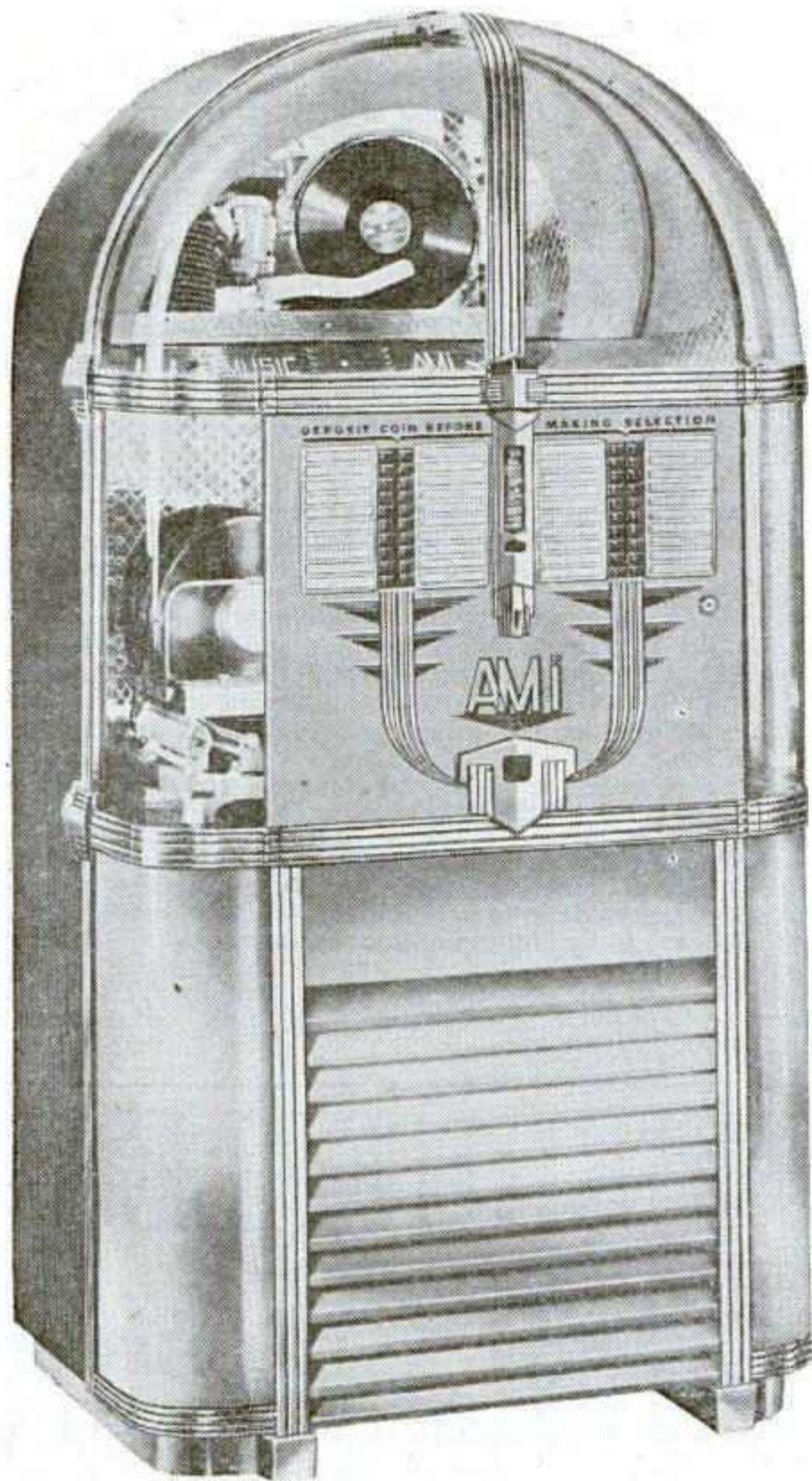
PHONOGRAPH SERVICE MAN WANTED

Must be qualified to service Seeburg Music Systems. Permanent position—good future. Advise salary expected. References required.

Write Box D-354, BILLBOARD, Cincinnati 22, Ohio

FRONT • BACK • FRONT • BACK • FRONT • BACK

2 Side Play is Here to Stay!



Two side record playing was first introduced by AMI over 20 years ago. Two decades experience in building this type of equipment have helped to make the AMI record changer the most dependable mechanism in the field of automatic music today. The AMI plays either side of 20 records to give 40 selections. While playing, the record is revolving on a *horizontal turntable*, with *single tone arm*, *single pickup*, *single needle* —riding the grooves by *gravity*.

See on the "C"

Change in appearance "before & after" playing. Choice of color lighting schemes. Fast front door servicing. Lowest operating cost. Double size cash box, doubly protected. Completely new sound system. Cabinet natural or blond mahogany; net weight only 253 lbs. Occupies only 5.1 sq.ft. of floor space.

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.

Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

FRONT • BACK • FRONT • BACK • FRONT • BACK

Rodstein Hypos Shuffle Promosh

Television, Newspapers in Picture; Plan Extension to Other Eastern Cities Soon

Restaurant, Drugstore, Club Location Push Under Way

By Maurie Orodener

PHILADELPHIA, April 8.—Altho the State Liquor Control Board has banned tournaments or prize offers in taprooms and other places holding liquor licenses, Albert M. Rodstein, of Banner Specialty Company, continues his large-scale promotions to make shuffle bowling a major sport in this area.

Until recently, shuffle games were virtually unknown here, with location owners passing up the new automatic game. Only a few spots would take a chance with the machines, figuring that the space required could hardly be justified by the income. However, it took Rodstein's promotional campaign in behalf of the Shuffle Bowling machine to make the game virtually a "must" for almost every tavern and taproom location.

Nor are locations confined to the taps and taverns. Banner Specialty Company has concentrated on adding drugstore, restaurant, lunchroom, private club and candy store locations. While the State Liquor Con-

trol Board banned contests and prizes, the shuffle bowling machines or any other of the coin-operated amusement devices are still okay for such locations. Moreover, it was pointed out, the ban on contests and prizes does not affect private clubs which are also licensed by the State board.

Revise Plan

Action of the State board in ruling out contests and prizes for play in liquor licensed establishments has only meant a revision of membership in the Rodstein-inspired Shuffle Bowling League of America. Organization of the league provided the greatest boom for the coin-operated game. Angelo Musi, former college and professional basketball star, was named commissioner for the game and too give it the impetus needed to make it a major item in game circles. In behalf of the league, two "Top the Champ" television games are being sponsored each week by the Banner Specialty Company. On Mondays, from 9 to 9:30 p.m., location champs are given an opportunity to display their skill and compete for grand merchandise prizes on WEIL-TV with Tom Moorehead, station's sports director, conducting the program. And again on Wednesdays, from 9:30 to 10 p.m. on WCAU-TV with the station's Bill Campbell handling the television show.

In non-licensed establishments and in private clubs, the tournaments are held nightly, as usual. In the licensed establishments, the taverns and taprooms, all those interested in entering the tournament are given an application card which they must fill out and mail to the Shuffle Bowling League of America. Instead of the tournaments and contests to select the location champ being held at the location, the players compete at the Variety Corner, a center-city amusement (See Rodstein Hypos on page 126)

Shuffle Games Going Strong In Pittsfield

PITTSFIELD, Mass., April 8.—Shuffleboard games, which have supplaned pinball units in many locations here, are proving a big money-maker for the city's treasury as well as for tavern proprietors.

At the Licensing Board office it was disclosed 32 of the electrically operated bowling games have been licensed during the past month under the recent State law placing a \$20 annual tax on coin-operated automatic amusement devices. License applications are expected shortly from an additional 15 or 20 bowling machines installed during the past couple of weeks.

In most cases the shuffleboard bowling installations are replacing other machines—but the Licensing Board collects its \$20 fee just the same. The law specifies that a proprietor who switches from one type of automatic amusement machine to another must pay a tax on the new one even tho it replaces a machine already taxed.

Form Philly Loop

PHILADELPHIA, April 8.—V. Orlando, proprietor of the Shuffledrome, first amusement center established here primarily for the playing of shuffleboard, has organized a House League to stimulate interest in the sport. Already Orlando has four teams competing Monday nights in the Four Dukes Paschall C. C., the Stars and the Aces. Individual and paired scores also are recorded for league standing. According to Orlando, other teams will be forming and possibly other leagues.

Merchandise Clinic:

Knowing Location Problems, Good Accounting System, Key To Shuffle in San Francisco

By John Aberle

SAN FRANCISCO, April 8.—Knowledge of the location owner's problems and close attention to operating costs seems to be the leading factors in handling shuffleboard routes successfully in San Francisco, according to Al Roberts, Golden Gate

Novelty Company, and one of the trade leaders in the Bay area.

As Roberts sees it, shuffleboard can thrive in this California metropolis for a long time to come if the operators will just realize that merely placing a board on location in a likely spot is only a small part of the field. But the real tests are the spade work he does before approaching a probable location and the sound promotion applied after the new board has gone to work.

Twelve Leaders

Currently there are approximately 12 San Francisco operators listed in the successful class. Most of these agree that selling the location is the hardest part. They leave many important phases of the trade up to men on their staffs but they personally approach the new location and, having gained it, remain the regular contact. Before going after a location each of these leading operators became fully aware of the type of clientele the spot could count on, how much of the business was transient, a definite idea on where the board should be placed and a better than speaking acquaintance with the operator before the sales story was presented.

Roberts recalls that about a year ago when most of these same operators were having modest, if any, success getting good locations, they used to come to him with woeful tales. At that time, however, many of them were concentrating on the number of rather than quality of locations. One by one they changed their method—stopped worrying about how many boards were out and began checking the average play. Where before operators had boards in the marginal class, others in a high play bracket and the remainder too low for comfort, now the operators have locations which have a comparatively high earning average.

Another difference noticeable in (See Knowing Location, opp. page)

ASLI Champs Will Compete For \$24,770

Distribs Boost Kitty

UNION CITY, N. J., April 8.—The prize money kitty to be divided up among winners of 13 State tournaments and a country-wide championship event sponsored by American Shuffleboard Leagues, Inc. (ASLI), now totals \$24,770, Howard James, newly named tournament manager, announced this week.

The sum includes \$7,500 contributed by American Shuffleboard Distributors, an amount earmarked solely to swell the prize money coast-to-coast tournament players will compete for May 20-21 in Peoria, Ill. There are some 43 outlets in the manufacturers' distributor net.

A breakdown of the prize money now on hand shows \$10,181 set aside for winners of the national play-off, with \$14,589 going to those taking top honors in the State tourneys. All State events will be held May 6-7 (The Billboard, April 1).

ASLI headquarters is sending out trophies to local league winners, James said. Trophies, to be awarded State winners in addition to prize money, will go out to league secretaries next week.

SEE DETROIT SHUFFLE OKAY

PUCK PATTERN

Chicago:

Standard Shuffleboard Congress of America (SSCA) is sending out kits which give full details on league formations and play, Art Weinand, vice-president in charge of sales at Rock-Ola, reports. Weinand says the requests for the kits are received almost daily and added that shuffleboard sales to ops continue on an even keel. Warren Olsen, Standard field man, has been sending in optimistic reports from the territories he has visited recently.

With shuffleboard play showing up well these past few months, Herb Perkins, president of Purveyor Shuffleboard Company, reports an even greater impetus should result from the All-Industry Show in Chicago May 22-24. With about 25 per

cent of the exhibits at the convention featuring shuffleboards, Perkins looks for renewed operator interest following the Chi meet.

Shuffleboard is also destined to play an important role at the Coin Machine Institute (CMI) convention which will be held at the Stevens Hotel in Chicago June 26-28. Altho booth space has just been opened within the past few weeks, two shuffleboard firms, Valley, Bay City, Mich., and Great Lakes Amusement Company, Flint, Mich., have already contracted for the show.

Over at Mero Industries, Bud Beasley and Pete Rozgus report growing interest in their new sales plan. Meanwhile Col. L. Lewis is making plans for another Southern (See CHICAGO on opposite page)

Council, Ops Meet Again To Air Problems

Work on Final Details

DETROIT, April 8.—The local shuffleboard crisis appeared well on the way to a successful solution, following a second hearing before the Detroit City Council Monday (3). A large delegation of operators attended the council session, altho this confab did not last as long as the open hearing last week.

Final details of the proposed ordinance for shuffleboard regulation are being threshed out this week by (See Detroit Shuffle, opposite page)

Knowing Location Keys Coast Success

(Continued from opposite page)

San Francisco operating in the year to year comparison is that now operators, armed with statistics to present to prospective locations, find much less resistance. Word on the solidarity of the field has gotten around and location owners, who formerly gave them a fast interview, now take time out to run thru all the possible advantages of having a shuffleboard on their premises. Since this has become a general rule in the past few months, operators now handle their missionary work with a confidence.

Operators in the Bay area also have found that it has usually proved worthwhile to underestimate the possible take of a new location. This, of course, is a sharp departure from the days when shuffleboard representatives dropped in cold on a location. With the new conservatism, location owners are finding that the operators now talk about the board's earning potential in figures which are not only possible but frequently are surpassed in the first few weeks on location. Naturally, when locations find the boards doing better than the location owner had figured, relations between the operator and location benefit.

On the book side of the field, operators in this city point out that one of the big questions for a new operator to get settled quickly, if he is to make a go of it, is to know just what operator-costs can be trimmed without hurting the prestige of the firm and the depreciation of the boards and other equipment. Along this line the ops say that depreciation percentages are comparatively high, but that Internal Revenue authorities realize that the life of the boards is also comparatively brief and that people in the field must get their return in a short amount of time.

Chicago:

(Continued from opposite page) road trip to work on league activity. . . Clayton Nemeroff, Monarch Shuffleboards, says the refinishing end of the trade is showing more activity indicating that ops are getting their playfields geared up for tournaments.

Phil Cohen, Shuffleboard Special-

See Detroit Shuffle Okay

(Continued from opposite page)

Nathaniel H. Goldstick, Detroit's assistant corporation counsel, and Irving Ackerman, attorney for the Detroit Shuffleboard, Association.

One remaining problem is an age limitation, with Goldstick's proposed draft barring persons under 18 from playing, unless accompanied by parent or guardian. While operators generally accepted the intent of this provision to restrict play in locations close to schools, it was pointed out that there were a number of locations where it would apply in equitably.

These consist of such spots as YMCA's where shuffleboards have been a popular recreation. Operators felt the boards should be allowed to remain in these locations. It was expected that a modification of this clause would be worked out before the ordinance is adopted.

Another disputed point, the manually controlled scoring unit, was given informal approval by councilmen and Goldstick this week. This detail had been the subject of controversy at the earlier council session, but it was demonstrated, to the apparent satisfaction of those concerned, that this was in no sense an invitation to gambling as some had feared, but a convenience for players.

The final ordinance is, subject to ultimate revisions, slated to be similar in form to the juke box ordinance adopted about a decade ago, with an annual license fee of \$10 per machine, compared to \$7.50 for juke boxes. In addition each operator will have a license to pay, with the fee dependent upon the size of his operation.

The physical demonstration of shuffleboards made in the council chambers last week proved impressive, and one result was the approval, already informally given, to operate machines of any length from 12 to 22 feet, which is believed to cover all existing types of shuffleboards. Earlier authorities had been opposed to boards less than 22 feet long and particularly to the small 12-foot sizes.

ists, claims that several of his op customers have written him they will be on hand for the ACMMA show in May. Meanwhile, Julian Crum claims the firm's new \$200 model is drawing a steady flow of inquiries.

GET IT AT PURVEYOR—SAVE \$\$\$

SPECIAL!
PLASTIC CONVERSION SETS
NOW \$14.50 Complete
FITS ALL TYPE SHUFFLE GAMES

NOW \$85 AND UP

YOUR CHOICE!
THOROUGHLY RECONDITIONED
SHUFFLEBOARDS

ROCK-OLA—16', 18', 22'
NATIONAL—20', 22'
MONARCH—18', 22'
VALLEY—22'
PURVEYOR—18', 22'
MERCURY—20' Masonite
NATION-WIDE

And Other Brands, 20'-22',
NEW PLAYFIELDS

PIN GAMES

Just 21	\$179.50
Maryland	129.50
Big Top	89.50
Merry Widow	44.50
Floating Power	99.50
Screwball	39.50
1-2-3	39.50
Hit Parade (Rolldown)	44.50
Singapore (Rolldown)	39.50
Tropicana (Rolldown)	39.50
Bubbles (Rolldown)	34.50
Ballyhoo	39.50
Cleopatra	39.50
Gold Mine	39.50
Melody Roll	39.50

ELECTRIC COIN SCOREBOARDS FOR SHUFFLEBOARDS.....\$75

Used, Reconditioned, Can't Be Told From New!

UNITED SHUFFLE ALLEY....\$165
With SUPERLITE 175

WANTED

Citations
Late 5-Ball Thumper Bumper Games

TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

PURVEYOR SHUFFLEBOARD CO.

4322-24 NO. WESTERN AVE.

CHICAGO, ILL.

Phones: Juniper 8-1814 or 8-1815 or 8-1816

Distributors Rock-Ola SHUFFLE JUNGLE, SHUFFLE BASEBALL and ALL OTHER Games

\$200 New Deluxe SHUFFLEBOARD
WITH MAPLE OR MASONITE TOP

None Better Made
Finest Materials
24 Hr. Delivery



Best Maple Tops, \$125
Best ELECTRIC SCOREBOARDS....\$95
Used Shuffleboards; reconditioned cabinets with new tops, new pucks, etc., \$75 up.

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

WHILE NATIONAL SHUFFLEBOARDS
THEY Completely Reconditioned \$140.00 Each
LAST! 18-20-22 Foot F.O.B. Chicago

TOPS
REFINISHED. Cannot Be Told From New!

FRAMES
New Durand Upholstery on Ends. New Felt in Gutters.

ACCESSORY KITS
CHROME WEIGHTS
PLASTIC "T" SQUARES
NEW SIGNS

ALSO AVAILABLE
NEW Mero Wood or Steel Shuffleboards with Maple Tops. Complete with full accessory kit. \$180.00 Each F.O.B. Chicago

Climatic Adjusters for
Maple Tops\$ 9.50 per set of 6
Chrome Weights..... 9.00 per set of 8
Electric Scoreboards.. 70.00 Each

MERO INDUSTRIES
6520 S. HALSTED ST.
CHICAGO 21, ILL.
Phone: ENGLEWOOD 4-4144

GIVE TO THE DAMON RUNYON CANCER FUND

WEAR TESTED AND PROVED!

SLICK®

Shuffleboard Wax

65% Less Abrasive Than Any Other Wax
CONTAINS NO PLASTIC



PLAYERS everywhere prefer the smooth, uniform, accurate game which they get with SLICK Shuffleboard Wax.

OWNERS prefer SLICK too. Its special, quality composition triples the life of the Shuffleboard top.

For SHORT-TABLE SHUFFLEBOARD — SLICK keeps weights alive and under control on shorter playing surface.

SLICK SAM SAYS: "Watch Out for a Fast Count!"

So-called "waxes" composed of Plastic, are now advertised to produce a "super-fast" board. This excessive speed makes for an inconsistent game and hurts players' accuracy. Plastic actually is harder than your Shuffleboard top. This harsh abrasive action greatly reduces the life of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game your regular players prefer.

Sold Thru Distributors Only — Territories Open

THE SLICK SHINE CO.

207-15 ASTOR ST., NEWARK, N. J.

Manufacturers of
Quality Waxes, Polishes
and Cleaners
SINCE 1901

COINMEN YOU KNOW

Washington:

Joe McDonald Enterprises is celebrating the start of its third year in business, and Arnold Engel, of that firm, reports that the organization has just completed the most successful month since its inception. Joe McDonald is back on the job after attending the National Association of Tobacco Distributors convention in Chicago.

Sam Schwartzman, of the Pepsi-Cola Bottling Company of Washington, announces that his plant is now the franchised bottler for Mason's Old-Fashioned Root Beer. . . . Reports that business is getting better all the time come from a number of coin machine operators last week. Ira T. Byram Jr., the head of the Silent Sales System, says business is so good he's remodeling his offices to handle the increased trade. Byram attributes most of the increase to the popularity of the Bowl'n Shuffle machines.

Evan Griffiths, of Pioneer Novelty Company, thinks television is no longer a serious threat to the juke box industry. As far as Griffiths is concerned, the Seeburg 100 record machine is responsible for the improvement in the juke box industry. He's installed four of the units in locations during the past month. Now, Griffiths is about to conduct an experiment to find out whether juke box fans are interested in playing music for the enjoyment of a bird. One of his locations recently bought a canary and Griffiths plans to include the Hartz Mountain canary record in his line-up.

James Kaplan, who owns two arcades on Ninth Street, says he's on the lookout for another location. He reports an upward trend in business at his D. C. Arcade. Kaplan also has a new feature at that arcade, 5-cent midget movies. Their installation is the result of his recent affiliation with Capital Projector of New York.

A new field for the vending machine industry has opened up in the Washington area, the Miracle Man Car Washes which launder an automobile in one minute. First to latch on to its possibilities was Sidney Lotenberg, of Westaway Vending. He says the auto laundries handle some 700 to 800 cars a day, which makes at least that many potential customers for cigarettes, cigars, candy or gum. Lotenberg, who does not handle beverage vending machines offers a tip to those firms which do. He says the people who run the Miracle Man Car Washes are craving for beverage dispensers. . . . Aaron Goldman, president of G. B. Macke is enjoying a Miami Beach vacation.

Cleveland:

W. A. Jenkins, president of Atlas Manufacturing & Sales Corporation, attributes the firm's upswing in bulk vended output during the past year to two factors, the introduction of a trio of new models, and a strong advertising and sales promotion program.

Juke box operators have been whirling the "Music! Music! Music!" platter with real enthusiasm here. Concensus is that it has turned out to be a self-promoting number for phono play. Jack Cohen, CPMA president, pegged a new disk, "Juke Box Annie," as another up-and-comer for machine placement.

Vital Statistics

Births

A second son to Mr. and Mrs. Jack Rosenfeld, St. Louis, recently. Father is head of the J. Rosenfeld Company.

New York:

Al Blendow, sales manager of Automatic Products, is back at his desk. He was out for a couple of weeks recuperating from an appendectomy. . . . Dave Stern, of Seacoast Distributors, is anxiously awaiting initial deliveries of Rock-Ola's Shuffle Jungle. He claims ops are hounding him for a look at the new piece.

Max Levine, in Chicago on biz all last week, missed out on the legal tussle which resulted after the license department held back on licenses for arcades (see separate story). And Levine is specially interested since his Pokerino was singled out for attack by authorities. Meanwhile, A. Joseph Geist, of the Rockaway Playland, reports a bill may be introduced in the city council to straighten out the situation.

Meyer Abelson, sales manager for Oak Manufacturing, was here last week for a short visit after spending three weeks with plant officials on the West Coast conferring on sales and merchandising plans. . . . Frank Engl, of Philly's Automatic Equipment Corporation, was in town last week.

Charlie Aronson and Bill Alberg, of Brooklyn Amusement, report they are delivering Evans' Shuffle Ten Strikes to ops just as fast as they come in. The games, which have been licensed here, come in 8 and 9½-foot lengths. Aronson and Alberg distrib of Evans' products in the metropolitan area, also claim satisfactory biz with the 40-selection Constellation juke.

Joe Kalishman, who heads U-Need-A Enterprises, is looking for a new building to handle his expanding jobbing business. He reports cigarette operators are buying heavily now to get equipment out in summer stops. . . . Bernie Braun, of Futuramic Machines, now corresponding with distribs seeking territories for the Koffee King machine.

Frank Monocco, former juke serviceman in this area, is now on duty at Bedloe's Island. He is one of the guards directing the traffic flow of visitors to the Statue of Liberty. . . . The Tarzan Music Company, owned by Stephen Tarzanin, has bought out Mrs. Herman Brown's phonograph route. . . . Ed Richmond, Canteen vice-president, was in town last week for a huddle with the local Canteen operating company.

Ways and means of raising money to help the current drive of the United Jewish Appeal were discussed at a recent meeting of local coinmen at Automatic Music Operators Association (AMOA) headquarters. Those present included Al Denver, AMOA prexy; Meyer Park off, of Atlantic New York; Bert Lane, of the American Q-Ball Corporation; Max Weiss, of M W Vending; Barney Schlang, of the juke-men's union, and Jack Semel, game operator.

Cincinnati:

Automatic Phonograph Owners' Association (APOA) will convene Tuesday (11) for its annual nomination and election of officers meeting. Get-together is scheduled for the Hotel Gibson and will follow a board of directors' meeting. Attending the board meeting will be Charles Kanter, Phil Ostand, Frank Michaels, William Strout, Abe Villinsky, Bill Harris and Nat Bartfield.

Expected to attend the association meeting are Sam Klayman, Supreme Distributing Company, who will present each operator in attendance with a new Permo nylon needle, and Bob Arkin, Decca's sales manager for ops. . . . Phil Ostand, APOA secretary-treasurer, has been confined to his home with a chest ailment, but is expected to attend the board meeting.

Philadelphia:

Al Rodstein, of Banner Specialty Company, is back from a Florida jaunt. . . . Lalli Music Company extended Passover greetings to its location owners thru the Jewish Exponent newspaper. . . . Dave Yaffe, of Y and Y Popcorn Supply, is back from a Chicago business trip. . . . "Nancy Goes to Rio" and the "Wabash Avenue" films lend themselves to music box promotions and movie men are making the most of it by spotting juke boxes in the lobbies of theaters showing the films. . . . Berlo Vending Company installed a new candy stand at Loew's Aldine Theater, Wilmington, Del.

Herb Kenny, Aladdin Records singing star, introducing himself to the town's music machine operators during his off-week from his regular singing chores as a member of the Ink Spots. . . . Benjamin Wirin, president of Warner Brothers Pictures Service Corporation, which handles all the vending machine and stand concessions in the Warner theaters, announced the engagement of his son, Howard Wirth, to Diane Gault.

Rake Coin Machine Exchange, in step with the spring season, is putting the spotlight on peanuts, gum, pistachios and candy machines. . . . Sid Luber, sales manager of Rudd-Milikian, local manufacturers of the hot coffee vending machines has switched to the Tom Thum doughnut-machine venders. . . . Jack Beresin, head of Berlo Vending Company, is trying to bring the 1951 International Variety Clubs convention to Philadelphia. And at the club's convention in New Orleans later this month, Beresin has the in-track for the post of International Chief Barker of the clubs.

George Marincola has set up a coin-operated laundry, Paul's Launderdale, in the South Philadelphia sector on Eighth Street. . . . Julius M. Sloan and Irvin Judavovitz joined as partners to set up Snubby's Eastern Amusement in the West Oak Lane part of town on Champlost Avenue. . . . Shuffleboard Bowling League of America earned another promotional good-will bow in placing a congratulatory advertisement in the special edition of The Philadelphia Daily News, marking the 25th anniversary of the newspaper.

Hartford, Conn.:

Phil Tonsano, service manager at Superior Music Company, Hartford coin operators, is noting his first wedding anniversary. . . . The following Connecticut corporations have filed certificates of organization with the secretary of state: Automatic Vendors, Inc., New London, Conn., amount paid in cash, \$1,000; property \$1,000; president-treasurer Peter Amodeo; secretary Josephine Amodeo, both of Norwich, Conn Beverage Marketers, Inc., Greenwich, Conn.; authorized capital, \$50,000, in 2,000 shares; amount commencing business, \$1,000; incorporators, Maurice J. Buckley, Matthew E. Hanna and J. Walter Madigan.

Frederick Bowes, public relations and advertising director of Pitney-Bowes, Inc., Stamford, Conn., manufacturer of postage stamp meter machines, recommended "two-way communication" between management and employees in a talk before the Stamford Lions Club recently. He explained he referred to an interchange of ideas and suggestions between the two groups. "The whole, free economic system of the country," he said, "depends on the ability of management and employees to communicate freely with each other."

Chicago:

Lou Sebastian, Southwest regional sales manager for Rock-Ola, spent the last week in March at the home office here, then planned back to his San Antonio headquarters April 1. He was accompanied by Ken Wilkinson, head of United Amusement, San Antonio, Rock-Ola distrib in that area. Both conferred with Art Weinand, vice-president in charge of sales, while in Chicago. Also meeting with the visitors were David Rockola, president, and J. Raymond Bacon, executive vice-president.

Al Stern, World Wide, still sun-tanned from his recent trip to Florida, has had his hands full these past few weeks with family illness. One son was rushed to the hospital for an emergency appendectomy and, just as he was getting back on his feet, the other boy came down with chicken pox. Meanwhile, he reports business is holding strong, and Monte West, sales manager, backs that statement up with orders from all parts of the country.

Herb Perkins, president of Purveyor, March 31 played host to a group of men at a party at the Tam O'Shanter Country Club. Included in the party was Billy DeSeim, sales manager of United Manufacturing. Also at the affair was Ed Kennedy, coin machine advertising executive. Perkins reports play on shuffle games holding strong in this area.

Herb Oettinger, United Manufacturing exec, returned last week from a short vacation trip to Hollywood, Fla. Billy DeSeim, sales manager, and Ray Riehl report field tests on Shuffle Alley Express have been excellent, and first reports from John Casola and Ray DeRoche on the road bear out these statements. On hand for a look at the new fast-action game last week were Mermon Paster, Mayflower Distributing St. Paul; (See CHICAGO on page 131)

Los Angeles:

Fred Gaunt, of General Music Company, took his first plane trip last week when he flew the 22 miles to Catalina Island on firm business. The only reason Fred took to the air was due to the fact that he could go no other way. He'll try it again soon, he says, only for a longer hop. . . . George Stebbins, Monrovia coinman, was making the rounds last week. . . . Ditto for Mr. and Mrs. Harold Presher, San Diego.

William R. Happel Jr., Badger Sales, has returned from a trip to Las Vegas where he visited O. W. Glenn, of Glenn Sales, and C. C. McGovern. Incidentally the company just received its first shipment of United's Shuffle Alley Express, which seems to be exciting the operators, Happel says. Oscar Tetzlaff, of Pacific Vending Sales, Banning, was buying up some new equipment. . . . Also visiting Pico Street was Jimmy Murphy, who operates in Inyokern.

Bud Parr, of General Music Company, is readying his Las Cruces Ranch at La Paz, Mexico, for the expected tourist influx. Parr expects to corral a lot of the fishermen during the coming season. . . . Walter Schinkas was in from San Diego. . . . Ditto for Lloyd Dindinger, who operates a few miles north at Ocean-side.

The Lyn Brown Company is making conversion kits for shuffle games. . . . Lloyd Barrett was visiting coin machine row from his Pomona headquarters. . . . Also seen on Pico Street was Ernie Bryant, who operates in Glendale. . . . Lawrence Rays was in town again to take some more equipment back to his Colton operation.

Joe Duarte is back from his business trip to South America. He (See LOS ANGELES on page 125)

Twin Cities:

Tom Crosby, president of the Minnesota Amusement Games Association, flew to Rome last week to participate in Holy Year activities. He will be back in the States at the end of April. Crosby is recuperating from an illness which sidelined him at the beginning of the year.

Influenza continues to plague the staff of Lieberman Music Company with Lew Ruben going back to bed with the illness for the second time in less than a month. Harold Lieberman, firm head, was forced to give up a short vacation in Miami Beach. . . . Hy Greenstein, of Hy-G Music Company, reports Roger Latterelle has been named field representative for his firm's new Coral record distributing department, and Phyllis Ryan, formerly head of the record department at the Donaldson department store, has also been added to Irv Gorsen's department at Hy-G.

Kelly Diedrich, Chaska, Minn., operator, is back from a six-week vacation in Honolulu weighing 18 pounds more. His first order of business is to take it off around the middle and he figures hard work on his route will turn the trick.

Matt Engel, Mayflower Distributing Company, is enthusiastic with the way AMI phonos and Bally Speed Bowlers are being received by operators thruout this area. He reports new and used equipment getting attention from coinmen these days. . . . Dave Ziskin, Silent Sales Company, is happy at the way Shuffle Alleys are moving and says used phonographs, too, are getting action from the operators.

Operators from Minnesota's resort area are looking for spring, which already is nearly a month overdue as winter continues to hang around, and are hopeful the coming vacation season turns out to be another winner for them. . . . T. J. Fischer, Waconia, Minn., operator, came to the Twin Cities with a dozen freshly frozen crappies which he used as bait to wangle a new Twin Bowler from Hy Greenstein and Sid Levin at Hy-G.

Ed and Mildred Birkemeyer, of Litchfield, Minn., are adding bowling games to their routes and offering stuffed dolls and rabbits as prizes at several of their locations. . . . Mr. and Mrs. Leo Bearth, Minneapolis operators, are working hard building up their route which now is being diversified with the addition of bowling games. . . . Bill Hanft, of the Austin Sales Company, Austin, Minn., has recovered from a siege of the flu and is back at work.

Fred Fixel, Pembina, N. D., president of the North Dakota Operators' Association, phoned distributors here to report his town still is the coldest spot in America and that as late as April 2 he had to shovel his way thru snow to get to some of his locations. . . . Ray Thraen, of the Tracy Sales Company, Tracy, Minn., is adding several pieces of used equipment to his route following a visit to the Twin Cities. . . . Don Carmichael, General Sales Company, Minneapolis, is expanding his route with the addition of novelty games.

