

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 20, 1950

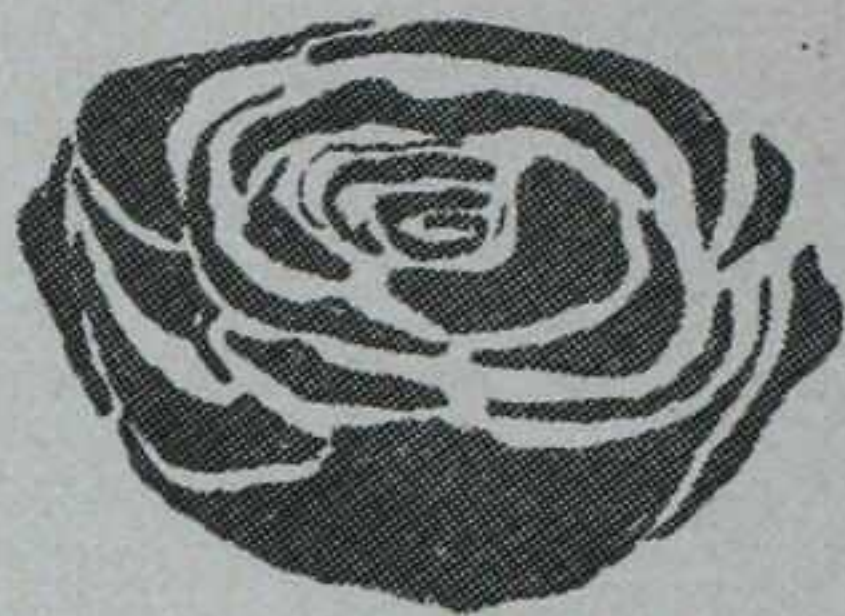


Belle Baker, a smash hit in the old Palace days, sporting a mink jacket, glances at the ancient handbill in booker Dan Friendly's hand. Standing, left to right, are Joe Smith and Charlie Dale, who used to fracture them as part of the Avon Comedy Four. Pointing to the bill is Cliff (Ukulele Ike) Edwards, whose tenor and uke strumming was always a show-stopper. Here they are all together reminiscing about the old days and readying their acts to go on at New York's Palace for a two-weeker starting May 18 to commemorate the first anniversary of the return of flesh to the big house. From the looks on their faces nobody's fighting about billing.



*a hit in full bloom!*

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**AMERICAN  
BEAUTY ROSE**

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HOUSE"  
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TV ENTERS SELLER'S MARKET

Tax Bill Delay New Threat to Showbiz Cuts

House Groups Mull Issue

WASHINGTON, May 13.—The delay of the House Ways and Means Committee in getting the excise tax bill to the House floor is posing a new threat to enactment of showbiz cuts tentatively approved by the committee.

Committee timetable for reporting the bill was originally May 1. Now two weeks past that date, the group is still bogged down.

Hawaiian Toolers Rap Tax

WASHINGTON, May 13.—Joseph Farrington, Hawaiian delegate to the House of Representatives, put in the Congressional Record this week a letter from Honolulu Local 677, American Federation of Musicians (AFM), calling for repeal of the 20 per cent nitery tax.

Jukes Give Oldies Big Play

Ancient Pops Still Strong, Survey Shows

Some Disks Hard To Get

NEW YORK, May 13.—Juke boxes constitute a sizable—and to a large extent untapped—market for diskings of old standards and hits that were popular as far back as 1900.

Alfresco Fees Holding Steady; Outdoor Ops See No Price Drops

By Jim McHugh

NEW YORK, May 13.—Amusement ops in outdoor show biz are holding to the price line in effect last year, which is to say that the top prices paid by a flush public in the postwar years again prevail.

Gimmick deals, involving cut prices on special, and usually otherwise dull, days again will play an important part in park promotion, and to a lesser extent within the carnival industry.

NAB To Extend Its Code to TV

WASHINGTON, May 13.—The National Association of Broadcasters (NAB) is planning to extend its radio code to television, it was revealed here last night (12) by NAB-Prexy Justin Miller and his new sidekick, General Manager William B. Ryan.

to maintain grosses with increased patronage.

Early Reports Good

Tip-off on the season's prospects is the reported placid acceptance of price scales by alfresco patrons. To some ops this has been taken as an indication that the habit of paying top prices has been ingrained in the American public.

Altho unique unto itself, and for this reason not to be construed as a barometer, the Ringling circus this (See ALFRESCO FEES on page 54)

'S. P.' Advance Sale Hits L. A. All-Time High

See 500G Take for Stand

HOLLYWOOD, May 13.—An all-time high in advance ticket sales for Los Angeles was racked up for South Pacific, which opens here May 22 under auspices of the Los Angeles Civic Light Opera Company.

WINS To Oust Participators, DJ's Come Fall

Friendly's Enemies

NEW YORK, May 13.—The Palace figures to make a couple of extra bucks during the two-week anniversary show out of cutting off the agents' cuffo list.

box hits which diskeries stated were available.

The survey asked a national cross-section of operators two questions: (1) How many favorite or old time juke box hits did you order after seeing these lists in The Billboard?

NEW YORK, May 13.—Disk jockey and audience participation shows will be dead as the dodo on WINS, New York, after the baseball season.

"The disk jockey as we know him today," said Bradford, "is breaking down the program structure of AM radio. No man can sustain himself three and four hours a day.

Bradford's new programing concept will undoubtedly have direct (See WINS To Boot on page 12)

Time Ration May Affect Advertisers

NBC, CBS Filling Up

NEW YORK, May 13.—A new era in network television, featuring a "seller's market," is seen looming up on the fall horizon.

Already faced with this situation is NBC, which has only the 8 to 9 p.m. period Thursday available for fall sale, and has three of its regular AM bankrollers bidding against each other for the time.

AGVA To Pin Rasslers, Trip Op Terp Tutors

NEW YORK, May 13.—Among the minor items to be taken up at the forthcoming American Guild of Variety Artists (AGVA) convention, to start in Philadelphia June 5, will be the organizing of wrestlers and dance studio teachers.

The wrestlers organizing campaign was started on the West Coast when a group of the grunt and groan managers asked AGVA to front for them for two reasons.

The teachers who work in dance studios, hotels and summer (or winter) resorts and give exhibitions also will be sought as members.

Fifty-three delegates have been elected to the annual AGVA confab from all over the country. They are: Lew Myers, Baltimore; Jack Edwards, Larry Lawrence, Boston; Leahy Paige, Buffalo; Bert Davis, Dick Gale, (See AGVA TO PIN on page 43)

In This Issue

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# Freedom Fair Dealt Final Blow

## Truman Unit Seen Okaying Liquidation

### Result No Surprise

WASHINGTON, May 13.—With Attorney General J. Howard McGrath having dealt the Freedom Fair a mortal blow last week (*The Billboard*, May 13) in ruling against a proposed private corporate set-up to run the fair, the National Capital Sesquicentennial Commission's executive committee this week (10) formally voted to scrap the fair. The full commission under President Truman is expected to concur officially in the liquidation unless a new last-minute move for revival of plans gathers strength.

Proponents of the storm-tossed Freedom Fair got just a faint glimmer of hope this week-end when the general accounting office advised the sesqui commission that the commission can legally spend funds to see if industry will finance an exposition. John L. Handy, president of a New York management firm, a commission consultant, came forward with a request that the survey be undertaken without delay, and he declared that a poll he has already made shows industry is willing to spend \$45,000,000 on the Freedom Fair.

### Proponents Still Hopeful

Best guess currently is that the full sesqui commission will perform final obsequies for the ill-starred fair as soon as President Truman is able to attend a session, but exposition proponents figure that their chances for reviving plans for an exposition will be improved if the com- (See *Freedom Fair Dealt* on page 54)

## Richards Plea FCC Headache

WASHINGTON, May 13.—Federal Communications Commission (FCC) is expected to reject a plea made this week by Hugh Fulton, counsel for G. A. Richards, that the hearings on renewals of the three Richards stations be started from scratch. Meanwhile congressional outbursts against FCC for probing the case are growing.

In a petition to the Commission this week, Fulton declared that the death of hearing Examiner Fred Johnson, who was handling the case involving KMPC, WJAR and WJR, makes it imperative that the hearing start over again. The record of the hearings conducted by Johnson is insufficient, Fulton said, for new Examiner James Cunningham to pick up where Johnson left off.

An important part of the hearings, Fulton said, is the "demeanor" of the FCC witnesses. He added that from a written record, Cunningham will be unable to evaluate the credibility of those who have already testified.

On the floor of the Senate, Senators Homer Ferguson (R., Mich.) and John Bricker (R., Ohio) took FCC to task for attempting to probe the political beliefs of Richards. The subject came up when Ferguson spoke against the President's reorganization plans which would give FCC Chairman Wayne Coy additional authority over the Commission. Both senators lauded WJR, Detroit, for a record of excellent public service.

Previously the Commission had been attacked in the Richards case by Sen. Styles Bridges (R., N. H.) and Reps. Anthony Tauriello (D., N. Y.) and Harry Davenport (R., Pa.).

## 3-Dimension, Color, Black-White Are in TV's Future, Says Andrea

NEW YORK, May 13.—Black and white, color and three-dimensional television were outlined this week as the "three-phase development" of the TV industry by Frank A. D. Andrea, president of the Andrea Radio Corporation. Andrea's predictions on color and three-dimensional video were made during the showing of the company's line of six new video sets.

The veteran radio-TV manufac-

## Flanagan Tour Chalks Up Hefty Scores for Week

NEW YORK, May 13. — Ralph Flanagan's ork, taking to the road for its first concentrated one-nighter tour, racked up an imposing one-week score card which included a seasonal record for the Ritz Ballroom in Bridgeport, Conn., Sunday (7). With the trade's eyes trained closely on the band following its Frank Dailey's Meadowbrook six-week break-in date, Flanagan set out into the hinterlands via New England and Pennsylvania.

On May 5, Flanagan played a Union College prom for a flat guarantee and drew 1,724 couples at \$7.20 per and May 6, 2,926 couples at \$5.00 per on a flat date for Dartmouth University. On May 7 Flanagan topped the seasonal mark at the Ritz Ballroom in Bridgeport with attendance of 3,054 persons at \$1.50 per person for a percentage gross of \$2,248 as the leader's share. On May 8 the band opened Whalon Park, an outdoor ballroom in Fitchburg, Mass., to 1,478 people on a cold night and took out \$1,847 for Flanagan's share; Symphony Hall in Boston followed May 9 before 1,103 persons with the leader taking out \$1,375. On May 10, Flanagan worked a promotion in Allentown, Pa., and came out with heavy percentage money by drawing 1,909 people at \$1.65 for advance tickets and \$2.00 at the door. On Friday (12) and Saturday (13) Flanagan played a two-day school date for Virginia Polytechnical Institute for a guaranteed \$4,000 figure.

The band is being sold on promotion dates for \$1,000 against 60 per cent of gross on midweek dates and \$1,250 against the 60 on Friday and Saturday jobs.

## NBC To Unveil 3 Secret Gims To Shoot the Works on Kine

HOLLYWOOD, May 13.—NBC-TV Coast execs will unveil three technical developments designed to vastly improve beaming of kinescope recordings and specifically aimed at selling NBC, New York, brass on Hollywood originated kines. Included will be a unique type of control board amplifier, a new projector lamp, and specially perfected resistors. All the elements, it is claimed, have been proven in technical labs and are guaranteed to hypo pix definition, clarity and optical qualities beyond anything now in use. The gimmicks, under wraps for several weeks, will be unveiled within a month to a selected audience of agency and press reps, to be followed by an intensive local ad campaign.

turer, celebrating his 30th year in the industry, stated that the recent RCA announcement of the three-color direct view picture tube "has cut the time for the advent of commercial color television in half." He predicted that "within a few years" color television will be "accepted by the public and purchased in quantity."

### 3-Dimension TV

On the subject of three-dimensional TV for home use, Andrea stated that when color is in accepted use, third dimension will follow within a period of five years. "I saw third dimension TV," he said, "in a more or less make-shift fashion down (See *3-Dimension, Color* on page 41)

## "Bride" Owners Charge Pirating

HOLLYWOOD, May 13.—Packagers of *Bride and Groom*, John Masterson, John Nelson and John Reddy, filed a \$250,000 damage suit against KLAC-TV, charging the station's *Wedding Bells* show "plagiarized, pirated and converted to its own use" ideas originated by *B and G*. Three Johns claim they have a common law copyright (*B and G* was first aired November 26, 1945) and maintain that over \$5,000,000 was spent in developing (See *"Bride" Owners* on page 49)

## BLS Reports New Showbiz Building Lags Behind '49

WASHINGTON, May 13. — The new construction activity is breaking all records, new showbiz buildings are lagging 12% behind last year, the Bureau of Labor Statistics (BLS) reported this week. For the first four months of the year, all construction was up 20% over the same 1949 period.

New construction in April was up 24% over the preceding April, but showbiz construction was down 16%. Starts on new amusement building for the first four months of this year totaled \$68,000,000 as compared with \$77,000,000 for January-April, 1949. April showbiz construction amounted to \$16,000,000—identical with March, 1950, figures and off \$3,000,000 from April, 1949.

## NBC To Unveil 3 Secret Gims To Shoot the Works on Kine

Behind the disclosure of "operation kine" is a feud which has been raging for several years between Hollywood and New York. All efforts by Coast execs to sell their kines to New York have fizzled. Resistance by home office toppers has been so strong that only one coast-originated show (*Pinky Lee*) is kined for Eastern consumption.

From the start, NBC Coast execs and network heads failed to agree on kine. Hollywood has pitched kines as the only possible way to develop good Hollywood shows. New York, on the other hand, has nixed every overture on the premise that Eastern audiences, nurtured on live airers, won't buy kines regardless of quality or talent. (See *NBC TO UNVEIL* on page 8)

## None Yer Lip, Gal!

WASHINGTON, May 13.—Is a nitery required to pay a cabaret tax to Uncle Sam if the lovely lady singer merely stands by while her voice comes off a recording? Absolutely not. That's the opinion rendered unofficially here by a spokesman for the Bureau of Internal Revenue. But if the vocalist moves her lips, the club pays.

The T-man's opinion was rendered off-hand in commenting on a report that thrush Holly Brooks, at the Allerton Hotel cocktail lounge, Cleveland, keeps her lips still when she plays recordings of her voice, accompanying herself at the same time. The Internal Revenue operative here said no tax bite would be authorized as long as the lips don't move, but if they do the singer becomes a "pantomimic entertainer" and the 20 per cent tax is in effect.

The T-man added wryly that male personnel of the Bureau's Cleveland office "will probably keep their eyes glued to Holly's lips."

## US OK's Plan For Global Copyrights

### Reply Sent to UNESCO

WASHINGTON, May 13. — After weeks of intensive study of the global copyright questionnaire prepared by the United Nations Educational, Scientific and Cultural Organization (UNESCO), State Department this week released the official U. S. reply, which calls for the drafting of a global pact containing no reservations. The U. S. declaration of policy is being (See *U S OK's GLOBAL* on page 15)

## The Billboard

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G. R. Schreiber... Coln Machine Editor, Chicago  
Herb Doffen... Outdoor Editor, Chicago  
William J. Sachs... Exec. News Editor, Cincinnati  
Ben Atlas... Chief, Washington Bureau

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: Central 6-8761

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

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

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

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

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# NBC'S "TOO FAT FOR ME" WOE

## Johnson Sees Late Summer Color Decish

### Freeze-Lift by Winter

WASHINGTON, May 13. — Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, predicted Friday (12) that the Federal Communications Commission (FCC) can issue its decision on color TV by late summer and lift the TV freeze with an allocations decision sometime after late November. Johnson said that his conjecture is based on advice personally received from FCC Chairman Wayne Coy.

The target dates estimated by Johnson are in line with reports which have previously stemmed unofficially from the FCC, but Johnson's statement, nevertheless, constitutes the first confirmation in high quarters specifically that the Commission has agreed to hand down its color TV decision prior to issuance of new allocations; even tho the FCC has officially wrapped the two issues in a single docket bundle. The commission is expected to issue a clarifying statement of its own along this line in *Johnson Sees Late Summer, page 40*

## Billy Rose Turns Down NBC Bid For 1-Hr. Show

NEW YORK, May 13.—Billy Rose this week was reported to have turned down a fat offer from NBC to produce a full-hour TV extravaganza. The show was being primed by the network to go into the 8 to 9 p.m. slot Sundays, opposite the Ed Sullivan show on CBS, which currently dominates that time slot.

Rose is said to have deliberated the offer for some time before informing NBC President Joe McConnell about his negative decision. Basis for Rose's turn-down is said to be the better than \$1,000,000 annual gross of the diminutive panjandrum from his various enterprises, including his night club, theater and newspaper column. With that kind of dough, who needs an ulcer, too?

## NBC Woos Benny?

NEW YORK, May 13. — Comedian Jack Benny met in "state session" with NBC Prexy Joseph McConnell and Manie Sacks, NBC talent exec, in Hollywood Friday (12). It was a safe bet that Benny received a strong pitch from web toppers to return to the NBC fold.

Rumors of an impending deal to bring Benny back to NBC have cropped up both here and in Hollywood during the past few weeks. Spokesmen for Benny said such a switch was impossible because of CBS's ownership of the Benny radio show and Amusement Enterprises, Inc. Lately, however, those on the inside claim that a switch is definitely possible. Benny was reported to have listened "most attentively" to McConnell and Sacks—but made no comment.

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

### Levenson Near Set for CBS AM Panel in Fall

Comic Sam Levenson, who has scored in TV guesters, was virtually set by CBS last week to star in a radio panel show. The stanza probably will be built for him by Irving Mansfield, to tee off this fall.

### Ford Decision Due on Kyser's "TV College"

Ford dealers are expected to decide by Friday (19) whether to renew Kay Kyser's "TV College of Musical Knowledge," on NBC-TV. Insiders claim that the hour-long musical program in shaky because of its rating and heavy cost.

### Blatz Reported Dropping "Duffy's Tavern"

Unconfirmed reports last week had Blatz Beer virtually set to drop "Duffy's Tavern" after this season. The brew firm is said to be prepping entry into video this fall.

### "Blind Date" To Shutter June 8

Esquire Boot Polish last week canceled "Blind Date" on ABC-TV Thursday evenings, effective June 8. The longtime video sustainer starring Alene Francis has had a rough road in TV. Emil Mogul is the agency.

### AFRA Weighs Retaliation on WMGM Firings

The American Federation of Radio Artists (AFRA) last week was contemplating "immediate retaliative action" against WMGM, New York, for firing eight of its nine staff announcers. The other mike man is on vacation. Station's position is that major changes in its operation forced the slashing. It plans to hire eight new announcers, however.

### Weintraub Eyes Summer Vacancies, No Tenants

The William Weintraub Agency, New York, is currently surveying summer hiatus plans in various radio markets to size up likely time vacancies for its accounts. However, the agency denies having any specific client in view for the summer air spots.

### Pabst May Put New Head on TV "Riley"

Video version of "Life of Riley" may return to the airwaves next fall, with William Bendix in the title role. Pabst Beer, who bankrolled the tele series with Jackie Gleason in top role, is reportedly eyeing a new contract now that Bendix is available. Bendix, formerly hamstrung by anti-video film deals, has tele rights under terms of new RKO pact. Pabst has another option due in June for both radio and tele versions of the show. "Riley" package is owned by Irving Brecher and leased exclusively to NBC. Network is waiting for Pabst's answer before moving in, but is prepared to peddle show to one of several prospective bankrollers should Pabst pass it up.

### Gilford, Kline, Schlichter in TV Package Field

Max Gilford, Hollywood showbiz attorney, branched into the tele packaging field last week with formation of new firm to package and produce live and film video stanzas. Associated with Gilford are screen writer Wally Kline and Harl Schlichter, radio writer. Firm's initial property is "Marshall of Gunsight Pass," live Western series which recently aired on ABC's KECA-TV in Hollywood. Also in preparation is a situation comedy series tagged "36th and Olive."

### Brazil Readies Move Into TV

Brazil is preparing to move into TV, the U. S. Commerce Department said last week. The first station is set for Rio de Janeiro and is expected to be in full operation by the end of the year. Operator will be Radio Tupi. The transmitter is to be located on top of Sugar Loaf Mountain.

## Best Summer Biz In Yrs. Seen by MBS

NEW YORK, May 13.—Summer biz outlook at Mutual is the best in years, with a number of regular advertisers skipping hiatuses and remaining on the air for the first time. With the exception of *Juvenile Jury*, which leaves the air in late June, the web's Sunday p.m. commercial line-up will continue intact thru the summer season.

First-time summer stay-ons include *The Shadow*, which will also be under the full national sponsorship of the Grove Company for the first time; *True Detective Mysteries* and *Nick Carter*. Other sponsored summer airers include *Hopalong Cassidy*; Gulf Oil's Lanny Ross show and Camel Cigarette's new five-minute summary of major league baseball games following Mutual's daily *Game of the Day*. The last named series is now sold out on 265 of Mutual affiliates.

In addition, Mutual's entire roster

## Hope Gets TV Okay Hard Way

NEW YORK, May 13.—Bob Hope this week was reported having trouble getting the consent of Lever Bros. to do a third TV extravaganza for Frigidaire. Hope's radio bankroller was said to have given the go-ahead signal reluctantly for the comic's second video stanza May 27, but the prospect is he may have even more difficulty with follow-up video commitments.

Lever Bros. also recently refused Hope permission to do a daytime radio series.

of commercial commentators are scheduled to continue broadcasting thru the summer, including Gabriel Heatter, Bill Henry, Frank Edwards, Fulton Lewis Jr., Cedric Foster, Cecil Brown and Bill Cunningham.

## No Time Free; Who Gets Air Or the Gate?

### CBS Filling Up, Too

(Continued from page 3)

week sold *One Man's Family* to Manhattan Soap Company, to go into the 7:30 p.m. Saturday slot, starting early next month. The recent Hoftra Study is believed to have had considerable influence on both these bankrollers.

CBS is gradually nearing a similar saturation point and may also arrive there by fall. However, with NBC preparing to hang out the s.r.o. sign, the web now is faced with the weird poser of having orders actually on hand for 11 half-hour periods which it cannot fill. Some of the bankrollers queuing up for TV time are of a type NBC cannot afford to offend, having had long AM histories with the web. Some of these are regarded as good for continued AM relations besides adding their TV business.

### Potentials Potent

Potential customers for NBC video time include Buick, for a 60-minute show, with at least two hours of total time desired by General Motors (GM) divisions. Cigarette outfits waiting their turn include Camels, Chesterfields and Lucky Strike. Luckies wants to simulcast its *Hit Parade* show, and plans to go every week with the Robert Montgomery dramatic series, instead of airing alternate weeks, as at present. Chrysler Motors wants in, with its strike situation now settled. Cities Service Oil Company, Schlitz Beer, Kelvinator, Van Camp Soups and Campbell's Soups also are potential customers.

NBC can ill afford to put off such big broadcast time buyers as Lever Bros. and Procter & Gamble (P&G). P&G, the biggest radio spender of all, has only one show, *Fireside Theater*, now on the air, compared with its huge AM saturation coverage, and is expected to plunge deeply into TV in the fall.

### Smaller Accounts

Of smaller stature than these giants, but with dollar bills each worth just as many cents, are such bankrollers as Jergens, Ponds, Revlon, Burlington Mills and Eversharp. Where all of these can be put in the evening schedule is now simply beyond NBC's ability to project.

Talent problems, too, are in the offing, altho it is conceivable that each piece of talent requiring a show can be set with a sponsor wanting a show. However, some sponsors remain touchy about building their own shows. At present NBC is faced with digging up time for such stalwarts as Jim Jordan (Fibber McGee), who is planning a Fibber and Molly TV film series; Eddie Cantor, who has decided to make his TV bow; Fred Allen, who indicated he is ready to face the cameras, and William Bendix, who has just obtained clearance from his film company to play the video lead in *Life of Riley*.

### CBS Developing

While a similar situation is developing at CBS, it has not yet reached the crisis stage. That web still has more open time available for the fall. One reason is the difference in approach of the two networks, with CBS concentrating largely on house-built packages and NBC emphasizing names and glamor wherever possible. The upshot of the sudden switch, (See NBC's Woe on page 10)



# TV BASEBALL ROUGH DIAMOND

## Little Unity In Standards Of Lensing

### BB Survey Reveals Flaws

NEW YORK, May 13.—A survey made by *The Billboard* this week of television's big league baseball coverage indicated, if nothing else, the striking lack of unified standards of lensing. Divergent techniques of camera placement, number of cameras, number and type of commercials, and number of announcers, with some simulcasting and some not, stand out boldly.

The Cleveland Indians, for example, have found no means of getting a camera behind home plate. On the opposite extreme, the Brooklyn Dodgers coverage by WOR-TV, New York has seven cameras out at the ballpark every day with four covering the game proper, one under the stands for special live commercials and two for pre- and post-game programs.

Four big league cities are covered by only two cameras each and these seem to be sufficient for the desired result at Cincinnati, Boston, St. Louis and Philadelphia. Virtually all the remaining cities use three cameras each.

Innovations are comparatively few this year over last. WPIX, New York, uses a split screen on occasion when there is a runner on first. WOR-TV, handling the Dodgers, has introduced a camera at the dugout, to get field-height shots.

A number of games are simulcast, including those of Cincinnati, Cleveland, Detroit, both Philadelphia clubs (See *TV Baseball Rough* on page 10)

## KSD-TV To Cover Browns, Cardinals; Co-Ax to Memphis

ST. LOUIS, May 13.—KSD-TV will telecast a number of Cardinals and Browns home games this season, the exact number being indefinite at this time. It is expected maximum will be 30 games of each team. Two cameras are used in overhanging box on second tier of Sportsman's Park between home and first base; one sportscaster does audio.

Angle is very good for coverage of entire playing field, gives excellent close-ups of play at home and first base particularly. Falstaff Brewery sponsors Browns games, some of which will be sent by co-axial cable to Memphis, as was home opener. Lensing got raves in Memphis, which saw big league ball for first time. Griesdieck Brewery sponsors Cardinals games. Sponsors get dozen or so voice and sight plugs per game.

Abie Morris.

## 3 Cameras, 2 Voices Solve WXEL Problem Keeping Fans' Sanity

CLEVELAND, May 13.—Cleveland baseball games are being telecast this year by WXEL, a new station, which has ended the schizophrenia the fans seemed likely to suffer from last season.

Last year most viewers watched the screen, but listened to the radio. WXEL solved the problem by making (See *WXEL'S BASEBALL*, page 10)

## No Pirates TV

PITTSBURGH, May 13.—The Pittsburgh Pirates baseball club and video Station WDTV, sole tele outlet here, both emphatically reaffirmed this week that there will be no baseball telecasts this season. The Pirates had no TV coverage last year either. This leaves Pittsburgh the only major league city not having baseball on television.

## WWJ Zooms Coverage With 35 on Sked

### Heilmann Gab Wows 'Em

DETROIT, May 13.—With 35 baseball games scheduled for telecast over WWJ-TV, Detroit, this year, basic innovation is the first use here of the Zoomar lens, mounted right back of home plate in a position believed unique in big league parks. An 8 by 6 foot section of the backstop screen was replaced by plexiglass to make this possible. Two other cameras are used, 25 feet toward first base and 35 feet toward third base; all three are dropped in boxes mounted below the second deck.

Camera follow-thru on the ball was very good by the second telecast, and nearly all the real action was caught; (See *WWJ Zooms Coverage*, page 10)

## Hub Sees OO on WNAC-WBZ-TV

BOSTON, May 13.—Television baseball broadcasting in Boston is an odd thing because of considerable doubling up (or sharing) of sponsors, games aired, equipment and announcers between the two stations, WBZ-TV (NBC and Westinghouse) and WNAC-TV (Yankee and Mutual).

Jim Britt, Tom Hussey, Bump Hadley and Leo Egan cover the games for both stations which share the games equally, and both sponsors, Naragansett Brewing Company, of Cranston, R. I., and the regional Chevrolet dealers. Both stations use the same equipment set-up: A standard four-lens camera at home plate, (Hub's *WNAC-WBZ-TV*, page 10)

## Baseball Puts Squeeze Play On Popularity in NY TV Area

NEW YORK, May 13.—Television coverage of baseball in New York has become more elaborate and expensive than ever this year. It also remains one of the most popular local items on TV. The Yanks and Giants once again are covered by WABD and WPIX, respectively, but WOR-TV has replaced WCBS-TV in handling the Dodgers. On the microphone side, Dizzy Dean's excursions into Arkansasiana highlight alternate games of the Yankees.

The World's Champs still get the highest price in baseball for rights, in the neighborhood of \$400,000 for the season, with the Dodgers getting a paltry \$75,000 or so less. However, the Bums probably have the most cameras ever assembled for remotes by one station at Ebbets Field each

## Philly Stations Test To See If TV Cuts Baseball Grosses

PHILADELPHIA, May 13.—Philadelphia promises to provide a real test of whether television hurts baseball grosses. Altho television stations originally planned to go without baseball this year, three local stations fell in line almost at the start of the season and are carrying only the day games, doing 92 of the season's 154 games. With no video for the night games, only radio play-by-plays, the box office is being watched by all the clubs with special interest. Three stations, WPTZ, WCAU-TV and WFIL-TV, not only split the game schedule, but also co-operate on the pick-ups.

WPTZ, Philco station, handles all the camera work. It uses only two cameras, with a high camera in the press box between home plate and first base, and a low camera in a special television booth hanging from the upper deck of the grandstand and suspended over home plate. Philco cameramen, starting baseball pick-ups in 1941, have experimented with various camera and location combinations. However, they claim that

## WCPO-TV, Hoyt Give Reds' Fans Solid Coverage

CINCINNATI, May 13.—Television coverage of the Cincinnati Reds baseball games in all phases stacks up virtually the same as last season, with the exception that WCPO-TV has the sole ex on the TV rights this season instead of splitting the coverage with WLW-TV, as was the case last year.

Mike Bowdon, who directs the WCPO-TV telecasts of the Reds' games, still employs only two cameras, one located in the upper grandstand directly behind home plate for the stock catcher-batter-pitcher shots, and the other, Zoomar equipped, stationed on the field just beyond first base. Camera work is top-notch, with the baseball sharpened camera lads cramming in as much interest, action and novelty as two cameras will permit. Shots from behind home plate are the weakest, due to a lack of a proper camera station, which makes it necessary to shoot thru the back-stop screen. While (See *WCPO-TV and Hoyt*, page 10)

varied positions give the viewer a distorted picture of the field and make it difficult to follow the play. The present arrangement, with Preston Stover and Cal Jones handling the cameras, has been used since 1947.

The same announcer also serves each station, with the Phillies handled by WCAU's Bill Campbell, while the Athletics' games are play-by-played by WFIL's George Walsh. The announcer calls plays from the press box working with monitor set. Announcers or cameramen never identify their parent station, each serving the three stations alike. Camera beam the pictures from the ball park (See *Philly Stations Test* on page 10)

## WTTG Coverage Like '49 With Wolff, McDonald

WASHINGTON, May 13.—Coverage of the Washington Senators baseball games by WTTG is about the same as last year, with Bob Wolff handling six innings and Arch McDonald three. The two also handle radio in reverse ratio. Howard Williams fills in occasionally on relief. Wolff, who has been handling the games for four years, gives a deft commentary without superfluous details of what can be seen on the screen. McDonald, who had handled radio play-by-play here for more than a decade, showing great improvement in TV handling over last season when his radio experience seemed to induce him to do too much talking.

Camera coverage is excellent, with few plays being missed. Three cameras are used, the same as last season, with two just to the right of home plate and one behind first base. Sponsored by Chesterfields, the con (See *WTTG Coverage* on page 10)

## Chi Baseball TV Top-Notch

CHICAGO, May 13.—WGN-TV and WBKB have pro baseball here and each does a top-notch job. WGN-TV it's Don Cook who is the director in charge and at WBKB it's Bill Balaban.

WGN-TV does both Cubs and Sox games, while WBKB does only Cubs. For both teams WGN-TV uses three cameras. This year cameras at Wrigley Field are placed as follows: Two on the ramp at the end of the press box in stands behind third base and one in the front row of boxes little to left of home plate. Last year two were on the ramp behind first base and one in the front row of boxes behind first base. Usual lensing, including Zoomar, are used.

Sox games are sponsored by De Luxe Beer, with rights going for about \$1,000 per game. Fox uses five voice plugs (about 20 seconds each) and about seven 45-second films. Cubs games are sponsored by Meister Brau and Fohrman Motors. Cubs right cost each station \$30,000 for the year. Meister Brau uses seven 45-second films and six 20-second voice plugs. Fohrman uses five 45-second films and four live commercials selling film from location just outside ball park. Jack Brickhouse and Harry Creighton do voice work on all games.

WBKB uses same camera arrangement (See *Chi Baseball Tops* on page 10)



# TV BOOM BOOSTS AM WAXERS

## Bankrollers Switching to Old Medium

### Answers Budget Problems

NEW YORK, May 13.—A boom is developing among transcription and library firms due to the fact that more and more national advertisers are moving into TV. As a result they are supplementing their coverage, especially in non-video cities, with top-grade wax shows in their distribution areas.

With the majority of their advertising dollars consumed by TV's high costs, many advertisers are finding such coverage the best answer to budget problems. They do a big job for less money and retain flexibility not guaranteed by network radio.

### Bordens Exit

Among the advertisers to exit web AM in favor of wax are Bordens, whose local and regional billings are expected to be in the vicinity of \$2,000,000 this year. Standard Brands—whose Chase & Sanborn and Tenderleaf Tea products were pioneer radio network accounts; Wildroot Company, for many years a substantial network account, and many others. These accounts are not in TV but they are shopping.

The postwar development of the dealer tie-ins by national products has been another factor responsible for the increasing use of wax on a local or regional level. Ford, Chrysler, Nash, Chevrolet, De Soto and now Dodge, which is entering 400 markets in its new radio campaign, have jumped their total advertising billings considerably by this method.

The caliber of the transcription

and library programing, in addition, has become so high that advertisers are virtually being assured an audience. They are using proven properties, which give them an equal level not assured by local live stanzas.

Frederic Ziv Company, undoubtedly the top transcription and library firm, is gaining new clients for such veteran shows as Ronald Colman, Cisco Kid, Guy Lombardo, the Menjous, Boston Blackie and Easy Aces. Harry Goodman is picking up steam peddling Red Ryder, Ted Lewis,

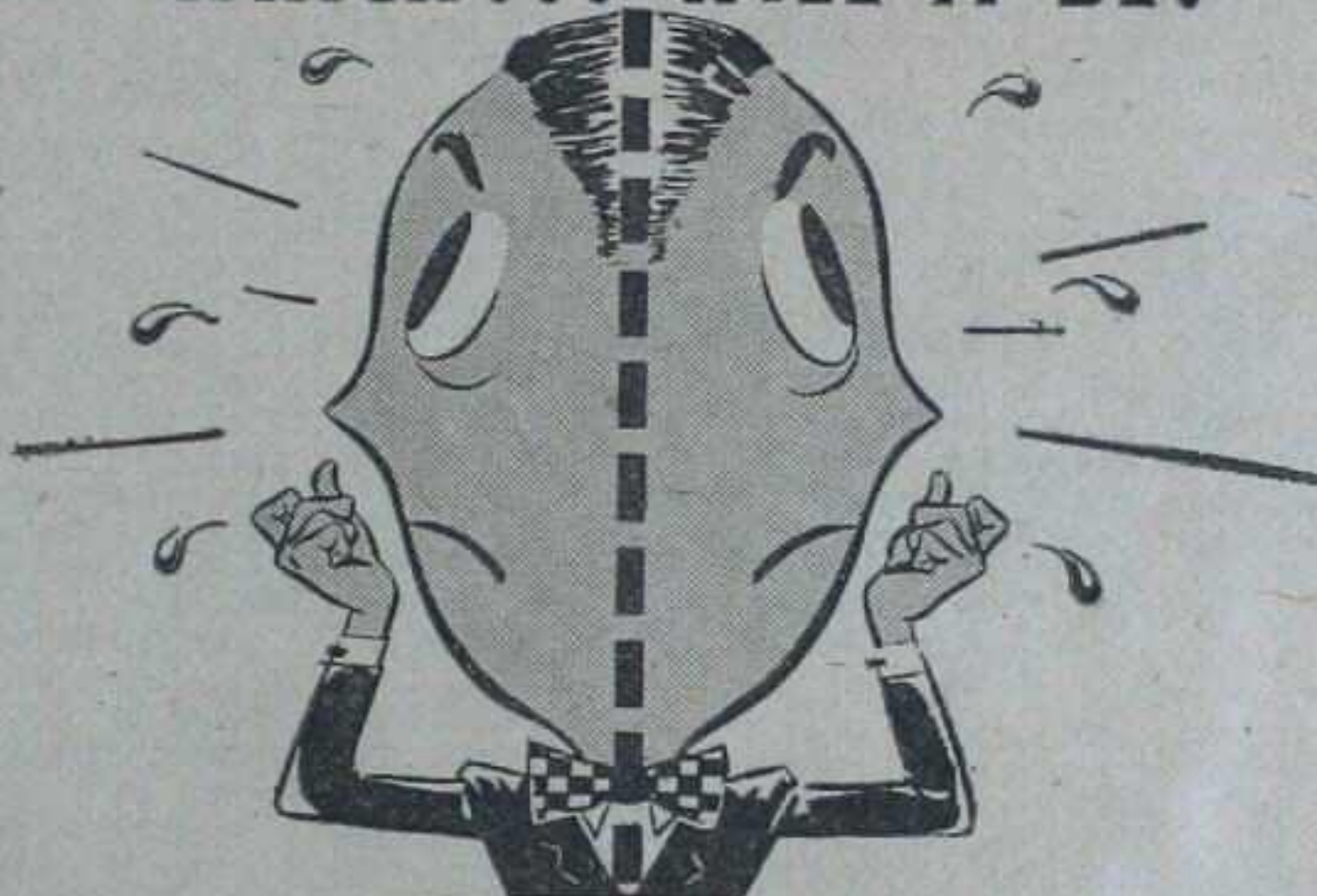
Jackie Cooper, Jerry Colonna and Dale Evans. The library firms have also revamped their operations so that the programs offer more than music and so spots can be sold to sponsors. Ziv is marketing Dick Haymes, the Lynn Murray Singers, Ray Bloch and a new show called Forward America, starring the late Walter Huston.

Some web affiliates are swinging over to transcriptions after ousting their network sustainers. These say it is easier to sell spots and partici-

ating revenue from the previously unproductive time. WFIL, Philadelphia, and the Yankee Network are two AM operations who have recently switched to transcriptions.

To cope with the increase in business Ziv has made 14 sales appointments since the beginning of the year. It now has three new divisions in the Southeast, Southwest and North Central. This kind of total sales coverage means that the transcription firm goes out and sells sponsors without waiting for the stations to do the job.

## RADIO...or TV WHICH... WILL IT BE?



The smart buy is **BOTH** in WLW-land!

### WHY BOTH? COVERAGE • DOMINANCE • PENETRATION = IMPACT

Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an increase in the total number of radio homes.\* And when

TV enters a radio home, the total viewing-listening activity is more than ever before... thus increasing the advertiser's opportunity to sell!

### WHY WLW? DOMINANCE • PENETRATION = IMPACT • COVERAGE

The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties... 13,404,000 people... nearly 1/10 of the United States. Yes, WLW is still far ahead in...

Land listens to WLW 5 hours and 27 minutes per week... more than the four leading competitors combined.

And when you put coverage, dominance and penetration together... THAT'S IMPACT!

COVERAGE—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946.

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at lower cost than five combinations of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.

DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area... competing with 257 other stations.

PENETRATION—The average radio home in WLW-

### WHY WLW-TELEVISION? PENETRATION = IMPACT • COVERAGE • DOMINANCE

The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of 52.5% from 11 A. M. to 11 P. M. seven days a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.\*\*

And look at the market. It's the 2ND LARGEST TV MARKET IN THE MIDWEST... 6TH LARGEST TV MARKET IN THE NATION.

As for costs, WLW-Television has the second lowest cost in the midwest—as low as 16c per-thousand-set owners.

### SPECIAL SUMMER "BONUS TIME PLAN" • IMPACT = COVERAGE • DOMINANCE

Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.

## Rogers in Toni's Summer Spree?

NEW YORK, May 13.—Toni home permanents, reportedly planning a big splurge in summer daytime radio shows, this week was all but set with its first. The firm was said to be all but committed to sponsorship of the Buddy Rogers daytime strip on ABC for about a dozen weeks during the torrid weather.

Rogers's Pick a Date runs across the board on ABC from 3:30 to 4 p.m. except on Tuesdays, when it airs only from 3:45 to 4 p.m. Toni's agency is Foote, Cone & Belding.

## Sterling, "Sing" Part After June

NEW YORK, May 13.—The Sterling Drug Company this week canceled its sponsorship of the 10:45-11 p.m. segment of Sing It Again after its July 1 broadcast. The program is on the CBS web on Saturday nights.

The sole remaining sponsor on the hour-long program will be Arrid. Dancer, Fitzgerald & Sample handles the Sterling billings.



For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.  
\* All WLW data based on Nielson Radio Index, Feb.-Mar., 1949  
\*\* All WLW-Television data based on Videodex Reports, April, 1950



Crosley Broadcasting Corporation



## Radio, TV Are U. S. Defense Dept.'s Best Secret Weapons

WASHINGTON, May 13.—The U. S. Department of Defense apparently is convinced that in radio and television it has one of its best "secret weapons." Already the second most prolific user of the airplanes, ranking only behind the *Voice of America* in amount of programed material, the department's radio-TV branch brass hats are mapping wider and bigger use of broadcasting. Much of the credit for successes scored thus far, the department feels, is the result of unification of the armed forces' efforts in a single radio-TV department, headed by Charles E. Dillon.

Major defense department air shows are: *Time for Defense*, a weekly half-hour radio series every Tuesday starting at 10 p.m. over ABC; *The Armed Forces Hour*, weekly TV series over NBC video web Sunday, 5-6 p.m., and the weekly script series, *Defense Report* and *Defense News for Women*. On April 18 a new series of interviews called *Primer for Defense* was incorporated into the *Time for Defense* show.

### Time Documentaries

*Time for Defense* is highlighted by unique recorded documentaries bringing to the radio audience, often as first-timers, actual reports of developments on new weapons (within the realm of releasable facts) and modern methods of combat training. Program has drawn national attention by exploits such as the opener when the audience heard a paratrooper reporter, by means of a 12-pound battery-operated tape recorder strapped to his waist, describing his experience from the time he bailed out of a plane until he hit the ground. On another occasion, a marine lieutenant described a helicopter rescue while dangling from the end of a cable after being lifted by the copter from the Potomac River. Still another was a tape-recorded description given by a passenger in a pilotless radio-controlled drone in a power dive from a height of 15,000 feet to within 2,000 feet of the ground.

One of the headline-making broadcasts was Major Wes McPherson's documentary of underwater explorations by the army's deep-sea divers at Fort Eustis, Va., a broadcast which revealed for the first time the discovery of one of the frigates that went down in the famous Revolutionary War sea battle that was climaxed by the Yorktown surrender. Show's supervisor and writer is Stanley Field, while Capt. Mark Meranda, who was

an actors' agent in Hollywood before the war, is the show's director.

*The Armed Forces Hour* TV series has featured realism, such as the performance of the navy's demolition team Frogmen from a swimming pool adjacent to the WNBW-TV studios in the Wardman-Park Hotel here. Show has presented some first-time showings of film from the defense department's private stock. Future programs will deal with deep-sea diving, service customs and traditions, ordnance and air history. Co-producers are Major Bob Keim and navy Lieut. Ben Greenberg.

## Tele Awaits NLRB Action On Talent

NEW YORK, May 13.—Altho it has met twice with Television Authority (TVA) and has a meeting scheduled with the Screen Actors' Guild (SAG) Tuesday (16), the video networks, agencies and packagers are actually marking time until the National Labor Relations Board (NLRB) clarifies which of the unions is to have jurisdiction over video talent. Both labor orgs already have filed with the NLRB, but the SAG has called for a regional hearing on the Coast, while TVA has asked for nationwide hearings. An NLRB decision is expected shortly.

SAG demands from web producers of motion pictures are not known, but some guidance can be obtained from its uncompleted TV contract discussions with Hollywood video film outfits. The Coast TV filmers balked at SAG demands for reuse fees for films and asked discussion on the issue be postponed for a year. SAG, however, has made video movie makers agree to pay the theatrical film minimum scale of \$55 a day. Producers making pictures for exhibition on TV and in theaters must also bargain separately for film's use in each medium.

## Spitalny Vs. WB With 600G Suit

NEW YORK, May 13.—A \$600,000 damage action was filed in New York Supreme Court this week by c-k leader Phil Spitalny against Michael Curtis, film producer, and Warner Bros. Pictures (WB). Spitalny asked for an order compelling the defendants to allow him to examine their books and records. The suit involves the use of the title, style and format of Spitalny's radio show *Hour of Charm*, which Spitalny charged Curtis and WB appropriated for their film, *My Dream Is Yours*.

Spitalny claims he is sole and exclusive owner of all rights to the *Hour of Charm* and that it was appropriated for the picture without his consent. Curtis and WB, in their defense, denied all allegations.

## Martin & Lewis Cut the Nut On Tele Showings

HOLLYWOOD, May 13.—The upcoming Martin and Lewis tele show will be peddled from paper, marking the first time NBC-TV here has felt secure enough to by-pass tried-and-true film or Kine auditions. Web programmers feel that the Martin and Lewis talents are well known to all, needing no further showcase other than sample script and presentation. Thus, web reaps a savings of several thousand dollars required to produce auditions.

Sample script, penned by Charlie Isaacs and Hal Goodman, has been okayed by web tele program topper Norman Blackburn and will be unveiled soon to several prospective bank-rollers. In addition, kine clips of previous Martin and Lewis guest shots on such stanzas as the Milton Berle show will be edited for perusal by any sponsor who may want a second glance.

Show will be peddled for approximately \$15,000 per half-hour frame. Talent will include variety acts in addition to the comedy team, with Dick Stabile's ork providing musical backgrounds.

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

### Smith Ankles to WCAU-TV Program Director Post

Thomas Freebairn Smith, with 20 years in AM and TV, has left KTTV, CBS and Warner Bros.' outlets in Hollywood where he was program director, to join the staff of WCAU-TV, Philadelphia, next week as manager of television operations. Smith was also radio director for Ruthrauff & Ryan, and Foote, Cone & Belding, in Hollywood, and for Morse International in New York.

### Paul Lukas's TV "Intrigue" Mullied by CBS

CBS last week was reported set to take on the Paul Lukas TV adventure series as a summer replacement, with an eye to giving it a regular slot if it clicks during the hot weather period. The stanza, formerly titled "The Cheater," is getting a new tag, "Intrigue." It is packaged by Roger Kay.

### Conmar Weighs BBC Variety for TV Expansion

Conmar Zippers reportedly plans to expand its TV coverage with additional outlets, on the basis of its current experience with "Cafe Continental," the BBC video variety film aired over WNBW, New York, Thursday nights. The William H. Weintraub Agency handles the BBC show for the zipper outfit.

### Tidewater Oil Plunges Into TV With "B'way to H'wood"

Tidewater Associates Oil Company Thursday (11) took its initial plunge into TV and signed to sponsor George Putman's "Broadway to Hollywood" ainer on the DuMont web, beginning Wednesday (17) from 10 to 10:30 p.m. Lennen & Mitchell is the agency on the account.

### Moss Hart To Host Hooker Dramatic Hour in Fall

Moss Hart will play host in a new hour dramatic package next fall being produced by West Hooker. The playwright is already on TV with "Answer, Yes or No" on NBC-TV for the same packager.

### Chevy To Sponsor Soapbox Derby on CBS Again

Chevrolet will again sponsor the Soapbox Derby over CBS this year August 13. The 15-minute show will originate in Akron, the home of the derby.

## NBC To Unveil 3 New Secret Gims on Kine

### All Are in Proven Class

(Continued from page 4)

To support their arguments, they have pointed to shows launched by other webs, such as the CBS Ed Wynn and Alan Young stanzas, neither of which has set the world on fire.

Situation reached a crisis six months ago when several Eastern agency execs visiting Hollywood publicity agencies knocked Coast kine and asked "Why talk about kine when NBC guys in New York don't even have a kind word to say about their Coast brethren." Word of this got to Sid Strotz, NBC Western division veepee, who flew to New York for showdown with home office tele men. Reportedly ironed out to his satisfaction, Strotz returned home thinking that kine would be treated more kindly.

Last week, however, NBC tele topper Pat Weaver, here for a visit, declared again that tele's future would depend on live airings and that kine weren't up to snuff. He further added that Hollywood video won't begin to roll until 1952, projected date of coaxial cable launching from coast to coast. Privately, Weaver's pronouncement was met coldly here. Reaction was one of confusion, since the exec's statements were contrary to all hopes and aspirations of Hollywood's plans.

Realistically, it is argued that factors other than program content make the coaxial cable neither completely practical nor desirable. The three-hour time differential, lack of sufficient Western markets, and terrific cable costs will discourage full-scale cable airings save for top bankrollers. Coast-to-Coast cable charges were fixed at between \$50,000 and \$75,000 per hour. Between Los Angeles and Denver are vast stretches of unpopulated land, making for considerable waste in coverage via cable. Thirdly as in radio, the "delayed transcription" or kine will become common practice to make up for the time difference between coasts.

In launching new technical developments, Hollywood NBC wants to effect "reverse thinking." By proving their claims of new and improved kine qualities in beaming New York originated kine here, it is hoped that Gotham will install the same set-up for coaxial airings. By overcoming criticism as to quality of kine vs. live or film, Hollywood programmers hope to break down the most serious barrier to wider kine acceptance. Argument is that if talent, production and showmanship are equal, then kine will not alienate audiences. So far as Hollywood is concerned, this fact is still to be proved.

## Como TV Show Switch Mullied

NEW YORK, May 13.—Perry Como this week was reported in a heavy huddle with his sponsor, Chesterfields, in an attempt to work out the most desirable TV format for the warbler to use next fall. Como's contract with the tobacco firm still has another year to run, and both are desirous of obtaining the best possible showcase for the baritone.

Chesterfields is said to be interested in developing a three-a-week, 15-minute format, similar to the across-the-board *Supper Club* stanza on AM. Como is understood to favor retaining the current once-weekly, 30-minute operation, as specified in his contract. The Como show bows out of its current 8 p.m. Sunday slot on NBC for a summer hiatus after June 4.

**Glossy Professional 8x10 PHOTOS**

Fan mail glossy photos and post cards  
Low prices. Satisfied customers coast to coast. Our 14th year of honorable court-ous, service. Reproductions as good or better than your original. Send today for price list, FREE samples, etc.

**MULSON STUDIO**  
BOX 1941  
BRIDGEPORT 1, CONN.

**PHOTOS IN QUANTITY**

8x10

New fully automatic equipment assures faithful REPRODUCTIONS of highest quality and uniformity.

**FAST DEPENDABLE SERVICE**

LARGE-QUANTITY PRICES  
—ON—  
SMALL-QUANTITY ORDERS

6¢ EACH IN LOTS OF 100

Still Lower Prices in Larger Quantities  
Send for FREE SAMPLE and Price List

**REPRODUCTO** P.O. BOX 1861-Dept. C  
NEW HAVEN, CONN.



# NBC Plans Laff Cavalcade Using Top-\$\$ Comics

HOLLYWOOD, May 13.—NBC is currently cooking plans to launch a super "comedy cavalcade" TV series featuring a different top comic each week. Talent line-up tentatively would include Bob Hope, Eddie Cantor, Fred Allen, and Martin and Lewis, among others.

Idea is to build a permanent comedy slot similar to NBC's *Saturday Night Revue* series airing from New York. Comics would rotate stints so that each gagster would do about one shot monthly, thereby not interfering with any of their regular tele shows.

Bankroller, possibly a beer or oil firm, would foot the entire bill, with estimated nut for talent running \$20,000 weekly. Series will probably originate live over the NBC-TV Eastern network.

# Drive Vs. Racing Info Nixes WJLB Pact After 3 Weeks

DETROIT, May 13.—Racing information has disappeared from the local airwaves as the direct result of a campaign against race dope by the local press, spearheaded by *The Detroit Free Press*. The move came just after WJLB had bought Trans-Radio Press service on racing on a year's contract, and only three days of race programs were aired before John Lord Booth, station owner, decided to eliminate the service. The result was that the station bought back its contract at a considerable price.

Racing information was given at half hourly intervals but was carefully controlled to avoid any possibility of use as a bookie service. Information was held back for a minimum of two races before being broadcast. Only the winners, plus second and third places and prices were given, with scratches, jockeys, and similar information purposely omitted. Trans-Radio Press told the station management that its handling of the race track information was the cleanest in radio.

The program was sustaining during its brief life, but was slated to be sold to local car dealers. Booth's original idea was that the information should be carried as a matter of public service because of popular interest, much as at least one local paper defended its coverage of the same field as legitimate news. However, when the issue was openly raised, it was decided that the special position of radio in the communications field justified the elimination.

# Bistros Unfit for AM Chatter Origin, Sez Ontario Board

TORONTO, May 13.—The Liquor Control Board of Ontario here this week moved three radio shows out of night clubs. The board is banning all personal interviews for radio from bars and lounges. Straight disk jockey sessions are okay, they say, but they have vetoed any interview sessions from a bistro.

The three victims are Byng Whitteker's table hopper from the Snooty Winston's Grill; Rick Campbell's show out of the downtown Brown Derby; and Bob Kester's *Luncheon Date* at the Concord Tavern.

Whitteker's show was killed entirely, as was Kester's, while Campbell henceforth will spin disks only.

# "Double or Nothing" Has Double Trouble: Carneval, Maher's Suits

NEW YORK, May 13.—There was double trouble this week for *Double or Nothing*, veteran radio quiz show. In New York, State Supreme Court Justice Kenneth O'Brien granted a motion for examination of NBC, the William Morris Agency (WM), and Ward Wheelock, ad agency for Campbell Soup, preparatory to trial on a suit instituted by Charles Carneval. In Toronto, however, continuation was refused a temporary injunction against airing of the show over CKEY in a suit against the sponsoring Campbell Soup Company brought by Maher's Reliance Shoe Company. The New York suit has actor-

writer Carneval, also known as J. C. E. Carneval, claiming in his suit that he and the WM agency entered into an agreement in November, 1946, whereby he was to submit an idea and script for a give-away show. The complaint alleged that he had previously copyrighted such a show the preceding year and presented it to WM in revised form under the title *American Sweepstakes* which, he alleged, WM in 1947 incorporated substantially in its version of *Double or Nothing*.

### Counter Action

Carneval is demanding \$250 for each show aired, plus an injunction and accounting of the profits derived. The defendants filed response, asking dismissal, alleged that Carneval's program and script were neither new, original nor unique and were not copyrightable. They also claimed that broadcasting of his format would have been illegal in New York and other States.

The Canadian suit had Maher's charging prior to the title, since it had copyrighted the title in that country in 1940 after gaining rights from the show's originator, Rai Purdy. The shoe firm, which operates 60 shoe stores in Canada, said continued airing of another stanza with the same title by Campbell's would cause confusion. Maher's show is on CFRB.

The presiding judge, however, felt

# Nestles Buys Up "Mr. I." for Fall

NEW YORK, May 13.—The Nestle Company, Inc., this week purchased *Mr. I. Magination* from CBS-TV for next fall. The kid program, jointly owned by Norman and Irving Pincus and CBS-TV, will remain in its 6:30-7 Sunday night slot when it goes commercial.

Doherty, Clifford & Shenfield is the agency.

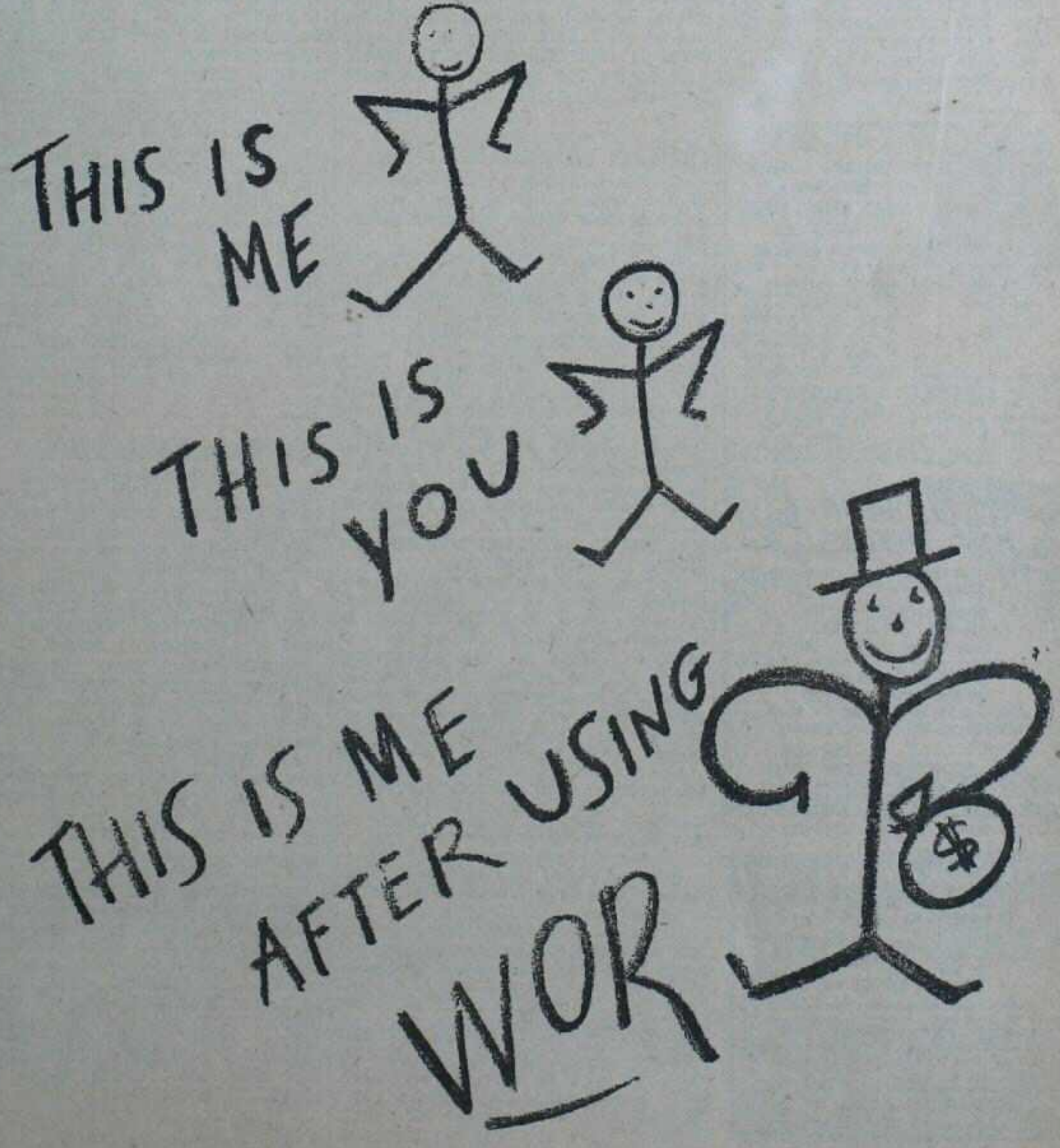
# P. Morris Buys "Mike" as Sub For "Your Life"

NEW YORK, May 13.—Philip Morris this week bought Allen Funt's *Candid Mike* to replace Ralph Edwards's *This Is Your Life* for 13 weeks this summer. The show is on CBS Tuesday nights 9:30-10. The agency is Biow.

This will mean that the cigarette company will be sponsoring both *Candid Camera* on TV and *Candid Mike* on radio. One out of six interviews filmed is usable on the video version of the program, while three of the remaining five will have the sound track taped for the radio version, making the latter a low-budget operation.

Philip Morris also purchased the Thursday evening 10-10:30 slot from CBS-TV for a new program. The bankroller has optioned Ben Blue for the new time, but still is considering a TV version of Horace Heidt. A decision will be made by May 19.

otherwise. The opinion was that one person could not be given "the exclusive right to such a well-known English phrase even tho that purports to be in connection with radio broadcasting." The decision was for refusal of continuation of the injunction on the grounds that there is "little likelihood of the plaintiff's shoes being confused with the defendant's pork and beans." Two different shows with the same title thus will continue to air in Canada.





# Boston Garden Op Bans TV, Sez It's "Poison to B. O."

BOSTON, May 13.—Walter Brown, manager of the Boston Garden, told *The Billboard* this week, "I will not televise anything out of the Garden while I still have my sanity, and you can quote me on that. I predict that, within two years, neither the Boston Red Sox nor the Boston Braves will televise any more games."

Adding that "television has ruined minor league baseball," Brown pointed out that a 40,000 Atlanta gate drop in baseball was laid to television. Hockey is televised out of the Garden by the Boston Bruins, but Brown claims hockey televises poorly and doesn't hurt. Brown said that all sports promoters in the Boston area were agreed that video broadcasting of events was a direct method of committing financial suicide.

"I've been accused of being against anything that doesn't mean a dollar for the Garden," Brown said, "but regardless of that, it is plain common sense that television doesn't help any sports or show event, and those

who say it does are plain nuts." He pointed to falling attendance at all sports events which were and are being televised. Only sports Boston gets on video now are the home baseball games of the Braves and Red Sox, and wrestling from Chicago.

Brown has been consistently outspoken in his thesis that television is not good for the gate. Recently, he told a meeting of ring operators from the U. S. and Canada that video was poison for the b.o.

## WCPO-TV AND HOYT

(Continued from page 6)

picture comes up sharp, the filtering thru the screen serves as somewhat of a mental hazard to the looker-in.

To handle the commentary for the simulcast (WCPO also has the ex on AM for the Reds' games) the station has one of the most accomplished baseball spielerers in the nation in Waite Hoyt, former American and National League pitching star. Immensely popular with local fans, Hoyt's abundance of baseball savvy garnered by actual experience, his resonant voice and his deftness for ad libbing in a pinch make him a stand-out in his field. His stock rose immeasurably during the last World Series when local fans were made to take their baseball without the Hoyt's magic verbal continuity weaving.

Again sponsoring the WCPO simulcast is the Burger Brewing Company of Cincinnati. Commercials are well handled and kept within bounds. Opening commercial is a stock intro in film and sound. A film plug with commentary is spotted at the completion of each full inning. At the end of each half inning the Burger name is superimposed on the field, with just a few words for the radio listeners. All in all, a solid job.

Bill Sachs.

## PHILLY STATIONS TEST

(Continued from page 6)

to the transmitter of each station carrying the game by micro-wave relay.

Ball games this year have only two sponsors. Last year Camel cigarettes made a third. Alternating game for game, Atlantic Refining, thru N. W. Ayer, and Ballantine Ale, thru J. Walter Thompson, are again footing the bills. Ayer Agency holds the video rights, and while figures are not disclosed, reliable reports have it that each club rates between \$30,000 and \$50,000 for the rights. Stations are paid a flat fee on a per game basis, regardless of the number of games to be carried this season. It is understood that the time charges will find "better than" \$100,000 split among the three stations.

Each sponsor gets four regular commercials, never over a minute each, to each game. In addition, there is a sight plug every inning as the camera flashes to the scoreboard which carries sponsor identification which is emphasized with a vocal plug. Moreover, announcers weave commercial descriptives with the plays, such as calling it a White Flash strike out, a Ballantine hit or an Atlantic homer. Maurice Orodener.

## HUB'S WNAC-WBZ-TV

(Continued from page 6)

a Zoomar single lens camera at first base. Last year both used three cameras.

So far as plugs are concerned they are scattered thruout each broadcast so as to be unobtrusive, and the sponsors have made it a policy to always sacrifice the plug, voice or sight for the game—something unusual and heartening in TV. About 20-odd sight plugs (from brief films to scans of the sponsor's scoreboard) are used, and 30-odd voice plugs (from game identification to regular commercials). Camera work seems to be adequate. Bill Riley.

## Color Box Score

WASHINGTON, May 13.—The current box score on the Federal Communications Commission's color TV hearings:

Ten thousand pages of testimony, 60 volumes of printed records, plus 450 exhibits. The hearing itself is in its ninth month. Among lengthiest contributions to the hearing record from the witness chair was that of David Sarnoff, chairman of the RCA board of directors. His testimony, in two days last week, runs to 300 pages in the hearing record.

## WWJ ZOOMS COVERAGE

(Continued from page 6)

the Zoomar is already broken in for swift work in special plays in most parts of the field as well as fouls into the stands. Especially striking was a beautiful close-up of a disputed steal into third. However, over-all coverage was disappointing in the portion of field visible when two or more men were on base, and experienced fans lost track of the men on, in the concentration on a particular dramatic angle. Continuity aside, more frequent cut-ins in really distant over-all field views are desirable.

Harry Heilmann, ex-Tiger star, knows the game and players like his own skin, and carries the whole audio load with complete competence unassisted. Simulcasting to a special net of some 20 radio stations, he doesn't let the listener lose a thing, and throws in significant data to aid the casual listener and delight the cognoscenti. He doesn't need help to do the job.

Commercial format for Goebel Brewing Company is very flexible by contract, with a proviso that no plugs shall interfere with action coverage. Three formal commercials are used, in second, third and fifth innings, others tossed in as the development of the game permits. Some are film presentations, others are done live by Heilmann himself, with the aid of an animated gadget, Brewster the Rooster, which is the Goebel trademark. Camera shows him giving with the commercial right in the box at the field. He's located in the camera box on the first base line, a position that appears very adequate and closer to the scene of action than his spot 90 feet up in the air in the press box last year. Actual camera pick-up is a nice piece of direct sincerity in the commercial. Haviland F. Reves.

## CHI BASEBALL TOPS

(Continued from page 6)

ment as last year: Two on press box ramp in back of third and one lower in back of third base line. Latter uses special mirror arrangement for getting shots inside dugout.

WBKB's sponsors for Cubs games are Chrysler Dealers of Chicago and Atlas Prager Beer. Verbal commercials are limited to about six 25-second blurbs per game. In addition, Chrysler uses two 45-second films and three slide announcements of about 10 seconds each. Atlas also has three one-minute film pitches.

Joe Wilson handles voice assignment on all WBKB baseball telecasts. Cy Wagner.

## NBC'S WOE

(Continued from page 5)

which finds NBC billing better than \$1,200,000 monthly and likely to hit over \$16,000,000 in 1950, is that the web will have to exert a peculiar criterion in deciding what remains on its air. With NBC, that criterion is likely to follow its old and somewhat frayed radio policy: Get the big names, the audience-magnets, and let the other webs worry about "improving" the medium.

Theoretically, accounts unable to locate on CBS or NBC could wind up on ABC or DuMont. The only hitch

# Arrid Mulls 'Sing It' TV, Kayo of Fidler

NEW YORK, May 13.—Arrid this week was considering sponsorship of the TV version of *Sing It Again*. The product already bankrolls 15 minutes of the radio version on CBS Saturday nights. On the basis of a line of the show, its TV potentialities are regarded even greater.

Meanwhile Arrid is also mulling a cancellation of its Jimmy Fidler program on ABC Sunday evenings.

## SQUEEZE PLAY

(Continued from page 6)

who shuttle between the WABD mikes and those of WMGM.

Dodger coverage this year has switched camera positions, with a Zoomar near first base. Cameras are at first, third, home and beside the Dodger dugout near first. Latter has added good close-ups of pitchers, but also drags in non-paid commercials for a shoe polish which has a sign in left field, something being remedied by using another camera for coverage of the pitcher. All outlets are doing top-grade coverage jobs.

WOR-TV uses three film plugs plus live scoreboard plugs after every inning for Schaefer Beer besides the usual oral sponsor pitches. Yanks get eight regular audio plugs, five film commercials and four to five Ballantine Beer trade-mark slides per game, the latter superimposed on the field. Giants get four silent film plugs with audio from the field during each game, plus three flip-card plugs lensed under the stands, and numerous audio sells for Chesterfields. Sam Chase.

## WXEL'S BASEBALL

(Continued from page 6)

the radio announcers its video announcers—Jack Graney and Jimmy Dudley. The station uses three cameras, as did WEWS, the Scripps-Howard outlet that did the shows last year. Placement of cameras has one at the home plate end of the photographer's gallery opposite the first base foul line, one in the press box and one at the plate end of the gallery along third base foul line.

Coverage is good, but still to be solved is some way to place a camera behind home plate without interfering with the view of paying customers.

The result is a lot better view of the game than anyone had over tee-vee here last year. And commercials—for Standard Brewing Company on half the games and for Atlas Radio Stores (Philco dealers) the other half—are held to 40-second visuals after the second, fourth, sixth and eighth innings unless the game runs to 11 or more innings. Talbot Harding.

## TV BASEBALL ROUGH

(Continued from page 6)

and half the New York Yankee games. Similarly, the number of announcers ranges from one each in Cincinnati, Detroit, both Philly teams and on one of the two TV outlets covering the Chicago Cubs, to three with the ever-different Dodgers.

Number of plugs for sponsors also vary widely. Boston sponsors seem to get most for their money, with up to 20 visual plugs per game. In Detroit, however, three or so sight plugs per contest seems to be the average. There is a vast middle ground in which the other teams fall.

Cost of rights is still another point with considerable divergence. The New York Yankees, as world champs probably draw the largest sum, about \$400,000 for the season. The Chicago Cubs, as tailenders, this year are dragging in about \$30,000 from each of two outlets.

Elsewhere on this page are individual news reviews covering each city.

here is the lack of network facilities and an inability to clear time in many key cities.



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# Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

## Around the Circuit

Reviewed Tuesday (2), 11 to 11:15 p.m. EDT. Sponsored by L. Sonneborn Sons, Inc., for Amalie Motor Oil thru Hicks & Greist Agency over WCBS-TV, New York. Producer-director, Byron Paul; host, Steve Ellis and Guy Wallace; guest, Tony Janiro.

Amalie's latest TV effort in the way of a local show is this weekly sports item, featuring Steve Ellis and Guy Wallace. Obviously done with a minimum of production effort, it nevertheless proved palatable, if no revolutionary epic in the TV art. Show touches on a few sports, takes a bow in the direction of the usual and presents an interview, the opening stanza, with boxer Tony Janiro.

Ellis and Wallace are exuberant young men who fortunately are confined to 15 minutes. If the show were any longer they might tend to be overpowering. Stanza opened with rundown of major league baseball scores, something which could be clipped on a weekly program. Also cancelled and night games severely limited the number of scores they could offer. Following this came a group of short squibs about various sports. The interview with Janiro brought out the startling fact that Tony, altho only 22, has earned over \$200,000. In a bit of horseplay, Wallace imitated Rocky Graziano, Janiro's last opponent, showing the boxer's jab method, while Tony demonstrated his hooks on Ellis, who locked them aptly.

Show wound up with Wallace simulating a pitcher with men on bases, and Ellis interpreting the new balk rule. In all, the stanza proved informal, easygoing and fairly humorous, if a bit heavy-handed. The boys might be able to make something out of this show. *Sam Chase.*

## Hands of Destiny

Reviewed Friday (28), 8-8:30 p.m. EDT. Sponsored by New York Chevrolet Dealers' Association thru Campbellwald via WABD, New York. Director, Frank Bunetta. Writers, Lawrence Menon and Charles Speer. Music, Lew White. Cast: Bruno Wick, Ruth White, James Maloney, Richard Sanders, Ray Mulderick, Frederick Draper.

*Hands of Destiny* is the new snicker for the Charles Speer-Larry Benkin *Hands of Murder* program, and the title switch, which considerably broadens the show's script scope, coincides with the series' bow as a co-op show under local sponsorship of the New York, New Jersey and Connecticut Chevrolet Dealers' Association.

In line with the public's current dash for science fiction, last Friday's drama centered around flying saucers. The space yarn provided a natural showcase for the series' unique camera technique, which integrates lengthy line-up of short terse scenes into a smooth whole, via multi-episode-ups and unusual technical effects.

It seemed that the whirling disks presented an attempt by visitors from space to contact earth's most intelligent inhabitant, a thinly disguised version of Dr. Einstein. Utilizing mental telepathy (the saucer scene was literally made of light and visible to human eyes), the disks led the professor they were looking for a world to call home, and earth as being screened for the honor, in spite of their lack of substance,

## The Trap

Reviewed Saturday (6), 9-10 p.m. EDT. Sustaining via the CBS-TV network. Producer, Frank Heller. Director, Yul Brynner. Original script and adaptation, Hugh Pentecost. Music, Fred Feibel. Sets, Leo Kerz. Cast: Wright King, Howard Wierum, Larry Fletcher, Dorothy Sands, Cara Williams, John Hudson, Richard Boone and Boris Marshalov.

CBS-TV has taken the televiewer another long step forward. The medium moved ahead on its professional ways in drama early this season when the production quality improved to the point where it matched many films. Now, with the presentation of the second of the dramatic series, which CBS-TV calls *The Trap*, video is offering more mature entertainment of an original nature.

Title *Lonely Boy*, the opus tells of a teen-ager on the verge of a crack-up. Neglected by his father, a night club owner, and shunted from prep school to prep school, the kid has nowhere to turn. Only the headmaster and his sister offer him the slightest sympathy. The crisis comes when a hard dame, who is blackmailing his father into marriage, sadiistically allows the boy to think she is interested in him. His neurosis grows when he learns the truth and her subsequent murder almost pinned on him.

Hugh Pentecost's taut writing was imaginative, steadily accentuated the suspense, and explored the characters and relationships on more than a superficial level. Production, direction and camera-work were of similar quality. The acting was consistently good. As the boy, Wright King called for superlatives. Never hysterically neurotic, as many bad actors are, he played on a key of inner torment. The others — Howard Wierum, Larry Fletcher, Dorothy Sands, John Hudson, Richard Boone, Boris Marshalov and Cara Williams—were equally good. The beautiful Miss Williams, with her stagey style, should grow into quite a TV luminary.

Strangely enough, the organ, sometimes an irritant in radio, seems to have found its metier as a mood heightener in TV. *Leon Morse.*

tho, the saucer set was darned choosy and ultimately decided to by-pass war-torn earth in favor of another planet location. By that time Joe Public had labeled the professor a crackpot, so he and his wife joined the saucer safari into space.

**Ingenious Production**  
Production-wise the ailer was easily one of the most ingenious dramas ever staged on video. Parts of the script were unnecessarily padded with trite melodrama, but the story struck sparks with its opening shot of shimmering space, a pulsating "talking" light ray effect and a powerful close-up of the professor's distorted face at the climactic point of "brain contact" with the light men. Unfortunately, tho, with the exception of Bruno Wick as the professor and Richard Sanders as the "voice of a flying saucer," all acting wasn't on a par with the production.

The Chevrolet commercials followed a varied pattern, including a conventional-type film clip of new models and an imaginative animated take-off on the headless horseman. The latter was positively pun-happy. (I.e. "I lost my head over Chevrolet . . . I flipped my lid over the service . . . and you get a head with Chevrolet.") *June Bundy.*

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

### Huddle on "Truth" Renewal, Possible Shift to TV

Renewal negotiations between the Compton Agency and Ralph Edwards, owner of "Truth or Consequences," began in Hollywood last week-end, with fate of the show to be decided Tuesday (16). In Hollywood for talks with Edwards were Lewis Titterton, radio-tele chieftain for Compton, and Gail Smith, manager, radio and tele department, Procter & Gamble (P&G) productions. Among possibilities rumored by sources close to the bankroller was shelving of the radio stanza in favor of a tele showing, beginning next fall. Should P&G switch to tele, biggest problem to be settled would be whether Edwards would be permitted to peddle the AM version or be obliged to drop the radio stanza. Price factor will also be important, since the AM show now costs approximately \$13,000. Also to be settled is whether show remains on NBC or switches to CBS.

### Los Angeles Times Hops Radio-TV Wagon

The Los Angeles Times, powerful morning daily and the last anti-radio holdout, swung over to the broadcasters' side Sunday (14) with the launching of a daily radio-tele page and column to be edited by Walter Ames. Thus ends a cycle of radio-press feuding which for years made Los Angeles one of nation's worst spots to snag cuffo publicity for radio and video shows. The Times is the last of five downtown dailies to join the trend started over a year ago when The Mirror, afternoon sister publication of The Times, cracked the anti-radio ban with daily column.

### Western Radio Network To Expand Programming

Hollywood-centered Western Radio Network, regional skein launched several weeks ago by Allen Miner's Theatrical Productions, Inc., last week disclosed plans to go into programming other than baseball. Miner said the network, which now includes 12 California stations, with four more joining next month would become a talent net featuring live Hollywood shows. Programs will be fed to affiliates via leased lines and transcribed for sale outside of California markets.

### KTSL, Hollywood, Skeds Daytime TV Plunge

Don Lee tele Station KTSL, Hollywood, will plunge into daytime video within six weeks. Outlet will kick off in early afternoon, five days weekly, with programming to include special housewife-appeal stanzas, disk jockey sets and similar low-budget ailers. Station thus follows the lead set by KFI-TV and KLAC-TV, which are veterans in the daytime video field. KNBH, NBC's local-owned tele outlet, recently revealed plans to go daytime in September.

### WINS Denies Its Up for Sale

K. T. Murphy, business head and co-manager of WINS, New York, last week issued a general denial of recent trade rumors that the Crosley Corporation still has the station on the sales block. He added that sales have shown a big increase lately and Crosley has authorized an expanded budget for additional newspaper and trade advertising to plug the station's new programming and sales set-up.

### Kudner May Get Piece of Lever Business

Indications last week were that the Kudner Agency may wind up with some of the Lever Bros. business, but the product's undecided. Lever was well acquainted with Kudner TV topper Mike Kirk while he was with Ruthruff & Ryan.

### Bisquick Hunts Daytimer for Singing Star

Bisquick last week was shopping for a daytime across-the-board stanza to star a singing personality which the General Mills product has not yet selected. No web has been chosen.

### CBS Signs Joey Adams, First for "Rate Your Mate"

CBS last week signed Joey Adams to a contract for his radio and TV services. The diminutive comic's first chore will be "Rate Your Mate," one of the new CBS sustainers.

### NBC-TV Cuts Kine of Morgan's "Talent Hunt"

NBC-TV this week was cutting a kine of a new Henry Morgan vehicle called "The Great Talent Hunt." Formerly an old MBS Morgan radio show, the half-hour program will concentrate on screwball talent. Arnold Stang will be included in the cast.

### Sylvania Picks Up ABC "Game of Day" for Fall

Sylvania Electric last week was reported looking ahead to the fall by picking up ABC's "Game of the Day" football broadcasts. Kenyon & Eckhardt is the firm's agency.

### Block Drugs Buys "Quick as a Flash" Two Days Weekly?

Block Drug last week was reported to have bought "Quick as a Flash" on ABC two days a week starting September 19. Block would pick up the 11:30 to 11:55 a.m. show Tuesdays and Thursdays over the basic web and five groups. Cecil & Presbrey is the agency.

### Barry Moore Upped by CBS

CBS-TV last week upped Barry Moore to executive-producer status. The former singer previously worked under a combined director-singer-producer contract. Donald Davis, of World Video, is also being considered by CBS-TV for the same kind of berth.

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# CURB MULLED ON NEW ISSUES

## 3 Big Firms Set Pace on Tapering Off

To Ease Dealer Burden

By Jerry Wexler

NEW YORK, May 13.—A move to curb the virtually unrestricted number of record releases is afoot in the disk industry, with RCA, Victor, Decca and Capitol setting the pace. The tapering off may be only partially attributed to the anticipation of a summer letdown; the prime factor at this time is the clogging of sales channels from factory to dealer with the heaviest inventory in record business history.

The diskeries, taken aback by a serious sales drop in the past two weeks—one major reports that its volume fell 50 per cent in that period—feel that a cut in the number of weekly releases may be the way out of the woods. The dealer's burden would be lightened (a burden further complicated by the necessity of carrying a three-speed inventory), permitting him to concentrate on a few disks at a time, and also enabling him to purchase those disks, where until now his cash has been tied up in overloading inventories.

An RCA spokesman pointed out that the policy of whole-hog releases is bound to produce a strong quota of "stiffs," and that while the hit disks look good in the charts, the myriad flops are a terrific drain on the hits' profits. It has been decided at Victor, therefore, to return to the policy of three or four pops a week, and a de-emphasis on special releases designed for purposes of coverage of hits on other labels.

The situation at Victor will be complicated by the commitments to artists, both to the recent graduates from the Bluebird label, and the established Victor performers. It may safely be predicted that, to hew to the line of fewer releases, the artist roster is in for a trimming. The Bluebird roll call now consists of one name—Lucy Ann Polk, who is being kept as a sort of token *raison d'être* for the label. Victor is almost, but not completely, convinced that the 49-cent record is a dud, and (See *Curb on New Disk on page 41*)

## MCA Grip Slips On N. Y. Waldorf

NEW YORK, May 13.—Music Corporation of America's (MCA) grip on band buying in the Waldorf-Astoria Hotel here was just about thoroughly snapped this week when Joe Glaser's Associated Booking Corporation (ABC) virtually succeeded in snagging the mid-summer five-week period on the Starlight Roof for Phil Spitalny and his all-girl aggregation.

Last week Willard Alexander broke thru with bookings for Sammy Kaye and Vaughn Monroe (*The Billboard*, May 13). Glaser has had the date confirmed by Merriel Abbott, who books the Hilton chain, but it still is in abeyance pending the cancellation and rerouting of the Spitalny itinerery as it currently stands.

If the necessary date shifting is accomplished, and Glaser believes it can be, Spitalny would go into the roof spot July 27 for five weeks. This will mark Spitalny's first location job here in many years.

## MPPA, SPA File Brief Seeking Copyright Preservation in Chi SB-Miracle Records Case

NEW YORK, May 13.—Presiding at a hearing for a new trial in Chicago Federal District Court in the Shapiro-Bernstein vs. Miracle Records case, Judge Michael L. Igoe Friday (12) turned down Sidney Wattenberg's request to act as *amicus curiae* in the suit when he learned that Shapiro-Bernstein was a member of the Music Publishers' Protective Association (MPPA), for whom Wattenberg is acting. Judge Igoe also turned down the same bid on the part of the Songwriters' Protective Association (SPA), whom their attorneys, John Schulman and Wil-

liam Klein, sought to enter as *amicus curiae* along with MPPA.

Judge Igoe did rule, however, that Mort Shaeffer, Shapiro-Bernstein's counsel, would be permitted to enter the joint MPPA-SPA brief in behalf of his client.

Wattenberg, before he was ruled out, told the court that he was seeking to appear for that part of the Igoe ruling holding that the release of a phonograph record "before securing a statutory copyright constitutes a dedication to the public domain." Wattenberg stated that this would affect the valuable property rights of many publishers and songwriters.

The Igoe decision in favor of the defendants, Miracle Records, has become a music business cause celebre, not because of the main portion of the decision, which ruled that the bass figure in the tune *Yancey Special* was in p. d., but because of his obiter dictum which might jeopardize thousands of recorded tunes (*The Billboard*, April 8 and 29).

The MPPA-SPA brief, entered by Shaeffer, points out that not only will thousands of works be thrown into p. d., but that "insurmountable difficulties will be interposed to the preservation of copyrights in works yet to be created."

The brief argues that Judge Igoe's statement that release and sale of a record "is as much a publication as production and sale of sheet music," with no "practical distinction" between the two is basically wrong. The MPPA-SPA reasoning is as follows:

(1) No question of dedication arises until publication, since the owner is protected by common-law copyright until that point.

(2) Even upon publication, the owner is protected unless he fails to have imprinted a notice of copyright on each "copy" of the work offered for sale.

(3) A musical composition is not published until it is reproduced in written or printed form; a record is for auditory communication only and is not a publication.

(4) The United States Supreme (See MPPA, SPA File on page 19)

## Mellin Sues On Similar 'Mamas'

NEW YORK, May 13.—Failing to obtain a settlement with Mills Music of his claim that the Mills tune, *I Found My Mama*, infringes on his tune, *Mama Blues*, Bobby Mellin filed suit in Federal District Court this week. The suit filed by Attorney Arthur L. Fishbein names as defendants Mills Music, songwriter Floyd (Salty) Holmes, and the London, Decca, Victor and Columbia diskeries, and asks an injunction, damages and an accounting of profits.

Mellin, who acquired *Mama Blues* for his Algonquin firm from the Hilliard-Currie Corporation some years ago, bases his claim on the similarity of the tunes, the fact that both use "talking" instrument gimmicks, and that Holmes wrote both numbers (*The Billboard*, April 15).

The argument has a performing-rights twist, since rights to *I Found My Mama* are vested in the American Society of Composers, Authors and Publishers (ASCAP), and *Mama Blues* is in Broadcast Music, Inc. (BMI), licensing jurisdiction.

## Day, Col. Feud Still Smoldering

HOLLYWOOD, May 13.—Feud between Doris Day and Columbia Records continued to smolder this week as Marty Melcher, agent, denied reports that all had been patched up. Melcher, far from happy with Columbia, said he had offered to buy back Miss Day's contract from plattery. How much said contract was worth to either Melcher or Columbia was not stated.

Melcher admitted that Columbia had made "fabulous concessions" to Miss Day, but it was still not enough to satisfy him. Among Columbia's concessions was an agreement to triple la Day's guarantee. Melcher said, however, that he wanted a firm 10-year deal at \$100,000 yearly plus allocation of \$15,000 annually for disk jockey promotion. Demands, Melcher admitted, were mighty stiff and unlikely to be met.

The alternative would be a switch to another label, probably RCA Victor, which has been romancing the thrush. Meanwhile Melcher realistically recognized existing pact and said he would not halt further Day diskings.

## Herman, Gastel Part Company

HOLLYWOOD, May 13.—Batoner Woody Herman and Personal Manager Carlos Gastel have parted ways after a two-year association. According to Gastel, the batoner is still clearing up his indebtedness to his former managers, Goldfarb, Mirenborg and Vallon. This left slim pickings for Gastel, who claims he wasn't making expenses in handling Herman, despite the fact that the Herd was taking in plenty of coin.

Herman was the first established talent property to join the Gastel stable. All others were picked up by the p.m. when they were still in the non-name bracket and built into names. The Gastel says he and Herman parted amicably, the p.m. contends he will stick to his former policy of building properties rather than acquiring ready-made names. Latest to join the Gastel stable is Meynard Ferguson, youthful high-flying trumpeter currently featured on tour with Stan Kenton's *Innovations in Modern Music* concert tour.

Gastel is building a 15-man ork for Ferguson and has set the aggregation with Capitol Records. Ferguson will go into rehearsals following conclusion of the Kenton tour next month.

## Cap To Limit New Longhair To 33 and 45

Old Classics Stay on 78

HOLLYWOOD, May 13.—On future classical releases, Capitol will stick to only 45 and 33½ r.p.m. versions, avoiding 78 pressings unless there's a demand for the old speed. Diskery reports its longhair wares have been mounting in sales, but consumer interest seems to center only on the new speeds.

Capitol, however, will continue to make available on 78 r.p.m. its classical catalog released to date, and will continue to do so as long as the demand exists. Some of Cap's more popular classics, as its Erna Sack release, enjoyed a wide sale on 78 r.p.m. and, therefore, will continue to be pressed on all three speeds. Diskery will also make 78 r.p.m. pressings of similar classical releases promising a similar demand.

Capitol's decision to discontinue future 78 r.p.m. classical pressings is the first indication that 45 and 33½ r.p.m. is cutting into the old speed's market.

## ASCAP Sets Election Slate

NEW YORK, May 13.—The election slate for the American Society of Composers, Authors and Publishers' (ASCAP) board of appeals was set last week at separate meetings of the publishers' and writers' nominating committees. Three members from each group are to be elected, with balloting to take place within 28 days from last Wednesday (10). Two slots in each slate will be filled by representatives from the popular music field, and one from the standard field.

In the publishers' division, pop incumbents Max Mayer and Tommy Valando will be opposed by Joe Santly and Abner Silver—standard incumbent Charles Foley by Wilfred Sniffen, representing Harold Flammer. The writers' slate lists pop incumbents Abel Baer and Peter DeRose running against Milton Drake, Milton Ager, Joan Whitney and J. C. Johnson. Standard incumbent Douglas Moore is opposed by Gena Branscombe and Arthur Farwell.

## WINS To Boot Out Dee Jays

(Continued from page 3)  
repercussions on WINS's current schedule, which carries over 120 hours of recorded music a week, including lengthy platter sessions conducted by such hot jocks as Jack Lacy, Fred Robbins, Charlie Stark and Art Scanlon.

Bradford also intends to pick the disks himself instead of letting spinners line up their own records. "Disk jockeys have made the program director's job much lighter in recent years," said Bradford, "but they've also aired a lot of trash fostered on them by record pluggers who are merely leeches. In effect, stations have been helping record companies sell their product, instead of playing what people really want to hear. From now on, WINS's policy will be 'Does the public want to hear it?' not 'who's promoting it?'"



# Jukes Giving Oldies Big Play

## Feinberg May Pull Comeback To Run for 802 Presidency

NEW YORK, May 13.—Willie Feinberg, one of the founders of the Blue Ticket of Local 802, may emerge from retirement from 802 affairs to run for presidency of the local under the aegis of the administration's opposition—the Unity Party.

The Feinberg boom gathered steam this week following the exit of Al Manuti from the Unity Party Monday (8) and was the talk of the local at musicians' headquarters here.

Manuti, who announced to the press that he had ankle because Unity Leader Max Arons and Campaign Manager Lee Grant "are conspiring to secure the support and endorsement of a group in the union generally regarded as pro-communist," actually left because, according to informed local sources, he refused to step down as unity candidate to yield to Feinberg. Manuti had been offered the chance to run as secretary instead, it is reported, but rejected this and huffed out.

### Caucus Planned

Unity has a caucus session planned for Monday (15), at which, according to observers' expectations, Feinberg will be drafted to enter the lists in a drive to unseat the Blue Ticket in next fall's elections. Unity is going outside its party limits in drafting Feinberg, it is understood, because of a desire to select the best possible candidate on a non-partisan basis.

Added to the news of Feinberg's reported re-entry into 802 affairs are rumors of a three-way split within the administration Blue Ticket, with Secretary Charles Iucci's clique aligned against a group headed by Veepee Sam Suber, and a third faction made up of recording and transcription boss Al Knopf and trial board head Hy Jaffe reported ready to transfer to the Unity Party. The intra-party schism reportedly leaves local Prexy Dick McCann lost in the shuffle. Numerically, Iucci has the strongest party following in the Blue disintegration. Suber is fighting virtually a lone battle. Manuti who claimed that he walked out with heavy Unity support, despite the fact that the Unity nucleus of Max Arons, Henry Maccaro, Frank Garisto, Irving Bloom and Lee Grant remains intact, is actually out by his lonesome. Unity figures to be tremendously unified and strengthened by the Feinberg draft, and in cutting himself off Manuti is virtually without support. He can scarcely expect a welcome from the Blue Ticket, since he publicly excoriated the administration in a "plague on both your houses" blast.

### Strong Threat

The comeback of Feinberg, who never lost an election, is the strongest

## GAC's Cincy Hq. In Major Switch

NEW YORK, May 13.—General Artists' Corporation (GAC) will undertake a major personnel change in the operation of its Cincinnati office. Current Cincy chief, Joe Higgins, is being shifted back to the agency's New York headquarters. Chicago office night club booker, ex-band leader Gray Gordon, will be moved to take over the Cincy operation.

Higgins will oversee the Cincy operation from New York but will also work in the agency's band, act and television departments here. No replacement has been selected for Gordon, who will leave the Chi office in the next four to six weeks.

threat the current version of the Blue machine has yet faced. Feinberg came into the Local 802 exec set-up in 1935, one of the Blue Ticket originals along with Jack Rosenberg, Max Arons, Harry Suber and Sam Tabak. This ticket came in on the eve of a victory over the AFM national body for local autonomy. In the many gains—increased scales, insurance, health and medical benefits, autonomy, etc.—won under that regime, Feinberg was regarded as deserving as much credit as Prexy Jack Rosenberg. Known as a workhorse and top-notch negotiator, Feinberg later fell out with Rosenberg over union issues, and rather than oppose a life-long friend, resigned. He joined General Artists Corporation and subsequently branched out as a labor consultant to both unions and managements. NBC was one of his clients.

Following the death of Rosenberg and the withdrawal of Feinberg, the stalwarts of the original Blue Ticket began to drop out of the party. Harry Suber joined the national office, Arons went with Unity. Rabak left the union to go into private business.

The return of Feinberg into 802 affairs would complete a historic cycle.

## Mercury Loses 4G to Langford

CHICAGO, May 13.—Mercury Records will have to fork over \$4,300 in royalty claims to chirp Frances Langford, following a decision by Judge Michael L. Igoe in District Court here Friday (12). Judge Igoe ruled that the local diskery could not subtract recording session costs from a minimum yearly guarantee as provided for in the Langford-Mercury pact.

Mayer Goldberg, Mercury legal counsel, contended that Miss Langford had agreed to a contractual provision whereby Mercury was to finance the first \$700 recording cost for each two sides which were cut, with any amount over that sum per two-disk session to be taken from her royalties if she agreed to the session beforehand. Goldberg pointed out that Mercury had paid her, according to agreement, \$200 for each of 16 sides she cut, making a total of \$3,200. He produced expenditure figures for the various sessions, showing that Mercury expended approximately \$6,700 over the \$700 per limit per two-biscuit sessions. Miss Langford was guaranteed a minimum pact of \$7,500 per year for the one year she remained with Mercury.

Counsel for Miss Langford contended that the excess recording expenditure could be subtracted only from royalties earned by Miss Langford and could not be taken off a minimum guarantee.

## Busse, Coral Sign Papers

NEW YORK, May 13.—Veteran orkster and noted trumpeter Henry Busse this week inked a recording paper with Coral Records, the wholly owned subsidiary of Decca Records.

Busse, who is remembered for his dinking of *Hot Lips*, as well as his work with the famed Paul Whiteman band, hasn't recorded for a couple of years and last did sides for Universal Records.

## Wanted: New Plates

PHILADELPHIA, May 13.—Manie Sacks, top talent chief at RCA Victor, was just reminded that the Pennsylvania auto license tags on the car that carries him about is a bit embarrassing. It's LP 33, which was plenty cute when Sacks was tied with Columbia Records and was bannerizing the long-playing platters at the 33 $\frac{1}{3}$  speed. It ain't easy, but considering his connections, it won't be surprising to find Sacks changing his auto license tags to read: 45 R.P.M.

## 802 To Appeal WINS Decish

NEW YORK, May 13.—Local 802 will definitely file an appeal in an effort to revise the injunction which was granted Station WINS, 802 Veepee Sam Suber told *The Billboard* this week. The American Federation of Musicians' (AFM) Local intends speeding the filing of the appeal in order to get the case before the New York State Supreme Court prior to the summer recess.

The injunction granted WINS restrains the Local from picketing, listing of the station as unfair and interfering with the station's business and/or contractual relations. The situation arose when WINS refused to renew its contract with 802 when it ran out at the end of March. The pact called for the station to maintain a live musician staff of 10 toolers. The injunction was granted by the New York State Supreme Court.

## Allen to Decca; Nu, Nussbaum?

NEW YORK, May 13.—Comic Fred Allen, currently on a lengthy hiatus from radio, this week completed a recording deal with Decca Records. Allen was inked to a term paper. Definite plans for the type of wax which the comedian will make have not yet been completed.

His signing, according to Dave Kapp, veepee in charge of artists and repertoire for the waxery, follows in line with the diskery's policy of recording the leading names in show business regardless of the nature of the talent.

## N. E. Spot Starts Big-Name Policy

BOSTON, May 13.—The Frolics Club, Salisbury Beach, about 30 miles outside of Boston, will start a big-name policy June 23, and will continue it thruout the summer.

The club, a 1,200-seater, operated by Frank Mulcahy, has been operating for the past three years with small-budget shows. The inauguration of top attractions will be the first in its history.

Spot, booked by Al Rickard out of New York and the George Hamid office out of Boston, will start with Martha Raye June 23. The following week (all shows to be one-week dates) will have Frances Langford. Sophie Tucker is due July 16, and bids are out for Beatrice Kay, Tony Martin, Dick Haymes and others of a like or bigger stature.

## Ancient Pops Still Strong, Survey Shows

### Some Disks Hard To Get

(Continued from page 3)

(2) How much play are these old-time hits enjoying on your machines with counters?

Answers to the first question revealed a market already existing, and with perhaps a very strong potential. Some operators, for instance, ordered as many as 500 records included in *The Billboard* list. Other ops stated they ordered 350, 300, 250, etc., the figure decreasing finally to zero. Just how strong this market might be, of course, cannot be ascertained until diskeries make an effort to tap it with such old-time recordings.

One jarring note, however, cropped up in the survey. A number of ops stated that, when they tried to order some of the old-time hits, the disks were not available despite the fact that the diskeries listed them as "available." The answer, it is believed, probably is that some of the disks were available only in small quantities, or only thru some distributors. To actually cash in on the market, the diskeries, of course, would have to remedy such a situation.

### Negative Side

Here are sample complaints: "I ordered about 50 records, got five. It is nice to know about them, (See *Jukes Giving Oldies*, page 113)

## RCA Maintains Pub Squad Plan

NEW YORK, May 13.—The RCA Victor popular artists and repertoire department will maintain its publisher squad system under the new regime of Charles Grean. The diskery's a. and r. system will remain basically the same operation it has been for the past few months. Grean, Hugo Winterhalter, Dewey Bergman and Henri Rene each will continue to contact the publishers previously assigned them.

The tunes will be discussed at the regular bi-weekly meetings as they were previously and the policy of unanimous agreement of the a. and r. guys will continue to prevail in the selection of material.

## London Expands Camarata Duties

NEW YORK, May 13.—Tutti Camarata, London Records' pop artists and repertoire chief, has been appointed deputy chairman of the diskery's board of directors. The announcement was made Friday (12) by E. R. (Ted) Lewis, president of the London Gramophone Corporation.

Camarata's assumption of this added responsibility spikes recent rumors of a rift in the outfit and the possibility of his anking to one of the other major diskeries. He has been with the British-owned company since its inception here three years ago.



# INDIES LOSING LP GRAVY

## Must Promote Own Releases In Hot Market

45's Still RCA Baby

By Bill Simon

NEW YORK, May 13.—Indie diskeries who have been riding the band wagon on the new-speed disks—LP and 45—and cashing in heavily via the major diskeries' lavish promotion of those speeds are now wondering how long the free ride can last. Already there are unmistakable signs in the LP field, where catalogs have grown heavy and competition is getting stiff, that the diskeries are being forced to step out and plug their wares rather than get lost in the avalanche of releases now pouring forth from Columbia, Victor and almost any storekeeper who owns a tape-recording machine. When the LP catalogs were small, almost any item in the repertoire was easy to sell, but now there are even competitive versions of the same musical work being offered by different labels.

In regard to 45 r.p.m., the situation has not reached the same point, but indies are already wondering how soon they will have to begin parting with their own dough. With Victor carrying the heavy load via several million dollars' worth of 45 player and disk ads, the indies have played opportunist and done little more than make their demand items available on the new disks. Since 45 disks are single-play selections, mostly of ephemeral interest, the buyers' choice is still limited to a comparatively small repertoire. In short, it's still a sellers' market on 45, and outside of RCA Victor, with its obligation to put over the system, diskeries have not been required to earmark funds for its specific exploitation.

Unquestionably, Victor and Columbia dollars have indirectly spawned and sustained a flock of small indies. For several small, tottering longhair labels, LP has been their salvation. With Columbia's co-operation in actual production, several have been able to erase the stigma of poor quality engendered previously by inferior shellac surfaces. Columbia even handled initial publicity for some indies who entered the LP fold. All of the initial expense of developing the new systems, and the expense of early commercial production, when rejects sometimes outnumbered satisfactory pressings—these were borne by the majors. The indies left the production headaches to the majors and simply hopped on the gravy train.

To the indies producing pops, kid-dies and other short-play material, 45 has meant plus business. Some, cognizant of the heavy demand for repertoire, have dusted off old 78 masters and given them new life via dubbing thru echo chambers onto 45 disks. In some instances, where there are two competitive 78 r.p.m. versions of a tune on the market, the diskery issuing its cutting on 45 also finds clear sailing in a new but sizable market.

The situation among LP diskeries has become more complex. Such catalogs as those of London, Capitol, Mercury, Vox, Concert Hall, Allegro and Cetra-Soria are now important factors in the classical business, either from the standpoint of size or significance of particular disk performances. They can no longer afford to just ride along while the giants, Victor and Columbia, slug it out promo-

## King Coles Cut "Mr.-Mrs." Sides

NEW YORK, May 13.—Nat (King) Cole's wife, Maria, a former thrush, this week joined her husband and his trio for a couple of duet slicings.

Maria Cole, formerly known as Marie Ellington, did a pair of "Mr. and Mrs." sides with hubby Nat. She at one time worked with such orksters as Count Basie and Duke Ellington.

## TD To Light Up Casino Gardens

HOLLYWOOD, May 13.—Tommy Dorsey will reopen his Casino Gardens Decoration Day week-end and will continue to operate it on a week-end-only policy until June, when the dancery will go to a six-day-a-week sked.

Dorsey pulled the dance spot off the sales block at the last minute, when it was being peddled to its former owner, Bernie Cohen, and has decided to remain in the ballroom biz. Irving Chezar, TD's New York office manager, flew in last week to supervise preparation for the reopening.

At press time terpsery had not as yet booked a band nor had TD named a manager for the spot. Eddie Gillmartin, who had managed the dancery for the past three years, pulled up stakes and returned to Chicago a few weeks ago when it appeared that terpsery's sale had been concluded. Chezar told *The Billboard* that he hasn't had sufficient time to study conditions here to decide between a name or local band policy.

## "Fidelio" on Vox June LP Sked

NEW YORK, May 13.—The first complete recording of Beethoven's only opera, *Fidelio*, has been scheduled for June release by Vox Records. The work, cut by the Central German Broadcasting System, with Gerhard Pfeleger conducting, will be released on three long-playing disks, and will retail at \$18.95. Vox licensed the production from Oceanic Records, an American-owned indie.

Vox President George Mendelssohn has also set a "Haydn series," with four works to be issued shortly. Included are two Haydn piano sonatas, an oboe concerto and a harpsichord concerto.

Mendelssohn has also completed a deal with Neglected Masterpieces Recording Company of England. Under this pact, Vox will obtain the *Cherubini Requiem* and *Mass*, both to be released in the fall.

tionally. An indie issuing a Bach disk, for example, must now guard against getting lost in the flood of Bach releases emanating from a dozen other longhair companies. When a small company is able to come out with a complete mass or opera, it must now make an effort to call the product to the attention of the buying public. Companies are vying for air time and for distribution. In short, there's so much repertoire to choose from, a buyers' market now exists. Witness an extreme illustration of this—the current problem of dealers' price-cutting on LP's.

As one longhair indie pointed out, "Columbia helped us thru the early phase of LP—now we've made enough profit from our first releases so that we can afford to put some back into exploitation of our own, and we'll have to do it."

## AFM Old Age Pay Pitch Hits Sharp Snag in Senate Group

WASHINGTON, May 13.—The pitch of the American Federation of Musicians (AFM) to switch the responsibility for Social Security payments from the band leader to the location has run into a sharp snag in the Senate Finance Committee. Around May 22 the group is slated to report out a revised version of the omnibus Social Security bill, HR 6000, which will reject House-approved language okaying the change.

As approved by the House, the definition of employee would add a paragraph legalizing, in effect, the old Form B contract of AFM, which was outlawed by the Supreme Court. The House language states that an individual is an employee if he "performs service for any other person under a written contract expressly reciting that such person shall have complete control over the performance of such service and that such person is an employee." This paragraph was voted down by the Senate committee.

### May Keep Status Quo

Since the Senate usually goes along with the recommendation of the committee on such points, it appears likely that the Senate version of the Social Security bill will keep the status quo as far as present musician-location Social Security procedure is concerned. Thus, settlement will be left to a joint conference of members of the House Ways and Means Committee and the Senate Finance Committee, which will be called after the bill passes the Senate.

This conference will have the problem of ironing out not only the differences in the employee definition but the many other differences between the Senate and House versions

## Burton Debuts Hometown Corp.

HOLLYWOOD, May 13.—Personal Manager Bill Burton, in partnership with Jack Perrin and Mike Sukin, this week formed a new Broadcast Music, Inc. (BMI), pubbery, Hometown Music Corporation. Perrin recently left Hill & Range Music, where he served as Coast professional manager. New firm will have two subsid pubberies, Hometown Songs, Inc., and Magic Music, Inc.

Firm's first ditty is *Birmingham Bounce*, which has been waxed by Red Foley and Lionel Hampton on Decca, Tex Williams on Capitol and Art Lund on MGM, among others. Pubbery will headquarter in Hollywood.

## Peer Int'l Files Suit Against Pub, Diskery

NEW YORK, May 13.—Peer International yesterday (12) filed an infringement suit against Peter Dorraine, Inc., pubbery and Abbey Records charging infringement of Floyd Tillman's tune, *Slipping Around*. Peer, filing in Federal Court, asked for an injunction, damages and an accounting of a Dorraine published ditty, *Slipping Around With Jolie Blou*, which was written by Bill Franklin and which was recorded by Dorraine's Abbey diskery.

Relevant to the case is the fact that Broadcast Music, Inc. (BMI), which licenses Dorraine's tunes, refused to clear *Slipping Around With Jolie Blou* some 10 days ago.

of HR 6000. It frequently happens that the conferees of one body trade off one point of variation to gain approval of another.

### Hard To Guess

For that reason it is impossible to guess what will happen to the definition. The conferees' decision is at most certain to be final, since acceptance of a conference report by both houses is usually a matter of routine.

The committee vote represents definite victory for ballroom and vaude operators, who testified against the House wording, and a defeat for AFM, which supported the language. Had the committee okayed the change and been upheld by the Senate, the matter could not be considered by the conferees.

## Rondo Sets Up European Deal

CHICAGO, May 13.—Rondo Records here, thru Nick Lany, has completed a series of international distribution exchange deals, following a European tour by Lany. Selmer Inc., the international band instrument manufacturers, will press and distribute Rondo wax in France as its colonial possessions thru its platter subsidiary, Heimbrodt, in Basel, Switzerland, will handle the wax thru that area. Disco-Trade Brussels, Belgium, will peddle Rondo thru Belgium, the Netherlands and Luxembourg. Lany has already received sample exchange disks from the catalogs of Selmer and Heimbrodt.

In recent artist inkings Rondo has added Danny Alvin, the vet Dixieland drummer and his band; Arsen Siegel and Tommy Fairclow, organists; the Song-Smiths, Harmony Trio and Charley Agnew's small dance band.

Rondo which recently moved into its own building here at 220 Locust has added the following new distributors: Ockel Music, St. Louis; Mercury Distributors, Minneapolis; Miami, and Bruce Distributors, New York.

## Decca Signs Noro Morales

NEW YORK, May 13.—Latin pianist-composer-maestro Noro Morales has been signed to a term recording contract with Decca Records.

Morales previously recorded for MGM Records and prior to that he sliced wax for the now defunct Melodic diskery.

### WINS 2G IN SUIT

HARTFORD, May 13.—Al Gentile Old Lyme, Conn., band leader, won a judgment for \$2,040 and costs in his suit against Harold and Michael Andreoli, of New London, Conn., the brothers who formerly operated the Blue Meadows, New London night spot. Gentile sought damages for \$3,000 in the case tried before Judge Vine R. Parmelee, of New London Common Pleas Court. The band leader alleged that the Andreolis had paid him \$1,140 and still owned him \$2,040 under a contract he signed with them in November, 1948. He supplied a band and entertainers for the Blue Meadows.



**"Stars" Re-Twinkle**

NEW YORK, May 13. — *Stars Are the Windows of Heaven*, a tune originally pubbed in 1927, has run an odd music business history. Contrary to traditions of the song revival, this tune proved a total loss on its first fling, and in its 1950 guise, sparked by several waxings, has succeeded in making the music tracks. The tune is published by Pickwick Music.

**LAC Appoints Levant a Veep**

CHICAGO, May 13.—Jay S. McConkey, prexy of McConkey Artists' Corporation (MAC), announced some personnel revisions here this week. Phil Levant, for the past two years location band booker with the ace, has been elevated to v.-p., and will be in charge of the big band department. He replaces Henry Skeddler, who starts at MCA here as a one-night skeddler about June 20. Levant will be assisted by John Mitchell. In the New York office, Lloyd Brie, office manager, will do big work, with Royal Smith taking over cocktail work exclusively. Clyde Schuchman, Hollywood office chief, has added Hal Brown to handle big small orks. Dave Bender, former with Midland Attractions, Kansas City, Mo., is joining MAC in that city to handle acts and bands. McConkey also has hired Charlie Schell, promotion man at the Music City, Omaha ballroom, to join the Chicago office. Mitchell will either take over the one-night department in the Midwest. The office has added Bill Robins, who is fronting the old Eddy Dunsor band, and Fran McCarthy, former small band leader who has argued to 10 men. The office is booking 10 big bands.

**Mercury Sets Denmark Deal**

NEW YORK, May 13. — Mercury Records' longhair division has completed a master leasing deal with Tono of Denmark, which is acclaimed as the largest independent musical waxery in the Scandinavian countries. Mercury, under the guidance of longhair department topper Sid Hall, plans to issue its Tono waxes via long-play in a concentrated fall campaign. The Tono matrices being readied are mainly about standard piano violin concerti. The Danish State Radio Orchestra is the featured organization on most of the disks. A heavy campaign is being prepared to promote piano soloist Victor Schioler, whose work is prominent in the catalogue. Schioler, who was critically acclaimed in a Carnegie Hall recital a couple of years ago, is spotted as soloist in performances of Beethoven's Emperor concerto and Greig's piano concerto, both of which will be included in the fall drive. Another pianist due for a Mercury promotion is violinist Endre Wolf. Both of these artists are due for a hype after the conclusion of the promotion drive made by David Oistrakh's fiddling a year or so ago.

**Sidell New Cincy AFM Head**

CINCINNATI, May 13.—Election of Albert L. Sidell to the presidency of Local 1, American Federation of Musicians (AFM) Tuesday (2) was followed shortly by the announcement that he had been named manager of Cincinnati Summer Opera Association. Sidell succeeds the late Oscar Hild in both posts. Herman Knott chosen to succeed Sidell as assistant to the president.

**U. S. OK's Global Copyright Plan**

**Kidisks a Pubbers' Bonanza As S & S Sweeps Moppet Mart**

NEW YORK, May 13.—Pop pubbers are now focusing considerable attention on the kidisk field, which in the past six months has proven a considerable plus market. Such pop hits as *Rudolph, the Red-Nosed Reindeer*; *Peter Cottontail, I Want My Mama, Choo'n Gum, Me and My Teddy Bear* and the *Cinderella* songs have swept the moppet market and prompted an avalanche of new issues from kidisk specialty houses, some of which differ from the regular pop versions only in their multi-color packaging and non-breakable material.

The latest label to intrigue the fraternity is Simon & Schuster's (S & S) Little Golden six-inch line. This outfit, which originally set up to issue material derived from its own literary properties or from the public domain, burst into the sights of Tin Pan Alley several months back with a remarkable sales performance on several small diskings of material based on Disney's flick, *Cinderella*.

To produce pop material on disks retailing at 25 cents, and show a profit, it has been necessary for such outfits as S & S to dicker with pubbers for lower rates. In some cases, the diskery has been required to make large sales guarantees. In most instances, it has been necessary to prove to pubs that the 25-cent market is a new market, that the small disks are non-competitive with the higher-priced disks issued by the major companies.

S & S's artists-repertoire chief, Arthur Shimkin, feels that the *Cinderella* performance has proven that point. If the sale of his disks has hurt the sale of the major label versions, it's not apparent in the best-selling charts. S & S, he pointed out, agreed with Disney on minimum guarantees in January, and didn't receive the signed licenses from Disney until March. By that time, however, orders had already exceeded the guarantees. Meanwhile, RCA Victor's regular-price version of *Cinderella* was topping the best seller lists.

For the Little Golden line, these disks have proven the "leaders" to open new distributing channels and chain outlets. The unprecedented depth of the market can now be attributed to the tremendous quality of junior-sized, cheap phonos sold at Christmas time last year. Most of these phonos, according to Shimkin, were purchased specifically for the under-sized kidisks.

As the result of dealer acceptance, indicated by sales and by S & S questionnaires, Shimkin is "doing plenty of listening" to pop material. The regular fall release has been

**Song Slides Plug Tune on Tele**

NEW YORK, May 13.—One song publisher has taken a page from the old theater song-slide technique to plug his wares on television. Joe Davis, who recorded his next plug, *In the Valley of Golden Dreams*, with Bob Houston, for his own Celebrity label, will utilize this waxing in a short film strip, which will be sent gratis to all of the 97 TV outlets extant.

Davis has obtained some appropriate strips of scenic film from old reels, dubbed the recording onto the track and superimposed two printed lines of the lyric at a time. The disk alone runs three minutes and seven seconds. Davis is suggesting its use as a filler or as a feature on variety shows.

upped from six to 11 new disks, to include tunes from *The Wizard of Oz*, and such pop standards as *Santa Claus Is Coming to Town*. To ride the crest of this pop trend, samples are being sent out as early as June, with first shipments likely before August 1.

S & S is also getting set to promote the new material via radio plugs in the fashion of pop diskeries. A 12-inch LP transcription disk, carrying the equivalent of 20 regular Little Golden sides, will be made available gratis to distributors for jock pushing around July 1. Jocks will also be serviced direct on request.

**Kay Brown Inks Mercury Paper**

HOLLYWOOD, May 13.—Kay Brown, 16-year-old Hollywood high school songstress, was inked to a Mercury recording pact by Harry Geller, artist-repertoire chief. Geller classes the girl as a find and claims her flexible style points to a promising disk future. Geller inked a pact with George Jay, Miss Brown's manager. Her initial couplet is being rushed to market, pairing *Razz-a-Mazz-Tazz* backed by *Teasin'*. Label's other fem chirps include Patti Page, Kitty Kallen, Madelyn Russell, Dinah Washington and Eileen Barton, whom it shares with National.

Geller also inked the King Sisters, giving label its only non-Negro vocal group (label already owns the Golden Gate Quartet and Steve Gibson's Red Caps). Geller, who recently signed Roberta Quinlan in New York, told *The Billboard* he's out to get new talent and will prune some deadwood from his artist roster. Geller leaves Tuesday (16) for New York to record the original cast of Broadway's *Tickets, Please* with the Hartmans (he acquired show's exclusive disk rights), and also has sessions skedded for Eddie Howard, plus duet sides with Frankie Laine and Patti Page, marking Laine's first dueting on wax.

**Moss Drops Action Against Disk Firms**

NEW YORK, May 13.—An infringement action brought by Ellsworth F. Moss in Federal District Court in Buffalo against Floyd Tillman, Peer International Corporation, Broadcast Music, Inc. (BMI) and Decca and London Records was dropped recently following a motion made by defense attorney Arthur Fishbein asking dismissal on the grounds of improper venue.

Moss had brought suit in connection with the tune, *I Love You So Much It Hurts*, which he claimed infringed on his unpublished copyright, *I Fell in Love With a Dream*. He was represented by the Buffalo law firm of Gunderman, Barone & Wender.

**Dominion Features Can. Pair**

TORONTO, May 13. — Canadian Music Sales Corporation, Ltd., music publishers, has entered the recording field with four new recordings, using the Dominion label. The recordings feature Canadian artists and Canadian tunes. On the first releases are Gosele and George Murray, well-known radio vocalists.

**Reply Sent To UNESCO Paris Office**

**Decision This Month?**

(Continued from page 4)

forwarded to the UNESCO office in Paris and copies are being mailed to members of the U. S. copyright panel.

There has been known for some time that the U. S. would support a world copyright treaty (*The Billboard*, February 18), official filing of U. S. approval with UNESCO is expected to add momentum to the drive for a pact. There is no more than an outside chance that decision for or against a treaty will be made at the next meeting of UNESCO in Florence, Italy, late this month. Delay in returning the questionnaire to UNESCO on the part of many nations, including the United States, makes it doubtful that a final decision can be made before September, when UNESCO is scheduled to meet again.

**Four-Month Delay**

The tentative timetable set up last summer would thus be thrown off about four months. Assuming a majority of other nations goes along with the United States in okaying the idea of a global pact, UNESCO will probably call for an international convention of copyright experts to be held in early 1951 to draft a treaty. This treaty would then have to be submitted to the individual nations for ratification, a lengthy process in many countries, including this one. It is considered likely that it will be 1952 before any substantial number of nations become bound by a global treaty.

In general, U. S. policy as outlined in the reply to the questionnaire calls for the treaty to be couched in broad terms in order to secure as wide adherence as possible. "Works to be protected," said the U. S., "should not be enumerated in detail, but should be covered by a general phrase such as 'all literary, scientific and artistic works.'"

**State Dept. Comment**

Suggesting no reservations at all on the part of this nation, State Department said, "the introduction of the principle of reservations should wherever possible be avoided."

Mindful of the fact that copyright protection is stronger in some countries than in others, State Department recommended, "the convention should not provide that a State must grant to works originating in any adhering State treatment as favorable as that given to works originating in any other State." If this recommendation is followed, the U. S., for example, would be free to give more copyright protection to a high-standard country like England than to one like Turkey, which, with its limited copyright standards, could afford little protection to works of U. S. citizens.

**U. S. Desire Outlined**

The U. S. desires to keep international copyright protection on a reciprocity basis is further outlined in other State Department recommendations to UNESCO. "The convention," the agency said, "should not modify any existing multi-lateral or bi-lateral treaty except as may be specifically so provided in the convention or agreed to by the parties to such existing treaties." At another point, State Department remarked, "the convention should not be construed to discourage continued or (See U. S. OK's Plan on page 19)



# MUSIC—AS WRITTEN

## RCA Signs Two TV Sopranos

Two young American sopranos have been inked to exclusive RCA Victor Red Seal recording contracts. The artists are 22-year-old **Barbara Gibson** and 20-year-old **Elaine Malbin**, both of whom have appeared in TV opera productions. Miss Gibson will make her third appearance on "The Telephone Hour" July 24.

## Theater Guild To Fete Richard Rodgers

The Theater Guild is throwing a party for tunesmith **Richard Rodgers** May 17, celebrating the 25th anniversary of the opening of his first musical, "The Garrick Gaieties." The Rodgers score, with lyrics by the late **Lorenz Hart**, was published by **Edward B. Marks Music**, and included the hit, "Manhattan." Screen comic **Sterling Holloway**, who introduced the song in the original production, is coming to New York to repeat his performance at the party.

## MGM's Second 45 Release Out About June 9

MGM's second 45 r.p.m. release goes on sale approximately June 9. It consists of nine singles, including **Kathryn Grayson's** "Jealousy," **Lennie Hayton's** "Slaughter on 10th Avenue," **Kate Smith's** "God Bless America," **Hank Williams's** "Love Sick Blues," **Billy Eckstine's** "Bewildered," **Blue Barron's** "Cruising Down the River," **Art Mooney's** "I'm Looking Over a Four-Leaf Clover," **Ivory Joe Hunter's** "I Almost Lost My Mind" and **David Rose's** "Bewitched."

## "Old Man Atom" May Explode as Sleeper

An off-the-beaten-track waxing of a tune tagged "Old Man Atom," released on ABC Records, created a stir in local disk jockey centers and showed signs of working into a freak sleeper hit. Tune, a "narrative on the atom bomb and a plea for peace," was clefted by **Verne Partlow** and published by **Bibo Music**. ABC dinking features the voice of **Sam Hinton**, folklore authority and professor of oceanography at Scripps Institute. By week's end, major diskeries were reported interested in the tune, with Capitol and RCA Victor both scouting their talent rolls for artists most qualified to cut the unusual waxing. Side-light to tune's rise was the fact that World Federalists, political peace and "one world" org, had climbed on the bandwagon to plug tune thru its various chapters.

## Kenton Sets Balboa Park Bowl Concert

**Stan Kenton** will take over San Diego's (Calif.) 3,900-seat Balboa Park Bowl for an "Innovations in Modern Music" concert June 2, night before his Hollywood Bowl concert. Latter bash will serve as the climax for Kenton's 77-date national concert tour. Capitol Records and Kenton's flack, **Gene Howard**, join promotional forces on behalf of both concerts.

## Maxine Sullivan Signs Exclusive Pact With Apollo

Thrush **Maxine Sullivan** has signed a new exclusive recording contract with Apollo Records. Miss Sullivan, who cut disks several years back for RCA Victor, Okeh and International, has not recorded for several years. Apollo has also issued its first Jewish disk in three years, featuring the **Barton Brothers** in one of their typical comedy routines.

## Modern Sells Hollywood Pressery to Mercury

Modern Records last week dropped out of the pressing end of the disk biz, disposing of its Hollywood plant to Mercury Records for \$78,000. Modern will henceforth contract with Mercury for Hollywood pressings, augmenting Coast output with pressing facilities in Memphis and New York. Plattery will vacate its present location for new offices in Beverly Hills. Modern has operated a completely integrated processing and pressing plant for several years, buying the factory lock, stock and barrel from the bankrupt ARA record firm.

## James, Kennedy Wow 2,200 in Georgia

**Harry James** and his band drew 2,200 to a concert and dance at Macon Auditorium, Macon, Ga., Monday (8), despite hot weather and non-air-conditioned building. Concert started at 8 p.m. and ran an hour. Crowd especially liked the comedy numbers by **Jimmy Kennedy**. It was the first time a name org brought a non-musician comedian for a concert-dance date in Macon. **J. H. Waites Jr.**, Macon booker, sponsored the date.

## Gold Buys Hoffman-Livingston-Drake Catalog

**Joe Gold**, former Warner Bros.' contact man, has purchased the Hoffman, Livingston and Drake catalog. The pubbery, owned by clefters **Al Hoffman**, **Jerry Livingston** and **Milton Drake**, is affiliated with the American Society of Composers, Authors and Publishers (ASCAP) and includes the novelty "Fuzzy Wuzzy."

## Young Peoples To Stage Lavish Free Outdoor Concert

A unique, lavish promotion for childrens' records will take shape on the Central Park Mall Saturday morning, May 20. Young Peoples' Records (YPR), which is accustomed to lavish full-page ad promotions in popular national publications, is assuming the \$5,000 cost of producing a free outdoor concert, built around material from YPR disks. The diskery's talent, including **Tom Glazer**, **George Rasely**, **Albert Grobe**, and Conductor **Walter Hendl**, will perform. Sets have been designed by package artist **Ajay**, and original choreography is to be furnished by **Anna Sokolow** and her dance group. A 12-man ork will play.

## RCA Mexico Chief Arrives in New York

**Mariano R. Conde**, RCA Victor's artist and repertoire chief in Mexico, arrived in New York May 15 to look over the local market for Latin material. His trip was planned as part of the new co-operative program planned in conjunction with local Latin a. and r. head **Herman Diaz** and **Frank Amaru**, Victor's international department sales head in the domestic division. Diaz and Amaru visited Mexico last month.

## New York:

**Mike Sukin**, Coast manager for D. Dreyer & Company, has left the firm to set up his own business. Dreyer is considering prospects for replacement for Sukin, and also for a local professional manager to replace **Sy Mannes**, who left to set up his own Hubert Music firm last month. **Bob Baumgart** has been elected to the Council of Music Publishers' Contact Employees (CMPCE), pluggers' union, to replace **Ralph Smitman**, who moved to the Coast for **Edward B. Marks Music Company**. . . . Contact men have voiced beefs recently over an attitude prevalent among deejays' assistants and station librarians. One plugger, turned over to an assistant librarian at a Washington station, was immediately hit by demand for four ducats to "South Pacific." . . . Warbler **Dick Noel** open at the Pittsburgh Copa June 19. He's managed by **Eddie White**. . . . **Catherine Favaro**, former secretary to **Bob Thiele** at Signature, and more recently to **Walt Dana**, of Dana Records, joined **Dick Linke** publicity last week. . . . **Laura Leslie**, former **Sammy Kaye** thrush now stepping out as a single, will be handled for management and publicity by **Mannie Green** field.

**Peter Paul**, manager of Mercury warbler, **Richard Hayes**, will marry **Shirley Cohen** the first week in June. Hayes will be best man. . . . **Cathy Mastice**, ex-legit singer, now singing pops, will record for Admiral Records beginning May 20. She'll cut with **Ernie Fiorito's** ork. . . . Some of piano rolls cut prior to 1910 by **Scott Joplin** and **James Scott**, have been dubbed onto disks by **Rudy Blesh** for his Circle label. Rolls were etched by the old-style 65 key piano.

**Stuart Foster**, ex-Tommy Dorsey and Guy Lombardo vocalist, has cut two sides for the new indie label, Eastly Records. Tunes are "I Would I Could, But I Can't" and "I Cross My Heart." . . . **Jimmy Elynn** and ork open at the Radisson Hotel, Minneapolis, June 2.

**Mills Music** has acquired sole sales representation here for **Alfred Lengnick & Company, Ltd.**, Britisher pubber of classic and educational music. . . . **Lou Levy** returned here from the Coast last week. . . . A fire gutted the stockroom and offices of **Apex Records, Ltd.**, Ontario distributor for Decca, but only one shipping day was lost. . . . The African Aid Committee is sponsoring a concert of Negro symphonic music under the direction of **Dean Dixon** at Town Hall Sunday afternoon (21).

## Chicago:

**Henry Spitzer** has taken over "Chocolate Ice Cream Cone" from **Russ Hull**, of Country Music. Deal called for a \$1,000 advance with Hull retaining some mechanical and performance rights. . . . **Buddy Moreno** set for the summer, fronting a local ork at the Chase Hotel, St. Louis. **Perry Mitchell** is warbling. . . . **Will Back** set for the entire season at the Broadmoor Hotel, Colorado Springs, Colo., opening June 24. . . . **Harold Barr** of the Oasis Ballroom, Michigan City, Ind., will play a series of one-nighters thru the summer. Barr had previously been indefinite as to opening because of bad biz conditions. . . . Capitol Records has inked **Joe Allison**, WMAK, Nashville, disk jockey and songwriter, to a waxing pact, along with **Jimmy Selph**, Nashville h. b. singer. **Dee Kilpatrick**, new a. and aid to **Lee Gillette**, did the inking. . . . **Gene Baylos** may cut some hume disks for Mercury. **Irv Green**, proxy of Mercury, suggested to **Ben Orloff** that he use Baylos at the Silver Frolics. Orloff followed the Green suggestion and Baylos has done the biggest biz yet in the new bistro. . . . **Glenn Burrs**, publisher of Down Beat, the music fan paper since its inception, has anked the operation. **Tom Herrick** takes over as new director. Herrick was at one time Down Beat ad manager. . . . **Patsy Lee**, Decca's **McNeill** "Breakfast Club" chirp, has inked with Decca. . . . The **Blackhawk** and the **College Inn**, of the Hotel Sherman, are starting Charleston night. . . . **Louis Jordan** set for two weeks at the Blue Note June 10.

## Hollywood:

**Berle Adams** will supervise the London cutting session of the **Trendy Twins** this week before the **Gabbe**, **Lutz** and **Heller** song and comedy pair leave on an extended Eastern tour. The **Treniers** open at Gubby in Philly May 29. Adams will use the **Gene Gilboux** quartet for the accompaniment on the four-side session. . . . **T. Texas Tyler** attracted 3,500 stub-holders to Spokane's Natorium Saturday, May 4. . . . **Perry Passozoglu**, Fox West Coast Theater chain flackery and tele topper, is trying to hand at tunesmithing. His "Gone" was recently etched by **Annette Warren** for Standard Records, and he now has "Let's Go to the Movies" skedded by the same indie. . . . **Madelyn Russell**, fresh from a Frisco pact cut four for Mercury. . . . London's **Claire Hogan** being eyed by RKO for a lead in "Two Tickets for Broadway." . . . Trek thru Washington, Oregon and Idaho during June set for **Maddox Brothers and Rose**. . . . **Cleff** batoner **Victor Young** back in town to become musical director of CBS' "Contented Hour." . . . **Ralph Peer** secured world pub rights to a batch of European pop tunes during his recent overseas hop. Ditties are currently in the translation and adaptation stage and are going into **Peer** Southern Music catalog. . . . "The Little Jug," south-of-the-border import has been cut for Capitol by **Woody Herman**. Other waxings of the disk include **Art Mooney** on MGM, **Cab Calloway** for London, and **Larry Fine's** Decca disk. . . . Good Time Jazz label has named **Jack Lewerke** general manager in charge of all operations. Lewerke's music biz experience includes being former editor of **Clef Magazine** and more recently was associated with MGM's local distrib. His first chore is a flying trip to 30 key market cities to huddle with label's distributors and line up new outlets in unassigned territories. Label specializes in Dixieland and ragtime, with the **Firehouse Five Plus Two** heading its roster. . . . **Tex Williams** and His Western Caravan will hit the full NBC net starting July. Show features **Williams**, **Smokey Rogers** and **Deuce Spriggins**. . . . **The Ravens** make their first appearance here, opening at **Eddie de Sore's** Oca following their two-week stay at Las Vegas's Thunderbird. . . . **Ernie Felice** has inked a deal with the Sonola Accordion firm permitting the to manufacture a squeezebox bearing the Felice name. Instrument will feature Felice's own invention, a mute producing sounds which for years have trademarked Felice's style of playing.

## On the Sound Track:

**Daniele Amfiteatrof** is representing Hollywood composers at the Fourth International Congress of Music (May 13-18) in Florence, Italy. (See Music—As Written, on page 39)



# RED FOLEY DOES IT AGAIN!

RED'S "CHATTANOOGIE"  
DECCA 46205

OVER 1,000,000 SOLD TO DATE

RED'S "BIRMINGHAM BOUNCE"  
DECCA 46234

BREAKING BIG ALL OVER THE COUNTRY!

AND NOW...

# MISSISSIPPI

COUPLED WITH

OLD  
KENTUCKY  
FOX CHASE

DECCA 46241

List Price 75¢

America's  
fastest selling  
records









### Mull Theater Idea To Hypo Terp Biz

CHICAGO, May 13.—Ken Moore, proxy of Prom, Inc., which controls four Midwest ballrooms, is mulling a radical departure in ballroom operation for summer experimentation. Moore is considering the formation of a summer theater group which would play a one-night circuit in ballrooms. Moore has contacted several local stock producers and Frank Dare, Midwest rep for Actors' Equity.


Moore feels that the introduction of a new twist would combat the natural decline in terp biz when the hot weather begins and might advance to a point where it would give a ballroom an additional night of operating time.

Moore controls the Surf, Austin, Minn.; Terp, Clear Lake, Ia.; the Prom, Minneapolis, and the Blue Moon, Wichita, Kan. If the plans go thru he intends to contact about six or eight other operators who operate air-conditioned terperies like his own, with the hope of working out a 10 or 12-day circuit for the players to work.

**Another BMI Pin-Up Hit!**  
**ROSES**  
 Published by Hill & Range  
 Recorded by  
 Sammy Kaye (Vic) | Sons of the Pioneers (Vic)  
 Billy Eckstine (MGM) | Snooky Lanson (Lon)  
 Ray Anthony (Cap) | Gene Autry (Col)  
 Licensed exclusively by  
**BROADCAST MUSIC, INC.**



**FROSTY**  
 the  
**SNOW**  
**MAN**  
 The Hottest Man on Ice



**THE LITTLE GENERAL**  
 says ...  
 "IF I LIVE TO BE A HUNDRED"  
 IS THE SONG OF THE CENTURY  
 Recorded by **BOB HANNON**  
**CARONA (ATLANTIC)**  
 HT 101  
 and more to come ...

**GENERAL MUSIC**  
 400 Madison Ave., N. Y. C., PL 3-7342



**MUSIC BOURNE TO LIVE**  
 "ARE YOU LONESOME TONIGHT"  
 by **BLUE BARRON**  
 MGM 10623  
**BOURNE, Inc.** 700th Ave. N.Y.N.Y.

## US OK's Plan For Global Copyrights

### Reply Sent to UNESCO

(Continued from page 15)

further adherence to existing treaties."

Asked by UNESCO about who should be permitted to join in signing a treaty, State Department replied that any nation, member of UNESCO or not, should be okayed if it maintains a domestic system of copyright protection. This reasoning is hinged on another policy statement in which State Department asked that the pact include a provision requiring that any adhering nation give as much copyright protection within its borders to foreign works as to its own works. Obviously, there would be no point in having a nation in the treaty which gives no protection to its own nationals.

To facilitate international copyright protection, the State Department recommended that the treaty provide a system for registering copyrights. "Such a provision," State said, "would describe a form of notice and premissible requirements relative to deposit and registration." In addition, State went on, "such a provision should also specify that the signature of the copyright claimant shall be sufficient authentication of any deposit or registration of a foreign work, and that no notarization or fee shall be required." State explained that this recommendation contemplates that no pact nation shall put more restrictions on copyright filing for foreigners than for its own nationals.

Asked if the pact itself should contain a provision for periodic conferences to consider possible revision, State replied in the affirmative. The agency made no suggestion as to how often confabs should be held, but officials have said that every five years would be about right.

State recommended that the global pact include a provision for the protection of Stateless and displaced persons by declaring their works as originating in whatever country the works are first published.

### MPPA, SPA FILE

(Continued from page 12)

Court has held that a device such as a phonograph record is not a copy of a musical composition; the copyright act describes records not as copies but as "parts of instruments."

(5) There is no provision in the act for the imprinting of copyright notices on records.

(6) The conclusion, therefore, is that "the issuance of a phonograph record is not a publication because a phonograph record is not a copy, and the sale of a phonograph record does not constitute a dedication of the work to the public."

The brief documents this reasoning with references to precedential cases involving piano rolls, dramatic compositions, songs presented in vaudeville, etc. It also points out the possible economic consequences of the Igoe ruling, under which "catalogs of musical compositions valued at many millions of dollars would be worthless" and "the entire music publishing industry might be disrupted and hundreds of songwriters deprived of their livelihood."

DETROIT, May 13.—Henry Wozniak has taken over as sole owner of the Madison Ballroom, midtown Woodward Avenue spot, following the withdrawal of his partner, William Emerson, who is now with the orchestra in the ballroom. Policy of old-time dancing on Saturdays, with modern dancing on Tuesday, Thursday and Friday, is being followed. Wozniak plans to add Sunday to the regular dance schedule a little later.

