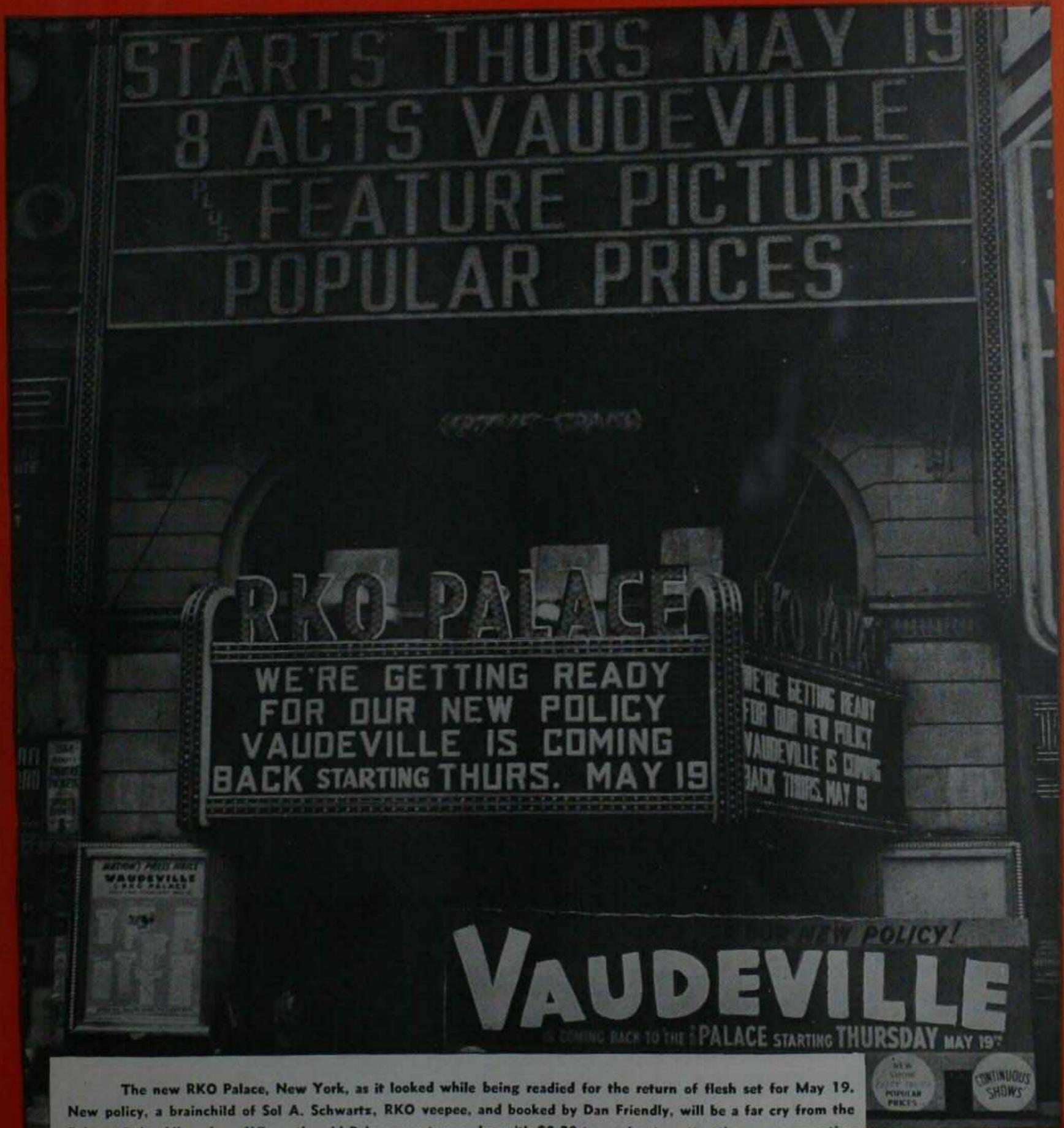


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 21, 1949



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

Another **BRASS RING**

for

ART-MOONEY



**MGM
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WALTZ**

backed by
**THE HEART
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THE GREATEST NAME  IN ENTERTAINMENT

P.S. - Don't forget ART's current MGM Smash!!!
AGAIN and **FIVE FOOT TWO**
MGM 10398

NITERIES LOOK ASKANCE AT TV

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

NEW YORK, May 14.—In an unprecedented move, the New York branch of the American Guild of Variety Artists (AGVA) this week moved in on a Madison Square Garden benefit show, forced the inking

of contracts with stand-by acts and took in escrow the money to be paid the acts. The benefit was held Thursday (12) by the Associated Blind.

The benefit was cleared thru Theater Authority by a Mr. Selles, founder of the Associated Blind. He allegedly made a verbal understanding with Beckman and Pransky to book the talent for the date. It was understood that the show would include top talent for free and some stand-by acts to fill a \$1,000 budget.

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

Exhibits To Ask Share in Films' Song Royalties?

DETROIT, May 14.—Motion picture exhibitors are going to demand a share in song royalties when a song hit is featured in a film, according to Sam Carver, vice-president of the Michigan Independent Theater Owners, who is launching a move in that direction, with particular reference to the American Society of Authors, Composers and Publishers (ASCAP). Pointing to the returns from sheet music and records as well, Carver said that "the exhibitor, advertising the picture and song, got not one red cent, but paid out real hard coin to play the picture." Carver's reference was in part to ASCAP license fees.

He cited sales of 5,000,000 copies of Anniversary Song in published form as a by-product of The Jolson Story on the screen, and a possible 7,000,000 copies of Buttons and Bows from The Paleface as evidence supporting his proposal for an organized drive by exhibitors to secure some compensation in such instances.

Showbiz Celebrates Israel's Birthday

NEW YORK, May 14.—Show business will play a major part in helping the State of Israel celebrate its first anniversary at Madison Square Garden here tonight (14).

At the gala birthday party, citations will be given the New York press, the radio networks and show business publications Radio and Film Daily, Motion Picture Daily and The Billboard, for assistance to the cause.

Stars scheduled to appear include Joey Adams, Maury Amsterdam, Cross and Dunn, Morton Downey, Paul Draper, Anette Fabray, Jose Ferrer, Lionel Hampton, Canada Lee, Monica Lewis, Zero Mostel, Benny Rubin and Fran Warren.

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

NEW YORK, May 14.—A spot-check of 145 top dealers thruout the country, to gauge public acceptance of RCA's 45 r.p.m. and to ascertain general facts in connection with LP and 78 r.p.m., strongly indicates that the slump in the disk business may be leveling off. The survey, too, indicates that 45 r.p.m., which RCA introduced April 1, already has a good measure of public acceptance. The figures on 45 are particularly optimistic when it is considered that RCA's system has been on the market only six weeks, with an extensive promotional push still to come.

Here are some statistics revealed in the spot-check:

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

Pitting the sale of LP against 45, the advantage is with LP, but certainly not to an overwhelming extent—and again bearing in mind that 45 has been out only six weeks, the figures on the latter stack up well. This is indicated by answers to the following question: "If you now sell LP's and 45's which would you say is selling best?" Total responses showed 77 dealers claiming LP's sold better than 45's, and 50 dealers stated 45's were selling better. Five (See 45 and LP on page 17)

Video Medium Gets Worried Eye From Ops

Could Make or Break Clubs

HOLLYWOOD, May 14.—Is tele reaching into the niteries till? Fact that some ops have binned video as the villain to blame for the current slump in biz spurred The Billboard to survey club owners here on the size of tele's bite. Opinions ran the gamut from the prediction that TV will eventually spell the ruin of all niteries to statements that tele is helping club biz by whetting public's appetites for live talent. All admitted casting a worried eye on the new medium's potentialities.

Herman Hover, owner-operator of Sunset Strip's Ciro's, was optimistic. Said Hover: "Night clubs will flourish as a result of television. People will tire of watching the screens night after night and will want live enter- (See Opinions Vary On on page 12)

Cap Prexy Sets TV-Disk Junket

HOLLYWOOD, May 14.—Following Capitol Records' announcement that it will invade the television film production field, firm's Prexy Glenn E. Wallich will contact video station execs thruout the country during his forthcoming four-week transcontinental jaunt. Wallich will combine video with record biz on his tour of Capitol's branch offices, distribs and disk dealers. Cap's topper will huddle with telemen on current needs for film fare, market conditions and type of material now in demand by video viewers. Info gleaned from in-person contacting will go into Cap's master plans for its video venture.

Wallich's tour of branches, distribs and dealers is part of diskery's recently adopted policy of keeping an exec from its Hollywood headquarters always on the road contacting those on the retailing and consumer levels. Plan is to continually keep diskery toppers closer to the selling and buying phases of the disk biz.

Pressure Is Off Detroit's Censors

DETROIT, May 7.—Activity of the Detroit Censorship Board showed a marked drop in April, as the result of decreased show business activity, according to Lieut. Howard Stewart, in charge of censorship for the police department. Cuts required in cabaret shows dropped from five in March to three in April, while the number of visits to night spots by the censors slumped to 171, from 201 in March and 231 each in January and February.

Two corrections were required in the theater field, one in material for a vaude show at the Stone Theater, and one in connection with a movie theater front. Both legit and burly scored perfect records, in contrast to March, when two cuts were ordered in each.

Hope Dawns for ASCAP and TV

But 2 Sides Still Betray Mulishness

New Life for Cuffo Music

WASHINGTON, May 14.—A ray of hope is beginning to appear in the music licensing rates dispute between the American Society of Composers, Authors and Publishers (ASCAP) and the television industry. That ray, however, is still dim and uncertain.

The chief basis for hope for settlement is stemming from the possibility that ASCAP and representatives of the major networks at a meeting early next week in New York, possibly Monday (16), may pave the way for a 30-day extension of the May 31 deadline of cuffo ASCAP music. Such an extension would have an important psychological effect, since it would relieve some of the pressure which has handicapped negotiators up to this week-end.

It was also learned that ASCAP (See BUT 2 SIDES on page 16)

Judy Canova Set For One-Nighters And Fair Dates

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

Fem comic opens with a one-nighter at the Pasco, Wash., atomic energy plant Sunday (15) snagging a \$6,000 guarantee and a 50-50 split on the gross take over \$12,000. Following day she plays Ogden, Utah, getting a \$4,000 guarantee against a 60-40 split.

Show line-up, packaged by Miss Canova, will include Billy Morrell's skating trio, Nickels Sisters, emcee George West, Amando and Lita, Audrey Hass, and the Westernaires, music combo.

Fair dates already set up include the Kentucky State Fair, Louisville, September 11; Mississippi Valley Fair, Davenport, Iowa, and Iowa State Fair, Des Moines. Comedienne will play a maximum of 30 fair dates, featured as a single grandstand attraction.

FCC Decides To Keep Ban On Giveaways

Announcement Due Soon

WASHINGTON, May 14.—The Federal Communications Commission (FCC) has reached a decision in the long-pending giveaway docket, it was learned this week. With a few modifications, the decision will adhere broadly to that proposed nearly a year ago. The date for announcing the verdict is still uncertain but is not likely to be long delayed.

Under the ruling, the FCC is expected to work closely with the Justice Department in all matters pertaining to giveaways, with the FCC retaining jurisdiction over the right to revoke or refuse to renew licenses of those stations accused by the Justice Department of violating lottery laws. The Justice Department will (See FCC GIVEAWAY on page 5)

More Social Sec'y for Showbiz

Self-Employed May Be Taken Into System

Congress Mulls Action

WASHINGTON, May 14.—Numerous persons in the entertainment world now exempt from Social Security as being self-employed would be blanketed under terms of revised Social Security legislation now being considered by the House Ways and Means Committee.

The committee, which is considering the administration's Social Security bill in executive session, is expected to make extensive revisions in its provisions, but is likely to retain the section placing all self-employed persons under coverage of the Social Security Act.

No Boss? Bigger Bite

Those classified as self-employed would be stuck with a bigger bite in Social Security taxes than other workers under the bill as written. It provides that self-employed shall pay 2 1/4 per cent on the first \$4,800 of their annual incomes. Should the bill pass this session—which now seems doubtful—the levy would be retroactive to January 1, 1949. Whether the tax should be collected all at once for a year or in installments would be left to the discretion of the Social Security Administration and the Bureau of Internal Revenue.

For those already covered by Social Security, an increase in the tax as well as in benefits is contemplated. Where all income over \$3,000 is now exempt from the S. S. levy, this amount would be increased to \$4,800. The fee on both employers and employees is now 1 per cent. Under the bill, this would be raised to 1 1/2 per cent for the six months ending December 31, 1949, and to 2 per cent after that date.

\$72 a Month Benefits

Monthly benefits would go up to a maximum of \$72 a month, and benefits under the act would be paid not

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Paramount Tests Safeguard Of Pic Tune Release Dates

HOLLYWOOD, May 14.—Paramount Pictures pub subsidi (Famous and Paramount) are currently testing a plan to safeguard releasing dates on tunes used in pictures. If it proves successful, it may be adopted by other pubberies, thereby minimizing gun jumping on songs' disk releases. Paramount's pub topper, Eddie Wolpin, shoots a letter to the legal department of every record company that has asked for firms' tunes, going on record with the lawyers on the proper release date of each tune and reminding the legal eagles that premature release of a tune may indirectly hurt film's success.

Wolpin feels once a record company's legal department has been brought into the picture, a&r men would have a tougher time ignoring the legitimate releasing date on tunes. Along with other pubs, Paramount firms have been smarting from premature releasing. Latest situation was Columbia's eight-week advance release of *Having a Wonderful Wish* from Bob Hope's pic, *Sorrowful Jones*. Dinah Shore's dinking was cut the end of March but wasn't supposed to be released until May 1. Air play restrictions on the pic tune kept jockeys from giving it the necessary ride. The fact that one firm jumps the gun on a tune cools other

only for old age but also for disability. This latter disability provision is one of those viewed likely to be eliminated by the Ways and Means Committee. There is doubt among administration leaders that the House will approve the provision.

With Congress aiming at July 31 as the target date for adjournment, it is becoming increasingly doubtful that the Social Security amendments can be passed this session. The House committee expects to be revising the bill for the next three weeks, after which the measure must scramble for a place on the crowded House calendar.

Senate Calendar Jammed

The Senate has yet to hold hearings on Social Security amendments, and its schedule is more crowded than that of the House. Altho it is still possible to rush the measure thru before the end of the session, several advocates of broadened Social Security feel that it will be enough to get the bill in final shape and then have it passed early next year.

In that event, the starting date for coverage of self-employed and the increased tax probably would be set at January 1, 1950.

diskeries from getting behind it with the same drive. Another incident was Decca's two-week jump on Paramount's non-pic tune, *Weddin' Day*.

Example of Wolpin's letter to diskeries' legal department:
Gentlemen:

Paramount Music Corporation and Famous Music Corporation have submitted to your company music from four forthcoming Paramount Picture releases. It is our intention to regulate the mechanical releases so that all record companies will enjoy equal opportunity of releasing their respective recordings of the music contained in these different productions. Therefore, it is our intention not to issue to any company a mechanical license until one week prior to the designated date of mechanical release.

Your company has on hand, and has undoubtedly recorded, the following musical compositions:

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

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

From the picture *My Friend Irma* songs entitled: *My Own, My Only, My All; Just for Fun* and *Here's to Love*—Mechanical release date, August 1.

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

We will appreciate very much your co-operation in this instance as we feel it is the only fair procedure to follow and above all protects proper timing to coincide with our exploitation to the best interests of our pictures.

Very Sincerely Yours,
Famous Music Corporation,
Paramount Music Corporation,
Edward A. Wolpin.

Tic Agency for Wilmington

WILMINGTON, Del., May 14.—The Special Service Ticket Agency has been established in the lobby of the North American Building here, handling tickets for New York, Philadelphia and Wilmington theatrical performances, as well as sporting events, bus tours and hotel reservations. The agency is operated by Sidney Schulman, commercial manager for Station WTUX.

House Leader Is Leaning To Tax Slashes

WASHINGTON, May 14.—As bills to cut excises continue to mount in the House Ways and Means Committee, its chairman, Rep. Robert Doughton (D., N. C.), the most authoritative tax figure in Congress, is leaning toward slashes.

After meeting with President Truman Wednesday (11), Doughton said that he was hoping the committee could stay away from any tax legislation this session but that if any taxes were to be taken up, he would give "first priority to excise cuts."

May Act in June

Doughton added that his committee would turn to the subject of taxes after it had disposed of Social Security amendments, about June 6.

Two more excise-cutters were hopped in the House this week to bring the total past the 150 mark. Of the total bills, about a score would cut all war-imposed excises, another half dozen would reduce the admissions or cabaret taxes, while the remainder are devoted to such non-amusement excises as those on baby powder, light bulbs, communications and photographic equipment.

One New General Bill

One general excise-slash was introduced this week by Rep. Thomas Jenkins (R., Ohio). The other excise bill would apply only to the typewriter levy.

Meanwhile a test of excise sentiment in the Senate may be postponed indefinitely. The test is in the form of riders to the bill repealing the tax on oleomargarine. Senate leaders declared this week that the heavy backlog of appropriations bills would shove the oleo bill further down the Senate calendar.

GMV To P. M. Hazel Scott

NEW YORK, May 14.—Pianist-singer Hazel Scott this week inked a term personal management pact with the Goldfarb, Mirenburg & Valion office.

The Billboard

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Founded 1894 by W. H. Donaldson Publishers

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The Billboard also publishes
Vend, the monthly magazine of automatic merchandising
Turnover, the monthly magazine for record and phonograph dealers

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
FOREVER AND EVER
- No. 1 Sheet Music Seller
FOREVER AND EVER
- No. 1 Most Played on Disk Jockey Shows
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411
- No. 1 Disk via Dealer Sales
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411
- No. 1 Disk in the Nation's Juke Boxes
FOREVER AND EVER, R. Morgan Ork. Decca 24569
- No. 1 Most Played Juke Box Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-8002
- No. 1 Best Selling Retail Folk Record
LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10952
- No. 1 Most Played Juke Box Race Record
HUCKLEBUCK, P. Williams, Savoy 683
- No. 1 Best Selling Retail Race Record
HUCKLEBUCK, P. Williams, Savoy 683
- No. 1 Sheet Music Seller in England
TWELFTH STREET RAG

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section.

FCC GIVEAWAY BAN TO STAND

Lever Reported in Strong Beef to CBS Over Rebates; Cites Am. Tobacco Precedent

NEW YORK, May 14.—Charles Luckman, president of Lever Brothers, has delivered a terrific squawk at the Columbia Broadcasting System (CBS), it was reported this week, over the rebate policy the web instituted with the American Tobacco Company on the Jack Benny program. The basis for the Benny rebate is said to be the comic's rating on CBS as compared to his rating on the National Broadcasting Company (NBC). The Lever squawk is said to concern the disparity between that company's Amos 'n' Andy ratings on NBC, on which it, too, formerly aired, and the ratings on CBS.

Luckman could not be reached in Cambridge, Mass., Lever Bros.' headquarters, this week. In his absence, a company spokesman said the firm could neither confirm nor deny.

Victor Drops Sun. Musical Series on NBC

NEW YORK, May 14.—RCA Victor is canceling its Sunday afternoon musical series on the National Broadcasting Company (NBC) with the program terminating its run May 22. This was the day the series was to have begun a summer hiatus. Victor and NBC are sister subsidiaries of Radio Corporation of America (RCA).

Several reasons contributed to the Victor change in plans. One was the tightening up of biz conditions thru-out the country, in general plus the fact that it is spending over a million annually in bankrolling Kukla, Fran and Ollie in television. The Kukla show runs into heavy dough since it is a five-time-a-week half-hour stanza with the sponsor buying virtually every available video market.

Another aspect was that with a 153-station network on its AM musical show, which stars Robert Merrill, with Arthur Fiedler and the Boston Pops Orchestra, RCA Victor was plugging its video receivers in non-television areas and in cities and markets where there will be no television for a long time to come. The circulation, in this instance, could provide no payoff according to Victor's thinking with the cancellation ensuing.

Roi Tan Mulls 'Philip Marlowe' For CBS Airing

NEW YORK, May 14.—One of the rare instances of a cigar manufacturer using radio is pending in a deal involving Roi Tan stogies. The account was virtually set this week-end to buy Philip Marlowe, a Columbia Broadcasting System (CBS) package, for airing on that network.

Roi Tan is an American Tobacco Company (Luckies, Pall Mall) product but has not used radio for many years. The show now airs on CBS Saturday nights at 8:30, opposite Truth or Consequences, and is figured to shift elsewhere. Its current Hooperating is around 5.

Reportedly, Luckman has carried his complaint directly to William S. Paley, CBS board chairman, with one CBS vee-pee stating that so far as he knew the matter had not come up.

Amos 'n' Andy, acquired by CBS in the first of that web's capital gains acquisitions, has had an average Hooper on CBS of 15.5 for October, 1948, to April of this year. The NBC average Hooper for the comparable 1947-'48 period was 22.7, a difference of 7.2 points. The difference in the Benny rating from January to April, 1948 and 1949, is two points—CBS 24.2 vs. NBC, 26.2.

Reports are Lever Bros. feels that since its costs on CBS and NBC are virtually the same, and since CBS has been reported giving one advertiser a deal tantamount to cost protection, the same privilege should be extended to other accounts. What gives the Lever stance impetus is the importance of that account to CBS. Lever sponsorships include Arthur Godfrey, in AM and TV; Lux Radio Theater, My Friend, Irma; Winner Take All, Junior Miss and Aunt Jenny.

Levers Burn at Godfrey's Rival Hairwave Acc't

NEW YORK, May 14.—Lever Bros. is doing a burn at Arthur Godfrey for accepting a new sponsor—Spray-a-Wave, another of the home wave preparations—on his early morning show. The added 15 minutes of air time for the Columbia Broadcasting System (CBS) personally begins May 30 when the program starts 15 minutes earlier at 10:15 and runs to 11:30.

Lever Bros. is also competing for the home wave business with Rayve. They pay Godfrey to sing the praises of Lipton's Tea, another of their many products, and feel that he should not hawk the wares of an item which competes with theirs. They feel that indirectly Rayve, in a sense, may pay the Godfrey salary. The CBS star was given a piece of Spray-a-Wave as an inducement to take on the added chore.

South African Radio Going Commercial

WASHINGTON, May 14.—Broadcasting in the Union of South Africa is going commercial but remaining under government control, the Commerce Department reported this week. A special commission of inquiry blasted the government-owned South African Broadcasting Corporation (SABC) in a recent report and urged the licensing of private stations to compete with the non-commercial SABC.

The government's reply was to instruct SABC to inaugurate a commercial broadcasting service "as soon as possible." Private competition will not be permitted.

The inquiry commission report, according to Commerce, complained that SABC executives were overpaid and there are too many of them, while program personnel were overworked and underpaid.

Last Call!

NEW YORK, May 14.—Thursday's (19) meeting of the Radio Executives' Club (REC) will be the last of the season, with execs of the National Association of Broadcasters (NAB) as guests. Included will be President Justin Miller, Jess Willard, Dick Doherty, Maurice Mitchell and Bob Richards. Talk will center on the NAB code, which becomes operative on that date.

The meeting will also install John Karol, CBS sales manager, as president, succeeding Carl Haverlin, president of Broadcast Music, Inc. (BMI).

Watch NBC Sell 7 P.M. Sunday To Gruen Watch

NEW YORK, May 14.—The National Broadcasting Company (NBC) this week came up with a sponsor for its 7 p.m. Sunday time, the latter half hour of its hour-long upcoming giveaway show, the bankroller being Gruen watches. Starting date is unknown but is said to be in August or later.

The program which will fill the time vacated on NBC by both Ozzie and Harriet and Jack Benny is a king-sized jackpot offering being produced by Lou Cowan and the web. It has a movie gimmick as the base, but how the device will shape up in the light of the Federal Communications Commission (FCC) decision to stick to its anti-giveaway proposals is debatable.

HOLLYWOOD, May 14.—A second audition platter of National Broadcasting Company's (NBC) super-giveaway, Hollywood Calling, will be waxed here this week-end, with Walter O'Keefe taking over emcee chores. First dry-run cut last week featured George Murphy in the top slot, but the web said it would audition several more variations of the basic format before deciding on a final layout.

Talent in second etching will include Henry Russell's ork, vocalist David Street and a fem warbler still to be set. Net programing toppers are working on details with packager Lou Cowan, but basic format will include two different film stars as weekly guests, a \$20,000 jackpot question and a series of minor prize queries which will earn lucky listeners a barrel of merchandise.

Starting date is tentatively set for late June, but final green light will depend on the speed with which the net can polish the present script into finished product. Web this week began the job of assembling telephone directories from every city in the country for use in selecting home callers. A panel of civic or local governmental officials will be invited to supervise selection of home listeners to prevent irregularities.

Dennis Day Stays With NBC, After All

NEW YORK, May 14.—Possibility that Dennis Day's Colgate show might shift from the National Broadcasting Company (NBC) next fall ended this week, when the web set a deal with the bankroller for the same time, same stations, next year. Columbia (CBS) had been pitching ardent woo at the account, especially since Day is part of the Jack Benny show, now a CBS property.

The program airs wednesday nights at 8 p.m.

Decision Due Soon; Court Action Likely

Mayflower To Hold, Too

(Continued from page 3)

retain jurisdiction over possible criminal prosecutions.

The commission is likely to issue, along with the decision, an explanation that the regulations are to be used as a guide and emphasizing that each giveaway will be decided individually on its own merits.

The some modification in wording of the proposed rules has been made, the effect is virtually the same. The FCC will consider a program in violation of lottery laws if winners must furnish money or things of value, must be listening to the program to win, if clues are given on previous broadcasts, or if winning phone conversations or contents of winning letters, are broadcast directly.

Court Test Coming?

The the commission's right to ban a station for violations is not likely to be exercised except in flagrant cases, the FCC's declaration that that right exists is viewed as a weapon with which the commission can curb what it considers current giveaway excesses. It is almost certain that a court test of the decision will be made.

In order to be able to issue a ruling on the case while Chairman Wayne Coy and Commissioner Paul Walker are out of the country attending an international confab, a vote on the giveaway docket was taken before their departure.

Another matter taken up before the two commissioners left the country this week was the Mayflower Decision banning the broadcasting of editorial opinion by a licensee. As foretold in these columns, the effect of the new decision is to keep virtually intact the provisions of the Mayflower ruling. The FCC has decided that it would be administratively impossible to police stations to insure that editorial comment was equal on both sides of a given issue.

Networks opposing the FCC's giveaway regulations have previously declared that they would take all available legal measures to negate the provisions, should the FCC decide to retain them. This means, in all likelihood, that the giveaway regulations will not become operative for years, pending court settlement.

WASHINGTON, May 14.—Chairman Wayne Coy, of the Federal Communications Commission (FCC), sent congratulations to the Radio Manufacturers' Association (See FCC Giveaway Ban, page 9)

Whodunit Replaces 'People Are Funny'

CHICAGO, May 14.—A locally originated mystery show will be the summer replacement for Brown & Williamson Tobacco Corporation's People Are Funny program on the National Broadcasting Company (NBC), it was announced this week. The new show, A Life in Your Hands, will be aired Tuesday from 9:30 to 10 p.m. (CDT), starting June 7. The program will be written by George Anderson and produced by Homer Heck.

People Are Funny will return to NBC September 20.

House Judiciary Committee May Make FCC Probe First

WASHINGTON, May 14.—The House Judiciary Committee may beat the Senate Interstate Commerce Committee to the gun in probing the Federal Communications Commission (FCC), it developed this week as Rep. Francis Walter (D., Pa.), second-in-command of the House group, renewed his attack on the FCC.

In a special statement to the FM Association (FMA), Walter declared that he has received more than 10,000 requests for his speech lambasting the FCC (*The Billboard*, April 23). Most of the mail was highly critical of FCC policies, Walter asserted.

The approach of the Judiciary Committee will be to probe the FCC in connection with the administrative procedures act, which was co-authored by Walter. Ordinarily the House Interstate Commerce Committee has jurisdiction over the FCC as far as the lower chamber is concerned, but by building an investigation around the act, the judiciary group can still keep within its own jurisdiction.

Walter's Issues

In his statement to the FMA, Walter called attention to the imposing backlog of unsettled major issues pending before the FCC. "It is a basic declaration of the administrative procedures act," he stated, "that every agency shall proceed with reasonable dispatch to conclude any matter presented to it, and this has obviously been disregarded by the commission."

Walter added: "When funds are available, I propose to utilize some of them for the purpose of thorough investigation of these apparently flagrant and willful violations of the act by the FCC and its staff."

FMA Prexy William Ware commented that the "overwhelming and favorable reaction to Representative Walter's recent speech underscores the problems which are burdening FM broadcasters all over the nation."

In that speech, Walter charged that the FCC and AM interests obstructed, stepped on and blocked the development of FM."

On the other side of Capitol Hill

Meggers Draw Up Slates for Ballot

NEW YORK, May 14.—The Radio and Television Directors' Guild (RTDG) selected this week from among its members the nominees to run in its annual election to be held June 6. For prexy, Ken MacGregor and Ernest Riccia are competing; for vicepre, Ralph Warren and Fred Weihe; for secretary, Betty Scott and Betty Todd, and for treasurer, Martin Andrews and Paul Harrison.

Nominees to serve as representatives of the associate directors on the local council are Leonard Blair and Arthur T. Richards; for the two vacancies open for councillors at large, Joe Bell, Fred Carr, Stanley Davis, Harold Freedman, Richard Goode, Lee Jones and Fred Rickey, and for the four positions open on the national RTDG board, Frances Buss, Joe Cavalier, Ted Corday, Howard Cordery, Marx Loeb, Earle McGill, Lester O'Keefe, Frank Papp and George Zachary.

Simon in Benson's Top Post at Gale

NEW YORK, May 14.—Arthur Simon has joined Gale, Inc., as head of radio and TV sales. He succeeds Mitchell Benson, who left a fortnight ago to become assistant to Tom McCray, national program director of the National Broadcasting Company (NBC).

Simon previously managed WOV and WLIB, New York; WPEN, Philly, and WBKW, Buffalo.

the Senate Interstate Commerce Committee is marking time on its probe of the communications industry, while aides digest the mass of material on FCC procedure sent to the group by the agency. The immense scope of the investigation makes it necessary to proceed slowly, according to committee staffers.

House Intrigued By Charges FCC Men Are Pro-Red

WASHINGTON, May 14.—Staffers of the House Un-American Activities Committee are expressing interest in a resolution adopted by a New Jersey group asking for an investigation of the Federal Communications Commission (FCC), but they say the committee has received no request for a probe.

The resolution, alleging that "there is common talk that within the FCC there are men in high places who are radical and pro-Russian in their sympathies," was filed this week in connection with a petition asking that FCC order WCAM, Camden, N. J., to change its religious broadcast policy. The petition was submitted by the New Jersey Council of Christian Churches.

The church group alleged WCAM exerts "censorship and control" over sustaining time offered the organization. It was further alleged that WCAM has a "practice of unjust and unreasonable discrimination toward petitioner in the allocation of sustaining time for the broadcast of religion."

In a resolution attached to the petition as an exhibit the pro-Russian allegation was included as one of a half dozen whereas knocking the commission for not permitting the sale of time to religious groups. The resolution called for submission of a probe request to the House committee.

Committee officials said that if such a request came in, it would receive "due consideration." It was stated that while there was no present intention to probe the FCC, "the committee can probe any matters within its jurisdiction."

NAB's Adv. Bureau Is Set For Biz; New Selling Tools

WASHINGTON, May 14.—The National Association of Broadcasters' (NAB) new Broadcast Advertising Bureau (BAB) is ready to set itself up in business with a national headquarters in New York June 1 as the biggest operation of its kind ever undertaken by the NAB. On the heels of a meeting here this week at which expansion plans were given heavy impetus, the BAB is planning a wide-scale, full-time program to help broadcasters sell their medium and to show them how to increase their time sales revenues.

Already contemplated is drastic expansion of all existing sales tools which NAB has developed for member stations in selling air time. Another major part of the program will be to work out teamwork between television and AM broadcasting and to meet the problem of rivalry between press and radio. Maurice B. Mitchell, head of BAB, will touch on these phases of the program in a talk before a meeting of the Radio Executives Club in New York Thursday (19).

Expansion Under Way

Expansion of the program of developing working tools for time salesmen is already under way, with

Call the KKK!

MEMPHIS, May 14.—Appearing on Bill Gordon's disk jockey show on WHHM here recently, Sammy Kaye lamented the fact that the local Chrysler dealer, Southland Motors, was sponsoring him only once a week. Most dealers, said Sammy, backed him for three shots a week.

Before the show was over, Jack Albertson, Southland's owner, called the station and said he'd buy the other two programs. Question: Does Kaye collect commission on himself?

Quaker Oats Renews Rogers for One Year

CHICAGO, May 14.—Quaker Oats Company this week announced a 52-week renewal of the Roy Rogers show on Mutual Broadcasting System. The *Call of the Yukon* and *Talk Your Way Out of It* programs on the American Broadcasting Company network will go off during the summer.

Renewal of the Rogers program is unusual. In the past Quaker has not aired kid shows during warm months. Yukon will return September 12 after a 12-week hiatus. Talk will be discontinued for 13 weeks, starting June 10.

Chi Tribune Loses Compton to Cowan

CHICAGO, May 14.—Gail Compton, agriculture editor of *The Chicago Daily Tribune*, will join the Louis Cowan radio-TV package organization May 23. Compton, a Tribune staff member for nine years, will be assistant to John Lewellen, head of Cowan's Chicago office.

With the Cowan org, Compton will assist in production of the RFD, America AM and TV packages on National Broadcasting Company (NBC). In addition, he will build a new farm program expected to start as a sustainer on WMAQ, local NBC station, in a few months. Cowan hopes to sell the Compton show as a commercial network airing.

Charles Batson, assistant to Mitchell, rewriting the NAB's widely used booklet on dealer co-operative advertising, in which stations are specifically told about the various outfits which can share locally in advertising any particular kind of product. Several new tools along this line will be developed.

The BAB's budget, running over \$200,000 and about triple the size of the old advertising department budget, will allow for considerable expansion of BAB personnel. It has not yet been determined to what extent additions will be made. So far, the department consists of Mitchell and two assistants. Expectations are that field offices will be opened in Chicago and Los Angeles, with, of course, an outpost for the bureau at the NAB headquarters here.

Principles Drafted

The BAB committee, which met here all day Wednesday (11), adopted a general statement of principles for BAB's guidance, with the purposes listed as: "To promote the superior advantages of broadcasting as an advertising medium; to conduct a continuing education campaign designed to improve the techniques of selling the use of broadcasting as a medium for selling."

Local, Network Programing Up At WGN in Chi

CHICAGO, May 14.—A surge of programing activity is taking place at WGN, local affiliate of Mutual Broadcasting System (MBS). Activity includes revamping of the local program structure and origination of new network programs.

Latest moves include a new audience participation program, *Meet Your Match*, which started last week, and a new gardening program starting today. In the offing is a half-hour, five-a-week, nighttime giveaway show which WGN is expected to originate for Mutual, starting in about two months. New York program execs are now studying the giveaway. An okay is expected shortly. This show will start sustaining, if necessary, altho several sponsors are reported interested.

Prime mover in the new activity is Walter Preston, WGN program director. Preston, a radio veteran of 23 years, believes there is ample talent in Chicago to handle the new shows.

Frank Schreiber, general manager of WGN, Inc., also has faith in Chicago radio and says that except for shows requiring Hollywood or Broadway name talent, programs can be originated here.

Since Preston, formerly program director at WBBM, joined WGN, last July, he originated nine local week-day shows and two week-end sport programs. Four have been sold. Combination of this revenue and greater efficiency created by personnel shifts have increased the revenue of his department, Preston says.

WGN was originating two hours and 15 minutes of network programing per week when Preston joined the station. Now his department is originating four hours and 15 minutes per week for Mutual. With the new giveaway show, this total will increase two and a half hours.

Engineers Vote WOR Strike; NBC, ABC OK

NEW YORK, May 14.—The National Association of Broadcast Engineers and Technicians (NABET) members at WOR last Thursday (5) overwhelmingly voted to give its union the right to strike unless negotiations with the station for a paid were successfully concluded. The stalemated discussions for an agreement have been halted to await the intervention of a federal conciliator.

Meanwhile NABET did reach agreement with the National Broadcasting Company (NBC) and the American Broadcasting Company (ABC) on a pact to cover engineers working at those webs. The new contract which runs until May 1, 1950, gives 10 per cent raises in traffic and communications personnel, 7 per cent hikes to sound effect artists, and makes adjustments in severance pay seniority, vacations and general working conditions for operating and maintenance engineers.

AFRA Arbitrates; Vs. Goodman on Fees

NEW YORK, May 14.—The American Federation of Radio Artists (AFRA) began arbitration proceedings this week against Harry S. Goodman because the union alleges he has failed to pay several of its members repeat fees for Christmas jingles he made in 1947. The jingles were used again in 1948.

It is Goodman's contention that he didn't make enough money from them to warrant paying of repeat fees, but the union says that the transcription code makes provision for such fees. The controversy is now in the hands of the American Arbitration Association. The date of the hearing hasn't been set.

Wm. Morris Agency Plasters Amos 'n' Andy With 300G Suit

HOLLYWOOD, May 14.—William Morris Agency this week filed a \$300,000 damage suit against Freeman Gosden and Charles Correll (Amos 'n' Andy) over alleged failure of the radio comics to live up to prior contractual commitments with the Morris office. Suit, filed in Los Angeles Federal Court Wednesday (11), charged that the team's deal with Columbia Broadcasting System (CBS), whereby the net bought all rights to Amos 'n' Andy, was in violation of Morris's pact. Agency contends that by selling themselves to CBS, with the network in turn peddling the show to Lever Bros., Gosden and Correll actually continued a deal originally set by the Morris office with the Lever firm. Hence, agency claimed, they were entitled

to \$1,100 weekly in commissions as result of the original Lever Bros. sale.

Blackface team argued that their deal with the Morris Agency had expired when the CBS purchase was negotiated, hence percentage was not entitled to commissions beyond cut-off date. Case will probably come to trial early this fall.

Army May Acquire Barber's "Catbird"

NEW YORK, May 14.—The army recruiting service is considering purchase of Red Barber's *Catbird Seat*, the Columbia Broadcasting System (CBS) sports show which is on Saturday evening 6:30 to 6:45. The program would be an AM and TV simulcast.

One of the reasons that the army wants a TV show is to be able to show the benefits of military service on film, which it figures to be a much more potent salesman than AM. The program would also use films as part of the sports coverage. The Gardner Agency is handling that account.

Abe Burrows Inked To Fill In for Lux

NEW YORK, May 14.—Abe Burrows begins his new radio show July 4 in the 9:30 to 10 spot Monday evenings on the Columbia Broadcasting System (CBS) network. It had been believed that Burrows might also have his show on TV as a simulcast, but the problems connected with the idea were considered too tough to tackle at the moment and the tele chore of the comic will be delayed until a better time.

In the other half of the time made vacant by the *Lux Theater* hiatus will be Joan Davis, in her new situation-comedy show. She will be on from 9 to 9:30 on Monday evenings beginning July 4.

NBC To Shift Some East Shows to Chi

NEW YORK, May 14.—The National Broadcasting Company (NBC) is preparing to ease its production problem in the East by shifting some of its AM shows to Chicago. In addition, the web later will take off some of the video burden in New York by increasing its Chicago TV studio space.

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

Stanton Seen Set for Life Under New CBS Contract

NEW YORK, May 14.—Confirming a story first published in *The Billboard* two weeks ago (May 7) Columbia Broadcasting System (CBS) this week disclosed it has signed a new contract with Frank Stanton, its president, whereby the web head is virtually guaranteed a lifetime income. The contract is said to be unprecedented in radio annals.

Stanton's new deal is for 10 years, the first five of which are at a salary of \$100,000 annually, plus bonus. Stanton's total CBS remuneration for 1948 was \$110,000. If the contract is ended any time between 1953 and 1958, he will get \$100,000 outright in addition to salary to termination. Another provision calls for pay-

Texaco and Berle Set Huddles To Iron Out Show Troubles

NEW YORK, May 16.—Huddles are to be held this week between Milton Berle and his representatives, on the one side, and the Texas Company, on the other, with regard to the comic's future activities, if any, on the *Texaco Star Theater* both in AM and TV. Conflicting information beclouded the issue last week, with Berle stating he would not return to the video show next fall, and Texaco maintaining it had a firm two-year deal with him.

Late last week it was learned that the Berle-Texas relations go thru a third party, Stellar Productions, Inc., an affiliate of the William Morris Agency, Berle's agents. Berle's con-

tract is with Stellar, which in turn contracted with Texaco. This apparently indicates that should the issue reach legalities, the contractual relations involving Berle-Stellar-Texas would be the crux of the matter. It is reported as definite, however, that Berle has no direct contract with Texas or its agency, Judner.

Authority Issue

One of the major issues at hand is said to involve production authority on the program. Berle actually has been producing *The TV Theater* as well as starring in it. His contention is that having given the program an unprecedented rating and sponsor identification, he should have corresponding production authority.

Despite his no-comment attitude, Berle stated that reports that the differences involved finances were not true. Berle's combined fees for Texaco AM and TV now are said to be \$7,500 weekly, and his denial dealt with info that he was asking \$25,000 for both programs next year, as star and producer, or \$15,000 as star alone. In the light of Berle's stand on production authority, it does not seem likely he would settle as star only. The Texaco position is that, in any event, it has Berle on a firm one-year deal, starting in September, with an option for another year after that.

Texaco this week served notice it was not retaining its American Broadcasting Company (ABC) time for the Berle radio series. One reason is the uncertainty of the Berle renewal situation and another is his desire to separate the two programs. This is a result of the burden of doing the two programs on Tuesday (TV) and Wednesday (AM) without a breather in between.

Comic's Week

The Berle-Texaco situation came as an afterpiece to one of the most fruitful and hectic weeks in the comic's career. Last Thursday (12) he was feted by Interfaith in Action and received the Interfaith Award for his extensive activities in this field. The award was presented at a \$50-a-plate dinner at the Waldorf-Astoria attended by top brass from all fields, including Mayor O'Dwyer and a host of others. A roster of stars appeared in a show after the dinner in a tribute to Berle, performers including Henny Youngman, Ethel Merman, Vic Damone, Abe Burrows and others.

To cap his week, Berle also made the front-cover stories of both *Time* and *Newsweek* magazines. The only others ever to appear on both mags in the same week were the late President Roosevelt and Winston Churchill.

Temple U. Gets Fax Equipment of WFIL

PHILADELPHIA, May 14.—The formal transfer of WFIL's facsimile equipment and operations to Temple University took place this week for the purpose of transmitting facsimile editions. The station first started transmitting fax December 30, 1947, and the original cost of equipment was \$45,035.16.

WFIL will supervise the operations and will make available to Temple the services of its engineering and facsimile staff for training and advisory purposes. In announcing the grant, Roger W. Clipp, general manager of *The Inquirer* stations, said that it signifies the continuing interest of the stations in the advancement of radio education and training in colleges and universities in the Philadelphia area. Earlier WFIL established a radio workshop at Temple University and is now organizing a collegiate network among the stations at the local colleges.

Squawks Mounting On Detroit Petition

WASHINGTON, May 14.—Squawks are mounting up on the petition of United Detroit Theaters asking for a reopening of the city's television docket (*The Billboard*, May 14). Ed Pauley's Television California, the Boston Metropolitan Television Company, and G. A. Richards's WJR filed opposing petitions this week and more are expected.

Pauley and Boston Metro filed a joint brief contending that the Detroit appeal is "designed to clear the way for reconsideration" of bids of other Paramount subsidiaries. The brief declared that since the divorce of Para's theater and flicker interests was set up following closing of the docket, the matter cannot be considered under FCC rules. The two petitioners declared that "since the Paramount applications cannot be granted, the proper procedure for Paramount to follow is to request dismissal of its applications and clear the way for early decision by the commission on the other applications."

WJR pointed out that United's bid would have to be amended if the docket were reopened and that FCC rules prohibit amending a bid after a proposed decision has been made.

WKY-TV Bows Year After Permit Grant

OKLAHOMA CITY, May 14.—WKY-TV here begins operation June 6, a year and four days after the Federal Communications Commission granted the station a construction permit. Its TV studio is in the Little Theater of Municipal Auditorium, in which work has just been completed to wall off the balcony for control room space. The stage has been enlarged and seating capacity of the hall has been upped to 300.

Five video cameras will be in use and station has just bought a custom-built bus for remotes. WKY-TV is affiliated with American Broadcasting Company and Columbia Broadcasting System.

Am. Tobacco To Nix "Time," Not Slot

NEW YORK, May 14.—The American Tobacco Company is slated to drop one of its half-hour shows in two months, canceling out around July 15 on *Your Show Time*. The program is a film series using a product of Grant-Realm Productions and will have done 26 weeks.

The account will hold on to the time, which precedes the Madison Square Garden boxing matches and sub a different show. Business is handled by N. W. Ayer.

NYC's Tele Unit Preps 1st Doc Pic

NEW YORK, May 14.—Shooting on the first video film production undertaken by the television unit of the Municipal Broadcasting System—which owns and operates WNYC and WNYC-FM—is slated to wind up in around four weeks. The series, *A Place To Live*, is a documentary on housing and will run half an hour. It is being taken in New York and will pull no punches on the housing situation.

New York is the first city to set up a television unit. Subsequent plans call for the production of a city newsreel, highlighting city growth and progress, as well as future-documentaries. Planned, but still highly tentative, are documentaries on health, the city schools and city hospitals. All products will be made available to commercial tele stations and shown in schools as well.

Cliff Evans heads the project. Plans, under which the city will apply for its own TV station, are not quite set, altho Mayor O'Dwyer has signified his intention of applying for an ultra-high-frequency allocation when the TV freeze is lifted.

DU MONT SETTING SHOW HYP

Net Revamps; Nixes Oldies, Tests Others

Big Scale Shuffle

NEW YORK, May 14.—The DuMont television network is nearly set on a large scale revision of its program schedule, with a number of new shows to be added, another slew to be auditioned on the air and others now airing to be dropped. Decisions as to the last named haven't been made yet. The program hypo is in line with recent top management changes made by the web.

Among new shows skedded to debut in a few weeks are *Stop the Picture*, *DuMont Housekeeper*, *Magic Cottage* and *Captain Video*. *Stop* is a TV giveaway, to air across the board. *Housekeeper* is a new gimmick and will air every 15 minutes for one minute during a two-hour stretch. It features a telephone call device with pay-offs for watching.

Captain Video is a new slant on kid shows, using both film (mostly Westerns) and live talent. It is being written by Maurice Brickhouser, former scribbler on *Dick Tracy*. *Cottage* is a serial, a half-hour daily, with Pat Meikle. Another daytime change will expand the Kathi Norris shopping show from a half to a full hour, starting at 10 a.m. and effective Monday (16).

Program Tester

In addition, DuMont is setting up a series called *Program Playhouse*, on which one new show will be auditioned on the air each week, with films made in each instance. The programs already set to be tested on *Playhouse* include the following:

Apartment for Four, with Minnie Joe Curtis and Louis Niestate; *Inside USA*; *Actors' Auditions*; Roscoe Karns, film comic, in a series called *Roscoe Karns and Inky Poo*; *Play DuMont*; a mystery series, *Hands of Murder*; H. T. Webster's *The Timid Soul*, with Ernest Truex, and *All the World's a Stage*, with Joe Julian. The last named show is a dramatic program eliminating the use of sets. Another show, a Bernie Schubert package titled *What's Your Verdict*, a combination audience participation-dramatic show, is to be tested on the closed circuit.

The network also has a number of other programs now in the works, with these, plus those already listed, being culled from about 1,000 shows by Jim Caddigan, program director, and Larry Menkin, his assistant.

G. Jessel To Star In 'Show Business'

HOLLYWOOD, May 14.—National Broadcasting Company (NBC) will cut an audition platter for a new variety show starring George Jessel this coming week. Stanza will be called *This Is Show Business* and will feature dramatic-musical format based on lives of famed actors, producers and other showbiz headliners.

First script will feature the life of Flo Ziegfeld, with widow Billie Burke as guest. Series is written by Don Johnson, produced by Karl Gruener, with musical direction by Henry Russell. Show is an NBC-owned package and will be groomed for early summer debut if audition platters pass muster.

Top Nielsen Ratings

CHICAGO, May 14.—*Duffy's Tavern* jumped from 31st to 18th place; *Mr. Keen* from 12th to 7th, and *Suspense* from 11th to 8th in the latest A. C. Nielsen radio ratings, covering the April 3-9 period. The figures are for Nielsen's new "six-minute ratings," which reports only listening to more than five minutes of a program.

Current Rank	Previous Rank	Program	Current Rating Homes (000)	%	Points Change
1	1	Lux Radio Theater.....	11,776	31.3	-2.7
2	2	Godfrey's Talent Scouts....	9,218	24.5	-1.8
3	5	Jack Benny.....	9,142	24.3	+2.5
4	7	Walter Winchell.....	8,051	21.4	+0.8
5	4	My Friend Irma.....	8,051	21.4	-2.1
6	3	Fibber McGee and Molly....	7,713	20.5	-4.7
7	13	Mr. Keen.....	7,374	19.6	+1.3
8	12	Suspense.....	7,111	18.9	+0.4
9	11	Amos 'n' Andy.....	6,885	18.3	-0.4
10	8	Mr. District Attorney.....	6,847	18.2	-0.9
11	6	Bob Hope.....	6,697	17.8	-3.5
12	14	Mr. and Mrs. North.....	6,584	17.5	-0.5
13	19	Inner Sanctum.....	6,584	17.5	+0.3
14	16	Adventures of Sam Spade....	6,471	17.2	-0.5
15	22	Crime Photographer.....	6,434	17.1	+0.3
16	9	Mystery Theater.....	6,434	17.1	-1.9
17	23	Truth or Consequence....	6,358	16.9	+0.4
18	31	Duffy's Tavern.....	6,283	16.7	+1.4
19	18	FBI in Peace and War.....	6,245	16.6	-0.7
20	21	Stop the Music (4th Qtr.)..	6,133	16.3	-0.5
Evening, Multi-Weekly					
1	1	Lone Ranger.....	5,806	14.9	-1.1
2	3	Counterspy.....	4,703	12.5	-0.8
3	2	Beulah Show.....	4,552	12.1	-1.3
Weekday					
1	1	Arthur Godfrey (Liggett & Myers).....	4,552	12.1	-0.4
2	2	When a Girl Marries.....	3,838	10.2	-0.2
3	5	Ma Perkins (CBS).....	3,762	10.0	+0.1
4	4	Young Widder Brown.....	3,725	9.9	-0.1
5	19	My True Story.....	3,537	9.4	+1.0
6	11	Wendy Warren.....	3,499	9.3	+0.2
7	3	Arthur Godfrey (Nabisco)..	3,461	9.2	-0.3
8	10	Our Gal, Sunday.....	3,461	9.2	-0.3
9	13	Guiding Light.....	3,386	9.0	+0.1
10	6	Right to Happiness.....	3,348	8.9	-0.8
11	12	Romance of Helen Trent...	3,348	8.9	-0.2
12	7	Pepper Young's Family...	3,273	8.7	-0.9
13	9	Backstage Wife.....	3,236	8.6	-0.9
14	14	Rosemary.....	3,198	8.5	-0.2
15	16	Aunt Jenny.....	3,198	8.5	0.0
Day, Saturday					
1	1	Armstrong Theater.....	4,703	12.5	+0.3
2	2	Grand Central Station....	4,139	11.0	+0.7
3	5	Junior Miss.....	3,687	9.8	+0.6
Day, Sunday					
1	2	True Detective Mysteries...	3,913	10.4	-0.5
2	1	Quick as a Flash.....	3,461	9.2	-2.6
3	4	House of Mystery.....	3,236	8.6	-0.1

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SHORT SCANNINGS

New York:

John Royal, National Broadcasting Company veepee, sails for Europe Sunday (15) and will be gone for a month. . . . George Chatfield, formerly a veepee at Kenyon & Eckhardt, will join the Compton Agency July 1 in an executive capacity. . . . Samuel Northcross, William L. Stuart and Charles Russell have joined the TV department of the William Esty Agency, bringing the number of TV employees to 12. . . . Gerald Lyons takes over as head of the publicity for the DuMont television network. Don Giesy and Louise Pollett remain on the staff.

"For the Love of Mike," a topical revue will be the entertainment at the American Federation of Radio Artists (AFRA) ball to be held Friday (20) at the Hotel Astor. . . . R. J. Reynolds, the makers of Camels cigarettes, will sponsor the telecasting of the international finals of the Golden Gloves in Chicago over seven stations of the American Broadcasting Company's TV network Wednesday (18), beginning at 9:30 p.m. . . . "Lopez Speaking," the Vincent Lopez show on the DuMont network has been extended for 26 weeks.

Joseph V. Noble is now the general manager of Murphy-Lillis, Inc., producers of industrial and TV film. . . . Joel A. Chaseman has been appointed assistant to the program director at WAAM, Baltimore. . . . Robert L. Livingston joins WMAL and WMAL-TV as commercial representative on May 16. . . . Harry LeBrun, formerly general manager of WCCC, Hartford, Conn., was appointed TV director of WCPO, Cincinnati, where a video station is being built. . . . Mark Goodson and Bill Todman are the co-authors of a quiz book "Winner Take All," based on their radio and TV property. The tome is being published by the Crown Publishing Company and comes out in August.

FCC Probing AT&T Decish To Cut Coaxial Use

CHICAGO, May 14.—The Federal Communications Commission (FCC) is investigating the decision of the American Telephone & Telegraph Company to minimize use of its coaxial cable television facilities for transmission of Midwest-originated programs to the East, it became known here this week.

The situation, which has resulted in the transmission of practically no Midwest shows before 6 p.m. weekdays, was first brought to the attention of the FCC by Ray Jones, chairman of the Chicago Council of the National Association of Broadcast Unions and Guilds (NABUG). Jones also described the situation, which he claims will hurt talent here, in letters to Sens. Paul H. Douglas and Scott W. Lucas, of Illinois, and to Edwin C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee (*The Billboard*, April 30).

The senators asked an inquiry and Wayne Coy, FCC chairman, later informed them an investigation was under way.

Backing of the local NABUG position has been pledged by the national organization and New York Council. After meeting of the national execs and heads of the New York group May 6, Oliver W. Nicoll, chairman of both groups, sent the following wire to Jones:

"National body and New York Council of NABUG today in a joint regular monthly meeting voted to add their voices to NABUG Chicago Council in its request to the FCC for remedial action on AT&T monopoly decision re coaxial West-East traffic. Our letters of support being sent to Wayne Coy and Senator Johnson. Already wired Hollywood Council asking it to act if it concurs with us."

Drys Gain in Drive To Ban Liquor Ads

WASHINGTON, May 14.—The continuing efforts of the dry forces to ban liquor ads in the press and over the air attracted another legislator last week when Rep. George Christopher (D., Mo.) announced in the House that he will support the Bryson Bill to prohibit such ads. Christopher also announced that he will support the Bryson resolution calling for a constitutional amendment to restore nationwide prohibition.

Christopher made his announcement in connection with an exchange of correspondence with a group of Missouri drys. Answering a letter written by the constituents inquiring as to his views, Christopher wrote: "I would be glad to lend my influence at any time to prohibit the further inroads of intoxicating liquors on the morals and integrity of our citizens."

Christopher wrote further that the Bryson measure "will receive my support when they come to the floor of the house."

Both the bill and the resolution—introduced early in the current session by Rep. Joseph Bryson (D., S. C.)—are dormant at present in House committees. The prohibition resolution is in the Judiciary Committee, where it has no chance of being acted upon, while the ad bill is in the House Interstate Commerce Committee. The latter measure may reach a hearing stage before the session ends but is given little chance of enactment.

FCC Giveaway Ban To Stand

(Continued from page 5)
Manufacturers' Association (RMA) this week on the association's silver anniversary convention which opens in Chicago Monday (16).

Declaring that RMA "may well be proud of its record of distinguished service to American radio," Coy stated that RMA's anniversary "finds our radio communications systems, in the building of which your members have played such a notable role, at undreamed of heights of progress. Beyond the manufacturing of sets and station equipment," continued Coy, "your organization has provided indispensable leadership in planning and building the sound foundations upon which our systems of radio communications are based and which have been so important to their spectacular growth."

Coy voiced acknowledgment to RMA for its "special assistance" to FCC thru the National Television Systems Committee, the Radio Technical Planning Board and the Joint Technical Advisory Commission.

Uses Home Audience In NBC Video Study

CHICAGO, May 14.—Schwerin Research Corporation will use a home audience for the first time in a qualitative program study next week to seek reactions to National Broadcasting Company's Quiz Kids from 1,000 local viewers. In the past Schwerin has pre-tested programs by using a selected studio group.

Horace Schwerin is making the Quiz study for Louis Cowan, owner of the package. Prearranged signals will be used to advise viewers when to list their reactions.

TALK OF THE TRADE

New York:

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

Program Director George T. Case, of WNAO, WNAO-FM, Raleigh, N. C., has been upped to general manager to succeed Dudley Tichenor. . . . Frank Doolittle, prexy of WDRC, Hartford, Conn., is marking his 27th anniversary with the station. . . . Jack Packard is the newest announcing addition to the staff of WCSI-FM, Columbus, Ind. . . . Rudie Lachenmeier, the one-man sports staff of KWG, Portland, Ore., was singled out for honors by the Press Club of Oregon in the club's annual award for outstanding work in the newspaper-radio field. . . . Bob Tomlinson, director of public events at KGW, Portland, Ore., and Earl Peterson, technical supervisor of the station, leave Portland May 21 as members of a 100-person air tour to Portland, Me. They are taking recording equipment on the aerial jaunt.

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

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

RTDG, NBC Stalemate May Bring Strike

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

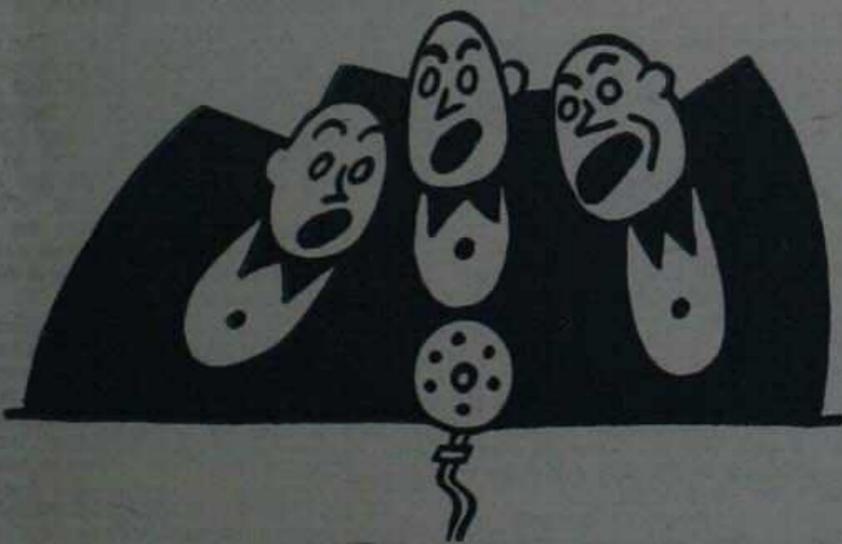
NBC-TV feels that the employees claimed by the labor org are supervisory employees and thus not subject to jurisdiction by the RTDG. The union points out that it recently won a battle with the American Broadcasting Company (ABC) for a pact to cover that net's TV meggers.

RFI Puts Swarthout Seg on Sales Block

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

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

"listen here, boys,



HOLD IT!"

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

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

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

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

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

the station—

heard by the most people

where the most people are

WOR

Mutual

ST Etches Hunk of Music In Paris for Video Films

HOLLYWOOD, May 14.—With the video music picture continuing cloudy, Standard Transcriptions, Hollywood library service, disclosed that it had waxed over 200 specially prepared sound tracks in Paris. Waxery top-per Jerry King, who returned from a European jaunt last week, said the firm cut many original compositions which included bridge music, special effects, themes and other musical vignettes especially suited for video film and live backgrounds. Altho "strictly experimental," King held that the series would be tailor made for video pic producers and others who must continue to rely on recorded musical backgrounds in view of the American Federation of Musicians (AFM) video pic music ban.

King said several European countries, particularly France and Italy, were prepping plans to get into large-scale musical production of tele music for American use. In both countries, musicians have set up facilities to handle assembly-line production of musical scores on specific assignment from American film makers. Music would be composed and arranged in this country, air-flown to Europe for recording, completed on tape and returned to the buyer within a week.

Similar plans have been advanced in Hollywood, offering to record either in France, Italy or Mexico. Check of top film producers revealed, however, that pic makers aren't eager to defy the AFM ban and buy foreign-made tracks. Flicker men reason that AFM topper James C. Petrillo can strike back by inserting clauses in future video network pacts banning films which contain foreign

Ace Pens New 5-Min. TV Spot

NEW YORK, May 14.—Goodman Ace's new tele show will begin its career over the Columbia Broadcasting System (CBS) TV network August 7, from 7:55 to 8 p.m., for Philip Morris Cigarettes. The program will be on every day during the week, except Wednesday. Ace is writing but not appearing in the program, which will star Ruth Gilbert in gag phone conversations with her boy friend. She does a similar bit on Ace's AM show.

Ace's fall plans are not set. He intends to take the summer off but has had some offers both for Mr. Ace and JANE and Easy Aces from different networks when he leaves CBS. Ace is certain he won't return to CBS's AM facilities.

TFFPA Names 9-Man Bd. for Coming Meets

HOLLYWOOD, May 14.—Television Film Producers' Association (TFFPA) last week elected a nine-man board of directors to serve during the forthcoming negotiations with unions and guilds. New board consists of Hal Roach Jr. (Hal Roach Studios), Carl Dudley (Dudley Pictures Corporation), Roland Reed (Roland Reed Productions), Glenn Miller (Jerry Fairbanks Productions), Al Herman (Wilding Pictures Corporation), Perry King (Perry King Productions), Wallace Worsley (Amtelco), Bernard J. Carr (Cascade Pictures) and Herbert L. Strook (IMPRO).

Each board member will head committees to negotiate with the unions and partake in the current project of making Hollywood the world's video center. Election of officers left the following in office: Roach Jr., prexy; Dudley, veepee, and Reed, treasurer. Glenn Miller was the only new exec named and will become the orgs secretary.

sound tracks. Thus, film makers would be left holding the bag with contraband music killing the sale of completed films. Rather than risk this, they will continue to use available recorded backgrounds from longhair disk catalogs until Petrillo gives the industry the green light.

Cantor - Pabst TV Deal Hung On Pact Snag

HOLLYWOOD, May 14.—Settlement of a deal to launch a video show with Eddie Cantor next fall hit further contractual snags this week and at press time, the comic's deal with Pabst beer was still unsigned. Cantor told *The Billboard* that he was confident the pact would be inked, but indicated that no agreement governing frequency of the proposed show had been reached.

According to Cantor, Pabst's prexy, Harris Perlstein, is holding out for a weekly show in addition to Cantor's radio stanza. The gagster, however, feels the strain of prepping two separate shows weekly would be too great. Cantor said he was planning to undergo a physical check-up and would base his decision on the doctor's report.

Current contract with Pabst expires June 24 and the new deal is based on a four-year term. According to Cantor, the pact will contain a bonus arrangement whereby the comic will get a percentage on increased sales of the Pabst product during life of the contract. Average gross sales for 1948 will be used as the base point with Cantor sharing co-operatively in firm's increases over last year's level.

Meanwhile, Pabst is understood to have optioned tele time for next season, tentatively set to take over the 9:30 to 10 p.m. EST slot Tuesday evenings over National Broadcasting Company's (NBC) Eastern coaxial skein. Sponsor is said to have asked NBC for a special, every-other-week time deal, with NBC providing a filler show alternate weeks. Web nixed the request, however, forcing Pabst to re-examine its original plan to do a weekly show.

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

SAN FRANCISCO, May 14.—If nothing else, KGO's entry into video here May 5 produced a good press, which is about all the front office demands of tele right now. Brass hats of the American Broadcasting Company (ABC) from New York and Hollywood were much in evidence, getting their pictures in the papers, visiting city officials and trekking out to the tele headquarters in Sutro Forest. Preeming the kick-off were Robert E. Kitner, executive vice-president; Robert Hinckley, in charge of facilities; Charles C. Barry, vice-president; Frank Samuels, Western division chief, and Gayle V. Grubb, KGO-TV general manager.

Two stations are transmitting here right now, KPIX having hit the channels around the first of the year, so there are now 40 hours of video shows weekly. Another station expects to be operating by mid-summer, with others to follow as soon as the Federal Communications Commission (FCC) gives the green light. As yet television audiences are pitifully small, figures showing about 5,000 sets in operation.

KGO-TV's debut was much more spectacular than that of KPIX which went on the air with a handful of

Now Nielsen's Going To Rate TV Nationally

NEW YORK, May 14.—A. C. Nielsen Company, research organization, will increase its operations within the next several months by beginning a national television rating service, comparable to the services it now renders in sound broadcasting. No starting date has been set, partly because of mechanical problems involved and also because of adjustments necessary in the Nielsen sample. The Nielsen ratings are based on the audimeter electronic system and are now based on a national sample.

Meanwhile Nielsen is scheduled to start publishing its first television ratings for any city, in this case New York, next month. The exact date of publication is not known.

Nielsen's arch competitor, C. E. Hooper, last week announced publication of his first national TV ratings, to be issued June 23.

Univ. Newsreel Bids For CBS Contract

NEW YORK, May 14.—Universal Newsreel is making a strong pitch for a contract to supply films to the Columbia Broadcasting System (CBS) for its tele news show. The present TV CBS news program uses film that Telenews gathers, but the pact with that organization ends May 31 and the other news companies are propositioning the web.

Universal is said to have the inside track on the deal and unless Telenews comes up with something more attractive, CBS may accept the offer.

Rating Trouble KO's "Masters of Magic"

NEW YORK, May 14.—The Polaroid show, *Masters of Magic*, exited from the Columbia Broadcasting System (CBS) TV network after the Wednesday (11) telecast. The program was on from 7:45 to 8 p.m. on Wednesday.

The magic show received its walking papers after a 13-week effort, it is said, because it failed to produce a rating that would satisfy the sponsor. Polaroid is said to be shopping for another program for fall presentation.

P&G OK's First TV Pic Scripts; Plan 2d Series

HOLLYWOOD, May 14.—Procter & Gamble (P & G) this week okayed the first series of video film shooting scripts to be produced both here and in Europe for early fall showing. One of the biggest film series yet contracted for by an advertiser since the Lucky Strike deal with Marshall Grant-Realm Productions, pix will begin to roll here June 1 under supervision of Gordon Levoy, head of General Television Enterprises, Inc. (GTE). Concurrently, a second film series will be launched in England by Carleton Aisop and Irving Asher. When completed, individual films will be woven into a 13-week series of two 12½-minute episodes coupled into half-hour programs.

Indie film makers George Moskov and Lou Brandt will do 13 of the 12½-minute shorties, with remainder farmed out to Frank Wisbar, of Teleplays Productions, Inc. Wisbar, European film maker famous for his *Maedchen in Uniform*, last week unveiled the pilot reel of a new suspense series called *Thirty Minutes To Go*. First episode, named *Time Bomb*, was shown by P&G over Fireside Theater Tuesday (10) and received good trade reaction.

Pix are skedded for preem September 6 over the Eastern tele skein of National Broadcasting Company (NBC) in the 9:30-10 p.m. slot (EST) Tuesday evenings. Altho only 13 shows have been contracted for to date, indications are that the series will be extended beyond the first cycle.

Simon Busiest AM-TV Gabber In Windy City

CHICAGO, May 14.—Ernie Simon, local disk jockey, will become Chicago's busiest AM and TV performer May 27 when he starts announcing a new girls' softball television series on WBKB. With his new program, Simon will broadcast 27½ hours per week.

Simon's weekly time will include three and three-quarter hours on television; the rest on radio.