Zollie Kelman, former Minneapolis operator who moved his base to Great Falls, Mont., reportedly is doing a good job in the coin machine business there. . . . Al Platnick, Minneapolis operator, is revamping his route and adding new five-balls and bowling games. . . . Billy (Sphinx) Cohen, of Silent Sales Company, Minneapolis, is back at his desk following a 2½-month vacation in Florida. His new coat of tan is the envy of the entire coin machine industry hereabouts.

L. J. Harris, Enderlin, N. D., has added several five-ball units to his operation. . . . Joe and Clarence Totzke, Fairmont, Minn., are replacing their present equipment with new Universal Twin Bowlers. . . .

Detroit:

Franklin P. Everett, Kenneth W. Fritch, and Herbert H. Heuman are forming the new firm of Vendersales, Inc., located on Wildwood Street, Jackson, Mich., to operate vending machines. Paid-in capitalization is \$20,000. . . . Roy Small formerly in the local music machine industry, is taking over active ownership of the Juke Box Company, of which he was originally service manager. Firm was established by J. H. Denning and is being moved to Cass Avenue.

James Vernor celebrated his 73d birthday by a motor trip back from Tampa. . . . Clare Spooner, who heads the Spooner Music Company, has bought out the portion of the Star Music Company formerly operated by Morris Smith, who has gone into the hot dog vending field. Spooner was formerly a serviceman with the Brilliant Music Company. His headquarters will be located on Ferguson Avenue.

The Rome Music Company has been founded on Griggs Avenue by Herbert Rome, who bought part of the Patterson Music Company. He is a newcomer in the music business. . . . William M. Campbell, another newcomer, is forming the Campbell Music Company on Dickerson Avenue. He bought the Rookie Music Company from Edward J. Rzakowski, of Dearborn, Mich., who is going into another line of business.

Max Lipin, head of Allied Music Sales Company, has left on a short trip to Florida, calling on various manufacturers en route, leaving his brother, Aaron Lipin, in charge of the business here. . . . The Bryan brothers, Bill and Garth, from Cadillac and Boyne City, were in town looking over the local situation, and reported business good in the music field up-State.

Jerry Snyder, representative of Music Systems, Inc., is turning in some encouraging reports on Wurliizer sales to the home office, Louis Nemesh, branch manager, advises. . . . Francis Flanders, who operates a music route in the old lumbering and resort area around Oscoda, Mich., has returned from a Florida vacation.

James A. Passanante, Gaycoinc Distributors, was on a business trip calling on the trade thru the State the past week. . . . Huna Solomon, president of the Edelco Manufacturing & Sales Company, returned from a business trip thru the State. . . . Sylvia Rosner, of the Edelco office, was on the sick list last week.

Milwaukee:

Milwaukee's Common Council's health-traffic committee voted a recommendation Thursday (30) that the city install "up to 800" automatic parking meters. Devices would all be located in the west side of the downtown area. The east half has already been blanketed with 550 parking meters for several months and the machines have been meeting with general public approval.

The commission recommended the meters be purchased directly from the Magee-Hale Company, Oklahoma City, Okla., manufacturers of the Park-o-Meter, which submitted the lowest bid. A two-thirds vote of the company council is required to okay the deal.

The triumvirate that controls and operates Modern Specialties Company, of Madison, is composed of Louis Glass, Walter Greenberg, and Frank (Moon) Mullinaro. The boys are anticipating an expansion of their operation of Chef-Master hot dog equipment in the near future, having recently found it to be a profitable department. Mullinaro was a former star football player on (See MILWAUKEE on page 131)

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box

Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

SCOTT-CROSSE CO.

1423 SPRING GARDEN ST. PHILADELPHIA, PA.

HERCULOCKS*

"Tops" in LOCKS!



Coin machine operators favor Herculokeys because of these outstanding features:

CONSTRUCTION—In addition to rugged manufacture and positive locking action, only the Herculokey has the Gear-Tooth keyway . . . a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculokey will fit.

EXTRA PROTECTION—Your key code is registered in our files under your name . . . reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOKEYS now—for dependable security!

*T.M. Reg. U. S. Patent Office

INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

FOR SALE—Used, Reconditioned Like New

UNITED SHUFFLE ALLEYS \$145.00 Each

CHICAGO COIN REBOUNDS \$199.50 Each

Send One-Third Deposit, Cash or Money Order, Balance C. O. D.

MORRIS NOVELTY CO. 3007-09 OLIVE STREET
ST. LOUIS 3, MO.
(Phone: FRanklin 0757)

BUY NOW
for Spring Locations
WURLITZER 1015 Thoroughly Reconditioned, Unconditionally Guaranteed **\$249**

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
750E\$119	Super 40\$ 59	1941 R.C. Special \$119
850 89	Master 40 59	Hightone, R.C. ... 99
950 89	Deluxe 39 59	Hightone, E.S. ... 79
800 89	Standard 39 ... 59	Colonel 59
500 59	Commando 49	Major 59
600R 54	President 49	Commander 59
Victory 39	MILLS	Cadet 59
616 39	Constellation .. \$195	Classic 49
		Regal 49

Above Prewar Phonographs Available With . . .

- ✓ Mechanism Overhauled
 - ✓ Worn Parts Replaced
 - ✓ Amplifier Reconditioned
 - ✓ Tone Head Renewed
 - ✓ Speaker Inspected
 - ✓ Professionally Refinished Cabinet
 - ✓ Unconditionally Guaranteed
- . . . For An Additional \$35.00

Seeburg 147 Domes\$17.50

WALL BOXES	
Seeburg 3W2-L56, 5¢, 3 Wire \$29.00	Packard Pla-Mor\$14.50
Seeburg W1-L56, 5¢, Wireless 24.50	Wurlitzer 3020 39.00
Seeburg WB-1Z, 5/10/25, Wireless Baromatic 17.00	Wurlitzer 3031, 5¢, 30 Wire 13.50
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic 17.00	Wurlitzer 125 7.50
Seeburg Prewar, 5¢, 3 Wire .. 8.95	Wurlitzer 120 3.50
Seeburg WS-2Z, 5¢, Wireless .. 8.95	Rock-Ola 1532, 30 Wire ... 11.50
Seeburg S-20-12-30 Wire ... 3.50	Rock-Ola Dial-a-Tune 3.50
Seeburg WS-10Z, 5-10-25, Wireless 9.95	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

Branches in Buffalo, Rochester, Albany 738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE

The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.



S & M SALES CO.

1074 UNION AVENUE

MEMPHIS, TENNESSEE

Record Reviews

(Continued from page 52)

RATINGS	OPERATOR
DISK JOCKEY	RETAILER
OVER-ALL	

ARTIST	TUNES	COMMENT	RATINGS
LABEL AND NO.			
COUNTRY & WESTERN			
CLAUDE BOONE Mercury 6248	Get Your Kisses While You Can Light philosophizer, country style, gets an easy light-weight rendition from Boone and string ork.		67-67--66--68
	Wedding Bells No. 2 Strong ditty of renunciation and sorrow gets a heart-felt rendition from Boone and chorus. A promising side.		81--81--81--81
LESTER FLATT-EARL SCRUGGS Mercury 6247	No Mother or Dad Brother duet on a tearjerker about departed parents. Good routine back-country fare.		70--70--72--68
	Foggy Mountain Breakdown Getoff banjo is spotlighted in a fast moving country stomper.		69--74--68--66
EARL SONGER Fortune 131	Will There Be Any Flowers on Your Grave? Twangy boy-gal duet with harmonicas and strings in mountain style. Voices don't blend well, orking is loud.		56--56--54--58
	Fox Chase Harmonica and strings effectively re-create the sounds of fox and pack in an imaginative instrumental side.		72--74--72--70
HOT JAZZ			
TOMMY TURK ORK Mercury 8916	Encore East jumper of minor merits spots a hefty slice of Turk's gutty tram style.		62--65--60--60
	Two by Four Simple, satisfying medium time riffer boasts a neat tune and some excellent Turk solo work.		72--75--72--69
SANTO & HIS DIXIE-LAND JAZZ BAND Mercury 8914	Rose of the Rio Grande Live, spirited two-beat jazz job on the standard is highlighted by the virile tramping of Santo Pecora.		70--72--70--68
	Canal Street Romp An original two-beat opus swings wonderfully while Pecora plays more exciting tram, and a couple of noteworthy solos are contributed by clarinet and trumpet.		70--75--70--65
OSCAR PETERSON Mercury 8917	Debut Brilliant jazz piano solo by the Canadian keyboard star serves as a notable introduction to American jazz bugs and collectors.		70--75--70--64
	Tenderly Peterson flashes much of his Tatum-Garner-Shearing styling in this convincing performance of the Walter Gross beauty.		70--75--68--66
LU WATTERS & HIS YERBA BUENA JAZZ BAND Mercury 11026	Ace in the Hole Real old-fashioned, thumping Dixieland group slices an engaging version of the traditional opus.		71--72--72--70
	Weary Blues Spirited, old-hat two-beat styling of a familiar Dixie band standard.		67--67--66--67
LU WATTERS & HIS YERBA BUENA JAZZ BAND Mercury 11025	Waiting for the Robert E. Lee Resounding delivery of the standard in traditional Dixieland style.		69--70--68--68
	Doin' the Hambone An original by the noted group hasn't the commercial nor musical values of the topside.		63--66--63--60
SONNY CRISS ORK Mercury 8915	Tornado Criss's alto rcheives some exciting moments in a solo effort at a racing tempo.		62--69--62--55
	Blues for the Boppers Soulful slow blues blowing by Criss and some tasty piano work make an okay jazz slicing.		62--67--62--58
CHILDREN			
FLOYD SHERMAN Columbia 353-PV (7-inch)	Stand Up for Jesus The label's first hymn kidisks are packaged in multi-color jackets, with attractive illustrated labels. Sherman sings with spirit, but his words aren't too clear on this 25-cent disk.		76--75--76--NS
	Away in the Manger More clarity on this slower children's hymn. Side has an individually designed label.		77--76--78--NS
FLOYD SHERMAN Columbia 354-PV (7-inch)	Now the Day Is Over Popular material, well sung by Sherman, packaged well.		77--76--78--NS
	Jesus Calls Us Less familiar stuff, but a cinch with religious-minded parents.		73--72--74--NS
FLOYD SHERMAN Columbia MJV-65 (10-inch)	Jesus Loves Me (and) Children of the Heavenly King Sherman's fine tenor hymn-singing should appeal to grown-ups as well as the kids he's aiming at here. Excellent stuff.		80--80--80--NS
	Savior, Teach Me Day by Day (and) Jesus, Tender Shepherd, Hear Me Religious parents are a cinch to grab this coupling.		80--80--80--NS
RELIGIOUS			
JACK SIMPSON-D. M. COATES Decca 1450B	1. O Come and Mourn With Me Awhile; 2. Stabat Mater Organ-chimes waxing, made in England, offers two hymns in peaceful, relaxing fashion. Fine for Sunday spinners.		73--74--72--NS
	1. Christ the Lord Is Risen Today; 2. O Filii et Filiae More of the same meditative, well-recorded material.		73--74--72--NS
JAMES EDWARDS Decca 14510	The Ten Commandments Against a background of Handel's "Largo" by organ and choir, Edwards delivers a most effective reading of the Commandments.		75--75--75--NS
	The Lord Is My Shepherd Schools, churches, and Sunday spinners can make good use of both excellent sides. This one's the 23rd Psalm.		75--75--75--1'S

Record Reviews

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ACK OWENS
Decca 14512
RELIGIOUS
Still, Still With Thee
83--84--82--NS
The "Breakfast Club" favorite delivers a beautiful devotional song in his warmest manner. Should be a big one with the home folks.

ANDREWS SISTERS-VICTOR YOUNG ORK
Decca 14509
Softly and Tenderly
84--85--83--83
The Sisters contribute one of the strongest sides issued to date in the Decca Faith series. Has pop potential a la "Whispering Hope."

BING CROSBY
Decca 14501
I Love To Tell the Story
80--81--79--NS
The girls sing with deep reverence and feeling as they turn out this hymn.

AARON LEBEDEFF
Columbia 82-6 (Yiddish)
O Lord, I Am Not Worthy
83--84--82--NS
Bing rarely has sung better and with more feeling than he shows on this hymnal selection.

SIX FAT DUTCHMEN
RCA Victor (45) 25-1151
Happy Go Lucky Polka
78--78--78--78
Lively instrumental polka figures to score in the Mid-western markets.

RUDY SINDELL
Columbia 12450
Moonbeam
67--67--66--68
Trivial waltz is played and warbled unexcitingly.

COMULKA POLKA BAND
Decca 45094
Pretty Polka
75--75--75--75
Bright instrumental polka is in the slam-bang Polish style. Good spirit and strong beat.

REV. J. B. CROCKER
King 4350
Hey, Rudy
78--78--78--78
Another snappy polka effort, this one has a gang vocal in English, using a popular Polish expression.

KIKO MENDIVE (H. Jimenez Ork)
Columbia 6438
There's a City Called Hamtramck
78--78--77--78
Great polka band, beautifully recorded, socks out a tribute to the big Polish community incorporating some tongue-twisting family names.

PEDRO VARGAS
Victor 23-1574
Moon Man
71--71--70--73
A lilting waltz, orked here in brass band style, is sung by The Haymakers group. Pleasant, danceable stuff.

PEREZ PRADO ORK
RCA Victor 23-1546
SPiritual
When I Can Read My Title Clear
76--76--75--NS
After some deeply-felt hymn-singing in beautifully conceived tone and mood, The Rev. launches into a fiery spoken bit. An effective spiritual waxing.

MACHITO ORK
Mercury 5398
He Is Able
76--76--75--NS
Rev. Crocker's resonant bary lead moves into a bright, hand-clapping hunk of gospel chanting.

PEREZ PRADO ORK
RCA Victor 23-1560
LATIN AMERICAN
Arrimate Carinito—Guaracha Mambo
76--79--75--75
Enticing, bright Latin opus is sold spiritedly by Mendive. Rhythm drives solidly and makes for fine dancing.

HUMBERTO SUAREZ ORK (Felix Guerrero)
Cafamo 521
Ya Son Las Doce—Bolero Mambo
67--68--66--68
The fire of the topside isn't equalled here. Result is a rather unexciting, ordinary Latin etching.

ACE HACE DE TODO (guaracha)
75--75--76--74
Typical pre-mambo oking puts over a 'catchy, bright rumba, with group chanting, solo piano and fine rhythm.

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

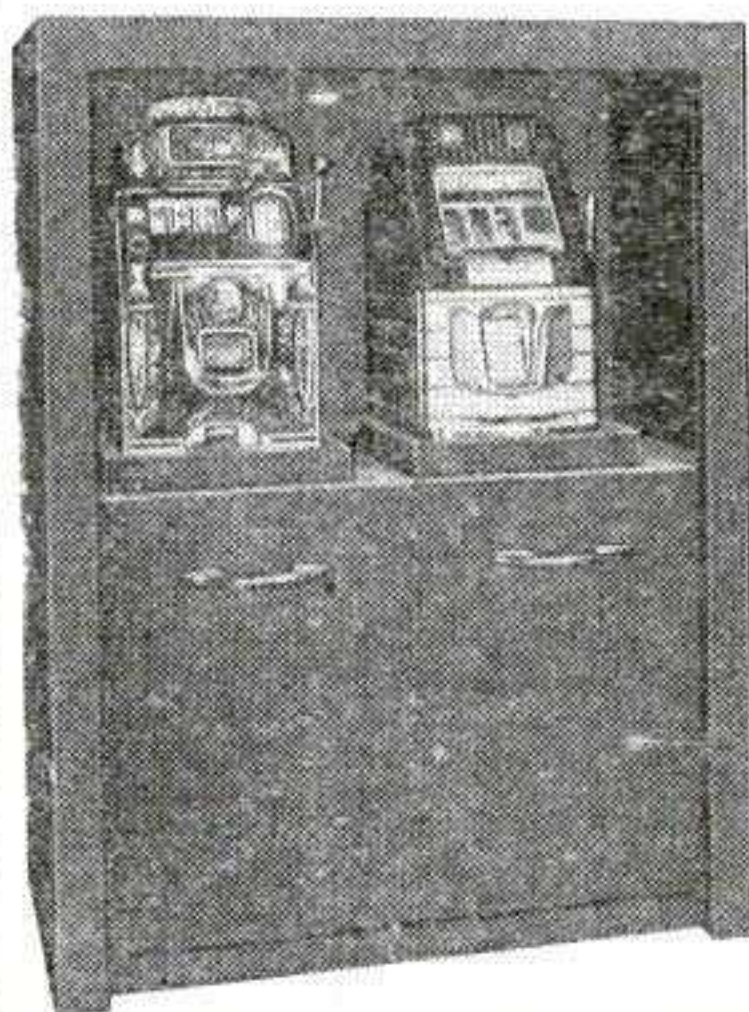
- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

Distributor for Rock-Ola Shuffleboards and Supplies

Max R. Stith Amusement Co.

700 EAST MONROE PHONE 397 BLACK MOUNT PLEASANT, IOWA

The Last Look in Protection Equipment



Revolv-A-Round Double Deluxe Cabinet

- Inviting
- Convenient
- Rugged



FITS ALL MACHINES

Single Universal Stand

DELUXE & UNIVERSAL Cabinets and Stands

You'll be money ahead in any location with these dependable units that speed up servicing and safeguard your machines. Their smart styling harmonizes with the finest interiors and helps you capture the choice spots.

Write for FREE 4-Color Folder showing this equipment in luxurious settings.

PROMPT DELIVERY

CHICAGO METAL MFG. COMPANY

3724 South Rockwell Street

Chicago 32, Illinois

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

LITTLE ROCK AMUSEMENT CO.

105 W. 13TH STREET

LITTLE ROCK, ARKANSAS

AUTOMATIC COIN

America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

NOW DELIVERING
MILLS SENSATIONAL
ALL CHROME 21 BELL

ALSO
BLUE BELL TOKEN BELL
BLACK BEAUTY BONUS BELL
Write for Details



Limited Quantity—Brand New
MILLS VEST POCKET BELLS, \$65.00

Jobbers and Distributors,
Write for Special Price!

MILLS 5¢ or 10¢ 1949 BONUS BELLS HL Guaranteed reconditioned and repainted \$165.00	MILLS 5¢, 10¢ or 25¢ 1948 BLACK GOLD HL Guaranteed reconditioned and repainted \$145.00	MILLS 5¢, 10¢ or 25¢ 1948 MELON BELLS Guaranteed reconditioned and repainted \$125.00	MILLS 5¢, 10¢ or 25¢ 1948 JEWEL BELLS Guaranteed reconditioned and repainted \$135.00
--	--	--	--

RECONDITIONED SLOTS

Mills 10¢ or 25¢ Postwar Black Cherry..\$105.00
Mills 5¢ or 10¢ 1949 Black Beauty, HL .. 175.00
Buckley Track Odds, Latest Model 550.00
Buckley 25¢ Criss Cross 95.00

RECONDITIONED CONSOLES

Bally DeLuxe Draw Bell\$199.50
Bally Victory Derby, P.O. 59.50
Bally Trophy, Comb. F.P.-P.O. 195.00
Exh. Dale Guns, Latest Triple Switch Models, Like New 109.50

EXCLUSIVE!

Keeney's ELECTRIC CIGARETTE VENDOR

ALSO DELIVERING:

Genco SOUTH PACIFIC
Gottlieb BOWLETTE
Chicago Coin BOWLING ALLEY
Universal TWIN BOWLER

NEW M & T LITE-A-PIN CONVERSION
for all Shuffle Bowling Games—specify make. **\$20.00**

NEW LOREN COIN CHANGER, 5c-10c-25c—fast, accurate..... ONLY \$38.50

Terms: 1/3
Dep., Bal.
C O D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: Capitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

MUSIC ROUTE FOR SALE

35 late model Wurlitzers, 25 late model Games. Located in Southeastern Kentucky and Tennessee. Well established, choice locations, have been in business sixteen years. Priced reasonable. Reason for selling, other business interests.

BOX D-355, c/o THE BILLBOARD, CINCINNATI 22, O.

RHYTHM & BLUES RECORD REVIEWS

For complete scoring method see explanation under Record Reviews. Maximum points given, 100. Points in first column, represent over-all rating. Second from left is score for disk jockeys to follow, third from left, retailers, and fourth and last, juke box rating.

(Continued from page 48)

RHYTHM & BLUES

BILLIE HOLIDAY Decca 24972	God Bless the Child The thrush, not in best of voice, does a feelingful job with her own very fine song.	79--79--79--
	This Is Heaven to Me Billie phrases this excellent epic ballad for fullest effect. The arrangement also lends full credence to the rendition.	80--80--80--
BOBBE CASTON King 4354	You Don't Know What Love Is Uninspired cleffing makes for a tedious, monotonous performance, tho thrush shows a rich, full voice.	45--45--45--
	God Bless the Child Same story here—a fine voice and a good tune suffer from lack of imagination in the arranging and orking.	55--55--55--
BOBBE CASTON King 4353	Call Me Darling A sentimental oldie proves slow going given the r & b treatment. Thrush sings affectedly here.	52--52--52--
	This Is the Last Time I'll Cry Over You Another ballad job misses fire.	50--50--50--
IVORY JOE HUNTER 4 Star 1452	Don't Leave Me Ivory Joe whispers a blues ballad of his own cleffing, backed by tenor sax and rhythm. Pretty effort.	78--78--78--
	Coming Round the Mountain (Cecil Gant Trio) Thrush and trio get off a chaotic and meaningless hillbilly burlesque.	20--20--20--
NICK ESPOSITO 4 Star 1424	Wrong Joe Blues Slick blues job lacks sincerity. Warbler shouts mean and hard, but combo, with noisy cymbals, gets in the way.	64--64--64--
	Back Fat Boogie Fly, smart combo boogie job. Kicks, but not commercial.	61--61--60--
AL SEARS-THE SPARROWS Coral 65029	125th Street, New York Unison chanting of novelty rhythm tune and Sears' tenoring. References to local landmarks may garner some Harlem biz, but otherwise this is slight stuff.	63--65--61--
	Tan Skin Lad Pleasant, burry, voice of one Clarence Palmer does nicely with a moody, modernish ballad.	66--68--66--
LONNIE JOHNSON King 4346	I'm So Afraid The warbler-guitarist sells a persuasive ballad in his distinctive style.	83--83--83--
	Troubles Ain't Nothin' But the Blues Johnson retools the country blues hit for the r & b trade—could register.	84--84--83--
IVORY JOE HUNTER King 4347	I Got Your Water On Ivory Joe and star sidemen from the Ellington band jump a novelty ditty. Amusing but slight.	71--70--70--
	Please Don't Cry Anymore Characteristically smooth ballad warble by Hunter and some pretty Johnny Hodges alto make a smooth side.	75--75--75--
JULIUS STEWART Freedom 1534	Life of a Poor Man Rumba calypso tells a socially conscious story. Not commercial, but sincere.	60--60--60--
	Don't Never Trust a Woman Combo gets a slow rock beat in back of okay Stewart blues vocal. Lyric is quite trite, however.	62--62--61--
BILLY VALENTINE ORK Mercury 8173	How Long, How Long, Blues The Blazers' pianist-warbler gets a neat blues mood going in a teasing rendition of the much recorded "How Long" classic.	75--75--74--
	Beer Drinkin' Baby Medium tempo blues novelty lacks spark and drive.	63--63--62--
CHARLES BROWN Aladdin 3051	I Wonder When My Baby's Coming Home The ace blues warbler does a slow ballad prettily, with light and lacy trio work. Attractive but not strong.	74--74--74--
	My Baby's Gone With a tenor sax added, Brown gets his hooks into an easy blues.	77--77--77--
BIG MACEO MERRI-WEATHER Fortune 137	Leaving Blues Maceo and a boogie-dispensing trio turn out a fairly routine deep blues effort here.	68--67--70--
	Have You Heard About It? Rockin' novelty blues shout loses some impact due to cloudy diction. Otherwise, it's an entertaining, rhythmic side.	72--72--72--

TRIMOUNT'S Now Delivering
UNIVERSAL'S

Super TWIN BOWLER

TWO CAN PLAY • SIMPLE TROUBLE-FREE MECHANISM • ANIMATED UPRIGHT PINS THAT ACTUALLY DISAPPEAR • FASTEST, BIGGEST MONEY-MAKING ALLEY OF THEM ALL.

Also Available: GOTTLIEB, WILLIAMS, CHICAGO COIN, UNITED AND BALLY ALLEYS. All latest models.

EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG & UNIVERSAL DISTRIBUTORS

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

United Starts Production on Shuffle Express

CHICAGO, April 8.—United Manufacturing is now in production and making initial deliveries to all territories on its new game, Shuffle Alley Express, Lyn Durant, president, announced this week. Game, a single-player unit, features new plastic disappearing pins, stepped-up play action via the use of two pucks, simplified servicing with the entire playfield hinged and the drop coin chute developed by the firm.

Available in two lengths, 8 or 9½ feet, Shuffle Alley Express can be played thru a complete 10-frame cycle in less than one minute, with all the features of bowling included. The player, by directing his weight over contacts on the board, causes plastic bowling pins to disappear. A strike, spare or split can be scored. Player actually aims for the bowling strike zones and can obtain an instantaneous optical result of every shot by noting the pins.

Backboard is animated, with frames, strikes, spares and automatic scoring also immediately visible to the player.

Appoint Empire National Distrib For Red Arrow

CHICAGO, April 8.—The Edelco Manufacturing Company, Detroit, has appointed Empire Coin Machine Exchange national distributor of the Red Arrow conversion for shuffle games, according to Gil Kitt, Empire.

Red Arrow consists of mounted plastic pins suitable for use on United's Shuffle Alley, Bally's Shuffle Bowler and similar games which were designed with visible scoring contacts. It sells for \$19.50.

Kitt added that his firm will exhibit Red Arrow in its booth at the All-Industry Show of the American Coin Machine Manufacturers' Association to be held at the Hotel Sherman May 22-24.

Calif. Solons Act on Cig Tax

SACRAMENTO, April 8.—The off again on again California cigarette tax passed the assembly this week (5) by a vote of 42 to 34 and will be written into a \$30,000,000 school aid bill. The tax would go into effect July 1 and would be assessed at the rate of 3 cents per package on cigarettes and 15 per cent of the retail price of other tobacco products. The vote came following approval of ways and means committee amendments restoring the tax that earlier had been knocked out by the revenue and taxation committee.

Vendo at Work on New Promotion for Service Changers

CHICAGO, April 8.—Following the shaping of a new operator-aimed sales and promotion program for service type coin changers, the Vendo Company is now entering a new phase of activity in this field. Firm's move comes as a climax to months of a near-zero level lull in service coin changer promotion generally. Described in the service equipment news column of the April Vendo, Vendo's program is based on increased use of mechanical changers on bottle drink venders, primarily, and to a lesser degree on cup-type drink and on candy machines.

According to Alex Izzard, director of sales promotion for Vendo, there has been a 25 per cent boost in demand for changers by operators of bottle and cup venders alone. Of total changer production for the past 12 months, 65 per cent of Vendo's output has been going to installations on or near venders in one of two forms; as a direct vender attachment or as a stand or wall mount unit. In the latter instance, however, when a single operator does not control the entire battery, the changer has usually been placed on a rental or lease arrangement with the location itself, Izzard said.

Three Methods

Currently, Vendo is placing changers one of three ways: Direct to the operator, location owner or individual who wishes to set up a rental or lease arrangement with the location itself; the manufacturers' representatives who sell to operators and, third, thru several distributors who lease units to operators.

Vendo formerly sought to retain ownership of its changers, either in its own name or in the name of area distributors. The units were not sold outright, but were rented or leased to locations (this type placement predominated) and operators. With the new outright sales policy taking precedence over other forms of placement, Vendo feels the popularity of the service changer will be materially strengthened.

Ad Tie-Ins

Another program adopted by Vendo, that of soliciting advertising on the face of the changer, is continued. Altho this program was introduced in 1946, officials admit that a good deal of intensive promotion remains to be done in order to realize the ad plan's real potential.

Pointing up the growth of service coin changer use during recent months, Izzard cited placement of 250 Vendo changers by a Canadian firm, Canadian Rest Room Equipment Company, Toronto. The firm, which places the units on a rental basis, has made installations not only in its rest room locations (where it operates pay stations and other coin-operated sanitary equipment) but also in public and plant areas where there are multiple vender installations. The rental fee is \$4.50 per month per changer.

Philip Morris Dividend; Plans Public Financing

NEW YORK, April 8.—Philip Morris & Company declared a regular quarterly dividend of 75 cents plus a year-end dividend of 75 cents on its common stock. Both are payable April 15 to stockholders of record April 3. The firm had up until the corresponding period last year paid a quarterly dividend of 37½ cents.

At the company's year-end meeting, March 31, directors also authorized development of plans for public financing of \$25,000,000 to \$30,000,000, part of which would be in common stock.

Continental Sets Distributors To Handle Quizette

DETROIT, April 8.—Full scale sales and distribution program was launched by the Continental Service & Equipment Company for Quizette this week, according to Jack Brown, sales manager.

Appointments were made this week for territories covering entire States and sub-distributors' areas. These included the following:

Mario Ingrassia, Miami Beach, for Florida; A. B. Walker, Speed Distributing Company, Oklahoma City, for Oklahoma; Ralph Cline, Nashville, for Tennessee; Joseph Day and O. B. Kline, State Distributing Company of Austin, for Texas, and Foster Quizette Company, Detroit, for Michigan.

Billy Stillwaugh, Hamilton, O., has formed the Hamilton Quizette Company as sub-distributor for the Hamilton-Cincinnati district. Murrell Fife, Main Quizette Company of Toledo, has been named sub-distributor for the Northwestern Ohio area. Distributor for the State of Ohio will be Jack Brown, of the Brown Quizette Company, Detroit, with the other two companies acting as sub-distributors.

Offer Acorn Machs. Trimmed in Chrome

CULVER CITY, Calif., April 8.—Operators may now order the Acorn bulk vender finished in chrome at no extra cost, Sid Bloom, Oak Manufacturing executive, said this week.

The all-purpose vender is said to be suitable for ball gum, pistachios, cashew nuts, almonds, candy and charms, and may be adjusted for penny or nickel operation.



\$139⁵⁰

BRAND NEW ROL-A-TOPS

SIZE: 23" High, 14" Wide Net Weight: 88 lbs.
15" Deep

5c-10c-25c PLAY
FACTORY REBUILTS
\$95 EACH

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772
Cable Address: "WATLINGITE," Chicago

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE

The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box
Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.



LaBeau NOVELTY SALES CO.

1946 UNIVERSITY AVENUE

ST. PAUL, MINNESOTA

CLOSING OUT! NEW UNITED TWINS

WRITE FOR PRICE

NEW UNITED SUPERS
Write for Price

NEW KEENEY TEN PINS
Write for Price

NEW WILLIAMS SINGLE AND WILLIAMS TWIN—Write for Price

25 USED BALLY SHUFFLE BOWLERS
Write for Price

100 USED 8' UNITED ALLEYS
Write for Price

25 USED UNITED "SUPER" ALLEYS
Write for Price

We have a complete assortment of conversion Pin Tops for all Alleys with plug-in attachment.