# SAMMY KAYE'S

# WANDERIN'

## Arrives!

### RECORDS MOST PLAYED BY DISK JOCKEYS

8 15 11. WANDERIN'.....S. Kaye Ork-T. Alamo  
 ....V(78)20-3680,  
 (45)47-3203—BMI

### BEST-SELLING POP SINGLES

4 21 13. WANDERIN'.....S. Kaye Ork-T. Alamo  
 Bicycle Song, The .....V(78)20-3680,  
 (45)47-3203—BMI

### MOST-PLAYED JUKE BOX RECORDS

4 23 21. WANDERIN'.....S. Kaye Ork-T. Alamo  
 ....V(78)20-3680,  
 (45)47-3203—BMI

featuring

## TONY ALAMO & THE KAYE CHOIR

# RCA Victor Records

78 rpm  
20-3680

45 rpm  
47-3203



**South America's #1 Song Now Creating America's #1 Dance Craze**

# MAMBO

*(QUE RICO EL MAMBO)*

Music by **Perez Prado**  
Lyrics by **Raymond Karl and Charlie Towne**

**FREDDY MARTIN**  
Victor

**SONNY BURKE**  
Decca

**DAVE BARBOUR**  
Capitol

**PEER INTERNATIONAL CORP**  
Sole Selling Agent  
**SOUTHERN MUSIC PUB. CO., INC.**  
• NEW YORK • CHICAGO • HOLLYWOOD

**The Billboard** MUSIC POPULARITY CHARTS  
**The Nation's Top Tunes**  
PART I

Based on reports received last three days of Week Ending May 12

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 |
|---|-----------|
| <b>1. THIRD MAN THEME, THE</b>  | <b>1</b>  |
| By Anton Karas<br>Published by Chappell (ASCAP)<br>From the Carol Reed film, "The Third Man."<br>Records available: D. Apollo, National 9194; Cate Vienna Quartet, Col(33)1-444; L. Fields Trio, V(78)120-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46210; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)120-3709, (45)47-3242; A. Rey Cap(78)1020 (45)FB20; 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.<br>Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated. |           |
| <b>2. MY FOOLISH HEART</b>  | <b>3</b>  |
| By Victor Young and Ned Washington<br>Published by Santly-Joy (ASCAP)<br>From the Sam Goldwyn film, "My Foolish Heart"<br>Records available: M. Carson, V(78)120-3681, (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 24930.<br>Electrical transcription libraries: Tommy Dorsey Ork, Standard.   |           |
| <b>3. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE</b>   | <b>2</b>  |
| By Al Hoffman, Bob Merrill and Clem Watts<br>Published by Robert (ASCAP)<br>Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixielanders, 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)120-3713, (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; I. Carlyn Ork, Rondo 5005.<br>Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Welk Ork, Standard.   |           |
| <b>4. SENTIMENTAL ME</b>  | <b>6</b>  |
| By Jim Morehead and Jimmy Cassin<br>Published by Kriegerbocker (ASCAP)<br>Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vacs, Dec 48141; B. Mayo Quintet, Dana 2074; R. Vallee, V(78)120-3793, (45)47-3793<br>Electrical transcription libraries: Dick Jurgens Ork, Associated.  |           |
| <b>5. BEWITCHED</b>   | <b>5</b>  |
| By Richard Rodgers and Lorenz Hart<br>Published by Chappell (ASCAP)<br>Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honeydreamers, V(78)120-3726, (45)47-3726; G. Jenkins Ork, Dec 24903; Andre Previn, V 20-3617; Dave Rose, MGM 90120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231.<br>Electrical transcription libraries: Dave Rose Ork, Standard.  |           |
| <b>6. IT ISN'T FAIR</b>   | <b>4</b>  |
| By Sylvester Sprigato, Frank Warshaw and Richard Himmer<br>Published by Words & Music (ASCAP)<br>Records available: B. Goodman Ork, Cap 860; B. Harrington-3 Basus and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)120-3609; L. Brown, Col 38735; R. Hayes, Mer 5362; Joey Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.<br>Electrical transcription libraries: Dick Jurgens, Associated.  |           |
| <b>7. HOOP-DEE-DOO</b>  | <b>9</b>  |
| By Frank Loesser and Milton DeLugg<br>Published by E. H. Morris (ASCAP)<br>Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)   |           |
| <b>8. DEARIE</b>  | <b>7</b>  |
| By Hillard and Mann<br>Published by Laurel (ASCAP)<br>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)120-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609.<br>Electrical transcription libraries: Henry Jerome, Lang-Worth.  |           |
| <b>9. DADDY'S LITTLE GIRL</b>   | <b>10</b> |
| By Bobby Burke and Horace Gerlach<br>Published by Beacon (BMI)<br>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; I. Preston, Four Star 1438; J. Desmond 1 Mottola Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V(78)120-3550, (45)47-3043; C. Marrow, Varsity 257<br>Electrical transcription libraries: The Bachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airline Trio-Henry Jerome, Lang-Worth.   |           |
| <b>10. MUSIC! MUSIC! MUSIC!</b>   | <b>8</b>  |
| By Steven Weiss and Bernie Baum<br>Published by Cromwell (ASCAP)<br>Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)121-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ork, V(78)120-3693, (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.<br>Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.   |           |

**WARNING**

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This week's

# New Releases

## ... on RCA Victor

Release 50-30

*Ships Coast to Coast, Week of May 21*

### POPULAR

#### ZIGGY TALENT

To the Hills, Men, to the Hills  
From Omaha-Ha-Ha to Idaho-Ho-Ho  
20-3778—(47-3778)\*

#### Here come the DANCE BANDS again!

#### TEX BENEKE and his "Music in the Miller Mood"

I've Got a Heart Filled With Love  
Busy Signal 20-3790—(47-3790)\*

#### Here come the DANCE BANDS again!

#### TOMMY DORSEY and his CLAMBAKE SEVEN

Tiger Rag  
Way Down Yonder in New Orleans  
(from the musical production "Strut, Miss Lizzie") 20-3791—(47-3791)\*

#### EDDIE FISHER with HUGO WINTERHALTER'S ORCHESTRA AND CHORUS

Nightwind  
Warm Kisses in the Cool of Night  
(adapted from "Swan Lake" Ballet)  
20-3792—(47-3792)\*

#### RUDY VALLEE WITH THE HONEY-DREAMERS

Sentimental Me  
Niccolo and His Piccolo  
20-3793—(47-3793)\*

### POP-SPECIALTY

#### BERNIE WYTE AND HIS POLKA BAND

Finger Polka  
Hoosha Shoosha—Polka  
25-1161—(51-0073)\*

### COUNTRY

#### TEXAS JIM ROBERTSON and the PANHANDLE PUNCHERS

Yesterday's Kisses (Are Tear-Drops Today)  
One Kind Word 21-0334—(48-0334)\*

### WESTERN

#### BILL BOYD and his COWBOY RAMBLERS

Red River Rag  
Come and Get It 21-0335—(48-0335)\*

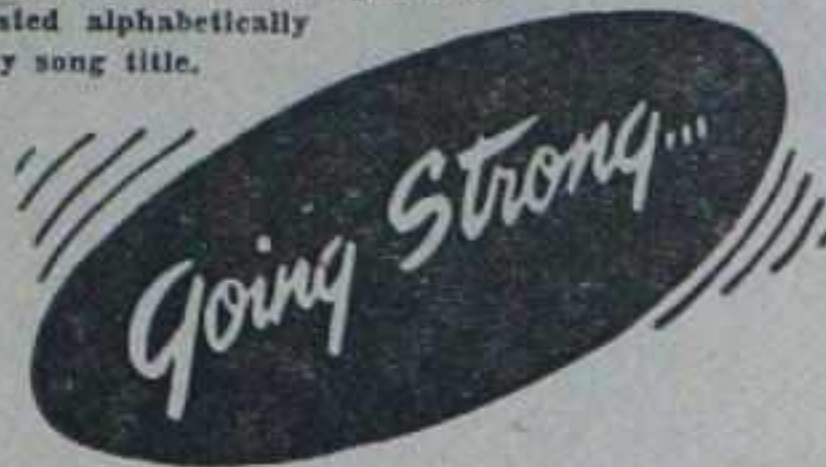
### RHYTHM-BLUES

#### THE FOUR TUNES

Kentucky Babe  
Old Fashioned Love  
22-0085—(50-0085)\*

\*45 r.p.m. catalog numbers

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



- \$ Candy and Cake }  
\$ My Foolish Heart }  
 Mindy Carson ..... 20-3681—(47-3204)\*
- \$ Chinese Mule Train  
 Spike Jones ..... 20-3741—(47-3741)\* 7
- \$ Count Every Star  
 Hugo Winterhalter ..... 20-3697—(47-3221)\* 7
- \$ Hoop Dee Doo }  
\$ On the Outgoing Tide }  
 Perry Como ..... 20-3747—(47-3747)\* 7
- \$ It Isn't Fair  
 Sammy Kaye ..... 20-3609—(47-3115)\*
- \$ Joshua  
 Ralph Flanagan ..... 20-3721—(47-3724)\*
- \$ Little Angel With the Dirty Face }  
\$ Why Should I Cry }  
 Eddy Arnold ..... 21-0300—(48-0300)\* 7
- \$ Quicksilver  
 Elton Britt and Rosalie Allen ..... 21-0157—(48-0168)\*
- \$ Roses  
 Sammy Kaye ..... 20-3754—(47-3754)\* }  
 Sons of the Pioneers ..... 21-0306—(48-0306)\* } 7
- \$ There's No Tomorrow  
 Tony Martin ..... 20-3582—(47-3078)\*
- \$ Valencia  
 Tony Martin ..... 20-3755—(47-3755)\* 7
- \$ Wanderin'  
 Sammy Kaye ..... 20-3680—(47-3203) 7

\$ . . . 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.

7 . . . 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 May 13). Obviously, sure things!



★ . . . 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.

- ★ Acres of Diamonds  
 Elton Britt-Rosalie Allen  
 21-0302—(48-0302)\*  
 No. 5 The Country and Western Disk Jockeys Pick, The Billboard, May 13.
- ★ Bonaparte's Retreat  
 Gene Krupa 20-3766—(47-3766)\*  
 No. 8 The Disk Jockeys Pick, The Billboard, May 13.
- ★ I Wanna Be Loved  
 Fontane Sisters and Hugo Winterhalter Orch. and Chorus  
 20-3772—(47-3772)\*  
 "Beautiful dishing of the revived oldie"
- ★ Let's Go to Church Next Sunday Morning  
 Perry Como 20-3763—(47-3763)\*  
 No. 8 The Retailers Pick, The Billboard, May 13.
- ★ Thanks, Mr. Florist  
 Vaughn Monroe Orch.  
 20-3773—(47-3773)\*  
 "Designed as a sequel to 'Red Roses for a Blue Lady,' this is a sound, typical Monroe balled performance which is designed for simplicity and dancing." Billboard Possibility, May 13.

### TIPS

Tommy Dorsey's TIGER RAG and WAY DOWN YONDER IN NEW ORLEANS is best Dixieland record in 20 years. The Four Tunes' KENTUCKY BABE and OLD FASHIONED LOVE.

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 Swings

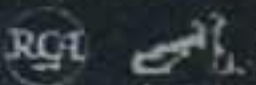
APRIL MAY JUNE

JULY AUG SEPT

to

OCT NOV DEC

"45"



Copyright



Prediction  
of  
Things  
to  
Hum...



Eddie  
FISHER  
with



Hugo WINTERHALTER'S  
Orchestra and Chorus

"WARM KISSES  
IN THE COOL  
OF NIGHT"

adapted from  
The "SWAN LAKE" Ballet

RCA VICTOR • 45rpm 47-3792 • 78rpm 20-3792

The Billboard  
MUSIC POPULARITY CHARTS  
PART II  
Sheet Music

Based on reports received last three days of Week Ending May 12

BEST-SELLING SHEET MUSIC

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

POSITION	Weeks to date	Last Week	This Week		Publisher
8	1	1	1	THIRD MAN THEME, THE (F) (R)	Chappell
11	2	2	2	MY FOOLISH HEART (F) (R)	Santly-Joy
4	4	3	3	BEWITCHED (R)	Chappell
11	3	4	4	DEARIE (R)	Laurel
10	6	5	5	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
5	10	6	6	OLD PIANO ROLL BLUES, THE (R)	Leeds
3	13	7	7	HOOP-DEE-DOO (R)	E. H. Morris
15	5	8	8	MUSIC! MUSIC! MUSIC! (R)	Cromwell
12	9	9	9	IT ISN'T FAIR (R)	Words & Music
15	8	10	10	DADDY'S LITTLE GIRL (R)	Beacon
6	7	11	11	SENTIMENTAL ME (R)	Knickerbocker
10	11	12	12	CANDY AND CAKE (R)	Dorford
2	15	13	13	WILHELMINA (F) (R)	Faist
3	14	14	14	LET'S GO TO CHURCH (R)	Beechwood
2	15	15	15	RAIN (R)	Miller

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week		English	American
5	1	1	1	MY FOOLISH HEART	Sun	Santly-Joy
6	3	2	2	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE	Chappell	Roberts
8	4	3	3	CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose
17	2	4	4	JEALOUS HEART	E. H. Morris	Acuff-Rose
5	6	5	5	C'EST SI BON	Peter Maurine	Leeds
9	7	6	6	FRENCH CANCAN POLKA	Connelly	Blossom Music
10	5	7	7	MUSIC! MUSIC! MUSIC!	Leeds, Ltd.	Cromwell
17	8	8	8	DOWN IN THE GLEN	L. Wright	Mills Music
4	10	9	9	ENJOY YOURSELF	Morris	Morris
4	15	10	10	CHERRY STONES	John Fields	*
16	9	11	11	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
30	12	12	12	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
2	18	13	13	THAT OLD PIANO ROLL BLUES	Leeds	Leeds
17	10	14	14	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Connelly
1	—	15	15	QUICKSILVER	E. H. Morris	E. H. Morris
23	13	16	16	HARRY LIME THEME	Chappell	Chappell
1	—	17	17	OH, YOU SWEET ONE	Southern	*
15	13	18	18	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*
6	16	19	19	I SAID MY PAJAMAS	Leeds, Ltd.	Leeds
7	16	20	20	MY THANKS TO YOU	Noel Gay	*
1	—	20	20	LET'S DO IT AGAIN	Lennox	*

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

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The Billboard  
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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 .....





**"BREAKING ON THE WEST COAST  
LIKE AN ATOMIC EXPLOSION!"**



**THE TALKING ATOMIC BLUES \***

**SAM HINTON on ABC 230**

*VERN PARTLOW'S GREAT PLEA FOR PEACE IN THE WORLD—  
OR—THE WORLD IN PIECES!*

*THE HOTTEST CONTROVERSIAL PLATTER OF THE  
SEASON ON THE HOTTEST CONTROVERSIAL SUBJECT!*

*\*thanks to BIBO MUSIC For A Great Hit!*

ORIGINAL RECORD OF WALT DISNEY MUSIC'S NEW HIT

ABC "ANNIVERSARY TOAST"

162 backed with "YOU'RE DIFFERENT"

Beautifully sung by DICK BALDWIN with the Cheer Leaders  
and the Stan Ellison Orchette

Banned by CBS! Bound To Hit—It's a Sneaker!

ABC "WHAT WERE YOU DOING ALL NIGHT?"

205 backed with "YOU OUGHT TO GET AN OSCAR"

GLORIA STUART—GUS SCHILLING—HARRY WHAM TRIO

New BOOTS FAYE Western Hits—by the Gal That Wrote Them

ABC "BABY SITTER'S BLUES"

190 b/w "I CAN'T FOOL MY HEART"

**CONTACT NEAREST DISTRIBUTOR—**

VITA DISTRIBUTING, 33 Union, Pasadena, Calif.

CHATTON DISTRIBUTING, 1921 Grove St., Oakland, Calif.

NORTHWEST TEMPO DISTRIBUTORS, 2307 1st Ave., Seattle, Wash.

G. C. RECORD DISTRIBUTORS, 1132 N. W. Glisan St., Portland, Ore.

DAVIS SALES CO., 1724 Arapahoe St., Denver, Colo.

RESBRO MUSIC CO., 327 Broadway, Idaho Falls, Idaho

HORD DISTRIBUTORS, 2320 S. Michigan, Chicago, Ill.

RACE NOVELTY ON CURRENT TAVERN VOGUE—VERY TIMELY!

ABC "SHUFFLEBOARD BOOGIE"

228

b/w "I DIDN'T CRY"—TWO HITS!

DUSTY BROOKS AND THE FOUR TONES

New TEX WALLACE Hillbilly Hit—Tex and String Band

ABC "I DON'T WANT TO GO TO HEAVEN"

192

b/w "WHY DON'T YOU HAUL OFF AND LOVE ME?"

New JACK RIVERS Hillbilly Hit—Jack and String Band

ABC "I DON'T WRITE NO LETTERS"

150

b/w "COUNTRY BOY"

M & R DISTRIBUTING, 5701 Forbes St., Pittsburgh, Pa.

H-O RECORD CO., 2630 Olive St., St. Louis, Mo.

KAY-GEE DISTRIBUTING CO., Baltimore, Md.

MUSIC MANAGEMENT CO., 1316 Murdock Rd., Charlotte, N. C.

DUNBAR DISTRIBUTORS, 3004 Ross Ave., Dallas, Tex.

DUNBAR DISTRIBUTORS, San Antonio, Tex.

SOUTH COAST AMUSEMENT CO., 314 E. 11th, Houston, Tex.

SUNLAND DISTRIBUTING CO., El Paso, Tex.

**DISTRIBUTORS: WIRE, WRITE, PHONE FOR OPEN TERRITORY!**

**ABC-EAGLE RECORDS 6110 SELMA, HOLLYWOOD 28, CALIF.**



# The Billboard

## MUSIC POPULARITY CHARTS

### Radio Popularity

Based on reports received last three days of Week Ending May 12

PART III



### SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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.

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(Beginning Friday, May 5, 8 a.m., and ending Friday, May 12, 8 a.m.)

Ask Me No Questions (R)	Witmark—ASCAP
Bewitched (R)	Chappell—ASCAP
Candy and Cake (R)	Oxford—ASCAP
C'est Si Bon (R)	Leeds—ASCAP
Chattanooga Shoe Shine Boy (R)	Acuff-Rose—BMI
Choo'n Gum (R)	Bregman-Vocco-Conn—ASCAP
Daddy's Little Girl (R)	Beacon—BMI
Dearie (R)	Laurel—ASCAP
Don'tcha Go 'Way Mad (R)	Advanced—ASCAP
Dream Is a Wish Your Heart Makes, A (F) (R)	Walt Disney—ASCAP
Down the Lane (R)	BMI—BMI
Have I Told You Lately That I Love You? (R)	Duchess—BMI
Hoop-Dee-Do (R)	E. H. Morris—ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous—ASCAP
If I Knew You Were Coming I'd've Baked a Cake (R)	Robert—ASCAP
I'm Gonna Paper All My Walls With Your Love Letters (R)	Goday—BMI
It Isn't Fair (R)	Words & Music—ASCAP
La Vie En Rose (R)	Harms, Inc.—ASCAP
Mona Lisa (R)	Paramount—ASCAP
Music! Music! Music! (R)	Cromwell—ASCAP
My Foolish Heart (F) (R)	Santly-Joy—ASCAP
Old Piano Roll Blues, The (R)	Leeds—ASCAP
On the Outgoing Tide (R)	Shapiro-Bernstein—ASCAP
Rain (R)	Miller—ASCAP
Sentimental Me (R)	Knickerbocker—ASCAP
So This Is Love (F) (R)	Walt Disney—ASCAP
Stay With the Happy People (R)	E. H. Morris—ASCAP
They Say It's Wonderful (R)	Berlin—ASCAP
Third Man Theme, The (F) (R)	Chappell—ASCAP
Wilhelmina (F) (R)	Felst—ASCAP

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

POSITION	Weeks to date	Last Week	Title	Artist	Label
11	1	1	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103; Mercury 5392—ASCAP
16	2	2	IT ISN'T FAIR	D. Cornell-S. Kaye Ork	V(78)20-3609; (45)47-3125—ASCAP
4	6	3	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747; (45)47-3747—ASCAP
15	3	4	SENTIMENTAL ME	Ames Brothers	Coral 60140; Coral 60173—ASCAP
7	4	5	THIRD MAN THEME, THE	G. Lombardo Ork	Dec 24839—ASCAP
7	8	6	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830—ASCAP
3	12	7	HOOP-DEE-DOO	K. Starr	Cap(78)980; (45)F-980—ASCAP
8	5	8	THIRD MAN THEME, THE	A. Karas	London 536—ASCAP
3	17	9	SENTIMENTAL ME	R. Morgan Ork	Dec 24904—ASCAP
5	10	10	MY FOOLISH HEART	B. Eckstine	MGM 10623—ASCAP
4	9	11	SENTIMENTAL ME	R. Anthony Ork-R. Deauville	Cap(78)923; (45)F-923—ASCAP
4	16	12	MY FOOLISH HEART	M. Carson	V(78)20-3683; (45)47-3204—ASCAP
8	13	13	DEARIE	J. Stafford-G. MacRae	Cap(78)858; (45)F-858—ASCAP
2	22	14	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec 27007
2	13	15	BEWITCHED	G. Jenkins Ork	Dec 24983—ASCAP
4	7	16	BEWITCHED	B. Snyder Ork	Tower 1473—ASCAP
3	25	16	ON THE OUTGOING TIDE	P. Como-M. Ayres Ork	V(78)20-3747; (45)47-3747—ASCAP
2	30	18	HOOP-DEE-DOO	Doris Day-G. Wyle Ork-Mellomen	Col(78)38771; (33)1-591—ASCAP
3	15	19	MY FOOLISH HEART	M. Whiting	Cap(78)934; (45)F-934—ASCAP
2	28	20	BEWITCHED	P. Rugolo Ork-M. Torme	Cap(78)1000; (45)F-1000—ASCAP
9	16	21	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminska's Dixielanders	Coral 60169—ASCAP
3	—	21	THIRD MAN THEME, THE	H. Winterhalter	Col(78)38706; (33)1-492—ASCAP
11	20	23	DADDY'S LITTLE GIRL	Millis Brothers	Dec 24872—BMI
1	—	24	ROSES	S. Kaye	V(78)20-3754; (45)47-3754—ASCAP
4	18	25	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakely	Cap(78)960; (45)F-960—BMI
3	29	26	CHOO'N GUM	T. Brewer	London 678—ASCAP
9	11	27	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3680; (45)47-3203—BMI
2	22	27	IT ISN'T FAIR	L. Brown Ork	Col(78)38735; (33)1-558—ASCAP
5	—	29	ARE YOU LONESOME TONIGHT?	B. Barron Ork	MGM 10628—ASCAP
1	—	29	MY FOOLISH HEART	H. Winterhalter Ork	Col(78)38697; (33)1-478—ASCAP

### Vox Jox

**SPONSOR STUFF . . .** Jack Davis, WQUA, Moline, Ill., reports "a complete sellout" for his airer and says, "Sponsors are buying the show for the extra ad libs I throw in. If d. j.'s are bogging down on time sales, this may help them." . . . Bill Ryan, WKAP, Allentown, Pa., impresses sponsors with his latest Hooper, which "shows that every penny spent on 'Shellac Shack' brings in 29 listeners for the advertiser." . . . Johnny Stewart, WEDO, McKeesport, Pa., wonders if his four-year-old daughter, Roxane, is overtrained. "Whenever she listens to the radio she tunes the commercials up and the music down!" . . . The Philadelphia Inquirer is sponsoring a daily five-minute segment on the Leroy Miller show over WFIL, Philadelphia. . . . George Carroll reports a full line-up of sponsors for his new show "Carroll and Things" over WEEU, Reading, Pa. . . . Ditto for Nick Nickson, WARC, Rochester, N. Y., who says "three quarter hour segs of 'Everything for Everybody' were sold after only two days of broadcasting." . . . A local grocery chain is backing Jay Giles's new show "Take It Easy Time" on WCNT, Centralia, Ill.

**KID DISKERS . . .** Bill Sherman, WCRB, Waltham, Mass., whose listeners call him "Radio's Baby Sitter," says "kids can control a big portion of a record show so I play a goodly number of disks aimed at youngsters like 'I Found My Mama.' I dish out musical therapy to a long list of kid shut-ins and cross them off my 'sick list' when their parents write that they're cured." . . . In a similar vein, Byng Whitteker, CBS, Toronto, concentrates on listeners from three to 10 years of age. Every month he tosses a party for his "small type" fans and their parents. Last month's shindig pulled 3,600, plus standees. . . . Joe Flood, KTLN, Denver, airs his "Bids From Kids" broadcast from the stage of the Gothic Theater every Saturday a.m. The show is patterned after an auction, with the moppets bidding for toys using the sponsor milk bottle caps as loot. One lad showed up with 15,000 bottle tops.

**GIMMIX . . .** George Odom, WMAZ, Macon, Ga., has found a name for his early morning show. The "winning" tag is "The Minute Man," which Odom says is eminently suitable, since he gives the time approximately every 60 seconds, except when a disk is spinning. His listeners like the multi-time signal idea. "Gets the kids off to school on time." . . . Johnny Richardson, KVOW, Littlefield, Tex., is featuring a five-minute "question of the week" gimmick, which is "pulling a lot of mail." Richardson uses a tape recorder to pop questions at people on the street and airs the results on the show. . . . Tom Sawyer, WHOO, Orlando, Fla., followed his recent search for a zither player with a uke contest. . . . Philly hausfraus like Jerry Gaines's new "cats meow" contest over WHAT. The deejay spins platters at twice their normal speed, and the gals phone in guesses on the disks' identity. . . . Lloyd Harvey, WGEM, Quincy, Ill., devotes his Saturday night "Mostly Music" airer to plugging the station's safety slogan contest.

**GUESTINGS . . .** Gene Krupa and Ray Anthony were recent visitors to Dean Landfear, WMT, Cedar Rapids, Ia. . . . Miami d. j. Barry Gray pulled a switch and guested on George Jay's King's Restaurant remote during his vacation in L. A. . . . Harry Curran, WXGI, Richmond, Va., interviewed Ted Weems and Elmo Tanner, when the ork played a one-nighter at the Tantilla Ballroom. . . . Russ Morgan and Tommy Dorsey discussed disks with Bob Earle, KSO, Des Moines, Ia. . . . Kay Starr, Dick Pierce and Les Brown dropped in on John Blashill's "1480 Club," KVOE, Santa Ana, Calif. . . . Movie actor Henry Wilcoxon plugging "Samson and Delilah" on Hugh Batey's WRBL airer, Columbus, Ga. . . . Arthur Godfrey (not the star) gabbed about the complications he has because of his famous namesake on Gary Lester's "Breakfast Hour," WIBX, Utica, N. Y. . . . Stan Kenton garnered rave reports for his "guest appeal" from Joe Rico and "Soup" Campbell, WWOL, Buffalo, and from Bill Wright, WSGN, Birmingham. . . . Rex Allen and Patti Page sang "Tag Along"

when they visited Harry Nigocia's "Midday Serenade," WJBW, New Orleans. . . . "By the way," asks Joe Powers, WNNT, Warsaw, Va., "what-ever happened to Vaughn Monroe's 'Bamboo'?" That's a tune I thought was going all the way, but it didn't get any closer to the top than the St. Louis Browns." . . . Bill Green, WLCK, La Crosse, Wis., reports, "Even in this stolid 'meat and potatoes' market, Dixie is finally catching on." . . . Mark Mitchell, WKBV, Richmond, Ind., wants to know if "other jox are having the same trouble getting Decca releases. We were all right until Decca closed down its original pop pressing plant here." . . . R. Mitchell, KGHI, Little Rock, pens, "The big thing wrong with my show right now is it's too short. Then, too, there are no sponsors. That always tends to cramp one's wallet." . . . Grady Bass, formerly with KTBB, Tyler, Tex., is now a.m. program director of KSFA, Nacogdoches, Tex. He plans to convert the station's current request program "Collegiate Parade" into the "860 Club." "The club idea is a tried and true routine," says Bass, "and we'll rejuvenate it with parties and prizes for members and the usual guest-interview stuff." . . . Paul C. Crowley, WJPD, Ishpeming, Mich., sends kudos for Capitol and London. Says "Capitol offers the finest service to jox of any major diskery." . . . Dunn Records has recorded "Dream Serenade," a tune written by Paul Franklin, WXLW, Indianapolis.

**CINCY CLATTER . . .** Bob Snyder and ork, at the Lookout House, Covington, Ky., the last four years, have just cut two disks for the E. T. Herzog Recording Company here, "Alabama Jubilee," backed by "This Is Our Night," and "How's My Baby Tonight?" with "This Can't Be Me" on the reverse. "How's My Baby?" is by Larry Vincent, head of Pearl Records. . . . Ruby Wright's rendition of "Thanks for the Buggy Ride," on King Records, is getting a heavy play from all the local disk jocks, with results showing well in record counter sales hereabouts. The disk rated the third spot on the local hit parade the past week. Miss Wright is the wife of Barney Rapp, ork leader and local booker. . . . Ted King, of Ohio Record Sales, local distrib for London and other labels, is telling how he boomed J. Mercer's "Say When" to heavy local demand, with the aid of Paul Dixon, WCPO disk rider. Ted says he figured he had latched onto a natural when he got a phone call from Herman Lubinsky, of Savoy Records, to say that he had met Mercer's terms and was taking the ditty over for waxing.



# TOP TUNES OF THE DAY

On 78 and 45!

**POPULAR**

**78** **45**  
RPM RPM  
↓ ↓

"HOOP-DEE-DOO" Kay Starr .....	980	F980
"LET'S GO TO CHURCH (NEXT SUNDAY MORNING)" Whiting-Wakely .....	960	F960
"SAM'S SONG" Joe "Fingers" Carr .....	962	F962
"DEARIE" Stafford-MacRae .....	858	F858
"I ALMOST LOST MY MIND" Nat "King" Cole .....	889	F889
"MY HOBBY" Tennessee Ernie .....	985	F985
"I LOVE YOU BECAUSE" Jan Garber .....	983	F983
"BROKEN DOWN MERRY-GO-ROUND" Whiting-Wakely .....	800	F800
"BEWITCHED" and "PICCOLINO" Mel Torme .....	1000	F1000
"DOWN THE LANE" Stafford-MacRae .....	969	F969
"THE OLD PIANO ROLL BLUES" Jan Garber .....	970	F970
"COUNT EVERY STAR" Ray Anthony .....	979	F979
"ROSES" and "NATIONAL EMBLEM MARCH" Ray Anthony .....	1001	F1001
"SPAGHETTI RAG" Ray Anthony .....	923	F923
"WHEN THE MOON SHINES" and "DRIFTIN' DOWN THE DREAMY OL' OHIO" Stafford-MacRae .....	999	F999

## WESTERN

TENNESSEE ERNIE "My Hobby" .....	985	F985
WAKELY-WHITING "Let's Go To Church (Next Sunday Morning)" .....	960	F960
"Broken Down Merry-Go-Round" .....	800	F800
HANK THOMPSON "Take A Look At This Broken Heart Of Mine" .....	1016	F1016
MERLE TRAVIS "I Got A Mean Old Woman" .....	965	F965
CLIFFIE STONE "Rubber Knuckle Sam" .....	986	F986
JAMES & MARTHA CARSON "When I Reach That City" .....	954	F954
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone" .....	952	F952
CLIFFIE STONE "Steel Strike" .....	966	F966
WAKELY-WHITING "Slipping Around" .....	40224	F40224



**JO STAFFORD**

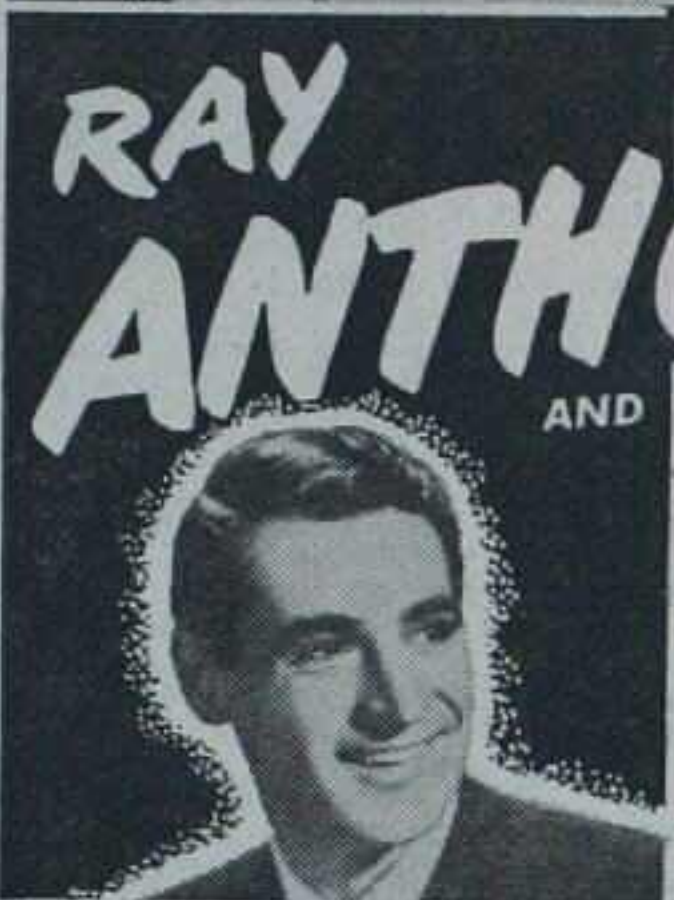
—and  
**THE STARLIGHTERS**  
with PAUL WESTON'S DIXIE EIGHT

**"SIMPLE MELODY"**

—coupled with **"PAGAN LOVE SONG"**

78 rpm No. 1039 • 45 rpm No. F1039

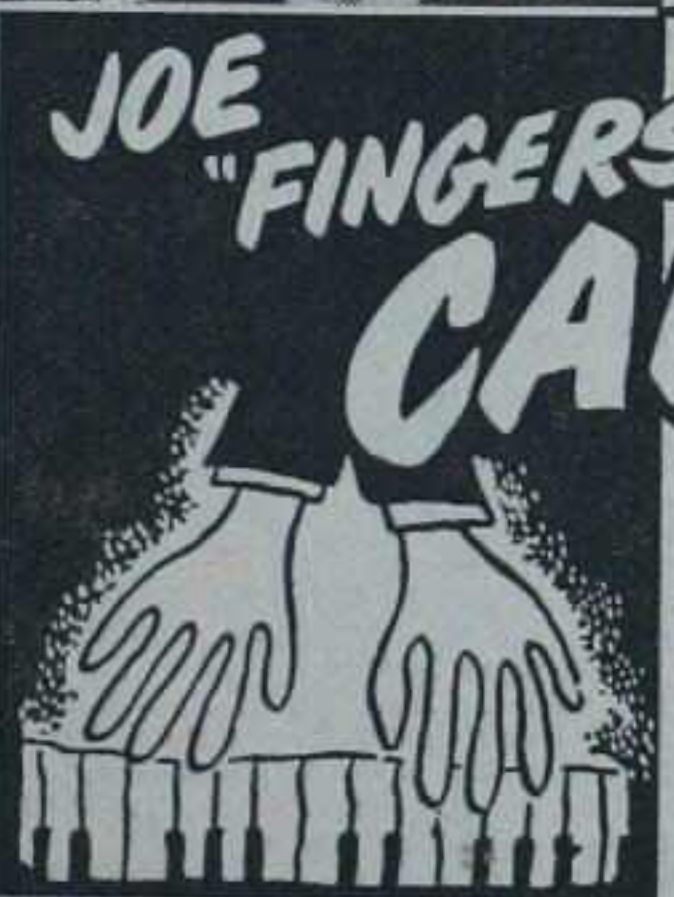
Two Top Sellers: "DEARIE" No. 858 & F858  
"DOWN THE LANE" No. 969 & F969



**RAY ANTHONY**  
AND HIS ORCHESTRA

**America's Favorite Dance Orchestra**

	<b>78</b>	<b>45</b>
"The Girl That I Marry" .....	1020	F1020
"Count Every Star" .....	979	F979
"Why" .....	945	F945
"Sentimental Me" coupled with "Spaghetti Rag" .....	923	F923



**JOE "FINGERS" CARR**

**"SAM'S SONG"**

coupled with  
**"IVORY RAG"**

**A "TOPS FOR OPS"**

78 rpm No. 962 • 45 rpm No. F962



**BOB ATCHER** **"MY PILLOW KNOWS"**

coupled with **"ONE KIND WORD"**

78 rpm No. 1007 • 45 rpm No. F1007



Introducing

**CAVANAUGH'S CURBSTONE COPS**



Dave Cavanaugh's Great New Gang!

**"I'M GONNA CHARLESTON BACK TO CHARLESTON"**

coupled with

**"FORT WORTH JAIL"**

78 rpm No. 1031 • 45 rpm No. F1031



# The Billboard MUSIC POPULARITY CHARTS

## Retail Record Sales

Based on reports received last three days of Week Ending May 12

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.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
11	1	1	1	THIRD MAN THEME, THE	A. Karas	London 536—ASCAP
				Cafe Mozart Waltz		
10	4	2	2	THIRD MAN THEME, THE	G. Lombardo	Dec 24839—ASCAP
				Cafe Mozart Waltz		
15	3	3	3	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
				My Lily and My Rose		
11	7	4	4	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830—ASCAP
				Don't Do Something To Someone Else		
5	6	5	5	BEWITCHED	B. Snyder Ork	Tower 1473—ASCAP
				Drifting Sands		
11	2	6	6	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103; Mercury 5392—ASCAP
				Poco, Loco, in the Coco		
14	5	7	7	SENTIMENTAL ME	Ames Brothers	Coral 60140; Coral 60173—ASCAP
				Rag Mop and/or Blue Prelude		
8	10	8	8	MY FOOLISH HEART	B. Eckstine	MGM 10623—ASCAP
				Sure Thing		
4	9	9	9	HOOP-DE-DOO	The Fontane Sisters	V(78)20-3747; (45)47-3747—ASCAP
				On the Outgoing Tide		
4	15	10	10	SENTIMENTAL ME	R. Morgan Ork	Dec 24904—ASCAP
				Copper Canyon		
12	11	11	11	DADDY'S LITTLE GIRL	Mills Brothers	Dec 24872—BMI
				If I Live To Be a Hundred		
2	18	12	12	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec 27007
				I've Just Got To Get Out of the Habit		
4	12	13	13	BEWITCHED	G. Jenkins Ork	Dec 24983—ASCAP
				Where in the World		
16	8	14	14	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604—ASCAP
				Copenhagen		
9	16	15	15	DEARIE	J. Stafford-G. MacRae	Cap(78)858—ASCAP
				Monday, Tuesday, Wednesday		
10	28	16	16	DEARIE	R. Bolger-E. Merman	Dec 24873—ASCAP
				I Said My Pajamas		
5	13	17	17	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3680; (45)47-3203—BMI
				Bicycle Song, The		
3	24	17	17	RAIN	F. Petty Trio	MGM 10669—ASCAP
				Precious Little Thing Called Love		
1	—	17	17	BEWITCHED	J. August-J. Murad's Harmonicals	Mercury (78)5399; (45)5399X45—ASCAP
				Blue Prelude		
6	13	20	20	DEARIE	G. Lombardo	Dec 24899—ASCAP
				My Lily and My Rose		
2	28	20	20	BEWITCHED	D. Day	Col(78)3869B; (33)1-480—ASCAP
				Imagination		
4	—	20	20	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakely	Cap(78)960; (45)F-960—BMI
				Why Do You Say Those Things		
2	23	23	23	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697; (45)47-3221—ASCAP
				Flying Dutchman, The		
16	27	24	24	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088—BMI
				Who'll Be the Next One To Cry Over You?		
3	19	24	24	MY FOOLISH HEART	M. Carson	V(78)20-3681; (45)47-3204—ASCAP
				Candy and Cake		
2	28	24	24	ROSES	S. Kaye Ork	V(78)20-3754; (45)47-3754—BMI
				Tiddley Winkie Woo		
1	—	27	27	HOOP-DEE-DOO	K. Starr-F. DeVol Ork	Cap(78)980; (45)F-980—ASCAP
				Woman Likes To Be Told, A		
1	—	28	28	STARS AND STRIPES FOREVER	F. Laine	Mercury(78)5421; (45)5421X45—ASCAP
				Thanks for Your Kisses		
2	19	29	29	VALENCIA	T. Martin-H. Rene Ork	V(78)20-3755; (45)47-3755
				I Don't Care If the Sun Don't Shine		
18	25	30	30	ENJOY YOURSELF	G. Lombardo Ork	Dec 24825—ASCAP
				Rain Or Shine		

### 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.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
14	1	1	1	CINDERELLA	(Two Records)	
				I. Woods and Others	V(78)Y-399; (45)WY-399	
10	2	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT	(Two Records)	
				B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052	
21	9	3	3	HOWDY DOODY AND THE AIR-O-DOODLE	(Two Records)	
				Bob Smith-H. Rene Ork	V(78)Y-397; (45)WY-397	
8	3	4	4	PETER COTTONTAIL	(One Record)	
				G. Autry	Col MJV-68	
36	9	4	4	BUGS BUNNY IN STORYLAND	(Two Records)	
				Mel Blanc-A. Livingston	Cap DBX-3021	
101	5	6	6	LITTLE TOOT	(One Record)	
				Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001	
3	7	7	7	ME AND MY TEDDY BEAR	(One Record)	
				R. Clooney-P. Faith Ork	Col MJV-70	
101	4	8	8	BOZO AT THE CIRCUS	(Two Records)	
				Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114	
30	—	9	9	WOODY WOODPECKER AND HIS TALENT SHOW	(Two Records)	
				M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)CBXF-3032	
1	—	10	10	BRAVE ENGINEER, THE	(One Record)	
				J. Colonna, Narrator-J. Conlon Quartet	V(78)Y-400; (45)WY-400	
19	—	11	11	DUMBO	(Three Records)	
				Shirley Temple	V Y-362	

### CLASSICAL TITLES

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums.

POSITION	Weeks to date	Title	Artist	Label
2	1	Tchaikovsky: Swan Lake	St. Louis Symphony Ork, Vladimir Golschmann, conductor	V(33)LM-1003
3	2	Bach: Well-Tempered Clavicorn	W. Landowska	V(33)LM-1017
1	2	Beethoven: Symphony Number Three in E Flat Major	NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1042
—	4	Gilbert and Sullivan: The Mikado	D'Oyly Carte Opera Company, New Promenade Ork, I. Godfrey, conductor	London (33) 189/90
4	5	Tchaikovsky: Symphony Number Six in B Minor	NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1036
2	1	Bach: Well-Tempered Clavicorn	W. Landowska	V(45)WDM-1338
1	2	Puccini: Highlights From Madame Butterfly	L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor	V(45)WDM-1068
4	3	Rossini: William Tell	NBC Symphony Ork, A. Toscanini, director	V(45)WDM-605
—	4	Strauss: Music of Johann Strauss	Milneapolis Symphony Ork, E. Ormandy, conductor	V(45)WDM-262
—	5	Rachmaninoff: Concerto Number Two in C Minor, Opus 18	A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor	V(45)WDM-1075

### POP ALBUMS

POSITION	Weeks to date	Title	Artist	Label
12	2	CINDERELLA	(Two Records)	
		I. Woods and Others	V(78)Y-399; (45)WY-399	
7	1	YOUNG MAN WITH A HORN, A	(Four Records)	
		Doris Day-H. James Ork	Col(78)C-198; (33)CL-6106	
53	3	SOUTH PACIFIC	(Seven Records)	
		Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180	
8	4	INNOVATIONS IN MODERN MUSIC	(Four Records)	
		Stan Kenton Ork	Cap(78)EDL-189; (45)KDM-189; (33)P-189	
10	5	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN	(Three Records)	
		R. Flanagan	V(78)P-26B; (45)WP-26B	
17	6	DIXIE BY DORSEY	(Four Records)	
		J. Dorsey Ork	Col(78)C-196; (33)CL-6095	
37	9	JOLSON SINGS AGAIN	(Four Records)	
		A. Jolson	Dec(78)716; (33)DLP-5006	
28	—	THAT MIDNIGHT KISS	(Three Records)	
		Mario Lanza-RCA Victor Ork	V(78)1DM-1330; (45)WDM-1330	
2	—	DAILY'S DIXIELAND BAND	(Three Records)	
		Pete Daily	Cap(78)CC-183; (45)CCF-183, H-183	
15	—	GENTLEMEN PREFER BLONDES	(Seven Records)	
		Original Broadway Cast	Col(78)MM-895; (33)ML-4290	

## Dealer Doings

**SING SESSIONS . . .** The Theodore Presser Company, downtown Philadelphia music shop, has started a daily noon-day promotion that creates a steady flow of traffic into the store. Called "Sing for Fun" sessions, the store stages two community sing half-hours every day at 12:30 and 1:30. The auditorium in the store seats 359 people. To promote the sessions, near-by offices and shops were flooded with circulars. Hal Moore, local disk jockey, emceeds the noonday sessions, and name recording artists will be invited to guest at the lunch-time songfests.

**TRADE TALK . . .** "The record companies are releasing too many tunes. Would prefer more quality and less quantity."—J. L. Bradeis & Company, Omaha, Neb. . . . "We need more single children's records on 45 r.p.m., instead of so many albums. Most children prefer single records to continued stories."—Jack's Music Shop, Chattanooga, Tenn. . . . "Square dance albums should all have diagrams and explanations on the inside covers, so that dancers can follow the calls of the various steps."—A. E. Arends, Arends Radio & Records, Shenandoah, Ia. . . . "I've read so much in Dealer Doings about putting up bulletin boards that I decided to try it myself. I'll use the latest clippings from The Billboard on the top sellers and the late releases. Thanks for the tip."—Cudahy Record Shop, Cudahy, Wis. . . . "With all the advertising and air play of Frankie Laine's "Stars and Stripes Forever," I think that the Andrews Sisters' "Walk With a Wiggle" will be a natural while the public is march-music conscious. That's based on "American Patrol."—Sturm Company, Chicago.

**USE STREAMERS . . .** The Roanoke Record Shop, Roanoke, Va., makes its own window streamers for disks which the shop believes have hit potential. Streamers are colorful and gimmicked. On "Baked a Cake," the streamer was shaped like a large birthday cake. In addition to being an attention getter, the store believes that the public becomes accustomed to watching the windows for the new tunes. "By observing the reactions and comments of people who come in to listen to the records," says Roanoke, "we are better able to judge the potential of the record. Several disks that we promoted this way sold better than numbers which were on best seller lists."

**MERCHANDISING TIPS . . .** Len's Record Shop and the Paramount Record Shops, Philadelphia, built store traffic by acting as advance ticket sale headquarters for the Song Festival held in Philadelphia's Convention Hall. . . . The Music Center, North Little Rock, Ark., is sponsoring the "Lloyd's Midnite Ride" disk jockey show over KGHI. Mrs. M. M. Scroggins says that deejay Lloyd Armon has helped the store sell all the blues and spiritual disks it can stock. . . . R. H. Irwin reports creating another traffic jam in Pensacola, Fla., with a highly successful personal appearance of Harry James, staged at the Irwin Radio Service. The affair was broadcast over WCOA. . . . For the opening of the new Jolly's Record Shop, Philadelphia, customers were offered a free disk with every three purchased. . . . "Recently," says L. Oppleman, Lynchburg, Va., "we bought 100 glossy photos of Hank Williams to give away with the purchase of one of his records. When the day was over, I counted only 38 photos left." . . . Hirzel's, Lewiston, Idaho, lends records to the local outdoor theater for use during the preshow and intermission periods. In exchange, the theater comes thru with free ads on the screen. . . . "We have used radio ads over the "Old Timers" program and have found that it increases business greatly,"—F. & W. Grand Company, Milwaukee. . . . "I've found that my business has picked up a lot by sending out direct mail cards. I think every record dealer should do it."—Victory Home Equipment, Odessa, Tex.

**AIRED FROM STORE . . .** Beginning May 17, one of the top local deejay shows in Lubbock, Tex., will be aired from a studio set up in the Radio Service and Record Center store operated by U. V. Blake. Emceed by Wayne Allen, the "950 Club" over KSEL, will kick off the new set-up with Benny Strong, Fred Lowry and Jack Owens as guests.

**DEALER COLUMNIST . . .** The latest "scoop" from Carlisle, Pa., writes Renee Manola is about a regular column that appears in the local newspaper. It's called "Renee's Platter and TV Chatter," and is a terrific promotion gimmick for Mrs. Manola's Carlisle Radio & Record Shop. Running once a week, the column chats about disk people, TV shows and gives advice on the care of radios, record players and disks.



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AND  
STRIPES  
FOREVER"

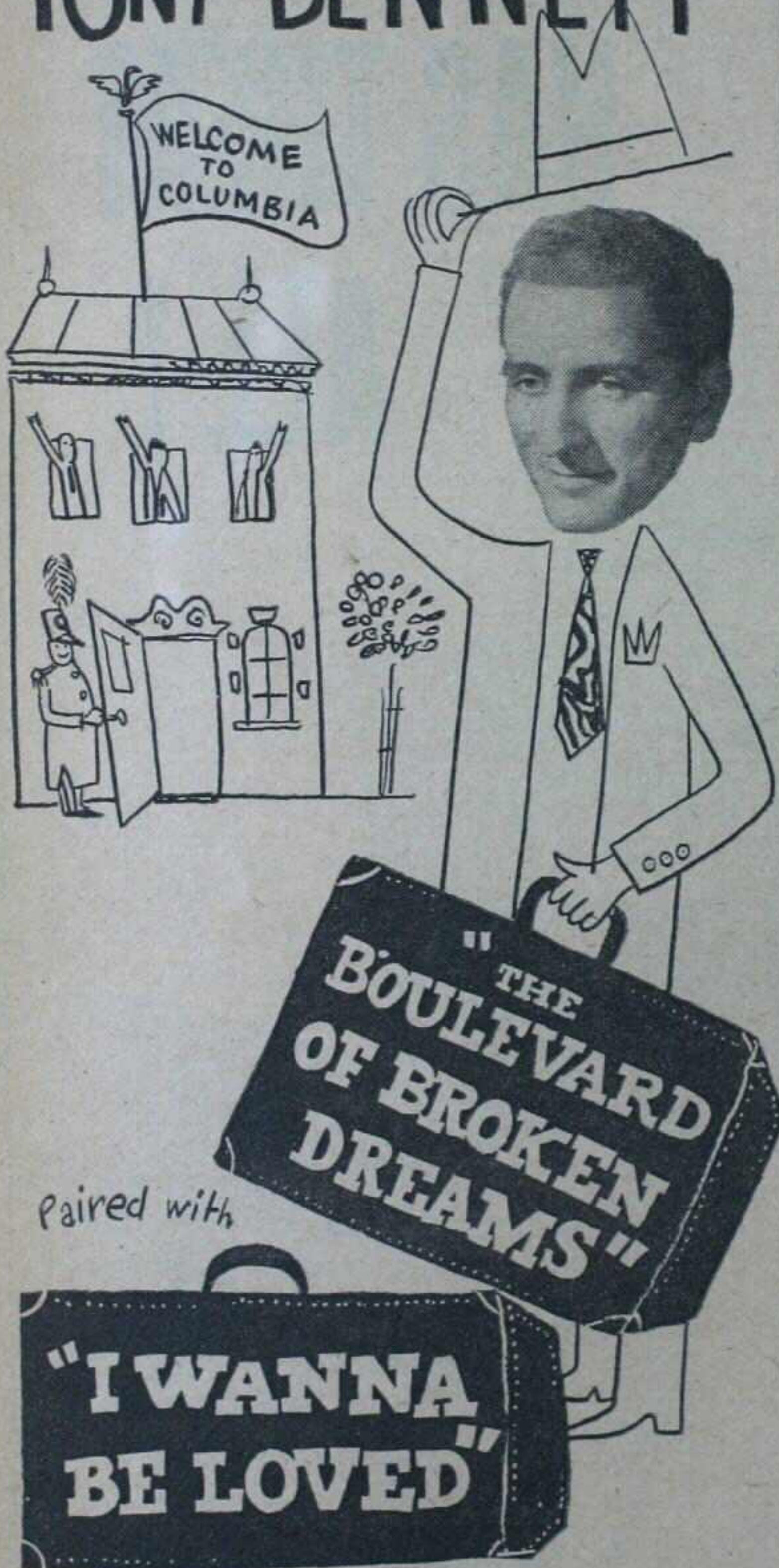
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### The Billboard MUSIC POPULARITY CHARTS

**Juke Box Record Plays**

Based on reports received last three days of Week Ending May 12



#### 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 of each of the most played records are either available recordings of the same tune. Unless shown in this chart other available recordings of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION		Weeks to date		Last Week		This Week		Record	
11	1	1	1	1	1	1	1	1	THIRD MAN THEME, THE.....G. Lombardo Ork.....Dec 24839—ASCAP
11	2	2	2	2	2	2	2	2	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....E. Barton National 9103; Mercury 5392—ASCAP
26	3	3	3	3	3	3	3	3	IT ISN'T FAIR.....D. Cornell-S. Kaye Ork.....V(78)20-3609; (45)47-3115—ASCAP
13	7	4	4	4	4	4	4	4	SENTIMENTAL ME.....Ames Brothers.....Coral 60140; Coral 60173—ASCAP
4	4	5	5	5	5	5	5	5	THIRD MAN THEME, THE.....A. Karas.....London 536—ASCAP
9	5	6	6	6	6	6	6	6	DEARIE.....G. Lombardo Ork.....Dec 24899—ASCAP
11	8	7	7	7	7	7	7	7	DADDY'S LITTLE GIRL.....Mills Brothers.....Dec 24872—BMI
4	18	8	8	8	8	8	8	8	MY FOOLISH HEART.....G. Jenkins Ork.....Dec 24830—ASCAP
5	11	9	9	9	9	9	9	9	SENTIMENTAL ME.....R. Morgan Ork.....Dec 24904—ASCAP
4	10	10	10	10	10	10	10	10	HOOP-DEE-DOO.....The Fontane Sisters-P. Como.....V(78)20-3747; (45)47-3747—ASCAP
3	30	11	11	11	11	11	11	11	BEWITCHED.....G. Jenkins Ork.....Dec 24983—ASCAP
9	15	12	12	12	12	12	12	12	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....G. Gibbs-M. Kamlnska's Diskelanders.....Coral 60169—ASCAP
3	14	12	12	12	12	12	12	12	MY FOOLISH HEART.....M. Carson.....V(78)20-3681; (45)47-3204—ASCAP
3	21	12	12	12	12	12	12	12	ROSES.....S. Kaye Ork.....V(78)20-3754; (45)47-3754—BMI
(R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0366; S. Cannon-J. Plets Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine, MGM 10684; K. Griffin, Col(78)38826, (33)1-647)									
4	9	15	15	15	15	15	15	15	MY FOOLISH HEART.....B. Eckstine.....MGM 10623—ASCAP
1	—	15	15	15	15	15	15	15	I DON'T CARE IF THE SUN DON'T SHINE.....P. Page.....Mercury (78)5396; (45)5396x45
(L. Holmes Ork, MGM 10685; D. Martin-P. Weston, Cap 981; T. Martin-H. Rene Ork, V 20-3755; G. Gibbs, Coral 60210)									
2	11	17	17	17	17	17	17	17	BEWITCHED.....B. Snyder Ork.....Tower 1473—ASCAP
1	—	17	17	17	17	17	17	17	HOOP-DEE-DOO.....K. Starr-F. DeVol Ork.....Cap(78)980; (45)F-980—ASCAP
14	6	19	19	19	19	19	19	19	MUSIC! MUSIC! MUSIC!.....T. Brewer.....London 604—ASCAP
5	13	19	19	19	19	19	19	19	OLD PIANO ROLL BLUES, THE.....L. Cook and Jim Dandies.....Abbey 15003—ASCAP
(H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; J. Garber Ork, Cap 970; F. September, Mer 5400; E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; B. Kay, Col(78)38733, (33)1-593; C. Steward & San Francisco Boys, Coral 60177)									
2	26	19	19	19	19	19	19	19	I WANNA BE LOVED.....Andrews Sisters-G. Jenkins Ork.....Dec 27007
(Fontane Sisters-H. Winterhalter Ork & Chorus, V(78)20-3772, (45)47-3772; T. Bennett-M. Manning, Col(78)38825, (33)1-646)									
5	21	22	22	22	22	22	22	22	WANDERIN'.....S. Kaye Ork-T. Alamo.....V(78)20-3680; (45)47-3203—BMI
3	19	22	22	22	22	22	22	22	HOOP-DEE-DOO.....Doris Day-Mellomen-G. Wyle Ork.....Col(78)38771; (33)1-591—ASCAP
1	—	22	22	22	22	22	22	22	BEWITCHED.....J. August and the Harmonicats.....Mercury (78)5399; (45)5399x45
1	—	25	25	25	25	25	25	25	VALENCIA.....T. Martin-H. Rene Ork.....V(78)20-3755; (45)47-3755—ASCAP
(P. Faith Ork, Col(78)38786, (33)1-607)									
2	26	26	26	26	26	26	26	26	OLD PIANO ROLL BLUES, THE.....H. Carmichael and C. Daley.....Dec 24977—ASCAP
2	26	26	26	26	26	26	26	26	OLD PIANO ROLL BLUES, THE.....C. Stewart.....Coral 60177—ASCAP
11	—	26	26	26	26	26	26	26	ENJOY YOURSELF.....G. Lombardo Ork.....Dec 24825—ASCAP
(H. Ashley, Varsity 255; E. Cantor, V(78)20-3705, (45)47-3238; J. Harvey, MGM 10650; D. Day, Col(78)38709, (33)1-497; L. Prima Ork, Mer 5361; Calyssa Troubadours, Bacchanal 2801)									
1	—	26	26	26	26	26	26	26	THIRD MAN THEME, THE.....G. Bradley Quiet.....Coral 60159—ASCAP
7	26	30	30	30	30	30	30	30	DEARIE.....E. Merman-R. Bolger.....Dec 24873—ASCAP
3	—	30	30	30	30	30	30	30	ARE YOU LONESOME TONIGHT?.....B. Barron Ork.....MGM 10628—ASCAP
(D. Cornell-H. Winterhalter Ork, V(78)20-3749, (45)47-3749; S. Gibson, Mer 5174; K. Griffin, Col(78)38827, (33)1-648; A. Johnson, Dec 27043)									
1	—	30	30	30	30	30	30	30	RAIN.....F. Petty Trio.....MGM 10649—ASCAP
(T. Arden, Col 38739; G. Williams Ork, Mer 5407; Honeydreamers, V(78)20-3761, (45)47-3761; L. Fatline Ork, Dec 24950; D. Martie-P. Weston Ork, Cap 937)									

#### 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.





Oh, this canary sings great  
**KAY BROWN**  
"TEASIN"  
"A-Razz-A-Ma-Tazz"  
Mercury 5427

MEET  
**ANOTHER**  
GREAT RECORD AUTHORITY  
OSCAR PINK'S  
BROTHER  
**HINKY PINK\***



Can't make up my mind  
which is the best side  
"SOMETIME"  
"MARIANNE"  
Tommy Carlyn & Orchestra  
Mercury 5422



My friends, to be  
without this great  
record is a grave  
injustice to my client

"BUFFALO  
BILLY"

WITH  
Jan August  
Harmonicats  
Roberta Quinlan

Mercury 5420

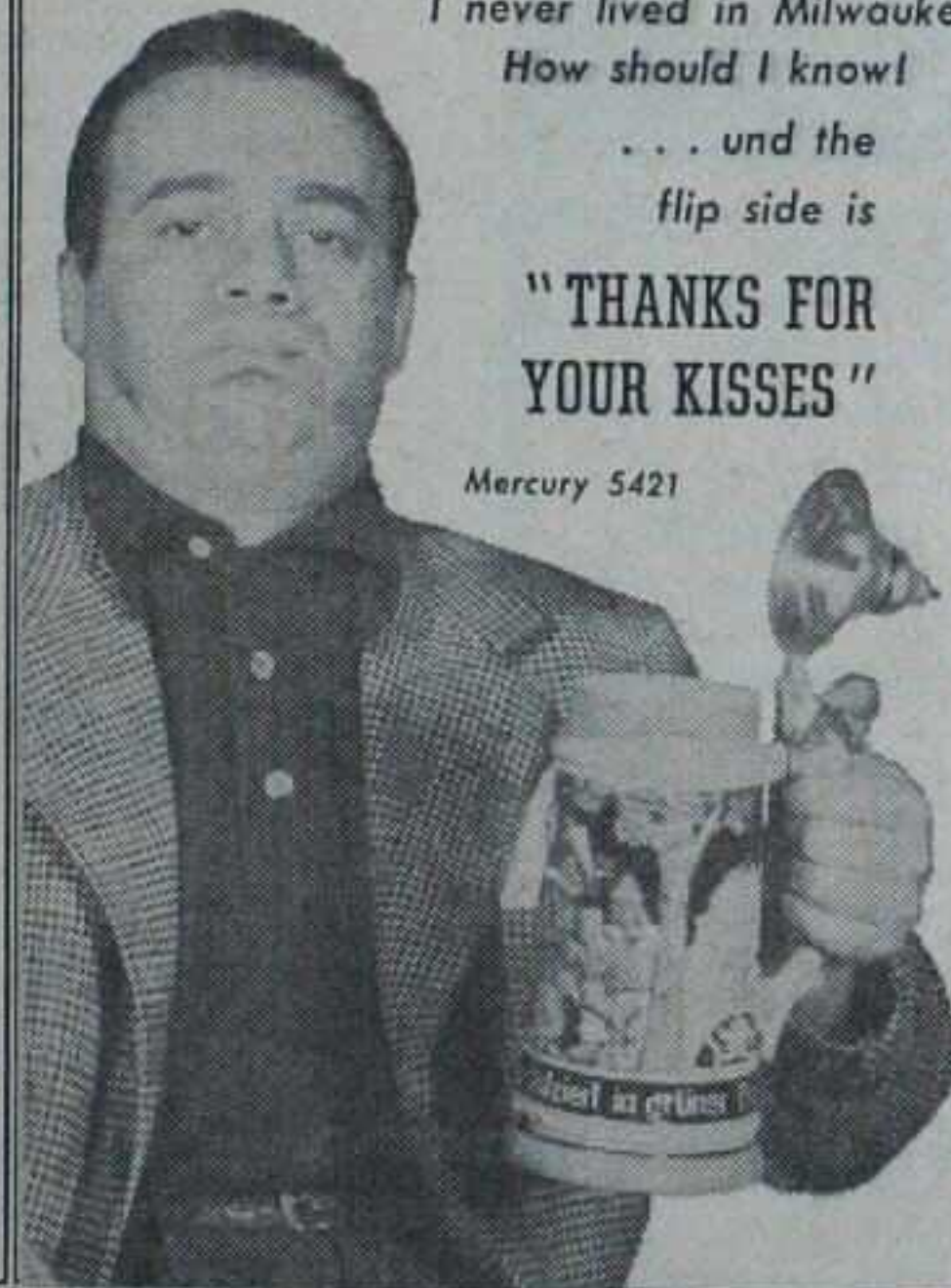
Milwaukee says FRANKIE LAINE'S  
"Stars and Stripes"

is flamerdass . . .

I never lived in Milwaukee  
How should I know!  
. . . and the  
flip side is

"THANKS FOR  
YOUR KISSES"

Mercury 5421



Ask any  
coat tree  
for an honest  
opinion of

**PATTI  
PAGE'S**

"I Don't Care  
If The Sun  
Don't Shine"

AND

"Paper All My  
Walls With  
Your Love  
Letters"

Mercury 5396



That JAN AUGUST plays  
so fast, gee whiz  
"Egyptian Ella"  
"A Day At The Seashore"

Mercury 5423



On DINAH WASHINGTON  
"I Wanna Be Loved"

It's Great!

Mercury 8181

FLIP  
SIDE

"Love  
With  
Misery"



Before I knock myself off  
. . . listen . . . VIC DAMONE'S

"Don't Say Goodbye"

It's  
Pondranz!  
Mercury 5391



\* WHO IS OSCAR PINK'S BROTHER? SEE PAGE 39

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FOR YOUR PEACE OF MIND, GIVE A PIECE OF  
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MENTAL HYGIENE

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

Based on reports received last three days of Week Ending May 12

**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.

Weeks to date	Last Week	This Week	Title	Artist	Label
8	1	1	LONG GONE LONESOME BLUES My Son Calls Another Man Daddy	H. Williams	MGM 10445
4	6	2	LET'S GO TO CHURCH NEXT SUNDAY MORNING Why Do You Say Those Things	M. Whiting-J. Wakely	Capitol 781960; (45)F-960—BMI
10	2	3	I'LL SAIL MY SHIP ALONE Moon's Tune	M. Mullican	King 830—BMI
2	7	4	BIRMINGHAM BOUNCE Chocolate Ice Cream Cone	R. Foley	Dec 46234—BMI
6	5	5	LITTLE ANGEL WITH THE DIRTY FACE Why Should I Cry?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
18	3	6	CHATTANOOGIE SHOE SHINE BOY Sugarfoot Rag	R. Foley	Dec 46205—BMI
5	9	7	WHY SHOULD I CRY? Little Angel With The Dirty Face	E. Arnold	V(78)21-0300; (45)48-0300—BMI
13	4	8	I LOVE YOU BECAUSE Unfaithful One	E. Tubb	Dec 46213—BMI
4	8	8	HILLBILLY FEVER Then I Had To Turn Around And Get Married	J. Dickens	Col 78120677; (33)2-563—BMI
11	—	10	LETTERS HAVE NO ARMS I'll Take A Back Seat For You	E. Tubb	Dec 46207—BMI

**ADVANCE FOLK (COUNTRY & WESTERN) RECORD  
RELEASES**

All Smiles Tonight—K. Wells-Tennessee Mountain Boys (Make Up) V(78)21-0333, (45)48-0333  
Birmingham Bounce—Pee Wee King (What, Where) V(78)21-1332, (45)48-0332  
Boogie-Woogie Jockey—J. Sweeney (I Gotta) Tennessee 714  
Come and Get It—B. Boyd Cowboy Ramblers (Red River) V(78)21-1335, (45)48-0335  
Curtains of Sorrow—J. Walker (Ghost Train) London 16026  
Francis the Talking Mule—R. Davis (Pudgy the) Col 38813  
Ghost Train—J. Walker (Curtains of) London 16026  
Heart Don't Complain—C. Tubb (Lonely Traveler) Bullet 703  
How I Cried—W. Holly (Shadows 'Round) Tennessee 716  
I Believe I'm Entitled to You—J. Skinner (Jimmie's Yodel Blues) Radio Artist 255  
I Gotta Leave This Town—J. Sweeney (Boogie-Woogie) Tennessee 714  
I Won't Believe You Anymore—Zee & Jim (Say When) Royalty 50P 300  
In My Little Hula Heaven—B. Huggins-Sanford Hertz Trio (Your Baby's) Slate 3004  
Jealous Lies—R. Price (Y'r Wedding) Bullet 701  
Jimmie's Yodel Blues—J. Skinner (I Believe) Radio Artist 255  
Lonely Traveler—C. Tubb (Heart Don't) Bullet 703  
Lonesome Railroad Blues—L. Willie Evans (Sun Has) London 16025  
Make Up Your Mind—K. Wells-Tennessee Mountain Boys (All Smiles) V(78)21-0333, (45)48-0333  
No More Talk of Wedding Belts for Me—D. Parker-D. Orlando (You Can't) North-American 501  
One Kind Word—Texas J. Robertson (Yesterday's Kisses) V(78)21-1334, (45)48-0334  
Pudge the Whistling Piggy—R. Davis (Frances the) Col 38813  
Red River Rag—B. Boyd-Cowboy Ramblers (Come and) V(78)21-0335, (45)48-0335  
Shadows 'Round My Heart—W. Holly (How I) Tennessee 716  
Song of the Wind, The—J. Sweeney (Tobacco Road) Tennessee 714  
Sun Has Gone Down, The—L. Willie Evans (Lonesome Railroad) London 16025  
Tobacco Road—J. Sweeney (Song of) Tennessee 715  
What, Where and When—Pee Wee King (Birmingham Bounce) V(78)21-0332, (45)48-0332  
Yesterday's Kisses—Texas J. Robertson (One Kind) V(78)21-0334, (45)48-0334  
You Can't Bribe Me With Your Kisses Anymore—D. Parker-D. Orlando (No More) North-American 501  
Your Baby's in Another's Arms Tonight—B. Huggins-Sanford Hertz Trio (In My) Slate 3004  
Your Wedding Corsage—R. Price (Jealous Lies) Bullet 701

**MAIL IT NOW!** If you have not yet mailed this week's pop chart questionnaire, please do it now.

**ATTENTION!!**

**DISK JOCKEYS EVERYWHERE!!**  
If you had a bad night last night (or even if you didn't)  
START THE DAY OFF IN GOOD HUMOR BY SPINNING  
**"SHE'S MY SUNSHINE EVERY MORNING"**

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

PART VI  
 TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending May 12

**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 locations require country and Western records.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
7	1	1	1	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
7	4	2	2	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
17	2	3	3	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
5	6	4	4	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
10	3	5	5	I LOVE YOU BECAUSE	E. Tubbs	Dec 46213—BMI
9	5	6	6	SUGARFOOT RAG	R. Foley	Dec 46205
2	10	7	7	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
3	7	8	8	LITTLE ANGEL WITH THE DIRTY FACE	Arnold	V(78)21-0300; (45)48-0300—BMI
4	8	9	9	BLOODSHOT EYES	H. Penny	King 828—BMI
2	9	10	10	HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI

**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 to date	Last Week	This Week	Title	Artist	Label
8	1	1	1	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
10	3	2	2	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
18	5	3	3	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
4	7	4	4	HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI
24	2	5	5	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
3	10	5	6	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
5	8	7	7	LET'S GO TO CHURCH NEXT SUNDAY MORNING	J. Wakely-M. Whiting	Cap(78)960; (45)F-960—BMI
1	—	8	8	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
2	9	9	9	CHOCOLATE ICE CREAM CONE	K. Roberts	Coral 64032—BMI
13	4	10	10	LETTERS HAVE NO ARMS	E. Tubbs	Dec 46207—BMI
10	—	10	10	QUICKSILVER	E. Britt-R. Allen	V(78)21-0157; (45)48-0168—ASCAP
1	—	10	10	LITTLE ANGEL WITH THE DIRTY FACE	E. Arnold	V(78)21-0300; (45)48-0300—BMI

**FOLK TALENT AND TUNES**

By Johnny Sippel

**Artists' Activities:** The Carter Sisters and Mother Maybelle, with Chet Atkins (Victor), are leaving KWTO, Springfield, Mo., to join WSM, Nashville, June 1. . . . Kenny Roberts (Coral), who has been with WLW, Cincinnati, the past three years and before that in Fort Wayne, Ind., has left that station, following an unsuccessful attempt to negotiate a new pact. Neal Burris, once at WHB, Kansas City, replaces him. Roberts will do summer park appearances and intends to spend a month with his parents in Vermont before making a definite radio link. Roberts drew 3,000 persons to Mike Hauer's music store, Dayton, O., recently on a record and rumbling guitar joint promotion. . . . The DeZurick Sisters also have left WLW. . . . Guy Blakeman, once with the Range Riders, of WMOX, St. Louis, has replaced Rusty Gill with the Prairie Ramblers at that station. . . . Zeb Carver, vet country music entertainer, last a d. j. at WBNX, New York, reports that his son, Jody Carver, is now in New York, playing three-neck steel on many waxing dates.

**Dee Stone**, the Bassett, Va., h. b. ork leader, has started his own waxery, Mutual Records. . . . **Bud Davis**, formerly at WIBW, Topeka, Kan., has joined WREN in that city, together with his Foggy River Kids. He also does a daily hour d. j. shot. . . . **Shorty Warren** and his Western Rangers are doing a Mutual web shot Tuesdays at 12:45 p.m. (EDST), co-starring Jack Rivers and the Toothless Twins. Warren also does a local weekly TV show and a daily show over WAAT, Newark. . . . **Sterling W. Reed**, who operates three Washington record shops featuring h. b. wax, reports that a sponsored daily radio show is a big assist in promoting his shops. . . . **Mary June** and **Shorty Mayes** and the **Shady Valley Boys**, WBPZ, Lock Haven, Pa., are opening their own folk music park near Montgomery, Pa. They are dubbing it "Radio Ranch."

**June Hansen** and **Bill Blackburn** and the **Herdsmen** are working week-ends at Paprin's Restaurant, Woodside, L. I. . . . **Peanut Faircloth**, WNEK, Macon, Ga., cut his first sides for Decca and not Coral, as previously reported. . . . **Tex Daniels**, WSID, Washington, reports that he is now cutting for Mimosas disks. He and his boys have just completed their first year of video work over WAAM, Baltimore. . . . **Joe Rockhold**, formerly station manager at WHOK, Lancaster, O., has joined WRFD, Worthington, O., as director of the station's new artists' bureau. Station's talent includes the **Rural Rangers**, **Brush Creek Folks**, **Columbian Singers** and **Montana Meechy** with **Ross Hendricks** and his **Buckaroos**.

**Helen** and **Toby Price**, at KGLC, Miami, Okla., have banded together with **Tex Owens**, KOAM, Pittsburg, Okla., to form a jamboree traveling unit. They are also using talent from KGGF, Coffey- (Continued on page 125)



**CAROLINA COTTON**

Just Released

**YOU'RE GETTIN' A GOOD GIRL**

(Written by Cliff Friend) (ASCAP)

MGM 10692



**JIMMY DICKENS**

Just Released

**IF IT AIN'T ONE THING IT'S ANOTHER**

(Written by Boudleax Bryant) (BMI)

COLUMBIA 20692



**DAVE LANDERS**

Just Released

**DRAW UP THE PAPERS, LAWYER**

(Written by Terry Shand & Jason Matthews) (ASCAP)

Coupled with

**HOW MANY HEARTS DO YOU HAVE**

(Written by Fred Rose & Steve Nelson) (ASCAP)

MGM 10682

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**CHARLES BROWN**

"My Baby's Gone" AI 3051

#8 on the Charts

**AMOS MILBURN**

"Walking Blues" AI 3049

Getting Red Hot

**CALVIN BOZE**

"Safronia B"

"Angel City Blues" AI 3055

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"Something To Remember You By"

"Just Cooling" AI 3057

**ILLINOIS JACQUET**

"Big Dog"

"For Europeans Only" AI 180

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"Birmingham Bounce"

AI 3058

**HELEN HUMES**

"Blue Prelude"

AI 105



# The Billboard MUSIC POPULARITY CHARTS<sup>®</sup>

## Rhythm & Blues Records

Based on reports received last three days of Week Ending May 12

PART VII

### 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	Weeks	Record	Artist	Label
7	1	1	1	1	1	1	MISTRUSTIN' BLUES Misery	Little Esther-J. Otis-M. Walker	Savoy 735
4	3	2	1	1	1	1	I NEED YOU SO Leave Her Alone	Ivory Joe Hunter	MGM 10663
16	2	3	1	1	1	1	DOUBLE CROSSING BLUES Back Alley Blues	J. Otis-Little Esther and the Robins	Savoy 731
3	6	4	1	1	1	1	PINK CHAMPAGNE Sentimental Lover	J. Liggins	Specialty 355-BMI
6	—	5	1	1	1	1	IT ISN'T FAIR Journey's End	D. Washington	Mercury 8169-ASCAP
13	5	6	1	1	1	1	WHY DO THINGS HAPPEN TO ME? Royal Hawk	R. Hawkins	Modern 20-734
18	6	6	1	1	1	1	I ALMOST LOST MY MIND If I Give You My Love	Ivory Joe Hunter	MGM 10578-BMI
2	—	8	1	1	1	1	I'LL NEVER BE FREE You Ought To Know	P. Gayten and Annie Laurie	Regal 325B
9	—	9	1	1	1	1	INFORMATION BLUES My Sweetheart	R. Milton and His Solid Senders	Specialty SP-349-BMI
4	—	10	1	1	1	1	MY BABY'S GONE I Wonder When My Baby's Coming Home	C. Brown	Aladdin 3051

### 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	Weeks	Record	Artist	Label
16	5	1	1	1	1	1	DOUBLE CROSSING BLUES	J. Otis-Little Esther and The Robins	Savoy 731
4	1	1	1	1	1	1	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
2	10	3	1	1	1	1	PINK CHAMPAGNE	J. Liggins	Specialty 355-BMI
14	8	4	1	1	1	1	RAG MOP	L. Hampton Ork	Dec 24855-BMI
7	1	5	1	1	1	1	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork	Savoy 735
9	6	6	1	1	1	1	THREE TIMES SEVEN EQUALS TWENTY-ONE	J. King	Imperial 5055
1	—	7	1	1	1	1	IT ISN'T FAIR	D. Washington	Mercury 8169-ASCAP
4	10	8	1	1	1	1	CRY BABY	J. Otis	Regent 1016-ASCAP
13	3	9	1	1	1	1	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
1	—	9	1	1	1	1	WELL, OH WELL	Tiny Bradshaw	King 4357-BMI

Rhythm and Blues Record Reviews Appear on Page 122

### R. & B. BLUE NOTES

Discovery Records, Los Angeles, moves into the r. and b. field with the inking of songstress **Damita Jo**. The pact guarantees her eight sides per year. The gal, handled by the Sloathe-Dale Agency, attracted attention during her nine-week stint at **Eddie De Sure's** Oasis nitery in Los Angeles. The fact that Discovery plans a full-scale invasion of the r. and b. field is seen in its placing **KOWL's** (Santa Monica, Calif.) deejay, **Joe Adams**, in charge of r. and b. However, the indie does not intend to restrict its newly acquired chirp to r. and b. but plans to build her along **Ella Fitzgerald-Sarah Vaughan** lines. Plans call for pairing an r. and b. item with a pop slicing on each release.

The deal completed recently between **Harold Oxley** and **Ben Bart's** Universal Attractions for the latter to book **Little Esther** has been amended to include **Johnny Otis's** band, the crew which served up the backing for the thrush's hit Savoy wax. . . . Decca Records is tying in with Eagle-Lion flicks to exploit **Buddy Johnson's** waxing of "Did Jackie Robinson Hit That Ball?" in conjunction with "The Jackie Robinson Story" movie, which is due for a preem at the Astor Theater, New York, May 16. The other available platter on the ditty is by **Count Basie**, on Victor. . . . **Jimmy Scott**, **Lionel Hampton** vocalist, has inked to slice wax with Roost Records as a single. . . . **Lou Elliot**, former thrush with the **Duke Ellington** crew, also has landed a platter deal. She is with the Apollo waxery. . . . **Vanita Smythe** is the latest addition to the Regal label's talent roster. . . . **Ink Spots** are set for a two-week date at the swank Thunderbird nitery in Las Vegas, Nev., beginning June 22.



latest releases



★ **AL GRANT**  
15045 You're the Sweetest Thing  
Forget-Me-Not

★ **GEORGE WRIGHT**  
15046 Jeanine, I Dream of Lilac  
Time  
Makin' Whoopee



★ **HAWKSHAW HAWKINS**  
859 Back to the Dog House  
Pardon Me for Loving You

★ **REDD STEWART**  
860 It's All Over (But the  
Tears I'll Shed for You)  
My Little Wild Rose of the  
Hills

★ **JIMMIE OSBORNE**  
863 You're the Only Angel  
(That I Ever Met)  
What a Price To Pay for  
Love

★ **KING'S SACRED QUARTET**  
866 I Heard My Name on the  
Radio  
He Will Set Your Fields  
on Fire



★ **MARY LOU WILLIAMS**  
4349 Willow, Weep for Me  
Bye Bye Blues

★ **SONNY THOMPSON**  
4364 After Sundown  
Frog Legs

★ **TEXAS SLIM**  
4366 Late Last Night  
Don't You Remember Me?

★ **MABEL SCOTT**  
4368 Baseball Boogie  
I Found My Baby

★ **EARL BOSTIC**  
4369 Serenade  
Wrap Your Troubles in  
Dreams

**ROY BROWN**  
HARD LUCK BLUES  
NEW REBECCA  
DeLuxe 3304





**The Billboard**  
MUSIC POPULARITY CHARTS  
PART VII  
Rhythm & Blues Records

Based on reports received last three days of Week Ending May 12

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

- As Long as I Live—Four Blues (Missing You) Apollo 1160
- Bonitas Boogie—B. Coles Ork (Glad to) Sultan 428
- Blues Nocturne—J. Otis Ork (New Orleans) Savoy 743
- Dreamin' Blues—M. Walker—J. Otis Ork (Helpless) Regent 1018
- Glad To See u Go—B. Coles Ork (Bonitas Boogie) Sultan 1428
- Helpless—M. Walker—J. Otis Ork (Dreamin' Blues) Regent 1018
- I'm Eating My Heart Out Over You—R. Miller (Be-wildered and) King 4356
- Kentucky Babe—Four Tunes (Old Fashioned) V(78) 22-0085, (45)50-0085
- Lonesome Bedroom Blues—C. Jack Dupree (Old Woman) Apollo 421
- Love Her With a celin'—T. Red (1950 Blues) V(78) 22-0085, (45)50-0084
- Neck Bones and Collard Greens—Wild B. Moore (Rock Bottom) King 4361
- Miss Larceny Blues—Hot Lips Page (There Ain't) Col 30204
- Missing You—Four Blues (As Long) Apollo 1160
- My Baby's Comin' Back—S. McGhee (Venus Blues) Atlantic 909
- My Baby Loves Me—"Cha Cha" Hogan (My Walking) Star Talent 810
- New Orleans My Home (Te-Na-Nay)—E. Walsh (Oklahoma Blues) London 17012
- New Orleans Shuffle—J. Otis (Blues Nocturne) Savoy 743
- 1950 Blues—Tampa Red (Love Her) V(78)22-0084, (45)50-0084
- No Good Woman Blues—E. Vinson (Ashes on) King 4355
- Oh, Little Girl—C. Norris Ork (Chicken Neck) Selective 119
- Oklahoma Blues—E. Walsh (New Orleans) London 17012
- Old Fashioned Love—Four Tunes (Kentucky Babe) V(78)22-0085, (45)50-0085
- Old Woman Blues Champion J. Dupree (Lonesome Bedroom) Apollo 421
- Rhapsody in Blue—L. Rhodes & His Toddlers (Parts 1 and 2) Sensation 31
- Prof. Longhair's Blues—P. Longhair (Walk Your) Atlantic 906
- Rock Bottom—Wild B. Moore (Neck Bones) King 4361
- Rockin With Coop—F. Mitchell Ork (Boogie Blues) Derby 737
- Rompin on the Ramp—C. Johnson Ork (Midnight Mood) Prize 705
- Round and Round the Valley—Blue Lr Barker (At the) Cap 977
- Rock Me in Your Chair—D. Henderson (Situation Blues) London 17011
- Sausage Rock—Doc Sausage (I've Been) Regal 3256
- Serenade—G. Carter (Come on) Freedom 1536
- Serenade—E. Bostic Ork (Wrap Your) King 4369
- Situation Blues—D. Henderson (Rock Me) London 17011
- Snake Hipping Daddy—P. George (Winding Ball) Sultan 1425
- Stak-A-Lee (Parts 1 and 2)—Archibald Ork . . . Imperial 5068
- Strollin With Bones—T-Bone Walker (Glamour Girl) Imperial 5071
- That's How You Got Killed Before—D. Bartholomew (Carnival Day) Imperial 5064
- There Goes My Heart—J. Lee & Her Boy Friends (Nobody Knows) Cap(78)1009; (45)F-1009
- There Ain't No Flies on Me—Hot Lips Page (Miss Larceny) Col 30204
- There Will Be Fears—B. Bryant (Hold Me) MGM 10700
- Thrill My Baby—D. Ford . . . Arca 1248
- Venus Blues—S. McGhee (My Baby's) Atlantic 909
- Walk You Blues Away—P. Longhair (Prof. Longhair's) Atlantic 906
- Warpath Blues—The Naturals (Rain-Chick) Col 30302
- When She Started to Walk Her Stocking Started to Run—J. Cursio Ork (Whistle and) Fine 1005
- Where Can I Go—R. Brown (Dear Little) Atlantic 907
- Where There is No Love—R. Milton (Junior Jives) Specialty 358
- Whistle and Blow Your Blues Away—J. Cursio Ork (When She) Fine 1005
- Why Did I Make You Cry—M. Minnie (Kidman Blues) Regal 3259
- Why Do I Love You—L. Darnell (I Love) Regal 3262
- Why Leave Me All Alone—L. Willis Littlefield (Tell Me) Modern 20-747
- Winding Ball Mama—P. George (Snake Hipping) Sultan 1425
- Wrap Your Troubles in Dreams—E. Bostic Ork (Serenade) King 4369
- You Can't Ruin My Business—J. Brown Ork (My Luck) Dec 48153
- You Got To Walk the Chalk Line—B. Johnson Ork (Keep Me) Dec 24996
- You're My Love—The Four Tunes (Don't Blame) Arca 1246
- You Ought To Know—P. Gayten Ork (I'll Never) Regal 3258
- Your Little Girl is Gone—J. Houston Trio (Jumpin' the) Freedom 1535

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Bust loose on—  
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-907

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**

PART VIII



**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'ts-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
<b>ARTIE SHAW ORK</b> Decca 27009	<b>Foggy, Foggy Dew</b> Excellent dance treatment of this charming traditional air spots Shaw's clary and tenor sax and guitar goes.	75--80--75--70
	<b>He's Gone Away</b> More tasty Shaw clary is spotted in another fine terp effort built around another traditional ditty.	70--75--70--65
<b>NAT KING COLE TRIO (Les Baxter Chorus)</b> Capitol 1010	<b>The Greatest Inventor of Them All</b> Exciting choral arranging and singing paces a fine Cole vocal of a pulsating item in the "Old Master Painter" vein. Could be a winner on the strength of performance.	86--87--85--86
	<b>Mona Lisa</b> "Captain Carey U. S. A." flicker ballad of substance and warmth is rendered sympathetically and well by Nat with an effective string backing.	87--87--87--87
<b>JIMMIE RIDDLE</b> Decca 46239	<b>I Found My Mama</b> Country styled rendition of this slowly moving kiddity which spots the talking harmonica.	75--75--75--75
	<b>The Three Trees</b> A new kid vehicle with a harmonica playing a vital, descriptive role in a story line is done effectively. Out and out kid stuff.	70--75--70--65
<b>MARGARET WHITING-FRANK DEVOL ORK (Les Baxter)</b> Capitol 1027	<b>I Gotta Get Out of the Habit</b> Simple projection via Maggie and a vocal group of a new non-flicker ballad by Burke and Van Heusen. The simplicity is winning and the tune is both pretty and attractive.	81--82--80--80
	<b>A-Rass-a-Ma-Taxx</b> Rowdy ragtime-flavored rhythm novelty smacks heavily of the current "Hoop-Dee-Do." It's done with plenty of vigor and spice and may do okay on its own values.	84--85--83--85
<b>GLEN MOORE &amp; THE MOORE MEN (Clarence Hutchen- rider)</b> MGM 1069B	<b>Cane Bottom Chair</b> Philosophical and catchy rhythm ditty is treated handily if not excitingly by this versatile little group.	68--68--65--70
	<b>Benny, the Bow-Legged Bowler</b> Far-fetched novelty waltz doesn't figure to impress many.	50--50--50--50
<b>JOHNNY DESMOND (Tony Mottola Ork)</b> MGM 10703	<b>The Picnic Song</b> Bright, light novelty beamed for summer traders should catch spinner play. Desmo does well by it but the production is a bit heavy on the tune.	77--82--72--78
	<b>I've Got a Heart Filled With Love</b> Country-tinged ditty is warbled affably by Desmond in an appealing feathery setting.	81--82--80--80
<b>BOB HAGGART ORK</b> MGM 10699	<b>By the Waters of the Minnetonka</b> Haggart whistles "Winnieska" style to pace an instrumental slicing of the evergreen. Doesn't stir much excitement or interest.	60--62--60--53
	<b>Baby, Won't You Please Come Home?</b> Relaxed full ork dance dinking in two beat of a popular sidle.	63--66--63--60
<b>BURL IVES</b> Columbia 38817	<b>Got the World by the Tail</b> Light-hearted folksy rhythm ditty is handed the effervescence of an Ives vocal with a background which is tinged with a pop approach.	72--75--70--70
	<b>My Momma Told Me</b> Another old intermixture of pure folk commercial country, kid and pop qualities graces this Ives dinking. The balladeer is the same old charmer nevertheless.	72--75--70--70
<b>SONNY BURKE ORK</b> Decca 24993	<b>What, Where and When</b> Wonderful instrumental has a good tune, is played cleanly with a firm beat and it tops for terpers.	82--85--80--80
	<b>Mambo Jambo</b> Hard-driving rhythmic essay in the mambo vein is a toe-tapping ear caresser. Could score with Latin terpers just as readily as the pop consumers.	84--85--84--84
<b>DON &amp; LOU ROBERT- SON (George Cates Ork)</b> Coral 40184	<b>Choo'n Gum</b> Rowdy, rousing coverage on the fast-stepping novelty. Exert orking and good harmony duet vocal.	78--78--78--78
	<b>Marriage Ties</b> Country-flavored bounce ditty is treated handsomely by this new wax team.	77--79--75--77
<b>ARMAND HUG</b> Capitol 987	<b>Girl of My Dreams</b> Hug turns the pretty pop of two decades ago in his nostalgic New Orleans rag style. His keyboarding and rhythm support are pleasingly honky.	68--66--68--70
	<b>Wild Flower Rag</b> An old Clarence Williams' rag gets the same treatment. A bit special for pop consumption, but ragtime addicts will like the verve and drive.	67--67--67--67

**Record Reviews**

**RATINGS**

OVER-ALL  
 DISK JOCKEY  
 RETAILER  
 OPERATOR

**ARTIST LABEL AND NO. TUNES COMMENT**

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>BILLIE HOLIDAY</b> Columbia 38792	<b>God Bless the Child</b> A re-issue of a classic vocal side. Not as "commercial" as the recent Decca version with Billie and Gordon Jenkins' lush orking, but the voice is sweeter, the small jazz combo in a purer tradition. Collectors will dig this version.	73--74--74--70
	<b>Am I Blue</b> Another re-issue, cut at same date as flip. Thrush takes the standard at a slower tempo than is customary, injects her characteristic old plaintiveness and yearning.	70--70--70--70
<b>TONI ARDEN (Percy Faith Ork)</b> Columbia 38812	<b>Tonight</b> A new Fred Coots-Alice Simms ballad is piped with heartfelt warmth and impressive distinction. Faith provides a mood-making ork setting.	86--86--86--86
	<b>Why?</b> This is the old tune, not the recent "Drigo's Serenade" adaptation. Interpretation is a mish-mosh; thrush warbles straight at up tempo while ork and chorus bat out a zealous but baffling backing that sounds like the result of mating a Woody Herman bop arrangement with a jazzy L. S. Hit Parade killer-diller.	66--67--66--65
<b>ALAN DALE (Mitch Miller Ork)</b> Columbia 38814	<b>Ride the Magic Carpet</b> Sounds like a production number from a quickie musical. Dale and Miller give their best, but never get the carpet air-borne.	63--64--63--62
	<b>Today, Tomorrow and Forever</b> Warbler does a warm, r.ch job with a "concerto" type ballad.	73--73--73--73
<b>ARTHUR GODFREY- JANETTE DAVIS (Archie Bleyer Ork)</b> Columbia 38815	<b>Darn It Baby, That's Love</b> Lively enough duet on a cute bit of material already essayed by Tony Martin and Fran Warren with no special sales success.	70--70--70--70
	<b>Cross Your Heart</b> Bleyer lays down a neat backing for Miss Davis's punchless singing of novelty ballad getting a revival attempt by the publishers.	60--60--60--60
<b>KEN GRIFFIN</b> Ronda R-225	<b>Love's Dream</b> Mr. Griffin offers his own jazzy revision of Liszt's Liebestraum on the organ. Thumping bass and shrill treble destroy the mood of a classic mood song.	61--60--60--64
	<b>Bayadere</b> An original with oriental overtones is taken at a brisk tempo, has decided appeal for Griffin fans.	76--75--76--77
<b>JOAN SHAW (Russ Case Ork)</b> MGM 10701	<b>Deceiving Myself</b> Miss Shaw displays an effective blues style on this pretty ooo ballad, with lush backing from Case. Stant here is toward rhythm and blues market rather than pop.	73--73--73--73
	<b>Peace of Mind</b> Strong rhythm job by thrush, to a brisk snuffie backing, but her unconvincing recitation bit in the middle detracts.	65--65--65--65
<b>BILLY ECKSTINE (Jack Miller Ork)</b> MGM 10684	<b>My Destiny</b> An impressive Mack David-Jerry Livingston ballad is sold strong by Mr. B in a smartly integrated chorus and ork setting done by Jack Miller. Side could pop.	87--87--87--87
	<b>Roses</b> The emerging ballad click gets a solid, heartfelt warbling job that could spark this version into competition with the Kaye platter.	87--87--87--87
<b>DICK TODD (Jerry Packer Chorus-Dave Terry Ork)</b> Rainbow 5008B	<b>A-N-G-E-L Spells Mary</b> Simple, unsuited schmaltz directed at primordial mass tastes, the tune and the treatment have the makings of a hit for Todd.	87--86--87--88
	<b>All My Life</b> Todd belts out a good sidle in winning style.	84--82--84--86
<b>NORM WIELAND</b> Coronet 500	<b>What the Wise Men Say</b> Beautiful chamber-music orking is wasted in an un-commercial ballad effort.	60--63--62--53
	<b>Spring Love</b> Another sensitive scoring gets lost on an involved song.	59--63--62--53
<b>BUNKHOUSE BOYS (Pee-Wee Miller)</b> Carnival 5005	<b>Round and Round and Round</b> Catchy, nappy material gets lost in a modest production and bad recording.	60--60--60--60
	<b>I'm Not to Blame</b> Tune has appeared on several small labels. This small-scale production is unlikely to start any action, either.	56--55--56--57
<b>JO STAFFORD-PAUL WESTON'S DIXIE EIGHT</b> Capitol 1039	<b>Pagan Love Song</b> Big sidle features one of the thrush's rare jazz excursions. Good standard side.	72--72--72--72
	<b>Simple Melody</b> Tune is an Irving Berlin sidle getting its first plug effort. Jo sings it straight while the gang chants and blows in easy rag fashion. Captivatingly simple stuff.	78--78--78--78
<b>MARGARET WHITING (Frank De Vol Ork)</b>	<b>Shawl of Galway Grey</b> Several substantial versions of the would-be "Galway Bay" follow-up came out last year, but weren't pushed. If there's action on the fine song, this version should do well.	78--78--78--77
	<b>If You Were Only Mine</b> Big ballad, revived by Perry Como's waxing, gets a typically smooth Whiting rendition for the first main-line ten version.	80--80--80--80
<b>VAUGHN MONROE ORK (The Moon Men-The Moon Maids)</b> Victor 20-3773	<b>Thanks, Mr. Florist</b> Vaughn does a sequel to "Red Roses For A Blue Lady" which has enough on its own to store heavily for the muscle-tomiling one.	88--88--88--88
	<b>Tell Her You Love Her</b> Typical Monroe side for dancing with material which is inferior to his usual selections.	79--80--77--80



# Record Reviews

**RATINGS**  
**OPERATOR**  
**RETAILER**  
**DISK JOCKEY**  
**OVER-ALL**

ARTIST	TUNES	COMMENT	
<b>POPULAR</b>			
<b>RAY McKINLEY ORK</b> Victor 20-3769	<b>The Lonesome Whistle</b>	69--70--68--70	Clean orking but a dragging tempo slices the effectiveness of a feathery slow rhythm song. Olav McKinley vocal.
	<b>Cane Bottom Chair</b>	83--84--82--82	One of the best McKinley efforts in ages is the job done with this "soudie" albeit soundly-designed homey philosophical rhythm ditty. Tho wordy, could stir action.
<b>ZEE &amp; JIM</b> Royalty SOP 300	<b>I Won't Believe You Anymore</b>	72--73--72--72	Retentive old-fashioned ballad is warbled solo by the bary, who does a convincing job.
	<b>Say When</b>	79--79--79--80	Boy-girl harmony ballad has a sweet flavor and an easy, dreamy dance beat that could indicate sleeper potential.
<b>JIMMY ATKINS</b> Rainbow 50022	<b>Gone Fishin'</b>	83--85--82--82	Excellent mood performance of a "Lazy Bones"-ish sort of ballad. Atkins warbles with a Godfrey-like touch. Altogether an effective light-hearted effort.
	<b>You Can't Take It With You</b>	74--77--70--74	A rhythmic sermon built around the title is treated simply, straightforwardly and effectively by the Jerry Packer group. Tune's from the "Tickets Please" legit revue.
<b>BOBBY WAYNE</b> London 655	<b>The Moment I Looked In Your Eyes</b>	74--74--74--74	Wayne does a warm warble on a not unattractive ballad from the "Tickets Please" revue.
	<b>Buffalo Billy</b>	83--84--84--82	A new and promising kiditty is treated handily in a suitable production setting. If tune clicks, this could be in with the winners.
<b>DENNY DENNIS</b> London 647	<b>Feelin' Low</b>	57--59--55--57	A minor ballad is warbled with warmth by Dennis with effective keyboard backing. But doesn't figure to stir much action.
	<b>A Rose in a Garden of Weeds</b>	60--60--60--60	A rich English ork background builds a fine setting for the Dennis tones doing a ballad cut from ordinary cloth.
<b>PETERSEN BROTHERS</b> London 649	<b>Play, Hurdy Gurdy, Play</b>	71--72--70--71	Veddy British group lends polite treatment to a catchy bounce jiff.
	<b>I Wouldn't Trade the Silver</b>	55--55--55--55	Bounce treatment of a nostalgic ballad somehow doesn't hit it off right.
<b>BENNY LEE</b> London 542	<b>Talking to Horses</b>	71--73--70--70	Cute luvst on a pleasant western ballad is delivered with conviction by Lee.
	<b>Two Lips</b>	63--65--60--65	(Benny Lee and Petula Clark) Light-hearted duet of a fluffy, lightweight ditty.
<b>AL JOLSON-THE ANDREWS SISTERS</b> (Vic Schoen Ork) Decca 27024	<b>The Old Piano Roll Blues</b>	81--82--80--82	This funky-tank novelty has been catching slowly. This version, tho it's not particularly stirring, should score moderately well if only for the name power involved.
	<b>'Way Down Yonder in New Orleans</b>	77--77--75--80	Again name power figures strongly to create moderate action for the revival of a solid oldie from the Dixieland catalog.
<b>PAULA WATSON-4 HITS AND A MISS</b> Decca 48155	<b>A Heart of Stone</b>	74--74--71--77	Energetic projection of a country-tinged rhythm ditty with a catchy and familiar melody.
	<b>Stop That Knockin' at My Heart</b>	67--68--65--68	Another rhythmic novelty spots a "soudie" gimmick which helps only slightly to lift this dinking out of the depths.
<b>BILL HARRINGTON</b> (Roy Ross Ork) Coral 60213	<b>Open, Parachute</b>	42--45--40--40	Roger, William! The robust warble isn't going to help. Bombs away!
	<b>Soft Shoulders</b>	55--55--55--55	Trivial exotic erotica is well delivered by Harrington.
<b>DICK HAYMES-4 HITS AND A MISS</b> Decca 27020	<b>Is There Anything Wrong With That?</b>	76--77--75--77	Lightweight ballad is treated affectionately by Haymes, the group and Jenkins' keyboard and ork.
	<b>A Little Bit Independent</b>	86--87--86--86	This fine oldie draws a deliberate, enticing slow treatment in the "Little White Lies" vein which could help stir up new interest in the tune. Stacks up as a strong bid for bitdom.
<b>ESY MORALES ORK</b> (Jimmy Atkins) Decca 24989	<b>Forever and a Day</b>	45--45--45--45	Trivial ballad handled as a bolero is warbled engagingly by Atkins with a feathery ork backing.
	<b>The Canasta Song</b>	62--64--60--62	Samba treatment of this novelty paean for the current card table sensation gets up a good dance beat.
<b>JERRY GRAY ORK</b> (The Crew Chiefs) Decca 27010	<b>Home Cookin'</b>	79--80--76--80	Real rhythm for dancing done on an airy new ditty slated for the next Bob Hope flicker, "Fancy Pants."
	<b>Crazy She Calls Me</b>	85--86--84--85	(Tommy Traynor) One of the finest of the new dance band generation diskings of a lovely tune which has been threatening for several months. Fine beat and excellent Tommy Traynor vocal.
<b>BARBARA CARROLL TRIO</b> Discovery 129	<b>You Stepped Out of a Dream</b>	65--70--66--58	Miss Carroll flashes superb modern keyboarding in a Shearing Previn groove. Two slow, dreamy choruses sandwich and exciting double "go" bit, with explosive rumpoes booting in back.
	<b>Barbara's Carol</b>	59--63--60--55	She maintains tempo all the way—a light, medium tempo bounce. For fans only.

(Continued on page 36)

# DON'T M-I-S-S . . .

# CLAIRE HOGAN

AND

# BOBBY WAYNE'S



# M-I-S-S-I-S-S-I-P-P-I

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conducted by Jack Pleis

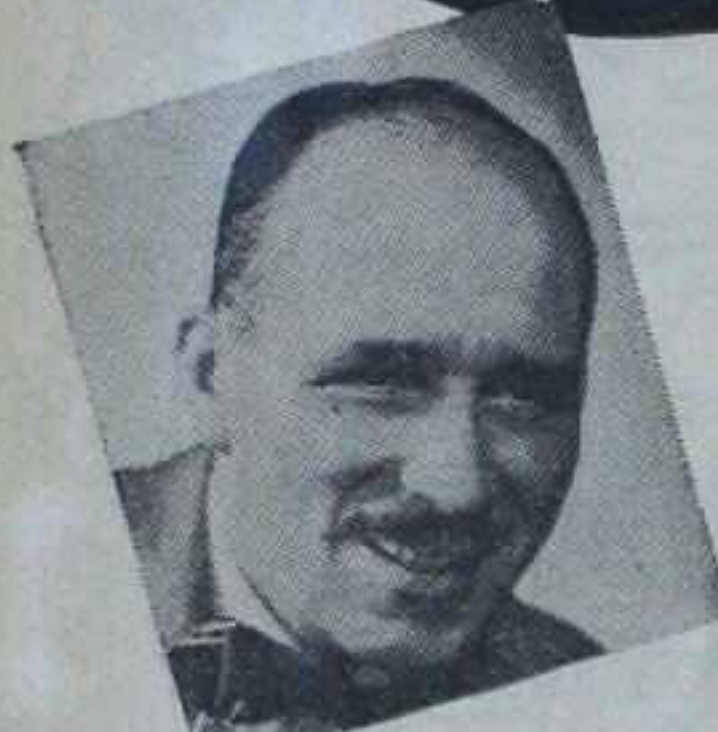
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**"SAM'S SONG"**

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RECORDS



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Record Reviews

(Continued from page 35)

RATINGS			
OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>POPULAR</b>		
BING CROSBY-KEN DARBY SINGERS Decca 27019	<b>When the Sun Goes Down</b> Crosby lends a western flavor to this new ballad. His fans should find this satisfying fare.	80--80--80--80
	<b>Home Cockin'</b> (Bud Conlon's Rhythmaires—Perry Botkin's Band) Bouncy home-spun ditty from the forthcoming Bob Hope "Fancy Pants" flicker is done lightly and effervescently by der Bingle with a fine assist from the Conlon voices.	84--84--84--84
THE LYN DUDDY SINGERS (Archie Bleyer Ork) MGM 10702	<b>Hoop-Dee-Do</b> Good enough coverage of the fast-breaking polka hit. Competition's too rough to have this mean too much in the race.	68--68--68--68
	<b>Down the Lane</b> Pleasant, light treatment of a promising lilt could pick up some coin if the tune breaks thru.	70--70--70--70
LAWRENCE WELK ORK (Roberta Linn-Garth Andrews) Mercury 5419	<b>Hoop-Dee-Do</b> Neat dance hand treatment of the polka smash may pick up some of the loose coin on the tune in Welk's midwestern strongholds.	72--72--72--72
	<b>If You Can't Get a Drum With a Boom-Boom-Boom</b> Spirited and engaging treatment of a cute novelty designed for the Dixieland onrush. Here it's treated as a bounce novelty and comes off nicely.	79--80--77--80
FRANKIE LAINE (Harry Geller Ork-Carl Fischer) Mercury 5421	<b>Stars and Stripes Forever</b> Much overarranged treatment of the new pop version of the Sousa march spots Laine briefly. Doesn't ring bells for pop consumption tho Laine's best figures to generate sales.	83--86--83--80
	<b>Thanks for Your Kisses</b> A Laine ballad effort is dampened somewhat by a rather undistinguished song.	72--73--72--71
BILL FARRELL (Russ Case Ork) MGM 10704	<b>Baby, What Else Can I Do?</b> Farrell, a growing warbler, lends his distinctive style to a simple love ballad. His followers should like it. Good bet for rhythm and blues locations as well.	76--78--75--75
	<b>Don't Say Manana Tonight</b> (Earle Hagen Ork) Fine Hagen or'king and a good Farrell vocal are wasted on a trite beguine ballad.	67--70--66--66
VICTOR YOUNG ORK (The Victorians) Decca 27012	<b>You Are My Love</b> Lifting, even-paced conception of a Neapolitan flavored waltz is diverting for the neat or'king and simple, straightforward choral vocal.	78--80--75--78
	<b>Chug-a-Lug</b> Rousing ork and chorus etching of this growing drinking song should score with the tavern trade.	80--80--78--82
BETTY REILLY Decca 24997	<b>El Cumbanchero</b> The Latin bugs should find this diverting fare for tepp'ing and listening as well. Miss Reilly pounds it home with spirit.	72--74--70--72
	<b>Babalu</b> Rather dull slicing of the Latin law. Miss Reilly is reserved here tho the beat and or'king should sooth the hip-shakers.	65--65--65--65
CLARK DENNIS (Lou Busch Ork) Capitol 971	<b>Summer Night</b> Rich tenor tonals of Dennis lend the virtuous touch to a fine dinking of a lovely oldie.	72--77--72--68
	<b>Kathy</b> Ballad drawn from the score of the "Mrs. Mike" flicker is well-warbled by Dennis. Tune is quite attractive.	72--77--69--69
THE FONTANE SISTERS (Hugo Winterhalter Ork) Victor 20-3772	<b>I Wanna Be Loved</b> Beautiful Winterhalter ork and choral work builds the setting for good solo and close-knit harmony work by the Fontanes. If there's a second dinking to the Andrews-Jenkins, this should be it.	88--89--88--87
	<b>I Didn't Know What Time It Was</b> Novel cliffing of the oldie, also on a revival spin, should attract attention on its own with an altogether sound marriage of singing and instrumental work.	85--85--85--85
RUFÉ DAVIS Columbia 38813	<b>Francis the Talking Mule</b> Latest in the stream of pop-kid (or kid-pop) jobs is an engaging bit of whimsy, charmingly done, but will likely find its market among tots only, lacking the punch of "Rudolph or Peter."	70--70--73--67
	<b>Pudgy the Whistling Piggy</b> Clever kid material uses a catchy whistle-and-grunt sound effect, is winningly projected.	73--73--76--70
PAULETTE SISTERS-HARMONY BELLS ORK Dana 2080	<b>Choo'n Gum</b> Crisp, incisive gal-group and ork job with characteristic polka touches, plus a couple of dialect bits, should reach nabe markets where this style is preferred.	74--74--74--74
	<b>Cinderella Polka</b> Tho smartly sung and orked, the attempt to cram the whole Cinderella story into a 2:20 lyric makes for a wordy job.	64--64--64--64
PAULETTE SISTERS-HARMONY BELLS ORK Dana 2077	<b>Hoop-Dee-Do</b> Frothy executed, but doesn't exploit the polka potential for which label is known; sounds like other pop versions against which competition is too rough.	66--65--66--67
	<b>Song of the Wedding Day</b> Gals get off a froelich in the style of the Andrews Sisters' "Bel Mr. Joseph," etc. Nice blend, phrasing and attack in their work.	70--70--70--70
MARY ELLEN QUARTET-BOB SCOTT MGM 10691	<b>Ho-Hum, It's Spring</b> Pleasant small group treatment of a wonderful new ballad. Scott carries solo honors handsomely.	67--70--65--67
	<b>That We Is Me and You</b> A Tim Pan Alley calypso of no particular note is essayed as well as is possible by this neat little group.	61--60--60--62

(Continued on page 116)



The Billboard

MUSIC POPULARITY CHARTS

PART IX



Record Possibilities

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.

MY DESTINY..... Billy Eckstine..... MGM 10584  
ROSES.....

"Destiny" is a simple ballad in the fashion of "My Devotion" done warmly by Eckstine with group and Jack Miller-conducted ork. "Roses," already scoring via Sammy Kaye and Dick Haymes platters, has the singer belting it out in front of a Buddy Baker orking.

BUFFALO BILLY..... Roberta Quinlan, Jan August and the Harmonicats..... Mercury 5420

Latest and catchiest of the kiddie trend is handed a busy but winning treatment with the TV thrush spotted, and August, the Cats and a vocal group sharing secondary honors. Effective and infectious.

M-I-S-S-I-S-S-I-P-P-I..... Bill Darnel..... Coral 50220

Darnel's been threatening to break loose with a winner for some time. His best opportunity should come with this thoroly exciting slicing of this catchy letter-twisting novelty which already is catching action via Red Foley on Decca. Art Mooney has a rich dance band reading on MGM which could pick up play.

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. AMERICAN BEAUTY ROSE..... Frank Sinatra..... Columbia 38809
2. STARS AND STRIPES FOREVER..... Ralph Flanagan Ork..... Victor 20-3762
3. ROSES..... Dick Haymes..... Decca 27008
4. DOWN THE LANE..... Jo Stafford-Gordon MacRae..... Capitol 969
5. TEASIN'..... Connie Haines..... Coral 60186
6. HOOP-DEE-DOO..... Doris Day..... Columbia 38771
7. IF YOU WERE ONLY MINE..... Perry Como..... Victor 20-3763
8. THE ANSWER SHE IS YES, NO?..... Guy Lombardo Ork..... Decca 24999
9. ON THE OUTGOING TIDE..... Perry Como..... Victor 20-3747
10. YOU'RE ALL I NEED..... Billy Eckstine-Sarah Vaughan..... MGM 10690

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. ROSES..... Dick Haymes..... Decca 27008
2. I DON'T CARE IF THE SUN DON'T SHINE..... Tony Martin..... Victor 20-3755
3. STARS ARE THE WINDOWS OF HEAVEN..... Ames Brothers..... Coral 60209
4. AMERICAN BEAUTY ROSE..... Frank Sinatra..... Columbia 38809
5. LET'S GO TO CHURCH NEXT SUNDAY MORNING..... Perry Como..... Victor 20-3763
6. ON AN ORDINARY MORNING..... Rosemary Clooney..... Columbia 38804
7. WHERE IN THE WORLD..... Guy Mitchell..... Columbia 38822

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. AMERICAN BEAUTY ROSE..... Frank Sinatra..... Columbia 38809
2. DOWN THE LANE..... Jo Stafford-Gordon MacRae..... Capitol 969
3. ROSES..... Dick Haymes..... Decca 27008
4. HOOP-DEE-DOO..... Russ Morgan Ork..... Decca 24986
5. ON THE OUTGOING TIDE..... Perry Como..... Victor 20-3747
6. I WANNA BE LOVED..... Fontane Sisters-Hugo V. Lierlatter Ork..... Victor 20-3772
7. TIDDLEY WINKIE WOO..... Guy Lombardo Ork..... Decca 27005
8. YOU DREAMER, YOU..... Russ Morgan Ork..... Decca 27006

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. DRAW UP THE PAPERS, LAWYER..... Dave Landers..... MGM 10682
2. BLUES IN THE MOONLIGHT..... Cowboy Copas..... King 855
3. I'VE GOT THE FEED 'EM IN THE MORNING..... Tennessee Ernie..... Capitol 985
4. SLIPPING AROUND WITH JOLIE BLON..... Bud Messner-Bill Franklin..... Abbey 15004

MAIL IT NOW!

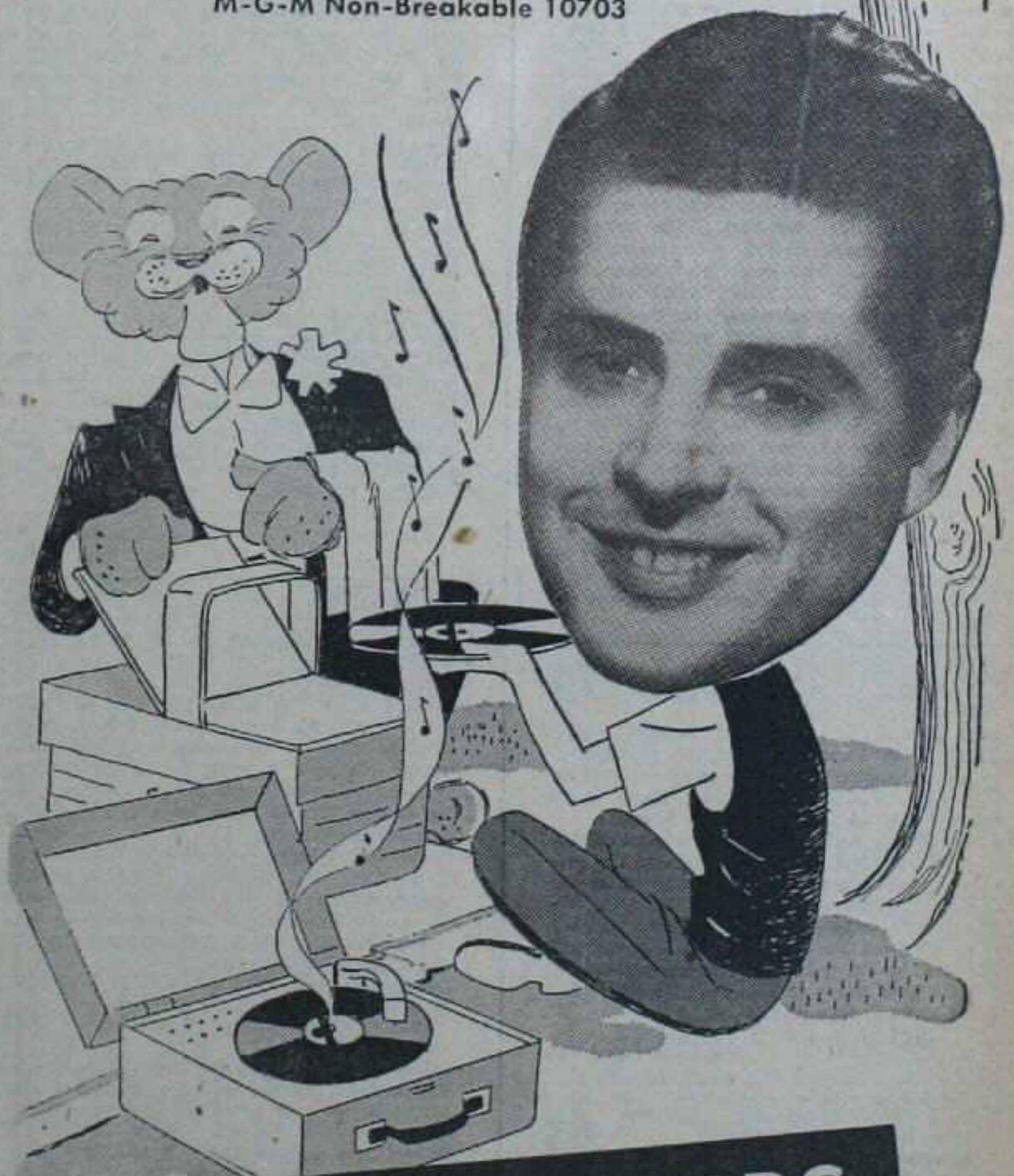
If you have not yet mailed this week's pop chart questionnaire, please do it now.

IT'S A DESMOND PICNIC for Dealers, Ops, and Jockeys!

Hot on the Heels of Johnny's Smash Hit C'EST SI BON comes

JOHNNY Desmond Singing THE PICNIC SONG

Coupled with I'VE GOT A HEART FILLED WITH LOVE M-G-M Non-Breakable 10703



M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT 701 SEVENTH AVE., NEW YORK 19, N.Y.

M-G-M RECORDS ARE BETTER THAN EVER!



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Album and LP Record Reviews**  
**PART X**

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
60-69	.....	satisfactory
50-59	.....	poor

**THE CATEGORIES**

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

**GILBERT AND SULLIVAN: THE MIKADO—** 85  
 The D'Oyly Carte Opera Co.-New Promenade Ork, Isadore Godfrey, Cond.  
 London (33) LLP-189/90

London Records has issued the latest in its ambitious series of new D'Oyly Carte recordings of Gilbert and Sullivan operettas. With "The Pirates of Penzance" and "Trial by Jury" already out and proven catalog sellers, the diskery has elected to release the musically complete slicing of the duo's "The Mikado," which ranks with "H.M.S. Pinafore" as their most widely loved work in this country. There are few from 16 to 60 who aren't familiar with "Tit Willow," "A Wand'ring Minstrel I," "Behold the Lord High Executioner," "My Object All Sublime," "Three Little Maids From School" and other of the lesser individual bright spots from this gay, melodic and humor-filled Gilbert and Sullivan masterwork. There's hardly a market limitation on the potential of this two 12-inch LP package, but the price tag undoubtedly will focus immediate sales attention on class retail outlets.

The recording is a credit to the firm's FFR engineers. It has a theater sound which allows for clarity and which captures virtually every word of a piece which stands as a standard for great comic lyric writing. The performance is stamped with the authenticity of the D'Oyly Carte company, the original Savoyards and the ill accepted definitive Gilbert and Sullivan exponents. Martyne Green's delightful performance as Ko-Ko, the Lord High Executioner, is perhaps the finest of the individual recorded jobs, with Richard Watson's Pooch-Bah, Elia Halman's Katisha and Darrell Fancourt's Mikado serving as additional ear-enticers. Leonard Osborn does Nanki-Poo opposite Margaret Mitchell's Yum-Yum. The crowning touch, and the connecting link, is the expert singing and diction of the D'Oyly Carte chorus. The group helps create excitement, spirit and atmospheric zest for the recording. The New Promenade Orchestra plays Sullivan's music splendidly, shining especially in a rich reading of the overture. Isadore Godfrey, who conducted the performance, has knit together as perfect a recording of Gilbert and Sullivan as has ever been made. The two 12-inch LPs have been packaged handsomely in a four-color container richly illustrated with appropriate line drawings. A 24-page booklet containing the recorded libretto is enclosed, while the liner notes briefly outline the story line of the operetta. Not a detail has been missed to make this a mass appeal package which will make a delightful 80 or so minutes of home entertainment.

**SQUARE DANCES—The Pinetoppers** 74  
 (1-10")  
 Coral (33) CRL 56002

Sally Goodin; O! Joe Clark; Ragtime Annie; Chicken Reel; Flopeared Male; O! Dan Tucker; Fisher's Hornpipe; Rickatt's Hornpipe; Buffalo Gals; First Two Gents Cross Over; Money Musk; Soldier's Joy; Captain Jinks Rustic Dance. A long-playing square dance disk is practical because it's portable and unbreakable, but the continuous play feature is no advantage. After the strenuous activity each selection inspires, the dancers will probably need a breather. At any rate, this group has about the best beat one will encounter in the field. Tempos are well-chosen, and the solid eking falls easy on the ears. Set is instrumental, with no calls.

**JUKES** **JOCKS**  
 Not suitable. For rural segs. You supply the caller.

**BUD POWELL PIANO—Bud Powell-Ray** 63  
 Brown-Max Roach (3-10")  
 Mercury C-102

I'll Keep Loving You; Tempus Fugue-It; All God's Chillun Got Rhythm; Celia; Yesterdays; Strictly Confidential.

Appeal of this collection will be mainly to pop enthusiasts. Powell, who manages to adapt Charlie Parker's style to the keyboard, tries to accomplish an occasional change of pace in his repertoire, but doesn't offer much variety within each selection. On the whole this is nervous, restless improvisation, tho there are some moments of admirable invention. The pop rhythm section is tops, but again, for boppers.

**JUKES** **JOCKS**  
 Not suitable. For modern jazz segs.

**BACH: SIX BRANDENBURG CONCERTI,** 84  
 VOLS. I, II, III—Fritz Reiner conducting soloists and chamber group (3-12")  
 Columbia (33)ML-4281-2-3

One of Columbia's most ambitious undertakings in its Bach 200th anniversary commemorative program is this freshly made integral recording of the six Brandenburg Concerti under the direction of Fritz Reiner. This set of three 12-inch long-play disks—it is available as a set and as individual platters as well—is outstanding for recorded clarity and distinguished musicianship. The joyous and spirited music, among the most popular of Bach's lengthy contributions, was born as an attempt by the composer to completely explore the concerto grosso as it existed in his day. The Reiner conception of the concerti clings to the traditional chamber fashion but shades of contemporary concert hall influences are omnipresent. In the Fifth Concerto, Reiner uses a harpsichord, played by Sylvia Marlowe, thus creating the first acceptable waxing of this particular work with the original instrument cast in the stellar role rather than the customary piano. In addition to Miss Marlowe, Reiner has collected a splendid group of instrumental virtuosos—Leonard Rose (cello), Julius Baker (flute), Robert Bloom (oboe), William Vacchiano (trumpet), etc.—who contribute uniformly superb performances to the over-all superiority of these recordings. These disks, both as a set and as single units for the popular second, third and fifth concerti, should find a sizable market, particularly during this Bach commemorative period.

**JEROME KERN MELODIES—The Decca** 76  
 Salon Ork-Harry Horlick, Dir. (1-10")  
 Decca (33) DL-5078

Make Believe; Why Do I Love You; Smoke Gets in Your Eyes; They Didn't Believe Me; Yesterdays; O! Man River; The Last Time I Saw Paris; Look for the Silver Lining. The Horlick savvy of the salon style—no tampering with the melody, no dynamic displays, simple, aseptic arrangements—is perfectly exemplified here in a lulling offering of Kern tunes. Somehow, Kern has always been favorite fodder for the Muzak school of orchestras, and so there is every reason to augur a long, steady sales life for this package for people who like the phonograph on while they eat, drink, talk, read or shave.

**JUKES** **JOCKS**  
 Not suitable. Useful music for the "quiet" vpe shows.

**DELIBES: BALLET MUSIC FROM COPPELIA—L'Orchestre De La Societe Des** 77  
 Concerts Du Conservatoire De Paris—Robert Desormiere, Cond. (1-10")  
 London (33) LPS 183

Along with his "Sylvia" ballet, "Coppelia" ranks as the top ballet product of Leo Delibes, recognized by many as the father of modern ballet music. His work is noted for its rich melodic lines and its charming and feathery concept. It's the kind of longhair stuff which will find large markets simply because of its true pop nature, its delightfully happy spirit and the familiarity of its melodies. The performance of this light music is treated with the grace, wit and charm which suits it by Desormiere, a young Frenchman, who is accredited as a coming conducting and composition talent.

**T. S. ELIOT: THE COCKTAIL PARTY—** 70  
 Members of the Original Cast (2-12")  
 Decca (33) DX-100

Taking as pretext the surprising b.o. success of this abstruse, rarified exercise in sophisticated poetry, it may well follow that the recorded version of the play will sell well in its potential market. "The Cocktail Party" is admirably suited for recording, having a minimum of action and the absolute maximum of polished, cool dialogue—dialogue in the elegant cadences of the British upper classes. Eliot's beautifully flowing free verse is rendered in impeccable English by the talented original cast. There is no consciousness of posturing in the reading, but rather the inspiring, stimulating effect of fine poetry. The technical recording is good, the posed two-disk album beautifully produced and admirably annotated. Schools, students and aesthetes should form a large part of the market for this. Class shops, too, should find moderate sales forthcoming.

(Continued on page 121)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Advance Information**  
**PART XI**

**ADVANCE RECORD RELEASES**

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

**POPULAR**

- A-Razz-a-Ma-Tazz—M. Whiting-F. DeVol Ork (I Gotta) Cap 1027
- After a While—J. Marshall Ork (I Love) Syrena 1279
- Alabama Jubilee—C. Steward-San Francisco Boys-J. Blowers Ork (Ten Little) Coral 60228
- All That I Want Is You—J. Still (Turn the) Franwil 5011
- American Patrol—M. Spanier (More Than) Brunswick 80142
- Are You Lonesome Tonight—K. Griffin (When I) Col (78)38827, (33)1-648
- Are You Lonesome Tonight—A. Jolson (No Sad) Dec 27043
- Bibbidi-Bobbidi-Boo—B. Da Lua (Rag Mop) Dec 27032
- Birmingham Bounce—L. Hampton Ork (Cannon Ball) Dec 27041
- Boogie Woogie St. Louis Blues—E. Butterfield (Jelly Jelly) Brunswick 80143
- Boulevard of Broken Dreams, The—T. Bennett-M. Manning Ork (I Wanna) Col(78)38825, (33)1-646
- Breakfast at Seven—M. Dennis-Allen Sisters (Loneliness Whistle) Coral 60229
- Buffalo Billy—E. Knight-R. Charles Singers-B. Haggart Ork (Chocolate Ice) Dec 27036
- Buffalo Billy—B. Wayne-J. Pleis Ork (Moment I) London 688
- Busy Signal—J. Beneke Ork-B. Yeager (I've Got) V(78)20-3790, (45)47-3790
- Cannon Ball Express—L. Hampton Ork (Birmingham Bounce) Dec 27041
- Chocolate Ice Cream Cone—E. Knight-R. Charles Singers-B. Haggart Ork (Buffalo Billy) Dec 27036
- Choo'n Gum—Paulette Sisters-Harmony Bells Ork (Cinderella Polka) Dana 2080
- Cinderella Polka—Paulette Sisters-Harmony Bells Ork (Choo'n Gum) Dana 2080
- Climbing the Mountain—Calypto Troubadours (Enjoy Yourself) Bacchanal 2001
- Come Into the Parlor—D. Day-F. Martin Ork-Martin Men (Stars and) V(78)20-3789, (45)47-3789
- Count Every Star—Blenders (Would I) Dec 48158
- Count Every Star—D. Haymes-A. Shaw (If You) Dec 27042
- Doin' What Comes Naturally—J. Dorsey (Oh! What) Dec 25487
- Dorseyland Dance Parade Album—J. Dorsey Jazz Band (1-10") Col(33)CL6144 Charley, My Boy; Clap Hands, Johnson Rag, Let a Smile Be your Umbrella, Rag Mop, That A-Plenty, When You Were a Tulip, When You're Smiling
- Enjoy Yourself—Calypto Troubadours (Climbing the) Bacchanal 2001
- Feelin' Low—D. Dennis-S. Black (Rose in) London 647
- Fort Worth Jail—Cavanaugh's Curbstone Cops (I'm Gonna) Cap 1031
- From Omaha-Ha-Ha to Idaho-Ho-Ho—Z. Talent (To the) V(78)20-3778, (45)47-3778
- Gone—The Blenders (Honeysuckle Rose) Dec 48156
- Gone Fishin'—J. Atkins (You Can't) Rainbow 50022
- Got the World by the Tail—B. Ives (My Momma) Col 38817
- Hawaii Calls—R. Kinney-D. McIntire (Kitakila Halekiala) Dec 25448
- Hawaiian Sunset—V. Maycher (Thine Alone) Syrena 1280
- Honeysuckle Rose—The Blenders (Gone) Dec 48156
- Hoop-Dee-Do—Paulette Sisters (Song of) Dana 2077
- I Gotta Get Out of the Habit—M. Whiting-F. DeVol Ork-Les Baxter (A-Razz-a-Ma-Tazz) Cap 1027
- I Love You Only—J. Marshall (After) Syrena 1279
- I Surrender Dear—D. Cornell-H. Winterhalter Ork (You Dreamer) V(78)20-3776, (45)-3776
- I Think—T. Martin-F. Warren (An Ordinary) V(78) 20-3777, (45)47-3777
- I Wanna Be Loved—T. Bennett-M. Manning (Boulevard of) Col(78)38825, (33)1-646
- I Wouldn't Trade the Silver—Petersen Brothers (Play Hurdy) London 649
- If You Were Only Mine—D. Haymes-A. Shaw (Count Every) Dec 27042
- If You Were Only Mine—M. Whiting-L. Busert Ork (Shawl of) Cap 1041
- I'll Get Along Somehow—E. Waters (You're a) Brunswick 80146
- I'm Gonna Charleston Back to Charleston—Cavanaugh's Curbstone Cops (Fort Worth) Cap 1031
- I'm Not to Blame—Bunkhouse Boys-Fee Wee Miller (Round and Round) Carnival 5005
- It's Divine—L. Richardson (This Love) Apollo 1158
- I've Got a Heart Filled With Love—T. Beneke (Busy Signal) V(78)20-3790, (45)47-3790
- Jazz Me Blues—New Orleans Rhythm Kings (Panama) Brunswick 80145
- Jelly Jelly—E. Butterfield (Boogie Woogie) Brunswick 80143
- Just We Two—J. Still (Love Waltz) Franwil 5011
- Kitakila Halekiala—R. Kinney (Hawaii Calls) Dec 25448
- Little Bit Independent, A—G. Gibbs-B. Crosby Ork (Simple Melody) Coral 60227
- Little Sally One Shoe—K. Griffin (Are You) Col(78) 3026, (33)1-647
- Guy Lombardo and His Royal Canadians Featuring the Twin Pianos Album (Vol. 2)—G. Lombardo Royal Canadians (1-10") Dec(33)DL5193
- Loneliest Whistle—M. Dennis (Breakfast at) Coral 60229
- Love Waltz, The—J. Still (Just We) Franwil 5011
- Lullaby in Rhythm—C. Perkins (Summertime) Swan 742
- Moment I Looked in Your Eyes, The—E. Wayne (Buffalo Billy) London 688
- More Than You Know—M. Spanier (American Patrol) Brunswick 80142
- My Momma Told Me—B. Ives (Got the) Col 38817
- Niccole and His Piccolo—R. Vallee (Sentimental Melody) V(78)20-3793, (45)47-3793
- Red Nichols Classics Album (Vol. 2)—R. Nichols & His Five Pennies (1-10") Brunswick (33)DL58069
- Avalon, Buddy's Habits, Feelin' No Pain, Honeydew Shuffle, Ideal Sweet as Apple Cider, Nobody's Sweetheart, That's No Bargain, Washboard Blues
- Night Wind—E. Fisher-H. Winterhalter's Ork (Warm Kisses) V(78)20-3792, (45)47-3792
- No Sad Songs for Me—A. Jolson (Are You) Dec 27043
- Oh! What a Beautiful Mornin'—J. Dorsey Ork (Don't What) Dec 25487
- Ordinary Broom, An (Reminds Me of You)—T. Martin-F. Warren-H. Rene Ork (I Think) V(78)20-3773, (45)47-3777
- Pagan Love Song—J. Stafford-P. Weston's Dixie Eight (Simple Melody) Cap 1039
- Panama—New Orleans Rhythm Kings (Jazz Me) Brunswick 80145
- Pepto and Carmencita—V. Lopez (When Our) Col(33) 1-605
- Play, Hurdy Gurdy, Play—Petersen Brothers (I Wouldn't) London 649
- Rag Mop Samba—B. Da Lua (Bibbidi-Bobbidi-Boo) Dec 27032
- Rose in a Garden of Weeds, A—D. Dennis-S. Black Ork (Feelin' Low) London 647
- Roses—K. Griffin (Little Sally) Col(78)38826, (33) 1-647
- Round and Round and Round—Bunkhouse Boys-Fee Wee Miller (I'm Not) Carnival 5005
- Santa Catalina—F. Martin Ork-S. Wade-Martin Men (Wilhelmina) V(78)20-3780, (45)47-3780
- Sentimental Melody—R. Vallee (Niccole and) V(78)20-3793, (45)47-3793
- Shawl of Galway Grey—M. Whiting-F. DeVol (If You) Cap 1041
- Simple Melody—G. Gibbs-B. Crosby Ork (Little Bit) Coral 60227
- Simple Melody—J. Stafford-The Starlighters-F. Weston's Dixie Eight (Pagan Love) Cap 1039
- Song of the Wedding Day—Paulette Sisters (Hoop-Dee-Do) Dana 2077
- Sophisticated Swing—E. Hayes Ork (Satan Takes) Brunswick 80147
- Spring Love—N. Wieland (What the) Coronet E-1
- Satan Takes a Holiday—E. Hayes Ork (Sophisticated Swing) Brunswick 80147
- Stars and Stripes Forever—D. Day-F. Martin Ork-Martin Men (Come Into) V(78)20-3789, (45)47-3789
- Stars and Stripes Forever—F. Laine (Thanks for) Mer 5421
- Stars and Stripes Forever—G. MacRae-L. Baxter (Cherry-P. Weston Ork (Hoogi Tongi) Cap 1021
- Stop That Knockin' at My Heart—P. Weston (Heart of) Dec 48155
- Summertime—C. Perkins (Lullaby in) Swan 742
- Talking to Horses—B. Lee-Keynotes-N. Temple & His Quartet (Two Lips) London 542
- Thanks for Your Kisses—F. Laine (Stars and) Mer 5421
- Ten Little Fingers and Ten Little Toes—C. Steward-San Francisco Boys-J. Blowers Ork (Alabama Jubilee) Coral 60228
- That We Is Me and You—Mary Ellen Quartet-B. Scott (Ho-Hum, It's) MGM 10691
- Thine Alone—V. Maycher (Hawaiian Sunset) Syrena 1280
- This Is My Story—H. Fisher (I'm Yours) Modern 20-753
- This Love of Mine—L. Richardson (It's Divine) Apollo 1158
- Tiger Rag—T. Dorsey (Way Down) V(78)20-3791, (45)47-3791
- Today, Tomorrow and Forever—A. Dale (Ride the) Col 38814
- Tonight—T. Arden (Why) Col 38812
- To the Hills, Men, to the Hills—Z. Talent (From Omaha-Ha-Ha) V(78)20-3778, (45)47-3778
- Turn the Knob Inside Your Heart—J. Still (All That) Franwil 5011
- Two Lips—B. Lee-P. Clark-Keynotes-N. Temple & His Ork (Talking to) London 542
- Warm Kisses in the Cool of the Night—E. Fisher-H. Winterhalter's Ork (Night Wind) V(78)20-3792, (45) 47-3792
- Way Down (You're) in New Orleans—T. Dorsey (Two Rag) V(78)20-3791, (45)47-3791
- Way Down Yonder in New Orleans—A. Jolson-Andrew Sisters (Old Piano) Dec 27024
- Wayfaring Stranger Album, The—B. Ives (1-10") Col (78)C-103, (33)CL6109 Cotton-Eyed Joe, Condon's Lament, Darlin' Cory, I Know My Love, I Know



Where I'm Going, Leather-Winged Bat, On Top of Old Smokey, Peter Gray, Riddle Song, Sweet Betsy From Pike, Tam Pierce, Wee Cooper o' Fife  
 What the Wise Men Say—N. Wieland (Spring Love) Coronet, E-1  
 When I Lost You—K. Griffin (Are You) Col(78)38827, (33)1-648  
 When Our Country Was Born—V. Lopez (Peppita and) Col(33)1-605  
 When the Sun Goes Down—B. Crosby-K. Darby Singers (Home Cookin') Der 27019  
 Why?—T. Arden (Tonight) Col 38812  
 Wild Flower Rag—A. Hug (Girl of) Cap 987  
 Wilhelmina—F. Martin Ork-M. Griffin-Martin Men (Santa Catalina) V(78)20-3780, (45)47-3780  
 Wolf Serenade, The—L. Smith-C. Warren Ork (Mad, Mad) High Time 132  
 Would I Still be the One in Your Heart—The Blenders (Count Every) Dec 48158  
 You Can't Take It With You—J. Atkins (Gone Fishin') Rainbow 50022  
 You Dreamer You—D. Cornell-Ray Charles Quintet-H. Winterhalter Ork (I Surrender) V(78)20-3776, (45) 47-3776  
 You Are My Love—V. Young Ork (Chug-A-Lug) Dec 27012  
 You're a Sweetheart—E. Waters (I'll Get) Brunswick 80196  
 Zaza—H. Malan Quintet-L. Pierson & Group (Red Lips) London 633

LATIN-AMERICAN

Amar de Mis Amores—A. Lara (Impossible) V(78) 23-1602, (45)51-5104  
 Amar Con Amor Se Paga—Tamaulipeca de los Hermanos Samperio Trio (Corrido de) V(78)23-1606, (45)51-5108  
 Calladito Corazon—F. Rosas-M. Saluquiqui (Odiamelo) V(78)23-1605, (45)51-5107  
 Corrida de Pina Madura Trio-Tamaulipeca de los Hermanos Samperio (Amar Con) V(78)23-1606, (45)51-5108  
 El Rincon Caliente—A. Rodriguez (Que Susto) V(78) 23-1604, (45)51-5106  
 Impossible—A. Lara (Amor de) V(78)23-1602, (45) 51-5104  
 Odiamelo—F. Rosas-M. Saluquiqui (Calladito Corazon) V(78)23-1605, (45)51-5107  
 Que Bonita es Barcelona—J. Lopez-F. Alonso Ork (Tu No) V(78)23-1601, (45)51-5103  
 Que Importa ya Mi Amor—T. Guizar Sufra! V(78) 23-1603, (45)51-5105  
 Que Susto—A. Rodriguez (El Rincon) V(78)23-1604, (45)51-5106  
 Rumba Impromptu—R. Raphael (Sin Tutulo) Regent 175  
 Sin Tutulo—R. Raphael (Rumba Impromptu) Regent 175  
 Sufra—Tito Guizar (Que Importa) V(78)21-1603, (45)51-5105  
 Tu No Pela Chivo—J. Lopez-F. Alonso Ork (Que Bonita) V(78)23-1601, (45)51-5103

RELIGIOUS

Abide With Me—J. Thompson (Still, Still) Regent 176  
 Beautiful Isle—Dixie Four (When They) Gospel 503  
 Beautiful Life, A—Dixie Four (Dry Bones) Gospel 501  
 Come See About Me—Golden Wing Jubilaires (Tell Me) Frankil 3002  
 Ellabelle Davis Sings Negro Spirituals Album—E. Davis (1-10") London(33)LP5182  
 Don't Wait—Carter Sisters (Down on) V(78)21-0319, (45)48-0319  
 Down on My Knees—Carter Sisters (Don't Wait) V(78)21-0319, (45)48-0319  
 Dry Bones—Dixie Four (Beautiful Life) Gospel 501  
 Evertime I See the Spirit—Golden Wing Jubilaires (Two Down) Frankil 3001  
 Ezekiel Saw D'Wheel—Drifting Pioneers (Way Down) Gospel 1001  
 Free Grace—Deep River Boys (If You) V(78)22-0078, (45)50-0078  
 Gonna Shake Hands With Mother Over There—C. Monroe & His Kentucky Partners (You'll Find) V(78)21-0325, (45)48-0325  
 Hallelujah Boogie—Harmonizers Quartet (I'm Glad) V(78) 21-0321, (45)48-0321  
 Hand in Hand With Jesus—Dixie Four (I've Found) Gospel 502  
 Hide Me, Rock of Ages—Dixie Four (Just a) Gospel 503  
 I Walked Away—F. Evans' Gospel Trio (Just Jesus) V(78)22-0079, (45)50-0079  
 I'd Rather Have Jesus—Dixie Four (Take My) Gospel 504  
 If You Love God—Serve Him—Deep River Boys (Free Grace) V(78)22-0078, (45)50-0078  
 I'll Be Looking for You—Dixie Four (In the) Gospel 507  
 I'm Free Again—Harmonizers Quartet (Waiting for) V(78)21-1320, (45)48-0320  
 I'm Glad My Saviour Was Willing—Harmonizers Quartet (Hallelujah Boogie) V(78)21-1321, (45)48-1321  
 I'm Gonna Serve—Harmonizers Quartet (My Heavenly) V(78)21-1322, (45)48-1322  
 In the Garden—Dixie Four (I'll be) Gospel 507  
 I've Found a Hidin' Place—Dixie Four (Hand in) Gospel 502  
 Just a Closer Walk With Thee—Dixie Four (Hide Me) Gospel 503  
 Just Jesus—F. Evans's Gospel Trio (I Walked) V(78) 22-0079, (45)50-0079  
 Land Beyond the River—Goldenaires (Rock My) Frankil 3000  
 Leave That Liar Alone—Drifting Pioneers (Looking for) Gospel 1003  
 Looking for a City—Drifting Pioneers (Leave hat) Gospel 1003  
 Lord, Be With Us—Blue Sky Boys (New Golden) V(78)21-1318, (45)48-0318  
 Meeting in the Air—Drifting Pioneers (We'll All) Gospel 1002  
 My Heavenly Home—Harmonizers Quartet (I'm Gonna Serve) V(78)21-1322, (45)48-0322  
 New Golden Rule, The—Blue Sky Boys (Lord, Be) V(78)21-1318, (45)48-0318  
 Preach My Word—Five Trumpets (When the) V(78) 22-0080, (45)50-0080  
 Rock My Soul—Goldenaires (Land Beyond) Frankil 3000  
 Shout—Johnnie & Jack & Their Tennessee Mountain Boys (Too Far) V(78)21-0323, (45)48-0323  
 Still, Still With Thee—J. Thompson (Abide With) Regent 176  
 Take My Hand, Precious Lord—Dixie Four (I'd Rather) Gospel 504  
 Tell Me What More—Golden Wing Jubilaires (Come See) Frankil 3002  
 Too Far From God—Johnnie & Jack & Their Tennessee Mountain Boys (Shout) V(78)21-0323, (45)48-0323

Two Down and One To Go—Golden Wing Jubilaires (Everytime I) Frankil 3001  
 Waiting for His Return—Harmonizers Quartet (I'm Free) V(78)21-0320, (45)48-0320  
 Way Down Deep in My Soul—Drifting Pioneers (Ezekiel Saw D'Wheel) Gospel 1001  
 We'll All Be There—Drifting Pioneers (Meeting in) Gospel 1002  
 When the Saints Go Marching In—Five Trumpets (Preach My) V(78)22-0080, (45)50-0080  
 When They Ring the Golden Bells—Dixie Four (Beautiful Isle) Gospel 508  
 You'll Find Me There—C. Monroe & His Kentucky Partners (Gonna Shake) V(78)21-0325, (45)48-0325

INTERNATIONAL

African Jewel—B. Lamont Ork (Along With) Magic M2-1005  
 Alone With You—B. Lamont Continental Ork (African Jewel) Magic M2-1005  
 Artzemi Haktantonet—H. Kipnis (Barvot Hanegev) V(78)25-5101, (45)53-2504  
 Barvot Hanegev—H. Kipnis (Artzemu Haktantonet) V(78)25-5101, (45)53-2504  
 Beer Barrel Polka—Silver Bell Ork (Fire Polka) Syrena 1237  
 Caminito—G. Stratis (Perfidia) Venus 100  
 Bow Ties—Polka Jacks (White Sox) Frankil 1051  
 Choriatisa—K. Prenda-R. Abatzi (Me Too) V(78) 26-8240  
 Danger, Soft Shoulder—M. Chamitov (Humoresque Boogie) Magic M2-1003  
 Darling Polka—Polka Jacks Ork (Merry Go) Frankil 1050  
 Departing Years—G. Stratis (Flame) Venus 101  
 Dreams at Twilight—B. Lamont Continental Ork (Magic Nights) Magic M2-1004  
 Dream of Love Boogie—M. Chamitov (L'Amour a) Magic M2-1002  
 Finger Polka—B. Wyle-G. Smith (Hoosha Shoosha) V(78)25-1161, (45)51-0073  
 Fire Polka—Silver Bell Ork (Beer Barrel) Syrena 1237  
 Flame—G. Stratis (Departing Years) Venus 101  
 Hoosha Shoosha—B. Wyle-G. Smith (Finger Polka) V(78)25-1161, (45)51-0073  
 Humoresque Boogie—M. Chamitov (Danger, Soft Shoulder) Magic M2-1003  
 Je T'Aime Mon Amour—W. Lamothe (Un Guitare) V(78)26-7048, (45)53-1002  
 Just for You—B. Lamont Continental Ork (Let Us) Magic M2-1018  
 L'Amor a la Boogie Woogie—M. Chamitov (Dream of) Magic M2-1002  
 Let Us Waltz—B. Lamont Continental Ork (Just for) Magic M2-1018  
 Magic Nights of Spain—B. Lamont Continental Ork (Dreams at) Magic M2-1004  
 Marsz Narodowy Polski—Syrena Military Band (Marsz Pilsudskiego) Syrena 1260  
 Marsz Pilsudskiego—Syrena Military Band (Marsz Narodowy) Syrena 1260  
 Me Too Helmon ta Elata—K. Prenda-R. Abatzi (Choriatisa) V(78)26-8240  
 Merry-Go-Round Polka—Polka Jacks Ork (Darling Polka) Frankil 1050  
 Perfidia—G. Stratis (Caminito) Venus 100  
 Polska Babka—Silver Bell Ork (Zabawiaj Sje) V(78) 25-9223, (45)53-4505  
 Tutti e Bello—N. Gatti (E Caduta) V(78)25-7137, (45)53-4001  
 Une Guitare et un Cowboy Qui Chante—W. Lamothe (Je T'Aime) V(78)26-7048, (45)53-1002  
 White Sox and Suede Shoes—Polka Jacks Ork (Bow Ties) Frankil 1051  
 Zabawiaj Sje—Silver Bell Ork-T. Wladziu (Polska Babka) V(78)25-9223, (45)53-4505

CLASSIC & SEMI-CLASSICAL

Auric: Suite From "Les Matelots" Ballet Album—Houston Symphony Ork-E. Kurtz, Cond. (Sarcis Parade) (1-10") Col(33)ML2112  
 Bach: Concerto No. 1 in D Minor Album—F. PollegString Orchestra, Israel Philharmonic Ork-D. Grunschlag, Cond. (1-12") Period(33)SPL509  
 Bach: Mass in B Minor Album—RCA Victor Choral and Ork-R. Shaw, Dir. (2-12") V(45)WDM1145-6  
 Bach: Sonatas for Harpsichord and Violin (Vol. 1) Album—R. Kirkpatrick-A. Schneider (1-10") Col (33)ML2109—Sonata No. 1 in B Minor, Sonata No. 2 in A Major  
 Bach: Sonatas for Harpsichord and Violin Album (Vol. 2)—R. Kirkpatrick-A. Schneider (1-10") Col (33)HL2110—Sonata No. 3 in E Major, Sonata No. 4 in C Minor  
 Bach: Sonatas for Harpsichord and Violin Album (Vol. 3)—R. Kirkpatrick-A. Schneider (1-10") Col(33) ML2110—Sonata No. 5 in F Minor, Sonata No. 6 in G Major  
 Beethoven: Egmont Overture, Op. 84 Album—Boston Symphony Ork-S. Koussevitzky, Dir. (Beethoven: Symphony) V(33)LM-6001  
 Beethoven: Symphony No. 9 in D Minor, Op. 125 Album—Boston Symphony Ork-S. Koussevitzky, Dir.-F. Yeend-E. Alberts-D. Lloyd-J. Pease-Berkshire Music Festival Chorus-R. Shaw, Dir. (Beethoven: Egmont) V(33)LM-6001  
 Beethoven: Symphony No. 7 in A, Op. 92 Album—Boston Symphony Ork-C. Munch, Dir. (1-12") V(33) LM-1034, (78)DMI360, (45)WDM1360  
 Brahms: Quartet No. 1 in G Minor for Piano and Strings, Op. 25 Album—R. Serkin-Members of the Busch Quartet (1-12") Col(33)ML4296  
 Brahms: Three Waltzes, Op. 39—A. Whittmore-J. Lowe (Pasquini: Sonata) V(78)12-1108, (45)49-0917  
 Bruch: Scottish Fantasy, Op. 46 Album—J. Heifetz-RCA Victor Ork-W. Steinberg, Dir. (1-10") V(33) LM-4, (78)DM1183, (45)WDM1183  
 Delibes: Ballet Music From Coppelia Album—L'Orchestre de la Societe des Concerts du Conservatoire de Paris-R. Desormiere, Cond. (1-10") London(33)LP5183  
 Delibes: Ballet Music From Sylvia Album—L'Orchestre de la Societe des Concerts du Conservatoire de Paris-R. Desormiere, Cond. (1-10") London(33)LP5184  
 Delibes: Sylvia, Ballet Suite Album—Indianapolis Symphony Ork-F. Sevitzky, Dir. (1-12") V(33) LM-1032, (78)DM1305, (45)DWM1035  
 D'Indy: Symphony on a French Mountain Air for Orchestra and Piano Album—R. Casadesu-Philharmonic Symphony-C. Munch, Cond. (Franck: Symphonic Variations) 1-12") Col(33)ML4298  
 Dvorak: Husitska Overture, Op. 67 Album—Boston Pops Ork-A. Fiedler, Dir. (Smetana: The Moldau) (1-10") V(33)LM-1, (78)DM1210, (45)WDM1210  
 Handel: Acis and Galatea Album—Lowell House Musical Society-M. Holmes, Cond.-M. Wilfauer-J. (Continued on page 121)

Everybody's talking about **"DOINK-DOINK"** backed by **"THE HAUNTING MELODY"** #1701  
 Distributor Territories Available  
**CENTURY RECORD CO.** 549 Brook Ave., New York 55, N.Y.