At present Simon has a man-on-the-street program on WBKB Monday thru Friday from 6:45 to 7 p.m. Mondays, Wednesdays and Fridays the program is sponsored by RCA-Victor. The softball games will be sponsored by the Peter Brewing Company.

All of Simon's radio programs are on WJJD, the Marshall Field station. Monday thru Saturday he does a sponsor participation disk jockey program from 8 to 10 a.m. Before and after baseball games, he does 10 more hours of disk jockeying. In addition, the Canadian Ace Brewing Company sponsors Simon's 15-minute, daily baseball scoreboard program.

To prepare and air these programs, Simon works an average of 15 hours daily.

CBS Builds Show On Cliff Edwards

NEW YORK, May 14.—The Columbia Broadcasting System (CBS) is building a new video show around Cliff (Ukulele Ike) Edwards. It's to be a musical, with the fem warbler mentioned being Edith Fellowes.

If the show materializes, it will make Edwards a three-way pioneer. He was an early day radio star, one of the first big names to click when films changed from silent to sound, and is now getting into video when it's still young.

CBS Move-In On Boxing Hits Legal Snarls

NEW YORK, May 14.—The Columbia Broadcasting System (CBS) move to merge the Tournament of Champions (T of C) with a new match-making outfit which is to run Madison Square Garden, so that it can share the TV rights with National Broadcasting Company (NBC), has been stymied until Monday (16) when the T of C's board of directors meets. At that time the board will consider an offer from the Garden interests to buy out the org. CBS owns 20 per cent of T of C.

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

Consisting of Allied Syndicate, George Kletz, MCA and CBS, the corporation, in equal parts, is a closed one and no stockholder can sell without first offering his holdings to his associates. The fact that CBS already has Kletz on its side and possibly MCA may put it in the kind of position that will sway Charnay, but that remains to be seen.

CBS is eager to arrange a deal whereby it can get some of the Garden fights for video, and Gillette Razors, which has the Garden fights and now sponsors them on the NBC TV network, has apparently indicated a willingness to share the fights between the two networks.

Carnation Eyes TV Pic Spot Campaign

HOLLYWOOD, May 14.—Carnation Company will take the initial plunge into video within a short time via a national film spot campaign. Altho firm has made no time commitments nor set starting date, production of two series of one-minute film plugs has begun in Hollywood under supervision of C. H. Cottingham, radio-tele veepee of Erwin Wasey Agency.

First video coverage will plug Carnation Milk and Friskies Dog Food, two products distributed by the parent company. Series will be expanded to include other items after results of the first venture are known.

No large-scale tele programing plans have been completed, according to Cottingham, but agency is mulling various ideas, including a revised format of the Buddy Clark Carnation Contended Hour as a possible video starter. There is a possibility that agency will shoot for a simultaneous AM-TV version of the Clark stanza, to originate live in Hollywood and fed via kinescope to Eastern tele outlets. No decision will be made until fall at the earliest.

NBC Arrow Show Gets It in Neck

NEW YORK, May 14.—The Arrow Show (Cluett Peabody Company), now on the National Broadcasting Company's tele network Thursday evenings, is being axed soon. The date of its last telecast isn't known.

However, Arrow Shirts, thru Young & Rubicam, its agency, has asked some independent package producers to submit shows for consideration, indicating its continuing interest in the medium.

The program has had a spotty history. Its initial star was Phil Silvers, who dropped out because of illness and conflicts with a legit show. Other emsees followed.

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

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

Interest attaching to the Sheffield

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

Prior to making the change, Ayer

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

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

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



only through
EXPERIENCE



Will your new product really sell? Only through experience will you learn

whether your product is right... your package appealing... your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

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

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

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

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

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

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



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

Opinions Vary on Video's Potential Vs. Night Clubs

(Continued from page 3)
tainment. If anything, television will serve to get people more entertainment minded. After seeing acts on television they will want to see entertainers in person. I think this will help the night club business."

Neighboring Mocambo follows a similar line of reasoning, with the feeling that tele helps niteries by keeping people home too late to go elsewhere but to a club. After watching the home sets, patrons tend to drop in for a few drinks and a couple of dances. It may keep people out of theaters, but isn't pinching the clubs. Tele isn't on late enough to hurt the night spots (Local TV stations, as a rule, are off the air by 10 p.m. Niteries shutter at 2 a.m.).

Cocoanut Grove feels night club shows and tele are two unrelated media of entertainment. One in no way interferes with the other. If people can spare the coin, they'll go to a night club. If they can't, they'll stay home.

Tele Mags Spring Up in TV Centers To Cover Regions

NEW YORK, May 14.—Along with the growth of tele a slew of video magazines has sprung up in many cities with TV stations. There are now approximately 13 of these combination fan and program information magazines, with new ones cropping up as regularly as old ones bite the dust. The average circulation is somewhere between 1,000 and 3,000, with some below that figure and a few above.

At present there are publications in eight cities, New York, Philadelphia, Hollywood, San Francisco, Washington, Chicago, Boston and Cleveland. New York has three, with a fourth expected; Philadelphia has two; Chicago, two, and Boston, two. Another interesting angle is that most of these magazines circulate not only in their home city but their area such as Eastern, Midwestern, etc. The New York publications also take in Philadelphia and other key Eastern cities; the Washington operation goes after the Baltimore market; the Chicago sheet pitches to Detroit listeners, and the San Francisco and Hollywood magazines are aimed at Far West TV audiences.

Field Topper?

Claimed as the most successful TV publication of this type is New York's *Television Guide*. Its executives claim a circulation of 50,000. This growth is especially sensational when it is realized that the sheet claimed 25,000 circulation last June.

Guide has boosted its circulation thru the means of spot announcements on local TV stations. For example, the Columbia Broadcasting System (CBS) generally takes an ad each month in the magazine. In turn, the magazine takes the proceeds of the ad and buys spots on WCBS-TV. The management of the sheet claims it has spent \$60,000 for TV spots.

GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

For mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

Joe Faber, who operates the Biltmore Hotel's Biltmore Bowl, eyes TV with concern for the future, feels it's hurting some now, but doesn't think tele is the reason for the current slump in biz. Faber said: "Television is bound to have some effect on our business. People who sit at home glued to their sets are, after all, potential patrons. However, I don't think that is the direct cause for the current drop in club business. The economic condition of the country is to blame. As far as television keeping people at home, I think once its novelty has worn off they'll be going out again. Of course, when television becomes sufficiently widespread to (See *Niteries Probe TV's*, page 40)

Harvey Named Prexy Of Chi Tele Council

CHICAGO, May 14.—George Harvey, sales manager of WGN-TV, was named president of the Chicago Television Council at its annual election this week. He succeeds Jim Stirton, general manager of American Broadcasting Company's (ABC) central division.

Other officers elected were vice-president, Russell Tolg, Batten, Barton, Durstine & Osborn, Inc.; secretary, Evelyn Vanderploeg, Schwimmer & Scott, and treasurer, Kay Kennelly, of the Olian advertising agency.

New directors of the council are Harold Stokes, ABC; Red Quinlan, WBKB; Gerald Vernon, ABC, and Robert Salk of the Katz Agency.

Philly TV Stations Fight Film, Kine Censor Control

PHILADELPHIA, May 14.—Mrs. Edna B. Carroll, chairman of the State Board of Motion Picture Censors, Wednesday (11) defended the board's contention that it should pass on all motion pictures before they are televised. She appeared before Judge William H. Kirkpatrick, of U. S. Circuit Court here, at a hearing in a suit brought by five tele stations asking for a judgment invalidating a regulation, passed last January 24, requiring the censors' approval. A date will be set for filing briefs and the judge announced that a date in June would be fixed for oral argument in the case.

Stations taking part in the suit are WPTZ, WFIL-TV and WCAU-TV here; WGAL-TV, Lancaster, Pa., and WDTV, Pittsburgh. Mrs. Carroll said she had thought most TV shows were "live" performances. But the censor board is prepared, she said, to expedite all requests for the use of films on television programs. The censors do not require submission of spot announcements or commercials, she added. However, she felt that kinescopes of live shows for shipment to other TV stations were in the same class as motion pictures.

Pix a Necessity

Roger W. Clipp, WFIL-TV head, said his station would not be able to operate under terms of the regulations that would apply to some of its programs. WCAU-TV's Dr. Levy said enforcement of the regulation would increase operating expenses and discourage advertisers. More than \$1,000,000 has been invested in WCAU-TV in little more than a year, he said, and no profit has been shown.

John U. Reber, director of J. Walter Thompson Agency, New York, said that in the event it became necessary to submit films for censorship approval, "we would tend to eliminate motion pictures from our programs." Warren S. Shelly, vice-president of N. W. Ayer Agency here, said that

Just How Long Is a Long Term?

NEW YORK, May 14.—The value of a long-term contract became the question of debate this week when it was reported that General Mills is canceling its Ted Steele program on the DuMont video network. The account is to withdraw its support early in June.

Debate stemmed from the announcement earlier this year that General Mills had signed Steele to a 10-year television contract. The existing options apparently weren't figured at the time.

Agency is Knox Reeves.

NBC and CBS Pitch For "Amateur Hour"

NEW YORK, May 14.—There is a possibility Old Gold will shift both its AM and TV versions of *Amateur Hour*, with both the National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS) currently pitching at the account in an attempt to land the business. Both programs air for an hour weekly, the AM show on American Broadcasting Company (ABC) and the video show on DuMont.

It is said that of the two shows, the TV version is more likely to shift, altho the account is not too happy in following the Lone Ranger kid series on ABC, as it wants an adult rather than a kid-audience inheritance. Another aspect, however, is the fact that Old Gold enjoys maximum discounts on ABC by virtue of its combined *Amateur-Stop the Music* buys.

"television is so expensive now that if more straws were placed on the backs of advertisers, they would be deterred from using television as a medium of advertising." Similar testimony that such State regulation hindered stations from serving the public with up-to-the-minute programs was given by Stanley Parlan and M. Roy Kelly, of the National Broadcasting Company (NBC); James L. Cadigan, of the DuMont Laboratories; Donald W. Stewart, general manager of WDTV, Pittsburgh; Joseph McDonald, vice-president of the American Broadcasting Company (ABC), and William B. Lodge, vice-president of the Columbia Broadcasting System (CBS).

State Censorship

H. F. Stambaugh, Deputy State Attorney General, and Abraham J. Levy, Special Deputy State Attorney General, who are representing the State Board of Censors, said that Mrs. Carroll would be their sole witness. In their arguments before the judge they held that the U. S. Congress never had given the FCC authority to "censor anything on either the radio or television." By indirection, they continued, the government has left it to the States to censor any program emanating from stations within their borders.

The three days' testimony was completed with Max Goldman, a counsel for the FCC. He told the court that FCC does not have power to censor radio or television programs, but, he said, it has the power to punish any station that uses offensive material. The punishment ranges in severity from simple warnings to referral to the attorney general for criminal prosecution, Goldman said, and an offender's license may be suspended. When complaints are made, he said, the FCC files them for review when the station in question applies for renewal of its license. A series of complaints, he indicated, might show that

ASCAP Tries Pacting Nets; By-Pass NAB

Talkfests Skedded

NEW YORK, May 14.—Temporarily thwarted in its attempt to negotiate a music pact with the TV committee of the National Association of Broadcasters (NAB), American Society of Composers, Authors and Publishers (ASCAP) moved rapidly this week in an attempt to solve the impasse via individual contacts with network and station chiefs, key agency execs and sponsors. The first move involved setting up a talkfest with network heads, including Charles R. Denny, NBC; Joe Ream, Columbia Broadcasting System (CBS); Mark Woods, the American Broadcasting Company (ABC); Ted Streibert, WOR-Mutual Broadcasting System, and Mort Loewi, of DuMont. Some segments of the TV industry regarded the ASCAP move as an attempt to by-pass the TV music committee of the National Association of Broadcasters (NAB), but music industry sources saw in the maneuver a dogged attempt to reach an agreement. The trade pondered the question: "Would the network brass support NAB's TV committee?"

Deal Direct

Bearing on the scheduled session is a note from Bob Myers, chairman of TV Music Committee, to Fred Ahlert, ASCAP prexy, stating in part:

"I was preparing a list of comments and exceptions to your letter (of May 6, outlining ASCAP's position), when we learned that ASCAP had invited each of the television networks and stations to negotiate with it direct for the use of the music in its repertoire. We understand that meetings are scheduled in the near future for that purpose, at which there will undoubtedly be an exchange of views. In view of that fact, the committee feels that no purpose would be served by making a (See *ASCAP Tries* on page 16)

Radio Newsmen Plan For Co-Op Coverage

NEW YORK, May 14.—The National Association of Radio News Directors (NARND) this week started a survey to perfect a plan thru which news directors can co-operate with other news directors in centers where major news stories are breaking, to supplement wire service coverage. NARND officials hope to enable the directors to use telegraph, telephone and, in special instances, direct lines to do this job.

Bill Warrick, WJOB, Hammond, Ind., is chairman of the committee conducting the survey. Its coverage plan will be presented to the NARND convention here November 11 thru 13.

the station was not serving the best interests of the public. Out-and-out obscenity would mean cancellation of the license, he testified.

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

Programing Must Expand First; 1,155 Working

NEW YORK, May 14.—The job of staffing the TV stations in the New York area has been mostly completed. A survey of employment at the stations here shows 1,155 persons employed full time at WPIX, WABD, WCBS-TV and WNBT, and no great expansion is expected unless programing increases greatly, something which is not expected to happen until full daytime schedules are started.

At the National Broadcasting Company (NBC) 356 persons are holding jobs in the TV operation; 149 of these are in the production end of the video picture and the rest secretaries, salesmen and the like. Thruout the country 562 individuals work in TV for NBC. Eight months ago the total was only 230.

Shifting From AM to TV

These figures are for people who work at their jobs in TV full time. Many more than that number work part time. NBC has about 2,300 people working for it thruout the country on both AM and TV and expects to absorb its radio personnel into TV as vacancies occur. At present the net is shifting its personnel into TV and hiring new personnel only where video specialists are needed.

At the Columbia Broadcasting System (CBS) 275 persons are working full time on TV. The web also has 143 on part-time TV. It is also estimated that three-fourths of the personnel at the network put in some time work on TV. CBS intends to switch its AM personnel into TV as the medium expands and hire only TV specialists when needed.

ABC Full Up With 174

The American Broadcasting System (ABC) TV operation is staffed by 174 persons, including engineers, writers, directors, stage crews, film experts and scenic designers. The net feels it already has its established TV nucleus in New York and is hiring only fillers.

At DuMont there are about 200 persons working in tele, 100 of whom are actually handling the production of the shows. The web does not think the end of its hiring is in sight, but does not intend to add personnel until its operation undergoes expansion. This it does not foresee in the next two months. Daytime programing again is the answer.

WPIX Cuts Down

The Daily News station, WPIX, has 150 persons on its TV payroll. A slash of about 50 was made recently in the personnel for its Telepix Newsreel. There is no hiring going on at the moment and the station is trying to see how persons now employed can best be used. The station has a financial problem and will not add workers except where absolutely necessary.

Prospects for employment in TV operations are not too good unless the applicant has something extra to give. The chance of a newcomer's walking into a job in TV, as might

have been possible at the war's end, is now just about nil.

HOLLYWOOD, May 14.—Six tele stations now on the air here are completely staffed for the time being, with video job opportunities remaining only at American Broadcasting Company's owned-and-operated outlet, KECA-TV, skedded to bow August 1. Total of 348 persons are currently employed in all phases of video operation at KNBH (National Broadcasting Company), KTLA (Paramount), KTTV (Times-CBS), KTSL (Don Lee), KFO-TV (Earl C. Anthony), KLAC-TV (Dorothy Thackeray), plus a skeleton preparatory crew at KECA-TV.

With the exception of the last named station, all reported their staffs are saturated, while some (KTSL and KLAC-TV) have started to cut back to streamline their pay rolls. In considering future employees, all telexes placed great emphasis on experience either in video or fields closely allied. NBC's KNBH leads in number of teevie employees with a staff of 62, Paramount's KTLA runs a close second with 64, CBS outlet's pay roll numbers 62, KFI (only local station on an all-daytime operation) hires 50, and Don Lee's KTSL now lists 44 after recently dropping four persons (two producers and ditto for engineers), while KLAC-TV dropped 10 employees to trim its staff to 42. KECA-TV now has a staff of 20 laying the groundwork for outlet's kickoff in late summer. According to Dick Goggin, station's tele head, outlet will probably add another 30 to its pay roll by the time outlet starts regular programing.

In cases where station's are owned by AM outlets or webs, tele gets considerable part-time assistance from the radio parent. Only station strictly teevie is Paramount's KTLA. Somewhat similar set-up, only not to as great an extent, is the situation at KTTV. Outlet is owned by a corporation composed of The Los Angeles Times and CBS. While there's a little help from the web, radio-tele fence jumping is not as prevalent as at NBC, ABC, Don Lee, or at KFI and KLAC.

KFI-TV's Daytime Audience Tops 2 Nighttimers in Hwd.

HOLLYWOOD, May 14.—KFI-TV, local video outlet operating daytime only, this week claimed to have captured greater audiences during daylight hours than two competing nighttime stations and almost as high as a third evening-operated outlet. Station sales topper Kevin Sweeney launched a sales drive based on results of a special survey made by Reli Television Surveys. Study disclosed that KFI-TV had snagged an average of 13.1 per cent of sets in use from 12 noon to 6 p. m., as compared with KLAC-TV's night audience of 5.7 sets and KTSL's 5.8. Survey further credited KTLA, Paramount-owned outlet, with having the highest sets-in-use rating (33.4), with KTTV, Times-CBS outlet, snaring 18.9 or five points more than KFI-TV. KNBH, National Broadcasting Company (NBC) outlet, was not included in the survey since the station does not air on nights covered by the research study.

Period covered by the survey was the week-end of April 15-17, but the April 15 average was used by KFI-TV as the basis for its campaign.

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

HOLLYWOOD, May 14.—Jerry Fairbanks claims a record in vidpic activity, boasting eight separate series of tele films, of which three are on the air, one is completed and awaiting sale, and the others are in production. Series on the telewaves include *Paradise Island* (26 musicals), *Going Places With Uncle George* (26 kid segs) and *Television Close-Ups* (26 episodes of general interest). Of these, the latter two were made for National Broadcasting Company (NBC) under terms of the agreement made last year. *Paradise* (The Billboard, April 16) series, first musicals to be produced for tele, is currently being aired on 22 outlets.

Ready for delivery to a sponsor is Fairbanks's initial venture in the vidpic field, *Public Prosecutor*. Series contains 26 mystery dramas. At last report, Motorola was huddling with NBC for *Prosecutor* to replace the Robert Ripley *Believe It or Not* vidshow which it dropped.

Other pix rolling at the Fairbanks factory include *Crusader Rabbit*, series of 130 cartoons; *Musical Journeys*, featuring Tito Guizar, with number of episodes not yet determined; *Quizology*, 26 quizzes, and *Jackson and Jill*, 13 situation comedies. Of these, the latter two are being produced for NBC.

Fairbanks has been unwilling to disclose budgets on productions, nor would he estimate the extent of his investment in the field. It was admitted that *Prosecutor* was the costliest of his telecine undertakings.

WXYZ Builds Tower For Golf Coverage

DETROIT, May 14.—Rounding out its sports program, WXYZ-TV is planning a four-day coverage of golf, June 18-19. The event will be the Detroit Open at Meadowbrook Country Club. Two telecasts will be aired Sunday, June 19, with daily shows on other days. Plans for coverage of the course includes the erection of a 70-foot tower for the cameras and four walkie-talkies for audio coverage.

The event is considered a leading golf annual, with two programs, on June 18 and 19, to be fed to the American Broadcasting Company AM network by WXYZ.

The team for the commentary will be Don Wattrick, WXYZ sports director, Fred Wolf and Chris Brinke.

However, much film has passed under his tele eye since *Prosecutor* was lensed, and Fairbanks has effected many savings which have kept the price for later series within easier reach of stations and sponsors.

Paradise Island was lensed south of the border where production costs are lower. Unlike the crime segs, musicals can get along on a slim story line and a minimum of set requirements, thereby trimming writing costs and eliminating expensive set changes. However, these money-saving factors are not enough. Altho 22 stations are carrying the series, Fairbanks said he won't break even on the musical segs until it hits 44 outlets.

KNBH Preps 10G Hopper Package

HOLLYWOOD, May 14.—KNBH, Coast tele outlet for National Broadcasting Company (NBC), is prepping an early audition of the web-owned Hedda Hopper video package. Station programers are working out format details with Miss Hopper, and shooting for a late summer or early fall debut.

Show, which will be completely network controlled, will be a half-hour variety stanza with the film gabber as emcee and series of film and radio names as guests. Phil Ohman's ork will provide music. Commercial sales price will be at least \$10,000 weekly, ruling out any chance of launching the show sustaining. Plans call for the stanza to be produced live over KNBH and kinescoped for Eastern airing, possibly the first Coast-originated stanza to be kinescoped by NBC for delayed airing over coaxial network.

WPIX To Premiere Roller Rink 'Follies'

NEW YORK, May 14.—The 1949 *Roller Skating Follies* will be televised by WPIX from the Eastern Parkway Rink Sunday (22) from 10 p.m. to 11 p.m. The show will have a cast of 75, and has been especially produced for TV.

Patricia Carroll will star, and featured in the *Follies* will be Milton and Clifford Wilkins, Joan Westenberg and the Queens' Four. Victor Brown, of New Dreamland Arena, Newark, N. J., is producing.

Sorry, It's WDW

NEW YORK, May 14.—As they say, "There's many a slip twixt," and thru the processes of setting copy into the book, slips can happen. In the listing of the Ohio State program awards (The Billboard May 14), WDW, Tuscola, Ill., the 1,000-watt daytime regional station which won a first award for its one-time running *Election Day*, 1948 program, appeared in type as WBZ, Boston. Our hat's off to WDW, and excuse it, please.

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Jack Sterling Show

Reviewed Wednesday (May 11), 1-1:30 p.m. Style—Variety. Sustaining via WCBS-TV, New York. Producer, Gil Fates; director, Byron Paul; writer, Lewis Haywood. Cast: Jack Sterling, Max Showalter, Dick Boone.

This program seems to fall into a pattern which may be the partial answer to some of the problems of daytime programming on TV. It is an informal, easy-to-watch show with a minimum of scripting, but one that can be viewed at almost any time in its proceedings because of its light quality.

Its chief asset is the emceeing talents of Jack Sterling, who handles everything with a light free touch that is made to order for video. The entire program revolves about him, and he rates the confidence Columbia Broadcasting System (CBS) has placed in him.

There are several features in the show. Sterling reads the news, engages in banter with his assistant, Dick Boone, and interviews a studio guest. His repartee with his assistant is in a light vein; Boone usually gets the idea he is being taken advantage of—in this case he went on strike because he did not want to wear a moustache. While everything is played for laughs, some of their antics do tend to become a bit juvenile. Boone, since the program is generally on before the Dodger baseball games, usually rehearses yesterday's game—who won, who was the star, etc. Anybody who is a fan won't wait until 1 p.m. the day after the game to find out who won, and anybody who isn't doesn't care. Boone might have something if he could dig up some interesting baseball information not otherwise available.

Interview Falters

Sterling also tends to make his interview a throwaway. On this show he talked to someone who worked in a specialty shop. Nothing of interest was learned. The success of interviews naturally depends on the individual being quizzed. In New York there is no dearth of people with color, and those are the ones worth taking up the time.

Max Showalter's piano playing and singing furnishes the musical interludes. Showalter is a capable pianist and a good singer. He fits right in with the rest of the show.

The camera work and direction both were excellent. *Leon Morse.*

Nickel for Nothing

Reviewed Wednesday (May 4), 10-10:30 p.m. (EDT). Style—Giveaway Quiz Show. Sponsored by Reines-Freeman, Capehart dealers, Albany, weekly via WRGB, Schenectady, N. Y. Director, Ted Baughn; floor manager, Charley King; cameramen, Ray Flynn, Gay Fiorentino and Leo Trumble; lights, Skip Rutowski; sound, Dick Punzo.

This is a straight giveaway show, loaded with gimmicks and fast laughs paced by Emsee Bob Snyder and straight-man Vern Cook.

Guests from the studio audience participate and are given a nickel by Snyder for no apparent reason except to tie in with the title of the show. Two questions are asked each contestant, one the "jackpot" query, the other a simple one that practically anyone can answer. Prizes for the latter include can openers, writing paper, tobacco pouches, etc. The jackpot prize on the show viewed was a cedar chest. Occasional "contests" are used to accelerate the pace. On this particular night two ladies led a cake and the winner got a chance to heave it at the emsee.

Good Emceeing

Snyder proves to be a hard-working showman with the humor on the robust side. Vern Cook, a disk jockey borrowed from radio station WGY, gives a nice balance and gets off some well-timed puns.

The Capehart commercial in the



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

49, The Magazine of Television

Reviewed Wednesday (May 11), 7:30-7:45 p.m. Style—Variety. Sustaining on WLW-T, Cincinnati; sponsored by Anderson Piano Company via WLW-D, Dayton, O., and Universal Appliance Company via WLW-C, Columbus, O. Producer-director, Rikel Kent; script, Rita Hackett. Cast: Rita Hackett, Bob Duane, Jack Jellison's studio ork (7), and guests.

This is a chipper, fast-moving seg whose only objection lies in its brevity. The trick would better fit into a half hour. As it is, it hardly gets riding freely, when it's all over. Format, simple but smoothly executed, has blonde-lovely Rita Hackett, long a WLW radio name and now also a weekly women's-page columnist on *The Cincinnati Post*, cavorting as a newspaperwoman on assignment at Club 49 to interview nitery, theater or other personalities appearing in the Cincinnati area, a stint similar to the one she did on radio for several years.

Interview biz, in the case of theater or nitery talent, is held to a minimum, with chief stress going to the guest's specialty. Show's opening is preceded with a flash showing Miss Hackett hurriedly dropping whatever she may be doing at the moment to make her assignment at the nitery. She's on deck with her guests at the rise of the curtain, and things move at a swift pace thruout. Miss Hackett knows the score on what she's doing and works easy and unstilted. Rikel Kent, vet legit producer, does a solid job with the material at hand. His production efforts coupled with the speed of presentation and interesting camera angles serve to hold the televiewer's attention.

The make-believe studio nitery packs all the authenticity and atmosphere of the real thing. Jack Jellison's studio ork (7) supplies background music from the stand in the center rear, and Bob Duane, singing pianist, doubles as club owner and emsee. Localites are given the opportunity to appear on tele by posing as patrons. On this occasion customer spot was filled by a group of local teachers.

Guests for the occasion were Una Mae Carlisle, singing pianist, currently appearing at the 19th Hole, Cincinnati, and Gene Griffin, lyric baritone, who opens as singing emsee with the new show at Beverly Hills Country Club, Newport, Ky.

Miss Carlisle was seen and heard to good advantage on one of her own originals, *Down Where the River Meets the Sea*, and an encore, *Piano Boogie*, which she recently cut for Decca. Griffin, a youngster with a forte set of pipes, was spotted to equal advantage on *It's a Wonderful World*.

Bob Duane makes a good appearance, photos well and serves capably in the emsee slot despite the fact that he flub-dubbed his lines on three occasions when caught. Also offers a snappy and original arrangement of *Lady Be Good* on voice and piano.

Bill Sachs.

middle is decorous and in keeping with the tone of the product. Bernard Krause (also from WGY) points out the selling points of the tele set on a revolving platform. He does a convincing job. At the beginning and end of the program, slides are used to give the location of area dealers.

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

Paul Jackson.

Garroway at Large

Reviewed Saturday (16), 9-9:30 p.m. Originated by WNBQ, sustaining for the NBC TV network. Producer, Ted Mills; director, Don Meier; assistant directors, Bill Hobin, Bob Banner; cameramen, John Cassagrande, Robert Haley, Robert Hallibaugh. Talent: Dave Garroway, emsee; Louis Armstrong, Four Step Brothers, Connie Russell, Betty Chapel, Carolyn Gilbert, Jack Haskell and Art Van Damme Quintet. Orchestra under the direction of Joseph Gallicchio.

The biggest effort to date in the NBC Central Division video staff's plans to establish itself as a network programming force, this show indicates great potentialities but still needs plenty of polish. Its principal fault is that in trying to be casual and matter of fact it sometimes becomes confused and disjointed.

Prime mover in the realm of confusion is the so-called star and emsee of the show, Dave Garroway, who has made a top name for himself in radio, but still has to make his mark in TV. The old Garroway routine of relaxed, rather esoteric chatter is okay for radio, but in TV it falls flat, lacking something visual.

Casual Tone Forced

Ultra casual tone of the show was established from the first "take," which showed Garroway conversing about camera angles and other bits of business as the program opened. Then, as Garroway continued his disconnected monolog, a couple of cast members strolled in front of the camera in a fashion which was supposed to constitute an introduction. Even the Step Brothers, who later did their famed dance routine, first appeared in overcoats, as if they had just walked into the studio.

When the show finally got down to actually presenting its talent, it began to perk. Art Van Damme and his quintet went thru a couple of numbers that featured top camera shots of the Van Damme accordion. Connie Russell, by far the top TV entertainer of the program's permanent cast, was visually and vocally terrific. During the Russell singing, and at other times, the production staff outdid itself with some top-notch dramatic lighting—effective spot and shadow lighting instead of the run of the mill flat candle power.

Altho Miss Russell and another gal singer, Betty Chapel, scored, the same could not be said for Carolyn Gilbert, a blues warbler who is okay for radio but has no TV personality.

Finale Effective

By far the top spots in the program were the dancing of the Step Brothers and the singing and trumpet blowing of Louis Armstrong. Effective grand finale, which showed some creative TV production planning had gone into the program, consisted of Armstrong doing one of his famed trumpet numbers while the gal singers and Jack Haskell, male vocalist, gathered 'round for kicks.

This reviewer is not using a crystal ball to see the potentialities of the Garroway show. The fact that NBC has scheduled it as a regular sustainer and a couple of sponsors are already nibbling at its \$4,500 per show bait speaks for itself. But despite this indirect acceptance, the program still needs improvement and, above all, Garroway has to be kept under control.

The idea is sound; the talent is there; the approach is refreshing. But in an effort to be creative and unusual the program's producers can not allow themselves to throw away fundamental showmanship sense.

Cy Wagner.

This Is Broadway

Reviewed May 11
Sustaining Via CBS

Wednesday, 9:30-10:30 p.m.
Director, Irving Minsfield; announcer, Bern Bennett; music, Ray Blech and his orchestra. Cast: Clifton Fadiman (emsee), George S. Kaufman, Abe Burrows. Guests: Helen Hayes, Adele Clark, Phil Foster, Bert Frohman, Nancy Franklin, Frank Parker, Mary McCarty, Artie Shaw.

Current Hooperating for the program (Started May 11).....None
Current Hooperating for shows of this typeNone
Current Hooperating of program preceding ("County Fair").....5.3
Current Hooperating of program following (Sustaining)None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: *Grocho Marx*.....12.4
Bing Crosby.....16.8
MBS: Sustaining.....None
NBC: "Mr. District Attorney".....12.7
Big Story.....12.8

There is too much of an air of contrivance, too much time and too much Fadiman in the new Columbia Broadcasting System (CBS) *This Is Broadway* series. As a video attraction, it might be able to bear up under the burden of an hour's demands, but since it is, in essence, a variety show with a none too plausible gimmick, and since it is a variety show devoid of the top names one expects from such offerings, it failed to make too favorable an impression on its premiere, Wednesday (11).

The gim on Broadway is to present an array of talent, each of whom—allegedly—is facing a problem in the furtherance of his or her career. The board of experts, permanent members of which are George S. Kaufman and Abe Burrows, then offers its advice. Conceivably, such a program might offer some worthwhile guidance, but what's there to tell Artie Shaw, whose problems certainly aren't musical, or Mary McCarty, who has only zoomed up like mad in the past year and shortly opens in a legit musical? Miss McCarty and Shaw were among the opening night's acts, others including Nancy Franklin, in an excellent dramatic reading; Phil Foster in an amusing routine; Adele Clark, singer; Bert Frohman, singer turned agent, and Frank Parker, tenor.

They've Problems?

Miss Franklin, as one example, is a fairly well established (and certainly capable) legit actress, whose plight, she said, is an inability to get out of the understudy class. Parker's problem is that baritones these days have all the radio play (excuse please, but what ever happened to Dennis Day, Parker's successor on the Jack Benny show, who also has his own show, and what also happened to Parker's own widely played e. t. air series). At any rate, each performer does his bit, while the vocational trio—the third member of which was Helen Hayes—makes ready to offer counsel.

In Kaufman, one of the country's top wits, and Burrows, CBS producer Irving Minsfield has an excellent pair, each rapier fast with repartee. (Kaufman's best was his ad lib re Artie Shaw—"He's married all the women I know.") Clifton Fadiman, a one-time participant in *Information, Please*, was distinctly off form, not only lacking his customary persimmon tartness but exhibiting a previously unsuspected garrulity. His cuing of each act's specialty only served to accent the program's repetitive nature. His pacing, or that of producer Minsfield, was also off beat, resulting in an uncomfortably rush-rush close. *Jerry Franken.*

Neb. Broadcasters Hold Assn. Election

OMAHA, May 14. — John Alexander, KODY, North Platte, Neb., this week was elected the new president of the Nebraska Broadcasters' Association.

Also elected were Harry Peck, KFOR, Lincoln, vice-president; Paul Fry, KBON, Omaha, secretary-treasurer, and Dick Welna, KBON, and L. A. Miller, KFAB, Omaha, directors.

TV Mfrs. Plot Trade Practices

NEW YORK, May 14.—Admitting that, for the moment, their principles are somewhat stronger than their membership roster, the newly formed Television Manufacturers' Association (TMA) has announced that its first project will be a nationwide survey aimed at establishing standard service agreements and practices for TV sets. The survey, being prepared by TMA members, will be sent to video dealers and service organizations in the hope that sufficient basic information will be gathered upon which to base a universal servicing contract and a TMA approved servicing plan.

According to Michael L. Kaplan, president of the TMA and of the Sightmaster Corporation, survey results will probably prove that more than one type of standard contract will be necessary in order to cover servicing policies for set owners in "fringe" areas and those in areas in which reception is normally excellent.

Future industry-wide problems that will come in for much attention from the TMA include manufacturer to distributor to dealer discounts and trade-ins.

The FMA membership at present consists of Remington, Sightmaster, Mars, Empire Coil and Minute Man, but Kaplan stated that several additional membership applications are being acted on and that some of the major TV producers have given the TMA an off-the-record approval.

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

HOLLYWOOD, May 14.—Tele set sales in the Los Angeles area during April totaled well over 13,000 receivers, bringing the over-all figure to 126,249 sets. Figures, released monthly by Southern California Radio & Electrical Appliance Association, Inc. (SCREAA), revealed a substantial increase in the rate of sales which heretofore averaged about 10,000 per month.

Report, released by SCREAA executive director William Quinn, estimated the total looking audience in this area at 631,245, the figure being compiled from population breakdowns and other sources. With one out of every 12 local families now owning tele sets, at an average cost of \$300 per unit, it was estimated that more than \$38,000,000 has been spent by set buyers in the Los Angeles area since the advent of local tele.

Farnsworth Sale to IT&T Cues Stockholders' Suit

FORT WAYNE, Ind., May 14.—Suit was filed in Federal Court here to void stockholder action which recently approved sale of Farnsworth Television & Radio Corporation to International Telephone & Telegraph Company.

Action was filed on behalf of Robert W. Kenny, Los Angeles, who earlier lost a suit in a New York court to block the sale. Kenny former attorney-general of California, heads a group of stockholders who hold that the sale terms were inequitable.

Mattison Offers New TV Set

NEW YORK, May 14.—The Mattison Television & Radio Corporation of New York announced the development of a new video receiver designed to produce a 15-inch picture in the smallest cabinet on the market. The Embassy 15 model also features the "reflecto-circle" innovation, a luminous rim which is part of the cabinet and affords greater utilization of the tube surface. The picture afforded is approximately 140 square inches. The new set is already available for distribution and will retail at \$489.50.

Gov't May Drop Right To Include Retailers in Bill

WASHINGTON, May 14.—Administration leaders in the House are ready to drop their right to have all retail stores covered under the Fair Labor Standards Act, which sets wage and hour regulations. In an effort to secure an upping of the minimum wage to 75 cents per hour, leaders are ready to keep present coverage of the act in force.

Notice to that effect was served this week when Rep. John Lesinski (D., Mich.), chairman of the House Labor Committee, introduced a bill to raise the wage but with no additional industries to be covered.

Earlier the committee had approved a minimum wage bill under which the act would blanket virtually all retail stores, including those selling radios, phonos and TV sets. Apparently the decision to abandon efforts for greater coverage of the act was influenced by the recent victory of a coalition of Southern Democrats and Republicans in preventing House passage of a bill to repeal the Taft-Hartley Act. The idea is that a number of Southern Democrats will vote for an increase in the minimum wage if present exemptions are maintained.

Lucas Bill Line-Up

Most GOP-ers and an undetermined number of Dems from the

Video To Grab Spotlight At RMA's Chicago Confab

CHICAGO, May 14.—Television is expected to monopolize attention at the annual convention of the Radio Manufacturers' Association (RMA) at the Stevens Hotel here May 16-19, Bond Geddes, secretary, said this week. He estimated attendance at the joint RMA and Radio Parts & Electronic Equipment Shows, Inc., meeting would reach 5,000.

Principal TV subjects to be discussed, according to Geddes, are new equipment, lower prices, production cost reductions, and estimated production totals for 1949. Early estimates placed industry output at 2,000,000 receivers this year. In

South, however, are lining up behind the Lucas bill, which is to be offered as a substitute. This measure would set the minimum wage at 65 cents per hour for the first year, with the wage to be raised or lowered thereafter depending upon the trend in the cost of living. Employees of retail stores would be exempt if more than 50 per cent of the store's business was done within the State.

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

comparison, radio set production is estimated at between 7½ and 10 million. In 1948 radio production was 16,000,000 sets.

Geddes expressed belief that threatened obsolescence of TV receivers will not receive much attention at the convention. He believes the industry does not have an obsolescence problem as Wayne Coy, chairman of the Federal Communications Commission, recently stated, and that present sets will be usable for many years. The RMA public relations committee appointed to cope with the problem has been inactive, he said.

The convention agenda does not list discussions of 45, 33½ and 78 r.p.m. records. Geddes stated that any conflict between these record speeds is merely a problem of the individual manufacturer.

The convention will hold 50 committee meetings and an election of officers. It will close with a dinner Thursday (19) at which Col. Herbert H. Frost, first RMA president, will be featured speaker.

Tele Set Sales Up in Columbus

COLUMBUS, O., May 14.—Distributors here moved 1,667 television sets to dealers in a 19-day period, bringing to 5,391 the total number of sets moved to retail outlets by May 2. The rapid growth in the number of television sets was between April 13, when 3,724 sets were reported, and the May 2 figure of 5,391 sets.

The Crosley Broadcasting Corporation's WLW-C, the only TV station in the Columbus area, has been in commercial operation since April 13.

Sales of television sets in this area had been opposed by the city's Electrical Dealers' Association until the time when a local television station was ready to begin programming.

A spot-check of local dealers revealed that table model sets were selling at a fast pace, while consoles were moving slowly. The average turnover of sets from distributor to consumer was estimated at one a week.

Mag'vox Cuts TV Set Cost

FORT WAYNE, Ind., May 14.—Price reductions of approximately \$50 on all Magnavox sets went into effect today it was announced by Frank Freimann, executive vice-president of the company. According to Freimann, the new prices are a result of recent price cuts of picture tubes and expected reductions in other component parts.

Air King Pacts All-State

NEW YORK, May 14.—All-State Distributors of Newark, N. J., has been appointed exclusive distributing organization for Air King TV sets, according to R. D. Payne, sales manager for Air King Products Company, Inc. All-State will cover Northern New Jersey.

How They're Selling Them

(As advertised in the nation's press.)

TELEVISION SETS ARE STILL BEING sold to the public on the basis of price reductions and easy-payment plans. Record advertising picked up, with Columbia's "South Pacific" campaign getting the lion's share of the space. Many dealers were taking advantage of the oncoming vacation season and featuring portable radio and phono sets.

"TRY TO BEAT TIMES SQUARE prices on Emerson television." Full-page ad fairly screams, "\$1.49 weekly" and "take two years to pay!" List price of Model 611 (\$269.50) is almost hidden under a large photo of the table model.—Times Square Stores, New York.

"FREE! \$19.95 VIEW SCOPE TO enlarge screen with your Admiral Magic Mirror television set." Table model set is priced at \$179.95.—High's, Atlanta.

"NEEDS NO INSTALLATION IN MOST locations," ad says of the Bendix television combination. "It has its own built-in antenna. Costs \$499.50 (and your old radio)."—Scruggs Vandervoort Barney, St. Louis.

FOUR DIFFERENT TV MODELS BY Tele-Tone are pictured along with photos of radio-phonos table model sets and a portable phono. Ad offers free home trial, low price, high performance, low down payments, etc.—Tiedtke's, Toledo.

"ORIGINAL CAST RECORDINGS OF 'South Pacific' on Columbia records." Three-store chain took a full-page ad, giving equal billing to 78 and 33½ r.p.m. prices. Coupon order blank guarantees safe delivery. "Sent postage-free to any part of the U. S."—Liberty Music Shopp, New York.

"ONLY 10 PER CENT DOWN DELIVERS any of these large 12-inch screen DuMont television sets," says a full-page ad. Bottom portion of the page is devoted to a record album clearance at 30 per cent and 50 per cent off.—Abraham & Strauss, Brooklyn.

SALE PRICE DOMINATES AN AD FOR Stewart-Warner "Wonder Window" television sets. Table model with 61-square inch screen at \$269.95 and console model with same size screen at \$289.95. Prices include federal excise tax.—Biedermans, St. Louis.

RCA VICTOR DISTRIBUTOR DEVOTES a full page to "the most complete selection of 16-inch direct view television." Ad advises consumer to buy at the nearest authorized dealer, featuring the RCA Victor seal. One-third of the facing page is devoted to the company's 45 r.p.m. player attachment and a list of authorized dealers.—Bruno-New York, New York.

"COLUMBIA'S ALL NEW LP RECORD attachment to play all long-playing records" heads a full-page ad featuring a photo of the \$9.95 player. A listing of all of Columbia's LPs is prominently displayed.—Super Music-Stores, Washington.

OVER 45 PER CENT OFF—61 SQUARE inch TV console. Regularly offered at \$376.99, sale priced, \$199.95. Ad carried in two leading papers, no brand name given.—Hudson-Ross, Chicago.

"OUR TRAVELING STORE-AT-YOUR-door will bring this right to your home—no obligation"—is the theme of a half-page television ad. Price is featured prominently on an Admiral table model at \$169.95, with an 84-point headline that "\$18 delivers" the set, and that the customer can take up to two years to pay. The traveling salesroom, with demonstration models right on the truck, is pictured, as well as the set. A coupon is used to invite appointments for the demonstration truck.—Peoples Outfitting Company, Detroit.

CELEBRATING 84TH ANNIVERSARY, store advertises full page each for Admiral and Zenith consoles at "sale" prices. Prices listed on each are "regular." Billboard check discloses.—Spiegel, Chicago.

"PAY AS YOU SEE"—COIN OPERATED television meter. Pay as low as 25 cents a day, the ad points out, for many nationally known makes.—Terman Television Sales, Chicago.

RADIO ROUND-UP. SPRING CLEARANCE sale of all radio-phonos combos and table model floor samples. Savings from \$20 to \$230 on many nationally known makes.—Emergency Radio, Chicago.

FOR ONLY \$38 DOWN, STORE WILL install new Crosley television with FM, starting at \$299.95 for 52-square inch screen. Ten-day free trial plan offered in addition to "pay-as-you-go" service plan. Pay \$4 for each service call. Should more than eight be necessary, further service offered free.—Wurlitzer, Chicago.

"GIANT CIRCLE SCREEN"—THE largest possible picture the screen can show." Full-page ad featuring Zenith's "giant circle" set and emphasizes "low" price of \$399.95, but not for the 18-inch set. Model illustrated is featured at \$509.95. Easy credit terms of \$2.99 week are also given big play.—Platt Radio Store, Los Angeles.

RAYTHEON'S "SUPER CIRCLE Screen," featuring a 78-inch picture tube and radio-phonos combo is shown for \$399.95. Screen, ad says, gives 35 per cent more viewing surface and "20/20 television—sharp, clear, easy-to-see pictures." Raytheon's portable set, with seven-inch screen, is highlighted for \$189.95.—Radio Product Sales, Inc., Los Angeles.

UNUSUAL 10-DAY OFFER! DURING "Hoffman Week," May Company will install 250 Hoffman tele sets on a 10-day home trial plan. If not satisfied for any reason, money will be refunded. A full-page ad, illustrating five different Hoffman models, invites customers to compare and try the "hard to beat" Hoffman at home. Only 10 per cent down payment needed.—May Company, Los Angeles.

BEST OF THE BIGGEST



\$495

with "Giant Fifteen"

"Long Distance Tuning"

★ For a free installation survey—write to:

UNITED STATES TELEVISION

3 W. 61 St., N. Y. C.

CI 6-4255

HOPE DAWNS FOR ASCAP, TV

But 2 Sides Still Betray Mulishness

New Life for Cuffo Music

(Continued from page 3)

has sent out a few feelers on a possible modification of the rates formula previously proposed by the Society to the National Association of Broadcasters' (NAB) television music committee headed by Robert P. Myers.

Seriously beclouding the situation, however, are a number of factors. There is the overt insistence, for example, by both sides that they have not budged from the stand taken last week-end when ASCAP proposed to send the issue to an arbitration board and the telecasters coldly rejected the proposal, on the ground that only a proposal for fair system of fees could bring about a settlement (*The Billboard*, May 14).

As an aftermath of this, ASCAP President Fred E. Ahlert sent letters to television sponsors, agencies and webs, pointing out that ASCAP will be willing to negotiate individually. Broadcast brass here reacted caustically to this move. One spokesman called it "war of nerves" strategy and insisted that it was not having the designed effect.

It is generally agreed that an improved chance for settlement of the dispute could develop from an extension of the cuffo deadline to June 30. It is felt that both sides are approaching a mood for compromise and there is reason to believe that, given a breather, a settlement could be reached sometime next month. In some optimistic quarters the talk was that a solution might be reached even sooner, but this view is not shared generally.

Polydor Execs Set U. S. Talks

NEW YORK, May 14.—N. Jacques Canetti and George Meyerstein, top executives with the French Polydor diskery, are due to arrive here June 7 for a week of business confabs. Polydor has an affiliation with George Mendelssohn's Vox label here.

Meyerstein is general manager of the firm, which has branches in a number of European and Latin-American countries. Canetti is the artist-repertoire chief for the label and independently operates his own talent bureau. He was Louis Armstrong's manager during his first European tour in 1933-'34 and is credited with the discovery of Edith Piaf.

Frasetto Wins Out of Court

NEW YORK, May 14.—The \$5,000 damage action for alleged breach of contract instituted by Joseph Frassetto in New York Federal Court against cleffers Moe Jaffe, Henry Tobias and Larry Vincent was settled prior to trial before Federal Judge Edward A. Conger this week.

Frasetto, a music orchestrator and publisher's contact man, claimed he was hired to exploit the Jaffe tune, *If I Had My Life To Live Over Again*, under a 1942 contract. No terms of settlement were disclosed. Action was discontinued.

Can BMI Fill in for ASCAP If Strike Cuts Music Off TV?

NEW YORK, May 14.—Trade opinion is divided as to the ability of Broadcast Music, Inc. (BMI), to supply adequate music to television should a strike be invoked against ASCAP after June 1.

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

ASCAP-ers maintain that the BMI catalog is scarcely worth mentioning, and the references to *Jeannie With the Light Brown Hair* have been manifold in Lindy's and the Gateway. BMI points out that since 1941 it has built up a catalog which can provide more than 15,000 pop titles, and that video won't have to exhaust Stephen Foster. BMI admits, unofficially, that it isn't exactly overstocked with hit songs, but it claims that now it has enough to choose from for a variegated program for years to come. It also points to its admittedly strong resources in the Latin-American, race and classical fields.

Video stations are already gearing for a possible strike. One network has already been furnished with some

La Carson Inks 2-Year RCA Pact

NEW YORK, May 14.—Vocalist Mindy Carson signed a two-year pact with RCA Victor last week. She will cut her first sides for the diskery Wednesday (18). Miss Carson, who has been working Class A niteries thruout the country, was under contract to Musicraft last year, but obtained a release this February.

Miss Carson is under the personal management of Eddie Joy. General Artists Corporation (GAC) handles her booking.

Nub of Impasse

NEW YORK, May 14.—The nub of the current impasses between American Society of Composers, Authors and Publishers (ASCAP) and the tele industry, the trade feels, is the interpretation of dramatico-music rather than the amount to be charged.

Top ASCAP show writers, who usually control dramatic rights of their compositions, maintain that visual presentation of their tunes along with costumes and backgrounds in the mood and special spirit of the song involves a special right, which they will not turn over to ASCAP on a blanket basis.

Broadcast Music, Inc.'s (BMI) (and video's, of course) philosophy is that only the audio aspect of a song presentation need be considered in determining whether a special or dramatic right is involved. Unless a whole dramatic work or a full scene, or substantial performance in sequence is presented, it maintains, no special right is involved, regardless of the visual trappings used.

dozen BMI tunes for program themes. Kinescoping complicates the May 31 deadline, and some shows are expected to go non-ASCAP as of May 15 because of possible rebroadcast after June 1.

Video producers and BMI pubbers report an intensification of BMI activity since the announcement of the break. BMI is reported to be re-furnishing all interested parties with such materials as the *Performindex*, which lists 18,000 pop titles alphabetically, *Recorded Bridges*, *Moods* and *Interludes*, and other programming aids. BMI pubbers have been asked to make available all possible orchestration for video use.

Warbler Owens Leaves Tower; Snags Masters

CHICAGO, May 14.—Jack Owens, the Don McNeill Breakfast Club warbler, who cut the Tower recording hit, *How Soon*, parted company with that label Thursday (12). In an agreement reached between Owens and Dick Bradley, Tower prexy, Owens received the 28 masters which he cut for Tower, a dozen of which were unreleased. In order to obtain the masters, Owens said he gave Bradley a cash settlement plus a waiver on royalties, amounting to \$6,500. When queried, Bradley said the deal was limited only to a cash settlement, in that the royalty situation was voided by the initial cost of making the recordings, which the American Federation of Musicians has ruled can be deducted before any royalty is paid.

It was understood that Ray Jones, secretary of the Chi chapter of the American Federation of Radio Artists (AFRA), was instrumental, along with Morry Lipsky, of Music Corporation of America, in settling the Owens-Bradley deal. This marks the first time that AFRA has stepped into a recording deal tangle.

Owens, it was learned, has been mulling several record firm deals, one of which is an offer from MGM.

Philly's Rosen Okays Price Cuts

PHILADELPHIA, May 14.—In another effort to hypo platter sales here, Ed Pinsky, manager of the RCA Victor record division of the Raymond Rosen Company, local distributors, removed items from the Pennsylvania fair trade agreement. A list of back date popular records were taken off the fair trade list and the distributor is offering the selected items for sale to dealers at 15 cents each in lots of 100 and quantities of no fewer than 10 of any number. In addition, Victor's DV album sets and the Heritage series records are removed from fair trade listing. The DV sets will sell at DM prices and the Heritage series cut to 90 cents for dealer cost, with \$1.50 the list price.

Pinsky also warned the dealers that they are not to advertise any of the merchandise taken off the fair trade list at "special prices." However, dealers may put a sign in the window or store offering these items for sale at "reduced prices."

Society Tries Pacting Nets; By-Pass NAB

Talkfests Skedded

(Continued from page 12)
detailed reply to your letter at this time."

ASCAP's session with key agency men is scheduled to be held Tuesday in the Barbary Room. No sessions have been scheduled with sponsors, but the latter, as well as the agency brass, have been apprised of ASCAP's point of view via letters which included enclosures of Ahlert's May 6 statement.

Hurdles in May

The feeling of TV people late this week was that two hurdles must be surmounted before an agreement could be concluded. One hurdle, the matter of deductions, was regarded as possible to negotiate. The second, the matter of special uses, was regarded as very, very tough. It was suggested that perhaps ASCAP could re-interpret the ASCAP-membership pact with respect to special uses, or could perhaps go back to the membership to secure additional rights. Publishers and writers, however, regarded the latter suggestion as quite an unlikely move.

Music industry figures, late this week underscored several facts they regarded as particularly pertinent. They resented NAB's cold-shouldering of ASCAP's arbitration proposal, pointing out that in any arbitration ASCAP was accepting a pig in a poke and might get a beating—just as TV might. They also stressed that Ahlert's proposal took cognizance of TV's financial position by offering, for the first six months of 1949, a 75 per cent discount of fees collected; for the succeeding six months a 50 per cent discount, and for the succeeding three months a 25 per cent discount.

Tempo Longhair Released on 45

HOLLYWOOD, May 14.—Tempo Records will release its first 45 r.p.m. disks June 20 when it issues two classical works from its recently acquired European catalog. With this release Tempo will become the first diskery to make its product available in the three speeds—standard 78, 33½ and RCA Victor's 45 r.p.m.

Tempo will intro two innovations with its 45 r.p.m. release: (1) A single album will contain two complete classical works, with disks so arranged as to allow the listener to hear a single composition in its entirety without having to flip the stack at the midway point. (2) Tempo will pack the doughnut platters in albums, rather than boxes, as does Victor and Capitol.

Albums will be designed along plush lines with alligator leather covers aimed at customers' pride of possession. Disks will be ruby red vinylite with a blue label with copy imprinted in red. Four-pocket album containing the two works will sell for \$5 (plus tax). Initial compositions will be Maurice Ravel's *Ma Mere L'Oye*, recorded by Alberto Erede and the Italian Radio Symphony Orchestra, with back sides holding Richard Strauss's *Franks of Till Eulenspiegel*, performed by Vittorio Gui and the Florentine Magio Musicale Symphony Orchestra.

45, LP ACCEPTANCE GAINING

SPA Primed for Pubbers' Opposition in Testing of Old Pacts' Renewal Rights

NEW YORK, May 14.—The Songwriters Protective Association (SPA) expects and is prepared to cope with resistance on the part of some pubbers on the interpretation of renewal rights in contracts made prior to 1932, the year the first SPA contract was adopted, it was announced by SPA Prexy Sigmund Romberg this week in a statement officially announcing plans for formulations of a standard renewal contract. (This confirms *The Billboard's* prognostication of a hassle on this point in an exclusive story in the May 7 issue.)

The SPA is going to "assist in testing the claims" of pubbers who claim renewal rights under the "ancient" contracts, Romberg announced. The text of Romberg's statement follows: "Songwriters Protective Association is at present working on the preparation of a standard form of renewal contract. It is the traditional pattern of our American copyright law that an author is entitled, at the expiration of the first period of copyright, to review his agreements and bring them up to date.

"The subject of renewals is of particular importance to the men and women who were writing in the period immediately prior to 1930 and whose copyrights are in line for renewal now and within the next few years. Many hit songs which have become standards in American music are included in this category. Moreover, renewals are and will become increasingly important to the younger authors and composers.

"It has come to our attention that our members have been asked to sign renewal contracts of all different kinds. Many of these renewal contracts fail to give to the writers the terms and conditions which they should have and fail to take into account the progress that had been made in relationship between writers and publishers. We see no reason why, in the renewal contract, the writers should get terms less favorable than those which have been developed in the SPA standard form of contract.

"The standard form of renewal contract which is . . . being prepared will be fair to both writer and publisher, and SPA has the hope that this agreement will be used as universally as all other SPA standard forms have been.

Problems of Law

"In this connection, it may also be pointed out that some publishers, although not all of them, have claimed the renewals under ancient contracts

which were made before the adoption of the first SPA contract in 1932. These claims present important problems of construction of the law and of the contracts. SPA intends to assist in testing the claims asserted under these ancient contracts. In doing so, SPA feels that it will perform a service of value not only to its own members, but to the entire music industry as well."

Observers point out that at least four important publishers have still not signed the basic agreement with SPA, inked by most of the pubbers last year. These are Chappell, Leeds, Paramount and Southern. The prime reason for the holdout is said to be the clause which assigns foreign rights as well as all others to the writer after the expiration of the first 28 years, and the penalty clause whereby the pubber must pay the writer \$250 if he has not published an orchestration or secured release of a commercial record within a year after taking on the song.

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

HOLLYWOOD, May 14.—Reshuffle in the ranks of Capitol's artists-repertoire department this week brought in Lou Busch as assistant to Jim Conkling, diskery's a & r chief. Busch, former arranger-pianist with numerous name bands, will aid Conkling in screening and selecting pop faves in addition to publisher relations. Busch will handle all pub contact work, thereby relieving Conkling of an increasing load of chores.

In addition, F. M. Scott was appointed to a similar post as aid to Alan Livingston in the kidisk and album department. Scott will select and screen material for tot tallow and disk books. Lee Gillette will continue to straddle pub relations and recording in the Western-hillbilly department, as will Dave Dexter in the race-jazz wing. Dick Jones will continue in his present classical slot.

Name Rustics Rack Up 41G On Junket Thru Southwest

CHICAGO, May 14.—The trail of record-shattering grosses by name recording hillbilly artists stretched into Texas during the first week of May, when a coterie of top platter names drew \$41,185 in six dates in major cities of the Southwest. The tour, booked and promoted by Oscar Davis, vet Nashville rustic talent promoter, topped a previous record effort thru Kansas and Nebraska which did \$29,100 for five days (*The Billboard*, April 23).

The opening May 1 date at Houston City Auditorium racked up \$7,800 for two shows, with ducats at \$1.30 and \$1.95. Other grosses included May 2, Amarillo City Auditorium, \$8,280 (\$1.30-\$1.95); May 3, Oklahoma City Municipal Auditorium, \$9,685 (\$1); May 4, Dallas Sportatorium, \$8,000 (\$1-\$1.25); May 5, Fort Worth North Side Coliseum, \$3,100 (\$1-\$1.25), and May 6, New Orleans Municipal Auditorium, \$7,400 (\$1-\$1.50).

Troupe was made up of WSM, Nashville, talent, including Ernest

Merc. Plastic 79c

CHICAGO, May 14. — *The Billboard* in its May 7 issue ran a story that Mercury Records after May 15 would issue all disks on non-breakable plastic at the current 79-cent price. This was Mercury's answer to price cutting by other labels. While the story was correct in all details, the head erred in stating that the price would be 69 cents.

Mills' Sales Hit New High In 30th Year

HOLLYWOOD, May 14. — Mills Music celebrates its 30th year in the music publishing industry this month with the announcement that pubbery's sales are currently hitting a new high despite general apathy of music sheet sales biz. Irving Mills, Coast pub topper and firm's prexy, Jack Mills, reported a tremendous improvement in the general sales picture with three Mills tunes and one American Academy of Music (Mills subsid) number currently hitting the rack order level.

According to the Mills office, *Red Roses for a Blue Lady* has passed the 400,000 sales mark to date with *Down By the Station* sales over 325,000 copies. *Say Something Sweet to Your Sweetheart* has hit 275,000 copies followed by *Blue Skirt Waltz* which this week passed the 175,000 mark. All four tunes have received heavy disk treatment which will greatly enhance over-all earning figures. *Blue Skirt Waltz* for example, has already been waxed by 17 labels. Three revivals currently active include *Caravan*, *Cole Slaw* and *A Chicken Ain't Nothin' but a Bird*. Trio of ditties has been disked by several new artists and inspired re-releases of earlier etchings.

Plattery boasts nearly 20,000 copyrights in both Mills and American catalog, covering educational, long hair, and the more recent addition of be-bop material. Five cleffers are now pacted to exclusive deals, including Mitchell Parish, Sid Tepper, Roy Brodsky, Frank Yankovic, Leroy Anderson and Slim Gaillard.

Disk Business Seen Nearing End of Slump

Survey Shows Optimism

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

Biz Equals Pre-45 Days

Answers to the next question are revelatory. Dealers were asked: "Since the introduction of 45's, would you say your total record sales are better, about the same or worse?" Sixteen dealers said "better," 82 said "about the same" and 43 said "worse." Again bearing in mind the hue and cry attendant upon the introduction of 45, the figures would indicate that the "confusion" in the industry, often attributed to 45, is exaggerated. Despite the fact that the summer season is virtually upon the industry, and despite the fact that this is traditionally a slow period, most of the dealers nevertheless are doing as well as they did prior to the introduction of 45.

A check-up on dealers' current advertising, with respect to newspapers, radio, direct mail, indicates 42 dealers have recently jacked up their budgets, 78 are buying the same amount of advertising and 12 said they were advertising less. The dealers indicated that 25.43 per cent of their ad budgets are allocated to 45's.

The effect of the introduction of 45 on the sale of sets is indicated by another set of figures. Fifty-six dealers stated they are doing about the same dollar volume in set sales, 40 dealers said less dollar volume and 17 dealers stated more dollar volume.

LP's Climb in Classical

That LP has successfully appealed to the classical trade is borne out by answers to the query: "Among classical record buyers, which record speed is presently selling best?" Sixty-one dealers said 78, 59 said LP's and 22 said 45's. In other words, LP in the classical field is already selling virtually as well as the regulation 78, according to these dealers. Some diskeries, of course, claim the bulk of their classical is in LP's. RCA's 45, however, makes an encouraging show for the time it has been on the market.

The effect of the new technological developments on dealers' perpetual inventory systems for 78 r.p.m. has not been too drastic, according to indications in the survey. Of those queried, 102 said they had a perpetual inventory system for 78; 37 said they did not. In answer to a query as to how 45's and/or LP's affected this system, 69 said the system was unaffected, 34 stated that changes were required and six stated that 45 r.p.m. and LP made their perpetual inventory system entirely impractical.

King Records Inks Lucas Ork and Prime

NEW YORK, May 14.—King Records last week inked Carroll Lucas and his band, a new addition to the band business ranks, and singer Harry Prime, former band vocalist with Randy Brooks, Tommy Dorsey and others. Lucas, who is a songwriter and arranger, served as a cleffer for Sammy Kaye for about eight years and also has done a number of things for the current Art Mooney aggregation.

WM Inks Jones To Term Paper

HOLLYWOOD, May 14. — Stan Jones, composer of *Riders in the Sky*, was inked to a term pact this week by William Morris Agency, following several weeks of negotiation. Talent house will give Jones fast build-up to cash in his whirlwind prominence, and is planning a personal appearance tour, disk contract and possible picture deals.

Jones, who so far continues to hold down a regular job as a national park ranger in Death Valley, is expected to ink the record pact next week with major plattery, to be featured as a warbler and instrumentalist. Cleffer is also in line for an oater film series altho no deal has been inked to date.

Tubb with Butterball and Jack Drake; Red Foley and his band; Cowboy Copas, Lazy Jim Day, Minnie Pearl, Rod Brasfield and cowboy pic star Don (Red) Barry, emcee, plus Hank Williams of KWKH, Shreveport, La. Davis has inked a p.-m. deal with Williams, who is currently riding two MGM hits on *The Billboard's* rustic music pop charts.

Stan Zucker, chief of International Artists' Agency, New York, last week joined Jolly Joyce, Philadelphia agent, in the ranks of bookers, taking an active interest in folk music skedding. Following an experimental tour with Red Ingle's ork and a group from WSM's *Grand Ole Opry* late in April, Zucker has lined up a tour of WSM artists, including Little Jimmy Dickens, Ernest Tubb and Minnie Pearl, thru Kansas late in May, while a package, headed by Jimmy Wakely, will play Missouri on east also late in May. Zucker is booking the dates to outside promoters.

GIMMICKS DIG BALLROOM GOLD

Promotions Do the Trick In Hying Terp Grosses; Old-Time Events Snag \$\$

Ops Wary of Teen-Age Dances Despite Successes

By Johnny Sippel

CHICAGO, May 14.—Tho the vein of dancers' gold is running thinner for ballroom owners, there's still much moo if the terperly op digs deep into his bag of promotion tricks, a survey of 50 leading ballroom ops across the country has disclosed. While old-time dance nights have been standard policy in some ballrooms, these special nights, set aside for music ranging from square dancing to European polka steps, seem to be the best biz builders currently. The Archer chain and the Karzas ballrooms have recently inaugurated old-time dancing in the bulk of their holdings. The Karzas chain is utilizing old-time dancing Wednesday night at the Trianon, Chicago; Fridays at the Terp, Austin, Minn., and Surf, Clear Lake, Ia., and Sundays at the Prom, St. Paul, and the Terp. The Pla-Mor, Kansas City, and George Devine's Ballroom, Milwaukee, are utilizing two nights per week of old-time dancing. Will Wittig, of the Pla-Mor says, "The two old-time nights are two of our best nights."

Orks Build Following

Consensus of operators is that mid-week nights and in some cases, Sundays, make the best old-time dancing parties. Admission runs from a minimum of 50 cents, including tax, to \$1, including tax, in the larger cities' terperies. Orks run from a minimum personnel of five pieces to 11 in the larger cities. Ops said they liked old-time dancing because bands, even those with a national name, required less of a guarantee than the average pop bands. Ops who have utilized a square-dance policy for a year or two said that they were able to build a local or near-by territory ork into a drawing attraction. Alice McMahon reflected other ops' general estimate when she said that the old-time dancing at her Indiana Roof, Indianapolis, "proved more fun than any other night." Ops generally felt that because of the circle dancing more strangers danced together, thus providing them an opportunity to meet new people. Wally Peters, of the Marcon Ballroom, Iowa Falls, Ia., said he found a "more orderly crowd attends old-time." Another op said that a square-dance crowd is consistent and "never leaves you."

Dress Nights Stimulate

Best square dance biz stimulator seems to be a special dress night, when patrons don overalls or rustic dress. These are titled "Gingham and Overall" or "Overall and Apron" nights and lure additional customers, it was reported. Miss McMahon has a half hour of free square dance instruction, which she said had lured novices into the old-time field. She has found that instruction makes it possible to mix up many types of old-time dancing, thus spicing the program.

Teen-agers still are being watched by most operators, who are wary of giving them a trial. Jodie Hall, manager of the Marine Room, on the Galveston (Tex.) Pleasure Pier, used teen-age dances last season, working the name bands for kid dancing from 3 to 6 p.m., Sundays. Utilizing a number of gimmicks, best of which was a merchandise award to the best-behaved couple, Hall said he feels that regular customers for the future were cultivated. Dave Shafer, of Colonial Hotel, Rochester, Ind., which operates Terrace Gardens, playing semi-names, has used Mondays during the summer as his teen-age night. He has worked out a deal with merchants in surrounding cities whereby each week residents of a different

Music's Stopped

WASHINGTON, May 14.—A stop-the-music performance put on recently by Local 161 of the American Federation of Musicians may cost the union \$100,000. A suit for that amount was filed this week by Mrs. Mary Dawson, promoter of a Negro opera, who charged the union stopped an ork right in the middle of Celeste Aida to put on a bite for \$511.

The tab, claimed Mrs. Dawson, wasn't due until the first intermission.

N. Y. Store Drops 802 Concerts

NEW YORK, May 14.—S. Klein, the department store, has withdrawn its co-sponsorship with Local 802, American Federation of Musicians (AFM), in the weekly concert series to be held in Union Square (The Billboard, May 7). The store withdrew when it was learned that the city park department would not be able to furnish as many seats as had been expected, fearing a heavy accident liability. Klein is contributing a sum equivalent to its share of the concert nut to the local's recording and e.t. fund.

The local will proceed with the concerts, the first to begin Tuesday (24), with succeeding ones the following three Tuesdays. A local spokesman said that seating facilities were being worked out with the park department.