K. C. VENDING CO.

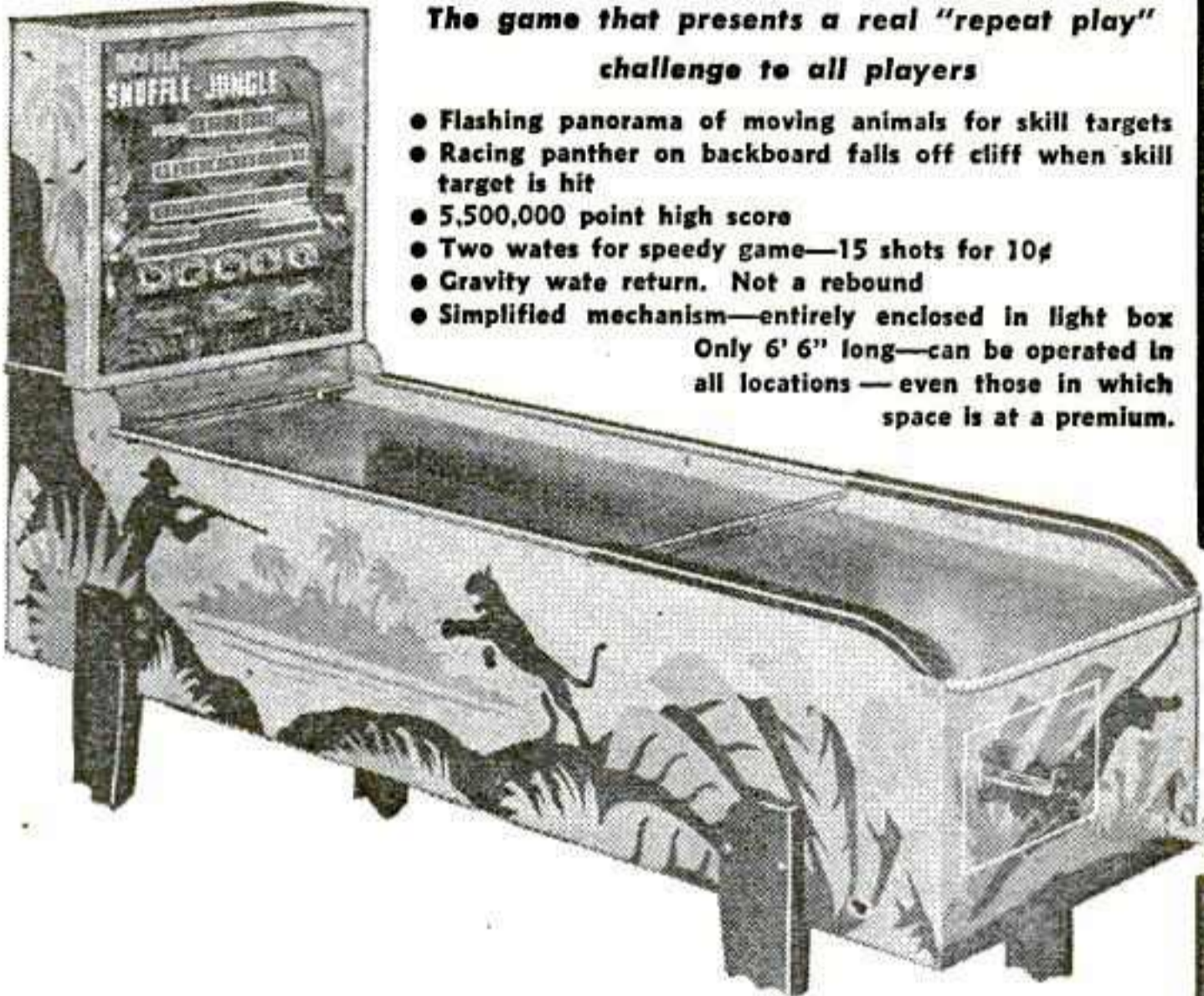
JACK KAUFMAN, Proprietor

800 N. 3rd St. Philadelphia 23, Pa.
Market 7-6391—Market 7-6875

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

H. G. PAYNE CO.

312 BROADWAY

NASHVILLE 3, TENNESSEE

OPERATORS INFORMATION ON REQUEST

RECONDITIONED PIN GAMES READY FOR LOCATION

Champion	\$109.50	Pinch Hitter	\$79.50	Spellbound	\$12.50
Gun Club	17.50	Sea Isle	17.50	Summertime	49.50
Maryland	119.50	Show Boat	82.50	Gold Cup, 1-Ball	92.50

BOWLING GAMES

Keeney Pin Boy	\$265.00	Keeney Line-Up	\$115.00
Keeney Ten Pins	245.00	Rock-Ola Shuffle Lane, 8'	230.00
		United Shuffle Alley, 8'	230.00

NOW DELIVERING NEW EQUIPMENT

Keeney's A-B-C BOWLER, Dreamy, South Pacific, Bowlette. NEW MILLS VEST-POCKETS, \$65.00. Keeney's Electric Cigarette Vendor, Mills "21" Bell Regular, also New Chrome "21" Bell, Mills Blue Bell, Mills Black Beauty, New Regal Cabinets for all Mills Bell Machines, Downey Johnson Coin Counter

On Display! See it Today!
KEENEY'S PYRAMID 2-Way Bonus Bell. Here's the new 5¢-25¢ Double-Quick Profit Producer.

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MD. • PHONE: BELMONT 1800

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed

Address Bill me

City Zone State

Profession or business



4-15-CM

Calendar for Coinmen

(Continued from page 107)

May 4—Washington Music Guild, Inc. (WGMG), monthly meeting, Washington.

May 6—National Automatic Merchandising Association (NAMA), Region VI (Illinois, Indiana, Minnesota, North and South Dakota, Wisconsin), annual meeting, Herb A. Geiger, chairman, Edgewater Beach Hotel, Chicago.

May 12—National Automatic Merchandising Association (NAMA), Region V (Michigan, Kentucky, Ohio, West Virginia), annual meeting, Hugh Howes, chairman, Statler Hotel, Detroit.

May 21—National Automatic Merchandising Association (NAMA), Region IX (Texas, Arkansas, Louisiana, Oklahoma), annual meeting, Harold Crowther, acting chairman, Baker Hotel, Dallas.

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.

June 2—National Automatic Merchandising Association (NAMA), Region XI (Northern California, Nevada, Utah, Wyoming), annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California, New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 9—National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia), annual meeting, Erroll Eckford, chairman, hotel to be announced, Baltimore.

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 Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Clarify Philly Game Ruling

(Continued from page 107)

censees were upset over the ban, believing it meant the removal of all machines from locations. Segelbaum, however, emphasized that such was not the case. The State Liquor Control Board, he said, merely asked for an immediate end to tournaments and the offering of prizes.

"A retail establishment (taproom) is not a place of amusement," Segelbaum said, "but they seem to be trying to make places of amusement out of them."

The State Liquor Control Board's ruling banning contests, tournaments or prize offers does not apply to clubs, it was also made clear. Clubs are considered to be private establishments, altho all are licensed by the State Liquor Control Board.

Tournaments in drugstores, amusement machine arcades, restaurants where no liquor is sold, lunchrooms, candy stores or any other such types of establishments are not affected by the liquor board ban, since such places do not come under the jurisdiction of the liquor board. The board feels that tournaments with prizes are an inducement to attract business, and it was pointed out that retail taprooms are primarily eating places and liquor licenses granted to them are incidental.

Hotel men here and thruout the State also had been concerned about the ban, but Segelbaum said that as long as tournaments are conducted by private parties or individuals in rooms rented out to the group, the State Liquor Control Board has no authority to stop such activities.

New Shuffle Theme For Rock-Ola Unit

(Continued from page 107)

rear door all parts are immediately accessible to the operator.

Board comes in 6½-foot length, with cabinet appropriately decorated with a big game hunter design.

Animated backglass reports score, number of shots and records hits via an animated animal racing along the top of the board. When the hit is scored a flash shows on the backglass and the animal tumbles over the side of a cliff.

A "game void" feature is also included. This precludes any tampering with the unit by patrons.

Shuffle Games Hit New High

(Continued from page 107)

games in two lengths, 8 and 9½ feet. United is making its Shuffle Alley Express in both lengths, while Keeney has called one length Lucky Strike and the other King Pin.

Conversion kits, featuring anchored lite-up pins, to dress up early model shuffle bowling games, are being manufactured by more than a dozen firms, while two firms are making bowling attachments, and two others are turning out horse shoe attachments which turn standard shuffleboards into shuffle games.

IF YOU WANT TO
BUY—SELL OR EXCHANGE
MILLS SLOT MACHINES
WRITE—PHONE OR TELEGRAPH
FOR PRICES AND ALLOWANCES

BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

COINMEN YOU KNOW

Los Angeles:

(Continued from page 118)

covered most of the leading cities on his three-week jaunt in the interests of Badger Sales Company. . . . Mr. and Mrs. Jack Mallett were in from Claremont for a looksee at new games. . . . Also making the rounds was William Robinson, San Diego. . . . Paul Bershin, who operates in Glendale, was on Pico Street. . . . N. P. Craver was in from San Diego to pick up some games.

Paul Laymon, of the company bearing his name, got in a new shipment of Genco's South Pacific. It's really a hot item, he says. . . . Jack Arnold made the rounds. He operates in Barstow, where it's going to be mightily hot when summer rolls around.

Art Crane, Coast rep for Genco, is building himself a new manse in the Hollywood hills. . . . Dudley Trojan, of the Trojan Novelty Company, was making the rounds. . . . A new operator in the field, James Milliken, is buying shuffle games.

CSCA Hits Back At Critics; Air Org's Programs

HARTFORD, Conn., April 8.—Abe Fish, of General Amusement Game Company here, and president of the Connecticut State Coin Association, Inc. (CSCA), has vigorously denied "rumors that the association is primarily designed as a lobbying group and profit-making venture for its top officers."

"I don't know where and how these rumors started," Fish said, "but apparently such rumors have been spreading around the State and I'd like to stop them."

He expressed the belief that "these rumors are being spread by individuals or organizations desiring to see a State-wide coin operators' association disbanded."

Org's Mission

"Our primary mission," he went on, "is to see that the coin machine business in Connecticut is operated on a clean level."

"Our organization does not advocate any fly-by-night coin operation in this State, and we're organized to see that Connecticut looks with approval upon the coin machine industry and coin men thruout the State."

"Rumors that our officers are making money out of the organization ought to be corrected with specific facts," he continued. "The facts are that the officers of the association are not paid. All serve voluntarily and often spend extra time and effort in association business."

Membership rolls in the organization are continuing to rise altho, thus far, according to Fish, membership represents to a great extent the North-eastern sections of Connecticut. "We'd like to have more representation from Fairfield County," he said.

Spacarb Output Upped 50% Thru Incentive Plan

NEW YORK, April 8.—An incentive plan instituted a week ago by Spacarb, Inc., has boosted production by about 50 per cent, I. H. Houston, president of the cup vending manufacturing firm, disclosed Thursday (6). He predicted further substantial gains during the next two months.

Under the plan, 100 machines a month was set as the normal output of the Spacarb labor force. For each machine over the norm employees will divide an amount equal to 75 per cent of the direct labor costs traceable to the extra venders. Last week the plan added a bonus of \$15 to the pay check of each Spacarb production worker.

Houston estimated that the plant should achieve an output rate of 200 venders a month by June, providing the supply situation can keep pace with increased production efficiency.

Announce Separation of Lamont, Corliss and Pond's

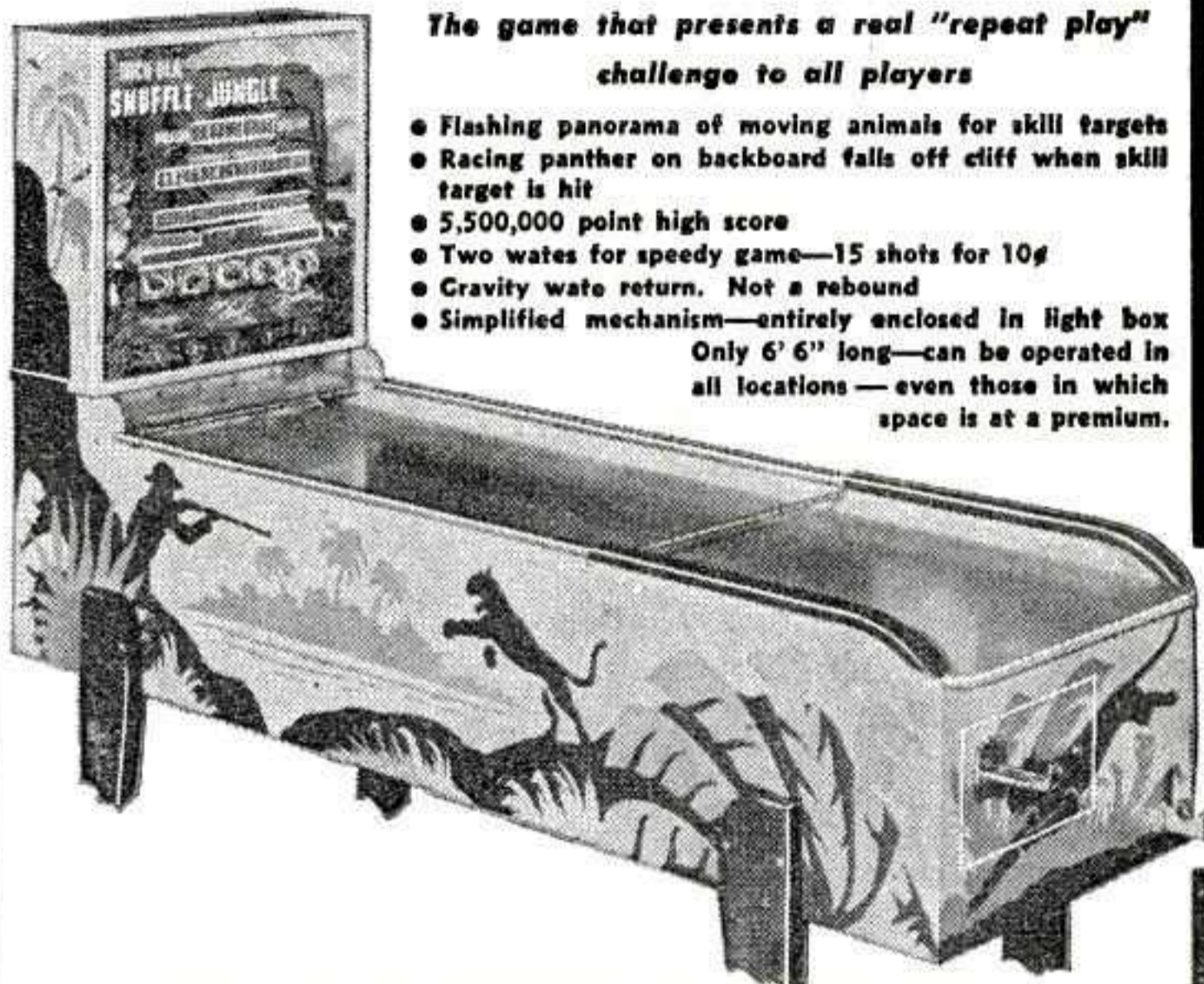
NEW YORK, April 8.—The separation of Lamont, Corliss & Company and Pond's Extract Company became effective last Saturday (1), President Clive C. Day announced this week. Lamont, Corliss will now devote its entire attention to promoting and selling Nestle's chocolate products, while Pond's will distribute its creams and toiletries independently.

Separation of the companies involved a number of changes on both selling and merchandising levels. H. Kenneth Philips, vice-president of Lamont, Corliss, formerly merchandising manager, now has broader duties as vice-president in charge of operations. Donald Cady, recently named vice-president, succeeds Philips as merchandise manager.

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

FRANCO DISTRIBUTING CO.

24 NORTH PERRY ST. Phone: 3-6463 MONTGOMERY, ALA.

JEFFERSON MUSIC CO.

210 NORTH 22ND ST. Phone: 7-6388 BIRMINGHAM, ALA.

XTRA SPECIAL!

ONLY 5 BRAND NEW ROCK-OLA SHUFFLE LANES

IN ORIGINAL CRATES

POSITIVELY LOWEST PRICE AVAILABLE

Write—Wire—Phone SEACOAST DISTRIBUTORS, INC.

1200 NORTH AVE., ELIZABETH, N. J. PHONE: BIGELOW 8-3524

NEW SUPER TWIN UNIVERSAL BOWLER

In stock for prompt delivery. Will trade. What have you? Call, Wire or Write for our deal.

- | | |
|---|-----------------|
| Used United Shuffle Alley
Tops refinished like new,
Thoroughly reconditioned. | \$169.50 |
| Trade Wind ..\$49.50 | |
| Robinhood ... 50.00 | |
| Mutoscope Silver
Glove | 150.00 |
| Gooley | 75.00 |
| All Star Hockey | 45.00 |
| Voice-o-Graph | 395.00 |
| Photomatic,
post-war | 750.00 |
| Atomic Bomber | 95.00 |

THE MARKEPP COMPANY

4310 CARNegie AVENUE Henderson 1-1043 Cleveland 3, Ohio

SCALES

- | | |
|-----------------------------------|-------------|
| All in A-1 Condition | |
| 7 Watling Tom Thumb Fortune | \$75.00 Ea. |
| 6 Watling Model 500 Fortune | 87.50 Ea. |
| 2 Watling Guess Your Weight | 82.50 Ea. |
| 2 Peerless Ticket Fortune | 67.50 Ea. |
| 1 Astrology Fortune | 65.00 |
| 1 Rock-Ola Lo-Boy | 39.50 |
| 1 Hamilton Lo-Boy | 30.00 |

1/3 Deposit, Balance C. O. D. WERTZ MUSIC SUPPLY COMPANY 319 West Broad St. Richmond, Virginia

REMOVAL SALE

100 used Pins and Arcade Pieces. Come over with your truck and pick them up at your own price. We must vacate. Building being torn down.

New England Exhibit Co. 1289 Washington St. Boston 18, Mass.

COLUMBIA DOUBLE JACKPOT BELL

SPECIAL SELLOUT PRICE **\$69.50**
Changeable right on location in a few moments' time to 1-5-10-25¢ play.
Cabinet rebaked to give new machine appearance.

GINGER

1¢ CIGARETTE TOKEN PAYOUT **\$15.50** Each
Lots of 3 or More **\$13.50** Each

WRITE FOR FREE 1950 CATALOG!

NON-COIN OPERATED AMERICAN EAGLE or MARVEL

Fruit Reels or Cigarette Reels
\$22.50 Ea. **\$20.50** Lots of 3 or More
COIN-OPERATED **\$20.50** Ea. **\$18.50** Lots of 3 or more Specify 1¢ or 5¢ Reels

LIBERTY Fruit Reels

Free Play Token Payout
Token Payout **\$16.50** **\$15.50** Lots of 3 or More each

MERCURY Cigarette Reels

Cigarette Token Payout
Token Payout **\$16.50** each **\$15.50** Lots of 3 or more

All Cabinets Refinished and Rebaked. All Mechanisms Rebuilt to Look and Operate Like New.

1/3 Dep., Bal. C. O. D., F. O. B. Chicago

All Equipment Sold on a Money-Back Guarantee

Abco NOVELTY Co.

2009 W. IOWA STREET

CHICAGO, ILLINOIS

PHONE: EVERGLADE 4-3823

PINBALL BARGAINS

- | | | | | | |
|----------------------|---------|------------------|---------|----------------------|---------|
| Nevada, w/f | \$27.50 | All Baba | \$69.50 | Manhattan | \$39.50 |
| Dew Wa Ditty | 49.50 | Stormy | 39.50 | Buttons & Bows | 94.50 |
| Cinderella | 59.50 | Wisconsin | 37.50 | Tropicana | 39.50 |
| Monterrey | 37.50 | Stardust | 44.50 | Big Top | 89.50 |
| Treasure Chest | 39.50 | Blue Skies | 69.50 | Summertime | 59.50 |
| Moon Glow | 89.50 | Bermuda | 34.50 | Barnacle Bill | 84.50 |
| Carnival | 69.50 | | | | |

TWIN CITY AMUSEMENT CO.

1922 WEST 7TH ST.

PHONE 3-3723

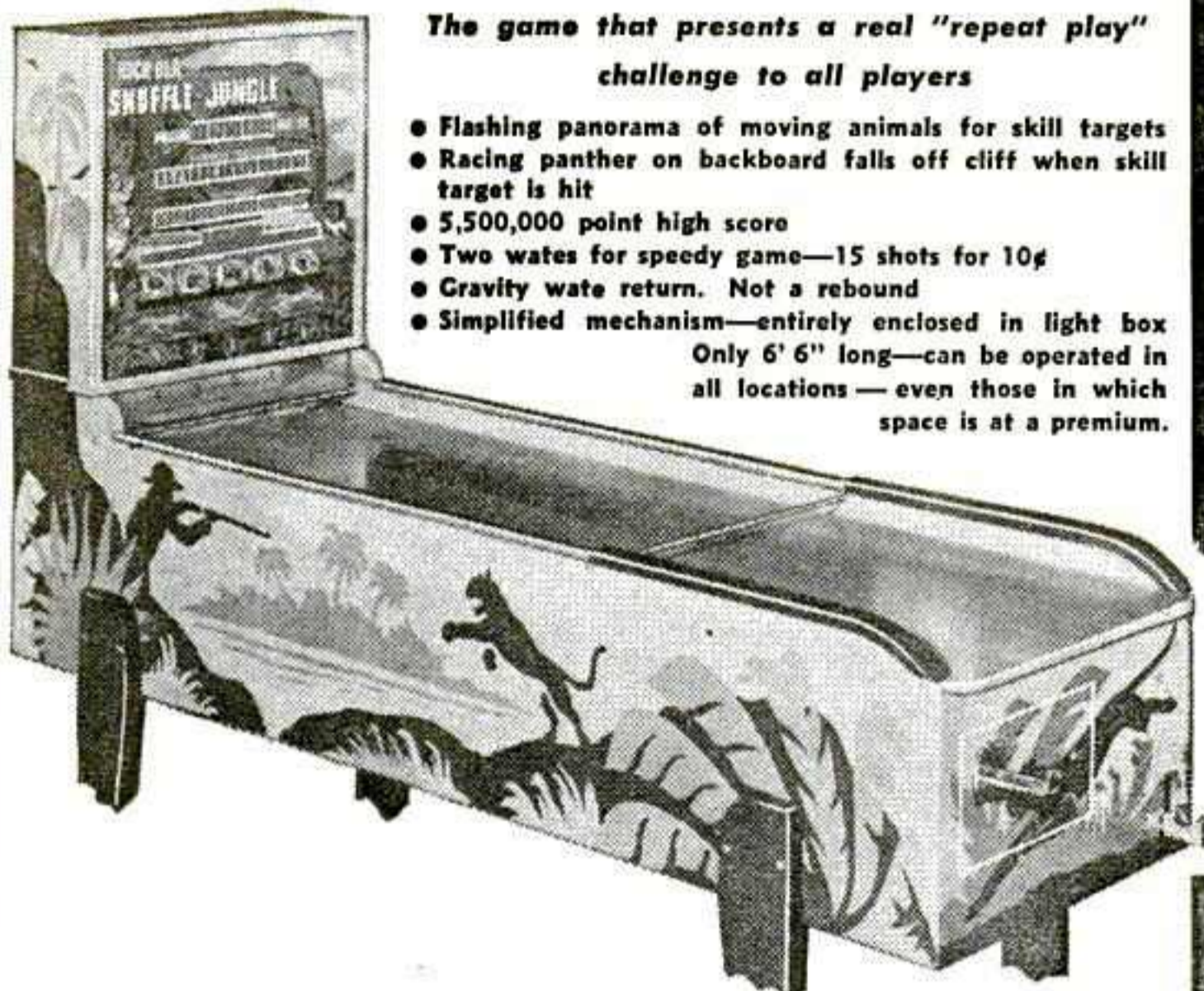
TEXARKANA, TEXAS

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

Hacola Distributing Corp.

265 FRANKLIN STREET

BUFFALO, N. Y.

Rodstein Hypos Shuffle Deal; Video, Newspapers in Picture

(Continued from page 116)

ment machine Arcade. However, the machines are still on such location and players are invited to continue to play them to develop their skills for the league tournaments.

On each machine in a liquor-licensed establishment is the following legend: "This is official shuffle bowling equipment as used by the Shuffle Bowling League of America in sporting events. Any one desiring to enter sporting events sponsored by the Shuffle Bowling League of America may obtain an official application blank here."

In sending the card, which is already stamped, to the league headquarters maintained at the Banner Specialty Company, the players are told when and where to report in order to compete for an opportunity to get on one of the television programs and compete for the prizes. Eliminations are held four nights a week at the Variety Corner Arcade. While the competitions are now held outside the liquor-licensed establishments, players going on the television program are permitted to identify themselves as coming from a particular tap or tavern team.

Promotions

With the interest in shuffle bowling riding high here, Rodstein utilizes every effort to build added interest in the game both locally and in his territory. Milt Gray, theatrical agent, came here from New York to join the Banner Specialty staff as national field director for shuffle bowling. He will set up similar tournaments and league branches in the territory covered by Banner Specialty, including all of Pennsylvania, part of Ohio, all New Jersey south of Newark, and all of West Virginia.

Apart from the two television programs, Rodstein is making generous use of newspaper display space, particularly in the sports sections, bannering the fact that "A New Sport Is Born." The newspaper ads call attention to the elimination being held four times a week at Variety Corner and advise fans to pick up application cards at locations and send them in promptly. Other ads offer the machines for sale—such sale limited to residents of Philadelphia and suburbs only. Newspaper ads also direct attention to the league's two television programs.

In every instance, Rodstein plays up the adopted insignia of the Shuffle Bowling League of America—a pin and a puck. The ads urge players to look for the insignia, adding that "it's your guarantee that you are practicing on official league equipment—and are eligible to participate on the television programs sponsored by the Shuffle Bowling League of America."

The merchandise prizes offered on the television programs are geared mostly to household items, including coffee-makers, electric-mixers, electric clocks, portable radios, luggage, automatic washing machines, refrigerators and silverware.

"Any wonder," said Rodstein, "that wives thruout the area are urging their husbands to join the throngs nightly trying their hand at shuffle bowling? Even the wives themselves are taking a fling at this exciting new game."

At each official tournament, contestants play one game, and those with the eight highest scores compete in an elimination to determine the location champion. The location champions are awarded certificates signed by Commissioner Musi, which makes them eligible to appear on the two weekly television tournaments.

All participants on the television programs receive a trophy and an award, and the player with the highest score is declared champion for the night. At the end of the first quarter

in May, the twice-weekly program champions will compete in a "sudden death" tournament with the winner receiving the grand prize—a 1950 Oldsmobile.

Indicative of the increasing interest and increased skills developed in the game, Commissioner Musi revealed that the league has certified four 200 scores while one player sets up a new three-game record.

High Scorers

The highest single game score to date was chalked up by Bill Schroepfer, Burlington, N. J., when he tallied 234 in the finals of a tourney at the Burlington Moose Hall. Sgt. Andrew Clark, a soldier stationed at Fort Dix, N. J., hit a 201 in a tournament conducted at that army base. John Kobialka, with 212, and Chick Thompson, who had 210—both from Philadelphia—joined the 200 Club in the television phase of the tournament.

The new three-game record in Shuffle Bowling League of America competition was set up by William Meehan, a nephew of the Philadelphia sheriff Austin Meehan, when he tallied 605 to win tournament honors at the Leven Recreation Center. This wiped out the record of 601 set by Benny Licciardello February 23. Meehan tallied successful games of 225, 187 and 193 for his record total. He earned membership in the 200 Club by scoring 214 in his qualifying round, then proved it was no fluke by hitting 203 in the semi-finals. When he tallied 225 in the finals, it was the first time any contestant rolled three 200 games the same night in Shuffle Bowling League of America competition.

Bill Irons, Philadelphia, is the reigning match game champion as he has successfully defended his league crown on the "Top the Champ" television competition four times. On each of two programs each week, the participants try to top Irons. When Irons loses, his successor will continue on each successive television show until defeated. Irons's prowess to date has earned him such handsome merchandise awards as a television set, a deep freezer, a kitchen table set, an electric dish washer and an automatic washing machine.

SKILL TEST



1c OR 5c PLAY

A THRILL GIVING MACHINE FOR COUNTER OR ARCADE. TRAINING AND CO-ORDINATING EYE, NERVE AND MUSCLE.

SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO MAY 22, 23, 24

WRITE FOR PRICES GROETCHEN Tool & Mfg. Co. 126 NO. UNION ST. CHICAGO 6, ILL. Phone: RAndolph 6-2807

BUY WITH CONFIDENCE at Atlas!

WHERE YOU BUY THE BEST

AND SAVE!

113 USED PHONOGRAPHS \$35.00 EACH

SEEBURG—Colonels, Cadets, Majors, Concert Grands, Regals.

WURLITZER—24's, 500's, 600's.

ROCK-OLA—Standards, Deluxes, Commandos.

Many Other Models.

(\$10.00 Extra for crating)

USED CLASSICS—VOGUES \$50.00 EACH (Add \$10 for crating)

WANT TO BUY OR TRADE LATE MODEL PIN GAMES

NEW SHUFFLE BOWLING GAMES

Immediate Delivery
Chicago Bowling Alley with Pins
Gottlieb Bowlette
Bally Speed Bowler
Universal Twin Bowler
Keeney ABC Bowler
United Shuffle Express
Williams Twin Shuffle

NEW SLOT SAFES

Chicago Metal DeLuxe Revolv-A-Round, Heavy Gauge Steel.
Single\$132.00
Double 192.00
Triple 288.00
Weighted Box Stands 27.50

NEW 5-BALLS

Williams Dreamy—Write
Genco South Pacific
Exhibit Be-Bop
Bally Hot Rods, Floor
Samples at a Special Price!

RECONDITIONED—REFINISHED LIKE NEW SHUFFLE GAMES

United Shuffle Alley, 8 ft.\$189.50
Rock-Ola Shuffle Lane, 9 1/2 ft. 174.50
Bally Shuffle Bowler, 9 1/2 ft. 199.50
Genco Bowling League, 9 1/2 ft. 174.50
Genco Glider 60.00
\$20.00 additional if life-up pin conversion desired.

RECONDITIONED SLOTS

Orig. Black Cherry Bells, 5-10-25c\$99.50
5-10-25c Blue Fronts 69.50
5-10-25c Brown Fronts 74.50

RECONDITIONED PINGAMES

Banjo\$49.50
Ballerina 57.50
Samba 49.50
Thrill 59.50
Broncho 59.50
Special Entry (1-Ball F.P.) 69.50

Terms: 1/3 Deposit, Balance C. O. D.

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices } ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FOR SALE

WURLITZER SKEEBALLS, \$59.50 Ea.

Crating extra—these machines have been thoroughly reconditioned and painted to look like new. Ready for location. Buy with confidence.

JOY NOVELTY CO., 8635 Linwood Ave., Detroit 6, Mich. Phone: TYler 4-9460

finest
RECONDITIONED
EQUIPMENT
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION MUSIC

Quantity		
<input type="checkbox"/>	Wurlitzer 700	\$ 99.50
<input type="checkbox"/>	Wurlitzer 600K	69.50
<input type="checkbox"/>	Wurlitzer 24A	49.50
<input type="checkbox"/>	Seeburg Hitone RC	95.00
<input type="checkbox"/>	Seeburg 1946	195.00
<input type="checkbox"/>	Rock-Ola 1946	189.50
<input type="checkbox"/>	Rock-Ola Standard	69.50

ARCADE

<input type="checkbox"/>	Chi. Coin Pistol	\$ 89.50
<input type="checkbox"/>	Wms. Quarterback with Star Series batting assembly	169.50
<input type="checkbox"/>	Bing-A-Roll	109.50
<input type="checkbox"/>	Advance Roll	49.50
<input type="checkbox"/>	Auto Roll	49.50
<input type="checkbox"/>	Evans 1947 Ten Strike	69.50
<input type="checkbox"/>	Wms. All Stars	99.50
<input type="checkbox"/>	ABT Electric Skill Gun, 1/2 counter game, like new, with stands	24.75
<input type="checkbox"/>	Daval Skill Thrill, 1/2 counter game, brand new in cartons	14.50

The Famous DAVAL POSTMASTER 3-Column Roll Stamp Vendor. Beautiful cast aluminum cabinet adjustable for any coin up to 25¢. Vends 2 to 5 stamps in each column. Finest stamp vendor ever built. Formerly \$99.50
NOW \$39.50 EA.

SHUFFLEBOARD WAX

<input type="checkbox"/>	Carton of 24	\$6.50
<input type="checkbox"/>	5 Cartons, per ctn.	6.00
<input type="checkbox"/>	10 Cartons, per ctn.	5.50

1/3 deposit with order, balance C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

Shuffle Alley Conversion
FOR
CHICAGO COIN BOWLER

Made to fit, and work properly. No wiring, no soldering, plug in. Colorfully lighted plastic pins.

Also made for Bally, Keeney, United, Genco, Williams.

Price \$16.50
1/3 Deposit Required

ROYAL MUSIC CO.
34 Park St. Webster, Mass.

WANT TO BUY FOR CASH
ONE BALLS
CONSOLES

Parker Distributing Co.
311 8th Ave. South, Nashville, Tenn.
Phone 42-1231

ARCADE FOR SALE

Completely equipped, 2-year lease or equipment only. 75 Machines—all types. A real buy—act quickly. Good location and climate.

PLAYLAND ARCADE
129 W. Congress TUCSON, ARIZ.

CASH PAID FOR USED
BALLY CHAMPIONS AND CITATIONS
FREE PLAY PHOTO FINISH
State condition, lowest price via air mail or wire.

The R. F. Vogt Distributors
Earle Hotel Bldg. Salt Lake City, Utah
(Ph. 5-0461)

NYC Refuses Licenses for Arcade Units

Ops Go to Court

NEW YORK, April 8.—Court action has temporarily restrained authorities here from shuttering arcades housing coin-operated Pok-erino, Poker Roll and several group games. The city withheld license privileges from such arcades at the start of the spring season.

License Commissioner Edward T. McCaffrey served written notice on arcade owners Saturday (1) that their "common show" licenses would not be renewed this year if the games were operated. In addition to the poker tables, he specifically mentioned Fascination and Five Star Final, as games which would not be approved.

Industry Gets Writ

The industry acted quickly, however, and Tuesday (4) obtained a writ from Judge Powers, of the Brooklyn Supreme Court, directing the city to show cause why the disputed licenses should not be issued. Peter P. Smith, official referee, was named to conduct a hearing and recommend action. He has not yet scheduled the hearing, and city authorities have agreed meanwhile to permit conditional operation.

Altho the license department directed its action against arcades in the seashore amusement areas of Coney Island and the Rockaways, arcades throuth the city, many of which house poker tables, would be similarly affected. The rest seemed to be marking time, tho, until the court action instituted by Joseph Goldstein, attorney, in the name of a Coney Island arcade owner, reaches the hearing stage.

1948 Amendment Cited

The license commissioner contends that an amendment to the city administrative code, passed by the city council in June, 1948, specifically forbids operation of games involving "any element of chance." But the industry maintains the devices in question are games primarily of skill and, therefore, do not come within the scope of the amendment.

The amendment was aimed solely at pins and coin novelty games alone, A. Joseph Geist, head of Rockaway Playland, declared.