Music—As Written

(Continued from page 16)  
 He was selected by the Screen Composers' Association and the music branch of the Academy of Motion Picture Arts and Sciences and will read papers prepared by other clefters invited to participate as well as supervise projection of excerpts from films to illustrate music's role in Hollywood film production. Hollywood's men of note receiving the bid include Aaron Copland, Adolph Deutsch, Hugo Friedhofer, Lennie Hayton, Johnny Green, Alfred Newman, David Raksin, Miklos Rozsa, Max Steiner, Roy Webb, Gail Kubik, Franz Waxman and Bronislaw Kaper and Amfitheatrof, who was picked for the overseas hop on the basis of his European background as composer and instructor. Music Congress is sponsored jointly by the Italian Ministry of Public Information and UNESCO. This year marks the first time that it has featured film music. All movie making nations are participating in the event. . . . Metro-Goldwyn-Mayer will kick off its Ezio Pinza-Lana Turner co-starrer musical "Mr. Imperium," June 17. Clefters Dorothy Fields and Harold Arlen were inked to handle the tunesmithing and have reported to the lot to prep soundtrack fare for the technicolor extravaganza. The operatic basso bows from "South Pacific" June 1 and will punch in at Metro June 15. . . . "Tea for Two" (Warner Bros.), Gordon MacRae-Doris Day technicolor musical, moves to the cutting room the end of this month. With "Tea" about poured out, Jack L. Warner will sound the starting gun on June 19 on another technicolor musical "My Irish Molly-o," and has named June Haver for a starring part. William Jacobs and David Butler will produce and direct, the same team that is completing "Tea" and held the reins on other Warner musicals, including "Look for the Silver Lining" and "The Daughter of Rosie O'Grady." Ozzie Caswell, who scored "Blue Grass of Kentucky" (Monogram), was re-signed by the studio to handle ditto chores on "County Fair." . . . Monogram musical director has completed dubbing on "Sideshow" and is putting the finishing music touches on "Joe Palooka in Humphrey Takes a Chance." . . . Jerome Courtland, who first warbled in "Make Believe Ballroom," again turns balladist in "When You're Smiling" (Columbia), Jonie Taps' initial pic production. . . . Composer-conductor Lyn Murray on "Cost of Living" utilized pic's location in Barstow to continue on to Las Vegas to marry model Tina Gray. . . . The Firehouse Five-Plus Two, Dixieland band, has been signed by MGM for a top spot in "Grounds for Marriage," starring Kathryn Grayson and Van Johnson.

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**"BEWITCHED"**  
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 Tower Record 45-1473  
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**CLIPPER RECORDS**  
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**"THE DIXIELAND BALL"**  
**"HONEY, WON'T YOU HONEYMOON WITH ME"**  
**NATIONAL #9110**  
**"OUR LOVE STORY"**  
**"OPEN, PARACHUTE"**  
**NATIONAL #9111**  
**"COUNT EVERY STAR"**  
**"I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS"**  
**NATIONAL #9108**  
**"CHOO'N GUM" & "CRY, CRY, CRY"**  
**NATIONAL #9104**  
**"THE 3RD MAN THEME"**  
 ORDER FROM YOUR NEAREST DISTRIBUTOR  
 NATIONAL DISC SALES  
 1841 BROADWAY, N. Y. 23, N. Y.

**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)  
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 Owned by Trumpis Collar & Associates  
 Consulting engineers to the record industry

**HINKY PINK is the famous comedian**  
**GENE BAYLOS**  
 Just finished engagement at Silver Frolics, Chicago, opening May 25, Capitol Theater, New York.  
 P.S.—Available for weddings, confirmations, meat market openings. Call me in the candy store—ask for Sol, he takes all my messages.

**WANTED NOW**  
 Good Western and Dance Accordion and Fiddle Players. N. E. virgin territory, daily radio program.  
**NORMA DANIEL**  
 WMOU, Berlin, New Hampshire



# RMA MAPS PHONO SALES DRIVE

## Seek Full Co-Operation Of Industry

### Meet Opens in N. Y. May 16

WASHINGTON, May 13.—A full-scale national drive to promote sales of phonographs is being mapped by the Radio Manufacturers Association (RMA), with a special RMA subcommittee planning to meet in New York Tuesday (16) to blueprint the campaign. The subcommittee, which will open its meeting at 10 a.m. in the Roosevelt Hotel in New York, is planning a four-fold objective as follows:

1. Encourage selling of more phonographs.
2. Promote sales of combination sets.
3. Urge installation of phonograph jacks on TV sets which do not have disk-player combinations.
4. Urge replacement of old phonographs with new triple-speed players.

The subcommittee, headed by J. A. Berman, of Chicago, staged its first session earlier this month in Chicago, and as a result has decided to formulate elaborate plans. The New York session is expected to unfold preliminary ideas. It is seen likely that some aspects of the campaign will be aired later on when RMA stages its 26th annual convention June 5-8 at the Stevens Hotel in Chicago.

Incidentally, RMA completed a detailed agenda this week for the convention which will be highlighted by a meeting of the new board of directors on the afternoon of June 8 and an industry banquet that night presided over by Leslie F. Muter, chairman of the RMA banquet and convention committee. Chairman Wayne Coy, of the Federal Communications Commission (FCC), will be the main speaker.

Meanwhile, the National Association of Broadcasters (NAB) announced this week that Prexy Justin Miller has sent to all TV receiver makers copies of the text of a resolution adopted by NAB's recent convention urging all TV set manufacturers to install FM tuners in all TV sets.

## Decish Nixes Rectifier Count In Tube Ads

NEW YORK, May 13. — Further changes in video set advertising are expected on the strength of an agreement reached between the Federal Trade Commission (FTC) and the Mattison Television & Radio Corporation. The FTC stipulated that the video manufacturer stop including rectifiers in the tube-count of the television sets it sells. The FTC stated that the stipulation agreement was approved in accordance with its policy of encouraging law observance thru co-operation in certain types of cases "where there has been no intent to defraud or mislead."

According to tradesters, the Mattison-FTC agreement requires TV set manufacturers and retailers to revise their advertising copy so that rectifiers are excluded from tube counts given. Mattison, it is pointed out, had advertised "30 tubes including 3 rectifiers." Under the stipulation such ads would now have to read "27 tubes plus 3 rectifiers." The commis-

## People, Products and Prices

### Packard-Bell Preps Three-Speed Combo

A new AM radio-phono combination with three-speed changer will be introduced next week by Packard-Bell. The set will sell for "under \$200." The company is also expected to introduce a recorder-radio combo to retail at \$229.95, and an AM-FM radio-phono set with three-speed changer at "about \$229.95."

### G. E. Produces 24-Inch Direct View Tube

The General Electric Company disclosed last week that it has produced a 24-inch, direct view television picture tube, and that the company plans limited production by September of this year. Rumors of picture tubes larger than the 19-inch size now being used have been rife for many months. Tradesters expect similar announcements from RCA and DuMont. The latter company previously stated that it had developed a 30-inch picture tube, but "not for home use." Rectangular versions of the round-faced 19-inch cathode ray tubes are also expected by the end of this year. Such picture tubes will be in the 21 and 22-inch category.

### Philco's First Quarter Sales Top 1949 by 50 Per Cent

Attributing the increase to the "marked public demand" for television receivers, William Balderston, president, announced last week that first-quarter sales of the Philco Corporation were 50 per cent higher than the same three-month period last year. Sales and earnings, said Balderston, were the highest for any initial three-month period in the company's history. He also announced that the company produced 20,000 TV receivers a week during March—"believed to be a new production record for the television industry." Sales for the quarter totaled \$79,487,000, while net income reached \$4,074,000.

### Starrett Releases "Interim" Line for Summer

Five new promotionally priced TV sets are being released by the Starrett Television Corporation as an "interim" line for June and July. The company will release its normal fall line in August or September. The five new models are a 12½-inch table model in luggage finish at \$129.95, a 12½-inch table model in mahogany at \$139.95, a 12½-inch open console at \$179.95, a 16-inch table model at \$189.95 and a 16-inch console at \$219.95. All the sets are TV-only models.

### News Notes on Manufacturers and Distributors

A new TV console with 14-inch rectangular tube was introduced last week by DeWald. The set is priced at \$269.95. A 14-inch tube table set will retail at \$219.95. . . . W. O. Jackson has been named Southeastern regional manager for DuMont with headquarters in Atlanta. The company also announced that Herbert Brown has been named advertising and sales promotion manager of the New York factory distributorship and that Frank Oberdorger has resigned his post as assistant advertising and sales promotion manager of the manufacturing company. . . . Bendix appointed Jack Wheeler as radio district manager in Eastern Massachusetts. . . . Newly elected directors of Scott Radio Laboratories are John S. Meck, Leslie Roberts, Russell G. Eggo and F. W. Adams. Remaining on the board is H. S. Darr, former president. . . . A. C. Lindquist has been named manager for RCA sound products sales. John Kane has been named TV district merchandiser in the Northern California territory. . . . Leader Television, Huntington, Ind., has been named distributor for the Meck line. It is reported that Pan American, record distributors, Detroit, which last week acquired distribution of the Kaye-Halbert line of video sets, has lost the Mercury Records line as a result of the move. . . . General Electric announced that it is making final tests on a transmitter made for Zenith's experimental phonevision broadcasts. . . . Peter L. Caranci Associates has been named factory representative for the Sightmaster Corporation in the Southern New England area. . . . Radio Electric Service Company, Philadelphia, is now handling the Fidelity line of phono needles. . . . A. Earle Fisher has been named merchandise manager of the Westinghouse home radio division. . . . L. W. Driscoll Company, Charlotte, N. C., has been named distributor for the Trav-Ler video line in the Carolinas.

## Report April Skid In H'w'd TV Sales

HOLLYWOOD, May 13.—For the first time in local tele history, set sales took a nose dive during April with a drop in sales of over 17,000 receivers reported by Electric League of Los Angeles, Inc. (ELLA). Public's confusion over such issues as color teevee and prices were among the factors blamed.

Sets now in use in Los Angeles area was fixed at 530,645. Reports estimated that one out of every three L. A. homes now owns a tele receiver, for a total of 2,653,225 lookers.

tion took the position that "rectifiers do not perform the primary functions of television tubes but instead serve the auxiliary function of changing alternating current to direct current."

## Kirkeby, McAndless Magnavox Directors

CHICAGO, May 13. — Arnold S. Kirkeby, president of Kirkeby Hotels, Inc., and Alva J. McAndless, president, Lincoln National Life Insurance Company of Fort Wayne, Ind., were elected directors of the Magnavox Company, manufacturers of radio-phonographs and television receivers, at a stockholders' meeting this week.

At the same meeting, the board declared a dividend of 25 cents per share on the Class A cumulative convertible preference stock, payable June 1, to stockholders of record May 15.

A dividend of 25 cents per share was also declared on the common stock, payable June 15, to stockholders of record May 25.

## Johnson Sees Late Summer Color Decish

### Freeze-Lift by Winter

(Continued from page 5)

vance on its decision on color standards (The Billboard, May 13).

The Commission announced this week that it hopes to close the color TV hearing record by June 25, with the allocations hearing to get under way soon afterwards. Senator Johnson, who said he has consulted with FCC Chairman Coy, asserted that "the odds are that it could well take 60 days from June 25 for a final decision in the color question." Under such a timetable, Johnson said, the Commission could begin its allocation hearings "sometime between late July and late August, depending on how long a decision on color will require. Assuming 60 days for consideration of the color decision," he added, "the allocation hearings could get under way by September 1."

"Under all of these circumstances," said Johnson, "it would appear unlikely that the final allocation decision can be made before late November or early December." The senator asserted that "the Commission feels absolutely that it cannot begin consideration of the allocation question before it has made a color decision, one way or another."

"The reasons for this seem apparent simply because the Commission must know whether or not it is going to license color broadcasts; if it does, then its entire allocation table for both very-high-frequency and ultra-high-frequency must be premised on whether color will be allowed; the analysis of propagation characteristics for both color and black and white; the amount of separation between stations and between channels, etc."

A conference between Johnson and a delegation from the National Society of Television Producers provided the springboard for Johnson's utterances. The senator said he expects the Condon Committee to hand up its long-awaited report on color TV next month. This report, he said, will be scientific and will carry great weight in the FCC's final findings.

Under the latest schedule issued this week by the FCC, Chairman Coy and Commissioner Rosel Hyde will witness a demonstration by Color Television, Inc. (CTI), in San Francisco May 17, and hearings will be resumed May 25 for cross-examination of CTI. The Commission estimates that not more than two days will be needed for the cross-examination.

## 28% TV Owners Have RCA-Pulse

NEW YORK, May 13.—Over 28 per cent of all TV families in this city own an RCA video set, according to a survey released this week by The Pulse, Inc. The survey, taken for the Italian language newspaper, *Il Progresso*, and radio station WHOM, was made during January. In a check of 1,000 families, 27 per cent owned TV receivers at that time. Philco accounted for 11.8 per cent of the total, followed by Admiral with 8.9 per cent, DuMont with 8.2 per cent, Crosley with 5.2 per cent and General Electric with 4.8 per cent.



## Majestic Exec Hits TV Firms On Most Recent Price Slashes

NEW YORK, May 13.—The recent announcements by several TV manufacturers of price cuts on new sets at greatly reduced prices this week drew another blast from Leonard Ashbach's Majestic Radio & Television, Inc. Louis Silver, vice-president and general manager of the company, stated that a telephone poll taken among Majestic distributors revealed that dealers "are incensed over the unexpected and ill-timed price slashes." Earlier in the week Ashbach described the situation as a "rat race."

According to Silver's phone poll, the immediate effect felt from the price reduction announcements was a downward plunge in the value of

dealer inventories, plus a public clamor for low-price merchandise. He claimed that dealers do not welcome receiving their first shipments of the new low-priced sets.

While neither Ashbach nor Silver mentioned the names of manufacturers in their blasts at the TV "cold war," tradesters see the Majestic announcements as being pointed directly at Emerson, which last week introduced two new video sets at prices 60 per cent lower than similar models shown the previous year.

In Ashbach's statement earlier this week, he also ridiculed manufacturer production announcements by saying "actual factory shipments are far less numerous than the number of publicity releases circulated."

## NURC Preps New TV Projection, Color

WILMINGTON, Del., May 13.—In discussing the National Union Radio Corporation's (NURC) research and development projects at the annual meeting of stockholders here last week, Kenneth C. Meinken, president, stated that the company is working on a television projection system that will permit set manufacturers to produce cheaper projection television sets as well as sets which will be capable of color reception.

The first quarter of 1950 was the most profitable three-month period in the corporation's 20-year history, with the exception of the war years, Meinken said. The net profit before taxes in the quarter was \$310,382.79, compared to a loss of \$91,629.83 in the three-month period to March 31, 1949.

Represented at the stockholders' meeting were 917,242 shares of common and 250,000 shares of preferred, of the 1,597,286 shares outstanding. The six directors were re-elected.

### Merchandising Pays Off:

## 4-Point Boyd Disk Program Produces High - Level Sales

By Joe Martin

BENTON HARBOR, Mich., May 13.—There are four basic steps to be taken by any record retailer in order to keep his sales volume at a high level. That's the considered opinion of Doris G. Boyd, of the Grinnell Bros. outlet in this city. The steps are simple, it's the execution that requires thought and effort.

Step No. 1, says Mrs. Boyd, is to "make them stop and notice the store." This can be done best by the use of clever window displays, some of which may require weeks of preparation and work. Typical of such a display was the Grinnell set-up for the promotion of Cinderella records and albums tied in with the motion picture. Mrs. Boyd borrowed dolls and doll furniture from a local store, dressed the dolls and arranged five shadow box displays each depicting a scene from the film. The center of the window was occupied by a rotating display table stocked with albums. The store's p.a. system played Cinderella songs to attract passers by.

Step No. 2 in the Boyd plan is "make them come into the store." Again, says Mrs. Boyd, the window display is the key factor. "If it's sufficiently enticing they'll have to come into the store and look further. Once they get inside they are pleased by the displays that we keep freshly changed at least once, and sometimes twice, each week. There's always something new to attract attention.

The third step, obviously, is to "make them buy." Two simple methods used here are suggestion selling and keeping the hit disks playing over

## Curb on New Disk Releases Mulled by 3 Big Diskeries

(Continued from page 12)

wants to keep the line alive pending a decision. It may possibly follow Decca's lead and pull a "Coral," using the line as a proving ground for tunes and artists at the established 79 cents, or Victor may decide to add a half dozen performers and give the 49-cent price another try.

### Coral a Success

The Coral line has been so effective that it has evolved from its proving ground status into a full-fledged, if beneficent, rival of the parent Decca company. This may well be a factor in Decca's avowed decision to taper off, tho, again, it is primarily a response to the dealers' cries of hold and desist.

At Columbia, which has also been on a somewhat expanded release schedule for the same competitive motivations, the artist roster is in a state of flux. A planned program is under way there to see what can be done with new young talent. Since some doubt exists as to the continued affiliation of Dinah Shore, the label's breadwinner, plus the question of Frank Sinatra's temporary vocal dis-

### 3-DIMENSION COLOR

(Continued from page 4)

at Princeton several years ago, and I feel very strongly that this, combined with color, is the ultimate to expect in television."

The new line of Andrea video sets includes a 12½-inch table model at \$249.95, a 16-inch table model at \$319.50, a 16-inch console with doors at \$419.50, a 16-inch console combination with three-speed record player at \$499.50, a 19-inch console with doors at \$595 and a 19-inch console combination with three-speed record player at \$795. All models not equipped with record changers have phono jacks.

ability, the Columbia A. and R. powers are concerned with the urgency of developing new stars. Seasoned tradesters maintain that such a program would be hard to pursue under a rigidly restricted release program.

Capitol, diskery which found its greatest hits in pioneering tunes, is returning to its former policy of developing the new and is toning down somewhat on covering release of other labels. Jim Conkling, diskery's veepee in charge of artist-repertoire, says that he "will naturally cover carefully on hit tunes because of their importance in the market, but will avoid speculative material that is already coming out on 20 or 25 other labels. If we feel that a song has a strong chance of being over-covered by others, we will use those sides to develop new material and new artists."

## Aim Industries Adds 2 Portable Players

NEW YORK, May 13.—Two new portable record players were added this week to the "Supreme" line of sets manufactured by Aim Industries. Both sets are said to come in "large" carrying cases, and to feature 6/9 speakers, five tube amplifiers, dual cartridges, and "true" bass and treble controls.

Model 790 is a three-speed manual player, list-priced at \$49.95. Model 742 is a three-speed automatic player utilizing the G. I. record changer, and priced at \$79.95. Aim Sales Manager George Fass also disclosed that the company is offering dealers 90 to 120-day billing in order to hypo sales during the summer months.

### RECORD DEALERS!

## Make Extra Dollars

## in Record Sales

## at Only 25c a Week!

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The  
Billboard

MUSIC POPULARITY CHARTS

PART  
XIIThe Honor Roll of  
Popular Songwriters

By Jack Burton

## No. 61—HARRY REVEL

(Continued from last week)

Despite such signal successes on the other side of the Atlantic, Harry Revel was a comparative unknown in the United States when he landed in New York City in 1929 in quest of new musical worlds to conquer. He had prepared himself well, however, for this invasion of Tin Pan Alley, having acquainted himself with American types of popular music by studying the styles of three eminent American composers; Irving Berlin, in the popular song field; Jerome Kern, in the musical comedy field, and George Gershwin, as a master of jazz rhythm.

During his rounds of the music publishing houses soon after his arrival, Harry Revel found a lyricist whose way with rhyming words matched Harry's ability at the keyboard. This happened when Billy Rockwell, the professional manager at Harms, introduced Revel to Mack Gordon, a former boy soprano with a minstrel show who had become one of vaude's biggest stars when judged by his weight—close to 300 pounds.

When they first shook hands, neither was greatly impressed with the other, but when Revel sat down at the piano and started to improvise melodies, Gordon became mildly interested and added some impromptu lyrics, but at Rockwell's suggestion

that they get together as a song-writing team, Gordon made a polite exit without warming up to the idea.

In fact, Gordon had other and far more important plans in mind, being about to start on a coast-to-coast vaude tour; but Revel, determined to have this heavyweight lyricist as a collaborator, took the same day boat to Albany on which Gordon had booked passage. On the ride up the Hudson, Revel, unmindful of the scenic beauty along the route, pleaded with Gordon to quit the two-a-day for a Tin Pan Alley career, but to no avail until just before the boat docked. Then a compromise was effected; Revel was to accompany the act, while Gordon was to write lyrics in his spare time.

During their first week on the road, this pint-size composer and king-size lyricist knocked out 19 popular songs, one of which, *Underneath the Harlem Moon*, got such a terrific reception that Flo Ziegfeld sought them out and arranged to have them supply several numbers for the 1931 *Follies*, the last of these annual revues that Ziegfeld produced.

A year later they wrote the score for *Smiling Faces*, in which Fred Stone co-starred with his daughter, Dorothy. Several Shubert operettas followed, including *Meet My Sister*,

starring Walter Slezak. Their next stop on the road to fame was Hollywood, where they gained preeminence as the writers of film songs, first with Paramount and later with 20th Century-Fox. In 1935 their star reached its fullest ascendancy, when the American Society of Composers, Authors and Publishers (ASCAP) awarded them nine bonus prizes for writing as many of the outstanding songs of that year.

As collaborators, Gordon and Revel worked only when the mood was upon them and atmospheric conditions were favorable. Then they secluded themselves in a studio bare of everything but a piano and found inspiration for such top-rated numbers as *Did You Ever See a Dream Walking?*, *Stay as Sweet as You Are*; *With My Eyes Wide Open, I'm Dreaming*; *Good Night, My Love*, and *From the Top of Your Head to the Tip of Your Toes*.

In 1941 the team of Gordon and Revel was dissolved. In 1942, when the hospital ships were bringing the early casualties of the first Pacific engagements home for treatment, Revel decided that *Love Thy Neighbor* should be the theme song, and actually organized a unit of show people and formed what was the forerunner of the USO and the Hollywood Canteen. For the next few years he voluntarily became the "boss" of the Hollywood USO, also finding time to put on shows at many

hospitals, air bases and flattops. He even flew to Nevada, Alabama and other places with a complete unit of show people. He edited and published a hospital magazine called *At Ease*, and designed a complete model of a town for disabled G.I.'s called *Vetville*. Revel flew with the model to Washington and interviewed General Omar Bradley, who was then head of the VA. Bradley endorsed the idea and Revel has hopes that in the near future these *Vetville* type communities will spring up all over the country to take care of our wounded vets.

Revel started the new vogue of "therapeutic music" by writing an album of music using the theremin and called *Music Out of the Moon*, recorded by Capitol Records. This was followed by an RCA album called *Perfume Set to Music*. A third album of this type of music makes its appearance next month. It is another Capitol release called *Music for Peace of Mind*.

Revel has completed a score of 23 songs and two ballets for an operetta called *Song of Texas* which will have its debut in New York this coming winter. Recently he has formed a new ASCAP music publishing company with Jack Russell, of the Mutual Theatrical Agency, as partner. The new firm will open offices in Chicago next month under the name of *Realm Music, Inc.*

## HARRY REVEL'S BEST-KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

## 1936—COLLEGIATE

A Paramount picture with Joe Penner, Jack Oakie, Ned Sparks, Frances Langford and Betty Grable. Lyrics by Mack Gordon. Famous Music Corp.

I FEEL LIKE A FEATHER IN THE BREEZE  
YOU HIT THE SPOT  
RHYTHMATIC  
MY GRANDFATHER'S CLOCK  
WHO AM I?

## POOR LITTLE RICH GIRL

A 20th Century-Fox picture starring Shirley Temple in a cast that included Alice Faye, Gloria Stuart, Jack Haley and Michael Whalen. Lyrics by Mack Gordon. Robbins Music Corp.

OH, MY GOODNESS  
BUY A BAR OF BARRY'S  
WHEN I'M WITH YOU  
BUT DEFINITELY  
YOU'VE GOTTA EAT YOUR SPINACH, BABY  
MILITARY MAN  
A STAR FELL OUT OF HEAVEN

## PALM SPRINGS

A Paramount picture with Frances Langford, Smith Ballew and Sir Guy Standing. Lyrics by Mack Gordon. Famous Music Corp.

## WILL I EVER KNOW?

FLORIDA SPECIAL  
A 20th Century-Fox picture with Jack Oakie, Sally Silers, Kent Taylor and Frances Drake. Lyrics by Mack Gordon. Paramount Music Corp.

## IT'S YOU I'M TALKING ABOUT

## STOWAWAY

A 20th Century-Fox picture starring Shirley Temple, Robert Young, Alice Faye and Helen Westley. Lyrics by Mack Gordon. Robbins Music Corp.

YOU GOTTA SMILE TO BE H-A-DOUBLE P-Y  
ONE NEVER KNOWS

## GOOD NIGHT, MY LOVE

(Available on the following records: Decca 24079 in A-1936, Fingerle and Schutt, piano duo; Capitol 10113 in CD-68, Andy Russell.)  
I WANNA GO TO THE ZOO

## 1936—HEAD OVER HEELS

A Gaumont-British picture. Lyrics by Mack Gordon. Leo Feist, Inc.  
THRU THE COURTESY OF LOVE  
WITH YOU ON MY MIND  
HEAD OVER HEELS IN LOVE  
MAY I HAVE THE NEXT ROMANCE WITH YOU?  
LOOKING AROUND CORNERS  
THERE'S THAT LOOK IN YOUR EYES AGAIN

## 1937—THIS IS MY AFFAIR

A 20th Century-Fox picture with Robert Taylor, Barbara Stanwyck, Victor McLaglen and Brian Donlevy. Lyrics by Mack Gordon. Miller Music Corp.

I HUM A WALTZ  
FILL IT UP  
PUT DOWN YOUR GLASSES  
PICK UP YOUR GIRL AND DANCE  
YOU CAN'T HAVE EVERYTHING

A 20th Century-Fox picture with Alice Faye, Don Ameche and the Ritz Brothers. Lyrics by Mack Gordon. Miller Music Corp.

YOU CAN'T HAVE EVERYTHING  
AFRAID TO DREAM  
THE LOVELINESS OF YOU  
PLEASE PARDON US, WE'RE IN LOVE  
DANGER—LOVE AT WORK  
WAKE UP AND LIVE

A 20th Century-Fox picture with Walter Winchell, Alice Faye, Ben Bernie and Patsy Kelly. Lyrics by Mack Gordon. Robbins Music Corp.

NEVER IN A MILLION YEARS  
THERE'S A LULL IN MY LIFE  
WAKE UP AND LIVE  
IT'S SWELL OF YOU  
OH, BUT I'M HAPPY  
I'M BUBBLING OVER  
I LOVE YOU MUCH TOO MUCH

## 1937—ALI BABA GOES TO TOWN

A 20th Century-Fox picture starring Eddie Cantor in a cast that included Tony Martin, Roland Young and June Lang. Lyrics by Mack Gordon. Robbins Music Corp.

LAUGH YOUR WAY THRU LIFE  
SWING IS HERE TO SWAY  
I'VE GOT MY HEART SET ON YOU  
VOTE FOR HONEST ABE

## LOVE AND HISSES

A 20th Century-Fox picture with Walter Winchell, Ben Bernie, Simone Simon, Bert Lahr and Joan Davis. Lyrics by Mack Gordon. Leo Feist, Inc.

SWEET SOMEONE

## BROADWAY'S GONE HAWAII

I WANT TO BE IN WINCHELL'S COLUMN  
BE A GOOD SPORT

## 1938—IN OLD CHICAGO

A 20th Century-Fox picture with Tyrone Power, Don Ameche, Alice Faye and Alice Brady. Lyrics by Mack Gordon. Leo Feist, Inc.

## IN OLD CHICAGO

HOLD THAT CO-ED  
A 20th Century-Fox picture with John Barrymore, George Murphy, Marjorie Weaver and Joan Davis. Lyrics by Mack Gordon. Leo Feist, Inc.

## HERE AM I DOING IT

## HOLD THAT CO-ED

## JOSETTE

A 20th Century-Fox picture with Don Ameche, Simone Simon, Robert Young, Bert Lahr and Joan Davis. Lyrics by Mack Gordon. Leo Feist, Inc.

WHERE IN THE WORLD?  
IN ANY LANGUAGE  
MAY I DROP A PETAL IN YOUR GLASS OF WINE?

## 1938—MY LUCKY STAR

A 20th Century-Fox picture with Sonja Henie, Richard Greene, Cesar Romero and Joan Davis. Lyrics by Mack Gordon. Leo Feist, Inc.

## I'VE GOT A DATE WITH A DREAM

## BY A WISHING WELL

## COULD YOU PASS IN LOVE?

## THIS MAY BE THE NIGHT

## CLASSY CLOTHES CHRIS

## PLYMOUTH ROCK

## MARCHING ALONG

## LOVE FINDS ANDY HARDY

An MGM picture starring Mickey Rooney and Judy Garland. Lyrics by Mack Gordon. Leo Feist, Inc.

## WHAT DO YOU KNOW ABOUT LOVE?

## MEET THE BEAT OF MY HEART

## IT NEVER RAINS, BUT IT POURS

## SALLY, IRENE AND MARY

A 20th Century-Fox picture with Alice Faye, Tony Martin, Fred Allen and Joan Davis. Lyrics by Mack Gordon. Robbins Music Corp.

## SWEET AS A SONG

## GOT MY MIND ON MUSIC

## 1939—THANKS FOR EVERYTHING

A 20th Century-Fox picture with Adolphe Menjou, Jack Oakie, Jack Haley, Arleen Whalen, Tony Martin and Binny Barnes. Lyrics by Mack Gordon. Robbins Music Corp.

## THANKS FOR EVERYTHING

## PUFF-A-PUFF

## THREE CHEERS FOR HENRY SMITH

## YOU'RE THE WORLD'S FAIREST

## 1940—TWO GIRLS ON BROADWAY

An MGM picture with Lana Turner, Joan

Biondell and George Murphy. Lyrics by Ted Fetter. Leo Feist, Inc.

## BROADWAY'S STILL BROADWAY

## 1941—FOUR JACKS AND A JILL

An RKO picture with Ray Bolger, Anne Shirley, Desi Arnaz and June Haver. Lyrics by Mort Greene. Southern Music.

## I'M IN GOOD SHAPE

## KARANINA

## WHEREVER YOU ARE

## I HAVEN'T A THING TO WEAR

## BOOGIE WOOGIE CONGA

## YOU GO YOUR WAY AND I'LL GO CRAZY

## 1942—CALL OUT THE MARINES

An RKO picture with Victor McLaglen, Edmund Lowe and Binnie Barnes. Lyrics by Mort Greene. Leeds Music Corp.

## CALL OUT THE MARINES

## BEWARE

## THE LIGHT IN MY LIFE

## ZANA ZARANDA

## HANDS ACROSS THE BORDER

## SING YOUR WORRIES AWAY

An RKO picture with Bert Lahr, June Haver, Buddy Ebsen and Patsy Kelly. Lyrics by Mort Greene. Leeds Music Corp.

## CINDY LOU McWILLIAMS

## I JUST HAPPENED TO HAPPEN

## SING YOUR WORRIES AWAY

## SALLY, MY DEAR SALLY

## MAYOR OF FORTY-FOURTH STREET

An RKO picture with George Murphy, Anne Shirley, William Gargan and Richard Barthelmess. Lyrics by Mort Greene. Leeds Music Corp.

## YOUR FACE LOOKS FAMILIAR

## HEAVENLY, ISN'T IT?

## LET'S FORGET IT

## YOU'RE BAD FOR ME

## A MILLION MILES FROM MANHATTAN

## WHEN THERE'S A BREEZE ON LAKE LOUISE

## 1944—GHOST CATCHERS

A Universal picture with Glenn and Johnson, Gloria Jean, Leo Carillo and Merton Downey. Lyrics by Paul Webster. Stanley Music, Inc.

## BLUE CANDLELIGHT

## THREE CHEERS FOR THE CUSTOMER

## QUOTH THE RAVEN

## MINSTREL MAN

A PRC film with Benny Fields, Gladys George, Alan Dinehart and Roscoe Karns. Lyrics by Paul Webster. Charles K. Harris Music Publishing Co., Inc.

## CINDY

## REMEMBER ME TO CAROLINE

## I DON'T CARE IF THE WORLD KNOWS

## ABOUT IT

## SHAKE HANDS WITH THE SUN

## THE BAMBOO CANE

(See Harry Revel on page 49)

SONGWRITERS  
COMING UP!

## JIMMY McHUGH (Part I)

In Subsequent Issues *The Billboard*  
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JIMMY McHUGH (Part II)  
BILLY HILL  
LOUIS ALTER  
THE TOBIAS BROTHERS  
MILTON AGER  
FRED AHLERT  
HAROLD ARLEN  
NACIO HERB BROWN  
BURTON LANE



## AGVA To Pin Rasslers, Trip Op Terp Tutors

(Continued from page 3)

Jack Gwynne, Beverly Hill, Pat Patton, Joe Wallace, Dick Ware, Chicago; Ruth Arden, Lester Lake, Cincy; Pat Febster, Hal White, Cleveland; Andy Dice, Dallas; Herbie O'Connor, Denver; Billy Lee, Russ Wright, Detroit; Larry Otto, Kansas City, Mo.; Jean Arthur, Danny Beck, Paul Gordon, Larry Mendoza, Frank Rio, Larry Rio, Rex Weber, Los Angeles; Buddy Walker, Miami; Tom Auburn, Montreal; Earl Warner, New Orleans.

The New York branch will be represented by Ted Arkin, Jerry Baker, Dewey Barto, Jackie Bright, Phil Foster, Don Francisco, Gypsy Rose Lee, Georgie Price, Joe Smith, Russell Swann, Billy Taft, Arthur Ward and Peter Wells.

Philly will have Joe Campo, Jimmy Evans; Pittsburgh's reps will be Lois Conn and Jim Flannery. Other areas will have Will Desmond, Portland; Pat Kelly, Providence; Bill Bentlage, St. Louis; Mickey O'Neill, Vince Silk, San Francisco; George Rodd, Toronto. The outdoor division will have Buzz Barbee.

## Philly Rathsk'ler Turns to Disks

PHILADELPHIA, May 13.—Although placed on the "unfair list" by the American Federation of Musicians (AFM) because of differences between management and band leader which ended in fistcuffs, the floor-show carries on with phonograph records at the Little Rathskeller here.

Label Spiegel, who had been operating the room until the run-in with the musicians, bowed out, with maitre d' Vincent Bernardo taking over complete charge. Spiegel allegedly parried tempers last week with the house maestro, who paraded his men out of the room before the night's work was over. When the union refused to let any other musicians work the room, Spiegel turned to phonograph records rather than bring in a non-union band. And with business holding up good, Bernardo is sticking to records.

In spite of the canned music, the Crazy Show unit headed by Harry Lifty Lewis has been holding up so well the show has been held over for another fortnight to make it an eight-week run after being booked originally for two.

## Dows Nicked 1G By English Act

NEW YORK, May 13.—The Al and Belle Dow booking office was loughed for a G-note for failure to live up to the pay-or-play contract involving the English act of Demart and Denzer.

The act was bought thru Eddie Elkort, U. S. rep of the British Lew and Leslie Grade office, to play the Schine theaters for Dow. When they came here, some of the houses had closed and the act claimed to be out \$1,700.

Charges were made before Jimmy Lyons, Eastern topper for the American Guild of Variety Artists (AGVA). He got in touch with Dow. There were a couple of huddles between lawyers, but the final upshot was that a settlement was made for \$1,000.

Under AGVA's reciprocal agreement with Variety Artists Federation (VAF), the British actors' union, it processes all claims in the U. S. for members of the VAF.

# Miami Hotels Swinging to Acts

## Old Friars, New Yocks Break Staid Front of New Clubhouse

By Bill Smith

NEW YORK, May 13.—The Friars opened their new clubhouse on West 56th Street Thursday (11) with what started out as proper and impressive ceremonies, including the attendance of Mayor William O'Dwyer.

The mayor failed to show because, as Abbot Milton Berle explained, "He caught his finger packing a suitcase."

Speech-making began in front of the clubhouse under a covered plaque, with Jack E. Leonard teeing off. "Brother Friars, I'm now addressing you in the street and that's where most of you belong," began Leonard. "I'm just filling in until Abbot Milton Berle gets his jokes together and he'll come on."

"Introduce Friar Harry Delf first," were the cries. "I don't want to introduce him," replied Leonard. "I don't like him."

By that time the mob out front was yocking it up, while the half dozen cops, assigned to keep traffic moving, were also howling and forgetting their jobs.

Delf came on and announced a wire of good wishes from Friar Ted Lewis, who was out of town. "I'll bet Ada paid for it," said Berle, and then he came on.

"Thank you Tip, Tap and Toe," remarked Berle to Leonard, as he opened.

"Thank you—everybody!" shot back Leonard.

"Okay boys, let's get started," said Berle looking up at the white sheeted covered plaque. "I wanna uncover this so I can get my handkerchief back."

Finally came the champagne-bottle-breaking ceremonies, with many members yelling, "Why break it. Let's drink it," and everybody trooped in to the lavish bar on the first floor, drinks on the house, and Mack Raymond, erstwhile performer and ex-GAC rep, now the Friar's maitre d', getting dizzy serving them up.

Everybody took a gander at the new murals being done by Charlie Lis-anby, showing well fed frocked Friars squashing barefoot thru tons of grapes. Critics remarked that the models must have been Romo Vincent and Jack E. Leonard.

Upstairs, on the first floor, the other boys were already deeply immersed in gin rummy and canasta. The ceremonies passed over their heads as they went on trying to find a fit. Outside the card room an elegantly fluorescently lighted spot was the library with upholstered leather chairs already filled with dozing Friars.

A couple of women, including Berle's mother, had managed to get in, and Berle went around telling them, "After you see this room and upstairs, get the hell out. No women allowed."

## Canada Flick Ops Book Flesh As Indies Battle Distribs

ST. JOHN, N. B., May 13.—Finding business from subsequent run films on the slide, theater ops thruout the Canadian Provinces are readying suits against the chains, charging discrimination.

In the meantime theaters are using flesh to hypo film grosses, with some using one to four acts in addition to the films. In some instances, where a house has a double bill policy, one of the pix is replaced by vaude.

For the first time in almost 20 years, local houses are using and touring troupes. One of them, without flesh for about 15 years, is offering a hillbilly show two days weekly, and doing well at the box office. The regular price is raised for the stage and film programs from 35 to 50 and 55 cents. The Hilton Sisters, Siamese twins, are heading a unit, playing film houses for stays of from

three to six days at 55-cent top.

Independent exhibitors are battling the film distributors for opportunity to buy first-run pictures instead of being forced to take the subsequent runs. Indies threaten to sue the distributors, claiming discrimination in favor of the too big set-ups. Complaints have been made to the Canadian Government, with each indie protesting to his representative in Parliament, to have the government investigate.

An organization of indies to campaign the alleged discrimination is being formed.

U. S. lawyers who have represented U. S. theater owners who have won suits against distributors and the big chains are being consulted for legal advice, preliminary to taking action. A campaign fund is being raised for collective action against the distribs.

## Stem Combos Need Aspirin As Grosses Slip to \$326,000

NEW YORK, May 13.—Business among the combo houses last week was a repetition of the previous dull weeks. The holdovers were fading fast and none of the new ones was exactly outstanding. Total for the Stem vaude-pix was \$326,000 against the previous week's \$379,000.

Radio City Music Hall (6,200 seats; average \$128,000) moved down to \$114,000 for its second week with Rex Ramer, Rudy Cardenas and No Sad Songs for Me. Bill opened to \$132,000.

Roxy (6,000 seats; average \$128,000) pulled in a tepid \$58,000 for its first week with Chico Marx, Martha Stewart and the Blackburns and Wabash Avenue.

Capitol (4,627 seats; average \$66,000) wound up its two-weeker of Jackie Miles, Russ Morgan's ork, Joan Edwards and Conspirator with \$38,000 after a preem of \$49,000. New bill, reviewed this issue, has George Olsen's ork, Georgia Gibbs, Lew Parker and Champagne for Caesar.

Paramount (3,654 seats; average \$73,000) opened just fair with \$58,000 for its show of Ames Brothers, Buddy Rich's ork, Jerry Colonna and No Man of Her Own.

Strand (2,700 seats; average \$49,000) back in the flesh-pic groove, after using reissues, pulled \$40,000 for show of Denise Darcel, Carl

## 1 A.M. Curfew Opens Way to Show Policies

Trend Is in Infancy

MIAMI, May 13.—The new Miami Beach laws which give the okay to hotels to use shows until 1 a.m. daily has already started the use of acts in the beach front hostelrys.

So far these dates are either two and three days or in some cases only one show, but the parade has started, and the indications are that the use of acts will increase as the new season draws near.

Among the hotels now using shows are the Sans Souci, Versailles, Saxonv, Sherry-Frontenac and Grossinger's. Grossinger's, however, has been using talent for the past few months on a hush-hush basis.

There is some talk that, as the next season starts rolling, hotels will up their budgets and in some cases give rooms with jobs. So far, however, it is all speculation.

It is a recognized condition that even if the hotels don't do a smash business with expensive shows, they can charge off operating losses against the hotel operations. To this extent the hotels are in a better competitive position than the clubs, not to mention the important thing to actors—their money is a little safer.

With the closing of the lavish Copa City, insiders look for a sharp easing in the act-buying competitive situation, with Ned Schuyler's Beach-comber as the only large talent buyer on the beach. Some sources, however, feel that the Copa City will reopen, tho possibly under new sponsorship with Bill Miller, New York Riviera op, mentioned as a strong possibility.

The opening of the hotels, however, threatens to intensify the future competitive position. If the hotels start using names, and there is informed opinion that believes they will, it will be another field day for acts.

Trade sources admit it is yet too early to forecast the immediate future, but whatever it is, it will mean more work for more acts on the Florida Gold Coast.

## Mindy Carson Opens A. C. Pier

NEW YORK, May 13.—The Steel Pier, Atlantic City, opens for business June 17 with Mindy Carson as the first attraction. Each subsequent act will go in for a week.

Eileen Barton and Wally Brown open June 25 to be followed by Danny Kaye July 2. Next will come Myron Cohen to be succeeded by Jerry Colonna and Dorothy Claire, Denise Darcel and Buddy Rogers, Jean Carroll and the Roxyettes, Marilyn Maxwell, Fran Warren and Jack E. Leonard, Yvette and the Three Stooges. The last will carry shows up to August 20.

The August 27 show will be a nine-day date for which acts have not yet been set.

Ravazza, Jack Durant and Colt 45.

Palace (1,700 seats; average \$17,000) slipped a little to \$18,000 for bill of Jackie Bright, Crosby Sisters, six other acts and Sundowners against previous week's \$19,000. New bill, reviewed this issue, has Wally Brown, Teddy Hale, six other acts and One Way Street.



# PALACE ROUTS WAKE-SITTERS

## Tho the Pay-Off Isn't Big, House Provides First-Class Showcase Needed by Talent

Mounting Number of TV Variety Shows Looking to Vaude

By Bill Smith

NEW YORK, May 13.—The Palace, celebrating the first year of its return to flesh, confounded many critics. According to trade theorists, the average length of time the RKO house would keep this policy varied between three and six months. Few outsiders gave it more than that.

But despite the head-shakers and finger pointers, the Palace has been one of the few theaters in this country, that went back to vaude and is not only continuing it but the parent org, RKO, is seriously considering expanding it still further.

The big objection to the Palace policy, once it had started, was that it was paying acts too little. Compared with the dough some of the big houses were paying, the objection might be legitimate. But the Palace, a 1,700-seat house, is in actual practice a 1,000 seater. The gallery (700 seats) is seldom used.

More important, and from a performer's viewpoint perhaps the most important, the house has given many acts a showcase which they ordinarily wouldn't get. The arguments that if an act played the Palace it wouldn't get the other Broadway houses, has been disproved too often to have any basis. Quite contrary, many acts who couldn't get agents and bookers to take a ride to the Bronx or outlying sections to see their act, find it easy to get them to come in to catch them at the Palace. Moreover, the Palace gives them production, lights, music and presentation so that they have something to show. If an act doesn't

have anything at the Palace it's nobody's fault but its own.

Television has been using more and more vaude acts in its variety shows. Many an act which went into the Palace for short dough got a TV break and new jobs which ordinarily it couldn't hope for, for a long time.

That there is major unemployment among the vaude performers has been acknowledged by the American Guild of Variety Artists. The Palace with its eight-acts-a-week policy has given work to 416 acts during the past year and, assuming its show budget is \$3,000, has spent about \$156,000 which actors wouldn't have had otherwise. Breaking this down still further, each act got about \$350 plus another \$100 or \$150 if they were good enough to get the RKO route of about 14 weeks.

Getting acts for the Palace is a major undertaking. Dan Friendly, the booker, sees about 50 acts each week. Bill Howard, one of the top brass, sees perhaps as many and other people in the RKO org also go out to look at acts in the outlying RKO and com- (See *Palace Showcase* on page 48)

## Putting On the Palace Acts

By David Bines, Palace Producer

Every act at the Palace gets top staging. The props and the sets are appropriate to each act, and we make every effort to make the light and music cues synchronize perfectly.

When an act is booked, it is immediately invited to call on us at the RKO Building for a talk. Here we find out whether the need is a stage in "one, two or full"; the type of drops required and the necessary lighting which will best compliment their costumes, spot needs and music cues. Sometimes we will go out and hire the proper drop if we don't have it. All this works out well when the act's in town. But when they're en route from Europe, South America or Hollywood and get into town the night before the show, or as it sometimes happens, on the morning of the show, we have our hands full.

One week we had an animal act for a closer, Proske's Tigers, which required a steel fence to be set up which would go down into the foots. Because it took time to set it up, we asked the act ahead, Timmie Rogers, to work from the side. Rogers did but he was plenty scared and so were we, even tho the big cats wouldn't be allowed on stage until the whole fence was set up. The show went off in great style and tho backstage we worked like beavers, nobody out front knew what the problem was.

### Blending Backdrops

We make every effort to use backdrops that are appropriate for the act that appears in front of it, a condition that even the unobservant

patrons have commented upon. So perfectly do they blend with the performer's specialty that some believe each act brings its own setting. This is not so. During the entire year only one act, Demart and Denzer, brought their own scenery. I'm omitting an act like Willie West and McGinty who use their sets as props for their act. Close to 117 basic sets have been used on the Palace stage thruout the year, and different effects have been achieved by combining some of the basic sets.

The entire show only has a 2 1/2-hour rehearsal at 8 o'clock Thursday morning, the day on which the new eight-act bill opens. In this short time all the details of props, sound systems, music cues, orchestral accompaniment and lighting must be arranged for each act. Much credit is due to orchestra leader Don Albert who backs up each act.

In trying to trim the acts to the right length we sometimes meet with opposition. It takes time to convince some of the performers that eliminating their "approaches" and "build-ups" will not hurt their act but improve it. It is also necessary to impress on them that at the Palace there can be no milking of bows—only two allowed each act and off.

In the majority of cases performers understand and co-operate. They realize everything is being done to present them to their best advantage. We don't want a bad show any more than the performer wants to do a bad show. By working together we try to produce a really fast moving and entertaining vaudeville show.

## Good Ol' Days B. T. (Before Tele)

By Milton Berle

I passed the stage door of the famous Palace Theater on Broadway, and couldn't help but think that television has made a Palace out of every vaudeville house in the country, and more important than that to show business people, it has sent vaudeville back to the theater itself. It must be a pretty awe-inspiring feeling for a youngster on his first Palace date, hanging up his clothes in the same dressing room used by Jolson, Jessel, Cantor, Eva Tanguay, Sophie Tucker

and all the others who make up the Royal Family of the two-a-day. They used to call it Buckingham Palace when I played there because when Berle was on the bill everybody else was bucking ham. I can't help but get a bit nostalgic recalling my own days at the Palace back in 1921 B. T. (Before Television). To give you an idea of how young I was, Jolson was headlining the bill, and it being his birthday, we all chipped in a quarter to buy a birthday cake for Jolie. It was a beautiful cake with 78 candles on it. Of course, Al wasn't 78 then, but we didn't have the money to get any more candles.

Those were the days when I spent my time between shows dreaming of the moment I'd have a star on my dressing room door and a money belt around my waistline. Part of that dream came true. Today I do have a star on my door, but the money belt's around my brother Frank.

It seems all the second guessers who would have bet their old grease paint jars that vaudeville was dead for good were as wrong as the political guessers on the last presidential election. Television proved that, for when this great new medium came into its own, 't had to go to vaudeville for most of its acts. So show business can thank television and television can thank show business for the return of vaudeville to the Palace. However, the one great difference is that this time new stars will be getting their start at the Palace instead of having to "arrive" before they can play there. Today, the sidewalk superintendents of vaudeville who used to stand outside (See *Good Ol' Days B. T.* on page 48)

## Slates' Act Revives Memory

By Peter Lind Hayes

A few weeks ago the Slate Brothers, Sydney and Jack, were playing the Palace, and I was out front catching them. I remember when all three brothers, including Henry, who's now in *South Pacific*, were doing an act and it brought to mind an old incident. In 1933 my mother and I fought a draw with the Slate Brothers at the Metropolitan Theater, Boston. Henry at that time was doing Danny Kaye's impression of Harry Ritz, so naturally he was the one in the middle. From the first day I caught him I decided he looked like Spencer Tracy, told him so and flipped one of his brothers to see who would have the first crack at the corner marble machine.

Henry anticipated the compliment and interrupted with, "Yeah! Yeah! Everybody tells me that. Yeah! Yeah!"

Well, sir, the next time we discussed it was on a troop train some 11 years later. Henry had cornered the conversation and was reminding me of the time I had mentioned his resemblance.

### Billed for Benefit

A couple of days after Ted Healy died they pitched a benefit for his widow and kid at the Warner Hollywood Theater, and the Slates and I were on the bill. We were getting peeved because we had been waiting to go on for an hour while they put all the movie starlets on first. They could do nothing, and we knew we could wrap it up, but all the emcee could say was, "Just a minute, fellas—another minute." And then all of a sudden it happened. There he was in person! Standing just 10 feet away in a beautiful camel's hair coat with white buttons and looking every inch the man he was—Spencer Tracy!

I grabbed one of the Slates and said, "Now you can see for yourself how much Tracy and Henry look alike." We argued and the consensus was that they couldn't tell so far away and suggested that Henry go over and stand next to Tracy. So over Henry went, not realizing that Tracy was sorta mullied, threw his arm around him and said, "Hi-ya, Spence ol' boy."

Spence looked at Henry for a minute and demanded to know what he wanted.

"I don't want nothin. It's just that for years people had been sayin' how much we looked alike and I wanted my brothers to see us together," said Henry.

Spence looked at Henry for about 20 seconds, shook his arm off and blurted out, "Get the hell away from me!"

Henry's doing fine now. He plays "Stewpot" in a kind of musical show called *South Pacific*. He had his nose fixed and his teeth straightened last year and now he looks like Lee Tracy.

## A Year at Palace

By Sol Schwartz

There is very little I can say that has not already been said about the return of vaudeville to the Palace Theater.

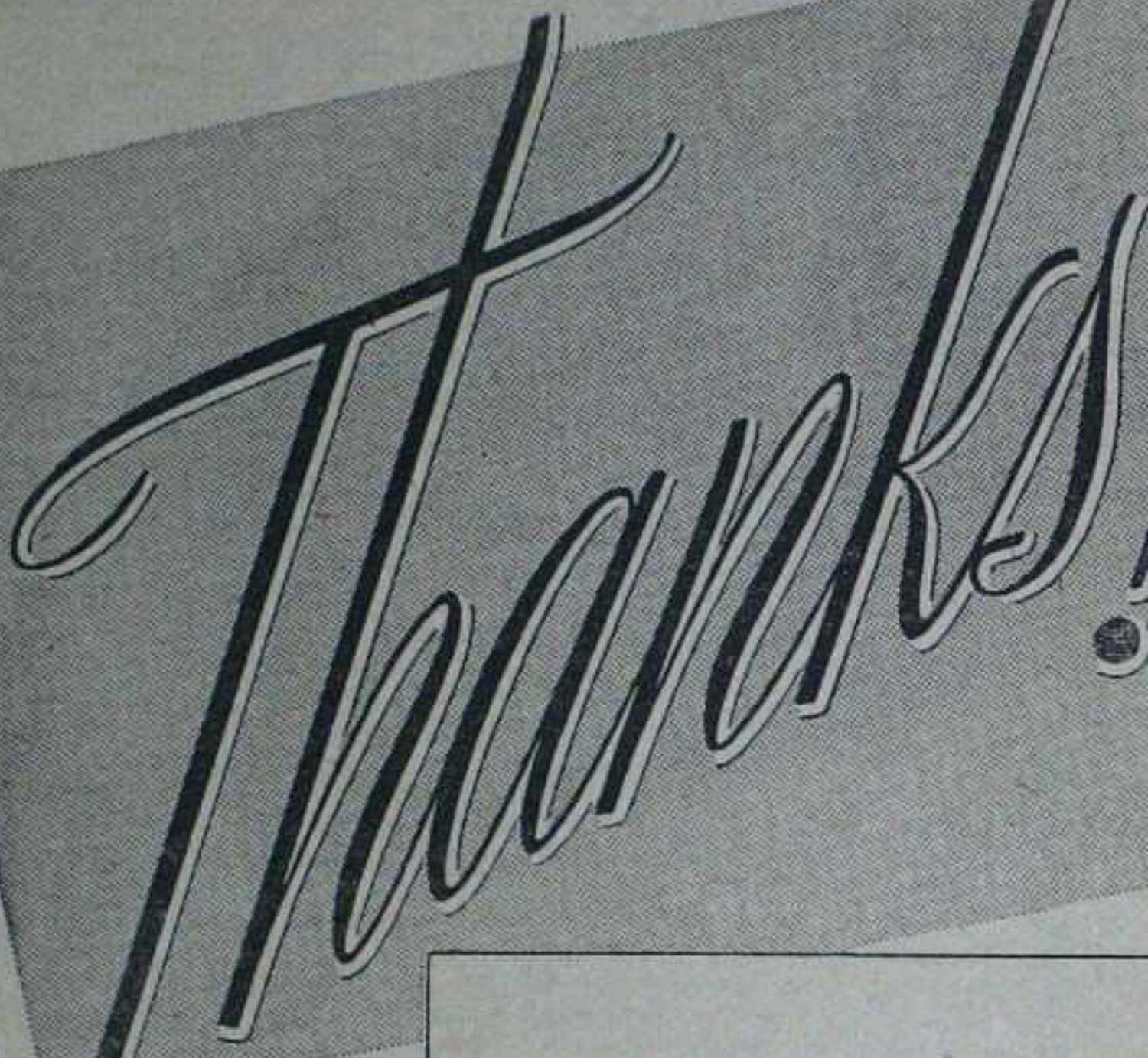
To begin with, the theater itself is one of the most famous in the world, steeped in tradition and rich in memories for thousands of performers as well as patrons.

The fanfare which accompanied the return of vaudeville was heard all over the nation. It made front-page news in many cities and even received wide coverage in foreign countries.

The policy has prospered and resulted in the establishing of a 15-week vaudeville route among RKO theaters. In addition, other theaters thruout the country lit up their stages for the revival of vaudeville.

On the occasion of our first anniversary, we at RKO wish to express our thanks to every one in show business who made it possible for us to achieve some degree of success: To the actors, agents, unions, newspapers, radio and television, and all of our friends who believed with us that American audiences again wanted to see vaudeville—especially at the Palace.





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OUR SINCEREST THANKS TO ALL OF YOU  
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THE NEWSPAPERS...THE TRADE PAPERS...  
RADIO...TELEVISION...AND THE FRIENDS IN  
OUR INDUSTRY WHO HAVE SO GENEROUSLY  
CONTRIBUTED TO THE "RETURN OF VAUDEVILLE"  
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BEGINNING THURSDAY, MAY 18th, 1950.

—Sol Schwartz  
RKO THEATRES, Inc.



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**Palace, New York**

(Thursday, May 11)

Capacity, 1,700. Price range, 50 cents-\$1.30. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

This one doesn't start out like a roaring fire, but it presents solid acts who make up in sheer ability the tumult customarily required of opening acts at this house. Romaine and Babette, a hand-to-hand act, make a handsome couple. The boy-girl team make hard tricks look easy, and other tricks funny. In fact there's an undercurrent of humor running thruout their act that earned them big hands. Teddy Hale, ex-Ted Lewis' Shadow, is a real dancer. His heel and toe stuff was of an unusually high order. There was little wild stuff in his act. It was all solid dancing that earned real applause.

Shirley Martin, a tall blond looker, got fairly good returns from take-offs of various names. The gal can act and knows how to work, tho she punched too hard all the way. Her material, however, will need many changes to compete with some of the other gal mimics in the biz. With latter added, plus girl's looks and presence, she should make the grade.

Billy Rayes threw all the stock gags out at them as he went thru his varied (See Palace, New York, on page 48)

**Capitol, New York**

(Thursday, May 11)

Capacity, 4,827. Price policy, 55 cents-\$2. Four shows daily; five, Saturday. Loew chain booker, Sidney Piermont. Show played by George Olsen's ork.

George Olsen band opens show with a hunk of special material instead of the usual flag-waver and Georgia Gibbs is no longer the vivacious little girl singing jump tunes. Package will keep pew sitters happy—even if it won't fracture them.

The Olsen ork, four reeds, four brass, three fiddles and 'ryhm, cuts the show neatly. Opening spot is special material called *The Show Must Go On*, with Olsen handling the lyric and based on the musicians' complaint that tootling isn't enough to get work. Sidemen do a magic bit, Irish ballad. (See Capitol, New York, on page 48)

**Olympia, Miami**

Wednesday, May 10

Capacity, 2,200. Price policy, 62 cents-\$1.18. Four shows daily. House booker, Harry Levine. Show cut by Les Rohde's house ork.

This show here was smooth-running and well paced. Topped by Guy Kibbe and emceed by Dean Murphy, it packed plenty of entertainment. Kibbe, making his annual appearance here, was warmly received and generously applauded thruout. His depreciating manner and self-ribbing made a hit with the opening-day crowd, who were reluctant to let him go. Begged off with Napoleon's fare- (See Olympia, Miami, on page 48)

**Chicago, Chicago**

(Friday, May 12)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows weekdays; six shows weekends. House booker, Harry Levine. Show played by Louis Basil's house band.

Current stanza is the weakest offered at the B & K flagship house in a long time. Lack of anything near a headliner hurts. Audience response was apathetic all the way.

Adriana and Charley have the makings of a solid trampoline act, but considerable scissoring to make up for frequent lulls is necessary. The duo offer something different, with bulk of the excellent bouncing done by Charley. He closed each trick by either bouncing to a two-man stand or hand-to-hand on his blond part.

Cy Reeves has evolved a new format for his gags, but he's failed to freshen up the gags. His delivery sounded like a memory lesson by a moppet. Close with his hackneyed *Old Man River* to little response.

Gracie Barrie tried hard to inject some life into the show, doing well (See Chicago, Chicago, on page 48)

**Casino, Toronto**

(Thursday, May 11)

Capacity, 1,200. Price policy, 40 to 80 cents. Four shows daily; five, Saturdays. House booker-producer, Murray Little. Show played by Archie Stone's house band.

This show is solid entertainment from Chuck Gregory's *Rhapsody in Blue* production number to Henny Youngman's headline act.

Youngman is expected to draw big crowds, as he hasn't been seen here for some time. If he catches as much enthusiasm for the week as he did at the afternoon hangover show, he can look forward to a return visit.

His easy style and ad lib ability won a cold audience. Playing the show solo except for his accompanying violin, Youngman's patter was natural and garnered enough yocks to give added verve to his easy-paced spiel.

Chuck Gregory's girls delivered their best production number in some weeks. It was a tribute to Mothers' Day and themed on a minuet, which (See Casino, Toronto, on page 48)

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# NIGHT CLUB REVIEWS

## Tic-Toc, Milwaukee (Monday, May 9)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa. Book-Phil Tyrell. Manager, Armin Weinberger. Estimated budget this show, \$1,250. Estimated budget last show, \$1,250.

Patrons of Milwaukee's only real per club are getting another look an all-out performance by comic any Mars. Filling a return engagement after having begged off several weeks back due to illness, the lad is kicking himself out and making lots of friends here in the process. Ruth Petty, blond chirp, opened with *I May Be Wrong* to a medium cad, and closed with a fair job of impresses of Sophie Tucker and the West. Then Mars took over, and he out with 50 minutes of unintended cutting-up, laugh-provoking and mugging without actually getting to the formality of story telling. His magic flowing spitoon bit, an audience participation gag, and the biggest yocks of the evening for him.

Besides cutting their customarily show and providing real dance-tunes, Johnny Davis and his boys managed to get into the Sonny Mars occasionally and seemed to enjoy themselves while doing so.

Benn Ollman.

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## Lookout House, Covington, Kentucky (Monday, May 8)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, non-exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

Sparked by Maurice Rocco's boogie pianistics, house's new package moves like the wind, with all acts garnering nifty reception from a room bulging with conventioners. Sporting his familiar stand-up style and deft fingering of the Steinway, Rocco applies wholesome portions of his boogie wizardry and rocking rhythm to *Tea for Two* to register an immediate click. He packed tremendous enthusiasm into a souped-up *Donkey Serenade* replete with dance calisthenics that characterize each boogie selection. A velvety smooth job on *Liebestraum* showed off his talent with the classics, elicited terrific applause and brought him back for a Gershwin medley that he sold like mad.

Georgie Kaye, comic, packs sure-fire material and a sales ability that pulls laughs thruout. A staccato-type projectionist, Kaye speeds thru a side-splitting psychiatrist bit, a touting waiter take-off and a scientific effects turn that rung up constant applause. His frequent references to his walkie-talkie comb earned chuckles, and impresses of Rose Murphy and Frankie Laine sent him off to yocks and big hands.

Anthony, Allyn and Hodges, two lads and gal, break in with the usual pseudo-sophisticated ballroomology that seques into hoked up dance tricks expertly performed. Deliberate fluffs, missed catches and meshed-gear slides brought bundles of laughs that led to a smash finish when the lads began tossing the squeamish fem about like a rag doll.

Barbara Perry, holdover from the last show, is a slick tapster. Her interpretative cleating of the Kerry Dancers and a *Rhapsody in Blue* offering are especially well done. Gal also goes well in the finale of the three turns offered by the Arden-Fletcher Dancers (8). Emsee Johnny Bosworth does a competent job of handling the line's vocal backgrounding.

Bob Snyder's ork backs the show smartly and dishes up inviting dance tunes.

Bob Doepker.

## Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, May 10)

Capacity, 500. Price policy, \$1-\$1.50 cover. Publicity, Marjorie Winston. Producer, Dorothy Hild. Booking policy, non-exclusive. Estimated budget last show, \$5,200. Estimated budget this show, \$5,200.

Eric Thorsen's table-hopping song delivery is tailor-made for this cavernous hostelry room. The husky Scandinavian baritone works the majority of his songs with a hand mike, enabling him to work in special lyrics while seated at a table with diners. He's a flexible singer, working a wide range of good numbers to win big mits.

The Rudenkos offer something different in a two-male juggling turn. While Igor shines in the solo spots with such original gimmicks as keeping two balls bouncing on his forehead it's the aerial exchange of Indian clubs between them that pulled the biggest hands.

The Hild Dancers (eight gals and three boys) offered a colorful *Hopscotch Polka* and closed to a *Dance of the Hours* that was tops in nitery ballet routines.

Jack Fina's band needs better balance with the three trumpets playing far too loud and overshadowing the entire band especially three fiddles, which are never heard. Fina did two good piano solos in the show.

Johnny Sippel.

## One Fifth Avenue, New York

(Tuesday, May 9)

Capacity, 125. Price policy, no minimum or cover. Operator, One Fifth Avenue Hotel Corporation. Shows continuous starting at 10 p.m. Booking, non-exclusive with Bob Downey buying. Publicity, Dreyfus-Delynn. Estimated budget \$800.

There's little doubt that Hank Fort, hillbilly songwriter, can do business. On night caught it was evident that many patrons came to catch her because they came in just before she went on and left the room after she finished. In her first Stem job, Miss Fort showed she can sell as well as write a song. Her twangy-punchy delivery of her originals, *I Never Took a Lesson in My Life*, *Put Your Shoes On*, *Lucy* and *Save Your Confederate Money*, *Boys*, convulsed the jammed room. Miss Fort, an attractive gal from Nashville with a you-awl accent, isn't any great shakes as a singer. She proved it with a ballad she apparently plans to use as a sign-off. But what she lacks in voice she more than makes up with power and amusing lyrics. The large turnout, including showbiz figures, gave her enthusiastic responses.

Walling and McHugh, two boy singers who hew to the melodic line, did nicely with two-part voices in a routine consisting of parodies and old novelties. Basically a chi-chi act, its appeal is limited to the intimate rooms.

One of its amateur night winners, Herb Corey, a short, darkfaced, intensive chap, surprised with a series of take-offs including Carol Channing and Pearl Bailey. It is evident that, besides being a competent singer, the boy is also a good actor with ability to characterize authoritatively.

Bob Downey, talent buyer and pianist who's been here for ages, did a smart 88 job as a single, backing up the acts and in duets with Harold Fonville, latter also here for some time.

Bill Smith.

## Cocoanut Grove, Ambassador Hotel, Los Angeles

(Wednesday, May 3)

Capacity, 860. Price policy, \$1.50 cover. Owner, Ambassador Hotel. Operator, J. E. Benton. Press, Archy Loveland. Estimated budget this show, \$7,500. Estimated budget last show \$6,500.

Dinah Shore, in her first Coast nitery appearance, gives the Grove its top show in a decade. Songstress is terrific in person. Her smooth-as-silk voice and her sincerity, coupled with a warm and winning personality, makes her tops.

She appeared easy and relaxed and ad libbed freely. Beautifully gowned in black with gloves to match, she presented a cross-section of yesteryear faves and current pops—*Blues in the Night*, *I Didn't Know What Time It Was*, *I Ought to Know More 'Bout You*, *It Had To Be You*, *To Keep My Love Alive*, *Dinah*, *It's So Nice To Have a Man Around the House* and *Buttons and Bows*. Each sounds as if were written especially for her.

Benny Strong's ork was augmented by cello, viola and guitar, with Harry Zimmerman taking over the baton and Ticker Freeman the Steinway. Result is an expertly fashioned orchestral background. Strong rounds out the enjoyment by providing patrons with one of the most danceable crews to hold the Grove stand.

Lee Zhitto.

## Wedgwood Room, Waldorf-Astoria, New York

(Thursday, May 11)

Capacity, 282. Price policy, \$2 cover after 10:30. Owners, Hilton chain. Booking, Merriell Abbott. Publicity, Paul Stewart. Estimated budget current show, \$2,500. Estimated budget previous show, \$4,000.

Jane Pickens and her six boys, tagged the Escortiers, comprise a fine act that is made to order for any medium where sight is a primary necessity. Tho the format is styled on Kay Thompson's, the similarity ends there. Where Miss Thompson uses specials, Miss Pickens uses standards, longhair and spirituals, with (Wedgwood Room, N. Y., page 48)

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## Atlanta Peach Tree Plans Show Policy

ATLANTA, May 13.—Peach Tree  
Manor, operated by Judy Johnson, is  
planning to start using shows before  
the end of May.

The hotel's room, seating only about  
85, has a tentative show budget set  
up of from \$500 to \$1,000, and is now  
talking business with New York per-  
centers for acts.

## WEDGWOOD ROOM, N. Y.

(Continued from page 47)

exciting arrangements that make lis-  
tening a rewarding experience. The  
sight values come from the criss-  
cross formations the boys go thru as  
they backstop Miss Pickens. But to  
increase the interest still more, the  
routine has been intelligently con-  
ceived and handled so the whole  
thing shapes up as big potential that  
could build to become a major draw.  
Miss Pickens, in a strapless blue  
job, is as easy on the eyes as always.  
Her six lads, each one handsome in  
a clean-cut college type fashion, back  
her with zest and skill that indicated  
the long rehearsals and break-in  
dates before the act was brought into  
town.

Each number is a major production,  
with the mood changing rapidly for  
each. A fast *It's Great To Be Alive*  
teed it off. Next was a humorous  
*Blue Tailed Fly*, then a big produc-  
tion on *St. Louis Blues*, followed by a  
light comedy, *Hand Me Down My*  
*Walking Cane*, with the giggles in the  
special lyrics and bits. A drastic  
tempo switch came next, with Miss  
Pickens on the piano for a three-min-  
ute version of Grieg's *A Minor Con-*  
*certo*, with the boys stageside making  
choral effects. To bring it up again  
the next was a rousing *Dixie*, with  
rebel yells, finger snaps and rhythmic  
hand-claps which generated a lot of  
excitement. Then it was down again  
for a delicately handled English *Noch*  
*de Ronde*, with Miss Pickens accom-  
panying herself on guitar. Tempo  
slightly up on the next moving spiri-  
tual, and then wham! *Alexander's*  
*Ragtime Band*, with a minstrel strut  
walk-off. Terrific nursery rhyme,  
*Frere Jacques*, with the boys making  
like bells, then a well handled build-  
upped intro of the six boys—and off  
for a great act doing a great show.

Emil Coleman's band backed the  
show and Mischa Borr alternated.  
Bill Smith.

## CAPITOL, NEW YORK

(Continued from page 46)

Harry James impression, and Olsen  
does a baton-twirling finish. The  
audience loved it. Betty Norman,  
band chirp, runs thru *Baked a Cake*,  
and a novelty tagged *I Lithp Exthept*  
*When I Thay Ithaca*, both pulling big  
hands.

Hector and Byrd terp team were  
well received, particularly in a tap  
conga routine with the band drum-  
mer. The band followed with a  
somewhat pretentious arrangement of  
*My Foolish Heart*, in which the violin  
solo drew a solid mitt.

Georgia Gibbs, in an evening skirt  
and deep-cut top, sported a Mary  
Martin hair bob and a selection of  
tunes different from her previous  
vaude routines. Opening with *Taking*  
*a Chance on Love*, she moved into  
*Come Rain, Come Shine* and was par-  
ticularly outstanding with the *New*  
*York's My Home* excerpt from *Man-*  
*hattan Towers*. She encoored with  
*Dearie* and left 'em wanting more.

In his first Stem appearances since  
returning from England, it took Lew  
Parker a little while to warm up. But  
once he did, he was in. Timely ma-  
terial, including the gambling probe,  
sold well. With his impressions of  
people eating and a geography rou-  
tine with a U. S. map, he wound up  
way ahead.

Pic, *Champagne for Caesar*.  
Joe Martin.

## PALACE, NEW YORK

(Continued from page 46)

juggling routine. His first few gags  
died. But he finally got them and  
held them. Along with his chatter  
and juggling he went thru some hoof-  
ing, take-offs and bits, and wound up  
'way ahead, warming them up for  
the Kemmys who followed.

John and Eva Kemmy's comedy  
acro-dance act took a little time to  
dig. But once they hit, they stayed  
on top. The boy's running-hat bit  
was particularly funny. The *Melody*  
*Men*, eight boys, coached by Ethel  
Burns, showed some remarkable  
voices. Particularly outstanding was  
a deep bary, and the second tenor.  
The boys did standards, winding up  
with a longhair medley that earned  
them a rousing mitt.

Wally Brown, back here for the  
third or fourth time, was as big a hit  
on this one as he's been before. His  
dropped sentence routine plus his  
parody got yocks upon yocks.

The Richards-Lourde Dancers, all  
ex-Richard Adair Dancers, are basic-  
ally an adagio group with an opening  
gimmick. Latter consists of an off-  
stage recorded voice warning the gal  
(Bernadette Phelan), combing her  
hair before a dressing table mirror,  
that Satan is lurking somewhere.  
After some flash bits and screams,  
her two male partners come out in  
Mephistopheles costumes to go thru a  
series of well executed adagio tricks.  
Pic, *One Way Street*. Bill Smith.

## OLYMPIA, MIAMI

(Continued from page 46)

well to his troops, which went over  
boffo.

Audrey Baker, a pert, attractive  
lass, who packs plenty of talent,  
opened the show. She's a kid who  
should be watched, because her kind  
of talent won't be opening shows long.  
Her taps and acro-ballet terping  
would have stopped the show in a  
later spot. The Calvert Sisters, a  
singing duo, followed with a medley  
that sent them off to heavy mitts.  
Particularly good was their *Perfumed*  
*Persian Kitty*. Homer and Jethro,  
Victor recording artists and disciples  
of the Spike Jones school, gave a hill-  
billy flavor to the *Donkey Serenade*  
and *Music! Music! Music!*, after which  
they tied the audience into knots with  
some special material which would  
never get by the blue-pencil boys at  
RCA, but was good for yocks here.

Dean Murphy, who emceed the  
show with charm and graciousness,  
closed with his now well-known im-  
pressions. He has lost none of his  
skill in delineating world characters  
with sharpness and fidelity. His take  
off of F. D. R. sent him away to  
thunderous hands.

Pic, *The Daughter of Rosie*  
*O'Grady*. Art Green.

## CASINO, TORONTO

(Continued from page 46)

becomes a jazzed up minuet dance  
number with one of the girls.

Johnson and Owen, acro bar act,  
was the best-received supporter.  
Spic and Span, tap dance team, were  
fast moving, but the female half was  
unbecomingly costumed, while her  
partner was slick in a white swallow  
suit. Singing comedienne Ann Rus-  
sell presented a shapely appearance  
in a canary green gown and well-  
formed figure. She did impersona-  
tions and satire. A well-balanced  
show.

Pic, *Crime Doctor's Diary*.  
Harry Allen Jr.

## CHICAGO, CHICAGO

(Continued from page 46)

with a couple of ballads but missing  
fire on two good adult comedy spe-  
cialties because they were for nitery  
consumption. If she wants billing  
as a com'ienne, she'll have to get  
vaude material with less sex.

The Pitchmen lack the potency to  
carry the anchor spot in this house.  
The only new factor in the act is the  
pianoman, and he plays just as did  
his predecessor.

Pic: *The Damned Don't Cry*.  
Johnny Sippel.

## PALACE SHOWCASE

(Continued from page 44)

petitive houses. Still it is a real  
job to come up with eight acts, week  
in and week out. There are many  
weeks when Friendly doesn't have  
his full show set before late Wednes-  
day night, and sometimes Thursday  
morning when the new show is due  
to open.

Sometimes acts fall out at the last  
minute due to nobody's fault. Some-  
times the agents are at fault. But  
whoever is to blame, eight acts have  
to go on, come noon Thursday.

## GOOD OL' DAYS B. T.

(Continued from page 44)

the Palace waiting for it to come back  
are signing contracts and awaiting  
their turn on the bill. I've had  
several offers to return to the Palace  
myself, but I don't think I will. I'm  
a little too old to be an usher again.

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10 clever gags girl singer—dancers after their  
act is over, \$5.00; 30 throwaways, clever short  
funny lines, \$5.00; Mexican routine, \$10.00; Holly-  
wood routine, \$10.00; travelogue routine, \$15.00;  
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## Magic

By Bill Sachs

**JEAN SHEPHERD**, who currently has out two units of her Dancing Rhythmettes, with headquarters in Akron, is reported prepping a 12-girl spook show for launching this summer. **Charles Mills** (Milo the Mystic) will be with the unit and is assisting Miss Shepherd in putting the spooker together, according to **D. E. Shepherd**, business manager for Jean Shepherd Productions, Akron. Writing from Akron, Shepherd says: "We use a lot of magical effects in our various production numbers. At present we are building a ballet production using hundreds of blooming flowers made by **Horace Marshall**. **Jerry Richets** is still going strong hereabouts as **Doc Witherspoon**. Another up-and-coming magician of this territory is **George Lydiatt**, who gets good support from Mrs. Lydiatt. Their daughter **Patty** also is being groomed as an assistant. . . . **Lee Richards**, who has been working as a single in Eastern Pennsylvania since closing his fright show, "Visit to Spooksville," plans to take to the road this summer with a new creeps opry, "House of Agony." Writing under recent date, Richards says: "Read about **Card Mondor** in your column. I agree that he is a top showman. However, I believe he's more at home in night clubs with his regular magic turn than he is in the mid-night theater with his "Den of Living Nightmares." . . . **Lucille and Eddie Roberts** have been handed another holdover, until May 25, at Hotel Shelburne, New York. On May 3 they appeared on a 196-station hook-up via ABC on the **Buddy Roger's** show, "Pick a Date." **Lucille and Eddie** also were featured on the front cover of **Gotham Guide**, the where-to-go and what-to-do mag, for the week of April 29, and last Sunday (14) were guests of honor at **Leon & Eddie's** Celebrity Party.

**RUDY LENZER**, Cincinnati magician and friend of many of the pro magi who make the town, suffered a stroke at the wheel of his automobile last Friday (12) and is in Good Samaritan Hospital, that city, where his condition is reported as fair. His home address is 276 Emming Street, Cincinnati. . . . **Landrus the Magician** posts from Fort Worth: "Still doing okay in Texas. Others jump away; I stay! Moving into Mississippi soon." . . . **Rochester Assembly No. 47, Society of American Magicians**, has just concluded a season of eight club shows in school auditoriums in and around Rochester, N. Y. At the last performance in East Rochester, May 5, the program featured **Elmer Eckam, Charles Cox, Fred Retallick, Joseph Taylor, Richard Burke, Harold Bolotin, Seward Rappleye, Charles Tubb and Tony Birch**, with **Paul P. Estee**, emcee. . . . **Ray C. Degan**, retired U. S. Treasury agent, Bureau of Narcotics, pens from Douglas, Ariz.: "During recent week, while down in Sonora, in Mexico's interior, I got a real kick out of magic while performing for natives, old and young, who for the first time in their life had witnessed magic. Some argued 'black magic.' Anyhow, I got away from there alive." . . . **Al Sharpe**—shoot in your present address. Hold important mail for you.

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## News Review

# Sock Reception at Pasadena Augurs Click for Benny Show

**HOLLYWOOD, May 13.**—The one-night tryout of Jack Benny's "concert dates" at Pasadena Civic Auditorium convinces that Benny will be a richer man by the end of the tour. A capacity crowd of 3,000 paid \$11,800 to see the comic and his cast cavort in a two and a half hour layout which contains the best in Benny's archives of humor. A strong supporting cast, including **Phil Harris, Wiere Brothers, Vivian Blaine, Eddie (Rochester) Anderson** and **Stuart Morgan Dancers**, made for a varied bill.

With Benny set for a \$10,000 nightly guarantee against a 60 per cent split, show adds up as big biz.

Benny's stunts, in addition to emceeing the layout, consist of usual monologues, stooging with cast members and specialties. Much of the material is proven, yet fresh outside of Hollywood. He strives successfully to maintain the character created on his air show, making with the usual quota of gags about stinginess, Internal Revenue, age, hair and **Phil Harris's** antics. Material is deftly interwoven so as to spread Benny's work over the entire evening.

Opening with a "Buck Benny Rides Again" overture, conducted by **Malen Merrick**, comic introed the famed **Stuart Morgan dancers**. The sock acro team (three boys and a gal) rocked the house with their exciting lifts and twirls. **Phil Harris** followed, dishing out a brace of typical stylized tunes, clowning with Benny, and winning a top hand with his mugging and pseudo-hammy attitude. Benny graciously played straight man to **Harris's** horseplay, complementing him all the way.

In last spot of the first act, the **Wiere Brothers** and pianist **Mildred Seymour** scored tremendously. On for 15 minutes, the trio did everything from classics on violin to juggling and tap terping. Act has matured immensely in recent years to attain qualities of sheer greatness. The audience couldn't get enough of their zany antics.

### NAB'S TV CODE

(Continued from page 3)

may soon be set up to deliberate the problem and, at the same time, consider whether the present AM standards and practices should be revised.

**Miller and Ryan** made this first-time disclosure at a press reception for **Ryan** at the end of the new NAB general manager's second week on the job here. Both **Miller and Ryan** agreed that TV programing is in a stage where a code of standards and practices should be "very seriously considered." There is strong belief that the question will be a very live one by the time the NAB board next meets. The subject is viewed as particularly lively in view of Television Broadcasters Association's (TBA) interest in setting up a TV code and also in view of Federal Communications Commission Chairman **Wayne Coy's** recent blast against TV programing.

### HARRY REVEL

(Continued from page 42)

1945—**I'LL TELL THE WORLD**

A Universal picture with **Lee Tracy, Brenda Joyce, Raymond Walker and June Prellsner**. Lyrics by **Paul Webster**. Robbins Music Corp. SLAP POLKA

#### THE STORK CLUB

A Paramount picture with **Betty Hutton, Barry Fitzgerald, Andy Russell and Robert Benchley**. Lyrics by **Paul Webster**. Paramount Music Corp.

IF I HAD A DOZEN HEARTS

1947—**IT HAPPENED ON FIFTH AVENUE**

A United Artists' picture with **Don DeFore, Ann Harding, Charles Ruggles, Victor Moore and Gale Storm**. Lyrics by **Paul Webster**. Chappell & Co., Inc.

IT'S A WONDERFUL, WONDERFUL FEELING  
SPEAK MY HEART  
YOU'RE EVERYWHERE

(Available on Victor 20-2189, Betty Rhodes.)  
THAT'S WHAT CHRISTMAS MEANS TO ME

Highlight of the second act was Benny's closing turn, the now-standard "Jack Benny and His Beverly Hillbillies" take-off on hayseed musicians. Garbed appropriately, and aided by key bandmen, the comic killed payees with his deadpan fiddling and backwoodsy mannerisms.

Songstress **Vivian Blaine**, looking better than ever, clicked in the fem vocal spot, dishing out a raft of oldies. The lusty-lunged thrush can sell with the best of them. Since last caught, she has been given the full glamour treatment and now looks sensational. **Eddie (Rochester) Anderson**, working with scat man **Carruthers** as stooge, clicked in a song and dance turn, interwoven with clowning. Considerable trimming is needed, however, to make this turn pay off.

**Dennis Day**, unbilled substitute for the **Peiro Brothers** juggling act, who join the troupe later, did special fill-in duty in the closing slot and stopped the show. **Tenor breezed** thru four tunes, begging off only after taking half a dozen bows.

Benny's tour starts May 16 in **Wichita, Kan.**, winding up in **Scranton, Pa.**, June 5. It's his first crack at one-nighters and will cover 21 dates. **Alan Fischler**.

## H'wood AGVA Sets Down Kenny Pierce

**HOLLYWOOD, May 13.**—One of the stiffest punishments ever given a Coast member was leveled against mimic **Kenny Pierce** by the local executive board of American Guild of Variety Artists (AGVA). **Pierce** was found guilty of conduct unbecoming an AGVA member, fined \$100 and ordered to reimburse an employer for the full amount of his contract, amounting to an additional \$350.

**Pierce** was charged with failing to show up for a performance on the last night of his contract with the **Farris Hotel, Winnemucca, Nev.**, on New Year's Eve. AGVA board did not accept his explanation and sided with the op, forcing **Pierce** to return his full salary to the hotel management. **Pierce** has a week to raise the dough for the fine or face the AGVA blacklist.

### "BRIDE" OWNERS

(Continued from page 4)

and exploiting their radio show.

Charging the defendants with using virtually the same ideas in producing the tele show, they asked Superior Court to enjoin **KLAC-TV** from airing **Wedding Bells** and to compel the station to give an accounting of show's receipts. **Bells** started January 20.

**Don Fedderson, KLAC-TV** general manager, denied any copyright infringement, declaring that two programs were different in content. Basic difference, it was held, is that the station's TV show includes airing of an actual wedding ceremony, whereas **B and G** treats events leading up to a wedding but does not broadcast the ceremony. **Fedderson** further challenged **B and G's** claim of originality, contending he aired a wedding ceremony June 1, 1937, and that **KMTR** (now **KLAC**) broadcast weddings as a regular show from 1930-'37 for a local sponsor.

**PHILADELPHIA, May 13.**—**Mel E. Gerber**, manager of the **Brandwine Drive-In**, located between here and **Wilmington, Del.**, marked spot's reopening by giving free popcorn to every patron on opening day.



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## Burlesque

By UNO

**MEI LING**, following her Hirst Circuit tour, shifted to the **Palace, Buffalo**, week of May 11. She goes to the **Stork Club, Shreveport, La.**, May 22 for two weeks and then to **Pappy's Show Land, Dallas**, June 6 for another fortnight, thru **Dave Cohn** and **Music Corporation of America (MCA)**. **Jack Montgomery** is readying **Betty and Bo Bo Parker**, parade girls, for a novel sister strip duo under the billing of the **Tohni Twins**. . . . **Mrs. Mollie Minsky** with **Paul Weintraub**, attorney; **Judge Jacob Grumet**; **Magistrate Hyman Bushel**; **Harold Birns** and **Mrs. Abraham Bricken** were among those attending the **Bar Mitzvah of Stephen Baum**, stepson of **Saul Birns**, concessionaire, May 6 at **Community Synagogue, New York**. Birthday cake and food assortment was donated to the **Fifth Street (N. Y.) Day Nursery** of which **Mrs. Minsky** is prexy. . . . **Sally and Her Monkey** move into the **Show Club, Calumet City, Ill.**, June 1 for four weeks thru **Jack Montgomery**.

**ANN PAREE** moved into the **Gayety, Detroit**, last week as feature, to be followed by **Inez Claire**, who opened the house, in a return engagement. **Freddie Lewis** and **Barbara Stewart** are opening there for two weeks. . . . **Jacqueline (Kiki) Woods** and **Toni Ray** are in **Jimmie Byron's** **Wind Mill, Jacksonville, Fla.**, thru **Eddie Ross**. . . . **Lee Karroll** has been picked from the parade girl line to do a strip specialty at the **Hudson, Union City, N. J.**, this week. . . . **Yvonne, Jack Rosen, Harry Levine** and **Chick Hunter** wind up their **Hirst Wheel** tour with three more weeks in **Pittsburgh, Boston** and **Newark**. . . . **Lyn Paige** has been held over at the **Casino, Boston**. . . . **Eddie Innis, Mac Dennison** and **Al Murray** open May 26 at **Three Rivers Inn, Syracuse**, for two weeks. . . . **Dick Bernie** replaced **Milt Frome** in **Bobby Pincus's** "Laffs For Fun" nitery unit now at **Greenwich Village Inn, New York**. Also with the combo is **Tanglefoot**. . . . **Gayety, Washington**, which recently shifted from burly roadshows to legit, under the supervision of **Jay J. Hornick**, will continue along those lines thru the summer. . . . **Trudine**, who recently completed a spot-booked tour of Hirst houses after an absence of four years in Western territory, opened May 5 for two weeks at **Chanticleer Club, Baltimore**, and moves from there to the **Empire, Newark, May 19**. She goes to **Club Manhattan, Providence**, June 5, and the **Howard, Boston**, for a repeat June 12, all thru **Dave Cohn**.

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News Review

Satire To Salami Spices Revue Debut

NEW YORK, May 13.—The musical play department of the Dramatic Workshop has finally got around to producing an original revue. Sponsored by Sondra and Jay Gorney, with tunes by Gorney and sketches and lyrics by nearly a dozen scripters, *These Are the Times* was unveiled this week by the Workshop's student hopefuls at the little President Theater. *Times* has the air of a campus frolic, and even the most wishfully biased thinking couldn't rate its material a Broadway possibility. But it has its amusing moments and is played by a lot of boys and gals who make the most of their showcase.

Gorney has written some pleasant tunes. It is possible that with aging and polishing a few may crop up in some future professional revue. Matters like *No Fun Eating Alone*, *Fly-away Home*, and *Let's End the Beguine* are easy on the ear, and there is an amusing specialty in *That Mittel Europa of Mine*. All these have words by Edward Eliscu and Henry Myers, and the lyrics are good, too. Conversely, there is an extremely sour and vulgar number injected via *Ballad to a Bra*, and while somebody always seems to think a revue of this type must have a touch of social significance, *The Four Rivers* is something they should keep to themselves.

Sketch-wise the material hits a good average. There is a sharp lampoon of Jean-Paul Sartre, limited unfortunately to those acquainted with the efforts of Paris's bright boy, and there is some chucklesome nonsense, also by Ira Wallach, about a government salami project. There is likewise a rather dreadful item about monkeys in a zoo. *The Good Rain* and *Missing Check* are run-of-the-mill, but are amiable.

Everette Chambers and Liz Ross are the show's principal comics, with an able assist from Frank Moore. Jackie Pipa and Kay Riley sing pleasantly. The dance department is weak, with Herbert Ross's patterns showing neither originality nor particular polish. However allowance must be made for limited staging space and the fact that students are hardly seasoned steppers. Dick Mumma and Hal Shafer have done excellently by the settings, and Hans Sondheimer has lighted them to effective advantage. Bows, too, go to the staging of Edmund Morris and the musical direction of Arthur Lief, and Morton Kahn gives the Workshop youngsters wonderful support with his accompaniment. **Bob Francis.**

ELT Tabs Success, Turns to '51 Drive

NEW YORK, May 13.—With its most successful season behind it, Equity Library Theater (ELT) is focusing on a drive to raise a \$25,000 backlog to insure its 1950-1951 projects, and reports some impressive statistics to spotlight its progress.

According to ELT management, 26 free productions at the org's showcase, the Lenox Hill Playhouse, drew a total audience of 40,000, and an additional 2,000 saw previews at New York public libraries. Opportunities to showcase their craft were given to 340 actors, 119 technicians and 20 directors, and over 10 per cent of them got commercial stints on and off Broadway, in television, radio and films as a direct result of their ELT work.

Four selected productions from the above were put on 16 times at the Clinton Community Center to give paid employment to 75 actors, 16 technicians, four directors and nine members of other craft unions, and professional theater was brought to more than 12,300 at 60 cents a seat.

Sides and Asides

Indie's Again to Fore in Equity Elections

Petitions for three more independent candidates to be included in the balloting of Equity's forthcoming election were filed Friday (12) with the org's executive secretary. They were: For fourth vice-president, **Fredi Washington**; for council (five year terms) **John Marriott** and **Billy Redfield**. A previous filing by a group which refused to endorse six of the nominating committee's choices for the regular ticket petitioned the indie candidacy of **Thomas Chalmers**, **Doris Dalton**, **William Prince** and **David Wayne** for council (five year terms); **Hiram Sherman** to serve as a two-year replacement, and **Philip Coolidge** to serve as a one-year replacement. Nominations closed May 13.

Subway Circuit Set for Bow-In

Despite reports of feuding between **George Brandt** and Actors Equity, over a hike in minimum wage requirements, a spokesman for the Subway Circuit said last week that the old dog-day rotating-stock operation would be open at the same old stands. A simultaneous bow-in is set for Tuesday (23), with **Kay Francis**, **Haila Stoddard**, **Frank Albertson** and **Joel Ashley** opening at Brooklyn's Flatbush Theater in "Goodbye, My Fancy" and **Tallulah Bankhead** lighting the Bronx's Windsor with "Private Lives." Two follow-ups are definitely on the agenda—"Anne of the 1000 Days" (likely with **Sylvia Sidney** and **John Loder**) and "Born Yesterday." As heretofore, all productions will tee-off at the Flatbush, and thereafter play the Windsor, the Central in Passaic, N. J., and the Brighton at Brighton Beach, Brooklyn, in that order. **Paul S. Doherty** and **William Levine** are operators of the New Jersey house and **Edward Rugoff** and **Herman Becker** again manage the Brighton.

Casting Under Way for Starlight Operettas

New casting for Dallas starlight operettas include **Carl Ravazza** and **Marthe Errolle** for lead slots in "Maytime," **Luba Malina** for "Roberta," **Stewart McIntosh** and **Jeff Warren** for "Brigadoon," and **Lloyd Thomas Leech** for "Desert Song."

Off-Broadway's Theater Classics Extends "Miser's" Run

Theater Classics, Inc., off-Broadway acting org, has extended its production of "The Miser" thru May 21. Now in its sixth week, the run has broken the local record for consecutive performances, according to managers **Dwight E. Hook Jr.**, and **T. J. Ritter**. The cast, including **William Jackson**, **Donald Somers**, **Louise Larabee**, **Charles Pursell**, **Henry Waldon**, **Penny Osgood** and **David Wainwright**, perform nightly except Mondays at the Walt Whitman School.

Final Arrangements Made for "Donaldson" Balloting

The committee for the Seventh Annual Donaldson Awards, sponsored yearly by The Billboard for seasonal achievement in the Broadway theater, met May 8 at Sardi's Restaurant in New York to make final arrangements for the distribution of the eligibility lists and ballots for voting on the "bests" of the 1949-1950 season. These will be in the hands of the voters within the next two weeks. All workers in the theater have a vote, and anyone not currently employed in a Broadway production is urged to return immediately the coupon included in these pages, so that a ballot may be mailed to the proper address. This year's committee, representing all branches of legit, comprises **Helen Hayes** and **Maurice Evans**, for the actors; **Valerie Bettis** and **Ray Bolger**, for the dancers; **Joshua Logan**, for the producers; **Ward Morehouse**, for the critics; **Louis Simon**, Actors' Equity; **Ruth Richmond**, Chorus Equity; **John Effrat**, stage managers; **Oliver Saylor**, press agents; **Morrie Seamon**, treasurers; **John McDowell**, stagehands; **Woodman Thompson**, scenic designers, and **Robert Byrne**, costume designers. Representing The Billboard are **Roger S. Littleford Jr.** and **William D. Littleford**, publishers, and **Robert Francis**, drama editor.

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.

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Off-Broadway Review

SALT AND PEPPER TO TASTE

(Opened Wednesday, May 10)

WEST 125TH STREET STUDIO

A drama by Lynn Richie Staged by Ken Freeman. Set by Don Tatum. Music by Ivan Tatum. Stage managers, Greg Hunter and Ethel Schlessinger. Press representative, Richard A. Lynch. Presented by Actors Theater.

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Ed ..... Richard Ward  
Bess ..... Marian Austin  
Ann ..... Alice Terry  
Madelyn ..... Bee Freeman  
Lucky ..... Robert Brown  
Mille ..... Margaret Kley  
Rev. Skinner ..... Charles Coleman  
Lillian ..... Barbara Snowden  
Bill ..... Greg Hunter  
Jim ..... William Halston

The Actors Theater is presenting the first New York showing (and perhaps the last) of Lynn Richie's *Salt and Pepper to Taste* in its upstairs studio at 77 West 125th Street. The substance of the play (') revolves around a piano teacher, and as far as this reporter is concerned practically everyone rates a zero.

Madelyn Gray is the center of everyone's attention—Bess is infatuated with her charm; Richard, a would-be singer, with her musical ability; Ed, with her womanly ways, and Reverend Skinner, with her noble church work. All goes smoothly until Lucky, a roomer in Madelyn's apartment, who runs prostitution on the side, knives one of his partners, Jim, who he suggests they add Lillian, a young innocent, also a roomer, to their list of gals. Later, Lucky is (See SALT AND PEPPER, opp. page)



BROADWAY SHOWLOG

Performances Thru May 13, 1950

	Opened	Perfs.
<b>DRAMA</b>		
Armour of Light.....	2-23, '50	60
(Blackfriars)		
As You Like It.....	1-26, '50	124
(Cort)		
Clutterbuck .....	12- 3, '49	186
(Billmore)		
Come Back, Little Sheba....	2-15, '50	101
(Booth)		
Death of a Salesman.....	2-10, '49	524
(Morosco)		
Detective Story.....	3-23, '49	477
(Hudson)		
I Know My Love.....	1-12, '49	224
(Shubert)		
Mr. Roberts .....	2-18, '48	917
(Arvin)		
Peter Pan .....	4-24, '50	24
(Imperial)		
The Cocktail Party.....	1-21, '50	129
(Henry Miller)		
The Consul .....	3-15, '50	69
(Barrimore)		
The Devil's Disciple.....	2-20, '50	96
(Royale)		
The Happy Time.....	1-24, '50	127
(Plymouth)		
The Innocents .....	2- 1, '50	118
(Playhouse)		
The Member of the Wedding ..	1- 5, '50	148
(Empire)		
The Wisteria Trees.....	3-29, '50	53
(Martin Beck)		
<b>MUSICAL</b>		
Arms and the Girl .....	2- 2, '50	116
(46th Street)		
Brigadoon .....	5- 2, '50	15
(City Center)		
Gentlemen Prefer Blondes....	12- 8, '49	180
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	570
(Century)		
Last in the Stars.....	10-30, '49	224
(Music Box)		
Rhapsodie Caribe .....	4-19, '50	29
(Broadway)		
South Pacific .....	4- 7, '49	452
(Majestic)		
Texas, L'il Darlin'.....	12-25, '49	196
(Mark Hellinger)		
Tickets, Please.....	4-27, '50	20
(Coronet)		
Where's Charley?.....	10-11, '48	664
(St. James)		
<b>COMING UP</b>		
(Week of May 15, 1950)		
The Lion .....	5-18, '50	
(Broadhurst)		



**DAY AFTER TOMORROW**

(Opened Tuesday, May 2)

**CENTER THEATER, SEATTLE**

A play in 10 scenes, by Anne Walters, staged by Jay Herrett, setting by Kit Spier. Stage manager, Joseph Savage. Press representative, Jean Ashford. Produced by Tryout Theatre, Inc.

- Brooks Farrington ..... William Culpepper
- Karen Freyling ..... Jo Zimmermann
- Ella Farrington ..... Sonya Marks
- Bordon Seller, M. D. .... Don MacLeod
- Brookie ..... Joseph Savage
- Gram ..... Freda Gilkey
- Margery ..... Jackie Magnuson
- Bolly Budge ..... Mollie Hannon
- Tom Budge ..... Richard White
- Ray Morse ..... Ralph Kelly
- Sam Pierst ..... Donald McKenzie
- Archle ..... Ed McKinlay
- Carl Warner ..... Jay Herrett
- Dr. Homer Carstaris ..... Walter Ross
- Ruby Carstaris ..... Helen Rooney
- Betty ..... Eather Myers
- Carter Knowles ..... Ed McKinlay

In *Day After Tomorrow* Anne Walters is dealing (often with considerable insight) with the far from newish theme of a returning ghost to watch the reactions to him of the people he knew. In 10 scenes, untouched by the much needed heresy of intermission, she encountered the wife, the mistress, the family, the business partner, the village embalmer and the minister. Miss Walters intends to show not only the truth about the deceased but also about those who claimed to love him. Perhaps she shows too much. What comes across are many dashes of biters and saacharine, which fall to add up to a total commentary. This mixture of pathos and bathos is partially due to the rather monotoned recitative quality of the production and the overly sentimental loopholes into which a piece of this nature can so easily fall. The hypocrisy of the living mourning the dead is, however, caught with incisive, and often ruthless wit.

Jay Herrett's direction is paced well, but lacks the up-and-down shadings present in his previous chores. All the roles in *Day* are good roles, and for this season's swan-song production Tryout Theater has assembled some of its best players. William Culpepper, as the dead man, is unqualifiedly strong and persuasive in a terrifically lengthy part. Jo Zimmermann, as the gal on the side, is pliant and appealing, while Sonya Marks commands the role of the wife with her own extra curricular activities in fine style. Helen Rooney adds admirably to her long roster of character parts as the minister's wife; Jackie Magnuson shines as the young daughter, and is perhaps the most visually satisfying ingenue it has found to date. Jay Herrett contributes a socko bit as the undertaker.

Kit Spier's stylized sets, with emphasis on vertical arcs, are more than okay. *Wil Stevens.*

**Jed Harris Wins in 3G Suit**

BRIDGEPORT, May 13.—Common Pleas Court Judge Raymond J. Devlin this week ruled for theatrical producer Jed Harris in the \$3,000 damage suit brought against him by Samuel Wasserman, New Haven theatrical booking agent. The ruling was based mainly on testimony offered by the late Walter Huston, a short time before he died. It was Huston's first and only appearance in a real-life court. Wasserman charged Harris with breach of contract in withdrawing the play *Apple of His Eye* in which Huston was to have been starred at a Worcester theater.

**ROUTES**

**Dramatic and Musical**

- Death of a Salesman (Metropolitan) Seattle 19-27.
- Diamond Lil, with Mae West (Shubert) Boston.
- Kiss Me, Kate (American) St. Louis.
- Lend an Ear (Great Northern) Chicago.
- Mad Woman of Chailiot (Royal Alexandra) Toronto.
- Miss Liberty (Davidson) Milwaukee.
- Mr. Roberts (Colonial) Boston.
- Oklahoma (Erianger) Chicago.
- Rollie's Lull (Shubert-Lafayette) Detroit.
- Schwartz, Maurice (Biltmore) Los Angeles.
- South Pacific (Orpheum) Kansas City, Mo.
- Two Blind Mice (Harris) Chicago.

**OUT-OF-TOWN OPENINGS**

**THE COUNTRY WIFE**

(Opened Thursday, May 11)

**BRATTLE, CAMBRIDGE, MASS.**

Comedy by William Wycherley. Directed by David Tutae. Settings and choreography, Robert O'Hearn. Women's costumes, George Drew, Eleanor MacLean, Chris Mahan. Men's costumes, Robert Fletcher. Managing director, Albert Marre. General manager, Peter Temple. Publicity, George Campbell. Stage manager, Miles Morgan. Presented by the Brattle Theater Company.

- Horner ..... Robert Fletcher
- Quack ..... Earl Montgomery
- Boy ..... George Drew
- Harcourt ..... William Tregoe
- Dorilant ..... Bryant Halliday
- Sparkish ..... Cyril Ritchard
- Mr. Pinchwife ..... Jerry Kilty
- Sir Jasper Fidget ..... Thayer David
- Mrs. Pinchwife ..... Jan Farrand
- Allthea ..... Madge Elliott
- Lady Pidget ..... Phillippa Bevans
- Miss Dainty Pidget ..... Eleanor MacLean
- Mrs. Squeamish ..... Leslie Paul
- Balthazar ..... Kenneth Scott
- Lucy ..... Naomi Raphaelson
- Old Lady Squeamish ..... Jeanne Tufts
- Dancer ..... Robert O'Hearn

The Brattle Theater Company has chalked up a record of several years of diligent and often brilliant work. Now, with a spirited revival of Wycherley's gusty, busty, lusty restoration comedy, *The Country Wife*, it may have made a national name for itself in more ways than one.

A brilliant bit of inspiration moved the company to induce Cyril Ritchard, and his wife, Madge Elliott, to trek over from England to star in the production. This is Miss Elliott's first appearance in this country, tho Ritchard was notable here a few seasons ago in John Gielgud's rollicking revival of Wycherley's *Love for Love*.

The present production has all the high style, the languid taste and naughty spirit which is seldom achieved in a classic revival. The play can be tiresome unless it is done with imagination and gusto. The Brattle people must struggle with some hefty tricks of language and convention, and only seldom show the effort involved.

For sheer bawdery *Country Wife* is hard to beat in any theatrical age or period. Wycherley borrowed from the ancients for some plot devices, but the rugged language is the stuff of his own forthright period. It's an achievement for American actors to stumble over his moldy lines without blushing. Suffice to say that the troupe gets thru it with nary a pink cheek.

Cyril Ritchard is absolutely magnificent as Sparkish in this rollicking piece. He cuts a wide swath thru all inhibitions and conventions and emerges an incredibly delightful comedian of the polite, but naughty school. Miss Elliott is a lovely and contained heroine of this little scene or that. The best actors of the Brattle company show remarkably well against the special gifts of the stars. But the less talented members of the company have a hard time even keeping in step.

Robert Fletcher is especially good as Horner, but he doesn't always stand comparisons. Jerry Kilty is fine as a middle-aged cuckold; Thayer David is a good stock character as an older one. Phillippa Bevans captures many a scene as a philandering female. But certainly many of the scenes are stolen by Jan Farrand in the title role. This is a troupe where ensemble acting has been stressed, but Miss Farrand is beginning to pull away from the rest of the company.

Of special importance to the effectiveness of the production are absolutely magnificent settings by Robert O'Hearn. They are as good, within certain small limitations, as Cecil Beaton's sets for *Love for Love*. Robert Fletcher's costumes for the men are likewise an eye-fel. David Tutae has done a fine staging job. However, it needs "working in" to achieve its full effect.

*Country Wife*, as done at Cambridge, could make many a Broadway producer envious. It points toward inevitable expansion for a company which has gone so far in a few years. *Bill Riley.*

**SHYLOCK AND HIS DAUGHTER**

(Opened Monday, May 8)

**BILTMORE THEATER, LOS ANGELES**

A drama by Ari Ibn-Zahav. Dramatized and staged by Maurice Schwartz. Music by Joseph Rumshinsky. Scenic designer, James R. Hotchkis. Dances arranged by Selma Schneider. Stage manager, Morris Strassberg. Press representative, Bill Tostevin. Presented by Edwin A. Relkin.

- Shylock, a banker of the Ghetto ..... Maurice Schwartz
- Jessica, his daughter ..... Charlotte Goldstein (Launcelot Stephano)
- Servants in Shylock's household ..... (Yudel Dubinsky (Sam Josepson)
- Samuel Morro ..... Anatole Winogradoff
- Lorenzo, overseer of the "Banco Del Shylock" ..... Muni Serebrov
- Antonio, a merchant of Venice ..... Gustave Berger
- Portia, his wife ..... Dina Halpern
- Rabbi Abraham Morano, spiritual leader ..... Ruben Wendorf
- Cardinal Ruberto ..... Naum Brind
- Dona Camilla, his sister ..... Lisa Silbert
- The Duke of Venice ..... Morris Strassberg
- Dr. Klonymos ..... Saul Steiner
- Tubal, Shylock's friend ..... Nathan Shiff (Gratiano Salanio)
- Guardsmen at the gates of Ghetto ..... (Morris Peder (Wolf Mercus)
- Rabbi Benjamin Nehemiah ..... Zvi Rosen
- Jail Guard ..... Jack Harpman
- Principal Dancer ..... Libby and Bill Burke

Dancers, Prisoners, Guardsmen, Harpists, Nuns, Noblemen, servants played by: Rena Lenart, Grace Cotlair, Madeline Manners, Merle Pedicini, Della Salvi, Fred Harpman, William Ott, William Martinez, Frank Granville, Richard Fields, Richard Pedicini.

An enthusiastic first-night audience of Yiddish Art Theater devotees accorded Maurice Schwartz a rousing personal ovation for his dynamic portrayal of Shylock in *Shylock and His Daughter*. The hardy band of Yiddish Art Players performed with spirit, but it was Schwartz who captured the honors as actor as well as adapter-director. Playing West Coast for first time in years, Schwartz's rep players are certain to win favor.

The provocative Shylock calls for a strong and willful characterization, and Schwartz is equal to the task. The story, adapted from Ari Ibn-Zahav's Hebrew novel, attempts to tell the other side of Shylock's character in rebuttal of Shakespeare's Shylock in *The Merchant of Venice*. He is a villain of sorts, even in Zahav's treatment, but justification and motives are pointed up. The pound of flesh which Shylock seeks of Antonio, merchant of Venice, is real and grim. But events leading up to this inhuman demand clearly show how Shylock was goaded into the pact by the insults, humiliation and shame reaped upon him both by Antonio's slurs against his people and the degrading acts of his daughter, Jessica, who shuns her faith to embrace Christianity and marry a Gentile.

Far from guiltless, yet pitiful, Shylock pleads for his revenge in a trial scene which shines with suspense, intense drama and pathos. In the end, also determined to carry thru with his legal rights, Shylock refused to accept his revenge, realizing that as a pious Jew he cannot bring himself to shed blood. Overtones of tragedy, misery and conflict make the story one of brooding but intense drama.

As Shylock, Schwartz brings memorable acting to the Yiddish Theater. His rich, vibrant voice, flawless diction and majestic carriage are effective thruout a difficult characterization. Charlotte Goldstein, as his erring daughter, brings warmth and understanding to her role. Others worthy of special note include Anatole Winogradoff, as Jessica's rejected suitor; Muni Serebrov, as Lorenzo, who wins her heart; Antonio, as portrayed by Gustave Berger, and Dina Halpern as Portia. In lesser roles Ruben Wendorf, Naum Brind, Yudel Dubinsky and Sam Josepson stand out.

Production was rough due to first-night cue fluffs. Splendid costuming, effective settings and good mood music welded together make for over-all quality in staging and performance. *Alan Fischler.*

**'Kate' Producers To Quiz Drake on Suit**

NEW YORK, May 13. — Arnold Saint Subber and Lemuel Ayers, producers of *Kiss Me, Kate*, are seeking permission to secure testimony from Alfred Drake, star of the show, before the trial of a damage action brought against them by agent Richard LaMarr, it was learned this week. The trial, in which LaMarr is seeking \$50,000 for alleged breach of contract or as the reasonable value of services he rendered the defendants, is scheduled to begin May 22, and Drake is due to leave for Europe June 6. The producers claim that Drake's testimony is material and necessary, and that, because of scheduled trip, Drake may not be able to attend the trial.

LaMarr claims, in the action in New York Supreme Court, that the producers employed him in 1947, for his counsel and advice in the production of *Kate*, and that as a result they owe him \$50,000.

In an affidavit supporting their motion to examine Drake before trial, the defendants state that they wish to determine from Drake's testimony whether or not LaMarr rendered any service, if there was an oral agreement, and what the extent and value of his services might have been.

Justice Aaron Steuer reserved decision Friday (12).

**SALT AND PEPPER**

(Continued from opposite page) shot to death by the gang—and that gets him out of the way. Matters are still not cleared up, however; Bess, jealous of the love Madelyn has for Richard, pretends he has raped her, but Richard is finally exonerated when Bess is forced to confess her lie. Meanwhile, Ed has been rejected by Madelyn; Richard has taken up with Ann Howard, a woman who keeps popping in and out of the play; Lillian marries a school chum, Bill—and everything winds up with Bess and Madelyn left to their own resources, which are implied as plenty.

A special zero goes to Lyrn Richie, whose dialog is stilted, whose characters don't develop and whose knowledge of the mechanics of playwriting appears to be practically nil.

Actors Theater has double-cast its production. On the even-dated nights, the Negro cast performs; on the odd-dated nights, the white cast. Most of those involved in the Negro cast seems to be much in need of experience, but a passing grade is earned by Marian Austin, Robert Brown, Alice Terry and Barbara Snowden.

The setting by Don Tatum is very well done and deserves the highest mark. The direction of Ken Freeman achieves practically nothing in the face of a poorly written play, and Ivan Tatum's pianistics give evidence that he needs more lessons from Madelyn.

In order to attract much attention in such an out-of-the-way studio, it is a necessity that Actors Theater present the most professional shows in a most professional manner. Otherwise, it would seem impossible for the group to continue. A sound reorganization of the group appears necessary. As matters stand now, it is unworthy of a professional tag. *Dennis McDonald.*

**"S. P." ADVANCE**

(Continued from page 3) take for the 10-week date will be at least \$500,000.

Limiting seat sales per customer was done to lessen threat of scalping. Another precautionary step was the hiring of special police to watch ticket lines for known scalpers or persons attempting to retrace steps for more tickets. Suspected offenders were photographed by several lensers hired for that purpose, gimmick proving successful, since most violators chose to step out of line rather than have their mugs photographed.



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Internal Revenue, May 8, 1950: The following  
described personal property seized of F. K.  
Kraft, d/b/a Aloha Theatre, Clifton, Illinois,  
under warrant for distraint for the non-  
payment of assessed taxes due, will be sold  
at public auction as provided by Section 3693  
of the Internal Revenue Code on Tuesday,  
May 23, 1950, at 10:00 a.m., in front of the  
owner's premises at Clifton, Iroquois County,  
Illinois, to wit: all the right, title and inter-  
est of the said F. K. Kraft in and to 238  
theatre seats; 1 Manley Model 47, Serial No.  
1-4140 electric pop corn machine; 5 exit  
boxes with glasses; 5 key sockets; 2 sand  
urns, blue; 480 expansion bolts for theatre  
chairs; 1 chrome box office chair, red; 1  
blue ticket box; 1 Overall Dafone Type "Z"  
white sound screen; 2 Motiograph Model K  
projectors, serial numbers 46231508 and  
46232008, with Model "S" Motiograph bases;  
2 pairs upper and lower magazines; 1 com-  
plete Micrographic sound system, Model  
M9B; 2 Utility Strong Lamphouses, complete  
with serial numbers 24453 and 24465; 1 steel  
booth table; 1 pair hand rewinders; 1 pair  
4" coated Kollimorgan lenses; 12 1/4" diameter  
4" Hub Goldberg aluminum reels; 1 six sec-  
tion film cabinet; 1 Universal film splicer.  
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## 1st Run Pic Launches Philly Spot; Promosh Bug Hits Ops

PHILADELPHIA, May 13.—Apart  
from the fact that it will be the first  
drive-in within the city limits, the  
opening of the South Philadelphia  
Drive-in will find the open-airer  
featuring a first-run neighborhood at-  
traction. Charles Goldfine, who  
opens the new spot Wednesday, has  
out-bid all indoor theaters in South  
Philadelphia to get the first neigh-  
borhood showing of the 20th Cen-  
tury-Fox's *Cheaper by the Dozen*.

This week also saw the first major  
exploitation stunt for an outdoor  
theater in this area. The Lincoln  
Drive-In on the Roosevelt Boulevard  
exploited the showing of *The Outlaw*  
by having a girl ride a horse thruout

the Northeast section of the city.  
Identification of the lass meant a  
season's pass to the drive-in.

The success of the *Sleepy Hollow*  
Gang presenting stage shows at the  
drive-ins in the immediate area re-  
sulted in additional open-air book-  
ings for the Western troupe which is  
linked with American Broadcasting  
Company radio network. Dave Mil-  
gram booked the Gang for his Boule-  
vard Drive-In near Allentown, Pa.,  
for performances May 19 and 29.

In Eastern Pennsylvania, major at-  
tention was centered on the reopen-  
ing this week of the new Rowland  
and Schumacher's Pottsville Drive-In  
near Pottsville. Charlie Poorman,  
managing the open-airer, composed a  
dozen catchy poems, spotted thruout  
local papers. Each poem described  
various operational policies of the  
drive-in in entertaining manner.  
Poorman also had a number of re-  
cordings of his voice made for the  
concession and show breaks. Jack  
Lynch is in charge of the restaurant-  
bar, and aids include Mr. and Mrs.  
Arthur Frances and Jimmie Dormer.

Also reopened for the season was  
the Keystone Drive-In near Harris-  
burg, Pa., after undergoing intensive  
remodeling, with Sam Chapman as  
manager. At nearby Reading, Pa.,  
the Reading Drive-In reopened for  
its second season. Progress is being  
made on the new Exeter Drive-In,  
east of Mt. Penn. It will give the  
Reading area its second open-airer.

Also set for early opening is the  
new Cross Keys Drive-In being  
rushed to completion near Gettys-  
burg, Pa. Spot is an Elmer Brient-  
RCA package deal, sold out of Wash-  
ington, and will be the first such in-  
stallation in this territory. The Cal-  
donia Park-In, also near Gettysburg,  
is operated by Harry Clay Bona-  
durant.

At nearby Delmar, Del., Manager  
Fred Perry opened the Delmar Drive-  
In with a Get Acquainted Week.  
Admission was set at \$1 plus tax per  
carful, up to six people in each car.

## Mfr. Advises Drive-In Ops Rides Pay Off

### Urges Charges on Devices

KANSAS CITY, Mo., May 13.—Wil-  
liam de L'horbe Jr., of the National  
Amusement Device Company, Day-  
ton, O., Tuesday (9) told convention-  
ing drive-in theater operators that  
admissions should be charged for kid-  
dle rides at open-air theaters.

De L'horbe urged Kiddielands for  
drive-ins on a ride-charge basis but  
cautioned against giveaway rides.

"Kiddielands will stand on their  
own, whether in conjunction with a  
drive-in theater or as an independent  
venture," he declared. "They will earn  
a revenue, contribute additional profit,  
and most important of all, a good Kid-  
dieland at your theater entrance will  
attract thousands of new customers."

De L'horbe was one of several  
(See Mfr. Advises on page 55)

## More Open-Airers for N. E.; Loew's in Personnel Switch

HARTFORD, Conn., May 13.—Con-  
struction of two drive-in theaters by  
Lockwood-Gordon-Rosen Theaters at  
Norwalk and Torrington, Conn., is  
expected to be completed by mid-  
summer, Douglas Amos, circuit's lo-  
cal division manager, said this week.  
Joseph Dolgrin, general manager of  
the Pike Drive-In Theater, Newing-  
ton, Conn., has left Hartford Hospital  
after recovering from an eye infec-  
tion.

George E. Landers, local division  
manager for E. M. Loew's Theaters  
circuit, who supervises 15 drive-in  
and standard theaters in Connecticut  
and Massachusetts, has named Harold  
Cummings, formerly with Warner  
Brothers Theaters, as manager of the  
State Theater, Holyoke, Mass., re-  
placing Jack Cummings, resigned.  
Harold Cummings will supervise  
Loew's drive-in at West Springfield,  
Mass. Construction is expected to be  
completed May 30.

Willard B. Rogers, Manchester,  
Conn., has filed an application with  
Connecticut State Police Commis-  
sioner Edward J. Hickey for authority  
to build a drive-in at Columbia, Conn.

Two corporations to engage in the  
construction of an outdoor motion  
picture theater have filed certificates  
of organization with Connecticut's  
secretary of state here. They are Ken-  
nike Theater, Inc., and Airdrome  
Amusement Corp. Officers are presi-  
dent, Samuel Musman, Lynn, Mass.;  
secretary, Florence Musman, also of  
Lynn, and treasurer, Robert M.

Schwartz, Waterbury, Florence Mus-  
man is listed as president of the Air-  
drome Amusement Corporation, with  
Schwartz as secretary and treasurer.  
Together with Esther Graiczerstein,  
Waterbury, they also will serve as  
directors.

Plans for construction of a 600-car  
capacity drive-in at West Haven,  
Conn., have been disclosed by Nathan  
A. Resnik, New Haven, attorney rep-  
resenting the Bowl Theater Corpora-  
tion. An application for a certificate  
of approval to operate a motion pic-  
ture machine in the proposed drive-  
in theater has been filed with Con-  
necticut State Police Commissioner  
Edward J. Hickey here. Resnik said  
he expects it will take about a month  
to obtain a permit to operate and it  
will take another two months after  
that to prepare the site.

The next drive-in slated to open in  
Connecticut will be the Pine Drive-In  
Theater, being built at Waterbury,  
Conn., by Joseph Dolgrin, of the Pike  
Drive-In Theater, Newington, Conn.  
Construction on the project is ex-  
pected to be completed early in June.

### McDannold Pilots Ga. Spot

SAVANNAH, Ga., May 13.—James  
McDannold, former manager of the  
Ritz and State theaters in Tallahassee,  
Fla., has been named manager of the  
Montgomery Drive-In Theater here.  
He has been active in the theater busi-  
ness for 10 years.

## Rep Ripples

LEO CODY is mulling a three-per-  
son flesh trick for a Maine and  
Lower Canada summer trek. . . . But-  
ler's Show, which left Bartow, Fla.,  
recently, will work north and put in  
the summer in Pennsylvania and  
Northern New York. Unit has  
worked a number of church dates  
with a new two-person bill and will  
make a coast-to-coast tour with the  
bill next winter. . . . Burton's plat-  
form show is playing spots around  
Enid, Okla. . . . Lee Taylor, who has  
been presenting a lecture with spe-  
cial 16mm. pix in churches, says that  
the season was fair despite cold  
weather at most engagements. He  
plans to work Western Canada this  
summer with the same picture but  
will substitute a solo dramatic bill  
for his lecture. Taylor does his own  
entertainment in addition to han-  
dling his own booking. He was a  
leading man for several 10-20-30  
shows. . . . Carter's show, two-person  
unit, is slated to open its season near  
Clyde, Tex., soon. . . . J. S. Osborne,  
who presents a one-man church  
show, will work Coast towns this  
summer.

## Roberson Bows In Clinton, Ill.

CLINTON, Ill., May 13.—Roberson  
Players, under direction of George  
Roberson, have completed plans to  
open their 1950 tour with an engage-  
ment here Sunday (21).

Additions to the roster this season  
include Prof. Jack Scharding, former  
pitchman, who will present a new  
astrology act from an 8 by 12-foot  
chart on stage. He's being billed as  
"Hollywood's foremost astrologer"  
and show will use special paper in  
advance for his turn.

Org will play established territory  
in Illinois and Wisconsin.



**Roadshowmen, Attention**  
The greatest ATTRACTIONS in 16mm.  
Get Our Big Free Lists.  
**Minot Film Exchange**  
Millbridge, Maine

## IT'S NOT TOO LATE TO CHANGE TO "THE ROADSHOWMAN'S COMPANY"

Switch now and save money.  
Write our nearest office for your copy of  
our 1950 catalog of 16mm. sound programs.

### EASTIN PICTURES

P. O. Box 598 — Davenport, Iowa  
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### CLOSE OUT SALE

35 MM. PROJECTORS AND FILM  
Late Musical Westerns rented, \$7.50 two nights  
or sold outright. Acme Suitcase Projector, 3000  
ft., complete with sound, \$95.00. Fair of Holmer  
Projectors, 300 ft., with amplifier and speaker,  
\$495.00. Shipping Cases, 2000 ft., for \$4.00 each.  
Silent Features, \$15.00; Shorts, \$3.50. Poster  
supply. Free lists.  
SIMPSON FILMS, 133 High St., Dayton 3, Ohio

### WANT FOR

Sweet Georgia Brown Big Tent Minstrel Show  
Musicians, Girls, Comedians. Will consider  
Organized Show.

**HORATIO A. THOMAS**

805 4th Ave., No. NASHVILLE, TENN.



# THE FINAL CURTAIN

**BROWN**—Hiram S., 68, president of Radio-Keith-Orpheum and Radio Pictures from 1929 to 1933, May 4 in Chestertown, Md. His widow and son survive.

**BROWN**—J. C., 73, former magician, slack-wire performer and one-time co-owner of *The Sparta* (Tenn.) *News*, May 3 in White County Hospital, Sparta, of a stroke. He and his late twin brother, D. A. Brown, were members of the Sparta Cornet Band which won a national trophy at the St. Louis World's Fair. Survived by his widow, Avo, and two sisters, Mrs. B. F. Maxey, Sparta, and Mrs. M. M. Kimsey, Birmingham. Burial in Highland Cemetery, Sparta.

**DAVIS**—John W., 69, veteran Ferris Wheel operator with the Mad Cody Fleming Shows, killed May 7 on a highway near Montezuma, Ga., when struck by a car. Survived by a brother, Frank, Columbus, Ga. Interment May 9 in Waycross, Ga. (Details in Carnival Department.)

**DEL-ORTI**—The Great (Jerzy Wierzbicki), 27, free act with Lagasse Amusement Company, in Amesbury, Mass., May 8. A native of England, Del-Orti came to the United States in February to work his single sway act for the Al Martin agency. His widow and one child survive. (Details in General Outdoor Section.)

**DE GRACE**—Harry, 61, showman for 40 years, recently in Indianapolis of a coronary occlusion. He and his wife, Daisy, were with the Bert Smith Shows for many years and had toured in vaude. He had also operated his own med show, the Hoosier Herb Company, thruout Indiana. Besides his wife he leaves two sisters and a brother, Walter, of Princeton, Ind.

**DE ROSE**—Anthony, 93, father of Peter De Rose, lyric writer and composer, May 4 in Hollis, L. I., N. Y. Three other sons, three daughters and a sister survive.

**DIVINE**—Charles Harding, 61, author, playwright and former newspaperman, May 8 in Bay Pines, Fla. He wrote occasional radio scripts and many plays, several of which had brief Broadway runs, including *Strangers at Home*.

**DYALL**—Franklin, 76, actor-producer, May 8 in Worthing, Eng. He made his debut in *The Masqueraders*, in 1894, and his 50-year career included a tour of Germany with Sir Johnston Forbes-Robertson, a tour of South Africa and tours of the United States in 1905 and 1914. He toured in 1935 with John Gielgud's production of *Hamlet*.

**EDINGTON**—Ralph, 29, legit stage manager, May 9 in Amityville, L. I., N. Y. His first Broadway assignment was in the revival of *Pygmalion* by Theater, Inc., followed by a four-year association with Maurice Evans, stage managing such shows as *Man and Superman*, *Browning Version* and the current *Devil's Disciple*. He had also toured with Evans's G.I. version of *Hamlet*. His parents survive.

**ELIKANN**—Therese, 50, secretary for 30 years to Marcus Heiman, owner of the National Theater, Washington, and president of the United Booking Office, New York, May 3 in the latter city. Three sisters and a brother survive.

**ERWIN**—Hobert G., 52, movie set designer, May 6 in Roxbury, Conn., of a heart attack. Survived by two sisters. Burial in Roxbury May 9.

**GARDNER**—Arthur G., 70, boss carpenter on the Floyd O. Kile Shows and formerly a carnival trainmaster, April 21, in a New Orleans hospital. Survived by his brother, George, a concessionaire at Myrtle Beach, S. C.

**GRAHAM**—William F., 80, former manager of the Garden Theater, New York, April 29 in Buffalo. Beginning as a stagehand, he later managed the Garden for 15 years and then managed the Palace, Baltimore.

**HILL**—Bertha (Chippy), 50, blues singer, May 7 in New York. She made her debut in 1916 in New York at Le Roy's, Harlem nitery, as a dancer,

and later toured with Gertrude (Ma) Rainey's roadshow. In 1925 she first recorded on the Okeh label and retired in 1930. A comeback in 1946 brought out more recording and nitery dates. She appeared on the radio show, *This Is Jazz*, and in a concert at the Ziegfeld Theater. Recently she toured in France with a jazz crew. Two sisters and several children survive.

**HINTON**—Plineth R., 45, horseman and secretary of the Michigan Thoroughbred Owners' Association, May 8 at his home in Plymouth, Mich. Survived by his widow, Helen. Interment in Riverside Cemetery, Detroit.

**HUDNALL**—Mrs. Floris M., 50, concert pianist, composer and conductor known professionally as Betty Le Barron, May 6 in Tuckahoe, N. Y. A pupil of Victor Herbert's, she gave up the piano due to hand injuries and formed her own org, which toured the Keith-Albee vaude circuit, and served as a guest conductor many times in San Francisco. Most of her composing was limited to religious music and setting poetry to music. Her husband and a brother survive.

**JACKSON**—Warren, 57, film, radio and television actor, killed in an auto collision in Los Angeles May 11. Charles Kemper, also an actor, was injured in the crash.

**JOHNSON**—Robert J., 24, hot-rod driver, killed May 6 when his car hit a sand dune near El Mirage Dry Lake, Calif.

**JONES**—Johnny, trouper with the John Robinson, Hagenbeck-Wallace and Cole Bros.' circuses, April 29 at his home in Millbrook, Ala. He leaves his wife, Alma. Burial in Goodship Cemetery, Millbrook.

**JORDAN**—Charles, 47, vaude performer, May 4 in Brooklyn. For about 15 years he teamed with John Woods, billed as Jordan and Woods. His widow, son and mother survive.

**JOSEPHS**—Mike, 39, auto race driver, in an auto race crash at Atlanta May 7. (For details see General Outdoor section.)

**KINAHAN**—Mrs. Rebecca Allan, specialist in fashioning hats for stage costumers, May 9 in Yonkers, N. Y. A brother survives.

**KYSER**—Mrs. Emily Roster Howell, 86, mother of band leader Kay Kyser, May 6 in Rocky Mount, N. C. Three daughters and another son survive.