Col. To Distrib Seeco to Mex

NEW YORK, May 14.—Seeco, Latin-American diskery with offices in New York, has made a five-year deal with Columbia Records for the distribution of Seeco masters in Mexico. The disks will carry the Columbia label, with Seeco credit, and will be pressed by Columbia. The Mexican plant, controlled by Seeco president, Sidney Siegel, will continue to operate with contract pressings for other diskeries, however.

Seeco will continue to operate as an independent label here and in other Latin-American countries, according to Siegel.

802 Rank & File Sends Arons To AFM With 4 Resolutions

NEW YORK, May 14.—Max Arons, Local 802 delegate to the American Federation of Musicians (AFM) convention in San Francisco opening June 6, has accepted suggestions for four resolutions from an informally elected rank-and-file committee. Arons, one of the few Unity minority candidates to win local office in last fall's elections, will introduce the following resolutions before the AFM convention:

- (1) A resolution to establish ways of amalgamating the country's white and Negro locals to eliminate Jim Crow locals.
- (2) A resolution urging the international executive board to see that provisions for unemployment insurance are included in all local negotiations with non-profit organizations—operas, symphonies, etc.
- (3) A resolution urging the international executive board to act on Local 802's recommendation that caterers be prevented from recommending musicians.
- (4) A resolution asking the Federation to permit Local 802's member-

town get in free if they present a ducat obtained in the store of the sponsoring merchant. Larry Geer, of Laramar Ballroom, Fort Dodge, Ia., has encouraged the Junior Chamber of Commerce to pay for the eight-piece local bands for Friday night high school dances. In three years of operating teen-age dancing, Geer has found business has remained at capacity without utilizing special promotions. In other cases, special intermission programs, featuring high school talent, have proved most successful.

ship to hold meetings on the exchange floor.

No Quorum

Because there was no quorum at a Local 802 membership meeting last Monday (9), no official instructions were given to the three delegates—Arons, local Prexy Dick McCann and Secretary Charlie Iucci. McCann and Iucci, Blue ticketeers, left the meeting when it became apparent no quorum was present. The members who were present formed an unofficial committee and asked Arons to present the above-mentioned resolutions at the convention. He accepted.

Yesterday (13) the committee asked McCann and Iucci to join in the resolutions, but they declined. They turned down the first one because anti-Jim Crow resolutions have been presented in the past, and almost unanimously opposed by Negro members, who feel that they are better off in their own locals than in amalgamated locals, where they might receive second-class treatment and left-over jobs. The Blue delegates refused to participate in the second resolution on the ground that a bill calling for unemployment insurance for musicians in non-profit organization is pending in the New York State Legislature.

McCann and Iucci gave no reasons for declining to sponsor the catering and exchange floor resolutions, but their stand—and the Blue majority's—is well known. They feel that the current scheme to prevent recommendations by caterers is unrealistic, and that the exec board's right to hold membership meetings in Palm Gardens was recently okayed by James C. Petrillo and is a hard won gain.

Tele No Gold Mine for AFM 47 Musickers

6 Outlets Spend 48G in Year

HOLLYWOOD, May 14.—Tele has proved a poor source of income for Hollywood musicians, according to a survey completed this week by Local 47, American Federation of Musicians (AFM). Union's study of tele employment from April 1, 1948 to March 31, 1949, disclosed that a total of \$48,098 was spent on live music by local tele programers employing 563 musicians during the year. Figure is far below original estimates and represented a small per capita income for Local 47 members.

Survey showed that only 48 regular weekly tele shows use live musicians, with an additional 80 stanzas requiring orksters on an irregular basis.

Highest musical talent buyer among six local tele stations was KTLA, Paramount-owned outlet, which spent \$15,218 on music during the year.

Cap Quarterly Net Nosedives

HOLLYWOOD, May 14.—Capitol Records' Prexy Glenn E. Wallichs expects consumer confusion over new speed disks soon to become clarified and the market again to become stabilized. In the meantime, Wallichs blamed the current mix-up in the buying public's mind for a drop in firm's sales and net earnings during the first quarter of 1949.

Cap sales for the three months ended March 31 totaled \$3,126,228 as compared with its sales during the same period last year of \$4,825,523. First quarter's net income (after all charges) was \$40,413, which equalled 4 cents per share on 476,230 shares common stock after payment of dividends on convertible preferred stock. Same period last year company netted \$588,588 (after all charges), which equalled \$1.32 per share of 430,000 shares of common stock after providing dividends on convertible preferred stock.

MCA Releases Orkster Fields

NEW YORK, May 14.—Shep Fields this week obtained his management release from the Music Corporation of America (MCA) after several weeks of haggling over the terms of separation. Fields is in the process of negotiating a new deal with the General Artists Corporation (GAC). The orkster left GAC about six months ago to make the MCA deal.

Also at GAC Raymond Scott was officially inked to a management pact with the agency. Scott intends to return for personal appearances with his quintet.

Disk Fund to Kid Hospital

NEW YORK, May 14.—Syd Nathan, King Records prexy, announced this week that all royalties earned by a forthcoming disk of *The Death of Kathy Fiscus* will be donated to the Kathy Fiscus memorial fund for a children's hospital in Los Angeles. The tune was composed and cut by folk warbler Jimmy Osborne and is published by Lois Music, King's pubbing affiliate.

VOX JOX

A National Accounting of Disk Jockey Activities

EASTERN BEAT . . . Alan Carter, WPTR, Albany, has set up a plan to transcribe the highlights of the "I Am An American Day" ceremonies in Lincoln Park Sunday (15) for rebroadcast on his morning platter show. . . . Alice Rithwell, formerly with WONS, Hartford, Conn., has been named program director at WPOR, Portland, Me. . . . Ross Miller, WTIC, Hartford, is now teaching voice and speech at the Randall School there. . . . Wes Hobby, WSKI, Montpelier, Vt., announced a half-hour remote with the Harry James band from the Barre Auditorium. . . . Tony Howard, WPIK, Alexandria, Va., was air host to Fran Warren and Tony Pastor recently. . . . Gene Williams made the rounds with Washington deejays last week, visiting Willis Conover and Jackson Lowe at WWDC; Jerry Strong and Howard Williams at WINX. . . . Dick Bolender and Dan Healy use The Billboard "Honor Roll" and "Tips on Coming Tops" in programming their "Pittsfield on Parade" show over WBRK, Pittsfield, Mass. . . . Byron McConnell, pilot of "We Congratulate" at WKST, New Castle, Pa., has been appointed station music director. . . . Dick Tucker is featured on a daily platter show at WBZ, Boston, and he uses various voice characterizations to liven things up. . . . Vern Cook, WGY, Schenectady, N. Y., played back an e. t. over his a.m. show of an interview with Teddy Wilson, who was playing at the Union College junior prom there. . . . Harold Jackson is running a weekly talent show over TV station WTTG in Washington. . . . Willis Conover, of WWDC, Washington, visited the Bop City opening in New York recently. . . . Bob Snyder, WPTR, Albany, recorded a telephone interview with Apollo Records warbler Pat Terry and rebroadcast the confab on his platter show.

ALASKAN ACTION . . . Deane Sheppard, KFQD, Anchorage, is using a new intro disk cut by Ray McKinley, sent up by flack Milton Carle after Deane caught his ad in The Billboard. . . . Merrill Mael has switched to KENI, Anchorage, from KOMO, Seattle. . . . Vernon (Lew) Beaudine has joined the staff at KBYR in Anchorage. He was formerly with WJBW, New Orleans.

CONTEST CORNER . . . Dick Campbell, jock and program director at WDVA, Danville, Va., recently conducted a contest to rename his "Alarm Clock Club." The winner was Betty Lou Lewis, of Birmingham. . . . Herb Fontaine, WCOU, Lewiston, Me., is running a competition based on a waxing of "Sicilian Tarantella," asking listeners to identify the oboe-flute type instrument used on the platter. With 362 responses in, no one has given the correct answer, which, Fontaine informs us, is "fischiello."

Music—As Written

Chicago:

Martinique Dancing Gardens, Tony DeSantis's outdoor summer dancery, opens June 3, with Art Kassel. Tony Pastor goes in June 15. . . . Frank Hanshaw, ex-GAC Cincinnati booker, is p.m.-ing for Bobby Byrne's *ork and Hot Lips Page's* combo, which goes into the Dome, Minneapolis, May 19. . . . State Theater, which dropped vaude recently, had Louis Jordan booked for June 10. Shubert Theater, Cincinnati, is opening for vaude that one week to take the canceled Jordan date. . . . Johnny King, GAC, has sold a number of name bands for one-week stands at Don Carlos Casino, Winnipeg, which is opening a new outdoor show place this summer. . . . Swingmaster Records, new Chi race label, has taken over six Jazz, Ltd., masters, produced by Bill Reinhardt. Sides will be distributed on Swingmaster at \$1.05 per copy. Muggsy Spanier and Sidney Bechet are featured. . . . King Records set new one-man supplementary distributorships in Pittsburgh, Cleveland and Buffalo, and will open soon in Minneapolis, Denver, Charleston, Norfolk, Kansas City, Mo., Birmingham, Pittsburgh, Boston and Memphis. The new set-ups will complement the 17 major factory-owned distrib points across the country.

Hollywood:

Columbia Pictures' music topper, *Jonie Taps*, left for a New York huddle with film execs on production of pix using disk talent, following the box-office success of studio's currently released "Make Believe Ballroom." . . . Frankie Laine is plugging his Mercury disks during his current Coconut Grove stand thru tent cards, which read "Frankie Laine Mercury Record Discograph." Cards list all his waxings, asking ringsiders to check the recorded tune they would like him to do in person. . . . Oscar Moore, formerly with the King Cole Trio and now with brother Johnny's *Four Blazers*, will take matrimonial vows with Mamie Burke. . . . Floyd Bittaker, Capitol's veepee in charge of national sales, is back at his desk following a month's trip contacting firm's branches. Bob Stabler, Bittaker's assistant, will be the next Cap exec to go out into the field. . . . Veteran tunesmith, Al Piantadosi has entered the folk music field with his cleffing, "You Had No Right To Break My Heart." He joined talents with Richard Cobourn who penned the lyrics. Tune is being published by Piantadosi Music of Encino, Calif.

Philadelphia:

Elliot Wexler, Benny Goodman's personal manager and local record distributor, is recording the Hegeman String Band for his Public label. Tunes are "Miss America" and "You're My Sweetheart Forever." . . . Bobby Lyons, piano feature at Maxine's Cobra Room, is plattering a set of show tunes for Stinson Records. . . . William Richter adds to his song folio in penning "At Atlantic City on Easter Sunday." . . . Bobby Hunter leaves Kenny Frenche's band at the Nut Club to join the trombone section with Elliot Lawrence. . . . Gene Williams, who premed his band at Frank Palumbo's *Click*, has his waxing of "Can't Understand It" voted the *Click-tune-of-the-month* in the juke box promotion staged by the nitery and the local music machine operators. . . . Johnny McGee returns his band to Wagner's Ballroom, with Herbie Collins bowing out. . . . The Keys and Bon Bon head for Las Vegas, Nev., after their current run at Wilson's Cafe. . . . The Ravens added to the Illinois Jacquet show at Warners' Earle Theater for the July 1 week. . . . Rosalind Patton, Elliot Lawrence's canary, is recovering from a throat operation here and expects to rejoin the band next month. . . . Al Raymond returns his band to Old Falls Tavern. . . . Dave Ringle Music Publishing Company, New York, takes Virginia Ford and Ronnie Bonner's "Cowpuncher's Polka."

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DECCA BEST SELLERS

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FOREVER AND EVER

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A Cowboy Legend

—

LULLABY LAND

BING CROSBY
Decca 24618

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I DON'T SEE ME IN YOUR EYES ANYMORE

BECAUSE YOU LOVE ME

THE STARDUSTERS with Gordon Jenkins orchestra
Decca 24576

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BARROOM POLKA

—

PUT YOUR SHOES ON, LUCY

RUSS MORGAN with The Rhythmaires
Decca 24608

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Pubbers Make Pitch for Tie-Ins

Pushing Sales Of Products By Ballyhoo

Leeds and RCA Show Way

NEW YORK, May 14.—The music industry is witnessing an increasing amount of merchandising and product promotion in connection with the exploitation of songs. This type of ballyhoo has long been a stand-by in radio, films and other phases of show business. In the music business, however, it represents something of a departure, for among the pubberies the traditional means of exploitation for years has been network performances and recordings. By and large, these traditional means of exploitation continue as standard, but the merchandising approach seems to be making headway.

Some publishers and record companies, notably Leeds Music and RCA Victor, are already sold on the merchandising type of promotion. Others, such as Mills Music, do a measurable amount of it, but hold fast to the point of view that nothing as yet has been found to replace network performances and recordings. Then, of course, there are the operators who bluntly claim that a song either has it or doesn't have it, and nothing you can do is going to make much difference.

Plenty of Leeds Tie-Ups

Leeds Music figures merchandising ballyhoo has passed the experimental stage. They've made loads of tie-ups, the latest being in connection with the tune *Hot Canary*, clefted by Paul Nero. For this job Leeds' press rep, Arnold Shaw, worked out a deal with Adele Abel, of Sapphire Hosiery, involving Sapphire creation of a fashion color tabbed "hot canary." Both parties figured out a simulated record album display which is sent to all of dealers handling Sapphire's hosiery and to disk jocks around the country. Album is loaded with promotional ideas for window and counter displays plugging the sheet music, the product, etc. There are also suggested radio promotion ideas, mat ads for newspapers, etc. Leeds follows thru by sending jocks a pair of the hot canary stockings, and asks the jocks to mention the hosiery company when they play the tune. Stores are asked to buy time on jocks' air shows.

Prior to *Canary*, Leeds worked a merchandising gimmick in connection with *No Orchids for My Lady*—giving out orchids and Revlon cosmetic sets. Another deal was worked with *Candy Store Blues*, tune which was sung by Toni Harper in the recent Columbia flick, *Make Believe Ballroom*, based on the Martin Block-Al Jarvis story. For this, Leeds promoted thousands of Tootsie rolls.

Even Free Autos!

Distribution of the product on all these deals, of course, is done at no cost to the pubber— the manufacturer of the product usually being glad to cash in on the cross-plugs. The product occasionally represents some fancy merchandise. In 1946, for instance, Witmark's tune, *In My Merry Oldsmobile*, was given a merchandising type of promotion via arrangement with the auto manufacturer. The latter gave 146 autos at list price to the various network performers who did the tune. In '46 getting a new auto at list was quite a feat, but good tonsil work made it possible.

Laurel Music recently worked a

Melting Pot

PHILADELPHIA, May 14.—There's plenty of conflicting background culture in the make-up of the Park Avenue Jesters, musical unit recently opened at the Rendezvous here. Joe Rinaldi, the clary man, is a Washingtonian who schooled at Curtis Institute here. Pianist Tony Stump from Rome, N. Y., is a Juilliard grad. Drummer Harry Chait and guitarist Joe Lento are both local lads. They got their start in burlesque pit bands.

Eng., Am. Decca Plan Huddles On Differences

NEW YORK, May 14.—E. R. (Ted) Lewis, head of the English Decca empire, arrived here Wednesday (11) for conferences with American Decca execs. The aim is to iron out differences which have caused somewhat of a breach between the two in the past year or so.

It is understood that Lewis is seeking the return of the American rights to his FFRR longhair line, which is now held by American Decca, in order to make use of the catalog on his own London disk line here. He also is reportedly seeking permission of American Decca to ink American recording talent for his London line, a right which is withheld, according to the contract between the two firms. The pact which exists between the two companies has some eight years to run.

American Decca, reportedly, is willing to grant these rights to Lewis but is asking for a specified minimum annual American dollar guarantee. Lewis's English Decca controls the foreign production and distribution for the American Decca product. It is understood that American Decca officials have been dissatisfied with the income from Lewis. It has been reported that last year's income from Lewis was in the vicinity of \$90,000.

tie-in in connection with the Perry Como-Victor recording of *Far Away Places*. The idea involved a contest, with the winner getting a trip to some exotic land. Herb Hendler, RCA Victor publicist, has also done a lot in the merchandising line in conjunction with such notable products as Corday perfume. The gimmick in the latter involved setting perfume to music, with attendant tie-in publicity.

In addition to the tie-ins mentioned, Mills Music went to town in a merchandising way on such items as *Red Roses for a Blue Lady*; Leeds did it again with *Johnny Fedora* and *Alice Blue Bonnet* (tie-up with Institute of Public Relations of the Hat Research Foundation); Leeds again on *It's Just Like Taking Candy From a Baby* (Nestle's Candy), etc.

Publishers with film affiliations are often in a good position to use this type of promotion in connection with film tunes—using hangers in stores, mentioning film tune titles in newspaper film ads, etc., but among the indie pubberies it's an interesting supplement to the regulation song-plugger type of exploitation. According to Leeds' Arnold Shaw, there's plenty of evidence to show that this means of ballyhoo produces results which are in many instances more lasting than the old-fashioned plug—even tho such results do not show up directly in performances on the sheet.

"March of Time" Films Doc of Record Business

NEW YORK, May 14.—The *March of Time* film on the record business, a comprehensive documentary in which six record companies participated, has been completed and is scheduled for June 10 release. The feature, produced by Richard Du Rochement, traces the evolution of the industry from the early days of cylinders up to the most modern disk innovations. Westwood Van Voorhis, *March of Time* regular, is narrator.

Victor's heavy contribution in the early stages of the industry is heavily underscored with the use of early Victrola models as props, and with sequences built around the early Victor hit diskings. Among these are Cal Stewart's *Uncle Jock Buys a Bicycle*, John McCormack's *Believe Me If All Those Endearing Young Charms* and Harry Lauder's *Loch Lomond*. In the jazz field, the original Dixieland Jazz Band and Paul Whiteman are participants. A sequence showing the rise of classical

music recordings features Jascha Heifetz in an original sound-track cutting of *On Wings of Song*. Others trace the rise of kidisks and folk recordings. The latter shows Eddy Arnold cutting his new hit, *Echo of Your Footsteps*.

Decca Represented

Decca is represented by Chirp Ella Fitzgerald and Guy Lombardo's orchestra. Bing Crosby is heard but not seen. Eddie Duchin represents Columbia, and the Korn Kobblers are MGM's contribution.

The recent emergence of bop on records is demonstrated by pianist Lennie Tristano, a Capitol artist. Atlantic Records is in as a typical indie specializing in off-the-beaten-track material. Its section is devoted to an all-star jazz waxing headed by Eddie Condon.

A section also deals with the recent Petrillo ban, with statements by the musicians' chief. Petrillo also participates in the recreated Victor gathering celebrating the ban lift last November. He adds his voice to those of Lawrence Tibbett, Jan Peerce, Perry Como, Fran Warren and others in a rendition of *I'm Just Wild About Harry*—a special disk cut at that time for President Truman.

AFM Pact Set By Philly Ork

PHILADELPHIA, May 14.—Health benefits, increased road expenses and death benefits were offered to the members of the Philadelphia Orchestra in a contract signed this week by Earl McDonald, manager of the local symphony, and Frank P. Luizzi, president of the musicians' union here, Local 77, American Federation of Musicians (AFM). The contract covers a period of 32 weeks and includes the ork's proposed tour to Ann Arbor, Mich., and Worcester, Mass.

The contract settlement marked the first time in years that the orchestra and union were able to get together on terms so early. Last year, the dispute over contract terms was so bitter that it required mediators to get the contract season started on schedule.

Ballen Adds Bagby To Artist Staff

PHILADELPHIA, May 14.—Ballen Record Company, in adding local maestro Harry (Doc) Bagby to its artist staff this week, also named the maestro as musical adviser to owner Irwin Ballen's Andrea Music, a Broadcast Music, Inc. (BMI) subsidiary. Bagby, while in the army, was a staff arranger for the 327th Army Band at Aberdeen, Md., and tried unsuccessfully to take his postwar band to the level his pre-service crew reached.

However, with the Ballen records hypo, Bagby is reorganizing his band, using some of the sidemen who have been or are making disk dates at Ballen's. Bagby's songwriting cohort, Wendell (Don) Keene, will handle the new band's business chores.

N. J. Dancery To Op Summer Week-Ends

WILDWOOD, N. J., May 14.—Hunt's Starlight Ballroom, major dance spot on the resort's Boardwalk, will operate week-ends thruout the summer. It will use territorial faves, with the bigger names coming in when the season gets into full swing. The dancery ushers in the new season with the Decoration Day week-end and, for the two dance nights, spots Alex Bartha out of the Steel Pier in Atlantic City and Buddy Williams out of Philadelphia.

Capone, Lebow Ink Partnership

NEW YORK, May 14.—Lou Capone, former manager of Vic Damone, and Metrotone Records Prexy Carl Lebow have formed a personal management partnership. Lebow will continue to operate the waxery in addition to his management activity.

The duo's first client is thrush Joan Merrill, whose Victor platter of *How Did He Look?* was a top seller some time back. The singer has no recording commitment now.

Lebow announced the release of warbler Johnny Eager from a Metrotone waxing pact this week.

National Set-Up For Rich-R-Tone

CHICAGO, May 14.—Rich-R-Tone Records, the Johnson City, Tenn., folk music label which has centered its activities in a neighboring four-State area for the past two years, is branching out nationally, with Dave Miller, of Palda Records, Philadelphia, directing the sales campaign. Jim Stanton, prexy of Rich-R-Tone, will continue to handle a. and r. artists' relations and publicity. First distributors set by Miller include: Allen Distributing, Richmond, Va.; Cole Distributing, Charlotte, N. C.; Southland Distributing, Atlanta; Music Sales Company, Memphis, and KG Distributors, Baltimore.

Stanton intends to follow a policy of releasing four folk and four folk-sacred platters per month. Additions to the Rich-R-Tone talent roster include the Crusaders Quartet, Ernest Martin, the Mullins Family and Jimmy Arnold.

Lou Levy Buys "Some Day"

NEW YORK, May 14.—Lou Levy's Duchess Music Corporation has taken over *Some Day You'll Want Me To Want You* from Bob Miller. Some 30 recordings have been cut on the tune by Elton Britt, Gene Autry, the Hoosier Hot Shots, Red River Dave and others. The deal, which involves royalties and a bonus, was concluded for Levy by Al Gallico.

England Still Short of New Pianos, But Music Sales Are Up

NEW YORK, May 14.—There's still a shortage of new pianos in England, but piano, disk, and sheet sales are running well ahead of last year, with classical platters showing the biggest gain, according to Simon Van Leer, general manager of the London-based Keith-Prowse music empire. Van Leer, accompanied by his wife, is here on a general business trip. He has already placed his current hit, *The Windmill's Turning*, with Shapiro-Bernstein, and his *Glass Mountain* film score with Sam Fox. Several other deals will be closed before he returns to England on the 27th, but most of his activity will be "selling, rather than buying," Van Leer stated.

The Keith-Prowse organization is

Aussie Tootlers Push Tax Issue

MELBOURNE, May 14.—The Victorian secretary of the Australian Musicians' Union (AMU), C. M. Wheatland, says the AMU will urge the commonwealth government to grant rebates of amusement tax to those theater owners who employ live musicians or artists. The amount of the rebates would be based on the number of musicians employed.

This move is motivated by the recent closing down of orchestras which have been employed by leading picture theaters for many years. AMU will also urge on the prime minister the necessity of granting a subsidy for a national theater.

Imperial in Co-Op Deal With Fuentes

HOLLYWOOD, May 14.—Antonio Fuentes, of Colombia's Fuentes label, last week closed an exchange of masters deal with Imperial Records, local diskery specializing in Latin wax. Fuentes arrived here to personally conclude the reciprocal agreement, which he inked with Imperial's prexy, Lou Chudd.

He selected 40 masters for the initial shipment. Terms of the deal gave Imperial a prepaid royalty on disks with additional royalties to follow after their sale. Chief of the South American diskery closed similar deals with Peerless of Mexico and Panert, of Havana.

Damone, Ascher Part On Amicable Terms

NEW YORK, May 14.—Vic Damone and flack Sid Ascher, who has handled the singer's publicity and promotion for the past three years, have parted amicably. Ascher is said to have handed Damone a release on the balance of their contract. The pact would have had two years plus a five-year option to run.

Ascher has taken on warbler Jeff Clark, ex-radio announcer now singing on the Henry Morgan show.

NEW PHILLY PUBBERY

PHILADELPHIA, May 14.—Thomas J. Gindhart, local songwriter and member of the American Society of Composers, Authors and Publishers (ASCAP), joined with tunesmith Edward A. Khoury last week in setting up a new music publishing company, operating as Chateau Publications. The catalog kicks off with *On a Street in Old Havana*, by Khoury and Neil Seely; *My Silent Prayer*, by Khoury and Gindhart, and *A Garden in the Moonlight*, by local organist Charlie Fleck and Gindhart. Havana will get a record release on the Skatin' Toons label, with *Prayer* already taken by Skating Rhythms for waxing.

150 years old, and operates 68 music stores in London. It also functions as one of the largest ticket and concert agencies. Altho its catalog includes such hits as *Now Is the Hour*, *Happy Birthday*, *Beer Barrel Polka* and *Warsaw Concerto*, the outfit has always placed major emphasis on its standard and educational catalogs. Van Leer points out that since the war, England has succeeded Germany as supplier of classical publications to markets in Holland and Scandinavia, and that this export market has meant a big chunk of revenue to Keith-Prowse. France is fast becoming a most fertile source of new popular songs for English pubbers.

English popular taste mirrors that in America, according to Van Leer, and any tune that becomes a hit in one country is virtually certain to duplicate its success in the other. His firm is currently working on the *Brigadoon* score, obtained thru a deal with Sam Fox here. The show opened in London two weeks ago.

Keith-Prowse has working arrangements with several American publishers including Mills, Carl Fischer, and E. B. Marks.

Dana Switches Pops To No-Bust Plastic

NEW YORK, May 14.—Dana Records has switched to an unbreakable plastic for its pop records. The disks will continue at the 79-cent retail price.

The label's international records will be released on shellac at least until present inventories are exhausted when they, too, may go plastic.

Compactness of 45 Player Opens Vast New Markets

NEW YORK, May 14.—Unique compactness of RCA's 45 player and attachment has stimulated a rash of ingenious merchandising on the dealer level which promises to open new markets for disks and phonos. A good many instances have already come to notice.

In North New Jersey, for instance, a theater purchased the RCA attachment, Model 9JY, and installed it in the cashier's cage. Hooked up over the theater's sound system, the cashier now feeds the theater's pre-show music. This was formerly handled by the theater's projectionist, the half-hour to one-hour daily stint being paid for at rates set by the International Alliance of Theatrical Stage Employees (IATSE).

In Philadelphia, Norman Porecca, a dealer, sold one of the self-contained players (Model 9EY3) to the local Fred Astaire dance studio for testing in connection with dancing instruction. The usual practice in studios is to pipe the music from a central control booth to various rooms housing pupils and instructors. The use of the player, however, makes possible a choice of music suitable for the individual pupil. Should the test prove successful, it's expected the idea may catch on nationally.

Travel Uses

On the regular consumer level, too, dealers are probing new markets. For instance, the radio center in New Orleans sold a 9JY attachment model to a customer who installed it in the glove compartment of his automobile. The attachment plays thru the auto's radio. Another dealer, this one in Oklahoma City, sold three 9EY3's to traveling salesmen. The angle here is that the players are small enough to carry in sample cases, thereby per-

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

NEW YORK, May 14.—Vocalion Records, Inc., a fully owned subsidiary of Decca Records, was formed this week to issue a cheap-priced, direct-sale wax product, thus marking the initial post-war entry of a major diskery into the low-priced disk field. The Vocalion product will retail for 49 cents plus tax and will be sold direct to retailers at about a 40 per cent discount. The company will operate completely apart from the parent Decca Records, which diskery's price will remain at 75 cents plus tax. Rights to the Vocalion record, an old one in the disk business, are owned by Decca.

To facilitate the production and shipping of the Vocalion line, Decca will reopen its Richmond, Ind., plant. The plant will press only Vocalion disks and all shipments to dealers and retailers will be made directly from the Richmond plant.

First Issue June 6

Vocalion will offer its first release June 6. It will feature 12 records of new and current hit songs. Subsequent releases will include envelope sets as well as the regular singles. Releases will be timed so as to market the current hit tunes as rapidly as possible. The cheap-priced label will cover songs in the pop, folk and race fields.

The initial Vocalion disking date was held on the West Coast this week. Ike Carpenter's ork, which formerly waxed for the Victor company, sliced four sides. Dave Kapp, Decca veepee in charge of artists and repertoire, said that he planned to sign additional Coast talent for Vocalion, Decca's newest and fourth label. Other

labels include Coral, Brunswick and Decca.

Kendrick at Helm

A. J. Kendrick, who formerly was with Decca's World Transcription affiliate, will become the general manager of Vocalion records. Kendrick, who will run Vocalion as a separate organization, plans to launch the new label with a direct mail and other promotion. Kendrick's org will center largely around four field salesmen who will cover the United States in four separate territorial divisions. No distributors will be used in the operation.

The entry of Vocalion into the low-priced field on behalf of Decca, the firm which started the cheap-price business some 15 years ago, marks the initial major diskery competition to Eli Oberstein's Varsity, Bob Thiele's Hi-Tone and Apollo's Spotlite 35-cent-plus-tax wax since their inception nine months or so ago.

MGM To Dive Into Kidisks

NEW YORK, May 14.—MGM Records is getting set for a big plunge into the kidisk field early in June. A new series of standards and original stories has been prepared under the direction of Betty Martin, recently appointed kidisk topper for the label.

Standards include such titles as *The Three Little Pigs* and *The Gingerbread Man*. An original story, *There Were Three Indians*, was written especially for the label by Margaret Wise Brown, author of best selling children's books.

"Manana" Plaintiff Adds Diskeries

NEW YORK, May 14.—Southern Music and Louis Frondi Ferrazzano were granted the right to amend their complaint in connection with an infringement suit against the Barbour-Lee Music Corporation (Peggy Lee and Dave Barbour), according to a stipulation signed by New York Federal Judge Vincent L. Leibell. The amended complaint names Capitol Songs, Capitol Records, Decca and the Radio Corporation of America as additional defendants.

Southern claims the defendants' *Manana* represents piracy on Southern's *La Risa*.

Exclusive Distribs For New York, L. A.

HOLLYWOOD, May 14.—Exclusive Records Distributors, Inc., sole selling agent for Exclusive Records, has turned over its platter distribution in Los Angeles to Central Record Sales, and in New York to London Distributors.

According to Leon Rene, Exclusive prexy, shift was made to relieve Parker Prescott, diskery's general manager of its Eastern division, and Franklin Kort, national sales head and general manager of the Western division, of local selling chores.

It will allow them to devote more time for touring waxery's distributors for personal contact purposes. Exclusive distrib offices in New York and Los Angeles will still remain active, but instead of handling sales themselves, will funnel the wax product to the above named distrib outfits.

THE BIG NOVELTY HIT

from 20th Century-Fox's Technicolor Musical

THE BEAUTIFUL BLONDE FROM BASHFUL BEND

Starring BETTY GRABLE • Written, Produced and Directed by PRESTON STURGES



TWO-TON BAKER *Sings*

THE Beautiful Blonde FROM Bashful Bend

Lyric by Don George
Music by Lionel Newman

flip side

My Little Pup With The Patent Leather Nose

MERCURY RECORD No. 5292



MERCURY RECORDS

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

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.)

The title "HONOR ROLL OF HITS," is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

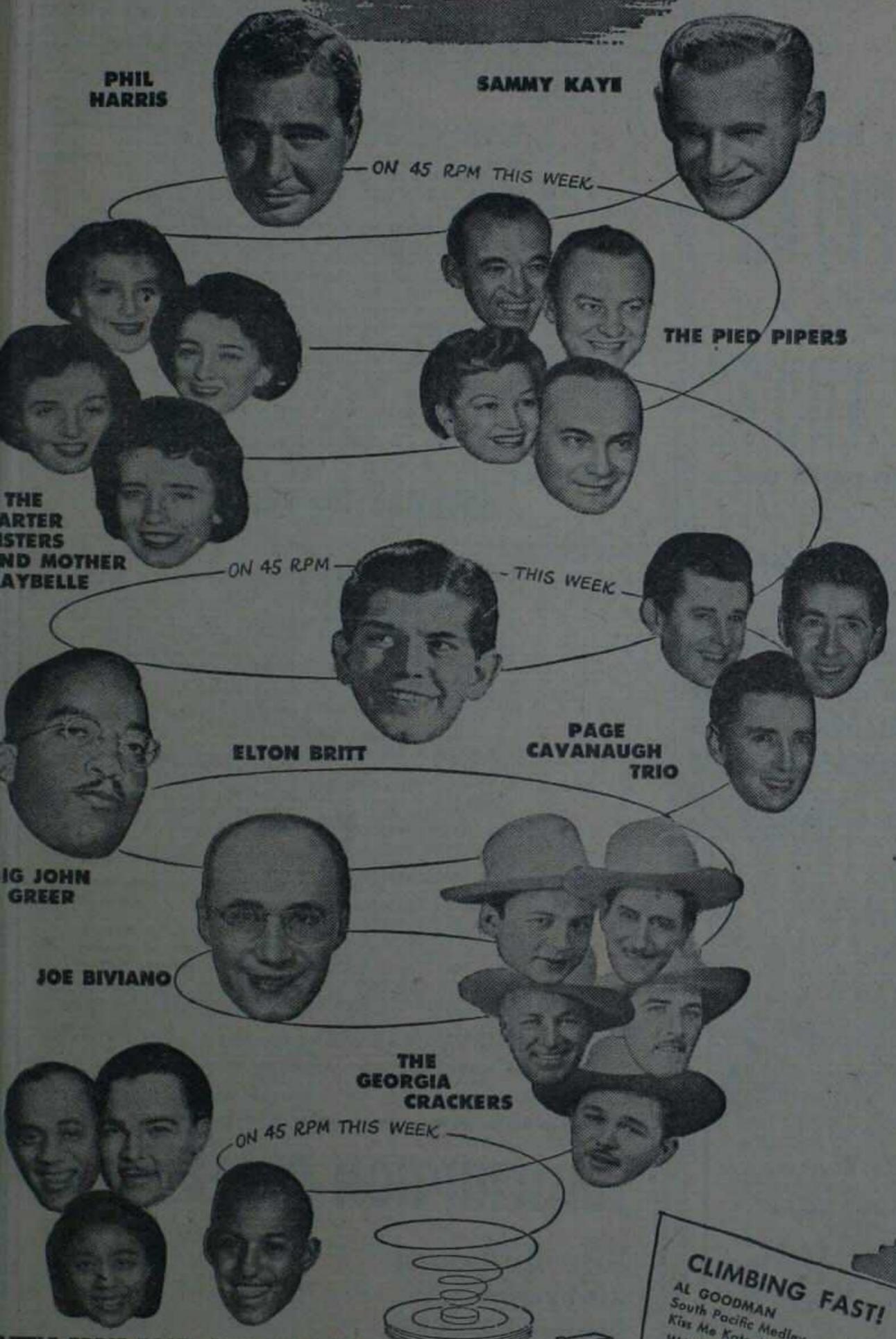
This Week

Last Week

- 1. FOREVER AND EVER** 1
 By Frank Winkler-Molla Rosa
 Published by Robbins (ASCAP)
 Records available: H. Carroll & the Carolers, Mercury 5253; Perry Como-M. Ayres, Victor 20-3347; Russ Morgan Ork, Decca 24565; D. Shore-H. Zimmerman Ork, Columbia 38416; M. Whiting, Capitol 15366; F. Reed, Dance-Tone 312; Fran Allison, Rondo 185.
 Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.
- 2. CRUISING DOWN THE RIVER** 2
 By Beadell and Yellerton
 Published by Henry Spitzer (ASCAP)
 Records available: B. Barron Ork, MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H. Carrol, Mercury 5248; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi Tonians, Hi-Tone 104; The Paulette Sisters, Spotlite 505; L. Monti's Tu-Tones, Double Feature DF 2010.
 Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated; Russ Morgan Ork, World; Lawrence Welk, Standard.
- 3. RIDERS IN THE SKY** 5
 By Stan Jones
 Published by Mayfair (ASCAP)
 Records available: B. Crosby-K. Darby Singers, Decca 24618; D. Palligant-H. Winterhalter Ork, MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; F. Willing & His Riders of the Purple Sage, Capitol 57-40164; S. Jones & His Death Valley Rangers, Mercury 5320; Sons of the Pioneers, Victor 21-0063.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 4. AGAIN** 6
 By Newman and Cochran
 Published by Robbins (ASCAP)
 From 20th Century-Fox film, "Road House."
 Records available: V. Damone-G. Osner Ork, Mercury 5261; D. Day-The Mello-men, Columbia 38467; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mooney Ork, MGM 10398; M. Scott-The Paulette Sisters, Spotlite 516; M. Torne, Capitol 15428; L. Rucker & C. McLin Combo, Aristocrat 10001.
 Electrical transcription libraries: Linda Stevens-Rene Durant, Standard.
- 5. "A"—YOU'RE ADORABLE** 3
 By Kaye, Wise and Lippman
 Published by Laurel (ASCAP)
 Records available: P. Como-Fontane Sisters, Victor 20-3381; L. Pottine Ork, Decca 24579; J. Pace-G. Ellis Ork, Keystone 1600; R. Paige-The New Yorkers, Spotlite 510; T. Pastor Ork, Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 15391; A. Vincent-J. Carroll Ork, Mercury 5253; Buddy Kaye Quintet, MGM 10310.
 Electrical transcription libraries: Don Ebbry-Mack Stewart Quartet, World; Vic Damone, Associated.
- 6. CARELESS HANDS** 4
 By Carl Sigman and Bob Hillard
 Published by Melrose (ASCAP)
 Records available: Bob & Jean, Decca 24563; E. Dean, Mercury 6179; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-3321; J. Laurenk, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-607; L. McAuliffe, Columbia 38546; A. Smith, MGM 10380; M. Torne, Capitol 15378; P. Paige-The New Yorkers, Spotlite 607; J. Price, Hi-Hi-Tone 443; P. Reed, Dance-Tone 310; B. Crosby-K. Darby Singers, Decca 24616; M. Smith-H. Heidt Ork, Magnolia MS 1062; Bing Crosby-K. Darby Singers, Decca 24616; Tex Ritter, Capitol 57-40155; J. Denis & His Ranchers, London 428.
 Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus.
- 7. RED ROSES FOR A BLUE LADY** 7
 By Sid Tepper and Roy Browny
 Published by Mills (ASCAP)
 Records available: J. Laurenk, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 392; L. Douglas & Hi-Tone Screamers, Hi-Tone 103; B. Breen-E. Martin Ork, Spotlite 507.
 Electrical transcription libraries: Charlie Spivak, World; Lenny Herman, Lang-Worth; Noratime Trio, NBC Thesaurus; Michael Douglas, Standard.
- 8. SOME ENCHANTED EVENING** 10
 By Rodgers and Hammerstein
 Published by Williamson (ASCAP)
 From the Broadway musical, "South Pacific."
 Records available: Perry Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. E. Trotter Ork, Decca 24608; J. Laurenk-J. Carroll Ork, Mercury 5216; Frank Sinatra, Columbia 38444; J. Stafford-P. Weston Ork, Capitol 57-544; H. Winterhalter Ork, MGM 10399.
 Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; The Music of Manhattan, NBC Thesaurus; Elliot Lawrence, Associated; Shep Fields, Lang-Worth.
- 9. SUNFLOWER** 8
 By Mack David
 Published by Famous (ASCAP)
 Records available: D. "Two-Ton" Baker, Mercury 5259; B. Brown-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Kilty, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24563; Frank Sinatra, Columbia 38391; J. Smith-Crew Chateaux, Capitol 15394; Deuce Spriggens-T. Williams Ork, Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512; P. Reed, Dance-Tone 302; Gene Autry, Columbia 30578.
 Electrical transcription libraries: Charlie Spivak, World; The Swingtoms-The Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth.
- 10. I DON'T SEE ME IN YOUR EYES ANYMORE** 9
 By Bennie Benjamin and George Weiss
 Published by Laurel (ASCAP)
 Records available: B. Clark-E. Hagen Ork, Columbia 38486; F. Como-M. Ayres Ork, Victor 20-3347; H. Forrest, MGM 10373; J. Garner Ork-T. Beardon, Capitol 15402; K. Kallen-M. Miller Ork, Mercury 5285; V. Lynn-B. Brown-B. Farnon Ork, London 403; J. Pace-G. Ellis Ork, Keystone 1600; The Stardusters-G. Jenkins Ork, Decca 24576.
 Electrical transcription libraries: Kaye Armen, Associated.

Just out... **NEW 45 RPM** platters!

They're **ALL** on 78 RPM too!



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

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

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR	
Room Full of Roses	SAMMY KAYE
It's Summertime Again	20-3441 (47-2908*)
The General's Horse	PHIL HARRIS
Shadrach	20-3442 (47-2909*)
We're From Afar	PAGE CAVANAUGH TRIO
Daisies Won't Tell	20-3443 (47-2910*)
Gone To Chicago	THE PIED PIPERS
Kiss Me Goodnight	20-3444 (47-2911*)

POP SPECIALTY	
Marianne (The Fan Dancer)	JOE BIVIANO
I Lost My Heart	20-3445 (48-0048*)

FOLK	
Lorelie	ELTON BRITT
Rainbow In My Heart	21-0056 (48-0049*)
Someone's Last Day	THE CARTER SISTERS AND MOTHER MAYBELLE
Why Do You Weep, Dear Willow	21-0057 (48-0050*)
Gone Down The Drain	THE GEORGIA CRACKERS
In One Ear And Out The Other	21-0058 (48-0051*)

BLUES	
What Makes These Things Happen To Me	LITTLE EDDIE BOYD
Chicago Is Just That Way	22-0022 (50-0006*)

RHYTHM	
Long Tall Gal	BIG JOHN GREER
Drinkin' Wine, Spo-Dee-O-Dee	22-0023 (50-0007*)

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

The stars who make the hits are on



CLIMBING FAST!

AL GOODMAN
South Pacific Medley
Kiss Me Kate Medley 28-0435
28-0434

WAYNE KING
I Do, I Do, I Do
Tennessee Waltz 20-3434

THREE BLAZERS
Blues For What I've Never Had
How Could I Know 22-0020

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

20-3411=47-2902* Riders In the Sky
20-3381=47-2889* "A" You're Adorable Vaughn Monroe
20-3347=47-2892* Forever and Ever Perry Como
20-3321=47-2901* Careless Hands Perry Como
21-0002=48-0042* Don't Rob Another Man's Castle Sammy Kaye
20-2806=48-0001* Bouquet of Roses Eddy Arnold
11-8851=49-0176* Clair de Lune Eddy Arnold
Jose Iturbi

*New available on 45 rpm

RCA VICTOR Records

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





WITH THE ORIGINAL... AND THE BEST...

"OPEN THE DOOR POLKA"

BY THE HARMONY BELLS ORCH

BACKED BY ANOTHER ORIGINAL AND OUTSTANDING HIT

"WHOSE GIRL ARE YOU?"

BY FRANK WOJNAROWSKI ORCH AND DANA CHOIR

DANA 2038

DANA RECORDS, INC.
115 WEST 45 STREET NEW YORK 19, N. Y.

SAM GOODY RECORD WHOLESALERS
853 9th Ave, New York 19, N. Y.
Circle 6-2161 • Circle 5-9698 • Circle 7-6362

ATTENTION, OPERATORS:
A NEW RECORD TO
SELL TO YOU FOR **29¢ NET!**
HI-TONE RECORDS

- | | |
|---|---|
| 128—OPEN THE DOOR POLKA
BARROOM POLKA
MICHAELS POLISH ORCH. | 210—TWO SLEEPY PEOPLE
BY THE LIGHT OF THE SILVERY
MOON
BOBBY DOYLE AND
MONICA LEWIS WITH
RAY BLOCK |
| 209—DARKTOWN STRUTTERS BALL
A. DALE AND C. HAINES
I'LL HOLD YOU IN MY HEART
A. DALE | 205—OH MARIE
MEET ME TONIGHT IN DREAM-
LAND
A. DALE |
| 211—BAIA
TWO GUITARS RAY BLOCK | 212—SIBONEY
THE PEANUT VENDOR
RAY BLOCK |
| 201—BEGIN THE BEGUINE
JEALOUSIE RAY BLOCK | 206—LAURA
I'LL REMEMBER
JOHNNY BOTHWELL |
| 202—GOODNIGHT, SWEETHEART
SHINE ON, HARVEST MOON
RAY BLOCK | 125—HURRY, HURRY, HURRY
EUGENIE BAIRD
ONCE AND FOR ALWAYS
TONI ARDEN |
| 203—WITHOUT YOU
MONICA LEWIS
MY MELANCHOLY BABY
A. DALE | 126—HI-TONE POLKA
DADDY'S PROMISE POLKA
MICHAELS POLISH ORCH. |
| 117—CANDY KISSES
EUGENIE BAIRD
BOB CURTIS QUARTET
COMME CI COMME CA
RONNIE DEAUVILLE | 122—RIDERS IN THE SKY
SOME ENCHANTED EVENING
JIMMY SAUNDERS |
| 213—WHEN DAY IS DONE
YOU'LL NEVER WALK ALONE
RAY BLOCK | 108—FOREVER AND EVER
JEFFERY CLAY WITH
SCOTT FISHER ORCH.
BLUESKIRT WALTZ
FALCON SISTERS |
| 214—THE VERY THOUGHT OF YOU
A PRETTY GIRL IS LIKE A MELODY
RAY BLOCK | 110—LADY OF SPAIN
THREE BUDDIES-SCOTT
FISHER ORCHESTRA
I LOVE YOU SO MUCH IT HURTS
JEFFERY CLAY |
| X10—SWEET SUE
IN THE GLOW OF EVENING
JOHNNY LONG | 204—LIEBESTRAUM
STUMBLING RAY BLOCK |
| 208—DEEP PURPLE
CHOP STICKS RAY BLOCK | 107—THAT OLD GANG OF MINE
LARRY DOUGLAS
LET BYGONES BE BYGONES
FLOYD SHERMAN |
| 127—SOPHIE POLKA
THE TWIST AND TURN OBEREK
MICHAELS POLISH ORCH. | |
| 123—HOW IT LIES, HOW IT LIES
EUGENIE BAIRD
A CHAPTER IN MY LIFE CALLED
MARY JIMMY SAUNDERS | |

ALL ORDERS SHIPPED COD RAILWAY EXPRESS — NO LOCAL DELIVERIES

Always in Stock All Hits on
VICTOR — COLUMBIA — DECCA — CAPITOL — MGM — LONDON
And Any Other Hit Running on Any Label.

The **Billboard** MUSIC POPULARITY CHARTS
Sheet Music
PART II

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

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.

Weeks to date	Last Week	This Week	Position	Title	Publisher
11	2	1	1	FOREVER AND EVER (R)	Robbins
15	1	2	2	CRUISING DOWN THE RIVER (R)	Spitzer
6	4	3	3	AGAIN (F) (R)	Robbins
9	3	4	4	"A" YOU'RE ADORABLE (R)	Laurel
4	5	5	5	RIDERS IN THE SKY (R)	Mayfair
11	7	6	6	SUNFLOWER (R)	Famous
4	9	7	7	SOME ENCHANTED EVENING (M) (R)	Williamson
8	6	8	8	CARELESS HANDS (R)	Melrose
16	8	9	9	RED ROSES FOR A BLUE LADY (R)	Mills
7	12	10	10	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
3	11	11	11	BALI HA'I (M) (R)	Williamson
7	13	12	12	SOMEONE LIKE YOU (F) (R)	Harms, Inc.
2	15	13	13	CANDY KISSES (R)	Hill & Range
22	10	14	14	FAR AWAY PLACES (R)	Laurel
18	14	15	15	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
1	—	16	16	A WONDERFUL GUY (F) (R)	Williamson
1	—	17	17	KISS ME SWEET (R)	Advanced
8	15	18	18	IT'S A BIG, WIDE, WONDERFUL WORLD (R)	BMI
1	—	18	18	THE STREETS OF LAREDO (F) (R)	Famous
1	—	20	20	WHILE THE ANGELUS WAS RINGING (R)	Chas. K. Harris

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	Position	Title	English	American
10	1	1	1	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
6	2	2	2	LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
13	2	3	3	FAR AWAY PLACES	Leeds	Laurel
9	4	4	4	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
7	5	5	5	IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stasny
12	6	6	6	ON THE FIVE FORTY-FIVE	Strauss Miljer	Shapiro-Bernstein
8	7	7	7	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
13	11	8	8	IT'S MAGIC	Campbell-Connelly	Witmark
6	12	9	9	HOW CAN YOU BUY KIL-LARNEY	Peter Maurice	Peter Maurice
22	7	9	9	CUCKOO WALTZ	Keith Prowse	Criterion
2	—	11	11	STRAWBERRY MOON	Edward Kassner	*
1	—	12	12	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
3	15	13	13	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
20	9	13	13	HEART OF LOCH LOMOND	Unit	Chappell
19	10	15	15	ON A SLOW BOAT TO CHINA	Morris	Melrose
33	13	16	16	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
11	13	17	17	FOR YOU	Feldman	Witmark
32	17	17	17	BUTTONS AND BOWS	Victoria	Famous
1	—	19	19	WEDDING OF LILI MARLENE	Box and Cox	
9	20	19	19	CIGARETTES, WHUSKEY AND WILD, WILD WOMEN	Chappell	Tim Spencer Music, Inc.

*Publisher not available as The Billboard goes to press.

SUBSCRIPTION ORDER FORM

The **Billboard**
2160 Patterson St.
Cincinnati 22, Ohio

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

Name \$10 enclosed

Address Bill me

City Zone... State.....

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

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



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 throughout 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.

Table with columns: POSITION, Weeks Last, This, Title, Artist, Label. Includes 'RIDERS IN THE SKY' by V. Monroe, 'A' YOU'RE ADORABLE' by P. Como, etc.

(Continued on page 118)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Humber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal.

Week of May 6-12

Table with columns: Songs, Pub., Heard N.Y., Heard Chi., Heard Calif., Add. Includes 'A Chapter in My Life Called Mary', 'A Wonderful Guy', etc.

(Continued on page 118)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, May 6, 8 a.m., and ending Friday, May 13, 8 a.m.) Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACD by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles.

The Top 30 Tunes (plus ties)

Table listing top 30 tunes with artist and label. Includes 'A Chapter in My Life Called Mary', 'A Wonderful Guy', 'A' You're Adorable', etc.

The Billboard MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Based on reports received last three days of Week Ending April 29



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.)

THE HUCKLEBUCK.....Tommy Dorsey.....Victor 20-3427 This persuasive novelty blues, which has been riding high, wide and handsome as a race click, gets a jump treatment here from Tommy Dorsey that could catch on the way his "Boogie Woogie" did some years back.

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.)

THE HUCKLEBUCK.....Tommy Dorsey.....Victor 20-3427 This persuasive novelty blues, which has been riding high, wide and handsome as a race click, gets a jump treatment here from Tommy Dorsey that could catch on the way his "Boogie Woogie" did some years back.

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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.)

THE HUCKLEBUCK.....Tommy Dorsey.....Victor 20-3427 This persuasive novelty blues, which has been riding high, wide and handsome as a race click, gets a jump treatment here from Tommy Dorsey that could catch on the way his "Boogie Woogie" did some years back.

Large stylized advertisement for Tommy Dorsey's 'Huckle-Buck' on RCA Victor 20-3427.

(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.)

THE HUCKLEBUCK.....Tommy Dorsey.....Victor 20-3427 This persuasive novelty blues, which has been riding high, wide and handsome as a race click, gets a jump treatment here from Tommy Dorsey that could catch on the way his "Boogie Woogie" did some years back.

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.)

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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.)

THE HUCKLEBUCK.....Tommy Dorsey.....Victor 20-3427 This persuasive novelty blues, which has been riding high, wide and handsome as a race click, gets a jump treatment here from Tommy Dorsey that could catch on the way his "Boogie Woogie" did some years back.

BULLET HITS THE TARGET TWICE

WATCH THESE SENSATIONAL BULLET
RELEASES CLIMB TO THE TOP

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

1077A CABARET
1077B GOTTA LOVE YOU TILL I DIE

VOCAL BY HELEN LEE
WITH DICK STYLE AND HIS ORCHESTRA

ORDER FROM YOUR NEAREST DISTRIBUTOR OR
BULLET RECORDS

423 BROAD STREET 6-4573 NASHVILLE, TENN.

Coming on

IMPERIAL

"ONE RED BEAN"

IMPERIAL RECORD CO. INC.

137 N. WESTERN AVE. LOS ANGELES 4, CALIF.

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



MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
Based on reports received last three days of Week Ending May 13

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film. (M) indicates tune is in a legit musical. The B side of each record is listed in its side.

POSITION	Weeks Last (This)	Week (This)	Record Title	Artist	Label
5	1	1	RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork	Victor 20-3411—ASCAP
10	3	2	FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan Ork	Decca 24566—ASCAP
13	2	3	CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan Ork	Decca 24566—ASCAP
10	5	4	FOREVER AND EVER <i>I Don't See Me in Your Eyes Anymore</i>	P. Como-M. Ayres Ork	Victor 20-3347—ASCAP
5	6	5	AGAIN <i>Ship to My Lou</i>	G. Jenkins Ork-Joe Graydon	Decca 24602—ASCAP
7	4	6	"A" YOU'RE ADORABLE <i>When Is Sometime?</i>	P. Como Fontaine Sisters-M. Ayres Ork	Victor 20-3381—ASCAP
6	9	7	AGAIN <i>Blue Moon</i>	M. Torme-P. Rugolo Ork	Capitol 15428—ASCAP
10	7	8	CARELESS HANDS <i>Always True to You in My Fashion</i>	M. Torme-S. Burke Ork	Capitol 15376—ASCAP
8	8	9	"A" YOU'RE ADORABLE <i>Need You</i>	J. Stafford and G. MacRae-F. Weston Ork	Capitol 15393—ASCAP
15	12	10	CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye Ork	Victor 20-3321—ASCAP
7	11	11	I DON'T SEE ME IN YOUR EYES ANYMORE <i>Because You Love Me</i>	G. Jenkins Ork-The Stardusters	Decca 24576—ASCAP
17	10	12	CRUISING DOWN THE RIVER <i>Powder Your Face With Sunshine</i>	B. Barron Ork	MGM 10346—ASCAP
2	30	13	BABY, IT'S COLD OUTSIDE <i>I Never Heard You Say</i>	J. Mercer-M. Whiting-P. Weston Ork	Capitol 57-567—ASCAP
			(D. Shore-B. Clark, Columbia 38463; D. Cornell-S. Kaye Ork, Victor 20-3448; E. Williams-R. Montalban-MGM Studio Ork, G. Stoll, Dir., MGM 30197)		
8	13	14	NEED YOU <i>"A" You're Adorable</i>	J. Stafford and G. MacRae-F. Weston Ork	Capitol 15393—ASCAP
4	20	15	SOME ENCHANTED EVENING <i>Bali Hai</i>	P. Como-M. Ayres Ork	Victor 20-3402—ASCAP
6	15	16	AGAIN <i>I Love You So Much It Hurts</i>	V. Damone-G. Gasser Ork	Mercury 5281—ASCAP
2	29	17	RIDERS IN THE SKY <i>Lullaby Land</i>	B. Crosby-K. Darby Singers	Decca 24618—ASCAP
15	13	18	RED ROSES FOR A BLUE LADY <i>Melancholy Minstrel</i>	V. Monroe Ork	Victor 20-3315—ASCAP
5	27	19	SLAUGHTER ON 10TH AVENUE, Parts I and II	L. Hayton Ork	MGM 30174—ASCAP
			(Phil Green & Ork, London R-10034; D. Lynn-P. Weston Ork, Capitol 13354)		
10	21	20	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
			(H. Harding, Grand G-25013; H. Carroll & Carniers, Mercury 5252; L. Duchow Red Haven Ork, Victor 20-3336; Slocarb-Habat Polka Ork, Decca 45068; V. Zemrusky, Continental C-1260; Harmony Bells Ork-J. Conway & The Wayfarers, Dore 3242)		
11	17	21	SUNFLOWER <i>Cruising Down the River</i>	R. Morgan Ork	Decca 24566—ASCAP
4	—	22	BLUE MOON <i>Again</i>	Mel Torme-P. Rugolo Ork	Capitol 15428—ASCAP
			(P. Langford, Decca 28418)		
2	25	23	BABY, IT'S COLD OUTSIDE <i>My One and Only Highland Fling</i>	D. Shore-B. Clark	Columbia 38463—ASCAP
1	—	23	AGAIN <i>Everywhere You Go</i>	Doris Day-The Mellomen	Columbia 38467—ASCAP
25	19	25	SO TIRED <i>I Hear Music</i>	R. Morgan Ork	Decca 24521—ASCAP
			(P. Terry-The New Yorkers, Spotlite 509; H. Goff, London 354; L. Johnson, King 4283; P. Martin Ork-M. Griffin, Victor 20-3350)		
6	24	26	FOREVER AND EVER <i>Dreamer With a Penny</i>	M. Whiting, Capitol 15386—ASCAP	
5	16	26	ONCE IN LOVE WITH AMY <i>Make a Miracle</i>	R. Balger... Decca 46065—ASCAP	
			(F. Martin Ork, Victor 20-3124; F. Sinatra, Columbia 30391; B. Brea-The Britte Sisters, Spotlite 314)		
2	22	28	"A" YOU'RE ADORABLE <i>It's a Cruel, Cruel World</i>	T. Pastor Ork	Columbia 38448—ASCAP
1	—	29	BALI HAI <i>Some Enchanted Evening</i>	P. Como-M. Ayres Ork	Victor 20-3402—ASCAP
			(P. Lee-D. Barbour Ork, Capitol 57-543; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, MGM 10390; B. Crosby-J. S. Trotter Ork, Decca 24609; F. Sinatra, Columbia 38448)		
13	18	30	RED ROSES FOR A BLUE LADY <i>Everywhere You Go</i>	G. Lombardo Ork	Decca 24548—ASCAP

WARNING!

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Going up-Fast!

"BABY, IT'S COLD OUTSIDE" 57-567

MARGARET WHITING AND JOHNNY MERCER

"RIDERS IN THE SKY" 57-608

PEGGY LEE

"RIDERS IN THE SKY" 57-40164

FOY WILLING AND HIS RIDERS OF THE PURPLE SAGE

"MY ONE AND ONLY HIGHLAND FLING" 57-566

JO STAFFORD AND GORDON MacRAE

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

MEL TORME'

$\frac{M+H+R \times 3 \text{ ee-oo}}{4/4 \text{ aa}^3} \times 32 = \text{Bop}$ "— (JOLLY JO) 57-604

JO STAFFORD

"BE-BOP SPOKEN HERE" 57-640

CHARLIE BARNET

"TING-A-LING" 57-628

GORDON MacRAE

"I WISH I HAD A NICKEL" 57-40153

JIMMY WAKELY

**STOCK 'EM
AND STAND BACK!**

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

MARGARET WHITING

"A Wonderful Guy"
"Younger Than Springtime"

RECORD NO. 57-542

PEGGY LEE

"Bali Ha'i"
"There Is Nothin' Like A Dame"
(Dave Barbour Orchestra & Male Chorus)

RECORD NO. 57-543

JO STAFFORD

"Some Enchanted Evening"
"I'm Gonna Wash That Man Right
Outta My Hair"

RECORD NO. 57-544



Square Dance Favorites

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

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

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

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

**CLIFFIE STONE
and his
Square Dance Band**

79-40160

79-40161

79-40162

The Experts Can't Be Wrong

RECENT BILLBOARD RATINGS



KING POPULAR SERIES

15004-I DO, I DO, I DO rated 82
by Al Grant with Dewey Bergman's ork.
.....
PICKED BY BILLBOARD TIP SHEET
OF MAY 7

15005-LOVER'S GOLD rated 87
THIS DAY IS MINE rated 84
by Al Grant with Dewey Bergman's ork.

KING SEPIA SERIES

4288-LITTLE GIRL DON'T CRY rated 85
4292-DRINKIN' WINE
SPO-DEE-O-DEE rated 86
SHE JUST WON'T SELL
NO MORE rated 85
by Wynonie Harris
.....
KING ALREADY TOPS IN
POPS AS WELL AS SEPIA



ROCKIN' AT MIDNIGHT
JUDGMENT DAY BLUES
Roy Brown
DE LUXE 3212

THE DINGHY SONG
TONIGHT YOU SLEEP IN THE
BATHTUB
Ruth Wolfis
DE LUXE 1183

ROCK AND ROLL BLUES
BOX CAR BOOGIE BABY
Brlwe "Rock and Roll" Harris
DE LUXE 3220

GOIN' TO CALIFORNIA BLUES
SARAH, SARAH!
Kleg Perry and His Sextet
DE LUXE 3216

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

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

PART IV

BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
49	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DA3-80
49	2	2	2	BOZO AT THE CIRCUS (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol BBX-34
10	3	3	3	SO DEAR TO MY HEART (Four Records) Walt Disney-B. May, director	Capitol BD-124-Capitol DD-109
34	4	4	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig, Billy May Ork	Capitol DBX-29
48	5	5	5	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-84
36	6	6	6	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
19	11	7	7	LITTLE ENGINE THAT COULD (Two Records) P. Wing	Victor Y-341
36	14	8	8	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-8
1	—	9	9	LITTLE BLACK SAMBO (Two Records) Paul Wing	Victor Y-333
30	10	10	10	BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol DBS-84
25	8	11	11	LITTLE ORLEY-UNCLE LUMPY (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
17	9	12	12	TUBBY THE TUBA (Two Records) D. Kaye	Decca CU-106
10	—	12	12	MOTHER GOOSE (One Record) F. Luther	Decca CU-100
36	—	12	12	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
22	—	15	15	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol BC-35

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
185	1	1	1	Clair de Lune Jose Iturbi	Victor 11-8551
176	3	2	2	Chopin's Polonaise Jose Iturbi	Victor 11-8448
61	3	2	2	Bluebird of Happiness Jan Peerce, RCA Victor Ork, S. Levin, director	Victor 11-9007, Victor 30-1454, Victor 18-1074
128	4	4	4	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8563
2	—	5	5	Second Hungarian Rhapsody Boston Pops, Arthur Fiedler, conductor	Victor 12-0763

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Label
99	2	1	1	Rachmaninoff Concerto No. 2 in C. Minor (Five Records) Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann	Victor 1075
1	—	2	2	South Pacific (Seven Records) Mary Martin, Esio Pinza	Columbia MM-850
22	1	3	3	I Can Hear It Now (Five Records) Edward R. Murrow, Narrator	Columbia MM-800
91	—	4	4	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor, Philadelphia Ork	Victor 1020
7	4	5	5	Beethoven: Fifth Symphony (Four Records) NBC Symphony Ork, A. Toscanini, director	Victor DM-840
6	—	5	5	Grieg's Concerto in A Minor (Three Records) A. Rubinstein	Victor DM-900

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Label
13	1	1	1	KISS ME, KATE (Six Records) A. Drake-P. Marison-L. Kirk-H. Long-A. Hill-H. Clark-J. Diamond	Columbia C-200
7	2	2	2	TO MOTHER (Three Records) E. Arnold	Victor F-239
20	4	3	3	I CAN HEAR IT NOW (Five Records) Edward R. Murrow	Columbia MM-800
18	3	4	4	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sathern-L. Hayton Ork	MGM 27
13	—	5	5	STAN KENTON ENCORES (Three Records) S. Kenton Ork-J. Christy	Capitol CC-113
3	5	6	6	A CONNECTICUT YANKEE (Three Records) B. Crosby-R. Fleming-W. Bendis-Sir C. Herdwick-Decca A-899	Decca A-899
1	—	7	7	SOUTH PACIFIC (Seven Records) Mary Martin-Esio Pinza	Columbia MM-850
9	8	8	8	SUPPER CLUB FAVORITES (Three Records) P. Coma-R. Case-The Satisfiers-L. Shaffer Ork	Victor F-237
2	—	9	9	KISS ME, KATE (Four Records) J. Stafford-G. MacRae-P. Weston Ork	Capitol CD-144
26	7	10	10	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
1	—	10	10	SQUARE DANCES (Four Records) C. Stone and His Square Dance Band	Capitol BD-44

KING RECORDS INC. DISTRIBUTORS OF
KING and DE LUXE
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

WILL BUY COMPLETE STOCKS OF NEW RECORDS ANY QUANTITY—FROM 1,000 TO 1,000,000

Will Pay Cash On The Line!
Write Us NOW, Listing Quantity, Inventory of Merchandise and Price in First Letter
BOX 423, The Billboard, 1564 Broadway, N. Y. C. 19

SOUTH PACIFIC

ORIGINAL BROADWAY CAST ON COLUMBIA—ALL YOU WANT
Please note new address.

LESLIE DISTRIBUTORS CORP.
(RECORD WHOLESALERS)

- 752 TENTH AVENUE
- NEW YORK 19, N. Y.
- PLAZA 7-1977-8-9
- CABLE ADDRESS: EXPORECORD

"TO MAKE YOU MINE"
D-11221 Smash by JON & SONDR STEELE
"DOWNHEARTED"
D-11218 AL TRACE
on DAMON RECORDS ONLY

DAMON RECORDING STUDIOS
1221 BALTIMORE KANSAS CITY, MISSOURI

GIVE TO THE DAMON RUNYON CANCER FUND

LAURA LESLIE

and

DON CORNELL

sing

A Great Vocal!...

A Great Song!...

"Baby, It's Cold Outside"



For Dancing Too!...

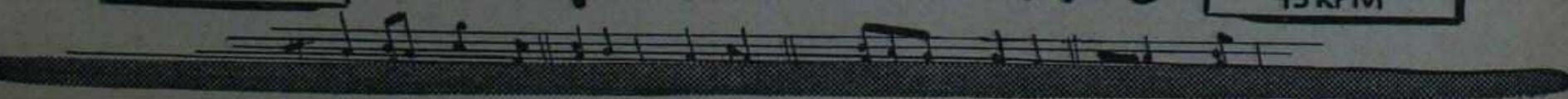
with...