Geist, who is also the legal representative for the Rockaway Chamber of Commerce, charged further that last week's action by the license department was "arbitrary and capricious and not supported by law." Playing these games cannot be construed as gambling in any sense of the word, he added.

He indicated that passage of a new clarifying bill might be sought.

Last year issuance of licenses for the arcades was also delayed for several weeks. The common show license year runs from March 16 to March 15.

Eye Savannah Pin Ordinance

SAVANNAH, Ga., April 8.—City officials, including high police representatives and the city attorney, met with Mayor Fulmer this week to discuss a pinball ordinance to regulate amusement games in Savannah. Last week the finance and licenses committees rejected an ordinance on pin games when it appeared that the measure might lead to favoritism.

As of this week there were 344 pinballs on location in Savannah on which operators paid a total of \$34,400 in license fees.

HEADING YOUR WAY
A SENSATIONAL ANIMATED SHUFFLE GAME
ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box

Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

Snodgrass Shuffleboard Sales
673 TIPPECANOE STREET TERRE HAUTE, INDIANA

6 BOX OFFICE STARS
★ ★ ★ ★ ★ ★
Available for Personal Appearances in Your Location

Nobody—but Nobody Can Give You This Line-Up of the Six Leading MONEY-MAKING STARS—Except Alfred Sales!

<p>The New BALLY SPEED BOWLER</p> <p>Cuts Playing Time in Less than Half . . . 2 to 3 Times Earning Power! All the bowling skill and shuffle-science of the record-smashing SHUFFLE BOWLER . . . plus new, improved HIGH-SPEED TOTALIZER. Choice of two sizes: 9 1/2 ft. by 2 ft., 8 ft. by 2 ft. A gold mine either way!</p>	<p>The New BALLY CHAMPION</p> <p>Greater Play Appeal . . . Greater Earning Power! 3 Games in One! CHAMPION has all the sensational features of Citation . . . plus exclusive new ideas that give the player more ways to win . . . ideas that attract extra coins and result in greater net profit to you!</p>
<p>The New GOTTLIEB BOWLETTE</p> <p>Only Shuffle Bowling Game in Pin Game Size! Power in Small Space! Thrills of Bowling Play! Suspense of Bowling Scoring! Fascination of Shuffleboard! Only 63" Long, 65" High, 20" Wide . . . Shipping Weight, only 197 Lbs.!</p>	<p>The New GENCO SOUTH PACIFIC</p> <p>GENCO does it again! Screwball was sensational! Camel Caravan was terrific! Rip Snorter was a smash! And now . . . SOUTH PACIFIC Tops them all!</p>
<p>The New WILLIAMS DREAMY</p> <p>Hottest Game on 4 Legs! Modern design playfield! First important Playfield change in years! Different! Faster! Original Tilt Reset! Thumper Bumpers, Flippers Point Scoring—High Scoring! Special—When Lit Roll Overs!</p>	

ALFRED SALES, INC.
881 MAIN STREET LINCOLN 9106 BUFFALO 3, N. Y.
Alfred Sales is Exclusive Distributor in this Territory for WURLITZER, BALLY, GOTTLIEB, WILLIAMS, EXHIBIT and Other Leading Manufacturers.

ALL SALABLE TRADES ACCEPTED
WRITE • WIRE PHONE or COME IN!

EXCLUSIVE DISTRIBUTOR FOR THE FINEST ALLEYS MADE: UNITED—UNIVERSAL—CHICAGO COIN—KEENEY—GENCO—EXHIBIT—GOTTLIEB



BRAND NEW COUNTER GAMES

\$18.00 each; 3 for \$50.00. They are cheaper by the dozen—\$175.00.



ARCADE EQUIPMENT

Boomerang	50.00
Batting Practice	75.00
Chicago Coin Hockey	85.00
Chicago Coin Pistol	135.00
Chicken Sam (conv.)	95.00
Drivemobile	150.00
Evans Ten Strikes	69.50
Exhibit Dale Gun	100.00
Exhibit Silver Bullets	185.00
Goales	100.00
Groetchen Metal	
Typer	195.00
Heavy Hitter	50.00
Jack Rabbit	100.00
Keeney Air Raider	100.00
Mother-in-Law Gun	95.00
Mutoscope Football	225.00
Quizzer	100.00
Panorams	185.00
Scientific X-Ray	
Poker	85.00
Sky Fighters	100.00
Solar Horoscope With	
Scrolls	85.00
Silver Gloves	225.00
10th Inning	50.00
Tommy Gun	85.00
Undersea Raider	95.00
Vitalizer	95.00
Western Baseball	65.00
Williams All Stars	125.00
World Series	95.00

COUNTER GAMES

A B.T. Electric Skill	
Gun	\$49.50
5 or more	47.50
Shoot the Bull	45.00
Duck Hunter	
W.r.te for special quantity price.	
Kickers and Catchers	35.00
10 or more	29.50
Used Challengers	23.00
Advance Shocker, new	19.50
Five Jacks, 1¢ or 5¢, new	59.50
Pop-Ups, used	14.50
Wurla Balls, used	17.50

TERMS:

1/2 deposit with all orders. balance C. O. D.



M.S. GISSER, SALES MGR.

SHUFFLE-TYPE GAMES

Bank Balls, 9 Ft., 12 Ft., 14 Ft.	\$ 95.00
6 Bango Shuffle Skill	59.50
2 Chicago Coin Basketball	195.00
2 Chicago Coin Midget Skee Ball	165.00
3 Chicago Coin Rebound	75.00
5 Cleveland Coin Rebound	75.00
3 Genco Glider	125.00
1 Keeney Line-Up	125.00
9 F. Miniature Shuffle	65.00
Premier 9 Ft. Barrel Roll	75.00
4 Scientific Pitchem & Battem	165.00
2 Even Hi Pool Tables	95.00
Supreme Alley, 9 Ft.	75.00

"THE NATION'S COIN MACHINE MARKET" Northern Ohio AMI Distributors

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-6715

Trade Directory

New Equipment

Penny packaging machine — J. H. Keeney & Company, Chicago.

Shinemaster—shoe shine unit—Northwestern Engineering & Manufacturing, Inc., Minneapolis.

Super Twin Bowler—straight novelty—Universal Industries, Inc., Chicago.

Vendalite—lighter kit—Alnk Company, Albuquerque, N. M.

Change of Address

The Craig Vending Machine Company moved its offices to 90 Holton Street, Danvers, Mass.

New Firms

Vendors Supply Company, Dallas—distributing outlet for merchandise vending manufacturers.

Personals

American Shuffleboard Leagues, Inc., named the following directors: For Wisconsin, Bob Carroll, La Crosse, and Dewey Wright, Wausau; Illinois, Clayton Seebe, Peoria; Michigan, Len Haigh and Jim Curtis, Detroit; Ohio, Ray Dzierwa, Columbus; Pennsylvania, William Lenox and Frank Coleman, Philadelphia; Indiana, Bob Charleston, Ft. Wayne; Arizona, Helen Kuzmanoff, Phoenix; Missouri, Lou Ritter, St. Louis; Utah, John Weiss, Ogden; Idaho, Charles Cox, Boise; Texas, Gene Hill, Dallas; Minnesota, M. Lambert, Minneapolis, and New York, Howard Conlon, Schenectady.

Automatic Canteen Company of America, Chicago, named Frank L. Coninx director of purchases.

National Automatic Merchandising Association, Chicago, named Arthur S. Dudley, Sacramento, Western representative.

National Association of Tobacco Distributors' officers for the year: Claude Harrison, Ouachita Cigar & Tobacco Company, Monroe, La., re-elected president; Joseph Kolodny, Jersey City Tobacco Company, Jersey City, secretary and managing director; Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa., treasurer, and Clarence D. Hunter, Joseph P. Manning Company, Boston, chairman of the board. Vice-presidents re-elected: LeRoy F. Ball, Bert P. Cunningham, Marcus Glaser, Ira Katz and H. J. Lagonegro. Henry Gunst, chairman of ways and means committee was re-elected; Stanley Stacy, chairman, committee on relations with manufacturers; Richard C. Pinney, chairman, committee on relations with candy manufacturers.

National Coin Machine Distributors' Association announced election of two companies to membership: Redd Distributing Company, Allston, Mass., and Williams Distributing Company, Memphis.

Tru-Ade, Inc., Chicago, appointed J. M. Langr as manager of vender and cooler sales.

Massachusetts Bottlers of Carbonated Beverages re-elected John E. McNaughton, of the Seven-Up Bottling

Company, Springfield, president; Frank B. Kibbey, Worcester, was elected first vice-president; Thomas H. Hoyt, Natick, treasurer, and Malcolm C. Stewart, Needham, financial secretary. Distributors named: James Dixon, Lawrence; John F. Leary, Newburyport; J. Claude Shea, Cambridge; Davenport Brown, Boston, and Potter Smart, Greenfield. Frank T. Vesce, East Boston, was named recording secretary pro-tem.

Distributors

Atlas Novelty Company, Chicago, appointed Melvin Miller to the sales staff to cover the Illinois area.

Miller-Newmark Company, AMI's Detroit representative, appointed Bill Punton as sales representative for Michigan.

SuperVend Sales Corporation, Chicago, appointed W. R. Deaton, of Greensboro, N. C., Southeastern district sales manager, to cover Virginia, the Carolinas, West Virginia and Georgia.

Purchases

Parkway Machine Corporation of Baltimore purchased a building at 701-733 Ensor St., Baltimore.

Exhibit Supply Intros Strike Shuffle Game

CHICAGO, April 8.—Strike, a new shuffle game with disappearing pins, is in production at the Exhibit Supply Company, Joseph A. Batten, vice-president and general manager, announced yesterday (7).

Designed with a 9½ by 2-foot playfield, Strike has unit scoring by frames which runs up to a maximum of 300 points as in bowling. It is built with an automatic return chute and takes approximately 65 seconds to complete a game.

Sliding pucks energize contacts and pin retract and disappear as if directly hit. Pins automatically reset after each frame.

FOR SALE
10 TELEQJIZ MACHINES—LATE MODELS
\$165.00 Each
HYSOL MUSIC CO.
997 CLARKSON AVE., BROOKLYN 12, N. Y.
Dickens 2-9530

SORRY!
Thru an error, "2 Derez Candy Vendors, all chrome, new . . . \$9.50" should have read:
75 Mini Vendors, 4 Way All Chrome, New . . . \$9.50
FIRST DISTRIBUTORS
1748 W. North Ave. Chicago 22

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE

The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.



E. T. MAPE MUSIC CO.

284 Turk St. San Francisco, Cal.

21 N. Aurora St. Stockton, Cal.

1701 W. Pico Blvd. Los Angeles, Cal.

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

BE FIRST WITH
The Sensational Animated Shuffle Game
Rock-Ola's SHUFFLE JUNGLE

Presenting a "repeat play" challenge to all players.

- Flashing Panorama of Moving Animals for Skill Targets.
- Racing Panther on Backboard falls off cliff when skill target is hit.
- 5,500,000 point High Score.
- Two wates for speedy game—15 shots for 10c.
- Gravity wate return. Not a rebound.
- Simplified mechanism—entirely enclosed in light-box.
- Only 6'6" long—can be operated in all locations—even those in which space is at a premium.

ORDER TODAY FROM

H. M. BRANSON DIST. CO.
514 S. SECOND STREET LOUISVILLE, KY.

NAPKIN DISPENSER
Quizzette



No. 78 is:
The Detroit Tigers
YOUR QUIZ NO. 79
How many amateur radio operators are there in the United States?
For Correct Answer See Next Quiz.

URNS NAPKIN COST INTO A PROFIT!

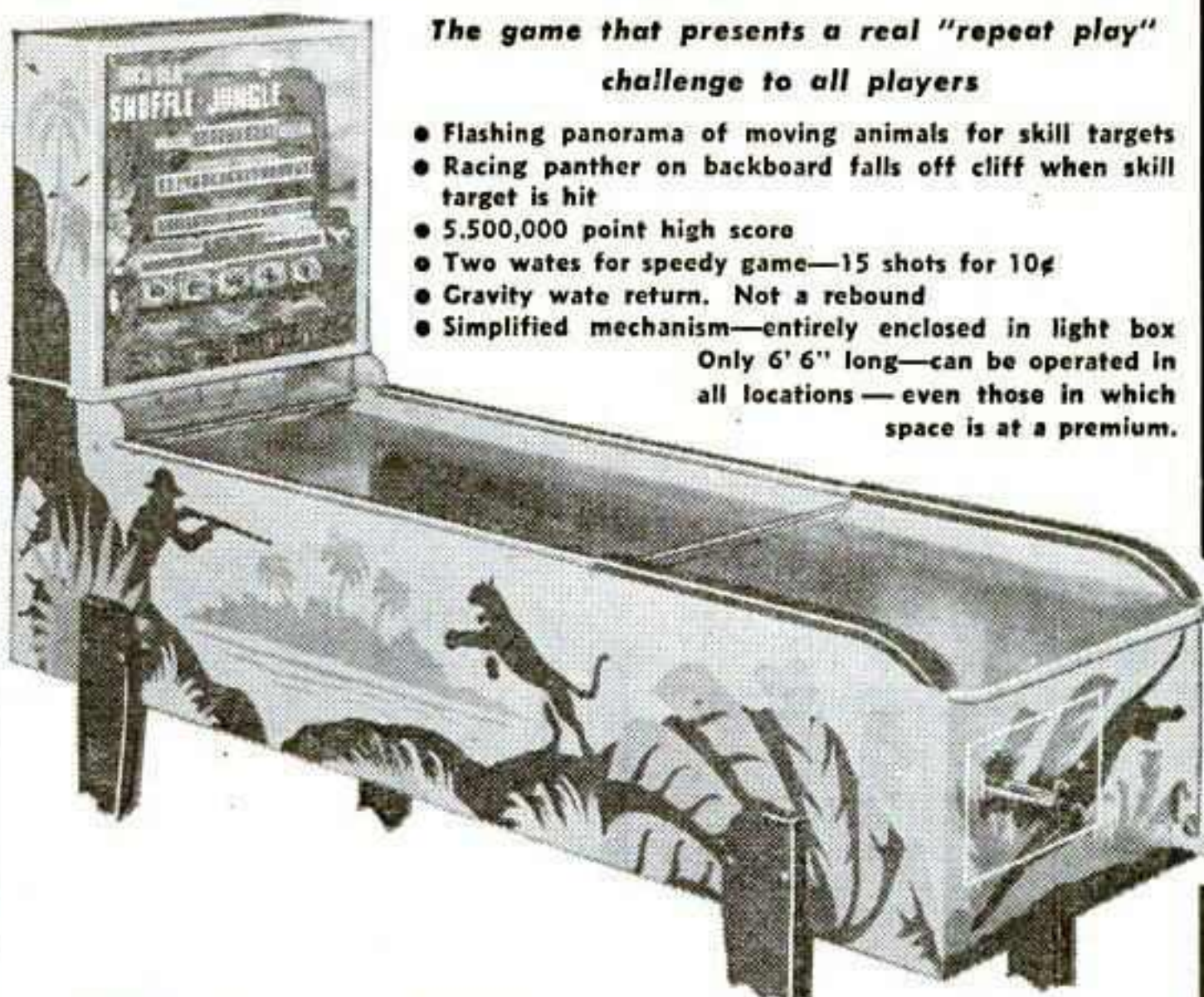
For Restaurants, Lunch Counters, Snack Bars
Plays 500 Different Quizzes at a Penny Each
Has two chromed free napkin dispensers, available in several standard sizes. Profits from plays should more than pay for napkins. A penny plays the Quizzette. Answer comes on next card with another quiz. Interesting—Educational.

CUTS NAPKIN COSTS • BRINGS EXTRA PROFITS
GET QUIZZETTES ON YOUR LOCATION!

Don't miss this 2-way opportunity to make extra money. Quizzette will do it. Phone, wire or write for additional interesting information.

CONTINENTAL SERVICE & EQUIPMENT CO.
3830 Holbrook Ave. Detroit 12, Mich.
Telephone TRinity 3-5060

HEADING YOUR WAY
A SENSATIONAL ANIMATED SHUFFLE GAME
ROCK-OLA
SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

COIN MACHINE SERVICE, INC.

422 WILSON STREET SANTA ROSA, CALIFORNIA
TELEPHONE SANTA ROSA 3713 or 1498

100%

RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH OUR RECONDITIONED EQUIPMENT

MILLS THRONE
Fully repainted. Perfect condition. Ready for location.
\$99.50
(Crated)
1/3 with all orders, balance C. O. D.



SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHONOS AND GAMES

LOOK — LOOK — LOOK

Distributors • Jobbers • Operators

BRAND NEW BOX STANDS

Still in cartons
LOTS OF 10 .. \$17.50 EACH
LOTS OF 50 .. 15.00 EACH
LOTS OF 100 .. 12.50 EACH

SLOTS

Mills 21 Bells	\$175.00
Bills Blue Bells	150.00
Mills Black Cherrys	90.00
Mills Chrome Bells	80.00
Mills Brown Fronts	60.00
Mills Blue Fronts	50.00
New Mills Q.T., 5¢ play	100.00
Used Mills Q.T., 25¢ play	75.00
Mills Vest Pockets (like new)	50.00
Mills Golden Falls, 5¢ play	125.00
Heavy double Revolve-Around Safes	200.00
Heavy double Safes	150.00
Heavy single Safes	100.00

Order your Mills Parts from us—50% discount on large quantities.
Jennings 4-Star Chiefs \$ 60.00 || Jennings Silver Moon (refinished) .. | 75.00 |

CONSOLES

Mills Duplex 5 & 25¢ play (like new)	\$225.00
Baker's Racers D.D. (like new)	250.00
Pace Red Arrow Racers	100.00
Keeney 5¢ Bonus Bell	150.00
Evans Bangtails C & F play (new) ..	400.00
Pace Reels, cash pay	17.50
Bally Sun Ray, cash pay	17.50

PHONOGRAPHS

Seeburg's Colonial, Classic, 88, Hi Tone, Majors—all ready for location each	\$50.00
Wurlitzer's #500, each	50.00
Rock-Ola Standards & DeLuxe, each ..	50.00

CIGARETTE MACHINES

PX (like new), 9 col.	\$100.00
National #950, 9 col.	75.00
National #950A, 9 col.	75.00

AMERICAN VENDING COMPANY

514 S. HIGH STREET
COLUMBUS, OHIO

DAVID ROSEN

155 N. BROAD STREET PHILADELPHIA, 23, PA.
Phone: STEvenson 2-2903

ACT NOW! TERRIFIC DEAL

Headquarters for 10c BELGIAN TYPE POOL TABLES, factory reconditioned and refinished like new. Finest hardwood construction. Good for years of profits. Original cost was \$325.00. Ea. \$89.00
No extra charge for crating. 1/3 deposit required.

FALCON COMPANY
5676 Twelfth St. Detroit 8, Michigan

FOR SALE OR TRADE

Used Phono, Pin Ball and Pool Tables
(We do not ship)

Ralph Alexander, Inc.
PHONE 563 SENECA, SOUTH CAROLINA

W

atch for a
SENSATIONAL
ANNOUNCEMENT

NATIONWIDE NOVELTIES, INC.

4615-17 S. State St., Chicago, Illinois

IMMEDIATE SHIPMENT
BUCKLEY
CRISS CROSS

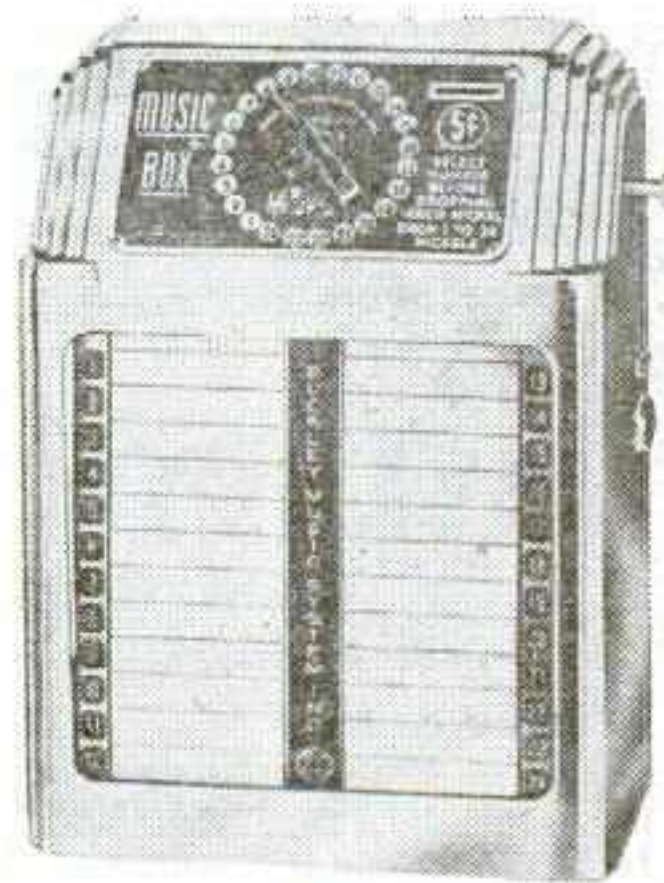
JACKPOT BELLE
5¢ 10¢ OR 25¢



WRITE FOR PRICES

FOR MUSIC OPERATORS
BUCKLEY
WALL and BAR
BOXES

AVAILABLE IN
20-24-32
RECORD SELECTIONS



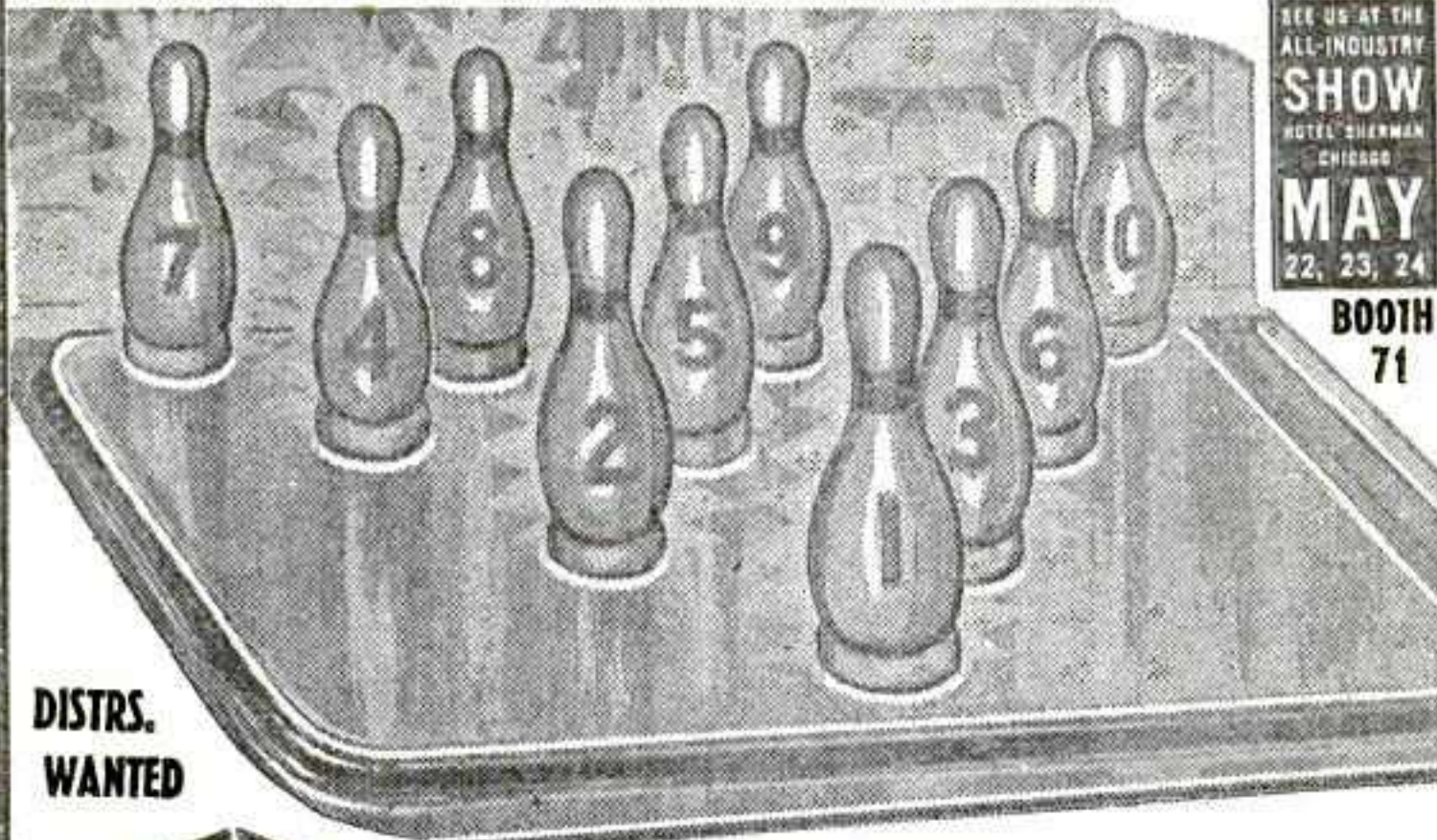
PRICE
\$19.50 EACH
IMMEDIATE DELIVERY

BUCKLEY
MANUFACTURING CO.
4223 W. LAKE ST.
CHICAGO 24, ILL.

M & T LITE-A-PIN

CLEAR VIEW PLEXI-GLAS

★ Base and Bowling Pins Illuminated



SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO MAY 22, 23, 24 BOOTH 71

DISTR. WANTED

ONLY \$20.00

COMPLETE UNIT F.O.B. Chicago 1/3 Deposit Immediate Delivery

- 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, ABSOLUTELY NO SOLDERING!

It takes only a few minutes on location for operator or mechanic to install LITE-A-PIN unit on your shuffle games. No soldering . . . just plug into light box.

- CLEAR PLEXI-GLAS BASE.
- ALL PINS NUMBERED.
- ABSOLUTELY NO WOOD.
- COLORFUL PLASTIC PINS.
- COMPLETE WITH WIRING AND PLUG.

MADE TO FIT UNITED, GENCO, UNIVERSAL, CHICCOIN, WILLIAMS, BALLY, KEENEY, AND ROCK-OLA SHUFFLE GAMES.

PLEASE SPECIFY GAMES FOR WHICH LITE-A-PIN CONVERSION IS TO BE USED. ORDER ONE AND YOU WILL ORDER A DOZEN

SCOREBOARDS ELECTRIC

COIN OPERATED FITS ALL SHUFFLEBOARDS

FRAME SCORING, HORSE COLLAR, BASEBALL, ETC.

OVER HEAD SCOREBOARD

DOUBLE FACED. TROUBLE FREE. SCORES 1 TO 50 POINTS. SLUG REJECTOR. COIN BOX HOLDS ABOUT \$200.00. ALSO AVAILABLE IN FLOOR OR WALL MODELS.



IMMEDIATE DELIVERY

M & T SALES CO. Manufacturers
2845 W. FULLERTON AVE. CHICAGO 47, ILL.

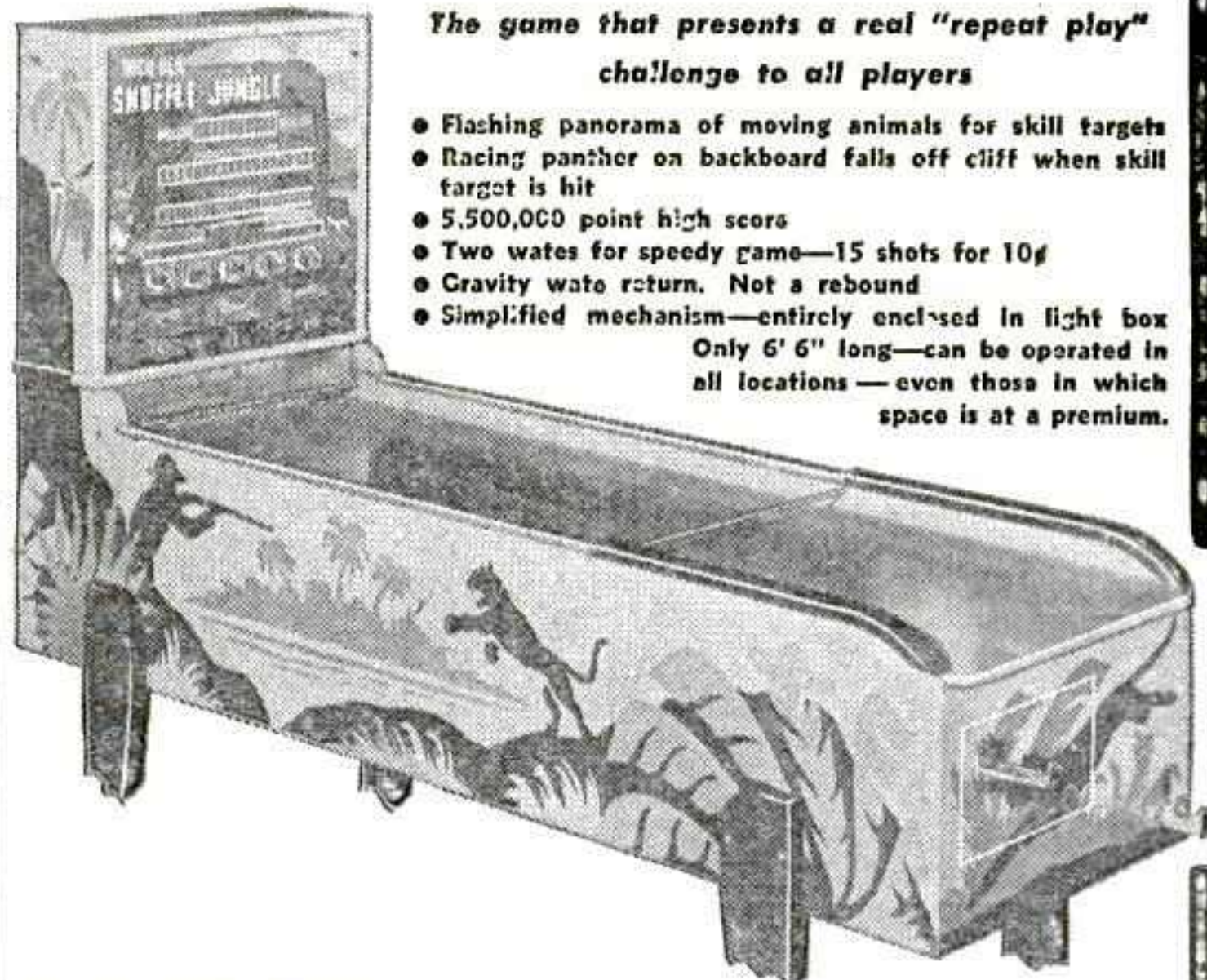
HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE

The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.



ACME DISTRIBUTING COMPANY

317 SCOTT STREET

JOLIET, ILLINOIS

WANTED FOR CASH

QUANTITY ORIGINAL FIVE BALL FLIPPER GAMES, ALSO GOLD CUP, CITATION, PHOTO FINISH, AND CHAMPIONS

Give Full Details as to Condition, Quantity and Price

B. D. LAZAR CO.

1635 FIFTH AVENUE
PITTSBURGH 19, PENNA.

ATLANTIC'S

triple tested values

FOR THE FINEST RECONDITIONED PHONOS

IT'S

ATLANTIC NEW YORK CORP.

Exclusive Seeburg Distributors

MAIN OFFICE:

583 10th Ave. (Cor. 42nd St.)
New York 18, N. Y. Bryant 9-5620

NEW ENGLAND BRANCH:

624 Franklin Av., Hartford, Conn.
Hartford 46-1666

NEW JERSEY BRANCH:

772 High St. (Cor. Clinton Ave.)
Newark, N. J. Mitchell 2-1891-2

FOR SALE

14 Latest Model Scientific Poker Tables with Stools
PERFECT CONDITION NOW IN OPERATION. \$125 EACH
PEERLESS VENDING CO.
220 W. 42d St. New York 18, N. Y.

CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPE COIN MACHINES

Williamsport Amusement Company

233 W. 3d Street, Williamsport, Pa.
Phone 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

EVERY PIECE GUARANTEED ONE BALLS PHONOGRAPHS

CITATIONS \$275.00
GOLD CUPS 124.50
JOCKEY SPECIALS 87.50
SPECIAL ENTRIES 50.00
GOTTLIEB DAILY RACES (A-1) 44.50
VICTORY SPECIAL 37.50

CONSOLES

JUMBO PARADE, F. P. \$34.50
SILVER MOON, F. P. 29.50
BIG GAME, F. P. 24.50

COUNTER GAMES

BEST HAND, 1¢ \$10.50
3 WAY GRIPPERS (like new) 12.50
LIBERTY, 5¢ 12.50

ONE THIRD DEPOSIT, BALANCE C.O.D. OR SIGHT DRAFT

PARKER DISTRIBUTING COMPANY

311 8TH AVE. SOUTH

PHONE 4-0194—42-1231

NASHVILLE, TENN.