**LEVANT**—Mark, 41, film studio concertmaster, May 8 at his home in Hollywood. He also did recording and radio work. Survived by his widow, Florence; a daughter, Gayle, and his parents. Burial in Beth Olam Mausoleum, Hollywood, May 10.

**LEVY**—Sam, 60, showman for many years, recently at his home in St. Petersburg, Fla. Survived by his widow, Caroline, and a brother, Joe.

**LODGE**—Fred, 75, musician and band leader for 50 years, April 25 in Eastport, Mo. Survived by his widow and son.

**MALONE**—Steve, 66, rider and bar performer, May 6 in Quincy, Ill. He had been with the Gollmar Bros.' Circus, the Ernest Alvo Trio and the Walter Guice Troupe on the Sells-Floto Circus. Malone had also toured in vaude in the act Cherry and Malone.

**MANDELL**—Abraham, 60, former trouper, May 6 in Detroit of a stroke. He was a member of the Michigan Showmen's Association. Survived by his widow, Lillian; a son, Sanford (Sam) Mandell, orchestra leader, and a daughter. Interment in Oakview Cemetery, Royal Oak, Mich.

**MAY**—Leila, 65, daughter of Lee Wade, old-time carnival operator, and the widow of Clay May, carnival owner and general agent, April 30 in Bixby Hospital, Adrian, Mich., of a cerebral hemorrhage. Survived by three brothers, Glenn, Roscoe and Ernest, all carnival men, and two sisters, Mrs. Alice Delano, Lansing, Mich., and Mrs. Hazel Crane, former carnival owner. Interment in Oakwood Cemetery, Adrian.

**MORROW**—Frank S., 80, banjoist, May 4 in Harrisburg, Pa. He gave many concerts in New York, Philadelphia and Pittsburgh, billed as the "Wizard of the Banjo." His daughter and a sister survive.

**PARKER**—Anna, 77, mother of Robert K. Parker, president of the Showmen's League of America and an operator of diggers, May 4 in Batavia, N. Y. (For details see Carnival section.)

**PHAIR**—Lewis, 77, member of the board of directors of the Fredericton (N. B.) Fair, recently in that city.

**REILLY**—Thomas Henry, 77, pianist and entertainer until his retirement 10 years ago, May 3 in Bridgeport, Conn. Survived by a sister, Caroline, Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn., May 6.

In Loving Memory of

## ROY E. RAY

Who passed away May 9, 1948  
His Wife—**FERNE RAY**  
His Daughter—**SHIRLEY J. RAY**

**ROBBINS**—Richard, 35, member of the John Robbins Company, Pittsburgh, dealers in wholesale carnival supplies, May 1 in that city. Survived by his widow, Ruth; son, Richard; daughter, Lynn; his parents, Mr. and Mrs. John B. Robbins, and a sister, Mrs. Bernard Greenberg.

**SCOTT**—Ralph C., 35, president of the Boston local of the American Federation of Musicians, May 6 in Boston. He played with many Boston orks as cellist and saxophonist before taking on union duties. His widow and two children survive.

**SMITH**—Louis Jr., 32, racing car driver, May 8 in Holy Cross Hospital, Detroit, of injuries sustained the previous day in a race at Motor City Speedway. Survived by a daughter, Sandra.

**SPRAGG**—George O., 76, pioneer movie operator in the Upper Ohio Valley, May 8 in St. Mary's Hospital, Huntington, W. Va. Spragg's first theater was a nickelodeon, which he opened in Bellaire, O., in 1908. He later operated other theaters there and in Zanesville, Columbus, and Martins Ferry, O., and Wheeling and Fairmont, W. Va., before his retirement in 1928.

**TICHERER**—Frank A., 70, former motion picture producer and president of General Films Corporation, May 5 in Greenwich, Conn. He organized the Eastern Film Corporation in 1919, and in the early 1920s he joined Lee De Forest in promoting phonofilm, an early-day sound-on-film technique. Survived by his widow, Jessie; son, Frank Jr., of Stamford, Conn., and a sister, of Doylestown, Pa.

## Marriages

**AUER-KALISH**—Mischa Auer, stage and film comedian, and Suzanne Kalish May 5 in Rome.

**BROWN-WILLIAMS**—Michael Martin Brown, composer, lyric writer and night club performer, and Joy Williams, ballerina, May 6 in New York.

**HAMMERSTEIN - PETERSON**—William Hammerstein, son of Oscar Hammerstein II, lyric writer-producer, and Jean Morris Peterson, show girl, April 27 in Englewood, N. J.

**KAUFFMAN - REIDER**—Ben Kauffman, movie press agent, and Vern Reider, vocal teacher at the 20th Century Music Institute, Philadelphia, in that city April 22.

**KOERNER-BISHOP**—Frank Koerner, ABC-TV technical director, and Marge Bishop, TV packager, May 9 in Chicago.

**LAZARE-GROFF**—Jack Lazare, WOR announcer, and Betty Groff, April 28 in New York.

**MURRAY-GRAY**—Lyn Murray, composer and conductor, and Tina Gray April 30 in Las Vegas, Nev.

**PATTERSON-ADAIR**—Harold J. Patterson and Yvonne Adair, mu-

sicomeday actress in Broadway's *Gentlemen Prefer Blondes*, April 29 in Nutley, N. J.

**RILEY-WIRTH**—Jack Riley and Aileen Wirth, member of the Lindsay Lovelies, dance line at the Beverly Hills Country Club, Covington, Ky., nitery, April 29 in Lawrenceburg, Ind.

**ROSS-CAULFIELD**—Frank Ross, film producer, and Joan Caulfield, film actress, April 29 in Beverly Hills, Calif.

## Births

A son, Brian, at St. Anne's Hospital, Chicago, May 10 to Mr. and Mrs. Johnny Broderick, who comprise the well-known nitery and vaude comedy act, Arren and Broderick.

A daughter to Mr. and Mrs. Charles Freeman April 20 in Mount Kisco, N. Y. Father is a legit director.

A daughter to Mr. and Mrs. John Gart April 28 in New York. Father is musical director of tele and radio shows.

A son to Mr. and Mrs. Monte Proser April 29 in New York. Father is co-owner of the Copa nitery in New York, a legit and TV producer; mother is the former actress Jane Ball.

A daughter to Mr. and Mrs. Gary Stevens April 29 in Schenectady, N. Y. Father is a featured singer over WRGB and WGY.

A daughter, Karen Kristian, to Mr. and Mrs. Tom Kearns recently in Dallas. The parents are well known in the carnival business. The mother is the former Charlene Lindsey.

A daughter to Mr. and Mrs. Bill Laird April 26 in Presbyterian Hospital, Philadelphia. Father is assistant manager of the Trans-Lux Theater in that city.

Twins to Mr. and Mrs. Pierre Paulin May 3 in Detroit. Father is staff announcer at WWJ, Detroit.

A daughter, Sylvia, to Mr. and Mrs. Cal Hill April 24 in Royal Oak, Mich. Father is manager of WEXL, Royal Oak.

A son to Mr. and Mrs. Fred Keller April 19 in Buffalo. Father is a tele producer at WBen-TV.

A son to Mr. and Mrs. Jack Kilty recently in London. Father is the lead in the London version of *Oklahoma!*

A son to Mr. and Mrs. Robert S. Lawrence April 21 in Hollywood. Father is a legit director.

A daughter to Mr. and Mrs. Bill Morgan April 13 in Des Moines. Father is an announcer at WHO.

A son, Douglas Andrew, to Mr. and Mrs. Lawrence Heisinger recently in San Francisco. Father is trumpet player in Ray Hackett's KCBS ork.

A daughter to Mr. and Mrs. Len Kamins in Detroit recently. Father is commercial manager of WXYZ-TV.

A daughter, Karen, to Mr. and Mrs. Bruno Dutkowsky April 27 in Stapleton, Staten-Island, N. Y. Father is advertising artist in *The Billboard's* New York office.

A daughter to Mr. and Mrs. Vern Herron April 30 in Chicago. Father is sales traffic manager at WMAQ-WNBQ.

A son to Mr. and Mrs. Rudy Rudolph May 4 in Hollywood. Father is an account exec at WECA-TV.

A son to Mr. and Mrs. Sonny Burke in Hollywood May 11. Father is musical composer-conductor and Coast artist and rep head for Decca Records.

A son, Robert Jr., to Mr. and Mrs. Robert Knapek recently at Bradenton, Fla. Father is a concessionaire with the World of Mirth Shows.

## Divorces

Mabel Todd, comedienne, from Matthew A. Sontino in Los Angeles April 28.

Kay St. Germain, singer, from Jack Carson, comedian, April 3 in Los Angeles.

Betty Hutton, film comedienne, from Ted Briskin in Los Angeles April 4.

Wanda Hendrix Murphy, film actress, from Audie Murphy, actor, at Los Angeles April 14.



# ALFRESCO FEES HOLD STEADY

## Early Takes Come Easy

Patrons continue to pay top fees sans squawks—major price cuts unlikely

(Continued from page 3)

year boosted its minimum from \$1.20 to \$1.50 and held to its \$6 top for the opening Madison Square Garden, New York, run. Net result was a record gross close to the \$2,000,000 mark.

Because of their permanent status and one-shot-a-year formula, fairs provide the closest parallel to the Big Show's New York run in operational technique. It can be assumed that if an annual carefully built and secured its reputation, it can expect to emulate the Big One's business experience.

### Per Capita Take Up

Reports of a slight increase in per capita spending have emanated from several of the nation's major funspots. Crowds also have been on the upswing, indicating the lure of entertainment proffered at well below the dollar range. Vagaries of the weather and an epidemic neurosis badly affected many funspot operations last year. With any kind of a break this season, the funspots seem headed for a bountiful year.

With higher operational costs in relation to earnings involved, the carnival clan had more reasons for misgivings than other outdoor segs at the start of the season. However, and remarkable in view of the bum (See Alfresco Fees on page 60)

## Iowa Judge Rules Non-Fair Events Illegal at State-Aid, Tax-Free Fairs; Appeal Looms

CEDAR RAPIDS, Ia., May 13.—In a far-reaching decision, District Judge G. K. Thompson ruled that the All-Iowa Fair Association had no authority to carry on business enterprises when a regular fair is not in progress. The decision came in a suit brought by Don McElhinney, who operates the Ce-Mar Bowl for midget auto races, against the fair association for entering into a contract with John Gerber to hold midget auto races at the fairgrounds at Hawkeye Downs. The fair association had filed a motion to dismiss the suit but Judge Thompson denied this, holding that the fair (See Iowa Judge on page 60)

### One for Book!

## Auto Racing Tainted Bossy's Milk, Iowans Charge in Suit

CEDAR RAPIDS, Ia., May 13.—Getting blamed for things is not unusual in the entertainment field, but being sued because race car drivers caused "milk in cows to be tainted" is something new.

Thirty-three residents around Hawkeye Downs have filed suit for \$37,500 damages against the All-Iowa Fair Association and also an injunction against auto racing at the fairgrounds.

The plaintiffs allege damages caused by the dust resulting from the races. The petition states that "great clouds of dust rose from the track" during races last fall and that the dust penetrated the premises of the plaintiffs.

This dust, they claim, "came thru the doors and windows of their homes, causing dirt and ruining the furniture, draperies and fixtures. They also stated that the dust contained chemicals from the track which "stunted out" and, on occasion, killed garden crops of the plaintiffs.

They further claim that the dust settled on the grass and hay eaten by cows and hogs of the plaintiffs, "causing the said animals to become sick and the milk of the cows to be tainted."

The petition also mentions that fireworks from the 1949 July 4 celebration at the fairgrounds caused several fires and that one of the sky rockets struck one of the plaintiffs.

## Comm. Mulls Further Hearing On Johnson Bill

WASHINGTON, May 13.—Outdoor interests may get another chance to protest the broad definition of "gambling devices" contained in the Johnson Bill banning interstate shipments of such devices. The House Interstate Commerce Committee is mulling the possibility of reopening public hearings on the bill.

Herbert Bye, of the Railroad Show Owners' Association, put in a strong pitch for the exemption of show equipment in his testimony last week, but additional support from outdoor interests would help to convince the committee that the definition should be changed.

Regardless of whether the hearings are resumed, individual showmen and firms can get their views before the group by wiring or writing the House Interstate Commerce Committee, House Office Building, Washington.

Reopening of hearings would delay the committee's plan to redraft the bill to define clearly the term "gambling device," which was attacked by many witnesses and committee members as being so broad as to embrace almost every conceivable mechanical device.

A delay of more than a few weeks would raise the possibility that the measure would be caught in the logjam of "must" bills which Congress will face at the session's closing. If the House accepts a committee redraft of the bill, the measure would be returned to the Senate. It would then be up to Edwin C. Johnson (D., Col.), chairman of the Senate Interstate Commerce Committee, to either move that the Senate accept the House changes or request that it be referred to the Senate committee for further study.

# Freedom Fair Dealt Final Blow

## Truman Unit Seen Okaying Liquidation

Result No Surprise

(Continued from page 4)

mission meeting is delayed. The fair's tough fate has developed as no surprise to sesqui officials and others who have been on the scene here, altho it is unanimously agreed that preparations for the 1951 exposition had taken a brighter turn in March, when Paul M. Massmann, of Chicago, took over direction of sesqui activities.

Massmann's organizational efforts have been so impressive here that the executive committee, in voting to scrap the Freedom Fair, voiced hearty approval to stay on and complete the organizational work for this year's sesqui celebration. Massmann has agreed to remain for a time. He is on leave from his post in Chicago as director of industrial participation (See Freedom Fair on page 60)

## Del-Orti Killed When Pole Snaps

AMESBURY, Mass., May 13.—The Great Del-Orti (Jerzy Wierzbicki), free act with the Lagasse Amusement Company, was killed instantly Monday (8) when high winds snapped his sway pole while he was erecting his rigging at Municipal Park here. He was to have appeared at the Franco-American Legion's six-day carnival here and the local date was to have been his first American engagement.

Wierzbicki, a Polish acrobat, served in the British Army during the war and was an attraction in Europe before coming to the United States as a displaced person and to work his single sway pole act for the Al Martin Agency, Boston.

Forty-mile-an-hour winds snapped the 125-foot pole, put together in sections and fastened with guy wires. Wierzbicki had climbed to the top to test it when the pole broke in two. The Great Ortons, also a sway pole act and friends of Wierzbicki, volunteered to replace him.

Wierzbicki's body is being held at a local funeral home pending instructions from his widow in England.

## Kenneth Wilson Hit by Truck; Hurt Seriously

INDEPENDENCE, Mo., May 13.—Condition of Kenneth C. Wilson, 50, of Evanston, Ill., salesman for the Miniature Train Company, Rensselaer, Ind., was reported by Independence Sanitarium to be slightly improved today, altho still serious.

Wilson received a skull fracture, internal injuries and back injuries when struck by a truck near here Monday (8). The accident occurred when he chased a \$20 bill that had blown from his hand as he sought to pay for gasoline at a service station. The truck came over a hill as Wilson crossed the highway. He was en route to Kansas City, Mo., to talk at a convention of drive-in theater operators.

### Racer Louis Smith Killed

DETROIT, May 13.—Louis Smith Jr., hot-rod race driver, died Monday (8) of injuries received in a crash at the Motor City Speedway here Sunday. Smith's car locked wheels with one driven by Clare Lawicki and both vehicles went over the retaining wall. Lawicki was uninjured.

## House Delay On Tax Bill Threatens Cuts

(Continued from page 3)

of the Senate committee, past the Senate, and past the inevitable joint conference.

Truman has stated that he will veto any excise bill that does not make up the revenue losses thru additional taxes. So far, the committee has approved approximately a billion dollars in cuts, of which there is little possibility of regaining more than half thru other taxes.

When a bill reaches the President, he has 10 days in which to sign it, veto it, or let it become law without his signature. However, he has the same 10 days to hang on to it. If, during that period, Congress goes home, then he can ignore the bill, and it dies. This process is known as pocket veto.

In looking for new revenue to make up for that to be lost under excise cuts, the committee already has tentatively rejected two plans. It refused to approve the President's proposal to tax TV receivers 10 per cent, and it rejected a plan to place a 5 per cent excise on betting mutuels. To be considered are proposals to fill various loop-holes, end the depreciation allowance for oil and gas companies, and to raise the corporation tax.



# Mfr. Advises Drive-In Ops Rides Pay Off

## Urges Charges on Devices

(Continued from page 52)

Speakers at the Allied Independent Theater Owners of Kansas-Missouri drive-in theater conference and equipment show at the Phillips Hotel, May 9-10.

### Discover Profit Power

He said kiddielands were a part of amusement parks for years as a "nuisance operation" and that only recently was their profit-making power discovered. He noted that some drive-ins offer rides as free attractions.

He warned that free operation would mean a constant drain on profits while self-supporting kiddie rides might prove to be a major factor in operation of the theater.

"I see the progressive drive-in of today as the nucleus of a vast development of our outdoor amusement activity of tomorrow, the community gathering place," he said. "Outdoor bowling, games, miniature golf, open-air dancing, teen-age activities and our Kiddielands can be sponsored either thru your own capital or capital which you may seek and direct."

### More Potential Customers

He pointed out that the high birth rate in the nation will mean an increase soon in the number of children between three and five years, potential business sources, and said the present number exceeded 14 million. De L'horbe told the theater men that Kiddielands are considered depression-proof, but that "three or four rides in front of your theater" are no more than a good start on a thoroly planned program. Unless a full line-up of rides is offered, he said, they will lack long-range drawing power and won't resist effects of prolonged operation. He recommended from eight to 14 rides, depending upon the location.

The speaker also outlined requirements for successful Kiddieland operation, mentioning such factors as variety of rides, landscaping, rides for parents, parking facilities and setting of hours and prices.

### Close-Ups:

## Stanley W. Wathon Hit the Top In Performer and Agent Fields

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

PERSONALLY performing circus thrill routines and later merchandising the talent of others on a mass production basis has occupied Stanley W. Wathon virtually all of his life. Like many another youth, Stanley was bitten by the circus bug early in life. Unlike most he went on to make a career in the sawdust and spangles field and to earn considerable fame and fortune. The secret of his success, as it must have been revealed in his youth, is a boundless energy, apparently undiminished now in his 67th year. Stanley is a cosmopolite, having first been introduced to Europe when he was only seven years old. Three years later he ran away to join the Circus Cesare Sidoli. After a year's apprenticeship he made his first public appearance as a performer in Jassy, Rumania, as a miniature horse rider. Since then Stanley has been in the center ring of show business, usually in a featured role.

### Forms Own Act

Born in Boston in 1883 of an English father and Hungarian mother, Stanley lived in England, Fiume and Budapest before joining the circus. After a short tenure with Sidoli he left to join the Circus Henry and later went with the Edmondine Troupe and Frank Carle & Company. When he had gathered enough experience, he started his own acrobatic cycle pantomime act and billed it as the Stanley Company.

An injury sustained in the act forced Stanley to forego the tough work necessitated by this type of presentation. He created an illusion pantomime, working as The Great Stanley, but this failed to come up to expectations and he killed the act to work and take an interest in dancing troupes. As the result of his various presentations he came into contact with many booking agents and managers and this influenced his entry into the agency field.

With about two years of working experience in Europe, he returned to America to join the Prudential Vaudeville Exchange where he soon became assistant booking manager setting talent for over 40 theaters, including split weeks. A year later he moved on to a bigger job as New York representative and booking manager for the Mozart Circuit in the Independent Booking Offices. At the same time he was appointed representative for the John J. Quigley New England Circuit and office manager for the Mozart, Sheedy and Quigley Circuits.

When the Independent Booking Offices were dissolved Stanley remained with Quigley and opened new offices in the Gaiety Theater Building, New York. Because he had time on his hands he arranged to become American representative for Karl F. Hooper. Stanley returned to England in 1912, still as an impresario, and presented for the first time the Four Clovelly Girls, (See Stanley W. Wathon on page 80)



STANLEY W. WATHON



## Allan Herschell KIDDIE AUTO RIDE

★ Equipped with the famous Allan Herschell Fluid Drive ★ Attains full speed in only 8 seconds ★ Push-button controls — no clutch to wear out or adjust ★ Brilliantly lighted and decorated ★ Write for literature.

**ALLAN HERSCHELL COMPANY**  
Incorporated  
NORTH TONAWANDA, N. Y.  
World's Largest Manufacturers of Amusement Devices

**36 PASSENGER**  
8 Wheel Drive **STREAMLINER**  
TOM THUMB (Portable)  
America's Finest, Fastest, Most Economical.  
TOM THUMB STREAMLINERS, INC., Sarasota, Fla.

**BOOMERANG**  
1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.  
WRITE FOR CATALOG, ETC.  
**U. S. RIDING DEVICES CORP.**  
HARRY WITT  
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**MERRY-GO-ROUND RECORDS**  
Organ—Drums—Cymbals  
All Break-Resistant Material  
WRITE FOR FREE CATALOG  
CALLIO RECORDS, Elmhurst, Illinois

## NEW KIDDIE RIDES!

ACT NOW!



- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
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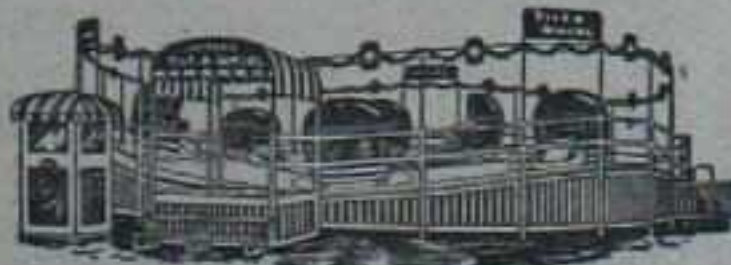
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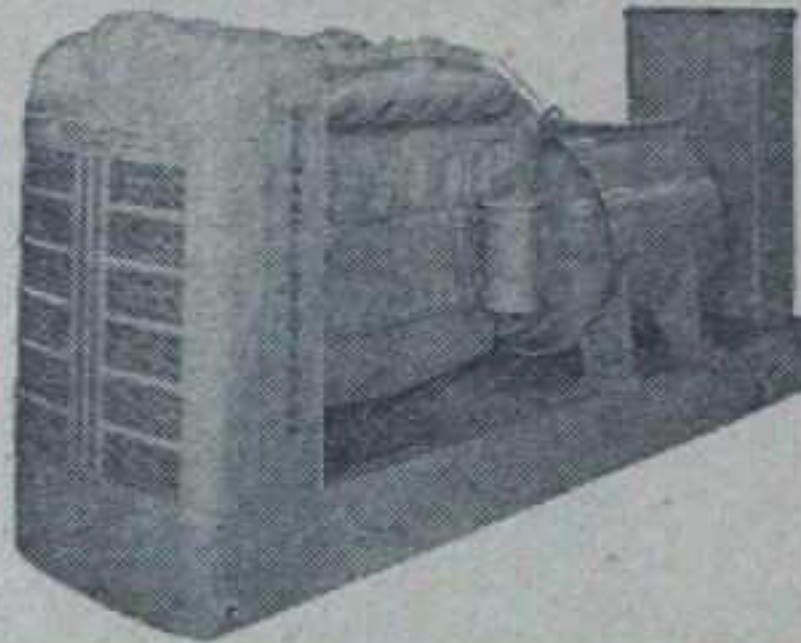


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**Out in the Open**

Jack Rosenthal, co-owner of Palisades Amusement Park, Palisade, N. J., has been shuttling between the funspot and Miami, to take care of his Southern interests—a new ocean-front home and a new hotel he and brother, Irving, are building and which they hope will be ready for November 15 occupancy. . . . Len Humphries again will manage and emcee the George A. Hamid & Son grandstand program at Canadian National Exhibition (CNE), Toronto. Humphries was in New York Tuesday (9) to complete details for the entry into Canada of Hamid-Morton Circus personnel. Show is skedded for an eight-day run ending Saturday (20) at the Forum, Montreal.

On a recent sales trip Joe Hughes, field representative of the George A. Hamid & Son talent agency, sold a bill of acts to the Hughesville (Pa.) Fair for the week of August 7, and programs to Sea Breeze Park, Rochester, and Roseland Park, Canandaigua, N. Y. . . . Leonard Traube burned the midnight oil last week to make progress with his lacking accounts for "Skating Vanities," B. Ward Beam and other showbiz enterprises as the result of drawing a stretch of jury duty in New York.

J. M. Dean, secretary of Mississippi State Fair, Jackson, and Harry E. Malloure, of the Carruthersville (Mo.) Fair, were visitors to the Memphis Cotton Carnival. Art Briese, of Thearle-Duffield Fireworks, Inc., Chicago, was a busy man during the carnival. In addition to supervising fireworks there, he flew to Miami twice to direct pyrotechnic shows in that city. . . . Buddy Wagner, thrill show op, is handling publicity for the Ray Robinson-Robert Villemain boxing match to be staged at Philadelphia's Municipal Stadium June 5.

Ben Allen, of Posters, Inc., Philadelphia, is a favorite with the children in his residential neighborhood since he began passing out lollypops to the moppets with the best singing voices each morning that they cluster around his door. . . . Clara Trageser, secretary, York, Pa., Interstate Fair, is back at her desk after being absent for some time because of illness.

National Speedways, Inc., headed by Al Sweeney and Gaylord White, scored a winner at their season's opening big car race meet in Danville, Ill., with a crowd of 5,000.

Charley Jacobson, general agent of West Bros.' Circus since its organization, has resigned that post to accept a position as promotional director and general agent for Veterans United Shows. . . . Thomas Arenz, who operates the Whispering Pines Snake Farm, Benton, Ark., reports that things around the sector are picking up, with Sundays the big days. Recent visitors included Manuel King, Warren E. Buck, Felix Morales, Vivian and Pete Reah and Walter D. Nealand. . . . Grady B. Lynn is in Ward 7-A, Lawson's Veterans Hospital, Chamblee, Ga., where he's being treated for stomach ulcers and arthritis. . . . Vern Trem

**NRA Official Dies In Racetrack Crash**

STAFFORD SPRINGS, Conn., May 13.—Paul Becker, of Temple, Pa., dirt track car racer and National Racing Association secretary, was killed and another driver seriously injured in an accident at Stafford Fairgrounds here April 30.

The cars driven by Becker and William Reese, of East Hartford, Conn., collided during a 50-mile event, and Becker was pinned beneath his auto. Reese was taken to Johnson Memorial Hospital and placed on the critical list.

Becker, who was driving a car owned by Alfred Smith, of Scranton, Pa., leaves his widow and a child.

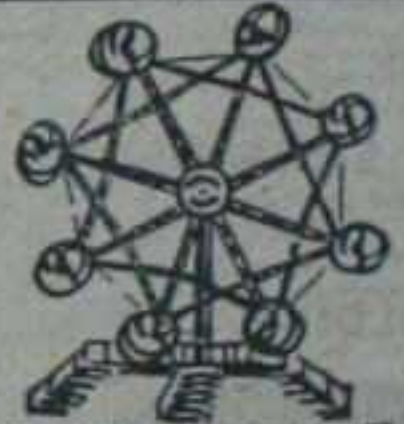
bley, advance man for the Gene Autry show, was the subject of a special illustrated story in The State Journal, published in his former home town of Lansing, Mich., where he was manager of a Butterfield Theater. . . . Harry A. Illions, owner-general manager of Celoron Park Jamestown, N. Y., and co-owner of Victory Park Buffalo, was a recent visitor to the St. Louis offices of The Billboard. Illions was in the Mount City to purchase a portable steel building to house the bingo and other games at his Buffalo spot.

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# Talent Topics

The Great Fussner, spiral tower and aerial teeterboard act, launched his outdoor season at Camden, Park, Huntington, W. Va., recently. . . . Jake (Clown Cop Corrigan) Disch, was a recent visitor to the Chicago office of The Billboard. Disch said he is lining up fair and celebration dates.

## Elkin Speedway Chartered

JONESVILLE, N. C., May 13.—Super Speedway, Inc., with headquarters here, has received a charter from the secretary of state to promote motor vehicle races of all kinds. Authorized capital stock is \$50,000, with \$300 stock subscribed by Lindberg Swaim and Lila Woodruff, of Jonesville, and James Randleman, of Elkin, N. C.

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Charlotte Arren and Johnny Broderrick, well-known vaude and nitery comedy turn, open their fair season for Barnes-Carruthers July 3 and are set solid until October 1. Following their fair trek they play a two-week return date for Hal Braudis at the Thunderbird Hotel, Las Vegas, Nev., opening October 12, before hopping back to Chicago.

Act line-up of the Bennie Fox Star-Spangled Circus at Scott Field, Mo., May 1-7, included Lewis Bros. Circus unit; Eric Fillmore, juggler; Enrico, head balancing; Los Aeros,

high act; Emil and Evelyn, teeterboard; Happy Maxwell and Tommy, clowns; Radillas, table rock; Alvarados, high wire and trapeze; the Great Erickson, swaypole, and Grauman's musical stairs. Acts were booked thru Charles Zemater, Chicago.

Lee Gale, former adagio performer, is operating the Southwark Athletic Club, Philadelphia. . . . Pinito Del Oro, trapeze balancing act with the Ringling-Barnum circus, got a good feature story and pic in The Christian Science Monitor, Boston, during the Big Show's run in the Hub, Tuesday (9) thru Sunday (14). Story described how the writer had to interview the Spanish performer with gestures, as she spoke no English and he no Spanish.



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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 1/2: White, Green, Red, Salmon, Yellow. Per 100 2.00  
4,000 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, Each Cardboard Strip Markers, 10 M for... .75  
Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00  
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Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M 2.00  
Found White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1800 to lb.; larger size 3/4 dia., 1000 to lb. Either size, lb. .85  
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## Prime Location, Top Operation Pays Off With \$1,000 Days for Philly's Only Juvenile Funspot

PHILADELPHIA, May 13.—Framing a kid spot with both immediate gain and future profits rating equal priority in the planning stage is the year-old tested accomplishment of John A. Quinn and Jack Essner, operators of Playland, located on the Boulevard in the Greater Northeast section.

Astute planning and diligent searching led to the establishment of the funspot in the heart of the 35th Ward, in the midst of over 100,000 registered voters. Because the housing is mainly new and mushrooming at the rate of 3,000 family units a year, buyers are largely from the veterans' group and the juvenile ranks are as thick as flies. That the choice was a wise one is indicated by the fact that \$1,000 days, counting ride admissions only, are not unusual.

#### Only Kid Spot in Philly

What is unusual is the fact that Playland is the only kid spot established within the city limits of this metropolis. Excluded in the reckoning are the special sections in use for many years at major funspots such as Norman Alexander's Woodside Park.

Quinn, a former American League umpire, and Essner, a long-time concessionaire familiar with Philly lots, opened this spot April 29, 1949. Last season's gross fulfilled their best expectations and this year will be considerably better, the partners estimate, since business registered to date on comparable days has in many instances doubled the 1949 handle.

A straight 10-cent price policy is in effect, with 1 cent representing a city tax. No combination deals have been offered and none are contemplated at the present time because no crowd-building gimmick is needed. Area business groups have approached the operators looking for tie-ins and merchant tickets may be used before the current season is over, but only as a matter of good business and not because of any pressing need.

#### May Add Major Units

Eight ride units are located in the 80 by 100-foot fenced-in area. They are a Ferris Wheel, boat, pony buggy, elephant, kiddie train, Rocket, Roto-Whirl and fire engine. No additions to the kid units are contemplated, altho a Merry-Go-Round may be used to replace one of the present units. Definitely in the planning stage is the addition of several major units on leased property adjacent to Playland to cater to the teen-agers who flock to the Boulevard Pool, principal area swim spot which is located on adjoining property.

Costs involved in creating the moppet spot include about \$25,000 for ride units, \$1,750 for chain link fencing, \$3,000 for paving, \$5,000 for rest rooms and \$6,000 for an eating stand. The cost of the paving has paid for itself many times over in salvaging

the remainder of rainy days and nights, the partners said. A cloudburst Wednesday night (10) about 7 p.m. failed to kill the play, as the water drained off in a matter of minutes.

#### Rest Rooms Important

Quinn and Essner said proper rest-room facilities were of paramount importance in successful kid spot operation. They said parents would take their children home, sometimes before they had completed their initial ride, unless sanitary and adequate toilet facilities were available.

This spot is fortunate in that at least two acres of parking area are located behind the park. With few restrictions in effect, the Boulevard also provides easy parking for many cars.

A study of patronage showed the operators that children ranging in age from one to 12 are regular patrons. The older youths give the Roto-Whirl and Ferris Wheel most of their attention while many also patronize the boat ride. The boat ride is far ahead in over-all popularity, followed by the train, fire engine and pony buggy units. To occupy adults waiting for their children, there is an arcade featuring pinball machines. Midget movies are to be added for the small fry.

#### Permanent Appearance

There is no evidence of a fast-buck promotion in the building and presentation of Playland. Parents are sure to be impressed with the permanency and colorfulness of the installation. Light standards surround the area. Each is equipped with double colorful presentations of comic strip characters. At least five spotlights are directed at each ride unit. Attendants all wear uniform linen jackets with the park name stitched on the back and monogrammed baseball-type caps. A Wurlitzer organ supplies all the music. Every carrying unit on each of the rides is equipped with a canvas slip cover.

Sunday is the biggest day, with Saturday the runner-up. The biggest night play is garnered on Fridays.

Bill McFarland manages Playland for Quinn and Essner, who have multiple other outdoor show biz interests in and around Philly. Other regular employees are Ronald Essner, Arthur Johnson, Charles Chavious, Jack Bergen and Bob Hare. The personnel, with winter-quarters activities to occupy them, laid off only one month in the last fiscal year.

#### Northampton Races Set

NORTHAMPTON, Mass., May 13.—Northampton Fair was granted six days of horse racing, September 4-9. The fair is sponsored by the Hampshire, Franklin and Hampden Agriculture Society.

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# Hanssen Pilots Waterloo Arena; Start Face-Lift

WATERLOO, Ia., May 13.—Win F. Hanssen, who has served as assistant manager of the National Dairy Cattle Congress here for the past four years, has been named manager of Waterloo Auditorium Corporation, lessee and operator of the Hippodrome Building on the Dairy Congress grounds. Announcement of the appointment was made by R. J. McElroy, president of the corporation.

Building is one of the largest covered arenas in the Middle West and is undergoing a \$65,000 remodeling program. Improvements will include a new portable stage 76 by 36 feet, cement floor for the 100 by 200-foot arena which is now tanbark; hot air heating unit to make the building available on a year-round basis, and some 1,500 steel chairs to increase seating capacity to nearly 9,200.

The improvements will make the building adaptable to any kind of entertainment. *Ice Vogues*, which played the building the past three years, has already arranged to return in 1951. Other events scheduled include pro basketball, National Stallion Saddle Horse Show, Waterloo Meat Animal Show, Sigmund Romberg, *Grand Ole Opera* and weekly wrestling.

Under lease arrangements, the building is returned to the National Dairy Cattle Congress for its annual show, this year to be held September 30-October 7.

A. D. Perkins continues as concession manager.

# Hub Music Jubilee Will Feature Pyro

BOSTON, May 13. — The Boston Jubilee, sponsored by the Chamber of Commerce with emphasis on music, gets under way here today and will last thru Monday (22). A special attraction will be a one-night \$5,000 pyro show, slated for Sunday (21), and staged by Interstate Fireworks Manufacturing & Display Company, Springfield, Mass.

During the Jubilee, 60 musical orgs. professionals thru school boys, will give over 50 concerts. Symphonic presentations will be offered nightly and on Saturday and Sunday afternoons at the Hatch Memorial Shell on the Charles River Esplanade. Daily at noon, afternoon and evening other concerts will be presented at the Parkman Bandstand on Boston Common.

Six variety shows are scheduled for night presentation at Fenway Stadium. Hub radio and TV stations are contributing a combined revue with local talent on opening day which will feature Georgia May, singing cow-girl; Herb Lewis and Ruth Ley, of WBZ-TV and Carl Moore, Ray Girardin, Gloria Carroll and the Wild Azaleas of WEEL. If the Jubilee is successful, Mayor John E. Hynes plans to appoint a committee of music patrons to promote a permanent Boston Spring Festival.

**\$14,000.00 IN 14 DAYS**

That's what 20 HOLLYCRANES grossed at the Canadian National Exposition, Toronto, last year August 26 to September 10.

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## Coming Events

- CALIFORNIA**  
Bellflower—Los Angeles Co. Spring Fair, May 29-June 4. Mrs. Onetta Correll.  
King City—King City Stampede, May 28. R. E. Garner.  
San Diego—San Diego Nat'l Home Show, May 14-21. Ira W. Curry, 303 Spreckles Bldg.
- ILLINOIS**  
Bend—Sports Booster Club Celebration, May 29-June 3. John W. Chulick.
- INDIANA**  
Indianapolis—500-Mile Auto Race, May 30. W. Wilbur Shaw, 729 N. Capitol Ave.
- MICHIGAN**  
Holland—Tulip Time Festival, May 17-20. Willard Wichers, City Hall.
- NEW YORK**  
Syracuse—Field Days, May 23-30. Robert Williams, E. Syracuse.
- OHIO**  
Cincinnati—Home Show in Music Hall, May 13-21. James McHenry.
- OKLAHOMA**  
Tulsa—Tulsa Home Show, May 18-21. Mrs. George Wilder, 1035 Hunt Bldg.
- PENNSYLVANIA**  
Conshohocken—Centennial Celebration, May 14-20. G. Preston Custer.  
Devon—Devon Horse Show & Country Fair, May 24-30. Ward Sullivan, 1218 Arch St., Philadelphia.
- UTAH**  
Richmond—Black & White Days, May 19-20. Milton Webb.
- VERMONT**  
Hartland—Sportsmen Show, May 26-30.
- WASHINGTON**  
Tonasket—Tonasket Round-Up, May 27-28. Orval Hubert.  
Waitsburg—Days of Real Sport, May 26-28. Herman Gohlman.
- CANADA**  
Edmonton, Alta.—Horse Show, May 17-20. James Paul.  
Saskatoon, Sask.—Pat Stock Show, May 26-27. S. N. MacEachern, Bessborough Hotel.  
Toronto, Ont.—Can. Int'l Trade Fair, May 29-June 9. Glen Bannerman.



## Dog Shows

- CALIFORNIA**  
Salinas—May 28. Miss J. Smith, 301 Boeing Ave.
- ILLINOIS**  
Rock Island—May 20. Mrs. R. C. Johnson, 1506 16th St., Moline, Ill.
- INDIANA**  
Anderson—May 21. G. Nesbitt, R. 7, Box 44-C.  
Fort Wayne—May 28. Mrs. L. Russell, R. 13.
- IOWA**  
Muscatine—May 18. Mrs. Theda Trutt, 1615 Cedar St.
- MARYLAND**  
Hagerstown—May 21. J. Clark Wilson, 10 Glenside Ave.
- NEW JERSEY**  
Madison—May 26-27. Foley, 2009 Ranstead St., Philadelphia.  
Plainfield—May 28. Foley, 2009 Ranstead St., Philadelphia.
- NEW YORK**  
Garden City, L. I.—May 26. Foley, 2009 Ranstead St., Philadelphia.  
Westbury, L. I.—May 21. Foley, 2009 Ranstead St., Philadelphia.
- OREGON**  
Portland—May 20-21. Miss M. Matti, 2515 S. E. Franklin St.
- PENNSYLVANIA**  
Beaver Falls—May 21. Foley, 2009 Ranstead St., Philadelphia.  
Pittsburgh—May 20. Foley, 2009 Ranstead St., Philadelphia.

## Two Pennsy Annuals Sign Wagner Units

PHILADELPHIA, May 13.—Units directed by Buddy Wagner, local thrill show operator, have been contracted for dates at Great Mansfield (Pa.) Fair and Carlisle (Pa.) Fair. Wagner's Auto Daredevils will stage the first thrill show in the 60-year history of the Mansfield event August 30. His Hell Drivers will be the featured Saturday night attraction at the Carlisle annual, August 19. Wagner also will present an afternoon stock car race at the latter event.

DALLAS, May 13.—Southwest Sports and Vacation Show closed here Sunday (7) with a total attendance of 103,280 for the 10-day run. Show was held in Automobile and Recreation Building on grounds of State Fair of Texas and was sponsored by *The Dallas Morning News*.

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SQUEEZE 'EM! Automatic popcorn boxes that make fillin' .. thrillin'! No folding .. just squeeze .. it's ready to fill. Sample on request.

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## Iowa Judge Rules Non-Fair Events Illegal

(Continued from page 54)

may not enter into contracts for other enterprises since it receives State and county aid and tax exemptions. This is expected to have an important bearing on contracts made by other fairs in the State. The case is expected to be taken to the State Supreme Court.

### Gives Lengthy Opinion

The judge held that the association can hold fairs, but that "automobile races nightly is not the conducting of a fair as the term is commonly and properly understood."

The judge's opinion, which ran 21 pages, went on:

"There seems no reasonable connection between the purpose of holding an agricultural fair and nightly conducting midget automobile races at times when the fair is not in operation.

"Nothing herein is intended as a determination that the defendant does not have the right to hold other fairs during the year.

"The defendant cannot have its cake and eat it. It cannot act as an agricultural society for the purposes of receiving State and county aid and tax exemptions at one time, and at another time engage in some entirely unrelated business by virtue of its charter. It must be either fish or fowl.

"If the defendant may engage in midget automobile racing business, it may likewise be permitted or empowered to operate or use its property for a grocery store, an automobile sales agency, a newspaper business or any other conceivable object which it might select."

Gerber had contracted with the fair association to start holding racing tomorrow (14). Race season at Ce-Mar operated by McElhinney already has started.

## Alfresco Fees Hold Steady

(Continued from page 54)

weather encountered to date, managers almost unanimously predict a good year ahead in view of their initial experiences. Ride prices are holding steady, with a 25-cent fee the nominal top. Kids will get a break on special days with a nine-cent fee. Major show units again are operating for about 60-cents with excellent prospects of rambling for \$1 without benefit of a name attraction.

### Food Prices Steady

Cuts in food and drink prices are unlikely with the public well schooled in the high cost of these items for home consumption. Concessionaires, including novelty salesmen, as a group have more leeway in fixing prices as the result of cuts in merchandise costs initiated last season.

The possible 10 per cent cut in wartime excise taxes, which will not go into effect before July 1, will give all operators a margin to play with. Permanently located events will be in a better position to pass the savings on to the public than the traveling brethren, especially railroad show ops, who have been faced with pyramiding transportation costs.

## Hammond Biz Big at Dublin

DUBLIN, Ga., May 13.—Following by barely a week a successful stand by Larry Sunbrock's Rodeo, Cherokee Hammond's Rodeo drew excellent crowds at a May 5-7 stand here, reports F. Paisley-Davis, Georgia fair manager. Hammond put up half his tent, with capacity of 500, the first day and layed to standing room. The show produced capacity business in the full tent Saturday and a hold-over show on Sunday was necessary.

## Doodlers Rapped

SPRINGFIELD, Ill., May 13.—Charles P. Casey, director of the State Department of Public Works and Buildings, this week urged the public to report to State police cases of outdoor showmen defacing highway marker signs.

Casey said the practice of advance agents marking signs with indelible chalk to indicate the show route costs the State thousands of dollars annually in replaced markers.

## Freedom Fair Gets Final Blow

(Continued from page 54)

for Chicago's Museum of Science and Industry.

While it is generally understood that the full sesqui commission will concur unanimously with the exec committee in dropping the exposition, a few optimists believe there is just an outside chance that the fair might be given one more chance. This possibility is considered extremely remote, but the exec committee left the door slightly ajar for such a maneuver by suggesting an alternative plan under which a Freedom Fair could be built. Since McGrath ruled against allowing a private corporation to run the fair, the exec committee, at its meeting this week, agreed that the only alternative to going to Congress for special authorization to set up a private corporation would be to overhaul Massmann's present staff with recruits from the defense establishment and other governmental agencies which could provide engineering and management talent under the federal government's "economy" wage scale. Under this plan, exhibitors would be compelled to erect their own structures at their own expense. It would be a complete surprise if this plan were adopted. If such a plan did go thru, the earliest date a fair could be held would be August, 1951. The exposition had originally been slated for July 4, this year, but was postponed to April 15, 1951.

It is anticipated that at least \$1,250,000 will be frozen and restored to the Federal Treasury subsequent to final action by the sesqui commission in scrapping the fair. However, Massmann and Carter Barron, executive vice-chairman of the sesqui commission, emphasized that preparations for this year's sesqui celebration will continue unabated, with considerable prospect of expanding the activities in view of the fact that the staff will now be able to concentrate on this phase. At the same time, it is likely that there will be some personnel cuts in the sesqui set-up. Among the major events this year will be the staging of a symphonic drama in a new amphitheater in Rock Creek Park, scheduled to open July 24.

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5 ROLLS	75c
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Tickets Subject to Fed. Tax Must Show Name of Firm, Established price, Tax  
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# Chi Fair To Bank Heavily On Cut-Rates, Block Ducat Sales; Puts Gate at 50 Cents

Open-Air Circus, Theater-in-Round, Kid Lures Added

CHICAGO, May 13.—Chicago Fair of 1950, first of the annual fairs to be held on the lakefront site of the Chicago Railroad fairs of the past two years, will bank heavily on cut-rate, advance ticket sales to individuals and block sales of bargain-priced ducats to carry it thru financially. Pre-opening sale of combination cut-rates, good for fair attractions as well as for the front gate, will carry a \$5.50 value and sell for \$3.95. Fair's management, headed by Crosby Kelly, figures that 100,000 of these ducats will be sold before the June 24 opening.

The block tickets will be peddled to fraternal, veteran and like organizations, with the tickets sold for special days.

### Stress Advance

Importance the management is placing on the advance sale was indicated by the appointment this week of Harry P. Harrison, veteran director of advance ticket sales campaigns, to head that department. Harrison was in charge of the advance sale at the Chicago Century of Progress, the Texas Centennial, Dallas; Frontier Exposition, Fort Worth; Great Lakes Exposition, Cleveland; the New York World's Fair, and a number of army war shows.

The fair is hiking its front gate admission from the 25 cents, which prevailed at the railroad fairs, to 50 cents, but this increase is expected to be offset by the sale of cut-rates and thru a wider distribution of cuff front gate ducats. Latter will be for what is currently planned as a special events program, vastly larger than that at the railroad fairs and to which participants will be admitted free. Once in, it is figured, the special events contestants and participants will spend at fair attractions.

### Attraction Repeats

Basically, the attractions of the fair will follow the pattern of the railroad shows. There will be another huge pageant, presented four times daily, but the theme will be different from that of *Wheels A-Rolling*. Too, there will be an ice show, last year offered as a free show under the sponsorship of several fair exhibits. This year the icer, expanded somewhat, will carry a charge. Also back will be the water show featuring water skiing.

Midway area, which last year was executed in the motif of an old-time Western town, will be carried out along lines to portray New Orleans of the era of the pirates. Jim Ehrlicher, in charge of fair concessions, has slated a Minstrel Show, photo gallery, shooting gallery, ice cream bar, Penny Arcade and a curio shop for the area.

### New Attractions

Major new attractions this year will be a one-ring open-air circus and a theater-in-the-round, the latter, housed in canvas, to offer light musicals.

Kiddie appeal is to be stepped up, with the introduction of a theater which will present fare designed for the small fry. Plan is to bring in a succession of top theatrical groups which play to kid audiences. Other new attractions planned for the youngsters include a playground area and a small-scale zoo.

Under consideration is a plan for a set-up which would permit both dancing and band concerts. Needed to nudge this plan thru is a commercial sponsor.

Principal exhibits will include an Avenue of Homes, a showing of eight model dwellings now under construction. Grover McDonald, veteran in the home show promotion field, heads this project, and it promises to be one of the top features. Still undecided is whether the area devoted to the homes should have a paid gate. The probability is that it will.

## Cole Bros.-AGVA Contract Signed

CHICAGO, May 13. — Temporary agreement between Cole Bros.' Circus and the American Guild of Variety Artists (AGVA) covering the show's ball park and stadium stands has been reached.

Circus officials here declined comment on the deal recently, but Emil Lowe, AGVA outdoor official in New York, reported Arthur M. Wirtz, circus topper, had recognized the union as exclusive bargaining agent for performers.

Vic Conners, AGVA outdoor representative, had negotiated in Chicago with Wirtz, Bill Horstman and others on the circus. AGVA agents have collected dues from all performers with the show, Lowe stated.

Lowe said the temporary agreement would need overhauling so as to include maintenance men if the circus should go under canvas.

Cole Bros. was the third major railroad circus to contract with AGVA this year. Beatty and Ringling signed earlier.

## Ordinance May Hit RB in New London

NEW LONDON, Conn., May 13.—James A. May, city councilor, said recently that a pending ordinance to permit circuses, but not carnivals, to play one and two-day stands in residential zones here might leave circus Side Shows still barred from the zones. May favors clearing up the point before the ordinance is enacted. The measure is up for hearings Monday (15) and Thursday (18), with final adoption slated to follow a public hearing the final night.

The immediate purpose of the ordinance is to clear the way for a stand of the Ringling-Barnum circus June 16 at Mitchell Field, which is in a residential zone. May previously had been opposed to the Big One playing at the field but later favored enactment of the ordinance.

Reports also indicate that there may be no evening performance, even if Ringling-Barnum is allowed to keep the June 16 date. There also is the possibility that a previously threatened injunction to prohibit 'he show from playing Mitchell Field will be slapped on R-B at the last minute prior to the date.

## Dublin Okay to Roger Circus; Rogers Rodeo Biz Mediocre

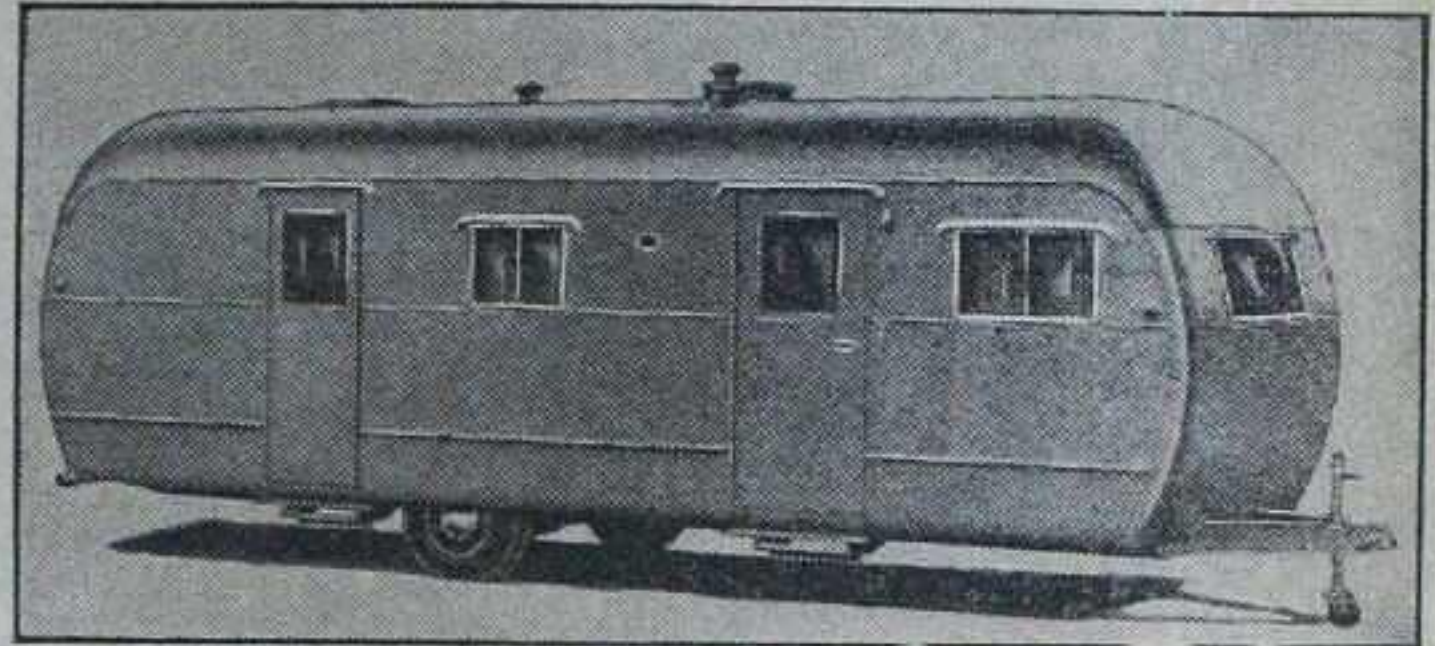
DUBLIN, Ga., May 13.—Better than half houses at afternoon and night performances greeted May 11 appearances here of Roger Bros.' Circus under Lions Club auspices for the benefit of teen-age and boy's estate funds. The show had a good advance sale and received fine publicity when its elephants were brought downtown for a morning appearance.

Rogers Wild West Show & Rodeo played Dublin May 4. The night show drew a fair crowd to the ball park, but the afternoon performance was canceled because of lack of attendance.

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## Rogers in Big Week At Small Ga. Spots; Macon Below Goal

MACON, Ga., May 13. — Rogers Bros.' Circus on a swing thru Georgia had one of the best weeks in its history last week, Owner Si Rubens reported here.

Show played this city Tuesday (9) under Shrine auspices and, while business was profitable, the turn-out was below expectations. There was better than a half-house at the matinee and a three-quarter house at night.

In this traditionally good fall territory, Rubens reports capacity business for his May tour in many spots. Big days were reported last week in Rome, Marietta, Decatur, Griffin and Thomaston with Hapeville (Atlanta suburb) alone turning out poorly. Americus, played the day before Macon, was a break-even day. Show has another week in this State and then goes into the Carolinas.

Walt Fleck, in charge of promotion here, had a line of banners all around the big top, and there was a heavy sale of UPC tickets. Otis Hughes, Al Sihah Temple committee chairman, commended show and the promotion crew for co-operation. Paul M. Conaway, Macon attorney and Shrine committee member, renewed acquaintances with Rubens, Mr. and Mrs. Eddie Kuhn, George Barton, the Stones, Swede and Mabel Johnson, the O'Donnells, Doc Phillips, Lou Walton, Tommy Tompkins and Leon Snyder.

Show, now in its 15th week, is a good winner, Rubens said. All dates are sponsored.

## Rosenthal To Bake Sunshine Cake for Palisades Funspot

NEW YORK, May 13.—What Mark Twain said about the weather just ain't so. Jack and Irving Rosenthal, co-owners of Palisades Amusement Park, Palisade, N. J., are doing something about it.

The funspot ops scored well with city newspapers recently when they offered to increase the \$100-per-day fee of Dr. Wallace E. Howell, hired by New York City officials to produce rain for water-shy reservoirs, if he would not labor as a cloud-buster. Their latest plan concerning the vagaries of weather, which also received a good play in the metropolitan press, is to hire a duo who will disperse clouds and produce sunshine.

According to Irving Rosenthal, the pair will receive \$500 a clip for their work and will begin the next time the local weather man forecasts cloudy skies. Other parks and pools in the metropolitan area will be invited in on the deal, Irving said, with Palisades guaranteeing them \$1,000 if rain washes out the work of the sunshine-makers.

## E. L. Schott Resigns Cincy Garden Post; Sinclair Successor

CINCINNATI, May 13.—Pressure of his duties as president and general manager of Coney Island, Inc., operator of the up-the-river amusement park here, generally regarded as one of the nation's finest, has forced Edward L. Schott to resign as general manager of Cincinnati Garden, a post he has held since last December.

Succeeding Schott at the Garden helm is W. Alexander Sinclair, building superintendent of Cincinnati Garden since January, 1949, and prior to that manager of an arena at Port Arthur, Ont.

In announcing the change in the Garden management Wednesday (10), Louis Richter, Garden president, said it had been understood in December, when Schott moved into the Garden post, that he would be relieved of his duties at the Garden if he found the pressure of his work at Coney Island too heavy.

Simultaneous with his announcement of the appointment of Sinclair to succeed Schott, Richter stated that dismissal notices had been handed to Charles Sawyer Jr., assistant general manager and son of the former Garden president; William Niland, publicity director, and Ivan Remley, building manager. James P. Grainey, assistant publicity director since November, has taken over Niland's duties.

The changes followed shortly after Charles Sawyer, Secretary of Commerce, announced he had to resign as president of the Garden because of the pressure of his work in Washington. He was succeeded by Richter.

The Garden is slated to close for the summer following the engagement of the Cole Bros.' Circus, with Hopalong Cassidy, May 26-30.

## Alexon Manages Tashmoo Spot

DETROIT, May 13.—Appointment of James Alexon, former carnival ride operator, as manager of Tashmoo Amusement Park at San Souci near here was announced this week by N. M. Constans, head of the Ashley & Dustin Steamship Line. The latter has taken over the park and is readying it for the first season of park-scale operation in more than a decade. Alexon had an Octopus with the Playland Shows last season.

Existing and new buildings will be used. Plans are being made to add rides and concessions as well as a roller rink.

Park's formal opening probably will be held early in June. However, inauguration of steamer service from Detroit has advanced actual opening. Picnics are booked for Fridays and Saturdays starting this week altho the bulk of major facilities will not be ready until after Decoration Day. A program to reacquaint the public with the park will be launched at that time.

# SHOW TENTS

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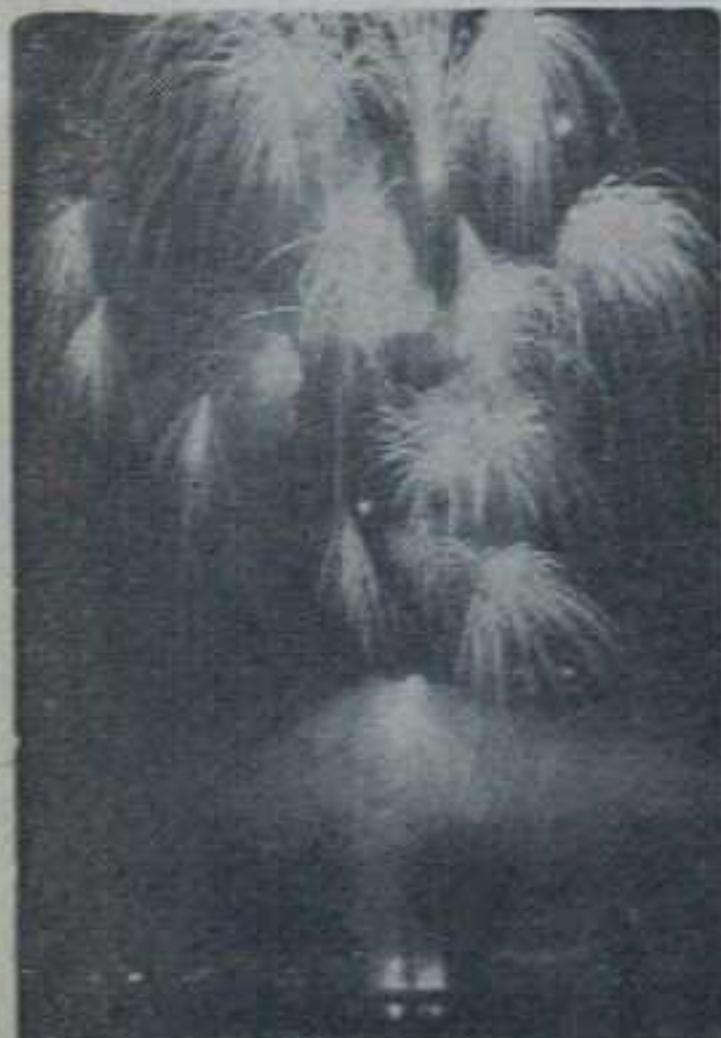
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**Brazil Preps July 4th Cele;**  
**Miller Amusements Signed**  
 BRAZIL, Ind., May 13.—This city's Rotary Club is lining up free entertainment to include acts, bands and fireworks displays for patrons of its 5th annual July 4th celebration in Forest Park. Miller Amusement Enterprises have been signed to provide the midway rides. Shows and concessions will be booked independently, Joseph P. Badger, publicity director, said this week.  
 Proceeds of the event go toward the maintenance and improvement of Camp Rotary, boys and girls summer camp, sponsored by the Rotary Club. Last year's event drew 20,000.

**Ohio Managers Meet June 22**  
 COLUMBUS, O., May 13. — Ohio Fair Managers' Association will hold its annual summer meeting at the Deshler-Wallick Hotel here Thursday afternoon, June 22, according to an announcement sent out this week by Mrs. Don A. Detrick, executive secretary.

## 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.: Pampa, Tex.  
 American Bazaar: Luzerne, Pa.; Sayre 22-27.  
 American Beauty: Booneville, Mo.; Trenton 22-27.  
 American Eagle: Alamo, Tenn.; (Bemis), 22-27.  
 American Expo.: Washington, Pa.  
 American Midway: Big Spring, Tex.  
 Baker United: Huntington, Ind.  
 Beam's Attrs.: Frostburg, Md.; Lilly, Pa., 22-27.  
 Bee's Old Reliable: Wheelwright, Ky.  
 Bernard & Barry: Sault Ste. Marie, Ont., Can.; Sudbury 22-27.  
 Big Bend: Alvarado, Tex.  
 Big Four Am.: Chatsworth, Ill.  
 Big State: Jal, N. M.; Eunice 22-27.  
 Bill, Karl W.: Dansville, N. Y.  
 Blue Grass: Bedford, Ind.  
 Bogle, F. C.: Mountain Grove, Mo.  
 Bohn & Son: McLean, Tex.  
 Boone Valley: Grinnell, Ia.; Tama 22-27.  
 Borderland: Ozona, Tex.  
 Buck, O. C.: Troy, N. Y.  
 Burdick's Greater: Rockdale, Tex.  
 Burke, Harry: Amity, La.  
 Burkhardt: Roodhouse, Ill.  
 Burkhardt, No. 2: Creve Coeur, Ill.  
 California Am. Co.: Chico, Calif.  
 Capell Bros.: Blackwell, Okla.  
 Capital City: Shelbyville, Tenn.; Dickson 22-27.  
 Carr, Lawrence: Taunton, Mass.  
 Carnival: Inwood, N. Y.; Great Neck 22-31.  
 Carpenter Bros.: St. Marys, O., 19-27.  
 Cavalcade of Amusements: Gadsden, Ala.  
 Cavalcade of Fun: Monroe Center, Ill.  
 Central States: Dodge City, Kan.  
 Cetlin & Wilson: Harrisburg, Pa.  
 (See Carnival Routes on page 86)

## Circus Routes

Send to  
 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Modesto, Calif., 16; Visalia 17; Delano 18; Bakersfield 19; Taft 20; Selma 21; Madera 22; Lodi 23; Stockton 24; Richmond 25; Vallejo 26; Napa 27; Petaluma 28.  
 Biller Bros.: Connellsville, Pa., 16; Pittsburgh 17-20; Wheeling, W. Va., 22.  
 Capell Bros.: Buffalo, S. D., 22; Bowman, N. D., 23; Hettlinger 24; Hebron 25; Towner 26.  
 Cole Bros.: (Olympia) Detroit, Mich., 15-20; (Redwing Ballpark) Columbus, O., 23-25.  
 Cole & Walters: Loup City, Neb., 18; Ord 17; Burwell 18; Atkinson 19; Bassett 20; Alnsworth 21.  
 Dalley Bros.: Joliet, Ill., 16; Gary, Ind., 17; Kalamazoo, Mich., 18; Battle Creek 19; Flint 20.  
 Davenport, Orrin: Calgary, Alta., Can., 15-20; Edmonton 22-27.  
 Davies, Ayers & Kathryn: Warrenville, Ill., 16; Belmont 17; Morton Grove 18.  
 Garden Bros.: (Arena) Windsor, Ont., Can., 15-18.  
 Hagen Bros.: Blue Island, Ill., 16; Homewood 17; Cicero 18; Downers Grove 19; Bellwood 20; Des Plaines 22; Skokie 23; Chicago Heights 24; West Chicago 25; Wheaton 26; Batavia 27.  
 Hamid-Morton: (Forum) Montreal, Que., Can., 15-20; (Armory) Newark, N. J., 22-27.  
 Horne Bros.: Dresden, Tenn., 16; Wingo, Ky., 17; Benton 18; Smithland 19; Clay 20.  
 Kelly, Al G., & Miller Bros.: Clinton, Mo., 16; Sedalia 17; Higginsville 18; Richmond 19; Plattsburg 20; Mound City 21.  
 Kelly & Morris: Portland, Ind., 16; Paulding, O., 18.  
 King Bros.: East Chicago, Ind., 16; Aurora, Ill., 17; Freeport 18; Dubuque, Ia., 19; Decorah 20; Rochester, Minn., 21; Faribault 22; Mankato 23; Willmar 24; Fergus Falls 25; Crookston 26; Thief River Falls 27.  
 Mills Bros.: Parma, O., 16; Berea 17; Bellevue 18; Fremont 19; Lima 20; Fort Wayne, Ind., 22; Elkhart 23; South Bend 24; Niles, Mich., 25; Benton Harbor 26; Michigan City, Ind., 27.  
 Polack Bros. (Western): Fresno, Calif., 15-22; San Francisco 25-June 4.  
 Polack Bros. (Eastern): Waco, Tex., 22-25.  
 Ringling Bros. and Barnum & Bailey: Baltimore, Md., 16-17; Washington, D. C., 18-21; Philadelphia, Pa., 22-27.  
 Rogers Bros.: Clinton, S. C., 16; Anderson 17; Union 18; Spartanburg 19-20; Gastonia, N. C., 22.  
 Ward Bros.: Hobbs, N. M., 17-18; Phoenix, Ariz., 22-25.

## Misc. Routes

Send to  
 2160 Patterson St. Cincinnati 22, O.

Ice Capades (Pan-Pacific Auditorium) Los Angeles, Calif., thru May 28.  
 Ice Follies (Civic Ice Arena) Seattle, Wash., 15-21; (Ice Arena) Portland, Ore., 22-June 4.  
 Miller's, Irvin C., Brown-Skin Models (Capitol) Austin, Tex., 19-20; (Dunbar) Temple 22; Texas) Ballinger 23-24; (Royal) Laredo 25-27.  
 Pan-American Animal Exhibit: Lancaster, Ky., 17-18; Richmond 19-21; Irvine 22-23; Beattyville 24-25; Cannel City 26-27.  
 Skating Vanities (Palais des Sports) Paris, France, thru May 24; (Wembley Stadium) London, Eng., May 26-Aug. 5.  
 Stout Players: St. Louis, Mich., 15-20; Ionia 22-27.



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# OKLA. CITY GETS \$4,750,000

## Bond Okayed; Expect Plant Shift in 1952

### Plan 12,500-Cap. Coliseum

OKLAHOMA CITY, May 13.—Oklahoma State Fair will move to a new \$4,750,000 home in 1952 as the result of a city-wide election here Tuesday (9) at which voters approved a bond issue for that sum for the establishment of a new fair plant.

Major part of the money will be spent on a 12,500-seat coliseum to cost an estimated \$2,000,000, and a 15,000-seat grandstand with a half-mile track, according to C. G. (Pete) Baker, secretary-manager of the fair. A 640-acre site at the West end of Oklahoma City already has been leased from the city.

#### Plan Kiddie Park

Plans include a permanent kiddie park and picnic grounds and a series of prefabricated buildings to be used as exhibition halls.

The Oklahoma City School District will erect a technical high school on the grounds which will be available for use during fair week. Oklahoma A. & M. College is already operating a 160-acre demonstration farm on the site and this establishment will also be utilized for agricultural exhibit purposes during the fair.

The new coliseum will be the means whereby the annual will expand its off-season activities. Already plans are under way to move ice hockey and basketball games into the building.

## Los Banos Cele-Fair Pulls 80,000; Dollar Take Near '49 Total

LOS BANOS, Calif., May 13.—"It's May Day in Los Banos," marking the 72d anniversary of the bringing of water into this area, brought an estimated 80,000 to the town for the four-day celebration that ended Sunday (7). Closing day attendance for the barbecue and historical parade accounted for about 45,000 people. Event is combined with the Merced County Spring Fair and Livestock Show.

Handled by Art Craner for the past 13 years, the event is supported to a large extent by merchants of the town.

Financially the celebration ran substantially the same as in 1949. Local contributions were up 5 per cent and the Crafts Exposition Shows paid about 10 per cent more than West Coast Shows last year.

The fair and livestock show had over 1,000 head of livestock exhibited at the fair, which covers an area of six blocks. Proposed plans call for the addition of buildings valued at \$250,000.

## Beaumont, Calif., Signs Cooley Ork

BEAUMONT, Calif., May 13.—Spade Cooley and his Western Band have been signed to appear at the 33d annual Cherry Festival here, June 15-18, Ken Baker, co-ordinator, announced.

Cooley will stage a one-hour show nightly and will play until midnight for dancing. Tickets are 83 cents plus tax for adults and 42 cents for children. Ducat also permits admission to the expo grounds.

### Annals Set Plans:

## Springfield Hikes Admish In Move To Cut Big Losses

ILLINOIS STATE FAIR, Springfield, has tacked a 50 cent admission price on its outside gate this year in an attempt to cut down heavy losses of the past several years, Hubert W. Elliott, manager, announced. The new price schedule will be 50 cents before 6 p.m. and 25 cents from 6 to 8. In recent years the two-bit entry was in force all day.

National Dairy Congress, Waterloo, Ia., this year will extend its hippodrome show one day, with a radio act to take over the opening day's two performances, Secretary E. S. Estel, announces. Barnes-Carruthers Theatrical Enterprises, Chicago, again will provide entertainment the last seven days and nights.

Square dancing on the annual's new dance floor will be a nightly feature of the California Mid-Winter Fair, Imperial, D. V. Stewart, secretary, advises. High school band concerts also will hold forth nightly on a stage erected in the annual's new exhibit hall.

Eaton County 4-H Fair, Charlotte, Mich., will change from a revue-type grandstand show to a circus presentation this year, Hans Kardel, secretary, infos. Entertainment policy also calls for more emphasis on local contests.

Over \$80,000 will be spent on this year's Tulare (Calif.) County Fair, which will open with a new \$69,000 wiring system, new entrance, ticket booth and front fence, A. J. Elliott, secretary, announced. Other improvements include a new press room, agriculture and horticulture office and a headquarters for fair officials, police and first-aid personnel.

Greater Lyon County Fair, Rock Rapids, Ia., will introduce stock car races by Frank Winkley as its Sunday afternoon attraction this year, Bob Sutton, secretary, reports. Other new features include Staple's Rodeo for two nights and a one-night performance of Joie Chitwood's Auto Daredevils.

To care for its expanded youth program, the Van Wert (Ohio) County Fair, is constructing two new junior fair buildings, each 54 by 150 feet, N. E. Stuckey, secretary, infos.

Linn County Fair, Mound City, Kan., has cleared and landscaped 10 acres of wasteland to be utilized by the fair this year, Secretary John H. Morse, says. Annual also is mulling a queen contest, with the winner to compete for Queen of the American Royal at Kansas City, Mo.

Anderson County Fair, Palestine, Tex., will have 16,200 additional square feet of exhibit space this year, with the construction of two steel and concrete buildings, C. O. Miller Jr., secretary, advises.

Concession space at Sac County Fair, Sac City, Ia., will be enlarged this year, Leslie T. Freese, secretary, reports. . . . Eastern Idaho State Fair, Blackfoot, this year will sell its night grandstand show on a reserved basis

for the first time, Ruth C. Hartkopf, secretary, announced.

Texas-Oklahoma Fair and Southwestern Oil Exposition, Iowa Park, Tex., will be the site of a high school band jamboree, to be spread over the entire six-day run, Ted Overbey, secretary, advises. Annual has upped its advertising budget this year, with most of the increase earmarked for radio advance promotion.

Stock car races will be presented for the first time at South Dakota State Fair, Huron. Program will be held on the annual's re-built race track, says F. L. Hafner, secretary.

Lane County Fair, Eugene, Ore., in a plan to increase the off-season use of its plant, has skedded eight days of auto races this summer, H. P. Welch, secretary, announced. . . . Franklin County Fair, Franklin, Neb., is utilizing its plant for off-season hot rod races, Cliff Ashburn, secretary, advises.

A parade a day will be held by Cass County Fair, Weeping Water, Neb., this year. Opening day parade will be themed to the mid-century progress of agriculture, the second day will be devoted to 4-H clubs, and the final day parade will be made up of bands and drum and bugle corps, Joe Bender, secretary, announced.

St. Joseph County Grange Fair, Centerville, Mich., as part of its \$50,000 building program is erecting a new all-steel and concrete stage with dressing rooms underneath, Lester R. Schrader, secretary, advises. Also being readied for this year's annual is a 230 by 40-foot merchant's building.

Dog racing with pari-mutuels takes over the horse racing spot at Essex County Fair, Topsfield, Mass., this year, Secretary Paul Corson announced. Other new features include square dancing, oxen pulling, sportsmen's show and youth exposition.

Muskingum County Fair, Zanesville, O., goes Western this year, with three nights of rodeo as a grandstand attraction, Perl D. Elliott, secretary, infos. . . . Kosciusko County Fair, Warsaw, Ind., has completed its new conservation building and is mapping plans for an addition to the grandstand, reports Roger P. Dunn, secretary.

Concrete bleachers seating 1,000 are being erected by the Lewiston, Idaho, Round-Up, says Secretary Joe M. Skok. . . . Jackson County Fair, Jackson, Minn., will enlarge its grandstand this year, Anton C. Geiger, secretary, infos.

New at Ringgold County Fair, Mount Ayr, Ia., this year will be a society horse show, Secretary Stuart W. Hoover, advises. Annual has completed a new cattle barn and hog barn and plans to fence the outside grounds.

Catawba Fair Association, Hickory, N. C., this year unveils its new cook-house, which houses 10 individual kitchens equipped with hot and cold running water. The eatery, designed by Secretary Corbin Green, is under

## Jackson, Miss., Receives 250G Appropriation

JACKSON, Miss., May 13.—Mississippi State Fair here has been awarded a \$250,000 appropriation by the State Legislature for water control and plant construction, J. M. Dean, executive secretary, announced. An appropriation of \$85,000 for premiums at fairs and livestock shows was also made by the legislative body.

## Glass Windbreaks Set for Stands at Hillsdale Expo

HILLSDALE, Mich., May 13.—Hillsdale Fair here this year will enclose the north end of its grandstand with glass to keep winds from chilling its patrons, Harry B. Kelley, secretary, announced. It is believed that the windbreak will be the first of its kind built on a fairgrounds.

Because of fair's late dates, grandstand attendance, especially at night, has suffered as a result of the cold, he said. Kelly would not estimate the cost of the project.

In celebration of its centennial year, the fair will stage nightly parades of old-time farm implements and vehicles in contrast to modern equipment. Other special events will be the selection of a queen and beard-growing contest. In the exhibit department, Future Farmers of America will be offered a premium list for the first time.

## Dixon, Calif., Annual Registers Peak Gate

DIXON, Calif., May 13.—With 15,343 persons clicking the turnstiles the diamond jubilee celebration of Solano District Fair set a new attendance mark for the four days ending Sunday (7). The previous record of 12,137 was established last year.

Highlights of the event included two horse shows, sheep dog trials, street parade and the rodeo.

For the annual 44-foot light standards were installed around the grounds and automobile parking area was increased and paved.

Bob Schoonover's California Show were featured on the midway.

## Red Bluff, Calif., Annual Skeds 25G Judging Bldg

RED BLUFF, Calif., May 13.—Tehama County Fair here has mapped plans for the construction of a \$25,000 livestock judging building.

Structure will be 80 by 100 feet and will incorporate a lobby and offices in addition to a judging ring.

one roof and located in the center of the annual's independent midway.

Two days will be devoted to a light horse show by Knorr County Fair, Knoxville, Ill., Ray Swanson, secretary, announced. Joie Chitwood's Auto Daredevils will make their first appearance at this year's annual.

Rosebud County Fair, Forsyth, Mont., opens with a new power system and a new horse barn this year, according to Secretary Harley W. Roath. . . . Grandstand revue at the Wyoming State Fair, Douglas, this year will perform on a new stage, Dusty Farnsworth, secretary, announces



## Braly Office Lands Two Tenn. Annuals; Lawrenceburg Is Set

LAWRENCEBURG, Tenn., May 13.—E. R. Braly Enterprises here has been given contracts to supply free acts at the reorganized Maury County Fair and Exposition, Columbia, Tenn., and the new Giles County Fair, Pulaski, Tenn., according to William McK. Bausman, of the Braly office. Both annuals have booked the Silver Slipper Shows for the midways.

The Columbia fair, reorganized since the death last year of George Buchneau, is being sponsored by the Junior Chamber of Commerce with Jacob Shapiro as president and B. H. Hardwick secretary-treasurer. Its dates are October 2-7. The Jaycees have bought grounds for establishment of a new plant in 1951. To keep the fair in operation, however, they are holding it at the present site on which Buchneau held a lease.

Plans for the Pulaski fair, to be held at Sam Davis Park, September 11-16, assumed definite form this week as committees of the sponsoring Lions Club began assembling catalog material. According to J. O. Robinson, general chairman, committees are meeting with marked success in the sale of catalog advertising and fair-grounds space. Premiums will total more than \$2,000. The fair will feature exhibits of livestock, handcraft, crops, cooked and canned foods and flowers.

E. R. Braly, manager of Middle Tennessee District Fair here for many years, will act as consultant to the Rotary Club, which has taken over the September 25-30 annual. Braly has sold the fair property to the city, which in turn has leased it to the Rotarians for two weeks annually for continuation of the fair. The plant is being developed into a park for year-round use. Braly had already installed a swimming pool, tennis courts, kiddie swings and slides, miniature golf course and picnic facilities.

## Endy Shows Booked By Savannah Annual

SAVANNAH, Ga., May 13.—Endy Bros. Shows have been booked to play the first annual Coastal Empire Fair here, October 16-21, reports J. A. Bennett, general manager of the sponsoring Savannah Exchange Club Fair Association. Walter I. Miller is president of the association, incorporated recently as a non-profit organization. All proceeds of the annual are to go for community welfare.

Because of Savannah's industrial growth, fair officials plan a large industrial display, according to Bennett. Agricultural interests are also getting behind the fair, he said, indicating that this division, too, will be outstanding. There have been no exhibits here of agricultural or industrial products in years, Bennett said. The Exchange Club association was formed after a study of similar fairs given in Macon, Augusta and Rome, Ga., by Exchange clubs.

Other fair officials are Hunter Leaf, vice-president; W. K. Beebe, secretary, and Ben Anderson, treasurer. Along with the officers the following make up the board: Jack King, A. L. Alexander, E. K. Bell, T. H. Guerry, A. K. Dearing, Virgil Johnson, George A. Parker and D. C. Ball. Matthew Conner, county agent, is an ex officio director.

## Regina, Sask., Building Permanent Concess Booths

REGINA, Sask., May 13.—Regina Exhibition is building 16 permanent concession booths at its plant here as the result of a \$15,000 authorization by city council. The booths, to be ready for this year's event, will have running water and sewer facilities.

The annual will stage a three-day twilight harness racing meet starting June 1, with \$3,750 in prizes. Last year, despite bad weather, pari-mutuel take was \$29,911.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 13. 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.

**CALIFORNIA**  
Caruthers—Caruthers District Fair Assn. Oct. 12-14. Thomas A. Brown.  
Vallejo—Solano Co. Fair. Sept. 21-24. Al St. John.

**COLORADO**  
Brighton—Adams Co. Fair & Rodeo, Aug. 10-13. Lee Mitchell.  
Littleton—Arapahoe Co. Fair Assn. Sept. 14-16. U. C. Thomas.

**CONNECTICUT**  
Plainville—Plainville Fair & Expo. Sept. 1-5. Monica Tinty, New Britain, Conn.  
South Woodstock—Woodstock Fair. Sept. 2-4. Donald B. Williams, R. J. Putnam, Conn.

**GEORGIA**  
Statesboro—Bulloch Co. Fair. Oct. 16-19. Rufus G. Brannen.

**IOWA**  
Leon—Decatur Co. 4-H Club Fair. Aug. 7-9. W. B. Halstead.

**KANSAS**  
Wakefield—Wakefield Free Fair. Sept. 27-29. Dale Newell.

**KENTUCKY**  
Irvine—Estill Co. Fair Assn. Aug. 23-26. Fred Brockman.

**MARYLAND**  
Leonardtown—St. Marys Co. Fair. Sept. 22-24. Oliver Guyther.

**MAINE**  
Cherryfield—Cherryfield Fair. Sept. 12-14. C. H. Small, Addison, Me.

**MASSACHUSETTS**  
Lakeville—Middleboro Agri. Soc. Aug. 27-Sept. 3. Gordon E. MacNeill.

**MICHIGAN**  
Midland—Midland Co. Fair. Aug. 15-19. H. D. Parish.

**NEW HAMPSHIRE**  
Canaan—Mascome Valley Fair Assn. Aug. 30-Sept. 1. William A. Shepard.  
Contoocook—Hopkinton Fair. Sept. 2-4. Bernard Reen.

Deerfield—Deerfield Fair Assn. Sept. 28-Oct. 1. William C. Maxwell, Raymond, N. H.  
Madbury—Madbury Grange Fair Assn. Sept. 6-9. Charlotte Horr, Dover, N. H.  
Northwood—Northwood Fair Assn. Aug. 18-19. Hugh J. Prestley.  
Pittsfield—Pittsfield Fair. Sept. 24-27. Mrs. Kate Ayles.

**NEW JERSEY**  
Burlington—Burlington Co. Farmers' Fair. Aug. 11-12. Mrs. Emily Carslake, Mt. Holly.  
Far Hills—Somerset Co. 4-H Fair. Aug. 18-19. Horace Brink, Somerville, N. J.  
Harmony—Warren Co. Farmers' Fair. Aug. 16-17. C. Fred Lorenzo, Belvidere, N. J.  
Mount Holly—Garden State Fair. Sept. 4-9. S. Burgdorf.  
Sharptown—Woodstown Community Fair. Sept. 11-13. Mrs. Edward Flitcraft, Woodstown.

**NEW YORK**  
Batavia—Genesee Co. Agri. Soc. Aug. 7-12. Glen W. Grinnell.

**OREGON**  
Albany—Linn Co. 4-H Fair. Aug. 28-30. O. E. Milkesell.  
Posall—Wheeler Co. Fair. Sept. 15-17. L. J. Marks.  
Gresham—Multnomah Co. Fair. Aug. 21-27. Mrs. Ella S. Wilson.  
Newport—Lincoln Co. Fair. Aug. 24-26. Mrs. Mary V. Brumbaugh, Toledo, Ore.

**PENNSYLVANIA**  
Arendtsville—South Mountain Community Fair. Sept. 6-9. Harvey B. Raffensperger.  
Clark's Summit—Newton-Ransom Fair. Sept. 13-16. William E. Zeiss.  
Clearfield—Clearfield Co. Fair. July 31-Aug. 5. J. R. Hogentogler.  
Cookport—Green Township Fair Assn. Sept. 13-16. J. D. Joiner, Alverda, Pa.  
Derry—Derry Twp. Community Fair. Sept. 14-16. Joseph A. Greuble.  
Greenville—Upper Perkiomen Community Fair. Sept. 27-29. V. S. Ensminger.  
Harford—Harford Agri. Soc. Sept. 7-9. Elton Robbins.

Ligonier—Ligonier Valley Fair Assn. Aug. 29-Sept. 2. R. A. Hardy.  
Lititz—Lititz Community Show. Oct. 12-14. William N. Young.  
Meadville—Crawford Co. Fair Assn. Sept. 5-9. L. O. Hotchkiss, Cochranton, Pa.  
Mercer—Mercer Fair. Aug. 22-26. Harry Moore.  
Millersburg—Farmers' Fair Assn. Sept. 7-9. Robert E. Hoke.  
Millport—Oswayo Valley Community Fair. Sept. 8-9. Mrs. Nina H. Vanderhoof.  
New Bethlehem—Farmers & Merchants' Agri. Show. Aug. 16-18. Loudon Stuart.  
Shanksville—Stony Creek Community Fair. Sept. 13-16. Mrs. Milton Lowry.  
Sugar Grove—Community Fair Assn. Sept. 14-16. Mrs. James L. Lacey.  
Trotter—Dunbar Twp. Community Fair. Sept. 13-16. Kenneth Mowery, Lisenring, Pa.  
Turbotville—Turbotville Community Fair. Oct. 4-7. S. Lee Menges.

## Kenefick Asks Galt Bd. To Press State Approval of Bills

GALT, Calif., May 13.—Eugene Kenefick, who resigned May 1 after 15 years as secretary-manager of Sacramento County Fair here, has asked the directors to press for the State approval of all legitimate accounts against the fair. He explained that the bills should be honored and unless they were, he may have to pay them personally.

Kenefick's request came on the heels of an announcement by the Department of Finance in Sacramento that cash shortages amounting to \$3,169.45, allegedly growing out of careless handling of funds, issuances of bad checks and mismanagement, had been found in an audit of the fair's business. The ex-manager and D. D. Womack, treasurer of the 52d District Agricultural Association, are being held responsible for the claimed discrepancies. Fred W. Links said that a claim may be filed with the surety company. There was no evidence of the money being converted to private use and criminal charges are not contemplated.

**Kellott Acting Secretary**  
In the meanwhile, Sam Kellett, Napa, has been appointed secretary-manager of the fair. According to the audit made by Eric MacLachlan, CPA, deputy chief, Audits Division, operating revenues for 1949 were \$108,324 as against operating expenditures of \$162,324.08, making a gross operating deficit of \$54,017 and a net deficit of \$35,791.63. The 39-page audit cites cases of mismanagement and lists 26 recommendations for their correction.

The shortages listed in the auditor's report are as follows: Admission receipts, \$1,119.50; rental revenue, \$300; petty cash fund, \$15.99; bank deposits, \$1,308.96; bad checks, \$295. and change fund, \$400.

## Galt Annual Asks For Additional 13G

GALT, Calif., May 13.—Sacramento County Fair here, is seeking an additional \$13,000 grant from the State for equipment, repairs, wiring and other plant improvements. The sum would supplement the \$20,000 already asked by the annual.

Officials claim that lack of money is holding up preliminary work that is necessary before the fair opens July 14 for nine days.

Of the \$20,000 requested, \$15,000 is skedded for premiums and it is claimed that the remainder is not sufficient to bring the plant into shape.

Annual is mulling plans to stage pari-mutuel racing for four days. E. T. Goynes, Sacramento advertising executive, has been awarded the fair's publicity contract this year, having bid \$1,500.

Ulysses—Ulysses Community Fair. Aug. 23-25. Clark G. Cowburn.  
Waynesburg—Greene Co. Fair. Aug. 15-18. Rex McKay.

**WASHINGTON**  
Deer Park—Tri-County Fair Assn. Sept. 7-10. Frances Haden.

**WYOMING**  
Basin—Big Horn Co. Fair. Aug. 20-22. Dr. M. B. Walker.  
Lander—Fremont Co. Fair. Aug. 24-26. W. L. Duncan.  
Newcastle—Western Gateway Fair & Rodeo. Aug. 18-19. Garth D. Percival.  
Rawlins—Carbon Co. Fair. Aug. 23-26. George E. Cooke.

## Sherbrooke Adds Stage Covering; Hamid Org Aids

SHERBROOKE, Que., May 13.—The Sherbrooke Fair this year will expand its all-weather stage facilities by extending the canvas covering to afford protection for the lower stage, the portable section installed on the race track and on which most of the actual performance takes place.

The George A. Hamid & Son talent agency, thru its representative Joe Hughes, which will again supply the grandstand show, is paying a pro-rata share of the cost over a period of three years. The deal was consummated by Hughes, with Manager Alex Ross acting for the fair.

The added protection will insure the staging of a full performance, as scheduled, in almost any kind of weather, fair execs said. The salvaging of only one or two night shows that might otherwise be lost because of inclement weather will make up for the cost of the covering, it was pointed out.

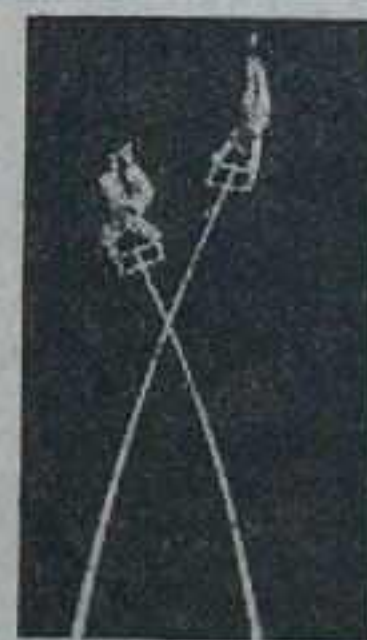
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# COLE OPENS BIG IN DETROIT

## 9,000 Attend Initial Show; Advance Good

**Columbus next on route—four acts dropped, one added in program switch**

DETROIT, May 13. — Cole Bros.' Circus opened strong at Olympia Stadium here Wednesday (10) with about 9,000 of the 10,000 seats taken. Show officials said the circus, featuring Hopalong Cassidy, expected a turnaway Friday (12) and that all seats for Saturday and Sunday shows had been sold.

From here the show will go to Columbus, O., for a three-day stand at Redwing Stadium and then to Cincinnati for five days ending Decoration Day (30).

The Detroit stand runs thru May 20, with no performances on Monday (15) and the same price scale, \$1.20 to \$3, as in Chicago. Children's tickets go for half-price except on week-ends.

### Program Changed

Major change in the act line-up is replacement of the Idalys by Betty and Benny Fox, high pole act. The Idalys had a previous engagement. Bobo Barnett left clown alley after Chicago, and two wire acts, Gasca and Dearo, are out. Leo Hamilton remains as equestrian director. Jack Plummer leads a band of 14 local musicians.

Running order is about the same as (See Cole's Detroit on opposite page)

## H-M Registers Big at Altoona

ALTOONA, Pa., May 13.—Hamid-Morton Circus, sponsored by the Jaffa Shrine, opened here Monday (1) to capacity crowds after the org made a fast run in from Washington. Circus played a total of 12 performances, running thru Saturday (6), when three shows were presented.

Friday matinee and night shows (5) both proved to be turnaways. Over-all business for the date was well ahead of last year's local stand. The org is awaiting arrival of three baby elephants from India early next month. Eldon McBeth is handling advance for the circus.

## Gainesville Gets 38,000 for Three Fort Worth Shows

GAINESVILLE, Tex., May 13.—Overflow crowds, totaling 38,000, witnessed three performances of the Gainesville Community Circus in the 10,000-seat Will Rogers Memorial Coliseum, Fort Worth, April 27-29. Performances were bought outright by Consolidated-Vultee Aircraft Corporation, makers of B-36 planes. Tickets were distributed to 17,000 employees and their families.

WBAP-TV televised an hour of the final night's show. At McKinney, Tex., show gave two performances May 4-5 and the Quarterback Club sponsors realized \$1,000 profit on the engagement, Paul Hardin, club president, announced. Big top was set up on the market square there.

Pic magazine is running a 10-page picture story of the Gainesville circus, using 34 pictures taken last year by Fred Shelton Jr., Dallas.

## Sets Record in Chi

CHICAGO, May 13. — Cole Bros.' Circus set a new attendance record for the Chicago Stadium here Friday (6) when 18,377 persons were counted at the night show. The old record was less than a week old, having been set by the Cole show Sunday (30) when another crowd of about 18,000 jammed in. More than 2,000 extra seats were put up for the Friday show and additional hundreds of people were turned away.

## Weather Buffets Dailey; Quincy Gives Fair Biz

QUINCY, Ill., May 13. — Dailey Bros.' Circus played to two three-quarter houses here Wednesday (10), and the turnout was considered fair in face of cool weather and efforts of farmers to catch up with work after late arrival of spring.

Mrs. Eva Davenport, wife of the co-owner, entertained show personnel at the home of her parents, Mr. and Mrs. Gay Billings, at near-by Marblehead. Quincy newspapers carried old-time circus parade pictures in connection with the Dailey show's appearance. This town also is the home of Rosemary Stock, show performer.

St. Joseph, Mo., contributed only two half houses Monday (8) when weather threatened. The weather-business picture was a continuation of that which has plagued the show for some time. At Topeka, Kan., Friday (5) the circus played in front of a grandstand rather than under canvas because of high winds. At Wichita Falls, Tex. (24), the night show ran only 35 minutes before it was halted because of windstorms reported on the way.

## Big Show Hub Gross Hits 200G in Six Days To Par '49

BOSTON, May 13.—Ringling-Barnum circus will gross about \$200,000 during its six-day stand, Tuesday (9) thru tomorrow (14), at the Boston Garden, about the same amount as last year, according to circus officials. The indoor arena accommodates 13,909, including 500 promenade seats especially added for the circus stand.

Opening to a spotty matinee and light evening crowd Tuesday, the Big Show gathered momentum during Wednesday matinee and night shows, played to a capacity house Thursday and was sold out from there thru Sunday. Eddie Powers, Garden treasurer, estimated that Tuesday performances grossed \$17,000, Wednesday, Thursday and Friday matinees at \$17,000 each; Wednesday and Thursday nights at \$30,000, and \$22,000 each for Friday night and Saturday and Sunday matinees, after taxes.

The Boston stand was described by circus officials as "usual" and they said that grosses were about what they expected. The amount of paper used to bill the Hub was said to be the lowest in years but well-spotted. Roland Butler, chief of the circus tub-thumping crew, said that local newspapers had been generous in the space allotted to the Big One,

## St. Louis Police Show Biz Hits Capacity on Week-End; Over-All Total Below 1949

**West-McGinty Act Standout of Wirth-Produced Bill**

By Tom Parkinson

ST. LOUIS, May 13.—St. Louis Police Circus, powerhouse annual and oldest of the three big indoor shows here, played to capacity for four performances at the 9,000-seat Auditorium over the week-end (5-7). Capt. William Cibulka, prexy of the police relief association, however, said over-all business had been off some. Most houses thru Monday (8) had been half full. Tuesday perked things up with more than two-thirds of the pews filled. Better seats sell first.

Any business drop must be laid to external conditions. The police have produced another of their famed program books, this one with 768 ad-packed pages. Cibulka said the book is bigger than last year's. Advance sales, while off some, were still okay.

Frank Wirth has produced a fast-moving, colorful performance that compares favorably with his prior offerings here.

Willie West and McGinty, presenting the long-established vaudeville routine with three people, is the show's standout act. The comics do a real yock-and-yell turn as carpenters. While it isn't a circus act, it registers solidly.

When Equestrian Director Welby Cooke blows the opening whistle the arena fills with a colorful, well-costumed spec that includes all personnel and stock. Dogs and ponies step out of the initial line-up to fill the two stages and center ring for the second display. Roberta's ponies are featured on a teeterboard in the center spot. At the sides are the Gonzales Sisters (2) spotlighting their perch-pole pooch, and Janet Torralli's dogs and ponies, with a rope-jumping dog getting top attention.

Clowns, a well-costumed crowd of 15, flock in for the tooth-pulling gag. (St. Louis Police Show on opp. page)

## Wind, Wet Lots Hit Miller Units; Five Shows Lost

COZAD, Neb., May 13. — Both shows in the Miller family combination, Al G. Kelly-Miller Bros. and Cole & Walters, have lost stands recently because of high winds and muddy lots. However, Cole-Walters, the No. 2 org, drew a full house here Thursday (10) despite rain.

Kelly-Miller lost the night show at Denton, Tex., Monday (1) because of rain, and both shows at Madill, Okla., Tuesday (2) after working most of the day to get off the Denton lot. Show also was delayed by mud in leaving the lot at Mineola, Tex. (28).

Cole & Walters lost both shows at Morland, Kan. (5), because of rain and mud. The day before at Plainville severe storms were reported near by but the show got two fair houses.

Three-quarter houses were the rule for Cole & Walters at Elwood, Neb. (9); Leonora, Kan. (7), and Hoxie, Kan. (6).

## Calif. Biz Varies For Beatty Org

SAN LUIS OBISPO, Calif., May 13.—Clyde Beatty Circus attracted a full house for the matinees but less than a half-house for its night show here Saturday (6).

Strong winds held attendance to two three-quarter houses at Lompac, Calif., Friday (5), where the lot was in the midst of extensive flower fields.

Santa Barbara gave with a full matinee and a three-quarter night show Thursday (4). High winds didn't interfere.

## Canada Flood Traps King Bros.' Advance

WINNIPEG, Man., May 13.—Advance crew and contracting agent of King Bros.' Circus were stranded Thursday (8) by the Red River flood in this area. Floyd King, general manager of the show, was reported in Ottawa seeking permits for a change in route.

The King show's bill car was at Emerson, Man., south of here. The agent was at Winnipeg, where troops were evacuating residents. At both places representatives of the show said they could not move out in any direction.

giving the show its biggest play since the war. He added that whether grosses thruout the New England area would hold up was problematical because of the number of growing distress areas.

Butler also announced the circus itinerary for its first trip into Canada since 1939 and said that railroad arrangements for the Northern dates had been worked out during the show's stand here. The schedule will include Sherbrooke, June 28; Montreal, June 29, 30 and July 1 and 2. This latter date will include Canada's national holiday, Dominion Day, July 1. From there the circus sked will be juggled to include Bellevue and Toronto, with the show re-entering the U. S. at Detroit.

Before the Canadian stands, the Ringling-Barnum org will play at Bangor, Me., June 24; Lewiston, Me., June 26, and Berlin, N. H., June 27.

In commenting on the light opening crowds for the date here, Butler said that there seems to be a mistaken impression among the public that entire performances are not presented in initial and closing presentations of the show. Butler predicted a big season for the circus, pointing out that the org was playing New England locations that it had not touched in years.



# St. Louis Police Show Business Big On Week-End; Under '49

(Continued from opp. page)

Then the Ascots (4) in sailor uniforms do comedy knockabout in the center ring. Chick Yale does the table rock and Laddie Lamont shows his unsupported ladder act. The clowns come right back in oriental garb for a snake dance with a paper monster to chase them off.

### Show Moves Rapidly

Pace of the early portion of the show is impressive, with displays fast moving and acts coming on and off with speed.

Winnie Colleano works the center air on a single traps and the Herzog Sisters work webs in each corner of the arena. The number climaxes with Winnie doing a heel-catch and surprise leap.

Ten-year-old James M. Cole brings the elephants in and his youthfulness adds appeal to the standard bit by the one large and two young bulls. Jimmy's dad also is in the ring, but it's the youngster who gives the cues in a snappy performance. The elephants were exceptionally neat and clean and they sported polished, brass-trimmed halters.

Lott and Anders, unicyclists and jugglers, command attention in the next number, which closes with a two-high on a one-wheeler. Jack Mayand and Eva, meanwhile, work their act of a similar type. Hip Raymond motors in with a midget car act that is distinctive. After he crawls out he goes back to the car for a table, chairs and flowers and finally a girl steps from the tiny traveler.

### Chambertys Feature Flip

The Jumping Jupiters (2) and Schaller Brothers (2), trampoline turns, flank the Chambertys (4) but pull out early to leave the center attraction alone for its featured double flip casting act. Clowns scramble next with a hair-growing gag.

Chai and Somay, contortionists, rated good applause. The Kayos (3) offer Risley. These fade in favor of the Five Ericksons, who click with a head stand using three rubber balls on the understander's head. The house is darkened for reflector effect in the closing acrobatic pile-ups.

Clowns do a quick one before Cooke gives the Arturo Family a special announcement. Each Arturo takes the wire for a solo stint, including acrobatics, clowning, good dancing and a two-man combo with one flat on the wire and the other in a headstand. Clowning early in the act makes later portions seem easier and minimizes chiller effects. Intermission follows.

### Two Flying Acts

Each of the two flying acts, the Flying La Mars and Bill Valentine's Flying La Vals, closes with a double exchange after special announcement. A clown band routine follows. In the next display, Conchita Erickson does iron jaw and butterfly turns over the track. Kay Antalek works a single traps act and the Herzog Sisters take to the center ring for a traps turn. After the others finish, the Herzogs draft a third member from the audience and get laughs while she works. Poor acoustics in parts of the building spoil the patter and make the act seem over-long. The St. Louis Police Quartet comes on next.

Willie West and McGinty brew their slapstick concoction, and many from the show and building personnel come to entrances to see this one.

The clowns stage a wedding routine before Elly Ardelty takes over with her trapeze balancing turn. She holds attention thru her closing head stand on the swinging bar. Perch acts are next with the Antaleks in the center. Pape and Renee and Rosales Sisters. All do head stands and the Antaleks have it alone for their wind-up with three girls up on the pole.

### Liberty Act Debuts

The St. Leon Troupe (6) and the Langs (6) present testerboard acts. St.

Leons work fast from a table. The Langs stay longer and finish with a two-and-a-half spin to a chair. A Liberty horse act with new stock that worked here for the first time does well. Clowns give a crazy walkaround.

Les Kimris have the closing number and hold the audience thru their aerial routine using a miniature airplane prop to revolve the rigging.

In clown alley are Smokey Rouse, producing clown; Bill Bantlage, Laddie Lamont, Chick Yale, Nino Rosales, Dippy Diers, Al Stoops, Alfred Florenz, Hip Raymond, Charlie Franks, Billy O'Dell, Paul Rasche, Bert Turner, Jimmie Davison, Gabby DeKoe, Henry Baers, Hap Green, Jeff Murphy and Bozo Lamont.

Show opened April 28 and closes May 14. Nine matinees are included in the run.

## Cole's Detroit Opening Hefty

(Continued from opposite page)

in Chicago, with Terrell Jacobs opening the show, the Cimses closing it and an intermission at the half-way point.

### Billing Limited

Advance billing here, as in Chicago, was limited to 24-sheets and tack cards, no billing crew being used by the show. Press coverage has been exceptional, and the circus got a spread in a Sunday roto section of *The Detroit News*. Stress is being placed on use of radio and television, "the media which made Hopalong Cassidy." Marine Corps color guard gimmick was used again here for the opener and negotiations were under way for staging a street parade as part of an Armed Forces Day observance.

Billy Burke and Bill Horstman, Chicago Stadium staffers, were in here for the run. Eddie Howe, press man, will move to Cleveland Sunday. Merrill Fugit has been added to the press staff.

Menagerie is located inside the building here but Side Show is under canvas across the street from the stadium. Dick Best, manager, said the kid show's opening business equalled that in Chicago.

Hopalong Cassidy (Bill Boyd) will jump to Washington May 22 to appear in a parade for I Am an American Day, then fly to Columbus for the circus opening in the ball park. Official date for the D. C. affair was May 21 and Hoppy declined the invitation. When Washington changed the date, the cowboy accepted.

A Cassidy rep said this would be his only appearance away from the circus and that it would not interfere with the show's draw there. Inability to obtain the necessary ball park had forced the circus to postpone its Washington stand, he stated.

## RB Sues for Rebate On Old Age Taxes

JACKSONVILLE, Fla., May 13.—In a Federal Court suit filed here Thursday (4), the Ringling-Barnum circus contends that performers of featured trapeze, acrobatic and similar acts do not come under Social Security tax laws. The circus seeks \$4,158.79 taxes paid for the year 1944, plus interest and costs. The suit was filed against John L. Fahs, Collector of Internal Revenue here.

The R-B suit would seem to be at odds with a recent vote of the Senate Finance Committee to go along with the House of Representatives in extending Social Security to the self-employed, a move which virtually assures coverage of all show folk. It is probable that the self-employed will not be brought into the Social Security system until January 1, 1951.

## Mills Performers Burned in Child's Rescue From Fire

UNIONTOWN, Pa., May 13.—Mrs. Charlotte Stengel, 30-year-old acrobat with Mills Bros. Circus, and Alse Sherrig, 29, a fellow performer, are hospitalized in Uniontown Hospital as a result of burns they received Saturday night (6) in rescuing Mrs. Stengel's 17-month-old son from a blazing trailer parked on a lot where the show was giving a benefit performance for the police department. Both women are members of the Ricketts Troupe, recently imported from Germany.

Mrs. Stengel, who suffered serious burns about the face, arms, legs, neck and shoulder, was clad in scanty performing attire when she dashed into the trailer to bring out the child unhurt. Miss Sherrig, who was reported in good condition at the hospital, was burned about the face and hands when she went into the trailer to shield the mother and child from the fire.

An explosion in a kerosene stove used to heat the baby's milk apparently caused the fire, which broke out just before the evening performance.

The circus did turnaway business at the matinee and had a full house at night here. At Rochester, Pa., Thursday (4) it drew two three-quarter houses. Kiddie elephant ride on the midway got good play.

At Beaver Falls, Pa., Wednesday (10) the circus played to a full matinee house and three-quarter night house. The matinee was an hour late in starting.

## Elements Hurt Hunt's Early Biz

LEBANON, Pa., May 13.—Hunt Bros. Circus finally struck sunshine here Thursday (4), but it didn't improve business at the stand. Hershey, Pa., Wednesday (3), might have been a red one had it not been for inclement weather.

Piloted by Charles T. Hunt Sr., the circus kicked off its season at Catonsville, Md., April 21. Org made six stands in Maryland, two in Virginia and then entered Pennsylvania for five stands, ending with the annual Norristown date, sponsored by the American Business Club, Saturday (6). Circus will then go into Paulsboro, N. J., to make its usual itinerary. Since opening the org has had little but cold, rain and mud to battle.

With the addition of some new rolling stock, the show, newly painted, makes quite a flash on the lot. Org sports a new Side Show bannerline. Performances, much the same as last year, run two hours and feature the Kay Colleano family. The Wild West concert is again being produced by Wild Dave Nimmo.

## Frank Palumbo, Philly Nitery Op, Wins Child Aid Award

PHILADELPHIA, May 13.—The third annual "Big Top" award, presented by the Ringling-Barnum circus to the American who has done the most in the past year for underprivileged children, went to Frank Palumbo, local night club and restaurant op. John Ringling North, R-B president, will present the award, a silver plaque, Monday (22), opening day of the Big Show's stand here.

At the time Palumbo will treat 5,000 kids to a circus performance at the Fox Street and Abbottsford Road show grounds. The number will raise the total of moppets Palumbo has treated to the circus to about 50,000. Palumbo will receive the plaque for the work he has done for kids thruout Philadelphia and other Pennsylvania regions, New York, New Jersey and Delaware.

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## Ringling-Barnum

Cool, clear weather prevailed in Boston. Bill Tabbert, former singer with this show and now with *South Pacific*, visited in New York. This year's singer is Bill Parker. Dick Barstow (N. P.) is holding rehearsals for the new big top entrances.

Skee Otaris won a large selection of prizes on a giveaway radio show before show left New York. Father Ed. Sullivan greeted the show train on its arrival in Boston. Randy Concello and Nina Cristiani have joined. Dolly Copeland celebrated her birthday, and Allan Alzana celebrated his seventh.

Visitors: Jerry Geronimo, Joe Menchin, Stanley Wathon, Mr. and Mrs. Phil Fein, Mickey King, Vince Orlando, Walter Dropo, Eddie Froelich, Omar Kenyon, Bozo Cosmo, Mr. and Mrs. Pat Blumberg, Eddie Rueben, Roxy Cropper and Ginger Alexander.

Leon de Rousseau is sporting cowboy outfits. Paul Jerome handles *The Billboards*.—MARY JANE MILLER.

## Sparton Bros.

The clowns are a bruised lot. Archie Silverlake broke several ribs during the ring act. Ernie Calhoun, substituting for Archie, made a surprise landing and broke his nose, and I have been encountering stakes, finding it difficult to hobble down the track.

Recent visitors were Calhoun's parents and John Jennings, of the old Jennings Dramatic Company. First serious mishap of the season occurred when Roy Earle was severely bitten by one of his spider monkeys. Ray (Tennessee) Bell has joined the transportation department.

Show played its first two-day stand of the season at Watsonville, Calif., and business and weather continued favorable. On sick list recently were Ernie Calhoun, Joan Sparton and the writer. Poison oak has hit the org, with the Wach family administering first aid. Roy Earle celebrated his birthday recently.—JOHN TOY.

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## Dressing Room Gossip

### Biller Bros.

Teresa Morales has returned to the program. Rita Biller missed a few shows after injuring her leg in Marlon, Ind. Ira Gaskill is making new wardrobe for spec and teaching dancing girls new routines for Marvin Smith's Side Show. Jackie Lynn is making over his clown hats. Prince Ki-Gor is breaking new cats for his act. Sally and Tex Montana are making radio appearances with Ken Maynard.

Cristiani Troupe has new wardrobe for the teeterboard routine. Ronna McIntosh, who has been ill, is expected to return to the program soon. Fay Avalon is new in clown alley. Show was rained out in LaFayette, Barbara Wilcox is sporting new wardrobe. Ronna McIntosh is back in the performance after a lengthy illness. Ira Gaskill entertained Jack Lynn, Tommy Bentley, Doc Barnhart, Al Gross, Jimmy Taylor, Asa Moore and the writer at his home in Fort Wayne, Ind. Reggie Reppert was kept busy selling tickets in downtown Portsmouth, O., where show strayed them.

Happy Linquist has a new plaid suit for the clown wedding. Prince Ki-Gor is breaking more cats for his act. Marion Knowlton was able to return to work after her fall in Lexington, Ky. Tommy Bentley entertained Mr. and Mrs. J. W. Parsley and son in Huntington, W. Va. The writer missed a few performances recently due to illness. Joe Rossi is working in new music for the show.—BOB LORRAINE

### Ward Bros.

Weather and business was good in San Antonio. Date was under auspices of the Ladies of the Eastern Star and they did a good job.

Visitors included Colonel Sturtevant, circus historian and fan; Frank Pahlman, Mr. and Mrs. Frank Lee, Walter Herrod, Aerial Lavellas, Walter Powell, Jim O'Rourke and Kyle Rote, Southern Methodist University football star. One of the newer members of the Alpha Beta Gamma Cappa Phi, Chic Dale, did a good job of free rolling in San Antonio.

Don Rey is at the Hammond organ in Jack Bell's band. Tony Pina is assisting in clown alley. The Pina Troupe is going well with its teeterboard acrobatics. Donna Harrell, in addition to elephants for Louie Reed. Fritz Kay clicks with his wire walking. George Lerch and Lew Henderson go over well with their strobellite juggling. Cloyd Harrison and daughter, Mrs. Bill Irwin, doing well with their bicycle routines.

The Noble Trio, which made a trip to Chicago, rejoin in Midland, Tex. Roy Valentine, of the Flying Romas, was knocked out falling into the net Saturday afternoon. Tom Kennedy's crew is doing a good job on concessions. Rueben and Anita Olvera are standouts with their perch act. The Valentis score with their high pole act. On the sick list are Ann Sutton and Bozo Harrell.—DICK LEWIS.

### Hamid-Morton

With summer weather and packed houses, our opening in Altoona, Pa., was favorable. Due to the auditorium being small, we are working in one ring and aerial riggings resemble a spider web.

Rosita Ricardy, in attempting a few acrobatics, fell, breaking both arms and a knee. Pat McFarland enjoyed a brief visit by her parents from Sarasota, Fla., while in Washington. The Baranacks received minor injuries when they fell from their ladder while doing balancing. They are still working.

Apologies to Dick Clemens, as I forgot to mention the party he had in his trailer while we were in Harrisburg, Pa. Yolanda Zavatta has had a bad case of pink-eye and ear trouble. Dave Nimmo, from the Hunt show, visited us in Washington. Tiny Tovey has a pair of clown shoes he made from old boxing gloves.—BILLY T. HUDSON.

### Dales

Dirty lots on the coal mine route wrought havoc with the riggings and wardrobe. Crowds were big. Gil Wilson suffered a heart attack in Mt. Carmel, Pa., and was seriously ill for several days. Mrs. Wilson donned clown make-up and filled his vacancy in the show.

The families of Tex and Clara Ryan and Bobby and Maxine Boulter were recent visitors. Stormy finally made her debut in the Side Show, standing for Fancher Pierce in the knife act. Her debut was effected by Billy Dick and Sylvia Gregory. The Ryans are the latest trallerites, and the McLans purchased a new house truck.

Billy Hudson, of Hamid-Morton Circus visited in Sunbury, Pa., while en route to Montreal. George and Ted West, Harry Fink and Peggy Ewell spent two days with Billy Dick. They are on Jollytime Shows. Ted and Dottie Milligan celebrated their 20th wedding anniversary. Dottie was gifted with red roses and costume jewelry.

Bert Pettus has his hands full spotting the rolling stock on these miniature lots. C. Guyette in New York is getting a heavy play from the performers before show starts its Canadian trek. Harry Phillips visited in Shamokin, Pa., and sat in with Tige Hale's band. . . . Other visitors included George Barton's mother and sisters, Bob Gable, Lew Barton and Clay Regal.—BILLY BARTON.

### Mills Bros.

Lan and Lin, aged five and four, respectively, children of the Ming Sings, look pretty in their Chinese costumes walking beside their parents in the spec. Jack LaPearl has been the recipient of banter from clown alley chief Alex Brock and wire walker Ray Goodie. When the show played Cleveland recently, the Mills brothers entertained many friends at their home there. Carleton F. Smith joined clown alley for the shows at Massillon and Barberton, O. Rusty the Clown has joined. Recent visitors have been Mr. and Mrs. Don De Wees, Zanesville, O.; Mr. Walleck and son, Billy (Tramp) King, Jack Courtney and clown Ross.

Alex Brock, Jack LaPearl, Bill Bailey, Buffalo Ben, Chief White Eagle, Larry Benner and Wimpey played a hospital show for children at Galion, O. Pooch has joined clown alley.

All the English performers now are used to American meals with their T-bone steaks and multitudes of side dishes, but they still complain about the American way of making tea. So do I except when its made at Jay Goodie's grease joint.

Members of the Walter L. Main CFA tent visited recently.—WIMPEY.

### Rogers Bros.

Temperature was in the 90's every day the past week. Three of the towns played were in the Atlanta suburbs. Promoter George Clayman had over 200 banners in Decatur, Ga. Show was sponsored by the Shrine in Macon, where it set up in Central City Park, former winter quarters of the Sparks and King Bros.' Circuses. Johnny Frazier fell at the finish of his wire act and is out with neck and back injuries. Ellen Knight returned in Americus, Ga., following a six-week stay in Jackson Hospital, Marianna, Fla., as a result of her wire accident.

Bill Osborn joined as advance promoter and is working on the Danville, Va. date, which is his home town. Eddie Kuhn and Leon Snyder sold their light plants and bought larger ones. Eddie recently received a big van body for his new truck.

Hunky Johnson has taken over the menagerie novelty stand, with Myrtle Leuboff as first lieutenant. The B. & F. Ward Tent Show visited in Americus, Ga., and showed their movies to the cast Sunday night.—GEORGE HUBLER.

## Siebrand Bros.

Hour-long show was given at Veterans Hospital, Fort Baylard, N. M., April 27. Luncheon was served in the mess hall after the performance. Business was good in Silver City, N. M., the week of April 25, with matinees being given Saturday and Sunday and two shows Saturday night. This was the first time the show was in that municipality for five years. Minor light plant trouble last week forced Captain Clark, Betty Hodgini and Rosa Patine to finish their numbers to light from the midway neon. A slight flu epidemic hit the show and Danita Roche, Bob Renous, Clara Hoffmann and Betty Hodgini were on the sick list. Pancho Roche has built some attractive display boards for the show.

Hospital show at Truth or Consequences, N. M., sponsored by Superintendent and Mrs. Bashaw, was really heart-rending since it was for crippled children and 25 per cent of the patients were polio victims. Koko and Moko's magic and Ross and Pal, brought smiles to the tots. Iaro Hoffmann debuted in his parents' juggling act last week.

Captain Clark practices daily with the ponies. The Clarks report a monkey was born May 4. Truth or Consequences, a fisherman's paradise, was well exploited by the personnel. Eugene Hoffman won top honors in the fishing department, followed closely by Jack Fairburn and Harry Ross. Tommy Patine and Harry Ross's head-to-head on bally impresses. Jerry Van Deventer is at the organ constantly planning new arrangements.

Organist Ione Raye and husband were frequent visitors last week. Jump to Farmington, N. M., over 350 miles, was made in good time by all except the Patines, who reported a broken axle.—JOE HODGES HODGINI.

## King Bros.

Show is playing thru Southern Ohio. Charles Ryan, big top boss canvassman, is an avid fisherman. Dee Aldrich, kid show manager, did record business at Middletown, O. Goldie Harrington disposed of his shoeshine stand in Philadelphia to join Frank Sotiro's Side Show.

Esma Maley was given a birthday party at Hopkinsville, Ky. Buddy Gells, callope player, was married recently.

Charles Cohn and Jean Allen, in charge of concessions, and Don Beal, in charge of cotton candy, had a big day at Middletown. Malcolm M. Fleming, contracting agent, was a recent guest of Harry Frost in St. Paul.

Recent visitors were J. P. Ashbrook, Campbellsville, Ky.; Mrs. Doc Ogden and son, Harry, Columbus, O. John Robinson IV, Cincinnati; Marshall Johnson, Selma, Ala.; Charlie Campbell, agent of Howard Ingram's animal exhibit; W. E. and Dolly West Tyree; Art Stires, Gene Haerlin and Don Howland.—JANE KING.

## Clyde Beatty

First late arrival of the season found the show pulling into Salinas, Calif., at 11:15 a.m., but the matinee went on at 4:30 p.m. Genevieve Carvalho celebrated her birthday and the Side Show cast presented her with a cake and many gifts. Since Harold Vaise started operating his gilly, it seems that none of the lots are closer than three miles from the train. The Monzello troupe has added several new tricks to its teeterboard act. Ada Mae Sabo entertained Side Show personnel at a buffet dinner.

Bobby Kay and Eileen Vaise have been doing a good job with the daily radio programs. Don and Hope McClennon were busy with family and friends when show played San Louis Obispo, Calif., their home town. Chatta Weber and Bernice Griggs are new members of the swinging ladder group. Recent visitors were Mrs. Pete Cortez and Ken Poley.—LAURENCE CROSS.



**Polack Bros., Eastern**

Fort Smith, Ark., was our first outdoor date, and despite the cold weather it was a success. The Great Francisco joined there. Madame Hougette visited. At the next date, Longview, Tex., it was so hot that there was a mad scramble to buy sun clothes. Art Barrett promoted the Longview date and did a fine job on the publicity. The writer and Henry Kyes did an informal broadcast, with Henry giving women listeners one of his choice recipes. Musicians being scarce in Longview, the Henry Kyes Cocktail Trio furnished the music. When last seen, Henry was applying camphor to his upper lip.

The Tong Brothers are the proud possessors of a new Kaiser. Sonny and Elizabeth Gautier have purchased a new trailer. Gene Randow's wife, Vivian, joined and will be with us for a few months. Ernie Wiswell's uncle drove in from Tyler, Tex. Connie Wilson, who is visiting her mother and children in Kansas City, will stay there until early June. The children will then join the show for the summer. Bill Green was called home due to the illness of his mother. He is expected to be back when the show plays Austin, Tex. — IRENE LAFERTY.

**Cole & Walters**

Our concert has Little Joe Wright, Rosa Parker, Buster Todd; Lucky and Alonzo Dever, with the mule and baby elephant, and Lois, Jeannie, Pat and Dick Kreil. Marie Hall joined the ladder act at La Verne, Okla. Beverly Vannette and Lucky Dever also work ladders.

At La Verne we took the moth balls out of winter clothes. Jeannie, Pat and Dick Kreil, playing drums, sax and trombone, joined the writer at the organ for concert before the show.

Our new cookhouse top is a beauty. Recent visitors have included Floyd Males, Sam V. Price and Alfred E. Mills, advance for Stevens Bros.' Circus. — MILDRED WELBES.

**Hagen Bros.**

Biz has been above average since opening at Dyersburg, Tenn. Winds prevented show from erecting the big top at Effingham, Ill., but two side-walled performances were given. A light plant truck and office trailer were built in quarters. Performance is directed by Doc Ford.

In addition to playing the organ in the big show, George Vest acts as carpenter and painter. Frank Casey, who joined at Clinton, Ill., is general superintendent and boss canvasman. Recent visitors were Jimmy and Dolly Connors, Ross Engle and Doc Ford's folks. — FRANK CAIN.

**Seal Bros.**

Joe Ryan has broken a menage horse. Manager Bud E. Anderson has all-new canvas. Lavonne Andrews visited Shorty Wells. When Ray Aguilar, band leader, plays rumbas, the writer assists him playing the maraccas. Tillie Keys has the cookhouse. Manager Paul Nelson is packing 'em in the Side Show. He has added Kathryn King and Irene DuPont to the annex, with Ruth Nelson producing the Girl Revue. All were saddened over the death of Yolanda, Escalant.

— MAURICE MARMOLEJO.

**Dailey Bros.**

Show beat the wind in Topeka, Kan., by showing in front of the grandstand. Dressing rooms were in a concrete building and cookhouse was set up in the horse pavilion. Emma Campa is now taking concert tickets. Paul Pruitt is riding the Palomino stallion, Lip-Stick, as a concert feature. Mike Noble has charge of feed delivery for the second year. Bette Keller is progressing rapidly with aerial work. Toni Martin found an unkempt and hungry seven-year-old girl on the midway trying to get popcorn from the stand. Toni brought her to the dressing room, gave her a bath and hair cut, dressed her in clothes furnished by Joan Klein from her girl's wardrobe, and then fed the child at Orville Lindemann's lunch wagon.

Almost lost the lion cage on the hillside lot in Atchison, Kan. It broke loose in the back door before the act and careened toward the horse top but was brought up against the harness wagon by the timely interference of Rex Williams and other employees.

Johnnie Williams and the Eight Bops provide the Side Show music. Performers include Irene Drake and daughter, Eunice, Hawaiian entertainers; Francis Doran, annex, and Musical Rube Arnold. Visiting the Kid Show were Mr. and Mrs. Ray Curtis, Mr. and Mrs. Charles Passmore and Mrs. Bow Jordan.

Jack Knight and crew, Mr. and Mrs. Tom Huftle and Mr. and Mrs. Zack Hale, are getting plenty of banners. Recent visitors included John Thiele, James McRoberts, Mr. and Mrs. John Harvey, Mrs. Andy Barr, Chink Carr, Windy O'Neill, Reverend Garst, Dutch Rex Carson, America Hammerhead and Tex Cashman. — HAZEL KING.

**Polack Bros., Western**

Santa Rosa, Calif., a two-day stand prior to opening in Oakland, was a success. Show had to present an extra performance the last day. Hanna Palenberg caught a 25-pounder while fishing in Stockton, Calif.

Opening in Oakland was big. Billy Griffin, who was confined in Sacramento hospital, is back at work. Melita and Wicons worked on the girders in Oakland, 90 feet from the stage. Ethel Freeman, Justus Edwards and the writer were dinner guests of Nana Woolford in her trailer and the Sherman brothers were guests of Andre and Rose Gould. Papa Loyal, Ray and Zefta Perez and Yvette Kohl have new trailers.

Harry Dann has acquired a huge French poodle. Charles and Jo Webb's son, Harry, visited in Oakland. Also on hand in Oakland were Mrs. Bob Mason and daughters, Barbara Ann and Margaret Louise. Bob is in the concession department.

On the sick list were Slivers Madison and Arthur Springer. Recent visitors included Carroll Babcock, Gas-suny brothers, Gene Darnell, CFA; Bessie Newhouse, Tom Plank, promotional director for the Clyde Beatty Circus; Merle Sprague, Florence Newbury, European organist; Virginia Powell, Esma Edwards, Mrs. I. J. Polack, Adolph, Maria and Klara Delbosque; Bert Martin, Nellie Gloome, Mr. and Mrs. James Eyster, Fanny Stilman, Joe Priest, Tom Pepper, Billy West, Louise Fluty, Ludy May Griffin and John Brott, CFA, Santa Rosa. — FREDDIE FREEMAN.

**West Bros.**

Program runs smoothly under direction of Roy Lunsford. Cookhouse is under supervision of Doretha and Manuel Harris. Mrs. Pat Knight is working her cloud swing, and Mrs. Roy Lunsford is sewing new wardrobe.

Sofie Wallace celebrated her birthday recently. A new one-ton panel truck has been delivered to the writer. Van Vactor, band leader, has arranged new music for the program. Recent visitors were Mr. and Mrs. George Nightengale, the latter being the mother of Mrs. Roy Lunsford. — FRANK DERUE.

**UNDER THE MARQUEE**

Billers Bros.' Circus took a cue from the popularity of comic books and put out a 24-page comic-style circus courier. The four-color book features comic-strip stories on the show, money-saving coupons for tickets and a \$500-cash-prize contest. Books are mailed to RFD and post-office box holders a week before show's date.

Remember when "How Dry I Am" was considered top steam calloope music?

Clowns appearing with the Hamid-Morton Shrine Circus in Harrisburg, Pa., included Sa-So, Slim Collins, Rube Simonds, Tiny Tovey, Charles and Earl Lewis, Roy and Joy Thomas, Ray (Bozo) Cosmo, Billy Rice, Billy Hudson and Joe Lane.

Jay Gould reports from winter quarters at Ottawa, Ill., that a crew is prepping his show for opening this month. Rides, shows and 14 circus acts will be carried, he says.

Stories from old-timers haven't convinced us that they picked the right time to troupe.

Jake J. (Clown Cop Corrigan) Disch recently worked the Milwaukee Sports Show and the week before helped at a birthday carnival sale of a Racine, Wis., store. He also made a General Electric open house for employees at Milwaukee. . . . Umberto Schichholz-Bedini, European representative for the Ringling-Barnum circus, arrived in New York recently on a business and pleasure trip.

Managers should buy disgruntled employees railroad tickets without being cheap in the investment.

Roy Crum, veteran circus trouper, is at his home in Tehachapi, Calif., recovering from a stroke. During his 30 years in the business, Crum has trouped with Ringling-Barnum, Cole Bros., Sparks, Sells-Floto and Polack Bros.' Western Unit. . . . Bill Montague, publicity director of the Circus Fans of America (CFA), has announced that the new date set for the Ringling-Barnum circus at Plainville, Conn., is June 13, with tentative dates set for June 14 at Springfield, Mass., and June 15 at Wallingford, Conn.

During the early days office business never got past the marquee. Nowadays, every workingman knows it.

While Polack Bros.' Western Unit was playing Santa Rosa, Calif., Justus Edwards, press agent, was called to his home in Iowa where his mother sustained a broken hip in a fall. Her condition is reported as serious. . . . Johnnie Dales, piloting a new car, last week returned to the Dales Circus at Mt. Carmel, Pa.

First year as a manager is the most trying, but the other years aren't to be taken carelessly, either.

During Polack Bros.' Eastern Unit's stand at Longview, Tex., Bobby Harrison, master rigger, earned some additional lettuce by scaling a 175-foot radio antenna mast to install marking lights at the apex. The radio station had been trying to make the replacement for several days when it approached Bobby and he and an assistant took on the assignment. Many of the show's personnel were on hand to watch the job. . . . Frank Coleman, armless attorney of Temple Tex., known pro-

fessionally as Artistic, Armless Marvel, recently completed a lecture tour of Texas. He will open an amusement park at Temple where he recently acquired some acreage. Frank Gleason Coleman II is president of the enterprise.

In this biz its difficult to decide which towns are dead, and then there is the ordinary question as to which are alive.

Henry Kyes, bandmaster of Polack Bros.' Eastern Unit, renewed acquaintances with members of Toscanini's NBC-Victor Orchestra, when they played a one-nighter at Gregory Auditorium, Austin, Tex., recently. Kyes was introduced to the noted maestro by Abram Glantz, Ark's first trumpeter, and Kyes came away with an autographed pic of Toscanini. . . . John Ringling North, Ringling-Barnum prexy, left New York Friday (5) for California where he will confer with Cecil B. DeMille, who is planning production of a circus movie to be called "The Greatest Show on Earth."

Question now being discussed in truck show backyards is whether circus children can be properly brought up by parents who don't own a house trailer.

John Fulghum, CFA of Richmond, Va., writes that this season is the first in 20 years that he recalls two shows being in Virginia in April. He caught Dales Circus (25) at Hope-well, and Hunt Bros. (27) at Alexandria. . . . A recent item in The Cleveland Plain Dealer about General Coxe reminded Walter L. Main of the time he hired much of Coxe's army as circus hands for a show leased from Main.

Some things on circus lots are just right, and one of them is the early morning aroma of coffee brewing and bacon frying.

L. D. (Doc) Hall, who closed with King Bros.' Circus recently, returned to his home in Boston preparatory to joining the Ringling-Barnum circus when it begins its outdoor tour in Baltimore. . . . Swede Johnson and family, who closed with the Pan-American Animal Exhibit, (See Under the Marquee on page 86)

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# GOTHAM SPOTS GET BIG PLAY

## Top Crowds Spend More

Balmy week-end gives funspots first good sampling—results hypo optimism

NEW YORK, May 13.—With summer-like temperatures prevailing, amusement parks in the metropolitan area, chalked up their first solid cash take last week-end, despite heavy winds Sunday (7) which ranged up to 60 miles an hour.

Rockaways' Playland had mixed luck. Park drew an estimated 75,000 persons for the week-end, but a railroad trestle over which run trains that supplied 15 per cent of the park's customers last year was severely damaged by fire. Richard Geist, manager, said it could not be determined immediately whether the trestle will be replaced by the Long Island Railroad or sold to the city. Altho it appears that the trestle is knocked out for the season, Geist said the park still anticipates a good year. He pointed out that auto travel accounted for 50 per cent of the park's patronage in 1949.

### Per Capita Take Off

Attendance to date at the Rockaways is greater than it was for the same period in 1949, Geist said. Altho per capita spending is lower, the increase in numbers makes the cash take about the same as a year ago, he added. A children's pet contest helped boost moppet attendance considerably. Geist said that numerous bathers were present at adjacent beaches, adding that the first big beach crowd was expected about the second week in June. According to Geist, special busses are running every five minutes from subway stations to the funspot to take up the slack in railroad passengers brought about by the fire.

At Palisades Amusement Park, Palisade, N. J., Irving Rosenthal, co-owner with brother Jack, said that the 61,000 persons crowding the park over the week-end broke attendance records for that date. He said that high winds on Sunday (7) and chilly weather pared down what might have been an even greater number of customers. He also reported that per capita spending was up considerably over last year and that the funspot's refurbished swimming pool would open Friday (26). Palisades opened April 22.

The first of two successive preview week-ends at Olympic Park, Irvington, N. J., was staged Saturday and Sunday (6-7) with attendance at least as good as last year. Per capita spending was up a fraction over the same period in 1949, according to Robert Guenther, park treasurer. Guenther said that wind-whipped cold on Sunday hurt business, but that the turnout indicated the park was in for a good season. Free band concerts, under direction of Joe Basile, are features of both preview week-ends.

Steeplechase Park, Coney Island, which also looks for a good year, had only a few concessions and minor rides in operation for the week-end, with fair business reported. The funspot is set to bow for daily operations Saturday (20). Boardwalk crowds at Coney Island over the week-end were estimated at 350,000.

### Danish Spot Opens Big

COPENHAGEN, May 13.—Tivoli Park opened its season here May 4 to big turnouts and good business for the opening week-end. Park is ideally situated in this city's business center and has fine lay-out of rides, restaurants, shows and free attractions.

## Week-End Takes Disappoint Ops In Detroit Area

DETROIT, May 13.—Business was disappointing at local parks over the week-end as the result of continued cold. Cool evenings, in particular, caused a speedy drop-off in patronage and crowds disappeared early.

End of the Chrysler strike proved no stimulant. It had lasted too long, and last-minute difficulties over final settlement took away any hopeful effect on business. Local conditions remained gloomy as a General Motors strike became more probable. Detroiters generally have become careful about their spending money.

Walled Lake Park, with three week-ends of operation already under the belt, has had continued low grosses. Even a three-day booking of the Tex Beneke orchestra at the adjoining Casino failed to help business materially.

While Edgewater has had only fair business since opening, management is going ahead with plans to open both Eastwood and Jefferson Beach next week-end. Eastwood, usually first to open in this area, may operate nightly if the weather permits, Cy Wagner, park executive, indicated.

## Mil. \$ Pier Sets Mid-June Bow

ATLANTIC CITY, May 13.—Million-Dollar Pier here, to be operated as a straight funspot with rides and concessions and on a free-gate basis, will open the middle of June, according to Max Tubis, head of the group which will run the park this season. Associated with Tubis in the Beach Amusement Corporation are S. J. Betoff, operator of food concessions at major golf tournaments, and Harry Schwartz, operator of the Pennsylv. (See Mil. \$ Bows Soon on page 86)

## Indian Point Preview Draws Big, Free-Spending Crowd

PEEKSKILL, N. Y., May 13.—Sizeable, free-spending crowds turned out for the Saturday-Sunday (6-7) preview opening of Indian Point Park here. The occasion marked the first time in the 28-year history of the location that it has been operated as a full-fledged funspot. Previously it had been operated solely as a stopping off point for river boat excursionists.

Ed Kelmans, the new operator, made a pitch for local trade from this town and surrounding areas principally thru the use of spot announcements on WLNA. The crowds, in view of the weather, which was unfavorable because of high winds, were considered extremely good.

Construction work is progressing rapidly and all units will be ready for full operation in time for the official May 20 preem. A new lighting system is being installed and the new concession stands are being colorfully decorated.

### 15,000 Picnickers Set

Kelmans announced the completion of arrangements for the Hudson River Dayline to transport 3,500 boys to the park under the auspices of the New York City Police Department. Outing groups carded for the opening alone number over 15,000 persons. The steamship line will use five boats to transport the opening crowds.

## Memphis Funspot Revamps Midway, Inserts Horseshoe Layout, Adds Buildings, Rides

### New Midway Race Track Expected To Boom Business

MEMPHIS, May 13.—Layout of Fairgrounds Park here is undergoing vast changes, with the long-prevailing straight line set-up yielding to a horseshoe midway, complete with landscaped mall, new buildings, striking lighting effects, modernistic eat-and-drink establishments and new rides. The modernization, now well in the home stretch, will cost about \$200,000, it is estimated. The program is expected to hypo business at the park, which also is looking for a boom in patronage due to the early opening of a new midget auto race track, now nearing completion less than 100 feet from the entrance to the horseshoe midway, within the park.

### Stand To Seat 7,000

A fifth-of-mile oval, the track will have a grandstand seating 7,000 and be operated twice weekly with the midget races sponsored by the American Legion here. Eat-and-drink concessionaires in particular will benefit from the race turnouts, it is thought.

Normally, the park here would already be in operation. The revamping of the layout set back the opening, and J. L. Penick, park manager, said he is shooting for a May 20 opening. The track will open some time in June.

### Use Tilt-Up Walls

Entrance to the horse shoe midway is 190 feet wide, with a mall 80 feet wide. The mall is to be lighted by mercury vapor lights, which will be supplemented by floods centered upon the floral beds in the mall to bring out full coloring of flowers.

When completed, there will be concession buildings on each side of the open end of the horseshoe. Construction of seven of these, now in an advanced stage, is unusual for amusement parks, H. S. Lewis, general superintendent of the Memphis Park Commission, directing the operation, maintains. Concrete tilt-up walls six inches in width are used. The method of pouring and setting the concrete on a horizontal level and then tilting it into position is cheaper and speedier than other methods, he pointed out.

### Add New Rides

The buildings will house bazooka, basketball, milk bottle, candy floss, snow cones, frozen custard, photo gallery, popcorn, Skee Ball and cat rack stands.

New rides to go up are a Dodge, already delivered; an Orbit, now being manufactured by the Lewis Deisel Company, this city; a Pretzel ride, and a Caterpillar. Carry-over rides, such as the Spitfire, and Two Ferris Wheels, formerly spotted on the straight-line midway where the (See Memphis Funspot on page 86)

## Charleston Named Venice Biz Manager

VENICE, Calif., May 13.—Venice Amusement Park moved closer to its debut here Decoration Day, with Earle Charleston being named business manager. Tom Wade, ride designer, was named concession manager last week. Selection of a picnic manager is reported in the making.

Charleston said that the park will be operated with departmental managers. He added that he believed that such organization could best work for the benefit of the concessionaires and ride operators.

During the week, the 100 by 300-foot boat ride pool was completed. Water was turned into the pool Wednesday (10).

## 150G Spent On Belmont Refurbishing

### Conklin Adds Two Rides

MONTREAL, May 13.—Belmont Park here launched its 1950 season with a prevue week-end Saturday and Sunday (6-7) to give customers an inkling of what is in store for them when daily operations begin today.

About \$150,000 has been spent on refurbishing the funspot, with the Roller Coaster, renamed the Cyclone, sporting a new front, designed by Jack Ray. The Scooter similarly was transformed. Managing Director Rex Billings reports that advance picnic bookings have been good and looks forward to a solid year if weather this season equals last year's favorable conditions.