Sammy Kaye's Orchestra

20-3448

RCA VICTOR RECORDS

47-2914
45 RPM



"Baby It's Cold Outside"

PLUS
My One and Only
Highland Fling
Columbia 38463
(1-200*)



SUNG BY



DINAH SHORE and

BUDDY CLARK

Fan Fare . . . This Week's Sure Fire Singles

- RIDERS IN THE SKY (The Original Version)
- 1. WAYFARING STRANGER BURL IVES 38445 (1-175*)
 - 2. WOOLIE BOOGIE BEE (1-175*)
- EVERYWHERE YOU GO Doris Day 38467 (1-211*)
- AGAIN
- ALL RIGHT, LOUIE, DROP THE GUN Arthur Godfrey 38447 (1-176*)
- COULD I? I CERTAINLY COULD.
- A KISS AND A ROSE The Charioteers 38438 (1-168*)
- A COTTAGE IN OLD DONEGAL
- I DIDN'T KNOW THE GUN WAS LOADED Jeanette Davis 38448 (1-177*)
- ANYTHING CAN HAPPEN WHEN YOU'RE LONESOME
- BLACK COFFEE Sarah Vaughn 38462 (1-199*)
- AS YOU DESIRE ME

*Columbia 7-inch Microgroove Records

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

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

PART V



MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks Last (This to date)	Week (Week)	Record Title	Artist	Label
10	1	1	FOREVER AND EVER	R. Morgan Ork	Decca 24568—ASCAP
13	2	2	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568—ASCAP
4	6	3	RIDERS IN THE SKY	V. Monroe Ork	Victor 20-3411—ASCAP
14	3	4	CARELESS HANDS	S. Kaye Ork	Victor 20-3321—ASCAP
16	4	5	CRUISING DOWN THE RIVER	Blue Barron Ork	MGM 10346—ASCAP
9	5	6	FOREVER AND EVER	P. Como-M. Ayres Ork	Victor 20-3347—ASCAP
6	9	7	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork	Victor 20-3381—ASCAP
10	10	8	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-3319—ASCAP
4	17	9	AGAIN	G. Jenkins Ork-Joe Graydon	Decca 24602—ASCAP
7	8	10	"A" YOU'RE ADORABLE	Jo Stafford and G. MacRae-P. Weston Ork	Capitol 15393—ASCAP
15	11	11	RED ROSES FOR A BLUE LADY	G. Lombardo Ork	Decca 24549—ASCAP
8	13	12	CARELESS HANDS	M. Torme-S. Burke Ork	Capitol 15379—ASCAP
2	20	13	AGAIN	V. Damone-G. Osser Ork	Mercury 5261—ASCAP
5	15	14	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters	Decca 24576—ASCAP
8	16	15	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
				(H. Harding, Grand G-25013; H. Carroll & Carolers, Mercury 5252; L. Duchow Red Raven Ork, Victor 20-3336; Socrach-Habat Polka Ork, Decca 45068; V. Zembrusky, Continental C-1380; Harmony Bells Ork-J. Cunway & The Wayfarers, Dana 1042)	
13	7	16	SUNFLOWER	R. Morgan Ork	Decca 24568—ASCAP
7	12	17	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork	Capitol 15393—ASCAP
				(Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patav Montana & D. Denny-The Buckeroos, Victor 20-0040; Sandy Sims, Coral 60043)	
2	—	18	AGAIN	M. Torme-P. Rugolo Ork	Capitol 15428—ASCAP
2	—	19	FOREVER AND EVER	M. Whiting	Capitol 15386—ASCAP
3	28	20	CARELESS HANDS	B. Crosby-K. Darby Singers	Decca 24616—ASCAP
1	—	21	CARELESS HANDS	Bob and Jean	Decca 24563—ASCAP
1	—	22	"A" YOU'RE ADORABLE	T. Pastor Ork	Columbia 38449—ASCAP
24	14	23	SO TIRED	R. Morgan	Decca 24521—ASCAP
				(N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263; F. Martin Ork, Victor 20-3359; Reggie Goff, London 334; P. Terry-The New Yorkers, Spotlite 500)	
2	23	23	BAR ROOM POLKA	R. Morgan Ork-The Rhythmairs	Decca 24608—ASCAP
				(Merrie Musette Ork, Victor 20-3440; Ames Bros., Coral 60052; A. Mooney Ork, MGM 10418; L. Weik Ork, Mercury 5294)	
6	21	25	EVERYWHERE YOU GO	G. Lombardo	Decca 24549—ASCAP
				(B. Crosby-E. Knight-J. Conlon's Rhythmairs, Decca 24612; J. Pace-G. Ellis Ork, Keystone 1800; F. Masters Ork, MGM 10386; D. Day-The Mellomen, Columbia 38487; W. King Ork, Victor 20-3394; J. Garber Ork, Capitol 15397; E. Howard Ork, Mercury 5248)	
2	—	26	SUNFLOWER	F. Sinatra	Columbia 38391—ASCAP
2	22	26	I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork	Victor 20-3347—BMI
1	—	28	RIDERS IN THE SKY	B. Crosby-K. Darby Singers	Decca 24616—ASCAP
11	26	29	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol Ork	Capitol 15372—ASCAP
2	24	30	AGAIN	A. Mooney Ork	MGM 10398—ASCAP

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HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and Q, Reg. U. S. Pat. Off.

BUT THEY'RE **HITS** ON.



**BILLY
ECKSTINE**
sings

**NIGHT AFTER NIGHT
A NEW SHADE OF BLUES**

M-G-M 10422



**ZIGGY
ELMAN**
and his Orchestra
play

**CHEEK TO CHEEK
THAT WONDERFUL GIRL OF MINE**

M-G-M 10421

Hear the Original!

Recorded Directly from the Sound Track of the
M-G-M Technicolor Musical "Neptune's Daughter"



**ESTHER WILLIAMS and
RICARDO MONTALBAN**

**BABY, IT'S COLD OUTSIDE
MY HEART BEATS FASTER**

M-G-M 30197

WELCOME!
New Stars.. New Hits!

SHEP FIELDS
and his Orchestra
**A WONDERFUL GUY
HEARTLESS**



M-G-M 10423

GEORGE SHEARING QUINTETTE
**SEPTEMBER IN THE RAIN
BOP, LOOK AND LISTEN**



M-G-M 10426

ESMERELDY
**I DIDN'T KNOW THE GUN WAS LOADED
HOLLYWOOD SQUARE DANCE**



M-G-M 10413



MILT BUCKNER
and his Orchestra
**MILT'S BOOGIE
BUCK'S BOP**

M-G-M 10410

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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MAKE MONEY!!
WITH THESE SENSATIONAL NEW RELEASES

By NATIONAL

THE RAVENS "The House I Live In"
(THAT'S AMERICA TO ME)
(9073) "Ricky's Blues"

WINI BROWN "If Love Is Trouble"
(9078) "He's Good Enough for Me"

T. J. FOWLER "Red Hot Blues"
(9072) "Harmony Grits"

CHARLIE VENTURA and ORK
(9077) "DEED I DO" *Featuring JACKIE CAIN and ROY KRAL (Vocal) BENNIE GREEN (Trombone) backed by*
"Pennies From Heaven" *Featuring BUDDY STEWART (Vocal) KAI WINDING (Trombone)*

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NATIONAL
Records

The Billboard
MUSIC POPULARITY CHARTS
Race Records
Based on reports received last three days of Week Ending May 13

PART VI
TRADE SERVICE FEATURE

BEST-SELLING RETAIL RACE RECORDS

Records listed are race 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 customers purchase race records.

POSITION		Weeks Last / This		Title		Artist		Label	
14	1	1	1						
				1.	HUCKLEBUCK	P. Williams	Savoy 683	ASCAP	
				<i>Hoppin' John</i>					
				2.	TROUBLE BLUES	C. Brown	Aladdin 3024	BMI	
				<i>Honey, Keep Your Mind On Me</i>					
				3.	HOLD ME, BABY	A. Milburn	Aladdin 3023		
				<i>Litterbug Parade</i>					
				4.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288		
				<i>Moosey</i>					
				5.	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873		
				<i>Blues Mixture</i>					
				6.	CLOSE YOUR EYES	H. Lance	Sittin' In-514	ASCAP	
				<i>Candle Glow</i>					
				7.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherapoon	Supreme 1506	ASCAP	
				<i>NESS</i>					
				8.	D'NATURAL BLUES	L. Millinder	Ork		
				<i>Little Girl, Don't Cry</i>					
				9.	ROCKIN' AT MIDNIGHT	R. Brown-His Mighty, Mighty Men	De Luxe 3212		
				<i>Judgment Day</i>					
				10.	BACK STREET	E. Chambliss	Miracle 133		
				<i>Lazy Mood</i>					
				11.	TELL ME SO	The Orioles	Jubilee 5005	BMI	
				<i>Deacon Jones</i>					
				11.	HUCKLEBUCK DADDY	J. Preston	Gotham G-175		
				<i>Sugar Baby</i>					
				13.	POT LIKKER	T. Rhodes	King 4287		
				<i>Red Boy at the Mardi Gras</i>					
				14.	HUCKLEBUCK	R. Milton	Specialty 328	ASCAP	
				<i>Sympathetic Blues</i>					
				14.	CARAVAN	B. Eckstine	MGM 10366	ASCAP	
				<i>A Senorita's Bouquet</i>					

WARNING!

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MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION		Weeks Last / This		Title		Artist		Label	
15	1	1	1						
				1.	HUCKLEBUCK	P. Williams	Savoy 683	ASCAP	
				2.	TROUBLE BLUES	C. Brown	Aladdin 3024	BMI	
				3.	TELL ME SO	The Orioles	Jubilee 5005	BMI	
				4.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288		
				5.	WRAPPED UP IN A DREAM	Do Ray and Me	Commodore C-7805	ASCAP	
				5.	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873		
				6.	CLOSE YOUR EYES	H. Lance	Sittin' In-514	ASCAP	
				8.	I CHALLENGE YOUR KISS	Four Jacks	Allen 21000		
				9.	BOOGIE CHILLEN	J. L. Hooker	Modern 627		
				9.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherapoon	Supreme 1506	ASCAP	
				9.	HOOGIE BOOGIE	J. L. Hooker	Modern 663		
				9.	LAVENDER COFFIN	Fat Man Robinson Quintet	Motil M 2001		
				13.	BEWILDERED	B. Eckstine	MGM 10340	ASCAP	
				13.	HOLD ME, BABY	A. Milburn	Aladdin 3023		
				13.	HUCKLEBUCK DADDY	J. Preston	Gotham G-175		
				13.	COLE SLAW	F. Culley	Atlantic 874		
				13.	BACK STREET	E. Chambliss	Miracle 133		

ADVANCE RACE RECORD RELEASES

- B & G Blues**
J. Turner (Wine-o-Baby) Downbeat 152
- Close Your Eyes**
J. Hartman (Sposin') Mer 8141
- Cole Slaw**
J. Stone Ork (Do It) V 22-0026
- Crudup's Vicksburg Blues**
A. (Big Boy) Crudup (Shout, Sister) V 22-0028
- Do It Now!**
J. Stone Ork (Cole Slaw) V 22-0026
- Honeysuckle Rose**
R. Murphy (You Were) V 22-0028
- In the Rain**
D. Washington (Tell Me) Mer 8094
- Keep Your Hands Off Her**
Big Bill Broonzy (Mandin' My) Mer 8139
- Mandin' My Own Business**
Big Bill Broonzy (Keep Your) Mer 8139
- Pot Likker**
T. Rhodes Ork (Red Boy) King 4287
- Red Boy at the Mardi Gras**
T. Rhodes Ork (Pot Likker) King 4287
- Roses of Pizarro**
A. Ammons & His Rhythm Kings (Why I'm) Mer 8140
- Savannah Sings the Blues**
S. Churchill-The Four Tunes (Don't Try) Manor 1180
- Shame on You Baby**
St. Louis Jimmy-Sunnyland Slim Ork (I'll Never) Mer 8137
- She Just Won't Sell No More**
W. Harris (Drinkin' Wine) King 4293
- Shout, Sister, Shout**
A. (Big Boy) Crudup (Crudup's Vicksburg) V 22-0028
- So Nice and Kind**
St. Louis Jimmy-Muddy Waters & His Blues Combo (Florida Hurricane) Aristocrat 7001
- Sposin'**
J. Hartman (Close Your) Mer 8141
- Strollin'**
The Pig Footers (Even, Evans) Mer 8135
- Sweet Woman Blues**
Back Porch Boys (Be Kind) Apollo 408
- Take It or Leave It**
Julia Lee & Her Boy Friends (The Glory) Cap 57-70006
- Telephone Blues**
Snooky & Moody (Boogie) Swingmaster 118
- Tell Me So**
D. Washington (In the) Mer 8094
- That's All**
Prince Cooper Trio (It's Just) Exclusive 84X
- That's the Gal for Me**
Ivory Joe Hunter (Waiting in) King 4291
- The Blues Rock**
Texas Johnny Brown (There Goes) Atlantic 876
- The Egg or the Hen**
Hot Lips Page Ork (Don't Tell) Col 10158
- The Glory of Love**
Julia Lee & Her Boy Friends (Take It) Cap 57-70006
- There Goes the Blues**
Texas Johnny Brown (The Blues) Atlantic 876
- This Is the One Time, Baby**
J. Moore's Three Blazers (A New) V 22-0025
- Three o'Clock Jam Session** Parts I & II
L. Blivers-I. Day-G. Ammons-C. Hatman-L. Pointer Aristocrat AR-711
- Trombone Man Blues**
Blue Lu Barker (Now You're) Cap 57-70007

Announcing **3 GREAT NEW RACE NUMBERS ON Freedom Records**

#1512 Lonnie Lyons Quintet "NEAT & SWEET" Two Sides	#1516 Goree Carter and His Hepcats "I JUST THOUGHT OF YOU" "HOY-HOY"	#SP104 The Silvertone Gospel Singers "I'LL MAKE IT ALRIGHT" "WHERE SHALL I BE"
--	---	---

Freedom is the outstanding label for Race blues, bounces, jumps, shuffles, novelties, boogies and spirituals. Below is a list of our current releases:

#SP-103 "How Jesus Brought Me Out" "Only a Look" Rev. Frank M. & Rubye Durden Johnson	#1509 "Log House on the Hill" (Country Blues) "No One To Love Me" (Country Blues) Leroy Johnson
#1506 "Rock Awhile" "Back Home Blues" Goree Carter & His Hepcats	#1510 "Gonna Change My Love" "That's Alright" L. C. Williams with Conney's Combo
#1507 "Far Away Blues" "Flychic Bounce" Lonnie Lyons with Rhythm Accomp.	#1511 "How Can You Love Me?" "I'll Send You" Goree Carter & His Hepcats
#1508 "Ugly Mae" "Shout It Out" "Babe" Johnson with Conney's Combo	

If Your Distributor Does Not Carry These Records, Please Write
Freedom RECORDING COMPANY 1322 Oxford Street
Houston 8, Texas

A Hot Tip on a Hot Record!

AL MORGAN'S
TERRIFIC RECORDING OF
"JEALOUS HEART"
UNIVERSAL RECORDS U-148
BACKED WITH "TURNABOUT"

COMING FAST! "I COULDN'T BELIEVE MY EYES"
"JUST A LITTLE STREET WHERE
OLD FRIENDS MEET"

UNIVERSAL U-147

The Billboard MUSIC POPULARITY CHARTS

Folk Record Section

PART VIII

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

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly 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 folk records.

Weeks to date	Last Week	This Week	Record	Artist	Label
13	1	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
7	2	2	I'M BITING MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592—BMI
20	6	3	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
7	9	4	CANDY KISSES	R. Foley	Decca 46151—BMI
12	2	5	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
9	4	6	CANDY KISSES	G. Morgan	Columbia 20547—BMI
7	7	7	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Columbia 20547—BMI
12	13	8	CANDY KISSES	Cowboy Copas	King 777—BMI
1	—	9	STEEL GUITAR RAMBLE	C. Campbell's Tennessee Ramblers	Victor 21-0014
8	5	10	TENNESSEE BORDER	R. Foley	Decca 46151—BMI
2	12	11	I WISH I HAD A NICKEL	J. Wakely and Cowboy Band	Capitol 57-40153
1	—	11	RIDERS IN THE SKY	V. Monroe Ork	Victor 20-3411—ASCAP
1	—	11	ONE KISS TOO MANY	Eddy Arnold, The Tennessee Flaw-boy	Victor 21-0051
1	—	14	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
1	—	14	RIDERS IN THE SKY	B. Ives	Columbia 38445—ASCAP
4	—	14	I HEARD ABOUT YOU	B. Hobbs	MGM 10305—BMI

WARNING!

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FOLK TALENT AND TUNES

By Johnny Sippel

The NBC network will carry a half-hour of "all-night singing" from WSM, Nashville, May 6. In addition to Wally Fowler and the Oak Ridge Quartet, the show will feature the Blackwood Brothers, KMA, Shenandoah, Ia.; the Harmonizers, WROL, Knoxville; the Speer Family (Columbia), WSIX, Nashville; Otis L. McCoy and the Daniel Sisters Trio, Cleveland, Tenn.; the Happy Hitters, WBRC, Birmingham; the Frank Stamps Quartet, KRLD, Dallas, and Deacon Utley's Smile-a-While Quartet, WMAZ, Macon, Ga. . . . Johnny Lee Wills' band, KVOO, Tulsa, Okla., will again furnish the music for the 11th annual Tulsa Stampede Rodeo in that city May 17-22.

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

The Colorado Buckaroos, Bill High, Dud Jackson, Johnny Lind and George Shaw, are working at KMYR, Denver, and the Anchor Club, Denver bistro. . . . Art Young, the Yodeling Cowboy, has started a video show, "The South Park Barn Dance," over WBN-TV, Buffalo, featuring Dona Lee. He also works nightly at various halls and clubs, doing square dance calling with his own group. . . . Kenny Roberts cut his first four sides for Decca with a group from WLW, Cincinnati, his home base, backing him up. . . . Tommie Little, WTIK, Durham, N. C., who operates his own diskery, Tommy's Records, has signed Glen Thompson and His Dixie Playboys to a cutting pact. Thompson's combo is heard from WDVA, Danville, Va. Little Ida, accordionist with Little, is now doing a disk show over WTIK. Little will also do some sides for Modern Records.

Zeb Carver is now platter-piloting the h. b. and Western show over WBNX, New York, six times per week from 8 to 9 p.m. (EDST). . . . Tommy Duncan (Capitol), ex-warbler with Bob Wills' Texas Playboys, finished his first picture for Columbia. He is currently on a tour of the South and Southwest. . . . Jimmy Wakely will head his "All-Star Revue Company" east from June 25 to July 3 in a series of auditorium dates. Personnel of the group includes: Patsy Montana and Her Cowgirls (Victor); Dick Thomas (Decca), emcee; Smokey

and Henry, blackface duo, and Wakely's Saddle Pals. . . . Cliff Warren, yodeler, has joined WOAI, San Antonio.

Smiley Burnette will do a series of sides, including some kidisks, for Capitol, while Bill Boyd of "Hopalong Cassidy" fame is also set for Capitol moppet waxing (The Billboard, May 14). . . . Juanita Bava, 13-year-old daughter of John Bava, op of Cozy Records, is doing her own d.j. show from WDNE, Elkins, W. Va. She will soon cut two vocals for the Cozy label. Cozy has inked a group of new artists including Mason Ayers, WHIS, Bluefield, W. Va.; Cousin Bob Nicholson, WWYO, Pineville, W. Va.; the Clere Brothers, Dawes, W. Va.; Bobby Cook and the Texas Saddle Pals, WHTN, Huntington, W. Va.; Lee Bailey and the Melody Mountain Boys, WSAZ, Huntington, W. Va., and the Three Texans. . . . Carl Sauceman and the Hill-billy Ramblers (Mercury) are reorganizing their Greene County Jam-boree, Greeneville, Tenn., which will be aired by WGRV, Greeneville, every Saturday night. . . . The Cindy Coy Trio has pacted with Donnet Hit Records. The trio is heard from WILE, Cambridge, O.

Please address all communications to Johnny Sippel, The Billboard, 153 North Clark St. Chicago 1, Ill.

BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly 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 customers purchase folk records.

Weeks to date	Last Week	This Week	Record	Artist	Label
11	2	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
12	1	2	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
13	3	3	CANDY KISSES	George Morgan	Columbia 20547—BMI
2	12	4	ONE KISS TOO MANY	Eddy Arnold, The Tennessee Flaw-boy	Victor 21-0051
6	4	5	TENNESSEE BORDER	R. Foley	Decca 46151—BMI
33	14	6	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
8	8	6	I'M BITING MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592—BMI
1	—	8	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Flaw-boy	Victor 21-0051
2	12	9	RIDERS IN THE SKY	V. Monroe Ork	Victor 20-3411—ASCAP
1	—	10	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401
7	6	11	CANDY KISSES	R. Foley	Decca 46151—BMI
3	—	12	RAINBOW IN MY HEART	G. Morgan	Columbia 20543—BMI
10	4	13	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Columbia 20547—BMI
3	—	14	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
9	16	15	CANDY KISSES	E. Britt and the Skytoppers	Victor 21-0006—BMI
1	—	15	RIDERS IN THE SKY	B. Ives	Columbia 38445—ASCAP
1	—	15	CANDY KISSES	B. Hobbs and His Trail Herders	MGM 10366—BMI

WARNING!

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ADVANCE FOLK RECORD RELEASES

Alone	B. Stewart & His Kentucky Colonels (Perhaps It) King 781	Please Daddy Forgive	B. Long & The Santa Fe Rangers (The Morning) V 21-0063
Barber Shop Rag	C. Atkins & His Guitar Pickers (Guitar Waltz) V 21-0067	Pray, Pray, Pray	E. Lee & His Southerners (Keep Walkin') V 21-0064
Blue Mexico Series	C. Moody (Over the) King 782	Riders in the Sky	B. Jones & His Death Valley Rangers (I Wish) Mer 3329
Easy Pickin'	Hewington Bros. (Our Shotgun) DC 4114	Riders in the Sky	Sons of the Pioneers (Room Full) V 21-0065
Guitar Waltz	C. Atkins & His Guitar Pickers (Barber Shop) V 21-0067	Room Full of Roses	Sons of the Pioneers (Riders in) V 21-0065
I Wish I Could Call You My Sweetheart	B. Jones & His Death Valley Rangers (Riders in) Mer 3330	The Code of the Mountains	Texas Ruby & Curley Fox (These Dreams) King 786
Keep Walkin'	E. Lee & His Southerners (Pray, Pray) V 21-0064	The Morning After (We Said Goodbye)	B. Long & The Santa Fe Rangers (Please Daddy) V 21-0063
Lord Protect My Darling	D. Denny (Your Big) V 21-0066	The Star Spangled Waltz	H. Snow & His Rainbow Ranch Boys (Marriage Vow) V 21-0062
Marriage Vow	H. Snow & His Rainbow Ranch Boys (The Star) V 21-0062	These Dreams Are Gone	Texas Ruby & Curley Fox (The Code of) King 786
Our Shotgun Wedding Day	Hewington Bros.-The Tennessee Hay-makers (Easy Pickin') DC 4114	Your Big Bouquet of Roses Has Withered	D. Denny (Lord Protect) V 21-0066
Over the Hill	C. Moody (Blue Mexico) King 782		
Perhaps It Is Better That Way	B. Stewart & His Kentucky Colonels (Alone) King 781		

Billboard
MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

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

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.)

ROOM FULL OF ROSES.....Sammy Kaye Ork.....Victor 20-3441
Sammy Kaye maintains his simmering pace with this excellent reading of a new plug ballad with that commercial hill-country touch. Tony Alamo does a Come with the lyrics in front of a folksy background similar to the approach Kaye employed on his hit, "Careless Hands." This joins the previously touted Dick Haymes' Decca etching of this song as a possibility.

IT'S TOO LATE NOW.....Evelyn Knight, Four Hits and a Miss and Sonny Burke Ork.....Decca 24696
Another of those Evelyn Knight rhythm ditties in the "Little Bird"-Powder Your Face" groove which will bear mighty heavy watching. It's every bit as infectious as the predecessors and Miss Knight delivers the new opus with lots of her natural zest and with her distinctive rhythm styling while the Four Hits and a Miss deliver a firm vocal assist. Sonny Burke's orking rounds it all out beautifully. Backing is a fine reading of "You're So Understanding."

GEORGIA ON MY MIND.....Frankie Laine.....Mercury 5293
This is Laine's initial wax effort since the ban ended and it certainly is one of his very best. He takes it at an easy bounce ballad beat and squeezes every bit of his remarkable salesmanship into each syllable of the evergreen. Carl Fischer's ork lends rock solid support.

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. CABARETDo, Ray & Me.....Commodore 7550
2. CRY AND YOU CRY ALONE.....Deep River Boys.....Victor 22-0013
3. SOME ENCHANTED EVENINGJo Stafford.....Capitol 57-544
4. HOW IT LIES, HOW IT LIES, HOW IT LIESKay Starr.....Capitol 15419
5. HAVING A WONDERFUL WISHBenny Goodman.....Capitol 57-568
6. NEED YOUBob Crosby.....Columbia 38450
7. GIGOLETTEVaughn Monroe.....Victor 20-3425
8. A CHAPTER IN MY LIFE CALLED MARYGordon MacRae.....Capitol 15425
9. A CHAPTER IN MY LIFE CALLED MARYBuddy Clark.....Columbia 38443
10. A CHAPTER IN MY LIFE CALLED MARYSammy Kaye.....Victor 20-3420

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. MERRY-GO-ROUND WALTZArt Mooney.....MGM 10405
2. MERRY-GO-ROUND WALTZGuy Lombardo.....Decca 24624
3. ROOM FULL OF ROSESDick Haymes.....Decca 24632
4. HOW IT LIES, HOW IT LIES, HOW IT LIESKay Starr.....Capitol 15419
5. KISS ME SWEETSammy Kaye.....Victor 20-3420
6. SOME ENCHANTED EVENINGBing Crosby.....Decca 24609
7. A CHAPTER IN MY LIFE CALLED MARYSammy Kaye.....Victor 20-3420
8. A WONDERFUL GUYDinah Shore.....Columbia 38460
9. IF I COULD BE WITH YOUGuy Lombardo.....Decca 24620
10. MY ONE AND ONLY HIGHLAND FLINGJo Stafford-Gordon MacRae.....Capitol 57-568

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 will be:

1. MERRY-GO-ROUND WALTZArt Mooney.....MGM 10405
2. MERRY-GO-ROUND WALTZGuy Lombardo.....Decca 24624
3. BABY, IT'S COLD OUTSIDEMargaret Whiting-Johnny Mercer.....Capitol 57-567
4. HOW IT LIES, HOW IT LIES, HOW IT LIESKay Starr.....Capitol 15419
5. KISS ME SWEETKitty Kallen.....Mercury 5265
6. KISS ME SWEETJudy Valentine.....MGM 10394
7. KISS ME SWEETSammy Kaye.....Victor 20-3420
8. ROOM FULL OF ROSESDick Haymes.....Decca 24632
9. WHOSE GIRL ARE YOU?Blue Barron.....MGM 10412
10. RED HEADEddy Howard.....Mercury 5274

Caravan Enters Adult Disk Field

NEW YORK, May 14.—Caravan Records, kidisk specialists since the company was formed a little over a year ago, enters the adult field June 1 with three standard pop items. Three special unbreakable vinylite dance albums will be issued, one each devoted to tunes by Jerome Kern, Cole Porter and Vincent Youmans. Actually, each of these is a single long-length 10-inch disk, specially packaged, featuring two tunes to the side.

Sides play for approximately five minutes each and will reproduce on any standard 78 r.p.m. phonograph. The recording process is similar to that already in use by the double feature diskery. Disks will retail for 98 cents.

Parker Bop Alto On 40-Min. Disk

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

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

Under the title of *The Bird Blows the Blues*, Parker and his combo are offered doing six of his popular Dial sides (*Camarillo*, *Cool Blues*, etc.) on the A side, and eight alternate second and third masters not previously released on the flipover.

Waxery hopes this disk to be the first in a series of LP jazz items.

The
Rootin'! Tootin'! Shootin'!
Hit from 20th Century-Fox's
**THE BEAUTIFUL BLONDE
FROM BASHFUL BEND**

Starring BETTY GRABLE
Written, Produced and Directed by
PRESTON STURGES

**THE
BEAUTIFUL
BLONDE
FROM
BASHFUL
BEND**

Lyric by Don George
Music by Lionel Newman

Records by
TWO TON BAKER
Mercury

TEX BENEKE
RCA Victor

ART LUND
M-G-M

THE MODERNAIRES
Columbia

ILLER MUSIC CORPORATION
1415 BROADWAY • NEW YORK 19
NORMAN FOLEY, Gen. Prof. Mgr.

The Ballad Hit from
20th Century-Fox's
**THE BEAUTIFUL BLONDE
FROM BASHFUL BEND**

Starring BETTY GRABLE
Written, Produced and Directed by
PRESTON STURGES

**EVERY
TIME
I
MEET
YOU**

Lyric by Mack Gordon
Music by Josef Myrow

Records by

GLORIA CARROLL
Dance-Tone

BUDDY CLARK
Columbia

PERRY COMO
RCA Victor

DICK HAYMES
Decca

ART LUND
M-G-M

MARGARET WHITING
Capitol

LEO FEIST, INC.

1619 BROADWAY • NEW YORK 19
HARRY LINK, Gen. Prof. Mgr.

America's No. 1 Orchestra

**STILL
AMERICA'S**

No. 1

Most Consistent

RECORD

SELLER



Eddy

Howard

BEST SELLERS

- "Single Saddle" ● "Candy Kisses"
- "Red Head" ● "Judy"
- "Love Me, Love Me, Love Me" ● "Don't Cry, Cry Baby"
- "A Rosewood Spinel" ● "I Get Up Every Morning"

—AND NOW ON NONBREAKABLE
"Room Full of Roses"
"Yes, Yes, in Your Eyes"

**MERCURY
RECORDS**



The **Billboard** MUSIC POPULARITY CHARTS
Advance Information

PART X
 TRADE SERVICE REPORTS

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

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 Stranger in Town
M. Torme & His Mel-Tones, Coral 60071
- Ain'tcha Glad I Love Ya?
T. Dorsey Ork (The Continental) V 20-3450
- Angels Never Leave Heaven
T. Martin-J. Conlon Singers (My Heart) V 20-3454
- Baby, Please Stop and Think About Me
N. Lutchter (Kiss Me) Cap 57-70009
- Ballin' the Jack
M. Tilton-H. Derwin-F. DeVol Ork (Take Me) Cap 57-618
- Bambina Mia
G. Krupa Ork (Dear Old) Col 38496
- Be My Little Bay Bumble
B. Venuta-H. Mooney Ork (He's a) Mer 5300
- Dear Old Southland
G. Krupa Ork (Bambina Mia) Col 38496
- Dixie
J. Pickens (I Only) V 20-3458
- Early Autumn
W. Herman Ork (Keeper of) Cap 57-616
- Elevation
E. Lawrence Ork (Gigolette) Col 38498
- Everybody Kiss the Bride
The Three Suns (Ting-a-Ling) V 20-3460
- Everytime I Meet You
P. Como (Two Little) V 20-3455
- Fatman's Polka
Six Pat Dutchmen-H. Loeffelmacher (Skal, Skal) V 20-3453
- Five Foot Two
G. Davis (Lady Be) Organ Rhythms Or 501
- Four Winds and Seven Seas
V. Damone-G. Oasser Ork (You're Breaking) Mer 5271
- Georgia on My Mind
P. Laine-C. Fischer Ork (You're Just) Mer 5293
- Get Lost
The Jubalaires (Jean) King 4290
- Gigolette
E. Lawrence Ork (Elevation) Col 38497
- He's a Devil
B. Venuta Ork (Be My) Mer 5300
- Hollywood Square Dance
L. Weik Ork (Lorabelle Lee) Mer 5295
- Home Town Boy
"The Great Gates" (Late After) Selective S-103
- How Many Is Der of Ya?
S. Henderson Ork (Pattern in) Cap 57-619
- I Only Have Eyes for You
J. Pickens (Dixie) V 20-3458
- I Should Care
D. Gillespie Ork-J. Hartman (Swedish Suite) V 20-3457
- I'll Fly Away
Brown's Ferry Four (I've Made) King 785
- I've Made a Covenant with My Lord
Brown's Ferry Four (I'll Fly) King 785
- Jean
The Satisfiers Foursome (The Egg) King 15001
- Jean
The Jubalaires (Get Lost) King 4290
- Keeper of the Flame
W. Herman Ork (Early Autumn) Cap 57-616
- Kiss Me Sweet
N. Lutchter (Baby, Please) Cap 57-70009
- Lady Be Good
G. Davis (Five Foot Two) Organ Rhythms Or-501
- Late After Hours
"The Great Gates" (Home Town) Selective S-103
- Life Begins When You're in Love
C. Thornhill Ork-R. McIntyre (Maybe It's) V 20-3456
- Lorabelle Lee
R. Gilbert-The Regalaires (Send Me) Col 38498
- Lorabelle Lee
L. Weik Ork (Hollywood Square) Mer 5295
- Lover's Gold
G. MacRae-P. Weston Ork (Ting-a-Ling) Cap 57-628
- Maybe It's Because
C. Thornhill Ork-R. McIntyre (Life Begins) V 20-3456
- My Heart Beats Faster
T. Martin-J. Conlon Singers (Angels Never) V 20-3454
- My Little Pup With the Patent Leather Nose
"Two Ton" Baker (The Beautiful) Mer 5292
- New New New (Is the Time)
T. Phillips Ork (Weddin' Day) Tower 1480
- Out of Love
S. Kays Ork (The Four) V 20-3459
- Pattern in Lace
S. Henderson Ork (How Many) Cap 57-619
- Pyramid Boogie
S. Taylor Ork (Rinky-Dinky) Abbey A 62
- Rinky-Dinky
S. Taylor Ork (Pyramid Boogie) Abbey A 62
- Room Full of Roses
The Starlighters-P. Weston Ork (Weddin' Day) Cap 57-617
- Send Me a Man, Amen
R. Gilbert-The Regalaires (Lorabelle Lee) Col 38498
- Rocky's Blues
The Ravens (The House) National 9073
- Sicilian Tarantella
L. Clinton Ork (You Told) V 20-3461
- Skal, Skal, Skal
Six Pat Dutchmen-H. Loeffelmacher (Fatman's Polka) V 20-3453
- Some of These Days
B. Carleton (Swanee River) Velvet 302
- South Pacific Album—M. Whiting-G. MacRae-P. Lee-F. DeVol Ork-D. Barbur Ork (4-18")
- Capitol CD-162
A Cock-Eyed Optimist . . . Cap. 57-588
A Wonderful Guy . . . Cap 57-596
Ball Ha! . . . Cap 57-597
Happy Talk & Honey Bun . . . Cap 57-597
I'm Gonna Wash That Man Right Outa My Hair . . . Cap 57-599
Some Enchanted Evening . . . Cap 57-596
There Is Nothin' Like a Dame . . . Cap 57-599
Younger Than Springtime . . . Cap 57-598
- Swanee River
B. Carleton (Some of) Velvet 302
- Swedish Suite
D. Gillespie Ork-J. Hartman (I Should) V 20-3457
- Take Me Back
M. Tilton-H. Derwin-F. DeVol Ork (Ballin' the) Cap 57-618
- The Beautiful Blonde From Bashful Bend
"Two Ton" Baker (My Little) Mer 5293
- The Continental
T. Dorsey Ork (Ain'tcha Glad) V 20-3450
- The Egg or the Hen
The Satisfiers Foursome (Jean) King 15001
- The Four Winds and the Seven Seas
S. Kays Ork (Out of) V 20-3459
- The House I Live In
The Ravens (Rocky's Blues) National 9073
- The Sheik of Araby
B. Strong Ork (When My) Tower 1457
- Ting-a-Ling
G. MacRae-P. Weston Ork (Lover's Gold) Cap 57-628
- Ting-a-Ling
The Three Suns (Everybody Kiss) V 20-3460
- Two Little Blue Little Eyes
P. Como (Everytime I) V 20-3455
- Weddin' Day
The Starlighters-P. Weston Ork (Room Full) Cap 57-617
- Weddin' Day
T. Phillips Ork (Now Now) Tower 1480
- When My Sugar Walks Down the Street
B. Strong Ork (The Sheik) Tower 1457
- You Told a Lie (I Believed You)
L. Clinton Ork (Sicilian Tarantella) V 20-3461
- You're Breaking My Heart
V. Damone-G. Oasser Ork (Four Winds) Mer 5271
- You're Just the Kind
P. Laine-C. Fischer Ork (Georgia On) Mer 5293
- You've Laughed at Me for the Last Time
M. Torme & His Mel-Tones (A Stranger) Coral 60071

RELIGIOUS

- Coming Down From God
M. O'Day & The Cumberland Mountain Folks (Teardrops Falling) Col 20584
- Fare You Well, Fare You Well
Golden Gate Quartet (Toll the) Col 38169
- John Saw
Golden Gate Quartet (Lord I) Mer 8142
- Lord I Am Tired and I Want To Go Home
Golden Gate Quartet (John Saw) Mer 8142
- Teardrops Falling in the Snow
M. O'Day & The Cumberland Mountain Folks (Coming Down) Col 20584
- The Lesson of Love
R. Blake (The Old) Cap 57-60163
- The Old Huzzed Cross
R. Blake (The Lesson) Cap 57-60163
- Tell the Bell Easy
Golden Gate Quartet (Fare You) Col 38169

LATIN-AMERICAN

- Aqui En El Cielo
D. Santos Con Su Conjunto (Cancion De) Secco 7024
- Camaronas
P. Torres y Su Siboney Ork (Que Pas) Secco 805
- Cancion De La Serrania
D. Santos Con Su Conjunto (Aqui En) Secco 7024
- La Vida En Boas
P. Vargas (Palmas Juramentos) V 23-1190
- Mi Palabra De Honor
D. Santos Con Su Conjunto (A La) Secco 7024
- Que Fue De Ti
P. Torres y Su Siboney Ork (Camaronas) Secco 805
- Que Te Fedi
M. L. Landon (Si Tu) V 23-1191
- Si Tu Regresaras
M. L. Landon (Que Te) V 23-1191

Billboard

MUSIC POPULARITY CHARTS

PART XI

Album Reviews

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

The large boldface number in each review is the retail rating. This rating is based on the key categories, each of which is assigned a maximum number of points. (The total possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

THE RATINGS

(100 points—the maximum)
100.....tops
90.....excellent
80.....good
70.....satisfactory
60.....poor

THE CATEGORIES

- 1. Production Idea.....15
2. "Name Value".....15
3. Caliber of Material.....15
4. Manufacturers' Distribution Power.....10
5. Exploitation Aids.....10
6. Interpretation.....15
7. Record Quality.....5
8. Manufacturers' Production Efficiency.....5
9. Packaging.....10

STAKOVICH TRIO IN E 74

STAKOVICH TRIO IN E
LINDOR, Opus 67—D. Shostakovich-David Oistrakh-Milos Adla.

JUKES
Not suitable.

JOCKS
Interesting face for long - hair spinners.

BOUQUET DE CHANSONS 58

BOUQUET DE CHANSONS
E TOHAMA ALBUM—TOHAMA-Etoile Deltour Ork-Raymond Legrand Ork-Phil Green Ork

JUKES
Not suitable.

JOCKS
Okay for super-sophisticated or French language stints.

LETTER SONGS ALBUM (Songs of Our Times)—THE SONG SPINNERS (4-10") 68

LETTER SONGS ALBUM (Songs of Our Times)—THE SONG SPINNERS (4-10")
Decca A-643
Don't Forget To Write; Green Grow the Lilacs; Bring Me a Letter From My Old Home Town; Her Letter Told Me All; The Biggest Thing in a Soldier's Life; Little Rosewood Casket; Bring Me a Letter From Home; Don't Forget To Write Me, Darling; Padded Letter; Children's Letters; Letter Edged in Black; Letter From Their Boy; I'm Sending Criss-Cross Kisses; Having a Good Time, Wish You Were Here; Send Me a Line; Man Who Brings the Mail; First Letter; Letter That Never Reached Home; Take a Letter to My Daddy Over There; Letter From No-Man's Land; Three Wonderful Letters From Home.

JUKES
Not suitable.

JOCKS
Any side offers a capsule of pleasing nostalgia.

JANACEK: LACH DANCES— 60

JANACEK: LACH DANCES—
Czechoslovak Radio Symphony Ork-Karel Boleslav Jirak, director (3-12")
Mercury DM 19
Since Janacek is often mentioned in the same breath with his compatriots Dvorak and Smetana, one would expect from him a vast flow of melody and folk-based rhythms. In this group, however, he doesn't live up to expectations. While there is abundant native flavor in these dances, its melodies fail to take full shape, and its rhythms, subdued by the broad atmospheric impressionism, never catch fire. Playing and recording are excellent.

JUKES
Not suitable.

JOCKS
Sections may be used.



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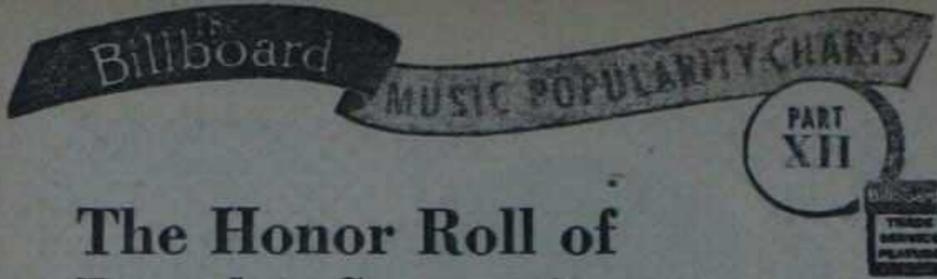
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The Honor Roll of Popular Songwriters

No. 20—J. ROSAMOND JOHNSON

By Jack Burton

Here's a "believe it or not" Bob Ripley may have overlooked: *Toloso*, a comic opera that was never produced, was J. Rosamond Johnson's stepping stone to Tin Pan Alley fame.

This highly talented Negro composer, the son of a minister, a native of Jacksonville, Fla., and a graduate of the New England Conservatory of Music in Boston, brought the score of this musical comedy to New York City in 1901. He made the rounds of the music publishing houses and Broadway theatrical offices with James Weldon Johnson, his brother, and Bob Cole, his vaudeville partner, who had collaborated on the book and lyrics in the hope of finding a producer.

They were cordially received, even

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

Songs Retained

While the trio was disappointed by the verdict, some solace was found in the praise the score had received and it was decided to play the old adage, "Half a loaf is better than none," to win. They dropped the book of *Toloso* into the wastepaper basket, but retained the songs, which when revised and retitled were interpolated in several Broadway productions and introduced by such stars as Mae Irwin, Fay Templeton, Anna Held and Marie Cahill. Their conception was terrific and during the next two years music counters from coast to coast were besieged for these top-selling hits of a half-century ago: *My Castle on the Nile*, *Nobody's Lookin' But the Owl and the Moon*, *The Maiden With the Dreamy Eyes*, *Come Out Dinah on the Green* and *Under the Bamboo Tree*—all salvaged from the score of a comic opera that never had an opening night.

Rosamond Johnson's songs set a new pattern for syncopated Negro music. His whimsical comedy numbers made no reference to crap-shooting, chicken-stealing and razor-wielding, the favorite themes of most Negro tunesmiths at the turn of the century. In his romantic songs, he

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

presented dark-skinned but blue-blooded Romeos and Juliets in a tropical setting far removed from the Mississippi River backdrop against which kinky-haired wenches and shiftless roustabouts had danced for years in the afterpiece of innumerable minstrel shows.

"We want to clean up the caricature," this cultured composer told the late Edward B. Marks, who published most of his works, and since his chief ambition was to win greater respect for the Negro thru sincere and honest music, he refused to write any song that might cast discredit on his sadly burlesqued race. In using his talent to help overcome racial prejudice and discrimination, Rosamond Johnson was a pioneer in the field of popular music just as Joe Louis and Jackie Robinson have been in more recent years in the world of sport.

His Work

A man now in his 70's but still active at the keyboard of his Steinway, Rosamond Johnson has had a fruitful and varied career. In addition to his popular songs, his musical works include two books of 150 Negro spirituals, compiled and arranged in collaboration with his brother; a number of classical pieces that have become standards in the repertoire of leading concert vocalists, and the scores of several musical comedies and revues, two of which served as starring vehicles for himself and Bob Cole and others being produced in London when Johnson was the director of music at Oscar Hammerstein's theater there.

In the theater, Rosamond Johnson took his first bows in 1896 as a member of the cast of *Oriental America*. This was the first Negro show to play a Broadway engagement, thus breaking down the bars that previously had restricted Negro troupes to booking in side-street burlesque houses. While Bob Cole was alive, the vaude team of Cole and Johnson was a headline attraction in both the United States and Europe, and in compara-

tively recent years, the composer *Under the Bamboo Tree* and *Castle on the Nile* was a member of the original cast of George Gershwin's *Porgy and Bess* and supported Ethel Waters in *Cabin in the Sky* and *Mamba's Daughters*.

While he wrote individually with Bob Cole the lyrics for many of his brother's best known songs, James Weldon Johnson achieved his great distinction in fields other than music before his death in 1938. He served as a U. S. consul in Venezuela and Nicaragua during the administration of President Theodore Roosevelt, founded and edited *The Daily America*, the first Negro daily in the United States, and held the office of national secretary of the National Association for the Advancement of Colored People for 14 years. Who's Who lists him as an author, poet, lawyer, educator and lecturer, and achievements have earned him a place alongside Booker T. Washington as an outstanding Negro leader.

Like the Johnson brothers, Bob Cole, the third member of this distinguished trio of songwriters, was gifted with varied talents. He was an excellent singer, dancer and comedian who could play several musical instruments. He was also an able director, one of his early successes being *The Black Patti Troubadours*, an all-colored troupe starring celebrated coloratura-soprano, Sietta Jones, which attracted capacious audiences nightly to Worth's Music (New York) during the 1896 season.

Bob Cole's untimely death, while the star of Cole and Johnson was its highest ascendancy marked the end of a team that, according to Gilbert Gabriel, former critic for *Variety*, "taught the world to love Negro melodies before the world was troubled to make an art of them."

Unless otherwise noted, all songs of J. Rosamond Johnson published by the Edward B. Marks Music Corporation.

SONGWRITERS COMING UP!

May 28 Issue

IRVING BERLIN (Part I)

In Issues Subsequent to May 28 The Billboard Will Present

- IRVING BERLIN (Part II)
- CHRIS SMITH
- AL PIANTADOSI
- GUSTAV LUDERS
- THEODORE MORSE
- EGBERT VAN ALSTYNE
- SILVIO HEIN
- JULIAN EDWARDS
- A. BALDWIN SLOANE
- KARL HOSCHNA
- WILLIAM C. HANDY
- HARRY CARROLL
- WALTER DONALDSON
- GEORGE W. MEYER

... And Others

★★★ J. ROSAMOND JOHNSON'S MOST POPULAR SONGS AND RECORDINGS AVAILABLE ★★★

Popular Songs

- 1897—**I HOPE THESE FEW LINES WILL FIND YOU WELL**
Lyrics by Bob Cole. Paull-Pioneer Music Corporation.
- 1899—**CHICKEN**
With Will Acree. Lyrics by Bob Cole. Paull-Pioneer Music Corporation.
- 1900—**LIFT EVERY VOICE AND SING**
Lyrics by James Weldon Johnson. It was sung for the first time by the Negro school children of Jacksonville, Fla., at a Lincoln Birthday celebration.
- 1901—**MY CASTLE ON THE NILE**
Lyrics by Bob Cole and J. Weldon Johnson.
- NOBODY'S LOOKIN' BUT THE OWL AND THE MOON**
Lyrics by James Weldon Johnson and Bob Cole.
- LI'L GAL**
Lyrics by Paul Lawrence Dunbar.
- AIN'T THAT SCAN'LOUS?**
Lyrics by Bob Cole.
- THE MAIDEN WITH THE DREAMY EYES**
Lyrics by James Weldon Johnson and Bob Cole. Introduced by Anna Held, famous for her dreamy eyes, in "The Little Duchess."
- 1902—**TELL MY DUSKY MAIDEN**
Lyrics by Bob Cole. Paull-Pioneer Music Corporation.
- COME OUT DINAH ON THE GREEN**
Lyrics by Bob Cole. The above two songs were introduced in the musical extravaganza, "Sleeping Beauty and the Beast."
- THE OLD FLAG NEVER TOUCHED THE GROUND**
Lyrics by James Weldon Johnson and Bob Cole.

- OH, DIDN'T HE RAMBLE**
Lyrics by Bob Cole. This song, which George Primrose popularized, was published under the single name of Will Handy.
- UNDER THE BAMBOO TREE**
Lyrics by Bob Cole. This song would never have been written had Rosamond Johnson had his way. Bob Cole suggested that he use the melody of the Negro spiritual "Nobody Knows the Trouble I See" as the basis of a popular song, but Rosamond rebelled at the idea, terming it a sacrilege. Cole, however, was persistent and finally won his partner over with this challenge: "What kinda musician are you? Been to the Boston Conservatory and can't change a little tune around?" "Under the Bamboo Tree" also was the subject of a bitter backstage controversy during the rehearsals of "Sally in Our Alley." Marie Cahill threatening to leave the cast unless permitted to use the song over the strenuous objections of Ludwig Engländer, the composer for the production. The star went out, and the song was so enthusiastically received that she included it in her repertoire in "Nancy Brown" the following season.
- 1903—**SIC INDIAN CHIEF**
Lyrics by Bob Cole. Introduced in the musical "An English Dairymaid."
- MAID OF TIMBUCTOO**
Lyrics by Bob Cole.
- LAZY MOON**
Lyrics by Bob Cole. George Primrose and the Foley Brothers used this song for their celebrated soft shoe dance routine.
- CONGO LOVE SONG**
Lyrics by James Weldon Johnson.
- MANDY, WON'T YOU LET ME BE YOUR BEAU?**
Lyrics by Bob Cole.
- TWO EYES**
Lyrics by James Weldon Johnson.

- 1904—**GIMME THE LEAVIN'S**
Lyrics by James Weldon Johnson.
 - MOONLIGHT ON THE MISSISSIPPI**
Lyrics by Bob Cole.
 - COUNTRESS OF ALACAZAM**
Lyrics by J. Weldon Johnson and Bob Cole.
 - 1905—**MY LULU LAM**
Lyrics by Bob Cole.
 - HOTTENTOT LOVE SONG**
Lyrics by Bob Cole.
 - 1906—**I'LL KEEP A WARM SPOT IN MY HEART FOR YOU**
Lyrics by James Weldon Johnson.
 - DIS AIN'T NO TIME FOR ARGUMENT**
Lyrics by James Weldon Johnson.
 - 1914—**ROLL THEM COTTON BALES**
Lyrics by James Weldon Johnson.
 - 1934—**AN OLD BANJO (WITHOUT ANY STRINGS)**
With Rusty Vallee.
 - 1938—**DRY BONES**
Lyrics by James Weldon Johnson. Handy Brothers Music Company. (Available on the following Decca records: No. 22948, Fred Waring's Pennsylvanians; No. 22619, Delta Rhythm Boys.)
- ### Concert Numbers
- 1913—**SINCE YOU WENT AWAY**
Lyrics by James Weldon Johnson. G. Ricordi & Company, Inc.
 - THE AWAKENING**
Lyrics by James Weldon Johnson. G. Ricordi & Company, Inc.
 - 1916—**I TOLD MY LOVE TO THE ROSES**
Lyrics by J. A. Middletown. G. Schirmer, Inc.
 - MORNING, NOON AND NIGHT**
Lyrics by James Weldon Johnson. G. Schirmer, Inc.
 - 1917—**THREE QUESTIONS**
Lyrics by James Weldon Johnson. Harold Plummer, Inc.
 - 1945—**SONG OF THE HEART**
Lyrics by Margaret Graham. G. Ricordi & Company, Inc.

Stage Musicals

- 1900—**THE BELLE OF BRIDGEPORT**
A farce with music by Glen K. Donough, co-starring Mae Irwin, Raymond Hitchcock. Lyrics by Bob Cole.
- AIN'T GWINE TO WORK NO MORE WHY DON'T THE BAND PLAY? I'VE GOT TROUBLES OF MY OWN SOUTHERN QUEEN**
Other musical numbers in this production were "Dance on Friday Night," William Jefferson; "Mabel Moore," "My Dandy Soldier Boy" by Will Cole; and "Bullfrog Ben" and "A Line" by Clasic Loftus.
- 1903—**IN NEWPORT**
Book by John J. McNally, lyrics by Bob Cole and J. Rosamond Johnson and presented by a cast headed by Fay Templeton, Peter Dailley, Joe Corbin, Virginia Earle and Lee Harrison.
- SCANDAL**
MARY WAS A MANICURE
NOBODY BUT YOU
PECCY IS A NEW YORKER NOW
STOCKINGS
HOW A MONOCLE HELPS THE MIND
LINDY
SPIRIT OF THE BANJO
- 1904—**HUMPTY DUMPTY**
A London Drury Lane spectacle adapted for the American stage by J. J. McNally and produced by Elias Brieger at the New Amsterdam Theater, New York, where it had a run of 132 performances. The lyrics were by Bob Cole, and the cast was headed by Frank Moulton, Maude Lillian, Nellie Daly and John McVeigh.
- MARY FROM TIPPERARY**
THE EGG HAS FALLEN DOWN
I AM THE KING
WILL HE EVER SMILE AGAIN?
THE FUSSY AND THE BOW-WOW
WE GO TO FIND THE RING
MEXICO

SAMBO AND DINAH
DOWN IN MULBERRY BEND
MAN, MAN, MAN
ON LALAWANA'S SHORE
THE SHOO-FLY REGIMENT
Book by Bob Cole, lyrics by James
Weidon Johnson, and co-starring Cole
and Johnson in an all-colored cast.
I THINK AN AWFUL LOT OF YOU
WON'T YOU BE MY LITTLE BROWN
BEAR?
ON THE CAY LUNETA



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THE GHOST OF DEACON BROWN
IF ADAM HADN'T SEEN THE APPLE
TREE
I'LL ALWAYS LOVE OLD DIXIE
WHO DO YOU LOVE?
RUN, BRUDDER RABBIT, RUN
THERE'S ALWAYS SOMETHING WRONG

1909—**THE RED MOON**
Book and lyrics by Bob Cole, who co-
starred with Rosamond Johnson in an
all-Negro cast.
ON THE ROAD TO MONTEREY
ADA, MA SWEET POTATO
SAMBO
AIN'T HAD NO LOVIN' IN A LONG
TIME
I'VE LOST MY TEDDY BEAR
PATHWAY OF LOVE
I WANT MY CHICKEN
MY INDIAN MAID
LIFE IS A GAME OF CHECKERS
BIG RED SHAWL
CUPID WAS AN INDIAN PICKANINNY
BLEEDING MOON

1909—**MR. LODE OF KOAL**
Written in collaboration with Bert Wil-
liams, who appeared in this produc-
tion with an all-Negro troupe for the
last time before becoming a "Ziegfeld
Follies" star. The book and lyrics
were by J. A. Shipp and Alex Rogers.
Jerry Vogel Music Co., Inc.
CAN SONG
MY OLE MAN
HARBOR OF LOST DREAMS
BYGONE DAYS IN DIXIE
LAMENT
CHINK-CHINK CHINYMAN
FETE OF THE VEILED MUGS
BELIEVE ME
There were two other songs in this
musical comedy: "Mum's the Word,
Mr. Moore" by J. Leubrie Hill and "In
Far Off Mandalay" by Al Johns.

1911—**HELLO PARIS**
Book by William LaBaron and lyrics
by J. Leubrie Hill. When produced by
Henry B. Harris and Jesse L. Lasky at
the Folies Bergere, now the Fulton
Theater, New York, this revue was ad-
vertised as "the first cabaret in Amer-
ica," with a first-act curtain at 11:15
and a 1 a.m. finale. The cast was
headed by Harry Pilcer, James J. Mor-
ton, Zeke Colvan, Minerva Coverdale
and Nita Allen. Remick Music Corpora-
tion.
HELLO, PARIS
LOOK ME OVER
THAT AEROPLANE RAG
LOVING MOON
YOU'RE THE NICEST LITTLE GIRL I
EVER KNEW
FASCINATION WALTZ
THE SIBERIAN WHIRL
There were two additional numbers in
the score: "Sentimental Tommy," by
E. Roy Goetz and A. Baldwin Sloane,
and "The Frisco Prizz," by Collin
Davis and Ned Wayburn.

Loesser Turns
Thesp Between
Cleffer Chores

HOLLYWOOD, May 21.—Between
cleffing for pix and legit shows, Frank
Loesser has found time to reveal two
other facets of his talent personality.
Composer turns screen thesp in Para-
mount's *Red Hot and Blue*, a film for
which he penned the score, taking an
important role as a heavy. In addi-
tion, Loesser turns vocalist on Mer-
cury wax dueting with his wife, Lynn
Garland, on his own tune, *Baby, It's*
Cold Outside.

In addition to these extra-curricu-
lar activities, Loesser's first five
months of 1949 are impressive. Tunes
to date this year include *Slow Boat*
to China; *My Darling, My Darling*;
Once in Love with Amy and the cur-
rent pop chart contender, *Baby, It's*
Cold Outside. Also, Loesser is scoring
Broadway's *Guys and Dolls*, *Duei* and
Martin production. He completed
score for *Red Hot and Blue* (Para-
mount), *Neptune's Daughter* (MGM),
which will include the tunes *Baby,*
It's Cold Outside and *My Heart Beats*
Faster as well as the Samuel Gold-
wyn pic, *Rosanna McCoy*, which will
use his song *Rosanna* as the title
theme.

Pop Bally Being Set
For 'Katie Kangaroo'

NEW YORK, May 14.—*Katie the*
Kangaroo, who made her debut on a
Teddy Bear kidisk, will be ex-
ploited as a pop song by Paull
Pioneer pubbery via a deal made
with Lincoln Records, the outfit pro-
ducing *Teddy Bear*.
Robert Lawrence, who conducts the
Metropolitan Opera quiz in conjunc-
tion with the Met broadcasts, has
joined the firm as music director.

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Niteries Probe TV's Potential

Ops Hold Tele Blameless for Current Skid

Future Something To Ponder

(Continued from page 12)

keep them home during telecasts of special events, we'll meet that problem, possibly by installing receivers."

Said Larry Potter (Larry Potter's Supper Club): "Television keeps people at home, but not enough to attribute to it a drop in business. My business last month was 15 per cent better than a year ago during the same time, and there have been a lot of sets sold in this area in the past year. Give the public good entertainment and you get its business."

Billy Gray, who owns and operates the spot bearing his name, feels "it takes something big on television to keep the people away." Gray said his spot felt tele's pinch during the all-night coverage of the Kathy Fiscus rescue attempt recently. The Milton Berle show (kinescope) is on to early to hurt business, Gray concluded.

Blackest note of all was struck by Hal Stanley who placed on tele's shoulders full blame for his Hollywood Cotton Club's failure. Spot shuttered after nine weeks, leaving Stanley with a \$32,000 loss. "The night club as a medium of entertainment is failing fast and will be extinct sooner than people realize," he warned. "I gave people name acts at prices low enough for the middle class man to afford, but each week's business was below the week before. By personally talking to the patrons, I discovered that a vast majority of them are going out less than ever before because they own a television set and now prefer to stay at home."

Ken Murray To Tour 'Blackouts'

HOLLYWOOD, May 14.—Ken Murray's *Blackouts* will take to the road in September after chalking up a seven-year world record of continuous running at Hollywood's El Capitan. Murray told *The Billboard* biz is continuing at last year's top level but wants to hit the highway to give himself and troupe a change as well as cash in on big grosses elsewhere. Tour will run from the first week in September until Christmas, when the show returns to the El Capitan.

Show will be booked by Music Corporation of America (MCA), which will shoot only for dates at top seating capacity houses. Troupe will consist of approximately 55 people composing 22 acts. Entire cast that opens *Blackouts* eighth edition next month will go on tour with the exception of Marie Wilson, who will have to remain here due to radio and pic commitments.

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

Plans are currently being mulled for a secondary company to take over the El Capitan's boards while the troupe is on the road.

According to Murray, response to the tour surpasses expectations, with company being virtually guaranteed all costs before leaving town. So far, no dates have been definitely set.

Detroit Bowery, in Return To Big Names, Cashing In

DETROIT, May 14.—A recent policy switch that has meant a bigger talent budget but a spread over fewer acts appears to be paying off at the Bowery, key night spot. During the last year the big-show-name policy on which the spot built its earlier reputation had been suspended, with occasional exceptions as a hypo to business and to hold the following. About six weeks ago, however, Manager Frank Barbaro went back to it in a big way, with headliners including Harvey Stone, Buddy Lester, Zero Mostel, Dean Murphy, Martha Raye (current) and (next week) the Mills Brothers.

At the same time, the long-established policy of presenting seven or eight acts was dropped in favor of a short bill, with about three acts. One reason was to allow the talent to be presented in two complete shows. Barbaro figured that a sizable percentage of his patrons had got tired of waiting for the headliner to appear late in a four-hour show, and the long delay, originally a good stunt to hold the crowd at the tables thruout the evening, with the opportunity to increase bar sales, had become somewhat a boomerang, by discouraging repeat attendance.

Another purpose of the policy switch, according to Barbaro, was to slice about \$1,000 off the talent budget for run-of-the-mill acts, and concentrate on a name attraction instead. Actual price of the complete show is running about \$7,000 to \$7,500, with stars being bought at up to \$5,000, contrasted to a cost of about \$4,000 for the longer show, when a semi-name star would draw about \$1,000, so that the total spending is actually considerably more.

The result has paid off, however, with consistently good business for several weeks. On Monday and Tuesday night, for instance, the spot

drew standee crowds with Martha Raye, while the breakdown into two shows has encouraged a turnover running about 60 per cent or better. Actual result, according to Barbaro, is that post-Easter business has been double what it was a year ago.

Weinger Gets It Up; Set To Op Miami Copa

NEW YORK, May 14.—Murray Weinger has succeeded in making a settlement with creditors of his Miami Copa City nitery and will once again take over operation of the giant Florida boite. Terms of settlement with creditors as well as with the American Guild of Variety Artists (AGVA) were unobtainable at press time.

It is understood that Weinger is angling to get travelling legit show units to re-open Copa City for the summer. If he succeeds in making arrangements to play the road leggers, then he will unshutter the spot in July. If he cannot obtain the shows then the nitery will not open until the winter season.

New Exec Board For Coast AGVA

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

Returned to office were three members of old board, George West, Danny Beck and Tiny Kelly. Bud Harris was elected to the spot formerly held by Maxine Gates. Other board members include Jean Arthur, Harry Mendoza and Jed Dooley, with Miss Arthur and Mendoza previously named to the national board.

Election was called after charges were made last month that the board in office had been "rigged" by Miss Bale. Irving Mazzei, former assistant to Miss Bale and present righthand man to Eddie Rio, said Miss Bale had miscounted votes and juggled final results. Because of charges against Miss Bale (still not settled here or in AGVA's national office), board members were suspended and a new election called. New board takes office immediately.

N. Y. Astor Will Try Act Policy

NEW YORK, May 14.—The Hotel Astor Roof will take a fling at an act policy this summer when it plays singer Bill Lawrence along with Blue Barron's ork for a four-weeker beginning June 27. Carmen Cavallaro's ork will open the Roof Monday (16). The spot always has been a top summer dance band nitery.

Lawrence is the young singer who is being highly touted by RCA-Victor Records and who has landed the Perry Como slot on the *Chesterfield Super Club* ailer for the summer.

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

(Continued from page 3)

when Hymie Goldstein, of the AAA, made a pitch to Selles to handle the booking for the benefit. Goldstein is said to have complained that his was the firm suited to book the acts for the benefit.

On the evening of the show one of the acts called the local branch of AGVA and complained that none of the stand-by attractions had signed contracts and that the acts had little or no idea as to how and how much they would be paid off.

Local AGVA exec Jimmy Lyons

sent Billy Lyons to the Garden with a pad of contracts and he proceeded to get the agents, sponsors and acts together to ink contracts for the evening's stand-by talent. Some 14 acts were contracted for a total pay roll of \$1,060. The AGVA reps, in order to prevent any further snafu, asked Selles's permission to take the pay-off in escrow and promised that the money would be paid the acts when the check cleared thru the bank.

The local AGVA branch will pay off the 15 acts before next Thursday (19).

Goldman Set To Hype Philly Vaude in Fall

Will Move In Warner House

PHILADELPHIA, May 14.—Live talk in Philly show circles indicates that vaudeville will get its first real hypo here when William Goldman moves into some of the Warner Bros. theaters next fall. Major interest centered on the State Theater, deluxe West Philly house with a capacity of better than 3,000. The Goldman chain takes the house from Warners in August and Goldman has already served notice on the film distributors that he plans to operate the State as a first-run house, thus ignoring the midtown zoning for first-run pictures.

While the Goldman chain would make no comment, it was generally agreed that it will take flesh to keep the State on the profit side of the ledger. There also is much interest in the fact that Goldman is going to give his Keith's Theater in the mid-Stem sector a complete refurbishing this summer and reopen it in the fall as a major first-run theater. Keith's is the famed vaudeville temple here and a stage policy would serve as direct competition to Warners' East around the corner. The Earle has been playing stage shows on a catch-as-catch-can policy in recent months and the grosses have for the most part been poor.

The State situation also concerns Paramount's nearby Tower Theater. The house is being used to break shows headed for the Paramount in New York. The one-day stands have been terrific at the gate and the circuit has designs on a regular stage policy for the local temple.

Brooklyn Patio's Full-Week Flesher

NEW YORK, May 14.—The Patio Theater, a Brooklyn house in the Century Circuit chain, which has been employing a week-end vaude policy for a couple of months, will expand to a full-week house beginning the week of June 1. The policy of vaude plus one second-run flicker has proved highly successful for the theater.

First bill on the full week vaude policy will spot thrush Comedian Haines, Hector and Byrd, the Paul Cavanaugh Trio and Comic Alvin Carney with a house ork led by Vincent Travers. Combination price on these acts is about \$3,500. House is booked thru Al Rickard.

Caesar's Back, In Chi Stand

NEW YORK, May 14.—Sid Caesar, who retired from the nitery circuit to concentrate on his Admiral television show, will bow in at Palmer House Chicago, for a four-week engagement beginning June 16. He reportedly will receive \$2,500 per stanza.

The Palmer House date follows shortly on the heels of the retirement of the Admiral TV show for the summer.

Roxy, New York

(Friday, May 13)

Capacity, 8,000. Prices, 80 cents-\$1.50. Five shows daily. House booker, Sam Rauch. Show played by Paul Ash's house band.

Once Dick Haymes gets a good night's sleep, the bill at the Roxy could be a sock show. Opening day, however, it stacked up as only fair entertainment. Tired, nervous and really under par, the baritone gave a spirited performance which came a decided letdown after the swift pace set by preceding acts.

Lack of production build-up for its name draw and a lukewarm induction by pit leader Ash didn't matter. Haymes's first number, a Big, Wide, Wonderful World, is a good choice, but his follow-up, Skyscraper Blues, didn't merit much of a hand.

A medley of his more popular reading songs revived the audience, and there were smatterings of applause for Comme Ci Comme Ca, It's Wonderful and It Might as Well Be Spring, particularly the latter. The sea wax artist closed with Old in River, a repeat from his last date and his best number.

Gypsy Spec

Show opens big with a colorful gypsy spectacle, tagged Rhapsody. An attractive, accomplished gal violinist and the H. Leopold Spitalny and chorus do a good job on the familiar but impressive Second Hungarian Rhapsody. Considerable flash and vitality is provided by the Gayer Dancers, brilliantly costumed in bright pink and green.

A skillful transition, via the grilled drop, carries the gypsy theme to the ice stage, where another set of Roxy nomads go thru their expert paces while wacking bearded tambourines. In the solo skating star Arnold Shoda scored fiery gyrations and graceful ice-eping to a medley of traditional gypsy airs.

The Three Rockets got a good ROXY, NEW YORK on page 44)

Paramount, New York

(Wednesday, May 11)

Capacity, 3,800. Prices, 55 cents to \$1.50. Six shows, six daily. House booker, Harry Levine. Show played by Victor Lombardi's orchestra.

Harry Levine has put together a generally sound bill for the Para's new show. The talent layout, topped by comic star Peter Lorre, has good value and offers a change of pace and variety. Lorre himself heads the show, takes the greatest individual hand—a tribute to his renown and dramatic ability. The act is just what you might expect—the performer opening with a grisly gag about it being nice to see live people again. Once the cabre mood is established, Lorre goes down to his serious business, which is an interpretation of Edgar Allan Poe's The Telltale Heart. Lately is a study of the way a feeling of guilt motivates a demented mind. He killed 'em. Figuratively. The remainder of the show is in the lively groove, with Victor Lombardi's orchestra delivering a bouncy beat. The vocals there are Kenny Marino who does Ghost Riders with a -voiced baritone, and Pat O'Connell, adept at novelties such as I Don't Know the Gun Was Loaded. He gives the vocal numbers some production, the ensemble chanting on being particularly effective.

Four Evans

Four Evans in the next spot. These four set up a dance turn, comprising her and father and sister and brother. The oldsters, still spry, do a long routine of 30 years ago, which contrasts with the modern terping of youngsters. Young girl comes on for an acro routine. Team clicked. They'd have done an encore, but they got off. Reviewer personally thought the turn could have been stronger if the oldsters' routines were the hoofing of the kids contrasted more sharply. As it turned out, pop music seemed rather modern. Frankie Fontaine up next in what is the outstanding act on the bill at Paramount, N. Y., on page 44)

VAUDEVILLE REVIEWS

RKO Boston, Boston

(Thursday, May 5)

Capacity, 3,200. Prices, 40 to 85 cents. Four shows daily. House booked by RKO New York office. Shows played by Frankie Carle's band.