1015 WURLITZERS (clean) \$229.50
1422 ROCK-OLAS 144.50
753 WURLITZER 99.50
8803 or 9870 SEEBURGS 49.50
MILLS EMPRESS OR THRONE 44.50
24 RECORD WURLITZER 34.50

MISCELLANEOUS

BA'LY HOT RODS \$149.50
SPOT LIGHT (arcade game) 39.50
SEEBURG SPEAK ORGANS 14.50
MISCELLANEOUS SPEAKERS 10.50
SEEBURG WALL BOXES (3 wire) 8.50
SEEBURG WALL BOXES (wireless) 8.50
4x8 POOL TABLE 224.50

SLOT SALE

Mills Black Cherry (Orig.), 5-10-25¢ \$ 85.00 Ea.
Mills Brown Front (Orig.), 10¢ 50.00 Ea.
Mills Brown Front (Orig.), 50¢ 65.00 Ea.
Mills Chrome (Orig.), 5¢ 55.00 Ea.
Mills Jewel Bell (Orig.), 25¢ 110.00 Ea.
Jennings Silver Chief, 5¢ 50.00 Ea.
Jennings Std. Chief, 50¢ 165.00 Ea.
Jennings Std. Chief, \$1.00 .. 250.00 Ea.
Jennings Prospector, \$1.00 (like new) 550.00 Ea.
Pace 1948 Red, 5-10¢ 65.00 Ea.
Universal Arrow Bell, 5-10¢ . 425.00 Ea.
Evans Racer (late) 275.00 Ea.
Buckley Track Odds, DD 75.00 Ea.
Mills Vest Pocket (new) ... 64.50 Ea.
Prices F. O. B. Los Angeles or Reno, Nev.
1/3 with order, balance C. O. D.

C. A. ROBINSON & CO.

2303 West Pico Blvd. 1725 Wells Ave.
Los Angeles 6, Calif. Reno, Nevada

LIMITED SUPPLY

USED

UNITED SHUFFLE ALLEYS

Perfect Condition Only \$159.50

WIRE—PHONE—WRITE

PARK ROW SALES CO.

4136 W. Roosevelt Road CHICAGO, ILL.
5Acramento 2-8958

GIVE TO THE DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Chicago:

(Continued from page 118)

Dave Bond, Trimount, Boston, and **Connie Confer**, St. Louis operator.

Albert Cole, president of Cole Products Corporation, and **Dick Cole**, executive vice-president, are touring the country surveying the field and readying preparations for an expansion of the firm's branch offices. Al is covering the Midwest, Mountain and Pacific Coast areas, while Dick is traveling thru the East and South. Altho only about a year old the Cole-Spa three-flavor vender is already gaining a wide reputation because of the promotion and merchandising program conducted nationally by Cole Products.

Avron Gensburg, Chicago Coin, reports **Sam Wolberg** and **Sam Lewis** are enjoying a delayed vacation under Florida's sunny skies and that **Sam Gensburg** is back at his office handling executive duties. Avron points out that the new Bowling Alley shuffle game features light-up plastic pins and the playfield is cork lined for bank shots. It is a rebound type game for one or two players and operates on dime play. Average playing time per game is 45 seconds.

Earle Moloney, Bally, is back from a flying trip to Florida which he made with his sister, **Helen**. The Bally headquarters entrance is now dressed up in new grill work. **George Jenkins**, who underwent a major operation some time ago, is looking better every day and seems well along the recovery road. **Jack Nelson** says interest in shuffle bowling games has just scratched the surface, a belief based on the number of new territories now demanding Speed Bowlers. . . . **Bill Billheimer**, Como exec, was in Passavant Hospital for a check up which he completed with a clean bill of health. He said that March was the biggest production and sales month for Hollycranes.

Milwaukee:

(Continued from page 119)

the University of Wisconsin's teams of about 15 years ago.

Ed Silvera, the Madison "man of 10,000 records," doesn't apparently find operating his Pla-Mor wired music business enough to keep him active. Ed has become a top disk jockey at WISC, with a nightly program which hits the air waves each night at 10:30 and is drawing more listeners each stanza. Dialers have a tough time trying to come up with record requests that he can't fill.

J. D. Dove, of Wisconsin Rapids, on a buying excursion in town, stopped in at the Hastings Distributing Company for a batch of records. Also buying records on Wells Street at Radio Doctors, was **Peter F. Richards**, of County Music.

Jim Basile and **Marge Wajer**, of Kemo Novelty Company, advise that operators are finding it impractical to locate music boxes in locations these days unless spot can guarantee a minimum payment. Such an arrangement usually reacts to location's benefit, says Marge, since they will do more plugging for play on the machines than they do without a guarantee set-up.

Recently returned from his Florida vacation, **Harry Jacobs Sr.**, of the United, Inc., Wurlitzer Distributors, lost no time in getting back to work. **Harry Jacobs Jr.**, reports he has been getting satisfactory reports concerning the first group of 45 r.p.m. conversion units installed on the new 1250 Wurlitzers.

Recent visitors at United, Inc., were **Tom Strong**, of Iron Mountain, Mich.; **Ray Jordan**, of Crystal Falls, Mich.; **Jim Nichols**, of Neenah, and **Joe Hupfer**, of Butte des Morts, Wis.

Herb Geiger, head man at Geiger Automatic Sales Company, getting ready these days for the regional NAMA Chicago meeting in May.

BETTER QUALITY REBUILT PHONOS for Bargain-Wise Operators



As a result of the large number of trade-ins on Select-o-Matics, we have been left with a big stock of rebuilt phonographs in excellent condition. These exceptionally good machines have extra years of revenue-producing service in them . . . many more than you'd expect with such low price tags on them. Take your pick and pocket the savings. Phone, wire or write your nearest Shaffer office.

PHONOGRAPHS

Seeburg 148-S	\$350.00
Seeburg 147-M	349.50
Seeburg 146-W, converted to 148-W	349.50
Seeburg 146-M, with 148 Door	335.00
Seeburg H-146-M	300.00
Seeburg 147-S	299.50
Seeburg 146-S, converted to 148-S	299.50
Seeburg 146-M	299.50
Seeburg 146-W	279.50
Seeburg 146-S	250.00
Seeburg 87 th RC	75.00
Seeburg 98 th RC	75.00
Seeburg Crown	59.50
Seeburg Gem	59.50
Wurlitzer "1100"	3 rd 50
Wurlitzer "1015"	2 nd 50
Wurlitzer 78 th -E	79.50
Wurlitzer 850	79.50
Rock-Ola Model '40 Hi-Gawee	99.50
Rock-Ola Pinmaster Hi-Gawee	69.50
Rock-Ola '39 Standard	49.50
AMI Model "A"	350.00
Packard Hideaway	95.00

WALL BOXES

Seeburg 3W7-L56 WOM	\$ 59.50
Seeburg W4-L56 WOM	55.00
Seeburg W1-L56 WOM	24.50
Seeburg WB-1Z BOM	22.50
Seeburg DS20-1Z 3-Wire WOM	15.00
Seeburg WS-2Z WOM	15.00
Packard Wall Boxes	15.00
Wurlitzer "3020" Wall Boxes	35.00
Solotone Boxes (12)	100.00
Solotone Adapter Amplifier	

ARCADE EQUIPMENT

Voice-o-Graph	\$399.50
Q. T. Pool Table	195.00
Rock-Ola 22' Shuffleboard	175.00
California 9' Shufflepin	99.50
Exhibit Dale Gun	79.50
A.B.T. Challenger	24.50
Poolette Pool Table	169.50

CONSOLES AND SLOTS

5. Super Bonus Bell	\$100.50
10c Blue Front	69.50

PHONE—WIRE—WRITE

SHAFFER-SEEBURG

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject To Prior Sale.



SHAFFER MUSIC COMPANY

Cincinnati, Ohio 2333 Gilbert Ave.
 Indianapolis, Ind. 1327 Capitol Ave.
 Columbus, Ohio 606 S. High St.
 Charleston, W. Va. 1619 W. Washington St.
 Wheeling, W. Va. 2129 Main St.
 South Bend, Ind. (Location to be announced later)

SALES-SERVICE STATES

HEADING YOUR WAY

A Sensational Animated Shuffle Game ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players.

- ★ Flashing Panorama of moving animals for skill targets
- ★ Racing panther on backboard falls off cliff when skill target is hit
- ★ 5,500,000 point high score
- ★ Two wates for speedy game—15 shots for 10¢
- ★ Gravity wate return. Not a rebound
- ★ Simplified mechanism—entirely enclosed in light-box
- ★ Only 6'6" long—can be operated in all locations—even those in which space is at a premium.

H. Z. VENDING & SALES CO.

1205 DOUGLAS STREET

OMAHA, NEBRASKA

UNITED SHUFFLE ALLEYS \$159.50
 . . . with Life-Up Pin Conversion \$174.50

Thoroughly checked, overhauled and in excellent condition

SPECIAL—GENCO GLIDERS \$64.50

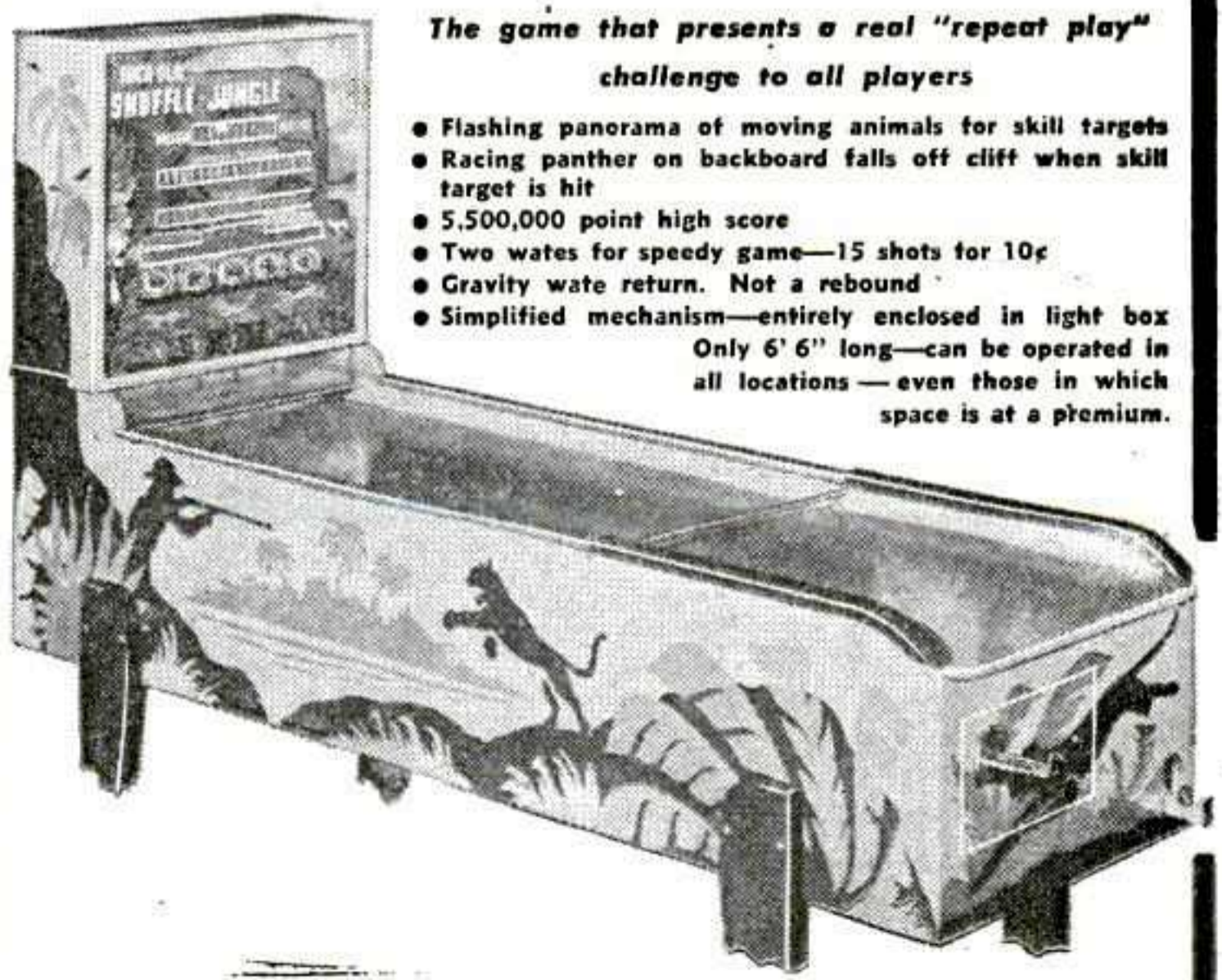
CANADIAN AND FOREIGN BUYERS:
 WE ARE ABLE TO SUPPLY YOU WITH ALL TYPES OF
 EQUIPMENT. WRITE FOR COMPLETE LIST OF
 PHONOGRAPHS PIN GAMES
 SHUFFLE BOARDS SHUFFLE BOWLING GAMES

Complete stock of Reconditioned 5-Ball Free Play Games, 1-Ball Free Play and Payout Games, Consoles, Arcade and All Other Equipment. Write

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

HEADING YOUR WAY A SENSATIONAL ANIMATED SHUFFLE GAME ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box
- Only 6'6" long—can be operated in all locations—even those in which space is at a premium.

Seacoast Distributors, Inc.

1200 NORTH AVENUE Phone: Bigelow 8-3524 ELIZABETH, NEW JERSEY
 EXCLUSIVE ROCK-OLA DISTRIBUTORS NEW YORK AND NEW JERSEY

SHUFFLE PARADE

EXHIBIT STRIKE

- ★ Less than 1 minute per game!
 - ★ One or two players!
 - ★ Not a rebound — animated upright pins!
 - ★ 2 Pucks that come back underneath
 - ★ Positive scoring—Pucks locked in!
 - ★ Beautiful cabinet!
- Don't miss this gold mine! Most exciting game on the market. Smooth, quick puck return. Exclusive in Illinois and Iowa.



WILLIAMS DELUXE BOWLER

- 8' or 9½ Foot
- ★ Doubles Earning Power!
 - ★ Cuts Playing Time in half!
 - ★ Animated upright pins!
 - ★ Slug-rejector coin chute!
 - ★ Simplified mechanism!
 - ★ Plenty of player appeal!
 - ★ New, fast scoring register!
 - ★ Super deluxe in appearance!
 - ★ Now Delivering!

EXHIBIT DALE SHOOTING GALLERY

A winner. Completely reconditioned — completely repainted. Beautiful throughout.... \$75

GENCO SOUTH PACIFIC

A 5-ball game that operators dream about. Faster play. Faster profits. New layout. Plenty of action. Tilt reset.

EXCLUSIVE WILLIAMS DISTRIBUTORS

In the following territory: All of Northern Illinois, all counties north of and including the following: Pike, Scott, Morgan, Sangamon, Christian, Shelby, Effingham, Jasper, Richland, Lawrence.

Following Counties in IOWA: Blackhawk, Buchanan, Delaware, Dubuque, Linn, Jones, Jackson, Wa-

pello, Davis, Jefferson, Clinton, Scott, Cedar, Johnson, Muscatine, Washington, Louisa, Van Buren, Henry, Des Moines, Lee.

Following Counties in INDIANA: Newton, Benton, Howard, La Porte, Starke, Jasper, White, Miami, Porter, St. Joseph, Marshall, Carroll, Fulton, Lake.

WILLIAMS TWIN SHUFFLE

8' or 9½ ft. lengths. A two-player game! Players alternate frame by frame. Automatic scoring.

EXHIBIT SHUFFLE BOWL

Converts any size shuffleboard to a bowling game, 1 to 5 players. 10¢ per player. Automatic puck return.

What Prices!

SHUFFLE GAMES

Guaranteed Perfect!

Keeney Ten Pin \$175	Bally Shuffle Bowler. \$175	Shuffle Alley \$165
Genco Bowling League 195	Wms. Bowler, 9½ ft. Write	Keeney Pin Boy 195
Genco Glider 50		Wms. Twin Shuffle. Write

ROYAL DELUXE SHUFFLE PIN

To fit all makes—models and types of shuffle games. Very special price in lots of 5 or more. 2 minutes to install. Quality Construction — Complete Guarantee.

EXHIBIT BOWL-A-MATIC

Newest, most sensational conversion for all makes, models or lengths shuffleboard. Fully automatic scoring on 1 or 2 players. 10¢ coin operated. Slug-proof coin chute. Automatic puck return. Totals all scores automatically. Only 90 sec. per player. Now delivering!

WRITE FOR List of Pin Games, Postwar Slots, Consoles, Late Phonographs.

ROLLDOWN GAMES

Total Roll \$20
Advance Roll 20
Hy Roll 65
Binga Roll 115

Terms: 1/3 down, balance sight draft.

House of Values

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

SHUFFLE-ALLEY . . . \$159.50

Bally Speed Bowler Write
Un. Sh. A. Express Write Universal Super
Twin Bowler .. Write
Keeney Ten Pins. \$74.50
Chi. Coin Bowling Alley Write

Q.T. Pool Table \$179.50
Strikes and Spares .. 149.50
Exhibit Dale Gun.... 79.50
Chicago Coin Pistol.. 99.50
Pitch 'Em & Bat 'Em 165.00
Chi. Coin Basketball 185.00

PLASTIC PIN KITS \$15.50 EA.
UNITED, CHI. COIN, WILLIAMS, ETC.

WURLITZER 1015-1080 \$239.50
WURLITZER 750 115.00

1/3 Deposit, Balance C. O. D. PHONE—WIRE—WRITE
WEST SIDE DISTRIBUTING CORP.
612 TENTH AVE. CIRCLE 6-8464 NEW YORK 19, N. Y.

GREAT SACRIFICE . . .

SELLING CHEAP

COMPLETE ARCADE

WHOLE OR PART NOW IN STORAGE

HURRY!! First come, first served!

Write, Wire, Phone

HERB ROSS

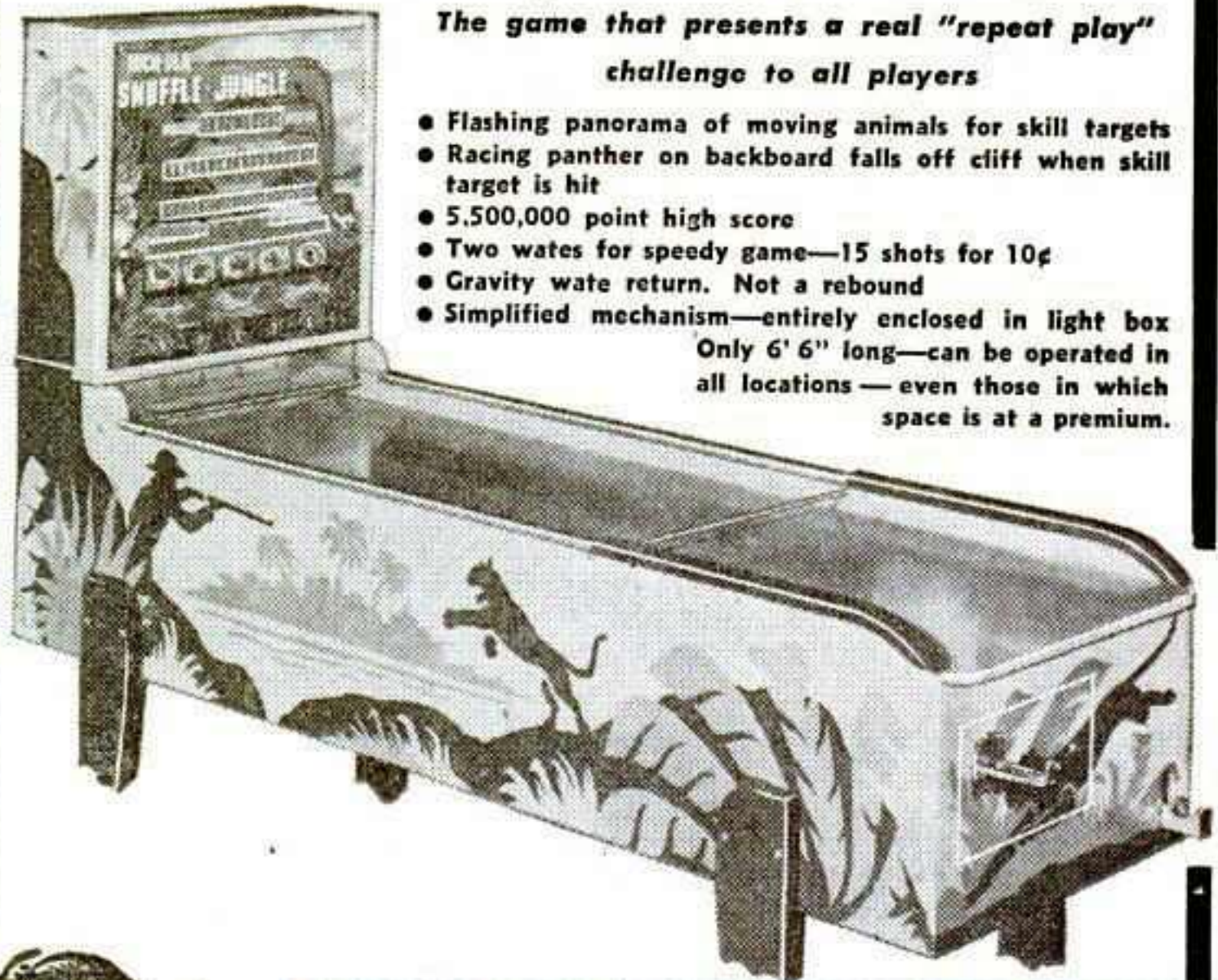
294 WILLIAMS STREET, BUFFALO 4, N. Y.

PHONE: MADison 1485

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
 - Racing panther on backboard falls off cliff when skill target is hit
 - 5,500,000 point high score
 - Two wates for speedy game—15 shots for 10¢
 - Gravity wate return. Not a rebound
 - Simplified mechanism—entirely enclosed in light box
- Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.



BUSH DISTRIBUTING CO.

286 N. W. 29TH ST. MIAMI 37, FLA.

OFFICES JACKSONVILLE, FLA. MIAMI, FLA. HAVANA, CUBA

"FIRST" AID

FOR AILING ROUTES!

SHUFFLE GAMES

Reconditioned & Guaranteed	Standard Model	With Conversion*
United SHUFFLE ALLEY	\$169	\$189
Genco BOWLING LEAGUE—10 ft.	169	189
Bally SHUFFLE BOWLER	209	229
Keeney PIN BOY	209	229
Genco GLIDER	69	

*Complete with Lite Up Pin Conversion Installed

Reconditioned equipment from FIRST DISTRIBUTORS. All types available. Just what the Doctor ordered!

CONVERSIONS M & T LITE-A-PIN SUPREME SHUFFLE LITE
For all games. Write for special prices.

NEW SHUFFLE GAMES for Immediate Delivery
Keeney ABC Bowler
Keeney Ten Pins
Evans Shuffle Ten Strike
Rock-Ola Jungle Shuffle
Universal Super Twin Bowler
United Shuffle Alley Express
United Double Shuffle
Chicago Coin New Bowl'g Alley
Gottlieb Bowlette
Nation Wide Shuffle Pool
Bally Speed Bowler

FIVE BALLS
Oklahoma ... \$99
Tucson 99
Big Top 95
Morocco 65
Cover Girl ... 55
Ballerina ... 50
Major League BB 45
Manhattan ... 35
Many others in stock—Write for list!

This Week's Special BOX STANDS for MILLS SLOTS \$9.95

1ST FIRST Distributors

Dickens 2-0500 1748 W. North Ave. Chicago 22, Ill.

MUSIC OPERATORS—Save on YOUR Seeburg 100 Installations

HAWLEY ADAPTOR

PLAYS THE BEST SIDE OF THE FIRST 24 RECORDS

connects your 100 to your present or new 30 wire counter boxes in a jiffy. \$39.95 EA.

Five Balls—New
Just 21 Write
South Pacific Write

Used Equipment
Basketball \$160.00
Freshie 160.00
3 Musketeers 135.00
Maryland 125.00
Buttons & Bows 110.00
Big Top 100.00
Screw Ball 55.00
Thrill 55.00

Summertime \$ 50.00
Bermuda 45.00
Melody 35.00

Shuffle Games—New
Chi Coin Bowling Alley Write
Gottlieb Bowlette .. Write
Bally Speed Bowler .. Write
Universal Super Twin Bowler .. Write
Keeney King Bowler .. Write

Williams DeLuxe Bowler Write

Used Equipment
Bango \$ 70.00
Glider 100.00
Shuffle Pins 150.00
Kats Powdered Wax, 16 Oz. Can 35¢
Pucks—All Types—\$2.00 Ea.
Shuffleboard Score Pads: \$3.00 per 1,000 Sheets, \$2.65 per M in lots of 1,000 or more.

1/3 down, balance C. O. D. Prices F. O. B. Los Angeles
HAWLEY DIST. CO. 2845 W. Pico Blvd. Los Angeles 6, California

SPRING CLEANING!

◆
THIS IS YOUR CHANCE
TO GET THAT BOWLING
GAME AT A REDUCED
PRICE.

◆
ALL OUR EQUIPMENT
IS RECONDITIONED BY
FACTORY TRAINED
MECHANICS AND IS
READY FOR LOCATION.

◆
GENCO
BOWLING LEAGUE \$159.50

UNITED
SHUFFLE ALLEY \$179.50

BALLY (9½ Ft.)
SHUFFLE-BOWLER \$219.50

UNITED (Like New)
SUPER SHUFFLE ALLEY \$239.50

ROCK-OLA (Floor Sample) \$219.50
SHUFFLE LANE, 9½ Ft.

WILLIAMS (With Pins) \$239.50
TWIN SHUFFLE

UNIVERSAL \$199.50
TWIN BOWLER

KEENEY (New) \$249.50
TEN PINS

◆ PHONOGRAPHS

1015's \$235.00

1100's \$389.50

◆
RUSH US YOUR
ORDER AND WE WILL
SHIP IMMEDIATELY.

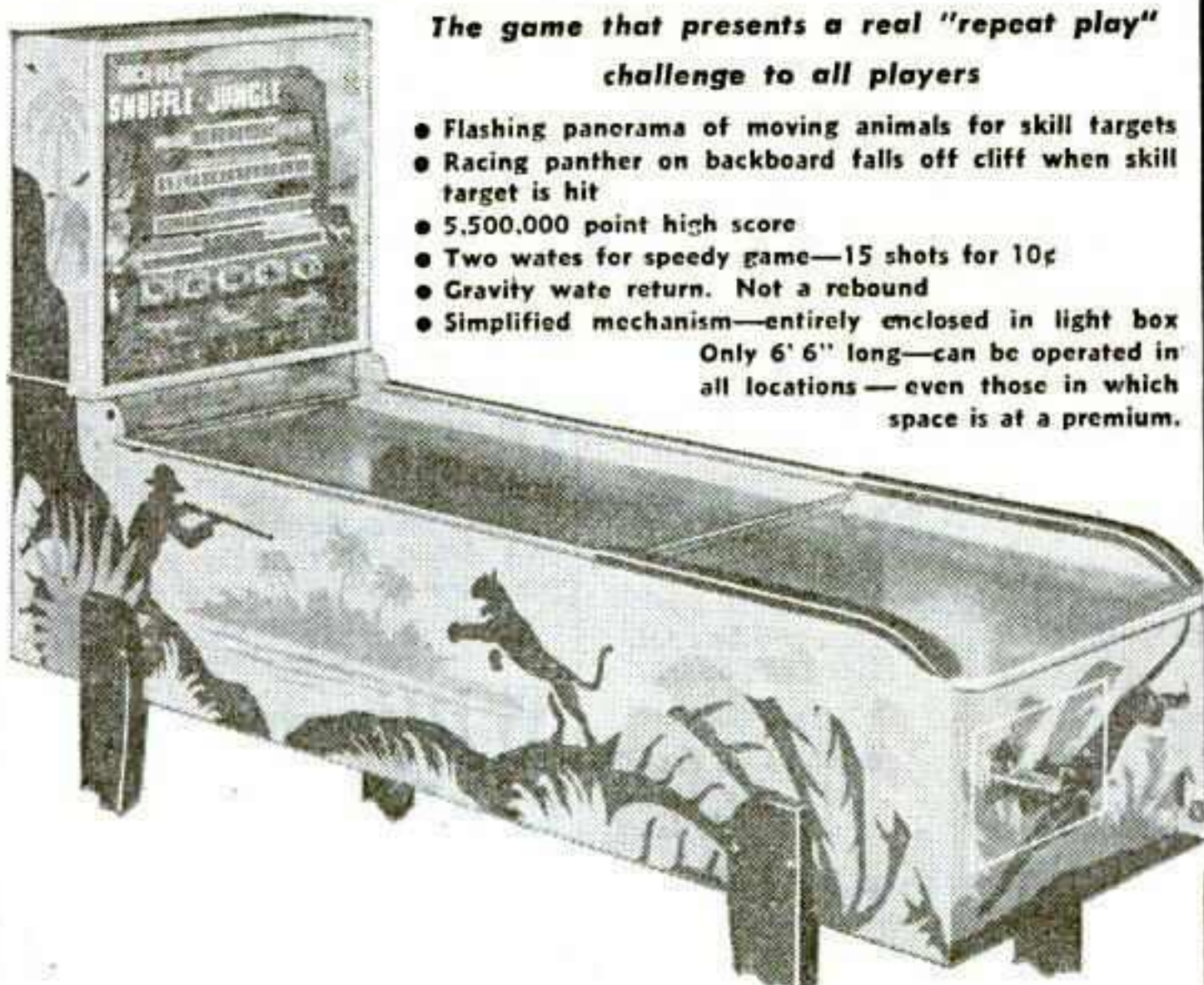
◆
P-S DISTRIBUTING CO.
110 11TH ST.
DES MOINES 9, IOWA

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA

SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box
Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

J. J. GOLUMBO & CO.

1119 COMMONWEALTH AVENUE

BOSTON, MASSACHUSETTS

there's no substitute

for the

CMI

ANNUAL COIN MACHINE SHOW

JUNE 26, 27, 28

Hotel Stevens

Chicago

Amusement — Vending
Music — Service Machines

Coin Machine Institute

The Industry's Leading Trade Association

134 N. LA SALLE STREET

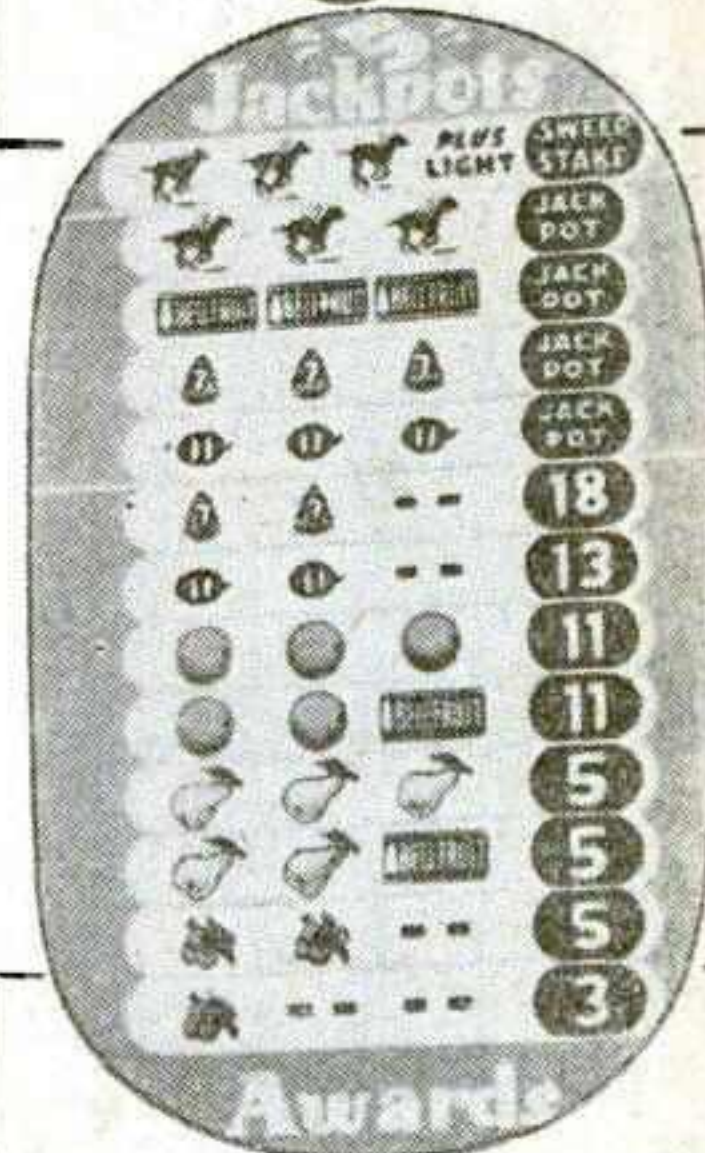
CHICAGO 2, ILLINOIS

Most Liberal
Most Magnetic
Most Attractive!