Added to the ride line-up are the Hi-Ball and Whiz-Bang, both supplied by J. W. (Patty) Conklin. The Aerial (See Belmont Spends 150G, page 86)

In addition to the seven kiddie rides previously announced as booked, the following have contracted with Kelmans: Evelyn Papirakis, food and frozen custard; Frank Welhan, food; Jim Whelan, drinks; Jack Channin, food; Peter Antonaka, popcorn; Orif Keleff, French fries; Mary Francis McIntyre, souvenirs; John Genite, ball game and hoop-la; James Hill, dart game, pitch-till-you-win; Bill Sloan, candy floss, hot corn and malted milk; Pat Tartaglione, turf game and silver streak; Mel Adler, fish pond, penny pitch; Bill Lewis, hats; Harold Fredericks, Merry-Go-Round, Caterpillar and Chairplane; Nelson brothers, speedboat; Sam DeMatteo, beer garden; Charles Mathes, Pokerino; Frank Hammond, seaplane ride; Lou Turliane, miniature golf and driving range; Joseph Larese, double loop; Distleman, shooting gallery; Tom Rube, swimming pool; Harry Hasbin, Penny Arcade, and H. Judson Wilde, Ferris Wheel, Rolloplane and Funhouse.

The park also purchased a Perry Wilson trackless trailer train which carries 48 passengers. The trailer will make the half-mile run from the docks to the amusement center. It cost about \$10,000.

Kelmans also purchased 10 new Skee Ball alleys from Philadelphia Toboggan Company for about \$15,000.



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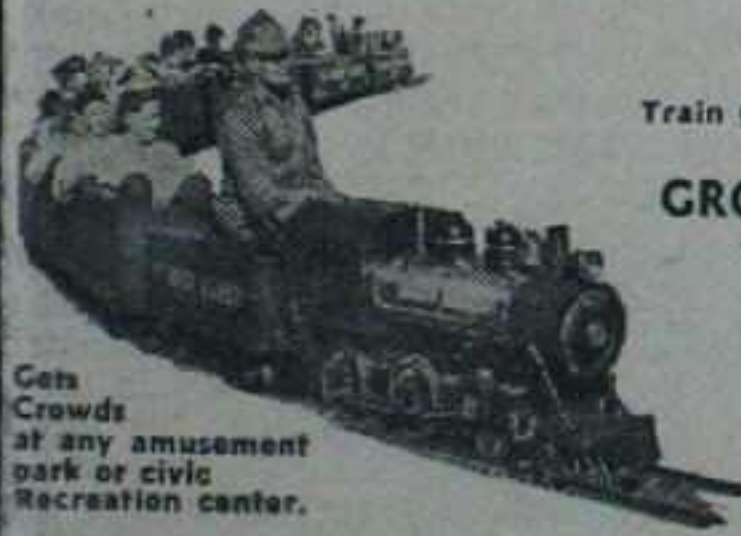
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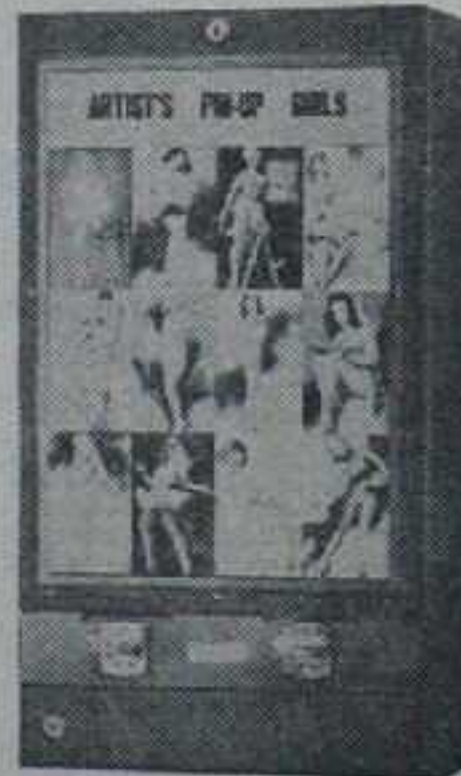
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## Compact Forest Park Spot Has Imposing Picnic Sked; Weather Blurs Biz Outlook

New St. Louis Attractions Add to Stiff Opposition

ST. LOUIS, May 13.—Cold and rainy weather put a damper on activity at Forest Park Highlands for the first several days following its opening Saturday (6). A. W. Ketchum, long-time manager, said the business picture hadn't taken form yet and what the season might have in store wasn't clear. But if patronage Tuesday (9), when sultry weather alternated with rain, is indicative of what's in store during the string of school picnics scheduled thru mid-June, the picture will be rosy. Picnics will be the nucleus of crowds daily except Sundays until schools are dismissed, Ketchum said. Most of the events have been annual bookings for the park for a number of years and picnic attendance nearly equals school enrollment. Added to that are the kids' parents, brothers and sisters who swell the numbers at the park to healthy totals.

Figuring in the park's outlook for trade is an imposing list of rival amusements in the St. Louis area. Highlands is across a roadway from Forest Park, where St. Louis Municipal Opera and Forest Park Zoo are located. Ketchum believes the opera competes with his business, but the zoo and amusement park supplement each others' patronage. Baseball games hurt, particularly when the Cardinals are home. Running races will be new this year at a nearby Collinsville, Ill., track, and Ketchum expects this to pull St. Louis crowds.

In addition, there are the dates of Royal American Shows, Jole Chitwood's Thrill Show, Police Circus and later Shrine and Firemen's circuses to face in this amusement-hep city. The company operating Highlands also runs the St. Louis Arena and a roller rink, which are adjacent.

Eighteen adult rides, restaurant, six concession buildings and ballroom are included in the park line-up. Kiddie rides are a special pride of Ketchum. The open-air tile pool will open late this month. In place of free acts Highlands features band concerts.

Topping major rides are the Roller Coaster, Scoota-Boat and Cuddle Up. The park's miniature train is spotted

"in a hole" under the Roller Coaster because there is no other available space, Ketchum pointed out. This use of space is evidenced thruout the park's rather small area. Every inch is used but there is no overcrowded feeling. The picnic shelter accommodates about 5,000.

The covered area proved its worth Tuesday when intermittent showers coaxed customers to shelter but didn't send many home. In addition to the roofed central area is the pavilion at the rear of the park which houses the restaurant, some rides and a large picnic platform.

### No Postponements

Ketchum stressed that the shelter saves the day for many picnics. The booking schedule is too tight to permit postponements and, with the overhead cover, schools can stage their affairs despite weather. Canvas curtains may be lowered to protect exposed sides when necessary.

Ballroom, above the restaurant, features name bands. Among those booked are Ted Weems, Lawrence Welk, Eddie Howard and Griff Williams.

Nine attractive rides make up the kiddie section. Pulling well is the new Sky Fighter. It was getting steady play Tuesday, with the youngsters going for the buzzer guns on the fighter planes. Another kiddie ride which is expected to do well is Eyerly Aircraft's Bulgy. Small fry like the bobbing fish cars.

Pacing concession business is a Skeeball set-up offering merchandise coupons. All units were in play and a line was waiting for turns at the 5-cent game Tuesday. Ketchum said many players save the coupons until end of the season and cash in several hundred for major household goods. Derby race is a new game this season.

Concessions are in the wings of park's attractive entry way. Ketchum points with pride to the 90-foot rotunda at the entrance. With tile floor, steel and glass construction and indirect lighting, it gives a good first impression of the park. Outside the entry tower is lined with neon and has theater-type marquee signs.

The swim pool is being readied to open Decoration Day. Hours will be from 9 a.m. to 10 p.m. and Ketchum reports the morning period attracts many women swimmers.

### Decoration Day Picnic

Highland plans no special program for Decoration Day. However, one of its biggest picnic clients is booked in for that day again and the school kids will be augmented by regular holiday trade. Smaller schools and private organizations which bring unscheduled picnics to the park will increase the holiday biz, he said.

Ketchum charges 12 and 14 cents for major rides and 5 cents for kiddie models. Prices, he said, would be amended to eliminate pennies where possible if the federal tax is changed. However, he expects no tax change before mid-August and a 50 per cent cut then. Feeling pretty strongly about the levy, Ketchum pointed out that while elsewhere the taxes may be direct charges to customers, at an amusement park it's a tax on the management because patrons start out with a limited amount of cash. Result is that the tax payments come off the bottom of the take rather than the top, the way Ketchum sees it.

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# RAS BACK END STRONGEST YET

## Early Dates Give Marks Top Takes

### Richmond Opener Big

PHILADELPHIA, May 13.—John H. Marks Shows, here for a two-week stand, completed three weeks of excellent business Saturday (6) in Trainer, Pa., with over 7,500 paid admissions on the grounds that night despite threatening weather.

Shows caught a red one at their opening date, April 17, at the Petersburg Pike grounds in Richmond, Va., getting two strong days in the early part of the week and a good weekend.

### Baltimore Area Good

Shows moved into Baltimore County for the week of April 24 in territory which has been closed to carnivals the past few seasons. Good biz again was recorded at this sleeper date brought in by General Agent Allan A. Travers, with the help of county commissioners. Additional promotion work was done during the week, with the staging of such events as a Miss Baltimore County competition and a baby contest. The Trainer, Pa., date was weak the first part of the week due to weather but the latter half made up for it.

During the Trainer date two searchlights were delivered by the Orcutt Electric Company, Providence, R. I., and two additional light towers have been ordered from Downey for early delivery.

### Personnel Listed

Org's staff includes John H. Marks, owner-manager; Allan A. Travers, general agent; Henry P. Halder, secretary-treasurer; Harry L. Schriber, business manager-legal adjuster; Paul Lane, lot superintendent; Jack and Jessica Birmingham, chief lithographer. (See Early Dates Give on page 78)

## TV Flack Aids O. C. Buck Biz

OGDENSBURG, N. Y., May 13.—The O. C. Buck Shows' 220-mile jump here from Schenectady, N. Y., was made in good time, with the entire org arriving Sunday (7) except the Girl Show bus, which came in the following day. Altho the lot was in bad condition and the weather cold, everything was set up for the Monday night opening.

During the Schenectady date television proved its worth, with the show being plugged over Station WRGB-TV just ahead of the popular kid's puppet show, *Howdy Doody*, for the week. Making the stand at the Carman lot in Schenectady, the date proved up to standard, with the largest Saturday kid's matinee on record for the show. Rides and shows kept going until 6:30 p.m. With good weather for the evening, attendance continued strong.

## Cavalcade Org Moves on Sked In Rail Strike

TUSCALOOSA, Ala., May 13.—Cavalcade of Amusements, only railroad show to be caught by strike of firemen on four major lines, will move on schedule via the Louisville & Nashville Railroad. Show was to have taken the Southern Railroad from here to Gadsden, Ala.

When the Southern road declined to accept the shows' cars from Gulf, Mobile & Ohio earlier, Louie Berger, Cavalcade agent, began efforts to reroute the move. Arrangements with L&N were completed today. Show built ramps at a crossing to permit loading because the substitute line had no facilities. The new set-up provides a one-line move of about the same mileage as the earlier plan.

## Baker Show Eclipses Past Units Entertainment-Wise; Claxton Revue Hits New High

### Early Days at Memphis Cotton Carnival Get Rain

By Herb Dotten

MEMPHIS, May 13.—The Bonnie (Oh, Johnny) Baker Show, unveiled here this week by Royal American Shows as the latter launched its season, does not have the same potent name lure as that of its predecessors, which were headed by Gypsy Rose Lee and Sally Rand, but

it is stronger, talent-wise, more captivating from a production standpoint, and vastly superior in costuming.

The unit is probably the finest revue ever to tour with a carnival. The costuming undoubtedly scales the heights, not only in lavishness and coloring but in design. The specialty numbers, offering such standouts as Harold Boyd and His Jigsaws, comic knockabouts; Princess Chic, Oriental dancer, and Zechrist an' Isabella, novelty musical dancing act, plus Bonnie, of course, are superb. The line of gals, which numbered 14 here but will be jumped to 16, is excellent. To top it off, producer Leon Miller has welded the show into a spritely, gay production.

### Bonnie Faces Hard Row

Strong as it is, however, the Baker unit will have a harder row to hoe than Gypsy Rose Lee and Sally Rand had in topping the business of Leon Claxton's *Harlem in Havana*, for Claxton in his new edition has come up with his best show yet, and that is saying something.

The current Claxton production is, if anything, more zestful, faster moving, gayer and more colorful. Moreover, its specialties are superior and the costuming is excellent, probably the best a Claxton unit has unveiled. (RAS Back End Strong on page 78)

## Meyerhoff Sells Crescent Outfit To F. Cosentine

VANCOUVER, B. C., May 13.—Henry Meyerhoff's Crescent Canadian Shows were sold here yesterday to Frank Cosentine, of Olympia, Wash. M. L. Finrow, of Seattle, acted as financial agent for the purchaser. Meyerhoff will remain with the show until October to introduce the new op over the territory.

Equipment in the deal included 11 rides, 22 concessions, three shows, light plants, several railroad cars and railway equipment. Present personnel of the show will be retained.

Under Meyerhoff's ownership, the shows have operated in British Columbia, Alberta and Saskatchewan for 17 years with winter quarters at Penticton, B. C. The new owner favors quarters at Vancouver.

Meyerhoff, vet of 50 years in showbiz, and his wife will vacation to Australia after close of the season.

# Philly Dates Boost Endy Org

## Sliced Nut Aids As 3 Lots Click

### Highway hauling saves estimated \$18,000 in railroad moves—weather hurts

PHILADELPHIA, May 13.—Bouncing back into the win column with the resiliency of a rubber ball, Dave Endy and personnel whose destinies are tied in with the Endy Bros.' Shows, are wearing broad smiles at the end of three weeks on Philly lots, the initial effort of the current season.

Holding on with a tenacity that could only have been fostered during the early '30s when the curriculum was largely composed of courses in scuffling, the Endy folks have not only survived, but have managed to maintain their position in the major-league class. To be remembered and commented on is the quoting of not less than 10-to-1 odds last winter that the org could not extricate itself from winter quarters to which it crawled after a disastrous season during (Philly Dates Boost Endy on page 79)

## Farrow's Wallace Bros. Opens To Good Biz, Faces Many Fairs

MEMPHIS, May 13.—Skipped by youthful Ernie Farrow and general-agented by veteran Jack L. Oliver, Wallace Bros.' Shows are off to a good start.

First stand, last week at the Humboldt, (Tenn.) Strawberry Festival, yielded business on a par with the good '49 take. Here this week for the Negro part of the Cotton Carnival, the org has been getting business only slightly below last year.

### Org Grows in Size

Comparative figures thru Wednesday (10) placed the gross for the first five days of the stand here at only a few hundred dollars below last year, even tho the first two days were lost to rain.

The Farrow organization has grown substantially since last year, and it couldn't squeeze all of its equipment on the lot here. When all up, the org has 10 major rides, 4 kiddie devices and 6 shows.

Among rides booked on are an Octopus, Flying Scooter and a kiddie

train placed by Earl Bunting, and four units, including a Looper, booked by Carl Byers.

### Shift in Concess Policy

Other changes besides its increased size is in its concession policy, revamped to conform to requirements of fairs the show is to play. The org faces the strongest fair route in its history. No more than seven weeks of still dates are to be played, Farrow said. Fairs booked are chiefly in Wisconsin and Mississippi, with one set in Tennessee.

Show, which last year opened its season in mid-March, deferred its bow by about six weeks, figuring it better to pass up early dates than to hazard the threat of bad weather. Farrow pointed out that the delayed opening enables his show to go into its fairs with equipment in good shape and painted brightly. Show will be out until early November.

Personnel follows:  
Staff: Ernie Farrow, manager; Jack Downs. (See Wallace Opens Big on page 78)

## Inclemency Hits Motor State at Detroit Opener

By Haviland F. Reves

DETROIT, May 13.—The Motor State Shows, established as an independent org by Joe Frederick last year, opened the season at Van Dyke and Eight Mile roads in suburban Van Dyke under auspices of Assumption Catholic Church to only fair business. Weather was unfavorable most of the time.

Preliminary opening was held indoors in Convention Hall for the Merry-Go-Round, together with another similar unit booked by Frederick, in a two-day event sponsored by St. Joseph's College. There were about 80 independent concessions, and business was excellent. Corrected attendance estimate for the two days is 83,000, with number of riders so high that the clutches on both Merry-Go-Rounds burned out.

### Adds New Lights

Frederick has added a new General Motors Diesel light plant of 75-kw. capacity and a giant searchlight. Other additions include a caramel corn store with all-chrome trim, opened by Clarence Pence; long-range shooting gallery bought by Frederick from W. O. King, who was a visitor here twice, and a Rollaplane added by Claude Constable. The Monkey Speedway, Penny Arcade and Jungle Show—all show-owned—are to join at Corunna, Mich., May 16.

Motor State closed here Sunday, moving to Rochester, Mich., and playing. (See Inclemency Hits on page 79)





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Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.

**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.

**MOTOR STATE SHOWS**  
FOREMAN WANTED for Little Beauty Merry-Go-Round. OTHER RIDE HELP. AGENTS FOR HANKY-PANKS.  
Corunna, Mich., May 15-20.

**HAWKEYE STATE SHOWS**  
Have some open dates after July 4. Route: Cainsville, Mo., May 15-20; Gilman City, Mo., May 22-27; Jamesport, Mo., Celebration, May 29-June 3; Mound City, Mo., Celebration, June 7-10. Want Bingo, Photos and other Concessions not conflicting. Can use P.C. and other Agents. Pee Wee, come on. Also want Ride Help.  
**DOC WITTHAUS**  
AS PER ROUTE

**WANTED**  
For Centennial Celebration at Fletcher, Ohio, July 1st, 2d, 3d and 4th  
Three or more Rides, especially Merry-Go-Round. This is being given wide publicity and will be a gala time, with large crowds expected. Address all replies to  
**HALL RUNKLE**  
Mayor of Fletcher, Ohio

**FOR SALE**  
**Kiddies Ferris Wheel**  
15', 6 seats, belt drive, el. motor. Can be seen at MEMORIAL PARK, East Mauch Chunk, Pa.  
Phone 678

**MYERS & STEFFY SHOWS**  
**WANT**  
Foreman for Wheel and Merry-Go-Round. Have one open date—June 26-July 1. Address: 345 High, Hanover, Pa. Phone: 2-4151.

**FOR SALE**  
3-Car Sunshine Choo-Choo Train, complete with tracks and ticket box, fence. Boat Ride—5 boats, water canvas bag, complete. Both Rides ready to operate, in perfect condition. Bargain for quick sale.  
**CHARLES GERARD**  
900 Grand Concourse Bronx, New York

## MIDWAY CONFAB

Yesteryear showmen used to say, "We'll find the money somewhere," and that today would be the ideal way to get it.

Frank T. Kelly, veteran trouper, reports he is working as canvas boss for Ray Marsh Brydon on the W. G. Wade No. 1 unit. . . . Billy Wingert, who recently appeared on the Al Lewis show over WCPO-TV, Cincinnati, reports he has signed to appear May 24 and 25 on a "Channel Zero" stagemat to be produced by Ken Chares at Reading, O.

Quickest way to be disqualified is to play a legal adjuster for a chump.

Al Alfredo and cast joined L. J. Heth Shows in Bessemer, Ala., to take over the Side Show. George (Shawn) Crawford will direct the annex, his third season in that capacity. . . . Joe and Bernice Du Bois will handle the front. . . . During James E. Strates Shows stand in Binghamton, N. Y., Oklahoma Bob, tattoo artist, renewed acquaintances with C. A. Lineback, inside lecturer on Claude Beniley's Side Show; Baby Betty, fat girl, and Zig Anderson, also a tattooist.

Little midway trailerite gals sing, "I know something, I won't tell," but soon outgrow it.

W. (Bill) Chalkais, currently in his fifth season on Snapp Greater Shows, has changed his Side Show from a pit to platform attraction. In the line-up are Blackie Haskins, talker; Pete Clayton, No. 1 box; Clifford Green, No. 2 box; Betty Bancroft,

emsee and trick shooting; Shorty Wallner, fire manipulator; Frances Clayton, blade box; Fred West, guitar, and Nickie Lee, Hawaiian dancer. Little Nellie, dog face baby, is the annex feature. . . . Lee (Ham) Largent, for the past 15 years with Happyland Shows, arrived in Lansing, Mich., recently from New Port Richey, Fla.

Midway economist is one who thinks that business stability has been achieved because the 10 per cent takes in G-tops haven't changed in 90 days.

Jimmie Johnson Girl Show operator, closed with Heart of Texas Shows at Littlefield, Tex., recently. . . . Fitzie Brown, of Lawrence Greater Shows, while in Cincinnati on business last week, visited The Billboard offices, before returning to the shows at Lawrenceburg, Ind. . . . Jack Gallupo, who has the Girl Show and cookhouse on Gold Medal Shows, reports that business has been good on the org when weather permitted since it opened seven weeks ago. His daughter, Mary, a student at Ursuline Academy, Arcadia, Mo., will join the shows when school closes for the summer.

Griddle chef claims that canasta has invaded the cookhouse and that the old rummy deck has been rendered for its grease.

Joseph Lehr reports that Billy Boxer, concessionaire, and his agent, Tom Gilmore, motored from Jensen Beach, Fla., to Philadelphia to join Krause & Duke Amusements with

### CONCESSIONAIRES AND OPERATORS

Top the Midway With Myco Plush Toys



	ea.	doz.
32-inch Bears, Assorted Colors	\$3.25	\$36.00
28-inch Bears, Assorted Colors	2.75	30.00
20-inch Bears, Assorted Colors	2.00	21.60
14-inch Bears, Assorted Colors	1.10	12.00
30-inch Drum Majors, Assorted Colors, Dolls	3.25	36.00
26-inch Drum Majors, Assorted Colors, Dolls	2.25	24.00
17-inch Drum Majors, Assorted Colors, Dolls	1.10	12.00
New Plush Striped Tigers	3.50	39.00
Plush Horses, Goats and Mules	3.00	33.00
36-inch United Nations Dolls	4.00	45.00
10-inch Cuddly Stuffed Dolls, Good Intermediates	.35	3.60

25% DEPOSIT ON ALL ORDERS, BALANCE C.O.D.

**MILTON D. MYER CO.**

322 THIRD AVE. PITTSBURGH 22, PA.

### FOR SALE OR TRADE MERRY-GO-ROUND

Spillman Junior 32-Foot Carousel, completely overhauled and painted in our shops, looks and runs like new. Horses, scenery all crated. Factory reconditioned Wurltzer Organ, new motor, new top from factory, very flashy machine, has 108 mirrors, fine for carnival or park. Will sell on terms if you are reliable. Will trade for carnival equipment, farm land or city property. Reason for selling, have three machines.

Nevada, Mo., this week; then per route, or write

**H. C. SWISHER, Box 125, Caney, Kansas**

P.S.: Have for Sale—Four-Ride Unit. No Trucks.

### WANT

One Swinger, two Coupon or Point Agents. Will book for now and balance. Also Clothes Pins. Must be flashy and meet standards of show. Charlie Lehman and others who have worked for me, let me hear from you. Can use Help put up and take care all new Concessions. Johnnie O'Connor wants two Alley Agents. Cookhouse wants Waiters, Griddleman and Cook. No drunks, habits or tourists needed. Going up country for business. Big Fourth, Stearns, Ky.: followed by sixteen bona fide County Fairs.

SHELBYVILLE, TENN., NOW; DICKSON, TENN., NEXT.

**E. A. "HOPPY" CHAPMAN, c/o Capital City Shows**

### KUNTZ BROTHERS' SHOWS 10 RIDES

Operating two units in Jersey City.

Can use Hanky Panks, all Ten-Cent Grind Stores, Eating and Drinking Stores, Frozen Custard, French Fries, Candy Apples, Floss. Bill Moore, contact me; Ted Carter, contact me at once.

All replies: 620-B Grand Ave., Leonia, N. J. Leonia 4-8967.

### T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

**JIMMY MORRISSEY**

**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST.

(Phone: Harrison 6887)

KANSAS CITY 6, MO.

### FITZIE BROWN

CAN PLACE CAN PLACE

2 Agents for Blower, 2 Agents for Six Cats. Roy McCurdie can place 2 Agents for Clothes Pins. Shorty Harrington and Ike, can place you both. Get in touch immediately.

WANT WANT

1 Short Order Cook for best equipped kitchen with all latest electrical equipment. Must be sober and reliable. 2 Waiters for dining room. Dining room has floor in it. Also Concession Help. All replies to:

**FITZIE BROWN**

LAWRENCE GREATER SHOWS  
This week Richmond, Indiana; then per route.

### ROLLOPLANE FOREMAN

WANTED

WIRE

**JAMES E. STRATES SHOWS**

UTICA, N. Y., THIS WEEK

### L. J. HETH SHOWS

WANT

First class Caterpillar Man, experienced Ferris Wheel Operator, also Man for Little Dipper and Sky Fighter, all must drive Semi-Trailers and be sober and reliable. Girls for Girl Revue. Want Concessions: Arcade, Frozen Custard, Jewelry, Novelties and other Hanky Panks.

Attalla, Ala., now; Murfreesboro, Tenn., next week.

### GOOD GRIDDLE MAN

also

**FAST WAITERS**

**E. J. (WHITEY) SPAGEL**

c/o W. G. WADE SHOWS  
Kalamazoo, Michigan, all this week

### W E ATTRACTIONS

CAN PLACE AGENTS

On Ball Game, Penny Pitch, Glass Pitch and other Stock Concessions, Man to operate Kiddie Ride. Must drive. Mize, Miss., this week.

### OPENING UNIT NO. 2

In Creve Coeur, Ill., to May 21. Can use Girl Show, have top; and Stock Concessions of all kinds. Ride Help for Merry-Go-Round and Eli No. 5. Jack C. Bright can place you. Law, Kilroy and Arky Johnson, come on.

**BURKHART SHOWS AND AMUSEMENT**  
UNIT #2, FRANK MYERS, MGR.

### Producing America's Best SHOW BANNERS

**SNAP WYATT STUDIOS**

Rt. 2, Box 1180 TAMPA, FLA.  
(Phone: Y-42463)

### CAVALCADE OF FUN

Want Concessions: Novelties, Popcorn, Photos, Scales and Concessions not conflicting. No Gypsies, No Grift. Monroe Center, Ill., May 17-21; Oregon, Ill., May 23-27; Loves Park, Mt. Morris, Paw Paw, Grayslake, then per route.

### NEED CARNIVAL PLASTER

New item, large and small. Packed in compartments. See or write

**UNION WINDOW DISPLAY STUDIO**

648-70 W. Hubbard Chicago, Ill.  
Phone: MONroe 6-5444

### FOR SALE

Ten-Car Pony Ride, used four months; One and One-Half Ton 1949 Dodge Truck, with fourteen foot van body, three thousand miles, same as new. Can be seen on James H. Drews Shows. Will deliver and set up in radius of five hundred miles. Price \$4,200 delivered.

**FRED JONES**

c/o James H. Drews Shows Madison, W. Va.



**WANTED**

Concessions of all kinds—Especially Fish or Duck Pond, High Striker, Hanky Panks of all kinds. Shows—Good proposition to Shows: Side Show, Monkey Show or Animal—any good Show of merit. Can use good Ride Help who drive Semis. Playing good Ohio spots. Opening May 29th. All Address:

**FORREST BROWN**

R. R. #2 DELPHOS, OHIO

**HOME STATE SHOWS**

**WANT**

Legitimate Concessions, American Palmistry, no Gypsies; Manager for Athletic Show; Ride Help, Tilt Foreman, Second Man for Wheel, Ride Help who drive, Grind Shows. Huron, South Dakota, May 15-20

**FOR SALE**

**THREE-ABREAST ALLAN HERSHELL**

Good condition. Stored in New Jersey. Cheap.

**ERNEST GREGORY**

c/o ROSS MANNING SHOWS  
Roselle, N. J.

**FOR SALE**

10 practically new Buckley Diggers on factory built Trailer with Booster and Fluorescent Lighting, Removable Hitch; open in thirty minutes. Can be booked on this show. Complete outfit with special claws, \$2,400.00. Have too many interests.

**JACK VINSON**

c/o Model Shows Seminole, Okla.

two ball games. . . F. W. Miller advises from Louisville that he has purchased a grind show and Girl Show from James Carpenter, of Omaha, and will book them on the World of Pleasure Shows. The units are complete with tractor and vans. . . Carmen Del Rio and the Countess Marlaine are features of Helen and Col. Lew Alter's Side Show on Granite State Shows. . . Mike Miller has been appointed general superintendent of F. W. Miller's equipment, including all rolling stock, on World of Pleasure Shows.

Terrribly out of step with the times is the showman who says nothing should be done to make midway customers more friendly.

Jim McCall, former operator of the shows bearing his name, is resting at his farm near Rebecca, Ga., following his release from a Macon, Ga., hospital. . . Georgia Amusement Company has been granted a permit to play Macon late in May. . . Dave Shapiro, arrived in Detroit recently from California to join the concession department of Playland Shows. Joe Murphy, also a concession op, joined the shows from Texas. . . Sammy Stone, co-owner, Royal Empire Shows, received condolences on the death of his father-in-law. C. Joe Bennett, Stone's partner, is still convalescing from a recent illness and no definite plans have been made to bring out the shows.

Being awakened at 4 a.m. by the slamming of stateroom doors makes today's show-train liver long for the good old days when the stayer-upper was carried in.



**EVANS' HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

**SEND FOR CATALOG**

**H. C. EVANS & CO.**  
1528 W. ADAMS STREET  
CHICAGO 7, ILLINOIS

**RAFTERY SHOWS AND WHITESIDE CONCESSIONS**

**CAN PLACE FOR TWO BIG PAY DAYS AT CHERRY POINT (MARINE PAY DAYS) WEEK OF MAY 22**  
And then the big one at Jacksonville, both in North Carolina, followed by State Colored Shrine Convention at Durham, N. C. Other good spots following, route to interested parties. Twelve Fairs starting in August. Shows: Wild Life, Funhouse, Monkey Show. Need two more Girls for Girl Show, experience unnecessary, also need Girls for Girl Revue, good proposition for Motordrome. Can use Free Acts, state price and particulars. Rides: Will book Tilt, Octopus, Caterpillar, good proposition for set of Kiddie Rides. (Duke Dougherty, contact Dutch Whiteside.) Need sober, reliable Foreman for Merry-Go-Round and Chairplane. Ride Help, come on. Semi drivers preferred, use wives in ticket boxes or office-owned Concessions. Concessions: No exclusive on Hanky Panks, Ball Game, Age and Scale, Long and Short Range, Fish Pond, Duck Pond, Cigarette Gallery, Custard, Balloon Darts, Coke Bottles. Need medium sized Cookhouse. Privilege in tickets if desired. Will sell "ex" on Popcorn and Candy Apples. Whiteside Concessions: Need Agents for Razzle, Clothes Pin, Slum Skillos; also Wheel Agent. Need Dealers for Percentage Moses Kalin, Toney Angelo, Bozo, Earl Hall, Foster Keen, Whitey Pelly, others who worked for the Dutchman, get in touch, you know me, we work. Caller and Counter Men for Bingo. All replies:  
**MRS. CARRIE RAFTERY, Owner and Mgr., or A. R. (DUTCH) WHITESIDE, Concession Mgr.**  
AHOSKIE, N. C., WEEK MAY 20



**T. J. TIDWELL SHOWS**

WANTS FOR GOOD ROUTE THROUGH WYOMING AND MONTANA WITH KANSAS AND WEST TEXAS FAIRS TO FOLLOW

Cookhouse, Arcade, any ten cent Concessions. Shows: Ten-in-One or Five-in-One, Wildlife. What have you? Have good Tops and Fronts for same. All answer:  
**T. J. TIDWELL SHOWS, T. J. Tidwell, Mgr.; Wheatland, Wyo.**

**Lancaster and Fairfield County Sesquicentennial, Inc.**

**FULL WEEK OF JUNE 5TH**

Located on Seven Squares of the Principal Business Streets

AN IMMENSE AFFAIR.

Want Small Concessions.

Write **T. B. COX, Concessionist, Lancaster, Ohio**

**MIDWAY EXPOSITION SHOWS**

**WANT—FOR THE BEST ROUTE IN MIDDLE WEST—WANT**

Scott City, Kansas, now; Colby, Kansas, Rodeo; Atwood, Kansas, Rodeo to follow. All Celebrations and Fairs after June 17. Get with a winner.

Concessions: French Fries, Custard, Photos, Novelties, Long Range, Cork Gallery, Bowling Alley, Blower, Coca-Cola, Glass Pitch, Hoop-La, Add 'Em Darts, String, Milk Bottle, Basket Ball, Duck or Fish Pond, American Palmistry, any Hanky Pank not conflicting. One of a kind until Fairs and Celebrations. Shows: Snake, 5 or 10-in-1, Iron Lung, Illusion, Wild Life, Glass House, Mechanical. Girls for Girl Show. Girl Show with own equipment and talent. Fun House Manager, Rides; Have nine. Want capable, sober Foreman for new Tilt. Second Men on all Rides who drive semi and stay sober. Wire (do not phone)

**J. R. LEERIGHT, Manager**  
Scott City, Kan., now; Colby and Atwood to follow.

**PENN-JERSEY BAZAAR CO.**

Playing best spots in this section of Pennsylvania and New Jersey. Opening May 14 in Williamstown, N. J.

Want Merry-Co-Round and any other Ride not conflicting with what we have. Custard can do well on this Show; also Hanky Panks, come on. All address:

**EMIL (SOL) SOLOMON**  
917 Walnut Street Philadelphia, Pennsylvania  
Phone Kingsley 5-0855 from 9 to 10:30 A.M. only

Percell's



**PIONEER SHOWS**

high class midway attractions

**LOCKHAVEN, PA., MAY 22 TO 27**

Want Photos, Jewelry, Novelties, Arcade Buckets, Swinger, Hanky Panks. Capable Girl Show Operator; we have complete equipment; first one here gets this show. Want Ten-in-One, Motordrome, Monkey Shows, Funhouse, Mechanical Shows, Iron Lung, Wild Life, Crime, Wax, Hillbilly, Unborn, useful Help. For sale: Double Loop-o-Plane. Fine route Fairs and Celebrations. Answer by Western Union this week. Berwick, Pa.

**MICKEY PERCELL**

**WANT DOWNRIVER AMUSEMENT CO. WANT**

Wayne, Mich., This Week; River Rouge, Mich., Next Week; Monroe, Mich., Elks' Celebration—Downtown Lot—With Michigan's Biggest Fourth at the Ecorse Boat Races to Follow.

**SHOWS** Can place 10-in-1. Any worthwhile Grind Show, Penny Arcade.

**CONCESSIONS** HANKY PANKS OF ALL KINDS. French Fries, Jewelry, Rotaries, must work for stock. Ice Cream, Root Beer.

**RIDES** Octopus, Spitfire or any other Feature Ride.

Hanky Pank AGENTS wanted; FOREMAN for Rolloplane, must drive semi.

**NO GYPSIES OR DRUNKS**

Home Office—10138 West Jefferson, River Rouge, Mich.

**WANTED WANTED WANTED WANTED**

**RAY WILLIAMS SHOWS, INC.**

Gala Spring Festival, SHELBY, OHIO, week May 15 to May 20; followed by KENTON, OHIO (V.F.W. Jamboree), May 21 to May 27; LIMA, OHIO (Spring Festival), May 29 to June 4 (including Sunday).

SHOWS—Ten-in-One, Monkey Show, Athletic Show (MUST HAVE OWN EQUIPMENT). RIDES—Spit Fire, Tilt, Roll-o-Plane, 3 Kiddie Rides with own transportation. CONCESSIONS—Ball Games, String Game, Mug Outfit, Coke Bottles, Fish and Duck Ponds, Darts, Bumpers, Set Outfits and all kinds of Hanky Panks. Privilege \$17.50. These dates will be followed by strong line of Fairs and Street Celebrations in OHIO and MICHIGAN. Don't write, wire or come on.

**RAY WILLIAMS SHOWS, INC.**  
Ray Williams, Owner; Earl Kelly, Business Manager  
ALL THIS WEEK, SHELBY, OHIO; NEXT WEEK, KENTON, OHIO

**WANTED**

Experienced Ride Men who are willing to do their work. Especially want Operators for Ferris Wheel, Octopus and Loop-o-Plane. Also Grind Store Agent. State lowest salary; we pay weekly. Long season's work. No tear down until September. All answers to:

**JOHN B. DAVIS—SOUTHERN STATES SHOWS**  
LONG BEACH RESORT, PANAMA CITY, FLA.

Used Everywhere for Over 35 Years

**ROLL TICKETS**

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**Keystone Ticket Co. SHAMOKIN, PA.**

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

<b>100,000</b>	<b>\$27.00</b>
10,000	9.00
20,000	11.00
50,000	17.00



## SHOWS — SHOWS

CAN PLACE A FEW MORE GRIND SHOWS OF MERIT WITH OUR UNITS PLAYING PROVEN ROUTES OF LONG ESTABLISHED FAIRS AND CELEBRATIONS

WANT

## CONCESSIONS

- ★ ANDERSON, IND., JULY 3-8
- ★ BROWNSTOWN, IND., JULY 17-22
- ★ LOGANSPORT, IND., JULY 23-29
- ★ SHELBYVILLE, KY., JULY 30-AUG. 6
- ★ MONROE, MICH., AUGUST 7-12
- ★ LA PORTE, IND., AUGUST 14-19
- ★ FRANKFORT, IND., AUGUST 20-26

Eats, Drinks and Games available at all Fairs except Brownstown and Anderson, where only games are available. Legitimate Concessions only. Bingo sold at all.

## GOODING AMUSEMENT CO.

1300 NORTON AVE. COLUMBUS, OHIO

# WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Lima, Ohio, May 22-27

WANT—Snake, Animal, Glass House, Mechanical City, Motor-drome, and Flashy Side Show.

CAN PLACE—Penny Arcade, Ball Games, French Fries, String Game, and other Merchandise Concessions.

WANT—Rolloplane, Spitfire and Dark Ride, Ride Help who drive semis.

Ann Arbor, Mich. (now); Muskegon, Mich., May 29-June 4th.

# BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR

JEFFERSONVILLE, INDIANA, SPRING FESTIVAL, WEEK MAY 22—CITY PLAYGROUNDS

Legitimate Concessions of all kinds: Ball Games, Short Range, Duck and Fish Pond, High Striker, Darts, String Game, or any other Hunky Panky.

All Address: C. C. GROSCURTH, Bedford, Indiana

## WANTED—RIDES, CONCESSIONS, SHOWS

FOR YEAR-ROUND OPERATION

### BEAUTIFUL IDLE HOUR PARK

PHENIX CITY, ALABAMA

2½ miles from Columbus, Ga., and world's largest military camp, Ft. Benning. 7 day week, free gate, free acts weekly, summer. Direct 10¢ bus service. Will play straight PC all Major and Kiddie Rides. Can use Octopus, Caterpillar, Flying Scooter, Dodgem or Skooter, Loofer, Loop Fly-o-Plane, Kiddie Whip, Little Dipper and all Rides, Concessions and Shows not conflicting. Positively no flats. No privilege to pay. No deposit required. We furnish all lights, also free trailer park. Contact:

J. L. MARLOWE, Gen. Mgr.

P.O. BOX 348 TELEPHONE 8-7434 PHENIX CITY, ALABAMA

## COLUMBIA SHOWS

MAY 22-27, WESTBROOK

Positively First In

Can use—Concessions of all kinds. Will place—Two Wheels that will grind. P.C. Dealers, Pea Pool Operator. 20 weeks—A-1 spots to follow, all first in. Don Hall, contact Toni Hanlon.

TOMMY KEEFE, Hallowell, Me.

## CALL—W-B-J SHOWS—CALL

EXCLUSIVE ATTRACTIONS

RIDES—SHOWS—CONCESSIONS

OPEN MAY 20TH. WINTERQUARTERS—SWANTON OHIO.

Want Shows. What have you? Animals Annex Concessions Cigarette Gallery, Shooting Range, Photos, Pan, High Striker, Age, Weight, Grocery Darts, Novelties, Jewelry, Painter for banner work. Persons contracted move in early. Merry Go-Round Operator.

## WANT FOREMAN ON OCTOPUS

Also good Second Man for Octopus. Can use Foreman on Smith & Smith Chairplane. Also want Penny Arcade for Long Island; must be good and clean. Long season's work.

Reply to PHIL ISSER, General Manager

1539 EAST 29TH ST. Tel. No.: Cloverdale 8-1061 BROOKLYN, N. Y.

## CLUB ACTIVITIES

### Pacific Coast

#### Showmen's Association

1235 S. Hope St., Los Angeles 16

#### Ladies' Auxiliary

Meeting of May 1 was called to order by First Vice-President Opal Manley. Thirty-two members were present. Letters were received from President Lille Schue and Mayme Butters. On sick list are Nancy Meyers, Gertrude Mathews and Mayme Butters. Bank award went to Pearl Jones, and door prizes, donated by Rose Rosard and Marie Mead, were won by Eva (Doodles) DeMars and Morosa Herman, secretary.

The party held at Opal Manley Home, sponsored by Opal, Norma Burke, Rose Rosard, Vivian Gorman, Charlotte Cohen and Patti Cooke, was a big success. President Lillie Schue, with the West Coast Shows, sent in \$10 toward the party, and \$6 was collected from other girls on the West Coast Shows with a good wish card signed by Isabelle Meyers, Eloise Syester, Betty Coe, Edith Walker, Barbara Trask, Uynovone Goad. Betty Coe, past president, sent in \$1.

Those lucky in the bingo games were Opal Manley, Norma Burke, Marie Rhodes, Lillabelle Williams, Lucille Dolman, Marie Mead, Maurine Tait, Rose Rosard, Sally Flint, Dan Stover, Emily Bailey, Ester Carley. Peggy Forstall called the games. Ray Rosard and Lou Manley also attended the party. Door prize winners were Joe Mead and Opal Manley. Cake raffle was won by Florence Lusby; pillow cases, donated by Rose Rosard, were won by Lillabelle Williams; aprons, donated by Vivian Gorman, were won by Regina Fink and Julia Smith.

Past President Mary Taylor, who has been in the hospital, is home and doing okay. Those called on for talks were Helen Vaughn, Mable Brown, Lillabelle Williams, Lucille Dolman, Julia Smith and Regina Fink. Next meeting will be May 15.

### Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, May 13.—A good crowd attended the Tuesday (2) meeting, with President Mae Oakes presiding. Other officers on hand were Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer. Bessie Mossman was chaplain pro tem. Members stood in silent prayer in memory of Delia Beesley, mother of Bernice Doolan. Corresponding Secretary Josephine Glickman read letters from Ethel Shapiro, Betty Broderick and Emily Baily.

Minnie Simmonds donated a hand-crocheted bag. Yvonne Baily, club mascot, now residing in California, plans to visit Chicago after graduation in June.

Bonds will be used on books for summer activities, with Past President Jeanette Wall in charge. Jeanette also is making arrangements for a rummage sale scheduled the first part of June. Emma Atzel's daughter, Gloria, was married to Robert Green April 30. Cash awards at the last social went to Bessie Mossman, Katie Owens and Claire Sopenar. Mae Oakes was in charge of party. Night's award went to Josephine Glickman.

### Lone Star Showmen's Club

Dallas, Tex.

DALLAS, May 13.—Meeting Monday afternoon (1) was called to order by President Louise Hickman. Plans are under way to purchase property for a permanent home, with Margaret Pugh appointed to make final decisions, assisted by a committee of six.

Honey Vaughan is on the sick list, and Pearl Vaught has been named to assist her in the club's sunshine work.

The next meeting will be held in the home of Louise Hickman at Richardson, Tex.

### Showmen's League of America

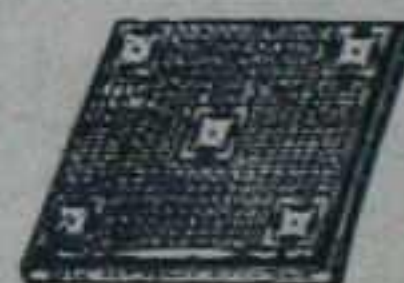
400 S. State St., Chicago

CHICAGO, May 13.—Sam J. Levy, past president, has again been named general chairman of the annual banquet and ball, to be held November 29. Sub-committees will be named soon.

Robert J. Schulze made his first visit to the clubrooms. Jack (Winnipeg Red) Walsh and Johnny Stansell, of Detroit, were callers. The Lou Kellers arrived from Hot Springs and plan to summer in Chicago. President Bob Parker was in town for a short stay. Bill Stephens skedded to go to Florida. Ed Glosser is expected in Chicago soon. Herman (Greenie) Pluda making plans to operate his concessions on Chicago lots.

Visitors included William Hetlich, Max Brantman, Andre Dumont, Charles H. Hall, Ralph Wibberly, Harry Simonds, Petey Pivor and Mel Harris.

Secretary Joe Streibich is still receiving much returned mail and urges all members to send in their correct addresses.



### PENNY PITCH GAMES

Size 46x46"  
Price \$42.50  
Size 48x48"  
With 1 Jack  
P o l. \$50.00

Size 48x48", With 3 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 .....\$4.00  
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Electrician, Merry-Go-Round and Ferris Wheel Foreman and Second Man for each Ride. Top salaries paid. Come on or wire. Playing around Metropolitan New York. Contact Mack Kassow.

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WIPPANY, N. J., MAY 25 TO JUNE 3,  
and Fifteen Weeks To Follow

Want Ferris Wheel Foreman, salary \$65 to reliable man. Concessions Wanted—Frozen Custard and any other Concession.

### FRANK BIONDI

Chairman, 13 Ridge St., Newark, N. J.  
Telephone: HUMBOLT 3-1051

## NEED A CARNIVAL

For Fourth of July Celebration at Edmond, Oklahoma (ten miles north of Oklahoma City). Average attendance each year of about 30,000 people. Write

### FRED HERSCHER

Chairman of Celebration  
108 S. Broadway Edmond, Oklahoma

## CARNIVAL WANTED

Thirteenth Annual V. F. W. Celebration

### GERALD ENDSLEY

534 So. Santa Fe Chanute, Kansas  
Phone 1950-W

## WANTED

Two or three Rides for five day stand in connection with Lions Club Jamboree June 27th through July 1st. Write:

### George W. Lewis

P.O. BOX 1002 WILLIAMSBURG, VA.



**National Showmen's Association**  
1564 Broadway, New York

NEW YORK, May 13.—Assembly room will be closed until fall, but the office remains open. Members are welcome to use smaller rooms.

The lunchroom concession, conducted by Frank (Shrimpy) Rappaport, assisted by John (Slim) Cavanagh, shuttered. Both Frank and John will join the Pioneer Shows. George A. Hamid appeared on two TV shows shortly after returning from his trip abroad.

On the sick list is Ben Rubin, Prospect Heights Hospital, Brooklyn, recovering from an appendectomy. Charles Wertheimer is reported recovering. Frank Miller is out of the hospital and plans to join Ringling-Barnum in Baltimore. The shut-in committee keeps sending gifts to sick members.

Sam Cohen, with Coleman Bros.' Shows, is as usual the first one working on the membership drive. Sam Shapiro and his wife, Ethel, president of the auxiliary, are relaxing at Long Beach, N. Y. Harry Koretsky has joined the Penny Arcade at Riverside Park, Agawam, Mass. Louis King has returned from his Western trip.

Ben Herman, chairman of the house committee, is planning improvements for the clubrooms during the summer. Among recent visitors were Moe Mager, Joseph Hughes, Morris Gustow, Charles Gerard, Max Hummel, Edward Horowitz, Sam Finkel, Lazarus Fink, William Dieckmann, Joseph Agule, Herman Robinson, Michael Zentner, Jack Siegel and Henry Fein.

**N. WHITEY BEARDSLEY**

**WANTS**

**EXPERIENCED AGENTS**

For Over 12, Pan Game, Dart Balloons, also Slum Stores. Address care of

**Coleman Bros.' Shows**

New London, Conn.

**WANT CIRCUS SIDE SHOW**

of big league style and merit for large R.R. Carnival. Must have real meritorious Live Acts. Banners and equipment in keeping with this leading show.

**BOX 145**

c/o Billboard Pub. Co.  
390 Arcade Bldg. St. Louis 1, Mo.

**HELP WANTED**

Man to take full charge of Chairplane and Truck, \$35 week. Married man preferred; wife to work Concession. Leaving Sunday, May 21, for Pennsylvania.

**HUFFT'S ATTRACTIONS**

ROY HUFFT, Mgr.  
2127 St. Joseph Ave. St. Joseph, Mo.

**WANT TO BUY USED MERRY-GO-ROUND**

Must be in good shape and available for inspection. Must be good buy. Write STILLWATER CHAMBER OF COMMERCE  
P. O. Box 112 Stillwater, Oklahoma

**CONCESSION TRAILER AND TRUCK FOR SALE**

Trailer, 18 feet long, opens up three ways. Suitable for Frozen Custard, Grab, Diggers, Popcorn. Has Formica top counters, fluorescent lights, all electrical wiring and griddle with gasoline tank and two burners. Price, \$850 or best offer. For information write

**GUS AVROS**  
921 G. PLACE, N.W. WASHINGTON, D. C.

**GRANT'S RIDES AND AMUSEMENTS**

**—WANT—**

SHOWS—Monkey Show, Wild Life, Snake Show. CONCESSIONS—Basket Ball, Mug Outfit, Cork Gallery, Bumper or any Slum Store not conflicting with what we have. Want Agents to work office-owned Concessions.

Write or wire George Grant, Mgr., Russellton, Pa., May 15-20

**Show Folks of America**

1191 Market St., San Francisco

SAN FRANCISCO, May 13.—Club celebrated its sixth birthday with a party in the clubrooms May 1. Party balloons were donated by Harry Friedman. Fred Weidmann, emcee, introduced these visitors and guests: Mr. and Mrs. Lee Brandon, Schoonover Shows; Mr. and Mrs. John Cardwell, Western Empire Shows; Mr. and Mrs. Charley Albright, Foley & Burk Shows; Les Hart, Mr. and Mrs. Willie Meehan, Nate Cohn, Mr. and Mrs. Al Anderson, Charlotte Porter, Mr. and Mrs. Pat Treanor, Margaret Weingarten, Hannah Barron, Jennie Fogel, Dan Lewis, Ginger Kearns, Florence Logue and Mr. and Mrs. O. H. Mattley. Jack Brown presented Harry G. Seber a clown's head table lamp and Sam Landesman a hand-painted tie.

On the entertainment program were Alma Ruhe, Rolly Gates, Glen Runyon, Lulu Netherway, Johnson Girls, Orpha Kent and Lorraine Thompson. Tex Texiera and the Ladies' Auxiliary auctioned baskets of groceries and an electric clock. Harry Boyd won the latter.

President Mike Krekos announced that the membership drive is underway and will continue until November 1. During this period new members will be admitted into the club for a total of \$10, which includes initiation fees and dues. Krekos named Bill Kindel chairman of the banquet and ball committee.

Doris Monette was named chairman, and Mrs. Lola Krekoc vice-chairman of the bazaar which is to be held next fall. Past Presidents Eddie Burke, Whitey Monette and Harry G. Seber were presented to members and guests. Third Vice-President Bill Coles was chairman of the party, with Betty Monette as co-chairman.

Letter was read from U. S. Sen. William F. Knowland and a card of thanks from Mrs. Georgia McDonnell for flowers.

New members included Orpha Kent, Joseph Edwin Higgins, Charles E. Manning, Edward Silva, Charles W. Ali, Ed Hellwig, Barbara Hellwig, John Cardwell and Margaret Weingarten.

Back after long absences were Mush Ellison, Maxine Ellison, Swede Linsteadt, Emil and Jack Schwartz, Sammy Corenson, Mazie Sullivan, Sully Sullivan, Joe Borell, Joe S. Karry, Bea Rambeau, Morris and Rose Ginsberg, Joe Rambdon, W. O. Kay, Red Haffard and Mr. and Mrs. Lee Hahn.

President Krekos won the Pot of Gold award.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, May 13.—The clubrooms are open and a few members drop in to say hello. Charles (Frenchy) Schwacha left recently. Charles M. Connors, long-standing member, died in Philadelphia, where he was with the Endy Bros.' Shows. Mac McFarland is at the Ramsey Convalescent Home, 8785 N. W. 32d Avenue, R.R. 3, Box 1391. He would like to hear from friends. Doc Cunningham is at the same address.

William C. Bryant, chaplain, reported that Mrs. Bryant has been ill. He also told of the passing of his 94-year-old father in Kansas. Word was received that Maurice Rosen is at Jackson Memorial Hospital suffering from a heart ailment. The office received a wire from George A. Golden, Cetlin & Wilson Shows, that Pete Lockhart is seriously ill.

To those turning in 50 new members will go a gold membership card. Cliff and Mrs. Wilson have returned from a visit to Tampa. Sol Cook, who was at Jackson Memorial Hospital, has been released.

**Eddie** **Young's**

**Royal Crown Shows**

"AMERICA'S FINEST CARNIVAL"

**— CAN PLACE —**

**CONCESSIONS** Scales, Age, Jewelry, Ball Games, Fish Ponds, Darts or any Hanky Pank.

**WAITERS** For Cook House. Contact Floyd Mellen. Must be A-1 and sober.

**DIESEL MAN & ELECTRICIAN** Have four Caterpillar plants. Must have Carnival experience and know how to take care of plants and wire Show. Must drive semi truck. No drinking tolerated. References required.

**RIDE HELP** First and Second Men who drive semi trucks. No drunks.

**SHOWMEN** Men for Fun House and Glass House. Talker for Colored Revue. Prefer one who can pitch Candy.

**GIRLS** For Revue and Posing Show. Salary from office. Contact Joe Scortina.

**E. L. YOUNG, Gen. Mgr., Marietta, Ohio, this week**

Can Book High Class

**MERRY-GO-ROUND**

PONY RIDE And Also Any

**KIDDIE RIDE**

NOT CONFLICTING

NEW PADRE ISLAND PARK, facing Gulf of Mexico, near Corpus Christi and U. S. Naval Air Station. Reached by New \$2,000,000 Causeway. Opening June 17th.

Can Book These Concessions:

COUNTRY STORE	GLASS HOUSE
DUCK POND	FUN HOUSE
SCALE, AGE	

ALSO HIGH-CLASS MERCHANDISE BINGO AND OTHER HANKY PANKS NOT CONFLICTING.

**DINTY MOORE**

P. O. Box 2, Corpus Christi, Texas Phone 4-3057

**FOR SALE**

**USED SKOOTER CARS**

\$100.00 Each

**SPITFIRE RIDE**

\$2,500.00

**CRAFTS 20 BIG SHOWS**

**WILL BUY**

**8 CAR**

**STREAMLINED**

**WHIP**

7283 BELLAIRE AVE.  
NORTH HOLLYWOOD, CALIF.

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

**WANT FOR ATLANTA, GEORGIA**

CONCESSIONS—Legitimate Merchandise Concessions of all kinds, Balloon Dart, Huckleybuck, Basket Ball, Gold Fish and Toss-Up Pitch, Long and Short Range Lead Galleries, Frozen Custard, Cotton Candy, Nut Bars, Root Beer, etc. SHOWS—Entertaining Shows catering to ladies and children, Midgets, Animal Show, Side Show, Illusion, etc.

**All Address JOHNNY T. TINSLEY SHOWS**

WINDER, GA., THIS WEEK; ATLANTA, GA., NEXT WEEK.

NOTICE—We positively hold contracts for the best locations in Atlanta. Ask anyone who has played them.

**SOUTHERN VALLEY SHOWS**

Want first class Cookhouse capable of feeding Show People. Also first class Girl Show, Side Show, Snake Show, or any other Show of merit. Can use Hanky Pank Agents, also Hanky Panks of all kinds.

**SOUTHERN VALLEY SHOWS — EDDIE MORAN, Mgr.**

Stuttgart, Ark., week May 15; Forest City, Ark., week May 22.

**GAYLAND AMUSEMENT CO.**

OPENING MAY 29TH, LEGION SPRING FESTIVAL, WENONA, ILLINOIS

Want Concessions—Frozen Custard, Novelties, Photos, Hi Striker, Age and Scales, Ball Games, Coke Bottles, Long Range or Short Range Cork Gallery, Jewelry, Snow Cones, Penny Pitch, Fish Pond, Hide Help for Ferris Wheel, Merry-Go-Round, Octopus. No drunks or chasers wanted. Will book Fun House, Penny Arcade or any clean Shows. We have a fine route of Celebrations and Festivals; for a good season join us.

Show will be at City Park, 2 weeks, Wenona, Illinois, May 20. Report here.

Or phone I. M. VINECORE, 58-R3, RUTLAND, ILLINOIS.



# INSURANCE

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**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

# CONCESSIONS WANTED

Large Variety  
JULY 1-2-3-4, 1950

## 15th Annual Civic Celebration

sponsored by  
**The Appleton Junior Chamber of Commerce**

Write for contract, state type of concession.

**DAVID LINDSEY, Chairman**  
APPLETON POST CRESCENT  
306 West Washington St., Appleton, Wis.

# WANTED

Agents for Fish Pond, String Game set; Pan Game, Beat the Dealer, Scales and Age.

## WHITEY CALER

c/o L. W. Elliott Amusement Show  
Holland, Mich., May 15-20

# PAUL H. MILLER

## WANTS AGENTS

For Scales and Age, Coca-Cola, Fish Pond, Milk Bottles, Airplanes, Short Range (must jack pot), Counter Men for Bingo.

Mike Anderson, Clifton Abston, Arney Colbeck, wire me.

Address:

c/o FIDLER'S UNITED SHOWS  
Dixon, Ill., this week; Aurora, Ill., to follow.

# CONCESSIONS

Popcorn, Peanuts, Ice Cream, Drinks.

We want a NICE Concession Trailer for a circuit of one night Kentucky stands. Continuous work all summer, no competition. Starting at once. Wire

## CONCESSION MANAGER

Box 1434 Louisville, Ky.

# MERRY MIDWAY SHOWS

Want for Trimble Strawberry Celebration Clean Stock Concessions, Basketball, Ball games, Photo, Lead Gallery, Age, Grab, etc. Can use Ride Help who drive. Any clean Show or Major Ride not conflicting. Contact

**RICHARD MILLER**  
Trimble, Tenn., May 15th-20th

## FOR SALE

16x30 Bingo Tent, everything complete, wiring, slide walls, p.-a. system, premiums, 75 stools. Price, \$1,000.00 cash.

## J. W. KREYLING

5621 MICHIGAN ST. LOUIS, MO.  
(Phone: Lockhart 0179)

**JACK KINNEY, BOB COULS, ED O'NEIL, JOHN SHAFER, HARRY TAYLOR, C. W. PHONPOSON**

WRITE FOR YOUR LETTERS

BOX 356, c/o THE BILLBOARD PUB. CO.  
188 W. Randolph St. Chicago, Ill.

## WANTED

Three or four Rides for the Fourth of July at Brown Park, Flora, Ill. Estimated crowd last year 25,000.

**FLORA KIWANIS OF FLORA**  
Glen Valbert, Secretary

# RAS Back End Strongest Yet; Bonnie Baker, Claxton Click

(Continued from page 73)

since Claxton first started with the RAS.

Even tho there is a wide difference in price—\$1 for the Baker show; 60 cents for the Claxton unit—the latter probably will come out in the No. 1 money-earning spot, judging by indications here. In all fairness to the Baker unit, it is following two shows in which emphasis was given to the powerful pulling power of name strippers. In the framing of those shows, the revues were incidental to the headliners they offered.

### Costumes Reflect Spending

This is not the case with the Baker unit. Reflecting a realization that Bonnie's pull would not be as strong as her predecessors', Carl Sedlmayr, RAS owner, apparently spent freely to costume and produce the show. This is mirrored in the gorgeous, striking costumes, in the caliber of acts supporting Bonnie, the size of the chorus, and the production effort put into the show.

Unlike the feature gal revue on the RAS, the Claxton unit has never relied on names. Over the years, it has built a reputation for being a solid production, and this year it should enhance its reputation and swell what amounts to a year-in, year-out clientele it has over the RAS route.

### Standout Numbers

Production numbers in the Baker unit and the Claxton show are standouts. Topper in the Baker production is the Chinese finale, brilliantly costumed and featuring the dancing of the capable Princess Chio.

Among the other outstanding production numbers in the Baker production is *Famous Women*, which, in addition to bringing on the chorines in arresting costumes, also brings on Bonnie Baker. She is more than pleasing with a medley of her songs, topped by a bongo number.

Baker show opens and closes with a sock. The first number, *Stella in Starlight*, carries an eye-filling gal to the stage's center where she is framed in silver, some six or seven feet off the stage. The show closes similarly. A novel touch, it registered solidly here, and it is a cinch to do the same along the RAS route.

Probably the top production number in the Claxton offering is an adaptation of *Slaughter on 10th Avenue*. The three others are excellent, marked by the verve of the line gals,

## Early Dates Give Marks Top Takes

(Continued from page 73)

ers; Eddie K. Laing, transportation director; Dick Traylor, chief electrician and Diesels; Bennie L. Wells, scenery; Bert Miller, repairman; Al Palmer, tickets, assisted by T. A. (Red) Schulz, and George (Heavy) Carter, lot man.

Rides and their foremen are Merry-Go-Round, Fred Carter; Ferris Wheels, George Dobbins; Caterpillar, Mike Feeney; Speedway, Dutch Leister; Fly-o-Plane, Speedy Murrell; Roll-o-Whirl, Joe Strayhorne; kiddie planes, Ralph Myers, and ponies and trains, front office.

Shows and their managers include Side Show and Kiki, Slim and Fay Kelly; Vanities and French Casino, Johnny Orneallas Jr.; *Hot Chocolate Revue*, David Wiles; *Motordrome*, Speedy Sayers; *Life Show*, Johnny and Edith Rae, and *Torture and Monkey shows*, office.

Concessions are cookhouse, Jack and Florence Finck; Jones's bingo, Gus Markley, manager; frozen custard, Mike Roman; popcorn and candy apples, age and scales, Buster and Renee Morgan; cotton floss, Bill and Ellen Keefe, and Arcade, office.

their expert stepping and superb costuming.

The Claxton unit offers much talent in its specialties. Willie Toots Sweet and Willie Lewis, comics, working separately, score heavily, with Lewis winding up his stint with a sock-baton-twirling bit. Also outstanding is Rhythm Willie, harmonica player. Chick and Vicki, dance team, also score, and the band, a 10-piece group headed by Thomas Shackelford, lends much. Music for the Baker show consists of an organ and drum.

The increased strength of the gal revue and the Claxton unit over last year does not represent all the new talent power of the Royal American's back end. New this year is a show tagged *Aqua Follies* for some purposes, *Aqua Tease* for another. It is a tank show, which as its second name implies, is something of a strip show done in water. It should win money and please the folks without tilting eyebrows too much.

### Posing Show Strong

The Posing Show, operated by Nat Rodgers, flashes a strong front, and its business here suggests that it will finish well up in the money. Holdover units from last year include the Lorow brothers' Side Show; a Funhouse, the front of which has been redone in an eye-catching clown alley motif, and Henry Kramer's Hollywood Midgets, to name a few.

Chief among new equipment unfolded by the show is an office wagon, said to be the finest ever turned out for a carnival. Thirty-three feet, eight inches long, it is of all steel construction divided into three sections—a private office for Carl Sedlmayr, an office for Walter De Voyne, org's secretary, and the customary office for the treasurers-secretaries.

Sedlmayr's office is almost as much of a production as the Baker and Claxton units. Sixteen feet in length, it is panelled entirely in walnut, lighted overhead indirectly and equipped with hidden bar, clothes closet and wash stand. The wagon cost \$15,000, Sedlmayr says, and it looks it.

Business for the Royal American at the Cotton Carnival here thru Wednesday was down from last year, due largely to rain which washed out the first two days, Saturday and Sunday (6-7), always two of the best. Weather and business turned for the better Monday, and Tuesday was marked by ideal weather and business that was good but down from last year.

Show closes here tonight and moves to St. Louis.

## WALLACE OPENS BIG

(Continued from page 73)

assistant manager; Jack L. Oliver, general agent; Mrs. Eugene Cain, treasurer; Margaret M. Miller, secretary; James L. Reed, ride superintendent; Earl Reiken, electrician; Len R. Miller, banner man; Tom Cuttsinger, manager of five office-owned shows; Bill Shields, manager of the Penny Arcade; J. Chaudion, painter; Charles McIntyre, light towers.

Ride Foremen: James L. Reed, Ferris Wheel; Kenneth Smith, kiddie rides; Jesse Armstrong, Merry-Go-Round; Willard Harper, Tilt-a-Whirl; Albert Brown, Spitfire.

Concessions: W. A. Jarvis, cookhouse; Mr. and Mrs. W. H. Rice, corn game; Louis Dayberry, frozen custard; Mrs. Jack Downs, two jewelry stores; Glenn Cooley, jewelry; Ferret Poole, rotaries and Bob Parker's diggers; Carl Byers, 4 rides and 1 concession; Earl Bunting, 3 rides; M. Schultz, French fries; Leonard M. Riggs, 5; Leonard Nell, 6; Clarence Krug, 2; Earl Reiken, 2; L. J. Harding, 1; G. P. Bostwick, 3; J. Shurt, 2; Eugene Cain, 2; K. Wetzell, 1; Andriah and Brown, 4.

## Funeral Services Held

**For Mother of Bob Parker**  
BATAVIA, N. Y., May 13.—Funeral services were held here Saturday (6) for Anna Parker, 77, mother of Robert K. Parker, president, Showmen's League of America and digger operator. Mrs. Parker died May 4, following a prolonged illness.

In addition to Bob, two sons, Howard and Marsden, and a daughter, Betty, survive.

# Girls - Wanted - Girls

## HAPPYLAND SHOWS

Stripper to Feature. Top salary if you have IT. Also Hula, Rumba, and Fan Dancer. Inexperienced Girls considered who have youth and figure. Wardrobe furnished. Transportation.

Top salary and salary sure. Paul, contact me at once or come on.

## E. H. MILLER

16491 Woodward Ave.,  
Detroit 3, Mich.

# CARNIVAL WANTED

FOR

V.F.W., JULY 1-2-3-4, BLACKBERRY FESTIVAL & HOMECOMING, CARLISLE, KY.

Can use small Carnival or Rides alone if cannot get Carnival. This is an annual event where thousands attend and governor will be there. Carnival will be set up around Courthouse Square in center of town.

Contact:

## JOHN D. POWER

Phone 410 (day time). W. R. Buntin Jr.—  
Phone 400 (night), Carlisle, Ky.

# Greater Rainbow Shows

## WANT

CONCESSIONS — All legitimate Concessions open. Have good proposition for Side Show. Can also use Ride Help who drive. We have 30 Celebrations and Fairs in Nebraska and Kansas Address:

Superior, Nebr., May 13-20; Belleville, Kansas, May 22-27.

# AGENTS WANTED

For Bumper, Balloon Darts, Coke Bottles, Cork Gallery. Also want Counter Man for Bingo.

## JOHN DELANEY

c/o GEM CITY SHOWS  
Peoria, Ill., this week

# SIDE SHOW PEOPLE

## —WANTED—

Eddie, the Tattoo Artist; Christine, Alligator Skin; Sam Marlow, Lee Burke, Mike Stephanick, write or wire. GOOD PROPOSITION TO ANNEX ATTRACTION. All Celebrations and Fairs, no Still Dates.

**LES (NATURE) NICHOLS**  
General Delivery Rochester, New York

# Merriam's Midway Shows

## WANT TO BOOK

Jewelry, Fish Pond, Watch-La, Heart Pitch, Milk Bottle, Hoop-La, Knife Rack, Country Store, Fun House, Roll-a-Whirl. Need Ride Help and Agents.

Atlantic, Iowa, now; Albia, Iowa, next week.

## WANT TO BUY

14 FT. LONG RANGE LEAD GALLERY,  
ALSO AFRICAN DIP

No junk wanted. State best cash price.

## JACK EDWARDS

Box 48 Aransas Pass, Texas

# FOR SALE

Real Two-Headed Baby, 12 pounds, boy and girl, on aluminum trailer, all equipped. For information write

**ALLIE H. FOLTZ (BLUE)**  
43 Woodlawn Ave. South Fort Mitchell, Ky.  
Tel.: CO. 7484

## Will Sell Half Interest

In small Carnival to responsible party capable of handling same. Or will double with party having other Rides. For Sale—100 Kw. Transformer, cheap. Two 1942 Dodge Trucks. One Van Trailer, new rubber, a bargain.

**OMAR THOMPSON**  
Route 5 Muskogee, Okla.

# HARVEY E. GAUMER

(JACK)

Your wife would like to join you for season. Please contact me at our home in Bearden, Ark.



# Philly Dates Boost Endy Org; Highway Hauling Saves 18G

(Continued from page 73)

ing which uncontrollable circumstances played a big part.

### Weather No Help

The weather has hindered the comeback effort to date, to the extent of claiming four days out of the first two stands and maintaining the average this week while the org is showing a Castor Avenue location in the Frankfort section. Even so the take for the current trek is far ahead of the comparable period a year ago, and in at least one department the tabulated gross is equal to the totals registered by the end of last summer.

It took fresh money to move the train out of quarters and it will take more than a good start to ease the obligations incurred during a tough season, but the start certainly fosters hopefulness. An important factor in the current success is the elimination of railroad charges for five weeks while the wagons are hauled over the highways. The total savings will run to an estimated \$18,000, a very hefty sum, especially when used in reference to spring dates.

### Operating Nut Cut

Endy also has wisely trimmed the operational nut and there isn't an office-owned show on the lot. The pay roll is limited to ride men, train crew and staffers, and the pay rolls are being met as due, according to Louis (Stretch) Rice, the org's manager.

Last week in the Upper Darby section, on a lot broken in last year by the Ringling show, the org scored a red one. The opening stand on Erie Avenue was also good, despite bad weather. Next week the unit moves into South Philadelphia where a big show has not appeared for about a decade. The date should be a natural. After the South End appearance the org moves back into the Frankfort area to play across the street and day and date with the Big Show. This choice date and the other stands in Philly were handled for the shows by John A. Quinn, local operator with multiple show business interests.

According to shows' execs, Agent Bobby Kline has an excellent route lined out for the shows after they leave here. Kline is booking with the purpose of holding down the railroad-ing nut for the spring and early summer.

The Philly stands are excellent in that they almost invariably provide a big attendance. This location is similar to the other local stands in that it is surrounded by residential neighborhoods. The shows are big and give the appearance of massiveness with three Ferris Wheels, light towers and a searchlight piercing the sky. The billing is extensive and the neighborhood papers, of which this town has dozens, are used for flacking the date.

The back end has ample strength to hold patrons. It includes Mabel Kidder's Scandals, J. O'Grady's Posing unit, Josh Kitchen's Monkey Circus, George Murray's Motordrome, Louis Pasteur's Side Show, Fat Head Williams's Minstrel, tiger whale unit and a Pit Show.

Rides on the lot here are a Scooter, Dave Campbell's Dark Ride, Merry-Go-Round, three Ferris Wheels, Roll-oplane, Caterpillar, Looper, Rocket, Octopus, Dipper, Funhouse and kiddie boat, train, auto and airplane.

The staff includes Dave Endy, general manager; Louis Rice, manager; Bobby Kline, general agent; Tom Bush, trainmaster; John Dempsey, superintendent; Vernon Cohen, secretary; Tommy Allen, lot man; James Zabreskie, electrician; Enoch Rattzel, technician, and L. V. Abbott, scenic artist.

## Inclemency Hits Motor State at Detroit Opener

(Continued from page 73)

ing under auspices of the Brookland Fire Association. They have set a route of home-comings and street celebrations in Michigan, Ohio and Indiana and plan to work South, probably closing next fall in Mississippi. Last season the show went to New Orleans to close.

Staff: Joe Frederick, owner-manager; Pat Davis, lot superintendent; William G. Schmidt, ride superintendent; Jack Ziegler, transportation superintendent; Vernon George, Diesel engineer; Robert Smith, assistant, and Marion Frederick, secretary-treasurer.

Rides: Charles (Frenchy) Darrow, Tilt-a-Whirl foreman, and William F. Rokeip, assistant; Bob Kral, Kiddie Ride superintendent; Earl Tripp, Ferris Wheel foreman, and Jack White, Merry-Go-Round foreman, with Kenneth Fish and Jim Britt, assistants.

Concessions: Show-owned — Pat Davis, ball game; Jack Ziegler and Joe Adams, glass pitch; Mac MacMillen, kicking mule ball game; Gerald Scott, shooting gallery. Independent concessionaires — Claude Constable, Rolloplane; John (Scotty) Neilson and Frank Pepeople, Miniature Streamliner; Clyde Butler, nine; Mr. and Mrs. William Wiesnet, popcorn and candy floss; Mrs. S. C. Constable, guess-your-weight and scales; J. Robert Brown, bingo; Joe and Frank Ryan, short-range gallery; Al Williams, cookhouse; Mr. and Mrs. Clarence Pence, caramel corn, assisted by Clarence Pence Jr.

Earl Dunn, high striker; Marshall Burgess, milk bottles; William Wine, huckley buck; Bud Samples, high striker; Tony Perry, cork gallery; Melvin Jessel, cat rack; Jimmy Mintz, dart balloons; Ray Saylor, pan game; Duke and Carmella add-em-up darts and wheel; Frank Zaremba, ice cream and novelties; Mr. and Mrs. Ralph Baughman, diggers and two games. Agents and helpers — Bud Zanger, mouse game; Pick Zanger, penny pitch; Henry Upham, ice cream; Bill Lee, Rolloplane; James Maxwell, cookhouse; Rowland Hamilton, Coke; Loran Brown, cork gallery; Kelly Wells, Theodore Moore, and Lucille Brown, bingo.

# CONTINENTAL SHOWS

**GIRL SHOWS—WANT** Posing Show and Dancing Show. If you have your own equipment and transportation and want to connect with the finest outfit in the Eastern States, here it is. This Ad is the result of having done business with a Southern Gentleman who calls himself a Showman who has been in the East three weeks and has been on three shows. Legitimate Concessions always welcome.

### Contact

**R. CHAMPAGNE**

Oneonta Hotel, Oneonta, N. Y. May 15-20

## CRESCENT AMUSEMENT CO.

16—FAIRS—16

July 4—Rock Rapids, Ia.—July 4

Independence, Ia.  
Cresco, Ia.  
Northwood, Ia.  
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Gilmer, Tex.,  
Yamboree

12 Modern Rides—8 Clean Shows—Diesel Light Plants. "Brownie The Clown" Light Towers. 6 more Still Dates then Fairs and Celebrations until November 11. No Racket.

**WANT WANT WANT WANT**

Have complete new Side Show, 140 ft. Banner Line, new double-decked Banners, will turn over to capable Side Show Man with something inside. Have platform built on truck, want someone to build Snake Illusion. Will book Mechanical City, Snake Show, have Top and Banners. Will book any Show not conflicting. Concessions—Arcade, Custard or Ice Cream, Pea Pool, Over and Under Seven open to party with Hankies. Novelties, Short Range, flashy Photo, Jewelry. RIDE HELP—Second Men who can drive.

Address: L. C. McHenry, Mgr.; Jess Wrigley, Gen. Agt. Morrilton, Ark., this week; then per route.

P.S. For sale, Modern Cookhouse, 16x26, with kitchen complete.

# W.G. WADE

Shows



**PORT HURON, MICH. — WEEK OF MAY 22**

First Show of the Year in the Vicinity

EXCLUSIVE AVAILABLE on Age and Scale, also DERBY RACER. ALL HANKY PANK Privileges open.

**W. G. WADE SHOWS**

Kalamazoo, Mich., all this week.

P. S.: Pontiac, Mich. (Downtown Location) Follows Port Huron

**F. M. SUTTON SR. Presents**

## GULF COAST SHOWS

Want Shows; Stock Concessions, Ball Racks, one more Big Ride. I play all big towns, have several good Fairs. Will furnish new Tents and Fronts for any kind of Shows. Address: Cape Girardeau, Mo., May 15-20; Flat River, Mo., May 22-27.

THIS IS A CARNIVAL — MOVE EVERY WEEK

## PAGE BROTHERS' SHOWS

Want for Camp Campbell, Ky., Big Soldiers Celebration and Pay Day Open House, sponsored by Army Recreation Center.

Two cars and 98 other prizes given away week May 29.

Cookhouse, Custard, Ice Cream, Arcade, Hanky Panks of all kinds, Side Show Acts, Dancers for two Girl Shows, Want organized Girl Show. We have all the equipment. Marion, Ky., now; Princeton, Ky., next week, then Camp Campbell.

P.S.: Jack Rosenheim, come on.

## SHOWS SHOWS CUMBERLAND VALLEY SHOWS SHOWS

OPENING SOUTH PITTSBURGH, TENNESSEE, MAY 29TH

Want Animal Show, Monkey Circus, Snake, Fat Show, Midget, Mechanical City, Motor Drome, Funhouse, Glass House, Penny Arcade, or any Show Capable of making money except Girl Show. Can place a few more Legitimate Concessions. Need a Flashy Photo Gallery. Due to disappointment can place Foreman for Merry-Go-Round and Chairplane and Boat Ride. Hollis Winton wants Agent for Scales, Drunks and Agitators, stay where you are. Address all mail and wires to:

Ellis Winton, 108 E. McLean St. Phone 3284. Manchester, Tenn.

### FOR SALE

ELI WHEEL NO. 5; MERRY-GO-ROUND, 34 ft., 2 abreast, Parker organ, new wall and top; KIDDIE ROCKET, 750 Ft. Super Service Cable, 10 Junction Boxes, 400 Amp. Box (new), 200 Amp. Box, 2 24-Ft. TRAILERS; 2 TRACTORS, 2 1/2 Ton GMC and 1 1/2 Ton Chev.; 16-FT. HOUSE TRAILER. Wire or write

C. J. BENNETT

9619 Decatur Detroit 27, Mich.  
Phone: WEBster 3-0689

### WANT WANT WANT

Cook House, Root Beer, Scales and Age, Hi Striker, Cat Rack, Coke Bottle, String Game, Pitch Tilt U Win, Cane Rack, American Mitt Camp. Shows—10-in-1, Snake Show or Mechanical Show.

**BOONE VALLEY SHOWS, INC.**

Join at Grinnell, Iowa, May 15-20; Tama, Iowa, May 22.

### DROME RIDERS WANTED

Lady and Men Straight or Trick Riders. Long season, top salary plus percentage and tips every week. Wire or write—Do not telephone.

**ERNIE SLAVIN**

RANEY UNITED SHOWS  
3450 N. Humboldt Ave. Minneapolis, Minn.

### FOR RENT

Carolina Beach, N. C., Concession Stands suitable for Lunch, Arcade, Snowball, Games, etc. Center amusements. Only five stands left. Rents reduced \$300.00 season. Contact immediately.

**SIDNEY ABRAMS**

Conway, S. C.

### CARNIVAL WANTED

Rides — Shows — Concessions

July 1-3-4

**CLINK'S PARK**

Alma, Neb.



## COTE AMUSEMENT CO.

GRAND OPENING, FLAT ROCK, MICH., MAY 26-30. On the Streets for the First Time in Years—Sponsored by Flat Rock Memorial Assn.

Plenty of other good Celebrations to follow—booked solid until Oct. 1 within 150 miles of Detroit.

**RIDES** — Octopus, Roll-O-Plane or Looper. Good proposition for season.

**CONCESSIONS** — Hanky Panks—all kinds. Cookhouse or Grab Joint. Stock Wheels that work for merchandise.

**SHOWS** — Snake, Crazy House, Mechanical City—any good platform show.

**HELP** — Ride Help that drive tractors, get in touch. Good wages. Drunks and chasers not wanted.

**WILL BUY** — SEARCHLIGHT (GM) or 100 KVA TRANSFORMER.

**WILL TRADE OR SALE**—MERRY-GO-ROUND, 3-abreast, portable, Allan Herschell; would like to trade for Octopus, Screwball or Roll-o-Plane.

Address: ELMER F. COTE, 11728 Broad Street, Detroit 4, Mich.

## CRAFTS 20 BIG SHOWS

WANT FOR

### LOS ANGELES SPRING COUNTY FAIR

BELLFLOWER, CALIF., MAY 29-JUNE 4 INC.

Limited number of legitimate Concessions. No Sno-Cone, Candy Apple, Floss or Novelties. All games open. Will place worthwhile Shows with own equipment.

Contact FRANK WARREN, General Manager, Now for Space.

**CRAFTS 20 BIG SHOWS, INC.**

Main Offices: 7283 Bellaire, North Hollywood, Calif.

Phone: Sunset 2-3131

FREE ACT

FREE GATE

## J & B SHOWS

WANT FOR DISTRICT HEIGHTS, MD., VOLUNTEER FIRE DEPARTMENT CARNIVAL

Over 10,000 people to draw from—with 10 more weeks around Washington, D. C.

Can place Fish Pond, Blower, Balloon Dart, Clothes Pin Pitch and Grocery Wheel or any other Slum Store that works for stock. Want Ferris Wheel Foreman at once. Can place Man to handle Wild Animal Show—P.C. with guarantee. Have Penny Arcade for sale cheap, including 65 Machines and one Mug Outfit—New Top last year—Trailer to hold same, in A-1 condition. All telegrams c/o Western Union, Richmond, Virginia. All mail to:

Hayes & Flynn—J & B Shows—Highland Springs, Va.

## QUEEN CITY SHOWS

Opening Court & Cutter Sts., Cincinnati, Ohio, May 20

Concessions—High Striker, Bumper, Scale and Age, Pitch-Til-U-Win, Coke Bottle, Add-'Em-Up Dart, Huck, Basket Ball, Watch-La or any Concession that works for stock. Jack Latkowskie, advise if coming. Shows moves on lot Friday morning. Ride Help—Help on all Rides who drive semis. Top salary to capable Wheel Man. Ride Men, come on. Others, wire:

**CURLEY LITTLE, 7026 Mulberry Ave., Cincinnati 24, O.**

P.S.: Jack Whaley, come on at once.

## HELLER'S ACME SHOWS

Want Shows with own outfits, 25%. Want Guess Weight and Age. All other Concessions booked. Can use good Ride Help; must drive Semis. Old Columbia Park, Union City, Hudson Blvd. across street of Sears-Roebuck, 12 big days including 2 Saturdays and 1 Sunday, May 16 to May 27th; Hamonton, N. J., July 10 to 15; Roseta, Pa., 8 days, July 25th to July 31st including one Sunday. These are real Celebrations. We have 10 Rides and one Free Act. Also nine Southern Fairs starting Labor Day week, September 4th. Closing November 4th. No grift on this show. Want Bingo Manager for 150-seat Bingo. All address:

**HARRY HELLER**

P.O. BOX NO. 6

PHONE: WYCOFF 4-0333-M

CAMPGAW, N. J.

LAST CALL

## TIP-TOP SHOWS of Syracuse, N. Y.

Opening Verona, N. Y., eight days, May 23rd thru Decoration Day. Lot available May 18th. Want all legitimate Concessions—Ponds, Pitches, Darts, etc., reasonable privilege. All Eats sold. No gate. No Drunks. We have six Rides and a proven Celebration Route with Parades and Fireworks every week during season. Wire, don't write:

**R. V. "DICK" NEUGENT, 128 Huron Street, Phone 48255**

## WANT—EXPERIENCED FOREMEN—WANT

FOR CATERPILLAR AND LITTLE DIPPER

Wire

**20TH CENTURY SHOWS**

KANSAS CITY, KANSAS

## WANT SMALL CARNIVAL

or any individuals with Rides or Concessions for

**American Legion Celebration, Melrose, Wis.**

JUNE 24-25, 1950

Contact H. W. RUCKER, Melrose, Wisc.

## Stanley W. Wathon Hit the Top In Performer and Agent Fields

(Continued from page 55)

an act later known as the Five Carlton Sisters, and currently appearing as the Juggling Jewels. The act features a lightning fast presentation of club and hoop juggling.

Noted as Linguist

In 1921 Stanley seriously entered the agency business, with the emphasis always on circus talent, and for 20 years maintained his status as a top-bracket agent in England. Altho his formal education was limited to home teaching before he left to join a circus, Stanley is a man of letters and a linguist of note. It is perhaps this latter qualification that has enabled him to deal on a friendly and profitable basis with talent from middle Europe, the most productive of all training grounds.

Indicative of the dominant position Stanley held in the booking of circus attractions in England is his having booked complete programs for the same managements for as long as 24 years. For many years he booked attractions exclusively for the noted Tower Circus, Blackpool; Belle Vue, Manchester; Hippodrome, Great Yarmouth and the Agricultural Hall Circus, London. He also represented Ringling Bros. and Barnum & Bailey Circus, the Wintergarten, Berlin and the Carl Hagenbeck Zoo, Hamburg.

Originality Keynote

Innovations credited to Stanley include the reintroduction of wild animal acts to England, trained zebras and mules and Cosmy's tiger on horseback. One of his greatest successes was Carre's 40 horses in a carousel routine at Blackpool. Their act was widely copied.

In 1908 Stanley introduced a portable ice skating act featuring Isabel Butler and Tom Bassett. In 1912 he helped revolutionize stage attire for men when he had Klutting's Entertainers wear gray tuxedos while appearing at Keith's Proctor on Fifth Avenue, New York.

In 1906, 10 years before her death, Mata Hari, the noted spy, offered Stanley a job as her secretary. Stanley refused but it wasn't many years later before enemies were instrumental in having him arrested as an alleged spy. He successfully defended himself and in His Majesty's Court of Justice, was awarded \$2,500 in damages, plus costs, for libel and received public apologies.

In England Stanley maintained offices in Bayswater, close to the residence of the ex-Queen of Spain. The unseemly location, away from the natural haunts of artists, proved beneficial in that only acts intent upon business would make the journey to see him. Kibitzers and time wasters stayed away.

Associated With RB Rep

Stanley has traveled extensively, visiting most of the world. In England, as here, he spends only necessary time in his office. If there is a circus or a circus act within a day's journey, Stanley is almost certain to visit them. When the Big Show is in New York at Madison Square Garden he is a daily visitor. His fluency in French, Spanish, German, Polish and English, together with sufficient Italian, Danish and Dutch makes him much in demand as an interpreter for nearly all newly arrived acts. He also has a real interest in the talent since he recently became associated with Umberto Schichholz-Bedini, the Ringling show's European representative.

Thruout the years Stanley has made his own breaks. He always has striven for originality, such as the training of ostriches, and once having attained success he has not let modesty interfere with his telling the world about it. Accordingly, in England and Europe he has been one of the biggest space buyers in trade papers and magazines, having at times as many as 21 pages of advertisements running in a single issue.

More Leisure Time

Stanley does not work as hard now as he did only a few years ago. He spends little time in his office at 1564 Broadway, New York, but he is seldom far away when show business is under discussion. He is an active member of the National Showmen's Association.

At his Woodside, L. I., home where he lives with his wife and daughter, Stanley last year demonstrated his versatility by growing peaches that weighed more than a pound each. The accomplishment rated inclusion in a Believe It Or Not cartoon and mail requesting seeds from all parts of the world.

In his leisure time Stanley turns his talents to inventing novelty items for household use and men's wear. He holds several patents.

## WANT TO BOOK

### KIDDIE RIDES

OPENING MAY 29TH

Permanent Location Adjoining

\$150,000 Drive-In Theatre.

Main Hiway

Also Popcorn-Candy Apple Trailer.

**ALLIED PREMIUM SUPPLY CO.**

7 Martha Street,  
Binghamton, N. Y.

## VOLUNTEER SHOWS

Lafayette, Tenn., May 15 to 20.

Want Sound Car with Concession. Opening for Photos, Candy Floss, Hi-Striker, Short and Long Range Gallery, Ball Game, other 10¢ Grind Stores. Can use Agents, also 1 Wheel, 1 Razzle Dazzle. Experienced Cook House Help. FOR SALE—Sunshine Choo Choo, used 5 weeks, will book on show.

## WANT BILLPOSTER

One who understands detail work. Must be sober. Wire immediately.

**LAWRENCE GREATER SHOWS**

Richmond, Ind., this week

## NOTICE

Legal Adjuster-Assistant Manager available. Can handle details of any size Show. Veteran in experience. Can join immediately. Please contact by wire or phone 9550.

**FRED C. BOSWELL**

646 N. Beach St. Daytona Beach, Fla.

## WANT

SIX-CAT and BUCKET STORE AGENTS. No Drunks. Address:

**ABE BELL**

c/o Johnny's United Shows  
Portland, Tenn., this week

## WANT AGENTS

FOR

**25 FAIRS AND CELEBRATIONS—25**

STARTING FIRST OF JUNE

Playing two spots a week. Biggest 4th of July and Fair Combined Celebration in State on the Canadian Border. 20,000 People last year. Two Canadian days. Want Agents for Buckets, Swingers, Six Cats, Pin Store, Set Outfits, Bear Hoop-La; good proposition to Man and Wife Team who can contract other Agents. Will do business on three Concessions if you can contract Agents.

**JACK SHEEAN**

2127 UPTON, NORTH

MINNEAPOLIS 11, MINN.



### W. G. Wade Battles Mud at Fort Wayne

JACKSON, Mich., May 13.—W. G. Wade Shows, here this week, came in from Fort Wayne, Ind., where the lot was so deep in mud that it was necessary to use three cats to spot rides. Org lost its opening day there due to the mud.

Business since the opening has been out-pacing last season when the weather is good. Front gate, rides and concessions are holding their own with last season, while the Side Show and other shows are well ahead.

Owner Wade left at Fort Wayne to attend the funeral of his sister, Mrs. Leilla Mays.

Eddie Engles joined recently with his Looper, dark ride and Funhouse. Lloyd Burge is awaiting delivery of a ride and has framed a new kiddie ride. Joe Becnel is in the red wagon. Sammy Hansen supervises the paint crew. Fred Miller has the cookhouse. George Foth is in charge of Diesel plants. Buster Crossland is transportation superintendent.

### Wallace & Murray Has First Winner At Lincolnton

MARION, Va., May 13.—Wallace & Murray Shows moved here this week from Lincolnton, N. C., where the org hit pay dirt for the first time since leaving winter quarters in March. Business had been running 50 per cent off last year's pace and, altho spending at Lincolnton was spotty in some cases, show ended a winner.

Painting and repair work, under the supervision of General Manager Al Wallace, has been completed. Org took delivery of a new sound truck at Lincolnton.

Bruno Zacchini cannon act, presented as the free attraction, drew well. In addition, Zacchini had his Rolloplane, Octopus and four concessions on. Dick Keller completed a new Arcade. Maxine and Jimmie Cyr operated their new cookhouse, along with six concessions.

Visitors at Lincolnton included W. O. (Bill) Page, Mighty Page Shows; Senator Childs, Commander Childs and Mayor Warlick. Jack Repass, general representative, came on for a huddle with Manager Wallace.

### Crescent Amusement Signs Texas Rusk County Annual

MONTICELLO, Ark., May 13.—General Agent Jess Wrigley completed negotiations this week for Crescent Amusement Company to supply the midway at Rusk County Fair, Henderson, Tex., the last week of September, reported L. C. McHenry, Crescent manager.

Altho it has encountered two and three nights of rain a week since opening April 3 in Kilgore, Tex., the Crescent organization is holding its own. Pete Freeman, who joined with his Hollywood Monkey Circus, will be general superintendent. Brownie the Clown is handling Saturday children's matinees at which a bicycle is given away and rides operate for nine cents.

Line-up includes 12 rides, 8 shows and 30 concessions. Two more dates in Arkansas will be followed by fairs and celebrations in Missouri and Iowa.

### WILL BUY OR RENT ALL TYPES KIDDIE RIDES

BOX 537, BILLBOARD  
1564 Broadway New York City

### CARNIVAL WANTED

Annual St. Rocco's Church Celebration

In Martins Creek, Pa., week August 7-13 or 13-20, 1950. Write to: Box 72, Martins Creek, Pa.

### 2 Crafts Units Toss Off Wraps At Calif. Dates

NORTH HOLLYWOOD, Calif., May 13.—Orville N. Crafts, head of Crafts 20 Big Shows, Inc., debuted two units recently when the 20 Big Shows opened in Burbank and the Exposition Shows in Los Banos.

The 20 Big Shows were featured at the 1950 Burbank on Parade, staged by the Junior Chamber of Commerce. Operating with no gate, attendance was set at 150,000.

This unit, headed by Frank Warren, general manager, featured 16 rides. Two Eyerly rides, Racer and Bulgy, debuted on this date with Jack Eyerly bringing them down from the Salem, Ore., plant. Other rides included twin Ferris Wheels, Caterpillar, Pretzel, Tilt-a-Whirl, Merry-Go-Round, Loop-o-Plane, Skooter, Little Dipper, Roller Coaster, Looper, kiddie train, kiddie Merry-Go-Round, autos and boats. Eighteen 40-foot white towers and three 60-inch searchlights were used. The 20 concessions were leased to the Jaycees and no shows were offered. The big top, 260 by 100, was supplied by Crafts. A 60-foot middle was added for the run.

Others in the management of 20 Big include Harold Mook, secretary; Bobby Cohn, general representative, and Larry Nathan, billposter.

#### Spending Down 25%

Cohn reported that per capita spending was off about 25 per cent, as the Crafts organization had expected. However, ride prices were cut from 25 cents, including tax, to 20 cents. While the drop failed to increase the gross, it was not lowered.

Crafts is using a different technique this year on the front of the shows playing auspices. At Burbank, the front was made up of large signs plugging "fun and amusement." The electric sign, which the show supplied, carried the words, "Burbank on Parade." There was no mention of the Crafts shows. Crafts told The Billboard that this would be the policy on future dates.

Show moved on to Ontario to play under auspices of the Chamber of Commerce. Twenty concessions are used here but no shows.

Crafts Exposition Shows in Los Banos were featured in the 72d "It's May Day in Los Banos" celebration. Office staff of this unit includes Roger Warren, manager; J. W. Gilman, secretary, and Roy Shepherd, general superintendent.

Lot was two blocks from the main drag and between the parade area and the fairgrounds. A short distance to the east was the rodeo grounds.

#### Wind Idles Free Act

Exposition's layout included 10 rides, 25 concessions and five shows. Rides were Merry-Go-Round, Ferris Wheel, Loop-o-Plane, Skooter, Double Octopus, Tilt-a-Whirl, Little Dipper, Roller Coaster and three kid rides. New cars were used on the Skooter. Lighting was by 16 40-foot towers on the midway and four 25-foot ones in the kiddieland. Show also supplied six 40-foot towers for the rodeo, which featured the Christensen Brothers.

Lynn and Linda, high act, were featured as a free attraction. However, because of high winds, act was unable to work the first three days of the four-day run.

For this date the show had a 20-cent gate. However, children under 12 were admitted free. Also about 2,500 tickets were given to children appearing in the Saturday parade.

Crafts played the date in 1947 and 1948. Last year the contract went to the West Coast Shows.

Olivia and Alex, Freedman again have the novelties on the Exposition midway.

## Morris Hannum Shows

One of the Great Eastern Shows

LANCASTER, PA., MAY 22-27

WANT RIDES—Tilt or Whip.

SHOWS—Monkey, Crime, Wax.

CONCESSIONS—Hanky Panks, Ball Games, Darts, Jewelry.

HELP—Ferris Wheel Foreman for Second Wheel, Second Man for Wheel, Merry-Go-Round and Octopus.

All replies Conshohocken, Pa. Phone, Phila. Livingston 8-7793 now; then Lancaster, Pa., May 22-27.

## Endy Bros. Shows

WANT

Foreman for Fly-o-Plane—Talker for Monkey Show—Grinders for Side Show and Girl Show—Canvasman and General Show Help. Place Snake Show, Fun House and Penny Arcade. Hanky Panks all open, including Ball Games. Can also place good Show Carpenter, Side Show Acts, Train Help, and Tractor Drivers. All answer: 27th & Mifflin, Philadelphia, Pa., this week; Circus Grounds, Philadelphia, Pa., next week. P.S.: Everything open for big circus date next week.

### PEPPERS ALL STATES SHOWS

WANT CONCESSIONS AND HANKY PANKS OF ALL TYPES; privilege \$17.00 a week. A few choice Wheels and Grind Stores open. Can place one Mitt Camp. None here at present. Want Count Store and Skillo Agents. Jimmy Neal get in touch with Harry Smiley. Want Ride Help. Sober and dependable ones only need apply. Must be able to drive semis and have license. Want Shows not conflicting with what we have. Can place Girl Show with own wardrobe and sound system. Must have at least two girls. All replies to

CHARLEY GRIGGS, Mgr., Peppers All States Shows

Prescott, Ark., this week; then as per route.

P.S.: I do the booking.

### C. A. STEPHENS SHOWS WANT

Concessions—Photos, Custard, High Striker, Jewelry, Novelty, Hoop-La, Cane Rack. Jimmy Fennell wants Pin Store Agents; Terry wants Agents for Razzle and Skillo.

Shows—Girl Show with own equipment to join on wire. Ruby Neal needs Acts for Side Show. Roy Fulton, contact. Rides, not conflicting.

Harlan, Ky., this week; Elk Horn city follows.

### WANT AGENTS

For Head of Roll Down, Wheel, Pin Store, Skillo and Count Store.

JOE GOODWIN

MIGHTY PAGE SHOWS, Abingdon, Va., this week.

### We Can Get You TOP Results From Your SWEET OR CANDY PITCH

Because we have sold it in the aisles and under tops ourselves. Let us help you get top sales. VERY GOOD CANDY. Strong Gifts that will give you volume and fast repeat sales.

Guaranteed against weather. Many assortments and price ranges to choose from. Write for details to Bill Carsky.

CASEY CONCESSION CO.  
Originators of the Guarantee Package

1132 S. Wabash Ave.  
HARRISON 7-7798-99  
Chicago, Illinois

### MOTOR STATE SHOWS

MICHIGAN—OHIO—INDIANA

Want for Corunna, Mich., May 16-20 and Eaton Rapids, May 22-27—ON THE STREETS—HANKY PANKS and Legitimate Concessions only. Want MANAGER for Monkey Show and Python Show.

JOE FREDERICK, Mgr.

### FIDLER'S UNITED SHOWS

WANT

WANT

Stock Stores of all kinds, strictly Hanky Panks. Shows with or without own equipment. Want Ride Help who can drive semis for 12 major Rides. If you drink, save your time and mine. Address:

Dixon, Ill., May 15 thru 20; Aurora, Joliet, Pontiac (City Park) to follow.

### SUNSET AMUSEMENT CO. CAN PLACE

Age and Weight, Novelties, Hoop-La, Fish Pond, Bumper and Ball Games. Will book Kiddie Auto, Boat Ride and Kiddie Airplane. Can use Mechanical Show, Snake and Monkey Show. Art Spencer can use Motor Drome starting Red Oak, Iowa, July 4.

Macomb, Ill., this week; Sterling, Ill., May 22; Austin, Minn., May 29.



## Week-End Wind Lashes Hennies At Okla. City

OKLAHOMA CITY, May 13.—Hennies Bros.' Shows did meager week-end business here after opening Saturday (6) to high winds that continued thru Monday. Opening day attendance was estimated at 1,500 with the following day not much better.

Derby and Caterpillar joined here, as did the Monkey Show and Side Show. The latter has a 185-foot front and 15 exhibits. McIntosh Monkey Circus opened here with a new front. Art Courtney joined from Norfolk, Va., as lot superintendent. Red Rogers came on as talker for *Holiday in Tropicana*. Skeeter Adams is talker for *Showboat*.

## Iowa Windstorm Belts Merriam And Boone Valley

BOONE, Ia., May 13.—Merriam's Midway Shows suffered an estimated \$5,000 in damages here Thursday (4), when belted by high winds that at times reached a velocity of 90 miles per hour. Gusts knocked the big Ferris Wheel out of action and inflicted damage on tents and stands.

Alva Merriam, org's owner, said the loss was the worst he had suffered in 17 years of show business and, as a result, canceled the show's Indianola, Ia., stand to remain here for repairs. In addition to repairs on the wheel, all canvas is expected to be replaced.

Boone Valley Shows, playing at near-by West Boone, were also struck by the winds and came out of the blow with damaged tents and shows, even the equipment was well tied down.

## Anti-Gambling Drive Shows Conn. Gain

NEW LONDON, Conn., May 13.—The anti-gambling drive in Connecticut touched New London County this week, with State's Attorney Robert P. Anderson declaring that police have been instructed to enforce the anti-gambling laws rigidly.

He described as illegal all raffles, lotteries and games of chance "even tho conducted by and for the benefit of churches, fire companies, veterans' organizations, benevolent and fraternal orders and societies, and any other private or public organization."

## Weather Dogs Alamo; Wind Idles Back End

DUMAS, Tex., May 13.—Jack Ruback's Alamo Exposition Shows, dogged by weather and high winds in its last two stands, was forced to open here Monday (8) with only rides and concessions. Strong winds made it impossible to set up the shows.

Org was belted by hail, rain and wind in Abilene. In Amarillo part of the front arch was blown down and considerable damage was done to canvas.

## RAS Personnel at Cotton Carnival

MEMPHIS, May 13.—A partial list of the personnel with the Royal American Shows at the Cotton Carnival here this week follows:

### Staff

Carl Sedlmayr, owner-manager; C. J. Sedlmayr, assistant manager; Bob Lohmar, general agent; Walter De Voyné, secretary; Guy Gardner and Fred Burd, assistant secretaries; Sam Gordon, concession manager; H. C. (Tommy) Thomas, special representative; Herb Pickard, press agent; Walter Cobb, trainmaster; Tom Adams, chief electrician; Wilford C. Phillips, neon superintendent; Willis Tolliver, head porter; Leonard (Pop) Whitman, superintendent of construction; Ivan Curven, chief carpenter; Lou Zimmerman, superintendent of welding department; Edward Dalley, lot superintendent; Charles Zimmerman and Charles Hughes, superintendents of Diesels; Levi Summers, superintendent of searchlights; William Mooneyhan, superintendent of ticket takers.

### Shows

Bonnie Baker—Bonnie Baker, principal; Leon Miller, producer; Duke Wilson, talker-manager; Fred L. Ringo, talker; Harold Boyd and his Jigsaws, comedy; Sechrist and Isabella, musical novelty dance; Princess Chio, Oriental dancer; Claude Mathis, comedian; Helen Thompson, "Stella by Starlight"; Herb Banky, Evelyn Ringo and Vickie Dreen, singers; Evelyn Ringo, Linda Showers, Vickie Dreen, Shirley Bennett, Dottie Webber, Audrey Peter, Jean Wander, Juanita Thompson, Helen Thompson, Bertha Harker, Tony Hardin, Lola Garsell, Kaye Mathis, Jerry Wayne, chorus girls; Buddy Roy, organist; Curly Lovier, drums; Boone Bennett, wardrobe mistress; Carl Goss, boss canvasman; Jack Thompson, electrician; Izzy Spade, assistant electrician; Frenchy Goodwin, Floyd Holler, Fred Sigmond, Billy Sechrist and Abe Thompson, stagehands.

Harlem in Havana—Leon Claxton, producer-manager-emcee; Vickie Williams, Chuck Johnson, Gilbert Nelson, Jessie James Jr., Carlos Murphy, Mit McDonald, Rhythm Willie, Willie Lewis, Ethel Bell Jones, Gusie Jones, specialties; Doris Jackson, Grace Valdez, Lillie Mae Gold, India Burke, Janet Patterson, Kay Kanaye, Peaches Slayden, Lorine Williams, chorus girls; Thomas E. Shackelford, Frank Robinson, James Williams, Rupert McLendon, Barry Callmesse, Daniel Roux, James Johnson, Richard L. Dennard, Millard Lee, Bill Gordon, bandmen; Jack Jackson, David Burns, Alexander Mickens, Gortrell Mickles, Wilbur T. Mobley, James William, working crew; Clyde Kennedy, John H. Liberty, Murray Burt, Murray Cohen, front men.

Side Show—Cortez and Bert Lorow, co-managers; Paul Wunder, talker and assistant manager; Amos Webb, Bill Thompson and Jack Crye, talkers-tickets; Hozey Wheeler, pygmy; Guy Miller, chair boy; Jack Young, fire act; Blue Osenbough, inside man; Mona Osenbough, reptile girl; Nabor Felix, clay modeler; Tiny Cowen, fat boy; Billy Tirko, juggler; Mr. Wong, magic; Elzoria Lewis, turtle girl; Grace McDaniel, mule face girl; Stiles family, lobster boy and father; Cortez Lorow, glass blower; Judy Williams, blade box; Cole Lewis, George Martz, Bob Holloway and Teddy Tilford, operating crew.

Aqua Polles—Norman (Jack) Synrex, owner-producer; Kenny Revling, talker-manager; Kay Synrex, Gee-gee Ericson, Connie Liberty Ivy Hendricks and Honey Rogers, aqua girls; Richard Rogers and Avalon Brown, ticket boxes; Larry Chapman, foreman; Joe Avery and Bobby Hayes, canvasmen.

Chimpanzee Circus—Leo Carrell, owner-talker; Dottie Carrell, animal trainer; Dallas Sigmon, assistant trainer; Jackie Zimmerman, chimp trainer; Bill Smith, boss prop man; Elmer Jones, prop man; Barney Derter, canvasman-talker; Percy Williams, Ira Ziedman, talkers; Jean Di Gieglielmo, King Ward, tickets.

Wild Animal Circus—Leo and Dottie Carrell, owners; Carl Fontaine, manager; Juanita Fontaine, tickets; Carl Peterson, boss animal man; Earl Heppner, assistant animal man; Bert Adams, canvas man.

Henry Kramer's Hollywood Midgets—Henry Kramer, manager; Marie Wood, Eddy Adams, Ayleene Cummings, Donna Lee Dempsey, Anellessa Rolf, Kayo Erickson, Paul Dale, Richard Sorenson, Dolly Kramer; Walter Politt, pianist; George Crowin and J. Keeler, talkers; S. G. Mercer and Harry Lainer, front talkers; S. G. Mercer, front foreman and tickets; French Haley, top foreman; J. F. Dempsey, Louis Wager, J. L. Thompson, crew.

Posing Show—Nat Rodgers, owner; Chick Schloss, talker-manager; Bertie Perrot, manager of girls; Paddie Blake, Joan Mardos, Gloria West, Hope Jemmotte; Shorty Jobs, canvasman; Billy Mardos, assistant canvasman; Charles Hooker, guard.

Two-headed Bull—Arnold Raybuck, owner.

Russell Chifari, inside lecturer; William Nicholson, animal caretaker; Herman Harris, front man.

Motordrome—Bill and Lolita Kemp, managers; Tommie Thomason, talker; Ethel Darlington, Shirley De Pauw, Jack Faircloth, James Wesley, Mars Our, riders; Sidney Westbrook, foreman; Dick Davis, Carl Isaac, tickets; Alfred Marquette and Ernest Johnson, prop men.

Last Supper—Jesse B. Marsh and Etta Marsh, owners-operators; Max L. Marsh, Aaron L. Marsh.

Glass House—Clover Fogle, manager; Bob Campbell, foreman; Frank Carter and Tom Dodson, workmen.

Snake Show—Charles Fogle, manager; C. M. Peterson, talker; C. C. Hobson, lecturer; Joe Spitalo, canvasman.

Funhouse—H. A. (Hal) Hall, manager; Wesley Brown, Phillip Hager, assistants.

Life—Pete Thompson, manager.

War Show—Nat Rodgers, owner-manager; Herman Sutrain, George Olson, Clyde West.

### Ride Foremen

Ferris Wheels, Harold Brooks; Looper, L. A. Austin; Caterpillar, Jack Stutes; Rolloplane, Robert D. Webber; Screw Ball, Roy Scruggs; Kiddie Sky Fighter, A. H. Turley; Skooter, Tom Ili; Kiddie Auto Ride, Charles Cohen; Rocket; A. C. Feather; Octopus, Edward Gore; Hey Day, Tex Darlington; Little Dipper, Frank Stubblefield; Hi Ball, W. C. Keller; Merry-Go-Round, Joseph Toth; Pretzel, Erick Erickson; Fly-o-Plane, W. C. Keller.

### Concessionaires

Popcorn and candy apple—Billie Cooper, manager; Miriam Fulton, Elizabeth Garl, Cathleen Yates, Charles Yates, Julius Bush, Maurice Bernard, Photos—C. T. Buchanan, Amelia Buchanan, R. L. Tindall, Tommy Sharp, Milan Anderson, Ice cream—Johnnie and Elsie Johnson, owners; Eddie Byrley, Maud Varner, Mel Tate, J. H. Meyer, Martha Sutrain, Pauline De Luca, stand managers. Frozen custard—Charles and Marge McDougall, managers; Elmer Tudor, Alleen De May, Ruby Hall and Tony Williams. Grab stand—William Oren, manager; Lulu Oren, cashier; Robert Young and James Bailey, grill; Harry Walker, Ted Kateler, Homer Cowan, Jane E. Ambrose, George Lowney, Joe Simon, waiters. No. 3 grab—Charles Pelaez, James Ayers, Leonard Gurner—Candy floss-snow cones—S. Delaney, May Delaney, Jack Clark, Charles (Buster) Brock, Frank Hardwell, Jack Neff, Viola Delaney, Penny Arcade—Harry Julius, owner-manager.

Balloon dart—Hazel Maddox, manager, and Fred Cowen; Bob Parker's Derby Race—Matt Herman, manager, and Max Shaffer, Robert Woody, Ernest Roark; ball game—Anna Yara, Bert Zimmerman, Joe Phillips, A. T. Gall; bowling alley—Ray Bellow, Paul Kleider, Ralph Reynolds, Earl Maddox; six cat—Phillip Waddell, Anthony Burke, George Kleider; shooting gallery—Jesse Norwood, Willie Cook; blower—Fred Howey, Whitey Tara, Eddy Walters, Freddie Cooper, Clyde Green; bear hoopla—Francis Rue, Tommy Gaughn, Rose Hunter; watchla—Skippy Hinkle; cock a la—Whitey Hinkle, Bernard Blount, Bill Davenport; ball game—Evelyn Clain, Zaida Hercha, Mary Singleton; toy wheel—Issy Brodsky, Elmer Winters, bumper—Reid and Catherine McDonald; pan-spots—Al Rossman, Walter Dare, D. R. McKensie; pool game—George Ritch, Abe Miller, Morgan Prystanski; string game—James Moeller, Milton Culpepper; cigarette shooting gallery—Pit Daesare, Elmer McIntosh; fish pond—Turk Abraham, John Sopher; Coke bottles—Joy Brown, W. I. Smith, Harry Luick, D. R. Harelson; clothes pins—Jack Lezark, Myer Cohen, Harold Denike, Jimmie George, Joseph Wealoki; ham wheel—Sam Aldrich, Claude Burchett, James Hicks; mouse game—Bill Clain, Louie Santone, Emery Ball, Whitey Hercha.

## Queen City Starts '50 Tour in Cincy

CINCINNATI, May 13.—Following long months of court litigation to settle the estate of the late Joseph Hampel, Queen City Shows launch their 1950 tour here, Saturday 20 under direction of Curly Little, who became sole owner of the org after purchasing Hampel's interest in the shows from the latter's estate.

Current plans call for the shows to remain in this city's West End for two weeks before heading East to pick up dates set in coal field cities. All trucks and rides have been overhauled and repainted.

Staff remains the same as last year, with Ruth Little, secretary-treasurer; W. E. Vandergrift, general agent; Dick Spillman, ride superintendent; Sam Frye, lot man and sound truck, and A. A. Spillman, electrician.

Ted Cole will have the bingo game, with Ralph Cole as manager. Mr. and Mrs. George Wenzler have the cotton candy and apples, and Mr. and Mrs. Fred Pesa, cookhouse. Other concessionaires include Charles Krekeler, Gil Butler, Happy Ankdrum and Ruth Little.

## Prell Holds Over At Fayetteville To Get GI Play

FAYETTEVILLE, N. C., May 13.—Prell's Broadway Shows closed a two-week stand here today after the org's original eight-day engagement, its first of the season, was extended to take advantage of the return of army personnel from maneuvers. Org was booked by the American Legion Flower Festival and Automobile Show on the fairgrounds for the early part of its stay and cancelled its Charlottesville, W. Va., date to remain the extra week.

Show's opening was preceded by three weeks of intensive publicity by Charles M. Powell, general agent, who handled the promotions, and Walter D. Nealand, press agent, who directed the press and radio campaigns. Merchants co-operated with a full-page tie-up ad, and a local dairy promoted a Saturday Children's matinee. A 45-minute broadcast over Station WWNF, offered Sam E. Prell, org's president-general manager; Abe Prell, vice-president, Al Mercy, of the Girl Show, and Al Renton, of the Side Show.

Line-up includes:

### Staff

Sam E. Prell, president-general manager; Abe Prell, vice-president; Joe Prell, treasurer; Alice M. Buck, secretary to Sam E. Prell; Ben Prell, secretary; Charles M. Powell, general agent; Walter D. Nealand, publicity; P. J. (Patty) Finnerty, business manager; Johnny Hoffman, lot superintendent; Harry E. Wilson, special events; Charles Day, mailman and The Billboard sales agent; J. E. Boseman, advertising agent; Charles Gutermuth, ride superintendent, and Jack Arnett, artist.

### Rides

Merry-Go-Round, Joe Parsons, foreman, Sam La Marche; Ferris Wheels, Al Resinger, foreman, Charles Reckler; Whip, Terry Excum, foreman; Tilt-a-Whirl, Robert Camp, foreman, Francis Morgan; Caterpillar, Truing Gould, foreman, James Foster; Hi-Ball, Harold Strombaugh, foreman; Chairplane, James Doby, foreman; Rolloplane, Dick LaVelle, foreman; Pony Ride, Floyd Burrock; miniature rides, Bill Sylvester, foreman, and Moon Rocket, Jack Burke, foreman.

### Shows

Broadway Scandals, Al Mercy, manager; Virginia Mercy, producer; Jack Weiner, talker; Grace Williams, Maxine Camp, Fran Hassett, Sandy Richardson and Lee Parks, Orchestra, Frank Hassett, Tommy Jones, George Brook and Dick Frances, Red Barrett, boss canvasman and ticket box.

Motordrome, John and Ted Barro, owners; Ernie Phillips, talker; Johnny and Ted Barro, Jack Peters, Ernie Phillips, and Elsie Borden, riders; Frank Barro, tickets; Robert Lee Cherry, pit boy.

Side Show, Al Renton, owner-manager and talker; Bob Renton, emcee; Kyle Renton, human dynamo; Odette, mental marvel; Fantasma, sword box; Fay Benton, bally artist; Maxine, half woman; Berdy LePage, snax; Josef Brady, iron man; Ralph Jordan and L. C. Parker, ticket boxes.

Wild Life Exhibit, Richard MacCarthy, manager; Harlem Heat Wave, Professor Vidalls, owner-producer; Giri Revue, C. S. (Jerry) Buck, manager; Dorothy Winchester, emcee; Oveda Johnson, Lorraine Belk, Frances King and Dorothy Smith, emcee; Tommy Parker, ticket box.

### Concessions

Cafeteria, Lew and Zella Meyers, owner-operators; William J. MacCurdy, griddle; James O. Hammond, griddle; Herman Cohen, waiter; Betty Taylor, cook; James Porter, utility. Bingo, H. W. (Bill) Jones, owner; Joe Cetame, James Pona, Bill Whalen, James Cox, Pete Morris, Al Wynun and Paul Bogart.

## Baker United Wins At Wabash, Ind.

COLUMBIA CITY, Ind., May 13.—Baker United Shows played here this week following a winning six-day stand in Wabash, Ind., under auspices of the Junior Chamber of Commerce.

Wabash one-night special events included a special reduced ride price opening, a grandmothers' show, amateur contest and several giveaways. Kid's matinee Saturday (6) drew capacity business for rides, shows and concessions, and Owner-Manager Tom L. Baker gave away a bicycle.

Show garnered good flack and also participated in a merchant tie-in advertising campaign.

## CARNIVAL WANTED

For Second or Third Week in July

Clean Concessions. No gypsies. Want 8 to 12 Rides, lots of Kid Rides. Can use Rides only or both. Have excellent lot with plenty of room.

William H. Ball, Chairman  
Fire Co. #2  
Hawley, Penna.

## John "Sign Writer" Starkey

Come at once. Have new outfit. Don't fail.

BABE FRANCIS

United Exposition Shows, Havana, Ill.

## Speeding Auto Kills Davis

MONTEZUMA, Ga., May 13.—John W. (Dad) Davis, 69, Ferris Wheel operator on the Mad Cody Fleming Shows the past 10 years, was killed early Sunday morning (7) on a highway near here when struck by a speeding taxicab. Davis began working with Ferris Wheels in 1898. Temporary burial took place Tuesday (9) in Waycross, Ga. In the fall the body will be removed to Hickox, Ga. A brother, Frank, of Columbus, Ga., survives.



# Flashbacks

## 25 Years Ago

Additions to Moon Bros.' Circus were listed as D. C. Edwards's Side Show, Miller Family, Yoshida, the Echoes and Tom Moss. . . . W. C. Peat, secretary of Western Montana Fair, Missoula, reported plans for expanding the annual's program. . . . John F. Cordray was appointed to his 14th term as manager of Oaks Park, Portland, Ore. . . . Doc Waddell left the T. A. Wolfe Shows to do publicity for evangelist Howard S. Williams. . . . Irene and Fred Ledgett, of Sells-Floto Circus, were honored at a banquet held by the Lakeside Shrine Club, Canton, O., when the show played that city. . . . Officers named for the second annual Port Arthur (Tex.) Fair were George Carter, president; Earl Mullin and R. L. Drake, vice-presidents; A. L. Burge, secretary; C. K. DeBusk, assistant secretary, and I. H. Wheelless, treasurer.

Judge Charles A. Wilson, manager of Fontaine Ferry Park, Louisville, announced expenditure of \$10,000 on the park in preparation for the new season. . . . Al (Big Hat) Fisher, general representative of the Abner K. Kline Shows, reported he had closed contracts for the show to play the Roseburg (Ore.) Strawberry Festival and the American Legion Celebration at Everett, Wash. . . . After an illness of three weeks Ruth Wolfe rejoined the Al G. Barnes Circus to do her riding act. . . . Cavin Crozier was elected secretary-manager of Weld County Fair, Fort Morgan, Colo. . . . John J. Carlin, general manager of Carlin's Park, Baltimore, announced a series of foxtrot contests for his park ballroom.

Jerry Kohn, secretary of U. S. Tent & Awning Company, announced his firm received a contract to supply the S. W. Brundage Shows with canvas to replace tents destroyed by a storm. . . . Staff of Perry Bros.' Circus was announced as A. O. Perry, manager; Mr. and Mrs. W. B. Campbell, general agents; Charles F. Curran, Side Show manager; Thomas Arenz, assistant and announcer; Henry Kerns, band leader; Whitey Simerson, boss canvasman; Joe Wilson, assistant; John Mullens, boss hostler; William Oneite, assistant; John Strong, boss property man, and Clyde Smith, pit show manager.

Elgie Garthwaite was elected secretary of Blake's Prairie Agricultural Society, Bloomington, Wis. F. W. Porter resigned as secretary. . . . A. L. Williams, who bought out three partners, slated a May 15 opening for Joyland Park, Chicago. . . . Roy E. Ludington was on the advance staff of the John T. Wortham Shows. . . . Advance of the M. L. Clark & Sons Shows included A. T. Clark, agent; Floyd Trover, local contractor; Frank Burk and Sam Gramling, billposters. . . . Gordon Weist was appointed manager of the fair at Longview, Wash. . . . Joyland Park, Lexington, Ky., opened under the management of A. M. James.

Deaths: Robert Abrams, circus man; Eddie Hearts, carnival man; John D. Sweeney, concessionaire; Charles Bard, circus acrobat.

## 10 Years Ago

Ernie Wiswell and his Funny Ford worked the Hamid-Morton Circus at Quebec City. . . . Rube Liebman was preparing for his 22d year as announcer and clown at Iowa State Fair, Des Moines. . . . Louis A. Vogel was preparing to begin his 32d season as owner-operator of Natatorium Park, Spokane. . . . Dodson's World's Fair Shows, playing Evansville, Ind., was struck by a storm that did damage of \$6,000 to equipment. . . . William J. Lester, contracting agent, and Raymond B. Dean, press agent, were signed by Cole Bros.' Circus. . . . H. H. Blackburn was re-elected president and manager of Leonard (Tex.) Fair Association. Others named were Dr. D. Pearce and G. E. Carpenter, vice-presidents, and A. P. Grider, secretary-treasurer. . . . A \$30,000 fire destroyed Danceland in Dreamland Park, Rochester, N. Y.

Joseph C. Rowan joined the Goodman Wonder Shows as special agent. . . . Barney O'Dare, impersonator, signed with Haag Bros.' Circus to work come-in and do specialties. . . . Franklin County Fair Association, Winchester, Tenn., elected J. F. Vaughan, president; W. H. Rippel, vice-president; Floyd Anderton, secretary, and James R. Norton, treasurer. . . . Lillian Strock, aerialist, was contracted as opening free attraction in Art Mallory's Craig Beach Park, Diamond, O. . . . Executive staff of Patrick's Greater Shows included Mrs. W. R. Patrick, secretary and treasurer; S. H. Barrett, agent; Pat Patterson, ad man; W. H. Olson, artist; W. R. Patrick, manager; John Snowbar, lot superintendent, and Bill Clark, concession manager. . . . Laddie LaMont, George Fickett, Rube Simonds and Elmer Lindquist were clowns with the Frank Wirth Circus at New Haven, Conn.

Holmes County Junior Fair, Millersburg, O., elected Richard Close, president; Clyde Breneman, vice-president; Doris Rothacher, secretary, and Mary Margaret Jones, treasurer. . . . Picnic bookings for Idora Park, Youngstown, O., were reported heavier by operator Charles Deibel. . . . Staff of Keystone Modern Shows was announced as: C. A. Hartzberg, owner-manager; William E. Cook, general agent; Sam Burgdorf, promotions and press; Mrs. C. A. Hartzberg, treasurer; Frank R. Graves, secretary; Pat Hanlon, advertising; Amos Hartzberg, maintenance; Robert Leedy, electrician; Robert Jones, ride superintendent; William Jochen, sound truck; Edward Hildebrandt, canvas; Claude Shipley, front gate. . . . Clarence Auskings quit as agent for Chief Rolling Cloud in Kokomo, Ind. . . . Ed (Sa-So) Chapman, clown, reported he would be with the Taylor Troupe signed for the Hamid-Morton Circus under canvas.

Deaths: Audrey C. Arthur, motor-drome rider; Leona Carter, circus-carnival worker; William O. Conway, New York World's Fair press agent; Jack Daughdrill, billposter; W. R. Dennis, fairman; Mrs. Elizabeth Geyer, carnival woman; Paul A. Partlow, ride operator; John R. Smith, tent maker, and J. C. Wilson, carnival man.

## Orgs Told of Law Checks By Conn. State's Attorney

HARTFORD, Conn., May 13.—Bernard A. Kosicki, State's attorney for Middlesex County, Connecticut, has announced that his office will continue to check on carnivals operating in the Middlesex area and make arrests if law violations are discovered. Such information has been received by carnivals, and they will act accordingly, he said.

Arrests for violations of State laws thru using wheels and other devices were numerous in carnivals last season, not only in Middlesex but thruout Connecticut.

## FREAR'S UNITED SHOWS WANT

Diggers, Photos, Short Range Lead Gallery, Ball Game, Athletic Show Manager with talent. Side Show—Will furnish top. Want Agents for Count Store and Pea Store. Tommie Dago, Old Folks, Bill Banta, Johnnie Edwards, come on.

MAC MCCOY, Osawatomie, Kansas

## WANTED TO BUY KIDDIE RIDES

I. V. HULME  
Elberton, Ga.

# PENN PREMIER SHOWS

worlds • cleanest • midway

CONCESSIONS—Can place Fish Pond, Photos, Novelties, Balloons, Candy Floss or any other legitimate Concessions. SHOWS—Can place Arcade, Wild Life, Fun House or any Show not conflicting. Also place Jig Show with own equipment; excellent proposition. HELP—Can place Ride Help on all Rides; must drive semis. Want Rolloplane Foreman. Lew Bernstein can place Agents for Coupon Stores and Alley. Can place Nail Game Workers; no Drunks. Head open with Agents. No drunks tolerated. Address all mail and wires to

LLOYD SERFASS  
MIDDLETOWN, N. Y., THIS WEEK

## DON FRANKLIN SHOWS NO. 2

FREE GATE, NO RACKET

Want Tilt-a-Whirl Foreman. Concessions—Need Floss, Popcorn, Grab, Long Range Gallery, Pitch-Till-You-Win, Hoop-La, Pin Pitch, Country Store, Pan Game, Over and Under open to party with two or more Concessions. Other Concessions wire. Will use any legitimate. No conflicting Concessions.

GUS TUCKER, Mgr.  
WAELDER, TEXAS, THIS WEEK; LULING, TEXAS, NEXT.

## MODERNISTIC SHOWS

Want Concessions of all kinds, Hanky Panks; no grift. Free to grounds. Shows with own outfits. Want Ferris Wheel or any other Major Ride for No. 2 Unit. Have Side Show complete, want party to take over and run. Jerry Saddlelire, mgr. No. 2 Unit, wants Ferris Wheel Foreman, Comet Foreman and other Ride Help who drive semis and have license. 2 Knickerbocker 15 Kw. Light Plants for sale cheap. No. 2 Unit now open. No. 1 opens May 19.

All Address to JOHN KEELER, Princess Ann, Md.

P.S.: James Short, received your telegram; wired you to Asheville, N. C. Telegram returned.

## JAMES H. DREW SHOWS

20 Celebrations and Fairs—20

Will place legitimate Merchandising Concessions that do not conflict. Good opening for Photos, Scales, High Striker Novelties, Candy Apples, etc. Penny Arcade wanted. Brother Murphy, if at liberty wire. Would also like to hear from brother Allen. All wire:

JAMES H. DREW SHOWS, Madison, W. Va.  
MADISON, W. VA., THIS WEEK

## WANTED

FOR WEST OF TEXAS PIONEER DAYS AND RODEO, MAY 29 TO JUNE 3, AT CLOVIS, NEW MEXICO

Can place all Hanky Panks, Frozen Custard, Novelties, and Mug Outfit. Shorty Tappen can place Side Show Acts. Will Williams wants Man to work on Monkey Show. Can place Baby Train and Pony Ride for balance of season. Jack Berry, contact Tony Kitterman. Warren Murphy wants Arcade Mechanic. All address:

JACK RUBACK, MGR., ALAMO EXPOSITION SHOWS  
PAMPA, TEXAS, MAY 15-20

## EDDIE'S EXPOSITION SHOWS

Want Monkey Show, Snake Show or 5-in-1. Have tops and banner line. Manager for Fun House. Greenie Daniels wants Agent for Stock Wheel, man and wife for Ball Game, Pitch Win and Six Cats. Professor Ritz, get in touch at once. Speedy Babs.

Monesson, Pa., May 15-20; McDonald, Pa., 22-27.

## TOMMIE HENDERSON WANTS

Count Store Agents. Prewar privilege for Hanky Panks. Good proposition for all Shows. Have top and banners for Girl Show talent. Opening for good Line-Up Man with own help for only Line-Up Store. Foreman for Mix-Up; good pay. Wire or come on. Address:

TOMMIE HENDERSON, c/o GRAND UNION SHOWS  
Eik City, Okla., May 16 thru 22; then Woodward, Okla.

## WANTED EXPERIENCED PLASTER CASTERS

Good salary. Steady employment. Write

NON-PAREL ART COMPANY

MANUFACTURERS OF CARNIVAL PLASTER AND FIGURINES  
416 JEFFERSON ST. LA FAYETTE, IND.

## WANT UNION BILLPOSTER

With own car to join immediately. State lowest price for guaranteed 18-week season. Will finance reliable party.

KING REID SHOWS

This week, Hudson, N. Y.; next week, Herkimer, N. Y.



## Fair Amusement

ABERDEEN, N. C., May 13.—Shows came here from Dunn, N. C., and had a fairly good week. Altho it rained Wednesday night and turned cold the next day, Captain Blalock and Sergeant Lee, of the sponsoring American Legion Post, were pleased with results.

Org's lineup includes J. E. Tiernan, owner-manager; Hazel Williams, secretary; Nancy Tiernan, concession manager; Fred A. McKinney, general agent; Harry Ross, special agent; Mrs. Lera McKinney, mail and *The Billboard*; Burton Pelkey, ride superintendent; J. Nickles, transportation superintendent, and Buckie Jones in charge of electric and Diesel plants.

Ride crews are Rocky Wildrick, Merry-Go-Round foreman; Silas Lukus, second man; Frenchy Pelkey, Ferris Wheel foreman; George Marr, second man; Clifford Earl, Rolloplane foreman; Roy Smith, Chairplane foreman, and Mervin Law, kiddie auto foreman.

Concessions include Paul Farmer, bingo manager; Bob Hewitt, short-range gallery; Lera McKinney, fish pond; A. L. Coffman, hoop-la and duck pond; George Spieker, popcorn and candy apples; Bessie Johnson, penny pitch; Thurlen Coocamp, ball game; Lola Donahue, diggers; W. J. Counter, heart pitch and bumper; Edgar Dumas, French fries; Harry Snyder, pea pool; Mrs. Snyder, pan game; Nancy Tiernan, beat the dealer; Gill, mit camp; J. Nickles, mitt camp; Bob Donathen, over and under seven; Jerry Eteen, clothes-pin pitch; Buck Shelby, mug joint, and Pat Grandy, glass pitch.

## Coleman Bros.

BERLIN, Conn., May 13.—Org did not open here Monday night because of a mired lot but got under way the following night under American Legion Post auspices. Sol Solomon presents the free act. Mr. and Mrs. Charles Hurley joined with novelties, marking their fourth season here. Also on hand is the Jones bingo, with Tom Ely as manager.

Mrs. Tim Coleman is recovering from a serious illness at her home in Hartford, Conn. Jim and Belle Connors are back with concessions and Mr. and Mrs. Clyde Green have their high striker here. Jim Flanagan is billposter and Virginia Harrison is *The Billboard* sales agent. Jim Zabriskie heads the electrical department.

Opening week at Middletown, Conn., was on par with last year's debut.

## O. C. Buck

OGDENSBURG, N. Y., May 13.—George Caron, formerly with Cole Bros.' Circus, joined as a billposter. Secretary Dick Tolman was confined here for a few days with a severe cold and an attack of lumbago. Eddie Evans is convalescing from a heart attack.

Many friends visited the shows here, including Jack Geroud, of the George A. Hamid Agency, Bligh Dodds, former head of the New York State Fair and now executive-secretary of the sesquicentennial celebration in Washington, and Bernard Kelley, of the Malone (N. Y.) Fair.

## Magic Empire

NASHVILLE, May 13.—Shows jumped here from Harriman, Tenn., as Ryal Crown moved out. Rain and cold weather interfered with biz. Wilson and local sniper, McPherson, did a good job of billing. Org is set to play two more lots here before moving into Indiana. Owner A. Spheeris has ordered five new tractors, new office wagon and two large trailers. Plans call for two new panel fronts for the back-end.

While in Harriman, showfolk visited with C. A. Stephens personnel at Soddy, Tenn., and Silver Slipper near Harriman.—L. T. MARX.

## FROM THE LOTS

## Redwood Empire

ISLETON, Calif., May 13.—Shows completed their fourth week of the season playing the Asparagus Festival here. James Barber, former owner of Pacific Coast Shows, has the ex on hanky panks. Penny pitch, short range, hoop-la and photo gallery are operated by Val and Robert Bits; swinger, Don Heffner; long range, Wayne Hjulberg; nail store, Al (Swede) Rueter; diggers, Ray Brennecke; count store, Bill Maccino; pin store, Leonard Niccum and J. A. Smith; skillo, Al Sullivan and Frenchy LaMarr; cook and grab, Frenchy Rendelle; Mouse Show, Elaine Hjulberg; mitt camp, John Ristick; Girl Show, Chuck and Jean Bates. Ride personnel is about the same as last year. Joe Richards is ride superintendent; Harry Gilbert, electrician; Albert Kangas, chief mechanic.

Tony Masseth, owner, has returned from a trip into Oregon and Washington. Most of the spots played last year will be repeated this year.

Blackie King joined recently after being confined to a hospital in Sacramento with intestinal flu. Rene Masseth, wife of the org's secretary, gave a reception at the Del Rio Hotel, Isleton, in celebration of her 22d birthday.—F. C. FARRAR.

## Wolfe Amusement

TROY, N. C., May 13.—Mount Holly lived up to past receipts. Altho cold kept the crowd down some, spending was okay. Albemarle lot was close-in and crowds were good. However, spending was light there. Shower on Saturday evening scattered them. Dan Dannini's bingo scored okay and biz for other concessions was fair. Octopus was the top ride. Dannini's concessions joined Morris Hannum Shows in Pennsylvania. Ernest Sylvester, agent, returned from week's booking trip after inking West Virginia State Firemen's convention and Fourth of July celebration in Franklin, W. Va., in which three counties will take part.

Mrs. Mabel Reader returned from her home in Iowa, where her father died recently. Visitors last week included Marion Spiller, Fern Spain and Johnny Bullock.—IRENE HALSTEAD.

## Amusements of America

JERSEY CITY, N. J., May 13.—Shows did good business here for the week ending Saturday (6). Crowds turned out at night, despite rain one day, and the lot was packed for a children's matinee and at night Saturday. *The Jersey Journal* gave the org a good play. Morris and John Vivona, general and assistant manager respectively, were hosts to many friends during this stand.

A new truck, purchased this week, will be used for the Ferris Wheel. Seven shows were in Jersey City during the week. Visitors included Joe Prell and Harry Wilson, Prell's Broadway Shows; Harry Heller, owner, Acme Shows; Ted Lewis, owner of the shows bearing his name, and Tommy Mandell, Joseph J. Kirkwood Shows.

## Peck Amusement Co.

KANKAKEE, Ill., May 13.—Shows opened in Batesville, Ind., and had cold and rainy weather. Kiddie matinees are clicking even in the rain. C. S. Peck is owner-manager; Robert Peck, assistant manager and secretary; Cecil Cornthwaite, superintendent of concessions, and Robert Leverett, electrician. Concessionaires are Mrs. Robert Peck, popcorn; Dinty Moore, bumper; Charles Pearce, dart; Joe Jarosch, basket ball; Mrs. C. S. Peck, bingo; Samuel Tepper, jewelry, scales and slum; Mr. Winrod, derby; E. J. Morris, French fries, high striker, floss and pony ride. Mr. and Mrs. Werderitch have the kiddie rides.

## Ziegler

SEATTLE, May 13.—Org opened its season here to a rain, hail and snow storm. Ride line-up includes Merry-Go-Round, Slim Waizman, foreman; Ferris Wheel, Al Knotts, foreman; Octopus, Al Bonine, foreman; Leo Hill, second man; Tilt-a-Whirl, Bill Fletcher, foreman; Dipper, Lucky Nafziger, foreman; Rolloplane, Charlie Hupp, foreman, and Bob Kelly, second man.

Jimmy Kling is lot man and Alex Stewart, electrician, is in charge of the Diesel generators. Ralph Eggesbo joined as paper man. Chick and Clara Trotter have the Motordrome, and Art Converse's Side Show arrived last week. Jack Ryan has the Athletic Show and Mr. and Mrs. Earl Fleming have their cookhouse in operation. K. R. Andersen announced the signing of the Stockaders Celebration, Vancouver, Wash. Concessionaires include Cal Lavelle, cork gallery, dart balloons and slum spindle; Don Larsen, long range and short range galleries; Johnny Fitzen, pitch-till-you-win; Frank and Sally Maggiano, rat wheel; the Sanfords, photo gallery; Max Miller, derby; Harry Benish, novelties; George Stiles, bingo; Lee Porter, cat rack, balloon store, slum spindle and ball game; E. J. Snyder, age and scales; Janetha Saviors, popcorn and candy floss. Mr. and Mrs. Butler have the kiddie rides, car ride, rocket ride and Bulgy.

## Volunteer

HARTSVILLE, Tenn., May 13.—In the three weeks shows have been out they had rain on three Saturdays. Ashland City, Tenn., was fair despite cold weather. Guthrie, Ky., was good, but Saturday was lost by rain. The first fair at Haynes High School, Nashville, saw good biz, but Saturday again was rained out.

Roy Nord joined with a ride and four concessions. Richard Welch has added snow cones to his popcorn and peanut stands. Mr. Crandell has the bingo, and Mrs. Hockett, the cookhouse. Frank Myles and William Casey have the Ferris Wheel.

Visitors included W. E. Page and Mr. Apple, of Page Bros.' Shows; Mrs. Reading, Mrs. Crandell's sister, and Mr. Hatch, of Hatch Show Print.

## Star Amusement Co.

JUDSONIA, Ark., May 13.—Biz has been a bit off from last year. Concessions include Mr. and Mrs. Star, beat the dealer and two ball games; Charles Kasten and C. M. McGath, balloon dart and post office; Mr. and Mrs. Albert McElyora, bingo, glass and ping pong; Mr. and Mrs. Ellis, Coke bottle; Buck's fish pond; Mrs. Robinson and daughter, penny pitch and jingle board; Mr. and Mrs. Frank Evans, diggers and cork gun; Frank Castera, snow and floss; Mrs. B. E. Miller, popcorn.

Jack Davis is Ferris Wheel operator. Mr. and Mrs. Davis have three kiddie rides and Merry-Go-Round, with Mrs. Davis's mother on tickets. Shows are Earl Stanfield's 5-in-1 and Tiger Woods's Athletic Show. B. E. Miller is manager, and Mrs. Eva Woods, handles the mail and is *The Billboard* sales agent.—MRS. E. A. WOODS.