Current show, one of the spot's intermittent vaude offerings, is notable chiefly because it makes none of the pretensions of the usual presentation of a name band and a big act and, while it isn't exciting, it does offer a pleasant, easygoing entertainment.

Frankie Carle and band furnish the backing for the show, with the Mills Brothers as the top act. Carle, a skilled musician, does not have to rely on flash, noise and blatant showmanship. Same with the Mills Brothers. No shouting, no tricks. Just (See RKO Boston, Boston on page 44)

Capitol, New York

(Thursday, May 12)

Capacity, 4,627. Prices, 70 cents to \$1.50. Five shows daily. House booker, Sidney Piermont. Show played by Glen Gray's Ork.

This new show marks the return to the Stem of Casa Loma orkster Glen Gray, who has been on leave of absence from the business for nearly two years. The maestro looks like something right out of a "Man of Distinction" ad, and musically his band gives a similar impression. From the opening Smoke Rings theme the band breaks into another trademark, No Name Jive, and reveals the same sort of tasty, polite swing that made Gray a favorite in the '30's. There's not much here to interest bop lovers, but the ensembles are especially clean, and good tone is the rule (See Capitol, New York on page 44)

Radio City Music Hall, New York

(Thursday, May 12)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows daily, four. House booker, Leon Leonidoff. Show played by Alexander Smallens' Symphony Ork.

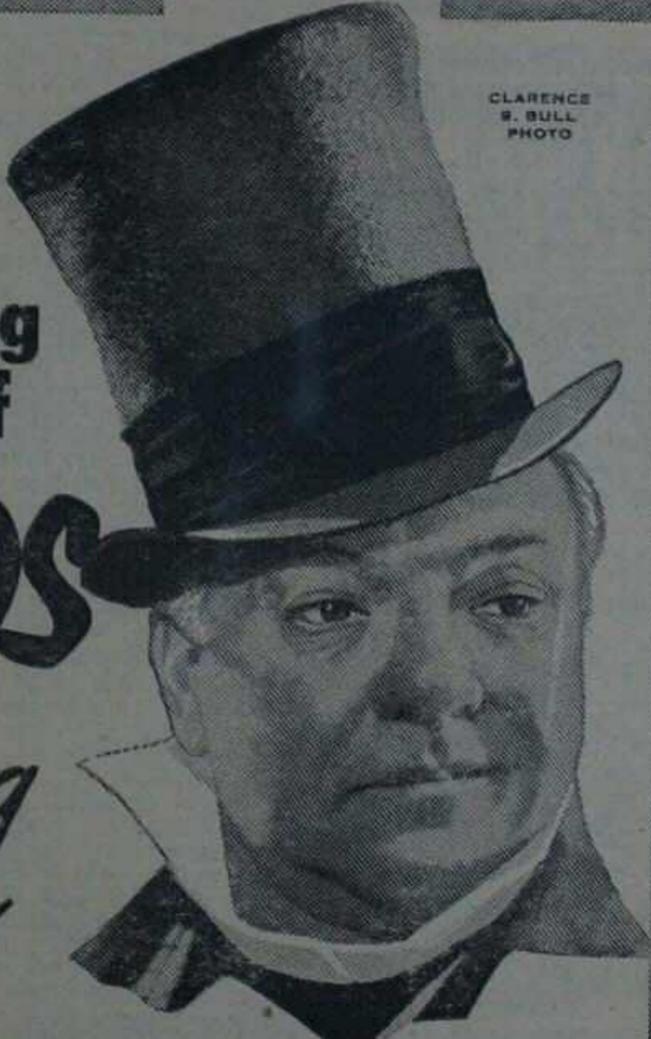
Body of the stage show is titled Ridin' High, to the music of Cole Porter.

As is so often the case at the Music Hall, the house's own Corps de Ballet and Rockettes are the striking part of the show, dominating most of the individual acts.

Exception in this presentation is the exotic dance team of Myrtil and Pacaud, who open far downstage, covered from tip to toe in a shimmering, sequined silver. Their first minute on the stage evoked spontaneous applause and gasps of admiration from the audience, as they performed slow, stylized arabesques, each a delightful visual composition. Multi- (See Radio City, Music Hall, page 44)

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NIGHT CLUB REVIEWS

Old Roumanian, New York (Wednesday, May 11)

Capacity, 475. Price policy, \$2.50 minimum week-ends, \$2 weekdays, applicable to food and beverages. Owner-operator, Jack Silverman. Exclusive bookers and producers, Al Davis and Mildred Ray. Estimated budget this show, \$2,000.

With a comic, a boy and a gal singer, a Sophie Tucker-style femsee, a flamenco danseuse, an eight-girl line, and two small bands, the management of this Lower East Side spot has not stinted in providing a home-folks clientelle with a quantity-loaded entertainment package. Quality-wise, there's little here that would fracture the big uptown clubs' clientelle, but the talent is geared to please the special audience which regularly patronizes the Old Roumanian.

Pint-sized Mickey Freeman, comedian-headliner, works with zest and enjoyment, projecting time-hallowed summer resort material whose familiarity seemed a source of enjoyment to the diners. Sadie Banks' red-hot-mama routines — numbers like *A Good Man Is Hard To Find* with an original blue verse, and a sexy homily titled *Give It to 'Em* — are broad, blunt and banal, but subtlety and smartness would be lost in this spot, and her bits were well received.

Bob Fitzgerald Yodels

Tenor Bob Fitzgerald's offerings of pops, Irish tunes, and Yiddish numbers got big mits, especially the latter, which left them screaming for more. Gimmick of an Irishman doing Jewish songs is apparently sure-fire in a club like this. Fitzgerald is robust, has a big voice, winning presence, and a full bag of the more obvious vocal tricks. Fact that he didn't hit every note on the nose didn't detract an iota from the crowd's enjoyment of his warbling.

Thrush Jo Anne Florio, a looker with a big, vibrant contralto voice, worked the production numbers with the line, and while she, too, could have been more accurate pitch-wise, she exuded an aura of class showmanship which augurs possibilities in the big leagues.

Terp offerings featured Carmen Montoya's standard flamenco work, and some lackadaisical posturings by the girlie line in a *Manhattan Towers* routine, an L-A bit, and a gypsy number. Numbers show little enthusiasm or choreographic imagination, but two or three of the gals are decorative enough for the copy, their costumes were good and permitted enough leg visibility to titillate the crowd in a decorous way. Featured is Kitty Carr, the "Miss Manhattan Towers" gal, a six-foot-two job who moves thru the routines with a fixed smile, admirable imperturbability and a minimum expenditure of energy.

Jerry Wexler.

Cafe Lounge, New York (Wednesday, May 11)

Capacity, 150. Price policy, \$1.50-\$2 minimum, \$1-\$1.50 cover. Operators, the Savoy Plaza. Booking, non-exclusive. Publicity, Newkirk Crockett. Estimated budget this show, \$500.

Marion Harris Jr., daughter of the singing star of Ziegfeld shows and RCA Victor record fame of a couple of decades ago, this week made her niter debut, and she was bogged down with the dual responsibility of living up to the inheritance of her mother's name and reputation and of working under the weight of a flagrantly corny billing—"Songs that my mother taught me."

The second generation Harris is a charming, not unattractive performer. Her styling, which was conceived and is being polished by Hildegarde and Anna Sosenka, is built for smart cafes, but it still lacks the lustre which the high-toned boite performer thrives on. And this will have to be developed to meticulous perfection for Miss Harris to progress as a cabaret chanteuse, since the polished delivery will have to serve

Bowery Cafe, Detroit (Tuesday, May 10)

Capacity, 1,000. Price policy, admission \$1-1.50, no cover or minimum. Shows at 9 and 11:30. Manager, Frank Barbaro. Booker, Peter J. Iodice. Amusement Booking Service. Publicity, Sid Bielsfeld. Estimated budget this show, \$7,000.

Traditional long show policy has been streamlined into a 100-minute show just short enough to make the customers want more. Over all it has been tightened and the show moves more like a complete production rather than a string of acts. Spot itself has been dressed up a bit since last reviewed, retaining just the basic rowdy Bowery atmosphere.

Ben Yost Vikings (5) are featured with a series of familiar sure-fire light classics — *Stouthearted Men*, *Lover Come Back to Me*, a college medley and the like. Voices are deftly selected for good balance, in their special full-lunged style of vocals, powerful but pleasing. Costumed in white and red military style, they have a nice stage appearance, definitely captivating to the fem trade. Basso profundo Ed Millard is starred in *Old Man River*, but the boys are generous in sharing brief solos.

Martha Raye

Martha Raye has developed a more informal style, using a wide range of talent for clowning and serio-comic work that holds the house—a difficult job in this spot even for a headliner. She uses her natural endowments—bright eyes, a thatch variety hairdo, facial expression and that famed mouth, absurd muscular distortion of figure—plus qualities of zest, broad humor and mimicry at will to put across her points. Much of her style is deliberate ingenueness, a bit wistful, with hoke frustrations offsetting any seriousness. Appealing frankly, sometimes plaintively to the audience, occasionally with a bit of straight work—part of *It's a Good Day*, before she rips it apart, for instance—she has a variety that sums up a distinctive comedy style. She returns in absurd Grenadier costume to louse up the Yost boys in a return bit, doing an extended and beautiful job of pure hokum.

Ann Kragg, attractive blond acro dancer in the opening number, has a rather spectacular style of presenting contortion and control work.

The Earl and Josephine Leach revue (7 girls and a man) presented a series of line numbers that were important in establishing the atmosphere of the entire show. The Hawaiian number, with a beautifully conceived blacklight bit, and a diversified ballroom bit, each girl in individual costume, were pleasing.

Frankie Rapp Emsees

Frankie Rapp as emsee worked one long straight session and came into most of the acts with an excellent sense of audience timing. He is good at improvisations, impersonations and fast repartee with the ringsiders, keeping a fast-moving show well paced.

Bennie Resh and his ork (8), back here after a long absence, did an excellent job of some unusually difficult show music. *Haviland F. Reves*.

as a cloak for a small, not distinctive and untrue voice.

Her choice of material was not of the sock variety, either. Best was her medley of South Pacific tunes, a perfect and timely choice for a smart room. But *Ballin' the Jack* is a rather tired selection these days, particularly as a closing number.

The bracket of the elder Harris's top faves, *Ooh, That Kiss and More Than You Know*, doesn't particularly impress as Marion Jr. delivers the duo.

Irving Conn and his sextet cut the chirp's arrangements neatly and offer pleasant business-man's bounce tempo music for dancing between Miss Harris's nine and midnight shows.

Slapsy Maxie's, Hollywood (Monday, May 9)

Capacity, 550. Price policy, \$1.20 admission. No minimum. Owners, Charles Sy Devore. Booking policy, non-exclusive. Estimated budget this show, \$2,500. Estimated budget last show, \$4,000.

Slapsy's unveiled its new burlesque policy before a near-capacity crowd offering ringsiders a well-rehearsed and pleasing package. Billed *Slapsy's Scanties*, and starring film actor Robert Alda, show has plenty of flash and professionalism and should do well at the box office.

The burly flavor is much in evidence with the usual strippers, line of show girls and slapstick comedy production, as staged by Palmyre Brandeaux, is speedy. Emcee Al works thruout the show and does excellent job working both as stool and comic, and clicking as a vocalist. He displays sock salesmanship and delivery is sharp.

Pint-sized comic, Bobby Morris, vet burlesque jokester, scored solid. Especially laugh-provoking is his work in blackouts, best of which is love-making routine with a tall show girl, a take-off on prize fighting as a satire on strippers. Earned her palms with each appearance.

Additional comedy support is capably given by Hal March, who stooges for Morris and Alda. Sing Jack Powers, who does vocals production numbers, also doubles comedy. The Four Karels, acro team, earn a terrific hand with the sensational acro-acro turn, which opens the show.

The "Nine Slapsy Lassies" are tall hand-picked showgirls, easy on the eyes and beautifully gowned. Fem do the usual parades and simple formations on three occasions. Burns and grind chores fall to Marjorie Crews, Doreen Gray and a stripper billed only as Deenah. City father will find little objectionable in the relatively tame peeling stunts, best of which is Deenah's animated routine. Carefully handled lighting and background music make strip turns easy to take. Show and dance chores are capably cut by Roger Raye's ork.

Slapsy ops have put plenty of promotional weight behind their new policy change. *Alan Fischler*.

Versailles, New York

Capacity, 300. Price policy, \$1.50 minimum. Shows at 9:30 and 11:30. Operators, Mike Proulx and Arnold Rossfield. Booking policy, non-exclusive. The MCA has the edge. Publicity, John O'Malley. Estimated budget this show, \$1,500. Estimated budget last show, \$3,000.

On her return to the scene of one of her greatest early successes, Nanae Donovan registers once again as a singer of unusual merit and a gal to be reckoned with in the niter warbling field. This good-looking redhead has a small voice, but one that handles well. She gets the most out of her pipes in the way of pitch and tone control every moment on the floor.

Dressed in a royal blue taffeta gown, Miss Donovan made a strong entrance singing her theme song off-stage before she came on. The effect was tantalizing. She showed versatility in her choice of numbers. The one she really socked home was *So in Love*, wringing every bit of emotion out of the tune. The Irish lass sang two songs stemming from the old sod, *That's How I Spell Ireland* and *McSorley's Twins*. The first was good, but not the second, for this kind of spot.

The customers were appreciative of everything Miss Donovan offered and she had to beg off.

Freddy Jacobs assisted on the piano and Bob Grant and his ork gave superb backing. Panchito played for the rumba addicts. *Leon Morze*.

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**Stem Slump Persists: 308G;
Strand Up, All Others Down**

NEW YORK, May 14.—The dollar recession continued at the Stern vaude-pic houses last week as the combined gross dipped to \$308,000 from the limping \$352,000 collected the previous week. Only the Strand, which opened with the Ted Lewis revue and *Flamingo Road* pic, was able to better its take while the others, all working on the last week of a show, created the new dip.

Radio City Music Hall (6,200 seats; average \$115,000) fell to \$100,000 on the last week of its *Glory of Easter*, Harrison and Fisher, Paul Haakon and *A Connecticut Yankee*. New show (reviewed this issue) is the *Riding High* revue and *The Stratton Story*.

Roxy Dips to 60G

Roxy (6,000 seats; average \$89,000) dipped to \$60,000 from last week's \$85,000 in the last week of a bill which spotted Vivian Blaine, McCarthy and Farrell, Leo De Lyon, Joan Hydrott, the ice show and *Mr. Belvedere Goes to College*. New show (reviewed this week) spots Dick Haymes, the ice show and *The Forbidden Street*.

Paramount (3,654 seats; average \$76,000) drew \$60,000 for its strong Duke Ellington ork-Billy Eckstine-*Undercover Man* offering. Previous week was \$82,000. New show (reviewed this issue) includes Peter Lorre, Victor Lombardo, Pied Pipers, Frank Fontaine and the Four Evans with *The Streets of Laredo*.

Capitol Skids

Capitol (4,627 seats; average \$66,-

RADIO CITY MUSIC HALL

(Continued from page 41)

colored spots gave them an iridescent, detached beauty. A box-shaped elevator platform carried them high over the stage, after which they re-appeared with the ballet group in another swirling, colorful routine, featuring huge disks, manipulated by the dancers, ending with the terp duo lifted high, each on a disk supported by strongarms cleverly concealed by the ballet gals. During this part of the show Alfredo Luizzi warbled *In the Still of the Night* well, in a pleasing legit voice.

Gibbons and Lippy

Next sequence offered singers Jean Gibbons and Earl Lippy, with the Music Hall Glee Club dressed in nautical costumes, singing Porter tunes like *I've Got You Under My Skin*, *I Get a Kick Out of You* and *Blow Gabriel Blow*, with the solo and group work okay. No special reason for the marine motif, but it gave the singers an excuse to move around some.

Rolly Rolls, a personable French import, came on next with impressions of various types of pianists, ending with a rocking boogie woogie. Except for the latter, his material seemed somewhat clubby for the huge stage. Even the boogie woogie closing could have been improved by the ork, which joined him lightly in the last couple of choruses. The ork might blast a brassy, sock rideout for a crash closing for Rolls.

Evelyn Garay

The next sequence featured acrobatic terper Evelyn Garay and the Music Hall male dancers in a ranch scene to the music of *Don't Fence Me In*, with acrobat Ladd Lyon doing balancing stunts involving chairs standing on wine bottles, etc.

Wind-up was a sock Rockette jamboree to the decor of a West Indian carnival, with thrush Jean Gibbons singing *Begin the Beguine* too far off mike. Costumes and dancing and superb lighting drew mits.

Opening the show, Smallens led the house ork thru excerpts from Smetana's *The Bartered Bride*, airy, graceful music, well appreciated.

Pic, *The Stratton Story*.

Jerry Wexler.

000) sank to a minute \$23,000 after a weak \$31,000 first week for the combined bill of Enric Madriguera's ork, Donald Richards, Fred Sanborn, Sibyl Bowan and Lane and Claire with *Adventure in Baltimore*. New show (reviewed this issue) spots Glen Gray ork, Jackie Miles, Grace Barrie and the Lane Brothers with *The Sun Comes Up*.

Strand (2,700 seats; average \$45,-000) opened mildly well with the Ted Lewis revue and *Flamingo Road* with a \$65,000 take as compared to last week's \$34,000.

RKO BOSTON, BOSTON

(Continued from page 41)

good singing, in an easy comfortable style. Customers ate it up. In fact, while business is terrible elsewhere around town, and the show opened on a recording-breaking hot day, the box office was extraordinarily good.

Don Boyd Croons

Carle started out with his theme and a band number, then launched crooner Don Boyd and a quartet of warblers into *Hurry, Hurry, Hurry*. Bob Locken followed with *Sunflower* and *Why, Oh Why*, assisted by the quartet. *Alabama Bound* was done as a band number, with some nifty by-play in the band. Carle's daughter and chick with the band, Marjorie Hughes, did a sweet job on *Always True to You in My Fashion* and *That's How I Need You*, with Don Boyd assisting on the last.

Aside from the Mills Brothers the only variety in the show was Benson and Mann, former burly comics, whose repertoire of Joe Miller gags and old burly sketches went a lot better than it sounds. They were corny and low, but they were funny and need only a little trimming to better their act.

Mills Brothers

Frankie Carle turned out the piano work in his customary clean, sparkling and brisk style. The audience loved it.

The Mills Brothers topped it off with *You Broke the Only Heart That Ever Loved You*, *'Til Then*, *Gloria* and *Paper Doll* to applause which proves that entertainers don't have to be loud, crude and corny to be appreciated, even by the kids who frequent this house.

Pic, *Jungle Jim*.

Bill Riley.

CAPITOL, NEW YORK

(Continued from page 41)

with all soloists. On *Clair de Lune*, piano and trombone were featured, and the nicely blended woodwind section was a standout. Got a warm hand. Fats Daniels, clarinetist, did a competent *Blues Rhapsody*, with tom-tom support, for the jazz lovers.

Sock acts on the bill, of course, were songstress Gracie Barrie and comedian Jackie Miles. Miles once more showed his thoro understanding of the local pew-sitters and really fractured 'em with his little-boy-on-the-verge-of-tears routines.

Tough for La Barrie

Miss Barrie, doubling in here from the Riviera, had a tough haul warming up the sparse afternoon audience, but managed it with some fair material, well projected. The gal made a striking appearance, filling her bright red dress to the brim, and drew kudos with a recitation take-off on *Sunday Kind of Love*. Reaction was good also on a series of New York vignettes. Altho it's material she's selling, the gal really sings, too.

The Lane Brothers, acro team, gave the impression that they were controlled by a single nerve center. In fact, their co-ordination in difficult skip-rope stunts was so slick they had to go out of their way to keep it from looking too easy. It clicked.

Pic, *The Sun Comes Up*.

Bill Simon.

How Come?

HARTFORD, Conn., May 14.—Ted Harris, managing director of the 4,000-seat State Theater here, had Frances Langford and her husband, Jon Hall, for a split week. Saturday night (7) the area Columbia Broadcasting System (CBS) stations broadcast a program from Des Moines featuring Frances Langford. That's all Harris needed.

Immediately after the start of the broadcast, hundreds of calls came to the State Theater office from radio listeners demanding to know whether he had an impostor on the stage.

"How can Langford be in Hartford when she's in Des Moines right now, wise guy?"

Harris quickly called the radio network stations in the area, asking them to make periodic announcements that the Langford broadcast from Iowa was transcribed.

ROXY, NEW YORK

(Continued from page 41)

hand on their novel introduction and it's difficult to understand why the Roxy management didn't extend some of this sales savvy to Haymes entrance. The precision-style hoof dance well and get off fast to another good round of hand claps.

Altho he's billed as "that new funny man," Dick Buckley has been around for quite a while. He fast talks members of the audience in acting as stooges for a ventriloquist stunt (Buckley talks while the mouth the words). Once he gets them on stage, he gives them an opportunity to make complete fools of themselves. Audience loves it. Buckley is much funnier than his material, and his Amos 'n' Andy routine pretty bad.

Pic, *Forbidden Street*.

June Bundy.

PARAMOUNT, N. Y.

(Continued from page 41)

to this reviewer. An impressionistic Fontaine did versions of Arthur Godfrey, Winston Churchill, Al Jolson, Bing Crosby, et al. An awful lot of performers have been doing the same type of turn, but Fontaine has a graceful comedy flair, presence and timing. These factors, together with his wonderful dialect work and mobile face, stamp his as top notch.

Pied Pipers, standard warbling quartet, preceded Lorre. One of and three men, quartet opened with *Shine*, went on to *Should I, be standards*. Act has an extensive radio and recording background and was called back for encores.

Pic, an oat opus with fine horse flesh, *The Streets of Laredo*.

Paul Ackerman.

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Magic

By Bill Sachs

O. GUNN concluded his school and college season in South Mississippi last Friday (13) and is presently sojourning at his Hattiesburg, Miss., abode preparatory to heading for the International Brotherhood of Magicians Convention in Chicago May 30-June 2. From the City he will hop back to Los Angeles for the summer. Gunn is to repeat in the same Southern schools and colleges next fall and later. In commenting on the sea-just ended, Gunn comes up with a story concerning a so-called magician who has been playing the island featuring a box escape. Presenting the escape," writes Gunn, "this fellow would ask a kid in the audience to get into the box with him. Both made the escape; then after the show the kid would tell everyone how they came out of the box. This same guy, who recently been showing around Tomb, Miss., hired four high school boys to help him most of the day and night, and paid them 25 cents apiece. Business men have come to me that he had better not ever show his face there again." . . . The Lippincotts, Mal B and Maxine, after ending up their indoor season recently at Marshall, Mo., are laying out their estate (their house trailer included on Mal's mother-in-law's property) in LaPlata, Mo., waiting to move on a new panel truck. They are their outdoor season in a few weeks at Fontaine Ferry Park, Louisville, which will mark their first appearance there in the last 15 years. Mal says the season just ended was a good one, despite the fact that the South was overrun with magicians. Lippincott closes his lectures with the magician's prayer—"May Heaven preserve and protect the International Harvester Company." . . . C. Thomas Magrum has just closed an eight-month tour for the Southern School Assemblies, during which he covered 18,900 miles in Tennessee, Kentucky, Alabama and Texas, while giving over 300 performances. While in Texas, Magrum had the pleasure of catching Willard Wizard playing under canvas recently, with Jimmy Richardson on the stage. He was loud in his praise of the Willard show. . . . Stuart Ross is at University Hospital, Ann Arbor, Mich., and would appreciate a note from friends.

AL CARDO is doing inside lectures and magic in the Side Show on the Biller Bros.' Circus. Mrs. Cardo working vent and sides . . . Dagmar, after a swing to Eastern RKO houses with a girly mystery unit, opened Tuesday (12) at the Hippodrome, Baltimore, for a week, after which she hops back into New York for a week at Loew houses. . . . Bob Nelson of the Nelson Enterprises, Columbus, O., continues to register in the free-publicity department. A recent issue of The Columbus Citizen devoted two columns to relate his exploits, including a shot of him demonstrating his talking teardrop to his daughter, Mrs. Jean Ambuhl, and another showing his secretary, Betty Michaels, romancing a selection which she holds on her . . . G. Ray Terrell has just concluded a holdover engagement in the Fire Room of Hotel Schroeder, Milwaukee. . . . Jean O'Day, the Glo unit in July. She's currently making club dates for the Don Carlo office, Pittsburgh. . . . Duke

Crosby Won't Make London Date; Dough Offered Was 100G

LONDON, May 14.—Bing Crosby will not work in London this year, according to his brother-manager, Everett Crosby, who arrived here recently. The singer was offered \$100,000 to appear in London for two weeks as a vaude headliner.

Rumors several months ago that he would appear in London placed him in line for a Palladium date. The offer of \$50,000 a week, however, cancelled all chances of appearing there as the house take is far less than the figure offered.

Empress Hall in London would be the only logical place for the Crosby appearance, since it holds 12,000 people. The Palladium capacity is about 2,600.

The top money paid to American artists in London today is about \$15,000 per week, with very few receiving near that figure. The Palladium gross per week is in the neighborhood of \$40,000, with operating costs making it impossible to buy acts for much more than \$10,000 a week, unless they are in the Danny Kaye drawing class.

Resentment Aired

Considerable resentment on the part of the trade and the general public has been expressed over the high salaries paid to visiting American artists. This resentment seems unfounded and, in most cases, the American star takes very little, if any, out of the country. Failure on the part of managements to reveal actual figures has caused much speculation and has brought about the resentment regarding importation of acts.

Expenses and income tax eat heavily into the income of Americans while appearing in England. One American vaude performer reports he makes 10 cents out of every \$4 after expenses, the remaining \$3.90 going to the income tax collector.

Another American act which averaged roughly \$1,000 a week left the country with a loss and had to pay expenses from dollar bank accounts in the U. S. Lavish spending on the part of some acts receiving good money and just average expenses on the part of those hitting the \$1,000-a-week class keep the dollars they take from this country at a very small amount.

Montague closed his tour at Lansing, Ia., May 5, after covering 26,000 miles in 23 States. He reports that the trek was successful despite much bad weather in January and February. Montague launches his summer tour in the Kansas-Nebraska area May 30. . . . William Robin and Charlene Walker, acrobatic duo with Marquis the Magician, were married recently during the show's stand at Columbus, Ga. . . . George (The Great) Kendon and George (Dr. K.) Kay have launched a tent show on the West Coast featuring their magic and mentalism and plan to play Southern California and Arizona this summer. Kendon is a former Side Show manager, and Kay is a med showman and pitchman. . . . Milbourne Christopher's newest mental nifty, a magazine test, has just hit the market bearing a \$1 price tag. . . . Harry Alexander, who moved his crystal ball into the Hoffman House, Madison, Wis., 10 weeks ago, plans to leave there in late June for a string of theater bookings.

Burlesque

By UNO

LILLIAN WHITE, dancer, is recovering in her New York home from ankle injuries suffered in a fall on the Embassy (Rochester, N. Y.), stage April 30. . . . Vernon Hoff into the Varga Club, Covington, Ky., May 17 as featured strip. . . . Rosalie held over another four weeks at the Burbank, Los Angeles. . . . Lea Britton, Jane Allen and Elvia Adams, formerly of the Dottie Bell line-up at the Gayety, Baltimore, are new strip principals skedded for units. . . . Lou Miller's bookings for Hirst houses include Sally Rand, Embassy, Rochester, May 20; Hank Henry for unit reinforcements; Bobby Vail and Eunice Jason, Hudson, Union City, N. J., 15; Doris Lee, George Murray and Eddie Lloyd, Empire, Newark, N. J., 13; Phyllis Gale and Jimmie Coughlin, Roxy, Cleveland, 13; Janeen, Howard, Boston, 16, and Carol LeClair, Gayety, Norfolk, 15. . . . Jo Ann Malone quit burly road tours to open at the Three Deuces nitery, New York, May 12. . . . Gina Ofman, Polish singer and dancer, is now residing in Italy with hubby Ezra, writer for a Paris newspaper. . . . Don Lamont is at Ace Cain's spot in Hollywood. . . . Jo Ann Michaels has joined Harry Clexx and Deenan at the Burbank, Los Angeles.

GEORGIA SOTHERN has canceled her Hirst circuit dates and opens May 16 in Evansville, Ind., as featured attraction with the Cavalcade of Amusements. She will operate her own revue as well as a Posing Show. . . . Rube Bernstein, former burly show operator, is now managing a road edition of "Finian's Rainbow." . . . The Lyric, Allentown, Pa., now offers three acts of vaude with every burly unit on week-ends, and the Howard, Boston, does the same every week in conjunction with Hirst circuit shows. . . . Mickey Owens and Jack Montgomery are operating the two Girl Shows with the James J. Kirkwood Shows. One labeled "Paradise Revue" features Sally Lane. . . . Ronnie Sterling, house singer at the Hudson, Union City, will play a 16-week return date as emcee at the Yacht Club, Ocean City, Md., thru Bill Leight, Baltimore booker, starting June 15. . . . Winnie Garrett returns to the Famous Door, Manhattan, May 27. . . . Dolores Dawson, dancer, is booked indefinitely at Jimmy Kelly's, New York, while Mlle. Fifi is vacationing at La Fifi Villa, Clementon, N. J. . . . Vic Lewis and Gene Stapleton have the candy concessions in Canton and Toledo houses.

Steel To Produce Revues At Atlantic City Harlem

ATLANTIC CITY, May 14.—Larry Steel has been signed to produce the full-fashioned Harlem revues at the Club Harlem here for the summer. Already set for the show are Valaida Snow, Billy Daniels and the Congaroes, afro dancing unit. The room has a top show budget, using a large line and long string of specialty acts. The management is also considering adding a name band, with Count Basie mentioned. The cabaret, one of the more important after-dark spots at the resort, has bought the Syncoettes unit and Don Raphael's Hammond organ for the cocktail lounge. Opening is set for late June.

Borscht Scale Prepped

NEW YORK, May 14.—A delegation from the local branch executive committee of the American Guild of Variety Artists (AGVA) conferred with hotelmen of the Borscht Belt this week preparatory to setting minimum basic agreements for the mountains' summer season. The local AGVA branch also announced intentions of opening an office in the Borscht Belt. To be centrally located, office will be able to maintain close supervision of AGVA entertainers in the resort niteries.

Rough on Jocks In England; BMU Applies Pressure

NEW YORK, May 14.—Disk jocks in England are having an increasingly tough time, according to Neal Arden, outstanding British spinner now visiting in the United States. Chief plaint, according to Arden, is the fact that the British Broadcasting Corporation (BBC), at the behest of the British Musicians' Union (BMU), has drastically cut the amount of air time allotted to disk programs.

Curtailed of jocks' air time started after the war and the situation has become progressively worse, Arden says. Right now, he reports, only a few hours a week are permitted on all the BBC services, including the light, home and third programs. A British jock, says Arden, is fortunate if he gets 30 minutes a week. Arden suggests that an arrangement might be concluded whereby jocks would be given more air time and the musicians' union could be cut in on a royalty basis. The public, he claims, actually likes the disk shows and is partial to American talent and tunes. In fact, pubs there have affiliations with strong American catalogs.

Arden, once termed by the *Musical Express*, "the best compere the BBC has," is studying American techniques. He's recently done guest shots on Jack Sterling's morning show over WCBS, Bob Poole's WOR program, Jack Lacey's show on WINS, and is scheduled for others.

Palace Rejects Block Seat Sale

NEW YORK, May 14.—The Friars, showbiz fraternal org, was refused a request for 1,000 reserved seats for the opening day of the return of vaudeville to the Palace Theater, which is next Thursday (19). The org, seeking to throw its support behind the vaude policy, was refused by the theater management on the ground that all seats will be sold on a first-come, first-served basis.

It also is believed that the theater management will recall some 1,000 house passes which are floating around town. The house is only a 1,700-seater and the vaude plus first-run flick nut will require maximum cash biz to make money.

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Balt. Body Blow To Ole J. Crow

NEW YORK, May 14.—Equity Council was advised Thursday (12) by the Baltimore branch of the National Association for the Advancement of Colored People that the policy instituted last week by the Maryland Theater of seating patrons without regard to race, color or creed resulted in a mixed attendance entirely without friction or incident.

Edward Kaplan, owner of the house, put the non-segregation policy into effect for the week's stand of Anna Lucasta, April 24-30. Result was a sellout which called for a return split week booking ending Tuesday (10). A spokesman for Equity expressed hope that Kaplan's move might encourage other producers to book shows into the old playhouse.

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

2 Tryouts for Bucks County

PHILADELPHIA, May 14.—Theron Bamberger will stage two tryouts next month at the Bucks County Playhouse at nearby New Hope, Pa., with a view to future Broadway productions. The house will bow June 20 with *Pretty Penny*, new Harold Rome-Jerome Chodorov musical; and June 27 will preem Elihu Winer's modern drama, *I'll Take My Stand*.

Scott Brings His One-Man 'Concerto' To the Mansfield

NEW YORK, May 14.—According to reports on Henry L. Scott's career, it has taken him 10 years to ready the material for the Stem debut of his one-man show, *Concerto for Fun*, which bowed at the Mansfield Theater for a two-week stand Monday (9). A skilled pianist, Scott served a vaude apprenticeship with Joe Cook, taught music, and became a concert pianist. Some six years ago, he decided to hypo keyboard pyrotechnics with humor and has since lent his antics to hinterland coast-to-coast appearances. The result is a musical monolog, ranging from slapstick low comedy, thru reminiscences of a Keith circuit "class act" of 30 years ago, to occasional lapses into a more serious technical vein.

Scott projects a likable, ingenuous salesmanship across the footlights. He has developed some exceedingly amusing and subtle keyboard material. He is at his best when he sticks to it, such as when he juices up Chopin via an orange and a grapefruit in his right hand, lectures on the composition of a popular song or traces the history of the *Lost Chord*.

Needs Voice Volume

But he should stay away—at least on Broadway—from such ancient devices as dance satires, which have been done better and often. Also, he must speak louder if he expects customers on the Mansfield's shelf to catch his patter. Opening night it was whispery even in the sixth row.

Over all, Scott's *Concerto* may do well enough cashwise for a limited run. His numbers are short and varied. There is more than enough humor to tie them together and he wisely shies off from the serious except in one or two program items. There is no question of his technical ability and, when he chooses to turn loose, he can make that pianoforte hum. But when all the chips are down a one-man show of this kind is just another concert, whether it is satire or longhair. Fifteen minutes of Scott didos in the middle of an old Keith bill would have been sock. An hour and three-quarters to two hours of the fare, no matter how diversified, in this reporter's opinion is not good customer bait for a Stem theater under current competition.

Bob Francis.

McNab Joins Kaye Co. Legit

NEW YORK, May 14.—Horace Greeley McNab has joined the Frances Kaye Company to head the firm's legit department this week. He is currently drumbeating for the new Don Appell-Milton Pascal-Phil Sherrick musical, *Boffola*, on which Arthur Lesser will begin immediate casting. He will also publicize the Kaye company's clients in vaude and nitery fields.

Senate Gets Conn. Tax Bill

HARTFORD, Conn., May 14.—State Senate Bill 724, which would require non-resident operators of summer theaters to pay an amusement tax, has received a favorable report in the Legislature, in session at State Capitol in Hartford. The measure has to be approved by the Senate and House, however, before becoming law.

Ted Shawn for D. C. May 19

WASHINGTON, May 14.—Ted Shawn in a program of solo dances is being promoted by Productions, Inc., May 19 at the Cafritz Auditorium here.

Palace, Sydney Pic House, Goes Legit

SYDNEY, May 14.—The Palace Theater, local pic house for many years, has been obtained on long lease by Fullers Theaters for legit shows. The opener will be Noel Coward's *Present Laughter*, which ran for 20 weeks in Melbourne and was withdrawn only because of other commitments for Melbourne by Fullers. *Laughter* has been running in Perth to phenomenal business for that city, which is not normally a good legit stand. The play is expected to run at least six months here.

The Palace has not been used for legit for 20 years but Fullers expect no trouble in putting it in good shape. Sydney now has more live shows than in years, with the Empire and the Tivoli devoted to vaude and the Minerva, the Royal and now the Palace turning to legit.

Walston, Leora Dana Win Derwent Awards

NEW YORK, May 14.—The Derwent Awards, the two \$5000 cash prizes offered annually by Clarence Derwent, president of Actors' Equity, were awarded to Leora Dana of *The Madwoman of Chaillot*, and to Ray Walston, of *Summer and Smoke*, Tuesday (10).

The Derwent accolades were instituted several years ago as recognitions of outstanding seasonal contributions in the theater by new or virtually unknown talents. The committee which picks the winners comprises producers Gilbert Miller, Margaret Webster and Herman Shumlin; drama critics Brooks Atkinson (*The New York Times*) and Ward Morehouse (*The New York Sun*), and Clarence Derwent, the donor.

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

13,000 in Washington May Take in 'Medea'

WASHINGTON, May 14.—The largest legit crowd in Washington history is shaping up for the single performance Wednesday (18) of Judith Anderson in *Medea* at the outdoor Sylvan Theater. It was announced this week that more than half of the 13,000 available seats have already been sold.

The Civil Aeronautics Administration (CAA) is doing its part to make sure the drama will be audible by putting into effect an airplane blackout over the area for the night. Installation of amplifiers is also expected to improve the acoustics.

My, My, Myron!

That tattooed full-rigged ship which Myron McCormick nightly exposes on his belly in South Pacific is not a decalcomania. It is strictly his own artistic creation, done with a ball-point Eversharp pen.

"To coin a phrase," says McCormick, "necessity is the mother of invention. I said to myself, a pen which will write under water will write under sweat. And, by God, it did—and it stays on."

Even the daily shower does no more than dim its outline, and a five-minute, pre-show retouching job restores its original, dazzling brilliance. Since Eversharp is sure to have other customers interested in personal body decoration, McCormick thinks he should be supplied with pens and ink for the walking ad.

Silo Circuit

Starlight (Pawling, N. Y.) Theater opens 12-week season June 21. Players already signed are Dorothy Harrington, William Weyse, Crickett Skilling and Michael Sonino. Isobel Rose Jones will direct.

Valley Players open an eighth season June 20 at Mountain Park Casino, Holyoke, Mass., under old management. Featured in opener, *Jenny Kissed Me*, will be Joseph Foley, Miriam Stovall and Tyler Carpenter. A 12-week season runs thru September 10.

Holiday Stage, Tustin, Calif., tees off a third season June 27. Star policy with Equity resident troupe continues. Skedded for showing are *The Heiress*, *Apple of His Eye*, *You and I*, *But Not Goodbye*, *Ramshackle Inn*, and several newbies by Hollywood scripters.

Gerald Lee and Rodney Hale announce a second season star and Equity policy at their Ocean City (N. J.) Playhouse. Eight-week season gets underway July 4.

Southold (N.Y.) Summer Playhouse lights June 27 with *Papa Is All*.

Barter (Abingdon, Va.) Theater, for the first time in its history, preems its season with a new play. Tryout is Effie Young's comedy, *Third Husband*, which unveils June 20.

Putnam County Playhouse, Mahopac, N. Y., relights July 5. Following last summer's pattern, eight-week schedule will comprise a selection of plays suggested by New York drama critics.

Sir Cedric Hardwicke has been signed by Richard Aldrich to guest-star at the Falmouth (Mass.) Playhouse in *The Winslow Boy* for week of July 11. Falmouth gets Tallulah Bankhead, in *Private Lives*, July 1 thru 9. This is a package deal with the original Broadway company.

New Henie Ice Show In at Center May 26

NEW YORK, May 14.—So Henie and Arthur M. Wiriz relaunch the Center Theater May 26 with *Howdy, Mr. Ice of 1950*, new edition of their blade extravaganza, *Howdy, Mr. Ice*, which closed April 23 with total of 405 performances.

The new show will be sparked with 11 new numbers, along with new sets and a face-lifting via new sets and costumes. Catherine Littlefield is supervising staging and choreography. Featured holdovers from the previous cast include Skippy Baxter, Ed Seigh, the Bruises and Jinx Clark.

ROUTES Dramatic and Musical

- Allegro (Blackstone) Chicago.
- Annie Get Your Gun (Davidson) Milwaukee.
- Born Yesterday (Colonial) Boston.
- Brigadoon (Music Hall) Kansas City, Mo.
- Finian's Rainbow (Lyceum) Minneapolis.
- Harvey (Curran) San Francisco.
- Harvey (Erlanger) Buffalo.
- High Button Shoes (Hartman) Columbus.
- Inside U. S. A. (Shubert) Chicago.
- Lunt & Fontanne (Mayfair) Portland, O.
- 17-19 (Metropolitan) Seattle 21-28.
- Mr. Roberts (Erlanger) Chicago.
- Mr. Adam (Blackstone) Chicago.
- Oklahoma! (Burlington, Vt.) 18-19; Barre 20.
- Oklahoma! (Karlson) Williamsport, Pa. 18.
- (Community) Hershey 19-21.
- O Mistress Mine (Center) Norfolk, Va. 18.
- (Lyric) Richmond 19-20.
- Respectful Prostitute (Harris) Chicago.
- Street Car Named Desire (Murai) Indianapolis.

BROADWAY SHOWLOG
Performances Thru May 14, 1949

Dramas

Opened	Perfs.
Anne of a Thousand (Shubert) 12-8 '48	182
A Streetcar Named Desire (Barrimore) 12-3 '47	575
At War With the Army (Booth) 3-8 '49	79
Big Knife, The (National) 2-24 '40	92
Born Yesterday (Henry Miller) 1-24 '46	1,376
Death of a Salesman (Morosco) 2-10 '49	108
Detective Story (Hudson) 3-22 '40	60
Diamond Lil (Coronet) 2-5 '49	72
Edward, My Son (Martin Beck) 3-29 '48	260
Goodbye My Fancy (Fulton) 11-17 '48	265
Life With Mother (Empire) 10-28 '48	337
Light Up the Sky (Royale) 11-18 '48	204
Madwoman of Chaillot (Belasco) 12-27 '48	160
Mr. Roberts (Alvin) 2-13 '48	480
Silver Whistle, The (Billmore) 11-4 '48	190
The Trailor (48th Street) 3-31 '40	82
Two Blind Mice (Cort) 3-2 '40	85

Musicals

Along Fifth Avenue (Imperial) 1-13 '40	140
As the Girls Go (Winter Garden) 11-13 '40	200
High Button Shoes (Broadway) 10-9 '47	468
Kiss Me, Kate (Century) 12-30 '48	154
Lend an Ear (Broadhurst) 12-14 '48	172
Love Life (46th Street) 10-7 '48	382
South Pacific (Majestic) 4-7 '40	64
Where's Charley? (St. James) 10-11 '48	268

COMING UP
(Week of May 16)

Man and Superman 5-16 '40 (City Center)

CLOSINGS

Private Lives 10-4 '48 (Plymouth) Saturday (7)

Concerto for Fun 5-9 '40 (Mansfield) Tuesday (10)

City of Kings 2-17 '40 (Blackfriars Guild) Saturday (14)

Medea 5-2 '40 (City Center) (Limited Engagement, 2 Weeks) Saturday (14)

Gayden 5-10 '40 (Plymouth) Saturday (14)

OUT-OF-TOWN OPENINGS

MARIE ANTOINETTE IN PENNSYLVANIA

(Opened Tuesday, May 10)
THE STAGE THEATER,
HOLLYWOOD, CALIF.

Musical play in two acts by Eugene Berton and James Snodgrass. Music and lyrics by Eugene Berton. Production directed by Eugene Leontovich. Dances by Nelson Barclift. Musical direction by Leon Leonardi. Costumes by Travis Banton. Settings by Arne Nybak. General manager, Ben Kamsler. Press representatives, Jud Allen and Bill Evans. Presented by The Stage.

Maech Reilly
Three waitresses
Jill Richards, Jean Hunt, Drusilla Bower
Robert Sands
Willard Giles
Bob Miller
Mitchell Brother
Edward Clark
Nelson Barclift
Earl Colbert
Arthur Ross-Jones
Three Shaker Girls
Orianna Ames, Patricia Mirage, Delin Rudd
Barbara Slate
Adèle Davenport
Roy Clarke
Bill Foster
Theodora Lynch
Olin Howlin
Queenie Smith
Joe Baker
Delin Rudd
Bonnie Murray
Orianna Ames
Pat Mirage
Vera Lee
Shirley O. Mills
Marc Malorani
Fedor Stojak
Gene Dailey
David Bond

SONGS: "Mignonette Bergerette," "A Letter from the Queen," "Am I complainin'?" "Old Mother Nature," "First Thing You See," "Anything for a Dollar," "Night, Sweetness and Light," "Something Tetched," "If It's True What You Say," "Give Myself a Good Shake," "The Man I've Got My Mind," "My Little World," "I'm At War With Myself," "Give Me Time," "All of a Sudden," "You're a Thing," "Boom Town," "I Got'cha Where I Want'cha," "Fittin' and Proper."

A potentially amusing musical farce as born and quickly dissipated for lack of an acceptable book. Marie Antoinette in Pennsylvania, as world seemed here, was a superficial, poorly conceived affair, saved from silliness only by several standout performances. The plot deals with an attempt to rescue Marie Antoinette from the guillotine via spirited her to a refuge in a Pennsylvania town colonized by French nobles. A case of mistaken identity develops when Minnie Hawkins, a touring medevillian on her way to Scranton, is mistaken for the queen. Leaders of the stern Shaker religious sect, fearful of the queen's immoral presence in their straight-laced community, make Madame Queen unwelcome and threaten to burn poor Minnie at the stake unless she clears the town. Saved from disaster by the pliant hero, the townspeople decide to capitalize on Minnie's masquerade by building the lass into a national tourist attraction.

On this sketchy story line, authors have woven a curious mixture of 19th Century dialog and modern slang. Trite material is occasionally larded with comedy bits, ranging from smart comedy to near burlesque. Composer Eugene Berton, also a co-author of the book, has turned out a lengthy score. Music for the most part is pleasing, but with an air of sameness to the tunes which precludes any wide acceptance. Best of the lot are two ballads, *My Little World* and *Something Tetched Me*, as a rollicking novelty tagged *Anything for a Dollar*. Berton shines as a lyricist, injecting originality and cleverness in his rhymes.

Featured principals, Theodora Finch, Queenie Smith, Shirley O. Mills, Olin Howlin, and Mitchell Brother, all turn in good performances. Choreography is credited to Nelson Barclift who is spotted in several dance numbers as well. Barclift leans heavily on the modern school, but small stage area restricts her-all possibilities. Best of his dance patterns is a second act ballet sequence which is both novel in approach and well staged. Direction by Eugene Leontovich is adequate, with staging area a drawback to full development.

Despite its faults, Marie can be

BESIDE MYSELF

(Opened Monday, May 9)
CENTER THEATER, SEATTLE

A comedy by Mildred Summit. Staged by Jay Herrett. Settings and costumes by Lela Joscelyn. Stage manager, Barbara Carle. Press representative, Jean Ashford. Presented by Tryout Theater, Inc.

CAST
Adina Garret I Lorraine Jackson
Elmo Tanhauser Mordie Michael Eskenazi
Raleigh Bean William Oyler
Adina Garret II Frances Gable
Eddie Pat Critchfield
Dr. Ellis Wiley Tower

Aware of its sometime success in earlier plays by better playwrights, Mildred Summit dips into the psycho-analytical pool, and frequently comes up with the same old fish.

Beside Myself is the story of Adina Garret, a big wheel in the interior decorating business, who is carrying the torch for her boss. When he visits her New York walk-up one summer evening, Adina's hitherto inhibitive nature takes a nose dive and romance gets a break. Adina awakens to find this new free liberal nature of hers in bed next to her in the form of an alter ego, Adina II. There is a frenzied trip to the psychiatrist. For the rest of the evening the pewsitter watches Adina discover which of her personalities loves its boss, who she is, and what she wants. The problem is solved, when a daffy trouble-causing bed, which keeps springing out of the wall like a tunnel of love canoe is related to her memory of a similar contraption in her childhood.

The premise obviously has possibilities. If the author would devote more of her scripting to satire, the results would be even more profitable.

In his first staging chore for Tryout Theater, Jay Herrett has paced the show well, handling the rather tough blocking problems of the double personality scenes with ingenuity. His tiny cast is proficient. Lorraine Jackson's Adina I is a superior job. Frances Gable's Adina II is spirited, albeit a bit flouncy at times, and Mordie Eskenazi as a thwarted suitor gets an exit hand for a well-timed drunk scene. William Oyler wrestles with the part of Raleigh, but he has been given long stretches of static dialog, and this reporter feels he comes out on the wrong end. Wiley Tower does acceptable work as the psychiatrist. Lela Joscelyn's setting is outstanding. *Wil Stevens.*

saved and eventually brought to Broadway as originally planned. The saving must include a major script revision, supporting cast changes, and restaging of key musical numbers. *Alan Fischer.*

Foreign Opening

LE PAIN DUR (Hard-Earned Bread)

THEATER DE L'ATELIER, PARIS
A drama by Paul Claudel. Staged by Andre Barsacq. Setting and costumes by Andre Barsacq. Presented by Andre Barsacq.

CAST
Turelure Pierre Renoir
Sichel Germaine Montero
Lumir Jany Holt
Louis Jean Servais
All Habenichts Paul Oettly
Mortdefroid, attorney P. J. Moncorbier

Le Pain Dur (Hard-Earned Bread) is Paul Claudel's second play to receive a first performance in Paris this year. (The first, *Partage de Midi (High Noon)* was presented by Jean-Louis Barrault.)

This high-minded treatise on the disintegration of society in 1840 was written 30 years ago. Symbolically, capitalism and materialism are incarnated by the tyrant Turelure, feminism and the Jew-Gentile question by his mistress, the idea and need for colonization by his son, and fervent nationalism by the proud Polish countess woman fighter, the son's fiancée. Each in his own fashion, the son, the mistress and the fiancée, is searching for a free life and, in the shabby, monk-like library of the Turelure estate, each finds it. The son kills the father to get his inheritance; his fiancée leaves to carry on her crusade for her country's freedom, and the Jewess becomes the son's wife.

Pierre Renoir brings a rich characterization to the evil Richard III-like part of Turelure. Renoir's portrait reeks of luxury and is superbly hideous in its thunderous, maniacal savagery. This is one of the most distinguished impersonations the actor has achieved in a long and notable career.

Matching Renoir, Germaine Montero gives fine dignity to the Jewess Sichel Habenichts, (meaning "I have nothing"). She has fire and prodigious energy and by her controlled underacting is almost explosive. Jany Holt is a disappointment as the Polish noblewoman fighter. Instead of a proud, burning zealot, she projects a cloying dryness that belies her lines. Jean Servais does his best to keep up with the others in his thankless role of the son, and Paul Oettly does well by Sichel's money-grabbing father.

The setting, costumes and directing of Andre Barsacq have received unstinted praise. But the work is uneven, cumbersome and unclear. This reporter feels *Bread* would be a soggy weight on Broadway. *Jean White.*

Broadway Opening

GAYDEN

(Opened Tuesday, May 10)
PLYMOUTH THEATER

A drama by Mignon and Robert McLaughlin. Staged by Lex Richards. Setting by Willis Knighton. Costumes by Emeline Roche. Company manager, Irving Becker. Stage manager, Hugh Rennie. Press representatives, David Lipsky and Phillip Bloom. Presented by Gant Gaither.

Emily Archer Carol Wheeler
Agnes Hazel Jones
Grace Sibley Fay Bainter
Dr. Ned Whittaker Clay Clement
Gayden Sibley Jay Robinson
Polly Dalton Gloria Stroock

The best that can be said for *Gayden*, Mignon and Robert McLaughlin's somewhat superficial examination of a "constitutional psychopath," is that it brings Fay Bainter back to Broadway. It is always a pleasure to watch professional craftsmanship, and she brings all of hers to bear as the doting mother of the monumental stinker of the title role. *Gayden* needs everything she is able to give it—and more. This, of course, is the McLaughlins' fault, since the focal point of their play is the monster lad and, except for a tensely played last act finish, about all mama has to do is admire him. A reporter wonders what intrigued Miss Bainter to take on the assignment.

Basically, there is nothing wrong with the premise of the McLaughlin play. There could be a certain morbid fascination in the dissection of a warped, perverted personality built to demoniacal proportions thru excessive mother-pampering. It might have been developed into a tense thriller. But what the authors have made of it is a dawdling and tedious melo which only comes fitfully to life during its closing scenes. The real trouble is that their louse of a hero is incredible. *Gayden* is a thoroughgoing degenerate who diverts himself by driving pals to suicide and luring ladies into bed for the gratification of his ego. Everybody in the play knows this, but with the exception of his medico uncle, he apparently oozes charm for all of them. The charm definitely doesn't extend beyond the footlights. The lad projects as a dull, posturing, effeminate ball of conceit, which even a mother who is stuck with him couldn't swallow.

The blame, however, may not lie entirely with the script. Whether it is due to miscasting, direction or personal interpretation, Jay Robinson's portrait of the youthful stinker is one of progressive monotony. His performance is gaited to posings and an occasional cloying coyness which makes the character sufficiently loathsome, but fails to build any mounting horror of its inherent viciousness.

Gant Gaither has assembled a competent corps of assistant victims of *Gayden's* atrocities. Clay Clement is fine as the doctor uncle who sees thru him, and Carol Wheeler makes the country mouse, who catches on to him in the nick of time, sincere and believable. Altho, how the gal could have fallen for him at all is a mystery to this reporter. Hazel Jones does well by a smug servant, and Gloria Stroock contributes one excellent, sharp scene as a previous beneficiary of the *Gayden* charm. Willis Knighton's town-house set is handsome, and Emeline Roche's costumes are ditto.

In sum, *Gayden* won't spark customer interest.

But it's still splendid to have Miss Bainter back, even if it is in the wrong play. *Bob Francis.*

Miss Kent Bows Showcase

BRIDGEPORT, Conn., May 14.—Marge Kent, formerly in several Broadway musicals, has opened Marge Kent's Stage Door here. With acts auditioning during the week, she holds weekly showings on Thursday nights at the Winter Quarters in the Hotel Barnum here, where agents and talent seekers book acts directly from the floor.

Insure Your Vote

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

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

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

Mo. Dates Pan Out Fair for Slout Players

Six Weeks Set in Illinois

OWENSVILLE, Mo., May 14. — Toby and Ora Slout Players Tent Show opened here Tuesday night (10) to a fair house despite much rain. Wednesday (11) came thru with good weather, however, and show chalked up highly satisfactory business on the two days. The stand at Hermann, Mo., proved a red one.

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

Since opening, the roster's only addition has been Jerry Dexter, who augments the vaude end of the show, which already lists Ralph Blackwell, vent and rope spinning acts; Rai Baillie, magic; Andy Leigh, singer; Ora Slout, novelty musical specialties; Tex Sherman, Western and Hillbilly songs; Lucille Clemens's puppets, and Freda Clive, singer. Orchestra is under direction of Klink Lemmon.

Jack Vivian, show's agent, is doing a good job of tub-thumping. L. Verne (Toby) Slout, who has been under a doctor's care, has completely recovered.

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Vet Repster Lauds Talents Of Yesteryear's Rep Stars

By Clair Brewer

MANY are the articles which have been written about Uncle Tom's Cabin units and I have read about them and have been a performer with numerous Tommers. The season I recall most vividly was in 1922 when my wife, daughter and I were with Lockery Bros. Uncle Tom's Cabin Company. I believe it was unusual in many ways.

The show was put out by Harry Kelly, of Newton, Ia., and Slim Shortridge, an old-time showman of Des Moines. We had worked for Kelly before when he had a two-car railroad Tom show, but Lockery Bros. was to be transported by horses and wagon; the band boys by a large bus. The horses moved only the top seats, stage, etc; so I had my doubts about the show making the grade. But I was wrong. It opened in Newton and never lost a night all season. Only opera house in which we played was at Morning Sun, Ia., where we had to move farm machinery out before we could use it.

We went thru plenty of bad weather in the spring and late fall, but the show kept right on going. Credit for the good season goes to Kelly, who knew how to get along with his company; Jess Demery who knew how to keep his horses in good condition and got them over the road, and George Werner, boss canvassman, who put the top up and took it down and kept it in shape in all kinds of weather. Today George Werner is boss canvass-

man with the Ringling circus.

Lockery Bros., like most Tom shows, had a fine band and orchestra. Directed by Lem Wheeler, their line-ups included Ed Arnold, Dutch Jacobson, Shorty Fowler, George Dickson, Mid Tilton and Otto McNeese.

Kelly, at that time, had a son, Bill, attending the University of Iowa. He was a member of the football team, and, after spring training, he joined the show for the summer. He invited some of his teammates to come over and spend a day, and seven or eight of the boys accepted the invitation. Bill portrayed Skeggs the auctioneer that night and did well until Marks, the lawyer, bid 75 cents for a slave. Kelly pulled his gun out to run Marks off the scene when I heard the college boys give out with hilarious laughter. Kelly had caught his finger in the trigger guard and his finger was pointing at lawyer Marks, with the gun barrel pointing at himself.

Old-Time Stories

Whenever the weather was bad for a few days, Kelly would come along with some of his old-time circus stories and soon the sun would shine and everyone would be in a good humor again. Bill Bruno, an old-time newspaperman and rep actor, was the show's agent, and in those days an agent only had to let the school children know that Uncle Tom was coming. They did the rest. You could almost tell the business you would do by the number of children on hand to greet you. The children were well posted on the history of Uncle Tom's Cabin.

The show played small towns in Iowa and Illinois and the jumps were never more than 20 miles. Slim Shortridge sent us four Negro boys from Des Moines for a quartet. Kelly obtained tents for them to sleep in and told them to tie the four corner lines. Then each was to raise a corner, which they did. However, they forgot to tie the lines and the wind picked it up like a balloon. The Negroes stood there looking foolish for a minute then all laughed, sat on the ground and started a dice game. We played several Illinois mining towns, but the miners were not working and had no money. However, when all the paying customers were in, Kelly always let the rest in free. They always helped tear down and load the tent. They were a rough bunch, but Kelly got along with them well. As far as we were able to learn, this was the only Tom company ever to play all the towns in Calhoun County, Illinois. The show did good business there.

Nellie Crow, of the noted Crow Sisters, was on this show and she was a real trouper. When I look back on that season and think of the trials and tribulations we went thru without losing a night or a pay day, I realize what a fine bunch of troupers that show had. James Sperry, Ed Arnold, George Dickson, Dutch Jacobson, Lem Wheeler and Nellie Crow have passed away; Mid Tilton and wife have had their own rep show for a number of years and have been successful.

Slim Shortridge has a booking agency in Des Moines and Shorty Fowler makes his home in New Castle, Ind. Otto McNeese resides in Newton, Ia., while my family and I live in Murcatine, Ia. Jess Demery is in Newton, and Harry Kelly operates a small store and filling station at Newton. He still takes time to book a couple of dance bands, however.

CARBONDALE, Pa., May 14.—A new drive-in theater is under construction here. The project, owned by Talarico's Outdoor Theater, is expected to cost \$100,000.

Masquer Talent Set For Summer Stock

CHICAGO, May 14.—Howard I. Rooney, director of the Masquer Little Theater Players, said here last week that several members of his troupe have been set for summer tours with summer stock companies in the Midwest.

Jean Schubick, Rooney says, opened with the Tilton Stock Company, Sandwich, Ill., and Larry Walden is with the Christy Players, Rochester, Minn. Bob Vogel is rehearsing with the J. B. Rotnour Company, Richmond, Ill. Wendel Poe has been cast as leading man with Roberson Stock Company, while Dorothy Schroedle, secretary of the Masquers for the past two years, will appear as leading woman with the Neil Schafner Players, who opened their season yesterday (13) in Wapello, Minn.

Rooney, who has appeared in legions and is a former member of the Verne Slout Players, arranged the placements thru the Florence Ben agency here.

Two New Drive-Ins For Detroit Are

DETROIT, May 14.—Town Drive-In, operated by Community Theaters, with a capacity for 1,100 cars, opened the season here Wednesday (14). Hard surface roads prevalent to eliminate dust and mud, and miniature railway and other rides have been set up on theater playground for the youngsters.

Another new drive-in, the Grand River, at Farmington, Mich., opened two weeks ago. It is operated by Associated Theaters circuit and has a car capacity of 1,000.

New Drive-In for Tampa

TAMPA, May 14.—Plans for the immediate construction of a new \$300,000 drive-in theater at the corner of Dale Mabry Highway and Gandy Boulevard, here, have been announced by P. J. Sones and S. Wilson, who now owns and operates a large chain of theaters in the Southern States. New outdoor theater will provide accommodations for over 1,200 automobiles, it was stated.

Dixie Firm Augments Chain

GREENSBORO, N. C., May 14.—North Drive-In Theater, a half mile beyond this city, has opened under management of Dennis Scruggs. New theater, accommodating about 500 cars and owned by Dixie Drive-In Theaters, Inc., Atlanta, cost about \$125,000. The Dixie concern also owns the South Drive-In Theater here.

Amadeo Switches Posts

HARTFORD, Conn., May 14.—Paul W. Amadeo, formerly manager of the Hartford Drive-In Theater, Newington, Conn., has been named assistant manager of the Pike Drive-In Theater, also situated in Newington. Alvin F. has been named concession manager at the Hartford, succeeding Albin Harshman, resigned.

Weisenburg Adds Drive-In

DALLAS, May 14.—Kaufman Pike Drive-In, now under construction here, will have a 600-car capacity. Theater is being built by Charles Weisenburg, who also owns the Palmduro, Amarillo, Tex.; Buna Vista, Borger, and the Crest, Seagoville. Tentative opening date for the Kaufman is June 15.

McWeeney Plans Drive-In

WATERVILLE, Conn., May 14.—Francis McWeeney, this week announced plans for construction of an outdoor theater here. McWeeney is a local grocery merchant.

Rep Ripples

DELL A. CARLIN cards from Humphreys, Miss., that he has closed his solo show, which covered most of the States west of the Mississippi to fair business. Carlin says that the unit ran into plenty of stormy weather in Idaho and Eastern Washington and that it was hit by two twisters in Oklahoma. George D. Stone was in advance of the show which used E. F. Hannan's version of "Thespian Milestones." Carlin headed for Pennsylvania to get ready for an Eastern trek late this summer. . . . Harney's, vaude-pie attraction, is operating out of Chisholm, Minn. . . . Following a month's vacation, Chris Tate Players will get going at Napanee, Ont., on a tour of Western Canada in established territory. Three people will make up the unit, which will use E. F. Hannan's "Hold Everything." . . . Cal Tyron, who has completed a swing over the country with a one-man opus, will take on some Eastern summer resort towns with a two-person show. Lydia Towne will do the female part, with F. J. Towne booking the show. . . . Chester Cobb reports a good season with feature film and is starting a Quebec tour late this month. . . . Crawford's Show has added some museum items and will open its summer season at Bemidji, Minn. . . . Florian Players will play eight weeks of dates in the Adirondack sector of New York. Season is slated to get under way July 1. . . . Carter's Show, which in former years has been under tent during the summer, will move as a platform show this season. It will open in Northeast New Mexico. . . . George E. Ramsey has closed his school season in North Dakota and is headed for Spokane where he will ready a summer flesh-pic show to play Central Washington. . . . Ernest F. Brady advises from Lewiston, Me., that he has bought the film library of Charles Owen, of Portland, Me. He plans to open a summer pic show to play towns along the Maine coast.

THE FINAL CURTAIN

BEAUDINE—Harold, 55, director of two-reel comedies in silent picture days, in Hollywood May 9. Survived by his widow, Stephanie; his mother, Mrs. William Beaudine Sr., and a brother, William, film director. Interment in Sawtelle (Calif.) Cemetery.

BEDFORD-JONES—H., 62, author, May 6 at his Beverly Hills, Calif., home of a heart attack. He wrote over 100 novels and numerous short stories, and at one time wrote for films. He was noted particularly for his Western and historical novels. Survived by his widow, Mary, and two daughters, Mrs. Max Kaminsky, of New York, and Helen Wallace Bedford-Jones, of Evansville, Ind.

BOSWELL—William S., former showman, May 7 in a plane crash. Burial in Portsmouth, Va.

BOSWELL—Mrs. William S., May 7 in a plane crash in which her husband, a former showman, was also killed. Burial in Portsmouth, Va.

BROWN—Margaret C., wife of Benjamin F. Brown, advance agent of the Dumont Shows, May 5 in Memorial Hospital, Philadelphia. She also leaves four daughters, Betty, Jane, Dorothy and Mary, and a son, Frank. Burial in Holy Cross Cemetery, Philadelphia.

BROWN—J. Emanuel (Manny), 50, Detroit concessionaire, May 6 at his home in that city. He was with vaudeville shows and parks, largely in the Detroit area, for some 20 years, as well as manager of a park in Florida. He was a member of the Michigan Showmen's Association. Survived by six sisters. Interment in Beth Abraham Cemetery, Detroit.

BROZ—Edward, 48, Ringling circus band trumpet player, May 5 in Chicago. He played in theater orchestras for 25 years before joining the circus two years ago. Three brothers and two sisters survive.

CAMPBELL—Frank, concessionaire with Groves Greater Shows, April 26 in Baton Rouge, La., of a heart attack. Survivors include his widow, son, three brothers, a sister and two step-daughters. Burial in Clinton, Ind., April 30.

CATLEY—Robert L., 61, theater manager and former booker, May 6 in Oakland, Calif. Catley booked acts in Australia before going to San Francisco, where he was likewise employed for 25 years on the Bert Levy Circuit. Later he went into the film exhib business. His widow survives.

CHRISTY—Ivan, 61, leading figure of the Danish and American stage, May 10 of a heart ailment at the Walt Disney Studios, Hollywood. He came to the United States in 1906 where he acted and directed in legit, turning later to radio and films. Survived by his widow, Claire.

COOK—Dorothy M., traffic director for KFWE, May 10 at her Hollywood home of pneumonia. Her body was flown to New York for interment. Survived by her husband, Larry, and her parents.

DAVIS—Harry, 34, saxophonist with Skitch Henderson's band, May 3 in Harrisburg, Pa., of injuries sustained in an auto crash.

DE GOGORZA—Emilio, 76, baritone and singing teacher, May 10 in New York. Educated in Europe, he became assisting artist to Marcella Sembrich, Metopera star. Besides giving many concerts in New York, de Gogorza made 17 countrywide tours. Among his former pupils are Conrad Thibault, Leslie Frick, Margaret Speaks, John Brownley and Benjamin de Loache. His widow, the former Emma Eames, singer, survives.

EVERETT—E. O. (Jack), 55, minstrel, vaude, rep and radio actor for many years, recently at his home in Columbus, O. Everett had appeared with the Bert Melville, Percy and helps rep shows, on the Folks of Pleasant Valley show over WBNS and the Neighbors Noon Hour program over WHKC, Columbus, O.

FISHER—Florence, 50, widow of Arthur Fisher, indie booker, May 8 in New York. She was formerly of the vaude team of Rice and Newton but retired from the stage after her marriage. Her son and daughter survive.

GARFINKEL—Hyman, 69, merchant and theater owner, May 8 in New York. Since 1929 he had been active in promoting Yiddish theater, and in 1931 turned over the Lyric Theater in Brooklyn to an acting group. Garfinkel owned and operated the theater for 12 years. His widow and two daughters survive.

GRIMES—Mrs. Grace, 33, owner of WNBZ, drowned May 3 in Ausable River, near Wilmington, N. Y.

HARRIS—Charles O., 72, one of the original Three Musical Stewarts, vaude act, April 25 in Columbia, S. C. He and his former wife, Betty Zane, played vaude in the act known as Harris and Quigley. At one time he was associated with the James E. Strates Shows. Survivors include a daughter, Rita Zane, dancer; a brother, Raymond, Buffalo, and sister, Mrs. Reba Kingham, Laconia, N. H.

HARRIS—Walter B., former assistant director for the Westheimer & Company Advertising Agency television programs, May 3 in St. Louis. His stepmother survives.