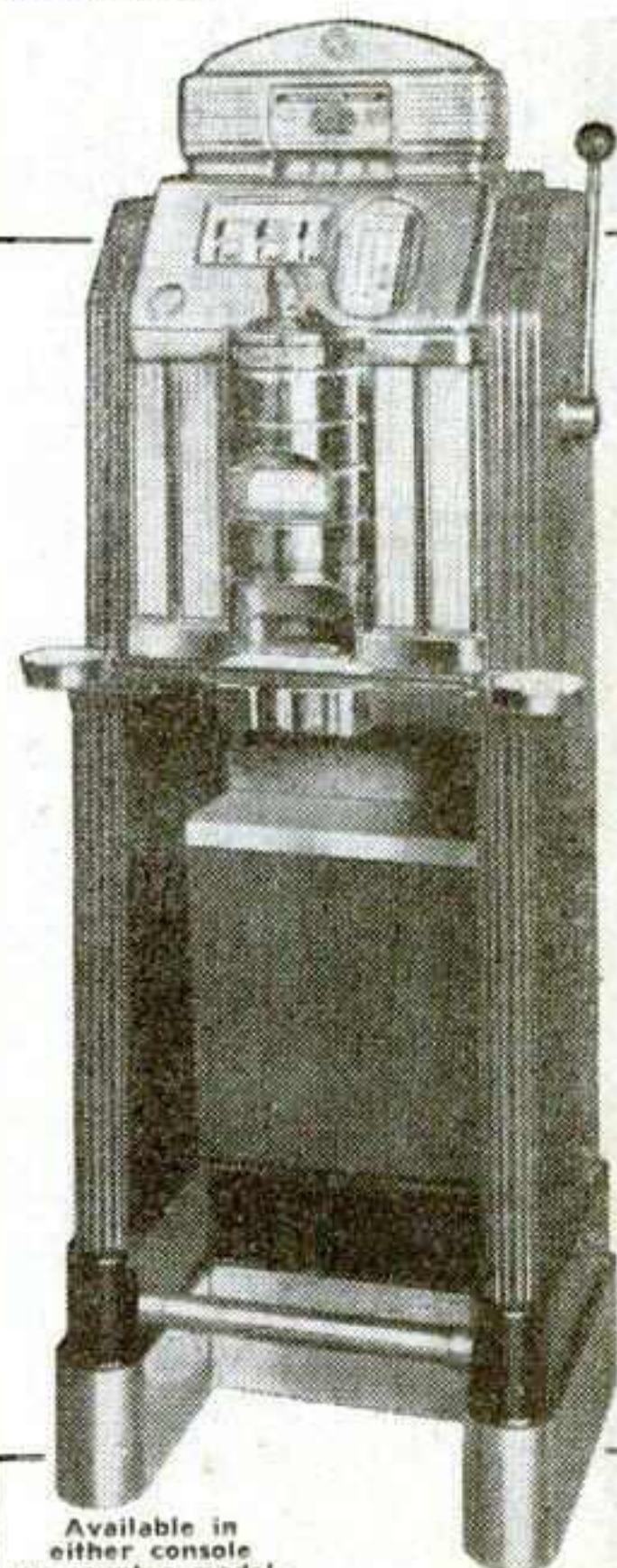
JENNINGS

SWEEPSTAKE

JACKPOT 5 SYMBOLS



TODAY'S player is a jackpot player. His goal is the BIG award. That's why Jennings gives you its NEW "SWEEPSTAKE" equipped with FIVE jackpot symbols. One SUPER jackpot plus small hits galore. Famed one-piece trouble-free mechanism. Many new features. We have some open territories for new dealers. Write for details today.

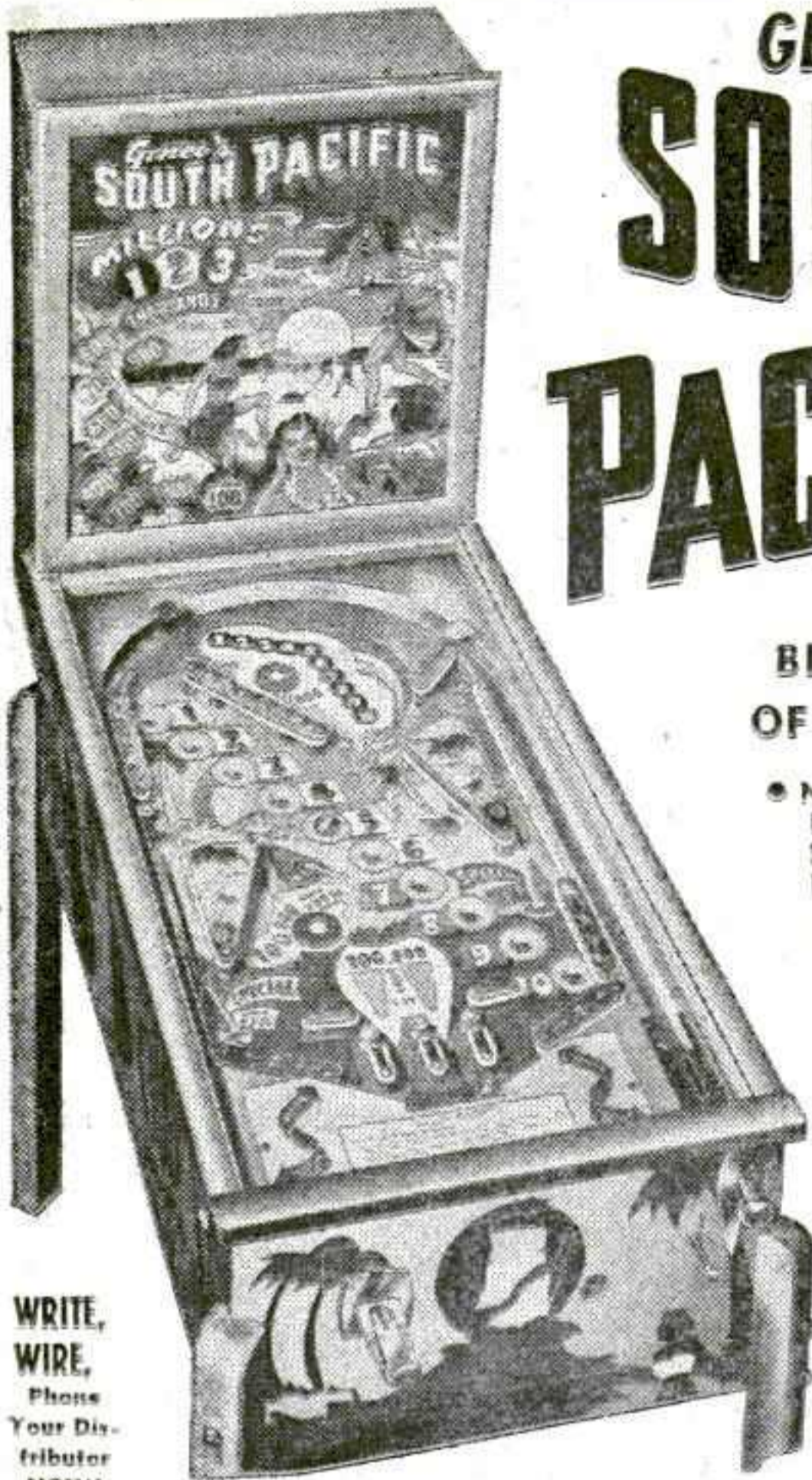


Available in either console or counter model.

Write for literature

O. D. JENNINGS & CO.

4307 West Lake Street Chicago 24, Illinois
MANSfield 6-2612



GENCO'S SOUTH PACIFIC

BIGGEST HIT OF THE YEAR!

- New, streamline, BUMP-ERLESS Design for Speedy, Quicker Play... More Pay
- New Flipper Coil Kicks Ball Back Into Play for More Exciting Action
- Scores in the Millions With Top and Bottom Roll-Over Buttons and Special Side Lane Boosters
- Up to 10 Free Plays on Kicker Holes
- 7 Easy Ways for Fast Replays

WRITE, WIRE, Phone Your Distributor NOW!

GENCO 2621 N. ASHLAND AVE. CHICAGO 14, ILL.

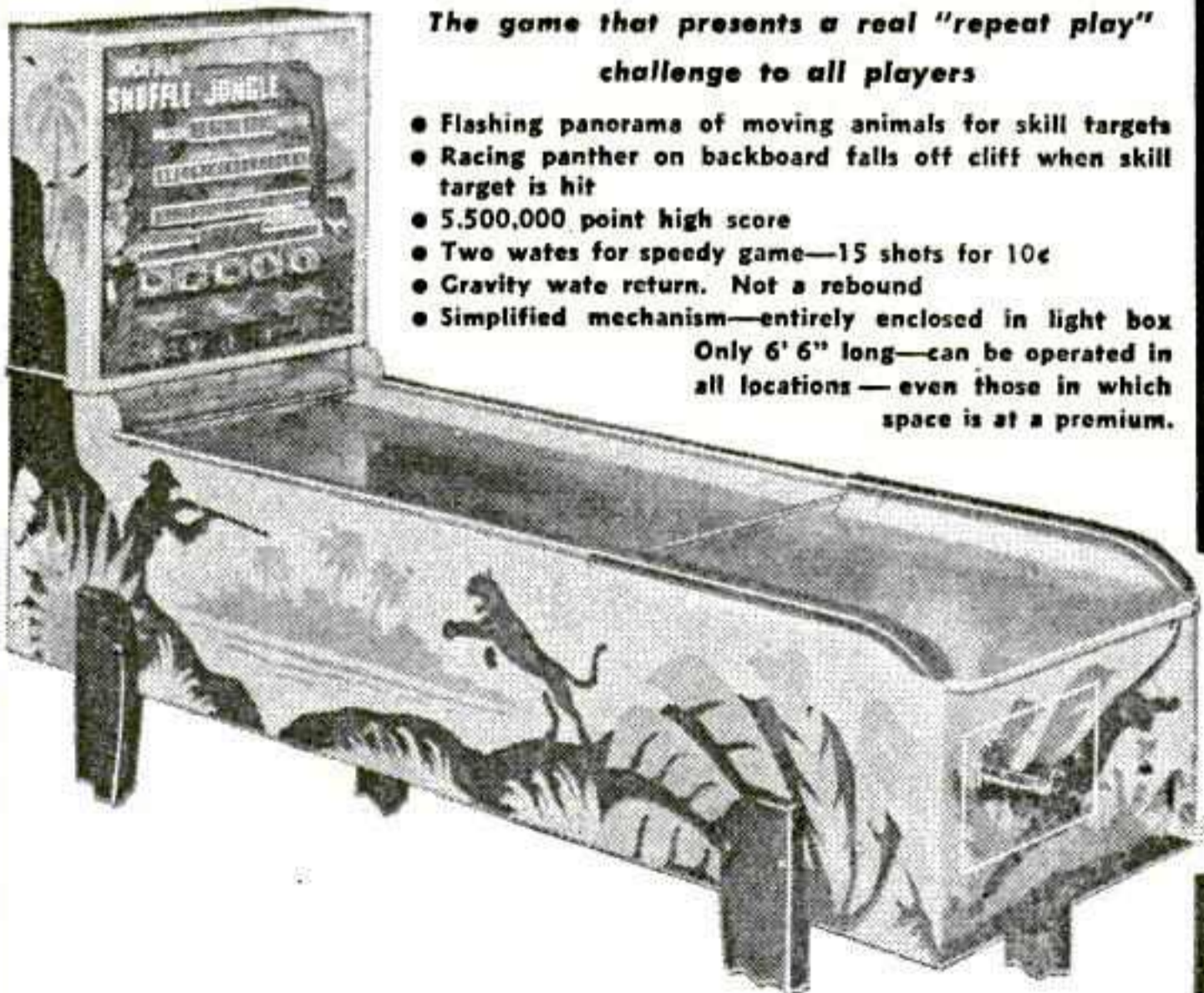
HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE

The game that presents a real "repeat play" challenge to all players

- Flashing panoramas of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wafes for speedy game—15 shots for 10c
- Gravity wafe return. Not a rebound
- Simplified mechanism—entirely enclosed in light box Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.



CULP MUSIC COMPANY

1403 EAST FIRST STREET TELEPHONE 4-4606 TULSA, OKLAHOMA

Keeney Intros Lucky Strike, King Pin Games

CHICAGO, April 8.—J. H. Keeney & Company has two new shuffle games in production, President Roy McGinnis announced this week. They are King Pin, an 8-foot model, and Lucky Strike, a 9½-foot game. Each features the new retractable pins which fold up and back when pucks pass thru the scoring area.

Both games are built around the bowling theme and each scores according to regulation bowling. A perfect score on either all-skill game is 300 in 10 frames.

In both King Pin and Lucky Strike the player aims at a combination of pins which, if hit, result in a strike. As the puck reaches the scoring area, pins in direct line with the path of the puck fold back just as if they actually were hit by the puck. Since this action is instantaneous and the pins reset as soon as a frame is completed, a game can be completed on either King Pin or Lucky Strike in approximately one minute.

McGinnis stressed that both the 8 and 9½-foot models were designed for easy servicing and are housed in streamlined cabinets.

Williams Bows Deluxe Bowler In Two Lengths

CHICAGO, April 8. — Williams Manufacturing Company has started shipping distributor samples of its new shuffle game, Deluxe Bowler. Vice-President Sam Stern announced this week. It features the new type retractable pins and is available with either 8 or 9½-foot playfields.

Deluxe Bowler scores similarly to regulation bowling. It gives the players 10 frames for a dime, and strikes spares and splits are basic parts of play. Both models are two feet wide and have gutters.

In playing Deluxe Bowler, pucks entering the scoring area energize invisible contacts which react in such a way that the pins, altho not touched by the puck, fold back and up just as if they were hit directly. Since this pin action is synchronized with the pucks going thru the scoring area, the game simulates the action of regulation bowling.

Among the construction features of Deluxe Bowler are its recessed safety front, the return puck clip which catches pucks after they have passed thru the automatic return chute and a side mechanism door for easy servicing.

Two New United Mfg. Reps To Tour South

CHICAGO, April 8.—John Casola and Ray DeRoche, recently appointed factory sales representatives for United Manufacturing Company, this week started their first road tour, covering operators and distributors in Indiana, Kentucky, Tennessee, Mississippi, Louisiana, Texas, Oklahoma, Missouri and Illinois, it was announced by Bill-DeSelm, sales manager.

Casola has been associated with the coin machine industry for the past 15 years. He first entered the industry with Northwestern Music Company in Sterling and Rockford, Ill., later leaving that company to become associated with his brother, Lou Casola, distributor in Rockford. He has handled all types of coin-operated equipment, and was active in the management of an Arcade in Rockford.

DeRoche served as a bomber pilot in the Philippines with the Army Air Forces during the war. After his release from service he continued as a pilot, and also operated coin equipment of all types.

When you buy from Runyon

YOU BUY THE BEST

STILL THE BEST OF THEM ALL

Bally **SPEED BOWLER**

Immediate Delivery

ORDER TODAY!

RUNYON SALES COMPANY

Exclusive AMI Distributors in N.Y. N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
Longacre 4-1880 : Bigelow 3-8777

WANT TO BUY

200 Latest Model

5 BALL PIN GAMES

DALE GUNS.....\$ 50.00

SILVER BULLETS..... 140.00

C. C. PISTOLS..... 50.00

Contact us at once

TORONTO TRADING POST LIMITED

736 YONGE STREET
TORONTO, CANADA

UNITED SHUFFLE ALLEYS

Reconditioned

\$150.00

1/2 certified deposit with order.

Dave Lowy & Co.

Exclusive Distributor for Keeney Products in the Metropolitan Area
594 Tenth Ave. New York, N. Y.
Phone. CHickering 4-5100

FOR SALE SHORT-RANGE LEAD SHOOTING GALLERY

Built on two-wheel trailer. Can be hauled on back of any car. All steel. Can work anywhere. Priced for quick sale, \$250.00.

FURLONG

256 Strader Ave. Cincinnati, Ohio
Phone CO 4449

FOR SALE

Wurlitzer's 1100\$395.00
Wurlitzer's 1015 225.00
Exhibit's Dale Gun 75.00
United's Shuffle Alley, used very little 145.00

1/3 Deposit, Balance C. O. D.

BRUCE AMUSEMENT CO.
Williamsburg, Ky.

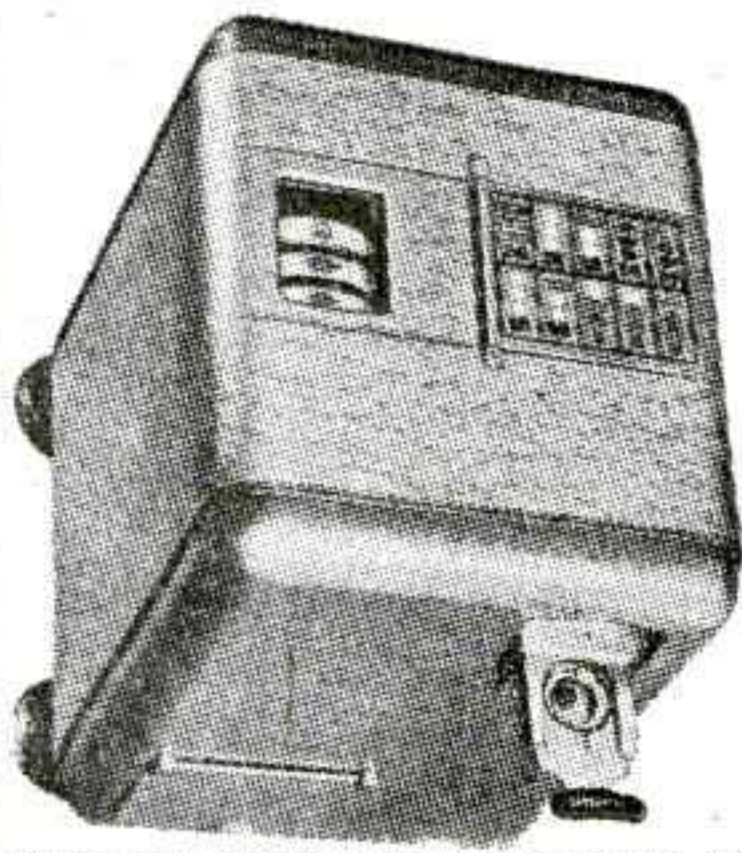
FOR SALE 10 BALLY HIGH HANDS

No Reasonable Offer Refused.

B & M

BOX 312 FALSADES, N. J.

MILLS' NEW 1950 BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System.
5¢ Play \$65.00 | 25¢ Play \$89.50
WRITE FOR QUANTITY PRICES.

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs.
5¢ Play, \$115.00; 25¢ Play, \$137.50
WRITE FOR QUANTITY PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES

GUARANTEED RECONDITIONED MACHINES

United Shuffle Alley...\$164.50 Bally Shuffle Bowler...\$199.50 C. C. Bowling Alleys...\$224.50
Keeney Ten Pins.....199.50 Keeney Pin Boy.....199.50 Genco Bowling League,
10 Ft.....199.50

5-BALL FREE PLAY GAMES

Gems\$17.50 Wisconsin, w/f...\$44.50
Step Up17.50 Gold Mine, w/f...44.50
Second Front17.50 Banjo, w/f...49.50
State Fair27.50 Remona, w/f...54.50
Playboy22.50 Ballerina, w/f...54.50
Suspense, w/f...27.50 Cinderella, w/f...54.50
Tornado, w/f...29.50 Trinidad, w/f...54.50
Ballyhoo, w/f...29.50 Grand Award, w/f...\$79.50
Rio, w/f...32.50 Cover Girl, w/f...84.50
Nevada, w/f...32.50 Floating Power...89.50
Singapore, w/f...37.50 Bowling Champ...104.50
Havana, w/f...37.50 Buttons & Bows,
Sky Blazer, w/f...37.50 w/f...109.50
Mexico, w/f...37.50 Maryland, w/f...124.50
Rocket, w/f...37.50 Tahiti, w/f...129.50
Humpty Dumpty,
w/f...39.50 C. C. Champion,
w/f...44.50 Williams Star
Manhattan, w/f...44.50 Series, w/f...229.50
Bermuda, w/f...44.50

1-BALL FREE PLAY GAMES
Victory Special \$49.50 Longacre\$32.50
Special Entry...69.50 Jockey Special 89.50
Thorobred32.50

CONSOLES

Bally Triple Bell, 5¢-5¢-25¢\$324.50
Bally Draw Bell, 25¢224.50
Bally Draw Bell, M.B., 5¢144.50
Bally Reserve Bell, 5¢249.50
Bally Draw Bell, 5¢179.50
Bally DeLuxe Draw Bell, 5¢189.50
Buckley Track Odds249.50
Jumbo Parade, Comb.124.50
Mills Four Bells89.50
Mills Jumbo Parade (Cash)69.50
Mills Jumbo Parade (F.P.)69.50
Keeney Super Bell, 5¢69.50
Late Evans Races (Comb. F.P. & Cash)...349.50
Late Evans Races, Cash Model324.50

ARCADE EQUIPMENT

Hollycrane (New) Write
Undersea Raider \$69.50 Genco Total\$54.50
RedBallPoolTable \$99.50 Roll\$54.50
Exh. Dale Gun 114.50 Mutoscope Movie,69.50
Exhibit Vitalizer 69.50 Iron Model224.50
Evans Bat-a-Score, Free Play224.50
Skill Thrill Gun, 1¢, New27.50

New Box Stands. Single, Double and Triple Safes for All Bells.
GUARANTEED RECONDITIONED MILLS BELLS Jewel Bells Black Cherry Bells, Bonus Bells.
Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. . . WRITE FOR PRICES.

Mills Club Console Bells, 5¢, 10¢, 25¢ Play\$149.50 Ea.
We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/2 Deposit With All Orders.

SICKING, INC. America's Oldest 1401 CENTRAL PARKWAY
Distributor CINCINNATI 14, OHIO
Established 1895
Associated with } SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

the Owl

The Owl is the official trademark of all Mills coin operated machines. For 59 years the Owl Trademark has graced Mills coin equipment. Way back in 1889, one of the first machines Mills manufactured was called the Owl Lifter, a weight-lifting test machine used most often in arcades. Today many of these Mills Owl Lifters are still operating, a fine testimonial to the workmanship of a Mills machine.



The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in coin operated equipment. Look for the Owl on all genuine Mills coin machines!

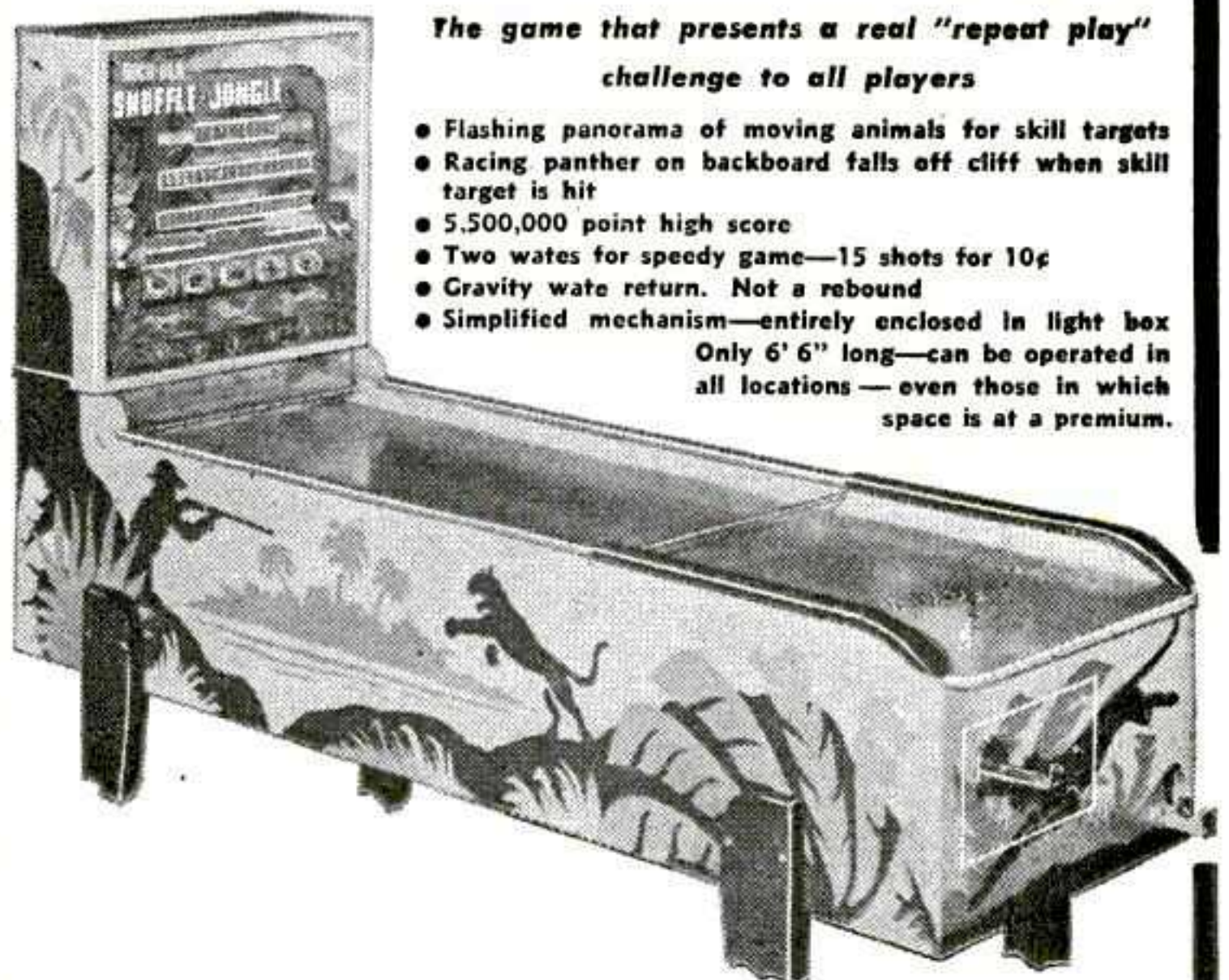
BELL-O-MATIC CORPORATION

Exclusive National Distributor: Mills Bell Products
4100 Fullerton Avenue, Chicago 39, Illinois

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box
Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

SACRIFICE! SACRIFICE! QUICK SALE WANTED!
MAKE ME AN OFFER!!!
FOR THE ENTIRE GAMES AND EQUIPMENT OF THE
PLAYLAND ARCADE, SPOKANE, WASHINGTON
ONE BALL PINBALL MACHINES
(Automatic Payout)

- 1 Jockey Club (late model) 1 Victory Leroy
- 1 Trophy (late model)
- 1 Lexington
- 1 Sweepstake—1 Fairmont
- 1 Jockey Club (older type)
- 1 5¢ play Merchandise Rotary
- 9 Mills Peek Panorams (like new)
- 1 4x5 Full Length Direct Pos. Photo Camera
- 1 3x4 Bust Size Direct Pos. Photo Booth
- Complete Booth and equip. with neon decorative tubing
- 1 5¢ Bally Alley—Bowling Alley
- 1 5¢ Mutoscope "Klip-A-Nip" Sky Fighter Gun

- 1 5¢ Exhibit "Test Your Speed Bicycle"
- 1 5¢ Mountain Climber
- 1 25¢ "Warner Voice Recorder" 5 inch records. Plays back (Large supply new records)
- 1 10¢ Metal Disc Typer, supply of discs
- 2 5¢ Large "Keeney Air Raiders" Elec. Ray Target Guns
- 1 5¢ Night Bomber—Elec. Ray Gun
- 1 5¢ Chicken Sam Rifle Gun—Elec. Ray Gun
- 1 5¢ Evans "Champ. Super Bomber"

- 1 5¢ Keeney Gun, shoots moving plane on high screen—Elec. Ray Gun
- 1 5¢ Bally Rep. Fire Bull's Eye Elec. Ray Gun
- 1 5¢ Chicago—All Star Hockey
- 1 10¢ Crabb Mfg. Co.—Horoscope Vending Machine
- 3 5¢ Viewing Shows—3 Film Select-a-Views
- 1 5¢ play Merchandise Digger
- 1 Mills Peek Panoram (some parts missing)
- 1 5¢ "Skee Ballette" Gottlieb
- 1 5¢ Evans Ten Strike Bowling Skill
- 1 5¢ Bally "Torpedo Skill"
- 2 5¢ Bally Rep. Fire Submarine—Elec. Ray Gun
- 1 5¢ Gen. Prod. Tokyo Raider

COUNTER GAMES

- 4 1¢ Exhibit Card Vendors—2 slots each machine
- 1 1¢ Exhibit Kiss-o-Meter
- 1 1¢ Exhibit Hi-Ball (Tennis Ball)
- 1 1¢ Strength & Grip Tester
- 1 1¢ A.B.T. Mfg. "Target Skill"
- 1 1¢ Battery Shock Tester
- 2 1¢ "Peekaboo" Boxes
- 1 1¢ Smiling Sam Vending Mach.—Lucky charm Pocket cards

- 5 1¢ Exhibit Love Meters
- 1 1¢ Exhibit Foot Ease Vibrator
- 1 1¢ Mills Weight Scales
- 2 1¢ Pikes Peak Mt. Climbers
- 3 1¢ "Advice" Register Mach.
- 2 "Cash Registers"
- 1 Neon Outside Sign—"Playland"
- 1 Large Gas Griddle for Lunch Counter use
- 1 Cashier's Booth, 1 Safe

- 10 Fluorescent Light Fixtures All Extra Games in Storage in basement and extra parts for games
- 1 Eight Stool Lunch Counter, 8 Stools
- 1 Large Electric "Coca-Cola Box"
- 1 Hamilton Beach Elec. Mixer
- 1 Metal Cabinet—Neon Tubing in Windows Merchandise for Merchandise Vending Machines

Wire! ★ Write! ★ Phone!

HARRY SHULMAN

425 WEST MAIN AVE. SPOKANE, WASH.
Phone: MAin 2668

ROYAL DISTRIBUTING CO.

3726 KESSEN AVENUE

CHEVLOT, CINCINNATI 11, OHIO

READY TO MAKE MONEY FOR YOU

SEEBURG 147 M	\$365.00
SEEBURG 148 ML	395.00
WURLITZER 1100	395.00
WURLITZER 1015	249.50
ROCK-OLA 1422	199.50
ROCK-OLA 1426	249.50

UNITED SHUFFLE ALLEY	\$189.50
UNITED SHUFFLE ALLEY WITH PINS ...	209.50
WILLIAMS TWIN SHUFFLE	239.50
GENCO BOWLING LEAGUE, 10 FT.	189.50
QUARTERBACK	159.50
REBOUND SHUFFLE KING	89.50
EXHIBIT DALE GUN	89.50
NEW MILLS VEST POCKET	\$65.00

**WRITE FOR NEW LIST
OF ALL TYPES OF USED MACHINES**

FIRST WITH THE LATEST

"The House that Confidence Built"

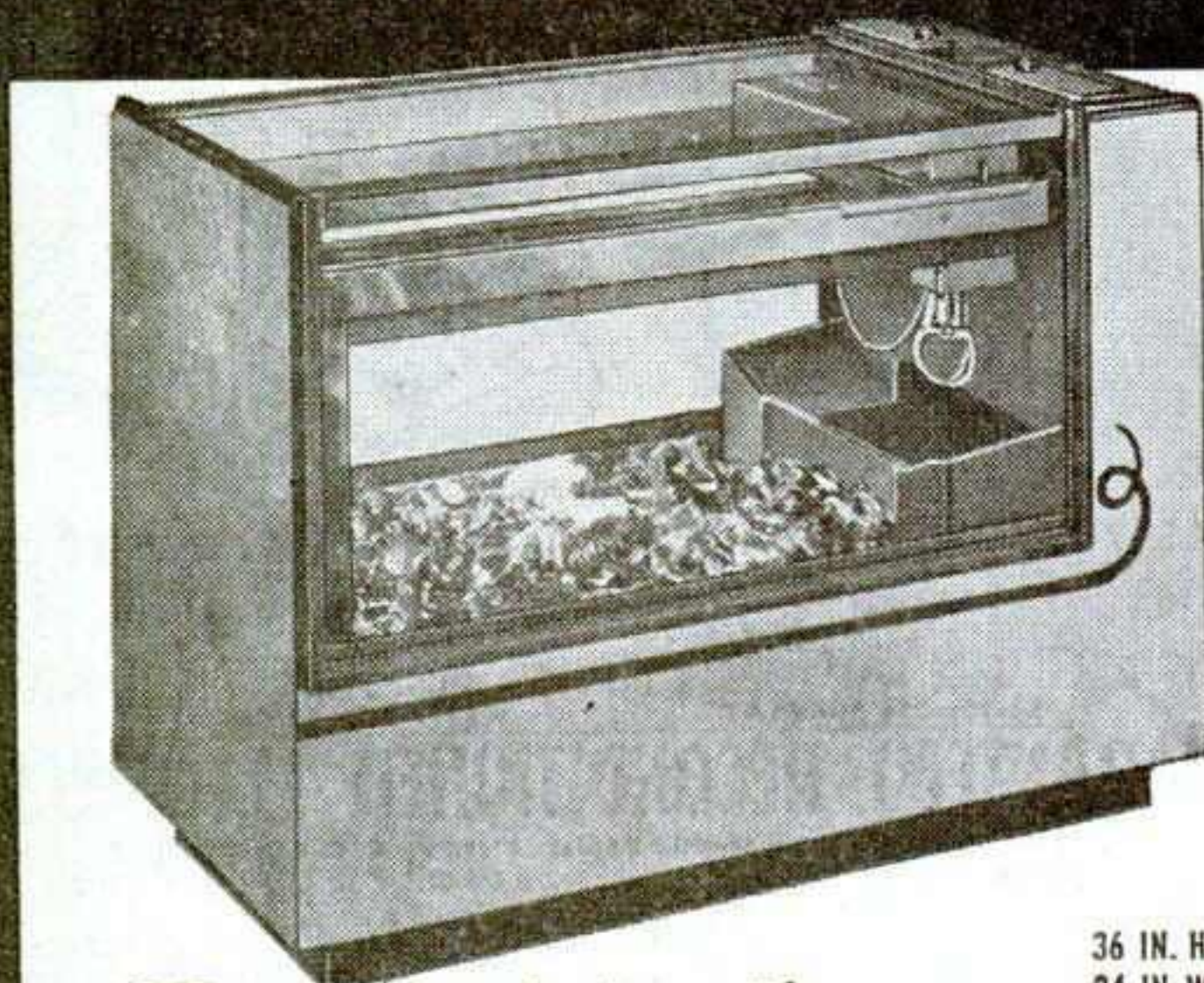
**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.