## Gifford's

NORMAN, Okla., May 13.—All rides, shows and rolling stock have been repainted in preparation for the first road date at Purcell, Okla., May 15-20, following the opening stand this week in the show's winter quarters city. Manager C. F. Gifford has inked a route of Oklahoma and Kansas dates, many of them fair, celebration and picnic dates in wheat and cotton country. The show will carry its own string-band for opening nights and booster trips. Four rides, 2 shows and 20 concessions will be carried.

## Gem City

BELLEVILLE, Ill., May 13.—Favorable weather and good crowds here gave us the best business so far this season. Biggest attendance was Saturday and Sunday, with all departments getting a play. The *Belleville Advocate* and *Belleville News-Democrat* co-operated, as did station WMBV.

Four semis were added. A Diesel generating plant was delivered here, giving the show a total of four. John Shelley, concessionaire, escaped with minor cuts when the car he was driving was rammed by a truck on the highway between Belleville and St. Louis. Bob Hoffman drove in from Quincy, Ill., for a two-day visit. Members of the International Showmen's Association, St. Louis, were guests of Manager Tom Hickey during the week.

Visitors included John Francis, Euby Cobb, Sid Sidenberg, Mr. and Mrs. Jack Lucas, Al Williams, Mr. and Mrs. George Reagan, Cy Horwitz, Mrs. John Delaney, W. J. Choate, Eddie Fitzgerald, Frank Grimm, Tommy Connors and Frank Smith.—DAVE CARROLL.

## Belle City

MILWAUKEE, May 13.—Charles Panaceks Shows encountered two weeks of bad turnouts due to rain, cold weather and unusually strong winds on this city's northside. Shows have been out since April 20.

Plans call for working several more locations here before leaving for other Wisconsin stands, then into Southern Illinois and the Michigan Upper Peninsula.

Ferris Wheel has been added and plans call for a new Chairplane before season's end. Joe Henke is manager of concessions, lots and bookings. Math Gordon is filling in with a Wild Life Show until his own unit leaves for celebration dates in this State.

Recent visitors included Mrs. Ann Vomberg, Badger State Shows; Mr. McKenna, McKenna Shows, and Mr. and Mrs. Dowland, Dowland Amusements.

## Drago Amusements

KOKOMO, Ind., May 13.—Org opened here May 15. Paul Drago is owner-manager. Eddie Gaston and Cliff Brungeley will have the Merry-Go-Round; Bud Buchman, Ferris Wheel; Nate Overman, Octopus; Jim Henry, Chairplane; Harry Cook, Rolloplane; Roy and Edith Crabill, kiddie autos; Bernard Davidson, kiddie airplanes and milk bottles; Roy Randall, cookhouse; Slim Chester, bingo, shooting gallery, pan game and basket ball; Marjorie Miller, derby, cat rack and cork gun; F. M. Dyer, photos; Guy Martin, cotton candy and apples; Bessie Birchman, fish pond; Harry Clark, weight and age; Skinny Tyler, novelties and balloon dart; Sherman Bunch, fish pond and balloon dart; Wayne and Mary Eades, popcorn and crackerjack. Rides have been repaired and repainted and two new light towers have been added. New metal fences have replaced the wooden ones.—BESSIE BIRCHMAN.

## L. B. Lamb

METROPOLIS, Ill., May 13.—Run from Bowling Green, Ky., was made in good time and everyone was glad to cross the Ohio into Illinois. But less than six hours after the show arrived the rains came and it has rained for three straight days. The boys have put scores of loads of cinders and shavings on the lot and, despite all the water, there has not been a time when customers could not get all the way around on new shavings. Joe Sparks and R. W. Rocco left with concessions and this leaves our concession line-up a little slim. Andy Knight and Wally have put in a milk bottle joint with Mrs. O'Dear on the front. Ross Sinderson was called home again because of his mother's illness. Next week the show is first in at Danville.—ERNIE MURRAY.



**Heart of Texas**

LITTLEFIELD, Tex., May 13. — Glen Brunk, who has been acting general agent, has been placed in full charge of bookings. Hilda Long has moved up to the No. 2 gate, with Virginia Tuttle on No. 1. Manager Harry Craig and Secretary B. McDonald have returned from a business trip. Mr. and Mrs. Barney Allen and family have their concessions here. Earl and Ann Hieland, who spent a week with the Burdick Shows, have returned. Don and Eula Brashear and Don Jr., and Dean Locke, of American Midway Shows, were visitors.—JACK COOPER.

**Crystal**

MONTEZUMA, Ga., May 6.—Org, which is here this week under auspices of the VFW, had a good opening. At Valdosta, Ga., shows had good biz and fair weather. Elmer Reid has cotton candy, popcorn, candied apples and fish pond.—LEONA WEBB.

**MARTIN HENRY HURST**

CONTACT

**W. H. BROWNELL**

CARE BEAM'S ATTRACTIONS  
Frostburg, Maryland

**CAN PLACE**

Clothes Pin Store Agent to join immediately. Slim Lilly and Harry Lankford, get in touch with Buzz Fuzz. Wire:

**HERMAN WEINER**

c/o W. G. WADE SHOWS, Kalamazoo, Mich.

**SAM WEINTROUB  
WANTS AGENTS**

For Slum Stores, Pan Game Agents, also Truck Drivers. Wire or come on, will place you.

Care GRAND AMERICAN SHOWS  
Ottumwa, Iowa, this week; Marshalltown, Iowa, next week.

**MIDWAY OF MIRTH SHOWS**

WANT

Tilt-a-Whirl Foreman; Second Men who drive Semis. CONCESSIONS — Dart Balloon, Candy Floss, Custard, Bumper, etc. SHOWS WITH OWN OUTFITS. Address:

Centralia, Mo., this week; Hermann, Mo., follows (Annual Lions' Celebration); no more Still Dates this season.

**ROYAL MIDWEST SHOWS**

Want Stock Concessions, Basketball, Ball Games, Mouse Game. Can place one Major Ride, Auto Ride. Want Man capable of handling Special Promotions and Merchants' Tickets. Want Boxers and Wrestlers, inside and outside.

**ROXIE HARRIS, Mgr.**

North Vernon, Indiana, this week

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$38.00 Concession Tent, 8x14', Side Wall, Awning. \$15.00 Velvet Curtain, dark brown, 12x14'. Others, 15'. Ea. Pennants, 12"x8", streamers. Other sizes. \$4.00 Triangle Gong, loud & clear. Good for Bally. Baby Show, 13 specimens in glass jars, cheap.

**WEIL'S CURIOSITY SHOP**

20 So. 2d St. Philadelphia 6, Pa.

**WANTED**

Man with talent for completely framed Girl Show. Foreman for No. 5 Ell; must drive.

**VOG'S SOUTHERN AMUSEMENT**

Holliday, Texas, May 15-20

**AMERICAN BAZAAR**

Luzerne, Pa., week of May 15 to 20; Sayre, Pa., week of May 22 to 27; Hornell, N. Y., week of May 29 to June 3.

Concession Agents wanted for Hanky Panks, Pond, Pitch, Darts, Huckly Buck, Mechanical Ducks, Hoop-La, Cane Rack. Bingo Men for Counters. Custard, man and wife preferable; Pop Corn, man and wife preferable; Photo Gallery, man and wife preferable. Stock Wheel Men, need two. Percentage Agents that are tops and no others. Ride Men—Second Men for Major Rides, and we pay top salary. General Help in all departments. We have free gate and draw the people. If you want money, this is the place to get it.

Come on or wire **George H. Harms (for concessions)**  
or contact **Ben Paul** for rides

**MAGIC EMPIRE SHOWS**

**WANT SIDE SHOW**

Need competent Man with complete inside to take over 140-foot Side Show. Brand-new canvas and neon front. Don't write, wire. We have 10 office-owned Rides.

**MAGIC EMPIRE SHOWS**

Scottsville, Ky., this week; Maysville, Ky., May 22-27.

**Beam's Attractions**

SOMERSET, Pa., May 13.—Shows managed by Steve Decker, are here this week under Fair Association auspices. Last week they were in Windber, Pa., Beam's home town. Kiddie matinee Saturday was a success.

Concession line-up includes Mr. and Mrs. Eddie Taylor, cookhouse; Paul Miller, French fries; Mrs. Paul Miller, ice cream dip; George Frost, popcorn; Mrs. George Frost, candy apples; Mr. and Mrs. George Burwell, glass pitch and long range gallery; Mrs. Brown, cat rack; Billie Shingledecker, novelties; Bob Lowrey, bingo operator with Miss Adams and Steve Skipper, assistants; Jack Allen, guess-your-age; Sam Kulick, ball game.

Lou White has the Snake Show; Jack Frey, Parisian Follies, and Bob Smith, Funhouse.—**BILLIE SHINGLEDECKER**

**Floyd O. Kile**

ALBANY, La., May 13. — Shows opened at Baton Rouge, La., April 1 for two weeks, then moved to Jackson, La. Org was host to patients of the East Louisiana State Hospital. Personnel was saddened to learn of the death of Arthur Gardner.

Move to Denham Springs, La., was made in good time but lot was low and muddy. Mr. and Mrs. Kile's daughter and two granddaughters were recent visitors. Mrs. Rex Nottingham was host at a party for the women on the shows in Denham Springs. Org plans to play Texas, Arkansas and Mississippi. — **I. M. HOLMAN.**

**Blue Grass**

TELL CITY, Ind., May 13.—Rain and cold weather caught up with the shows in Owensboro, Ky., but Saturday saw a good children's day with the usual bicycle give-away. A fast move got org in here in good time. This is the fifth time that these shows have played here.

Fred Bancroft's new Side Show did well last week. Eddie Greeno's Cleo and Monkey Circus are popular. Ladies' Night each Monday is resulting in good crowds. Manager Groscurth bought a new uniform for Porter Bowers.—**M. G. STOKES.**

**J. A. Gentsch**

GREENWOOD, Miss., May 13.—Org made the run here from Oxford, Miss., in good time. Manager Gentsch laid out the lot as L. H. Hardy has left the shows. Mrs. C. W. Gentsch and Earl Newberry were honored at birthday parties and received many presents. Shows chalked up their best business of the season thus far at the local stand. Frank H. Owens is in Kentucky on business.

**Page Bros.**

MADISONVILLE, Ky., May 13. — Shows hit a red one here under American Legion auspices the week of May 1. Don Fortner has framed another stand. Buck Fortner is in Tampa on a visit. The Motordrome continues to top shows.

Visitors were H. G. Hockett, manager, Volunteer Shows; L. B. Lamb, manager, L. B. Lamb Shows, and Johnny Read, of Lone Star Shows.

**MAGIC EMPIRE Shows**

FEATURING FEARLESS GREGG CANNON ACT, SHOOTING MAN OVER FERRIS WHEELS  
EACH NIGHT FROM GIANT CANNON AS FREE ATTRACTION

**WANT FOR NOW AND ALL SEASON**

Including Maysville, Ky., week May 22; followed by Big Memorial Celebration, Hillsboro, Ohio, May 29 thru June 3; other big ones to follow, including 18 Fairs starting in July. CONCESSIONS OF ALL KINDS EXCEPT DIGGERS, POPCORN, FLOSS, SNOW AND APPLES. This is a 10-Ride Show, all office-owned. WANT BINGO (EXCLUSIVE). Richard Talley, answer. Yes, you can jackpot - WANT HANKY PANKS OF ALL KINDS, PAN GAME, RAT GAME, NOVELTIES. WILL BOOK KID RIDES EXCEPT ROTO WHIP. WANT A-1 BILLPOSTER TO JOIN ON WIRE. (Must have transportation.) HIGH-CLASS SHOWS WITH OWN EQUIPMENT AND TRANSPORTATION: Girl, Posing, Monkey, Unborn, Funhouse, Snake, Earl McDonald, Clarence Theames, contact "DOUGH-BOY" HERE. Glen Gibson wants Ticket Sellers, Fire Eater, and strong Working Acts for beautiful new 140 ft. Side Show. (McDougal and Betty, wire.) SPECIAL PROPOSITION TO MOTORDROME WITH OWN TRANSPORTATION. Jack Settles wants Hanky Pank Agents. Want capable and experienced Kid Matinee Promoter.

F. O. Gregg wants to buy Used Show Equipment. Must be priced right and in good condition.

Everybody Address:

**A. SPHEERIS, Mgr., MAGIC EMPIRE SHOWS**  
Scottsville, Ky., this week; then as per route.

**LONE STAR SHOWS**

**TERRE HAUTE, IND., MAY 15-20**

All Hanky Panks, \$16.50. Want Fish Pond, Hoop-La, Dart, Age and Scales, Long and Short Range Gallery, Balloon Darts, Buckets, Swinger, Penny Pitch, Glass Pitch, Jingle Board, Novelties, French Fries, Foot Long. Will sell exclusive on two Wheels—must be well flashed. All Concessions open. Can place Motordrome, Snake Show, Wild Life, Monkey Show or any Show not conflicting, with own transportation. Rides—Will book Octopus, Spitfire, Caterpillar or any Rides not conflicting with the ten we have. Ride Help—First and Second Men on all Rides: must drive semi and be licensed. Drunks, agitators and funny book readers, can't use you. Helen and Jimmy Watts wants Girls for Side Show and Girl Show. Will consider Lot Man who can put it on and off. Want General Agent with own car who does not have girls and whiskey on his mind. Want Grind Store Agents who can stand prosperity and take orders. Committees in Northern Indiana, Ohio, and Michigan, we have a few open dates for streets only.

**J. R. McSPADDEN, Owner JOHN REED, Legal Adj.**

Terre Haute, Ind., all this week; then per route.

**WALLACE & MURRAY Shows**

**Featuring ZACCHINI CANNON ACT**

**WANT FOR NARROWS, VA., FIREMEN'S CELEBRATION, MAY 22-27**

THIS SPOT SHOULD BE VERY BIG

Want legitimate Concessions of all kinds. Will book two Stores if you have Hanky Panks. Good opening for Diggers and Custard. Can place at once experienced Tilt Foreman, Ferris Wheel Foreman and Octopus Foreman. No drunks tolerated. We pay every week. Maxine Cyrs needs Cookhouse Help. Johnny Ryan can use Girls for Girl Show. Can place Manager with girls and wardrobe for Posing Show. We have complete outfit. Address:

**AL WALLACE, Manager**

MARION, VA., THIS WEEK; NARROWS, VA., NEXT WEEK.

**GEM CITY SHOWS**

**WANT FOR BIG 12-DAY SHOWING IN PEORIA, ILL., MAY 17-27 INCLUSIVE**  
(University and Gaty Streets, on U. S. Route 150)

Hanky Panks of all kinds, and all legitimate Stock Concessions.  
Can use several more good Ride Men (Must drive Semis.)

Address: Peoria, Ill., this week.

**WANTED**

**For BEAUTIFUL GLEN PARK, Buffalo, N. Y.**

Experienced Merchandise Flasher Men; good Man for Long Range Gallery; also Mike Man for Bingo.

Beautiful Glen Park, ten miles from downtown Buffalo. Address:  
**JACK GILBERT, Glen Park, Williamsville, N. Y.**

**FAIR AMUSEMENT & BAZAAR CO.**

**WANT FOR STANLEY, N. C., FIRE DEPT. BAZAAR**  
All Next Week

and downtown, in the heart of Statesville, N. C., Patriotic Order Sons of America Festival to follow May 30.

Can place legitimate Concessions of all kinds not conflicting. Especially want Cookhouse, Frozen Custard, French Fries, Candy Floss, Snow Balls, and Novelties. Will book Shows with own equipment. Have 20x30 Top if you have something worth while to put in it. Have openings for Hanky Panks and P.C. Agents. Frenchy, answer. Jeanne Brown, contact Nancy Tiernan at once. Cooper, advise here what you want. All address:  
**J. G. TIERNAN, Gen. Mgr., Maiden, N. C., all this week.**



## UNDER THE MARQUEE

(Continued from page 69)  
have joined Rogers Bros.' Circus. Swede has taken over the elephant herd. . . . **Melvin D. Hildreth** advises from Washington that May 17 marks the 100th birthday of **Louis E. Cook**, noted Barnum & Bailey press and general agent.

Then there was the boss canvasman that couldn't watch the construction of a big building, claiming that he could put up a big top while they're reading the blue prints.

**Bill Green**, press agent for Polack Bros.' Eastern Unit, pulled a nifty in Norfolk recently when he had the census takers there climb ladders to interview **Elizabeth Gautier** and the **Landrus Twins**, of the show's aerial ballet. The interrogation was the subject of a feature story in The Norfolk Virginian-Pilot. . . . **George Hanlon**, circus and carnival legal adjuster, closed with the Heart of Texas Shows to join Dailey Bros.' Circus. . . . **Joe Short**, clown, opened at the Detroit Zoo May 11. . . . **James B. Talley**, doing come-ins with Ringling-Barnum, enjoyed recent visits from **Fay and Irving Romig**.

Actors' doubling on big tops consists of several unhelpful suggestions, a slow walk around the spread tent, one yank on a guyline and leisurely walks to the shade of a wagon.

**Raymond G. Watson**, former usher with the Ringling-Barnum circus, visited the Cincinnati office of The Billboard recently en route to Biloxi, Miss., from Marion, O., where his father, **LeRoy G. Watson**, died April 25. Raymond has been off the road since August 11, 1947, when his right arm was amputated after being bitten by a lion during a show at Soldier Field, Chicago.

Rustic thinks circus life must be pretty exciting until he joins and learns that circus folks get bored with what they're doing. Power of mind over matter is illustrated by the swinging ladder gal who takes a bow when an aerial act working over the center ring brings down the house.

**H. M. (Cockey) Kilpatrick**, old-time circus biller who has been a patient at W. N. C. Sanatorium, Black Mountain, N. C., for five years, underwent surgery there recently. . . . **Ward Hall**, **Harry Leonard** and **George Searls** were recent visitors on King Bros.' and Biller Bros.' circuses. . . . **Otto Berosini**, with Polack Bros.' Eastern Unit, expects to be back in the high wire act soon. He was injured recently in a fall at the end of his act. . . . Despite injuries sustained while performing at Pontchartrain Beach, near New Orleans, April 30, **Victoria Zacchini**, human cannonball, said she will be back with her act as soon as her broken arm mends. She's at Charity Hospital, New Orleans.

**Stanley Wathon**, New York agent who booked several European acts into the Ringling-Barnum circus for this season, and **Umberto Schichtolz-Bedini**, European representative for the circus now in America, left last week for Boston where they will catch the opener of the Big Show in that city.

**Merle Evans** and his R-B circus band and **Felix Adler**, clown with the Big Show, were among circus personnel appearing in a special show Thursday (11) at the Children's Home, Boston. **Floyd Bell**, Hub publicist, arranged the date. . . . **Vander Barrette**, ballet and produc-

tion manager of Cole Bros.' Circus, caught the final matinee of the Ringling-Barnum circus in New York.

Rev. **Edward S. Sullivan**, the circus priest, was on hand to greet the Big One on its arrival in Boston. He took a group of performers to Gloucester, where his parish is located, for a lobster dinner. Color photos were taken to be added to his already extensive pic collection of circus personnel. . . . **A. J. Clark**, of the press staff, handled the contracting in Boston, with **Frank Braden** also in on the advance.

New date for Ringling-Barnum's stand at New Bedford, Mass., is June 19, **William F. Machado**, reports. New Bedford firemen will stage a circus August 7-14, a week earlier than originally planned. . . . **Chalmer Condon**, of Logansport, Ind., was elected director of Division No. 1, Circus Historical Society, at a recent special election. He succeeds Dr. Harrison Powers, South Bend, who resigned because of ill health.

Program of Burling Bros.' Circus includes **Shell's** ponies and chimps; **Betty Lee**, dogs; **LaBird's** clown bull fight; **Ray Shell**, wire; **Buck Leahy**, clown contortion; **Betty Burlingame**, pony hurdle and contortion; **Don Capen**, juggling. **Ham Anderson** has the novelties on the show. . . . During the Chicago Stadium engagement of Cole Bros.' **Terrell Jacobs**, animal trainer, and **George Barnaby** and **Billie Burke**, clowns, appeared on NBC-TV show, "The Pet Shop."

### MEMPHIS FUNSPOT

(Continued from page 70)

horseshoe took over, will be located in the new layout.

The old Noah's Ark, long a fixture here, has been torn down and a new Funhouse has been constructed. The new one, Penick points out, has a feature in every alley.

An eat-and-soft drink establishment at the mouth of the horseshoe is designed along striking lines. A raised terrace is being built to the rear of a modernistic front. This terrace will be done in four-color cement, equipped with umbrella-shaded tables, and treated with soft lights. The front of the concession will be topped with plexiglas, behind which flasher lights will be used to give various color treatments and bring out the name Sky Terrace.

#### J. C. Levy Has Kiddieland

Another new feature of the park will be a Kiddieland, the latter the operation of concessionaire **J. C. Levy**, who will have five rides, plus the park's Miniature Train. The Kiddieland is to be blocked off by wooden fences.

Carryover features of the park, such as the Merry-Go-Round, Roller Coaster and buildings along the straight line midway except where the opening was made for the horseshoe, continue in their same locations. The park's main entrance heads directly into the open end of the horseshoe.

### BELMONT SPENDS 150G

(Continued from page 70)

Downies begin the series of free act attractions at the funspot, giving two performances daily until Sunday (28). They will be supplanted by **Francine Volante**, who stays until June 11. She is followed by the **Flying Valentines** to June 23, the **Triska Troupe** until July 16 and the **Chambertys** until July 30. The first two weeks in August feature the **Zappa Zavatta** family, with **Toughy** the Bear taking over until August 27 and the **Idalys** finishing up the season, which lasts until Labor Day.

**Ellis McClintock's** ork will operate all season at the ballroom. A new angle for the usually quiet Mondays will be a dance school, operated by **Rosita and Deno**, former night club act who settled here last year.

### MIL. \$ BOWS SOON

(Continued from page 70)

vania Linen Service. Both are Philadelphia residents. Group has leased the pier site from Associated Realities for 10 years.

**Tubis** said that the corporation is spending \$200,000 for the installation of a miniature golf course, plus such rides as Ferris Wheel, Looper, Caterpillar, Tilt-a-Whirl, Merry-Go-Round, auto, boat, train, airplane, Whip, Chairplane, pony cart and Sky Fighter. According to **Tubis**, 18 concessions and **Gilbert Noon's** shooting gallery and revolver range will be part of the funspot. He said that **Abe Ellis** will have the exclusive on snack stands.

Associated Realities, pier owners, is expending \$250,000 to raise the fire-charred pier. This phase of the project has been completed, and **M. B. Markland & Company** is handling the renovation and building project. **Joe McKee**, superintendent of **Palisades (N. J.) Park** and father-in-law of **Tubis**, executed the ground plans for the pier. He also will supervise erection of all units and installation of decorative features.

### CARNIVAL ROUTES

(Continued from page 63)

Chanos, Jimmie: Winchester, Ind.  
Cherokee Am. Co.: Claremore, Okla.  
Coleman Bros.: New London, Conn.  
Collins, Wm. T.: Winona, Minn., South St. Paul 22-27.  
Colorado Expo.: Elkhart, Kan.  
Columbia: Hallowell, Me.; Westbrook 22-27.  
Continental: Oneonta, N. Y.  
County Fair: Valentine, Neb.  
Crafts Expo.: Modesto, Calif., 16-21.  
Crescent Am. Co.: Morrilton, Ark.  
Crescent Canadian: Victoria, B. C., Can., 15-24; Kamloops 26-27.  
Crystal: Gainesville, Ga.  
Curl, W. S.: (Kings Highway & Gettysburg Ave.) Dayton, O.  
DeLuxe: Willimansett, Mass.; Wilson, Conn., 22-27.  
Diamond Midway: Meredosia, Ill.  
Dickson United: Stroud, Okla.  
Dixieland: Darrow, La.  
Douglas Greater: Roseburg, Ore.  
Down River Am. Co.: Wayne, Mich.; River Rouge 22-27.  
Drew, James H.: Madison, W. Va.  
Dudley, D. S.: Electra, Tex.  
Dumont: Meyersdale, Pa.  
Dyer's Greater: Charleston, Mo.  
Eastern Am. Co.: Belfast, Maine.  
Eddie's Expo.: Monessen, Pa.; McDonald 22-27.  
Elliott, L. W.: Holland, Mich.  
Endy Bros.: Philadelphia, Pa.  
Evans United: Maysville, Mo.; King City 22-27.  
Fairway: Bismarck, N. D., 20-27.  
Ferris, Carl D.: Titusville, Pa.  
Fidler's United: Dixon, Ill.; Aurora 22-27.  
Fleming, Mad Cody: Marietta, Ga.  
Francis, John: Alton, Ill.; Granite City 22-27.  
Franklin, Don, No. 1: Midland, Tex.  
Franklin, Don, No. 2: Waelder, Tex.; Luling 22-27.  
Freat's United: Osawatomie, Kan.  
Garden State: Belvidere, N. J.; Slatington, Pa., 22-27.  
G. & B. Rides: Spencer, W. Va.  
Gem City: Peoria, Ill., 16-27.  
Gentach, J. A.: Princeton, Ind.  
Gifford, C. F.: Purcell, Okla.  
Gold Bond: Rockdale, Ill.  
Gold Medal: Bristol, Tenn.  
Golden West: Sacramento, Calif.  
Gooding Am. Co., No. 1: (Whitehall) Columbus, O.  
Gooding Am. Co., No. 2: (Summit St.) Dayton, O.  
Gooding Am. Co., No. 3: Weston, W. Va.  
Gooding Am. Co., No. 4: (Mid-Century Expo.) North Lansing, Mich.  
Gooding Am. Co., No. 5: Natrona Heights, Pa.  
Gooding American Expo.: Washington, Pa.  
Gooding Greater: Ashland, Ky.  
Grand American: Ottumwa, Ia.; Marshalltown 22-27.  
Grand Union: Elk City, Okla.; Woodward 22-27.  
Granite State: Claremont, N. H.  
Grant's: Russellton, Pa.  
Greater Rainbow: Superior, Neb.; Belleville, Kan., 22-27.  
Groves Greater: Lafayette, La.  
Gulf Coast: Cape Girardeau, Mo.; Flat River 22-27.  
Hagensick's Rides: Dierks, Ark.  
Hale's: Kansas City, Mo.  
Hannum, Morris: Conahocken, Pa.; Lancaster 22-27.  
Happy Attrs.: Canton, O.  
Happyland: Monroe, Mich., 15-27.  
Harry's Greater: Byesville, O.  
Hawkeye State: Cainesville, Mo.; Gillman City 22-27.  
Heart of Texas: Plainview, Tex.  
Heller's Acme: Union City, N. J., 16-27.  
Hennies Bros.: Enid, Okla.  
Henson, J. L.: Bald Knob, Ark.  
Heth, L. J.: Attalla, Ala.  
Hiawatha: Dowagiac, Mich.  
Hill's Greater: Raton, N. M.  
Home State: Huron, S. D.; Pierre 22-27.  
Illinois Expo.: North Judson, Ind.  
Imperial: Rochelle, Ill.  
Imperial Expo.: Reno, Nev.  
Imperial Expo. (Am. Corp. of America): E. St. Louis, Ill.  
Interstate: Brazil, Ind.  
Jack's Greater: Matthews, N. C.  
J. & B.: Highland Springs, Va.  
Johnny's United: Portland, Tenn.  
Jollytime: Shamokin, Pa.

Jones, Johnny J. Expo.: Johnstown, Pa.  
Jones United: Moberly, S. D.  
Kille, Floyd O.: Eunice, La.  
Kirkwood, Joseph J.: Carbondale, Pa.  
LaCross: White River Junction, Vt.  
Lamb, L. B.: Danville, Ill.  
Lane, Sammy: Monett, Mo.; Marshfield 22-27.  
Lawrence Greater: Richmond, Ind.  
Lone Star: Terre Haute, Ind.  
Magic Empire: Scottsville, Ky.  
Maine Am.: Newmarket, N. H.  
Manning, Ross: Roselle, N. J.  
Marion Greater: Chester, S. C.  
Marks, John H.: Philadelphia, Pa.  
McKee, John: Union, Mo.; Fulton 22-27.  
Merriam's Midway: Atlantic, Ia.; Albia 22-27.  
Merry Midway: Trimble, Tenn.  
Merryland: Pontiac, Mich., 19-27.  
Meyerden Am.: Oconto, Wis.; Owen 24-30.  
Midway Expo.: Scott City, Kan.; Colby 22-27.  
Midway of Mirth: Centralia, Mo.; Hermann 22-27.  
Midwest: Hermiston, Ore.; Kennewick, Wash., 22-27.  
Mid-Western Expo.: Eufaula, Okla.; (Rodeo) Locust Grove 22-27.  
Mighty Hooster State: Seymour, Ind., 22-27.  
Mighty Page: Abingdon, Va.  
Migrothy, Curly: Belton, Miss.  
Model: Seminole, Okla.  
Modernistic: Princess Anne, Md.  
Motor State: Corunna, Mich.  
Mound City, No. 2: Piedmont, Mo.  
Murphy's Tri-State: Madison, S. D.  
Nessler's: Wilmington, Ill.  
New England Am. Co.: West Springfield, Mass.; Westboro 22-27.  
Page Bros.: Marion, Ky.; Princeton 22-27.  
Palmetto Expo.: Walhalla, S. C.  
Parade: Nevada, Mo.  
Paul's Am. Co.: Sallisaw, Okla.  
Peck Am. Co.: Steger, Ill.; Gibson City 22-27.  
Penn Premier: Middletown, N. Y.  
Peerless Celebration Am.: Alderson, W. Va.; Lewisburg 22-27.  
Peppers All State: Prescott, Ark.  
Playland: Bay City, Mich.; Saginaw 22-28.  
Playtime, No. 1: Holyoke, Mass.  
Playtime, No. 2: Weymouth, Mass.  
Powelson Greater: Wilmington, O.  
Prel's Broadway: Richmond, Va.  
Purvis: Stony Creek, Va.  
Queen City: (Court & Cutter Sts.) Cincinnati, O.  
Rafferty: Aoshkie, N. C.; Cherry Point 22-27.  
Reid, King: Hudson, N. Y.; Herkimer 22-27.  
Rockwell: Kingman, Kan.  
Rogers Bros.: Fergus Falls, Minn., 22-27.  
Rose City: Trinity, Tex.; Mexico 22-27.  
Royal American: (Grand & Laclede) St. Louis, Mo.  
Royal Blue: Eskdale, W. Va.  
Royal Crown: Marietta, O.  
Royal Midwest: North Vernon, Ind.  
Schafer's Just for Fun: Shreveport, La.; Athens, Tex., 22-27.  
Shan Bros.: Hazard, Ky.  
Shebrand Bros.: Durango, Colo.  
Silver Slipper: Johnson City, Tenn.  
Skerbeck's Am. Co.: Escanaba, Mich.  
Smith, George Clyde: Carrolltown, Pa.; Seals Level 22-27.  
Smith's Funland: Woodsfield, O.  
Smith's Greater: Farmville, Va.  
Snapp Greater: Miami, Okla.; Independence, Mo., 22-27.  
Southern Am.: Holliday, Tex.  
Sparks, J. A.: Harlan, Ky.  
Strader, M. A.: Liberal, Kan.  
Standard: Newcastle, Wyo.; Thermopola 21-27.  
State Fair: Fort Morgan, Colo.; Greeley 22-27.  
Star Am. Co.: Judsonia, Ark.  
Stephens, C. A.: Harlan, Ky.; Elk Horn 22-27.  
Strates, James E.: Utica, N. Y.  
Sunset Am. Co.: Macomb, Ill.; Sterling 22-27.  
Superior: Willows, Calif.  
Tassell, Barney: Chase City, Va.  
Texas: Ihart, Tex.  
Texas Kidd: Eden, Tex.  
Thomas Joyland: Clarkburg, W. Va.  
Thunderbird Am. Co.: Pecos, N. M., 15-17; San Jose 18-21.  
Tidwell, T. J.: Wheatland, Wyo.; Sheridan 22-27.  
Tinsley, Johnny T.: Winder, Ga.; Atlanta 22-27.  
Tivoli Expo.: Moberly, Mo.; Galesburg, Ill., 22-27.  
Turner Bros.: Champaign, Ill.  
20th Century: Kansas City, Kan.  
Twin City: Olathe, Kan.  
United Am.: Manchaug, Mass.; Palmer 22-27.  
United Expo.: Havana, Ill.  
United States: Saltville, Va.  
Veterans United: Watertown, B. D.; Brown Valley, Minn., 22-28.  
Virginia Greater: Milford, Del.; Paulsboro, N. J., 22-27.  
Vogt's Southern: Holliday, Tex.  
Volunteer: Lafayette, Tenn.  
Wade, W. G.: Kalamazoo, Mich.; Pontiac 22-27.  
Wallace Bros. of Canada: Brantford, Ont., Can.  
Wallace Bros.: Mayfield, Ky.  
Wallace & Murray: Marion, Va.; Narrows 22-27.  
W. E. Attrs.: Mize, Miss.  
West Coast: Vallejo, Calif.  
West Coast Expo.: Angels Camp, Calif., 13-14; Placerville 16-21.  
Williams, Ray: Shelby, O.; Kenton 22-27.  
Wilson Famous: Washington, Ill.  
Wilson Greater: Monticello, Utah, 15-17; Branning 18-20.  
Wolfe Am. Co.: Leaksville, N. C.; Bassett, Va., 22-27.  
World of Mirth: Elizabeth, N. J.  
World of Pleasure: Ann Arbor, Mich.  
Yager United: Antioch, Ill.  
Zelgier: Newport, Wash.

### BOB STEVENS and BILL SHELFORD WANT

CANDY BUTCHERS for CAPELLI BROS.' CIRCUS. Also Seat Butchers, Candy Apple Man, Grease Outfit Man, Popcorn Agent. This Circus crosses border into Canada for three months on May 27. Wire at once: Buffalo, S. D., May 23; Bowman, N. D., 23; Hartinger, N. D., 24; Hebron, 25; Towner, 26; Dunsett, N. D., 27.

### DALE'S CIRCUS WANTS

Side Show Worker. Contact **Dave Fineman, Legal Adj.**  
Open in Canada May 21.  
Ford City, Pa., May 16;  
Brockway, 17; St. Marys, 18.  
All Pennsylvania.



## Co-Ed Sponsors Tune Quiz Show

ALLSTON, Mass., May 13.—A weekly Friday night half-hour radio program over Station WVOM, with roller skaters participating, started last night at Co-Ed Rollerdom here, reports William T. DiMarzio, owner-manager.

Steve Allison, Boston announcer, handles the program which consists of music played by Co-Ed organist, Benny Aucoin, a musical quiz with prizes awarded winners, and a mystery tune to be guessed by the audience in the rink. Boston entertainers will also make guest appearances on the program. First guest was Lindy Doherty, a local singing favorite currently appearing in a Boston night club and who also does recording.

### WANTED AT ONCE

Man to take charge and operate brand-new Portable Rink. Will open at Cleveland, Tenn., soon. Would prefer man and wife with experience who can furnish references. State all first letter.

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Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS

430 S. Vine, Tyler, Texas Phone 4-9585

## Specialties Set For May 24 N. Y. Garden Carnival

NEW YORK, May 13. — Midge (Toughie) Brasuhn and Gerry Murray, feuding furies of the Roller Derby, will bring their bitter feelings and their skates into Madison Square Garden on May 24, date of The News Welfare Association's first annual Roller Skating Carnival finals.

As a four-star extra feature of (See Specialties Set on page 98)

## Skating Official Dies in Brooklyn

BROOKLYN, May 13.—Funeral services for Edward Dougherty, past president and coach of the Middle Atlantic Skating Association (ice) and a prominent figure in the roller world, were conducted Wednesday (10) at Our Lady of Angels Church here. He died Saturday (7), following a long illness. Interment was at Pinelawn National Cemetery on Long Island.

A member of the MASA for over 25 years, Dougherty was well known in the ball-bearing world as a speed official at USARSA-sanctioned titulars, including United States meets, and as one-time public relations man for the Padula-Harrison operated Park Circle Rollerdom here.

## RSROA's Tri-State Winners Announced

WICHITA, Kan., May 13.—A complete list of winners in the Oklahoma-Missouri-Kansas championships of the Roller Skating Rink Operators' Association, held May 5-7 at Roll-o-Rena here, was announced this week by Layne E. Leoffler Sr., manager: Dance division, seniors: Billie and Nina (See RSROA's Winners on page 98)

# Martin Returns to Detroit Arena Gardens as Operator; Remaining RSROA Secretary

### Spot To Be Remodeled; Stress on Club, Classes

DETROIT, May 13.—A deal to take over Arena Gardens, scene of several national roller skating championships, was confirmed this week by Fred A. Martin, who opened the spot as a rink in 1935 for the late Adam Weismuller. Under the new set-up, Martin will head Martin Amusement Enterprises, Inc., which is leasing the spot from Weismuller Sports Enterprises, Inc., effective June 1.

Martin is a nationally known figure in roller skating as secretary-treasurer of the Roller Skating Rink Operators' Association since its foundation. Headquarters of this organization is located in the Arena building. Martin retired as manager of the Arena in 1947, and has devoted his entire time since to affairs of the RSROA, but is now expected to be in charge of both operations.

The rink is to be closed and given

an extensive remodeling during the summer months, reopening September 2. A reorganization of skating clubs and classes by the rink management is being planned, inasmuch as these departments have long been an important factor in Martin's operating policy. His objective is to "again institute the same old policy of operation which made the Arena club the outstanding roller skating organization of the nation."

(See Martin Returns on page 98)

### WE BUY AND SELL

New and Used Rink Roller Skates

Advise make, size, condition and quantity Also best price.

JOHNNY JONES JR.

Agents for Chicago Roller Skates

51 Chatham St. PITTSBURGH, PA.

## GENUINE PRO-TEK-TOE



FOR MEN, WOMEN AND CHILDREN

PRO-TEK-TOE Skate Stop, made of tough white rubber, beautifully streamlined in design, is creating a sensation among roller skaters everywhere. Just a few of the highly desirable features of PRO-TEK-TOE are:

- ★ Stops you IMMEDIATELY!
- ★ Protects skate shoe toe from scuffing!
- ★ Give skaters greater confidence!
- ★ Fits all roller skate shoes!
- ★ Adds to skate shoe beauty!
- ★ Eliminates floor scratches!
- ★ White rubber leaves no streaks!
- ★ Helps to avoid rink accidents!
- ★ Hidden steel washer makes PRO-TEK-TOE more durable—longer lasting!

Roller rink operators and wholesale Sporting Goods Agencies throughout the country are stocking up now to meet the growing demand for this fast-moving, "sell on sight" item. Ask your dealer or write for additional information direct.

### PRO-TEK-TOE SKATE STOP CO.

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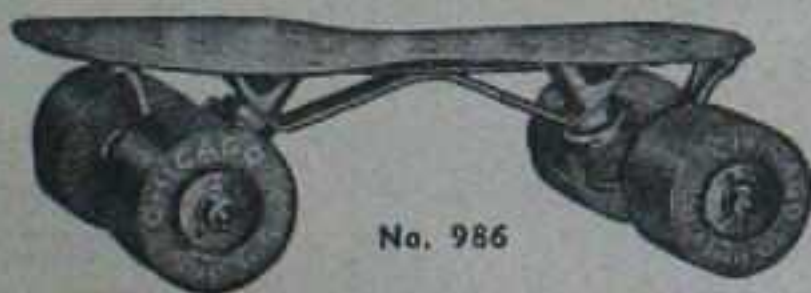
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	DOZ.	GROSS
Pistol Lighter—Black Handle	\$12.00	\$135.00
Coll. Jr. Pistol Lighter	9.00	100.00
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Light-Up Girl Pencil	5.40	60.00
Sneak Tulip Flower, W/Bulb	2.25	24.00
Ball Point Pens—Metal Caps—1 Gr. Ass'l.	—	18.00
3-Pc. Pen and Pencil Set—Boxed	4.50	51.00
4-Pc. Pen Set, W/Flashlight	7.80	90.00
Golden Nuggets—In Golden Case	6.00	66.00
"New" Coca-Cola Dispenser Banks	6.40	75.00
"Oh My" Sore Finger... Puppel	2.00	22.50
"Pepo" Hand Monkey	3.00	33.00
Wolf Pack Cards—52 Glamour Girls	13.80	160.00
"Close Out" Plastic Sun Glasses	—	12.00
Pocket Combs—Black or Ass'l.	—	1.00
Men's Plastic Glass Nose and Mustache	2.50	28.80
Kiddle Plastic Glass Nose and Mustache	1.60	18.00
10 1/2" Bronze or Palomino Horse	21.00	240.00
Frontier Smoker Cap Guns	14.40	168.00
Special—Don Juan Double Edge Blades, Per M	3.90	—
#12 Balloons—Ass'l to Gr.—10 Gr.	12.50	—
Balloon Squawkers for Above	1.25	—
Horse Clock—10 1/2"—Fine Clock, Ea. ....	\$4.95	\$57.60

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 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.

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**A-1 PARODIES, SPECIAL SONGS, MATERIAL** for any act; 1950 catalog free. Kleiman, 5146 Strohm Ave., North Hollywood, Calif. jyl

**ARRANGEMENTS — INSTRUMENTAL OR** backgrounds for vocals or acts; arranged individually with full voicing, any style; show, progressive or sedate. Large band or combo. Bill Price, 203 S. Penn. Wheeling, W. Va.

**"EMCEE" MAGAZINE — CONTAINING BAND** Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gax-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

**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. my27

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**QUICK WIT, HOW TO DEVELOP — INCLUDES** 108 flash remarks provoking laugh every 4 seconds; valuable help; \$1 postpaid. Star Scenic Co., 1712 Boston Rd., Texarkana, Tex. my20

**RED HOT! — FIFTY SMASH NIGHT CLUB** Monologues; introductory price, \$2. Edmund Bodians, Metropolitan Box 3558, Los Angeles 53, Calif.

## AGENTS & DISTRIBUTORS

**AAA SPECIAL—5¢ LEAD PENCILS, \$2.25** gross delivered; slight factory irregulars; guaranteed satisfaction or money back; supply limited; free price list. Gent Novelty Sales, Box 4058E, Bridgeport 7, Conn. my20

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**BUY THOUSANDS OF NATIONALLY ADVER-** tised products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. my27

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**FASTEST, EASIEST SELLING ITEM EVER** offered man-market! Amazing new plastic Lie-Trol placed in neck of liquor bottle automatically, accurately, quickly measures and pours drink; tremendous profits; retails \$1.39; sample, \$1; details free; sell wholesale, retail. Exclusive territories now available. Act today. John M. Labozza, 295 Franklin Ave., Franklin Square, N. Y.

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**NEW BARGAIN BUYERS GUIDE—64 PAGE** directory, over 500 wholesale supply sources, where to buy novelties, carded goods, mail order specialties at rock bottom prices. Send postal. Business Publications, Middleburg, Va. je10

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**ORIGINAL KOEHLER SIGNS—LEADER SINCE** 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable Signs and Religious Mottoes; free catalogue. Koehler, 335 Goetz, Lemay 23, Mo. my27

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**QUALITY PLASTICS DIRECT FROM MANU-** facturer—Best sellers in tablecloths, aprons, garment bags, utility covers. Free catalog BB15. Acclaim Products, 49 W. 24th St., New York 10, N. Y. my27

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**SALESMEN—MOST POPULAR NATIONALLY** advertised Cigarette Lighter; \$ on counter card; guaranteed; free details. State Sales, So. Haven, Mich. my20

**SELL COMIC NAPKINS—EVERYBODY USES** them; a laugh a second; send \$1 for sample line of 3 packs. Roberts Co., P. O. Box 408, New York, N. Y.

**WAGON JOBBERS — FITCHMEN — FACTORY** closeouts of gift items, ideal carnival and prize numbers; two samples for \$1; complete information free. Hillside Studios, 2220B W. Walnut St., Milwaukee 5, Wis.  
 (Continued on page 90)

**FLASH**  
**NEW LOW PRICE**  
 \$4.00 per doz. \$43.50 per gr.

**The New SENSATION!**

that is taking the country by storm.

**The original HOLLYWOOD FLOATING CUTIE DOLL PENCIL**

This pencil is a mechanical pencil, it propels, expels and repels. It's sensational. This pencil is an all gold finish pencil, and has a window that opens and closes and shows the Hollywood Cutie. It sells on sight.

**SAMPLES \$1.00**  
 Order shipped same day when received.

**HARRIS NOVELTY CO.**  
 1102 Arch St. Philadelphia, Pa.  
 Phone: MA 7-9948



**NOW DELIVERING!**

**New Apex 4 Star Carnival Wheels**



**Apex 5 Star BINGO BLOWERS**



**Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.**

**Heavy Duty Mounted BINGO CARDS**  
 In Various Colors

**MORRIS MANDELL, INC.**  
 26 East 13th St. (Dept. B), New York 3, N. Y.  
 Phone ORegon 3-5912

**CONCESSIONERS**  
**LARGE QUANTITIES**  
**HAND & MACH. MADE GLASS NOVELTIES**  
 Including Dishes, Ash Trays, Bottles, etc., that sold from \$2 to \$9 per dozen. To close at 36¢ to 60¢ per dozen.  
 Refreshment Sets.  
 Also 300 dozen Glass Picture Frames, sizes 10x12, with pictures, at \$3.50 per dozen.  
 10,000 doz. off selection Cups, Sugar and Creamers at 35¢ per dozen.

**VOGUE CHINA**  
 2675 Bailey Ave. BRONX, N. Y.  
 Tel. LO 2-8335

**HEAT WAVE**  
**HITS THE JACKPOT!**

**FIREWORKS**  
**ATTENTION, DEALERS AND JOBBERS**  
 For Lowest Prices write Today for complete Price List.  
**MID-WEST FIREWORKS**  
 114 W. SECOND ST. SEDALIA, MO.



**Earn Fast Profits**

**See Your Jobber**



**No. 9 MONKEY DOODLE HEAD**

**No. 12C CATHEAD**

**Insist on EAGLE MOTTLED HEAD BALLOONS**

**EAGLE RUBBER CO., INC. Ashland, Ohio**

**DON'T BE HALF SAFE!**

**Original HORSE CLOCK**

Gold & Silver Two-Tone Finish  
17" LONG, 12" TALL  
Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.  
ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR



Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.)

#215-G \$6.60 Each in Doz. Lots \$7.50 Each

*Samples, Each*

*If not for resale, add Federal Excise Tax*

---

**BOWLING BALL LIQUOR SET**

The newest novelty sensation of the year! High chrome satin finish ball, mounted on black enamel trophy base.



Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotate tray and fill glasses by pressing chrome pump down once . . . a jigger every time!

#4052B \$7.25 Ea. In Doz. Lots \$8.00 Ea.

*SAMPLE*

25% DEPOSIT, BALANCE C. O. D.

**CUTTLER & COMPANY, INC.**  
928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

**RHINESTONE DIALS AT NO EXTRA CHARGE PUNCH BOARD AND PREMIUM OPERATORS**

See Our Big Selection of Famous Fast Selling Items

★ ELGIN ★ BULOVA ★ GRUEN  
★ BENRUS ★ WALTHAM

Brand new 1950 model cases for gents and ladies. Rebuilt and guaranteed like new.

15-Jewel, \$10.65  
17-Jewel, \$12.65  
21-Jewel, \$16.65  
Gold Plated Stretch Band, 95¢ additional.

Leatherette Gift Box, 45¢ additional.

**SWISS WATCHES**  
For men and women. Guaranteed like new. \$6.59  
7-Jewel \$8.59  
15-J., \$8.59; 17-J., \$9.59

**RHINESTONE CASE**  
Guaranteed Watches  
Copies of expensive \$200 and \$300 watches. Rebuilt movements guaranteed like new. 7-Jewel, \$8.95  
17-Jewel, \$10.95

**IDEAL FOR PREMIUMS & PROMOTIONS**  
Men's New Wrist Watches \$2.50  
Lots of 6 (Sample \$2.95)  
Brand new; radium dial and hands; sweep second hand. Chrome case, complete with stainless steel stretch band. Fancy metal box, 45¢.

**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. D-20 Chicago 3, Ill.

**ATTENTION, CREW HAT OPERATORS**

WE HAVE ONE OF THE FINEST AND BEST MADE HATS IN THE COUNTRY



★★★★★★★★

**SPECIAL** Western Lace Cowboy Hats (Felt) \$37.50 Gr.; \$3.50 Doz. Baseball Caps, Flocked With Any Name . . . \$66.00 Gr.

**PRICES**

Two Tone Gabardine Pom Pom Crew Hats . . . . . \$63.00 Gr.	Kiddie Felt Crew Hats . . . . . \$24.00 Gr.
Plain white top with colored brims . . . 57.00 Gr.	We have baby sizes if you want them.
Two-Tone combination tops . . . . . 60.00 Gr.	Felt Crew Hats, nice bright colors . . 28.00 Gr.
Crew Hats, flocked special with any seashore, park, carnival or fair . . . 72.00 Gr.	Laced Cowboy Hats, beautifully laced with cord in all bright colors, \$8.00 dozen . . . . . 90.00 Gr.
Yacht Caps with any name, minimum order 2 gross lots . . . . . 33.00 Gr.	Baseball Caps in heavy twill and gabardine, with or without eyelets . . . . . 56.00 Gr.

**HARRIS NOVELTY CO.** 1102 Arch St., Philadelphia, Pa. Tel.: MA. 79848

**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.** 907 ROOSEVELT SAN ANTONIO 2, TEX.

**#2842 10 Ounce Pink Tumbler, \$4.20 Gross**

Minimum quantity 5 Gross. Packed 6 Doz. to carton. 10 Gross or more, \$4.00 Gross. F. O. B. Phila., Pa. Send check or money order. No C. O. D.'s. We will ship same day.

This tumbler in the famous "Holiday" pattern with its sparkling pink color and cut design pressed right into the glass is a tremendous flash. It was originally sold at 70¢ a dozen, but a special purchase enables us to offer it to you at this low price. Don't delay. Order today.

**TRENTON CROCKERY CO.** 305 Arch St. Philadelphia 6, Pa.

**#195 CRYSTAL HURRICANE LAMP**

\$1.30 Ea.  
\$15.00 Per Doz.



Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Packed 2 to Carton (no less sold)  
All orders are F. O. B. Chicago. Please include 40¢ for each pair of lamps to cover parcel post. TERMS: 25% deposit required on all orders—balance C. O. D.

**SERVING THE CARNIVAL TRADE OVER 34 YEARS**

**ATTENTION SALESBOARD OPERATORS!**

While in Chicago, please visit our large display room. We carry a large assortment of Salesboard Merchandise, such as Clocks, Lamps, Metal Horses, Cocktail Shaker Sets, Costume Jewelry, Watches, large selection of Table and Pocket Lighters, assorted Plush Toys, the latest styles in Nation Dolls, Story-Book Dolls, Electric Appliances, a m a l l Charms, etc.

We Have Been Serving the Trade here in Chicago for 34 years on the same street.

Our new 44-page 1950 Catalog just off the press. Send for your copy today—It is Free.

**M. K. BRODY**  
1116 S. HALSTED ST. CHICAGO 7, ILL.  
All Phones: MOnroe 6-9520



**NEW LOW PRICES ON ALL PEN SETS**

**WE WILL NOT BE UNDER-SOLD**

**\$4.50** Per Doz.

**\$51.00** Per Gr.

self-filler

The original 3-piece Pen set that has a fountain pen with a self-filler, a mechanical pencil that reaps and expels, and a Ball Point Pen consisting of atomic and pastel colors that



come in a beautiful box and a gold embossed \$7.50 price tag, and also a guarantee slip at a new low price of \$4.50 per dozen—\$51.00 per gross. This is the same pen set that we formerly sold at \$6.00 per gross. Sample 75c. We guarantee all sets. This is a real buy and the best buy in the country.

**SPECIAL**

3-Piece Pen Set, all gold finish

**\$5.50 Per Doz. \$63.00 Per Gross**

Sample \$1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

**SPECIAL**

Filigree Ball Point Pen and Key Chain with colored stones.

**\$2.00 Per Doz. \$22.50 Per Gross**

**FLASHLIGHT KEY CHAIN**

**ALL GOLD \$2.25 PER DOZ.**

**SPECIAL**

Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$3.50 per dozen or \$39.00 per gross. All cellophane wrapped. Sells on sight. Sample 50c.

We supply mats for 3 and 4 piece pen sets. 4 piece pen set consisting of Knife, Ball Point Pen, Fountain Pen and Pencil in a beautiful box.

**\$6.00 Per Doz. \$70.00 Per Gr.**

**5 PIECE PEN SET**

Flashlight, Cigarette Lighter, Ball Point Pen, Pencil and Fountain Pen all in one set.

**\$8.50 DOZ., \$96.00 GROSS**

We ship same day when we receive orders. We ship all over the world.

**HARRIS NOVELTY CO.**

1102 ARCH ST. PHILADELPHIA, PA.

PHONE: MA 7-9848

**MOST OUTSTANDING JEWELRY VALUES OF THE YEAR**

**Direct from Manufacturer**

Up to the minute styles—In Rhodium-White and Heavy 18 kt. Gold Plate.

Send for SPECIAL SAMPLE ASSORTMENT. No Two Alike, Individually Boxed. One (1) dozen, \$10.00. 25% deposit with order, balance C. O. D.

**CLARION SALES, INC.**

Manufacturers of Fine Costume Jewelry

180 Forsyth St., New York 2, N. Y.

**START YOUR OWN BUSINESS**

either at home or in an office—

100 LETTERHEADS  
100 ENVELOPES  
100 STATEMENTS  
100 BUSINESS CARDS Complete

**\$4.95**

**THOR PRINTING CO.**

92 McClellan St., New York 52, N. Y.

**BINGO**

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

**AGENTS & DISTRIBUTORS**

(Continued from page 88)

**SPECIAL EDITION, MEN ATTENTION! FRANCHISES** open to top producers selling ads monthly to merchants, veterans organizations, politicians for regional editions conservative national news-magazine Veterans Report. Fifty per cent commission. Start canvassing now for Independence Day issue! Answer in detail including experience, references. Veterans Report, Suite 509, 1025 Vermont Ave., N.W., Washington 5, D. C.

**SPECIALTY JOBBERS-WAGON JOBBERS**—We are manufacturing balloon novelties, paper hats, horns, prize package displays, Jokers items. Eagle Specialty Co., Akron 14, O. my27

**WHERE TO BUY IT INFORMATION—ALMOST anything:** write, listing items. Donald Kelly, BG-9544 Whitcomb, Detroit 27, Mich. j98

**WHY NOT SELL "NUSILVER, NUCHROME, Nubress, Plating Liquids?"** Cloth applied. Or "Quick Silverware and Jewelry Detarnishing Atomic Metal Plates?" Up to 900% profits. Or "Fisherman's Depth Gauges?" All are sensational eye-popping demonstrators. Sample offer free. Manufacturers, 508-BB5 NY St., Aurora, Ill. je10

**ANIMALS, BIRDS, PETS**

**A BIG "SPRING SPECIAL"—MIXED DENS,** including 25 snakes only \$40; "Complete Snake Show" includes 40 snakes for \$60; "Fixed" or "Hot"; 100% live arrival and absolute satisfaction guaranteed. For America's absolute lowest prices, best stock and fastest service, write or wire Western Snake Farms, Box 6222, Oklahoma City, Okla.

**ALL KINDS LIVE, HARMLESS SNAKES, DENS** or Singles; South American Boas, 5 to 8 feet; immediate delivery; spring customers get summer priority. Phone 369 or wire Ross Allen, Silver Springs, Fla. je3

**ALWAYS READY TO SERVE YOU WITH THE** best stock available; your deposits safe, our service prompt; complete list ready; order now! Snake King, Brownsville, Tex.

**BABY OCELOT KITTENS—VERY TAME,** \$40 each. Rare Bird Farm, Kendall, Fla.

**BABY NICUAGUA GREY FOX, \$20 EACH.** Rare Bird Farm, Kendall, Fla.

**BE SURE TO GET OUR PRICES!—BOAS,** \$1 ft. Coachwhips, 50¢ ft.; GAs, \$10. Green Dragons, \$7.50. Plenty Rattlers, Bulls and others. Reptile Gardens, El Paso, Tex. my20

**BEAUTIFUL A.K.C. REG. DALMATIAN OR** Coach Pups, all are nicely marked; 2 Males, 4 Females, forty dollars each; best of blood lines; all letters answered. Ted Reeves, 1832 S. 6th Ave., Tucson, Ariz.

**CIRCUS MICE—100 VARIETIES; SPOTTED** and solid colors; Dancers, Naked, Caracul, Tallies and other Freaks; \$20 per hundred; cash with order; water bottle shipping crates insure live delivery; \$3 crate deposit; return promptly, charges collect, for refund. S. P. Holman, Sarasota, Fla.

**FOR SALE—TWO TRAINED PONIES, RHE-** sus Monkey, Spitz Dog, one untrained Pony Mule. James Cannon, 625 N. 7th St., Zanesville, O.

**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. j91

**PLENTY HEALTHY SNAKES—ARMADILLOS,** Boas, Pythons, Collared Lizards, Gila Monsters, Iguanas, Mexican Beaded Lizards, Alligators, Terrapins, Raccoons, Parrots, Wild Cats, Coatiundis, Macaws, Opossums, Texas Jack Rabbits, rats, Mice, Guinea Pigs, Monkeys, Peafowl, Squirrels, Fantail Pigeons, Hamsters, Owls, Deodorized Skunks, Jungle Rats, Wire Otto Martin Locke, Phone 141, New Braunfels, Tex. my27

**RED FOX PUPS, \$10; WILDCATS, \$45; WHITE** Fox, \$35; Woodchucks, \$10; Monkeys, other Animals, Birds, Charone Animal Ranch, Burlington, Wis.

**RHEBUS MONKEYS, RINGTAIL MONKEYS,** Baboons, Jungle Rats, Storks, Malayan Bear, giant Anteater, Peacocks, Boa Constrictors, Snake Chase Wild Animal Farm, Egypt, Mass. my20

**BUSINESS OPPORTUNITIES**

**ADVERTISE IN 40 WEEKLY NEWSPAPERS,** 24 words, \$3.50; Texas or elsewhere. Pennabaker Advertising, Box 141, San Marcos, Tex. my27

**ANALYZE PERSONALITY FROM HANDWRIT-** ing! Capitalize on widespread interest in scientific graphology; make up to \$200 weekly! Complete outfit, 35¢; simplicity and dependability guaranteed. Dr. George Flury, Box 7-B, Darby, Penna. my20

**ANALYZE HANDWRITING FOR PROFIT!!!!**—\$1 puts you in business, including all Supplies, Charts, Signs, Instructions! (Free information!) Graphologers, POB 971, Philadelphia. je10

**CAFE FOR SALE—YEARLY BUSINESS,** amusement area; good lease, low rental, consider grab joint part payment. P. O. Box 295, Ocean Park, Calif.

**CAPITAL NOT NEEDED TO OPERATE OWN** Merchandise Store. Sell everything; detailed Plan, 25¢. Box 228, Paragould, Ark. je3

**DOUBLE HEAD ELECTRIC SHAVERS—** individually packed in beautiful self-selling counter boxes with \$22.50 price tags; \$2.45 each in dozen lots f.o.b. Chicago; sample \$3.50 prepaid. Terms: 25% deposit, balance c.o.d. Arcade Sales, 1123 South Pulaski, Chicago 24, Ill. my27

**FLORIDA OPPORTUNITY BULLETIN—EXCIT-** ing new weekly publication listing hundreds actual job openings, employment and business opportunities, farm lands, city lots, homes for sale, etc.; latest weekly employment, trade, real estate reports from all sections "Sunshine State"; trial subscription next six issues only \$1. Florida Opportunity Bulletin, 517F E. Adams, Jacksonville, Fla.

**FOR SALE—BALLROOM AND SUMMER** Resort; 15 acres, lake shore front, five cabins, nine boats; beautiful ballroom, newly decorated, eighty-seven booths, bar, lunchroom; located rich Southern Minnesota territory. \$20,000 down; terms. Wonderful opportunities for right person. Bill Odden, Winnebago, Minn.

**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. my27

**HAVE TWO GOOD PAYING RIDES, SPEED-** way and Old Mill, A-1 condition; will sell one; both may be seen in operation after May 20. Riverview Beach Park, Pennsville, N. J. je3

**I MAKE BIG MONEY IN THE MAIL-ORDER** business; you can do the same at home with copyrighted system; write me; I'll tell you how. F. Little, R. D. #1, Glenshaw, Penna. my27

**LEARN PIANO TUNING, REPAIRING AT** home in 30 days; unlimited income; phonograph recordings, tools and instructions furnished. Write Capitol City Tuning School, Dept. 546, 120 East Michigan, Lansing 16, Mich. my27

**"NO RISK ADVERTISING!" SELL YOUR** products by radio; pay for orders received; 50¢. Simon, Dept. B-3, 59 Park Ave., New York 16. je3

**NOW YOU CAN START YOUR OWN BUSINESS** by mail on small capital; tested plans show how; free details. Opportunity, Middleburg, Va. je10

**QUICK SIGN PAINTING—USE LETTER PAT-** terns avoid sloppy work and wasted time; write for sample. John Bahn, A-1332 Central Ave., Chicago 51. my20

**QUICKLY BUILD YOUR PAYING MAIL ORDER** Business; our deals are best. A. S. Spencer & Co., Mokena A. Ill.

**RETIRING? READ "YOUR STORE," SEND** \$1 to Brad Lee, Dept. B, Box 8, Forest Hills, N. Y.

**SHOOTING GALLERY—NOW OPERATING AT** good main street location, open year around; only one in Memphis; 10 ft. gallery, four automatics and all the extras including \$300 neon sign; all yours at bargain price of \$1,500; must sell due to change in occupation. W. C. Christianson, 244 S. Main, Memphis, Tenn. Phone 37-4012.

**SNOWBALLS AND ICES—MAKE THEM YOUR-** self; tremendous profits; Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2 plus four pounds postage; free folder. Snowball Company, 9334K Lemturner, Jacksonville 8, Fla. my27

**THIS IS IT! PROMOTER-SALESMAN'S DREAM**—Offering merchants \$20 deal in small cities, copyrighted advertising sales-getting stunt that produces! Four sales per day pays \$200 per week. Live-wires write Smith Associates, Reynolds Bldg., Paragould 5, Ark. my20

**WOULD YOU LIKE TO RECEIVE 100 LETTERS** daily containing quarters? Copy of plan and 6 formulas, 25¢. Holst, 3615 "G," Tacoma, Wash. my27

**\$124.50 GUARANTEED WEEKLY—AT HOME,** sparetime; rush \$1 (deposit). Ultra-Employment, Box 791, San Antonio, Tex. je3

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second Hand Coin Machine Bargains will be found on page 103 in this issue.

**COSTUMES, UNIFORMS, WARDROBES**

**CLOWNS', BURLESK COMICS', MINSTREL** Props, Wigs, Accessories! Free lists! (Assortments, \$5). "Happy" Morgan Clown Headquarters, 2404-N Fifteenth, Philadelphia. je10

**CURTAIN (8x36), TWO SECTIONS, RAYON** Silk, gold maroon, \$50; Red Band Caps, Coats, Chorus Costumes; Striptease, Bundle Clown Odds, \$7; Red Wigs, Orchestra Coats, Wallace, 2418 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. j98

**FORMULAS & PLANS**

**YOU CAN MAKE MONEY AT HOME IN THE** manufacturing business. Get our collection of twenty-five "One Ingredient" formulas. All you do is package and label. Instructions, \$1. Milton & Johnson Dist., Box 5516-B, Chicago 7, Ill. je3

**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. j922

**14 WEATHERPROOF POSTAGE STAMP MA-** chines, use inside or outside; in excellent working condition, \$15 each, plus freight; 25% down, balance c.o.d. Albert Jackson, RRS, Anderson, Ind.

(Continued on page 92)

**6000 Smash Hits—**

In 440 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., 5-50 Lamont, La Center, Minn.**



**SPECIAL CHINESE FIRECRACKERS**

100/10 (1000 1/4" Chinese), \$1.50 Bndl.; 80/16 (1280 1 1/2" Chinese, \$1.95 Bndl.; 12 Doz. Chinese Sky Rockets, \$5.00 Gross; 4 Doz. Boxes No. 8 Sparklers for \$2.00. F. O. B. Center, Texas. Cash with order.

**HURST & JONES FIREWORKS, CENTER, TEXAS**

**SLUM FUN . . .**

Bigger than big values at lower than low price levels!

- Carded Horseshoe Magnet, Gr. . . \$1.00
- Large Finger Traps, Gr. . . . . 1.00
- Plastic Automobiles, 2 gross for 2.00
- Bisque Figures, Gr. . . . . 3.60
- Rubber Daggers, Gr. . . . . 3.00
- Carded Metal Barrettes, Gr. . . . 3.60
- 6" Fur Monkeys, Gr. . . . . 6.60

Special Assortment of Dangling Novelties Including Giraffe, Frog, Monkey, Gr. . . . . 3.75

Send for complete catalogue . . . listing over 350 carnival and novelty items.

Orders shipped day received; 25% deposit, balance C.O.D.

**Karl Guggenheim INC.**

33 UNION SQUARE • NEW YORK 3, N. Y.

**Pitch Men:**

Fast Sales, No Effort!

**Roy Rogers**

**Balloons by PIONEER**

You get action with Pioneer Qualatex Roy Rogers Balloons. Blow 'em up and they're sold! Just as popular on balloons as he is in movies, radio, rodeos and comic books. Cash in on Rogers' popularity — no effort — these balloons sell on sight: No. 9-RR Round, 2 color print — also available in Nos. 8-RR and 11-RR Round, No. 817 Toss-Up. Pitch them — it pays! Write The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.



**FIREWORKS ZOW-EE!!**

**GET YOURS AT CUT RATE PRICES GIANT \$10.65 VALUE—ONLY \$4.95**

This Giant package carefully chosen to give you a wide variety of pieces would regularly retail at \$10.65. Mostly the loud kind but contains many colorful displays for after dark. Giant Cannon Salutes, Sky Scramblers, Buzz Bombs, Star Shells, Block Busters, Zig Zag Whistles, Flashlight Crackers, Sky Rockets, Roman Candles, Repeating Aerial Bombs and many others. Fireworks move fast — rush order in today. No C.O.D.'s. Send Certified Check or M. O. Register letter if you send cash. Catalog FREE.

**BUCKEYE BUCKEYE FIREWORKS CO.**

Dept. 202, Wapakoneta, Ohio

**ATTRACTIVELY BOXED**

10 pc. KITCHEN SET (photo)

**\$2.65**

5 Pc. Cleaver Set, boxed, Ea. \$1.25.  
7 Pc. Cleaver Set, boxed, Ea. \$1.75.

Each

- 3 Pc. Carving Set, boxed . . . . . \$ 1.90
- 24 Pc. Silverplate Steel Base . . . . . 2.35
- 24 Pc. Stainless Steel Set . . . . . 2.35
- 24 Pc. Silverplate, 18% Nickel Base, 2.90 (Minimum order 12, F.O.B. N. Y.)

**THOMAS A. WOLFE, INC.**

Dept. 68, 1133 Broadway New York 10, N. Y.



# FIREWORKS

WE ARE ANTICIPATING 4TH OF JULY  
..... THE BIGGEST 4 IN OUR HISTORY

<b>ROMAN CANDLES</b>	<b>SIGNALING SUBMARINE,</b>
5 Ball, per gr.....\$5.50	per gross.....\$9.34
6 Ball, per gr.....\$6.00	2' SALUTES, per 1000.....\$6.56
8 Ball, per gr.....\$7.50	3' SALUTES, per 1000.....\$10.00
10 Ball, per gr.....\$9.25	#2 BOX FIRE, per gr.....\$6.90
<b>FLUTTER CONES</b>	<b>WHISTLING CHASER, per gr.</b> \$6.90
#2 cone, per gr.....\$6.80	<b>DIXIE FLYER, per gr.</b> \$6.90
#3 cone, per gr.....\$8.20	<b>SKY ROCKETS</b>
<b>VESUVIUS FOUNTAINS</b>	3 oz., per gr.....\$7.34
#2 fountain, per gr.....\$5.95	4 oz., per gr.....\$9.80
#3 fountain, per gr.....\$9.40	6 oz., per gr.....\$12.25
<b>FLORAL POTS WITH HANDLE</b>	<b>RED CONES</b>
6 inch, per gr.....\$6.80	#2 cone, per gr.....\$6.40
10 inch, per gr.....\$9.80	#3 cone, per gr.....\$9.40
<b>SPARKLERS</b>	<b>GREEN CONES</b>
#8, per gross.....\$6.00	#2 cone, per gr.....\$5.95
<b>TORPEDOES, per gross.</b> \$2.80	#3 cone, per gr.....\$9.40
<b>CASTLE OF COLOR,</b>	<b>WHIRLING DEVILS per gr.</b> \$8.00
per gross.....\$6.90	<b>SMOKE POTS per gr.</b> \$8.00
<b>GUSHERS, per gross.</b> \$9.34	
<b>CABIN ON FIRE, per gr.</b> \$9.34	

**NATIONAL FIREWORKS, INC.**  
603 FIRST AVENUE NORTH, MINNEAPOLIS, MINNESOTA

*Now Ready!* **NEW 1950 CATALOG**

FULLY ILLUSTRATED

**SENSATIONAL VALUES!!**  
THOUSANDS OF BRAND NEW AND OLD STAND-BY ITEMS

LOW PRICED MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION

**Hex MANUFACTURING COMPANY**  
48 EXCHANGE ST. BUFFALO 3, N. Y.

SEND FOR YOUR COPY TODAY!

**Attention! Punch Board and ACMMA Conventioneers Visit Us While in Chicago—Room 612-5 S. Wabash**

Men's and Ladies' Nationally **FAMOUS WATCHES**

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★ BULOVA ★ WALTHAM

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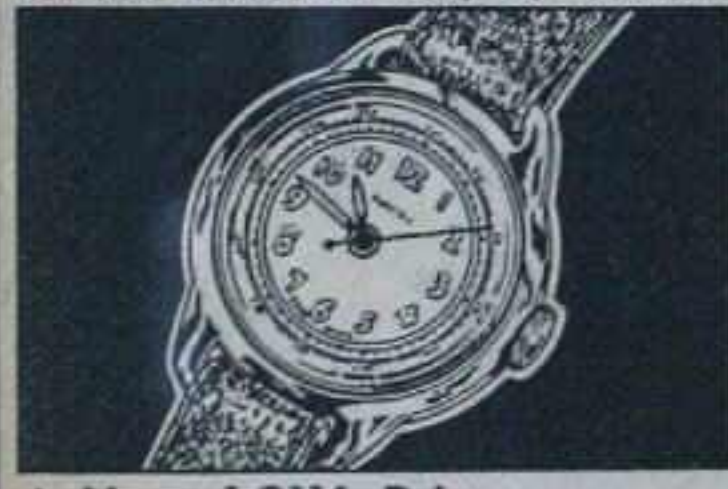
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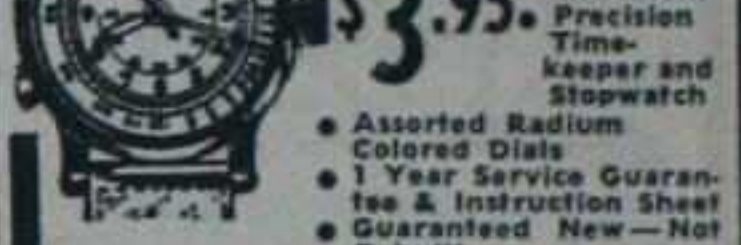
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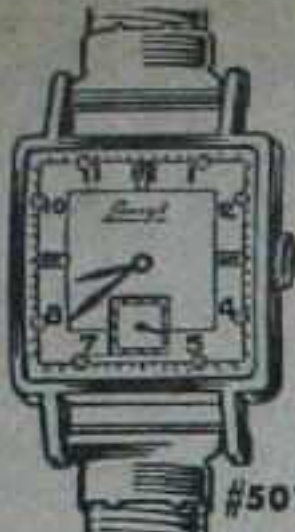
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**BIG PROFITS**  
RETAILS \$1.49  
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Send \$1.00 for postpaid sample Speed-Grill, sales promotional literature and quantity price list.

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WITH INTER-TALKIE—NEW LOW COST—SIMPLIFIED SYSTEM!



Over 10,000,000 lawyers, dentists, doctors, retail stores, garages, apt. houses, homes and SMALL BUSINESSES OF ALL KINDS NEED AND WANT this new instant action intercom system. Different from ALL THE REST—COSTS LESS THAN HALF—HAS TWICE THE FEATURES. Factory guaranteed for 3 years—Simplified installation—Customer does it! Over 70 new 1950 models take care of EVERY need. Just "push" a button to talk—"release" to listen. Can be from 10 ft. to 1/2 mile apart! NO AC SOCKET CONNECTIONS—Loudspeaker volume—Can be heard 50 to 100 ft. away if desired!

**MANY INTER-TALKIE DEALERS EARN \$300.00 PER WEEK!** Others in spare time average \$100.00 weekly easily! WE FURNISH YOU ACTUAL 3 MINUTE DEMONSTRATION KIT, SALES AND TECHNICAL MANUAL, ADVERTISING LITERATURE, CUSTOMER INFORMATION—ALL AT NO COST TO YOU on a bonus sales plan. This is a NEVER BEFORE OFFERED—sales opportunity—Not to be compared with others. Write us for full details and you will see why INTER-TALKIE salesmen earn more ALL THE YEAR ROUND THAN OTHERS with 1,000 "gadgets" in their line. Get in on the ground floor with this NEW ITEM manufactured by a company with 20 years experience in Electronics and Radio.

**MIDWAY COMPANY, Dept. B-5, Kearney, Nebr.**

**SEND FOR Free COPY TODAY!**

**new 1950 Catalog**

**IS NOW AVAILABLE 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.

**GELLMAN BROS. Inc.**  
119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

## MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

### New York:

Woolworth's at Broadway and 44th Street reportedly sells more souvenirs than any other store in the country. The store remains open every business day until 10 p.m. . . . Topic Toys is marketing Magic Cage, a 49-cent seller. The plastic action toy portrays a circus wagon 2 by 4 inches. Press the Cupid on the cage and change the animals in the cage. Lions, tigers, bears, monkeys, elephants and gorillas can be seen. . . . Designed for both men and women, a plastic two-piece "slimming" suit that retails for \$2 has been introduced. Trim-U-Ette is reported to work on the principle of a mobile steam bath. . . . Another suit is Float-ees, men's swim trunks with plastic pontoons inside concealed pockets. Invisible when worn, Float-ees equipment is said to enable beginners to learn to swim rapidly, and enables good swimmers to navigate long distances with ease. . . . For women there's a tool kit-apron combination on the market by Marinag International. The stylish kit is designed for the homemaker who has numerous odd chores. . . . Again for women, Whitewater Raincoat Company is offering a plastic raincoat to sell for \$1.98 in all sizes. The raincoat has a snap button front, hood, raglan sleeves, and is washable. . . . Another presentation of this type are \$1.29 hooded raincoats by N & N Distributors. Light in weight, the raincoat may be folded into a handbag. Meanwhile, Indian River Fabrics has packaged their entire line of nylons, dress fabrics, handkerchiefs, socks, etc., in individual cellophane self-service packages. The idea is to foster counter self-service thru attractive carded and counter displays.

For volume counter sales, Pretty Products has boxed its Sea Siren swim caps in a new "Sell-Ector" display container. Cap color and design may be seen thru open end of package. Color of box denotes size. . . . Penscope is a five-inch 6X pocket telescope with finger-tip focusing. Like a fountain pen, it clips into the pocket—\$10 retailer. . . . Unita is offering miniature imported Japanese cameras to the trade. . . . H. Negbaur has a beer-can type lighter to retail at 79 cents; also a pocket-sized combination collapsible cigarette holder and lighter to sell for \$1. . . . Miniature lighters at \$1.98 are exhibited by Aladin Lighter Company. The section of the metal lighter is covered with simulated leather in smart shades. . . . Then there's Varsity cigarette lighters to sell for \$1 by Neff & Company. . . . Stewart Products is marketing auto-

matic pencil lighter, fair traded at 98 cents. . . . Announced by Brown & Bigelow, there's a new type cigarette lighter operating with a butane gas cartridge. The desk-sized lighter produces a jet-like flame when a lever is pressed. The company reports the lighter will operate 2,700 times without a refill. . . . Polo Manufacturing has brought out a 7 3/4-inch Liberty Lighter at \$9 retail. The Statue of Liberty's torch flames when the push-button in the base is pressed. This lighter is battery operated.

Meanwhile, to capitalize on current trade interest in novelty lighters, Universal Chemical, Crescent Lighter Fluid and others are pushing their respective lines of lighter fluids as ideal accessories for lighter display. . . . As another accessory,

### All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B2256 PER DOZ. \$15.75  
1/30 14K R. G. P. Two White Stones.



#B2157 PER DOZ. \$22.50  
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.

NEW CATALOG LISTING COMPLETE LINE. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

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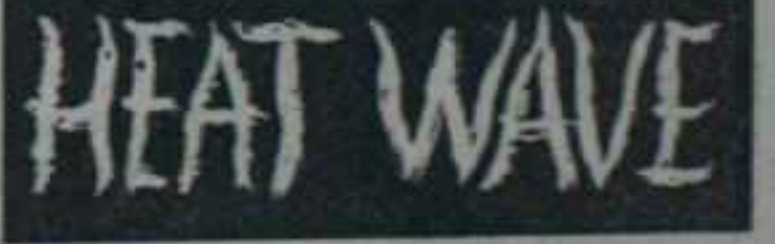
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To stores: over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. Make money on our fast selling signs. COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11 . . . \$1.00  
15 Samples Ultra-Blue Religious Signs, 7x11 1.00  
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Above Samples Mailed Postpaid.  
100 Ultra-Blue Stock Signs, 7x11, \$6.00. No COD's.  
L. LOWY, 812 Broadway, N.Y. 3, N.Y., Dept. 548

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### PLASTER WITH PLENTY OF FLASH

See our new smooth and high gloss finish, highly tinselled, with plenty of FLASH. When seen looks like china, not PLASTER. Prices: 6r, 10r, 25r. Must be seen to appreciate. WIRE TODAY. All orders shipped same day received. 50% deposit required.

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## CARNIVAL AND NOVELTY CATALOG

**JUST OFF PRESS—Write for Your Copy Today**

Giant plush, sparkling plaster, first, second and third shell Bingo prizes, slum, new Jap imports and a thousand and one other items. All at the lowest prices. State type of business when requesting your copy.

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| MA101—Baseballs. Doz. . . . . \$2.00     | MA106—Daisy Cork Cans. Ea. . . . . \$5.50  |
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| MA103—Aluminum Bottles. Ea. . . . . 1.15 | MA108—Hoop-La Rings. Doz. . . . . .70      |
| MA104—Dart Balloons. Gro. . . . . .65    | MA109—Cane Rings, 100 for . . . . . 4.50   |
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**LEVIN BROTHERS**

Established 1886  
TERRE HAUTE, INDIANA

GIVE TO THE DAMON RUNYON CANCER FUND



National Cigar Company is offering Cig-Elle Case as a 50-cent retailer. Plastic case features a one-hand operation (push slot in side to expose cigarette) and no protruding parts. . . Vinylite auto mats to sell at 69 cents and door mats to retail at 99 cents are offered by Plymouth Rubber Company, also rain boots that come in a pouch at \$1.29. They are of washable plastic, light in weight and fit any type shoe. . . A wood ring buoy ash tray to retail at \$2 has been announced by Nautical Nuggets—resort lettering free. . . Air Line Manufacturing has a 69-cent collapsible waxed paper umbrella with a wooden handle. . . Rae Engineering is offering inexpensive plastic electric shavers. . . Elmar Product's Jet-Choo, a bright plastic 39-cent retailer, is selling well. It's an air driven-whistle locomotive that moves from inflated balloon power. . . To tie in with the Disney movie, Ben Cooper is marketing Cinderella doll costumes to sell at \$1.98 and \$2.98. . . Katz Advertising Agency, Inc., is now located at 488 Madison Avenue. . . To commemorate the Holy Year, J. Walter Green is offering world renowned churches depicted on wall plates to sell at \$2.

**Chicago:**

Nate Sales Company has completed remodeling of its store and is now handling a complete line of concession items. . . Galter Products Company is manufacturing a Hopalong Cassidy candid camera and box camera with flash attachment, as well as a pair of Hopalong Cassidy four-power field glasses. Reports are that sales have been terrific. . . Barry Kadison, of N. Shure Company, is taking a plane trip to Nassau in the Bahamas for a 10-day vacation. . . An innovation has been announced by Nate Sales Company. It is the "scene-in-action" clock with realistic three-dimensional moving scenes in natural color. Clock comes with three scenes and is encased in an antique ivory composition case.

**West Coast:**

Lee Wallace, of Wallace-Slade Novelty Company, Los Angeles, is bringing out a new item in rubber-like soft plastic. Set to hit the market soon, the Little Red Devil is a replica of Hades hombre. Mounted on a bar with suction cup, the item fits on any smooth surface. When attached to a windshield, Wallace reveals, the little man will jiggle and wiggle. Firm also has monkeys in a similar type of design. . . Buddy Gorman and Al Aldini have combined and formed the Jokers of Hollywood Company. Both were formerly with the Hollywood Magic Company and are familiar with the business of creating joke items. . . Seymour Horn, of Dodge, Inc., Los Angeles, reports that the Mermaid lamp continues to get top interest. Horn is busy working on several other items and will soon release news that will be of interest to those in the premium merchandise field. . . Abbot Schy Creations, Los Angeles, has brought out a Fan Dance lamp 21 inches high. The figure is finished in bronze and the feather

fans are available in red or char-treuse. The shades carry out the color scheme. Feature of the item is double action of the fans, in back and in front of the figure, moving up and down. The figure moves from side to side. Jewels are used in the eyes and G-string. Much interest is reported shown in this item by premium users. . . Duke Lanfre, Los Angeles, has brought out the Art Deck, a deck of regulation playing cards. There are 56 different models pictured in full color on the cards. Rather than confuse the card player, Lanfre explains there are four jokers with each deck. . . The item that is claiming interest at St. Pierre's Hollywood Magic Company is the Prankster's Exhaust Whistle. Attached to the exhaust of a friend's car, it creates a noise that will start the motorists guessing and worrying.

**Here and There:**

We have had several inquiries for Lord's Prayer on a penny stamping machines. Anyone knowing where such a machine may be obtained or anyone manufacturing the machines are requested to write to The Billboard. . . Trans-Brite, plastic point-of-sale posters, transparent except for brilliantly colored lettering, have been developed by Display Sales, of Cincinnati. In a matter of minutes the posters are affixed to interior windows by use of cellophane tape. . . Waterproof plastic jackets with zipper that fold into small packets for storage in golf bag pocket, auto glove compartment or fishing fly case provides handy protection for outdoor men against sudden rain. It will not rot or wildew and is resistant to scuffing, oil and most chemicals. Fabric Manufacturing Corporation, Chicago, offers it as a \$3.95 retailer. . . Card table covers of vinylite plastic for canasta are offered by Robert H. Clark Company, Beverly Hills, Calif. A \$1 retailer, its non-glare surface may be cleaned with damp cloth, and is resistant to scuffing, moisture and dirt. Covers in assorted colors provide pockets to keep cards in correct position for melding and canastas. Ties hold the covers tight on standard tables. . . An inflated floating swan that is ridden thru the water by propelling it with the feet is offered by Plastictronics, Inc., New York, to retail at \$1.98. A saddle on the swan's back is provided for the youngster.

A plastic coin box has been introduced by Visual Coin Box Company, Metuchen, N. J. Device, kept in the cash drawer, consists of four columns holding pennies, nickels, dimes and quarters. Calibrated scales indicate cumulative value of coins in each column. . . Magnus Harmonica Corporation, Newark, N. J., is turning out a low-cost concertina made of Bakelite styrene, featuring seven plastic keys actuating 18 tuned styrene reeds. . . Folding aluminum chairs weighing but 36 ounces and holding 500 pounds are announced by Ray V. Kemmer Company, St. Petersburg, Fla. Chairs come in yellow, green, orange, blue and red-dyed duck. . . Gibson Export Company, Swarthmore, Pa., is manufacturing 14 by 16-inch chalkboards for children. . . A self-serving plastic sewing kit, featuring its own cutting device, is being marketed by Emeloid Company, Inc., Hillside, N. J. It has space for eight spools of thread. . . Plastic Products, Fort Wayne, Ind., has announced fishermen's plastic worm boxes which keep worms near the surface. A clamp is available for fastening the box to a boat. . . Three plastic kitchen aids, 20-ounce cannister, sauce dish and a unique funnel, are announced by Tupper Corporation, Farnumsville, Mass. . . William B. Watkins Company, Evanston, Ill., announces a four-way grill of aluminum alloy for grilling, broiling, baking and frying. . . Uniform planting of grass seed is claimed for the seed gun of the L. Teweles Seed Company, Milwaukee. It is operated by hand-pumping action. It comes loaded with 1 3/4 pounds of seed. Being refillable, it may be used for spreading insecticide and fertilizer.



**BRAND NEW!**

GENUINE EVERLAST

**FLOATING GIRL & BOY PENCIL\***

• UNCONDITIONALLY GUARANTEED • NO LEAKERS • ALL PERFECT

Jet black pencil with highly polished gold-plated ring, shade, clip and point. Black and gold combination results in a strikingly attractive pencil. It pays to buy this precision make by a superior writing instrument manufacturer.

**\$4.80 DOZ. \$48.00 GR. SAMPLE \$1.00**

When ordering, specify either floating boy or floating girl design. 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. \*Patent Pending

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**DIRECT FACTORY PRICES**

**WESTERN METAL HORSES**

TWO-TONE BRONZE FINISH

**WE GUARANTEE OUR PRICES**

BUY WITH CONFIDENCE

Size	Price
2 1/2"	-\$ 1.75 per doz.
3 1/2"	2.50 " "
4 1/2"	3.60 " "
5 1/2"	5.75 " "
6 1/2"	8.00 " "
7 1/4"	11.50 " "
8 1/2"	14.40 " "
10 1/4"	17.50 " "

WHEN ORDERING, PLEASE GIVE SIZE ORDER TODAY!

Order shipped immediately. Terms: 25% Deposit—Balance C. O. D. unless rated. Orders under \$10.00 must be paid in full.

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**Sensational - Dramatic - Realistic!**

**"SCENE-IN-ACTION" ELECTRIC CLOCK**

Beautiful Antique Ivory Composition case in Gothic Column Design. Continuously moving natural color scene in three-dimensional effect. Can be had in 3 different scenes:

- 1—Western Desert scene with Moving Covered Wagon
- 2—Statue of Liberty "Marine" scene (illustrated)
- 3—Hunter shooting Ducks on the Wing

**Retail \$14.98 each Your Cost \$7.79 each**

Sample, \$8.50 each prepaid 10" high, 8 1/2" wide, 3 1/2" deep 110 Volt, 60 Cycle, A.C. only.

**DON'T PASS THIS UP! FASTEST SELLING CLOCK ON THE MARKET!**

Hurricane Lamps, Ruby or clear, doz. pr. \$30.00  
 9 Balloons, gross . . . . . 2.25  
 Pistol Lighters, black handle, doz. . . . . 12.00  
 Large Nationality Bed Dolls, doz. . . . . 44.00  
 Hula Lamps with shade, ea. . . . . 11.75

25% Deposit With Order  
 CATALOG ON REQUEST

**NATE SALES CO.** 1354 S. HALSTED ST. CHICAGO, ILL.

**ATTENTION: CHAIN STORES! JOBBERS! EXPORTERS! MAIL ORDER HOUSES!**

**PACKAGED HOUSEWARE SETS!**

Consolidating our warehouses, we are disposing of these private packaged houseware sets! All packed one set to individual carton! All this season's brand new items!

A. 20,000 6 pc. Butter, Cheese and Toast Rack Sets—\$1.00 retailers, set F.O.B. Ohio Warehouse	<b>38¢</b>	D. 1,000 12 inch silverplate cake platters. Each in kimpak bag. . . F.O.B. New York Warehouse	<b>\$1.82</b>
B. 8,000 5pc. Breakfast Sets, Sugar, Creamer, Salt & Pepper on nickel plated tray, set. . . F.O.B. Ohio Warehouse	<b>28¢</b>	E. 6,000 matching 7" silverplate cake plates. Each in kimpak bag. . . F.O.B. Brooklyn Warehouse	<b>54¢</b>
C. 8,000 6 pc. Tumbler Sets, packed 6 glasses to a carton, set. . . F.O.B. Ohio Warehouse	<b>17¢</b>	F. 2,000 9 pc. kitchen cannister ensembles. . . F.O.B. Brooklyn Warehouse	<b>\$2.15</b>

On A, B & C—504 set minimum; On D, E & F—100 unit minimum  
 Samples available. Immediate action.

Phone MR. KAY—Bryan 9-9858 Or write Suite 1007, 101 West 31st Street, New York City

**FAST MOVING! MONEY MAKER.**

**MIRACLE RING**

**\$21.00 PER DOZ.**

25% Dep., Bal. C. O. D.

A lustrous sparkler in an R.C.P. extra heavy mounting, with an eye for faster and bigger PROFITS

WRITE NOW for SAMPLE, \$2.00 C. O. D.

**NATIONAL DISTRIBUTING CO.** CALUMET, ILL. MIAMI, FLA.



**OAK-HYTEX  
BALLOONS  
GET THE  
MONEY!**

**WORKERS  
AVAILABLE  
for these  
fast sellers**

**No. NM-10  
MULTI-COLOR  
ASSORTMENT  
OF  
FLASHY  
SPIRALS  
and  
NOBBIES  
\$750 Gro.**

**Plus shipping charges**

*Sold by  
LEADING JOBBERS*

**The OAK RUBBER CO.  
RAVENNA, OHIO.**



# Pipes for Pitchmen

By Bill Baker

**THIS CORNER . . .** could use some communications from Art Nelson, Jack and Connie Murray, Pop Adams, Stanley Naldreit, Bob Torti, Fred W. Langer, Bus Robertson, W. R. Meader, Robert T. Negus, R. E. Orford, R. E. Rutherford, Louis T. Via, Sam Chroman, Sam Ried, Marion Young, Jack A. Ryan, Bert Dailey, Ray C. Krey, Leon Long, Bill Louis, Speedy Hascal, Little Joe Colly, John Voght, Al Rice, Lucy and Eddie Gaillard, Leonard Rosen and Ozzie Routt.

Most pitchmen realize that a new day is dawning and have returned to good old-fashioned showmanship principles.

**CLAIR MOORE . . .** is still working the May Company store in Los Angeles with a new powder to reported good results.

**H. E. RAINS . . .** is still making Alabama towns with his pitch layout.

*Everybody has ideas. Let's have yours. The best way to understand things is to talk 'em over. The best place to discuss them is in the Pipes Department. That's what it's for.*

**J. ROTHMAN . . .** who purveys whitestones and other novelty jewelry out of his Milwaukee headquarters, says he'd like to read pipes here from James E. Miller.

Remember, it's the little apples in the basket that push the big ones to the top.

**THE RAGAN TWINS . . .** Madaline and Mary, are still clicking with their pitch items at their Hill-billy Holler location, Benton, Ark.

The successful pitchman never hangs onto an item that isn't fit to sell.

**"HERE I GO AGAIN" . . .** blasts Jack Scharding from his Long Beach, Calif., headquarters. "After twice trying to retire, I find it too hard to pass the time and my feet are itching again. So, in my 70th year, I'm leaving here to join the Roberson Players where I will present a new astrology act. I'm to be billed as 'Hollywood's foremost astrologer,' with an 8 by 12-foot chart on stage and special advertising ahead of the

show. The show plays Illinois and Wisconsin."

A first-of-May pitchman will never start wrong in the right environment.

**HENRY H. VARNER . . .** letters from Akron that government contracts have given that area a good shot in the arm business-wise, something, he says, it has needed for months. "I'm looking forward to my vacation this year among the regular people who work outdoors and really live," Varner writes.

**ART ROBINSON . . .** opened a tour of New Mexico stores with waffle irons May 9.

It seems that all some lads have to do is work and they get more moola than anyone else.

**"I'M WORKING . . ."** a local store to good business," pipes Big Al Wilson from Oklahoma City. "I've got a front position and opened to big crowds, arriving here in time for the store's large annual sales days. I'm also planning to open the Green store, Little Rock, for a fellow pitchman, Johnny Royce. There's a fellow here selling live monkeys for \$5 a head. Local pitchmen laughed at the idea, but their chuckles were short-lived when they learned that he had grossed a neat 375 hermans for a day's work."

Flashbacks: Art Nelson's story on the Pocket Gopher is still one of the funniest this column has ever heard.

**AUGUST F. MONKEN . . .** novelty peddler known in Pitchdam as the Old Monk, is confined in Brooke General Hospital, Fort Sam Houston, Tex., with tuberculosis and would like to read letters from friends. For the past six years Monken has been associated with Slim McKnight.

## SPECIALTIES SET

(Continued from page 87) the carnival finals conducted in cooperation with the Roller Skating Rink Operators' Association, Brasuhn and Murray will race for the Roller Derby speed championship in a specially arranged no-holds-barred grudge match.

It is one of many special attractions which will combine with the 15 competitive events to form one of the biggest nights in local roller-skating annals. Among acts already scheduled are a colorful Oklahoma routine by 15-year-old Rudy Goldman, a dance performance by the precision pair of Gerry Nista and Vernie Bauer as well as solo routines by Nancy Lee Parker, two-time national figure champion, and Gloria McCarthy, another outstanding skater.

The field of finalists in the competitive events has already been determined and promises some thrilling racing. The original entry field of thousands, including skaters from the five boroughs of the city, Connecticut, New Jersey, Long Island and Westchester County, was whittled down thru a series of 46 preliminary shows, including quarter-finals and semi-finals, which were completed tonight.

Additional specialty acts will be announced as the Garden date approaches.

## MARTIN RETURNS

(Continued from page 87) Five nights weekly will be devoted to skating, plus matinee sessions. Monday night will be wrestling night, under the direction of Harry Light, promoter, continuing a policy that has been successful at this spot for several years. Martin is planning an innovation for Detroit on Tuesday nights, with the introduction of a popular-priced fight card with a number of short fast bouts.

Practice facilities will be maintained during the summer months, despite closing and remodeling, for all competitive skaters who have qualified for regional and American championships, while the skate store and repair shop will continue to operate thruout the summer as well.

## RSROA'S WINNERS

(Continued from page 87)

Venard, Kansas City; Charles McSpadden and Frances Matthews, St. Louis; Charles Dehramm and Anna McWilliams, St. Louis. Intermediate: Arnold Kusker and Lillian Modrcin, Kansas City; Bert and Wilma Schilling, St. Louis; Melville and Robbie Cox, Kansas City. Novice: Edward Arand and Patricia Hughes, St. Louis; Donald Day and Joan Dale, Kansas City; Bob Hubel and Sue Massey, Springfield, Mo. Junior: Arthur and Joan Brown, St. Louis; William West and Joyce Venard, Kansas City; Bud Doran and Andree Morgan, Joplin, Mo. Juvenile: George Paulstitch and Patricia Hoehne, St. Louis; John Martin and Dorothy Moody, Springfield; Bobby Gaston and Carolyn Silger, Springfield.

Figures, senior men: Robert Smith, St. Louis; senior ladies, Anna McWilliams, St. Louis; novice men, Lewis C. Wantland, Tulsa, Okla.; novice ladies, Betty Lenover, St. Louis; intermediate men, Gene Lonan, Tulsa; intermediate ladies, Sue Massey, Springfield; junior boys, Arthur Brown, St. Louis; junior girls, Carol Paulstitch, St. Louis.

Free skating, senior men: Robert Smith, St. Louis; senior ladies, Anna McWilliams, St. Louis. Novice ladies: Claudette Green, St. Louis; Sue Hill, Springfield; Edith Barnes, Tulsa. Novice men: Lewis C. Wantland, Tulsa; Kenneth L. Tidwell, St. Louis; Roy Blakey, Tulsa. Intermediate men: Lawrence Williams, St. Louis; Gene Lonan, Tulsa; James H. Wash, St. Louis. Intermediate ladies: Sue Massey, Springfield; Betty Wolff, St. Louis; Marilyn Kuha, St. Louis. Junior boys: Arthur Brown, St. Louis; William R. West, Kansas City. Junior girls: Joan Brown, St. Louis; Beverly Votaw, Springfield; Carol Paulstitch, St. Louis. Juvenile girls: Maria Harris, Springfield; Sally Osborn, St. Louis; Sharyn Osborn, St. Louis.

Pairs: Grant Alley and Edith Barnes, Tulsa.

Racing, senior men: Billy Ward and James Duncan (both of Tulsa, tied); Bob Hubel, Springfield; Russell W. Maddox, Topeka, Kan. Senior ladies: Juanita Bivins, Tulsa; Pat Allaman, Belleville, Kan.; Marion Kitterman, Coffeyville, Kan. Intermediate men: Thomas Johnston, Coffeyville; Richard Priest, Topeka; Richard Nash, Coffeyville. Intermediate ladies: Atha Clements, Topeka. Junior boys: Donald Paxson, Topeka; Dennis Lowry, Belleville; Howard Stever, Springfield. Junior girls: Sue Massey, Springfield; Joan Swiger, Coffeyville; Donna Smith, Topeka. Juvenile boys (A): Jack Duran, Joplin, Mo.; Marvin Morehead, Belleville. Juvenile girls (A): Beverly Votaw, Springfield, and Shirley McGehee, Coffeyville (tie). Juvenile boys (B): Terry Thompson, Coffeyville; James Swartz, Topeka. Juvenile girls (B): Sonya Mitchell, Tulsa; Janet Walton, Belleville; Joan Chapel, Belleville. Juvenile boys (C): William Swartz, Topeka. Juvenile girls (C): Maria Harris, Springfield.

## IMMEDIATE SHIPMENT

ON ALL OAK PRODUCTS  
25% dep. with order, bal. C. O. D.  
New 44 pg. 1950 catalog free upon request.  
**M. K. BRODY**  
1116 S. Halsted St. Chicago, Ill.

## NEW LOW PRICE!

**We Will Not Be Undersold  
"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 SPOTLIGHT APPEARS A RAVISHING BEAUTY IN EXCITING, NATURAL FULL COLOR! Nothing like this on the market. The greatest sensation in the country today!

**\$4.80** (ASST. BEAUTIES) **\$54.00**  
DOZ. SAMPLE GR.

25% Deposit—Money Order, Bal. 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.

**BUY IN THE MIDWEST—SAVE THE FREIGHT  
OUR NEW CATALOG NO. 511**

Containing more than 500 more new items for the carnival concession trade is now being mailed out. You must tell us your line of business and what concessions you operate or catalog will not be mailed.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY  
KANSAS CITY, MO.

Another RO-LA first!

The ORIGINAL

**MISS  
MYSTERY  
PENCIL**

HER RAVISHING  
CHARMS REMAIN  
A MYSTERY

UNTIL YOU PRESS  
THE TOP OF THE  
ATTRACTIVE PENCIL!

INSTANTLY, the barrel lights up, showing MISS MYSTERY in daring, natural full-color poses, the kind you and your customers like! Propel-repel pencil with plastic barrel and gold-plated top and point that really works! Actual size 5".

Order a Dozen Now and be convinced!

**DOZ.** 4 ASST. only **\$6.00**  
POSES

Complete with batteries  
\$64.80 Gross (extra batteries 53¢ ds.)  
Sample: \$1.00

Imported  
Beautiful Octagon-Shaped  
**LAMP-LIGHTERS**

• Chromium base stand • Always lights •  
• Individually boxed • Assit. colors •

**\$13.50** DOZEN \$2.98 Retail value  
Sample, \$1.98

IMMEDIATE DELIVERY on all orders  
accompanied by m.o. or cert. check.  
25% deposit on C.O.D.'s. Allow for postage

**RO-LA Novelty Co., Dept. BF**  
907 Broadway, N. Y. C. 10 OR. 2-9610

## PISTOL LIGHTERS

LOWEST PRICE EVER OFFERED

LARGE SIZE, 3 1/2" x 2 1/4". Removable stand.  
Chrome and black finish. Price \$10.50 dozen.  
Sample \$1.00. Immediate delivery.

**PENNSYLVANIA DRUG PRODUCTS CORP.**  
1409 Fifth Ave. Pittsburgh, Pa.  
Atlantic 1-7994



**CASH IN ON THIS HOT ITEM!**

**PISTOL LIGHTER**

FOR IMMEDIATE DELIVERY. Practically sells on sight. AUTOMATIC, flashy chrome finish with **GENUINE MOTHER OF PEARL HANDLE**. 2 1/2" long by 2" high. Small enough to fit pocket.

Pull trigger, it lights up at once. Has removable stable stand.

**\$20.00 doz.**  
Sample \$2.50

Also American make pistol lighters in pearl and genuine stag handles.

**THE WOLF PACK**

Cuties, World's Nudies—52 Beauties in natural colors, plastic finish. \$14.00 doz., sample, \$2.00. Save time; order trial dozen. May be returned if not satisfied.

We carry a full line of imports in various types of lighters and other fast selling items. Send for current price list. 25% deposit, balance C.O.D., plus postage. Orders under \$10.00—Send full remittance. We prepay with full remittance. NO GOODS SHIPPED WITHOUT DEPOSIT.

**UNITED ENTERPRISES**

175 FIFTH AVE. NEW YORK, N. Y.  
ORegon 3-2419 Suite 1810

**CASH**

In on this new red hot item that sells on sight. An all plastic Taxi Sign that looks like neon, yet sells for one-tenth the price. Retail for \$2.50 complete with suction cups for simple installation. Your cost—\$18.00 a dozen. Sample sign, \$2.00. We also make all types of Plastic Signs at prices which are unduplicated.

- 2 INCH LETTERS ..... 35c EACH
- 3 INCH LETTERS ..... 45c EACH
- 5 INCH LETTERS ..... 65c EACH
- 6 INCH LETTERS ..... 85c EACH

WRITE:

**ATOMIC PLASTIC CO.**

484 COMMON ST., LAWRENCE, MASS.

**Imported Swiss Stop CHRONOGRAPH**

with 2 Push Buttons Tells Time. Stop Watch. Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

**BRAND NEW! TERRIFIC SELLER!**



- Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark. \$2.98
- Gross Lots
- Watch Only
- Lots of 100 ..... \$3.05
- Lots of 12 ..... 3.25
- Lots of 6 ..... 3.35
- Gold Plated, 75c extra
- Plastic Band, \$1.10 Doz.

with 4 Sim. Rubies, 8 Sim. Diamonds, 75c extra.

C. O. D. orders from non-rated concerns, 10% with order. On orders under 6 watches, add \$1.50 ea. SARO WATCH, HH-1674 B'way, N. Y. 19, N. Y.

**COMB & BRUSH**



Patent #2226318

**\$36.00** Sample Doz. Gross \$5.00

**ROYAL PRODUCTS**

87 Union St. Mineola, N. Y.

**FIREWORKS**

1200 extra loud Chinese Flash Fire-crackers and many other samples, PLUS—our 28-page wholesale catalog—A \$7.20 retail value, all for \$3.80. Send your check and order now.

**STANDARD SPECIALTY CO.**  
Oostburg, Wis.

**THE PRIZE OF PRIZES!**  
*The Greatest of them all!*  
**AMERICAN-MADE**  
**NATIONALLY ADVERTISED**

**RIFLES**

**at FACTORY PRICES!**

**NEVER BEFORE** have these "Famous-for-a-Generation" FINE GUNS been available at these "DOWN-TO-EARTH" money saving prices! Here's your **BIG** chance to **SAVE BIG DOUGH!**

**INCREASE YOUR SALES . . . CASH IN ON A TERRIFIC BUSINESS BUILDER PREMIUM . . . HIT THE BULL'S-EYE FOR EXTRA PROFITS!**  
**REMEMBER . . .** These guns are used by SPORTSMEN THE WORLD OVER . . . Every one UNCONDITIONALLY GUARANTEED.

—THIS IS AN EXCLUSIVE DEAL FOR BILLBOARD READERS ONLY—

For Particulars and Prices Write

**TARGET ARMS**

303 Fifth Avenue

New York 16, N. Y.

Immediate Delivery On the One That Sells!

**PISTOL LIGHTER**

**PEARL HANDLE GRIPS**

The fastest selling lighter on the market today—a sensation in the trade! Pull the trigger and get an instant flame from this big, beautiful automatic. Stands 2 1/2" high and measures 3" long. Detachable base.

**\$24.00** DOZ.

SAMPLE \$2.50

Same as above, but with black plastic handle grips—

**\$18.00** DOZ.

SAMPLE \$2.00

25% deposit on all orders, balance C.O.D.



**Special! DESK LAMP LIGHTER**

Attractive two-toned enamel shade and chrome base. Pull chain and get instant flame from top of miniature lamp. **\$15.00** Doz. Sample, \$2.00

**CONELLE PRODUCTS CO.**

248 WEST 23rd ST.

NEW YORK 11, N. Y.

**BRAND NEW**

**First Time Offered**

**The ART DECK**

Here's the most beautiful deck of regulation size Playing Cards you have ever seen. Hollywood didn't have enough Beauties for this deck. They came from all of Southern California. 56 Different Models. No Two Alike. Yes! I said 56. Including 4 terrific Jokers, and in full color.

**RUSH YOUR ORDER NOW**

Be First With the Latest

SAMPLE **\$2.00** CASH **\$14.40** DOZ.

25% With Order, Balance C. O. D.

**SQUEEZE WATER THRU METAL**

**NOT A CAG.** You can actually squeeze water thru metal. Prove it to yourself. Send for a sample now. 75c cash, money-back guarantee. Retail price, \$1; \$7.20 per doz. 25% with order, balance C. O. D.

**DUKE LANFRE**

2876 W. NINTH ST., LOS ANGELES 6, CALIF.

The newest sensation of the year

The New

**HOLLYWOOD GLAMOUR GIRL PENCIL**

SELLING LIKE WILD FIRE



It propels, repels and has a beautiful gold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knock-out. Assorted beautiful girls.

Sample \$1.00.

This is one of the outstanding numbers of all time.

**\$6.00** Per Doz.

**\$66.00** Per Cr.

25% Deposit, Money Order or Cash, Balance C. O. D.

**HARRIS NOVELTY CO.**

1102 Arch Street Philadelphia 7, Pa. Tel.: MA 7-9848

To decorate bars -- To give as gifts --



Hand-painted in full color: "Fifth," "Flask" & "Pinch Bottle"

**MINIATURE "GAG" BOTTLES**

Cherished Collector's Items!

- "Bottoms Up!"
- "Both Potted!"
- "Attraction!"
- "Don't Drink Water!"
- "Let It Ring!"
- ... and many others!

Now Retailing at **\$1** each

Here's the ideal way for your customers to add a gay touch to their bar or rumpus-room. Realistic miniature bottles, containing non-alcoholic authentic flavors—but they'll want to leave the bottles intact. Hand-painted full color "gags" — not for Aunt Tillie! Send for \$50 ass't on your letterhead. COLOR CATALOGUE mailed FREE on request.

Sells on Sight! Also Gift Box Assortments -

Miniature Specialties Co. Calumet Bldg. Miami, Fla.

**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.

**PHOTOS in MILLIONS**

QUALITY PHOTOS IN QUANTITY  
8 x 10—5¢, Postcard—2¢,  
Blowups, 20 x 30—\$2., 30 x 40—\$3.  
NEW NATURAL COLOR PHOTOS  
Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.



Write for FREE sample & List 88  
**MOSS PHOTO SERVICE 153 W. 46, N. Y. 19**



**PISTOL LIGHTERS**  
\$9.00 doz.; \$90.00 gr. Hot items and Gun Lighter bargains. Send for FREE Catalogue **HANSPAL** 57 West 8th St. New York 11, N. Y. Tel.: SPring 7-7340 (evenings only)

**CAMERAS POLAROID**

All Cameras, Films and Equipment  
**PHOTOPOOL**  
150 BROADWAY NEW YORK, N. Y. CO 7-2913

**GIVE TO THE RUNYON CANCER FUND**



**MEN'S VERY MODERN Streamlined RING**  
Flashing 1 ct. center stone in beautiful 14 kt. Gold Plated mounting. A fast seller!  
**ONLY \$3.00 per doz.**  
\$33.00 per gr.

No. 191-H  
**MEN'S IMIT. HEMATITE with Gold Flash Sides**  
**\$3.50 doz., \$39 per 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

**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

Sell Our Low Priced RINGS, WATCHES  
Genuine Sparkling, Low Priced

**DIAMONDS**

An Opportunity to Cash In Without Investment.

**50% DISCOUNT**

Spare or full time, selling our Sparkling Rings at prices your customers and traders will thank you for. Learn how to sell diamonds and rings on sight. Only sample needed to attract sales. Sell from beautifully illustrated catalog... we carry stock. Earn tremendous profits, yet under sell competition. Distributorships open write today for free jeweler's equipment and catalog. BB-520.

**J. B. ROBINSON** 935 Schofield Bldg. CLEVELAND 15, OHIO

**SPRING SPECIALS**

Two-Blade Photo Jack Knife... \$ 3.25 Dz.  
One-Blade Key Chain Photo Knife... 2.75 Dz.  
Two-Blade Jack Knife, fine quality... 2.25 Dz.  
Extra fine quality Pinking Shears... 16.50 Dz.  
3-Piece Pen & Pencil Set... 5.75 Dz.  
Pistol Lighter... 3.90 Dz.  
Perfume Atomizer (close out)... .71 Dz.  
60 Gold Eye Needlebook & Threader... .29 Dz.  
Army-Navy Needlebook... 18.00 Dz.  
Basket Weave Watch Bands—Chrome... 2.75 Dz.  
Basket Weave Watch Bands—Gold Plated... 3.25 Dz.  
Sterling Silver Barrettes... 3.50 Dz.  
Chrome Non-Rust Thumbtacks, 75 to Box... 50¢ Per Dz. Boxes 25% deposit with order.

**Doval Sales Company**  
2 E. 46th St., Dept. "B," New York 17, N. Y.

**BIG PROFITS**

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
303 Degraw St. Brooklyn 2, N. Y.

Schnozz @ \$2.75 per dozen. The Fan Girl and Shimmy Girl Pictures @ \$7.80 per dozen. The Baby and Kitten and other Shimmy Pictures @ \$6.30 per dozen.

**JACKSON'S**  
NOVELTIES, GIFTS AND SOUVENIRS  
135 Clay St. Jacksonville 2, Fla.

**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**  
Rumbaugh, Harold 85c

- Ables, Edw.  
Adams, Dewey P.  
Adams, Mike  
Albrecht, Geo. R.  
Alferto, Red  
Alland, Maurice  
Allen, Leslie  
Altman, Tillie  
Alvarez, F. J.  
Alverson, Mrs. Mary  
Alsora, Karl  
Anderson, Arthur "Chuck"  
Anderson, Edw.  
Ansher, Joe  
Appleton, Wm. J.  
Araki, Mrs. Carrie  
Archer, H. L.  
Archer, Mrs. Marie  
Archer, Willard  
Ayotte, Frank W.  
Bagby, Mrs. Kid (Wm.)  
Bailey, Mrs. A. E.  
Bailey, Irene  
Baker, James  
Baldwin, B. J.  
Barber, A. G.  
Barnard, Mrs. Richard  
Barnes, Pinky  
Barnhill, Wilson  
Barry, Mrs. Martin  
Bass, Mrs. Nola  
Bates, W. A.  
Bazinot, Betty  
Beard, Mrs. Wilma  
Beck, Don  
Beem, John H.  
Benard, Chas.  
Benison, Mrs. Mina  
Bennett, Erice  
Berman, Mrs. Lila S.  
Bernard, Andy  
Berry, Geo.  
Biegn, Charlie  
Black, Frances  
Blakely, Wm.  
Blakney, Donald  
Bluestein, Morris  
Roaswell, Mrs. Bill  
Bouchard, Mrs. R. J.  
Bowman, Bob  
Bozeman, Mrs. Lorraine  
Bradley, Lee  
Broadbent, Betty  
Bromley, J. C.  
Brown, A. O.  
Brown, Hal  
Brown, Wesley  
Brown, W. S.  
Browning, James  
Bryant, Whitey  
Byers, Ollie  
Burke, Kattie  
Burns, Harry R.  
Burton, Daniel B.  
Burton, Howard  
Butt, Diane Claude  
Butts, Erin T.  
Byers, Carl (Byers Greater Show)  
Byers, Earl  
Calman, Mrs. Leslie  
Cannon, Frank  
Cannon, Monty  
Caravillo, Jack J.  
Card, Myrtle  
Cardarelli, Francis E.  
Carden, Catherine L.  
Carrigan, Jim  
Carroccino, E.  
Carroll, Arthur Crip  
Carroll, Burrell Mildred  
Carter, Alice  
Cattlet, Clarence M.  
Chiccarelli, Jack  
Christensen, Geo. A.  
Christensen, Mrs. Mary  
Christian, Carl  
Church, L. C.  
Cibull, Frank  
Cinerecki, Leonard  
Cinerecki, Leonard & Dorothy  
Clare, Mrs. Helen  
Clark, Edw. Thos. "Whitey"  
Clark, Harry  
Clark, James H.  
Clark, Ralph  
Clark, Vaughn S.  
Clate, Peter J.  
Clay, Mrs. Ann  
Clevenger, Fred L.  
Clifton, Thos. H.  
Cobbs, Mrs. Leah  
Cobin, Harry  
Cohen, Phillip  
Cole, Brownie  
Cole, Mrs. June  
Cooper, Thos. J.  
Corran, Phil  
Costello, Steve  
Cothren, J. K.  
Couillard, Raymond  
Cousins, Mrs. John J.  
Conster, Slim  
Cowan, Tiny  
Cox, L. E.  
Cramer, Margaret L.  
Crawford, E. V.  
Crouch, Wm. E.  
Curtis, Muriel J.  
Darezi, Mrs. Ann  
Davidson, Frank  
Davis, Mrs. Donald  
Davis, James N.  
Davis, Jimmie (Fire Eater)

- Harper, Bill (of Pensacola, Fla.)  
Harris, Mrs. Madeline  
Harrison, Edw.  
Hassett, Mrs. Frances  
Hawkins, Dean  
Hayes, John Leroy  
Hayes, Wm. O.  
Heath, Paul  
Heckert, Mrs. Henry  
Henessey, Russ  
Henry, Harry  
Herbert, Dutch  
Heth, Mrs. Robt.  
Hewitt, Joe  
Hier, Jacob Earl  
Hileman, Alfred G.  
Hill, Eddie Rex  
Hilbert, O.  
Hintz, Herbert  
Holbrook, W. R.  
Holder, Candy  
Holmes, Peggy  
Homes, Mr. Curley  
Howell, Oils  
Hudson, Wm.  
Huffte, T. J.  
Hurst, Martin H.  
Isaley, W. L.  
Jackson, Barbara  
Jackson, Mrs. M. Ellen  
Jacob, Mickey  
Jaeger, James  
James, Jimmie  
James, Junior  
Jandron, L. H.  
John, Gregory  
Johnson, Barney R.  
Johnson, Harry Lee  
Johnson, Lighten or Molly  
Johnson, Marie  
Johnson, Marjorie  
Johnson, Russell  
Johnson, Russell T.  
Johnson, Willis M. (Billposter)  
Johnston, Ennis  
Jones, Delta  
Jones, James F.  
Kauffman, E. L.  
Kay, Sam  
Keenan, Robert  
Keith, Kitty Ruth  
Keller, Red  
Kennedy, Boyd  
Kennedy, Mrs. Jack  
Kentucky State Shows  
Kerper, Dixie  
Kerver, Joseph  
King, Ellen  
King, Jerry  
Kirsey, K. C.  
Kivette, Woodrow  
Knight, J. C.  
Kramer, L.  
Kranick, Mr. & Mrs. Andy  
Krieger, Albert W.  
Kunde, Art  
La Rue, Jack  
Lak, George  
Lambert, Blaine  
Lambert, Charlie  
Lamon, Harry  
Lang, Mr. & Mrs. Rob (Finners)  
Langdin, Louise  
Langman, Lawrence  
Lankford, Walter  
Larvis, Paul & Francis  
Lathan, W. S.  
Lauer, Morris  
Laughlin, John J.  
Laval, Flying  
Lawrence, Billy  
Le Roy, Charles (Magician)  
Leason, Joseph  
Lee, Francis  
Lee, Honey  
Lee, Mitchell  
Lee, Ralph  
Lee, S. O.  
Lehman, Charlie  
Lett, Allen  
Lewis, Harry V.  
Lewellyn, Mr. & Mrs. John  
Lewis, Dust Ball  
Liedtke, Doris Martin  
Lindquist, Jean  
Livermore, Norman  
Lochar, Mrs. Edna  
Lynch, Jim  
MacKey, Michael  
McArthur, Dallas (Hard rock)  
McArthur, Jack  
McBride, Lawrence  
McCarthy, Daniel  
McClendon, H.  
McConrd, Glen (Shorty)  
McCurdy, Mrs. Anna Ray  
McCurdy, Leroy  
McDonald, Harry Bryan  
McGill, Eli  
McGill, Leo  
McGrother, Henry  
McGuire, Virginia  
McKennon, Helen  
McKinney, Amos  
McIntyre, Bill  
McLean, P. J.  
McLean, Mr. & Mrs. Buck  
McManus, Thomas J.  
McShay, Mr. A. C.  
McPeak, Mrs. Ruby (Blackie)  
Macolly, P. N.  
Mae, Elizabeth  
Manley, Harold A.  
Mann, Jesse  
Manning, Pee Wee  
Marcua, Helen  
Marone, Robert  
Marlin, Benny  
Martens, Hensley B.  
Martin, Bill  
Marvin, L. R.  
Masters, Mr. & Mrs. Al & Ruth

**NEW LOW PRICES! WE HAVE 'EMI Living Pictures' "PEEP-SHOW PENCILS"**

Sensational—Hottest Novelty—Sells on Sight—No Tricks—No Magic—Moves Everywhere.

**STANDARD LINE**  
#600—Baby With Cat  
#601—Winking Lady  
#602—Singing Shmoo  
#603—Hula Girl  
#604—Hula in Skirt  
#605—Baby & Dog  
#606—Dog & Cat

**\$6.75 DOZ.**  
\$66.00 Gross Sample, \$1.00

**SEX-NATIONAL LINE**  
#1000—Shimmy Girl  
#1001—Fan Girl  
#1002—Miss Legs

**\$7.20 DOZ.**  
\$81.00 Gross Sample, \$1.00

Packed 2 doz. per Ctn. Actual Size, 5x7 in. Beautiful Crystal Frame.

Cash With Order or 25% Dep. Required. Bal. C.O.D.—Dept. N.  
405 Spring Garden St. Philadelphia, Pa.

**RAKE**

**BASIS CHRONOGRAPH \$3.05**

Gross Lots  
Lots of 50... \$3.15  
Lots of 12... 3.25  
lots of 6... 3.35

A brand new, imported Swiss 2 push button radium dial, sweep second hand, unbreakable crystal pushpin chrome case.

**GOLD PLATED CASE**... 75¢ Extra  
**RHINESTONE DIAL**... 75¢ Extra  
**CALANDER Watch**. Jeweled movement, automatic 31-day window, radium dial, antimagnetic, sweep second hand. Gross lots—\$3.65.

**STAINLESS STEEL BANDS**... \$1.20 Doz. BOXES... 05 Ea.

Orders under & watches add \$1.00 Ea. 10% Deposit, Balance C. O. D.

**EDWARD CO.**  
1335 S. California Ave. CHICAGO 8, ILL.

**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.

**WATERPROOF WATCHES**  
17-JEWEL, INCABLOC, SHOCKPROOF, ANTIMAGNETIC

—BRAND NEW STOCK—

These top quality Men's Waterproof Watches with radium dial and hands are a real buy at

Add 50¢ Each for Box **\$11.50** Cash With Order, 25% Dep. C.O.D.

**ROSSMEYER CO.**  
721 Main St. Hartford, Conn.  
FOR RESALE ONLY SEND FOR PRICE LIST

**Hand Loomed Rag Rugs Floral Chenille Rugs Floral Chenille Hopper Seat Covers**

Write for samples and quotations. Terms C. O. D.

**ASSOCIATED MILLS**  
Box 339 Nazareth, Pa.

(See Letter List on page 102)



**SALESBOARD SIDELIGHTS**

Joseph Berkowitz, president of Universal Manufacturing Company, Kansas City, and Bee Jay Products, Chicago, says he has come up with some new ideas that are "really different" for both ticket and board lines for the Punchboard, Ticket and Novelty Industries' Exhibit at the Sheraton Hotel in Chicago next week (22-24). He states he gets most of his good new-item ideas while riding in a plane on his cross-country trips. Universal has 16 new deals which will not be unveiled anywhere until showtime, when they will be debuted in Booth 9. Bee Jay Products will show in the adjoining Booth 10.

Gardner & Company, Chicago, reports that customer response from all parts of the country on its open house invitation next week (22-24) indicates that all roads lead to its biggest plant showing and entertainment party in firm history. . . . Another firm to hold a special open house showing next week is Peerless Products, Inc., Chicago.

T. & C. Sales Company, Jacksonville, Ill., is hitting some high spots in sales with the new series of "G" boards by Superior Products, Inc., Chicago firm. . . . Michigan City Novelty Company, Michigan City, Ind., is currently plugging a 10 board line-up offering nickel, dime and quarter play. Ticket deals are going out on a better level now, is the word from Michigan City's helmsmen.

R. C. Walters Manufacturing Company, St. Louis, will display its coin-operated salesboard at the American Coin Machine Manufacturers' Association convention at the Hotel Sherman, Chicago, May 22-24. . . . The introduction of concession operation by the McNamara Company, Chicago, during recent months

has resulted in hyped sales and operator-location interest, according to Walter McNamara. The plan is based upon an average profit condition, arrived at mathematically. Requirement is that the board be a 60 per cent average payout and 40 per cent average profit item. Firm has prepared a detailed brochure on the subject.

**Exhibit Space Near Sellout At Board Meet**

**Five New Firms Sign**

CHICAGO, May 13.—Entering the final pre-convention week, the addition of five new exhibitors to the Punchboard - Ticket - Novelty Industries' 1950 meeting brings the display line-up to 27 firms, show chairman Abe Ostrinsky reports. The few booths remaining are expected to be assigned before this week-end.

The new exhibitors, one board and four novelty firms, bring the novelty premium displays up to 12 this year, indicating a growing trend toward use of such items as board and ticket tie-in merchandise. Salesboard manufacturers make up the bulk of the remaining 15 exhibitors.

New additions are Triangle Manufacturing Company, Minneapolis; Tucker-Lowenthal Company, Chicago; Broad Street Jewelers, Philadelphia; Finer Products Company, Chicago, and Tasson-Steiner Manufacturing Company, Camden, N. J.

**SEE US AT MORRISON HOTEL**

**MAY 22, 23, 24**

**SAVE YOUR MONEY**

**WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE**

**PUNCH BOARDS PUSH CARDS**

**EMPIRE PRESS, Inc.**

466 W. Superior Chicago 10 MOhawk 4-4118

**SALESBOARDS AND TICKET DEALS**  
WRITE, WIRE, OR PHONE FOR JOBBERS' & OPERATORS PRICE LIST  
**B.F. PRODUCTS**  
1910 PIEDMONT RD., CHARLESTON, W. VA.  
PHONE 25-771

ATTRACTIVE and UNUSUAL  
**PUSH CARDS**  
Designed and Manufactured by  
**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

**PUSH CARDS**  
Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.  
**W. H. BRADY CO., Mfrs.**  
Established 1914  
CHIPPEWA FALLS, WISC.

**VISIT OUR DISPLAY AT SHERATON HOTEL BOOTH 12 MAY 22-23-24 PIONEER**  
2352 W. Cermak Rd. Chicago, Illinois

**SEE ALL THE LATEST MONEY MAKERS...**

**ATTEND THE BIGGEST SHOW OF 'EM ALL**

**PUNCH BOARD-TICKET-NOVELTY**

**EXHIBITORS' CONVENTION**

**GRAND BALLROOM SHERATON HOTEL**

**CHICAGO**

**MAY 22-23-24**

**FOOD FUN ROLIC**







**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. jy8

**BARGAIN—BUCKLEY TRACK ODDS, LATE**  
model, Twin Tube, Daily Double, cash or token payout, used 90 days; guaranteed like new, sell or trade, Ace Novelty Co., Rt. 13, Box 612, Fresno, Calif. my27

**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 vendors, \$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, Ill.

**CIGARETTE MACHINES—THE BEST BUYS IN**  
reconditioned cigarette machines are at Central; write for details; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**DIGGERS — HOLLYCRANES, MUTOSCOPE**  
Roll Chute, Merchantmen, Electro-Hoists, Erie Diggers for carnivals, Mutoscope Juniors, Buckleys, Mills Mutoscope and Exhibit Rotary Merchandisers; we buy Diggers, Rotaries. National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE—100 EXHIBIT IDEAL CARD VEND-**  
ers; excellent condition, one year old; write for low price. A. Gerry, Box 6435, Philadelphia 45, Pa. my20

**FOR SALE—WALL TYPE ELECTRIC SCORE-**  
boards for Shuffleboards, perfect condition, 10¢ play, Monarchs, Marvels, Advance, Edelcos; close-out at \$69.50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

**FOR SALE—USED GAME MACHINES AND**  
Juke Boxes in excellent condition; Chicken Sams, Total Rolls, Sky Fighters, etc.; send for price list. Suffolk & Nassau Amusement Co., 168 West Main St., Patchogue, N. Y.

**GOOD SLOTS CHEAP—JUST OFF LOCATION:**  
5¢ Blue Fronts, Brown Fronts, Melon Bells, \$40; 10¢ Brown Fronts, \$40; 25¢ Blue Fronts, \$40; 5, 10, 25¢ Chromes, \$45; 5¢ Silver Jennings, \$40; 25¢ Jennings Standard, like new, \$50; deposit. John Burke, Southdown Shores, Edgewater, Md.

**LIQUIDATING 224 LATEST-TYPE MONEY**  
Boards of 1,000 holes and up in 11 cartons never unpacked; \$200 for entire lot of this new merchandise; Send certified check or money order to: Carver Amusement Co., 61 Bennett St., Lynn, Mass.

**ONE MILLS Q. T. BLUE FRONT, 5¢, \$50.** C. W. Hudson, 3024 W. Leigh St., Richmond, Va.

**PHONOGRAPH (JUKE BOX) MOTORS RE-**  
wound for \$4; no extras; 2 day service. Carolina Electric Co., Box 125-C, Matthews, N. C.

**REVCO ICE CREAM CUP MACHINES, LESS**  
year old, forced to sell, must leave State. Vending, 412 Main St., Coraopolis, Pa. my27

**SKEE BALL ALLEYS AND ADVANCE ROLLS,**  
\$30 each f.o.b. New York. Sorin, 490 East 52nd St., Brooklyn, N. Y.

**SKY FIGHTERS, \$35; VENDO CHANGERS, \$45;**  
Nevada, Chi. Baseball, Bonanza, Singapore, Lucky Star Choice, \$10. A. Snyder, Wilton, Conn.

**STAMP FOLDERS DIRECT FROM MANUFAC-**  
turer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**WANTED—CIGA-ROLAS AND GOLF BALL**  
Vendors; any condition but complete; we specialize in Golf Ball Vendor repairs and sell. Herman Kramm, 244 So. Millvale Ave., Pittsburgh, Pa.

**7 POPCORN VENDORS—SUNPUFT DIME HOT**  
Popcorn Vendors, \$27.50 each. Northside Co., 509 E. 4th, Indianola, Iowa. my27

**40 1¢ MASTER VENDORS—SQUARE GLASS**  
front and sides, metal back, very good condition. Mail your bids to G. L. Wee, 1108 N. 5th St., Estherville, Iowa.

**50 SLIGHTLY USED MERCURY ATHLETIC**  
Scales, \$59.50 each. Send deposit. Star Sales, 1121 Woodland Ave., Austin, Tex. my27

**BUY BY MAIL**  
**FACTORY WHOLESALE**  
**PRICES**

No Job Lots or Close Outs

**BEE JAY SALESBOARDS**  
**UNIVERSAL JAR-O-DO**

No Order Too Large  
No Order Too Small

**JAR DEALS--PAD DEALS**  
**R W B—LUCKY SEVEN**  
**MATCH PAKS**

Orders shipped same day as received. We carry a complete stock for immediate delivery. **WRITE, PHONE or COME IN.**

**WRITE FOR CIRCULAR**

**CAROL SALES CO.**

312 E. Market St. Elmira, N. Y.

**HAVE FUN!**



**AT GARDNER'S**

**OPEN HOUSE**

**FOR CUSTOMERS**

**MAY 22ND - 23RD & 24TH**

**FOOD - DRINKS - GIFTS**

**ENTERTAINMENT**

**ALL DAY & EVE. 'TIL ... ?**

**GARDNER & COMPANY**

2222 S MICHIGAN - CALUMET 5-3434, CHICAGO

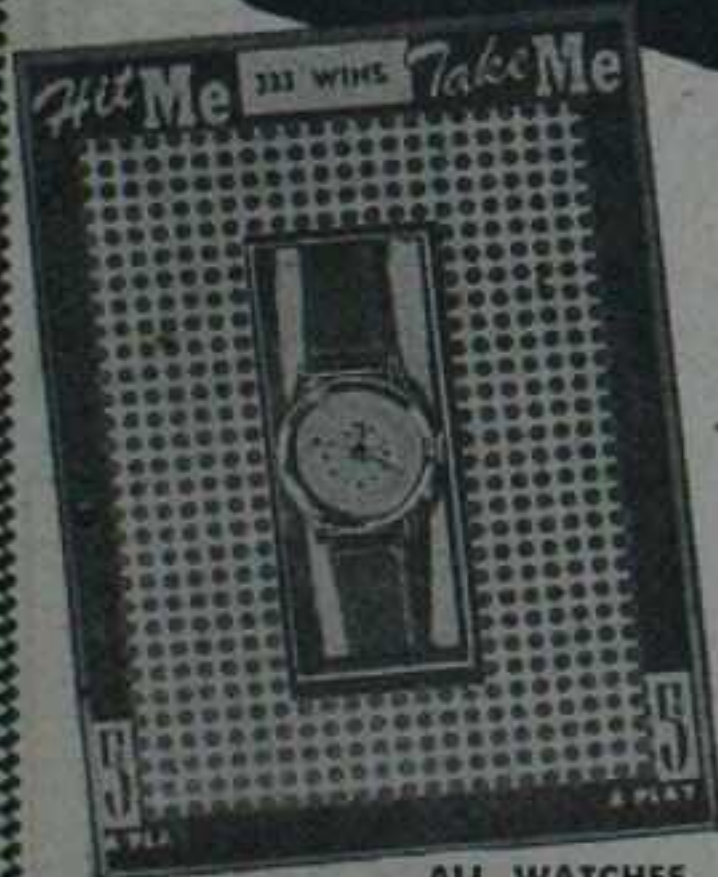
**GUARANTEED**  
**MONEY MAKER**

**BIG PROFIT SALESBOARD**

The new "HIT ME—TAKE ME" . . . a fast playing, big repeater 5¢ board. Minimum risk . . . you must make money. Comes complete with fine shock-resistant Men's or Ladies' new guaranteed watch.

**500 PUNCH MODEL \$4.90**  
5¢ per play. Complete deal, with board and guaranteed watch. You take in up to \$25.00—only . . .

**1000 PUNCH MODEL \$9.50**  
5¢ per play. Complete deal, with board and 2 guaranteed watches. You take in up to \$50.00—only . . .

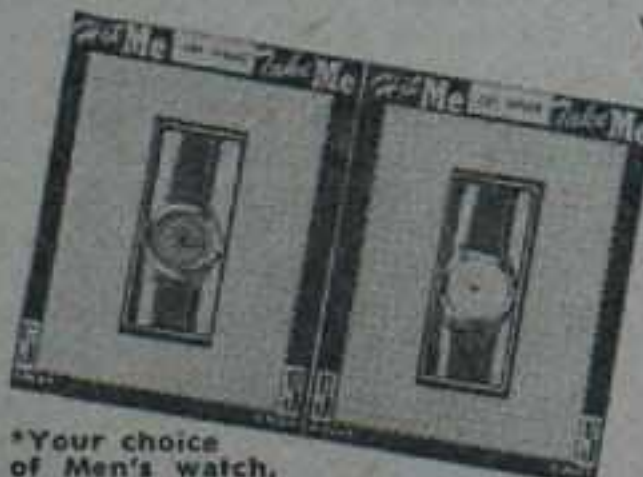


**ALL WATCHES**  
**GUARANTEED NEW**

**YOUR INCOME GUARANTEE**  
If winning number is punched in 50 or less plays; return the winning ticket and remainder of board unused plus \$1.50 and we will send you a complete new deal. **YOU CAN'T LOSE!**

**SEND IN YOUR TRIAL ORDER NOW**  
25% Deposit — Balance C.O.D.

**MARVEL WHOLESALE WATCH CO.** 501 Pine Street  
St. Louis 1, Missouri



\*Your choice of Men's watch, guaranteed shock resistant, sweep second hand or Ladies' guaranteed sports watch. Both with leather band.

**SEE GAM'S NEW CREATION**  
**ORIGINAL RAINBOW SECTIONAL PLAY**  
**And Its Many Variations**

**ALSO**

- **POT-O-GOLD**  
OPERATORS ONLY—
- **DIVIDENDS**  
—NEW PAD DEAL
- **DOUBLE PLAY**  
—DARINGLY DIFFERENT TICKET PLAY
- **E-Z PICKIN'**  
—SOMETHING OLD—SOMETHING NEW

**AT THE**

**P. T. N. EXHIBITORS' CONVENTION**  
**SHERATON HOTEL, CHICAGO, ILL.**  
**MAY 22-23-24, 1950**

**VISIT BOOTH NO. 3**

**GAM SALES COMPANY**

**MANUFACTURERS ONLY**

1319-21 S. ADAMS

PEORIA, ILLINOIS

**SUPERIOR'S**  
**"3" Baseball Boards**

*Now ready for delivery!*

**"FIELDER'S MITT"**

1500 HOLES  
5¢ A PLAY  
DEFINITE PROFIT  
**\$38.50**

**"PENNANT WINNERS"**

1680 HOLES  
5¢ A PLAY  
AVERAGE PROFIT  
**\$44.08**

**"KING OF SLUGGERS"**

1280 HOLES  
5¢ A PLAY  
AVERAGE PROFIT  
**\$33.24**

**SUPERIOR PRODUCTS**

2133-59 W. FULTON STREET  
CHICAGO, ILLINOIS

**SPECIALS**

**WE ARE MANUFACTURERS**  
**All Kinds—PULL TICKET GAMES**  
**TIP BOOKS**

Buy Direct From Manufacturer at Very Very Reasonable Prices.

**Columbia Sales Co.**  
302 MAIN ST. WHEELING, W. VA.  
Phone: Wheeling 340

**BASEBALLS**

**SALESBOARDS**  
Tickets, Jar Deals, Premiums  
Complete Line

**STOP IN TO SEE US**  
**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-2676



Communications to 188 W. Randolph St., Chicago 1, Ill.

# ACMMA All-Industry Show S.R.O.

## See Heavy Op Attendance at Chi May Meet

### Exhibits: All Equipment

CHICAGO, May 13.—Interest in the 1950 all-industry show sponsored by the American Coin Machine Manufacturers' Association (ACMMA) reached peak levels as a wave of last-minute reservations poured in for the remaining rooms allotted to ACMMA at the Hotel Sherman, site of the May 22-24 convention. Approximately 2,000 coinmen had registered by today and show officials predicted that the number of convention visitors would approach the 5,000 mark.

The main attraction at the conclave will be the display of all types of coin-operated equipment in the one exhibit hall of the Sherman. This will include the three main classifications of the trade—games, vendors and music machines—as well as all the other types of equipment in each category: Shuffleboards, bells, consoles, shuffle games, five balls, one balls, arcade pieces, counter games, shuffleboard and shuffle game conversions, voice and photo machines, service, food and beverage merchandisers, and such parts as locks, counters, etc. Because all types of coin machines will be represented, operators and distributors visiting the ACMMA show will be able to sit down with fellow coinmen as well as factory representatives and discuss all branches of the trade.

### Social Program

The business will be paramount each of the three convention days, ACMMA show committees also have set up an elaborate social program for the entertainment of the operators, their families and other visitors. Included will be tickets for radio and television programs, the Chicago-Washington night baseball game, and festivities at plants and in hotel suites to be climaxed by the banquet in the Sherman's Grand Ballroom Tuesday (23). At this event Jack Carter, NBC network television artist, will emcee.

(See ACMMA on page 119)

## Caldron Sets Up New Export Co.

CHICAGO, May 13.—Joseph R. Caldron, former assistant sales manager of AMI, this week announced the formation of an export firm, to be known as the Trans-World Trading Company. New firm is located at 55 East Washington Street here.

Caldron said the trading company would handle all types of coin-operated equipment for foreign trade, and other standard lines of equipment.