HINES—Nettie, 76, member of the old Hines-Kimball troupe of acrobats, May 1 in San Francisco. Survivors include a brother, Lester E. Smith.

HORNER—Sidney H., 92, violinist and music director, May 9 in New York. He was a former first violinist for the New York Philharmonic Symphony and at one time was a Broadway musical director. Among the shows for which he served in the latter capacity was *Babes in Toyland*, by Victor Herbert, in 1903. Two daughters survive.

HUBER—John F. Jr., 51, former trumpeter with the Philadelphia Orchestra, May 6 in Graduate Hospital, Philadelphia. He was also first trumpeter in the J. W. F. Lehman Symphony Orchestra on Steel Pier, Atlantic City, for three seasons, and for many years first trumpeter at the Fox and Mastbaum theaters orchestras in Philadelphia. He was last a member of the Pennsylvania Symphony Orchestra. Survived by his widow, Hortense; his mother, two daughters, two sons and a sister. Burial in Pomfret Manor Cemetery, Sunbury, Pa., May 10.

IRWIN—Rachel, 53, sister of Amy Dean (Mrs. Amy L. Hervy), aerialist, recently. Burial in Rising Sun, Md., May 1.

KERNER—Hortense, 35, wife of radio agent Sam Kerner, at her Sherman Oaks, Calif., home May 10. Her husband is part owner of KWIK. Also survived by three children, Naama, Judy and Mark.

KLEIN—Mrs. Mary, formerly associated with her late husband, Danny Klein, with many outdoor shows, May 1 in Philadelphia. They were last with the Herman Bantley Shows. Her mother, sister and son survive.

LANGBORD—Nathan, 28, brother of legit actress Eva Langbord, May 2 in Boston as the result of an operation for a heart ailment.

LANNING—George, 31, of the Sensational Royals, aerialists, instantly killed in a fall May 12 at Battle Creek, Mich., when a trap bar broke and he plunged to the ground. He was appearing in Battle Creek with the World of Pleasure Shows. Surviving are his widow, Donna, and two sons, George, 7, and David, 6 months. Burial in Fairmount, Ind.

MACKAY—Francis A., former Detroit musician, May 10 in Ottawa, Ont. Survived by his widow and daughter.

NEHRING—Mrs. Ernest, author, radio commentator and lecturer, known professionally as Elise West Quafe, May 13 in Tomkins Cove, N. Y.

PARDRIDGE—Mrs. Robin D., 77, former silent film pianist, May 6 in Troy, N. Y.

PARKER—Kenneth, 19, son of Clarence Parker, pro skater at Clintdale Recreation Rink, Utica, Mich., and brother of Nancy Lee Parker, national ladies' senior figure-skating champion, drowned May 6 in Lake St. Clair, Mich. Interment at White Chapel Cemetery, Bloomfield Hills, Mich.

PHILLIPS—Mrs. Lucille, mother of Mrs. Josephine Frazier, employee of the World of Mirth Shows, May 6 in Wilmington, Del., during the shows' stand there.

POLLOCK—Ernest, 69, former actor and writer, May 12 in the Bronx, N. Y. After his debut in 1893 in *Mme. Sans-Gene*, he appeared in many other plays, including *Abraham Lincoln*, *East Is West*, *The Bat*, *Hells Bells*, *The Awful Mrs. Eaton*, *Elmer Gantry*, *Nemesis*, *Adam's Wife* and *If Booth Had Missed*. His sister survives.

RICHARDSON—Anna Steese, 84, feminist leader, newspaperwoman, magazine editor, author and playwright, May 10 in New York. She was co-author, with Sophie Kerr, of *Big Hearted Herbert*, one of her best known plays, which was produced in 1934. Two daughters survive.

IN LOVING MEMORY OF MY HUSBAND
JAMES SHROPSHIRE
Side Show Mgr.
Died May 17, 1948
Sadly missed and never to be forgotten.
MRS. JAMES SHROPSHIRE
4 Paw Hotel London, Ky.

SCHWAB—August (Nosey), 68, publicity agent for Cole Bros.' Circus, and assistant to Joe Haworth, legal adjuster for the show, May 13 in Christ Hospital, Bethel, O. Schwab, who was a native of Paris, had been with circuses for 23 years, and during the winter operated his hotel in Bethel. Survived by his widow, Marjorie, Bethel; a brother, Max, and a sister, Mrs. Jennie Bardon, of Cincinnati. Services and burial in Bethel May 16.

TWITCHELL—Mrs. Emma, 91, mother of Helen Marcus, who with her husband, Red, has the Minstrel Show and candy on the Royal Crown Shows, April 27 in Minneapolis of infirmities of old age. Burial in Worthington, Minn. Her daughter is the only survivor.

VALLEE—Charles A., 81, father of Rudy Vallee, film, radio and stage actor, May 12 in Los Angeles. He had appeared with his son occasionally on stage and radio programs. Another son, a daughter and a sister survive.

WEHRENBURG—Fred, 68, St. Louis theater chain owner, in that city May 6 of pneumonia. He was a former president of the Motion Picture Theater Owners of St. Louis, Eastern Missouri and Southern Illinois, and of the Motion Picture Theater Owners of America. Survived by his widow, Gertrude; a daughter, Mrs. Lillian Krueger; a sister, Mrs. Ida Kaiser, and two half-brothers, Edward Schwier, Seattle, and Charles Schwier, Kimmswick, Mo. Interment in Sunset Burial Park, St. Louis, May 10.

WILLIAMS—John H., 65, alligator-skinned man, last season with the Sunset Amusement Company, May 6 at his home near Leslie, Ark. Williams appeared at the Chicago World's Fair in 1893, and at the same event in 1933 in a Robert L. Ripley unit. He and his wife, known as Zola, the bearded fat lady, had also operated their own show with the Beckman & Gerety and Frank West shows. Besides his wife he leaves a half brother.

WILLARD—Joseph S., 75, former owner of J. W. Pepper & Son, Philadelphia music publishing company, May 2 at Germantown Hospital, that city. Surviving are a brother, James, known as Uncle Jim on juve radio and television shows in Philadelphia, and a daughter, Mrs. John Quigg. Burial in Northwood Cemetery, Philadelphia, May 3.

ZOLTAI—Stephen, 49, music editor for Carl Fischer, Inc., publishing house, May 9 in Jackson Heights, N. Y. His sister survives.

Marriages

ALTSHULER-DREW—Dr. Ira M. Altshuler, psychiatrist, and Paula Drew, actress, May 4 in Detroit.

CADEBY-ESSEN—Peter Cadeby and Viola Essen, ballet dancer in Along Fifth Avenue, recently in New York.

HAAS-TACHAU—Richard Haas, assistant to legit Director-Producer John C. Wilson on the Broadway show, *Kiss Me, Kate*, and Jean Tachau, dancer in the show, May 14 in Louisville.

KNAPP-McGEE—Edward Knapp, assistant manager of the Downtown-Telenews Theater, Detroit, and Monica McGee April 29 in that city.

LEMISH-LOPEZ—Bert Lemish, Philadelphia booker and pianist, and Rita Lopez, formerly on the staff of the Broadwood Hotel, Philadelphia, in that city May 7.

LOHMAR-DONNELLY—Herbert Lohmar and Marguerite Donnelly, daughter of Jack (Red) and Gladys Donnelly, concessionaires, in St. Louis May 7.

MRUK-URBAN—Walter F. Mruk Jr. and Claudia Urban, member of the Pittsburgh Symphony Orchestra, May 7 in Pittsburgh.

NEWTON-BALZER—Theodore Newton, stage and screen actor now featured in *The Big Knife*, Broadway stage play, and Emily Abel Balzer, actress, in Doylestown, Pa., May 5.

NEWTON-LAWRENCE—Theodore Newton and Emily Lawrence, both legit players, May 8 in New York.

ROBIN-WALKER—William Robin and Charlene Walker, who comprise the team of Robin and Walker, acrobatic duo with Marquis the magician, recently in Columbus, Ga.

STYLES-HATCHER—Benny Styles, comic with Benny Goodman's orchestra, and Mary Hatcher, film starlet, in St. Louis May 9.

TRUE-CAMERON—Bobby True, musician, and Janese Cameron May 3 in Pasadena, Calif.

WENTWORTH-JOHNSON—Tom L. Wentworth, former assistant manager of the Southern Valley Shows, and Mrs. Nell Johnson recently in Monroe, La.

Births

A daughter, Mary Joan, to Mr. and Mrs. Jerry Conway May 1 in Minneapolis. Father is director of public relations and entertainment at Hotel Radisson, that city.

A son to Mr. and Mrs. Marshall Haley April 25 in Indianapolis. Father is known in carnival circles as Jack Haley; mother is the former Gail Wetherington.

A son to Mr. and Mrs. Don Freeman April 30 in Santa Barbara. Mother is the artist, Lydia Cooley; father draws for the Sunday drama section of *The New York Times*.

A daughter, Daphne Guinn, to Mr. and Mrs. Frank Harden May 4 in Washington. Father is an announcer for WMAL and WMAL-TV.

A son to Mr. and Mrs. William Kusack May 5 in Chicago. Father is a radio engineer.

A daughter, Loretta, to Mr. and Mrs. Joseph Savino, in Boston recently. Father is a candy concessionaire at the Casino Theater, Boston, where the mother, Sylvia Star, is a featured performer.

A daughter to Mr. and Mrs. Gunnar Mykland April 26 in Chicago. Father is a salesman for WBBM.

A daughter to Mr. and Mrs. Herb Rikles recently in New York. Father is editor of *Television Guide*.

A son to Mr. and Mrs. William Kappell May 4 in Los Angeles. Father is the concert pianist.

Divorces

Beverlee Mitchell Crane, Hollywood actress, from William F. Crane in Los Angeles, April 28.

Michael (Mickey) Blue, promotion manager with Polack Bros.' Circus, from Beatrice Black in Oakland, Calif., March 24.

Jehanne Havens Monteagle Stander from Lionel Stander, film character actor, in Los Angeles May 6.

Communications to 155 No. Clark St., Chicago 1, Ill.

Quebec Sets 2 New Bldgs. Costing 849G

New Arena To Seat 10,000

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

The exhibition management hopes that the new rink will be ready in time for the beginning of the hockey season, but the structure is not expected to be complete in all details until 1950. Preliminary contracts for both structures, amounting to \$848,952, were awarded Saturday (7) to local firms and work is skedded to begin immediately. Tenders for the completion of the new rink will be called for shortly and expenses will run well above the \$1,000,000 mark, officials said.

Because it lacks rinks facilities for the presentation of *Skating Vanities*, an annual feature of fair week, the exhibition this year will present for the first time a full-scale night grandstand revue. Contract for the night show was inked last week with Joseph H. Hughes, field representative of the George A. Hamid Agency.

Paris Fair Covers 23 Blocks, Includes 16 Scooter Rides

PARIS, May 14.—Largest street fair of the year, the famous annual Gingerbread Fair, is currently under way in the huge Place De La Nation and along the service roadways of the wide boulevards radiating from this circle.

In addition to three rings of rides and concessions installed in the circular Place De La Nation, the street fair occupies 23 blocks of the boulevards. An idea of the tremendous size of this annual fun fair may be grasped when one counts no less than 16 Auto Scooter rides, most popular fun device in France, sandwiched in between ornate Caterpillars, Merry-Go-Rounds, Whips and all the other usual rides, including a big demountable figure-eight Coaster. Kiddie rides of every type, all handsomely built, are much in evidence.

Whole blocks are given over to tent cirks, menageries, girl, freak and pit shows, while additional blocks are jammed with games, gingerbread stands and concessions of all types. The locale is unique in that the size of the Place De La Nation and the boulevards is so vast that this annual fair has not only not been curtailed but is larger than ever this year. The entire section is elaborately illuminated with festoons of electric lights and special decorative motifs. Show and ride fronts are extravagantly ornamented and present a colorful appearance.

K&M Does Okay in Ohio

BUCYRUS, O., May 14.—Kelly & Morris Circus did okay business in two Ohio spots, drawing near capacity at night here Saturday (7) after a light matinee. At Sycamore Tuesday (3) the show registered two full ones.

Hammond Council Bans Carnivals; Circuses Also Hit

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

Councilmen said the two carnival permits already issued, one to Hennies Bros., week of May 16, and the other to Cavalcade of Amusements, week of June 28, will be recognized.

Protest came from residents of the 172d-Calument district where a privately owned lot was rented Dailey Bros.' Circus.

101 Ranch Pulls 40,000 Persons At Birmingham

BIRMINGHAM, May 14.—Col. Zack T. Miller's 101 Ranch Wild West Show pulled an estimated 40,000 persons at the seventh annual stock show and sale here May 2-8. Show was held over one day.

Featured were Colonel Miller, Rod Cameron, Ken Maynard and Jackie Reinhart. Others in the cast were Harvey, Mildred, Yvonne and Carolyn Rex, the Reinhart Family, Shirley Eyron, Gayle Lee, Barbara Turner, Jewell Polin, Gwin Carell, cowboys Curley Rhodes, Cherokee Hammond, Don Byron, Chuck Turner, Billie Lee, Ray Thompson, Jerry Lee, Tad Shaw, Howard Craig, Roy Carrell, Tex Sheppard and clowns Jack Reinhart and Charley Poplin.

Larry Shaw was emcee and Milt Hinkle producer. Robert Zack Mann handled advance.

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

NEW YORK, May 14.—William (Billy) Giroud Jr., 16-year-old son of the late Billy Giroud, former owner of the Victory Shows, Inc., which played Long Island territory, was killed at 3 a.m. Thursday (12) when a car in which he was riding crashed into a tree on Maple Avenue, Flushing, L. I.

Giroud and two employees of the Harold Nevins Shows went for a ride after the carnival, playing at Flushing, had closed for the night. Both of Giroud's companions, Frank Clyde and Arthur Clar, were critically injured, and at last report were still on the danger list.

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

Davenport Winnipeg Opener Sells Out

WINNIPEG, May 14.—Orrin Davenport's Shrine Circus sold out at its opening matinee here Saturday (7) and business thruout the week was excellent. Frank Simmons, org's manager, reported final figures may prove a record.

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

Staff includes Orrin Davenport, director-producer; Harry Haag, equestrian director; Thomas Hanneford, announcer; Joseph Caliguri, musical director; Charles Marine, props; Harry Haag, transportation, and Earl Shipley, producing clown.

Show Contract For Ill. State To B-C Office

SPRINGFIELD, Ill., May 14.—Barnes-Carruthers Theatrical Enterprises, Chicago, will supply the grandstand revue at Illinois State Fair here again this year. The contract, recently awarded, ended a scramble by bookers that had been sparked by a change of the State and fair administration since the '48 annual. The B-C show will be in for five nights of the August 12-21 event.

The Voorhees-Fleckles Fair Booking Association, Chicago, will supply two nights of grandstand entertainment. WLS Attractions, Chicago, again will provide one night grandstand program.

Fireworks to Duffield

Fireworks each night again will be furnished by Thearie-Duffield Fireworks Company, Chicago. Buck Kidd, this city, will stage the motorcycle race card closing day.

Previously, the midway contract was awarded Endy Bros. The only major attraction contract not yet closed is for big car automobile races.

The signing of the fair assures Barnes-Carruthers of its biggest season. In addition to its customary fairs, the Chicago agency, headed by Sam J. Levy, this year will supply the grandstand shows for the Western Canada Class A fair circuit and the new Heart of Illinois Exposition, Peoria, Ill.

Dairy Show Inked

B-C bookings this year embrace a substantial number of fairs new to it besides Peoria and those in the Western Canadian circuit. Most of the new ones are in the Midwest, but a number are in Texas, including Lubbock, Tyler, Pittsburg and Texarkana.

Also new to the B-C books is the fair at Casper, Wyo., which has contracted a revue for the first time.

In addition to its fair bookings, the B-C office also has closed to supply a circus-type show at the first National Dairy Show, Indiana State Fairgrounds, Indianapolis, in October. That program in the Coliseum carries a sizable budget, with such acts as the Wallendas, high wire; the Edmundo Zacchini double cannon act, the Zacchini flying act, and the George Hanneford troupe, riding act, already set.

Also new to the B-C office this year is a circus in Henderson, Ky., in July under auspices of the Rotary Club.

Gooding's Detroit Contract Confirmed

DETROIT, May 14.—Operation of Michigan State Fair this week settled down to friendly co-operation, following appointment last week of James D. Friel as general manager to end a political situation which had stalemated fair operations for two months.

Major developments this week were confirmation of the midway contract held by Gooding Amusement Company, Columbus, O., and the appointment of Lester Schrader, Centerville Fair secretary, to handle all outside concessions. Last year he handled only games and novelties, while eating concessions were handled by Arthur Beers, who this year is in charge of indoor commercial exhibits.

Grab and cookhouses will be limited to 50, Schrader said. Last year 72 were licensed.

Ringling-Cole Ad War in Dayton, O.

DAYTON, O., May 14.—Old-time circus methods went back into action here when Cole Bros.' Circus gave two performances Friday (13) at the fairgrounds.

Tuesday (10) a Ringling-Barnum billposting car came into town and plastered the best available spots with huge "wait" posters. The billing was especially conspicuous inasmuch as Cole had done a minimum of such advertising. Then in both Thursday's and Friday's two local papers there were "wait" ads two columns wide running nearly from top to bottom of pages, outlining the Ringling program.

The Ringling ads were for July 21. A representative of Cole came with the information that his rival had neither secured nor made application for a license, nor had the fair board office been contacted in regard to ground rental.

Dayton has an ordinance which prohibits a second tented exhibition either 10 days before or 10 days after the first one has appeared here.

George Lanning In Fatal Plunge

BATTLE CREEK, Mich., May 14.—George Lanning, of the Sensational Royals, aerialists, who were appearing with the World of Pleasure Shows at Battle Creek this week, was killed instantly Thursday night at 11 p.m. when a trap bar broke and he plunged 90 feet to the ground. Lanning joined World of Pleasure for the local stand Friday (6).

Lanning, who was 31 years old, is survived by his widow, Donna, and sons George, 7 years old, and David, 6 months, and a brother, Maurice, San Francisco. Burial will be at Fairmount, Ind.

Pawling Show Lifts Sheriff Attachment

AMBRIDGE, Pa., May 14.—The John Pawling Circus was successful in lifting a Beaver County sheriff's attachment slapped on the show here Wednesday (11) following an accident in Elwood City, Pa., the preceding day when the dining truck got out of control and crashed into a house, doing damage estimated at \$4,000.

J. P. Tinsley, of Ambridge, reports a member of the show was killed in the crash. Following the show's 5 p.m. release here, it departed for Waynesburg, Pa. George Hanlon and F. L. Anders, legal adjuster, handled the case.

Nat'l Video Plugs Set for King Reid

NEW YORK, May 14.—The King Reid Shows soon will become familiar to a big segment of the nation's television audience by being featured in a recently completed Ford Motor Company commercial film. The film will be used as a commercial on the Ford video shows and will also be made available to Ford distributors and dealers thruout the country for promotional purposes.

Reid's colorfully painted and appropriately sloganed Ford units are pictured in action. J. Walter Thompson Company, Ford ad agency, supervised the filming.

Last season the Reid org was featured on a Saturday Evening Post cover.

Talent Topics

Wilson Storey, nephew and former manager of Alfred Court, whose animal acts were featured for several seasons with the Ringling circus, has opened the Pan-American Booking Agency, specializing on circus and outdoor acts, in Sarasota, Fla. . . . Jack Steck has started his 11th season of kiddies' shows at

Woodside Park, Philadelphia, staging the juvenile shows Sunday afternoons in the park's Sylvan Hall.

The Three B Puppeteers, Bill and Bette Gerard, headlined the Solano District Fair, indoor show, May 6-8 in Dixon, Calif. Gerard also worked the midway as BeBe the Clown. . . . The Stardusters, high act, en route to Boston from California, stopped in Binghamton, N. Y., to visit Riccardo and Gracie Orton, on the O. C. Buck Shows.

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

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



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Midway Mike Says:
Ride men with an eye for his Use our service—it's a whiz.



Old-Time Oprys For Chi Fair

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

Mellers will include Billy, the Kid, East Lynne, and The Midnight Express. Old-time vaude, including Swiss bell ringers and can-can girls, will be featured.

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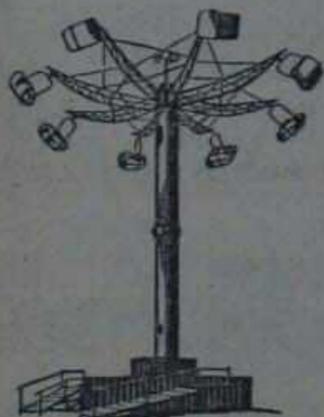
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Murphysboro, Illinois

Close-Ups:

Taking a Gamble Proved Smart Move on Part of Earl Douglas

By Dean Owen

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

“YOU HAVE to get yourself out on a limb in this business once in a while or you haven't got a chance.” That is the philosophy of Earl Douglas, owner of Douglas Greater Shows and president of the Pacific Coast Showmen's Association. On numerous occasions Earl has put himself out on a limb. It was in the mid-'30s that Earl took his big gamble, hitting the road with a handful of rides and concessions. Many times, he admits, the breaks were so bad he almost said, “Come and get it, boys.” But had he not taken the gamble, he might still be managing rides in some amusement park instead of owning his own shows.

Starts Early

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

That phase of his life came to an abrupt end three years later when the first flats of the Sells-Floto Circus were spotted on the siding near his home. Before the org tore down, Earl had a job as a helper in the cook-house.

Glamour Lures Earl

The glamour of traveling with a circus outweighed the hardships. By the time the show hit Pasco, Wash., Earl was a seasoned hand. His circus career lasted only one year, however. For several reasons, he decided circus business was not for him. After trying his hand at a dozen jobs during the next two years, he took over management of the miniature train at Oaks Park, Portland, Ore. He sidetracked this job in favor of working for himself at Columbia Beach in the same city, where he operated a few rides.

So successful was the enterprise that Earl moved over to Jantzen Beach Park, Portland, where he had the concessions for two years.

Faces Tough Spot

The first time Earl deliberately put himself out on a limb was in 1930 when he expanded operations by investing \$10,000 in Playland Park, Seattle. Business, Earl recalls, was bad and got progressively worse. To offset sagging park grosses, he played the Northwest Fair Circuit with concessions. Instead of improving, conditions in the outdoor amusement business became worse. In an effort to attract more people to his park, Earl took another gamble. He purchased a Ferris Wheel.

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

Expands Operations

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

In 1936 what equipment couldn't be carried on two bobtail trucks was shipped in boxcars—a decided contrast to Douglas Greater Shows of 1949 with 38 pieces of rolling stock, 10 shows, 12 rides and 40 concessions.

Aleyon Track Preems

PITMAN, N. J., May 14. — Bill Vail's Aleyon Speedway preemed Friday night (6) with stock car races before a big crowd. Frank Mundy copped the main event. Bob McFarland, formerly with Lee Crosby's Hell Drivers, handled the announcing. A midget meet is skedded for Friday night (20).

Elmer F. Cote opened his No. 1 unit at the Utica, Mich., winter quarters. He plans a second unit soon.



EARL DOUGLAS

Prell Tabs Okay Biz At 2 Virginia Stands

ROANOKE, Va., May 14. — This spot was a red one for Prell's Broadway Shows, and the biggest date since Fayetteville, N. C., Allan A. Travers, general representative, reports. Shows also scored fair biz at Danville, Va. altho three days were lost to rain.

The Danville lot was rebuilt under the supervision of Travers. An estimated 1,000 loads of dirt were used as fill. The project saved the org from getting mired and also attracted considerable attention and publicity which helped build the gate.

Shows' second unit, which had been making South Carolina dates under direction of Abe Prell, rejoined here. Charles Powell is setting Florida and Georgia winter dates. Joe Prell returned to his New York home to be with his wife who is to undergo an operation. Ben Prell returned to his home because of illness. Owner Sam Prell and Allan Travers have been on a booking trip. Patty Finnerty, business manager, reports good biz. Two new searchlights have been purchased.

Deliver Holman Minnie Trains to Kerr, Hamids

NEW YORK, May 14.—Sam and Mary Holman, operators of the Sunshine Manufacturing Company, Tampa, this week delivered miniature Sunshine choo choo train units to Bill Kerr, Philly op, and George and Sam Hamid at White City Park, Worcester, Mass. The Holmans recently delivered a train to Max Gruberg, and a portable metal kiddie boat tank to Merle Beam, of Beam's Attractions.

The Holmans planned to buy several monkeys while here. The simians are trained to ride the engine cabs and so increase the kid interest in the units.

Newburgh, N. Y., Biz OK for Manning Org

NEWBURGH, N. Y., May 14.—The Ross Manning Shows are playing here this week after a fairly satisfactory week at Roselle, N. J., where attendance and biz was okay despite some rain.

Manning reported a gate of 7,000 for the first five nights, in spite of a down-pour early Friday night. Attendance and biz were good, matinee and night Saturday (7), closing day. Shows and concessions topped the rides as revenue producers at Roselle, probably due to chilly nights.

Rides on the midway included a Spitfire, Octopus, Ferris Wheel, Merry-Go-Round, Chairplane and kiddie rides. Shows on the back lot were a Side Show, two Girl Shows, a walk-thru and a Pit Show. Some 30 games and concessions rounded out the midway.

The staff this season consists of Ross Manning, owner-manager; Harry Parker, assistant manager; George Masterman, ride superintendent; Mrs. Gladys Manning, secretary-treasurer; Thomas (Smokey) Roberts, The Billboard sales agent; Jerry Quillette, transportation superintendent; Arthur McBrown, chief electrician; Frankie Lambo, bingo, and Colonel Sykes, advance.

The free act at the Newburgh stand is Bill Attaburg, high-pole thrill act.

Chester Okay for Marks

CHESTER, Pa., May 14.—John H. Marks Shows wound up a week of fair biz here Saturday (7). Inclement weather on two nights nixed what might otherwise have been a big gross. Org showed the same lot used two weeks ago by Penn Premier Shows.

**THE NEW D-140
ELI POWER UNIT**

You get the most for your money in an economical, trouble-free ELI Power Unit. This power unit delivers dependable service year after year with just ordinary care. 25 H.P. Valve-in-Head engine. Heavy duty for long carefree service. Do not delay, buy an ELI Power Unit for complete satisfaction. It is built to furnish that economical operating service which the ride owner requires.



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MERRY-GO-ROUND

Our '49 Merry-Go-Round is the best looking two-abreast, 3-ton machine on the road. Has beautiful jumping horses, 2 chairs. For adults and children. Remember, these rides are brand new from top to bottom. With knock-down ticket box. Selling price \$5,500.

FERRIS WHEEL

Latest model, easy to erect, has 12 seats apiece, three people. Spokes and tires are made of channel iron. Bottom tires lock together so it cannot spread. Pulled by Allis-Chalmers engine. These wheels are brand new from top to bottom. Selling price \$4,500. Terms on Ferris Wheel—\$2,500 down and 25%. Terms on Merry-Go-Round—\$3,500 down and 25%. I am financing the rides myself, I have no company. All rides delivered free up to 1,000 miles.

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FLYING SCOOTER

1948 Portable Flying Scooter Ride. Used one season, perfect condition.
CAPITOL BEACH
728 Stewart Bldg. Lincoln, Nebraska

Out in the Open

Ralph Lown purchased a new and system in Chicago Thursday 2) for his new exhibit, the Reproduction of P. T. Barnum's American Museum. Show is booked by the National Foundation of Amvets. . . .

T. Knight, advertising agent of Bell's Broadway Shows, visited King Bros. Circus, Monday (9) in Beckley, W. Va.

Ben Allen, of Posters, Inc., Philly and Tommy Garbac and Jim Pattone of Langhorne (Pa.) Speedway caught the opening of Bill Hill's Alcyon Speedway, Pitman, N. J., Friday night (6). . . . Gene Shribner, Sioux Falls, S. D., ride had his Miniature Train and Miniature Auto Merry-Go-Round in Hampton, N. D., for the "Bargain Day," sponsored by the Chamber of Commerce.

Pancho Michelo Cavaliero, with Pley's Believe It or Not show at Century of Progress in 1933-'34, working in a hat cleaning establishment in Portland, Me. A former actor, billed as Georgie (Kid) Lee, Cavaliero recently was featured in a play in The Portland Evening Express.

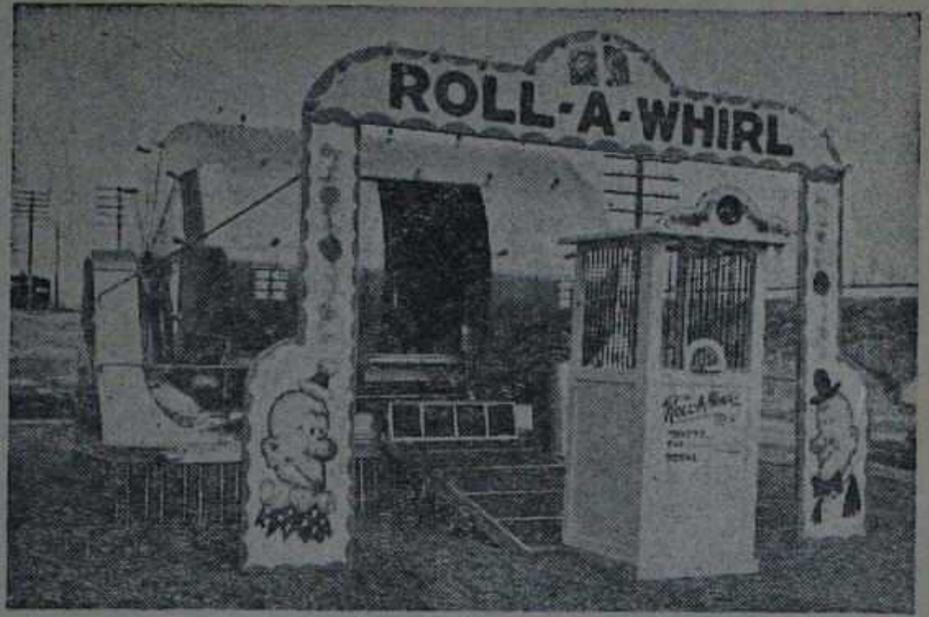
G. L. (Mike) Wright is living the life of Riley at his palatial home in Assembly Park, Delavan, Wis. Mike has been ordered to take a complete rest, so he'll forego his activities at publishers, Business Service in Chicago, leaving John Wulf in charge, and will spend the entire summer trying to trim his golf handicap. . . . Pat and Agnes Purcell spent two weeks at Ned E. Torti's summer home at Lake Delavan, Wis., and then headed for New York Thursday (12) where Pat will build press book and advertising campaign for "Skating Vanities of 1950." en route they stopped at Altoona, Pa., to visit Buddy Paddock, Morris

Lipsky and the Johnny J. Jones Exposition crowd. . . . Bill Powell heading for Brussels, Belgium, after looking over the show at the Cirque Medrano and visiting the Jardin D'Acclimatation (amusement park) and street fairs in Paris, where he was the guest of Mrs. Albert Carre, member of one of Europe's best-known circus families. Powell reports business good.

Cherise LaVerne reports from Boston that Marcel's Male Mannequins have left the Hub City for a tour of summer resorts. Cast includes Bertie Joy, Gerry King, Sharon and Sherry Lane, Billy Kamp, Terresita, Marcelle and Kent Lancaster. . . . Victor Telesco, brother of the Great Telesco, aerialist, recently purchased a new pony ride which he has booked at the new Bay Shore Park, Baltimore.

Mr. and Mrs. Marion Wallick and son, Marion Jr., with their Western and trampoline acts, played Cleveland Friday (6) and Erie, Pa., Saturday and Sunday (7-8). Earlier they played for two weeks in Indianapolis. The Wallicks managed to find time to visit the Cole Bros., Dailey Bros., Dale Bros., Robbins Bros. and Mills Bros.' circuses. While on the Dales lot, they renewed friendships with the Riding Duttons. Marion Wallick Sr. first broke into show business with the Duttons in 1924 at Akron, at which time he was a life guard and the Duttons were playing Summit Beach Park there.

Harry Storin, publication relation exec for Riverside Park, Agawam, Mass., scored with a full page of park pictures on successive weekends in The Springfield (Mass.) Sunday Republican's rotogravure section recently.



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AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

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

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

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

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

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

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

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

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Outstanding for

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Good Quality * Portability
High Class * Earning Power

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FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

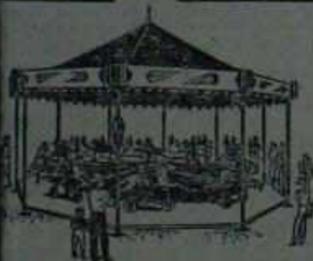
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Double Coupons, Double Prices.

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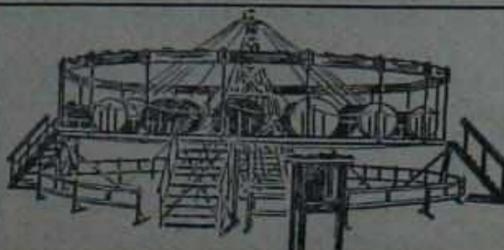
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Register More Protests Against Conflicting Fair, Park Banquets

NEW YORK, May 14.—The hue and cry resulting from scheduling the banquets of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) and the International Association of Fairs and Exhibitions (IAFE) on the same night, Tuesday, November 29, in the Hotel Sherman, Chicago, gained momentum this week. Fair and park execs, along with business heads catering to both segments of alfresco showbiz, expressed disappointment in the conflict of dates, since it will force on many with dual interests the necessity of making a choice.

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

The fairmen turned down Monday night, November 28, according to Earl Benedict, convention manager of the Sherman, because its acceptance would have necessitated guaranteeing the hotel by the preceding Thursday or Friday morning, at the latest, the number of banquet guests expected, so that necessary arrangements could be made for help and supplies.

Late Serving Seen

The planned use of the Louis XVI Room for the IAFE spread may pose special problems since the NAAPPB has inked it for meeting purposes November 29 and they may not vacate until 5:30 or even later. This would mean delaying the serving of the fairmen's dinner at least until 7:30 and so nix the possibility of interested parties looking in on both events.

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

Bligh Dodds, IAFE prexy, who presumably would have to take the lead in making any changes involving action by the board of directors, could not be reached for comment.

Batt Statement

Harry J. Batt, NAAPPB prexy, said he was "surprised" to learn that the IAFE had skedded its doings the same night as the parkmen.

"With the outstanding members of the outdoor show world meeting in Chicago at this time, it is most imperative that we all co-operate with each other to the fullest extent," Batt said. "The parkmen showed this spirit of co-operation several years ago when it became necessary for us to shift our banquet meeting to a Tuesday night to avoid conflict with the showmen's banquet."

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

Monday, November 28, so that we might all attend each other's events.

"I am confident that as soon as they realize the possible effect of the conflict in dates, the fairmen will make a change so that we may all join together in a true spirit of fraternity and harmony."

Co-Operation Asked

Paul Huedepohl, NAAPPB exec secretary, said he felt sure that co-operating IAFE officials could change their date without undue hardship. By so doing, he said, it will be possible for many fairmen to attend the NAAPPB, as they have been doing in previous years.

George A. Hamid, New York talent agency head, and fair and park operator, who has spearheaded the movement to have the IAFE change its dates, termed the conflict "unfair, unjust and unnecessary." He said he understood that 180 buffet dinners were served by the IAFE last year and that with this figure to go on it would involve little risk to guarantee 200 diners at the fairmen's banquet Monday night, November 28. He said if it came to a choice he would attend the parkmen's banquet.

Hughes Protests

Elwood A. Hughes, general manager of the Canadian National Exhibition (CNE), Toronto, said, "It would be very foolish to hold the fairmen's dinner on any day but Monday, since there are many of us who would also like to attend the parkmen's banquet."

James Reynolds, secretary of the Wisconsin State Fair said, "It seems to me that if it is at all possible, the parkmen and the IAFE officials should get together and avoid a conflict in banquet dates. There must be many IAFE representatives who are also interested in amusement park operators. If the two are held on the same evening, I would attend the IAFE banquet."

Sam J. Levy, president, Barnes-Carruthers Theatrical Enterprises, Chicago, expressed the hope that it would be possible for the two groups to avoid conflict, but said that the matter would have to be decided by members of the associations.

Ohio Valley Renewed

For Remington's Cele

REMINGTON, Ind., May 14.—Ohio Valley Shows again have been awarded the midway contract for this city's annual American Legion Post Street Fair July 6-9, Pat Brady, shows' public relations director, said this week.

This year's event will be held on the main street and features will include free attractions, contest awards and dancing. General Manager Bill Harris represented the shows in the negotiations, with Myron J. Meents, general chairman, and his assistant, D. D. Lucturstand, signing the pact for the celebration committee.

Barlow Concessions Set

WASHINGTON, May 14.—Carl H. (Red) Barlow, independent concessionaire, has inked his route for the current season. Spots include the Lowell, Mass., July 4 Celebration, firemen's fairs at Spring Mill, Kimberston and Flourtown, Pa., and fairs at Kutztown, William Grove, York and Allentown, Pa.; Trenton, N. J., and Columbia, S. C. Barlow had several stands with the Johnny J. Jones Exposition, which ended an 11-day stand here Saturday (7).

Salinas Rodeo Offers \$13,800

SALINAS, Calif., May 14.—The 33d annual Salinas Rodeo, June 16-19, offers \$13,800 in prizes this year, in addition to \$4,050 for stock horse classes. Tickets range from \$1.75 to \$3 for adults and \$1 to \$1.25 for kids under 12.

IMCA - Approved Dates Set by Harris

DAVENPORT, Ia., May 14.—Preliminary dates sanctioned by the International Motor Contest Association (IMCA), announced by Frank Harris, secretary, follow:

May 22, Macon, Mo., Auto Racing, Inc.; May 23, Mexico, Mo., National Speedways, Inc.; May 29 (tentative), Austin, Minn., National Speedways, Inc.; May 29, Cedar Rapids, Ia., All-Iowa Fair; May 30 (tentative), Elkhart, Wis., National Speedways, Inc.; May 30, Mason City, Ia., Auto Racing, Inc.; June 5, Austin, Minn., National Speedways, Inc.; June 5, Webster City, Ia., Auto Racing, Inc.; June 9, Oskaloosa, Ia., Auto Racing, Inc.; June 9, Burlington, Ia., Auto Racing, Inc.; June 12, Des Moines, National Speedways, Inc.; June 12, Hibbing, Minn., Auto Racing, Inc.; June 12, Mason, Mo., Auto Racing, Inc.; June 12, Sioux Falls, S. D., Auto Racing, Inc.; June 24-25, Edmonton, Alta., Auto Racing, Inc.; June 26, Algona, Ia., Auto Racing, Inc.; June 28, Saskatoon, Sask., Auto Racing, Inc.; July 1, Regina, Sask., Auto Racing, Inc.; July 1, Topeka, Kan., National Speedways, Inc.; July 1, Lincoln, Neb., National Speedways, Inc.; July 11 (tentative), Des Moines, National Speedways, Inc.; July 18 (tentative), Moose Jaw, Sask., Auto Racing, Inc.; July 20, Lethbridge, Alta., Auto Racing, Inc.; July 23, Calgary, Alta., Auto Racing, Inc.; July 28-29, Branson, Mo., Auto Racing, Inc.; August 7, Aurora, Ill., National Speedways, Inc.

Approved fair dates are: Grand Forks State Fair, July 2, Grand Forks, N. D., Auto Racing, Inc.; North Dakota State Fair, July 30, Grand Forks, N. D., Auto Racing, Inc.; Eastern Illinois Fair, July 31, Danville, Ill., National Speedways, Inc.; Des Moines County Fair, August 1, Burlington, Ia., Auto Racing, Inc.; Howard County Fair, August 8, Cresco, Ia., National Speedways, Inc.; Benton County Fair, August 10, Vinton, Ia., National Speedways, Inc.; Southern Iowa Fair, August 11, Oskaloosa, Auto Racing, Inc.; Mower County Fair, August 12-13, Austin, Minn., National Speedways, Inc.; Audrain County Fair, August 13, Mexico, Mo., National Speedways, Inc.; Cass County Fair, August 14, Springfield, Mo., National Speedways, Inc.; St. Louis County Fair, August 14, Hibbing, Minn., Auto Racing, Inc.; Wisconsin Valley Fair, August 14, Wausau, Wis., National Speedways, Inc.

All-Iowa Fair, August 14 and 15, Cedar Rapids, Ia., All-Iowa Fair; Kossuth County Fair, August 17, Algona, Ia., Auto Racing, Inc.; Lyon County Fair, August 17, Rock Rapids, Ia., National Speedways, Inc.; Steele County Fair, August 17 and 21, Owatonna, Minn., Auto Racing, Inc.; Upper Peninsula State Fair, August 18, Escanaba, Mich., Auto Racing, Inc.; Brown County Fair, August 19, New Ulm, Minn., Auto Racing, Inc.; Mississippi Valley Fair, August 20, Davenport, Ia., Auto Racing, Inc.; Sioux Empire Fair, August 21 and 22, Sioux Falls, S. D., Auto Racing, Inc.; Missouri State Fair, August 21 and 27, Sedalia, Mo., National Speedways, Inc.; and Freeborn County Fair, August 25, Albert Lea, Minn., Auto Racing, Inc.

Wapello County Fair, August 25, Eldon, Ia., Auto Racing, Inc.; Iowa State Fair, September 1, Des Moines, National Speedways, Inc.; North Iowa Fair, September 1 and 2, Mason City, National Speedways, Inc.; Red River Valley Fair, September 2-3, Fargo, N. D., Auto Racing, Inc.; Minnesota State Fair, September 4, St. Paul, Auto Racing, Inc.; Nebraska State Fair, September 4-8-9, Lincoln, National Speedways, Inc.; Northwest Missouri State Fair, September 5, Bethany, National Speedways, Inc.; South Dakota State Fair, September 6, Huron, National Speedways, Inc.; Hamilton County Fair, September 8, Webster City, Ia., Auto Racing, Inc.; Fairbault County Fair, September 11, Blue Earth, Minn., Auto Racing, Inc.; and Kansas Free Fair, September 11-13-14-16, Topeka, Auto Racing, Inc.

Clay County Fair, September 12 and 13, Spencer, Ia., Auto Racing, Inc.; Kansas State Fair, September 18-20-22-23, Hutchinson, Kan., Auto Racing, Inc.; McLeod County Fair, September 18 and 22, Hutchinson, Minn., Auto Racing, Inc.; Tennessee State Fair, September 24, Nashville, National Speedways, Inc.; Oklahoma State Fair (tentative) September 27-28-30, Oklahoma City, Auto Racing, Inc.; Oklahoma Free State Fair, October 2-4-8, Muskogee, Auto Racing, Inc.; Alabama State Fair, October 5-7-8, Birmingham, National Speedways, Inc.; and Louisiana State Fair, October 22, Shreveport, National Speedways, Inc.

Ohio Valley Gets Ark. Fair

CINCINNATI, May 14.—Ohio Valley Shows have been awarded the midway contract for Jackson County Fair, Newport, Ark., it was announced this week by Pat Brady, Ohio Valley publicity director. The fair is scheduled for September 18-23. Bill Harris, general manager of the shows, inked a contract April 29, with Mollie Hinkle signing for the fair board.

Dales' Biz Light

MONONGAHELA, Pa., May 14.—Business was light here for Dale's Circus, org getting a strong matinee but light one at night.

SHOW TENTS
CENTRAL
Canvas Company
NEW ADDRESS 816 E. 12th St.
Kansas City 5, Mo.
HARRY SOMMERVILLE

RAS Line-Up at Memphis

MEMPHIS, May 14.—Royal American Shows' personnel line-up here this week at the Memphis Cotton Carnival, as compiled by the shows' press agent, Herb Pickard, follows:

Staff

Carl J. Sedimayr Sr., owner-manager; C. J. Sedimayr Jr., assistant manager; Walter Deane, secretary; Robert L. Lohmar, general agent; Sam Gordon, concession manager; Bert Brown, concession secretary; Lester Deane, stockman; Fred Burd and Guy Gardner, assistants; Herb Pickard, press agent; A. (Tex) Moneyhan, mailman and The Board; W. D. Bush, chief of police; tax collector; Vera Pollitt; Sue Walters and Helen Lee, front gate

Maintenance Department

R. (Pop) Whitman, superintendent of construction; Levi Zimmermann, chief welder; C. Shelley, welder; Ivan Curven, superintendent of carpenters; Arnold Peabody, chief electrician; S. G. Hicks, C. G. Moody and S. Arbuckle, carpenters; John Reynolds, superintendent of neon; Frank Towers, C. B. Boy, assistants; Carl Synrex, scenic artist; Joseph Richards, painter; Ace Case, superintendent of lighters; J. B. Pierce, Gene Payton, Lester Williams, Richard T. Lane, H. T. Bridges, Edgar

G. Moeler, H. P. Parker, James Jones and Bobby Hicks, labor; Charles Zimmerman, Lloyd M. Frazier and George T. Hill, Diesel electricians; Edward (Pop) Bailey, superintendent of tractors; Stanley Gould, Chester B. Cavanaugh, John H. Comfort, Ralph E. Hannah, Raymond L. Herndon, James Cooke, Theodore Engberg and Jesse Murrey, tractor crew; Tony Williams, S. E. Hulligan, Peter Hamburg, night watchmen.

TRAIN—Sam Smith, trainmaster; Alex Williams, Haskell Jones, David Locks, Wilbert Brooks, Drew Corbin, Angelo J. Hamilton, Al Jones, Frank Norrell, Sam Williams, Robert Walker Jr., Floyd Smith, Leroy Green, Robert Brown, Henry Mickles, James Wellons and Roosevelt Richardson.

DINING CARS—First section—Margaret McGimpsey manager; Lonnie Steadman, chef; Edna Jackson, waitress. Second section—Don McGimpsey, manager and chef; George Stidman, headwaiter; James Bainley and E. J. Spigel, waiters, and Ike Johnson, dishwasher.

PORTERS—Willis Tolliver, head porter; Leroy Taylor, first assistant; Milton Anderson and Bernard Achison. Second section—Robert Brookington, Wilbur Mack Jr., Bennie Pinker, George Chesterfield, Clarence Edwards, Freddie Brown, Willie Sutton, Freddie Pinkney, Leander Pitts, George Brown Jr., Tim Hathaway and Marion Jetter

Shows

Gypsy Rose Lee—Edward Lynch, producer; the Beaucaires, acrobatic dancers; Bill Fracer, comic; Boyd Bennett, singer; Four Reasons (Pancho Di Paolo, piano; Nicky Cutro, saxophone and clarinet; Henry Diaz, trumpet, and Arturo Henriquez, drums); Ruth Vought, Rita McLoughlin, Dorothy Goss, Brandy Bryant, Florence Bailey, Jerry Lanvin, Jean Wunder and Evelyn Ringo, chorus; Joan Keeler, wardrobe; Duke Wilson, talker; Fred Ringo, assistant; Muriel Anderson and Pearl Troup, Gypsy Rose Lee's maids; Tommy Sarabria, Troy Jackson, tickets; Carl Goss, boss canvasman, and Roy Weaver, Jimmy Orchard, Bill Brady, James Thomas, William Scott, Henry Scott, Gus Olsen, Bill Reid, crew.

Dream Show—Gypsy Rose Lee, operator; Julio De Diego, producer; Harry Ryan, talker-lecturer; Dotty Dinky, featured; Margaret Sennett, Polly Banks, Irene Carroll, Grace Mellon, Tina West; Larry Chapman, boss canvasman and ticket seller; Tommy Jigger, assistant.

Harlem in Havana—Leon Claxton, manager; Gwendolyn Claxton, assistant; Eddie Nathan Woodward, Irvin Louis Reason, Frederick Ford Jr., John Julius Gordon, Paul Monday Jr., Thomas Watson, Steve Cooper, George Cooper and Richard Diannard, musicians; William Harvey, musical director. Cast, George Gould, Bunky Redding, Chubby Kemp, Shirley Bates, Willie Perry and Elbert and Rose, featured; Pauline Easley, Verna Mae Smith, Dorothy Daniels, Janet Patterson, Henrietta Bolden and India Burke, chorus; Chick Schloo, talker; Clyde Cannedy, John H. Liberty, Murray Cohen, ticket sellers; Wilbur J. Mobely, cook; Shirley Cohen, candy concessionaire; Jack Johnson, boss canvasman; E. S. Reed, assistant canvasman; Alfred McClay, electrician; Gortrells Miches, props; David Burns, stage manager; James Sandberry, Russ Hammonds and Jessie Moore, labor; Walter Johnson, porter.

Henry Kramer's Hollywood Midgets—Henry Kramer, manager; Paul Dale, Sandrina, Eddy Adams, Kayo Erickson, Ernesto Sobrino, Dolly Kramer, Mary Hart, Lillian Hall, Donna Dempsey and Billy Hagen, cast; Dickie Cooper, talker; Johnny Mercer, tickets and front door; Don Zimmerman, tickets; Frenchy Haley, boss canvasman; Vester Autrey, H. A. Martin and James Harrison, assistants; Walter Pollitt, pianist; Harold Keller, Bill Williams, Jack Finklerstein, Jake Keller, concessions.

Lorow Bros. Side Show—Cortez and Bert Lorow Jr., managers; Percilla, monkey girl; Joan Beach, armless girl; Emmitt, alligator boy; Tabu, rubber girl; Billy Tirko, juggler; Nifels, clay modeler; John Dunning, sword swallower; James Zaharee, rice writer; Mike Ballerino stone-headed man; Kent Kaarliala, magician; Clarence Stross, bird boy; Joe Wheeler, fire act; Blue Ossenbaugh and Jack Foster, lecturers; Paul Wonder, Vluce Ossenbaugh and Ray Keyer, talkers; James Beach, Duke Hedberg, Ray Keyes, George Gregory, tickets.

MotorDrome—W. P. Kemp, manager; Lolita Kemp, secretary; Ethel Darling, Pat Hawk, Shirley DePauw, Jack Faircloth, Marx Deer, Henry Dixon, Robert James, riders; Ann Faircloth, Rex Smith, ticket sellers; Tommie Thomason, talker; Alfred Marquette, Walter Lee Jr., property men.

Monkey Show—Leo and Dotty Carrell, owners-operators; Leo Carrell, talker; Barney Dexter, talker and boss canvasman; Elton Dexter, talker; Russell Allgood and William Kuykendall, tickets; Bibb Kuykendall, Dotty Carrell, Bob Perryman and Dallas, trainers. Wildlife—Leo Carrell, owner; Carl Fontaine, manager; Juanita Fontaine, cashier; Bill Williams, Jake Jones and Lewis O'Neal, animal handlers; Anita Fontaine, cashier.

Glass House—Clover Fogle, manager; Bob Campbell, foreman; Roy Burks, grinder; Robert Barton, inside man. Snake Show—Charles Fogle, manager; Wally Stafford, foreman; Admiral Hobson, inside man; Roy Owen Diamond, grinder. Iron Lung—Mr. and Mrs. Don Greco, operators; Carl Jacobi, talker; Mrs. Jacobi, nurse. Funhouse—H. A. (Hal) Gall, manager; Ernest (Al) Thornton, assistant; Bob King, War Show—Nat D. Rodgers, Betty Rodgers, owners; Herman Sutriner, Walter Katilla, Jerry Akers.

Rides

Scooter—Tom Des, foreman; Lorne Langton, Charles Miller and John B. Calhoun, Marie M. Feathers, ticket seller. Fly-o-Plane—Edward Avery, foreman; Robert Shipp, Emile Bougre and L. M. Johnson; Wilda Van Curven, ticket seller. Heyday—John P. Flover, foreman; Ted Centers, Frank Kocafnk, Gary Mitchell and Eddie Freedman; Pauline Murray, ticket seller. Caterpillar—Jack Stutes, foreman; Emma Broiles, ticket seller; Jimmie Rosell, Roy L. Debnar, Frank Grayson. Rollplane—J. H. Kolaszinski, foreman; Dene Harrison, ticket seller; Allyn B. Baker,

Luther T. Moore and Walter C. Brady, Looper—Charles E. Larkin, foreman; L. A. Austin and James W. Oshman; Ruby Hall, ticket seller. Hi-Ball—Wenzel Keller, foreman; Office Cash, second man, and Gertrude Huber, ticket seller. Pretzel—H. Mel Hickman, foreman; Erin Q. McMurray, second man; Bill L. Sears, ticket seller.

Little Chief Fire Engine—Mr. and Mrs. Jack Shelley, owners; Richard Fontaine, driver; Kay Wall, Little Dipper—Frank Stubblefield, Herbert Light and Helen Harmon. Kiddie Auto—Charles Cohen, manager; Ed Whiddon, assistant; Mrs. Ivy Henriquez, ticket seller.

Other ride crews—1, Jack Stutes, foreman; Warren Wright, second man; Harold Burton, Henry Jungwirth; Edna Williams, tickets. 2, Archie Feathers, foreman; Frank Leom and Ralph Lemon; Vera Larkin, tickets. 3, Harold Brookes, foreman; Ralph Cuesta, second man; Leonard Davis, W. H. (Blinky) Carlisle, Harvey Sclat, Jimmy Forbus, Ralph O'Kelly, Sam Hardesty; Marge Glover, tickets.

Concessions

Custard, Mr. and Mrs. Charles McDougall, owners; Mr. and Mrs. Wayne Martin, Mrs. Lester De May, Lovia Lee Brown, Oscar Stuart Grab stands; 1—W. Oren, manager; Lulu Oren, cashier; Ted Koleles, Stewart A. Bresun, Henry Lee, James Lee Farbesa, Herman Rhodes, Jimmy Catron, R. P. Yenn, Jack Richmond; 2—Neil Tate, manager; Roscoe Richey, Paul Kearns and George Gollum; ice cream sticks, Mr. and Mrs. John L. Johnson and daughter, Alice, owners; Bernard Blount, Red Fergoni, Frank Harwell, Mrs. Virginia Rickey, Mrs. Maude Varner and Mrs. Ruby Mercer; cotton candy, Sam Delaney, Mary Delaney, Ed Rohdel, Tex McFowan.

Lunch stand—Avery Christy, manager; Betty Christy, John Walker, Steve Hicks, Robert Virtue, Lee Birge, Jim Donnelly, Charley Lambert, Bill Geiger and Eddy Douglas; French fries, Mr. and Mrs. Swan; beanie hats, John Callura; mono hats, Nell King, Gene Wells and Jewel Wells; custard, Charley Golding, George Goff, Blanche Goff, George Plumber, Betty Condy; pronto pups, Dan Weisman, Sam Weisman, Douglas McElhaney.

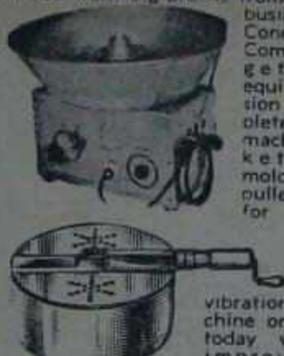
Western photos, C. T. and Amelia Buchanan, Jerry Williams and Milan Anderson; photos, Harry Hart and Tel Kilpatrick; fruit stand, Jack and Peggy Finkelstein; Crispuds, Hazel Mangera and Mr. and Mrs. Vern D. Dickerson; Bush & Laube Concessions, Inc., Chan Laube manager, assisted by Bill Murphy, with Burt Nordine, Martin Fitzpatrick, Butch Tilly, Alonzo Shallow, Joe Gelb, Alec Mocko and Lester Stansbery; Delaney's snow balls, Ralph Hartman and Walter Dart; Delaney's floss, Charles Downey, Bobby Reed and Eddie Greer. Popcorn and candy apples (three units), Billie Cooper, manager; Bobby Wilson, assistant manager; Mr. and Mrs. David Weaver, Mr. and Mrs. Charles Ramsey and Mrs. Merriam Fulton, and cookhouse, Mr. and Mrs. Joe Pontico and daughter, Louise, and Red Fergona, Frank Harwell and Bob Burck.

Bowling alley, Paul Kleider, Julius Turovh, Earl Maddox, George Kleider and Ray Belew; cigarette gallery, Pietro Decare; Toywhizz, Issy Brodsky; blower, P. L. Cooper, Eddie Walters, William Tara and F. O. Hovey; ball game, Louise Warren, Joe Phillips, Ann Tara, Archy Gilbert and Harold Harmon; fishpond, Joy Brown and Carl S. Johnson; ball game, Eve-

(See RAS LINE-UP on page 57)

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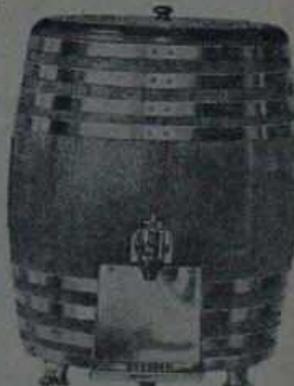
IN THREE SIZES 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever; off—10 to 15 drinks per minute—Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

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SAVE TIME
SAVE MONEY
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3000 BINGO

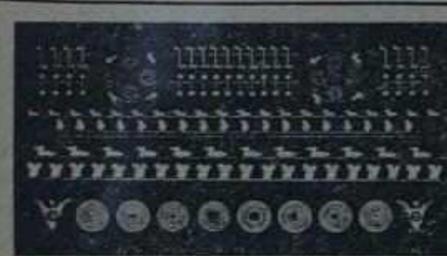
No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 25 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 302; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, # 3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/4 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides \$30.00
Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, Size 4-5, M 1.50
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads, M 1.75
Adv. Display Posters, size 24x36, Each, .10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
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Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Adams: Perryton, Tex.
- All American: Russellville, Ark.
- Alleghany Expo.: Parsons, W. Va.
- Allen-Smith: Kingston, N. Y.
- American Beauty: Brookfield, Mo.; Keokuk, Ia., 23-28.
- American Funland: Snyder, Tex.
- American Midway: Hillsboro, Tex.
- American Expo.: Washington, Pa.
- American Eagle: Cartersville, Ill.
- A. M. P. No. 2: Summersville, W. Va.; Weston 23-28.
- Avery's Modern: Drayton Plains, Mich.; Pen- ton 23-28.
- Ayres & Davies: Genoa, Ill.
- Badger State: Red Wing, Minn.; West St. Paul 23-28.
- Baker United: Columbia City, Ind.
- B. & C.: Oswego, N. Y.
- Bain's Attr.: Boxwell, Pa.
- Becht, Lee: Norwood, O., 16-21.
- Bee's Old Reliable: Danville, Ky.
- Benson, Tex.: Pierce City, Mo.
- Belle City: (South 6th & West Oklahoma), Milwaukee, Ill. 19.
- Bernard & Barry: Oshawa, Ont.; Sudbury 23-28.
- B. & H.: Westminster, S. C.
- Big Four Amusements: Chateworth, Ill.
- Big State Am.: McCamey, Tex.
- Blue Grass: Tell City, Ind.
- Bolin, Carl & Sons: Augusta, Kan.
- Boone Valley: Boone, Ia.; Okaloosa 23-28.
- Borderland: Gatesville, Tex.
- Buck, O. C.: Foughtkeeper, N. Y.
- Bullock Am.: West Jefferson, N. C.
- Burdick Greater: Comanche, Tex.
- Burkhardt: Oglesby, Ill.
- Burke, Harry: Amite, La.
- B. & V.: Wilkes-Barre, Pa.
- California: Chico, Calif., 18-21.
- Capell Bros.: Pawhuska, Okla.
- Capital City: Hillsboro, O.; Wilmington 23-28.
- Carr, Lawrence: Danielson, Conn.; Manfield, Mass., 23-28.
- Cassey, E. J.: Fort Garry, Man., 18-21; East Kildonan, N. S., 23-28.
- Cavalade of Am.: Evansville, Ind.; Aurora, Ill., 23-28.
- C. & B. Am.: Joiner, Ark.
- Central State: Hays, Kan.; Concordia 23-28.
- Cetlin & Wilson: (Yellow Jacket Park) Phila- delphia.
- Chenas, Jimmie: St. Marys, O.
- Coleman Bros.: New London, Conn.
- Collins, Wm. T.: Redwood Falls, Minn.; Water- town, S. D., 23-28.
- Columbia: Rumford, Me.; Waterville 23-28.
- Community Fair: El Monte, Calif., 18-21; San Pedro 25-29.
- Continental: Whitesboro, N. Y.
- Crafts Expo.: Sacramento, Calif., 19-29.
- Crescent Am. Co.: Seminole, Okla.; Sapulpa 23-28.
- Crescent: Victoria, B. C.; Kamloops 26-28.
- Crystal: Brunswick, N. C.
- Curl, W. S.: Newcomerstown, O.
- Del-Mar: Darlington, Pa.
- De Luxe: Southington, Conn.; Rockville 23-28.
- Denton, Johnny J.: Pikeville, Ky.; Bristol, Va., 23-28.
- Dick's Greater: Rochester, Pa.
- Dobson's United: Lake City, Minn.
- Dobson's Imperial: Terre Haute, Ind.; Dan- ville, Ill., 23-28.
- Douglas Greater: Myrtle Point, Ore.
- Down River Am.: River Rouge, Mich.
- Drago Am.: Peru, Ind.
- Drew, James H.: Sophia, W. Va.
- Dumont: St. Clair, Pa.
- Dyers Greater: Jonesboro, Ark.; Cape Girar- deau, Mo., 23-28.
- Eastern Am.: Pittsfield, Me.
- Eddie's American: Scottsdale, Pa.; Browns- ville 22-28.
- Endy Bros.: Anniston, Ala.; Goddard 23-28.
- Evans United: California, Mo.
- Ferris, Carl D.: Meadville, Pa.
- Fidler's United: Dixon, Ill.; Belviders 23-28.
- Fleming, Mad Cody: Marietta, Ga.
- Florida Am. Co.: Austin, Ind.
- Francis, John: Taylorville, Ill.
- Franklin/Don: West, Tex.; Mineral Wells 23-28.
- Frear's United: North Kansas City, Mo.
- Garden State: Stratton, Pa.
- Gayley: Hornell, N. Y.; Rochester 23-28.
- Gen City: Blytheville, Ark.
- Genisch, J. A.: Batesville, Miss.
- Georgia Am.: Cunningham, Ga.
- Gold Crown Expo.: Vass, N. C.
- Golden Gate: Cave City, Ky.
- Golden Rule: Malaga, N. J.; Williamstown 23-28.
- Gooding: Athens, O.
- Gooding Am.: Weston, W. Va.
- Gooding Greater: Ashland, Ky.
- Gooding Park Attr.: Niles, O.
- Graceland Greater: Sullivan, Ill.; Kincaid 23- 28.
- Gra-Loy: Auburn, Ind.; Angola 23-28.
- Grand American: Newton, Ia.; Marshalltown 23-28.
- Grand Union: Stillwater, Okla.
- Granite State: Auburn, Me.
- Grant's Rides & Am.: East Brady, Pa.
- Great Plains: Oakley, Kan.
- Great Sutton: Macomb, Ill.
- Greater Rainbow: Hastings, Neb.; Franklin 23-28.
- Groves Greater: Jennings, La.
- Gulf Coast: Mexico, Mo.
- Hale's Shows of Tomorrow: Milan, Mo.
- Herrnum, Morris: Emmaus, Pa.; Hamburg 23- 28.
- Happy Attr.: Weirton, W. Va.; Alliance, O., 23-28.
- Happy Holiday: Cleveland, O.; Struthers 23-28.
- Happyland: Monroe, Mich.
- Harry's Greater: Lenoir City, Tenn.
- Hartsock Bros.: Beaver, Mo.
- Hawkeys State: Melcher, Ia.
- Heart of Texas: Midland, Tex.
- Hennies Bros.: Hammond, Ind.; Toledo 23-28.
- Henson, J. L.: Corning, Ark.; Campbell, Mo., 23-28.
- Heth, L. J.: Bowling Green, Ky.
- Hiawatha: Plainville, Mich.; Freemont 23-28.
- Hill's Greater: Pueblo, Colo.
- Home State: Anamosa, Ia.; Cedar Rapids 23-28.
- Imperial: Urbana, Ill.
- Imperial Expo.: San Jose, Calif.
- Inland: Ava, Mo.
- International: Pratt, Kan.
- Jack's Greater: Henderson, N. C.
- J. & B.: Bowling Green, Va.
- Johnny's United: Gallatin, Tenn.
- Jolly Time: Danville, Pa.; Olyphant 23-28.
- Jones Greater: Madison, W. Va.
- Jones, Johnny J.: Johnstown, Pa.; Bradford 23-28.
- Kaus, Joe: Warsaw, N. C.
- Kaus, W. C.: Morgantown, W. Va.
- Kirkwood, Joseph J.: Athens, Pa.
- Kille, Floyd O.: Clinton, La.; Morgans 23-28.
- Klein Am.: Howard, S. D., 24-25.
- LaCrosse: White River Junction, Vt.; Mont- pelier 23-28.
- Lamb, L. B.: Effingham, Ill.
- Lane, Sammy: Huntsville, Mo.; Paris 23-28.
- Lankford's Overland: Lumber City, Ga.
- Lee United: Yale, Mich.
- Lee Am.: Talladega, Ala.
- Leve Star: Lima, O.
- Leve Star Am.: Clovis, N. M.; Hereford, Tex., 23-28.
- Magic Empire: Edilvan, Ind.
- Manning, Rosa: Peekskill, N. Y.
- Marion Greater: Gaffney, S. C.; Greer 23-28.
- Marke, John H.: Lebanon, Pa.
- Maryland: Lawton, Mich.; Mendon 23-28.
- McKee, John: Benton, Ill.
- Meeker: Kennewick, Wash.; Pendleton, Ore., 23-28.
- Merrim's Midway: Iowa Falls, Ia.; Jefferson 24-28.
- Merry Midway: Sharon, Tenn.
- Midway Expo.: Longmont, Colo.
- Midway of Mirth: Hermann, Mo.
- Mid West: Halex, Idaho.
- Midwestern Expo.: Coffeyville, Kan.; Colum- bus 23-28.
- Mighty Hoosier State: Kokomo, Ind.
- Model: Trenton, Ont.
- Model: Quincy, Ill.
- Moore's Modern: Kingfisher, Okla.
- Motor State: Williamston, Mich.
- Mount City No. 1: Mountain View, Mo.; Hous- ton 23-28.
- Myers & Willis: Macon, Ga.
- Nelson, George W.: Mount Ayr, Ia.
- Nesler's: Carlinville, Ill.; Gillespie 23-28.
- Ohio Valley: Mansfield, O.
- Northwestern Am.: Maumee, O.; McClure 23-28.
- Omni's Palace: Ashone, Kan.
- Page Bros.: Marion, Ky.
- Palmetto Expo.: Lyman, S. C.
- Parade: Rich Hill, Mo.
- Park Attr.: Wilmar, Ark.
- Peck's Am.: Knightstown, Ind.
- Pearlman Celebration Am.: Pearisburg, Va.; Boncouverie 23-28.
- Penn Premier: Mt. Holly, N. J.
- Peppers All-State: Tarwell, Va.
- Pike Am.: Enid, Okla.; Liberal, Kan., 23-28.
- Pioneer: Monticemery, Pa.; Jersey Shore 23-28.
- Playland: Alma, Mich.
- Playtime Am.: E. Providence, R. I.
- Playtime Am. No. 2: Brockton, Mass.
- Powelson Greater: Gallon, O.; Mt. Vernon 23-28.
- Prell's: Beckley, W. Va.; Clarksburg 23-28.
- Queen City: Whitesburg, Ky.
- Rafferty, Jos. M.: Havelock, N. C.; Clinton 23-28.
- Rainbow: Alexandria, Tenn.
- Redwood Empire: North Sacramento, Calif.; Marysville 24-28.
- Reid, King: Mechanicville, N. Y.
- Rhodes, Dusty: Midway: Wautoma, Wis.; Schofield 24-28.
- Robinson's Greater: Cedar Falls, Ia.
- Rockwell, Mike: Winfield, Kan.
- Rogers Bros.: Pergus Falls, Minn., 19-21; Elbow Lake 27-31.
- Rogers Greater: Bicknell, Ind.; Attica 23-28.
- Rose City: Buffalo, Tex.; Mexia 23-28.
- Rosen, H. B.: Barbourville, Ky.
- Royal American: (Grand & LaCade Ave.) St. Louis 18-28.
- Royal Crown: Cambridge, O.
- Royal Expo.: Loudon, Tenn.
- Schaffer's Just for Fun: Carthage, Tex.
- Shen Bros.: Prestonsburg, Ky.
- Shurtle's: Waverly, Ia.; Glenville, Minn., 23-28.
- Shurand Empire: Price, Utah.
- Silver Slipper: Celina, Tenn.
- Smith Am.: McLean, Tex.
- Smith, Geo. Clyde: Scarp Level, Pa.
- Smith's Funland: Woodfield, O.
- Snappy Greater: Independence, Mo.
- Southern Valley: Benton, Ark.
- Sparks, J. A.: Wheelwright, Ky.
- Strader, M. A.: Ness City, Kan.
- Standard: Thermopola, Wyo., 19-22.
- Star Am.: Cherry Valley, Ark.; Carlisle 23-28.
- Stebler Greater: Honaker, Va.
- Stephens, C. A.: Clintwood, Va.
- Strates, James E.: Springfield, Mass.
- Stumba, Fred R.: Stillwell, Okla.
- Sunset Am.: Atchison, Kan.; Shenandoah 23- 28.
- Tarsell, Barney: Columbia, Va.; Mt. Rainier, Md., 23-28.
- Tatham Bros.: Mason City, Ill.
- 20th Century: Grand Island, Neb.
- Tidwell, T. J.: Tucumcari, N. M.
- Tinsley, Johnny T.: Atlanta.
- Tivoli Expo.: Lincoln, Ill.
- Turner Bros.: Joliet, Ill.
- United Expo.: Levensand, Tex.
- United Liberty: Ottawa, Ill.; La Salle 23-28.
- United States: Logan, W. Va.
- Utah Expo.: Ephraim, Utah.
- Victory Expo.: Berger, Tex.
- Virginia Greater: Hammonston, N. J.
- Vivona Bros.: Garwood, N. J.
- Vogt Southern Am.: Baird, Tex.
- Wade, W. O.: Kalamazoo, Mich.; Richmond, Ind., 23-28.
- Wallace Bros.: Anna, Ill.
- Wallace, I. K.: Amelia, Va.
- Wallace & Murray: Middleport, O.
- Ward, John B.: Biloxi, Miss.
- Waver, L. O.: Newton, Ia.; Marshalltown 23-28.
- Whalen & Riley: Moline, Kan.
- White, Art: New Brighton, Pa.
- White's Rides: Dayton, Tenn.
- Wilson Greater: Holbrook, Ariz., 16-18.
- Wilson's Famous: Galesburg, Ill.; Canton 23-28.
- Wolf Greater: Winona, Minn.; Oelwein, Ia., 23-28.
- Wolfe Amusements: Franklin, W. Va.; More- field 23-28.
- World of Mirth: Chester, Pa.
- World of Pleasure: Lansing, Mich.; Muskegon 25-June 4.
- World of Today: Topeka, Kan.
- Young's Am.: Cordova, Ill., 18-21.