228 W 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

**EARN BIG MONEY YEAR AFTER YEAR!
HOLLYCRANE**
MINIATURE COIN-OPERATED INDUSTRIAL CRANE



36 IN. HIGH
24 IN. WIDE
48 IN. LONG

NO OTHER
COIN-OPERATED
EQUIPMENT
CAN COMPETE
WITH THIS
AMAZING
SKILL-GAME

Write for
Bulletin "B"
Today

- ✓ Gets Continuous Play
- ✓ Packed With New Features
- ✓ Large Super-Size Play-Field
- ✓ Easy Access For Dressing Field
- ✓ Choice of Merchandise or Free Play Models
- ✓ Ideal For Locations of All Types

COMO

MANUFACTURING CORPORATION

5013-5025 N. Kedzie Av., Chicago 25, Ill.
Phone: INdependence 3-7600

ROCK-OLA

SHUFFLE JUNGLE

Entire Mechanism Located in Light Box.

*The Game For Your "TOP" Locations.
It's "TOPS" As A Money-Maker*

Shuffle-Jungle Is A Fast Moving, Hard Hitting, Exciting Game That Holds The Interest Of All Players—Beginners—Average—And Experts.

*Exclusive Sales Agent
STANDARD SHUFFLEBOARD LEAGUE, INC.
3200 W. Chicago Avenue - Chicago 51, Illinois*

STANDARD SHUFFLEBOARD LEAGUE, INC.
3200 W. Chicago Avenue
Chicago 51, Illinois

Gentlemen:
I Want To Make "Big Money" With Shuffle-Jungle. Please Have Your Local Representative Contact Me Immediately.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Mail this Coupon Today

THE GAME THAT PRESENTS A REAL "REPEAT PLAY" CHALLENGE TO ALL PLAYERS

Flashing Panorama of Moving Animals for Skill Targets.
Racing Panther on Backboard Falls Off High Cliff When Skill Target Is Hit.
5,500,000 Points — Possible High Score.
Two Ways for Speedy Game — 15 Shots for 10c.
Gravity Wate Return — Not a Rebound Game.

Only 6½ Feet Long and 2 Feet Wide—Shuffle-Jungle Can Be Operated In All Locations—Even Those In Which Space Is At A Premium.

A PRODUCT OF
ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois

EXHIBITORS* YOU WILL SEE AT THE MAY SHOW

ALL-INDUSTRY COIN MACHINE SHOW

HOTEL SHERMAN, CHICAGO, MAY 22, 23, 24

ABCO Novelty Company
A. B. T. Mfg. Corp.
American Shuffleboard Co.
AMI, Incorporated
Auto-Photo Company
Baker Novelty Co.
Bally Manufacturing Co.
Bell-O-Matic Corporation
Breuer Electric Mfg. Co.
Billboard Publishing Co.
Buckley Manufacturing Co.
The Cash Box
Citation Novelty Products
Coin Machine Journal, Inc.
Coin Machine Service Co.
Como Manufacturing Corp.
Edelco Mfg. & Sales Co.
H. C. Evans & Co.

Exhibit Supply Co.
Fruit-O-Matic Mfg. Co., Inc.
Gaylord Mfg. Co.
Globe Distributing Co.
Groetchen Tool & Mfg. Co.
Karl Guggenheim, Inc.
International Mutoscope Corp.
O. D. Jennings Co.
J. H. Keeney & Co., Inc.
King-Pin Equipment Co.
Leaf Brands, Inc.
Mills, Industries, Inc.
The Bert Mills Corporation
Morrison Steel Products, Inc.
Memphis Metal Mfg. Co.
Marvel Manufacturing Co.
Monarch Coin Machine Co.
National Rejectors Serv. Co.

National Shuffleboard Co.
National Vendors, Inc.
Northwest Eng. & Mfg. Co.
The Northwestern Corp.
Oak Mfg. Co., Inc.
Pace Manufacturing Co., Inc.
The Penny King Co.
Play-Rite Corporation
Purveyor Shuffleboard Co.
Royal Products Co.
Shuffleboard Specialists
SuperVend Sales Corp.
Geo. Sylvan Elect. Corp.
Telequiz Corporation
Valley Shuffleboard, Inc.
Universal Industries, Inc.
R. C. Walters Mfg. Co.
Watling Mfg. Co.

*Contracts signed up to March 27

THE ONLY SHOW IN 1950 at which all types of equipment will be exhibited—arcade equipment, bells, consoles, counter games, cranes and diggers, five-ball games, one-ball games, phonographs, scales, shoe-shiners, photograph machines and other service equipment, shuffle-games and a variety of vendors.

American Coin Machine Manufacturers Association
SUITE 1772 • 231 S. LA SALLE STREET • CHICAGO 4, ILLINOIS

MEN you know sponsor the Show

OFFICERS

HERBERT B. JONES, *President*
BALLY MANUFACTURING COMPANY

WILLIAM J. RYAN, *Vice President*
UNIVERSAL INDUSTRIES, INC.

VINCENT C. SHAY, *Secretary*
BELL-O-MATIC CORPORATION

D. W. McCLAY, *Assistant Secretary*
O. D. JENNINGS COMPANY

ROY MCGINNIS, *Treasurer*
J. H. KEENEY & COMPANY

G. F. HALBY, *Assistant Treasurer*
BUCKLEY MANUFACTURING COMPANY

DIRECTORS

PATRICK J. BUCKLEY
BUCKLEY MANUFACTURING COMPANY

RICHARD W. HOOD
H. C. EVANS & COMPANY

O. D. JENNINGS
O. D. JENNINGS COMPANY

ROY MCGINNIS
J. H. KEENEY & COMPANY

RAYMOND T. MOLONEY
BALLY MANUFACTURING COMPANY

WILLIAM J. RYAN
UNIVERSAL INDUSTRIES, INC.

VINCENT C. SHAY
BELL-O-MATIC CORPORATION

COMMITTEE CHAIRMEN

GRANT SHAY
BELL-O-MATIC CORPORATION
Publicity Committee

JACK NELSON
BALLY MANUFACTURING COMPANY
Membership Committee

JOHN RYAN
BELL-O-MATIC CORPORATION
Co-Chairman, Membership Committee

VINCENT C. SHAY
BELL-O-MATIC CORPORATION
Hospitality Committee

REX SHRIVER
H. C. EVANS & COMPANY
Show Committee

RICHARD W. HOOD
H. C. EVANS & COMPANY
Banquet Committee

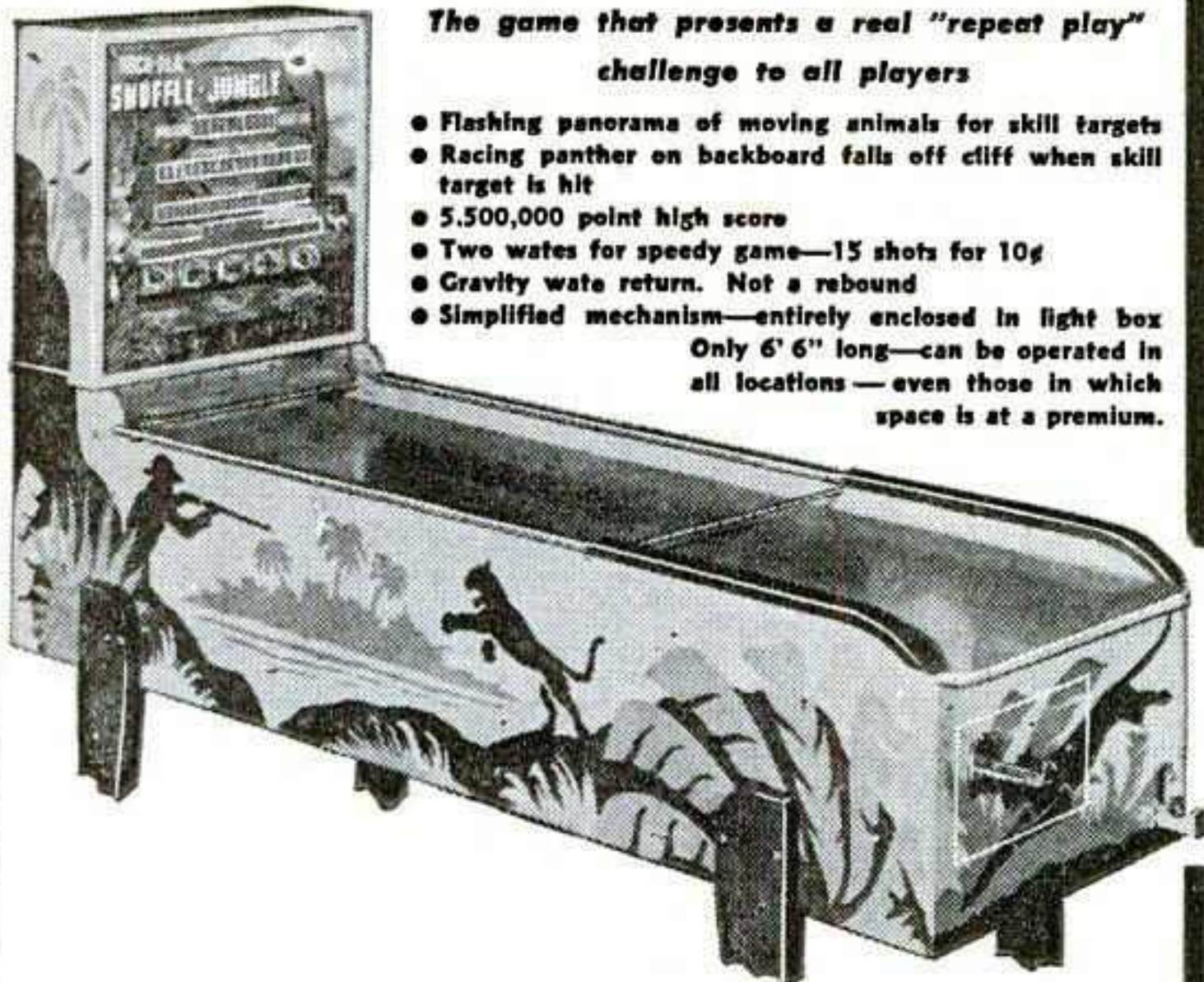
JOHN CONROE
J. H. KEENEY & COMPANY
Organization Committee

3 BIG DAYS OF FUN!

HEADING YOUR WAY

A SENSATIONAL ANIMATED SHUFFLE GAME

ROCK-OLA SHUFFLE-JUNGLE



The game that presents a real "repeat play" challenge to all players

- Flashing panorama of moving animals for skill targets
- Racing panther on backboard falls off cliff when skill target is hit
- 5,500,000 point high score
- Two wates for speedy game—15 shots for 10¢
- Gravity wate return. Not a rebound
- Simplified mechanism—entirely enclosed in light box
Only 6' 6" long—can be operated in all locations—even those in which space is at a premium.

B. D. LAZAR CO.

1635 5TH AVENUE

PITTSBURGH 19, PENNSYLVANIA

NEW SHUFFLE ALLEYS

AUTOMATIC SCORING

- ★ KEENEY'S TEN PINS & A B C BOWLERS
- ★ UNITED, DOUBLE SHUFFLE ALLEY
- ★ UNIVERSAL'S TWIN BOWLER
- ★ GOTTLIEB'S BOWLETTE
- ★ CHICAGO COIN'S TWIN BOWLING ALLEY

PROMPT DELIVERY

SLOTS—SAFES

New and Used

5¢ Blue or Brown Fronts	69.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Malon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
50¢ Pace—like new	175.00
5¢ Standard Chiefs	149.50
10¢ Standard Chiefs	159.50
25¢ Standard Chiefs	169.50
5¢ New Vest Pockets	69.50
5¢ Mills Q.T., A-1	65.00
10¢ Mills Q.T., A-1	69.50
5¢ Columbias	79.50
New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolv- arounds.	

ARCADE EQUIPMENT

Specials

Voiceograph, Like New	\$325.00
Photomatic, Refinished, A-1	269.50
Chi Coin Rebounds	119.50
Pitch'em and Batt'em, Floor Sample	269.50
Total Rolls, A-1	49.50
2 Bang-a-Deers, A-1	99.50
Chicken Sams, A-1	59.50
New Chi Coin Pistol	249.50
Lite Leagues, A-1	49.50
6 Buckley Treasure Isle Diggers, A-1	99.50
Undersea Raiders, Bally	99.50
Sky Fighters	79.50
Keeney Submarine	79.50
Goalee, Like New	99.50
Skee Alleys, 9 Ft.	89.50
Exhibit Dale Guns	165.00
Bat a Ball Sr., New	49.50

Write • Wire • Phone • ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST.

COLUMBUS 15, OHIO

MECHANIC AVAILABLE

15 years' experience on all types of Pin Ball, One Ball, Consoles, Slots and Music Machines. Expert on rebuilding and converting Slots. Am employed at present time, but am interested in getting better connection. Can furnish best of references.

BOX D-356, THE BILLBOARD, CINCINNATI 22, OHIO.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

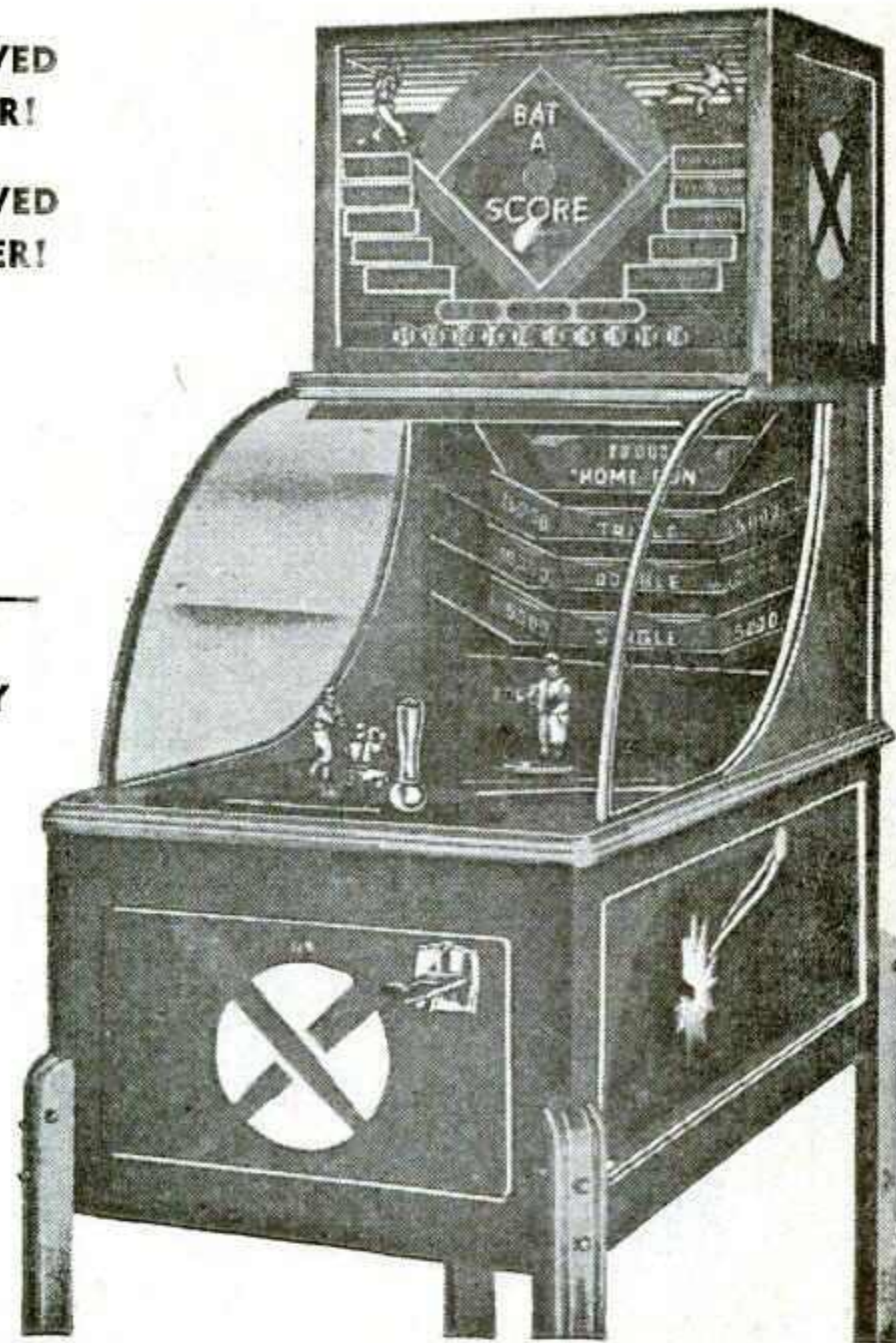
IT'S "PLAY BALL!" ●●●●●
and you're off to a winning start
with EVANS'

BAT-A-SCORE

IMPROVED
BATTER!

IMPROVED
PITCHER!

10
BALLS—
5c
PLAY



ANIMATED-MANIKIN ALL SKILL BASEBALL AMUSEMENT GAME—PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for Profits! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run, depending on skill of the player! If batter misses, ball lands in catcher's mitt!

IT'S HIGH SCORING BASEBALL UNDER LIGHTS!
BRILLIANTLY COLORFUL SCOREBOARD!
BEAUTIFULLY DECORATED DIAMOND and GRANDSTAND!
ALSO AVAILABLE IN FREE PLAY.

**BAT-A-SCORE WILL KEEP YOU ON
A WINNING STREAK ALL YEAR 'ROUND!**

IMMEDIATE DELIVERY

ORDER FROM YOUR DISTRIBUTOR OR DIRECT



OTHER EVANS' WINNERS

- SHUFFLE TEN STRIKE
- WINTER BOOK CONSOLE
- COALTOWN CONSOLE
- BANG TAILS CONSOLE
- CASINO BELL CONSOLE

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 114



ONE BOWLING ALLEY TWO CAN PLAY

2 PLAYER REBOUND ACTION BOWLING ALLEY

NOW WITH THE LITED PLASTIC PINS

the FASTEST AND GREATEST MONEY MAKER IN THE 10c FIELD TODAY!

COMPETITIVELY PRICED!

ORDER FROM YOUR DISTRIBUTOR TODAY

A SURE WINNER!

Chicago Coin's

2 PLAYER REBOUND ACTION BOWLING ALLEY

LITED PLASTIC PINS

8 FT. LONG
2 FT. WIDE

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14, Ill.

LIBERAL FINANCING • LIBERAL FINANCING • LIBERAL FINANCING

\$\$ SAVE with COVEN \$\$

<p>BALLY SPEED BOWLER Cuts playing time in HALF! DOUBLE Earning Power! ORDER NOW</p> <p>USED BOWLERS Genco Bowl. League\$169 Wms. Twin Shuffle 175 Bally Shuf. Bowl. 195</p> <p>HOLLYCRANE Factory Reconditioned \$379.00</p>	<p>RECONDITIONED 1-BALLS CITATIONS\$290.00 LEXINGTONS 279.00 GOLD CUP 150.00 JOCKEY CLUB 99.50 BALLY ENTRY 65.00</p> <p>PIN GAMES MerryWidow \$64.50 Summertime \$50.00 Thrill 44.50 Circus 49.50 Ali Baba 64.50 Spin Ball 49.50 Alice in Wonderland 64.50 Banjo 44.50 Cinderella 64.50 Shanghai 39.50 Trade Winds 62.50 Yanks 39.50 Trinidad 54.50 Wisconsin 34.50 Mardi Gras 54.50 Gold Ball 29.50 All Games Completely Reconditioned and Ready for Location.</p> <p>PREMIUMS FOR SHUFFLE GAMES Dolls—Clocks—Novelties, Etc. Write for Prices and Catalog.</p> <p>SPECIAL 5 Carnivals, like new\$55</p>	<p style="font-weight: bold;">IT'S THE WURLITZER 1250 FOR GREATER PROFITS</p> <p style="font-size: 1.5em; font-weight: bold;">New Genco \$289.50</p> <p style="font-weight: bold;">SOUTH PACIFIC CAN USE</p> <p>Any quantity late 11-Balls & 5-Balls. State condition, price first letter.</p>
---	--	--

COVEN DISTRIBUTING CO.

3181 ELSTON AVE. Independence 3-2210 Exclusive Distributors for Bally Products and Wurlitzer Phonographs CHICAGO, ILLINOIS

LIBERAL FINANCING • LIBERAL FINANCING • LIBERAL FINANCING



ACTIVE CHI COIN BOWLING ALLEY PIN CONVERSION

Complete with new back piece, easily installed, no soldering, immediate delivery, makes game look exactly like latest model. **\$19.50 Ea.**

IMMEDIATE DELIVERY

Sensational All Plastic Pin Conversion
LITE-A-PIN... \$20.00 Complete Unit

PROTECT YOUR INVESTMENT with Heavy Canvas SHUFFLE BOARD COVERS
8 Ft. Alleys ... \$11.50 | 9 Ft. Alleys ... \$12.50
ORDER TODAY—1/3 With Order, Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
PHILADELPHIA 30, PA.
FRemont 7-4495

58 FRELINGHUYSEN AVE.
NEWARK 5, N. J.
Blgelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT YOUR NAME ON OUR MAILING LIST

NEW PIN GAMES

GENCO SOUTH PACIFIC BALLY HOT ROD ...\$275.00

NEW ONE BALLS

UNIV. PHOTO FINISH . \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials

WURL. 1080\$445.00 EVANS' CONSTELLATION, 40 Selec. Write

NEW SKILL GAMES

UNIV. SUPER TWIN.. Write CHI. BOWL'G ALLEY Write BAL. SPEED BOWLER Write EX. SILVER BULLETS Write TARGET MASTER\$125.00 KEEN. ABC BOWLER. Write

New Rebuilt Slots

CRISS CROSS, BLACK BEAUTY H.L., BLUE OR JEWEL BELL, 5-10-25c \$165.00

NEW COUNTER GAMES

BUDDY, Cig. Reels ...\$24.50 DAVAL CUB, 1c Cig. ... 21.50 ABT CHALLENGER ... 47.50 ABT MODEL F ... 47.50 TEST QUEST ... 99.50 ABT SKILL GAME ... 50.00 SHIPMAN ARTSHOW, 49.50 DAVAL SKILL THRILL 22.50 BALLY HEAVY HITTER, Brand New Closeout 79.50 GUSHER, 5c\$39.50 NON-COIN MARVEL ... 39.50 DAVAL ACE, 1c or 5c ... 21.50 KICKER & CATCHER ... 37.50 NON-COIN EAGLE ... 39.50 IMP, 1c or 5c ... 19.50 CAMERA CHIEF ... 12.50 FIVE JACKS 69.50 BALLY HEAVY HITTER, Brand New Closeout 79.50

BARGAIN BOX

UNITED SHUFFLE ALLEY\$179.50 With Lighted Pin Conversion Installed 194.50 BALLY SHUFFLE BOWLER, 9 1/2 FT. 199.50 CHICOIN BOWLING ALLEY 225.00 GENCO BOWLING LEAGUE, 9 1/2 FT. 199.50

NEW SLOTS

MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, 21 BELL JENNINGS SUN CHIEF, EXPORT CHIEF, SWEEPSTAKE COLUMBIA, J.P.\$139.50 DE. L. COLUMBIA....\$169.50 VEST POCKETS 65.00 Q. T., 5c, \$115.00; 25c. 142.50

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES - DE LUXE Single-\$132.00 Double-\$192.00 Triple.....\$288.00 UNIVERSAL-Single Safe-\$87.50 Double Safe 128.50 BOX STANDS-\$27.50 5-WAY SR. COIN CHANGER... 37.50

NEW CONSOLES

UNIV. FEATURE BELL UNIV. ARROW BELL BALLY CLOVER BELL EV. COALTOWN EVANS RACES EVANS WINTERBOOK EV. BLACK DIAMOND EVANS BANG TAILS EVANS CASINO BELL JENN. CHALLENGER

WRITE

NEW VENDORS

ACORN VENDOR\$ 13.95 ATLAS DE LUXE, 1c. 14.50 ATLAS 5c BANTAM 14.50 TRAY VENDOR 14.50 POP CORN WARMER 45.00 KLEENEX VENDOR 49.50 MARION SCALE 79.50 FRANTZ SCALE 115.00 AMERICAN SCALE 169.50 SILVER KING 13.95 S. K. HOT NUT VEND. 29.95 5c 4-WAY MINT 14.50 N.W. STAMP VEND. 69.00 N.W. 49 SPECIAL 13.75 N.W. MODEL '49 15.95 N.W. DUAL NUT 45.00 N.W. DE LUXE 27.00 N.W. MODEL 39 10.75 N.W. 33 BALL GUM 9.50 ALCO-DEREE CANDY MART, ELECTRIC 199.50 10c COMB VENDOR .. 21.50

EXCLUSIVE NAT'L DISTRIBUTOR RED ARROW CONVERSION

(with Lighted Pins) for UNITED SHUFFLE ALLEY \$19.50

NEW LIGHTED PINS CONV. FOR CHICOIN & UNIVERSAL SHUFFLE GAMES.. \$23.75

M & T Lite-a-Pin Conversion

With Plexi-Glas plate base for United Shuffle Alleys . . . \$20 for complete unit.

SLOTS MILLS

BLACK CHERRY, 5-10-25c\$ 99.50 50c BLACK CHERRY 149.50 JEWEL BELL, 5-10-25c 119.50 GOLDEN FALLS, H.L., 5-10-25c 99.50 50c GOLDEN FALLS (REBUILT) 139.50 25c BLUE BELL 149.50 BLUE FRONT, 5-10-25c 59.50 BROWN FRONT, 5-10-25c 64.50 BONUS BELL, 5-10c 69.50 CHROME BELL, 5-10-25c 69.50 25c Q.T., BLUE CABINET 89.50 VEST POCKETS 44.50

EXTRA SPECIAL!

NEW MILLS MELON BELLS, 10-25c \$175.00

WATLING

ROL-A-TOP, 5-10-25c\$49.50

JENNINGS

SUN CHIEF DeL. LITEUP, 5-10-25c, Set of 3, like new\$695.00 SUN CHIEF, 25c 175.00 STANDARD CHIEF, 50c 179.50 STANDARD CHIEF, 5-10-25c 99.50 LITE UP CHIEF 5-10-25c 109.50 BRONZE CHIEF 5-25c 89.50 4 STAR CHIEF, 5-25c 49.50 VICTORY CHIEF, 5-10-25c 59.50 5c CHIEF SILVER MOON 69.50 TIC TAC TOE, 5-10-25c 125.00 CIGAROLLA, 5c PLAY 99.50

GROETCHEN

COLUMB-A DOUBLE, J.P.\$69.50 CHROME COLUMBIA 49.50 DE LUXE COLUMBIA 79.50 GOLD AWARD COLUMBIA 59.50

PACE

CHROME BELL, 5-10c, Latest Model (Value When New \$200.00) ...\$89.50

10c COIN COUNTERS-\$2.00 EACH Highly Polished Copper - a MUST if you operate Shuffle Games.

50,000 Plates for Metallizer-Finest quality-while they last. In Lots of 10 M\$6 Per M In Lots of 5 M 7 Per M In Lots of 1 M 8 Per M

UN. SHUFFLE ALLEY EXPRESS

Pins disappear as roll-overs are hit. Automatically resets. Extremely fast. Order now -double your profits.

UNIVERSAL'S NEW SUPER TWIN BOWLER

Animated pins disappear as puck rebounds. 9 ft. 1 or 2 players. Fastest money maker.

GOTTLIEB BOWLETTE

ALL PARTS for United Shuffle Alley IN STOCK

NOW IN STOCK!

UN. SHUFFLE ALLEY CHICOIN BOWLING ALLEY BALLY SPEED BOWLER EXH. BOWL-A-MATIC KEEN: ABC BOWLER

ONE BALLS

LEXINGTON, P.O.\$295.00 CITATION, F.P. 295.00 TROPHY, P.O. 165.00 GOLD CUP, F.P. 140.00 JOCKEY CLUB, P.O., '47 MOD. 130.00 JOCKEY SPECIAL, F.P. 109.50 BALLY ENTRY, P.O. 79.50 SPECIAL ENTRY, F.P. 79.50 VICTORY DERBY, P.O. 69.50 VICTORY SPECIAL, F.P. 69.50 GOTT. DAILY RACES, F.P. 69.50

RECONDITIONED 5 BALL

Football\$159.50 Shantytown 149.50 Tumble Weed 149.50 3 Musketeers 144.50 Maryland 139.50 Double Shuffle 139.50 Tampico 139.50 SHARP-SHOOTER 129.50 Gin Rummy 119.50 Super Hockey 119.50 El Paso 119.50 Swane 119.50 Playtime 114.50 Buttons & Bows 114.50 Majors of '49 114.50 Bowling Champ 114.50 Black Gold 114.50 Aquacade 114.50 Big Top 109.50 Telecar 104.50 Carolina 99.50 Baby Face 94.50 Temptation 89.50 Barnacle Bill 84.50 Buccaneer 84.50 Magic 79.50 Moonglow 79.50 Hundreds of Post War 5 Balls with Flippers Installed \$39.50 Blue Skies\$69.50 Summertime 69.50 Screwball 69.50 Trade Winds 64.50 Cinderella 64.50 Crazy Ball 54.50 Mardi Gras 54.50 Ballerina 54.50 Spinball 54.50 Triple Action 54.50 Robin Hood 54.50 Catalina 54.50 Trinidad 54.50 Humpty Dumpty 54.50 Contact, w/f 54.50 Rondeevco 54.50 Wisconsin 49.50 Sunny 49.50 Samba 49.50 Banjo 49.50 Cover Girl 49.50 Major Leag. B.B. 49.50 Build Up 49.50 Monterey 49.50 Stormy 49.50 Cleopatra 44.50 Melody 44.50 Short Stop 44.50

ARCADE

HOLLYCRANE, Like New\$395.00 EXH ROTARY MDSER. 299.50 TELEQUIZ, 48 Model Like New 225.00 CHICOIN BASKETBALL CHAMP 195.00 STAR SERIES 189.50 WMS. ALL STARS 149.50 CHICOIN GOALEE 129.50 CHICOIN PISTOL 129.50 TARGET MASTER 99.50 PHOTOMATICS, Complete As Is 99.50 GENCO GLIDER 99.50 EXHIBIT DALE GUN 94.50 SCIENTIFIC POKERINO 89.50 UN. SHUFFLE SKILL 79.50 FLASH JOCKEY 69.50 BALLY HEAVY HITTER 59.50 GEN-O WHIZZ, F.P. 49.50 ABT CHALLENGER 24.50 WOOD & STEEL BALL ROLLDOWNS at Giveaway Prices Write

CIGARETTE AND CANDY VENDORS

ROWE CRUSADER, 10 Col.\$115.00 STEWART McGUIRE, 7 Col 70.00 ROWE DELUXE, 8 Col., 120-Bar 89.50 U-SELECT-IT, 72-BAR 55.00

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT SEND CHECK IN FULL WITH ORDERS LESS THAN \$25



Empire Coin MACHINE EXCHANGE

MACHINE EXCHANGE



Distributors for All the Leading Manufacturers

1012-14 MILWAUKEE AVE.

Phone: EVERGLADE 4-2600

CHICAGO 22, ILL.

QUALITY USED GAMES AT SPECIAL PRICES!

TRIPLE ACTION\$39.50 TRADE WINDS 39.50 MARDI GRAS 39.50 MERRY WIDOW 44.50 SCREWBALL 49.50 PUDDINGHEAD 59.50 1-2-3 64.50 YANKS 44.50 SPEEDWAY 49.50 VIRGINIA 39.50 CARNIVAL 69.50 WISCONSIN 34.50 TOTAL ROLLS\$29.50 BERMUDA 29.50 SPINBALL 29.50 CATALINA 29.50 THRILL 39.50 ADVANCE ROLLS 49.50 BING-A-ROLLS 89.50 SPORTSMAN ROLLS 29.50 CHICAGO COIN REBOUND 44.50 ALL STARS (Williams) 109.50 GLIDER (Genco)..... Write for Price!

All Games Cleaned and Checked! Specify Second Choice Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. Division 4-3220



2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

Rx - PRESCRIPTION for PROFITS!

BARGAINS-IMMEDIATE DELIVERY-GUARANTEED SATISFACTION

IN STOCK: Bally SPEED BOWLER, Exhibit BEE BOP, Gottlieb BOWLETTE, Keeney ABC BOWLER, Genco SOUTH PACIFIC

PHONOGRAPHS:

Seeburg 146M\$285.00 Packard Cellar 50.00 Rock-Ola 1422 165.00 Rock-Ola 1426 185.00

ONE BALLS:

CITATION\$285.00 JOCKEY SPECIAL 80.00 SPECIAL ENTRY 55.00 VICTORY SPECIAL 25.00

WANTED:

Will pay cash or accept trades-Bally Eureka and One Balls. All late Five Balls. Wurlitzer 1017 and 3020. Used United, Bally, Chicago Coin Shuffle Type Machines.