Prior to his connection with AMI, Caldron was associated with Coin Machine Acceptance Corporation (CMAC), joining that firm after a number of years in the banking field. He took over management of the Chicago office of AMI last fall after the sudden death of Lyndon Force, AMI sales manager. He resigned his AMI post late last month to complete formation of Trans-World Trading.

## Bell Gives Java

PHILADELPHIA, May 13.—One of the most engaging uses of a coin machine for display purposes was utilized by the Montco Coffee Company at the AFL-Union Industries Show this week at the Commercial Museum and Convention Hall.

To attract attention to its exhibit, the company created a giant bell machine. Visitors to the coffee exhibit were invited to play the machine and were given slugs. Three of a kind rated the player a one-pound can of Montco Coffee. The jackpot was a case of coffee.

## Penn. State Liquor Board Mulls New Ruling on Games

PHILADELPHIA, May 13.—Hottest rumor making the coin machine industry rounds is the report that the Pennsylvania State Liquor Control Board is readying a pronouncement that will modify its ban on game tournaments in taps and taverns and all other places licensed to sell liquor.

The ban on tournaments offering prize awards was handed down last month. While the edict did not concern itself with the playing of any machine—merely the use of prizes in competitions the effect was a deadening one insofar as shuffle bowling and Q-Ball was concerned. Both new games were highly exploited in taprooms with competitions tied in with

## House Committee May Reopen Johnson Bill Hearings; See Delay in Committee Redraft

### Carriers Seek Opportunity To Appear Before Congress

WASHINGTON, May 13.—The House Interstate Commerce Committee is likely to reopen the hearings on the Johnson Anti-Gaming Machine Bill, it was learned this week. Acting Chairman Lindley Beckworth (D., Tex.) told *The Billboard* yesterday (12) that he plans to confer with

Chairman Robert Crosser (D., Ohio) over the "possibility" of scheduling new hearings. Committee staff members are already looking for a spot in the crowded agenda to fit in more hearings.

Several shipping organizations, crowded out of last week's hearings, are demanding a chance to be heard on the section of the bill which would make carriers liable for accepting banned machines. However, if hearings are resumed, any other interested parties who have not previously testified would have a chance to appear.

Opening the hearings again would delay the committee's plan for redrafting the bill to narrow the definition of "gambling device," which is the portion of the measure which many witnesses and committee members have attacked as being so broad as to cover almost every conceivable mechanical device.

Delay of more than a couple weeks would raise the possibility that the bill may be caught in the customary long jam of "must" bills which Congress runs into near the close of every session. If the House accepts a committee redraft of the Johnson Bill, the measure would have to go back to the Senate. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate Commerce Committee, would then have the responsibility of either moving that the Senate accept the House changes or requesting that it go back to the Senate committee for further study.

## Interest in Late Model Used Games Steadies Export Mart

WASHINGTON, May 13.—Led by a sharp upsurge in the used game equipment field, coin machine export sales for February totaled \$120,333, it was announced this week by the U. S.

## Court Action On Geist Case Delayed Again

NEW YORK, May 13.—Court action to compel the license commissioner to issue licenses for arcades housing standard coin-operated games was delayed again this week as the case brought against the city by A. Joseph Geist, owner of Rockaway Playland, was adjourned until May 25. The controversy is to be aired in Jamaica Supreme Court.

Geist's arcade is operating meanwhile under terms of a temporary injunction which prohibits police action until a court decision is reached. A similar case is pending in Brooklyn, concerning Coney Island arcades.

The city contends the coin games, which have operated here for years without question, are gambling devices. Plaintiffs maintain they are primarily games of skill (*The Billboard*, April 29).

Department of Commerce. Japan, one of the key developments in the postwar export mart, accounted for the largest dollar volume in February, spending \$28,936 for 98 games, vendors and music boxes. In January 602 units were sold to overseas operators for \$123,916.

A total of 423 amusement games were shipped in February. These were valued at \$27,055. In the previous month 256 units worth \$17,672 were sold for export. Canadian coinmen proved to be the prime game buyers and accounted for 277 pieces of equipment, valued at \$11,742. While the purchase by Canadian operators accounted for most of the dollar gains in February, it is only a sample of expected sales in the months to come. Traditional largest foreign users of U. S. made amusement games both in the pre and postwar eras, Canadian operators were not permitted to import non-essential products from November, 1947, until February, this year, when a quota set-up for coin machines was announced by the Canadian trade ministry.

The over-all games picture was encouraging, music and vendor shipments continued to drop from the high point established in the last quarter of 1947. February juke box sales were \$75,449 for 177 machines (See LATE MODEL on page 126)

## CMI Signs 5 More Exhibits For Conclave

### New Firms on List

CHICAGO, May 13.—Coin Machine Institute (CMI) headquarters here announced that five additional firms had signed up as exhibitors for the 1950 CMI annual convention at the Hotel Stevens, Chicago, June 26-28. In addition, John Pickering, CMI public relations director, said that several other firms had written in for information on space reservations.

The signed contract list released by CMI this week includes the Alnik Company, Gallup, N. M.; National Shuffleboard, Orange, N. J.; General Electric Company, Cleveland; Edelco Manufacturing Company, Detroit, and J. F. Frantz Company, Blue Island, Ill.

Pickering stated that among the firms asking booth information were several manufacturers who have not previously exhibited at national trade shows.



# Cup Ops Cite Summer Problems

## Offer 4-Way Plan To Help Boost Volume

### Propose Industry Aid

By Fred Amann

CHICAGO, May 13. — Soft drink cup operators can follow a four-point plan to make summer volume increase over normal hot weather levels, a survey of bulk beverage firms by

Monthly Sales			
The following month by month break-down of sales that the June-July-August period represents 33.96 per cent of the annual volume:			
January .....	6.76%	July .....	11.65%
February .....	6.92%	August .....	11.18%
March .....	7.01%	September .....	8.10%
April .....	7.46%	October .....	7.43%
May .....	8.18%	November .....	7.08%
June .....	11.13%	December .....	7.10%

## 1/3 of Annual Biz Done Thru June, August

### Diversification Helps

CHICAGO, May 13. — The cold drink cup machine operator with industrial type locations, because over a third of his annual sales occur during the June thru August period, faces the problem of how to operate as efficiently in summer as in cooler seasons despite a difference in volume of almost 100 per cent.

This problem of seasonal variations in sales is graphically illustrated in a survey of monthly averages, among 20 drink operations in as many widely separated industrial cities, by Vend, sister publication of *The Billboard*. Results appear in the May Vend as a special feature article. When Drink Sales Double.

#### Survey Coverage

Included in the survey were a number of Canteen Company operations as well as independent operators. A total of 1,402 single and three-flavor-cup venders are represented in the survey, serving 8-ounce Pepsi-Cola, 6-ounce Coca-Cola and a variety of flavors. During the 12-month period covered in the study, the machines averaged 28,692 sales, or 2,391 sales per machine per month.

To trace variations in the sales curve caused by changing seasons, monthly grosses were averaged against annual volume to secure percentages of sales by months shown in the chart.

Going over the monthly percentages and the average cost per drink, Canteen executives and independent operators drew some important conclusions which other drink operators will find useful in planning-managing both summer and year-round cup venter routes. No attempt was made to break down sales on a regional (See CUP OPS CITE on page 107)

## Vigorous Vender Campaign; Bottle, Ad Programs Are Aired at Pepsi-Cola Meeting

### Net Loss Shown in Financial Report; Elect Directors

WILMINGTON, Del., May 13.—Pepsi-Cola's eight-ounce bottle for vending machines and concessions is well established in many territories, but the familiar 12-ounce bottle has not been supplanted in certain areas particularly the Southeast and Southwest, Alfred N. Steele, president, told the annual meeting of stockholders here last week.

Pepsi is spending more to increase the sales of its bottled drink territory by territory, Steele said, and the bottlers are enthusiastic regarding the assistance they have received. In contrast to last year's meeting at which four bottlers were nominated for directorships and defeated, bottlers' support of Steele was voiced by James A. Gooding Jr. of Denver, and Arthur G. Broll of Wilmington and Atlantic City.

#### Ad Campaigns

Intensive advertising campaigns are being tailored to particular markets as sales are being rebuilt territory by territory. Replying to a question from Lewis D. Gilbert, New York stockholder, who quoted from the April 17 issue of *Space & Time* advertising newsletter, that Pepsi advertising would be concentrated in "big daily splurge," Steele said advertising will be largely at point-of-

sale level but denied preference for any particular advertising medium. Pointing out that advertising media would be largely dependent on the particular market in which the effort was being made, Steele said that local radio and TV time would be utilized as well as newspaper space, the emphasis being on reaching the greatest number of people at lowest possible cost.

#### Vigorous Vender Program

Altho Pepsi is not neglecting fountain distribution, Steele said, the greatest opportunity is thru bottle sales. Asked by Lewis D. Gilbert about coin-operated cup vending machines, Steele said many independent cup machine venders are now on the market and that Pepsi will pursue this field "very vigorously."

Pepsi is currently making tests on the salability of a 10-ounce bottle, Steele said, but that it was much too early to tell any results.

Clement B. Hallem, Wilmington, Del., stockholder, asked about the possibility of selling Pepsi in cans, and Steele replied that the company had tried a 12-ounce can on a test basis in certain areas such as Westchester (N. Y.), Peoria and Alton, Ill., and that while consumer reaction (See Pepsi-Cola Sets on page 110)

This is the second in a series of three articles on how summer affects three types of operations, and what operators are doing to better sales volume thru that period. The first article (last week) dealt with candy operations. The third article will cover cigarette equipment.

## Indevco Buys Full Control Of Futuramic

### Includes Sales, Plug Rights

NEW YORK, May 13.—Purchaser of the controlling interest in Futuramic Machines, Inc., who has thus taken over production and sales rights of the Koffee King vender, was revealed this week as Indevco, Inc., 52 Wall Street. Word of the transfer had circulated in trade circles for the past few weeks (*The Billboard*, May 6), altho details were lacking.

Indevco, headed by prominent industry figures, announced it would continue production of the automatic coffee machine on an uninterrupted schedule. Futuramic's plant at 2303 Westchester Avenue, Bronx, will be used for the time being. It was indicated, tho, that a switch to another (See Futuramic Sold on page 110)

## Philly's Girls Get First Glimpse of New Nylon Vender

PHILADELPHIA, May 13.—What is believed to be the first nylon stocking vending machine in the city was placed on test location this week at the George B. Evans Drugstore in the Mitten Building.

A Fox machine featuring the Miracle line of nylons, offers an assortment of sizes at \$1 with the machine taking four quarters. The drugstore serves as the entrance for a major subway station, located in the heart of the night club and theater district. Because of its proximity to office buildings and major hotels, the location shapes up as a most important one for the testing of the vending machine.

# ACMMA HI-LITES VENDERS

## Region V NAMA Meet in Detroit Runs Entire Vending Biz Gamut

DETROIT, May 13.—A large group turned out here yesterday to attend the annual meeting of Region V of the National Automatic Merchandising Association (NAMA). Jammed with business sessions, the meeting got underway early in the morning, continued thru a luncheon session, then went into a series of round-table get-togethers later in the afternoon.

I. H. Houston, Spacab president, held the featured speaking role at the morning session, and Fred W. Koch brought the caterer's views to operators in another featured talk.

#### Houston Pointers

Houston told NAMA "libraries cannot make salesmen out of you. Hire a man to service machines and keep your books. You alone can sell and make your business grow." He stressed the following fundamentals of salesmanship: (1) Learn to recog-

nize good potential location; (2) in contacting an organization, start as high as possible and tell your story as often as possible. (3) Careful advance planning of sales presentation takes time, but is not difficult; (4) most operators are too specialized in selling, going after only one type of location; (5) operators should not just ask for a franchise and expect the (See REGION V on page 111)

## Penny Snatchers

CHICAGO, May 13.—Public Scale Company here lost about 80,000 pennies last week when some copper craving burglars broke into firm's headquarters. After shinnying up a telephone pole and breaking a skylight, the thieves carried off about 400 pounds of pennies.

## 19 Displays Of Machines, Parts, Mdse.

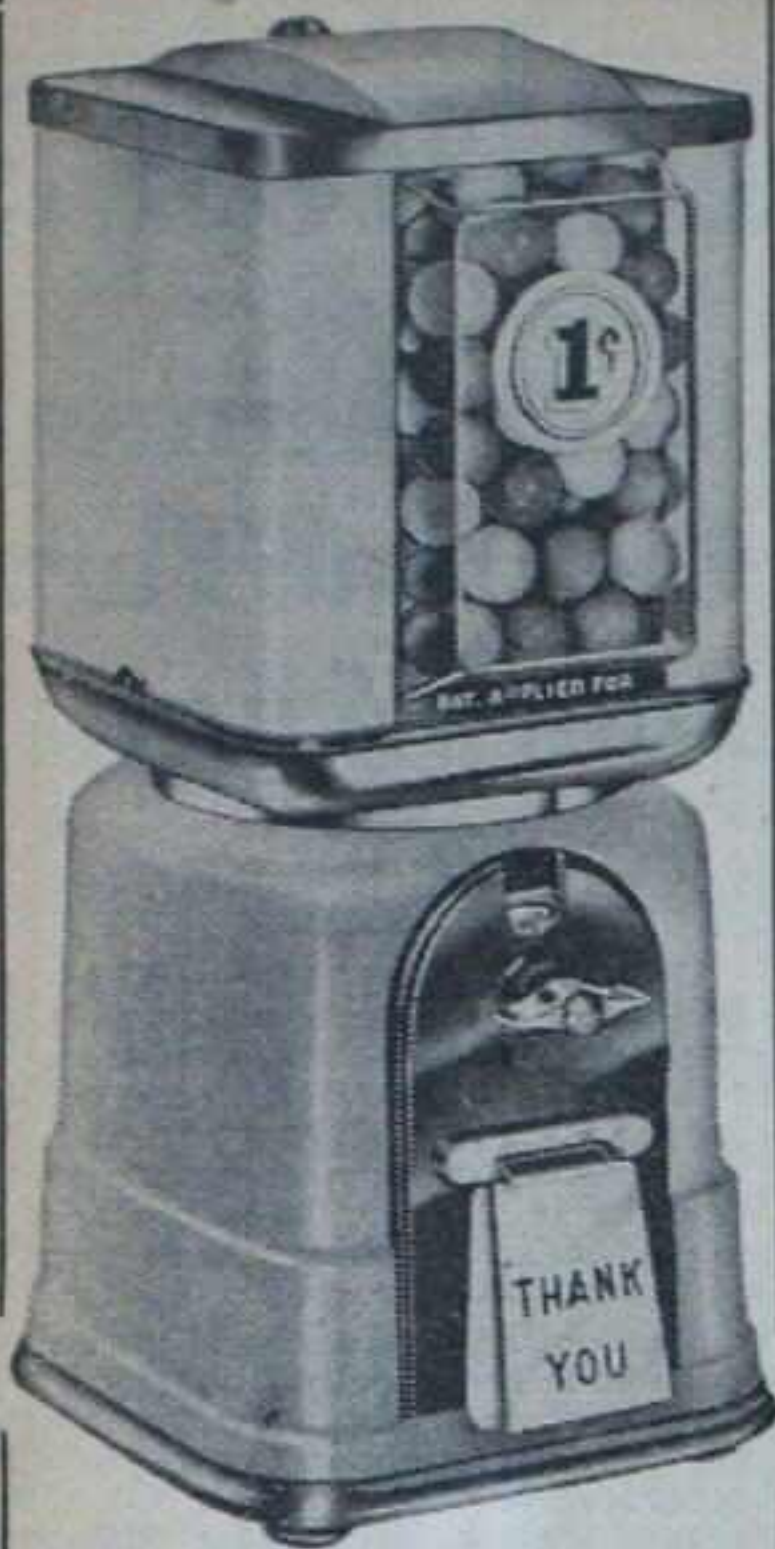
### List Firms, Personnel

CHICAGO, May 13.—Vending and service machines, parts and merchandise displays, will play an important role in the first American Coin Machine Manufacturers' Association (ACMMA) All-Industry Show which opens at the Hotel Sherman here Monday (22). Almost one-third of the exhibit space will be devoted to such equipment and supplies, with 19 companies featuring 12 vender, three service machine, three parts and six merchandise exhibits.

Vending firms and products they will show, are as follows:

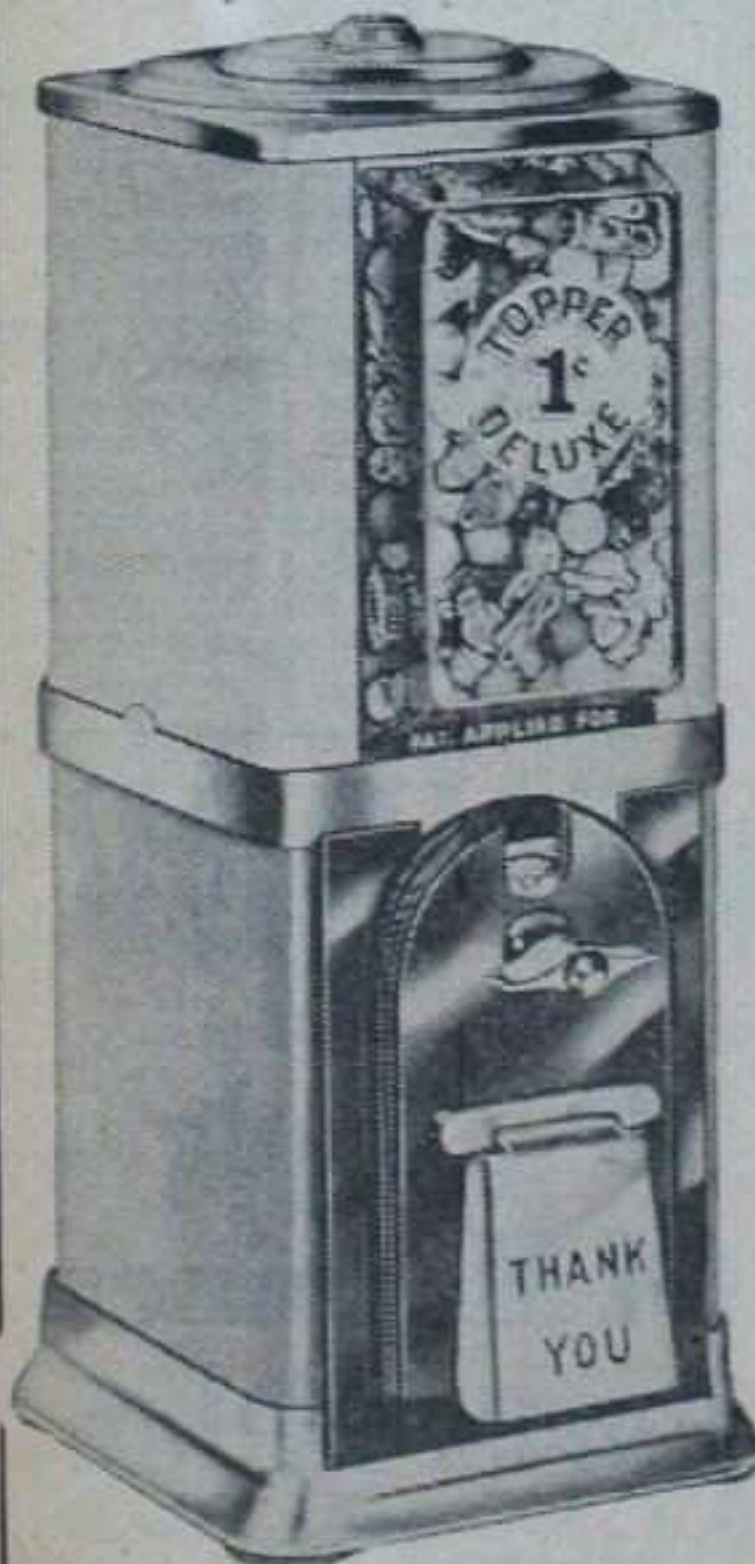
A. B. T. Manufacturing Corporation, Chicago; Guesser Scales, slug re- (See ACMMA Highlights, page 112)





**The New JUMBO UNIVERSAL**

Everyone likes JUMBO-SIZE Ball Gum. Thousands of locations are available and waiting for JUMBO UNIVERSAL for vending Jumbo-Size Ball Gum. This is the fastest selling piece of ball gum today and will be a sensation in thousands of locations. Also JUMBO UNIVERSAL SPECIAL for greater capacity... vending 140, 170 and 210 count ball gum and other bulk merchandise. Capacity 2375, 210 Count Ball Gum.



**It's Here! TOPPER DE LUXE by VICTOR**

The new streamline creation! Its beauty and performance are sensational! Never before have there been so many new and practical ideas packed into a bulk vender as you will find in the new TOPPER DELUXE. See these great venders now on display at all VICTOR distributors... or write for colored descriptive folder.

AMERICA'S FINEST VENDERS... THE INDUSTRY'S GREATEST VALUES!

**VICTOR VENDING CORP.**

5701-13 W. Grand Avenue Chicago 39, Illinois

**Candy Ops Watch Bar Size-Cost Moves; Optimistic Over Future**

CHICAGO, May 13. — Alerted by candy bar price and size mullings by most major candy manufacturers earlier this year, operators are keeping a close watch on week-by-week cost and weight trends. Thru renewed examination of ingredient and general overhead costs, candy makers have indicated there may be some changes on both counts (bar cost and size) before the year is out. Operator thinking on possible changes in this direction was disclosed in a feature news article in the May Vend.

However, most recent reports from the manufacturer level appear to show a willingness to hold the price line, with any concessions or backtracking likely to be in the form of reduced bar size. While smaller bars might be less dangerous than wholesale price increases to the high volume goal of the candy industry this year, any cut in bar weight would be a backward step if undertaken on a large scale, it is believed.

Operators agree that if retrenching becomes imperative, trimming bar weight would not result in the same sales resistance on the wholesaler-operator level as would price hikes. But they caution the public would be sharply critical of any moves to reduce the value of any product, and in

the case of candy bars, successive size increases during recent months would lend all the more fuel to buying resistance.

Touching off the entire price-size question early last January were a series of increases in raw ingredient costs. Following the earlier price declines of major candy ingredients, this came as a threat to the new price-size pattern being adopted by the bar firms. Pointing to increases in cocoa bean prices (up to 27 cents per pound currently), 16-17 cents per pound peanut prices and a 7.70-cent per pound sugar peg, manufacturers put out feelers on trade reaction to reverse their recent price or size (or both) moves.

In spite of such discussion of possible changes, optimism in operator circles appears based on the fact that the candy industry is now thru the first quarter of a highly competitive year, without going beyond the talk stage in changing sizes or upping costs. And the general feeling is that succeeding quarters will not see a real swing toward either higher prices or slimmed-down bars. The reason: the entire candy industry is geared to a higher output and consumption rate than prewar, and sales volume must be nursed to correspondingly higher levels if production capacities are to be profitably utilized. Any real lessening in demand would mean a serious rise in manufacturers' overhead due to idle plant space and production machinery, it is felt.

Bearing out this reasoning, Paul M. Beich, president of Paul F. Beich Company, states the price line will be maintained by the majority of firms "in an effort to keep their plants busy." This could keep prices down for an indefinite period, he feels.

A similar prediction, the even more anti-price-rise in content, was voiced by Harry R. Chapman, board chairman of the New England Confectionery Company. He said: "It seems apparent most price levels (in candy) will tend to work lower during 1950 as supplies become more plentiful and competition more keen."

Reed Robinson, Golden Nugget Sweets, Ltd., went on record as going a step further. He declared: "The only course open to bar manufacturers is to keep faith with jobbers and consumers by maintaining quality and weight. Cutting size is not now justified and public reaction to such a move would be unfavorable to the industry as a whole."

**NATD To Hold 2d Management School**

NEW YORK, May 13.—The second in a series of management schools run by the National Association of Tobacco Distributors (NATD) will be held in Boston next Sunday and Monday (21-22).

NATD staffers will lead the sessions at the Statler Hotel, covering jobbing problems. First school was held in Columbus, O., two weeks ago.

**Marjack To Plug New Popcorn Via Fringe Network Aired in DC**

WASHINGTON, May 13. — The Marjack Company, Inc., popcorn manufacturers, set a national precedent in radio advertising this week when the local firm, which distributes its product nationally, became the sponsor of a program on a newly launched network of "fringe" stations in the District of Columbia area. The network is the first of its kind in any locality.

Jackson Weaver, head of the Marjack Company, opened his plant here two years ago and now has a modern establishment at 1820 Half Street S. W. Weaver signed up as sponsor of a quarter-hour segment, the first sold in the new fringe network's first hour-long program, Metropolitan Melody Time. The program, which began Monday (8), is transmitted simultaneously over the following stations: WGAY, Silver Spring, Md.; WPIK, Alexandria, Va.; WARL, Arlington; WFAX, Falls Church, Va., and WBCC, Bethesda, Md.

Program is heard between 7 and 8 p.m. nightly. Stations in the network operate from sunrise to sunset and are among 14 stations in the Capital area, with seven of the latter being full-time stations and the balance part-time. Weaver, in signing up for the new type of simultaneous broadcasting, said the move coincides with the debut of a new popcorn called "Ready-Pop," now going into distribution.

**HURRY... HURRY... HURRY!**

IF IT'S CHARM YOU'RE AFTER WHILE IN CHICAGO CALL RA 6-4229

Bill Falk wants to meet all charm users. Call this number and we'll get together!

**INTRODUCING**

Two brand new sensational additions to our complete charm line — to be previewed in the new ACORN ALL CHARM VENDOR in the OAK MFG. CO. BOOTH at the ACMA Show, Booth No. 3.

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- 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$36.00.
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Temp. Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. WRITE FOR INTRODUCTORY OFFER

<b>RAIN-BLO GUM</b> 140, 170 or 210 count in 25¢ cartons, 27¢ lb. In lots of 150 or more with freight prepaid. 25¢ lb. less 2%.	<b>PISTACHIOS</b> 25 lb carton Large 55¢ lb. Small 50¢ lb. Full Cash With Order.
<b>COLORED BALL GUM—All Sizes</b> 25¢ or 40¢ carton, 25¢ lb. 140¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER	Plastic Auto-graphed Baseballs, \$5.00 per M. Metal plated, \$8.00 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.

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**\$9.75** EACH

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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

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\$12.75 Ea.  
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Victor's Universal  
**JUMBO**  
1" Ball Gum Vendor  
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**THE PENNY KING COMPANY**

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**Cups Ops Cite Summer Woes; 1/3 of Biz Done in July, August**

(Continued from page 105)

basis. Since the most populous States base their summer on an average three-month basis, that period was selected for purposes of the survey. In Southern States, for instance, the picture would be altered due to the longer warm weather season.

Starting approximately the first week in May, Canteen officials have found rising averages affect both low and high average installations. Thus, when a machine with an average under the break-even point of 850 drinks per week begins to move upward, plant management has often requested additional units to care for the increase.

If additional equipment is placed, however, the average per machine gross usually drops so that an operator may lose money at the peak of his best season. And a further consideration is that once a plant has become used to the additional units, placed for summer operation, they are reluctant to permit removal when September effects a downward sales trend.

On a year-round basis, and especially during the summer, Canteen has found 75 per cent of its cup drink sales are made during the afternoon with the peak load falling between 2

are likewise used interchangeably. Operators who are not in such a flexible position will have to hire part-time employees and perhaps rent or lease additional vehicles.

During the summer vacation period, higher peak sales are held down by (1) staggered time-off, when the total worker force is not on the premises for a several-week period and (2) by mass vacations when the entire plant closes down for a two or three-week stretch. In the latter instance, the operator has the added expense of removing the product from machines affected by the plant closing and sterilizing these machines so they will be ready for service the day the plant reopens.

The survey also brought out cost figures compiled by the 20 different operations, indicating that until the 1,402 cup machines average better than 3,000 drinks per period the net result is a loss.

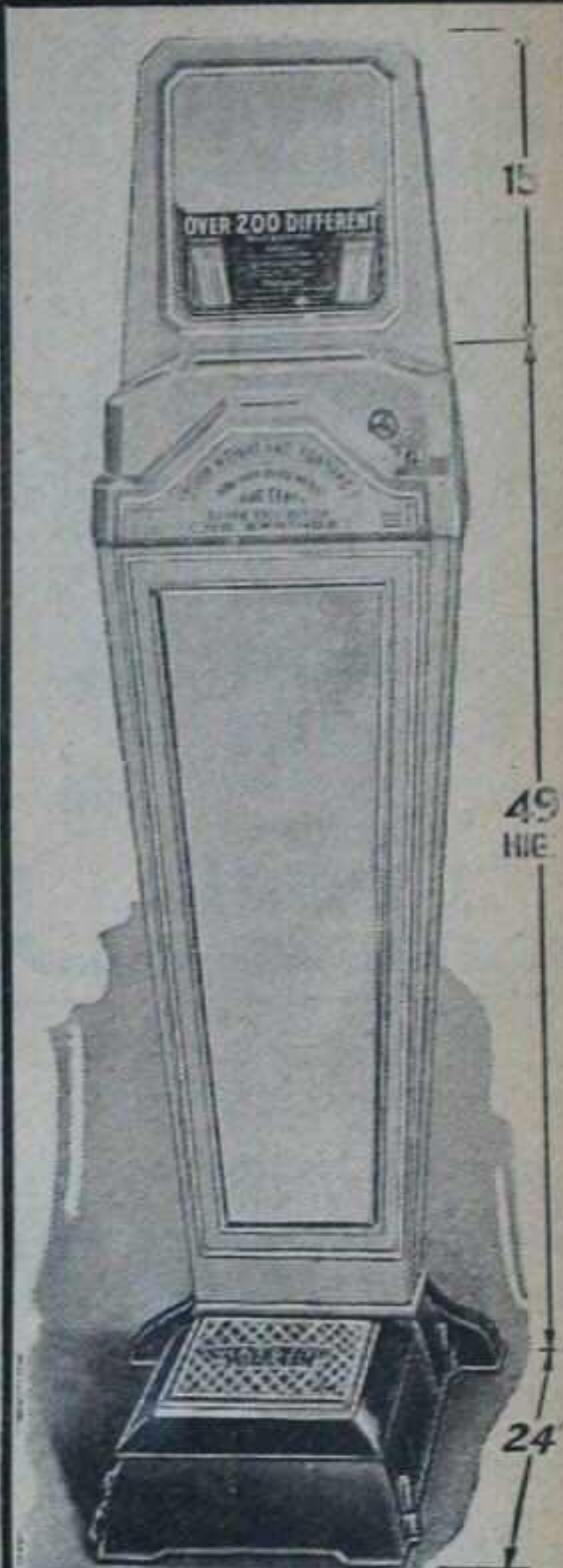
In a "where the nickel goes" tabulation, the following figures break down cost figures for the firms and machines covered for three sales volume bracket. For survey purposes, equipment was given an average value of \$1,000. Both single and three-flavor venders are represented. Sales taxes were not figured in these costs.

2,000 Drinks Per Month						
Product	Labor	Commission	Depreciation	Operating Expenses	Admin. Overhd.	Profit
38.5%	18.4	20.0	12.0	14.2	6.8	-9.9%
3,000 Drinks Per Month						
38.5%	15.8	20.0	8.0	13.6	5.9	-1.8%
4,000 Drinks Per Month						
38.5%	13.4	20.0	6.0	11.3	3.4	+7%

and 4 p.m. As sales move upward in hot weather, this often means that lines form temporarily at some machines . . . another reason plants are apt to request additional units.

The operator with a diversified business has an edge over the specialized cup operator in summer. This is particularly true so far as service personnel and vehicles are concerned. Canteen finds its candy routemen have less to do in summer months and so can be moved over to drink routes to ease the load there. Trucks

Product cost is figured as sirup, cups and gas. Labor comes under servicemen, shop, installation and shoproom salaries. Depreciation is based on average equipment cost of \$1,000 over a 5-year period, with \$720 depreciation written off for those years. Operating expenses include samples and spoilage, repair parts and aids, shop and service expenses, uniforms, truck operating costs including depreciation, repairs, gas, oil, etc., and insurance, freight and cartage.



WEIGHT, 165 LBS.

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400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS

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LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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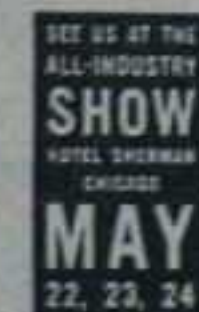
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- Special! 4 Col., 100 Pack Cap. . . . . 27.50

**CIGAR MACHINES**

- 7 Col., 175 Cap. . . . . \$27.50
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- ROWE, 120 Bar Cap. . . . . \$75.00
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- UNEEDA, 40 BAR CAP. . . . . 23.50

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HERSHEY BAR VENDOR  
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Sample and Prices on  
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Manufacturer and  
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**J. SCHOENBACH**

1645 Bedford Ave., Brooklyn 25, N. Y.

# Ops Offer Four-Way Plan To Help Boost Biz Volume

(Continued from page 105)  
points, only one suggestion was advanced (in various forms) as a potential industry-wide business aid.

Tailored to the June thru August period in most sections of the country, the operators' four sales promotions, over and above the one provided by nature (a climbing thermometer), are:

1. Use more multiple flavor equipment.
2. Add "warm weather" flavors, such as grape, lemon, lime.
3. Use non-carbonated drinks, including citrus types.
4. Search out new locations where battery installations may be made, such as department stores, etc.

### Sales Aid Proposal

The greatest single business aid, which would be industry-wide and benefit not only summer but year-round operation, could be provided by machine manufacturers. As sug-

gested by Robert P. Schmidt, head of The Dispensit Company, Detroit (in common with numbers of other operators but in more detail) this would involve a program of dissemination of cup vander benefits to plant management on a national scale by manufacturers, acting singly or as a group.

It would work this way: Manufacturers would provide information proving the advantages of cup soft drink operation, such as detailed facts and figures on how employees work better, need for "in-between" pick-ups, etc. It would be stressed that the presence of the vander "causes no more confusion than a water tap."

### Flavor Preference

The type of cold drinks that pull the best customer response in summer continue to be much the same as in previous seasons. An exception, however, is the growing demand for non-carbonated fruit juice flavors over the past two years, with ginger ale, fruit punch and cocoa-cream coming up next, in that order.

As preference-listed by operators in various parts of the country, the soft drink flavors going best in hot months are:

1. Colas
2. Root Beer
3. Oranges (carbonated, non-carbonated)
4. Grape, lemon, lime
5. Cherry
6. Various fruit juices, non-carbonated
7. Ginger ale

### Summer Vender Conditioning

Most cup operators report they go over their equipment the last of April or the first part of May to insure top working condition. One Detroit firm knocks down its machines every Saturday during the warm months as an extra-sanitation measure. It completely empties and cleans the unit. In addition, during summer months each vender is sprayed daily to avoid insects. Regular operational checks each week eliminate chance of repair pile-ups during the high-volume season.

A number of Los Angeles operators have inaugurated a systemized maintenance program, especially valuable during the high temperature weeks. Each machine is carefully indexed on a master sheet where every part and function of its operation is noted. Too, venders are completely gone over, all copper tubing flushed, temperature controls checked, unit to test carbonation checked.

### Operators Report

Bayne Phipps, head of the Washington Spacarb operation, while emphasizing that the carbonated drink has been the best summer offering in the past and still remains so, plans to try a non-carbonated drink this summer. It will most likely be a citrus type because of the increasing public acceptance of non-carbonated drinks.

Phipps has also arranged with a large branch store of Sears, Roebuck & Company to replace the refreshment stand with a battery of venders. Two machines, installed three weeks ago, are showing excellent acceptance and at least one, possibly two, more will be added for the summer.

By using a battery vender set-up in such a high-traffic transient installation, Phipps says an operator can offer the greatest possible variety of flavors and so pick up sales that might otherwise be lost.

### Cola, Orange Ratio

A New York operator reported an increasing demand in his area for non-carbonated orange. Latter, in summer and in a multi-flavored unit, often equals sales of the second-best flavor and in some instances pushes close behind the leading cola drink.

In general, the operator (who wished his name withheld) says that fruit flavors rise 20 per cent in relation to over-all sales in summer. Broken down further, this means that

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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 21.99

### 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 5.00  
Silver Wedding Rings, 1,000 5.95  
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

### STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES.



## VICTOR TOPPER DELUXE

The last word in vending efficiency.

- 1 TO 23 \$12.95 ea.
- 24 TO 47 \$12.75 ea.
- 48 TO 99 \$12.50 ea.

100 or more, \$11.95 Ea. Liberal trade-in allowance.

### VICTOR'S

## Victory Basketball Game

Plenty of action—return ball feature—1¢ or 5¢ play. Real Money Maker! 22" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.

\$32.50 EA.

Jobbers, Write for Quantity Prices.

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WITH THE NEW, SENSATIONAL,  
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# ACORN 5¢ ALL CHARM VENDOR

Here is the brand new merchandiser designed to sell, and sell, and sell, and make plenty of dollars in 1950. It's never been done before. It has unlimited possibilities. It opens tens of thousands of new locations.

Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Acorn 1¢ or 5¢ All Purpose Bulk Merchandiser. Most of the gigantic profits were made via the Ball Gum and Charm combination. Now, with the new ACORN ALL CHARM VENDOR you can make even bigger profits in more locations.

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# ALL CHARM VENDOR

You'll make the fastest buck you ever made with this terrific Oak machine that not only "charms" the nickels right out of their pockets, but works like a "charm," too!

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IMMEDIATE  
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## NEW CHARMS

READY FOR YOU  
NOW

They're Really  
Beauties, Too

KNIFE (Scout), Per 1000 \$10.00  
BASEBALLS, 1/4", with team names, white with black seams. Per 1000 5.50  
BASEBALLS, 1/4", white with black seams. Per 1000 8.00  
All Postpaid. Write now to get on our mailing list.



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LOW PRICES—FACTORY  
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**10 NEW ITEMS!  
NEW LOW PRICES**

COMIC-STRIP CHARMS,	Price per M
Plastic	\$ 4.00
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GROCERY STORE CHARMS	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR, That Actually Cuts	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
ANIMAL HEADS, Metal-Plated	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPY SUPER-CHARM MIX 400 Ass'd in Bag	2.00
EPY FORTUNE BALL MIX 1 Gross Ass'd in Bag	1.75
FAMOUS #1 CHARMS	
Plastic	2.50
Metal-Plated	now 4.25
BIG FAMOUS #2 CHARMS	
Plastic	3.00
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**New Low Price  
SILVER KING  
CHARM KING**



**2 GREAT VENDORS**

Sample, \$13.95.  
2 to 3, \$12.50.  
1 to 5 Cases, \$42.00 Case.  
6 Cases or More, \$40.00 Case.  
Packed 4 to Case.

**CAMEO VENDING SERVICE**

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**NEW REDUCED PRICES**

**MODEL 49**

**SPECIAL \$13.75**

**FACTORY FRESH**

**Vender Confections**

Feeny LB

Almonds . . . . . 65¢

Jumbo Pistachios . . . . . 68¢

Spanish #1 Peanuts . . . . . 24¢

Blanched Virginias . . . . . 39¢

Redskins . . . . . 24¢

Cornnuts . . . . . 23¢

Boston Beans . . . . . 23¢

Rainbow Beans . . . . . 23¢

Pine Nuts . . . . . 26¢

Ball Gum Bubble . . . . . 27¢

Parts—Supplies—Charms—Write for List

**BADGER SALES CO., INC.**

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**FREE—FREE**

Two weeks FREE TRAINING in servicing and operating routes of Victor 1c venders with each purchase of 100 or more TOPPERS at \$10 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.

the leading cola drink (in this instance Coke) which will snare 55-60 per cent of all nickels in the winter will drop to 45-50 per cent in the summer.

**80 Per Cent Increase**

Adding a few more figures, he states that taking the lowest point of the winter as a base, gross will zoom 80 per cent to hit the summer peak. Averaged out over six-month periods, tho, he said fluctuations worked out in this manner; taking October thru March as a base, the increase averaged out for the next six months would come to 50 per cent. Reversing the bases clarifies the figures somewhat: With summer as the norm, sales dip only about 12 per cent. (This operator, it should be noted, has many of his machines in theaters, a factor that tends to flatten the dips and rises. Movie drink sales seem to hold steadier than industrials or other type transients.)

**Increased Coverage**

Detroit's Dispensit Company (mentioned earlier) plans to increase machine placement by 50 per cent during the coming summer season. Firm concentrates on nationally advertised beverages "because they repeat better."

As a group, Detroit operators report root beer is pressing the colas.

In California, and especially in Los Angeles, the survey showed that top summer sellers are cola, root beer and non-carbonated orange, in that order. Some operators state in a few industrial locations root beer is out-selling colas.

Spacarb of New England reports the most common flavors offered thru a single machine are cola, root beer and non-carbonated orange. For summer operation, hot coffee and hot chocolate is being eliminated, altho in some locations hot chicken bouillon soup continues a good seller.

**Other Flavors**

Spacarb manager Julius Jacobi adds that where "old-timers" gather, however, it has been found that lemon and lime is a popular duo. Cherry, which goes good in New York, is poorly accepted in New England, he said. New flavors which will be used as sales stimulators this summer are cocoa-cream and fruit punch. In Negro sections, grape is a great favorite, it was found.

Jacobi declared that the recent hike in popularity of popcorn in movies in New England has helped to boost drink grosses, also.

**Park-Resort Biz**

While Spacarb operates in theaters, department stores, the Washington subway, etc., the firm will spot drink units in public parks and in resorts shortly for increased hot weather business. But most such installations are still confined to indoor spots because of overhead, maintenance factors.

Dallas operators report leading summer-demand flavors are colas and fruit juices, with ginger ale showing an increase in favor. The advent of non-carbonated fruit juices, which are close to colas in patron preference, has been noted within the past year or so, it is claimed.

**Charms, Pennants  
Ready for Chi Bow**

NEW YORK, May 13.—The Plastic Processes Corporation will introduce two new series of charms at American Coin Machine Manufacturers' Association show in Chicago, May 22-24. Bill Falk, president, announced this week. They will be shown in Acorn venders at the Oak Manufacturing booth.

One series will comprise coins carrying imprints of historical scenes. Each has a hole near the top, and may be worn on a charm bracelet. The coins are said to be too thick to permit use as slugs.

The second series features plastic pennants. Sixteen will be offered, each carrying the name of a major league baseball club. They will be available with pins or holes, Falk said.

**Rep. Patman To Talk  
At NCWA Meeting;  
Announce Biz Sked**

WASHINGTON, May 13.—National Candy Wholesalers' Association, Inc. (NCWA), announced last week that Congressman Wright Patman will address the opening session of the fifth annual convention at the Commodore Hotel, New York, May 31-June 3. As an authority on problems of small business, he will speak during the opening business meeting June 1 on the subject, *Midcentury Protection of the Wholesaler in Competition*.

In keeping with the convention theme, *Midcentury Progress*, other addresses scheduled for the opening session include NCWA President John Casani's annual president's message to the industry, titled *Midcentury Problems of the Candy Wholesaler in Distribution*. On June 3, the entire day's program will be themed to *Know Your Jobber-Know Your Manufacturer*, designed to emphasize better manufacturer-jobber relations.

The annual banquet concluding the convention also will mark the beginning of the annual meeting of the National Confectioners' Association (NCA), which officially gets underway at the Waldorf-Astoria June 4. Latter group's annual Sunday night get-together will not be held this year, with the emphasis being placed on the NCWA banquet instead, according to Irving Shaffer, NCA's general convention chairman.

GREAT NECK, N. Y., May 13.—Hedeman Products, Inc., manufacturers of tubing for beverage dispensers, released this week its new manual, *Dispensing Equipment Handbook for the Beverage Industry*. The manual is offered to cup machine traders free of charge.

**EMPTIES  
MACHINES  
FASTER!**

**Rain-Blo  
BALL BUBBLE  
GUM**

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**

Div. of Leaf Brands, Inc.  
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**FOR SALE**

- 2 7 Col. S & M, 20c Comb. . . . . \$32.50 Ea.
- 2 7 Col. S & M, 25c Oper. . . . . 35.00 Ea.
- 2 9 Col. S & M, 25c Oper. . . . . 46.00 Ea.
- 2 15 Col. (500) Uneda Pack, 20c Oper. . . . . 72.00 Ea.
- 2 8 Col. Rowe Royals, 20c Oper. . . . . 65.00 Ea.
- 1 12 Col. Uneda Prck Mod. E, 20c Oper. 26.00
- 1 Postwar Photomatic, 15c or 20c Oper. 300.00

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STEADY PROFITS  
of 50% to 200%**

**Outperforms All Other Scales  
Fully Patented — Nothing Else Like It!**

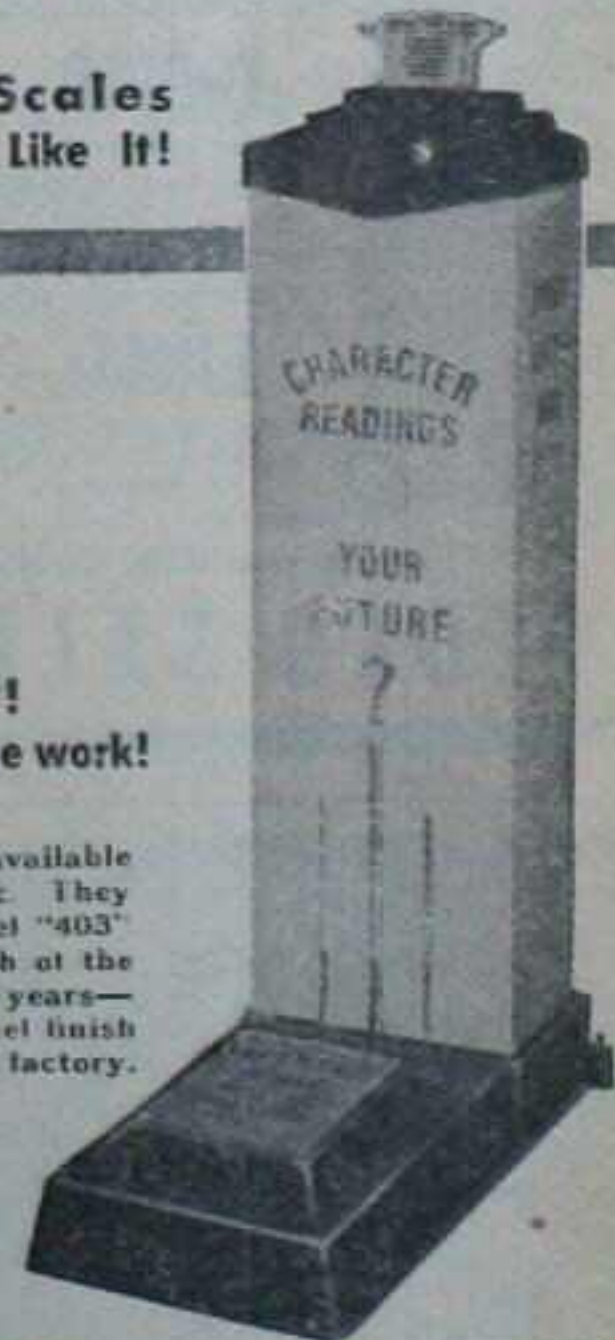
**2 MACHINES IN 1**

**TELLS FORTUNE & WEIGHT**

**FULLY AUTOMATIC!  
NO TROUBLE!**

- No knobs to turn!
- No handles to pull!
- The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. \$169.50 F. O. B. factory. Monthly terms as low as \$10.



**Shipped to you for only  
\$25 deposit**

**AMERICAN SCALE MFG. CO.**

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

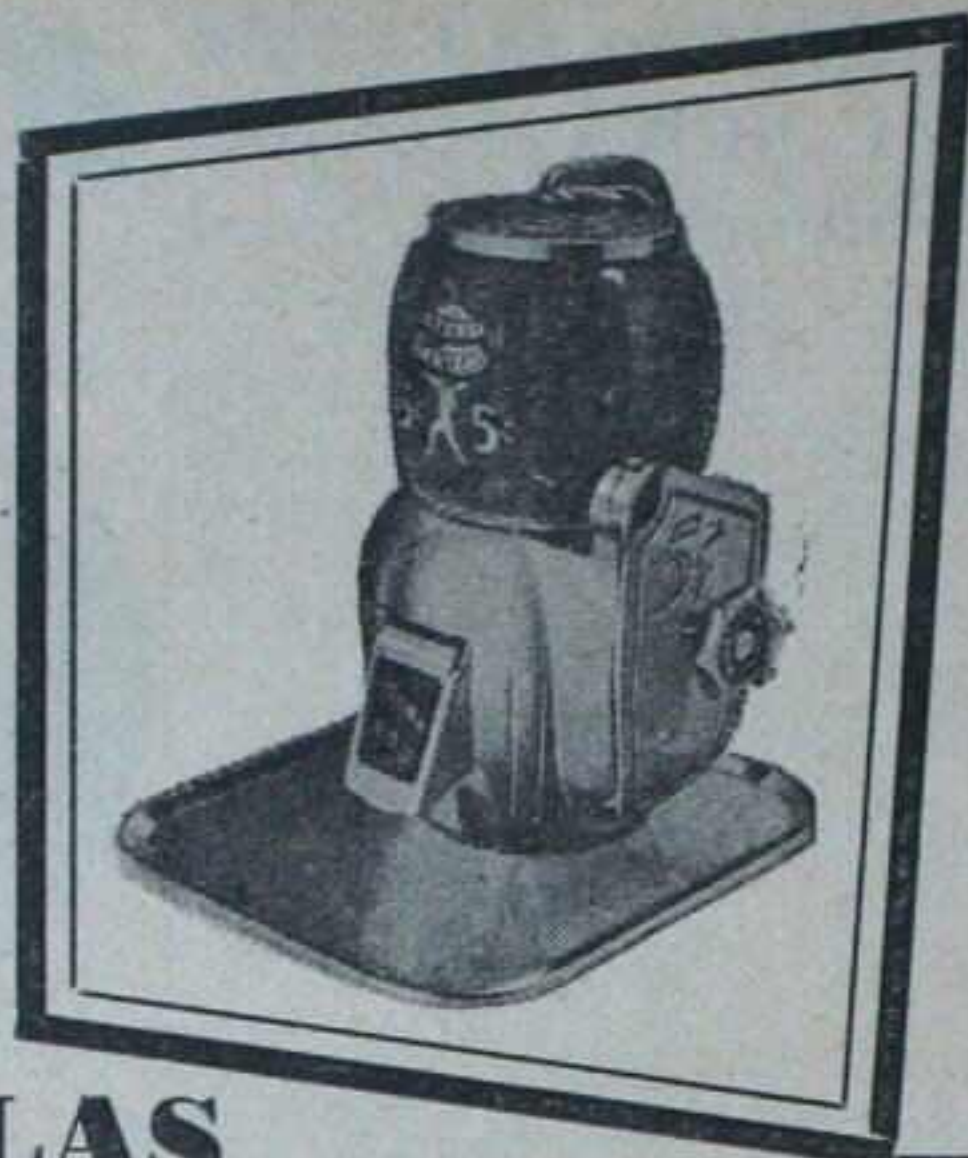
**MAIL  
THIS  
COUPON  
TODAY**

for  
further details  
for  
immediate  
delivery



A Picture  
of Perfection

America's  
Finest  
Five Cent  
VENDOR



the **ATLAS**  
**Bantam TRAY VENDOR**

Here is the 5c nut vendor that operators have long awaited. A faultlessly machined unit that vends all types of nuts with ease of operation—equal amounts, no injury to the merchandise, consistently fresh. All of these points mean satisfied customers—return sales. Beautiful chrome finish makes it an eye catcher in ANY location.

Order **ATLAS** Brand  
Almonds  
in 5¢ vacuum cans  
for best results.



Salesmen and Distributors—There Are Territories  
Open—Write NOW.

MANUFACTURED BY

**ATLAS** MANUFACTURING AND SALES CORP.

EST.  
1925

12220 TRISKETT RD., DEPT. 520 CLEVELAND 11, OHIO

**Pepsi-Cola Sets  
Vend Campaign**

(Continued from page 105)

was "very good," costs were "not good at all." It will be some time in September before the test is completed, Steele said, and it appears that while sales at three for 25 cents yield the same profit as the bottle, the can would ultimately have to be sold for 10 cents. Individual cans cost 3 cents and, of course, can be used only once, he said.

James G. Blaine, president of the Marine Midland Trust Company, New York, was elected to Pepsi's board of directors, and eight other directors were re-elected. Albert E. Winger was not a candidate for re-election. Steele stated in answer to a question by Lewis D. Gilbert of New York that Joseph A. Murphy, treasurer, has resigned effective May 5 but will be retained in an advisory capacity.

Replying to another question by Gilbert, Steele said the management believes that by the year end "we will have a profitable year" but he pointed out that "we can't do the job with buttons; it's going to take money and time and effort to rebuild sales territory—by territory."

**Report Net Loss**

Altho the company showed an upward trend in sales volume during the first quarter, Steele said the company sustained a consolidated net loss of \$100,000. This compares with a net profit of \$570,000 for the first quarter of 1949. A substantial part of this difference, Steele said, resulted from the loss of income from the recently sold sugar properties in Cuba.

William B. Forsythe, first vice-president in charge of the export department, announced the continuing growth of Pepsi-Cola sales in foreign markets which have already exceeded competition in many areas.

**Futuramic Sold  
To Indevco Co.**

(Continued from page 105)

factory may be made at a later date. Arthur Paul, former assistant to the secretary of commerce, 1945-'47, is president of Indevco. The vice-president's post is held by Alexandre Zvegintzov, former head of the Keystone Wood Preserving Company, Philadelphia. Victor Ridder, vice-president of *The Journal of Commerce*, is a board member.

Paul said the firm had launched an experiment in the packaged vending of food products, featuring side-by-side installations of coffee, hot sandwich and ice cream machines. Several package installations have already been made, he added, with new test placements scheduled.

The hot sandwich machine used in the set-up is the Radio Chef, manufactured by the Turbo Machine Corporation, Lansdale, Pa., and owned jointly by "the management and development corporation and the Chicago interests which developed the machine," according to Paul. The ice cream vender is the Kenro, also manufactured by Turbo. Paul, a former vice-president of the Dexdale Hosiery Mills, Turbo parent company, is now a Dexdale board member.

Altho sales plans are now being blueprinted and are not due for disclosure for a week or so, it was definitely stated that Koffee King would be marketed as an individual unit, in addition to whatever plans may be laid for offering the three-machine package. Paul emphasized Indevco staffers would supervise production of the coffee vender.

Charles Gondolfo, who headed Futuramic Machines, still retains a financial interest in the coffee machine enterprise, but will not participate in active management. Bernard Braun, who served with the older company, has been taken on by Indevco in an executive capacity.

IT'S TOPPS

So Round  
So Firm  
So Good

**BOZO  
BALL GUM**

A high, high quality product priced no higher than ordinary gum. Nine different, *delicious* flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

write for FREE samples

**TOPPS CHEWING GUM**  
Incorporated  
237—37th Street, Brooklyn 32, New York  
South 8-8900

NEW **GUNS** NEW

THEY'LL DO A  
BANG-UP  
JOB FOR YOU!  
NOW!  
THE HOTTEST  
CHARM ON THE  
MARKET!

(Same size as illust.)

PLASTIC (6 Bright Colors) . . . \$4.25 per M  
NICKEL PLATED . . . 6.50 per M  
SILVER PLATED . . . 7.50 per M  
GOLD PLATED . . . 7.50 per M  
NEW INLAY FINISH . . . 8.25 per M  
(Vends perfectly in all type machines)

**Large Assid. SPORT CHARMS**

(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)  
PLASTIC (6 Bright Colors) . . . \$3.75 per M  
COPPER PLATED . . . 6.00 per M  
GOLD OR SILVER PLATED . . . 7.00 per M

**ALPHABETO CHARMS**

(A to Z and 10 Numerals)  
PLASTIC (Assorted Colors) . . . \$2.00 per M  
COPPER PLATED . . . 4.00 per M

**OPPORTUNITY FOR DISTRIBUTORS**  
Order now! Don't delay! Empty your machines!

**PAUL A. PRICE CO.** Dept. B  
220 Broadway, New York 7, N. Y.



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.

Distributors: Write for Special Prices! 1/3 Dep., Bal. C.O.D.

**VICTOR'S  
Victory Basketball Game**

First new counter game since the war—Plenty of action—return ball feature—1¢ or 5¢ play—REAL MONEY MAKER! 22" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.



Orders Filled  
in Rotation  
Received.

\$32.50

EA.

Jobbers, Write for Quantity Prices.

**VEEDCO SALES CO.** 2124 MARKET STREET  
PHILADELPHIA 3, PA.  
PHONE: LOCUST 7-1448

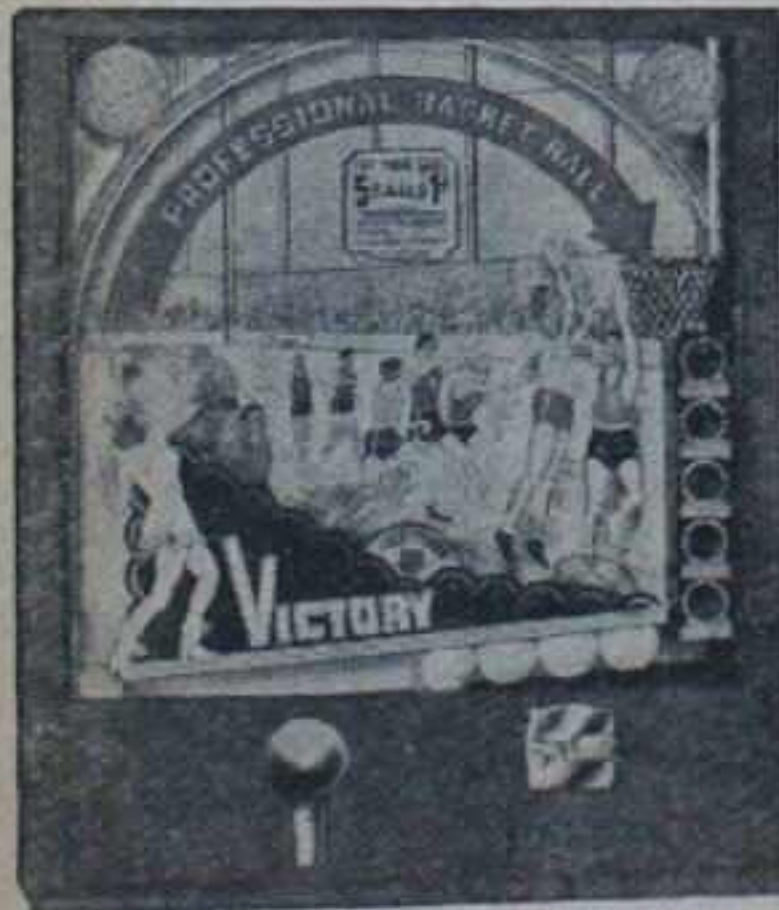
**VICTOR'S NEW  
VICTORY  
BASKET BALL GAME**

The first really new PENNY-PLAY COUNTER GAME offered to the trade in the post-war market. Features 5 ping-pong balls for sensational action, life and suspense. Automatically totalizes the score. Simplified mechanism eliminates service calls.

PRICE \$32.50

See your VICTOR distributor—or write  
for colored descriptive circular.

**VICTOR VENDING CORPORATION**  
5701-13 W. Grand Ave., Chicago 39, Ill.



YOU CAN HELP COMBAT CRIME BY GIVING  
TO THE NATIONAL COMMITTEE FOR  
MENTAL HYGIENE

Here is the New.  
Flexible

**ALKUNO  
CRACKER VENDOR**

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/4" x 1 1/4". Has large merchandise display and self-illuminating pie glass sign.

**MODEL 700**  
Metal Cabinet and Base  
Ht. on Base, 69"  
Wt. on Base, 64 Lbs.

WRITE FOR  
NEW REDUCED  
PRICES!

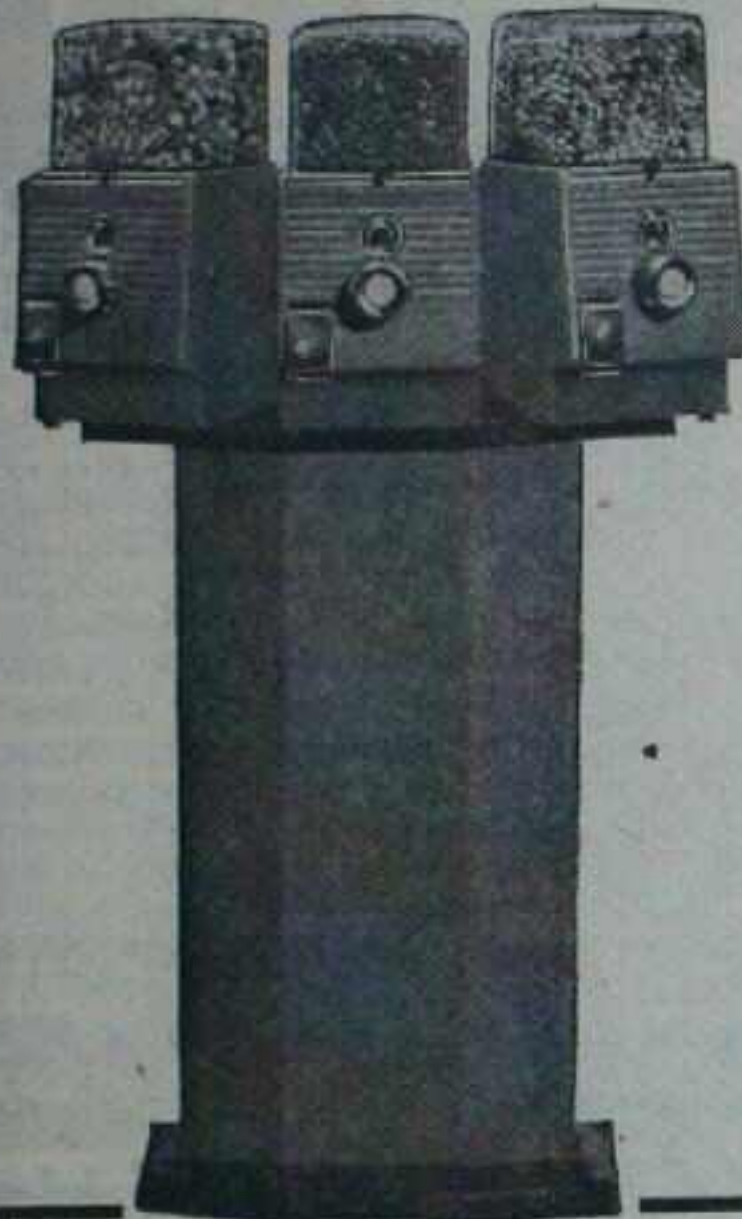
Immediate Delivery  
in Green Metal  
Lustrous Finish

Write for Catalog of  
Complete Line of 5¢  
Gum and Candy  
Vendors.

**ALKUNO & CO.**  
408 Concord Ave.,  
New York 45, N. Y.  
Metrose 5-7757



**NOW!**  
**Bigger Profit**  
FROM EVERY LOCATION  
With the New  
*Northwestern*  
**CABINET STAND**  
FOR MODEL 49



**WRITE FOR DETAILS**  
OR SEE YOUR DISTRIBUTOR  
**THE NORTHWESTERN CORPORATION**  
829A ARMSTRONG STREET, MORRIS, ILL.

**New Low Price**  
**KING OF VENDORS**  
Nut and Ball Gum Candy, Charms, Vendors,  
1c-5c 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.**  
522 Diversy Parkway CHICAGO, ILL.

**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.**  
540 2ND AVE., N.  
BIRMINGHAM 4, ALABAMA

**Region V NAMA Meet in Detroit**  
**Runs Entire Vending Biz Gamut**

(Continued from page 105)  
manufacturer to do selling for them; (6) broaden the field of contacts in community; (7) sell your business personality and keep contacting locations already sold, and (8) don't neglect to ask for business.

Houston said "one 'silent salesman' sells another and another." He stressed the tendency of big firms to centralize vending in one man, requiring national or regional coverage by the operator, who must work closely with him. He recommended that independent operators affiliate with an organization able to give national representation effectively.

**Pro Talk**

Maurice Levitch, Stern Cigarette Vending Machine Company, Norwood, O., gave specific pointers on public relations, good and bad. Stressed building respect for vending by "business-like trade practices."

Levitch suggested joining service clubs, sponsoring sports teams, installing a telephone system in service trucks and advised operators not to "flaunt prosperity, nor run down competitors. Your route is your monument in life," he said.

Discussion on insurance developed a suggestion that location leases be drawn so that locations insurance policy will cover machines.

**Caterer Speaks**

Fred W. Koch, president, Fred B. Prophet Company, said that experience teaches industrial catering firms like his that it is better to leave vending operation to firms in that business and work with them as subcontractors. He disclosed 40 per cent of Prophet's net profits came from machines. He called for better relations between caterers and machine operators, citing cases where assistance of operator in securing industrial locations and presenting machine problems to management is important. In return, he asked for fair dealings by operators, saying that only a few would upset relations by attempting to eliminate caterers by dealing directly with management.

Answering criticism that caterers favor larger operators, Koch said some new plants demand far more machines than the location justifies and they must deal with an operator able to install extra machines and play along until management is convinced that fewer will do the job efficiently.

Koch proposed gathering all the results of a study on effects of the midday snack and presenting them effectively in a publication like *Business Week*.

Koch recommended more accurate mechanical counters be used on vendors to give caterers more assurance of accurate reports, but operators pointed out conditions often make this impractical.

"Caterers are willing to work with operators to improve machine locations in plants, and ready to go to management to fight for better location," Koch assured, saying their managers are being trained to devote more attention to vending machines including accurate merchandise control where plant storage conditions make this possible.

At a luncheon session, NAMA membership was stressed, with special State chairman named for driver Maurice Levitch, Ohio; Guy Moss West Virginia; John Guthrie, Kentucky, and William Emig, Michigan. Clint Darling said that NAMA can give assistance in the growing field of industrial catering. Fred L. Brandstrander, legislative counsel, discussed legislation in the State, especially Kentucky and West Virginia. William Fishman, chairman of the operator accounting committee, presented results of a recent nationwide study of accounting practices.

B. N. Osmond, NAMA, discussed the group insurance plan. Aaron Goldman, chairman of the public relations committee, presented the results of a survey of the Red Feather campaign at Rochester, N. Y. Book matches and drinking cups used in this campaign were presented together for the first time. Laurie Cavanaugh, NAMA, assisted in the presentation. Ernest N. Fox convention committee chairman, discussed the National Vending Show. Separate panel discussions on cigarettes, beverages, and candy-gum-nuts followed, as did round-tables, and a reception at Howes-Shoemaker Company.

**New P-R Kit Released**  
**By Council on Candy**

CHICAGO, May 13.—The Council on Candy of the National Confectioners' Association (NCA) has started distribution of a new public relations kit to industry members. Designed as a long-range volume booster, council Chairman Paul M. Beich stated the kit is the keystone to "the biggest public relations program ever conducted by our industry."

The kit, which comes in four sections, consists of: (1) Editorial material for use in community newspapers, school, civic and employee publications; (2) Suggested speeches for delivery before community organizations, such as service clubs, home economists groups, Parent-Teacher and other school units; (3) Scientific reference material for use in combating attacks on candy in correcting misunderstandings; (4) Sample educational material to be made available to local high and grade school principals, domestic science instructors, teachers and local editors.

Beich said that new data for inclusion in each of the sections of the kit would be sent to industry members as it becomes available.

**BASKET BALL**  
Newest Counter Game  
on the Market

Precision Built by  
**VICTOR**  
So you know it's good!



Sample **\$32.50**  
YES! It can be bought on Time Payment.  
In lots of 10 from

**ROY TORR** LANSDOWNE, PENNA.

**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.



**MR. OPERATOR!**

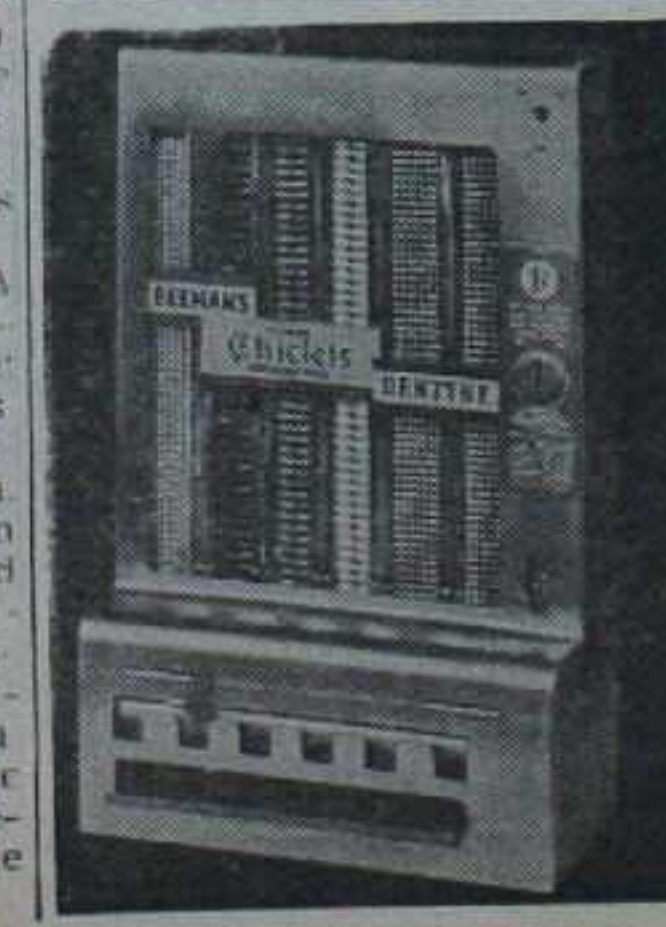
**DID YOU KNOW?**  
There are less used or rebuilt VICTOR MACHINES offered than any other make.

**DID YOU KNOW?**  
That you can buy TOPPER as low as \$10.00 in lots of 100 or more.

**DID YOU KNOW?**  
You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

**BETTER WRITE FOR TIME PAYMENT PLAN**

**ROY TORR**  
LANSDOWNE, PA.



**NEW REDUCED PRICES!!**  
on Dentyne, Beeman's Pepsin and Chickets Gum sold through Mills Famous Penny Venders

We have for immediate delivery rebuilt machines, factory reconditioned, which cannot be told from new in appearance and operation. They carry Standard New Machine Guarantee.

More than 50,000 of these machines now in operation—and for years!! More profit now with these new reduced gum prices!!!

WRITE  
**HAL R. MEEKS**  
National Distributor  
55 W. 42nd STREET NEW YORK 18, N. Y.



**Mechanical Brain**

BRIDGEPORT, Conn., May 13.—The *Daily Bridgeport Post* carried a picture this week of a "tickometer," a product of Pitney-Bowes, Inc., of Stamford, which counts anything from dollar bills to theater tickets. The unit was installed this week in the Bridgeport City Trust Company, one of the city's largest banks, which also has four branches in the city. Picture showed assistant treasurer Elliot R. Casey and William R. Baptist inspecting the automatic counter.

**ACMMA Highlights Venders; Displays Machines, Parts, Etc.**

(Continued from page 105)  
jectors, totalizers, coin chutes, pay meters. Personnel: Walter Tratsch, R. L. Budde, Leo Goblet and George Kozy. Booth 11.

Auto-Photo Company, Los Angeles: Auto-Photo machines, will introduce models vending strips of four different pictures. Personnel: Joseph I. Winegarden. Booth 84.

Fruit-o-Matic Manufacturing Company, Inc., Los Angeles: First showing of its refrigerated fruit merchandiser,

Fruit-o-Matic. Personnel: J. C. de Graaf, sales manager, and Paul Oatey, service manager. Booth 78.

Gaylord Manufacturing Company, Clawson, Mich.: Bulk ball gum and candy venders. Introducing its animated ball gum machine, Scoopy, with manikin delivering merchandise. Personnel: Harris Gaylord and Norman Laporter. Booth 90-B.

Karl Guggenheim, Inc., New York: Charms for bulk vender. New charm designs introduced. Personnel: Robert K. Guggenheim and Frederick E. Loewus. Booth 16.

International Microscope Corporation, New York: DeLuxe Photomatic, photo machine and Microscope Universal Card Vendor, a postcard vender. Personnel: William Rabkin, president, and Herbert Klein, sales manager.

**Cig Vender**

J. H. Keeney & Company, Inc., Chicago: Keeney electric cigarette venders and electric penny inserter. Personnel: Roy McGinnis, president; John Conroe, Paul Husted, Al Ostrowsky and William Gee. Booths 29, 30, 31, 32.

Leaf Brands, Inc., Chicago: Rain-Blo bubble ball gum and vending candies. Will introduce Jumbo ball gum and summer candies. Personnel: Rolfe M. Lobell, Sam Shankman, Marshall Leaf and J. Mason. Booth 2.

The Bert Mills Corporation, Lombard, Ill.: Hot coffee venders. Personnel: Bert Mills and Herbert Chadwick. Booths 45-A, 46-A.

Mills Industries, Inc., Chicago: New cup and bottle drink venders, candy bar, gum and ice cube venders. Introducing its fresh orange juice dispenser. Personnel: Robert Hoagland, president; James O'Connor, Edward Howard, Stanley Zee, H. Hedrick and Walter Babick. Booth 51, 52.

National Rejectors Service Company, Chicago: Coin changers, slug rejectors, actuators. Will introduce the Simplex Coin Changer. Personnel: Fred Wallin, Al Pierz, Ray Gottfried, John Cleary and Fred Steffens. Booths 75, 76.

**Shoe Shiners**

Northwest Engineering & Manufacturing, Inc., Minneapolis: Two models automatic shoe-shining machines. Personnel: Fred Van Doren. Booth 4.

The Northwestern Corporation, Morris, Ill.: Ball gum, bulk candy and stamp venders. Personnel: W. R. Greiner and W. E. Bolen. Booth 54.

Oak Manufacturing Company, Inc., Culver City, Calif.: Ball gum, bulk and candy venders. Booth 3.

The Penny King Company, Pittsburgh: Ball gum venders; bulk merchandise, candy, charms. Booth 21.

SuperVend Sales Corporation, Chicago: Multiple flavor cup vender, new model. Personnel: M. G. Hammergren, L. L. Cooper, Paul M. Fuller, R. P. Eaton, L. H. Porter, H. J. Moe, H. E. Henning and A. H. Burgess. Booths 1-A, 1-B.

George Sylvan Electric Corporation, Chicago: "Hot-dog" dispensers, two types. Sample sandwiches to be offered. Personnel: Ben Friedman, George Sylvan, Bernard Engelberg, A. Peterson, Don Magee and A. Bornhoffen. Booth 95.

Twin Tex Vendor Manufacturing Company, Blue Island, Ill.: Sanitary dispensers. Personnel: Herbert Riegler and Thomas B. Donohue. Booth 100.

**Peter Paul Expands Sales Coverage on Nickel Line**

NAUGATUCK, Conn., May 13.—Peter Paul, Inc., announced national distribution of its nickel Smile-A-While line has been effected. It is a chocolate-covered coconut double bar item.

Firm also reported the election of John H. Catigan as vice-president and Walter P. Baldwin a director.

**New Venders a Joy On Looks, But Coy As Bride in June**

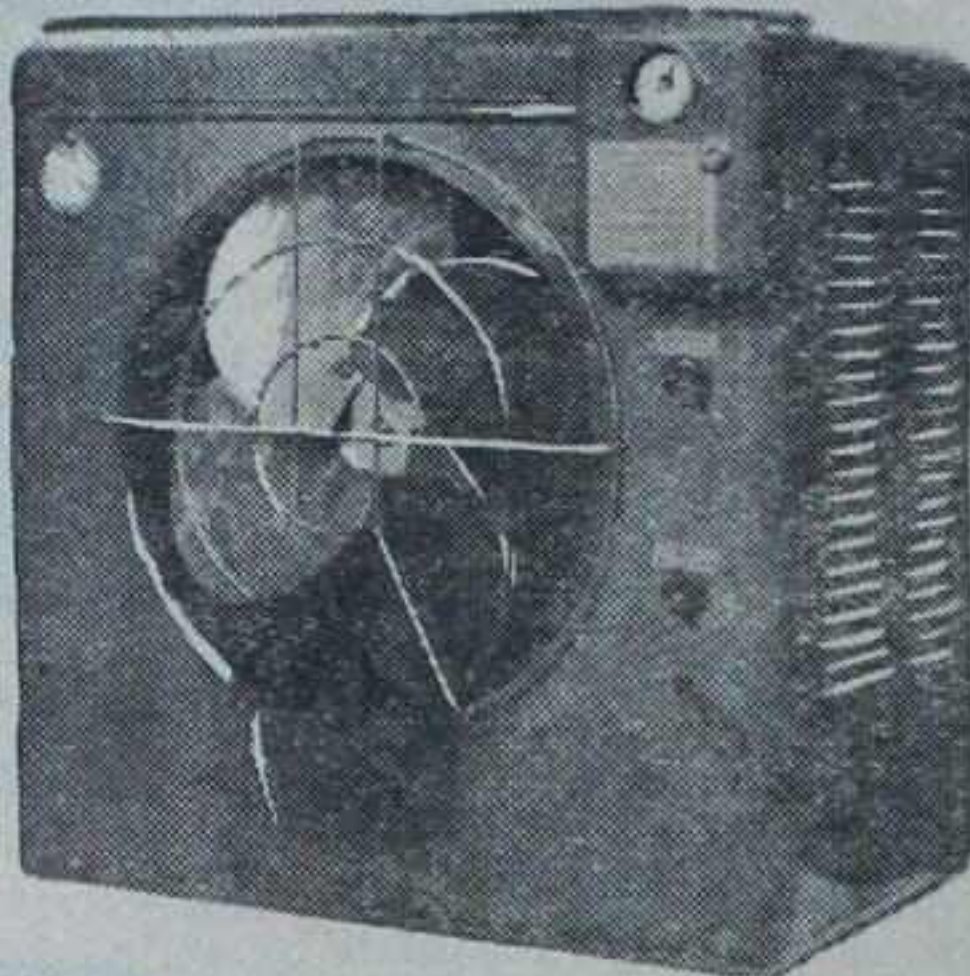
NEW YORK, May 13.—Flashy new penny gum venders, which won top eye-appeal honors when installed in city subway stations in March and April, are proving reluctant to part with their merchandise. While the machines are courteous enough to return pennies, only one in many among the underground units will dispense gum.

Interborough News, the operator, has special crews combing terminals to get the venders back in operation. But the defect requires shop work to correct. And faulty mechanisms are being carted back to the repair base, repaired, and then re-installed.

At Interborough News, executives claimed that the mass repair job should be 95 per cent completed by the end of the month. About 2,300 of the venders, built under a special contract by National Rejectors, Inc., St. Louis, are believed to have been installed to date.

Meanwhile, subway riders make good use of the extra-large mirrors on the machines to check their grooming. But the gum, temptingly displayed in neat columns behind glass panels, remains inaccessible.

**Coin Operated KOOL-SLEEP Air Cooler**



**Ideal for**

**HOTELS ★ MOTELS ★ HOSPITALS  
TRAILERS ★ OFFICES ★ TOURIST COURTS**

KOOL-SLEEP is a low cost air conditioner! It does not require a skilled service man . . . costs approximately one cent per hour to operate . . . no water or drain connections necessary . . . simple to operate . . . foolproof coin box with 160 quarter or \$10 capacity . . . no service calls necessary . . . cools within a few degrees of wet bulb temperature . . . installed complete in a few minutes.

Ideal of operators because it pays for itself in one year. Anyone's territory has limitless possibilities for locations because NOW an air conditioner can be installed for approximately one-fourth of its previous cost per room.

**OPERATORS AND DISTRIBUTORS:**

Write now for complete details.

**KOOL-SLEEP, Inc., CAMBRIDGE, OHIO**

We Take Pleasure In **ANNOUNCING** The Expansion of Our Services With the **OPENING** of our

**MANHATTAN BRANCH**

at **438 W. 42nd St.**  
New York 18, N. Y.  
CHickering 4-0142

**CUTS YOUR SERVICING TIME and COSTS In Half**

**Northwestern**

**MODEL 49 SPECIAL**

Less Than 25 **\$13.75**

Less Than 100 **\$13.55**

100 or More **\$13.35**



**IMMEDIATE DELIVERY**

**NORTHWESTERN**

**SALES AND SERVICE COMPANY**

**MOE MANDELL**

**BROOKLYN BRANCH: 4105 16th Avenue—GEdney 8-3600**

**CHARMS**



Warner Bros. Cartoons, Inc.

Sure, we have the new fast selling Warner Brother Cartoon Characters. But that's not all. We've got the most complete charm line you can find. Better write for our catalog today.

**Karl Guggenheim, Inc.**

33 UNION SQUARE • NEW YORK 3, N. Y.

**RECONDITIONED VENDING AND COUNTER MACHINES**

Atlas Santam, 5c, like new	7.95
Daval Hunter, Gun Type, 1c	9.95
Exhibit Card Venders, like new	15.00
Master, 1c or 5c Comb.	10.00
ABT All Electric Totalizer, 1c or 5c with stand	29.50
ABT Challenger, 1c or 5c	17.50
Imps, 1c	13.00
Marvel, 1c Cig. Tok. Pay.	22.50
Camera Chief, 1c (Elec. Mod.)	10.00

**NEW MACHINES**

Victor Topper, 1c, Ctn. of 4	543.00
Newst. Model 49, 1c or 5c	13.75
Silver King, 1c or 5c, or Charm King, Ctn. of 4	42.00
Mills Vest Pocket Bell	45.00
Mills Vest Pocket Bell, used	44.50
Imps, 1c-5c-10c	21.50
Scorn, 1c or 5c	13.95

Write for Circulars and Price List "V" on Complete Line. 1/3 Deposit, Bal. C. O. D.

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN ST. PHILA. 23, PA.  
LOmbard 3-2676

**BRANCH OFFICE**

3120 Fifth Ave. Pittsburgh, Pa.  
Court 1-3842



# N. J. Distrib's Sales Experiment

## CPMA Sets Up Annual Meet; Biz, Fun Sked

### Tee Off With Luncheon

CLEVELAND, May 13.—The Cleveland Phonograph Merchants Association (CPMA) eleventh annual convention will start promptly at noon, June 1 at the Hotel Hollenden here, Jack Cohen, president, announced this week. The first session will be a luncheon meeting and will be followed by an informal discussion the balance of the afternoon.

Allowing guests time to rest, the convention will close with a banquet and entertainment which is scheduled to start at 6:30 p.m. in the main ballroom at the Hollenden. Blue Barron and his orchestra will provide the music for the show, which will include top recording artists and will also play for the dancing which will follow the entertainment.

Cohen is chairman of the banquet committee, assisted by Sanford Levine, James Burke and James Ross, co-chairmen.

## Wurlitzer in Black on New Income Report

### Declare 10-Cent Dividend

CHICAGO, May 13.—The Rudolph Wurlitzer Company this week issued a consolidated financial report for the fiscal year ended March 31, 1950, and revealed a strong comeback from the previous 12-month cycle when a loss of \$1,956,956.64 was reported. In the report the firm shows a profit of \$89,906.53 after all reserves and federal income tax carry back credit.

At the same time it was announced firm had declared a dividend of 10 cents a share on its common stock, the first since a similar dividend was paid in June of 1948.

### Phone Rates Rise; No Dime Disks Yet

NEW YORK, May 13.—New telephone rates, calling for 10-cent rates in public pay booths beginning next January 1, will not speed the day of dime record play, in the opinion of juke box operators here. Little more effect than the doubling of subway fares to a dime had a year ago is anticipated.

The Public Service Commission granted the boost in rates this week. While business and home phone rates will go up sooner, the large-scale change-over of coin boxes required will delay the increase for pay stations until January.

Operators reason phonograph players will do without music rather than pay a doubled fee. They point out they are already competing for the patron's loose change with amusement games, and for his time with free television in most tavern locations. Hiking juke rates at this time will only serve to swing the competitive edge further in their disfavor, they claim.

## Ladies' Night To Howl When California Ops Gather June 1

OAKLAND, Calif., May 13.—The California Music Guild (CMG) will hold its annual Ladies' Night celebration here at the Leamington Hotel June 1, George A. Miller, who will act as general chairman and master of ceremonies, announced this week.

One of the biggest social affairs of the year in West Coast coin machine circles, Ladies' Night annually draws operators and their wives from all parts of the State. This year State, county and city officials from California will be in attendance as the guests of the Guild, Miller said.

Entertainment will be provided by radio, stage, screen and recording stars, while a name band will be retained, thru Dick Reinhart, to provide the music for the evening.

One of the highlights will be the

awarding of a series of door prizes which have been donated by distributors covering the CMG operators. A new Seeburg Select-o-Matic has been donated by the R. F. Jones Company; an AMI Model C by the Huber Distributing Company and the Peskin Distributing Company; a new Wurlitzer 1250 by the Emarcy Distributing Company, and a new Rock-Ola Magic-Glo phonograph by George Murdock & Associates. The Golden Gate Novelty Company has given the CMG a new Evans Constellation.

The committee in charge of the affair, in addition to Miller, includes Joe Silla, chairman of the board of directors of CMG; Clem Stetson, C. L. Spear, Frank Morgan, H. V. Munson, Fritz P. Althaus, Sam Tessler and Bill Malick, all CMG directors.

## Amusement, Juke Ops Join Single Trade Org in D. C.

WASHINGTON, May 13. — The amusement machine and juke box operators in the nation's capital are forming into a single trade group under the leadership of Hirsh de La Viez. Under a reorganization plan approved by 45 local coinmen operating 90 per cent of the city's games and jukeboxes, the Washington Coin Machine Association (WCMA) is being dissolved and its members absorbed into the Washington Music Guild (WMG). The combined group retains the WMG name.

To take care of both groups of operators, the group has set up a system of two vice-presidents, one to handle game problems and the other to concentrate on jukeboxes. The group agreed to ban operators of gaming

devices from membership.

De La Viez, head of the old WMG, is to continue as president. Game vice-president is Ira Bryam, Silent Sales, while juke veepee is Leonard Abrams, Leonard Music Company. John Cokinos is the new secretary and Even Griffith treasurer. Myrin Loewringer is the sergeant of arms.

The enlarged WMG will meet on the first Thursday of every month rather than the first Tuesday as before. Dues are set at \$10 per month, plus 25 cents for each machine on location. Arcade owners are to be charged the monthly fee, but will pay no dues on machines. Until July 1, 1950, the initiation fee of \$100 is to

(See Amusement, Juke on page 114)

# Jukes Give Oldies Big Play

## Cincinnati Ops Start Promosh Via Locations

### Move To Hypo Grosses

CINCINNATI, May 13.—The Automatic Phonograph Owners' Association (APOA) here has set up a promotion campaign to build juke box business and revenue at the location level. Members at their regular monthly meeting at the Hotel Gibson, Tuesday (9), were advised of the campaign, and unanimously endorsed it, Charles Kanter, president, announced.

Included in the promotion drive will be the use of placards, match boxes and cards for use in all locations serviced by APOA members. These will all tie in with hit recordings being featured in the juke box, thus calling attention not only to the phonograph, but to the popular tunes of the day.

Campaign, according to Kanter, will get underway immediately.

## Three Juke Box Firms To Exhibit At ACMMA Show

CHICAGO, May 13.—While operators visiting the American Coin Machine Manufacturers Association (ACMMA) sponsored all-industry show at the Hotel Sherman here May 22-24 will find stress placed on equipment other than music, two juke box and one wall box manufacturer will have their wares on display.

AMI, Inc., Grand Rapids, Mich., will show its Model C and other AMI music equipment in booths 37, 38, 39 and 40. Display is under the direction of Ed Ratajack; John Hadlock, president; John Stewart, assistant sales manager, and other executives are expected to attend.

H. C. Evans & Company, Chicago, will show its Constellation phonograph in booths 43, 44, 45, 46, 79 and 80. Lester Rieck, manager of the music division of the firm, will be on hand, as will other H. C. Evans executives.

The Buckley Manufacturing Company, Chicago, will feature in its three-booth display the Buckley

(See 3 JUKE BOX FIRMS, page 114)

## Invites Ops, Locations, to Juke Preview

### Select-o-Matic Featured

NEWARK, N. J., May 13.—A new experiment in promoting juke box sales is due to be launched here Monday (15), with a major Seeburg distributor inviting location owners into its showrooms en masse to view the 100-selection Select-o-Matic and rub shoulders with recording stars.

The Atlantic New York Corporation, which recently opened an outlet at 772 High Street here, has built up advance interest in the five-day affair thru a three-week ad campaign in local beverage papers. This has been backed up by mailings to 6,200 taverns in Northern New Jersey.

Meyer Parkoff, Atlantic executive, stressed that the campaign was not aimed at concluding any direct sales of equipment. He declared the purpose was merely to acquaint proprietors with the features of the Seeburg juke, point out its suitability for prime locations, and thus stimulate placements thru regular operator channels.

Operators, informed this week of the distributor's plans by letter, displayed mixed reactions to Atlantic's plans. Some thought it would result in unreasonable demands on the part of storekeepers, who would ask their operator to install the Select-o-Matic without reference to the spot's earning record. They maintained that only about 1 in 10 New Jersey taverns could support the top-priced machine. Operators would be put on the defensive in warding off unrealistic requests, they asserted.

But Parkoff viewed his move as a

(See N. J. DISTRIB on page 114)

## Ancient Pops Still Strong, Survey Shows

### Some Disks Hard To Get

(Continued from page 13) but hard to get them. Simply are not available. . .

"They (old hits) go fine, and we think the lists will prove helpful in ordering the proportion of standards and old favorites we need. However, we find that a good number of them are not available upon ordering."

With regard to the number of plays these records are enjoying, the survey indicated that, for the most part, the results were gratifying—generally the plays were certainly sufficient to more than offset the expense of the records. In other instances, results ranged from very good to excellent. In only the minority of instances were results negative.

(See JUKES GIVE on page 114)



## 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: **JUKE OPS GIVE OLD RECORDS BIG PLAY.** Billboard survey reveals ops give records back to 1900 big play but can't get them (General Department).

**BIG DISKERIES MULL CURB ON DISK RELEASES.** A move is under way to taper off the pace on disk issues (Music Department).

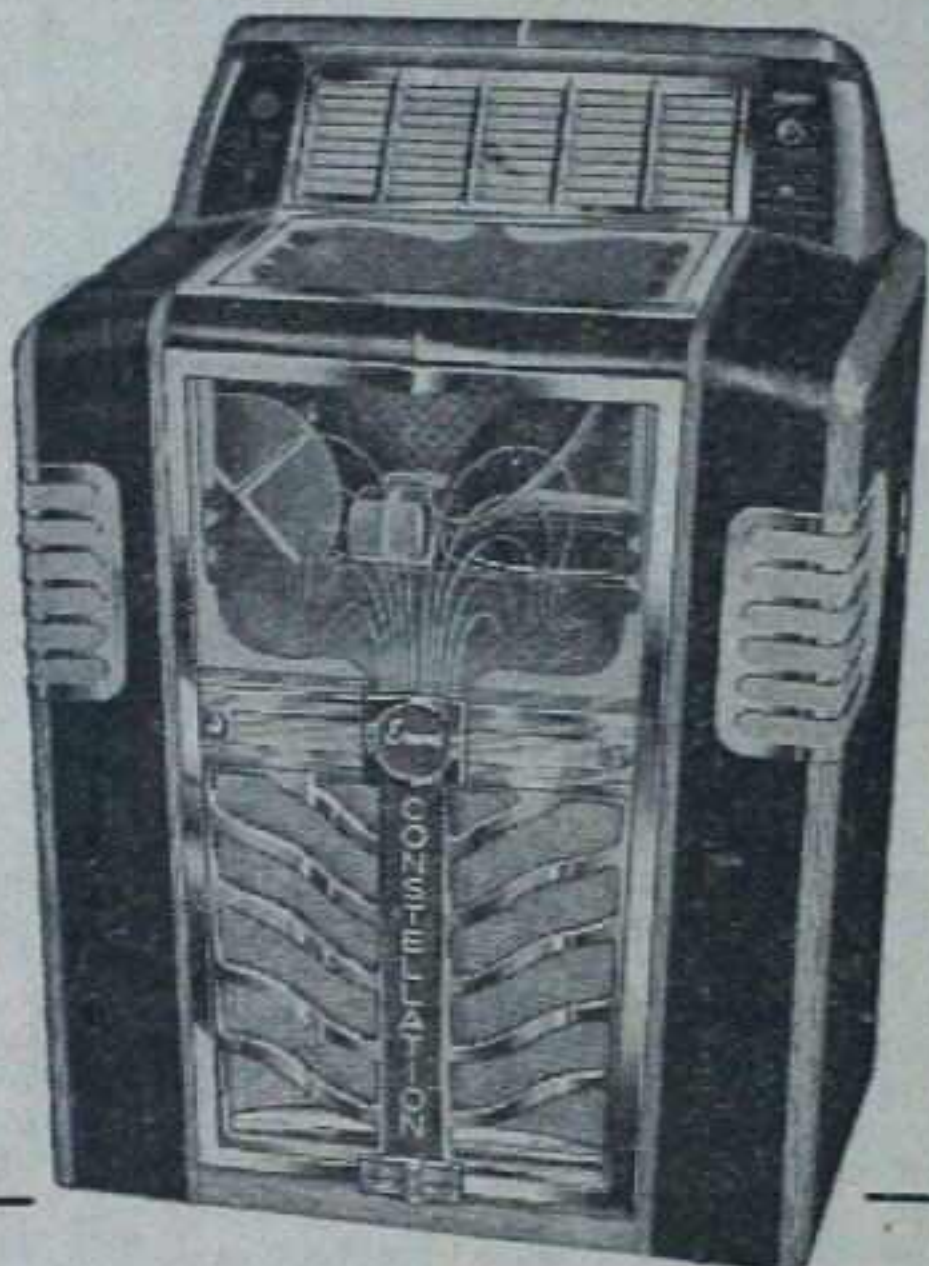
**HOUSE DELAY ON TAX BILL THREATENS SHOWBIZ CUTS.** With Congress session near end, delays may kill excise issue (General Department).

**INDIES LOSING LP GRAVY.** Independent diskeries deem heavy promosh necessary to keep pace on new speeds (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## HOW CAN YOU TELL CONSTELLATION IS BEST FOR YOU?

The phonograph that meets all your requirements . . . that's the best buy for your Style? . . . you'll find it in the years-ahead cabinet design of Evans' 20 Record, 40 Selection Constellation. Appeal? . . . Constellation's true-to-life reproduction builds and holds player loyalty. A common sense phonograph? . . . Constellation fills the bill—profitable 40-tune selectivity with 20 Record economy—easy, fast servicing—lower operating cost. Reliability? . . . you'll discover truly trouble-free performance. Just how good it really is you'll learn when you operate Constellation. Investigate! See your Evans Distributor or Write Factory Direct.



EVANS' 1950  
20 RECORD, 40 SELECTION  
CONSTELLATION

NOW AVAILABLE—Record Play Meter for Original Constellations.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

SEE US AT THE  
ALL-INDUSTRY  
SHOW  
HOTEL SHERMAN  
CHICAGO  
MAY  
22, 23, 24

BOOTHS  
79-80

H. C. EVANS & CO.

1528 W. ADAMS STREET  
CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 132

## Jukes Give Oldies Big Play; Ancient Pops Still Strong

(Continued from page 113)

From the standpoint of diskeries hoping to tap this market it is necessary to note that, in order to properly tap the market, careful consideration must be given to the type of location and its clientele. Some are frequented by teen-agers who might not particularly care for the older tunes. Others cater to an older group to whom the old hits have a distinct, nostalgic appeal. Still others cater to groups which lean heavily toward one or another of the different disk categories, that is, either pops, folk, rhythm and blues, etc.

### Answers on Play

Here are typical answers to the question: "How much play are these old time hits enjoying?"

"Some are better than the bottom numbers on the Hit Parade."

"They are very good—a lot better than half the new recordings. There are too many new recordings that don't sell."

"Some old standards, as *Star Dust*, *Begin the Beguine*, *Marie*, received more play than the current Hit Parade tunes."

"The plays are not too great, but I would say they are getting enough to pay to leave them on the juke box."

"Better than average. It seems that the people with money now are the ones above 40."

"Very little. . . . Our trade is still asking for new releases."

"They are enjoying phenomenal success."

"They go good about a week or two, and then go almost completely dead. . . ."

"We use old-time hits continually. The older people play them. . . ."

"When buying the old hits I have had very good play on most of them."

"Dorsey and Lombardo wit, old-time tunes are life savers in our jukes."

"About 40 per cent as much play as the popular tunes."

"About 10 per cent the average."

Conclusions to be derived from operators' comments would appear to be obvious: That a market for the old-time favorites exists is patent. That the market is unexploited fully by diskeries is also apparent. To fully exploit it a careful analysis of locations is indicated, with regard

### AMUSEMENT, JUKE

(Continued from page 113)

be waived for new members.

In a letter to the 20 amusement game operators taken into WMG and the 25 juke operators, De La Vez thanked them for electing him president and reminded them that "the eyes of our community are upon you." He pointed to the excellent public relations maintained by the old WMG and added that it must continue.

### Pa. Coin Taxes Off

PHILADELPHIA, May 13.—A definite drop in tax returns from coin machines for the first four months of 1950 was reported this week by Receiver of Taxes W. Frank Marshall. The decrease in revenue for the first four months of this year ended April 30 amounted to \$2,495. A similar drop of \$2,100 was noted in tax revenue from bowling alleys.

Amusement admissions tax collections also declined \$157,695—the total for the first four months of 1950 showing \$1,198,146, compared with \$1,355,841 in the same four-month interval in 1949.

t. age group of clientele and type of music preferred.

How much potential the market has will not be known until diskeries make a full-fledged effort to sell the old-time hits among lines indicated.

## N. J. Distrib Invites Ops to Juke Preview

(Continued from page 113)

direct aid to the operator. He said that once proprietors are informed as to the true costs of operating prime equipment, they would be more receptive to operator demands for contracts, more favorable commission splits and/or front money. In New York, he explained, Atlantic staffers have been able to negotiate many such contracts for operators, often at their own request. Once the ice is broken, he continued, the way is cleared for better contract and commission terms for all equipment.

### Program

The program for the week sets aside a day each for the appearance of stars of five record companies. Starting with Capitol on Monday, RCA, Columbia, Apollo and Decca will furnish artists in turn. They will not perform, but will autograph favored records for visitors.

In its letters to operators, Atlantic dubbed the promotion, *Seeburg Select-o-Matic 10¢ Tavern Week*, a device to "cement a better relationship between location owners and the phonograph industry."

Operators were invited to attend and bring along their location owners. The letter concluded: "We know that when the location owner realizes that the Seeburg Select-o-Matic is not just another 'juke box,' but rather a finely engineered coin-operated phonograph that costs a great deal of money and requires expert record programming, expert servicing, and specialized attention such as only you, his operator, can give, it will result in a much better commission deal for you. It is our opinion that thru this method of approach to the location, you will be in a good position to make an advantageous contract for yourself, such as a guaranteed minimum or front money."

### 3 JUKE BOX FIRMS

(Continued from page 113)

music system. Display will be seen in booths 17, 18 and 19.

Because so many amusement machine operators are also a part of the juke box operating network throughout the country, the three music firms who contracted for space feel much attention will be focused on their displays.

Record manufacturers, altho applying for space at the all-industry show, were not eligible as exhibitors were restricted to manufacturers, or their exclusive national distributors, of coin-operated machines.

### WANTED TO BUY FOR CASH

100 RECORD SEEBURGS  
A.M.I. MODEL B  
ROCK-OLA MODEL 1428  
SEEBURG MODEL 1-48  
STATE BEST CASH PRICE  
BADGER SALES CO., INC.

2251 West Pico Los Angeles 6, Calif.

Si REDD HAS TODAY'S HOTTEST BUY

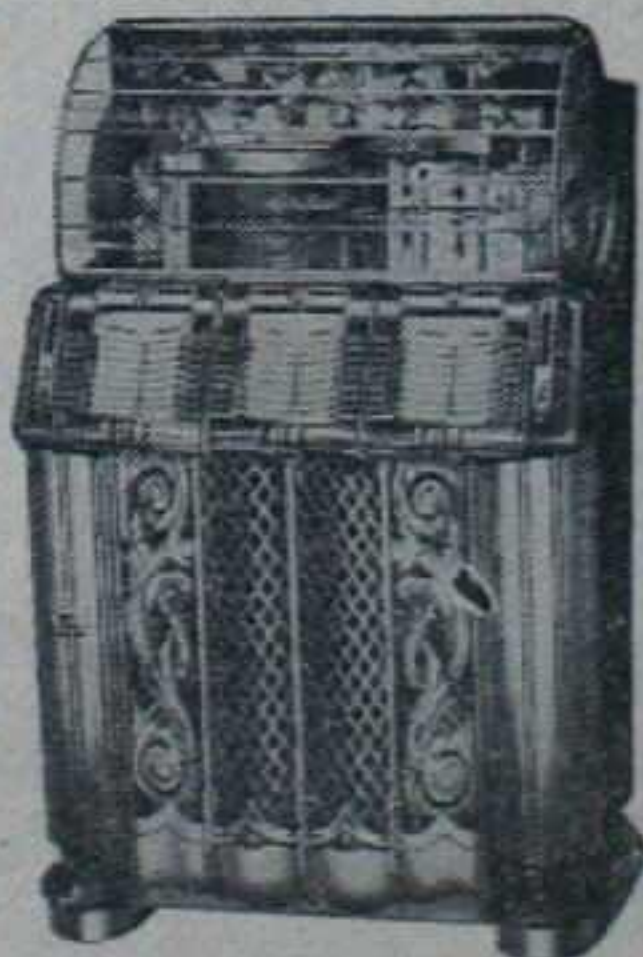
NEW ENGLAND'S  
WURLITZER  
DISTRIBUTOR

NOW DELIVERING  
THE 1250

BUY TOMORROW'S  
PHONOGRAPH TODAY

WE ACCEPT YOUR TRADE

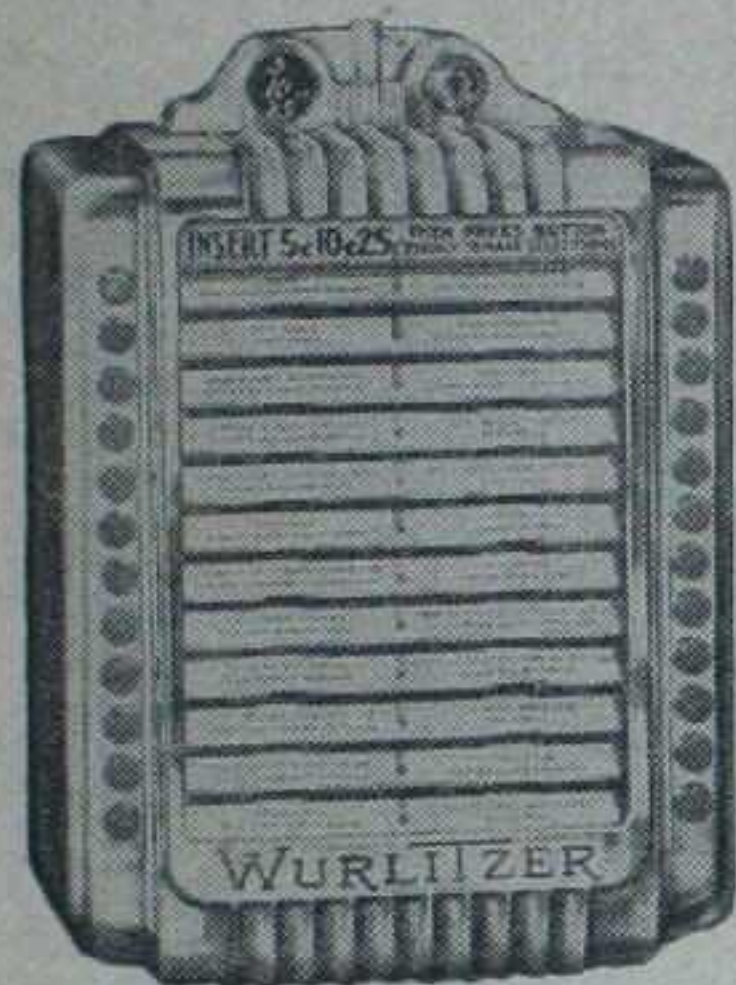
REDD



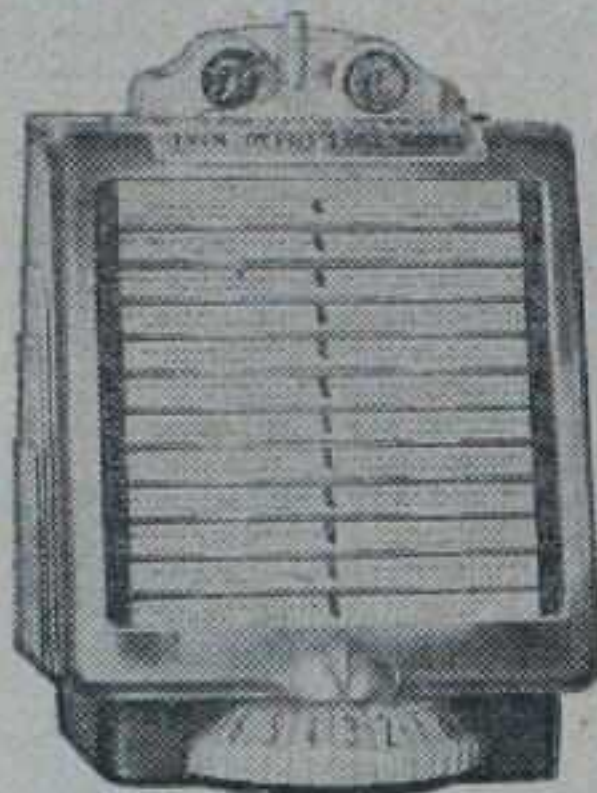
DISTRIBUTING CO., Inc.  
298 LINCOLN ST.  
ALLSTON, BOSTON 34, MASS.



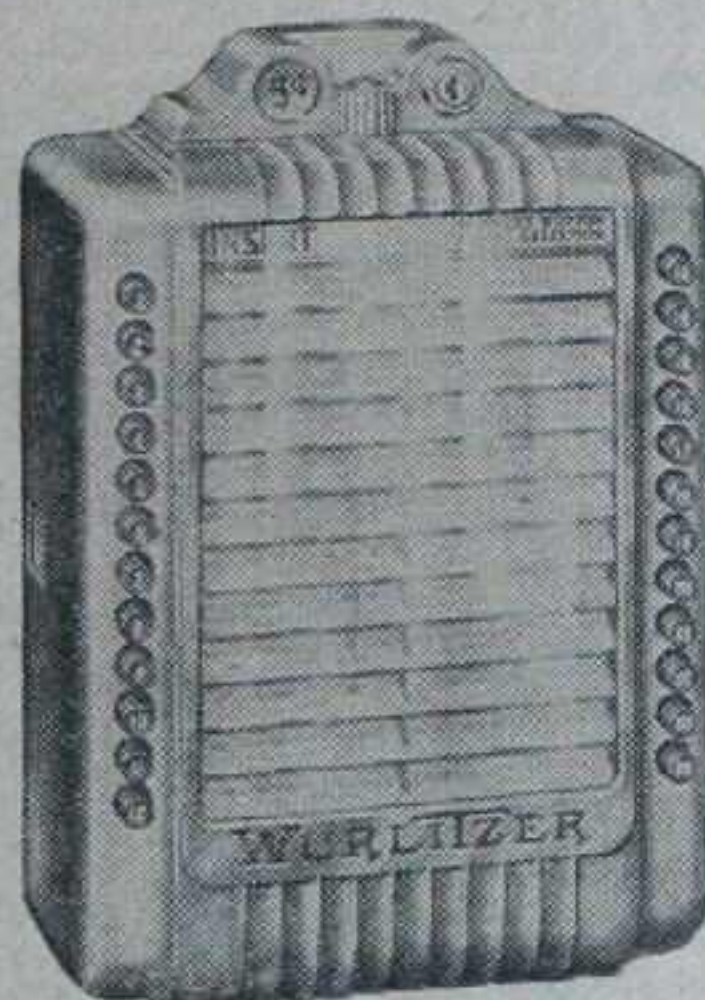
# WHICH OF THESE WURLITZER WALL OR BAR BOXES ARE IN YOUR LOCATIONS?



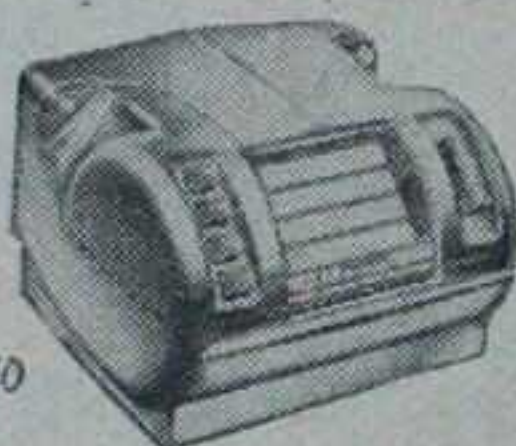
Model 3020



Model 3031



Model 3045  
or  
Model 3025

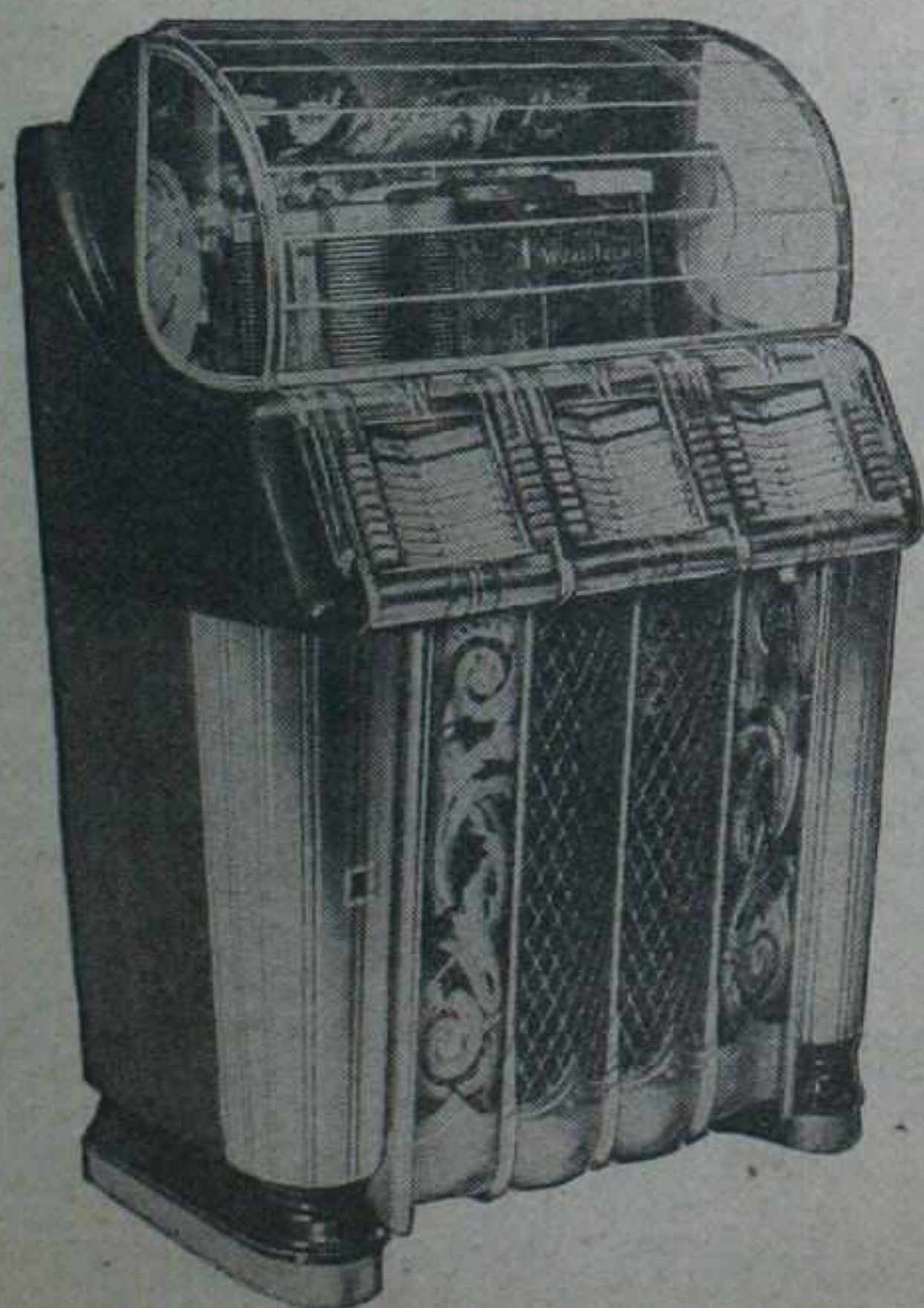


Model 2140

## ALL CAN BE USED

with the new **WURLITZER** *Twelve Fifty*

## NO OBSOLESCENCE



All models of recent Wurlitzer Wall Boxes can be used with the Wurlitzer 1250.

Each wall box and the 2140 bar box will play twenty-four sides without any change at all. Models 3020—3025 and 3045 can be converted at small cost to play forty-eight selections. All Wurlitzer Speakers and Wurlitzer Model 219 Stepper are usable *as is!*

Wurlitzer has protected your remote control investment just as it has protected you when you purchase a Twelve Fifty Phonograph by its easy adaptability to any speed record, 78, 45 or 33½ R. P. M.

Right down the line Wurlitzer equipment is designed with the operator in mind.

**WURLITZER** *Twelve Fifty*

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK



## Record Reviews

(Continued from page 36)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL
<b>POPULAR</b>		
DICK JURGENS ORK (Al Galante) Columbia 38811	<b>I'm Headin' West</b> Ditty about a projected change of venue to the wide-open spaces is done in slow, deliberate style, cleanly warbled and orked with whistling, but doesn't sustain interest.	61--62--61--60
	<b>My Scandinavian Baby</b> Typical lively Jurgens novelty job—sprightly orking and unison chanting in back of okay vocal. Tune is a harmless, lightweight item.	67--67--67--67
PAULA WATSON-4 HITS AND A MISS Decca 48152	<b>Don't Worry Me No More</b> Okay ballad in blues form is sung in effective style. More rhythm & blues than pop potential here.	64--65--63--64
	<b>I'm Gonna Paper All My Walls With Your Love Letters</b> Thrush packs a heap of wallop into a zestful rendition of a novelty pop that's been showing signs of action. Snappy shuffle backing and group enhance.	80--80--80--80
GUY LOMBARDO Decca 27005	<b>Tiddley Winkie Woo</b> A novelty tune that is so utterly simple it is highly retentive. Gardner, trio, single string guitar—and a touch of boogie woogie, believe it or not—add to a potent side.	87--87--87--87
	<b>Where Are You Gonna Be When the Moon Shines?</b> Flip finds Lombardo reverting to his orthodox sweet sax bounce style on another likely old-fashioned ballad.	84--84--84--84
<b>CHILDREN</b>		
JOSEPH BOLEY- JEANNE ROY-AL RICKEY ORK Kiddie Land 16	<b>Rapunzel, Parts 1 &amp; 2</b> The fanciful little fairy tale about the girl with the long hair, locked in the tower, and her eventual rescue by the Prince, is spun entrancingly in this warm musical production. Good-sized ork is used, with music neatly interwoven into the narration.	81--82--80--NS
JOSEPH BOLEY-AL RICKEY ORK Kiddie Land KL-15	<b>Alphabet Song</b> Cleverly paced production makes numerous repetitions of the didactic nursery tune most palatable. An entertaining "teaching" record.	76--76--76--NS
	<b>Counting Song</b> "Ten Little Indians" and "Today Is Monday," given full vocal group production, round out a pleasant little lesson.	78--78--78--NS
RICHARD COLLIER (MISTER JOLLY) (Carroll Lucas Ork) Columbia MJV-64	<b>The Bubble Gum Polka</b> Bright polka rhythm is the attraction here for kids, tho the material may have appeal for the pop-polka market in pop-priced pressings.	73--73--72--NS
	<b>The Frogzee and the Flyzee</b> Nonsense ditty from Tin Pan Alley is sung with infectious good humor by the TV performer. The jiggy rhythm has appeal too.	74--75--72--NS
<b>COUNTRY &amp; WESTERN</b>		
JIMMY WALKER London 16026	<b>Ghost Train</b> Long-gone country and western personalities are involved in this unusual hillbilly train effort, warbled fervently by Walker.	72--73--72--70
	<b>Curtains of Sorrow</b> Languid weeper fails to hold interest at its creeping pace.	66--65--67--65
LONESOME WILLIE EVANS London 16025	<b>The Sun Has Gone Down</b> Evans' gentle delivery is well-suited to this opus, dedicated to a dead wife. In a deep rural style.	72--73--73--70
	<b>Lonesome Railroad Blues</b> Fair-enough country train blues, with the usual harmonica wailing.	66--66--66--66
PETE SHERMAN'S SHOWBOYS Atlantic 724	<b>Waltz of the Roses</b> Catchy country waltz torcher gets a straightforward, good-enough vocal and orking.	72--72--70--74
	<b>Yesterday's Dreams</b> Routine torch item is adequately sung and played.	65--65--65--65
"LITTLE" JIMMY DICKENS Columbia 20692	<b>F-O-O-L-I-S-H M-E, Me</b> Up tempo novelty gimmick tune spells out the words, not too easy to follow. Dickens gives it a good try.	68--68--68--68
	<b>If It Ain't One Thing It's Another</b> Engaging novelty in the homespun philosophy of "Country Boy" could score big for Little Jimmy.	84--84--84--84
JACK SHOOK Coral 64044	<b>Mule Boogie</b> The engaging country boogie woogie fantasy gets a hard hitting job from Shook and a swinging country combo.	74--74--76--72
	<b>Birmingham Bounce</b> Strong job of the fast-moving rural romper.	74--74--76--72
WILL GRAVES-THE RHYTHM RANGERS Columbia 108	<b>Iron Horse</b> Charming ditty about the competition between the early railroads and the pony express, pleasantly warbled and backed by harmonica-string combo.	68--68--70--66
	<b>You Two-Timed Me One Time Too Often</b> Bouncy novelty ballad is neatly projected.	67--67--67--67
HANK WILLIAMS MGM 10596	<b>Why Don't You Love Me?</b> Hank has what looks like another sure winner in this medium tempo ballad of his own cleffing, which he warbles in his usual engaging country manner.	85--85--85--85
	<b>A House Without Love</b> A torcher, also written by the singer, gets a subdued, but expressive treatment.	80--80--80--80
SONS OF THE PIONEERS Victor 21-9315	<b>Rollin' Dust</b> Production ditty from a forthcoming horse opera gets a skilled job from the group, but tune is in the western epic vein, not liable to catch platter buyers' fancy.	65--66--65--64
	<b>Wagons West</b> Another literary western ditty from the same film gets another high-toned performance.	65--66--65--64

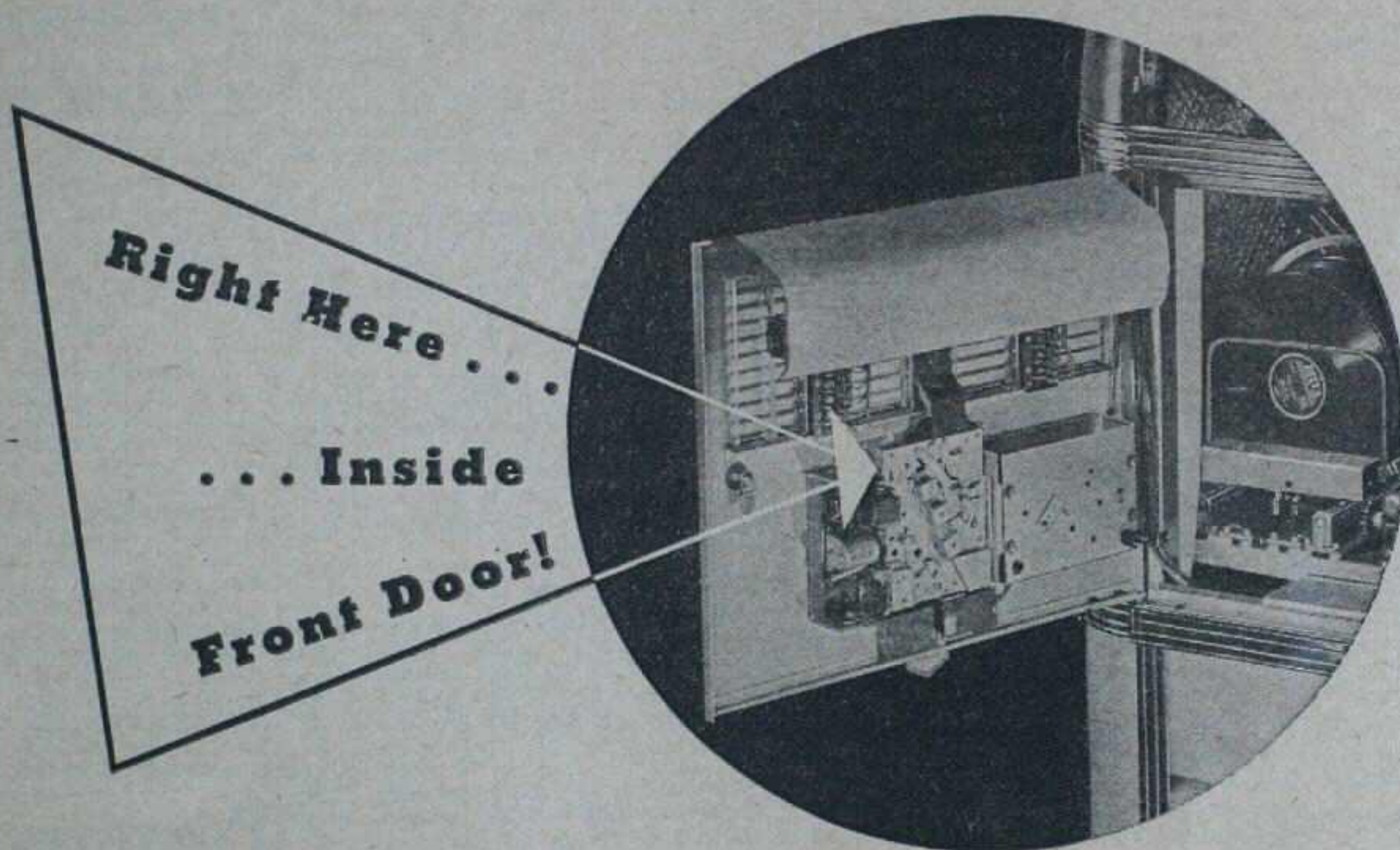
## Record Reviews

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL
<b>COUNTRY &amp; WESTERN</b>		
SHEB WOOLEY MGM 10697	<b>Mule Boogie</b> Wooley, a deep-voiced, vibrant country warbler sells the jazzy ditty potently, with fine combo support.	78--78--78--78
	<b>Changing Your Name</b> Light torch ditty is smoothly done.	70--70--70--70
CHET ATKINS & HIS GUITAR PICKERS Victor 21-0329	<b>Main Street Breakdown</b> Neat bit of country jazz guitar pickin' here. Instrumental makes for good dance stuff.	68--68--68--68
	<b>Under the Hickory Nut Tree</b> Twangy harmony singin' of a slight waltz novelty. Guitar choruses alternate with vocal.	68--68--68--68
MONTANA SLIM Victor 21-0316	<b>The Little Shirt My Mother Made for Me</b> Slim evokes memories of an uninhibited childhood. Mildly entertaining stuff.	70--70--70--70
	<b>No! No! Don't Ring Those Bells</b> The rich-voiced balladeer essays a Burl Ives type folk song in contagious fashion.	69--70--70--68
THE BLUE SKY BOYS Victor 21-0317	<b>Tears on Her Bridal Bouquet</b> Back-country harmony team throbs the quality weeper in appropriately mournful style. For the hillbilly market.	77--77--77--76
	<b>The Unfinished Rug</b> Potent down-home weeper tells of Ma's passing. Strong territorial side, in the "Sweeter Than The Flowers" tradition.	78--78--78--78
HANK SNOW Victor 21-0328	<b>With This Ring I Thee Wed</b> A simple, warm wedding song, with a familiar melody, could have strong standard value.	75--75--74--75
	<b>I'm Moving On</b> Compelling, shuffling, train song gets zestful, full-flavored projection by Snow and the tangy string band.	76--76--76--76
TOMMY SCHAFER Token 103	<b>My Heart Is Still Roaming the Range</b> Old-hat Western is rendered with a laborious beat and no special distinction.	53--50--55--55
	<b>Party-Line Boogie</b> Potential of this phone-inspired novelty is limited by the feeble orking.	62--64--62--60
BUZ BUTLER-THE CASS COUNTRY BOYS Decca 46238	<b>Bloodshot Eyes</b> Butler's bouyant warbling makes entertaining meat of this material, wherein an errant gal friend gets told off.	75--75--75--75
	<b>Coyote Blues</b> Yowling blues, originated by Johnny Lee Willis, is dancey, inconsequential stuff in this version.	72--72--71--74
AUDREY WILLIAMS Decca 46233	<b>Honky Tonkin'</b> Gal chants the novelty for the hillbilly territory, at a moderato tempo with a good beat.	71--70--70--72
	<b>What Put the Pep in Grandma?</b> "Hadaool" is the answer. Strictly a territorial novelty.	70--70--70--70
RED FOLEY Decca 46241	<b>Old Kentucky Fox Chase</b> Would-be follow-up to "Chattanooga Shoe Shine Boy" employs harmonica and guitar emulating baying hounds. Foley's story, warbled over a rural boogie beat, makes for fine listening.	83--84--82--82
	<b>Mississippi</b> Infectious shuffle tune, projected in Foley's rhythmic, relaxed style could score heavily in both pop and folk markets. Letter twisting gimmick could push this into big chips.	88--88--87--88
STUBBY AND THE BUCCANEERS Decca 46240	<b>Little Buffalo Bill</b> Toy-type orking lends special charm to the pleasant little song, and Tiny Stokes tenors a ditto lyric. Nothing to get excited about, however.	69--70--70--68
	<b>Roses</b> Stokes' tenor shows nicely in the pop-folk ballad. Competition is strong for this one, however.	68--66--66--72
GENE AUTRY Columbia 38816	<b>The Roses I Picked for Our Wedding</b> Weeper is not for Autry's tremendous kid following, but should do fair enough in western markets.	72--72--72--72
	<b>Roses</b> Autry covers the ballad hit for the Western trade, with an assist from a gal vocal group.	79--79--79--79
SPADE COOLEY ORK Victor 21-0330	<b>Honky Tonkin'</b> (Ginny Jackson) Gal's happy chirping, and the big band swing effort tab this fine version of the Hank Williams' opus for pop play.	78--79--78--78
	<b>Hillbilly Fever</b> (Ginny Jackson-Les Anderson) Swing band with a western tang, and vocalists with ditto do right well by the novelty, a montage of many current hillbilly hits. For a broad market.	76--77--76--76
<b>SPIRITUAL</b>		
THE SOUTHERN- AIRES Decca 14516	<b>Nobody Knows De Trouble I've Seen</b> Warm, slow-paced harmony version of the standard should appeal to religious and plain old harmony addicts who are familiar with this group's radio work.	66--66--66--NS
	<b>Swing Low, Sweet Chariot</b> Another standard, unlikely to register with regular spiritual buyers, is for harmony fans, but recording sounds old.	63--62--65--NS
BROTHER JOE MAY- SISTER WYNONA CARR Specialty SP 348	<b>What Do You Know About Jesus?</b> With organ and piano backing, the team shouts thru an intense, exciting side. Strong spiritual wax here.	80--80--80--NS
	<b>I'll Serve You, Lord, Until My Dying Day</b> Like the flip, this is an original-by-Sister Carr. It's a less attractive item, however.	72--72--72--NS

(Continued on page 123)

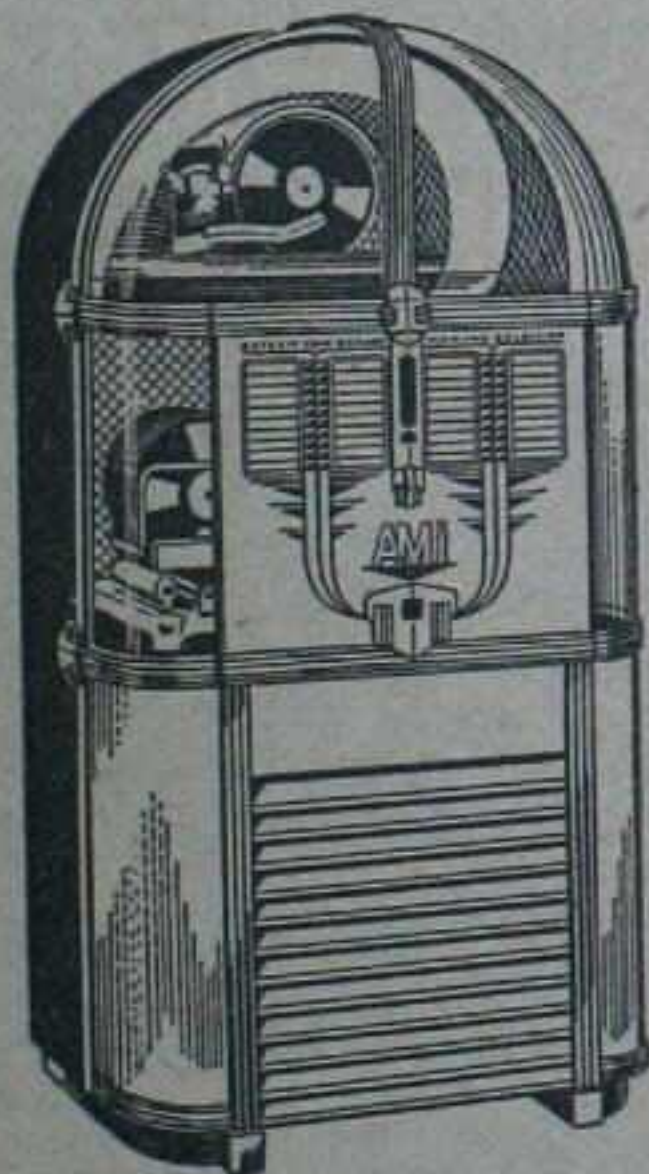


# Where's the Slug Rejector?



Here's the slug rejector—right inside front door—waist high—the most convenient, time-saving spot of all! To get at it you don't have to grunt, stoop over, tear your clothes or throw your arm out of joint. Scavenger is built right into it—simple and positive in operation. The A M I record changer and coin mechanism keep service calls down to a negligible minimum—but for routine checking on regular calls we have placed the slug rejector in the handiest location of all—right inside front door!

*Fast front door servicing makes the A M I Model "C" a gem of a music machine always in tip top performing condition because it's so easy to get at, so sturdy and strong that it seldom requires a special service call.*



★ "C" operators sleep soundly every night! ★

## AMi Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.  
Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

*See the "C" at A.C.M.M.A Show, May 22, 23, 24, Booths 37, 38, 39, 40*



# ACMMA SHOW HYPOS SHUFFLE

## Interest High As Exhibits Vie For Attention

### Major Firms To Display

CHICAGO, May 13.—With approximately 16 firms, paced by American and National, set to display shuffleboards, supplies and shuffle games at the ACMMA-sponsored All-Industry Coin Machine Show here May 22-24 at the Hotel Sherman, the coin machine field is expected to get a boost in interest at the operating level.

In an effort to garner attention from the expected record-operator attendance, exhibitors in the shuffleboard field are setting strong promotional programs to go along with their displays. Highlighting this phase of the convention will be the giving away of a new Sportsman regulation tournament board by Purveyor, which will also give a set of lights and a set of weights at a drawing to be held Wednesday (24) and the special display being set up by Monarch at the Hotel Sherman (see separate stories).

Following is a list of firms showing shuffleboards, supplies and/or games:

#### Exhibitors

American Shuffleboard Company, Union City, N. J., showing shuffleboards and accessories. Booths 33, 34, 35 and 36.  
(See ACMMA Show, opposite page)

## PUCK PATTEN

### Chicago:

Coven Distributing has added a line of prizes for use in shuffleboard locations according to Ben Coven, firm head. Company also handles wax which can be used on full length boards as well as on shuffle games. Listed among the premiums offered by Coven are such items as cameras, lamps, dolls, miniature jukeboxes and clocks. Harold Saul has joined the firm as advertising and promotion director.

Art Weinand, Rock-Ola vice-president in charge of sales, reports sales of the Standard shuffleboards are continuing, and that the firm has received reports bearing out indications of a pick-up in shuffle play. Weinand also says the supply business is excellent. Shuffle games have boosted sales of wax and pucks thruout the country.

At Purveyor Shuffleboard Company Herb Perkins was putting the final touches on his exhibit plans for the American Coin Machine Manufacturers' Association (ACMMA) All-Industry Coin Machine Show at the Hotel Sherman May 22-24. Perkins figures that it will be the biggest shuffleboard event of the season and wants to be certain to have a top booth display.

Monarch Shuffleboard welcomed Clayton Nemeroff from a 10-day Southern road trip. . . . Nemeroff said that there is plenty of life in the shuffleboard business yet, but it has

moved to the smaller cities. He predicts a resurgence in the larger metropolitan areas in the near future. . . . Several Chicago ops went to Peoria, Ill., May 6 for the State finals conducted by American Shuffleboard Company. Many in the local trade claim that the present promotion now under way by American will prove to be a shot in the arm for the whole trade. Peoria also will be the scene of the United States Championship tournament May 27-28.

Phil Cohen, Shuffleboard Specialist, says his firm's new home on Stony Island Avenue offers better sales facilities. Firm handles both maple and die stock tops and is equipped to make 24-hour delivery.

A last-minute addition to the exhibit list for the ACMMA show was the Precision Puck Company, Chicago. Firm will display its new puck line for shuffleboard and shuffle games in Booth 90-A and be represented by Nels Malmgren and Herbert Smedberg.

### Union City, N. J.:

Howard James, tournament director of American Shuffleboard Leagues, Inc. (ASLI), returned here last week after looking in at State tournaments the org ran Saturday and Sunday (6-7) in Philadelphia and Columbus, O. In all, 15 State events were held over the week-end. Ken Poulsen, field director, was on hand at the Wisconsin meets.

## ASLI Mails 16G Checks To Winners

### Busy Digesting Reports

UNION CITY, N. J., May 13. — Checks adding up to over \$16,000 were being mailed this week to winners of 15 State tournaments, sponsored by American Shuffleboard Leagues, Inc. (ASLI), and run off last week-end (6-7). At the same time the organization was busy digesting reports from the tourney cities to search out guides to smooth supervision of the ASLI U. S. championship tournament, set for Peoria, Ill., May 27-28.

The extreme care players used in shooting during State events stretched games beyond normal time expectations, stated Howard James, tournament director. As a result, schedules were delayed in some instances. He said blueprints for the national play-off were now being revised to add more boards and allow more time for each match.

With reports still funneling in to ASLI headquarters, a full count of spectator attendance at the State meets had not yet been made. But James said interest was high, with attendance ranging from a few hundred at the smaller tourneys to several thousand at the larger events.

## Purveyor Plans Promotions for ACMMA Exhibit

CHICAGO, May 13. — Purveyor Shuffleboard Company, in addition to its giveaway program at the All-Industry Coin Machine Show at the Hotel Sherman May 22-24, when a 1950 regulation 22-foot Sportsman board, set of lights and set of weights will be offered as prizes (The Billboard, May 13), is setting up a special promotional and social program for attending ops. Herb Perkins, president, said Purveyor will man its booth on the exhibit floor with several models, while the Purveyor suite will feature the firm's line, entertainment and refreshments.

All operators registering at the Purveyor booth will be eligible for one of the three giveaways, Perkins said. In order to allow everyone to register, the booth will feature only shuffleboard supplies handled by the firm, while a Purveyor shuffleboard will be on display in the firm's suite in the Sherman.

Winners of the prizes will be picked Wednesday, Perkins said, and prizes will be given the winners before they leave the show.

## Merch'dise Line Set Up by CMSC

CHICAGO May 13.—Coin Machine Service Company has added a complete line of prize merchandise for the coin machine trade, it was announced this week by Seymour Golden, firm executive. Prizes, including stuffed toys, clocks, animals and cameras, are used by operators as play stimulators on shuffleboards and shuffle games.

Golden announced the complete line of prize merchandise would be on display at the All-Industry Coin Machine Show at the Hotel Sherman May 22-24.

# Detroit Licensing Under Way

## Shuffle Assn. Is Renamed; Plans Budget

### Covers Wider Scope

DETROIT, May 13.—The name of the Detroit Shuffleboard Association, established here last year, has been changed to the Michigan Shuffleboard Association (MSA), to indicate the wider scope of the organization. With an active field for the games in various cities thruout the State, it was felt that the new name would afford better representation to the entire field of membership.