Circus Routes

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- Beatty, Clyde: Fresno, Calif., 17; Visalia 18; Bakersfield 19; Tulare 20; Merced 21; Stock- ton 22.
- Beers-Barnes: Gibson City, Ill., 17; Farm- City 18; Leroy 19.
- Biller Bros.: Olean, N. Y., 17; Hornell 18; Elmira 19; Ithaca 20; Oneonta 21.
- Clyde Bros.: Pratt, Kan., 18-19; Hutchinson 20-22.
- Cole Bros.: Newark, O., 17; Marion 18; TIG- 19; Mansfield 20; Akron 21.
- Dales: Shamokin, Pa., 18; Mount Carmel 19; Shenandoah 20; Mahanoy City 21; Pott- ville 22.
- Davenport, Orrin: Calgary, Alta., 16-21; Ed- monton 22-28.
- Gran Circo Americano: Aguadilla, P. R., 18-21; Arecibo 21-30.
- Hamid-Morton: Montreal 21-28.
- Hunt Bros.: Union, N. J., 18; Scotch Plains 19; Morristown 20; Dover 21.
- Kelly, Al G., & Miller Bros.: Shamrock, Tex., 17; Pampa 18; Berger 19; Perryton 20; Canadian 21.
- Kelly & Morris: Chenoa, Ill., 18; Minnet 19; Wyoming 20; Kewanee 21; Monmouth 22; Abington 23; Dallas City 24; La Harpe 25; Warza 26; Macomb 27.
- King Bros.: Piqua, O., 17; Portland, Ind., 18; Bluffton 19; Peru 20; Michigan City 21; Joliet, Ill., 22; La Salle 23.
- Lisgar, Roy: Auburn, Neb., 18; Nebraska City 19-20; St. Joe, Mo., 22-23; Chillicothe 23-28; Marcelline 27.
- Mills Bros.: Bowling Green, O., 17; Adrian, Mich., 18; Jackson 19; Coldwater 20; Auburn, Ind., 21; South Whitley 22; Huntington 23; Kokomo 25.
- Pawling Great London: Connelville, Pa., 18; Somerset 19; Jeanette 19; Blairsville 20; Ed- dian 21; Kittanning 22.
- Polack Bros. (Western): (Auditorium) St. Francis 19-29.
- Polack Bros. (Eastern): (Bear Club stadium) Wash. Tex., 16-21; (City Auditorium) Gal- veston 23-25; (York Park) Victoria 27-28.
- Ringling Bros. and Barnum & Bailey: Wash- ington 17-21; Philadelphia 23-28.
- Rogers Bros.: Williamston, N. C., 16; Grand- ville 17; Warsaw 18; Tardora 19; Rocky Mount 20; Raleigh 21.
- Roy's One Ring: Clay Centre, O., 17; Genoa 18; Woodville 19; Helena 20; Lusk 21; Pemberville 22-23.
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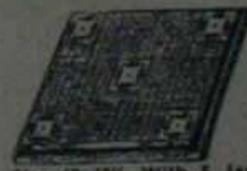
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3-24; Darbydale 25; Galloway 25; Hilliards
7-28.

J. J. Jones Exposition Personnel

WASHINGTON, May 14.—Personnel of the J. J. Jones Exposition, as it stacked up for its 11-day engagement here ended May 7, was as follows:

Staff: Morris Lipsky, general manager; Harold (Buddy) Paddock, business manager; Ralph G. Lockett, secretary; Mike Thomas, assistant secretary; Mrs. Marjorie Lockett, concession secretary; Leonard Traube Associates, exploitation; Jay Leipzig, press agent; L. (Peany) Hoffman, special representative; Louis Rosenberg, advertising agent; Bert Miner, general superintendent; John Beem, purchasing agent; Lee Faulkner, trainmaster; Leo Hout, chief electrician; Dr. S. T. Uring, medical director and official announcer; Howard Loughner, baggage master, and Joe Pearl, mailman, and The Billboard sales agent.

Hama, foreman; Dillard Scalf, Kenneth Peck Girl Show canvassmen: Michael Prenchak, boss; Adam Frankowsky, J. M. Jones, Thomas Bennett; Jean Porter, wardrobe. Minstrel Show canvassmen: Frank Jones, boss; Nesbie Pitch, Leon James Mason, Willie Sanford, James O. Procter; Harry Langford, talker.

Tickets: Alma Miner, Hazel Beem, Jeanne Williams, James Bebbie, Diana Butt, Dorothy Coleman, Kileen Fern, Ann Gross, Margaret Howard, Harriot Langford, Amanda Lockard, Gene Williams, Margaret Johnson. Diesel: Andrew Kranick. Electrical: Leon Hunt, chief; Myles Tierman, W. H. Howard, assistants. Paint: Frederick Lyle, Charles Shaw. Shop: George Prather, Eugene Sutherland.

Cookhouse: George Reinhardt, owner; Jim Brady, Jim Bailey, Eugene Jones, cooks; Mel Brown, Bob Bartles, countermen; Fred Dunbar, Willard Adams, bus boys; Jack Mitchell, Jim Mannings, David Clark, dishwashers and yardmen; grabstands: Cal Davis, Joe Dionne, N. N. Hill, J. D. Davidson, griddlemen; Harlan Bell, Joe McDonald, Tom Mezen, Joe Barbetta, countermen; Heavy James, stockman; Mrs. George Reinhardt, assistant manager and cashier.

Train: Lee Faulkner, trainmaster; Simon Hight, pusher; Edward Bishop, Earl Coleman, Crawford Dunson, Milo C. Jones, Wilbert O'Bannon, Hugh Lamar Jackson, Willie McClain; Fred Turner and Glen Raybon, porters. Tractors: J. Edward Jennings, Paul Cole. Watchman, Ray McDannald.

Misc. Routes

Send to 160 Patterson St., Cincinnati 22, O.

eri-Congo Animal Expedition: Dallas, Ga., 1-19; Jasper 20-21; Dawsonville 22-24; Mahoninga 25-26; Cleveland 27-28. Equis-Karzon Show: (Sumpter) Sumpter, C., 17; (State) Winston-Salem, N. C., 18; (Garden) Charleston, S. C., 20-21; (Lyric) Richmond, Va., 23-24. Der, Irvin C., Brown-Skin Models: (Lincoln Theater) Laurel, Miss., 18; (Gem) New Orleans 19; Temple, Baton Rouge, 20; Alexandria May 21; (Star) Shreveport 24; (Rite) Monroe 25; (Palace) Vicksburg, Miss., 26; American Animal Exhibit: Piedmont, Ala., 26-27; Boat 18-19; Fort Payne 20-22. Skett's State Show: Dimmitt, Tex., 19-18; Tulsa 19-21.

AS LINE-UP

(Continued from page 55)
Clain, Zaida Hercha and Mary Singleton; Hazel Maddox, Shorty Jones and Evelyn Under; glass pitch, Al Cohn, Rose Stevens, by Norwood.
ad gallery—Jesse Norwood, William Ramand Johnnie Kennedy; pan game, Al Ross, George E. Miller, Jimmy Harrison; over Ed Hunter, with W. L. Delaney and Will Miller; Sambo-Rambo, James Moeller, S. E. Snyder and Eddie Fitzsimmons, cats; knife rack, Martin Rose, Robert B. Regel; English billiards, George Ritch, hard punch, Marvin Prystanski; pin store, ea George, Meyer Vohcn, Joe Weslowski, Masepa.
s cats, Tommy Eaddell and Ruth and El Winter; mouse game, W. M. Clain, George ma, R. P. Jones and Emory Ball; cork la, Mr and Mrs. Whity Hincley, Andy in and William P. Davenport; ham and on, Sam Aldrich, Roy Ketchum, Jim Hicks, H. Kirod, Tony Burke; ball game, Kay red, Martha Sulrain, Juanita Punch, Josee Geiger, Juanita Moore; shooting gallery, Goodman, Ed Wilson, Charles Rinehart; stand, Harry Julius, Paul Bejeron, H. J. th, Colby Clanton.
ar hoop-la, Francis Rue, Brooksie Wilson, imie Gough, Rose Hunter; fishpond, Joy en, Carl Johnson; blower, Fred Howey, Walters, Freddie Cooper, Whitty Tara; on game, Hazel Maddox, Arthur Jobs, ur Smith, ball game, Evelyn Clain, Mary ur, Zaida Hercha; mitt camp, Frances mer, Mary Lange, Evelyn Kleider, Ruth ters, Arlene Cooper, Jean Davis; cigarette n, Slim Sowerby, Vera Hancock, D. R. elson, William Selby; Derby Racer (Bob ter's), Matt Herman, Joe Bregenzner, Max effer, Henry Herman; short range gallery, ears; glass pitch and horse wheel, Al R. n, Rudy Blow, Rose Stevens.

de Foreman Hurt

CHESTER, Pa., May 14.—Colum- Young Jr., operator of a Whip a carnival showing at nearby iner, Pa., was injured Thursday night when one of the cars was led off its track. The car, con- ing two women, broke its cable struck Young and a bystander. four were taken to the Chester pital suffering from cuts and rib rics.

Portland Rodeo Offers 11G

PORTLAND, Ore., May 14.—Al der Shrine Temple, sponsors, are ring \$11,375 in prizes in the rodeo ning here today, and continuing a Sunday (22), at the Pacific ernational Livestock Exposition unds. Thirteen performances are eduled.

Delicious WA-FUL DOGS

The Taste Sensation of the Nation Aristocrat of HOT DOGS Greaseless—Juicy. Cooked in a jiffy. Territorial Franchise Now Available to Qualified Individuals. Tremendous Consumer Acceptance. Your Opportunity To Establish a Profitable Business. Write Muller-Chester & Co. 13 S. Olive St. Los Angeles 7, Calif.

Funhouse: H. Anderson, manager; Allen Gilbert's "New York Follies"; Bill Cohen, manager; Anita Marie, featured; Tanglefoot and Claude Mathis, comedians; Patty Forrest, dancer; Al Golden, emcee; Claudene Kaye, dancer; Richard Phillips, singer; Red Cogburn, Hammond organist; Dan Pina, drums; Delilah Dean, specialty; Jean Bork, Harriet Clay, Helen Laurie, Aviva Bertman, Emma Viola Jones, Mary Ann Fone and Mary Williams, chorus. Glass House: Fred LaGrand, owner; Jerry Pone, manager.

Minstrel: Jerry Jackson, owner-manager. Rosa Lee La French, chorus directress; Edward (Caldonia) Trew and Bertie Gaines, comedians; Willie Lee Patton, blues singer; Willie D. Charleston and Door Key Singleton, comics; Marion J. Jones, dramatic and wardrobe; John Jarrett, drums; Theron Galnes, trombone; Edward (Jojo) Cox, Ivey Wilson and Herman Jones, saxes; Teddy Washington and Ernest Andrew, trumpets; Bernard Hardison, piano; Harry Langford, talker; Viola Armstrong, Geraldine Jackson, Alice Majors, Josephine Dowell, Florine McNeil, Millie E. Harris, Laura G. Allen, Juliet Carna, Lorraine Gregory ad Peaches Slayden.

Motordrome: Sammy Lowry, manager and rider; Grace Lowry, talker; Patsy Williams and Joe Lowrey, riders; Quilla Wilson and George Anderson, tickets; Eddie Nelson, pit man. Side Show: Dick Best, owner-manager; Irene Best, treasurer; Grace McDaniels, mule-faced woman; Hoyt Shumaker, armless wonder; Larry O'Dell, rubber man; Bill Yackelt, whip act; Romaine Saunders, strong girl; May Shuman, magic; Bertha Bert, annex; Jimmie Simms, bag puncher; Bill Catlip and Cecile Hannifan, talkers; Colonel Casper, bally; Elmer McDaniels and Lester Davis, tickets. Snake Show: Dick Best, owner; Fred Saunders, front; Al Majoe, inside.

Unborn: Duke Jeannette, owner-manager; Ted Keller, assistant. Wild Life: R. A. McCarthy, manager. Desira (posing); Bonnie Lee and Bert Berry, owner-managers; Patty O'Brien, Miriam Krniak and Eileen Fern, models; Ted Halsey, tickets; Al Halsey, canvas.

Concessionaires: Nat Tash, novelties, guess-your-age, scales and candy; Carl Barlow, doll wheel, over 12, rotaries, six cats and pan games; Joe Johnson, basketball and ball game; Kaplan, pitch-th-you-win and blower; Delano, two chocolate dips; Johnny J. Jones Jr., custard; Frances Scott, derby; King, long range; Bloom, glass pitch; Reilly, French fries; Iva Morris, candy apples; Chester Taylor, mouse game; Gallichio, six cats; Clark, balloon darts; Cassidy, two glass pitches; Sandler, jewelry; bingo, H. W. Jones, owner; Mrs. Hody Jones, popcorn; Braunstein, fishpond; Paul Long, rotary diggers; Hooper, fishpond; Josephine Haywood, pea pool; Mrs. Bootle Paddock, palmistry; Goodrich, ball game; Grant, hoop-la; Lucille Lamkin, candy floss; Downing, dart game; J. P. Jones, dart game; Mitchell, balloon game; Annielo, doll wheel; Kazin, bucket pitch; Harry Ross, five concessions; Penny Arcade, Mrs. Bertha (Gyp) McDaniels, owner; Walter L. Mossy, mechanic; Harry Goux, Leon Benilton.

Rocky Road to Dublin: Mrs. Bertha (Gyp) McDaniels, owner; Charles H. Johnson, foreman; Rene Benilton, Earl Mackay, James Anderson, Baby rides; Patrick Madore, foreman; Donald and Benjamin Bebbie, Caterpillar; Frank Savage, foreman; William Inge, G. R. Watts, Fly-o-Plane; Phillip Permoile, foreman; Ira Wine, Paul Harles, Looper; Joseph Coleman, James Palmer, Merry-Go-Round; Fred LeGrand, foreman; George Wooten, Jane McDanniel, James Hair, Octopus; James Johnson, foreman; Elton Moon, Willie Martin, Rocket; Henry Lockard, foreman; Earl Fisher, H. G. Church, Rimer Armstrong, Rolloplane; Claude Butt, foreman; Lydon Williams, Spitfire; Harvey Powers, foreman; Edward Olsen, Benjamin Minnick, Tilt-a-Whirl; Frank Gross, foreman; Lee J. Wood, Eugene Shacklett, Ferris Wheels; Joseph Wil-

Warren Bros. in Season Bow at Kokomo, Ind.

KOKOMO, Ind., May 14.—Warren Bros.' Circus opened its season here Friday (13). Three-day stand closes Sunday night (15). Org auspiced by Shrine, is spotted in Bunker Hill Show Palace.

Staff: Mr. and Mrs. Frank Hildebrand, managers; Bert Julian, general agent; Marge Fry and Myrtle Ingram, office; Jim McGee, special agent; Elmer Yates, assistant manager and auditor; Frank Anderson, publicity; R. E. Savage, advertising and downtown ticket sales; Ralph Laird, tax box; Marjorie Fry, Gertrude McGee and Myrtle Ingram, front door; Jerry Spivey, reserve box, and Frank and Jim Mooney, reserves.

Lisogar's Theater Circus To Play Mo., Kan. & Neb.

KANSAS CITY, Mo., May 14.—Roy Lisogar's Circus Attractions have been contracted by the Griffith Theater Circuit to play their A houses in Kansas, Missouri and Nebraska. Org opened here in the Ashland Theater for a two-day stand. Fuzzy McCune, Kansas City clown, joined.

Org's dates include Hiawatha, Kan., May 17; Auburn, Neb., 18; Nebraska City, 19-20; St. Joseph, Mo., 22-23; Chillicothe, 25-26; Marceline, 27; Macon, 28; Monroe City, 29; Fayette, 31; Slater, June 1; Marshall, 2; Booneville, 3-4; Springfield, 8-9; Webb City, 10-11; Parsons, Kan., 12-13; Independence, 14-15, and Fredonia, June 16.

James C. Bradley, R-B Vet, Dies of Hemorrhage

NEW YORK, May 14.—James C. Bradley, assistant property superintendent with the Ringling circus, was stricken with a hemorrhage at Madison Square Garden during last Sunday's (8) matinee, and succumbed shortly after his collapse.

Bradley was in his sixties and was reputed to be the second oldest employee—in point of length of service—with the circus, having been on the roster around 35 years.

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Ice-Vaude Shows Feature Honolulu Jaycee Annual

HONOLULU, May 14.—The second annual 49th State Fair, under Junior Chamber of Commerce auspices, closed a nine-day run here tonight.

E. K. Fernandez furnished the entertainment, a combination ice and vaude show, and a straight vaude show. In the first show were Leo Carrillo, emcee; Hudson and Sharae, dancers, and a quartet, Jimmy Stine, Steve O'Neil, Jack Barbee and Jack Frost, billed as the Four Gobs. Vaude show included Peggy Ryan, headliner; Joey Cippo, comic and emcee; Jackson Trio; the Topnotchers, instrumental trio, and Katie De La Cruz, singer.

Leroi Bows in Maryland

WASHINGTON, May 14.—Leroi Amusement bows for the season Monday (23) in nearby Maryland Park, Md., sponsored by the American Legion. Org, owned by Elmer H. Leroi and Spencer A. Stine, has a Sunshine Choo Choo, Kiddie Ferris Wheel and Kiddie Auto Ride, plus concessions.

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

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Size: 18"x24"x28" high.

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**Wirth Contracts
D. C. Thrill Show**

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

The show is presented under auspices of the Worshipful Masters of the Masonic Orders. The talent contract is usually one of the largest for a show of this kind, Wirth said. The program is not yet completed.

**Could Belle Plaine
Bow Set for May 28**

OTTAWA, Ill., May 14.—The Jay Gould Circus opens its season Saturday (28) in Belle Plaine, Ia., under Chamber of Commerce and American Legion Post auspices. Show has 45 sponsored dates this year.

Org plans to carry 14 acts and the James M. Cole elephants. A new Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and five new kiddie rides have been purchased.

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

Staff includes Jay Gould, owner-manager; Elmer Brown, general agent-promotion manager; Mrs. Mabel Gould, secretary-treasurer; Ernie Stibel, general superintendent; Ormond Raiber, stage manager, and Mrs. Gloria Stibel, in charge of music.

W. F. Duggan Under Knife

MACON, Ga., May 14.—W. F. Duggan, owner-manager of the Pan-American Animal Exhibit, is in a local hospital recovering from an operation for the removal of his gall bladder and an appendectomy, which he underwent Monday (9). He will be confined to the hospital for about 10 days, after which he will be moved to the Dempsey Hotel here where he will remain until June 1. His son, Duke Duggan, is managing the show in his father's absence. Duggan's daughter, Joyce, and Charlie Sparks, former owner of Sparks Bros.' Circus, visited Duggan here.

**Bill Pace Invents
Mechanical Bucking
Bronk for Pic Poses**

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

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

Pitch is chiefly for photo poses.

Rogers Scores at High Point

HIGH POINT, N. C., May 14.—Despite rain, Rogers Bros.' Circus tallied a red one here Saturday (7), with a full matinee and straw at night. At Fayetteville, N. C., Tuesday (10) show was hit by rain. Dunn, N. C. on Wednesday (11) gave with a three-quarter matinee and a full house at night.

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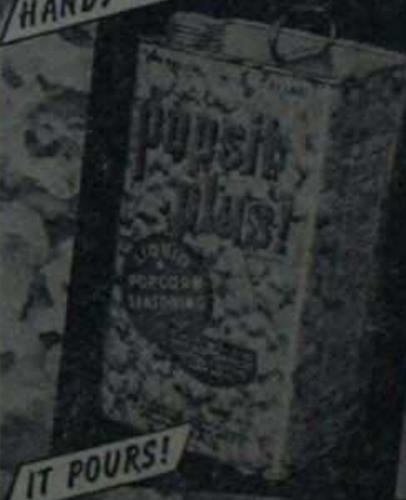
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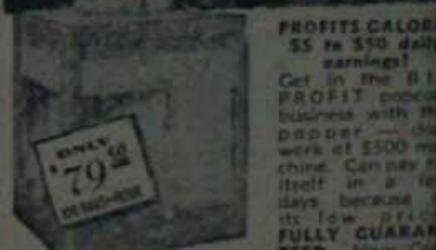
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RINGLING-BARNUM TO PLAY CHI

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Promenade Seats Added

BOSTON, May 14.—Ringling Bros. and Barnum & Bailey Circus will wind up its six-day (12 performance) showing in Boston Garden tomorrow night (15) with a gross on about a par with last year's hefty take. All remaining performances, beginning yesterday (13), were expected to be law houses. The Garden capacity is nearly 14,000.

The \$4 top in effect here was \$2 under the New York price scale. Cash seats in the entire upper balcony were sold for 90 cents. Other prices were \$1.20, \$2.80, \$2.40, \$3 and \$3.60.

Matinees thruout the week were sewed by near-capacity houses. After a slow start, the night shows so drew hefty houses.

Extra Seats Added
Several hundred promenade seats were also added here to increase the take in the \$4 bracket. The promenade section was used successfully for the first time by the Big Show during its Madison Square Garden, New York, run.

Roland Butler and his tub-thumping staff garnered considerable publicity. A show for moppets at Children's Hospital, Roxbury, Mass., and the gifting of an elephant to the city-owned Franklin Park Zoo rated high publicity.

Bobby Hasson, who recently resigned as manager of the Cole Bros. Circus Side Show, joined here. He will be with Red White on the Side Show, starting in Washington.

The show train will leave here after tomorrow night's performance in Washington and its first stand under canvas.

Forty-two cars left Sarasota Tuesday (10) with all of the paraphernalia for outdoor stands. J. R. Griffith, auditor, will have charge of winter quarters during the Big Show's road tour.

Work of erecting the big top in Washington began early Thursday morning (12) under the supervision of Manager Frank McCloskey.

Frank Braden, veteran story man, handling publicity.

A special morning performance of the patriotic finale which honors President Truman is expected to be staged so that the President and Mrs. Truman and their daughter, Margaret, may witness it. The President, it was learned, expressed a desire to witness the entire show at a regular performance, but this was vetoed by the Secret Service because of the sparsity of large crowds. Consequently, the special private showing of the finale is being planned. The fire cabinet is slated to attend the show Tuesday night.

Kelly-Miller Org Scores in Texas

PADUCAH, Tex., May 14.—Full houses were the rule for Al G. Kelly-Miller Bros. Circus in three Texas cities. Paducah gave with a full night house, after a three-quarter matinee Wednesday (11). The day before at Quanah, show registered no full ones.

Matinee at Jacksboro Friday (6) was light, but it was capacity at night.

Variety Is Dailey Keynote; Org Set for Canadian Tour

By Hank Hurley

GARY, Ind., May 14.—Dailey Bros. Circus ran into cold weather here Tuesday (10), but nevertheless chalked up good business. The matinee was light, but the show drew an overflow at night.

Ben Davenport, co-owner with Harry Hammill, reported business good since the show moved out of Gonzales, Tex., quarters. He attributes strong matinees to a special merchants' ticket campaign inaugurated this year. Show moves into Canada after the Port Huron, Mich., date Sunday (29).

Officials believe the show line-up this year is stronger than a year ago. Certainly it's a program offering variety, with Dailey stock getting a heavy play.

The new big top is spacious, but lighting could be improved. Dailey continues to use bleacher-type seats thruout.

Tiger Bill Snyder, equestrian director, keeps things moving at a fast pace, while Hank Warner's 12-piece band produces an excellent brand of music.

While the show lacks name performers, this apparently is overlooked by the payees, who liked such acts as Max Knudsen, bears; Joe Haworth, lions; Dailey's 20 elephants, featuring Norma Plunkett in the center ring; Eddie Murillo and Peter Geller, casting act, and the Droguett Family, hat jugglers.

Clown alley lists 10 members: Jimmy Van producing; Eddie Camacho, Enrique Barragan, W. H. Jackson, Pepo Roland, Sig Bohomme, Reuben Ray, Marcus (Nico) Droguett, Wyatt Davis and Walter (Annabelle) Schuyler.

Despite a late arrival in Benton Harbor, Mich., Wednesday (11), the show had better than a half-house at the matinee and a full one at night. Previously, at Huntington, Ind. (7), the show registered two strong ones, and at Logansport, Ind. (6), it had a full night house and a strong matinee.

Display 1—Spec. 2—South of the Border, dance number. 3—Principal, with Rosemary Stock, Bill Bratton, Bradford Moody, Donald Noel. 4—Max Knudsen, bears. 5—Virginia Moody, Eva Baskus, Theresa Barragan, contortion. Silva Brothers, hand balance; Manuel

Niles, O., Gives Mills Best Mat

NILES, O., May 14.—Mills Bros. Circus registered its largest matinee crowd to date here Tuesday (10) with turnaway biz. Night show drew capacity.

Org's business thru Ohio continues good. In Barberton, Wednesday (11), show registered full matinee and near capacity at night. Hubbard gave a full one at night after a light matinee Monday (9).

In Massillon, Saturday (7), show bucked carnival paper and a food show but matinee and night crowds were strong. Uhrichsville gave with a full matinee and a three-quarter night house Friday (6).

Clyde Gets One Day's Biz In Two at Roswell, N. M.

ROSWELL, N. M., May 14.—Clyde Bros. Circus registered one good day's business out of two here Thursday and Friday (6-7). Attendance opening day was light. Second day saw a three-quarter matinee and a full night house.

Barragan, high table hand balance. 6—Clowns. 7—Ladders, featuring web girls. 8—Billy Powell, Victor Gaona, Filivirto Barrera, wife; Rebecca Droguett, foot juggling. 9—Joe Haworth, lions. 10—Clowns. 11—Elephants. 12—Concert announcement. 13—Ray Trio and Hazel King, dogs. 14—Clowns. 15—Aerial artist. 16—Eddie Murillo and Peter Geller, casting. 17—Silva Brothers, perch; the Droguett Family, hat juggling; Roberto and Marie Roland, iron jaw. 18—Corky and Norma Plunkett and Rosemary Stock, trampoline. 19—Clowns. 20—Liberty horses, worked by Hazel King, Norma Plunkett, Joe Haworth, Mrs. Billy Ray, Andrew Higgins. 21—Hope Ray, Rebecca Ramos, Pedro Gaoma, Barbara Ray, Mitie Finn, traps. 22—Clowns. 23—Hazel King, Norma Plunkett, menage. 24—Concert announcement. 25—Clown swing. 26—Webs. 27—Corky and Norma Plunkett, Rosemary Stock, Donald Noel, Bradford Moody, Bill Bratton, riding. 28—Elephants, Norma Plunkett and Gee-Gee Powell.

Ohio, Indiana Good to Cole

Middletown proves top spot of week — night business pans especially strong

DAYTON, O., May 14.—Ohio and Indiana continue to give Cole Bros. Circus good business. Top spot this week was Middletown, O., Monday (9), where matinee registered capacity, and night a straw.

Both shows in Richmond, Ind., Tuesday (10) drew big despite cold. Fort Wayne, Ind., was light (11), and Lima, O., (12) gave with fair matinee but heavy night biz. Same was true here Friday (13).

Irish Deedy, front door superintendent, left in Richmond.

Show officials said movements have speeded up after several late arrivals.

Clyde Beatty's Coast Business Continues Good

LOS ANGELES, May 14.—Clyde Beatty's West Coast biz continues good. Oxnard and Ventura gave with half houses at matinees and three-fourths at night. Santa Maria, San Luis Obispo and Salinas were okay. Monterey and Santa Cruz gave capacity.

Four band members injured en route to North Hollywood from Burbank April 30 are still in the General Hospital. Percy Cayuga, Joe Willis and Lowney P. Harris are critical. David Cayuga is out of danger.

St. Louis Police Show Net Profit May Reach 175G

ST. LOUIS, May 14.—Attendance at the St. Louis Police Circus, which closed its 19-day, 33-performance engagement here Sunday night (8) in Kiel Auditorium, was estimated at 180,000, down about 15,000 from last year's shorter run at the larger St. Louis Arena.

Profit, estimated at between \$150,000 and \$175,000, set an all-time high. Record advance and program book sales, lower rental and a reduced budget account for the larger profit. Frank Wirth was producer.

9-Day Stand Opens July 30

Tommy Thomas inks pact for Big One—org to show south of Soldier Field

CHICAGO, May 14.—Ringling Bros. and Barnum & Bailey will play Chicago this year, after by-passing the Windy City last season. Contracts for the nine-day stand south of Soldier Field, July 30-August 7, were inked this week with city officials by Tommy Thomas, R-B traffic manager.

In 1946, the show drew approximately 150,000 persons for its 10-day, 19-performance stand. In 1947, however, attendance was down, due to a heat wave.

With a weather break, the draw this year should equal 1946.

Adrian Gelston, Pawling Cook Killed in Penn.

ELLWOOD CITY, Pa., May 14.—Adrian Gelston, 65, Hugo, Okla., cook on the John Pawling Great London Circus, was killed when the show's dining truck was wrecked in a mishap near here Tuesday night (10).

The 40-foot truck, driven by Cy Murray, en route to Ambridge, missed a curve and plowed into a house. Of six persons in the vehicle, only two were slightly injured. They were Murray and his wife.

Show has been doing good business in Ohio and Pennsylvania. In Ambridge Wednesday (11), it was a three-quarter matinee and a straw at night. Ellwood City, Tuesday (10), gave with a three-quarter night house after a light matinee.

Two Ohio spots proved okay. Marietta, Saturday (7), accounted for a strong matinee and a full one at night. Logan, Thursday (5), registered three-quarters at night and better than half at matinee.

Hunt Tabs Capacity In Norristown, Pa.

NORRISTOWN, Pa., May 14.—Hunt Bros. Circus wound up its second week on tour here Saturday (7) with three heavy houses, under auspices of Norristown American Business Club. Friday's West Chester, Pa., stand drew a light matinee but registered a full house at night.

The show's 10-day swing thru upper Maryland panned out well, with Upper Marlboro, usually played at end of the season, the only weak spot. Even spots played in the rain held up remarkably well, with Meadowbrook, near Washington, drawing turnaway crowds.

With full crews in all departments, show goes up and down with real speed. Charles T. Hunt Jr., equestrian director, has the performance tightened up, with overflow numbers cut. Harry Hunt, bandmaster, backs the program well. Mrs. Stella Wirth is on the Hammond organ. The baby elephant number, presented by Roy Bush and Max Morris, is clicking. George Foster, banner man, has tie-ups with Ford agencies at most stands, with one of the baby bulls walking thru a sedan model.

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Horwalk, O., May 16; Bowling Green, 17; Adrian, Mich., 18; Jackson, 19; Coldwater, 20; Auburn, Ind., 21.

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DRESSING ROOM GOSSIP**Ringling-Barnum**

Joe Menchin, circus fan, was host to an R. B. party in the Belvedere Hotel, New York. Bill Day showed colored slides of the show.

Everyone saddened by the death of Jim Bradley, outside property boss, who died Sunday (8). Trisco, in Polyclinic Hospital, is coming along nicely.

Dolly Copeland celebrated her birthday. Connie Clausen Anderson made spec in New York. Stanley Wheaton, shows' representative in England, visited.

Visitors: R. M. Harvey, Fred Buchanan, Melvin Hildreth, Jim Northridge, Jim and Muncie Mooney, George Barlow, Dick Georgia, Willie Moser, Dick Tucker, Joe Menchin, Mrs. Ted Williams, Vince Orlando, the John Reynolds family, Don Winter and the Mad Russian.

Boston Garden glimpses: The long run from the wardrobe room to spec entrance makes for early dressing.

Romig and his mule garner the laughs. . . . Saro-Circo Club served coffee and tea. . . . Pat Valdo busy getting dressing rooms ready for the road. . . . Elsie Jung in a different spot in menage every time. . . .

Rusty Parent replacing Minnie Arizona, who is in England. . . . Midget clowns in the tiny car get a big hand in the finale. . . . Everybody hating to say goodbye to the Harold Voise Troupe.—MARY JANE MILLER.

John Pawling

With the hot weather, suntan contests have started. Jerry Pressly is presently leading. Myrna Karsey has a new costume, gift of her daughter, Jeanette Wallace. Tommy Bently is giving all the gals new hair-do's.

Martha Meredith worked single in the Powell wire act when Lawrence was sick. Grace McIntosh joined the Florenz Trio. Richard Lunsford, trampoline, is sporting a fancy shirt. Teddy Ray has a new 27-foot glider. Matt Laurish has added a new pony to his drill. Jim Conway celebrated his birthday.

Visitors: Mr. and Mrs. Al Jones and daughter, Mr. and Mrs. Buck Banard, Dr. and Mrs. Troutman, Faith King, Mr. and Mrs. Jimmy Foster, Mr. and Mrs. M. W. Organ, Mr. and Mrs. Bill Meyers, Ed Hillhouse, Mrs. Pat Tumber, Captain Ferguson, Ray Howe, John Etheridge, Charlie Katz, Bill Morgan, Virginia Hanlon and Mr. and Mrs. Jerry Berrell.—FLO AND GRACE MCINTOSH.

Polack Bros. Western

Harold Ward and Otto Berosini are top gin rummy players. Josephine Berosini celebrated her birthday with a party for all personnel. Eva Bartone and Greta Kelly also marked birthdays.

Bee Carsey, Wally Newbury and Rex Ronstrom in the band at Santa Rosa. Day off in Oakland found Harry Dann and Kellog doing niteries, and Ross, Paul, Nat, Gould Trio, Rex, Leo and yours truly at the fights. Ward Bell Flyers, Slivers, Jo Madison, Chai and Somay visited Frisco.

Winnie Gregory in St. Thomas Hospital, Akron.

Visitors: Frank and Bob Ketrow, Donald and Bill Hammond, Stan and Denise Volera, Mr. and Mrs. Watkins, Mr. and Mrs. Mabel Alley, Jordan family, Dr. and Mrs. John Rogers, who were hosts at a party in their Sacramento home; Oscar Moss, Donald Marks, C. W. Finney, Bill Duncan, Dudley Green, Bert Nelson, and Mr. and Mrs. Jimmy Eyster.—FREDDIE FREEMAN.

Garden Bros.

The Morris troupe was in the spotlight last week. Their car threw a wheel en route to the show's Windsor, Ont., stand but no damage was done and they arrived in time for opening. Then Don and Emma Mor—
(See GARDEN BROS. on page 92)

Cole Bros.

Micky Lyons, Katie Lucky, Theol Marlowe, Dorita and Lilly Konyot and Sandra Marlin celebrated birthdays.

The boys are wondering what Bob Mason will come up with next, what with collecting banners, driving the Chevrolet, clowning and acting as a wrestling referee.

Hammerhead's new act is a scream.

. . . John Robinson IV was seen at every performance in Cincinnati. . . . Lee Virtue bought a new Taylor trunk. . . . Paul Nelson gives courteous service with his new bus. . . .

Barbette has rehearsal every day between shows. . . . Jean Tolly is sporting terrific hair-dos. . . . Dolly Dale is wearing her Mexican jacket in the Wild West line-up. . . . Sue Staley is busy rolling paper cones.

She runs a close second with Capt. John Smith in making the last bus. . . . The girls are wearing new raincoats furnished by the show. . . . Little Molly O'Donald is taking good care of her baby, a pet chameleon.

Visitors in Cincinnati from The Billboard were E. Walter Evans, Larry Gatto and Charley Wirth. Others included Betty Stahlman, Norma Rodgers McGee, Mrs. Frank Orman, Dr. W. C. Huebener, Father Burning, Cecil (Red) Scott, Jinx Adams's sister, Charlotte; Toni Martin's mother and sister, Addie; Billy Burt and Scratchy Jack, from the Royal Crown Shows.—SALLY MARLOWE.

King Bros.

That blast of hot weather a week ago put Paul De Laney, candy stand superintendent, in a jovial mood. Chester Gregory, Side Show manager, is waiting delivery of new banners and a canopy for the bally platform.

Prof. R. B. Lewis's Side Show's Kentucky Band and Minstrels continue to do a great job. Pete Cristiani is pinch-hitting as big show announcer. Eddie Hendricks has been so busy entertaining visitors he had to pass up his daily sun bath. Nippo, the clown, visited Cincinnati.

Pete Sadowiski, chief mechanic, is glad we are out of those West Virginia mountains. Frank Sotiro continues as Side Show boss canvasman. He has been with it since 1919, when he did a Risley and flying perch act.

Jake Rosenheim visited his mother in Cleveland. Mrs. Arnold Maley rejoined following an operation. Augusta Bary closed her home in Germantown, Pa., and joined her husband, Howard, legal adjuster.

Louise Cristiani leads the race for the longest clothes line on Monday. Everybody is looking forward to the spaghetti dinner promised by Nick and Dorothy Carter when the show plays Peru, Ind.—SONDRA.

Hamid-Morton

Building in Altoona, Pa., was the smallest so far. Romas had to use his new aluminum outdoor uprights.

Norberty, Five Eriksons, Conchita, Sheridan Brothers and Gauthier's Steppechase inked two-year contracts for European tours when R. Knie, Switzerland; Mrs. Williams, of the Blackpool Tower, England, and agent Lew Grade, England, visited.

Linon missed three shows due to a cold. Mrs. Thomas back after a two weeks' illness. Mrs. Morton was on for two weeks.

Ameri-Congo

Leo Cogozzo's Monkey Circus used its new top for the first time in West Point, Ga. Henry Peterson has been added to Cogozzo's staff.

Capt. William Sanders's family, which lives in La Grange, visited him in Hogansville, Ga.

Jack Winslow joined with a novelty stand. Franklin Peterson is the new assistant on canvas. A new tent was ordered from the Sarasota Tent & Awning Company.—M. BAILEY.

Clyde Beatty

Johnny Milonga and Cathy Clin and Shorty and Peggy Sylvester were dinner guests of Colonel and Mildred Maddux in Burbank, Calif. Sid Show personnel were entertained between shows at a buffet lunch by Mrs. and Mrs. Fred Harper, friends of Marvin and Letha Smith. Mrs. Harper was presented with an orchid corsage.

Parley and Ernestine Baer and Elizabeth Clark gave a buffet dinner in North Hollywood. Attending were Lillie, Mitzie, Joe and Buddy La Form; Elinore, Raoul, Louie and Papa Valarde; Shirley Carrol, W. J. Morris, Bobby Kay, Dolly Smiley, Mrs. H. M. Smiley and Laurene Cross.

Joyce Sans, of the Side Show, celebrated her birthday at a party given by fellow workers. Everyone wishes miss W. P. Morris, now that we are out of the Los Angeles area.

Bob Loraine, recently out of the
(See CLYDE BEATTY on page 92)

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Dales

Norma and Mary Dales and Sam and Jean Owens joined the show's dating club in Wheeling, W. Va. Nicky Dales and Cotton and Maude Fresham purchased trailers. Nellie Patton, Shorty Jordan, Mack McCoy and Nicky Dales celebrated birthdays.

Condolences to Mert Morris, of the Sedell Troupe, on the death of his sister. Mert left for Jeffersonville, Ind., to attend the funeral.

Recent additions to the show are Jimmy DeForrest, special school agent; Leon and Cleo Bennett, Side Show, and William Tumbler, general manager.

Visitors: Mr. and Mrs. Cy Murray, Harry Pressley, Lloyd W. Bender, Lloyd L. McClintock, Glenn F. Bush, Fred Stafford, Marion Wallick and family, Gay Hartman, Victor Thomas, J. Smith, John Jamieson, Walter Taylor, Robert Doaks and son, William Watson, Leo Loranger, of the Miller show advance, and Mickey Dales's sisters, Mary and Josephine.—**MAE KERLEY.**

UNDER THE MARQUEE

J. A. Jewel caught Dailey Bros. in Logansport, Ind., Friday (6). . . Bob Dickman, car manager, and George Hamilton, lithographer, of Hunt Bros.' and Eddy Bros.' Combined Circus, visited Mr. and Mrs. Herbert A. Douglas in Norristown, Pa., recently. . . Horace Laird is the mail man and The Billboard sales agent on Cole Bros., with Jack Crippen handling The Billboard for Laird. . . The mother of Victor Pratt, who has been with the Ringling show 17 years, died in Los Angeles. Victor is requested to contact his sister, Marie Hartzell, at 5357 W. Boulevard, Los Angeles, immediately.

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

Floyd King, co-owner of King Bros., visited Chicago last week. He caught the Dailey show in Hammond, Ind. . . Gaston Tronieri, known as Gus Troy, Musical Clown, reports his song, "When I Fell in Love With You," has been published by a Philadelphia firm. Troy recently rated a story and picture in a Philadelphia newspaper. . . Rose Wentworth, 75, former bareback rider, was the subject of a feature story recently in The Jenkintown, Pa., Times Chronicle. V. M. Speck, Huntingdon, Pa., formerly with the Ringling-Barnum band, sent in the clipping.

"Any gal can learn the art of annex dancing," said a Side Show mahager, if she can master the movements necessary to get into the top three-high berth."

Dailey Bros.

Many of the folks visited the Barnes show in Chicago.

Mac Knutsen's polar bears, with their slide trick, are a hit. Everybody keeps clear of the door to keep from getting bowled over by Mrs. Reuben Ray's dogs.

Marcos Droguett's five-person hat throwing act gets a big hand. Jack Knight is back on banners. James Scales, Ralph Hansen, George Lewis and Johnny Schmitz are doing a good job in the cookhouse.

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

Visitors: Mr. and Mrs. Graham, Mr. and Mrs. Lyman, Mr. King, newly elected president of CHS; Mr. and Mrs. Raymond Duke, Mr. and Mrs. Weeks and son; Floyd King, Chief Rolling Cloud, Mrs. Gus McAllister and family; Fred Young, George Piercy, Chalmer Condon and daughter, Dorcas; Mr. and Mrs. Robert Helvie, Lyman Kyes, Harry Cook, Alma Depew, Irene Brandt, Watson Koontz, Bill Tarkington, the Brady family, Nick and Dorothy Carter, Mr. and Mrs. Jorgen Christianson, Harry Covey, Harris (King) Reynolds, Emerson Cox, John Haviland, Mr. Temple, Hank Hurley, of the Billboard; Joe Streibich, of the Showmen's League of America; Harry Atwell, Cliff Brooks, Mrs. L. Keller, Sam Stratton, Nat Green, Emmett Sems, Bettie Keller and Duke Keller.—**HAZEL KING.**

Orrin Davenport

The Free Roll Club had a big day Sunday (8) in Winnipeg when Mr. and Mrs. Frank Simmons hosted personnel at a party.

Officers elected are Tommy Hanneford, president; Jimmy Davison, vice-president; Rose Behee, secretary-treasurer; Honey Shyretto, walking delegate; Bert Dearo, assistant to the vice-president, and Snoopy-Ike, publicity director.

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

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

Jackie Wilcox, with the advance on Cole Bros.' Circus the past two seasons, is a contracting agent this season on Dailey Bros.' Circus. . . Joe Brown's band and minstrel line-up on the Cole Bros.' Circus includes Brown, Bill Anthony and William Fields, trumpets; William Mathew and Eugene Slappy, saxes; Harrison Hall, bass; Harvey Langford, trombone; Druvey Best, trombone; George Well, tenor sax; Robert Nelson, drums; Noah Robison, drums and (See Under the Marquee on page 92)

ROGERS BROS.' CIRCUS WANTS

Calliope Player, Cornet, Bass and Baritone to enlarge band. Contact Frenchy Lebeouf. Also want sober Banner Painter to be with show. Contact as per route: Williamston, N. C., May 16; Greenville, N. C., 17; Wilson, N. C., 18; Tarboro, N. C., 19; Rocky Mount, N. C., 20; Raleigh, N. C., 21; Roxboro, N. C., 22.

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WANT PEOPLE IN ALL LINES FOR ROBBINS BROS.' CIRCUS

Animal Act, Seal Act, any good Wild Animal Act that wants season's work. Side Show Manager, also Side Show Acts. Colored Musicians, Chevrolet Mechanic with tools; Boss Canvasman, \$100.00 weekly; Seat Men, Pole Riggers, Pushers. For Big Show Lady to sing with Band. For Canadian tour want to book French Fry Stand, Frozen Custard with own power plant, prefer Canadian resident. Address Paul Somp, Address

C. C. SMITH, MGR., Robbins Bros.' Circus

Salamanac, New York, May 19th; Wellsville, 20th; Corning, 21st; Elmira, 23rd.

MANCHESTER MOTORDROME LONDONDERRY, N. H.

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Or any other Entertainment of merit. We will work P.C. What have you? We have the spot. . . 750,000 population within 25 mile radius, 8,000 elevated seats, 1/4 mi. banked asphalt track, well lighted. "Ward Beam" sold out here with our only show of season. Contact:

WALTER MITCHELL, 30 Cross St., Lawrence, Mass.

E. F. KINDLAN'S CIRCLE K RANCH RODEO

OPENS '49 SEASON—WILLIAMS GROVE, PENNA., MAY 25

Can use Bronc Riders, Ropers, Rodeo Acts, Liberty Horses, Trick Riders. Wire or phone E. F. KINDLAN, Center Point 384L. No collect calls. George Barton, answer.

RIGGERS AND SEAT MEN CLYDE BEATTY CIRCUS

Modesto, Calif., 16th; Fresno 17th; Visalia 18th; Bakersfield 19th; Tulare 20th; Merced 21st.

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For Circuses in Europe and South and Central America. Also for Fairs, Park Dates and Indoor Circuses in the States.

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GALVESTON, TEXAS, MAY 23-25

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SAN FRANCISCO, CALIF., MAY 19-29

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Six high-class Phone Men for famous Miller Bros.' 101 Ranch Show. Now booked for season under strong auspices. Shrine dates after here. Program and U.P.C. If you drink O.K., but not during working hours wire or phone, pay your own.

L. B. (DOC) HOLTkamp
SONNYAC HOTEL EVANSVILLE, IND.

Riverside Biz On Par With Last Season

Promotions Successful

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

Weather varied during the early season but business was satisfactory. Spot's Easter Parade and Mother's Day promotions were successful. Coming promotions include boat races, drum corps meets, track and field competition, fireworks and square dance contests.

"Action is strong on special events, publicity, advertising and promotion," Storin said. "We are driving for increased attendance to offset any decreased receipts which might result from economic conditions."

Park's free act schedule starts Sunday (29).

Staff includes Edward J. Carroll, owner-manager; Harry Storin, public relations; Joseph E. Drambour, superintendent; Thomas E. Morrissey, games manager; William E. Stevenson, head cashier; John Simmons, auditor; Mary E. Buckley, Carroll's secretary; Stanley Dyrzga, commissary steward, and Lawrence Regnier, chief of police.

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

ATLANTIC CITY, May 14.—The two-year fight of Mrs. Miriam Richman Levin, of Bala-Cynwyd, Pa., to regain ownership of the Garden Pier, former Boardwalk show-place, ended in failure when the deadline set by the courts for the redemption of the pier by Mrs. Levin had passed last week and city officials had not heard from her.

Both Mayor Joseph Altman and acting City Solicitor Daniel Dowling said they had received no word from Mrs. Levin, who March 4 was given 60 days by Superior Court Judge Vincent S. Haneman in which to redeem the pier property by paying \$94,000 in delinquent taxes. She had originally offered the city \$50,000 as a compromise settlement, but the city set the \$94,000 figure as the minimum it could accept.

City To Operate

As a result, said Mayor Altman, the city will begin to turn Garden Pier into a city-owned public park. Under the city's plans, most of the buildings on the pier, badly damaged by the hurricane of 1944, will be razed. A \$300,000 emergency appropriation, from the resort's luxury tax fund, will be passed to finance the conversion of the pier into a park.

The mayor said that once plans were agreed upon by the city commissioners, work on demolishing the Garden Pier Theater, declared unsafe, would begin as soon as possible, without interference with the leasing this summer of the stores lining both sides of the approach to the pier from the Boardwalk. The stores, too, will be torn down or transformed for park use.

Garden Pier was originally constructed in 1912 at a cost of \$1,500,000 by Alfred Burk, Philadelphia leather merchant, and his brother Louis, of the Burk Sausage firm.

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

SALT LAKE CITY, May 14.—The wandering shore line of Great Salt Lake may change the patronage picture for three of Utah's larger beaches. Official opening at the three spots is scheduled Decoration day.

As a result of the heavy snowfalls of last winter, the Lake has risen seven feet, pushing its shoreline to the very edge of the Saltair resort, and inundating much of Black Rock and Sunset Beach and parking territory. Black Rock and Sunset beaches have suffered damage from the high waters.

Biz Outlook

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

Western Service Company, concessionaires, with Art Teece as manager, dropped its option on Black Rock after operating the resort two years. Management has been resumed by John Loumis, one of the original operators, and by the Black Rock Beach Company, property owners. Sunset

continues under the operation of Ira and Phil Dern.

One of Utah's major resorts, Lagoon, midway between Ogden and Salt Lake City, opened a pre-season run of dances Saturday (7). Official opening is set Tuesday (31).

The resort, managed by Ranch Kimball and Bob Freed, has spent more than \$100,000 in improvements, including enlarging and improving its pool, improving its dance and cafe facilities and enlargement of the midway.

Attendance Up, Spending Down At Memphis Spot

MEMPHIS, May 14.—Business at Fairgrounds Park is slightly ahead of 1948. Figures thru Saturday (7) show total gross is up \$429. Park opened April 16, playing week-ends until daily schedule opened the first week in May.

J. L. Pennick, manager, says stress is on free acts. Closing this week-end are the Grapettes, magic. Aerial acts will be featured next. Fireworks are skedded Thursdays.

Pennick said per capita spending is off but attendance up.

New features planned include a combination sandwich stand and soda fountain, opening on two sides, one inside the park, the other on the main stem in front. Opening is set May 22.

A Penny Arcade will bow May 16 or 17, with Frank Benn operator. New concessions include hoop-la and an add 'em up.

The Jet Space Ship, a reconverted airplane swing, is getting a good play. Ride has three eight-person capacity streamlined cars. Also new is a Spitfire.

Detroit Biz Holds Despite Weather, Ford Plant Strike

DETROIT, May 14.—Despite a cold week-end, plus the Ford Motor strike, business at Detroit parks held firm. Ops pointed out, however, that a prolonged strike will hurt.

Edgewater Park was host Tuesday (10) to the Brainard rural school picnic. Spot is featuring mid-week school picnics this year.

Olympic's Preview Crowds Top '48; Per Capita \$\$ Dip

IRVINGTON, N. J., May 14.—Olympic Park chalked up good attendance figures for its two-day preview last Saturday and Sunday (7-8). No special attractions were offered Saturday but fair weather brought good turnouts in the afternoon and at night. On Sunday (8) favorable weather, plus a concert by Joe Basile's band, drew good crowds afternoon and night. Attendance for the two days topped that of last season's preview. According to Robert Guenther, assistant manager, per capita spending showed a slight dip under that of last year but remained at a satisfactory level.

Park boasts the usual major rides, including a big Coaster, in addition

to a well laid out kiddie section.

Major addition is an elaborate Miniature Railway, where installation entailed raising the level of the section covered by the tracks and loading platform and an effective landscaping job. A covered platform accommodates the 10-car train which has a capacity of about 60 passengers.

Following this week-end's preview park goes into its regular summer schedule Saturday (21), with two-day circus performances and band concerts as daily features. Park's big swim pool will open as soon as warm weather makes its bow. Additional auto parking space has been provided this season for park and pool patrons, with paved parking lot now accommodating 1,700 cars.

Playland, Rye Skeds Preem For May 21

Pyro Shows, Cut Rates Set

RYE, N. Y., May 14.—Playland Park, Westchester County-owned funspot, will preem for the season Saturday (21). Daily operations through the season will begin at 1 o'clock.

Special features for opening day include the combined glee clubs of the Westchester Parkway Police and the Yonkers Fire Department. The 90-voice chorus will present a concert at 8 p.m. on the stage of the music tower overlooking the mall. A fireworks display will follow the concert.

New trains have been added to the Roller Coaster and the Scooter cars have been completely rebuilt. All units will be ready for operation opening day.

Swimming pool equipment has been overhauled. Crowd lures this year will include fireworks displays on Tuesday and Friday nights through the season.

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

Sunstan Widens Coverage; Parks Major Locations

KING OF PRUSSIA, Pa., May 14.—With the approach of the vacation season, the Stan Manufacturing Company here, is franchising its Sunstan machines to distributors and operators on an exclusive area basis. By Decoration Day, the firm expects to have at least 500 of the machines on location. The Sunstan is a 10-cent automatic vending machine dispensing the company's own Sunstan lotion to prevent sunburn. As such, the company, headed by Harry Avrigas Jr., with Stanley E. Rines, originally of New Hampshire, is blanketing all the major beaches, parks and pools in the East and in the South.

Introduced last year for the first time, national distribution until now was handled by National Service Associates of Philadelphia. However, explained Avrigas, it was decided not to have a single distributor and the company itself is now handling distribution and selling to operators and distributors on an exclusive franchise basis. Already franchised are the resort areas of Eastern Pennsylvania, Southern New Jersey and Maryland. And for the first time, the machines will be introduced in Florida.

Sunstan machines are to be handled in Florida by Joe Mangoni, who heads the All-Coin Amusement Company in Miami Beach. Mangoni is also distributor for the D. Gottlieb Company in Florida and Georgia, and it is expected that he will also take in the Georgia territory for Sunstan. Although the Florida resort season is at its height during the winter months, two machines were placed on test location this week at Miami Beach. (See Sunstan Expands, on page 101)

Two Gorillas for Cincy Zoo

CINCINNATI, May 14.—Officials of the zoo here expect to have two young gorillas from the French Cameroons, West Africa, within a month, they said this week after receiving a permit from Paris to purchase the animals. To cost \$10,000, of which more than \$8,000 was raised by The Cincinnati Enquirer to buy a gorilla following the death of Susie in 1947, the balance will be received from contributions by prominent citizens, officials said.

Model Rides Net Rocks' Playland Air-Video Plugs

NEW YORK, May 14.—Rockaways' Playland is securing top promotional set-ups by means of mechanical displays of amusement park scenes and miniature railroads.

Small electrically operated Merry-go-Rounds, Ferris Wheel and other standard rides were first utilized in April on the Arthur Godfrey Talent Scouts show via radio and video. Nine verbal plugs by Godfrey and a Playland credit painted on the revolving top of the carousel accounted for considerable publicity.

A more elaborate set-up using a miniature railroad circling amusement rides on a board four by eight feet being utilized at the Our Children's world exhibition at Grand Central place here. Tied in with two New York sporting goods stores which have given exhibit space at the show, the Playland promotion piece will be seen by an estimated 150,000 children. Playland buttons will also be distributed in connection with the exhibit. A series of television tie-ups are also being arranged.

It was announced this week that the park has signed for 16 weeks on Martin Block's Make Believe Ballroom over WNEW. Beginning today and during the pre-season period, Playland will use 10 station breaks weekly. Starting June 20, the schedule on Block's show will include three 15-minute programs and three station breaks weekly.

Shilly's Woodside Stages Benefit for Local Hospital

PHILADELPHIA, May 14.—Woodside Park promoted a Devon (Pa.) play last Saturday (7), with all proceeds from ticket sales going to the Wyn Mawr Hospital there. Special entertainment was provided and the affair was a success. The hospital will also benefit from the year-old Devon horse show and county fair later this month at Devon.

BATHING BEACH Northern New York's Finest Bathing Beach and Picnic Grounds "THE WHITE BEACH"

at BALLSTON LAKE
Definitely must be sold, and if not sold privately prior to June 14, will be sold at auction on that date. More complete information next issue. For information write
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We have a complete stock of
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Operator for 16 Wheel and Fly-o-Plane, Help on other Rides. Have 5 Rides in operation. Top fees. No propositions or collect wires. No time. Work all summer.
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MINIATURE RAILROADS

use custom built, 12" to 24" gauge to 300 ton center cap. Steam or Diesel types tall gas vents. Specials Coal-burning 1 1/2" gauge, Iron Loco. New 15 pass Streamliner with tall smokestack. Switches, special track work, separate shops. Immediate delivery light rail. New slogan with large, glossy photos. \$2.00 IRON RAIL LINES, 144 High St., Wareham, Mass.

Carroll's Riverside Lures Record 15,000 With Mother Contest

AGAWAM, Mass., May 14.—Riverside Park drew over 15,000 last Sunday (8) with its eighth annual Mother's Day contest as the star attraction. Clear skies and mild temperature favored Owner-Manager Edward Carroll. Over 100 women competed for the 11 top prizes, with a total of \$175 spent on awards. Harry Storin, park emcee and promotion manager, said it was the most successful Mother's Day annual ever staged at Riverside.

Park is now open every night as well as on Sunday and holiday afternoons. Stock car races are held every Saturday night in the park's 7,000-capacity stadium, with seats priced at \$1.25 plus tax. Riverside Park-In Theater is also open nightly, with moppets getting in gratis.

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

Martz Suit Seeks To Regain Realty

NEWPORT, Ky., May 14.—Mr. and Mrs. James Dwyer, former operators of Martz Playgrounds, Ross, Ky., were named defendants in a suit filed in Campbell County Circuit Court here Wednesday (11) by Mr. and Mrs. Jacob Martz seeking to evict the Dwyers from a cottage at the resort.

Martz claimed that he sold the resort to the Dwyers for \$85,000 two years ago and that they made an initial payment of \$20,000. He asserted that he regained possession of the park when the Dwyers failed to make annual payments on the balance. Since regaining possession of the park, Martz charged, the Dwyers have retained possession of the cottage and other equipment. Martz asks for judgment of \$35 per month for occupancy of the cottage by the Dwyers since January plus possession of the building and equipment.

Rempfer Awarded 20G For Lake Pollution

BRIDGETOWN, N. J., May 14.—Marvin Rempfer, owner of Lakeshore Park and Sunset Lake nearby, was awarded \$20,000 damages against the Deerfield Packing Corporation in a suit for \$250,000 damages alleging that the Deerfield firm, a subsidiary of the Seabrook Farms Enterprises, polluted the lake where he operates his amusement park.

Rempfer claimed that from 1941 thru World War II, decayed vegetables and sewage from the huge processing and freezing plant polluted the lake and ruined his park business.

Salt Lake Drive-In Theater Adds \$10,000 Kiddieland

SALT LAKE CITY, May 14.—Erick C. Peterson, owner of Motor Vu Drive-In theater here, has added a kiddieland to his property at an estimated cost of \$10,000. Spot occupies over two acres of land and has a miniature train, airplane ride, six swing and slides.

Purchases were made from the Dunn & Stratton Auto Company and Western School Supply. Peterson has also installed several concessions. Park is open from 6 to 7:30 p.m.

Fox Reopens Exposition

AURORA, Ill., May 14.—Closed the past four years, Exposition Park here has reopened with a new open-air theater, swimming pool, rides, concessions and picnic area, reports Robert Gordon, manager. During war years the park was put to military use. Orville Fox is the owner-operator.

Huedepohl Directs Room Reservations

CHICAGO, May 14.—Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), announces that his office is taking hotel reservations for the annual outdoor convention November 27-30.

All room reservations for NAAPPB members must be made thru Huedepohl's Chicago office and not with the Hotel Sherman.

Funspots May Adopt Gladys Shelley Song

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

The recording is by Bill Gale and his ork, with vocals by Kris Weston, formerly with Frankie Carle, and the Roller Coasters, a trio. The record will be released this month, but test pressings have already been sent to many park ops.

Rosenthal said the distribution of copies by park ops to disk jockeys in their drawing area, as well as the extensive use of the recording on the funspot's public-address systems, would result in considerable publicity with very little cost involved.

Charge A. C. Convention Hall Concession \$\$ Loss

ATLANTIC CITY, May 14.—The city's investigation of resort affairs resulting from charges filed with the city commission by a group of 34 taxpayers, has turned to Convention Hall, with testimony being given by Philip E. M. Thompson, manager of the city-owned hall, and Ezra C. Bell, chairman of the auditorium advisory committee.

It is charged that taxpayers' money has been wasted and lost in the garage, refreshment and other concessions by reason of the city's failure to use cash registers to check daily receipts and thereby protect and assure the city of an adequate and honest count on its percentage payable from gross receipts of such concessions.

Baton Competish Set For Mountain Park

HOLYOKE, Mass., May 14.—L. D. Pellisier, manager of Mountain Park, announces Western New England Baton Twirling Championship contest will be held at his park tomorrow (15) afternoon, with over 100 twirlers from New England high schools participating. Some 30 prizes will be awarded.

Mountain Park is operating weekends, with dance combos as special attraction. Syd Ross and his band will be on the ballroom stand tonight.

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EXCLUSIVE MANUFACTURERS OF
AUTHENTIC MINIATURE TRAINS!
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WILL SELL TO HIGHEST BIDDER.
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CARPENTER AMUSEMENTS
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3 BIG DAYS MAY 28-30 3 BIG NIGHTS
OMAHA, NEBRASKA
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NINE NEW RIDES—LANDSCAPED GROUNDS—ALL NEW CONCESSION BUILDINGS—SPEED BOATING—SWIMMING—BOAT RENTALS—FISHING—HARD AND SOFT BALL—AIRPLANE RIDES—PICNICKING—SCHOOL, CLUB AND COMPANY PICNICS.
OPEN SEVEN DAYS A WEEK, NOON UNTIL MIDNIGHT.
WANT PONY RIDE: Must be first class. I have stables and pasture. (Bill Dusen, answer.)
THRILL RIDES: Will consider booking two Major Rides. Must be new or good as new.
PHOTOS: Want Operator who has A-1 equipment, Booth Machine, Stuffed Animals, Comic Fronts and for Action Pictures on the Rides.
NOVELTIES: I have stand—Operator must have complete experience with all types Novelties and able to handle hawkers.
HELP: Will consider turning complete Refreshment Concession over to qualified Operator. Must understand hawking and all circus-type refreshment items. Can use Ride Operators and Concession Help.

WANTED — RIDES — WANTED
FOR YEAR-ROUND OPERATION
BEAUTIFUL IDLE HOUR PARK
PHENIX CITY, ALA.
Two and one-half miles from Columbus, Ga., and world's largest military camp, Fort Benning, Ga. 300,000 to draw 7 days a week. 10¢ city bus to door. Free gate. **WANTED AT ONCE—** Ferris Wheel \$12 or \$16, Tilt-a-Whirl, Scooters, Caterpillar, Octopus, Fly-o-Plane, Spitfire, Roll-o-Plane, and Kiddie Rides. No deposit or privilege to pay. Will play straight P.C. We furnish lights. Contact Jas. E. Stiles, Gen. Mgr., P. O. Box 348, Phenix City, Ala.

CNE Exhibits Bring 500G; Night Show Sellout Seen

NEW YORK, May 14.—Elwood A. Hughes, general manager of the Canadian National Exhibition (CNE), Toronto, revealed here yesterday (13) that all of the exhibit space, totaling about \$500,000, has already been sold, and said indications are that the grandstand for the entire 16-day showing beginning August 26, may be sold in advance. Requests for ducats have been arriving at the CNE offices at the rate of 250 daily since February. The advance sale is not skedded to begin until July 5, about a month earlier than usual.

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

Visit Trade Fair

The Hugheses visited the British Industries Fair in London and Birmingham. The show has been considerably revamped and the emphasis now is on modern structures and booths, Hughes said. Many of the numerous buyers he contacted there said they planned to attend the Canadian government trade show which will be staged on the CNE grounds beginning May 30.

Sir John Anderson, head of the London Port Authority, will be on hand for the exposition. Viscount Alexander, governor general, will open the annual.

Grandstand Show Set

While here Hughes conferred with George A. Hamid, head of the talent agency bearing his name, and Leon Leonidoff, of Radio City Music Hall, who will again produce the Olsen

and Johnson show which has been re-linked as feature grandstand fare.

Hughes said that meeting room facilities are being arranged for the expected 150 members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), which have skedded a summer meeting in conjunction with the staging of the CNE.

Name Theobald Utah Secy.-Mgr.

SALT LAKE CITY, May 14.—J. A. Theobald Thursday (12) was named secretary-manager of Utah State Fair Board and will manage the annual event here September 16-24.

New secretary indicated he will de-emphasize carnival and show features and develop agriculture, industry and livestock participation events.

Theobald formerly was State publicity and industrial development commissioner.

Meanwhile, the board of health, which once had the army declare the grounds out of bounds because of unsanitary conditions, is still on the warpath. The annual is also beset with contractual troubles.

The new board, recently appointed by the governor and which includes only two of the former board members, finds itself unable to finance improvements to horse barns required by the board of health. As a result, Theobald decreed they can't be used. This means:

(1) Cancellation of a proposed horse show, scheduled by Brewster for June.

(2) Cancellation of an agreement with the Sons and Daughters of Utah Pioneers for the use of the fairgrounds the week of July 24 for the Gene Autry-Everett Colborn rodeo in connection with the State celebration of Pioneer Days. The agreement was made with the old board. The new board contends repairs to the horse barns can be made if the sponsoring organization will pay approximately \$9,000 it owes the fair board. The organization claims it has no money.

(3) The renegotiation or canceling of a contract with Skating Vanities for next winter.