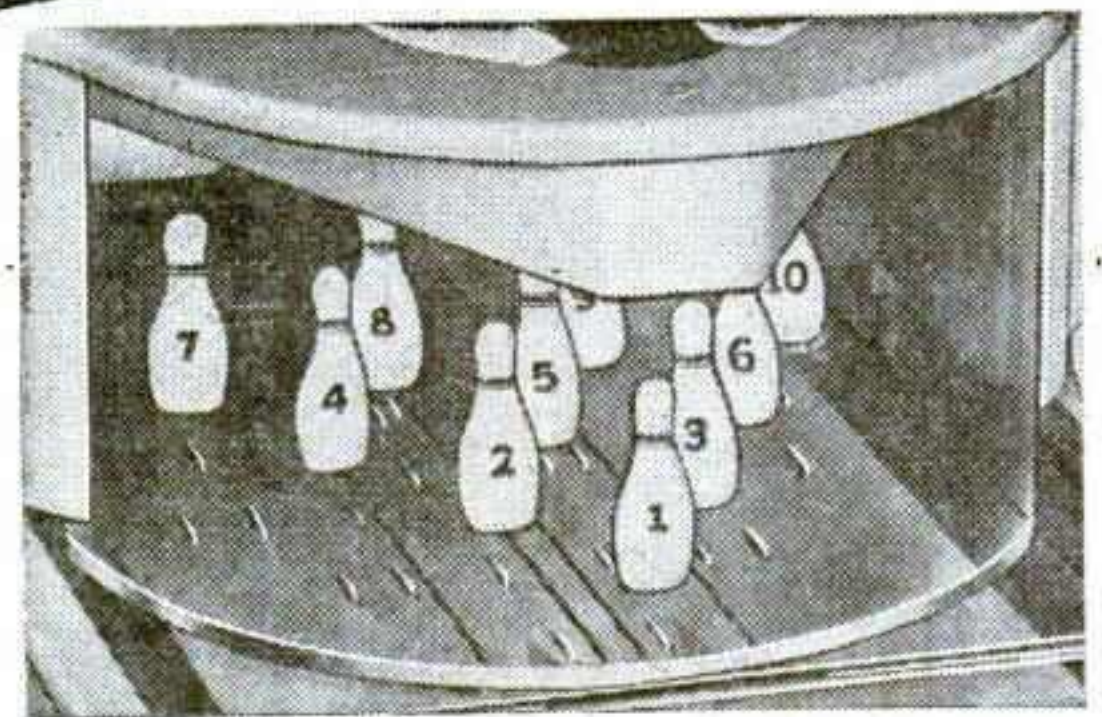
WEDD

DISTRIBUTING CO. Inc. 298 LINCOLN ST. ALLSTON, Boston 34, Mass.

Distributors for WURLITZER EXHIBIT BALLY KEENEY

TWICE AS FAST AS EVER! THE PLAYING THRILLS!

and
DOUBLE THE EARNINGS!
Williams
DE LUXE BOWLER



ACTUAL PINS!
Upright pins **DISAPPEAR**
when rollovers are hit!
Automatically reset!

10c PLAY!

IDEAL SIZES
8 FT and 9 1/2 FT.
LENGTHS
2 FT. WIDE

SIDE MECHANISM DOOR

RECESSED SAFETY FRONT
PROTECTS PLAYERS—PROTECTS
COIN CHUTE AND PUCK RETURN CUP

REAL GUTTERS!

AUTOMATIC PUCK RETURN...
AUTOMATIC PUCK LOCK-IN!

SEE IT - BUY IT
AT YOUR DISTRIBUTOR
NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

New!
SPEED RECORD
 FOR PLAY
60 SECONDS a GAME

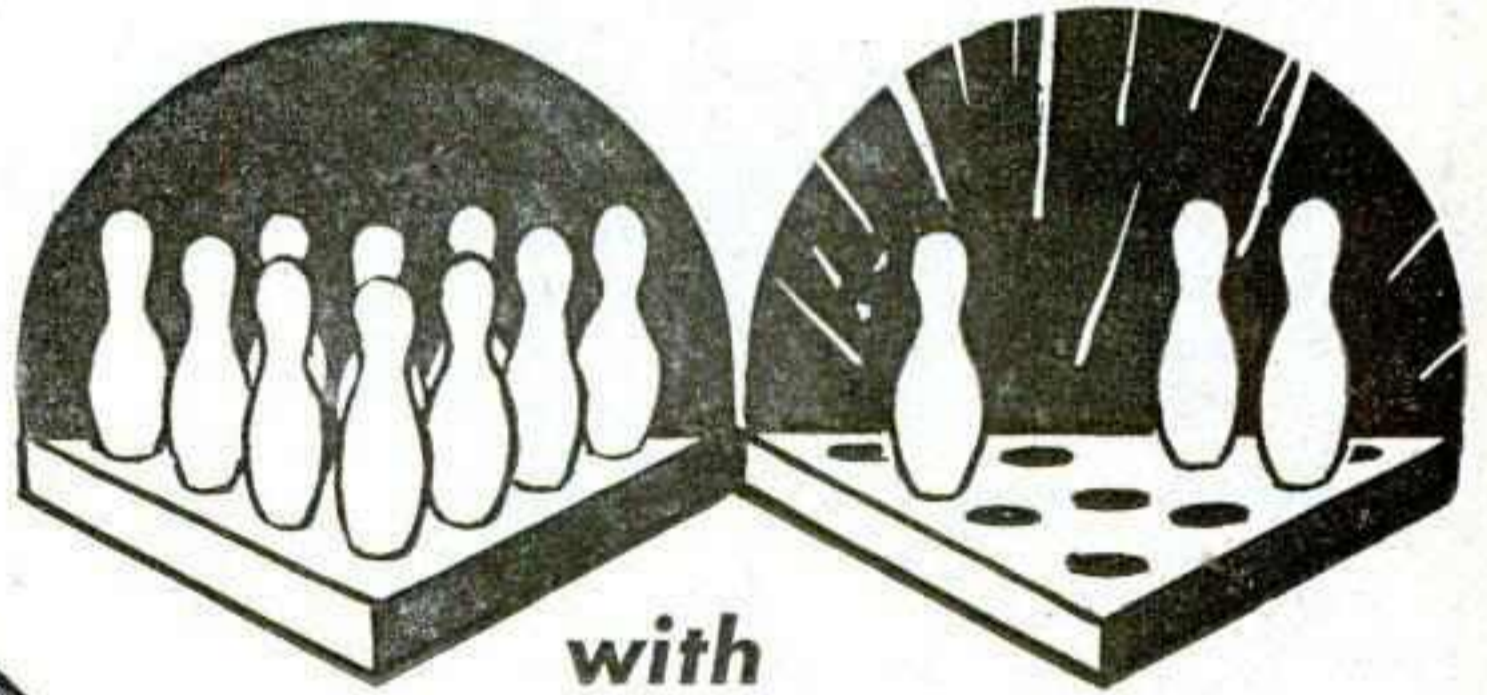
STRIKE

BY 'EXHIBIT'

**A NEW SENSATION
 FAR FROM THE ORDINARY**

1 OR 2 PLAYERS 10¢-20¢

**BUILT FOR
 FAST PLAY
 BIGGER
 EARNINGS**



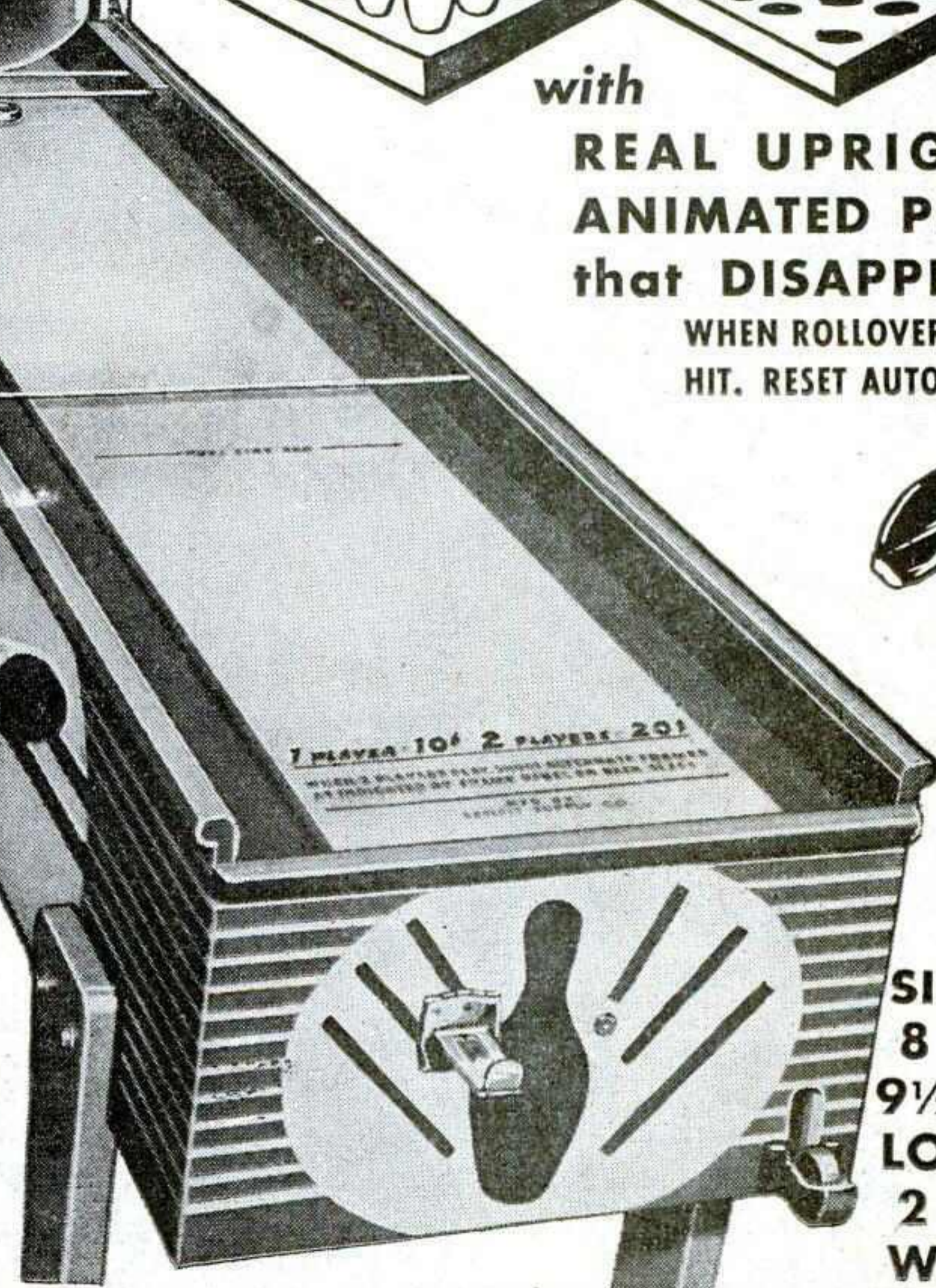
with

**REAL UPRIGHT
 ANIMATED PINS
 that DISAPPEAR
 WHEN ROLLOVERS ARE
 HIT. RESET AUTOMATIC**



**SWIFT ACTION
 TOTALIZER**
 THAT RECORDS SCORE
 FOR 1 OR 2 PLAYERS
 ALL MECHANISM
 IN CONVENIENT BACKBOX
 HAS ALL THE SKILL
 AND THRILLS OF
 SHUFFLE BOWLING
 AS PLAYERS
 LIKE IT!

**NOW! AT YOUR EXHIBIT
 DISTRIBUTOR**



**2
 SIZES
 8 FT.
 9½ FT.
 LONG
 2 FT.
 WIDE**

EXHIBIT SUPPLY COMPANY

4218-4230 W. LAKE STREET

CHICAGO 24, ILL.

ESTABLISHED
 1901

UNITED'S
SHUFFLE ALLEY EXPRESS

PATENT NO. 2,192,596
 REGULATION BOWLING SCORING

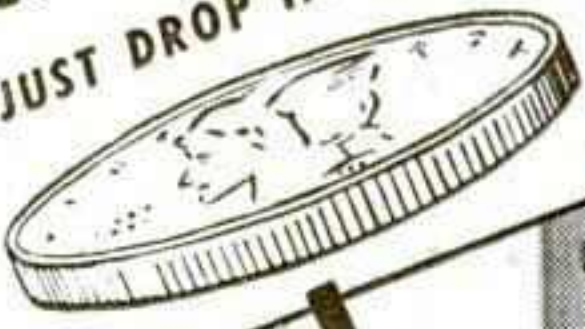


NEW, REALISTIC ANIMATION
DISAPPEARING
PINS

EXTREMELY FAST PLAY
 TWO WEIGHTS USED

EASY TO SERVICE
 Entire Playfield
 Hinged

**UNITED'S
 PROVEN
 DROP-CHUTE**
 "JUST DROP IN COIN"



BOWL
10 FRAMES 10¢
 SCORES EXACTLY LIKE
 BOWLING

TWO SIZES
 8 FT. OR 9½ FT.
 BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



FANTASTIC COLLECTIONS!

PHENOMENAL ORDERS!



BOWLETTE

ONLY
63" LONG—
65" HIGH—
20" WIDE!

ASSURES
BIG-LOCATION
EARNING POWER
IN SMALL
SPACE!

THRILLS OF BOWLING!
SUSPENSE OF BOWLING SCORING!

All Built into a Game
that "GOES" ANY-
WHERE—Is Welcome
EVERYWHERE!

SMOOTH—QUIET—
FAST PLAY!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

More Appeal — More Play than Games up to Twice as Big!

ACTUAL STANDING LIGHTED PINS!
STRIKES — DOUBLES — TURKEYS
SPARES — RAILROADS — ETC!

FULL GAME — 10 FRAMES!
FAST PLAY! Average game
requires only 2 minutes!

AUTOMATIC PUCK RETURN
PUCK LOCKED IN AT END OF PLAY
COMFORTABLE TABLE HEIGHT
—encourages extended play!

GOTTLIEB'S FAMOUS
TROUBLE-FREE
MECHANISM!

"There is no substitute for Quality"

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

**NEW HIGH-SPEED TOTALIZER
CUTS PLAYING TIME IN HALF...
...DOUBLES EARNING POWER!**

Bally SPEED BOWLER

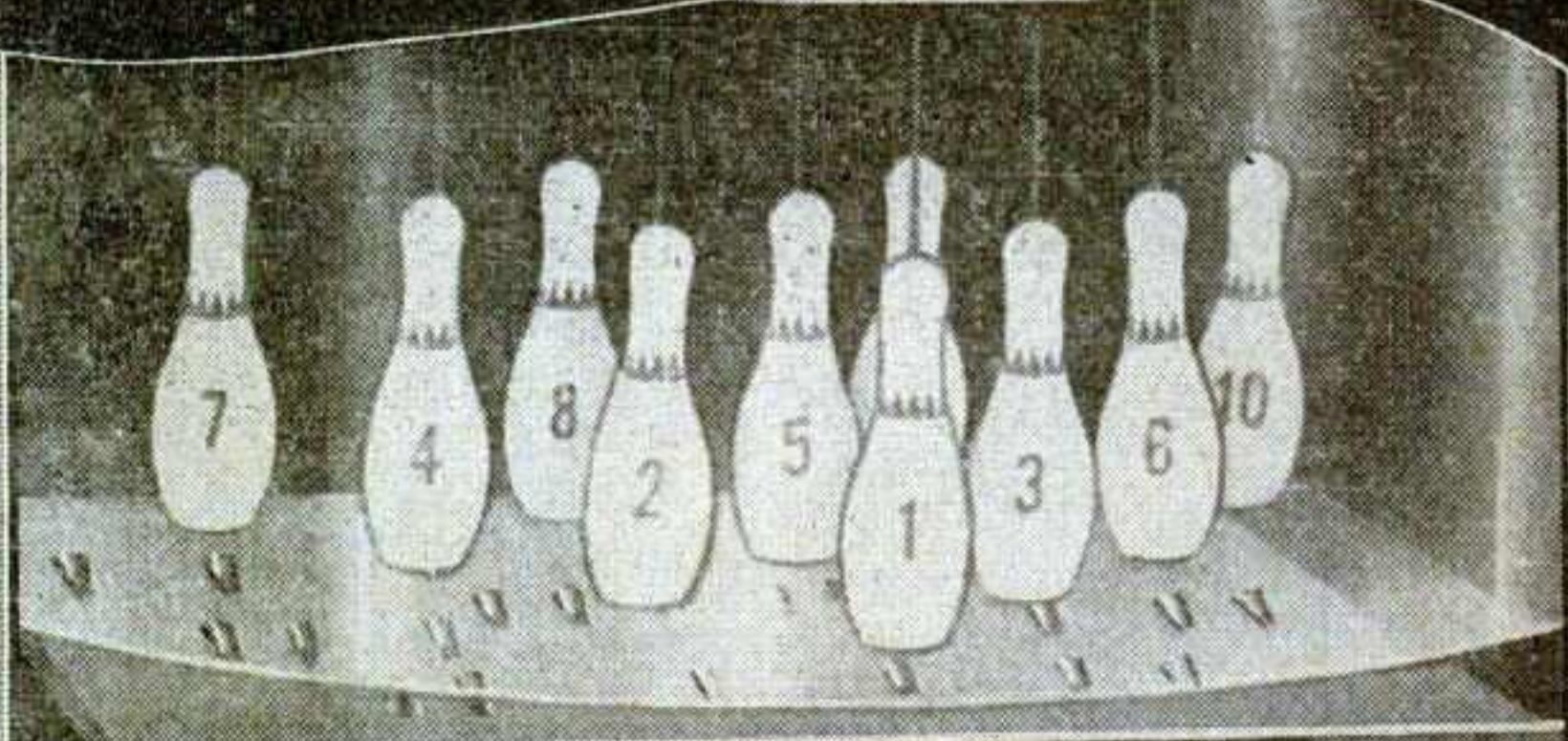
NEWEST SHUFFLE-BOWLING SENSATION!

Entire Mechanism Located in Back-Box

NEW TOTALIZER REGISTERS SCORES

TWICE AS FAST

AS ORDINARY SHUFFLE-BOWLING GAMES



Animated Upright **PINS**
ACTUALLY DISAPPEAR
as roll-overs are hit... automatically reset

2 SIZES
9½ FT. LONG
8 FT. LONG
(FOR CROWDED SPOTS)
BOTH 2 FT. WIDE

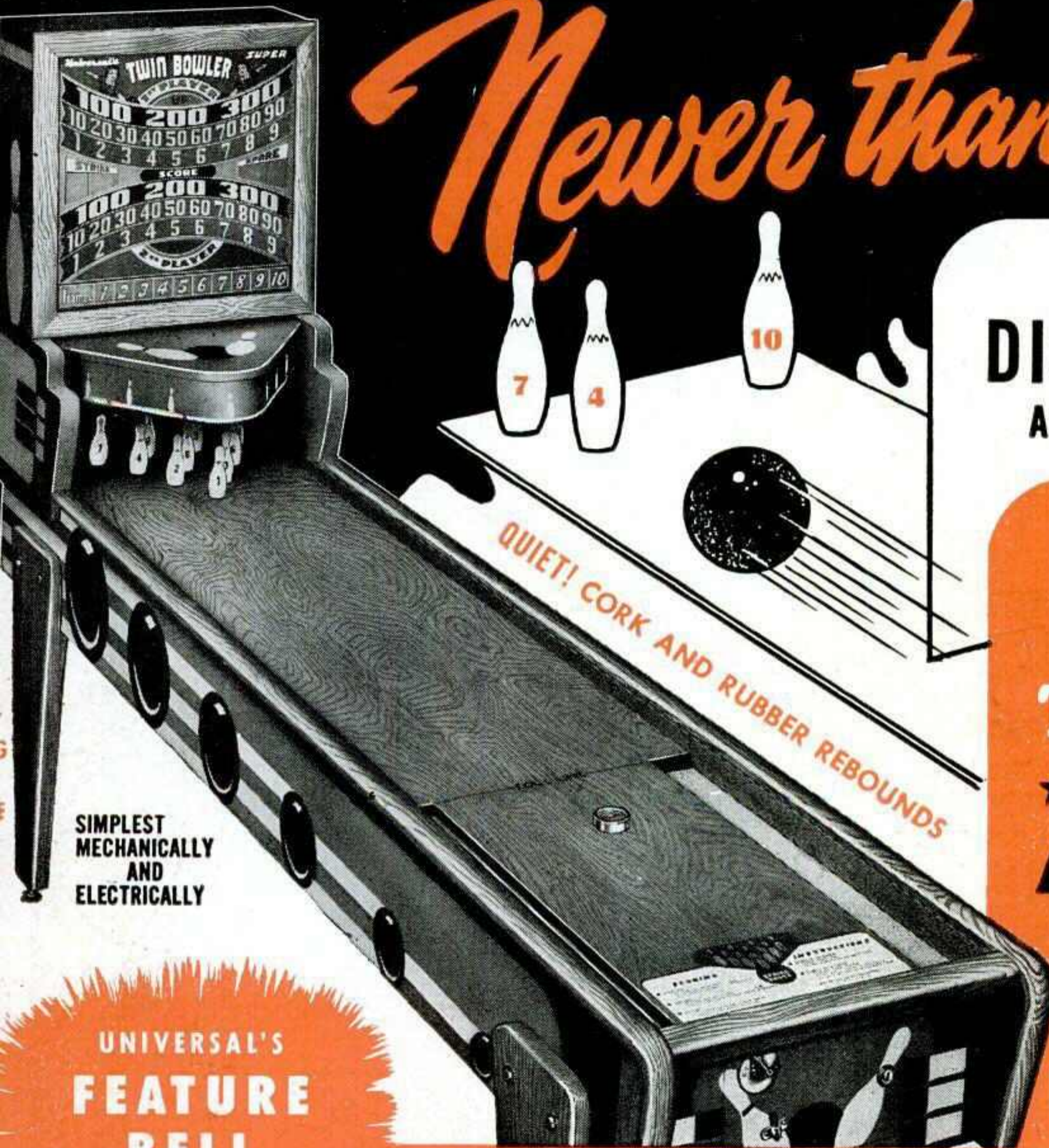
All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, **DOUBLES EARNING POWER**... plus new, animated upright pins that actually flip out of sight as roll-overs are hit... plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order **SPEED-BOWLER** now. Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft. A gold-mine either way!

SEE US AT THE ALL-INDUSTRY **SHOW** HOTEL SHERMAN CHICAGO **MAY** 22, 23, 24

CHAMPION KENTUCKY CLOVER-BELL SPOT-BELL

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Newer than New!



LIFELIKE PINS
DISAPPEAR LIKE MAGIC
 AS PUCK HITS ROLLOVERS!

UNIVERSAL'S
Super
TWIN BOWLER

★ SUPER FAST PLAY
45 SECONDS
 PER GAME!



1 OR 2 PLAYERS ...
 NEW SCORING COMBINATIONS

UNIVERSAL'S
FEATURE BELL



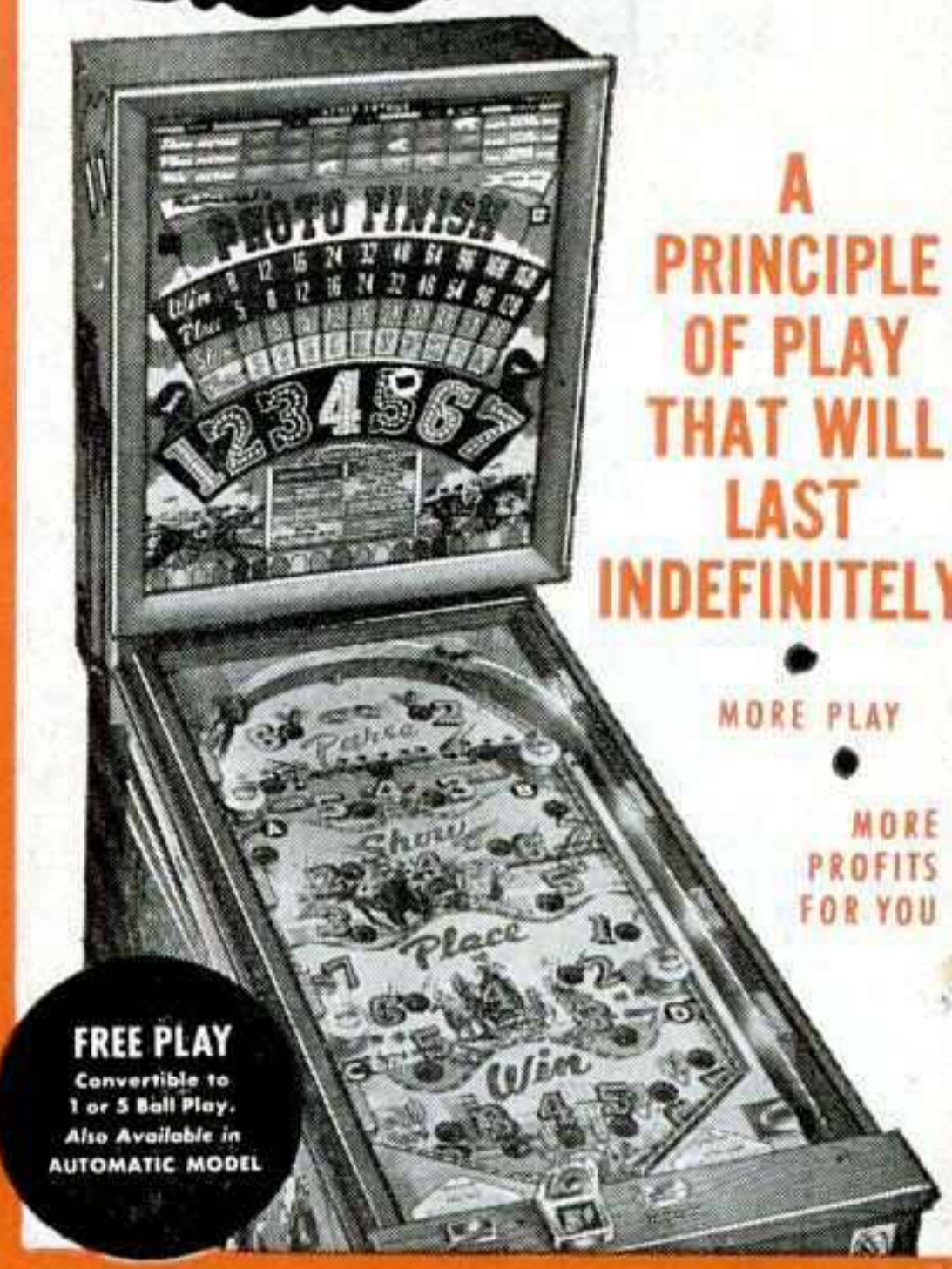
SINGLE HEAD MULTIPLE COIN
 UNIVERSAL'S
FEATURE BELL

MYSTERY TYPE ADVANCING ODDS!
First CONSOLE WITH THE
 "FEATURE FLASH"
 PLAYER CAN "BUY" UP TO A
 COMPLETE SET OF WILD SYMBOLS!

Instantly Convertible

- TOP SCORE: 500 POINTS
- JUMBO ELECTRIC MOTOR DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

UNIVERSAL'S
PHOTO-FINISH



A PRINCIPLE OF PLAY
 THAT WILL LAST
 INDEFINITELY

MORE PLAY
 MORE PROFITS
 FOR YOU

FREE PLAY
 Convertible to
 1 or 5 Ball Play.
 Also Available in
 AUTOMATIC MODEL

CHUTE STANDARD—10c OR 25c CHUTE OPTIONAL

Order FROM YOUR
**UNIVERSAL
 DISTRIBUTOR**



UNIVERSAL INDUSTRIES, INC.
 Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
 5737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS

Copyrighted material

better programming

means "music for everyone"



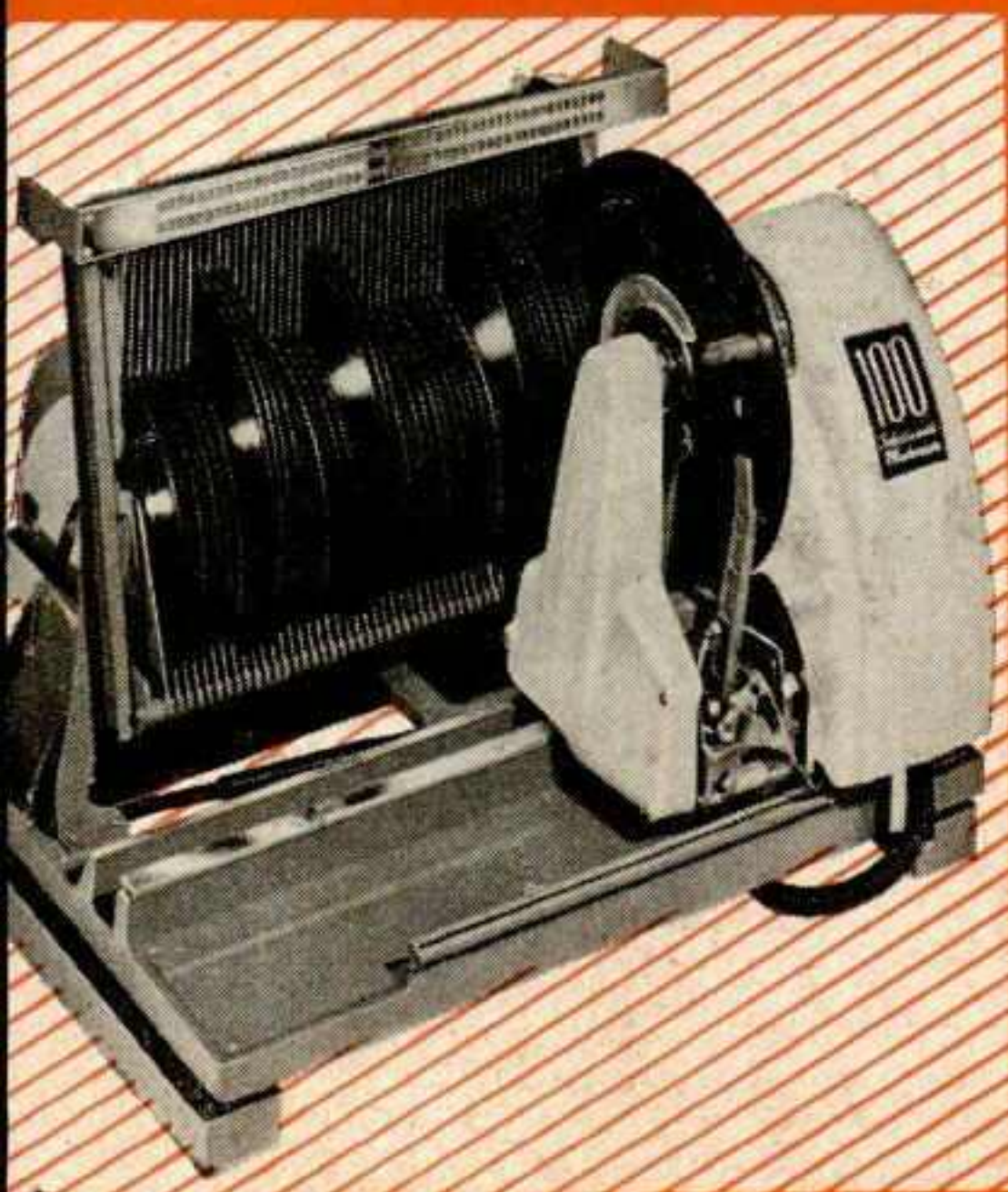
... UNDER THE **5** BASIC MUSIC CLASSIFICATIONS

HIT TUNES		OLD FAVORITES		WALTZS & POLKAS		FOR TRIPS & RUMBAS		CLASSICAL SELECTIONS	
A1 B1		C1 D1		E1 F1		G1 H1		I1 J1	
A2 B2		C2 D2		E2 F2		G2 H2		I2 J2	
A3 B3		C3 D3		E3 F3		G3 H3		I3 J3	
A4 B4		C4 D4		E4 F4		G4 H4		I4 J4	
A5 B5		C5 D5		E5 F5		G5 H5		I5 J5	
A6 B6		C6 D6		E6 F6		G6 H6		I6 J6	
A7 B7		C7 D7		E7 F7		G7 H7		I7 J7	
A8 B8		C8 D8		E8 F8		G8 H8		I8 J8	
A9 B9		C9 D9		E9 F9		G9 H9		I9 J9	
A10 B10		C10 D10		E10 F10		G10 H10		I10 J10	

Be 100% with Seeburg
... only Seeburg has

100

selections



The Wall-O-Matic "100"—brings 100 selections right to the finger tips of guests. Cataloged under the 5 basic music classifications. Streamlined. Compact. 5-Wire systems.

Select-O-Matic "100" Mechanism. Most trouble-free mechanism ever developed. Tried, tested, proved in industrial and commercial installations.

The Select-O-Matic "100". 100 selections—all visible at one time—under the 5 basic music classifications. New sales appeal. New operating economy. America's foremost phonograph.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.