Union organization problems cropped up at the last meeting of the group, and the membership voted to have the board of directors meet with the Service Drivers and Helpers Local of the Teamsters, who have established jurisdiction in music and other branches of the coin machine industry. "The object is to discuss the merits which would be derived from our members joining their union," Fred Chlopan, executive director, said.

#### Location Listing

A complete listing of locations serviced by each member of the MSA is to be compiled thru the new office, under Chlopan's direction, at 600 Woodward Avenue.

A budget for the group is being prepared by the board, and a new

## Pacific Intros Conversion Unit For All Boards

CHICAGO, May 13.—Pacific Shuffleboard Bowling Company of Los Angeles will unveil a new conversion unit for 22-foot boards at the All-Industry Coin Machine Show at the Hotel Sherman May 22-24, it was announced this week by William Schrader, president.

Unit fits at the end of a standard board and may be attached and detached in a matter of minutes, turning the regular shuffleboard into a shuffle game. Unit features the light-up pins and scoring is done as in regular bowling.

Pacific will handle sales of the conversion in 12 Western States, while Dennison Sales Company has been appointed distributor in the other 36 States.

schedule of dues to meet the expenses is to be presented to the association.

In a special warning to all operators in the area, Chlopan pointed out that licensing is now obligatory under the ordinance recently passed by the Detroit Common Council. Both a location license and a distributor's (operator's) license are required. Machines found by police to be on location without both permits will result in "ticketing" and prosecutions under the new law.

The individual location license is to be paid by the location owner under the terms of the ordinance. Realistic- (See Shuffle Assn. on opposite page)

## Ops, Location Pacts Get OK; Name Org Sec

### Resume Monthly Meetings

DETROIT, May 13. — Formal licensing of shuffleboards is progressing here under the new ordinance recently passed by the Detroit Council, with operators making applications for their licenses as "distributors," while the locations themselves are responsible for the annual \$10 location license. Sentiment among operators appears to favor the present arrangements.

The appointment of an executive secretary for the Detroit Shuffleboard Association has been confirmed, to relieve Secretary Charles Friedenbergh, head of the Frye Coin Machine Company, of much of the detail work. Fred W. Chlopan, a trade association executive with the Table Top Congress and other groups in Detroit and Michigan, was named to the post, and executive offices have been opened in Room 500 at 600 Woodward Avenue.

Meeting of the board of the association was postponed this week, altho a general membership meeting was held, because of the absence of two officers, President Michael Benson, of Nickel Amusement Company, and Director Joseph Brilliant, of the Brilliant Music Company, who were out (See Ops., Location on opp. page)



# ACMMA Show Hypos Shuffle

(Continued from opposite page)  
 Bally Manufacturing Company, Chicago showing shuffle games. Booths 55, 56, 57, 58, 59, 60, 61 and 62.  
 Buckley Manufacturing Company, Chicago, shuffleboard accessories. Booths 17, 18 and 19.  
 Coin Machine Service Company, Chicago, shuffleboards, accessories. Booth 113.  
 Edelco Manufacturing & Sales Company, Detroit, shuffle games. Booths 26, 27 and 28.  
 H. C. Evans & Company, Chicago, shuffle games. Booths 43, 44, 45, 46, 79 and 80.  
 J. H. Keeney & Company, Chicago, shuffle games, shuffleboard conversion. Booths 29, 30, 31 and 32.  
 King Pin Equipment Company, Kalamazoo, Mich., shuffleboards, accessories. Booths 81 and 82.  
 Monarch Coin Machine Company, Chicago, shuffleboards and accessories. Booths 101, 102 and 112.  
 National Shuffleboard Company, Orange, N. J., shuffleboards, accessories. Booths 107, 108, 109.  
 Pacific Shuffleboard Bowling Company, Los Angeles, shuffleboard conversion unit. Booths 64, 65, 66, 67, 68.  
 Purveyor Shuffleboard Company, Chicago, shuffleboards, accessories. Booth 86.  
 Royal Products, Inc., Chicago, shuffleboard accessories. Booths 105 and 106.  
 Shuffleboard Specialists, Chicago, shuffleboards. Booth 90-A.  
 United Manufacturing Company, Chicago, shuffle games. Booths 97 and 98.  
 Universal Industries, Inc., Chicago, shuffle games. Booths 7, 8, 9 and 10.  
 Valley Shuffleboard, Inc., Bay City, Mich., shuffleboards. Booths 22, 23, 24 and 25.

## ACMMA ALL-INDUSTRY

(Continued from page 104)  
 an all-star floorshow. To insure a full evening of entertainment, the show committee has eliminated speech making and testimonials. The only break in this procedure will be the giving away of a 1950 Cadillac as a door prize. Sole eligibility requirement for the new car is to register for the convention either Monday (22) or Tuesday (23) and then visit the ACMMA booth on the convention floor and receive a free door prize ticket. Since it will be impossible for all convention visitors on the first two days to attend the banquet, the winning door prize ticket holder will get the Cadillac whether or not he attends the banquet.  
 Vince Shay, chairman of the hospitality committee, stressed that while ACMMA room allotments for the convention had been exhausted, operators may still secure reservations at either the Sherman or other Chicago hotels by wiring or phoning them direct. He advised that operators act immediately to avoid disappointment.  
 Meanwhile Banquet Chairman Dick Hood pointed out that some banquet tickets were being held for operators who arrive at the last minute. He explained this was done to give operators an equal chance to attend the banquet. In previous years some operators complained that large blocks of tickets were accounted for by a comparatively few people.

## OPS, LOCATION

(Continued from opposite page)  
 of town. Regular meetings of the association will now be held on the first Thursday of each month at the Hotel Tuller, following cancellation of the weekly emergency meeting schedule during the debate on the ordinance.

# Turning Back the Clock

## 15 Years Ago This Week

CHICAGO, May 11, 1935.—In the spring of 1935 the idea of assigning specific territories to distributors was still in its infancy, but some of the older manufacturer firms were lining up with trade veterans. Along this line Genco appointed the American Sales Company to handle the Chicago territory. American was headed by Lee S. Jones who in 1935 had been a coinman for 20 years. Previously Jones was sales manager for the J. P. Seeburg Company. The first Genco product distributed by the Jones firm was Kings.

In Birmingham the Hurvich brothers, Max and Harry, celebrated the opening of their new three-story headquarters in the heart of the city's business district. Operators from all parts of Alabama attended the open-house festivities. . . . The Billboard's Coinographic column was devoted to Mrs. Bill Rabkin, who joined the International Mutoscope Reel Company as Grace Baron in October, 1923. . . . Eric Wedemeyer, importer and manufacturer of coin machine premiums, moved to larger quarters in New York. . . . In Texas operators organized in small sectional associations. More than 20 of them were functioning in May, 1935. . . . A new sportland was opened at 6 North Dearborn Street, Chicago, under the management of Operators Stoner and Kohn.

E. C. Johnson, Seeburg sales manager, appointed Nels Nelson as district manager for the West Coast. . . . Bally received a number of pats on the back for developing a visible tilter for games. With this unit, the location owner could check on a tilted score without going near the game. It was introduced on the Traffic Ticket game. . . . New games on the market included Chicago Coin's Beamlite, Seeburg's Hockey, Exhibit Supply's Star Lite, Whirlpool and Dealer; International Mutoscope's Poker Lite, H. C. Evans Kings of the Turf, Bally's Frisky and Stoner's Tick-a-Lite. . . . Harry Hoppe, Exhibit Supply Company, was awarded Les Croix De Sang medal by the French government for a business good-will tour made earlier in 1935.

## 10 Years Ago This Week

CHICAGO, May 18, 1940.—The Herbert Corporation, music machines, Chicago, was in production on its Melo-Tone model. This firm was organized in January, 1940, and because of the scarcity of materials and labor which marked the next few war years had a brief existence. . . . Other music boxes in production were Seeburg's Symphonola, Rock-Ola's Luxury Lightup and four new Wurlitzer models. Another part of the music trade which made noticeable progress in May, 1940, was the accessory lines which included new cabinets for used mechanisms. In this field were Maugic Music, Inc., Columbus, O.; Miraber Company, Chicago; Gerber & Glass, Chicago, and Acme Sales, Brooklyn. . . . Top tunes of the week were *Tuxedo Junction*, *Playmates* and *When You Wish Upon a Star*. In the bell field the club divisions of manufacturing firms were enthused over the reception of golf reel units, the early models of which were introduced by Mills Novelty Company. . . . Leading games introduced to the trade were International Mutoscope's Sky Fighter, Baker Novelty's Doughboy,

## SHUFFLE ASSN.

(Continued from opposite page)  
 ally, it is expected that the item may be treated as other special expenses have been in the industry in the past and taken "off the top"—that is, the cost will, in effect, be split between the location owner and the operator, altho any such procedure would have to be arrived at by individual agreement in each case.

Stoner's Brite Spot, Exhibit Supply's Merry-Go-Round, Mills's Jumbo, Chicago Coin's Sporty, Keeney's Score Champ and Bally's Mascot.

In the counter game field Marvel by Daval and the Holly Manufacturing Grip Scale were among the trade leaders. . . . The Jennings In-a-Bag bulk vender was exhibited at the San Francisco Fair by the Mills Sales Company of Oakland, Calif. . . . Watling's sun-tan lotion dispensers were put on test location. . . . The New York World's Fair had more coin equipment on location than in 1939. Among the products were candy, gum, cigarette venders, penny cup machines, coin-lock toilets, fully equipped Penny Arcades, miniature bowling games, Pokerino tables, counter games, foot vitalizers, towel and sanitary napkin machines and anti-aircraft guns. Gross receipts for coin machines at the fair were over \$200,000.

The Walker Novelty Company, Poplar Bluff, Mo., introduced a hard-boiled egg vender. It vended eggs for a nickel each. Meanwhile fresh eggs in the Missouri town sold for 12 cents a dozen. . . . Allied Novelty Company, Chicago, was chartered to buy and sell coin machine products in Illinois.

# Philly Station Starts New TV Q-Ball Tourney

PHILADELPHIA, May 13.—Q-Ball returned to the Philadelphia television screens this week when WFIL-TV presented the first in a new weekly series of tournament programs sponsored by the Q-Ball Corporation of Pennsylvania, local franchise holding firm headed by Sidney Palitz. The television tournament is being presented every Wednesday evening for a half hour, starting at 9 p.m.

As originally presented earlier in the year, teams representing local taprooms, lunchrooms and recreation centers in and around Philadelphia will compete on the programs. Kal Ross, radio disk jockey featured on WPEN, serves as emcee for the television program, introducing the contestants and explaining the rules of the game.

The TV tournaments originate in the studios of WFIL-TV with merchandise prizes awarded to the players with the highest scores. The Philip Klein Advertising Agency, handling the Q-Ball account, placed the TV program on the station.

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 United Shuffle Alley . . . . . 99.50  
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 Dale Guns . . . . . 69.50  
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# COINMEN YOU KNOW

## Chicago:

Jack Nelson, Bally sales manager, says the firm is winning new friends daily with Shuffle Champ, the rebound bowling game with disappearing pins. Herb Jones is doubly busy these days handling his usual Bally executive and advertising duties plus all the final detail work on the ACMMA show which gets under way at the Hotel Sherman Monday (22). Bally staffers are always proud to show friends and business associates Tom Callaghan's collection of pictures of presidents which grace an entire wall of his office. The list begins with Teddy Roosevelt and includes President Truman. Each of the chief executive's gave Tom an autographed picture with a tribute to Callaghan whom they regarded as a personal friend while he was a member of the Secret Service.

Col. L. Lewis reports a number of inquiries is following the Mero announcement on coin video. The firm has two operators' models which are equipped with coin meters. . . . Monarch exec Clayton Nemeroff says interest in the ACMMA show seems to be reaching fever heat. He says ops from all parts of the country have been calling him for hotel reservations. Monarch will have the Emerald Room of the Sherman as well as a booth in the exhibit hall. . . . Bill Olsher, Abco Novelty Company, notes steady interest on the firm's counter game Tilt Test. It is a three-ball unit based on skill and player controlled features. . . . S. I. Neiman, publicity director for NCMMA, reports a lot of personal calls from distributor members in the past two weeks.

Joe Caldron, who left AMI a few weeks ago, last week took over his new offices at 55 East Washington (See CHICAGO on page 124)

## Philadelphia:

Herbert Burr and Wirt Scales purchased the machines of the defunct Smith & Fields Distributing Company, former Wurlitzer music machines distributor, which was sold at public auction. . . . Ground-work is being laid around town for the introduction of coin-operated air-conditioning units. . . . Felix Valdara, who operates the two Paramount Record Shops, is branching out further by setting up a music machine subsidiary enterprise to handle the operation of 50-record Seeburg juke boxes. Felix is placing the machines in cafes, clubs and taprooms, with the Postal Card Cafe getting the first installation for his machine operation.

Raymond Rosen & Company, local RCA Victor distributors, has taken on the distributorship of G.E. Lamps, with Edith Jacobs contacting the operators to service the lamp needs of their music machines. . . . Sidney Palitz, head of the Q-Ball Corporation of Pennsylvania, grabbed off a generous portion of good will for the new amusement machine by presenting a Q-Ball machine to Assistant Superintendent of Police Guy E. Parsons for the recreation rooms of the Police Athletic League.

## Vital Statistics

### Births

A daughter, Barbara, to Mr. and Mrs. Leonard Berens of Hartford, Conn., at Mt. Sinai Hospital, Hartford. Father is sales manager of the record division of Stern & Company, Hartford area distributors of Columbia Records.

A son, John W. Jr., to Mr. and Mrs. John W. Wood in Silver Spring, Md., April 17. Father is vice-president of Premier Coin Machines Company.

## Milwaukee:

Madison's Modern Specialties has worked up a music promotion that can't help pointing up local interest of patrons toward the juke boxes and result in better business for all operators. Thru their suggestion, WISC disk jockey Jerry Harper is presenting a daily program consisting of leading juke box favorites and, in return, all Modern Specialties' phonographs feature Jerry Harper's "record of the week" choice. In Modern's front office, Walter Greenberg is getting prepared for his annual angling excursion to Canada. He gets plenty of fishing all season long, he claims, practically right off his front porch in Lake Mendota.

Leonard Caspar seen making his wax purchases at Radio Doctors recently. . . . Emmett Musselman, the Kewaunee wax wizard, is making his rounds of record shops and music ops with a big smile these days, brought about no doubt by his recent cutting of records by the Romy Gosz and Buddy Beek orks.

"Windy" Gale, music routeman for Math Schaefer, is busy planning a musical menu for his boxes that will fit into the plans of his Butler, Wis., locations this summer. Residents of that community are planning a period of Wild West days and "Windy" is going to load their boxes full of Western ballads and hoedown music. He'll fit into the picture himself, since he's from Texas originally.

Ben Forman, former game op, has sold his equipment and gone back to barbering. . . . Frank Balistreri, top man at City-Wide Amusement Company, successfully entered the ranks of big time boxing promoters when his Rocky Graziano-Vinnie Cidone fight card was a complete sell-out at the new Milwaukee Arena, May 13, 12-813 fans paying \$49,609 to see the scrap.

Reports from ops all over the State indicate a steady climb in receipts. Many ops are busy moving their equipment into resort areas to get ready for those early vacationers and fishermen.

A recent shipment of 25 Universal bowling games at the George Schroeder Company is responsible for the best game activity in recent months.

Art Vaillancourt, Racine, Wis., Gem Novelty Company, reports music business holding at a good level. Recent equipment added to the Gem novelty route included several Seeburg phonos.

## Cincinnati:

Several guests took the floor at the regular monthly meeting of the Automatic Phonograph Owners' Association (APOA) Tuesday (9) to make the session one of the most interesting in recent months. Among those heard were Milton Marmer, Bill Trau and William Lattimore. Lattimore, who is with The Chronicle here, offered suggestions on promoting phonographs, and discussed public relations and good will.

Attending the meeting were Charles Kanter, president; Nat Bartfield, Sam Chester, Abe Salman, Bill Boner, James Drivakis, William Strout, Fred Engel, Robert Wood, Abe Villinsky and Milton Cole. Cole arrived here just a few days before the meeting, after an extended trip, with his family, to the West Coast.

Operators also took the occasion to listen to Charlie Kanter's newest song, "Tell Me You Care," which has just been released by Columbia. . . . Abe Salman was one of the speakers at the meeting, offering some constructive ideas on bettering the conditions between the operator and the distributor. Also aired was the new promotion campaign which APOA will conduct in juke box locations in the near future.

## New York:

Marcus Klein, coinrow games and music jobber, leaves May 25 on a European tour. He will visit France, Switzerland, Belgium and Israel during a trip expected to last four months. While he is away the outlet will be managed by Moe Bittner. . . . Lou Fenishel, of Keystone Enterprises, was away from his phono route last week because of illness.

Moe Seide and Hal Hurwitt have dissolved their partnership in the Ally Automatic Music Company. Seide plans to operate his share of the divided route under his own name. Hurwitt has added his juke to the Milrose Music Company, becoming a full partner in that firm with Irv Fenishel. . . . Joe Lanuto, of Ridgewood Automatic Music, has expanded his business interests. He is now the proprietor of a lunchroom in Ridgewood.

Bill Alberg, of Brooklyn Amusement, underwent a serious operation early last week but was reported recuperating rapidly by Charlie Aronson, co-owner of the thriving route. . . . Bill Falk, of Plastic Processes, will be in Chicago May 22-24 to interest bulk ops in his new line of coin and pennant charms.

I. H. (Ike) Houston, president of Spacarb, Inc., in Detroit last week to attend a regional meeting of the National Automatic Merchandising Association. Pete Foster, sales manager, reports the firm's new dual-carbonation feature, Select-o-Carb, is getting excellent operator response.

Meyer Parkoff, of Atlantic New York, getting ready for a busy time next week hosting a five-day Select-o-Matic promotion at his Newark branch office. Recording stars expected to attend include Nellie Lutcher and Nat King Cole, of Capi- (See NEW YORK on page 124)

## Indianapolis:

Earl and Woody Armstrong, sons of the late C. Earl Armstrong, here, will continue Business Stimulators, the business their father founded. Earl will act as manager with his brother, Woody, as assistant. There will be no change in personnel. . . . Irving Schwartz, head of Midland Music Distributors, Inc., exclusive distributors of the Wurlitzer line, has been calling on operators in Northern Indiana.

William (Bill) Marmer, Sicking, Inc., Cincinnati, visited with Mrs. Lottie Berman at the local Sicking branch. The Sicking concern here is displaying Chicago coins and Genco games.

William H. Smith, of the Smith Music Company, is on the inactive list due to a slight virus infection. . . . The building now under construction by the Janes Music Company, 809 N. Delaware Street, is nearing completion and is scheduled for occupancy by June 1. . . . James Nally is the new accountant at Calderon Distributing Company. The Calderon concern is displaying the Universal Twin Bowler, which is meeting with favorable response from operators.

The two disks now most popular on phonographs and in demand by operators are "The Third Man Theme" and "Slipping Around With Jole Blon." . . . Operators on coin row during the week buying parts and new equipment were Phil Derring, Lafayette Distributing Company; Joe A. Connelly, Automatic Music Company, Muncie, Ind.; Titus Berry, Connerville, Ind., and John Ryan, Martinsville, Ind.

I. R. Boner, local operator and a member of the Music Operators of Indiana, Inc., has been asked to succeed Earl Siler, recently deceased, as secretary of the MOL.

## Hartford, Conn.:

James F. Smith, sales promotion manager of Stern & Company, Hartford area distributors of Columbia Records, has been hospitalized in Hartford. . . . Francis E. Stern, president of the firm, and Mrs. Stern are back in town, following a vacation trip to the West Coast and Hawaii.

Art Lewis, formerly with Decca, has joined the sales staff of the record division of Stern & Company. He has been assigned to the Western Massachusetts territory, replacing Bud Welch, resigned. . . . Graham H. Anthony, chairman of the board of directors of Veeder-Root, Inc., Hartford, manufacturer of counting and computing devices for coin machines, has accepted an invitation to deliver the dedicatory address when a World War Memorial Community Center at Shelby, N. C., is formally opened June 4. Anthony is a native of that town. . . . Ralph Colucci, of Seaboard Distributors, Hartford, and Mrs. Colucci were in Washington for a few days' visit.

Mac Perlman, of Atlantic-New York Corporation of Hartford, Seeburg distributors, arranged a bit of promotion on the Seeburg 100 Select-o-Matic by loaning Manager Lou Cohen, of Loew's Poli Theater, a model machine for lobby display during the showing of MGM's "Annie Get Your Gun." . . . Perlman had this brief card attached to the machine: "This music system is available for your favorite restaurants, taverns and grills — Atlantic-New York Corporation, Hartford."

John Colucci, of Mattatuck Music, Waterbury, Conn., coin operator, was a recent Hartford visitor. He dropped by Seaboard Distributors to chat with his brother, Ralph, Seaboard owner. . . . Ralph Colucci, incidentally, reports that his 8-year-old twin sons, Robert and Ralph Jr., are avid baseball fans and follow the progress of teams in all leagues.

## Detroit:

Philip Schacht is establishing the Action Coin Games Company at 1682 Monterey Avenue in the north end. . . . Gerhard M. (Pat) Patton, head of the new Music Merchants Association, is handling his collections on his own route now, with Mrs. Patton handling the office routine.

Harry Gaylord reports the Gaylord Manufacturing Company is setting up production lines on the new ball gum machine, and expect to have the unit on the market by the end of the month. . . . Alex Friedenber, a brother of Charles Friedenber, who is secretary of the Detroit Shuffleboard Association, is switching his operation of amusement games to the Frye Amusement Company. Formerly utilizing a store on Woodrow Wilson Avenue, the company is now located at 3205 Tyler Avenue. Jack Friedenber, another brother who was formerly associated with Alex, has moved east to take over a partnership in a night club at Mount Holly, N. J.

Mrs. Elizabeth Robson, formerly in the real estate business, is opening the Evergreen Wash-o-Mat on West Seven Mile Road. The spot has a large building, with adequate room for future expansion, and takes its name from the adjoining Evergreen Gardens, large housing development. Mrs. Robson is starting with a battery of 18 Bendix washers, extractors, and a rug machine. . . . Louis Nemesh, manager of Music Systems, Inc., Seeburg distributors, is working on an expansion move for the organization. . . . Joseph Brilliant, of the Brilliant Music Company, back from the Kentucky Derby, where he admits he didn't pick the winner, is heading to Chicago to look over the manufacturers' new models.



# ALBUM REVIEWS

(Continued from page 38)

**ARMS AND THE GIRL**—Nanette Fabray-Georges Guétary-Pearl Bailey—Arms and the Girl Ork—Frederick Dvorch, Dir. (1-10") **72**  
Decca (33) DL-5200

A Girl With a Flame; That's What I Told Him Last Night; I Like It Here; That's My Fella; A Cow and a Plough and a Frau; Nothin' for Nothin'; He Will Tonight; You Kissed Me; There Must Be Somethin' Better Than Love. Eight of the highlights of this Theater Guild musical comprise the contents of this original cast recording of the words of Dorothy Fields and the music of Morton Gould. The show met with a mixed critical reception but has been holding up rather well at the box office. The longer it stays, the better a chance does this package have to pick up customers. This is not a particularly distinguished score—it produced not a single item resembling a popular favorite. The weakness lies in Gould's quite mechanical melodies, which are hardly strong enough to match the expert lyric writing of Miss Fields. Recording is exceptional for this type of thing. And the voices too are way above par. Pearl Bailey's show stoppers are highlights of the album. George Guétary, a legit comer, records well, too.

**JUKES** Not suitable. **JOCKS** Good recordings with show material good for pop whirrs.

**MACHITO**—Machito & His Afro Cubans (1-10") **70**  
Decca (33) DL-5157

Yambu; Nague; Que Vengan Los Rumberos; Tingo Talango; La Rumbanteja; Parabola Negra; El Muerto Se Fue De Rumba; Sopa De Pichon. Eight Machito sides from a shellac album of some years back make a palatable LP offering here. They were cut in Machito's pre-bop era—no extreme mambo effects here. Thus, while the "hipper" devotees of Latin terping and terp music may object to the presentation as being dated, the many more uninitiated will regard the offering with affection. It's uncomplicated rumba music, Machito sings the lyrics, the band plays cleanly if not excitingly or wildly.

**JOCKS** For Latin segs, fine. **JUKES** Not suitable.

**BEETHOVEN: SYMPHONY NO. 1 IN C MAJOR AND SYMPHONY NO. 8 IN F MAJOR**—Amsterdam Concertgebouw Ork-Mengelberg, Dir. (1-12") **80**  
Capitol-Telefunken (33) P-8079

Both Mengelberg idolizers and bargain hunters will have a field day with this two-for-one LP buy. These pre-war slicings bear up wonderfully well in sound so that only a discerning ear may be bothered by their age. Aside from this, the Mengelberg reading of the Beethoven First is one of the soundest recorded interpretations, second only to Toscanini's. The mated Eighth is equally well conceived and admirably played by the masterful pre-war Concertgebouw ensemble. Both of these symphonies are the lesser of the master's magnificent nine. This disk affords the opportunity to round out the collection of the nine at the least cost and with expert interpretation. Certainly these lighter Beethoven symphonies help evoke a fuller picture of the man's genius.

**ISAAC STERN IN VIOLIN SELECTIONS FROM "HUMORESQUE"**—Isaac Stern-Oscar Levant-Franz Waxman (1-10") **75**  
Columbia (33) ML 2103

The "Humoresque" referred to in the title is the recent film which starred Joan Crawford, John Garfield and Oscar Levant. The music has no organic relation to the movie, being a series of transcriptions for violin, piano and ork of very familiar standard works. Franz Waxman's special arrangements are quite acceptable, especially his violin-piano-ork cleffing of themes from "Tristan and Isolde." Of course, a certain amount of gloss is discernible, as with most sound tracks for sentimental flicks. Other dressed-up works include treatments of the familiar Dvorak "Humoresque," "Flight of the Bumble Bee," Sarasate's "Zigeunerweisen" and a fantasia on themes from "Carmen." Stern's violining is really first rate thruout; Levant performs his one chore—in the "Tristan" bit—with the expected aplomb. In all, a hunk of merchandise well calculated to attract those record-buying movie-goers who, as the liner notes point out, "are developing an unconscious love of good music."

**ELLABELLE DAVIS SINGS NEGRO SPIRITUALS**—Ellabelle Davis (1-10") **67**  
London (33) LPS 182

Nobody Knows De Trouble I've Seen; Good News; On Ma Journey; I'm a Travelling to the Grave; I Stood on De Ribber Ob Jordan; Plenty Good Room; Were You There; Oh, What a Beautiful City. Operatic soprano Ellabelle Davis sings these eight familiar spirituals with grace and affection. Her tones are sweet and clear, her diction excellent. The first four songs listed above are done to the accompaniment of a piano, the other four have orchestral backing. The fullness and color of ork backing set the singer off much more appealingly than the keyboard backing, competent tho it is, and one cannot help but wonder why London didn't provide Miss Davis with orchestra for all eight selections.

**JUKES** Not suitable. **JOCKS** For light concert and sacred segs.

**THE DADDY OF THE PIANO, JAMES P. JOHNSON**—James P. Johnson (1-10") **69**  
Decca (33) DL-5190

Old Fashioned Love; Riffs; If I Could Be With You; Keep Off the Grass; A Porter's Love Song to a Chambermaid; Over the Bars; Snowy Morning Blues; The Carolina Shout. James P., teacher of Fats Waller and a founding father of the style of relaxed, beat-ful piano known variously as "New York," "house rent," or "piano flat," plays eight tunes of his own composition. Three of them, "Old Fashioned Love," "If I Could Be With You" and "Porter's Love Song" have long had pop fame. The rest are well known to hot jazz collectors, particularly "Snowy Morning" and "Carolina Shout." The relentless, driving left hand and the airy, graceful treble, the humor and authority for which Johnson is known are all here. Not restricted to jazz collectors, this album rates something of a popular sale.

**JOCKS** Good air fare. **JUKES** Not suitable.

# ADVANCE RECORD RELEASES

(Continued from page 39)

Perrin-P. Tibbet's (1-12") Harvard Radio Network (33)TR-431

Mendelssohn: Concerto in E Minor, Op. 64 Album—M. Elman-Chicago Symphony Ork-D. Defauw, Dir. (1-10") V(33)LM-5, (78)DM1196, (45)WDM1196

Mozart: Coronation Mass in C Major No. 17 Album—H. Zadek-E. Gifford-J. Patzak-H. Braun-Chorus & Ork of the Salzburg Festival-J. Messner, Cond. (1-12") Festival(33)FLP100

Mozart: Symphony No. 41 in C Major (Jupiter) Album and Symphony No. 39 in E Flat Album—Bavarian State Radio Ork-H. Rosbaud (1-12") Mer (33)MG10038

Night at Carnegie Hall Album, A—L. Pons-R. Stevens-R. Jobin-E. Pinza-Metropolitan Opera Chorus & Orchestra; F. Clevea-G. Sebastian-P. Cimara, Conductors-R. Linda (1-10") Col(78)MM-676, (33)ML2113

Pasquini: Sonata in D Minor—A. Whittmore-J. Lowe (Brahms: Three) V(78)12-1108, (45)49-0917

Lily Pons in Operatic Arias Album—L. Pons-A. Kost-leanetz-M. Abravanel, Conds. (1-12") Col(33)ML4300

Puccini: Madame Butterfly Album—L. Alban-e-J. Melton-L. Browning-RCA Victor Ork-F. Weissmann, Dir. (1-10") V(33)LM-2, (78)DM1068, (45)WDM1068

Erna Sack Sings Opera Highlights and Song Favorites Album—E. Sack (1-12") Mer(33)MG10044

Satie: Parade (Realistic Ballet) Album—Houston Symphony Ork-E. Kurtz, Cond. (1-10") (Auric: Suite From) Col(33)M'2112

Schumann: Etudes Symphoniques, Op. 13 Album—A. Brailowsky (3-7") V(45)WDM1272

H. Schutz: Weihnachts Historie (The Christmas Story) Album—Cantata Singers & Ork-A. Mendel, Cond.—C. Blocher-W. Hess-P. Matthen R-E-B Editions (33) 3

Smetana: The Moldau Album—Boston Pops Ork-A. Fiedler, Dir. (Dvorak-Husitska) (1-10") V(33)LM-1, (78)DM1210, (45)WDM1210

Stravinsky: Orpheus Album—RCA Victor Symphony Ork-L. Stravinsky, Dir. (1-12") V(33)LM-1033, (78)DM1320, (45)WDM1320

Tchaikovsky: Pique Dame Album—Djiejinskaya-Marsakova-Zlatogokera-Chanaeff-Mortzoff - Baturin - State

Theater Orchestra, Moscow-N. Samosud, Cond. (1-12") Period(33)SPLP511

Tchaikovsky: Symphony No. 6 in B Minor Album—Vienna Philharmonic Ork-H. Von Karajan, Cond. (1-12") Vol(33)ML4299

Tchaikovsky: Swan Lake Ballet Music Album—A. Kostelanetz Ork (1-12") Col(78)MM-925, (33)ML4308

Wagner: Flying Dutchman Album—H. Hotter-V. Ursuleac-G. Hann-K. Ostertag-F. Klarwein-L. Willer-Bavarian State Opera-C. Krauss (4-12") Mer 2

Wagner: Lohengrin Preludes to Acts 2 & 3 and Tannhauser Overture Album—Bavarian State Opera Ork-H. Hollreiser, Cond. (1-12") Mer(33)MG15008

Weber: Euryanthe & Preciosa Overtures and Konzertstück in F Minor for Piano & Orchestra, Op. 79 Album—Bavarian State Radio Ork-H. Westemeier (1-12") Mer(33)MG10048

Kurt Weill: Down in the Valley Album—M. Bell-K. Smith-W. McGraw-R. Jacquemot-R. Barrows-RCA Victor Ork-P. Herman Adler, Dir. (3-12") V(78)DM1367, (45)WDM1367

## CHILDREN

Alphabet Song—J. Boley-A. Rickey (Counting Song) Kiddie Land KL15

Counting Song—J. Boley-A. Rickey (Alphabet Song) Kiddie Land KL15

Mother Goose Songs Album—B. Ives (1-10") Col(33)MJV-67

Rapunzel (Parts 1 & 2)—J. Boley-J. Roy-A. Rickey Kiddie Land KL-16

## HOT JAZZ

Filip Phillips Album—F. Phillips-H. Jones-R. Brown-B. Rich (3-10") Mer CL-05

Bud Powell Piano Album—B. Powell-R. Brown-M. Roach (3-10") Mer C-102

Royal Garden Blues—Castle Jazz Band (Story Book) Castle 12

Sister Kate—Castle Jazz Band (Sugar Foot) Castle 13

Sugar Foot Stomp—Castle Jazz Band (Sister Kate) Castle 13

Story Book Ball—Castle Jazz Band (Royal Garden) Castle 12

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5-20-CM

# Record Reviews

(Continued from page 116)

RATINGS	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
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ARTIST	TUNES	COMMENT	RATINGS
LABEL AND NO.			
<b>LATIN AMERICAN</b>			
<b>TITO PUENTE</b> Victor 23-1586	<b>Zing-a-Zing-a Zing Boom (guaracha mambo)</b>	Latin number started here as a pop-samba, is asked here as an instrumental mambo for broader dance use.	72--70--73--73
	<b>Chang (mambo)</b>	This lively instrumental side has more compelling rhythm, and more orchestral interest than the flip.	75--76--76--74
<b>HOT JAZZ</b>			
<b>CASTLE JAZZ BAND</b> Castle 13	<b>Sister Kate</b>	Refreshing, relaxed and nostalgic dixie in the tradition of the Dix Belderbecke jazz band. Orking includes banjo and tuba, and a singing Dix-like cornet. Harmless vocal adds a commercial note.	70--70--70--70
	<b>Sugar Foot Stomp</b>	More superior, authentic two-beat on a classic. Cornetist punches out the traditional chorus in high style.	68--68--69--67
<b>RELIGIOUS</b>			
<b>ERNEST TUBB</b> Decca 14515	<b>What a Friend We Have in Jesus</b>	The popular artist's version of the well-known sacred tune should be a heavy standard stock item in the southern and western markets.	77--79--79--73
	<b>The Wonderful City</b>	Tubb's zestful, informal manner proves most attractive in another popular sacred standard.	75--77--77--70
<b>THE PARKER BROS. QUARTET</b> Atlantic 908	<b>The Separating Line</b>	Spiritual group renders a routine offering with tight rhythmic pulse, but no special flavor.	70--70--70--NS
	<b>I-Can't Help From Cryin' Sometimes</b>	Virginia lads are more successful with a slower gospel chant, projected with fine feeling.	75--75--75--NS
<b>JOHNSON FAMILY SINGERS</b> Columbia 20693	<b>It's an Unfriendly World</b>	Family gang chants and orks a moderato sacred opus for the hillbilly and southern buyers.	67--66--68--NS
	<b>You've Got To Walk That Lonesome Road</b>	Another rather mechanical group effort with some fair-enough sacred material.	67--67--68--NS

## 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.

<b>JIMMY SWEENEY</b> Tennessee 714	<b>Boogie-Woogie Jockey</b>	Easy, soft-spun boogie, in a "Chattanooga Shoe Shine" vein, is dedicated to a jockey named "Gene." Pleasant, unexciting side.	70--70--70--70
	<b>I Gotta Leave This Town</b>	The blues-ballad crooner comes on with some sweet tenor phrasing in an attractively plaintive piece.	76--77--77--75
<b>HOT LIPS PAGE</b> Columbia 30204	<b>Miss Larceny Blues</b>	The husky-voiced warbler trumpeter has his best side here since he joined the label. Beat, sound, warbling and solos on this stomper are soundly commercial.	73--71--73--75
	<b>There Ain't No Flies on Me</b>	Bounce-beat novelty is attractive.	71--71--70--72
<b>JOHNNY BROWN ORK</b> Decca 48153	<b>You Can't Run My Business</b>	Indifferent warbling and sparkless combo work on a medium tempo jump blues.	56--54--56--58
	<b>My Luck Is Bound to Change</b>	Lackluster slow blues effort in uninspired, formula treatment.	61--61--62--63
<b>STICK MCGHEE</b> Atlantic 909	<b>Venus Blues</b>	Easy rock blues with relaxed Stick vocal and strong-beat combo work.	72--72--70--74
	<b>My Baby's Comin' Back</b>	A tag shouted in unison by the ork in response to Stick could put this hard hitting blues up in the money. Side works up plenty steam.	84--84--84--84
<b>PROFESSOR LONGCHAIR</b> Atlantic 906	<b>Prof. Longhair's Blues</b>	Slow drag blues features compelling combo beat and throaty, intense blues warbling.	72--70--72--74
	<b>Walk Your Blues Away</b>	A captivating Southern boogie beat sparks a driving medium novelty blues with an effective lyric and tag, expressively chanted.	80--80--80--80
<b>EDDIE "CLEAN-HEAD" VINSON</b> King 4355	<b>No Good Woman Blues</b>	Sharp, sophisticated blues job featuring Vinson's hard punching chanting. Some of the lines are extremely suggestive.	73--NS--73--73
	<b>Ashes on My Pillow</b>	Highly evocative blues with an attention-getting but badly blue lyric.	81--NS--81--81
<b>BEULAH BRYANT</b> MGM 10700	<b>There Will Be Tears</b>	Okay blues ballad gets a fair vocal from a full, husky-throated fem voice.	64--64--64--64
	<b>Hold Me Tight</b>	Filmy novelty blues doesn't register.	48--48--48--48
<b>ROY BROWN &amp; HIS MIGHTY-MIGHTY MEN</b> DeLuxe 3302	<b>End of My Journey</b>	Haunting slow blues with a suicide theme gets a persuasive Brown vocal.	82--82--82--82
	<b>I Feel That Young Man's Rhythm</b>	Brown shouts a strong jump blues, band socks hard in the good-rockin' vein.	84--84--84--84
<b>EARL BOSTIC ORK</b> King 4369	<b>Wrap Your Troubles in Dreams</b>	Bass fiddle and unison chanting in the clipped Johnny Long style are the features in this uninspired effort.	61--60--60--63
	<b>Serenade</b>	Schubert's Serenade done with an easy beat; sax and vibe solos are featured.	70--70--70--70



<b>WILD BILL MOORE</b> King 4361	<b>Rock Bottom</b> Relaxed, swinging tenor sax solo on what might be Sunny Side, with combo riffing lightly.	74--72--74--76
<b>HENRY CLOVER</b> King 4359	<b>Neck Bones and Collard Greens</b> Combo shouts the title phrase at intervals, as tenor sax rambles easily thru another light riffer.	74--72--74--76
<b>RED MILLER</b> King 4356	<b>I Love You, I Love You, I Do</b> Harlan Lattimore, top bracket warbler who has been out of action some years, returns with a class vocal job on a good, commercial blues ballad.	83--83--83--83
<b>LEE RICHARDSON</b> Apollo 1158	<b>Baby, You've Been Wrong</b> Inconsequential bit of novelty fluff.	54--51--54--57
<b>CHAMPION JACK DUPREE</b> Apollo 421	<b>I'm Eating My Heart Out Over You</b> Warbler of the Bewildered click of last year sells hard on this ballad, with short recitation bit between choruses.	68--68--68--68
<b>CARL PERKINS</b> Savoy 742	<b>Bewildered and Confused</b> Would-be follow up to "Bewildered" is projected with sincerity and feeling.	77--77--77--77
<b>JIMMY SWEENEY</b> Tennessee 2002	<b>This Love of Mine</b> The stylist is in great form on a slow, evocative rendition of the Sinatra torch ballad. Side could do well for itself and the warbler.	83--83--83--83
<b>MEL WALKER</b> Regent 1018	<b>It's Divine</b> Rather arty ballad is slow getting started, tho Richardson warbles very well.	71--72--71--70
<b>JOHNNY OTIS ORK</b> Savoy 743	<b>Lonesome Bedroom Blues</b> Dupree wails a heartfelt slow blues with strong combo support. Material is of routine nature.	67--67--66--68
<b>ELLIS WALSH</b> London 17012	<b>Old Woman Blues</b> Warbler gets off a hearty jump blues, group swings in back.	73--73--72--74
<b>DUKE HENDERSON</b> London 17011	<b>Summertime</b> Perkins gets a lot of sound from the piano with a unique style in which he uses elbows and wrists as well as fingers. Side here is slow, flowery and tasty.	74--74--74--74
<b>DOC SAUSAGE</b> Regal 3256	<b>Lullaby In Rhythm</b> Keyboarding here' is done in straight jazz style, quite reminiscent of Errol Garner.	65--65--65--65
<b>CHAS. JOHNSON ORK</b> Prize 705	<b>Tobacco Road</b> Sweet-voiced warbler is aided by a choir in a classy production of some rich standard-type material.	68--70--68--66
<b>GENE GILBEAUX ORK</b> RCA Victor 22-0070	<b>The Song of the Wind</b> Pleasant production of some pleasant-enough material with a tropical flavor.	69--70--68--68
<b>KING TUT</b> Sittin' In 550	<b>Dreamin' Blues</b> Intense, note-bending effort goes into a word-heavy, involved blues ballad.	70--71--70--69
	<b>Helpless</b> Material and cluttered backing diminish the effectiveness of this effort too.	64--64--65--64
	<b>New Orleans Shuffle</b> Shuffle instrumental riffer is rock-solid dance fare. Spots some tenor, and steel guitar solos.	77--77--77--77
	<b>Blues Nocturne</b> Slower blues rocker creates a mood and is even more effective. Rich-toned wailing alto sparks a build to the potent finale.	80--80--79--80
	<b>New Orleans' My Home (Te-Na-Nay)</b> Old hat material is unlikely to register in today's R & B market.	53--54--53--52
	<b>Oklahoma Blues</b> Urbane blues offers nothing out of the ordinary except for a clean-cut trilling piano passage.	61--60--60--62
	<b>Rock Me In Your Chair</b> Shouter generates some excitement on a beat-full jump opus. Honking tenor helps build it up.	76--76--76--77
	<b>Situation Blues</b> Slower, hard-luck blues is shouted with guts by the high-voiced warbler.	71--71--71--70
	<b>Sausage Rock</b> Romp-honk opus features Doc's description of the dance a la "Hucklebuck," followed by frantic tenor and ordinary efforts by guitar and piano. An uneven side.	68--66--70--70
	<b>I've Been a Bad Boy</b> Ordinary blues story is projected solidly by Sausage.	67--67--67--67
	<b>Midnight Mood</b> Willie Anderson's piano is featured in a band blues instrumental, with good tempo and feeling, but nothing extraordinary.	70--70--70--70
	<b>Rompin' on the Ramp</b> Garner-ished boogie piano rides thru most of the proceedings on another instrumental, by what sounds like a fairly big band, but ain't.	68--68--68--68
	<b>Gold Ain't Everything</b> A slow blues, cut from familiar cloth, is handled well by a shouter, Choo Chop Trane, and some arresting double-stop Gilbeaux alto sax.	74--74--72--76
	<b>Up the Hill With "Jeep"</b> Mediocre instrumental effort has a few specks of keyboard jazz but little else of interest.	58--58--58--58
	<b>You've Been Fiddlin' Around</b> A new blues voice packs promise tho the material, a fast blues, lacks a punch.	67--67--65--70
	<b>Why Did You Leave Me, Baby?</b> On this convincing slow blues, Tut sings-shouts with style against a righteously evolved ork setting.	83--84--82--83

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(We do not ship)

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**COINMEN YOU KNOW**

**Chicago:**

(Continued from page 120)

Street and set up an export firm to be called Trans-World Trading Company. Joe, who because of his banking, finance and coin machine background, has a large following in the field and will handle all types of coin machines for the foreign market.

Production lines at United Manufacturing are humming, with the firm now turning out a new five ball game, Arizona, and its Shuffle Alley Express. **Billy DeSelm**, sales manager, and **Ray Riehl** report field tests on Arizona brought in word that the new high scoring game had met with excellent player response. **Herb Oettinger**, comptroller, and **Lyn Durant**, president, also are pleased with reports on both units. Visitors at the plant have been slow these past few weeks, but the force is preparing for a large-scale invasion during the ACMMA Show.

**Ben Coven**, head of Coven Distributing Company, points out that his staff is telling operators of the new Wurlitzer 1250s that they have nothing to worry about in the r.p.m. struggle. He says if 78 continues to dominate the field, the 1250 is set up for that play, but if the 33 1/3 or 45-r.p.m. set-up becomes the rule in the trade, ops of the 1250s will not need to spend a lot of money to convert their equipment but just make use of the Wurlitzer conversion kit. Above all Ben wants it known that his firm is not pushing any record speed but is in business to satisfy whatever demand ops have in the way of music equipment.

**H. F. (Denny) Dennison**, Dennison Sales Company, will be at the ACMMA Show as representative for Pacific Shuffleboard Bowling Company. Dennison Sales is distributor of the Pacific line in 36 States. Dennison has set up headquarters at the Lake Shore Drive Hotel here and plans to remain in Chicago indefinitely.

**John Pickering** and **Dud Ruttenberg**, CMI reps at the Johnson Bill hearings in Washington the past two weeks, flew in from the nation's capital Wednesday (10) and immediately set to work on CMI show preparations. They claim interest in the June show is building up fast after a slow start.

**Les Rieck**, manager of the H. C. Evans music division, expects a large crowd of Western coinmen to be on hand for the ACMMA show. Among the firm's distribs set to take in the convention is **Gibson Bradshaw**, head of the Denver Amusement Company, Denver.

**Robert Lindelof** (chairman of the Music Operators of Northern Illinois (MONI) and head of General Music in Skokie, and **Charles Wilmoth**, chairman of the group's annual dinner-entertainment committee and head of Tri-County Music, Inc., were busy fellows Wednesday (10). They hosted over 200 operators and their wives who gathered for the big event at the River Forest Country Club.

MONI secretary-treasurer **Richard Aronson**, Ace Music Company in McHenry, also was on hand to lend a hand in the evening's festivities, which included special acts by eight radio and television stars. . . . Among the music men who were seen cir-

**New York:**

(Continued from page 120)

**Tex Beneke**, **Irving Fields**, **Eddie Fisher**, **Juanita Hall** and **Liza Kirk**, RCA Victor; **Rosemary Clooney** and **Guy Mitchell**, Columbia; the **Lee Norman Trio**, featuring **Hearn Lewis**, and **Johnny Hartman**, Apollo, and **Gordon Jenkins**, **Evelyn Knight** and **Eileen Wilson**, of Decca.

**Virginia May Gillespie**, classified ad specialist, has joined the staff of **Ben Smith Advertising**. The address of **De Perri Advertising** was incorrectly listed here last week. The agency has offices at 141 East 41st Street. . . . **Dick Shaw**, local music op, at home last week nursing a virus infection.

**Chick Meehan's Chick's Drinks** and **John Collin's Automatic Canteen** have begun installing Snively cup machines in city subway stations. Up to now most of the fruit juice vendors in this area have been concentrated in railroad terminals.

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**FOLK TALENT AND TUNES**

(Continued from page 31)

ville, Kan. The duo are also doing a daily d. j. show over the Miami outlet. . . . Ted Browne, Chicago flack, is handling Bob Atcher in addition to Lulu Belle and Scotty and Capt. Stubby and the Buccaneers. . . . Republic Pictures threw a party for Rex Allen Monday (8) in the ballroom of the Blackstone Hotel. . . . Tennessee Ernie and Hank (Domino) Thompson (Capitol) will be featured in a three-day festival in Clovis, N. M., starting June 1.

Jimmy Wakely (Capitol) will soon transcribe the Budweiser beer theme, "Under the Anheuser Bush," and the disk will be used weekly on the Ken Murray Saturday night TV show over CBS. Plans are being made to have the Wakely dishing also made on shellac so that the platters may be spotted in juke boxes by the beer distributors in various localities. . . . WRMN, Elgin, Ill., now has a Saturday night jamboree, featuring Pete Cantos, the Sagebrush Girls, Rollie Fenz, Les Boret, Tex Short, Curt Roof, Dolly Jacobson and others. . . . The Melody Ramblers are now doing a half-hour show daily over WKOP, Binghamton, N. Y.

Jimmy Kish, who heads the Western band at WBBW, Youngstown, O., is taking over management and operation of Pioneer Picnic Hillbilly Park, Pierpont, O. He opens May 21 and will book names week-end and holidays.

Disk Jockey Doings: Nelson King and Don Davis are remaining at the helm of the important nightly Jamboree and Hillbilly Hit Parade over WCKY, Cincinnati, despite a report to the contrary. . . . Lee Stewart, WHAT, Philadelphia, staged a benefit show for patients at a local hospital, which starred Al Morgan. . . . Pop Eckler, writer of "Money, Marbles and Chalk," is doing a daily d. j. shot at WNOP, Newport, Ky. . . . Cousin Hank has completed his first six months at WERI, Westery, R. I. . . . Al Brock, WTAL, Tallahassee, Fla., was one of the jockeys selected to appear in the forthcoming Columbia short, "Disk Jockeys U. S. A." . . . Western McGhee, KWBR, Oakland, Calif., is appearing nightly with his Western Rhythm Gang at the Saddle, local nitery featuring Western entertainment. . . . Longhorn Joe, KROW, Oakland, and Foreman Bill, KYA, San Francisco, are working personals together and also emseing each other's personal appearances. . . . Doug Gary, WRBL, Columbus, Ga., is starting a live talent show, the Country Cousins, on the station. . . . Preston Charles, of WGLS, Decatur, Ga., reports that he is now emseing the Gid Tanner and the Skillet Lickers show.

Bill Brown, Monogram Radio Features, Nashville, set up the big h.b. jamboree at the new Milwaukee Arena April 16. Eddy Arnold, Smiley Burnette, the Carter Sisters and Mother Maybelle and the Willis Brothers worked to 12,500 persons at 30 cents per. . . . Hank Penny (King) has moved from KGIL, Sherman Oaks, Calif., to KWIK, Burbank, Calif. Penny will do both h.b. and pop d.j. work at the station. . . . Charley Kopeland, manager of Zeb Turner (King), reports that Turner will do a daily half-hour show at WMAL, Washington, in addition to his WEAM, Silver Spring, Md., show. He also works nightly at the Crosstown Restaurant. . . . Jimmy Swan is now airing on a regional network of four stations every Saturday. His band includes Glen Manul, steel; Bobby Summerland, lead; Punkin Parker, fiddle; Whitty Pucket, sax, and Hil Geiger, drums. He is also doing a daily 90-minute d.j. show. . . . Eddie Sosby and the Radio Ranger, KFAB, Omaha, Neb., have started a Saturday night show and dance at the City Auditorium, Council Bluffs, Ia., where they've been drawing between 700 and 1,000 persons weekly. . . . Fred's Radio Shop, Martinsville, Va., is sponsoring a weekly dance, featuring Clyde Moody and Smiley Wilson.

Fred Stryker, of Fairway Music, reports that songwriter Johnny Durham has cut eight sides for Cormac. . . . Lester Mitter, of Hickory Park, Gilbertsville, Pa., reports that he has added his first kiddie ride to his folk music park. He will open his park early in May with local country music bands, with occasional traveling names.

Biff Collie, KNUZ, Houston, did 5,500 people at 50 cents per head Sunday (7) when he opened his local folk music park. The two-hour afternoon show featured Leon Payne, Hank Locklin, Ben Christian, Benny Hess, Benny Leaders and Little Connie Sones. Collie rented the grounds and the park op kept concession rights. Collie estimates the gross at \$2,600 for the first week's operation. He is looking for other names to work the Sunday dates during the summer. . . . Warren Roberts, WEAS, Decatur, Ga., appeared as emsee and soloist at a recent gospel singing convention at the Atlanta City Auditorium, which featured Wally Fowler, the John Daniel Quartet, and others. . . . Gary Arnold, WDUN, Gainesville, Ga., is working personals with the Skitt Rhythm Boys, who also work on the station.

Peanut Faircloth, WNEK, Macon, Ga., d. j., now with Decca, has inked to write for Ernest Tubb Publications, a BMI affiliate. . . . Skeet Clary, of KVOL, Lafayette, La., reports that Al Terry, of his station, has inked with Feature Records. . . . Don Owens, WGAY, Silver Spring, Md., reports that Hank Snow (Victor) pulled more mail since the first of the year than any other artist. . . . Russ Browne, WRNY, Rochester, N. Y., ran a Mother's Day contest in connection with Eddy Arnold's "Mother Songs," album. . . . Wayne Johnston, KAMQ, Amarillo, Tex., is teaming with Leon Rusk (King) to book entertainment thru the Panhandle. . . . John Barton, of WSA, Harrisonburg, Va., reports that Jolly Joe Parrish, Little Robert and Buck Ryan have returned to the station after a year at WNOX, Knoxville. . . . Frank Porter, of "country store" note, has moved from WLEE, Richmond, Va., to WXGI, Richmond, where he is doing two hours per day.

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



**\$139<sup>50</sup>**

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**5c-10c-25c PLAY**

1 Cherry Pay 2—1 Cherry Pay 3  
—Mystery 3-5 Payout; Standard—  
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SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO MAY 22, 23, 24

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**NEW EXHIBIT MACHINES**

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FREE Cards of your choice . . . . . 49.50  
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## Coin Machine Exports

February, 1950

Country	No.	Totals		Phonographs		Venders		Amusement Games		Av. Price	
		No.	Value	No.	Value	No.	Value	No.	Value		
Japan	98	\$ 28,936	18	\$11,232	\$624	48	\$10,802	32	\$ 6,902	\$216	
Venezuela	38	21,850	38	21,850	575	..	..	..	..	..	
Canada	285	13,293	1	671	671	4	880	220	280	11,742	42
Belgium	122	12,557	22	5,982	272	..	..	..	100	6,575	65
Cuba	48	11,904	48	11,904	248	..	..	..	..	..	..
Panama	14	8,032	10	7,182	718	4	850	212	..	..	..
Salvador	11	5,255	11	5,255	478	..	..	..	..	..	..
Honduras	9	4,358	9	4,358	475	..	..	..	..	..	..
Neth'ds Antilles	9	3,285	1	765	765	8	2,520	315	..	..	..
Guatemala	3	1,774	3	1,774	591	..	..	..	..	..	..
Philippine Rep.	5	1,500	..	..	..	5	1,500	300	..	..	..
Mexico	8	1,250	8	1,250	156	..	..	..	..	..	..
Bahamas	4	1,159	2	659	330	..	..	..	2	500	250
Nicaragua	2	1,100	2	1,100	550	..	..	..	..	..	..
Saudi Arabia	4	1,012	..	..	..	..	..	..	4	1,012	253
Canal Zone	2	758	..	..	..	2	758	379	..	..	..
Switzerland	1	702	1	702	702	..	..	..	..	..	..
Uruguay	1	615	1	615	615	..	..	..	..	..	..
Other Countries	13	993	2	150	75	6	519	86	5	324	65
<b>TOTALS</b>	<b>677</b>	<b>\$120,333</b>	<b>177</b>	<b>\$75,449</b>	<b>\$426</b>	<b>77</b>	<b>\$17,829</b>	<b>\$230</b>	<b>423</b>	<b>\$27,055</b>	<b>\$ 64</b>

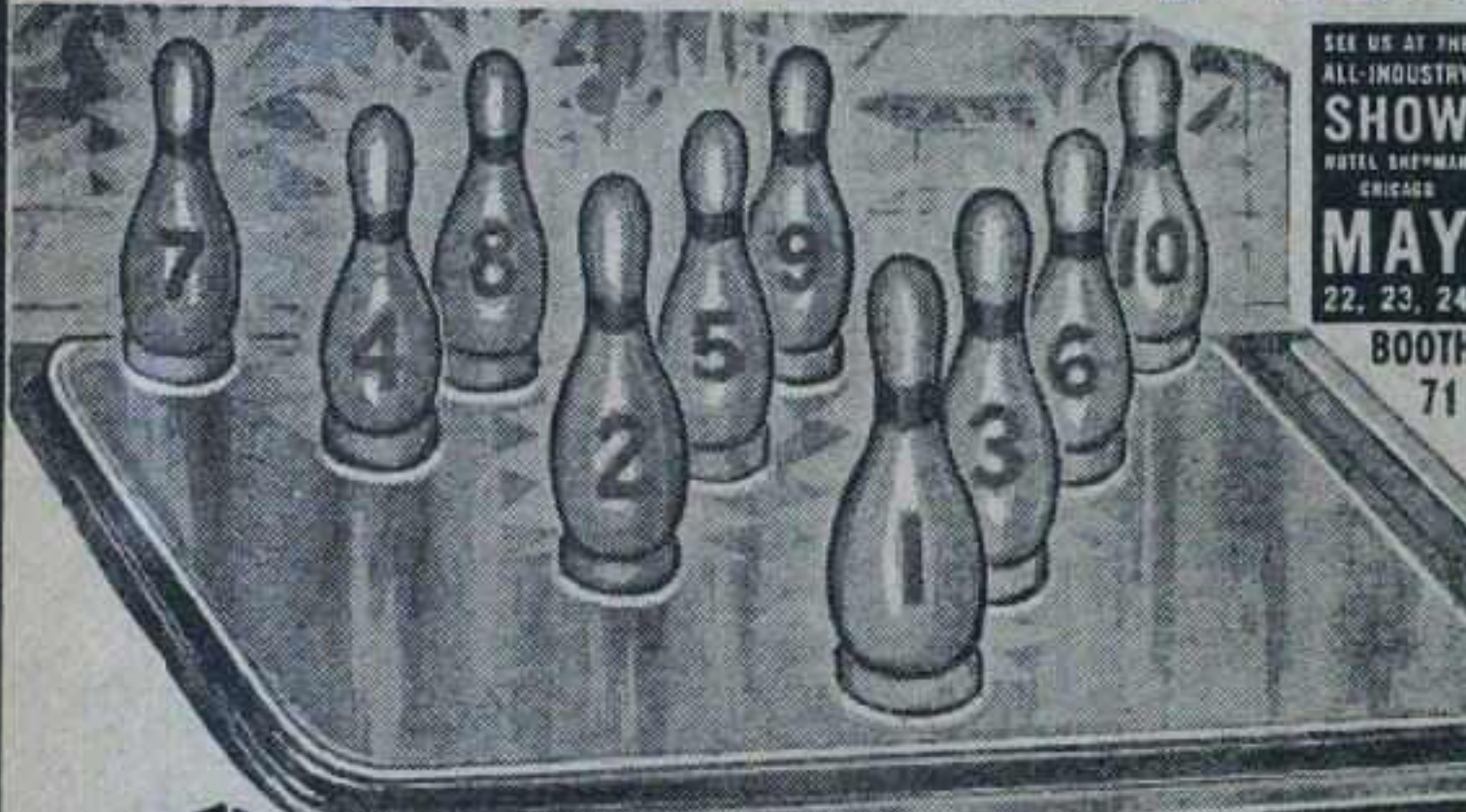
## Late Model Used Games Interest Steadies Market

(Continued from page 104)

compared with the \$87,291 for 167 phonographs the previous month. But 77 automatic merchandisers, worth \$17,829, were sold to foreign firms in February. In January, 179 venders, valued at \$18,953, were exported.

One of the highlights of the February export list was the Belgian total of \$12,557 for 122 units. Operators from Belgium have proved the principal buyers of U. S. coin products in the past two years and trade observers believe that the country will continue to grow as an outlet. Thus far Belgium firms have concentrated on music and games but there is reason to believe that venders also will be sold there in the near future.

## M & T CLEAR VIEW PLEXI-GLAS LITE-A-PIN



SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO MAY 22, 23, 24 BOOTH 71

ONLY \$20.00

COMPLETE UNIT F.O.B. Chicago 1/2 Deposit Immediate Delivery

- NO TUNNELS TO GO THROUGH!
  - NO LOST PUCKS! • JUST PLUG IN
- MADE TO FIT UNITED, GENCO, UNIVERSAL, CHICOIN, WILLIAMS, BALLY, KEENEY, AND ROCK-OLA SHUFFLE GAMES.

SPECIFY GAMES AND MANUFACTURER

Distributors Wanted

### SCOREBOARDS ELECTRIC

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.



**M & T SALES CO. Manufacturers**  
2845 W. FULLERTON AVE. CHICAGO 47, ILL.

## COINMEN YOU KNOW

Chicago:

(Continued from page 124)

culating thru the two-floor clubhouse were Paul M. Brown, Western Automatic Music, Inc.; Angelo Angeleri, AA Swing Time Music Company; Louis Arpaia, Austin Music Company; Jim Tobey, General Music, and Frank Padula, Melody Music. . . . Winding up the evening's fun was the presentation of a cake to Jimmy Martin, James H. Martin & Company, who celebrated a birthday.

John Conroe, J. H. Keeney & Company, tells of the hike in cigarette vender demand as operators prepare to keep up equipment for summer use. Firm's nine-column electric model is filling the location bill in many new areas, John says. . . . Bel E. Hall, head of Belvend Manufacturing Company, Inc., reports initial response for the Bunte pan candy decals has been heavy. Operators are finding that such brand promotion acts up sales thru individual venders, he points out, and adds that Bunte is now working with Belvend to get up a second point-of-sale piece. This will be a cardboard top piece for venders.

Atlas Novelty Company boys, turning in reports of steady operator buying activity with the Seeburg Select-o-Matic their order target, are Nate Feinstein and Harold Schwartz. . . . Leon Segal, Kandy Korner, is expanding his penny bulk candy operation, which he has set up in conjunction with his candy bar route.

William E. FitzGerald, recently appointed by John Haddock, AMI president, to head that firm's advertising and promotion activities, visited local headquarters last week. He spent several days with Ed Ratajack, Western sales representative. FitzGerald will make his headquarters in Grand Rapids, Mich., where the AMI plant is located.

Herb Perkins, head of Purveyor, will set up a special suite at the Hotel Sherman during the all-industry show, where operators can gather to talk shop and catch up with their refreshments. Perkins reports business holding strong in this area, and says he expects to expand the number of lines handled by purveyor distributing immediately after the show is over. Bill Tucker, who formerly represented Purveyor in Michigan, has resigned to accept a position with the Crosley Corporation.

## SAVE MORE ON OUR TOP QUALITY RECONDITIONED EQUIPMENT

### LOOK AT THESE SPECIALS

- American Shuffleboard, 12' Cushion \$195.00 (plus crating)
- Chicago Coin Rebound . . . . . 49.50
- Genco Glider . . . . . 69.50
- Rock-Ola Shuffleboards, 22 Ft. . . . . 100.00 (plus crating)
- Shuffle Alley, A-1 Condition . . . . . 149.50

### SAVE ON 5-BALLS

- |                                |                               |
|--------------------------------|-------------------------------|
| Bally Hoo . . . . . \$29.50    | 1-2-3 . . . . . \$59.50       |
| Bonehead . . . . . 49.50       | Oklahoma . . . . . 99.50      |
| Bowling Champ . . . . . 99.50  | Paradise . . . . . 39.50      |
| Buccaneer . . . . . 59.50      | Ramona . . . . . 59.50        |
| Carnival . . . . . 49.50       | Screwball . . . . . 39.50     |
| Contact . . . . . 39.50        | Speedway . . . . . 59.50      |
| Floating Power . . . . . 79.50 | Star Dust . . . . . 39.50     |
| Gondola . . . . . 79.50        | Tampico . . . . . 99.50       |
| Major League . . . . . 29.50   | Tennessee . . . . . 39.50     |
| Melody Roll . . . . . 39.50    | Trade Winds . . . . . 39.50   |
| Merry Widow . . . . . 39.50    | Triple Action . . . . . 39.50 |
| Monterrey . . . . . 39.50      | Utah . . . . . 134.50         |
|                                | Wisconsin . . . . . 34.50     |

### HERE ARE REAL VALUES

SINGAPORE  
ROCKET  
TORNADO  
BOHANZA  
NEVADA  
OSCAR  
TORCHY  
ELMER  
PLAY BOY  
BIG LEAGUE  
CLEOPATRA

**YOUR CHOICE**  
\$19.50 Each  
**6 FOR \$100**

ALSO STOCK OF USED PHONOGRAPHS  
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WISCONSIN'S LEADING DISTRIBUTOR

## UNITED - INC. -

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Phone: WEst 3-3224  
Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Michigan

## AT THE SHOW BE SURE TO SEE MONARCH'S New 1950 Modernistic Design SHUFFLEBOARDS

BOOTH 112 IN THE EXHIBITION HALL! SPECIAL SHOWING, EMERALD ROOM, HOTEL SHERMAN.

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## To get more money off the bar... Use Encore Bar Box



NEEDS NO SCREEN DRIVER NO SLUGGET WRENCH NO HOLDING HAND NO PARTS  
ENCORE WALL BOX . . . \$150.00  
Encore Manufacturing Co. 4310 DARNESVILLE AVENUE NEJ-1047 CLEVELAND 8, OHIO

GIVE TO THE RUNYON CANCER FUND



Meeting of Minds:

# Connecticut Ops Get Together Every Week To Talk Over Coin Industry; Distribs Sit In, Too

HARTFORD, Conn., May 13.—Between 40 and 50 Connecticut coin machine operators have been attending weekly "Industry Clinic" discussions of specific coin machine industry problems at the weekly meetings of the Connecticut State Coin Association, Inc., at the Hotel Bond, Hartford.

The meetings, held Thursday at 8:30 p.m., at the downtown Hartford hotel, are attracting many in the coin machine industry other than coin operators. There have been occasional delegations from the record distributors and other interests in the music field.

"I guess more than one man, myself, believe there are problems in this industry," says Abe Fish, owner of General Amusement Game Company of Hartford, and association president.

It's the contention of Fish that "the only way to battle existing industry problems is to have a fair representation of coin men, sitting around a table and discussing pertinent matters."

**Distribs Attend**

In recent weeks, prominent men in the Connecticut music field, including Ralph Colucci, of Seaboard Distributors of Hartford, record distributor; Bill Briscoe of Radio and Appliance Distributors, East Hartford record distributor, and men from the New York music field have been addressing the weekly get-togethers of the Connecticut coin men.

Colucci voiced the observation that "the coin machine industry in Connecticut needs correlated public relations more than it needs simple public relations. I mean there should be stress within the industry on eliminating the belief of 'Publicity for Publicity's Sake.' If there's something good to be said in print or over the air about any aspects of the coin machine business, then it should be correlated thru all phases of the business

in Connecticut. There should be no hit or miss proposition. It doesn't pay off in the long run.

**Topics Discussed**

Such topics as employees' uniforms, cleanliness of coin machines in locations, and customer public relations have been discussed by coin men themselves at these weekly get-togethers, and President Fish firmly believes that these talks are being heeded by both large and small coin machine operators in Connecticut.

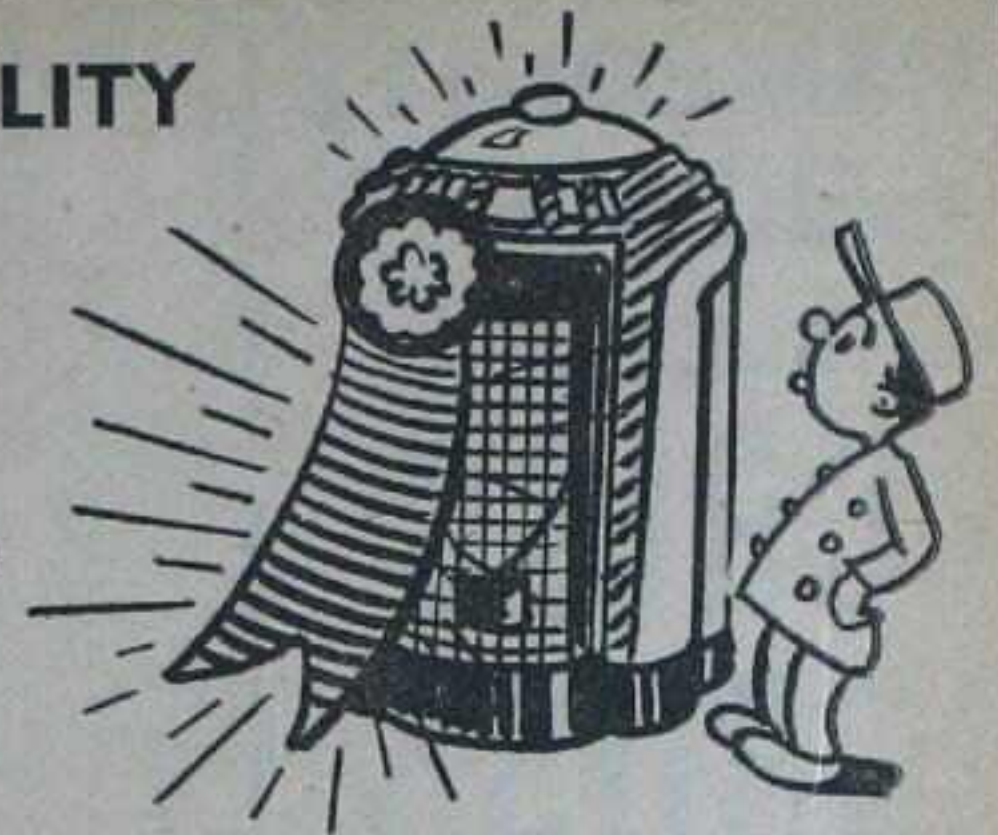
"There's nothing stagnant about the coin machine industry in Connecticut," Fish told last week's meeting. "As long as we are able to get together in these weekly sessions and discuss at length any aspect of coin operations, I believe the industry in this State will always have a bright and promising future."

## Abco To Intro 5-Ball Counter At ACMMA Show

CHICAGO, May 13.—Abco Novelty Company is in production on a new counter game featuring baseball action, Owner Bill Olsher announced Thursday (11). It is designed for either penny or nickel play.

As yet unnamed, the new Abco unit uses five ping-pong balls as the center of action. By the use of a player-controlled knob as a bat patron tries to score as many runs as possible. Balls hit over bleachers in the simulated baseball background count as home runs. Olsher said the game will be on display in the Abco booth at the ACMMA All-Industry Coin Machine Show at the Hotel Sherman, Chicago, May 22-24.

## BETTER QUALITY REBUILT PHONOS for Bargain-Wise Operators



**PHONOGRAPHS**

<b>SEEBURG</b>		Major	\$49.50
148-M	\$375.00	Gem	49.50
148-5L	350.00	<b>WURLITZER</b>	
148-W	339.50	"1100"	\$399.50
147-M	339.50	"1015"	249.50
H-146-M	300.00	"850"	79.50
147-S	299.50	"600"	49.50
146-M	289.50	<b>ROCK-OLA</b>	
146-W	279.50	1422	\$149.50
8800 Lofone	109.50	'40 Hideaway	99.50
9800 Hilone	75.00	Playmaster	
8800 Hilone	75.00	Hideaway	69.50
8200 Hilone	75.00	Super 40	69.50
Crown	49.50	<b>PHONE—</b>	
Mayfair	49.50	<b>WIRE—</b>	
Colonel	49.50	<b>WRITE</b>	
Vogue	49.50		

**WALL BOXES**

Seeburg 3W7-L56	\$59.50
Seeburg 3W5-L56	59.50
Seeburg W4-L56	55.00
Packard Wall Boxes	15.00

**ARCADE EQUIPMENT**

Voice-O-Graph	\$250.00
O.T. Pool Table	195.00
Poolette Pool Table	169.50
Wax-O-Matic Shoe Shiner	129.50
Chicago Coin Pistol	99.50
Exhibit Dale Gun	79.50
California Shufflepin	50.00
Mercury Scales	59.50
A. B. T. Challenger	24.50
Bally Thorobred	39.50

**BRAND NEW SOLOTONE INDIVIDUAL SELECTIVE ENTERTAINMENT SYSTEM WITH INDIVIDUAL SELECTION COIN BOXES.**

Write for Price

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject To Prior Sale.

## SHAFER MUSIC COMPANY

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**SHAFER-SEEBURG**



SALES-SERVICE STATES

## NATIONAL GUARANTEED VALUES!

**WANTED**

Will Buy for Cash or Take in Trade on New or Used Shuffle Games the Following 5 Balls:  
Casey Jones — Old Faithful  
3 Musketeers—College Maze  
Dallas — King Arthur  
St. Louis—Buttons & Bows  
El Paso — Ripsnorter  
Oklahoma — Sharpshooter

**5-BALLS**

Three Musketeers	\$135.00
Double Shuffle	135.00
Golden Gloves	135.00
Maryland	130.00
Sharpshooter	125.00
Super Hockey	115.00
El Paso	115.00
Majors of '49	110.00
Big Top	105.00
Buttons & Bows	105.00
Bowling Champ	105.00
Floating Power	105.00
Puddinhead	85.00
Holiday	75.00
Roundup	75.00
Jack & Jill	50.00
All Baba	50.00
Screwball	50.00
Cinderella	50.00
Robin Hood	50.00
Trinidad	50.00
Catalina	50.00
Trade Winds	50.00
Tennessee	50.00
Triple Action	50.00
Banjo	45.00
Wisconsin	45.00
Rondevoos	45.00
Sally	40.00

**PREMIUMS**

ALL TYPES AND KINDS FOR SHUFFLE GAMES.  
Novelties — Clocks  
Dolls — Lamps  
Write for Our Attractive Prices!

**RECONDITIONED SHUFFLE GAMES**

United Shuffle Alley \$135.00  
With Conversion .. 150.00  
Genco, 8 1/2 Ft. .... 140.00  
Genco, 10 Ft. .... 160.00  
Universal Twin Bowler .. 199.00  
Chicago Coin Bowling Alley .. 195.00  
United Super Shuffle 239.00  
Bally Bowler, 9 1/2 Ft. 165.00  
Bowlette .. Write for Price

**SHUFFLE GAMES**

Gottlieb Bowlette  
Bally Speed Bowler  
Chicago Coin Bowling Alley  
Chi. Coin Shuffle Baseball  
United Double Shuffle  
Univ. Super Twin Bowler  
Shuffle Alley Express  
Write for Prices

**PHONOGRAPHS**

Rock-Ola 1422 .....\$165.00  
Wurlitzer 1015 ..... 245.00

**1-BALLS**

Citation .....\$285.00  
Gold Cup ..... 130.00  
Jockey Special ..... 90.00  
Special Entry ..... 60.00

10 Dale Guns, Late Model, Ea. ... \$75.00

## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

## LAKE CITY Specials

<b>USED FIVE BALLS</b>		<b>USED SHUFFLE GAMES</b>	
Carnival	\$55.50	United Shuffle Alley	\$135.00
Monterray	45.50	Keeney Pin Boy	190.00
Spin Ball	35.00	Bally Bowler	190.00
Samba	36.50	Genco Bowling League	180.00
Wisconsin	35.50	9 Ft. Rebound	45.00
Contact	32.50	California Shuffle Pins, 9 and 12 Ft.,	
Circus	35.00	VERY CHEAP	Write
Rancho	52.50	Williams Twin Shuffle	235.00
Bowling Champ	82.50	<b>POSTWAR NON-FLIPPER GAMES,</b>	
Boston	125.00	as is, all parts there, \$10 each.	
Boson	39.50	<b>ADVANCE ROLLS AND TOTAL ROLLS,</b>	
Star Dust	99.50	as is, 10 for \$100.	
St. Louis	59.50	<b>BALLY ONE BALLS</b>	
Alice in Wonderland	84.50	Citation	\$267.50
Harvest Moon	89.50	Gold Cup	109.50
Baby Face	89.50	Jockey Special	87.50
Hot Rod	185.00	Special Entry	57.50
<b>USED CONSOLES</b>		<b>MISCELLANEOUS</b>	
Bally Hi Boy	\$139.50	Chicago Coin Pistol	\$130.00
Bally Reg. Draw Bell	135.00	Dale Gun	95.00
Mills 3 Bell	175.00	Jack Rabbit	94.50
Galloping Domino	99.50	<b>NEW SMOKE SHOP CIGARETTE MACH., ELEC.</b> 225.00	
<b>USED BELLS</b>		<b>HOLLY CRANE</b> WRITE	
5c Black Cherry	\$94.50	<b>UNEEEDA PAK CIGARETTE MACHINE, ELEC., WITH CHANGER</b> 125.00	
10c Black Cherry	99.50	<b>NATIONAL CANDY MACH., 9 COL.</b> 69.50	
25c Black Cherry	103.50		
5c Silver Chief	49.50		
10c Silver Chief	54.50		
25c Silver Chief	59.50		

## LAKE CITY AMUSEMENT CO.

1648 ST. CLAIR AVENUE • CHERRY 7067 • CLEVELAND 14, OHIO

**BE SURE YOU STOP AT BOOTH 90-A—ACMMA SHOW**

See the Complete Line of Puck We Manufacture for All Shuffle Games

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**PRECISION PUCK CO.** Subs. of M & S TOOL WORKS

7936 SO. CHICAGO AVENUE CHICAGO, ILLINOIS

PHONES: ESSEX 5-4699—REGENT 4-6121

**DISTRIBUTORS WANTED—Open Territory Still Available**

**SCORING UNITS FOR SHUFFLEBOARDS**

BELGIAN TYPE POOL TABLE  
DOUBLE DOUBLE  
CONVERSIONS FOR ANY TYPE OF SHUFFLE GAMES

See us at the ACMMA SHOW, Booth Nos. 26-27-28

1438 Franklin St. Detroit 7, Mich.  
Phone: WOODWARD 3-9248

**EDELCO MFG. & SALES CO.**



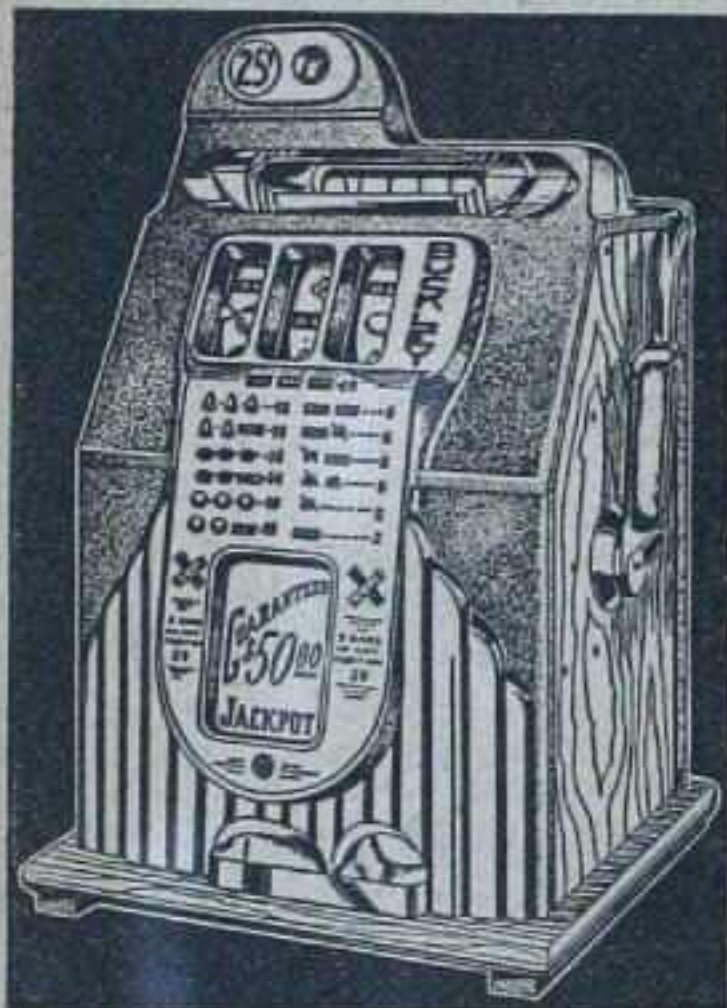
**IMMEDIATE SHIPMENT**

**BUCKLEY**

**CRISS CROSS**

**JACKPOT BELLE**

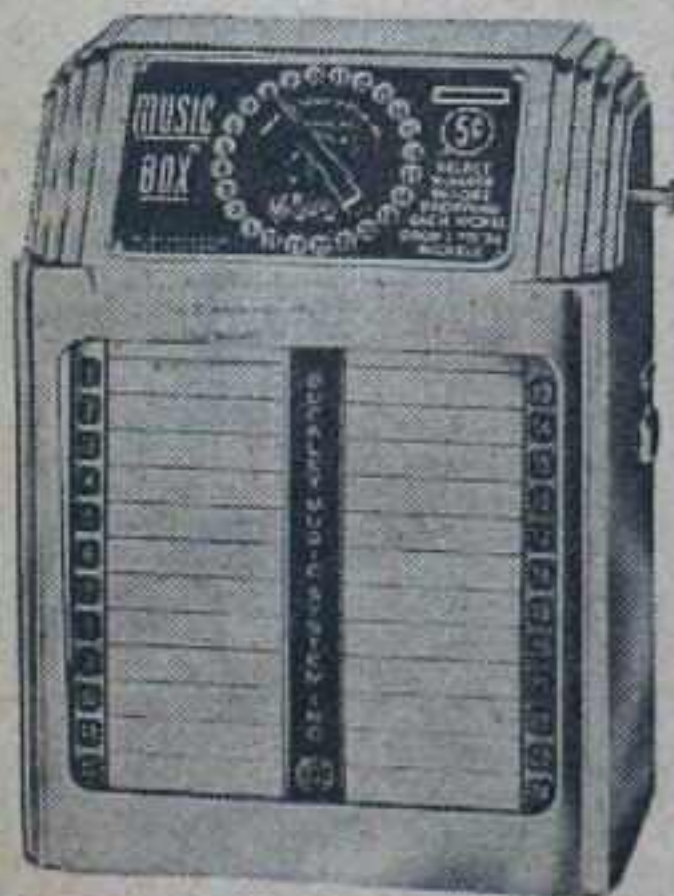
**5¢ 10¢ OR 25¢**



**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.**

**Disk Artists Cut Capers for Illinois Ops at Annual Dinner**

CHICAGO, May 13. — Entertainment provided by recording artists, a songwriting team and a leading disk jockey, plus an attendance of more than 200, marked the second annual fun-fest and dinner given Wednesday (10) by the Music Operators of Northern Illinois (MONI). The evening-long program and dinner, held at the River Forest Country Club, pointed up the interdependence of the two types of public entertainment groups (operators-recording artists) for top benefits to each.

Operators, their wives and guests were treated to a varied program, em-

seed by WIND disk jockey Eddie Hubbard. Wax artists who performed for the juke box association were Johnny Desmond, MGM; Rex Allen, Mercury, and Bob Atcher, Capitol. Also on the program was the songwriting team of Lois Steele and Jack Fulton, television star Danny O'Neil and singer Billy Johnson.

Credit for the success of the meeting was extended to Charles Wilmoth, chairman of the committee on arrangements, aided by Rocky Rolf, Louis Arpaia, Austin Music Company, and Rudy Kitt, of the Suburban Music Company. Wilmoth and Rolf are with Tri-County Music, Inc.

A vote of thanks also was given to Jimmy Martin, James H. Martin & Company, for his assistance in lining up talent for the program.

**Gottlieb Bows Buffalo Bill, 5-Ball Game**

CHICAGO, May 13.—Buffalo Bill, a new five-ball game, is in production at the D. Gottlieb & Company plant here. A skill game, it features the use of the Gottlieb-developed oscillating turret range finder.

Scoring eight bull's-eye hits lights five targets for replays. Altho targets are numbered, it is not necessary to hit them in rotation. If player makes a number of hits on the targets on the first ball, he has a chance to run up a greater number of replays than making the same number of hits on the second, third, fourth or final ball. Game has a last ball feature which gives players with a low point score an opportunity to win blocks of points. Game scores a maximum of 5,900,000 points.

There is no plunger on Buffalo Bill. Instead player puts ball in play by flipper control buttons. Before another ball is put in play, the range finder oscillates while player sights target. Once the player presses the play button, the flippers push the ball on the playfield and if aim is accurate, a bull's-eye results. After initial shot, ball either hits or misses target and then rebounds toward the bottom of the play field. With timing and co-ordination, player can catch this same ball on the flippers and take additional shots.

**N. E. Spacarb To Op Candy Units in All Drink Vender Spots**

BOSTON, May 13.—Spacarb's New England operation will install candy venders in all of its drink locations this summer, according to Julius E. Jacobi, in charge of that division. Requests from locations for candy units have been heavy, and the firm is expanding its comparatively new nickel sweet activity.

Candy machines already in operation are being given a spring overhauling for summer business. Perishable candies will be removed shortly and drops and hard pieces substituted. The only chocolate used will be coated items, Jacobi stated.

Cookie units also are being featured, with nickel packs being vended thru regular candy equipment of the six and eight-column type. Inside locations are favored by the company, altho some units are being placed in parks and beach resorts.

CHICAGO, May 13. — William Wrigley Jr. Company reported an increase in earnings the first quarter this year over same period in 1949. First 1950 quarter returned \$3,340,490, compared with \$3,217,018 a year ago. Sales reached \$17,216,915 as against \$16,879,129 in the corresponding 1949 quarter. Also, the first quarter earnings this year included \$372,275 from Wrigley's foreign subsidiaries, against \$281,960 for the 1949 quarter.

**Chi Coin Names Empire Distrib In Ill. and Wis.**

CHICAGO, May 13.—Chicago Coin Machine Company thru Sam Wolberg and Sam Gensburg announced Thursday (11) the appointment of Empire Coin Machine as distributor in Illinois and Wisconsin. Gil Kitt and Ralph Sheffield head Empire.

The first Chicago Coin product which Empire will handle is Bowling Classic, a new shuffle game featuring disappearing pins and rebound action. It can be played by one or two persons and is designed for dime play. When two participate each deposits a dime and the score alternates from one player to the other by frames.

**Pa. Cig Ops Set Execs at Confab**

PHILADELPHIA, May 13.—The Automatic Cigarette Venders' Association of Eastern Pennsylvania (ACVA), at its annual meeting, voted unanimously to retain Martin Savar as president. Savar, under whose leadership the association has made great strides in recent years, was elected to serve for a third consecutive year.

Norman H. Fuhrman was re-elected secretary and counsel of the association. E. Haas was the only new officer, being elected treasurer to succeed Jerry Friedberg.

**Pa. Charters Vending Firm**

HARRISBURG, Pa., May 13.—A Pennsylvania corporate charter has been issued to the Automatic Food Service Company, 500 North Third Street, Harrisburg, authorizing the firm, capitalized at \$10,000, to deal in vending machines.

The State charter permits the company "to purchase, manufacture, own, deal in, sell, lease, any and all types of automatic merchandising machines, devices, apparatus or instrumentality now in use, designed and intended to dispense automatically by coin-in-the-slot device, milk beverages, cigarettes, candies or other products."

Incorporators were listed as Leo Pillar, Irving P. Berelson and Walter A. Goldhill, all of 285 Madison Avenue, New York City.

**General in New Headquarters**

HARRISBURG, Pa., May 13.—The local branch office of the General Coin Machine Company moved into new and larger quarters this week at 1604 Derry Street. Firm, which jobs a full line of coin equipment, is managed by Leon Taksen. Main office, headed by Edward Casnoff, is in Philadelphia.

**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**

The Famous DAVAL POSTMASTER 3-Column Roll Stamp Vender. Beautiful cast aluminum cabinet adjustable for any coin up to 25¢. Vends 2 to 5 stamps in each column. Finest stamp vender ever built.

Formerly \$99.50

**NOW \$39.50 EA.**

**ARCADE MACHINES**

- Quantity
- CHI COIN PISTOL ..... \$ 89.50
  - WM. QUARTERBACK With Star Series Batting Assembly 149.50
  - GENCO BING-A-ROLL ..... 109.50
  - GENCO ADVANCE ROLL ..... 49.50
  - GENCO AUTO ROLL ..... 49.50
  - EVANS 1947 TEN STRIKE... 69.50
  - WM. ALL STARS ..... 89.50
  - A.B.T. ELECTRIC SKILL GUN 1¢ COUNTER TARGET GAME. Like New. With Stand. .... 24.75
  - DAVAL SKILL THRILL 1¢ COUNTER TARGET GAME. Brand New. In Cartons ..... 14.50
  - WM. STAR SERIES, With Latest Batting Assembly .... 199.50

1/2 deposit with order, balance C. O. D.

**Scott-Crosse Co.**

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

**NOW DELIVERING NEW**  
UNITED SHUFFLE ALLEY EXPRESS, UNIVERSAL TWIN BOWLER, CHICAGO COIN BASEBALL, EVANS SHUFFLE TEN STRIKE, CHICAGO COIN BOWLING CHAMP, GENCO BASEBALL.

**WE WILL NOT BE UNDERSOLD**

- United SHUFFLE ALLEY ..... \$109.50
- Chi. Coin BOWLER ..... 199.50
- Chi. Coin BOWLER, Pin Model ..... 239.50
- Keeney TEN PIN With Pucks ..... 124.50
- Q.T. POOL TABLE ..... 169.50
- Chi. Coin PISTOL ..... 99.50
- Exhibit DALE GUN ..... 79.50
- Chi. Coin HOCKEY ..... 49.50

**HI SPEED QUALITY**  
WAX, Case 24 ..... \$ 6.95  
FIRST GRADE PUCKS, Set B ..... 7.65  
CONVERSION PIN KITS FOR ALL GAMES, just plug 'em in ..... 13.50

**WRITE—WIRE—PHONE**  
1/3 Deposit, Balance C. O. D.  
**WEST SIDE DISTRIBUTING CORP.**  
612 10th Ave. New York 19, N. Y.  
Circle 6-8464

**READY FOR LOCATION**

- 6 5¢ Bonus Super Bells ..... \$149.50
- 3 Citations ..... 279.50
- 4 Deluxe Rock-Olas ..... 49.50
- 3 Super Rock-Olas ..... 69.50
- 3 750E Wurlitzers ..... 99.50
- 3 1100 Wurlitzers (Like New) .. 379.50
- 5 1015 Wurlitzers ..... 269.50
- 5 '46 Rock-Olas ..... 199.50 (all phones uncrated)
- 3000 Brand New Records, Ast. ... 19¢ Ea.

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1/2 Deposit, Balance C. O. D.  
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- UNITED NEW 5 BALL—YUMA, ARIZ.
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  - CHICAGO COIN SUPER
  - UNITED EXPRESS
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Coin Machine man is  
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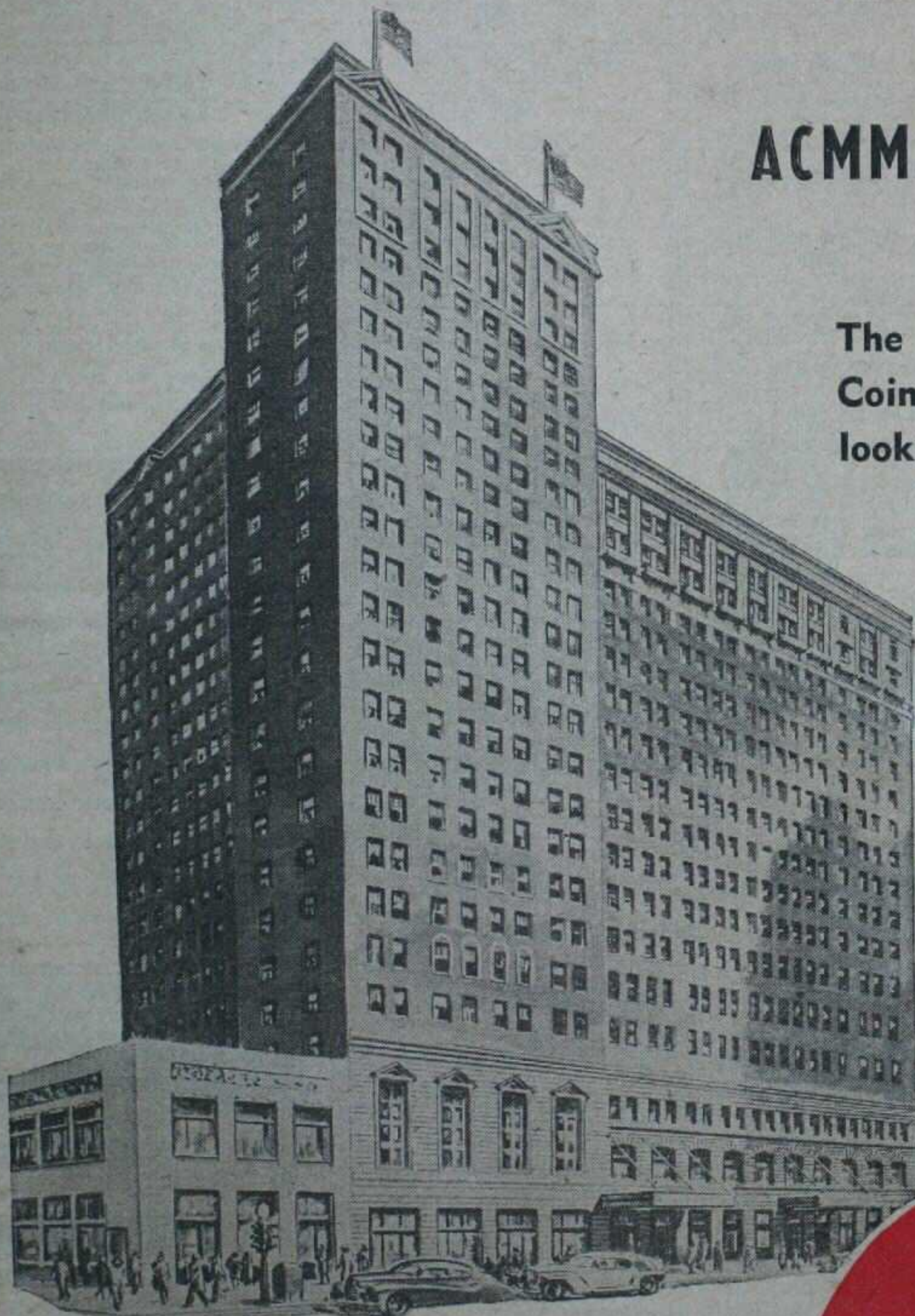
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you will be there—your local news-  
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Dated  
**MAY 27<sup>th</sup>**  
 Distributed:  
**MAY 22<sup>nd</sup>**  
 at the Convention  
 AD DEADLINE:  
**MAY 18<sup>th</sup>**



GOTTLIEB'S Buffalo Bill  
CHICAGO COIN'S Bowling Classic  
KEENEY'S Lucky Strike—King Pin  
Bowling Champ Conversion

UNIVERSAL'S Super Twin Bowler  
UNITED'S Express—Arizona  
EXHIBIT'S Bowl-A-Matic Shuffle Alley—  
Bowl-A-Matic Conversion—Strike

**ARCADE EQUIPMENT**

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Batting Practice	75.00
Chi Coin Basket Ball	175.00
Chi Coin Hockey	85.00
Chi Coin Midget Skee Ball	135.00
Chi 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
Goatee	100.00
Heavy Hitter	50.00
Jack Rabbit	100.00
Keeney Air Raider	100.00
Lite-A-League	100.00
Mother-In-Law Gun	95.00
Mutoscope Football	225.00
Panorams	185.00
Pitch and Batter Scientific X-Ray	165.00
Poker	85.00
Sky Fighters	100.00
Solar Horoscope with Scrolls	85.00
Supreme Bowl-A-Score	75.00
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Tommy Gun	85.00
Undersea Raider	95.00
Vitalizer	95.00
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Williams All Stars	125.00
World Series	95.00
Atomic Bombers	150.00
Latest Photomatic	750.00
Latest Voice Recorder	550.00
Siro's Brush Up	125.00
Acme Shoe Shine Machine	185.00
Falcon Shoe Shine Machine	185.00

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Alice in Wonderland	57.50
Blue Skies	59.50
Merry Widow	65.00
Buccaneer	85.00
Campus	175.00
Carolina	72.50
Dallas	95.00
Floating Power	95.00
Grand Award	75.00
Humpty Dumpty	42.50
Moonglow	85.00
Morocco	65.00
Super Hockey	95.00
Summertime	95.00
Trade Winds	55.00
Thrill	57.50

**COUNTER GAMES**

10 5c Gushers, new	\$18.50
A.B.T. Electric Skill Guns, new	49.50
Silver King Target Gum Vendor, new	32.50
Silver King Target Gum Vendor, used	19.50
A.B.T. Challengers, used	20.00
Acme 1 1/2 Shockers, new	19.50
Five Jacks, 1 1/2, new	59.50
Kickers & Catchers, new	32.50
Three of a Kind, new	18.00
Punch A Ball, new	18.00
Tilt-Test new	22.50
20 Used A.B.T. Electric Guns, Each	32.50

**USED ALLEYS**

United Used Alleys	\$135.00
Keeney Pin Boy	165.00
Bally Bowlers	165.00
Genco Bowling League	150.00
Chi Coin Used Alleys	150.00
Universal Used Alleys	150.00
Evans Ten Pins (floor sample)	Write
Bango	49.50
Shuffle Skill	49.50
Rebounds	49.50
Gliders	49.50

**CONSOLES**

Bally Draw Bells, R.B.	\$150.00
Gold Nugget, 5c-25c	265.00
Mills Three Bells, 5c-10c-25c	225.00
Mills Duo Bells, new, 5c-10c	265.00
Baker's Racers	165.00
Super Bonus Bells, 5c	165.00
Winterbook, new	550.00
Winterbook, used	275.00

**VENDORS (Used)**

Northwestern #33 Gum	\$6.50
Silver King 5c Nut	6.50
Silver King 1c Nut & Gum	4.50
National 9 Col, 5c Candy Vendors	75.00
Counter Model, 2 Col. Post Card Vendors	10.00
Columbus 1c Gum	6.50

**MUSIC**

Wurlitzer 616	\$ 60.00
Wurlitzer 71	110.00
Wurlitzer 500	95.00
Wurlitzer 600	95.00
Wurlitzer 750	150.00
Wurlitzer 800	165.00
Wurlitzer 1015	235.00
Seeburg Hi Tone	150.00
Seeburg 1946	265.00
Rock-Ola 1946	195.00
Rock-Ola Wall Boxes, Postwar, Each	14.00
Packard 400 Hideaway	135.00
30-Wire Cable—\$20.00 per 100 feet	

**CIGARETTE MACHINES (Used)**

National 950's	\$85.00
National 9A's	85.00
National 930's	65.00
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Unedapak 500, 15 col.	75.00
DuGrenier Challenger, 7 col.	85.00
Rowe Imperial, 6 col.	55.00
DuGrenier W's, 9 col.	55.00

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Handy Oil-ettes...90¢ ea.  
Nickel Coin Stackers...\$1.25 ea.  
Tickets...\$1.00 roll

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United Arizona	WRITE
Keeney Gold Nugget, Like New	225.00
United Shuffle Alleys	125.00
Bally Shuffle Bowler	175.00
Williams Twin Shuffle	160.00
Seeburg 146's	200.00

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Products Phonographs

**United Unveils First Five Ball Game This Year**

CHICAGO, May 13.—For the first time this year the United Manufacturing Company this week released a new five-ball game, Arizona. The firm, which is generally credited with starting the shuffle game spurt last September, is also producing its latest model Shuffle Alley Express, with production lines turning out both units simultaneously.

Arizona features a new Double 1 to 5 continuous spot feature, multiple objectives for replays, and seven ways to score. A high score of 8,990,000 is possible on the game. Units also feature flipper control buttons on both sides of the colorful cabinet and the new drop chute developed by United.

Billy DeSelm, sales manager, said deliveries are being made to United distributors thruout the country on both Arizona and Shuffle Alley Express.

**WANTED**

First Class Mechanic for Pin Games, Phonographs, Consoles and Slots. Reference necessary.

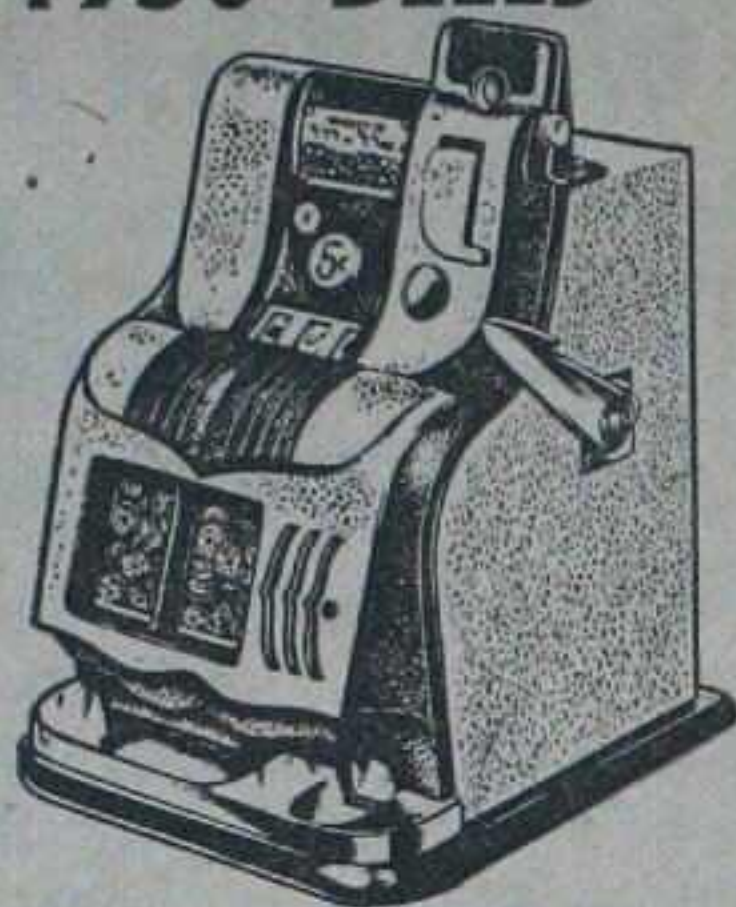
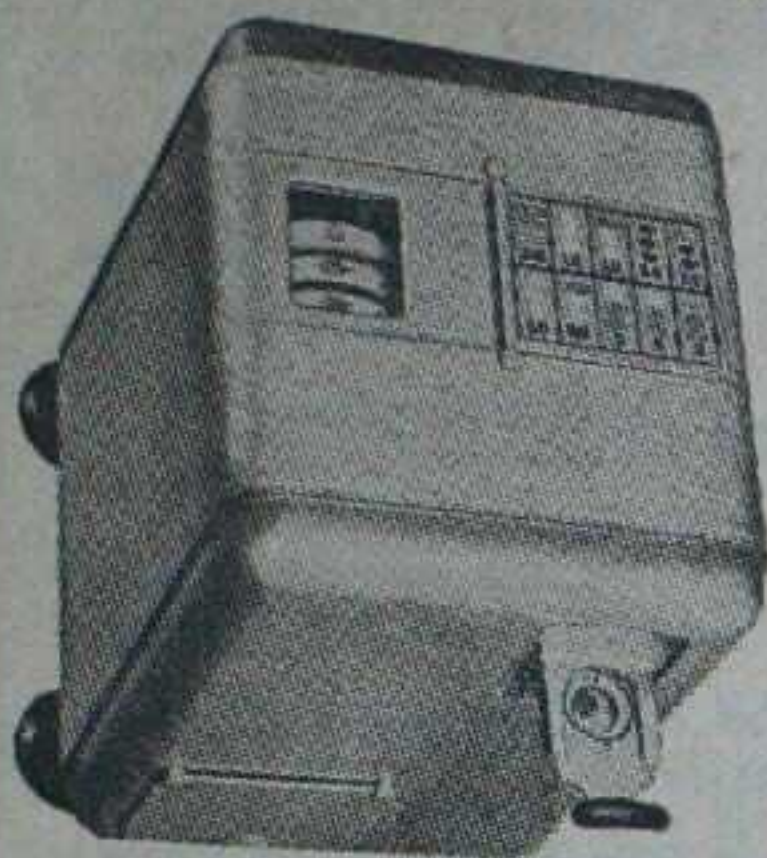
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**MILLS' NEW VEST POCKET BELL**  
Operates on 3-5 Mystery Payout System,  
5c Play .....\$65.00 | 25c Play .....\$89.50  
WRITE FOR QUANTITY PRICES.

**MILLS' NEW QT**  
A "Pony-Size" Bell. Weighs only 25 lbs.  
5c Play, \$115.00; 25c Play, \$137.50  
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"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL  
5c-10c-25c-50c PLAY WRITE FOR PRICES

## GUARANTEED RECONDITIONED MACHINES

**BOWLING TYPE GAMES**

Gottlieb Bowlette	\$179.50
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Genco Glider	99.50
United Shuffle Alley	149.50
Keeney Ten Pins	149.50
Keeney ABC Bowler	149.50
Bally Shuffle Bowler	179.50
Keeney Pin Boy	179.50
Chi Coin Bowling Alleys	199.50
Genco Bowling League, 10 ft.	179.50

**5-BALL FREE PLAY GAMES**

Step Up	\$17.50	Gold Mine, w/f	\$44.50
State Fair	22.50	Banio, w/f	49.50
Playboy	22.50	Carnival	49.50
Suspense, w/f	27.50	Ramona, w/f	54.50
Tornado, w/f	29.50	Ballerina, w/f	54.50
Rio, w/f	32.50	Cinderella, w/f	54.50
Singapore, w/f	37.50	Trinidad, w/f	54.50
Havana, w/f	37.50	King Cole	74.50
Sky Blazer, w/f	37.50	Grand Award, w/f	79.50
Mexico, w/f	37.50	Cover Girl, w/f	84.50
Rocket, w/f	37.50	Bowling Champ	104.50
Humpty Dumpty, w/f	39.50	Buttons & Bows, w/f	109.50
Manhattan, w/f	44.50	Maryland, w/f	124.50
Bermuda, w/f	44.50	Tahiti, w/f	129.50
Wisconsin, w/f	44.50	C. C. Champion, w/f	149.50

**CONSOLES**

Bally Triple Bell, 5c-5c-25c	\$324.50
Bally Draw Bell, 25c	224.50
Bally Draw Bell, M.B., 5c	144.50
Bally Reserve Bell, 5c	249.50
Bally Draw Bell, 5c, R.B.	179.50
Bally DeLuxe Draw Bell, 5c	189.50
Buckley Track Odds	349.50
Jumbo Parade, Comb.	124.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Super Bell, 5c	69.50
Keeney Bonus Super Bell, 5c	169.50
Late Evans Races (Comb. F.P. & Cash)	349.50
Late Evans Races, Cash Model	324.50

**ARCADE EQUIPMENT**

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Undersea Raider	5 69.50
Exhibit Dale Gun	114.50
Exhibit Vitalizer	69.50
Genco Total Roll	54.50
Mutoscope Movie, Iron Model	69.50
Evans Bat-a-Score, Free Play	224.50
Skill Thrill Gun, 1c, New	27.50
Bally Hi-Roll	99.50

**1-BALL FREE PLAY GAMES**

Gold Cup	\$114.50	Jockey	Special	\$89.50
Citation	265.00	Lonsacre		32.50
Victory		Thoroughbred		32.50
Special	49.50			

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Jewel Bells, Black Cherry Bells, Bonus Bells,  
Blue Fronts, Brown Fronts, Q. T. Bells,  
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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!

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NEW  
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Keeney KING PINS  
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Universal SUPER TWIN BOWLER  
Nation Wide BASEBALL

**RECONDITIONED**  
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Bally SHUFFLE BOWLER. 165  
Wms. TWIN SHUFFLE with conversion ..... 175  
Chicago Coin BOWLING ALLEY ..... 179  
Genco GLIDER—Like New. 49

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All above equipped with 2 separate cash boxes, coin dividers, available in 1c, 5c or 10c play.  
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Monarch 18' or 22' Shuffleboards	99.50		
Exhibit Conversion Unit for Shuffleboards	109.50		

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**BOOTHS**

43-44

45-46

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- Mills Vest Pocket Bells. 42.50
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- MARDI GRAS . . . . . 34.50
- MERRY WIDOW . . . . \$ 38.50
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- SHOWGIRL . . . . . 19.50
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- Mills Empress . . . . . 29.50
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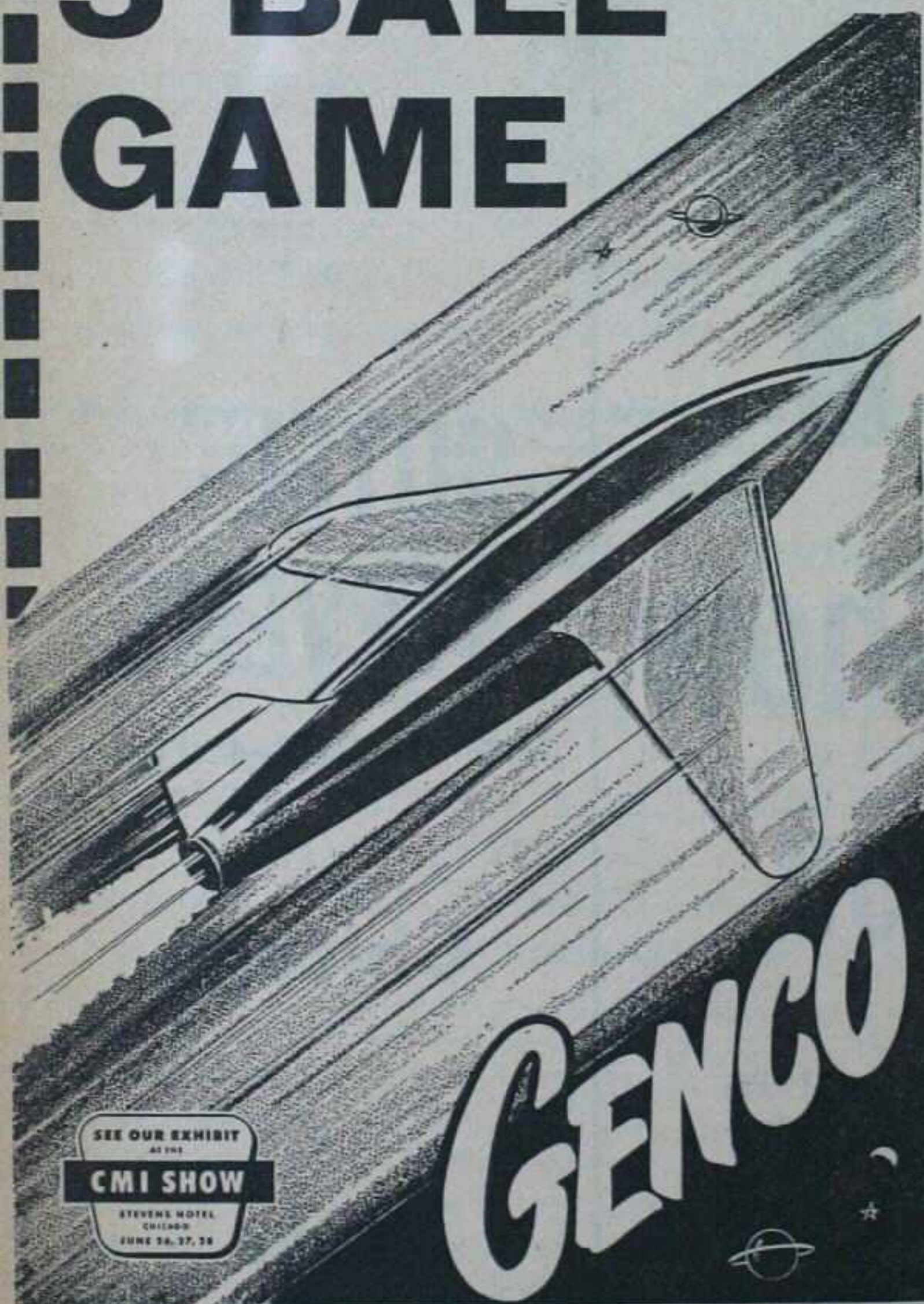


# Here It Is!!!

# ROCKET

## GENCO'S NEWEST

# 5 BALL GAME



# GENCO

SEE OUR EXHIBIT  
AT THE  
**CMI SHOW**  
STEVENS HOTEL  
CHICAGO  
JUNE 26, 27, 28

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Action—Thrills—PROFITS! Authentic bowling! Smart operators are going for this game.

#### WILLIAMS LUCKY INNING

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Action packed!

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Universal ARROW BELL  
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Bally SPOT BELL  
Deluxe DRAW BELL  
DOUBLE UP  
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Completely reconditioned and repainted. Beautiful throughout. \$75.00

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Chicago Coin BOWLING CLASSIC  
Universal SUPER TWIN BOWLER  
Keeney KING PIN  
Bally SPEED BOWLER  
Williams TWIN SHUFFLE, 9 1/2 Ft.

Bally CLOVER BELL . . . . . Write  
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Keeney TWIN BONUS SUPER BELL, 5 & 25¢ . . . . . 275  
Williams SARATOGA, 25¢ . . . . . 50  
Williams SARATOGA, 10¢ . . . . . 50  
Keeney SINGLE BONUS SUPER BELL . . . . . 185



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SHUFFLE ALLEY . . . . . \$159.50

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ESTABLISHED 1923

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**LUCKY INNING**

**Terrific Action! Thrilling Animation!  
Tremendous Appeal!**

**Player Uses Skill to Hit Singles—Doubles—Triples—Home Runs!  
Home Run Rollovers!**

**Backboard Animation—Ball Players Actually Run Bases!  
(Patent No. 2,459,011. Other patents pending.)**

**Lights on Playfield Diamond Show Position of Men on Bases!**

**Replays Can Be Won in Each Inning! Flippers Keep Balls  
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5 INNINGS  
—5c

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BUY IT—  
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**CREATORS OF DEPENDABLE PLAY APPEAL!  
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS**



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SHUFFLE ALLEY  
CONVERSIONS**

Finest Type Manufactured—  
Includes Rake—For all alleys  
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Includes New Back Piece in place of  
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Automatic Scoring**

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- ★ United's Double Shuffle Alley
- ★ United's Express
- ★ Universal's Twin Bowler
- ★ Chicago Coin's Twin Bowler
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5¢ Blue or Brown Fronts	\$ 69.50
10¢ Blue or Brown Fronts	74.50
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10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
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New Mills and Jennings Slots and Consoles.  
New Safes—Single, Double, Triple Revolv-  
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Chi Bowling Classic Gott. Bowlette Exhibit Strike Exh. Bowl-a-Matic Conversions for Any Shuffleboard, Automatic Scoring.

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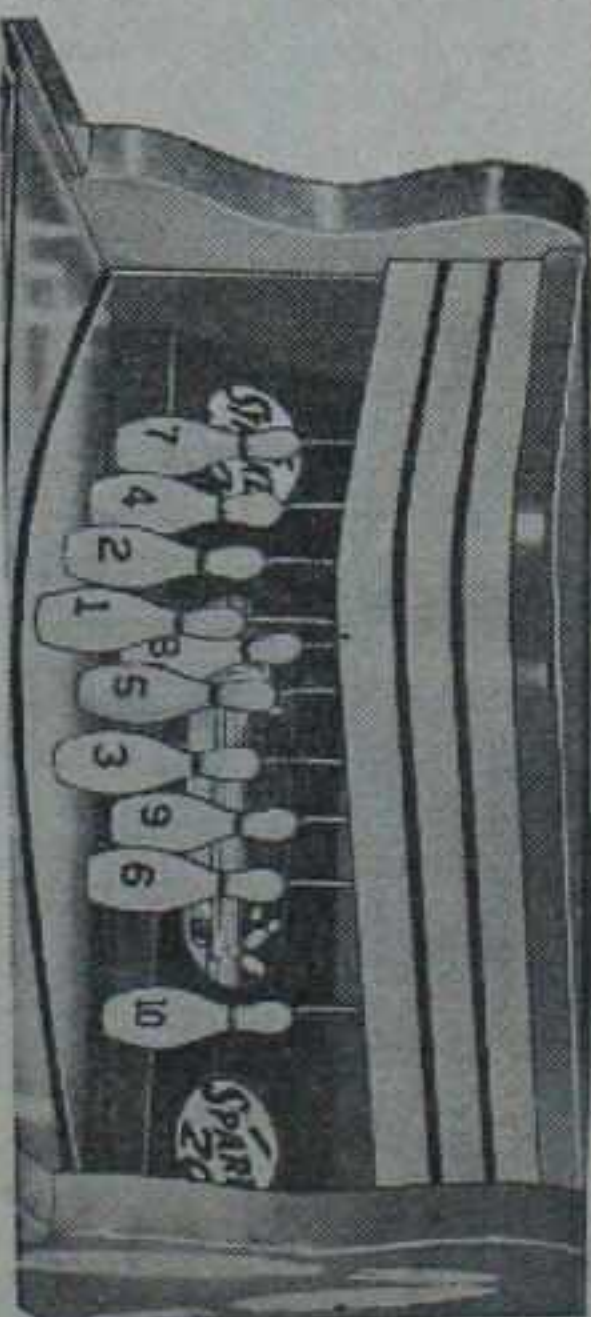
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**WITH REALISTIC UPRIGHT  
DISAPPEARING PINS**

*It's Making a Strike  
Everywhere - Because  
It Has Real Bowling  
Features & Thrills*



**SPEED**  
45 SECONDS TO PLAY

**REBOUND**

**Action**

**1 OR 2  
Players**

10c and 20c

**CUSHIONED GUTTERS**

FOR SILENT PLAY

**AUTOMATIC SCORING**

PLAYERS COMPLETE FRAME BY FRAME



SEE OUR EXHIBIT  
AT THE  
**CMI SHOW**

STEVENS HOTEL  
CHICAGO  
JUNE 26, 27, 28

THE SHOW THAT THE  
OPERATORS VOTED FOR

*Chicago Cain Machine Co.*  
1725 Diversey Blvd. Chicago 14, Ill.



**NEW NEW!**

*Advance*  
**SHOWING**

IN THE *Spotlite* . . . .

*Keeney's*

# DOUBLE BOWLER

**2** CAN PLAY WITH  
SCORES TOTALLED ALTERNATELY  
AND SEPARATELY!

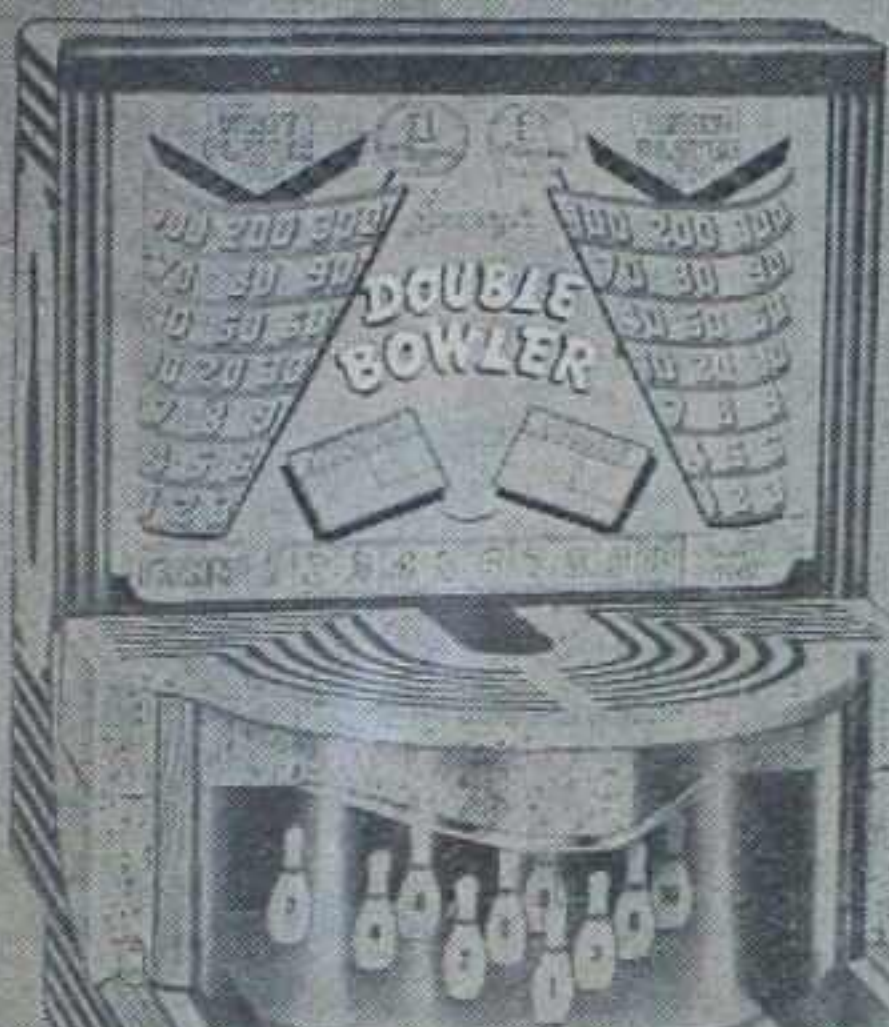
SCORES 4-7  
and 6-10 SPLITS!

20-30  
SCORING!

**IT'S FAST!**

**FASTER THAN  
ANY BOWLING  
GAME-TODAY!**

**EASY to READ  
SCORING for BOTH  
PLAYERS!**



**ON DISPLAY**  
BOOTHS 29-30-31-32  
**A.C.M.A. SHOW**  
MAY 22-23-24  
HOTEL SHERMAN  
CHICAGO

SIZE: 9½ Ft. Long  
2 Ft. Wide

### Keeney's DOUBLE BOWLER

GIVES YOU THESE SMART FEATURES:

- ★ **FASTER ACTION!** Rebound Puck cuts game time to 45 seconds or less!
- ★ **HI-SPEED TOTALIZER** registers score for two players or one.
- ★ **SCORES ALL SPLIT SHOTS!**
- ★ **IMPROVED DESIGN AND GREATLY SIMPLIFIED MECHANISM!**
- ★ **QUIET PLAY!**

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KEENEY  
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2400 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

*Own AND OPERATE  
KEENEY'S  
"DOUBLE BOWLER"*



**New!**  
**SPEED RECORD**  
 FOR PLAY  
**60 SECONDS a GAME**

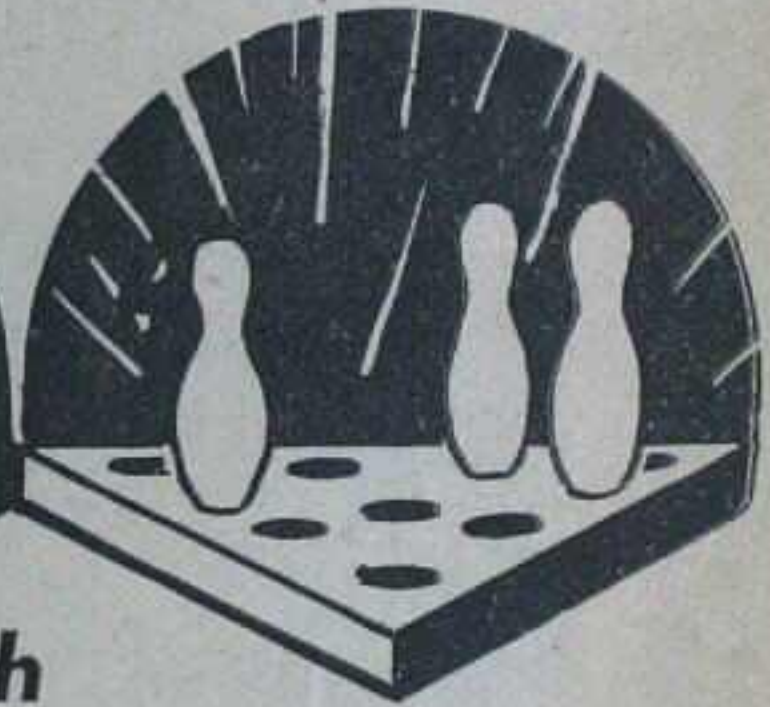
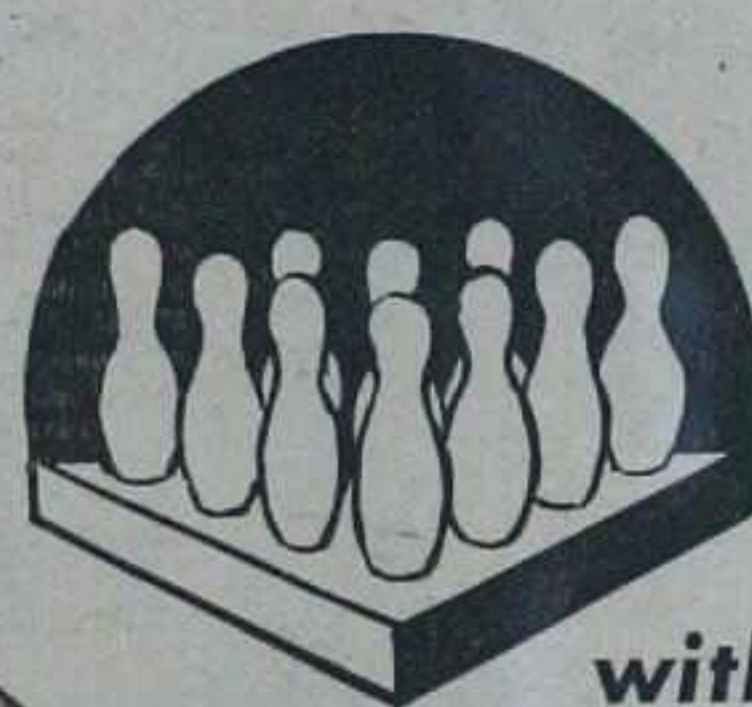
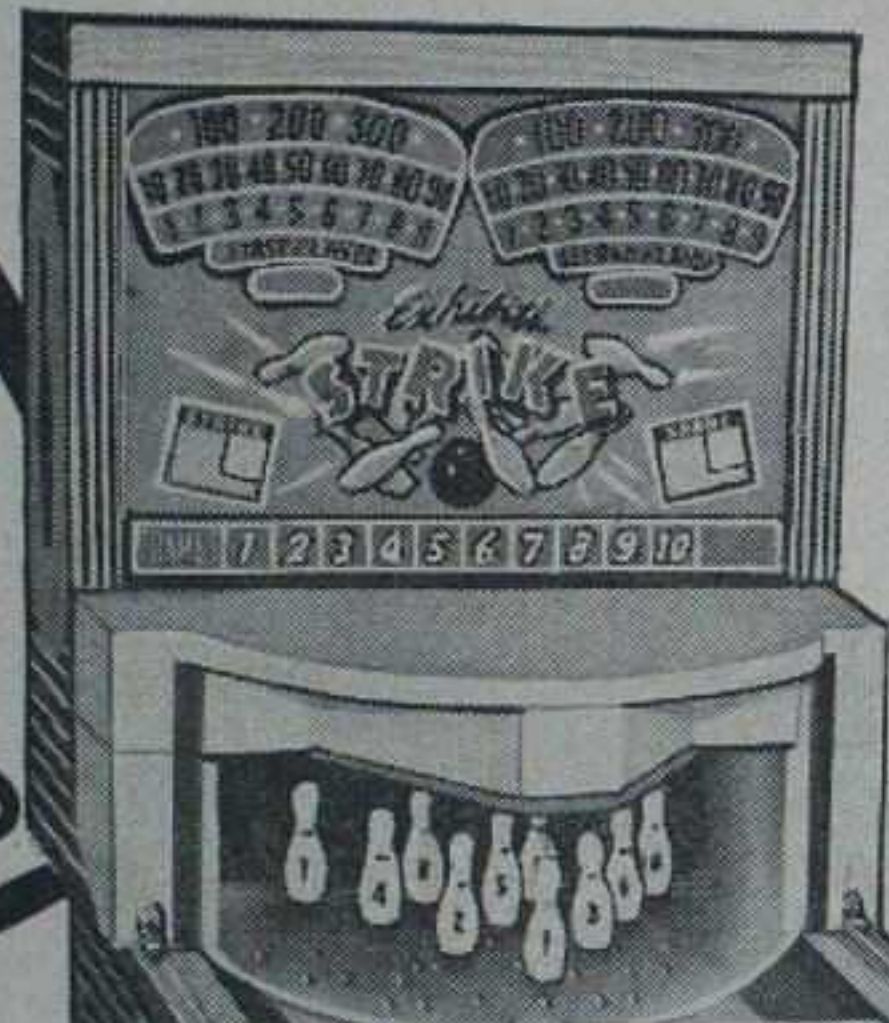
# STRIKE



**A NEW SENSATION  
 FAR FROM THE ORDINARY**

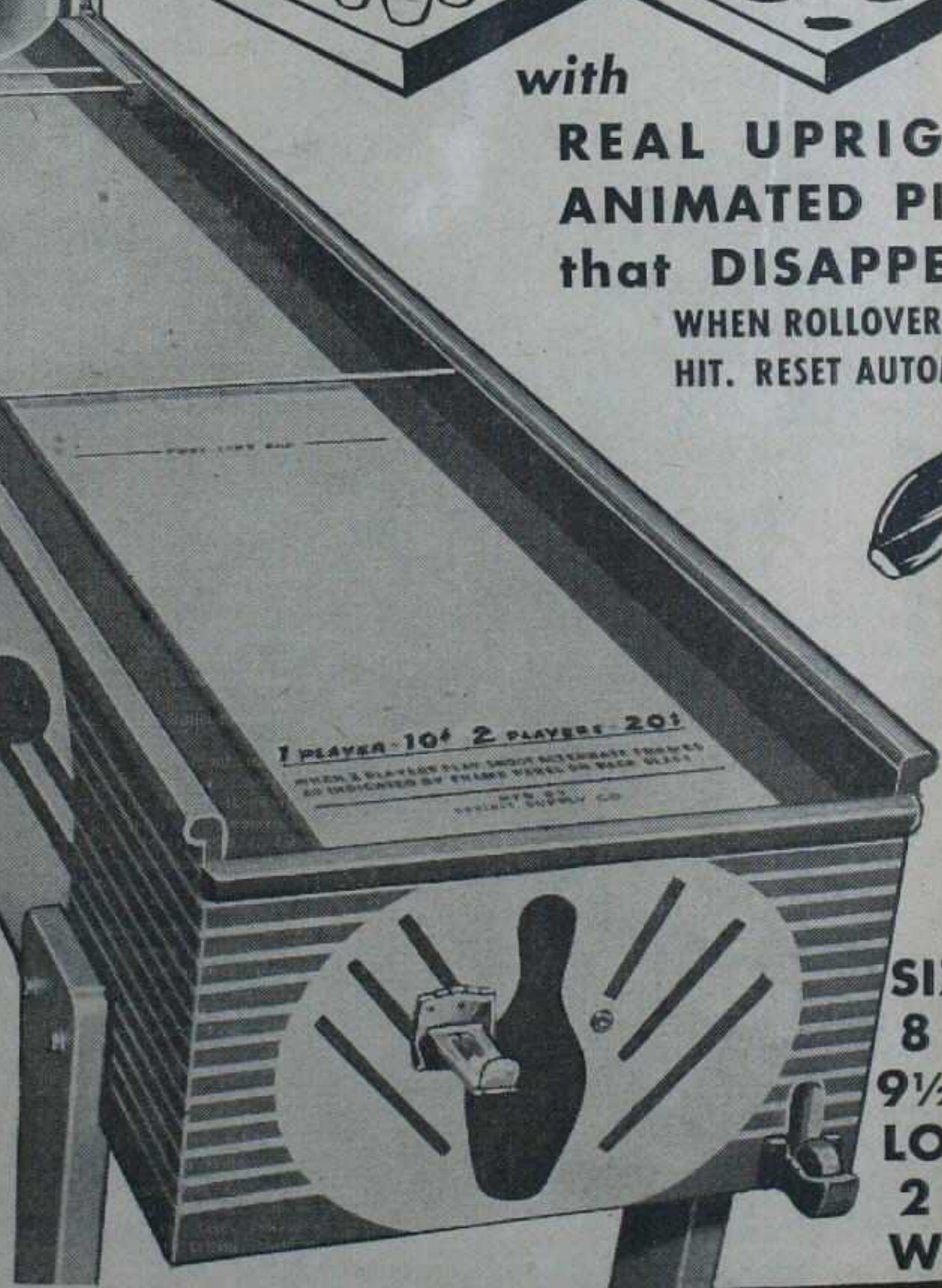
**1 OR 2 PLAYERS 10¢-20¢**

**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!



**2  
 SIZES  
 8 FT.  
 9 1/2 FT.  
 LONG  
 2 FT.  
 WIDE**

**NOW! AT YOUR EXHIBIT  
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**Hitting All 5  
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One Replay—All  
Numbers Hit  
Thereafter Score  
Additional Replays**

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Targets for Replays**

**Flippers**

**HOLDOVER BONUS--HOLDOVER  
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**5TH BALL SCORE EQUALIZER  
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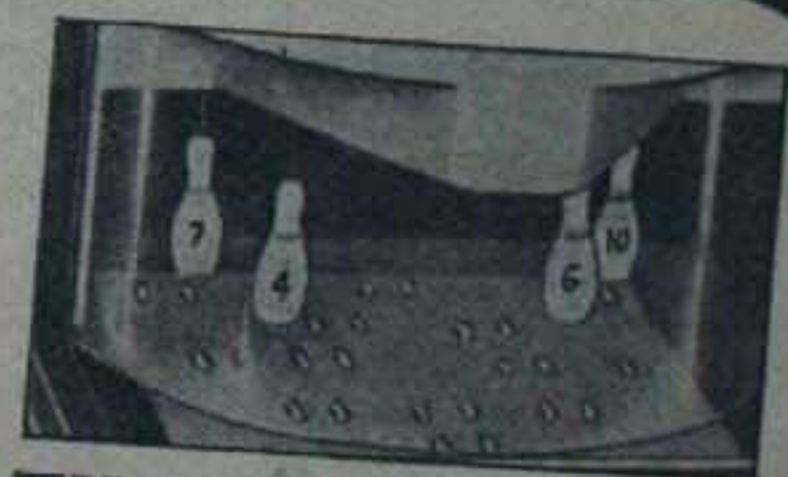
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**2 PLAYERS OR ONE**  
SCORES TOTALED SEPARATELY  
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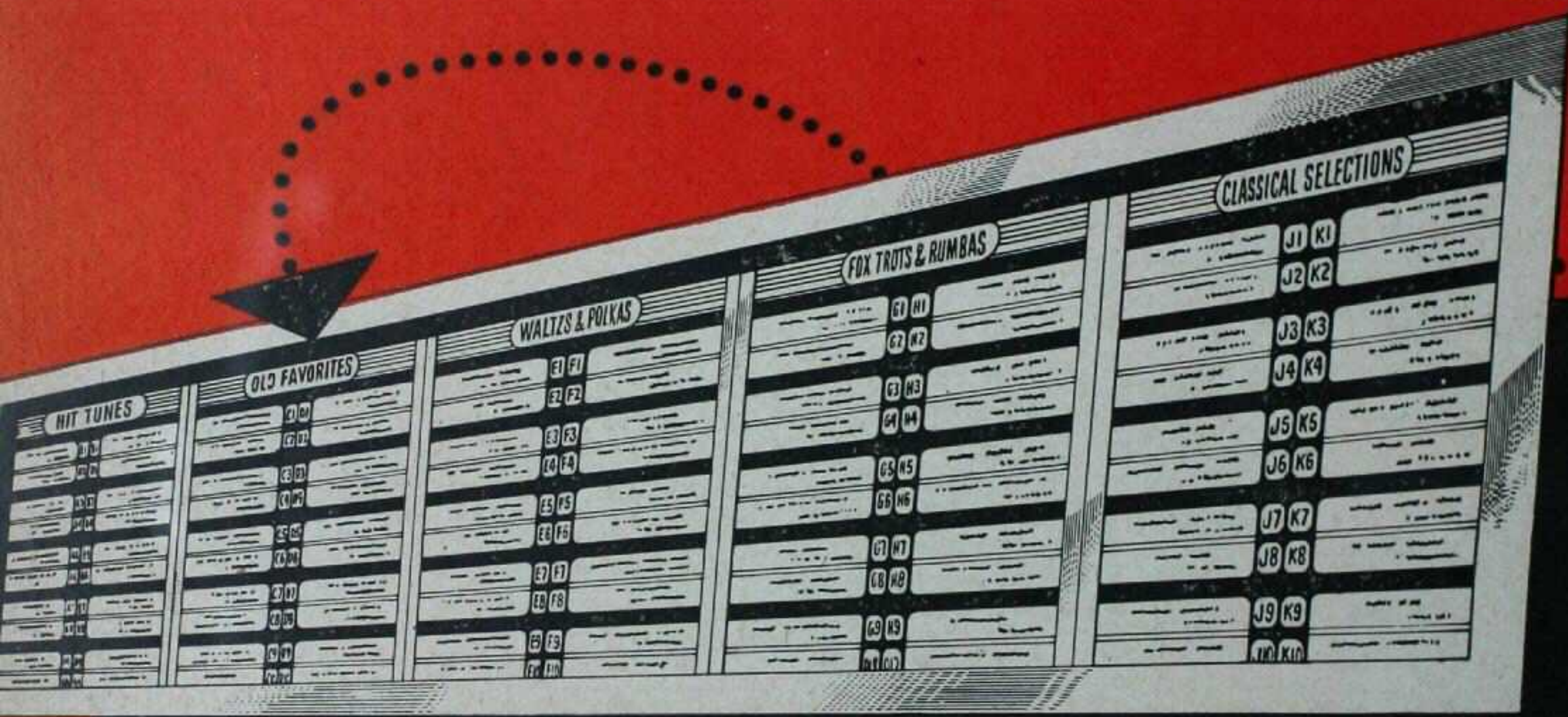


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