(4) Cancellation of any horse show or horse events in connection with the State fair.

Altho the annual should now be preparing its premium book and promotion, nothing has been done to date. Theobald has ruled the rodeo is out unless conditions are met, and that a new contract must be made with the Skating Vanities.

E. Hulick To Manage Mission Beach Fiesta

MISSION BEACH, Calif., May 14.—Ernie Hulick will receive \$2,500 for managing a three-day fiesta over the Labor Day week-end to mark completion of the Mission Bay Bridge connecting Sunset Point and Ventura Point. Hulick, former manager of San Diego County Fair, is lining up aquatic events for the celebration. Highlight will be a speech by American Federation of Labor President William Green.

Originally the fiesta was started by local business men but has since been taken over by the city.

Dixon Annual Pulls 12,000

DIXON, Calif., May 14.—An estimated 12,000 attendance was chalked up for the three-day running of Solano District Fair here, May 6-8. Secretary-Manager Patrick McCarthy reported. Figure topped 1948 but did not come up to the 1941 high when pari-mutuel racing was offered.

Sound Films Used To Publicize ESE

SPRINGFIELD, Mass., May 14.—A 16 mm. motion picture film, *Show Window of the East*, is being used to plug the Eastern States Exposition thruout the Northeast. The film is in color and available to interested groups with either a sound track or with printed titles.

Ray Winans, Exposition publicity director, said five prints have been on the road since January and are booked solidly to July 1, with many requests for the same period unfilled because of the great demand. Numerous other bookings are already set thru October.

Based on attendance reports from the shows booked, it appears that by September 1 over 30,000 people in New England will have spent 45 minutes, the film's running time, soaking up Eastern States Exposition lore, Winans said. The film is sought by schools, service, civic and fraternal organizations.

Sonora, Calif., Seeks Remote City Patrons; Promotion Plans Set

SONORA, Calif., May 14.—An attempt to draw Memorial Day weekend crowds from remote metropolitan areas for the Mother Lode Fair and Horse Show here (27-30) will be tried by Press Director Dick Washburne, with the expenditure of \$2,000 for promotion. Washburne, former publicity director for Western Fairs Association (WFA), is lining up stunts that he hopes will lure spenders from the hinterlands.

Top promotion is the Burro Derby at Jackass Hill, the spot made famous by Mark Twain. Winners will be paid off in chunks of gold ore. Other stunts will be a public gold panning contest, a gold show, mining and lumbering demonstration contests, and a rodeo.

Altho WFA recommended that 10 to 15 per cent of anticipated gate receipts be set aside for promotion, Washburne is working on a budget of 7 1/2 per cent.

Manager Cecil Mathews has inked the California Shows for the midway, set up \$40,000 for premiums and \$10,000 for the horse show.

Napa, Calif., Names De Lappe Architect

NAPA, Calif., May 14.—Appointment of Russell G. De Lappe as architect for the 25th Annual Agricultural District Fair was announced by Lowell Edington, district secretary. New structures will include a grandstand and main exhibit and flower show buildings.

A centennial pageant, motorcycle races and fireworks displays have been skedded by Edington for the event, August 11-15.

Legion To Sponsor At Placerville, Calif.

PLACERVILLE, Calif., May 14.—Reversing a previous decision not to sponsor El Dorado County Fair again, the American Legion voted to sponsor the show as a civic duty without compensation.

The announcement was made by Merle Thomas, chairman of the fair board. The fair is skedded for September 9-12.

Terryville, Conn., Resumes

TERRYVILLE, Conn., May 14.—The Terryville County Fair, suspended during the war, resumes this year. Dates are September 17-18. Annual, sponsored by the Lions Club, will be spotted on U. S. Route 6. J. Francis Ryan is chairman.

George Cockriel, Cochran Named By Minn. Board

ST. PAUL, May 14.—Appointment of two new department superintendents and re-appointment of 26 others for the Minnesota State Fair was announced Monday (9) by Raymond A. Lee, fair secretary.

George Cockriel, St. Paul, was named superintendent of public safety, succeeding the late W. S. Parker. G. R. Cochran, St. Paul, will head the newly established Future Farmers of America department as superintendent.

Re-appointed were J. P. Bengtson, St. Paul, admissions; L. O. Jacob, Anoka, agriculture; Al Sweeney, Minneapolis, amusements; C. D. Floyd, Excelsior, bee culture; A. J. Kittleson, St. Paul, 4-H work; Axel Hansen, Minneapolis, cattle; Harry J. Frost, St. Paul, concessions; Carl W. Moen, St. Paul, conservation; Robert Geiger, Minneapolis, dairy; Milo J. Peterson, St. Paul, education; Harold A. Mullen, Minneapolis, farm boys camps; Foster M. Kienholz, St. Paul, fine arts; J. G. Goodspeed, Minneapolis, harness races.

A. L. Harvey, St. Paul, horses; Eldred M. Hunt, St. Paul, horticulture; Charles E. Woodward, Minneapolis, machinery; Harold Thomforde, Crookston, poultry; Ray P. Speer, Minneapolis, publicity; E. H. Deemer, St. Paul, service; Philip A. Anderson, St. Paul, sheep and wool; Harry J. Frost, St. Paul, space rentals; Victor Sander, Dodge Center, swine; D. T. Sargeant, Little Falls, ticket audit; H. J. Noonan, St. Paul, transportation; Harry B. Fullmer, South St. Paul, varied industries; Mrs. Clover S. Hague, St. Louis Park, women's activities.

The 1949 fair premium book, listing some \$200,000 in prizes for contest and educational exhibits, will be distributed about June 15. Fair dates are August 27-September 5.

Sacramento Rebuilds Barn at 45G Cost

SACRAMENTO, May 14.—Work has been started on one of the four horse barns destroyed by fire last year at the State Fairgrounds. Secretary-Manager Ned Green announced. Cost of the first structure will be \$45,000.

Cleaning of the grounds, gardening, painting and general repairs is also progressing on the 207 acres Green reported.

Groups from Sutter and San Francisco counties are working on the exhibits in the Agriculture Building and all construction will be completed in time for the fair, September 1-11.

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

DENISON, Ia., May 14.—A building fund campaign and membership drive have been launched by the Crawford County Fair. A \$30,000 grandstand, to be built in sections as funds become available, is planned. Buildings at the old Denison CCC camp, released to the city for an American Legion housing project, will revert to the fair when the project has served its purpose. Three other buildings already have been moved to the fairgrounds.

Morristown Inks J Bar S

MORRISTOWN, N. J., May 14.—Morris County Fair here has signed the J Bar S Ranch Rodeo as a grandstand attraction. The fair management has arranged for the erection of a 2,000-seat bleacher grandstand for the annual which will be held August 23-27.

WLW Acts To Play Ohio, Ind. Annuals

CINCINNATI, May 14.—WLW Promotions, Inc., under direction of Ken Smith, has inked a number of its radio and television acts for engagements at Indiana and Ohio annuals this year. Topping the list is the Ohio State Fair at Columbus, where a four-hour grandstand show will be offered August 27. A part of the program will be the presentation of Station WLW-T's *Saturday Night Jam-boree* over The Crosley Broadcasting Company's video network which includes WLW-D, Dayton, O., and WLW-C, Columbus.

Other Ohio fairs to be played include Jackson County Fair, Wellston; Knox County Fair, Mt. Vernon; Pickaway County Fair, Circleville; Logan County Fair, West Liberty; Shelby County Fair, Sidney; Union County Fair, Plain City; Wyandot County Fair, Upper Sandusky, and Hardin County Fair, Kenton.

Indiana dates include Delaware County Fair, Muncie; Fulton County 4-H Fair, Rochester; Decatur 4-H Fair, Greensburg; Jay County Fair, Portland; Fayette County Free Fair, Connersville.

Galt, Calif., Skeds 7 Days of Racing

GALT, Calif., May 14.—The racing program for Sacramento County Fair, to be held here July 15-23, will be extended from four to seven days. The announcement was made by Ancil Hoffman, chairman of the racing committee, and Eugene Keneflick, fair secretary-manager. Racing will be held each day with the exception of Sunday and Monday. Two harness and eight running races are skedded daily.

The meet showed its first profit in 1948 with a daily gross of \$86,345 for the four days.

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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 9. The next complete list will be published in issue to be dated May 28. See each issue of The Billboard for corrections and additions.

GEORGIA
La Fayette—Walker Co. Fair. Oct. 6-8. W. E. McKown.

IDAHO
Cambridge—Washington Co. Fair Assn. Aug. 26-28. Buck Howland.

ILLINOIS
Monce—Monce-Will Co. Dist. Fair. July 1-4 (tentative). Scott M. McLaughlin.

KANSAS
Anthony—Anthony Fair Assn. July 20-23. Edwin C. Toler.

Buhler—Buhler Community Fair. Oct. 27-29. J. A. Johnson.

Cimarron—Gray Co. Fair Assn. Aug. 25-27. Charles S. Sturtevant.

Clay Center—Clay Co. Free Fair. Sept. 6-9. C. H. Peterson.

Delphos—Ottawa Co. Fair Assn. Aug. 11-13. W. J. Gwinner.

Efingham—Efingham Fair Assn. Aug. 16-19. R. D. Morgan.

Ellis—Ellis Co. Jr. Free Fair. Sept. 20-23. Jack R. Nicholson.

Garnett—Anderson Co. Fair Assn. Aug. 31-Sept. 2. Fred L. Coleman.

Glascow—Cloud Co. Fair. Aug. 8-10. L. J. Nutland.

Goodland—Northwest Kan. District Free Fair. Aug. 23-26. H. R. Shilwell.

Greensburg—Kiowa Co. Free Fair. Aug. 17-20. W. A. Stewart.

Howard—Elk Co. Fair Assn. Aug. 24-25. Noel Mullendore.

Lane—Lane Agri. Fair. Aug. 19-20. W. J. Robinson.

Longton—Elk Co. Fair Assn. Sept. 12-15. Bert Speer, Howard, Kan.

Manhattan—Riley Co. Fair Assn. Aug. 16-18. Walter J. Rogers.

Osga—Pottawatomie Co. Fair. Aug. 22-24. Glenn L. Berges.

Ottawa—Franklin Co. Agri. Soc. Aug. 15-17. John L. O'Neill, Williamsburg, Ky.

South Haven—South Haven Fair Assn. Sept. 1-3. D. G. Henney.

Sublette—Haskell Co. Fair Assn. Aug. 18-20. Frank McCoy.

Sylvan Grove—Sylvan Grove Fair Assn. Aug. 30-Sept. 2. R. B. Middlekauff.

Wakefield—Wakefield Free Fair. Sept. 28-30. William Steffen.

Wetmore—Nemaha Co. Free Fair. Aug. 11-13. Raymond McDaniel.

Wichita—Kansas National Livestock Show. Oct. 4-8. Conlee Smith.

KENTUCKY
Ashland—Boyd Co. Fair. Aug. 23-27. John Hearne.

Barbourville—Knox Co. Fair Assn. Aug. 24-29. S. B. Snively.

Bowling Green—Western Ky. Fair. Sept. 1-3. Fred Vale.

Brandenburg—Meade Co. Fair. Sept. 1-3. Louise King.

Calhoun—McLean Co. Fair. Sept. 22-24. Carl Backman.

Falmouth—Falmouth Fair. Aug. 24-27. H. B. Best.

Harrodsburg—Mercer Co. Fair. July 26-30. Glave Sims.

Irvine—Estill Co. Fair. Sept. 1-3. A. C. Wilkinson.

Jackson—Breathitt Co. Fair. Sept. 5-10. Herbert Spencer.

Predict Settlement In Saginaw, Mich., Auto Race Dispute

SAGINAW, Mich., May 14.—Obstacles to auto racing at Saginaw fairgrounds apparently will be hurdled. Clarence H. Harnden, fair secretary-manager, plans to meet with property owners in the fairgrounds area to work out an agreement on how often races may be held. Property owners threatened a suit on the ground the races constitute a nuisance.

Peter Bradt, assistant attorney general, ruled an agricultural society's tax-free status is not threatened by non-fair activities when proceeds are used for fair purposes.

Harnden says he thinks races have been staged too often at the fairgrounds in the past.

2 North Carolina Meets Set

GREENSBORO, N. C., May 14.—Two major stock car races have been skedded for North Carolina tracks in June. They will be promoted by Bill France under the sanction of the National Association for Stock Car Auto Racing.

First meet will be staged June 19 at the new three-quarter mile Charlotte Speedway. The second will be presented at Oconeechee Speedway, Hillsboro, June 26.

The Charlotte meet will feature a 150-mile event with a purse of \$5,000, of which \$2,000 will go to the winner.

Grand Forks Dates Set

GRAND FORKS, N. D., May 14.—Ralph Lynch, manager of the Greater Grand Forks State Fair, reports the annual will be held June 27-July 2. A crew is busy reconditioning the grounds and buildings.

Agawam Races Draw 6,700

AGAWAM, Mass., May 14.—Dick Eagan, Springfield, Mass., won the 25-lap stock car feature at Riverside Park Speedway Saturday night (7) before a near-capacity crowd of 6,700.

Madras—Jefferson Co. Fair. Sept. 9-11. Mrs. B. N. Conroy.
Newport—Lincoln Co. Fair. Aug. 25-27. Mary V. Brumbaugh, Toledo, Ore.
Prineville—Crooked River Round-Up & Fair Assn. Aug. 12-14. Jerry Breeze.

PENNSYLVANIA
Coopersburg—South Lehigh Home Fair. Oct. 20-22. Charles T. Coyne.

Edinboro—Edinboro Community Agri. Assn. Sept. 15-17. Joseph Douglas.

Franklin—Farmers & Fruit Growers' Fair. Oct. 19-21. Charles H. Fisher.

New Stanton—Stanton Community Fair. Aug. 25-27. Ralph C. Faust Sr.

North East—North East Community Fair. Sept. 15-17. Mrs. James C. Burch.

Sinking Valley—Sinking Valley Fair. Oct. 13-15. John S. Lotz.

Sugar Grove—Sugar Grove Community Fair. Sept. 15-17. Richard C. Farver.

Towanda—VFW Farm Fair. Aug. 3-5. George Snell.

SOUTH DAKOTA
Edgemont—Fall River Co. Fair. Sept. 5-8. B. W. Keating.

TENNESSEE
Greeneville—Greene Co. Agri. Fair. Aug. 31-Sept. 3. James N. Hardin.

TEXAS
New Boston—Bowie Co. Fair Assn. Sept. 13-17. William S. Feazell.

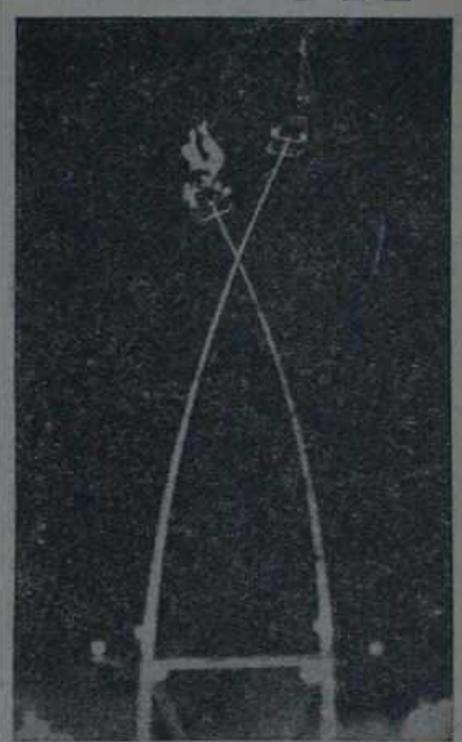
Richardson—Richardson Community Fair. Aug. 24-27. Mrs. Neely Huffhines.

WASHINGTON
Mount Vernon—Skagit Co. & 4-H Fair. Aug. 31-Sept. 3. Mrs. Julia Tewalt.

WANT CARNIVAL for Osawatomie Free Fair

August 17-18-19. Contact Osawatomie Free Fair Association, Osawatomie, Kansas.

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July 31-August 5, 1944 Approved big car races, Hennies Bros. Shows, 4 days of horse racing, Ernie Young Revue, and Welcome Traveler Radio Show already booked. Write RUSSELL B. RODGERS, Secretary 102 1/2 N. Vermilion Street Danville, Illinois

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MIXED MEMPHIS BIZ FOR RAS

First Day's Gross Surpasses 1948

Rain mars early days at Cotton Carnival — Gypsy Rose Lee shows strong pull

By Herb Dotten

MEMPHIS, May 14. — Power-packed Royal American Shows displayed vast money-earning potential here Saturday night (7), first date of the '49 tour and the first of its nine-day stand at the Memphis Cotton Carnival, by piling up a day's gross that topped that for the first night here last year.

Opening night's business, with promise of good patronage to come, was followed, however, by bad weather. Rain hit Sunday and Monday (8-9), and Tuesday (10), customarily a big day, had off-weather in contrast with the corresponding day last year. As a result, figures Tuesday night were slightly off from last year.

Storm Gypsy's Show

Royal American again teems with money-getting units. New is the Gypsy Rose Lee show, which takes the spot held down last year by Sally Rand. Judging by the preem here, her pull should prove powerful.

The Lee unit did not bow until 10 p.m., Saturday, and a crew was needed to keep impatient patrons from storming the entrance. Without bally, la Lee packed the top twice before midnight.

The production breezed past local censors. Held to the same lines, it should raise no beefs along the RAS route. It carries just enough spice to tilt eyebrows.

From an entertainment standpoint, the show is pleasing particularly for this, its break-in stage. Entertainment value probably will be stepped up within a short time. Introduction of a strong sock act would add much and send folks away talking. That. (See Mixed Memphis Biz on page 75)

Royal Crown Nudges 1948 Marks in Ky.

COVINGTON, Ky., May 14.—Despite cold weather during the early portion of the local stand, E. L. (Eddie) Young's Royal Crown Shows stood a better than even chance to par last year's good business here as they went into the final half of the week's engagement which winds up tonight. Moving in here from a successful week's stand in Bowling Green, Ky., May 2-7, shows opened Monday night (9), under auspices of the Buddies Club, a veterans' organization, to only fair business.

Tuesday night (10) saw increased attendance, but spending was off from last year's second-day grosses. Business and weather took a turn for the better Wednesday and Thursday's midway crowds were in a spending mood. Friday's business was reported to have surpassed last year's comparative day, with rides, shows and concessions all getting good play.

Shows pack a plethora of flash and the local lot, altho not large enough to permit the erection of all attractions, was attractively laid out.

In addition to Young, staff includes Dolly Young, public relations director; W. H. Whitmore, secretary; Harry (Irish) Gaughn, concession manager; W. E. (Bill) Snyder, gen- (See Kentucky Pans OK on page 75)



JOHNNY J. JONES EXPOSITION PERSONNEL turned out en masse for the midnight benefit staged by the National Press Club in Washington April 30. From left to right are Paddy Forrest, acro-dancer with "Allen Gilbert's New York Follies"; Delilah Dean, dancer-stripper; Merriman Smith, White House correspondent, representing the United Press and chairman of the club's entertainment committee, and Tiny Meeker, local band leader. In addition to the revue the show supplied a variety of games. The Washington opening marked the launching of the JJJ 50th Anniversary Golden Jubilee tour.

Added Day Boosts J. J. Jones Expo Gross in Washington; Cancer Fund Is Beneficiary

Heavy Flackery Emphasizes Radio, Tele

WASHINGTON, May 14.—When the Johnny J. Jones Exposition completed the first leg of its golden jubilee tour here last Saturday (7) after pushing off April 27, it found its operating days during the run boosted from a legal 10 to 11 days. Under specifications laid down by the Parks National Service, a wing of the Department of the Interior, which lets the grounds, located on federal property, operating days are limited to 10, altho the stand stretched over 11 days, with Sunday included as an active day. The extra day was authorized for the benefit of the Cancer Fund. Biz was reported good

Officials of the Federation for Railway Progress were taken on a tour of the grounds and show train by Ralph Lockett, general agent. They were shown around the midway and got a look-see at the cars, staterooms of Harold (Buddy) Pad-dock and Lockett, and the private car of Mrs. Johnny J. Jones. Lockett was interviewed on railroad show methods by a staffer of the federation's magazine, *Railway Prog-*

ress. Another carrier, Atlantic Coast Line, is readying a picture story of the shows' loading system for its organ, *ACL News*.

Washington publicity campaign laid heavy emphasis on radio and television with 32 radio spots divided between the major independent stations—19 on WINX morning and evening on the programs of Jerry Strong, Sam Brown, George Crawford and Jack Rowzie, and 13 on WWDC evenings, featuring Jackson Lowe and Felix Grant.

Wallace Bros. Register Big Biz at Memphis

MEMPHIS, May 14. — Wallace Bros. Shows, playing Beale Street Park here as part of the Negro program of the Memphis Cotton Carnival, racked up excellent business the first four days of the 10-day engagement which closes Sunday (15).

Patronage was up over last year thru Tuesday (10) despite rain Sunday and Monday and threatening skies Tuesday.

Patronage Surprises

Ernie Farrow, co-owner-manager, expressed surprise at the upturn in business. All concessionaires reported doing big business.

Previously a five-day engagement at Humboldt (Tenn.) Strawberry Festival, which closed Friday (6), proved a big winner, the first recorded by the org since it bowed April 2 at Jackson, Miss., where it winters. The home stand and three which followed at Jackson, Paris and Covington, Tenn., were hit by rain, but at Humboldt clear skies prevailed and throngs spent freely.

Eight rides and six shows are op- (See Wallace in Memphis on page 75)

St. Louis Biz, Weather Good For Hennies

Opens in Cold at Decatur

DECATUR, Ill., May 14.—Hennies Bros. Shows stopped here on their way to Wisconsin, where they are skedded for a succession of still dates. Opening night, Monday (9), was marked by cold weather, but turnout was surprisingly good. A special bus line to the lot helped.

Ten-day St. Louis stand, which closed Sunday (8), was marked by good business. The engagement had good weather.

Fifteen-cent ride prices were instituted after the patrons backed away from 25 cent-prices the first two nights. With reduced prices, the rides received a good play.

Top money shows at St. Louis were *Showboat*, *Out of This World*, and *Mrs Grundy*.

Rain Mars Endy Opening Stand At Albany, Ga.

COLUMBUS, Ga., May 14.—Endy Bros. Shows moved in here this week from Albany, Ga., where they launched their season with a week's stand. It proved little more than a rehearsal for the org, which was hit early by weather which cleared in mid-week.

James W. (Taxi) Smith officiated at the opening which was attended by Lansing Mays, president, and Walter B. Brown, secretary of the Albany Chamber of Commerce, and M. W. Tift, chairman of Dougherty County Commission.

Plugs Help

Newspapers and radio outlets helped in Albany. A newsboy day was observed and a kiddies' matinee held. Show personnel participated in two 15-minute programs over Station WGPC.

Joe Lux, org's new concession manager, uncovered 22 new stores. Glenn Ireton, recently installed press agent, handled the flack from a new press wagon equipped with air-conditioning, TV set, and recessed bar.

Tulare, Calif., Date Wins for Foley-Burk Org

TULARE, Calif., May 14.—Foley & Burk Shows concluded a successful nine-day stand at the Tulare Rodeo. Org moved to Visalia Sunday (8).

Headed by L. G. Chapman, general manager, with R. H. Foltz, secretary, shows have not played a date outside California in 20 years.

Org uses neon and fluorescent lighting carrying 32 towers. Clockwise Merry-Go-Round and the Ferris Wheel are featured.

Show has a staff of veterans, including Charlie Albright, concessionaire, with it since 1915, and Texeira, recently returned, adding (See Tulare Winner on page 75)

Dodson Imperial Nashville Stand Greeted by Rain

NASHVILLE, May 14.—Rain and hail pelted Dodson's Imperial Shows here Monday night (9) just before the opening and washed out the night. High winds did only slight damage to show equipment. The lot was put into shape for Tuesday opening, and indications were that the stand would close as a winner.

Shows' stand at the Birmingham Stock Show, May 2-7, closed with the org breaking even. Rain and lack of pull of the grandstand performance hurt.

WORLD OF TODAY SHOWS

TWO SHOWS COMBINED IN ONE

Playing the Cream of the Middle West

INCLUDING

KANSAS CITY, Mo.; DES MOINES, Iowa (Capitol Grounds); LINCOLN, Neb.; NORTH PLATTE, Neb.; CHEYENNE, Wyo.; BIG 4TH JULY CELEBRATION, SCOTTS BLUFF, Neb.; OMAHA, Neb. ALL CHOICE LOCATIONS and to follow our FIRST CLASS FAIRS.

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CONCESSIONS—A few more Slum Outfits, Coke Bottles, Balloon Darts, Fish Pond, Cigarette Gallery, Basketball, Mug, Novelties, or what have you? Act fast, no time to lose. First come, first served. Sam Lieb can use Counter Men and Relief Callers for BINGO. WANT GOOD PENNY ARCADE AND DERBY RACER. SHOWS—Unborn, Monkey, Snake, Motordrome, Have tops and fronts for worthwhile Attractions. Ray Ayers needs Girls for No. 2 Girl Show. Pee Wee Parker can use Musician and Girls to strengthen Minstrel Show. RIDES—Can use a few GOOD RIDE MEN who can stay sober and stand good treatment with a pay day every week. Must drive semi-trailer. Zeno Carter and Jimmie Rose, get in touch with Art Frazer at once. No time to waste—Wire at once but pay your own.

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Muskegon, Mich., May 25-June 4

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LANSING, MICH. All This Week.

Want SHOWS

On account disappointment can place Monkey Show. Also want Fun House, Glass House, Fat Girl, Mechanical Show and other Grind Shows. Joe Teska, let us hear from you. Independent Showmen: If you have an Attraction of Merit, it will pay you to contact us. Low percentage and no Show passes. Freaks, Acts, Ticket Sellers, Grinders and useful People in all lines for Whitey Suttons Side Show, Girls for Girl Show.

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Want RIDES

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This Week MONTGOMERY, PA.

GIRLS WANTED GIRLS

One outstanding Stripper, also Hula and Rumba Dancers, inexperienced Girls for Posing. Send late snapshot. Top wages sure, best of treatment, wardrobe and transportation furnished. Yolanda King, Myrna Connors, Norma McDonald, Judy Dean, Stella Craft, contact me at once. Couple for Penny Pitch and Hi Striker, also other Agents and Canvas Man. FOR SALE—30x60 Khaki Top only. \$50.00. 4 large Girl Show Banners. \$60.

E. H. MILLER

HAPPYLAND SHOWS, Monroe, Mich., till May 28; then Port Huron, Mich.

Eddie Young's Crown Royal Shows

"AMERICA'S FINEST CARNIVAL"

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For a Route of the Best Still Dates and a String of 14 Outstanding Fairs

CONCESSIONS

Penny Arcade, Ball Games and any Hanky Pank Concession.

RIDES

Will book for season only (no hopscotchers wanted) Caterpillar, Looper, Moon Rocket or any new Ride not conflicting. Must have own transportation.

SHOWS

Monkey Show, Wild Life, Crime, Midget or any worthwhile attraction in keeping with our shows. Must have well framed fronts and transportation.

HELP FOR SHOWS

"JIMMY HURD and JULIUS KUEHNEL" want for America's finest Side Show outstanding attractions and useful people who will work. TED SNYDER wants Man and Girl Riders for Motordrome, also high-class Talker for same. No drunks wanted.

RIDE HELP

First and Second Men who drive semi trucks. No drunks or agitators.

PAINTER

First class, sober Sign and Pictorial Painter for all year's work.

ELECTRICIAN

Second Man for Caterpillar Diesel plants who can help wire show.

All replies to

E. L. YOUNG, Mgr.
Cambridge, Ohio, this week

JOHNNY J. DENTON SHOWS

WANT

WANT

WANT

FOR PIKEVILLE, KY., THIS WEEK, FOLLOWED BY BRISTOL, VA., DOWNTOWN

CONCESSIONS—High Striker, Race Horse Track, Arcade and Bowling Alley. Will sell Ex on Photos and Novelties.

SHOWS—Will book Monkey, Illusion or any show of merit.

JOE RICHARDSON wants Side Show Help. Magician who can lecture.

Good Half and Half and Front Man. ROY ALLEN wants Razzle and Wheel Agents. All replies to

JOHNNY J. DENTON SHOWS, Pikeville, Ky.

..... Winnipeg's Own Carnival Company

THE E. J. CASEY SHOWS

WANT FOR

WINNIPEG'S 75TH BIRTHDAY PARTY

MAY 30th-JUNE 11th (Includes One Week Before Party)

RIDES • SHOWS • CONCESSIONS

Which do not conflict with what we have.

LOCATION: NORWOOD BRIDGE—5 Minutes From City Centre.

A DATE FOR 1949

Apply **E. J. Casey, 567 St. Mary's Rd., Winnipeg, Man.**

Charlie Griggs, Legal Adjuster, Concession Manager

INTERNATIONAL SHOWS

Want Man to take head of well flashed Roll Down. Must be sober and capable. Also one Razzle Agent, Skillo Agent, Pin Store Agent, Help for Outside of Wheel. Can use Lady P.C. Dealers. Will book Stock Stores at \$16.50 per week. Good deal to set of Kid Hides. Have Snake Show and Side Show, need someone to take over who can produce. Will book Fun House or Glass House. We played two spots this week, and will play two a week beginning May 30. There is plenty of money out here. Boys from the East, come out where you don't have to worry about hotel bills. All replies Coleman Lee, Mgr., or Charlie Griggs, Business Mgr., Pratt, Kansas, this week.

P.S.: Boys, don't listen to agitators, they are not capable anyway.

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NEW
 Apex 4 Star
Carnival Wheels



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

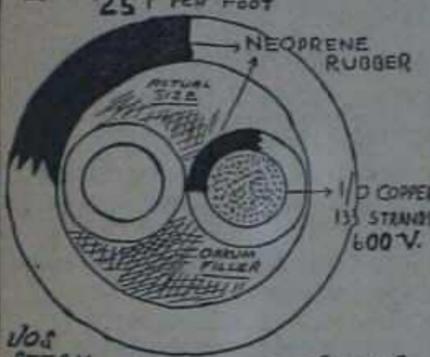
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12	27	32	47	54
18	19	42	52	58
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Heavy Duty Mounted
BINGO CARDS
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 25¢ PER FOOT



NEOPRENE RUBBER
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WANTS—SIDE SHOW PEOPLE—WANTS
 Freak to feature, Pincushion, Novelty or Working Acts, Bally Girls, Couple to handle Blade Box. Account misrepresentation can place a good Sideshow Magician who can lecture. William Parnell, Leo Palmer, wire or come on. Winter's work in Florida. "We never close."
JOS. E. HILTON'S
COMBINED CIRCUS SIDE SHOWS
 Blue Grass Shows Tell City, Indiana



Shrunken Heads as the cannibals prepare them, like photo, prepaid \$10. Male Shrunken Heads—short, kinky hair, prepaid \$8. Shrunken Body as cannibals prepare them, 2 ft. long, prepaid \$15. Order from this list. Many other manufactured attractions.
TATE'S CURIOSITY SHOP
 5240 East Van Buren St. Phoenix, Arizona

LIGHT PLANTS
 All sizes up to 35,000 watts. New and rebuilt government surplus. Send for money-saving price list!
Harris Machinery Co.
 501 30th Ave., S. E., Minneapolis 14, Minn.

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 1949 EDITION OF OFFICIAL
CONCESSIONAIRE'S GUIDEBOOK
 Jam packed with money-making ideas, games, formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.
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 Equipped for the Showman.
TRADE, TERMS, New or Used.
 We deliver all popular makes.
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SECOND-HAND SHOW PROPERTY FOR SALE
 \$450.00 Baby Show, 12 subjects in glass jars with cards. Ample material for lecture.
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 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.

MIDWAY CONFAB

Herb Shive, general agent for Lawrence Greater Shows, visited in Chicago last week. He reported he wagered a few bobs across the board on Ponder, Kentucky Derby winner.

The agent who promises too much when sober has no way of backing out.

Dorothy Miller, of Prell's Broadway Shows, recently booked two cat racks on the Cetlin & Wilson Shows for the season. . . . Robert Harris joined the Jack J. Perry Shows at Wytheville, Va., recently with short range gallery. Walter Silverberg also joined the Perry org at Wytheville with age and scales.

After three weeks of rain the weather man laid off to give concessionaires a chance to get another shirt.

Sealina the Seal Girl and her husband, Henry Valentine, report they recently entertained Rod Cameron, film actor, in their trailer in Birmingham. . . . J. R. Stephen and Bill Meyers, photographers, report business was good for Down River Amusement Company when they visited the midway May 12 at River Rouge, Mich.

Some day no gal ticket seller will be in the box, her hair in curlers and covered with a bandanna.

Bunny Venus, dancer, reports visiting Mr. and Mrs. Shirley Levy, owners, Lawrence Greater Shows; Bobby and Jake Altman, Rayette, and Professor and Alice Vidalia, of Prell's Broadway Shows, and Mr. and Mrs. Joe Kaus. . . . E. J. Casey Shows, of Canada, have put out an attractive folder, giving complete routes of the Nos. 1 and 2 units. Unit No. 1 opened May 10 and the No. 2 Unit opened May 13.

Squabbles on shows should be kept secret because they're family fights, but it's okay to broadcast them if it's not your family.

Danny McNamee, Side Show operator on the C. A. Stephens Shows, reports a good take during the Dante, Va., stand. . . . Mr. and Mrs. John T. Hutchens, of the Alamo Shows,

visited their daughter and Skeeter McAllan, on the Crescent Amusement Shows at Norman, Okla. . . . Mother Proctor writes that she received many letters during her illness. . . . Joe L. (Cowboy) King was recently released from the Presbyterian Hospital, Denver. King says his wife, Mary, will take their equipment out soon, altho he won't be able to make it for a while yet.

Among the things to be said about weeds that grow on midways, no cookhouse operator ever thought to serve them with mayonnaise.

Visitors to the home office of The Billboard in Cincinnati last week included Red and Helen Marcus, who have the Minstrel Show and candy with the Royal Crown Shows, which last week played Covington, Ky., and Eddie Owens, who returned to Cincy last week with his wife, Mollie, after an absence of four years spent in Miami, where Eddie worked the various race tracks and engaged in sundry other commercial pursuits. Eddie reports that Mollie is virtually mended from the serious injuries sustained when struck by a truck in Miami several years ago. The injuries kept her in a hospital for nearly two years.

As spring advances, each period of bad weather gets a little better.

Mr. and Mrs. Bruce McLaughlin, of the J. A. Gentsch Shows, took delivery on a new car at Senatobia, Miss., during the org's stand there. . . . E. O. (Red) Hall, of the F. E. Gooding Amusement Company, is at his Columbus, O., home recuperating from a serious illness. He expects to return to his grab stand on the shows soon. . . . Ruth and Jewel Williams have their palmistry booth on Rogers Greater Shows this season, their second on the org. Jay Williams also has two concessions on the shows. . . . Since closing with the Claude Bentley's Side Show on the James E. Strates Shows, Ernie Hudspeath has taken over the front of T. W. Kelley's Side Show on the John H. Marks Shows. . . . The Robinson Family, operators of frozen custard stands, has closed its winter

POP CORN

The Proof of the Pudding is in the Eating
 • The Proof of Pop Corn is in the POPPING
 • Therefore we want to send you a generous sample of our leader—

INDIANA TRIUMPH

The New Pop Corn
 • We have no catch phrases—no bullhorn about volume and expansion. We do make without reservations the absolute guarantee that—

YOU MUST BE SATISFIED

or money refunded. This means that every bag of Indiana Triumph Pop Corn must pop the volume we guarantee. Because we are processors and grow our own corn it is possible for us to control quality and moisture contents.

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 "From Processor to You"

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 Must Be Seen To Be Appreciated
 Apply:
MAX GOODMAN
 P.O. Box 37 Caruthersville, Mo.

FREAR'S UNITED SHOWS

WANT
 Man with People to take charge of 16-in-1. Dian, come in. P. Phillips, come in. L. C. Williams, let's hear from you. Show open. Want Agent for Ball Game, percentage Dealer. Penny Pitches, Ball Event, write. Ride Help, come on for top wages.
 ROY FREAR, North Kansas City, Mo.

JOHN McKEE SHOWS

WANT
 Man and Wife to take charge of Cookhouse. Must be responsible people. Address:
JOHN McKEE, Mgr.
 Benton, Ill.

FERRIS WHEEL

Will book, buy or lease to complete three Major Rides. 32 weeks in Louisiana. 7 Fairs, 2 Celebrations. No grill. Ride must be in good condition and clean. Will book for 25 per cent. This is an exceptionally good opportunity. We move every week and know the spots. This ad due to disappointment.
FLOYD O. KILE SHOWS
 Clinton, Louisiana, May 14th to 21st; Morgants, Louisiana, 22rd to 29th.

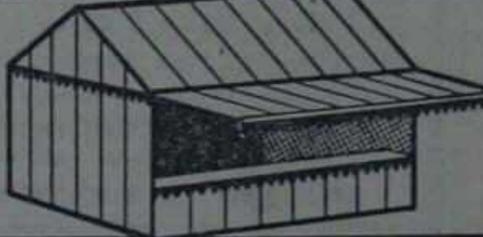
WANTED WANTED

Girls who do Specialties and Talker for Posing Show, good proposition. Jack and Dottie Kerms, contact me at once.
GEORGE W. WARD
 Prell's Broadway Shows
 Beckley W. Va., this week; then Clarkburg.

WANTED

Managers—Girl Show with not less than 3 Girls. Will furnish everything except Costumes. Man and wife to take over Fun House, built on a semi-trailer. Join on wire.
Peppers All State Shows
 Tazewell, Virginia

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CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
 AFTER ORDER RECEIVED!
 SLIGHTLY MORE TIME REQUIRED
 FOR SHOW TENTS
 WIDE SELECTION OF MATERIALS
 AND TRIM
ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

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CARNIVAL CONCESSION. CIRCUS SKATING RINK.
 Beautiful Colors—Individually Designed.
JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
 300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages; Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.
WILLIAM ROTT, Inc., Manufacturers
 142 W. 24th Street New York 11, N. Y.

MERRY-GO-ROUND WANTED

For permanent location in Carrousel Building on the Santa Monica Pier, Santa Monica, Calif. Building now housing Carrousel, which has been sold, is 100 feet square. Will rent building, which will be vacant June 15, 1949, on a percentage lease or buy a good Carrousel. Also have space for Kiddie Rides.
SANTA MONICA PIER CO.
 W. D. NEWCOMB JR., Owner-Operator, Santa Monica, Calif.

home in Coral Gables, Fla., and joined Royal Crown Shows at Bowling Green, Ky. Evelyn Robinson reports that the 1,000-mile jump was made hazardous because of tire trouble, a broken axle and much inclement weather. The Robinson's eldest daughter, Helen, will remain in Miami with her grandmother until June, when she is to be graduated from school there. She will join the family later in the season.

It's easier to buy *The Billboard* and look than it is to ask a press agent if your name was mentioned.

Wrightsmen's Shows played a successful date at Solano District Fair, Dixon, Calif., May 6-8. Charlie Wrightsmen reports. Crowds were good despite the threat of rain and a 40-minute sprinkle Sunday. . . . Bill Postelwaite, general agent, Downriver Amusement Shows, reports that after closing at Milan, Mich., shows moved into River Rouge and opened Sunday (8), a day ahead of billing, to excellent

business, despite the Ford strike. . . . Joe Frederick, of Motor State Shows, who has added a Tilt-a-Whirl to his operation, reports fair week's business at Ovid, Mich., for the American Legion despite cold weather.

Gate & Banner Shows made its employees pass "with it" and "for it" tests, and wound up with only beginners.

Mrs. Lola Copeland, daughter of H. L. Seifer, on Utah Exposition Shows, left the org at Grand Junction, Colo., for Denver where she will undergo an operation which will keep her in Denver for at least five months. . . . George Hedges and Bo Dodson, well-known Kansas City, Kan., concession agents, recently joined the Patterson concessions on the Catlett Shows. . . . Mrs. Eugene Davis, who was ill in St. Louis the past spring, has returned to the road with Veterans United Shows. . . . Ray and Leone Wheelock card from Purcell, Okla., that they have joined Pike Amusement Company with their concessions and Athletic Show. This season marks the Wheelocks' fourth in the business.

On the first sunny day of the season the midwayites sat down to the first boiled dinner they had since the cookhouse pots and pans were needed to catch water leaking thru the top.

Tom L. Wentworth, who resigned as assistant manager of Southern Valley Shows recently, is at his home in Monroe, La. Wentworth married Mrs. Nell Johnson, Monroe, March 17. . . . Charlie Griggs, legal adjuster and concession manager for International Shows, says that contrary to rumors he's still with the shows in those capacities. . . . Walter B. Fox, former carnival general agent and widely known in outdoor show circles, and the activities of his "Mail Order Circus," are a feature of the April issue of *Advance* mag. Story, penned by Joseph Charles Salak, is a digest of the successful mail order business built up by the genial Fox in a few short years from his Mobile, Ala., headquarters. . . . While passing thru Atlanta recently en route to join his shows, Barney Gaddes enjoyed a visit with Ace Turner, with whom he had trouped 35 years ago on the Great Empire Shows. Gaddes said the visit recalled the days of the Velare brothers, Jack, Elmer and Curtis, and Lew Weddington, who had the cookhouse on the shows.

In a time when so many things are going wrong, it's a pleasure to note that big-money jackpots are abundant and of superior quality.

Joseph Lehr reports from Philadelphia that William Hagelman's concession and agent line-up on Simon Krouse Shows includes balloon darts, Frank Grabouski and Fred Gruber; coke bottles, Clark Irick; pan game, Duke McHale and Grace Walsh; gun cup game, Tony Tumolo; add 'em up darts, Bud Wyckoff and Jimmie Tellow; milk bottles, James E. Crouthers and Mary Pomroy; swinger, Red Hari; cat rack, Mrs. F. Grabouski; hoop-la, Mrs. M. Marion; spot store, Joe Lehr, and concession manager, Tex King. . . . J. Raymond Morris, agent on the Cavalcade of Amusements, while on a jump from Sheffield, Ala., to Evansville, Ind., visited Sandy McPherson, manager of the Capitol Theater, Nashville, and also stopped in Henderson, Ky., for a visit with Lawrence Greater Shows. Morris also had a brief chat with Bobby Kline, general agent, Endy Bros. Shows, at Sheffield. . . . Mr. and Mrs. Hick Hister, well known in carnival circles and last season with the John H. Marks Shows, hosted friends at a party in their Huntington, W. Va., home recently in celebration of their daughter's (Mary Ann) first birthday.

Good will was never stronger among showmen than now when you hear two showmen discuss a competitor's downfall with, "It couldn't have happened to a nicer guy."



"Beat The Master" CARD GAME

At last it has been discovered—the fastest and surest game since the beginning of time. Only two cards are dealt off. Everybody loves to play it, women as well as men. Seventy-three bets. Eleven different ways of betting. Five different odds, ranging from even to fifty to one. No other game in the world like it. Absolutely fool proof, and yet so simple anybody can learn to play it on sight. You don't have to understand any other card game. Each player has different colored chips. From one to ten can play at one time. Game is laid out on table 5 ft. long and 4 ft. wide, lacquer finish, natural maple

frame with heavy plate glass top. It has chrome legs and under ordinary use should last fifteen to twenty years, with no upkeep. Anyone desiring to end or improve financial troubles should have one of these tables. Wherever the crowd goes they will play this game, at Fairs, Carnivals, Clubs, Hotels, and Resorts. This game is now available for the first time, and it is only two hundred and fifty dollars (\$250.00), fifty dollars with order, balance C. O. D., plus express charges. Chips are extra if desired. Order at once for early shipment.

All mail sent to Sales Manager

STANLEY MANUFACTURING COMPANY
N. C. JOY • Route 1 • Marion, Indiana
You are not taking a chance when buying this table.
A sure thing. From thirty to forty dollars per hour.

RIDES & CONCESSIONS WANTED

Cookhouse and all Concessions except Bingo open. Rides of any kind. Please write.

For Biggest 4th of July Celebration
JULY 1-2-3-4
HIGHLAND, INDIANA
Surrounded by Gary, Hammond, Whiting, Calumet City on Rtes. 6 and 41.
Sponsored by Community Center Fund. Proceeds for building new Community Center Recreation Building.
Good and lively sponsorship of Highland Business Men's Organization.

WRITE — WIRE — PHONE
Tommy Sacco
203 N. Wabash Ave. Chicago, Ill.
Phone: ANdover 3-4112

WANTED WANTED CARNIVAL

Week of June 13 or any one week open in June

Contact
H. C. HOFFMAN, Fair Mgr.
Box 46, Shamokin Dam, Pa.

AGENTS WANTED

Bingo Counterman, Doll Store Stock Wheel Agent, Percentage Agents. Also have for sale: Custard Outfit complete on all aluminum trailer, equipped with Freezer ready to go. Used one season. Cost \$2500.00, will take \$2000.00 cash. Quick sale. Contact

DANNY DORSO
Continental Shows, Whitesboro, N. Y., all week.

JACK'S GREATER SHOWS WANT

dingo Caller and Manager, one who thoroughly understands Jackpots, etc. Salary and percentage to sober, reliable party. All replies A. R. Whiteside, care Jack's Greater Shows, Henderson, N. C., this week; then Richmond, Virginia, P.S.: Can use useful Concession Help, also sober Ride Help, semi drivers preferred.

WANTED

Rides, Show or both for July 2-3-4. We to keep Bingo, Novelties and Lunch Stand.

Contact
DEXTER FIRE DEPARTMENT
Dexter, Mich.

GOLDEN GATE SHOWS

Wants small Cook House or Grab, Bingo, Penny Pitch, Glass Pitch, Ball Games, Bumper, Dart, Scares, Sno Cone, Candy Apples, Pan Game, Rhy Stock Outfit, Mitt Camp. Two Kid Rides. Agent for Mug Outfit. Also Agent for office Concessions.

FRANK OWENS
Mgr., Golden Gate Shows
Cave City, Ky., this week.

WANTED—TATTOO ARTIST

Must be sober and reliable. A permanent position.

CAPITOL MUSIC CO.
223 4th Ave. N., Nashville, Tenn.
Phone: 6-4593

GET MORE FLASH — MORE ACTION with EVANS' STREAMLINED THUNDERBOLT BUMP RACER

The Finest! None Better Has Ever Been Offered to the Trade!

Precision built, quality made for a lifetime of service. Brightly nickel-plated for outstanding flash and top attraction value! Ball-bearing wheels. No overhead wires. Indestructible. Weight, 18 lbs. Complete with bumper post. Send for details.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

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CONCESSIONAIRES AND OPERATORS

GET BIG MONEY WITH MYCO FAST MOVING ITEMS

LARGE FLASHY PLUSH BEARS & FAWNS

Buy at Factory Prices & Save Money.

28 Inch Asst. Color Bears	\$2.75 ea.	\$30.00 doz.
33 Inch Asst. Color Bears	3.25 ea.	36.00 doz.
Large Asst. Color Fawns	3.25 ea.	36.00 doz.
10 Inch Stuffed Dolls. Good Inter-mediate		4.50 doz.
Spotted Clown Dolls		15.00 doz.

25% Deposit, Balance C. O. D.

MILTON D. MYER CO.
332 THIRD AVE PITTSBURGH 22, PA.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
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Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$27.00
10,000	\$ 9.00
20,000	11.00
50,000	17.00

GIVE TO THE DAMON RUNYON CANCER FUND

JOHNNIE (RED) YOUNG WANTS

Count Store Agents, also Concession Help.

Opening Pontiac, Mich., May 27th. Contact me Edgewater Court, Jacksonville Beach, Fla., till then.

CAN USE

Few more Grind Stores, Rides and Shows. Especially want Kiddie Rides for V.F.W. Celebration at Avon, N. Y., May 24-28 and balance of season.

GENESEE VALLEY SHOWS

Walter Booth, Mgr., Box 1, Wayland, N.Y. Tel.: 2859

WANT

A GOOD CARNIVAL

For Legion Homecoming, August 4-5-6. Sponsored by the Harry Scott Spear Post, No. 1035, at Ashley, Ill. Address: PAUL E. DANIELS

DODSON'S IMPERIAL SHOWS

35-CAR RAILROAD SHOW—35

CAN PLACE NOW AND FOR ENTIRE SEASON

Sober and reliable man who can lay out lot for 35 car show. Can place several Ride Men. Want first class Assistant Electrician, Tower Men who know what it's all about. Also Tractor Drivers and sober Train Help. All address

DODSON'S IMPERIAL SHOWS

Terre Haute, Ind., May 16-21; Danville, Ill., May 23-28

PEERLESS CELEBRATION AMUSEMENTS

Clean and Dependable. Fair and Celebration Committees, Pay Us a Visit

RED ONES PEARISBURG, Va., American Legion Celebration, May 16-21; V.F.W. Celebration, Roncovorte, W. Va., May 23-28; Firemen's Spring Festival, White Sulphur Springs, W. Va., May 30-June 4. Kingwood, W. Va., June 13-14; Firemen's Celebration, and the best 4th of July Celebration weeks in Pennsylvania. Broad Top Miners' Seven-Day Picnic, June 27-July 4, including Sunday. **RED ONES**

IN A ROW WANT capable Office Secretary, lady or gent, if you can be bonded. Larry Schaff, please contact. WANT Monkey, Animal or Snake Show with transportation. Karl Alzora wants outstanding Freak for Side Show, also good Novelty Act and Dancing Girls. RIDES—Want one major Tilt, Octopus, Rolloplane or late Ride. Second Men who drive. Want Single Clown Act, advertise on streets; one with Free Act preferred. CONCESSIONS OPEN—Custard, Floss, French Fries; good, clean Grab and Cook House; Age and Weight, Penny Pitch, Cigarette Pitch, Watch-La, Hoop-La, Glass Pitch, High Striker, Hanky Panky. What have you? WANT Ball Game, Stock Store and Percentage Agents. No gypsy camps or racket. Thanks. All Wire or Address: **WM. J. MESPELT, Owner-Manager**

Pearisburg, Va., now, or as per route

QUEEN CITY SHOWS

WANT FOR WHITESBURG, KY., AND BALANCE OF SEASON

Shows—Snake, Monkey, Girl, Fun House, Illusion, Motor Drome, any Show with own outfit. Concessions—Scales, Age, Penny Arcade, Photo, Clothes Pin Pitch, Waffles, Jewelry, Add-Em-Up Dart, Box Ball, Pan Game that works for stock. Rides—Good proposition for Kid Ride. Will book Octopus or Tilt or any Ride. Want good Free Act not conflicting. All replies:

CURLEY LITTLE

WHITESBURG, KY., THIS WEEK

P.S.: Ralph Cole wants Agents for Duck Pond and Wheel. Dick Spillman wants Agent for Fish Pond. Emery, answer.

GRAND AMERICAN SHOWS

Want at Once—Manager for Athletic Show. Jackie Coleman wants Girls for Girl Show, must be attractive; good salary; good treatment. No drunks. Want Foreman and Second Man for new Rock-o-Plane. Want Concessions—Photo, Coke Bottle, Basket Ball, Jewelry Engraving. Want Shows—Arcade, Fun House, Wild Life or Monkey, any Show with own props.

L. O. WEAVER, Mgr.

Newton, Ia., until May 21st; Marshalltown, Ia., May 23-28.

FROM THE LOTS

Carl D. Ferris

RIDGWAY, Pa., May 14.—Perfect weather helped get the organization's 50th annual tour off to a good start here April 30, with the cash registers working overtime for Fred Kugler's Wild Life Show and Bailey's Arcade.

New power plants arrived here in plenty of time for the opening, along with a new marquee from Norfolk Tent and Awning Company. The marquee goes up for the first time at Clarion, Pa. All equipment was in top shape.

The ride department lists a new boat ride, miniature train, Rolloplane, Merry-Go-Round, Ferris Wheel, Chairplane and Moon Rocket, with a Tilt-a-Whirl and Octopus to be added later. Mabel Mack's Wild West Show and Frank O'Neil's Snake Show are slated to join at Clarion. The Sensational Appollos are to join as free act following their May 8 close with the St. Louis Police Circus.

Staff consists of Carl D. Ferris, owner; Ruth Ferris, secretary; Nelson Ferris, treasurer; Marty Smith, general agent; Hugh Harrington, biller; Harry Fenlon, electrician; James Hungerford, Diesel plants; Leslie Trinder, transportation, and Joe Gidoro, The Billboard agent and mail.

Concessionaires: Hornfeld, bingo; McGee, cookhouse; Sam Serlen, Lewis Black, George Winsler, Grant Pyke, Lavona Smith, Jada Hackett, Morey Foster, Ann McGee, John Webster, Hugh Harrington, the Stanleys, Irving Alspach, John Selloway, Spot Pinsonault, John Maurer and H. Hawley.

Rogers Greater

PRINCETON, Ind., May 14.—Since opening April 1 the show has played Union City, Tenn., Metropolis, Harrisburg, Marion and Mount Carmel, Ill. With rain and cold weather the first few weeks, business was slow, but Owner H. V. Rogers is looking forward to better results.

Personnel: H. V. Rogers, owner-manager; Mrs. Pearl Rogers, treasurer; W. H. Lambert, general agent; F. L. Tyra, billposter; W. J. Williams, lot man; Pat Brady, electrician; Harold DeWolfe, electrician's helper; Gurley McPherson Willis, mechanic; Kenneth O. Ervin, ride superintendent and carpenter; Alma Ervin, front gate tickets; Harold Watterston, sound car, and Larkie Savage, secretary.

Concessionaires: Bill Miller, cookhouse; Elmer and Frances Reid, popcorn and fishpond; F. L. Tyra, novelties; H. E. Eberley, short range and bumper; Billie Harville, palmistry; George O'Neal, string game; Mr. and Mrs. George Hann, popcorn and ice cream; Mr. and Mrs. W. J. Williams, bumper, cigarette gallery and Penny Arcade; Billie Brady, penny pitch; Jay Williams, skillo and rolldown; Sam Cooper, palmistry, fishpond and ball game; Mr. and Mrs. Bill Lambert, color game; Billie Joe Lambert, photos; Mr. and Mrs. Harry Snyder, cats, candy boss, age and scales; Ruth Williams, palmistry; Joe Wineberg, over and under; L. C. Hudgins, diggers; Mr. and Mrs. H. L. Archer, duckpond, pitch-til-you-win and glass pitch; Dan Stratman, long range gallery; Joe Stratman, high striker; Ike Chapman, pea pool, beat the dealer, hit and miss, basket ball game and bingo, assisted by Kenny Putrell, Allen Pitre and C. H. Chapman.

Rides: Ferris Wheel No. 1, Kip Guthrie, foreman; Ralph Gorog, second man; No. 2, Ernest Mayfield, foreman; Chester Myers, second man; Mrs. Doc Newton, tickets. Tilt-a-Whirl, Rex Miller, foreman; Doc Newton, second man; Bill Jackson, third; Norman Reynolds, fourth; Rex Miller, tickets. Merry-Go-Round, Charlie Schmidt, foreman; Elmer Eggleston, second man; Jerry Sullivan Jr., third; Clarence Mercer, fourth. Kiddie rides, John F. Woods, foreman; I. T. Mosfield, second man; Earl Letter Jr., third. Mrs. I. T. Mosfield sells tickets for the kid rides and Mrs. Ernest Mayfield for the Merry-Go-Round. Train, owned by Dan Stratman, is operated by Gale Tousey. Octopus, owned by Buck and Mary McClanahan, Pat Harville, foreman; Bert Newcomer, second man; John Left, third; Mary McClanahan, tickets. Flying Scooter, owned by the McClanahans, Wallace Connelly, foreman; Harold New, second; Bill Going, third. One show, "Fantasy of India," is being operated by Earl Letter.—LARKIE SAVAGE.

Heth Exposition

MOUNT VERNON, Ill., May 14.—New Octopus is expected early in June.

Staff: Bob Heth, owner-manager; Mrs. Heth, secretary-treasurer; Kay Keith, assistant secretary; Fritz Bolis, ride superintendent; Scoop Liger, 24-hour man.

Rides: Ridee-O, Lloyd Iamb and H. F. Brown; Ferris Wheel, Royal Brown and Willie Marshall; Flying Scooters, John Corely and Willie Dee Burt; Merry-Go-Round, W. E. Davis; Kiddie Auto Ride, Specs Holbrook.

Concessions: Mrs. Heth, Charles Lee and Robert Taylor, bingo; Frenchy and Thelma Frenzell, cookhouse; Ethel Bolis, photos; Jack Steffen, Penny Arcade; Johnny White, pea pool; Scoop Liger, under and over; Pig Hanner, beat-the-dealer; Harry Hickman, bowling alley; Joe Marks, mitt camp; Freddie Groff, popcorn; Mr. and Mrs. Ross, diggers; Sammy Craden, 4; Bobby and Specs Holbrook, 5; Nick Gilke, 3; Robert Montes, 2; H. C. Coulson, 2.

Midway of Mirth

LOUISIANA, Mo., May 14.—Business here was okay. Spitfire led the rides.

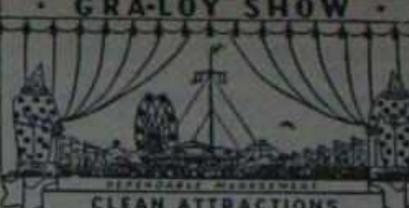
Curly Wray and Red Glass, concessionaires, joined. Mrs. Gaylord Goodale will join soon. She is convalescing in Minneapolis. Mr. and Mrs. Van Tankersley and W. B. Reese, concessionaires, report good biz.

Visitors: Mr. and Mrs. Ivan Candler, Mr. and Mrs. Bill Davis, and Mr. and Mrs. Walter Hartsock.

Beatrice Rogers celebrated her sixth birthday.

F. R. Shultz, popcorn and snow cones, who lost his equipment in a fire in Pittsfield, Ill., has purchased new equipment.—ROSIE DAVIS.

GRA-LOY SHOW



CLEAN ATTRACTIONS

WANT Man for No. 5 Wheel, must drive semi. WANT Sound Truck for Concession. Can use Bumper, String, Hoop-La, Ice Cream, Root Beer, Custard, Novelties, 2 Cat Backs, Coke Bottle, Balloon Dart, Cork Gallery, Blower or any legitimate Concession working for stock. We have Mechanical Show booked. Can use Walk-Thru, Monkey, Wild Life, Crime, Illusion or Funhouse and Arcade. This Show is playing the cream of industrial territory. If you can't get it on this Show you might just as well go in. We carry strong Swaying Pole Act and six Rides. Auburn, Ind., this week; Angola, Ind., next week. All replies as per route. No wise guys or lucky people.

NELSON SHOWS

WANT

Mix-Up or small Merry-Go-Round. Want Snake Show. A few choice Concessions open, \$10.50 per week. This is a small Show and we play right uptown. Commitments for June 19th and 4th July, contact us. Have not booked any yet. No gate, racket or gypsies. Colored Celebration, Smithville, Texas, May 16-21. Look us over.

Wire—Write
L. M. NELSON, Smithville, Tex.

Wolf Greater Shows

Have 25 Celebrations and Fairs starting in June.

Want Shows—Hillbilly, Athletic, Fat Show, Midgets, Motor Drome, Mechanical. Can place Clothes Pin, Nail, Watch-La, Knife Rack, Hoop-La, String Game, Bumper, Concessions.

WM. WOLF

Winona, Minn., May 16-31; Oelwein, Iowa, May 23-28; then per route.

AGENTS WANTED

TED COLE

Can place Bingo Counterman. Agents for following Concessions: Hucky Buck and Fish Pond. Only capable people need apply. No drunks or playboys tolerated. All interested contact

TED COLE
c/o W. S. CURL SHOWS
Newcomerstown, Ohio, on the streets, this week; Zanesville, Ohio, next week.

WANTED

Agents for Skillo. Want head for Bowling Alley and Roll Downs. Must have Agents who are capable. Contact

HOWARD PIERCY
Care J. A. SPARKS SHOWS
Wheelwright, Ky., this week.

WANTED WANTED WANTED

Capable Agents for only Roll Down on Show. Also Man to take head of only Bucket Store on Show. Good territory. Wire or call

SAM BERK
c/o Brown Hotel, Prestonsburg, Kentucky, or Shan Bros.' Shows on route.

FOREMAN WANTED

for Streamlined Caterpillar. Highest wages. Playland Shows, Alma, Michigan, May 19th to 28th inclusive.

JACK GALLAGHER

NEED WHEEL FOREMAN FOR NO. 5

Prefer Man and Wife, will give Wife Concession to run. Can use Concessions that don't conflict. No drunks. Opening May 19 in Oklahoma.

Wire or Write
MR. C. F. GIFFORD, Mgr.
GIFFORD'S SHOWS
Noble, Okla.

FOR SALE

Set of 9 Buckley Diggers with or without frames. Priced right for quick sale. Flashed with neon.

EARL DENTON
Care J. A. SPARKS SHOWS
Wheelwright, Ky., this week.

JACK RENFRO WANTS

Skillo and Barrie Dazzle Agents. Allen Marrie and others who have been with me, get in touch. Only two Skillo and two Count Stores on this Show.

JACK RENFRO
Care J. A. Sparks Show, Wheelwright, Kentucky

CARNIVAL WANTED

Complete Rides and Concessions
ANNUAL SPRINGPORT HOMECOMING
V.F.W. STREET CELEBRATION
 August 11, 12, 13. Contact:
W. K. GIBBS
 V.F.W. Post 8056
 Springport, Michigan

INSURANCE

IDA E. COHEN
 175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

RIDES AND CONCESSIONS WANTED

To operate with Greensburg Sesqui-Centennial, June 23 to July 2.
GREENSBURG SESQUI-CENTENNIAL CORPORATION
 HUFF BLDG. GREENSBURG, PA.

CARNIVAL WANTED

JULY 4TH WEEK
 For 30 year bona fide Celebration. Not located inside city for this event. Strong auspices to work with. Everything else O.K.
W. B. STOUT
 Box 67 Harriman, Tenn.

CARNIVAL WANTED

4th of July Celebration
 Young Men's Civic Club
 Must be clean and have plenty of Rides.
 Contact
N. N. STEINBERG
 Corning, Ark.

FOR SALE COOKHOUSE AND CHEV. TRUCK

Complete, 12x14, seats 12, bottle gas equipment, royal blue, truck already licensed ready to go. This outfit cost \$1750.00, must sell at once, \$500.00 cash.
Raleigh Trailer Sales
 Phone 23796 RALEIGH, N. C.

WANTED MOTORDROME RIDERS FOR HENNIES BROS.' SHOWS

(Bud Turner, Walter Petroski, get in touch with me.)
HARRY W. HENNIES
 Hammond, Ind., May 14-21;
 Toledo, Ohio, May 23-30.

MONKEY & DOG TRAINER WANTED

After fifteen years of service, position open because of death. Year-round work. Good proposition to right party. References required. Answer by mail.

B. O. (Buttons) GRANTHAM
 HENNIES BROS.' SHOWS
 Hammond, Ind., this week; then per route.

RIDES FOR SALE

1947 Fly-o-Plane, like new; 24-car Caterpillar with Tunnel, A-1 condition. Reasonable. Can be seen in operation.
GRIFFEN AMUSEMENT PARK
 Jacksonville Beach, Florida

CARNIVAL WANTED

1st, 2nd or 3rd week of July by Veterans of Foreign Wars. Address:
WM. S. SAYRE, Commander
 Box 172 Middleton, N. Y.

CAN PLACE

Legitimate Concessions. Book or buy Chairplane.
JOE KAUS SHOWS
 WARSAW, N. C.

Happy Holiday

SALEM, O., May 14.—Season's first move was made without incident and all equipment arrived in time to set up on Sunday afternoon (8). Stand at Mansfield was good for all concessions and rides. Sigrid Sorenson joined at Mansfield with her Girl Show. She will have the entire back end. She put up the Side Show and *Hollywood Follies* here. Latter is carrying a seven-piece band, with Horace Mehoff, musical director.

Shows will not operate behind a gate this season. Sam Soloff has the grind stores, and Bob Chism the cookhouse. Joe Crognalli is lot superintendent. Ernest Pisa, ride superintendent, is getting the equipment up and down in good time. Co-Owner Anthony (Skip) Schippers opened his bingo in Mansfield. General Manager H. Glen Hockett is with the shows. They are booked solid for the season. Paul (Jack) Greeley is publicity director.

Roster includes Co-Owners Ray Williams and Anthony (Skip) Schippers, General Manager H. Glen Hockett; Jack Raterink, secretary-business manager; publicity director, Paul (Jack) Greeley; lot superintendent, Joe Crognalli; ride superintendent, Ernest Pisa; Merry-Go-Round, William Watkins, foreman; Don Lajiness, second; Ferris Wheel, Jack Quinn, foreman, Fred Gifford, second; Octopus, Bon Parrish, foreman, Herman Chavous, second; Rolloplane, Richard Welch, foreman; Kiddieland, Art Brink, foreman; Swings, Robert Merrick, foreman; Highram Utely, electrician and mechanic. — JACK RATERINK.

Alleghany Exposition

BEDFORD, Va., May 14. — Org opened at Rocky Mount, Va., April 15 and several days were lost to cold weather. Two days were lost to rain here but business was good when the weather was okay.

Staff: L. C. Heck, general manager; Frank Z. Hyde, secretary; Dan Donnini, business manager; M. E. Bauguss, advance; F. A. Norton, electrician; H. G. Conn, truck superintendent; Curley March, front gate and towers.

Rides: Kiddie auto, Fred Hall; Kid-die Plane, Harry Caldwell; Whip, A. J. White; Chairplane, Paul Bish; Merry-Go-Round, Tom Shingledecker, foreman; Leon Simond, assistant; Ferris Wheel, J. R. More, foreman, C. L. Graziana, assistant.

Shows: *Topsy Turvey*, Fats Usher; *Deep Jungle*, Frank Chessler; *Hawaii Girl*, Charley Johnson; *Look at Life*, Jimmie Fry; *Parisian Follies*, Charley Johnson; Side Show, Fats Usher.

Free Act: Capt. Jimmie Shaffer, high sway pole.

Concessions: Dan Donnini, bingo and 7 concessions; Tom Lee, hoop-la; R. J. Morgan, duck pond; Mrs. Mike Lucas, ball game; Eddie Mohr, long and short range galleries; George P. Rosebud, photo gallery; John Lucas, French fry; H. E. Ammons, dart balloon; Theodore, palmist; Alex W. Golly, palmist; Mrs. Harry Scheiber, diggers; John Padykula, age, scales, pitch-til-u-win; Ruth. Lefler, candy floss; Jimmie Shaffer, glass and jingle board; Mike Lucas, cookhouse; Joe Rea, candy apples; Ann Rea, popcorn; Johnnie Lefler, custard; Bobbie Heck, pea pool; Nettie Ammons, penny pitch; Murtice Nichols, penny pitch; Mrs. Laverne Heck, ball game; Mrs. Tom Shingledecker, novelties. —FRANK Z. HYDE.

Willis & Myers

MACON, Ga., May 14.—Good weather boosted receipts and the fourth week here was the best to date, Manager C. M. Willis reported. Org lost several nights in previous weeks due to rain.

A. J. Wood has been named foreman of the Chairplane. Al Cash and Slim Berry are overhauling all trucks. Chester J. Cherry, fishpond, bought another truck. Russell Powers, who had the Pit Show and three concessions, closed.

WANT CAPELL BROS.' SHOWS

"America's Finest Motorized Carnival"

10 Modern Rides 10 Outstanding Shows Free Acts
 15 bona fide Fairs and Celebrations now contracted, including the great American Indian Fair and Exposition, Anadarko, Okla. WANT—Fish Pond, String, Coke, Scales, Derby, Arcade, Long and Short Range Galleries, Ball Games, Hanky Panks of all kinds (pre-war prices), Six Cats, Buckets, Swingers, Blower, Pin Store, etc. Place capable Agents. (Tommy Carson, adjuster.) WANT Capable Talker for Big Side Show. Useful Carnival People, come on. Remember, six nights a week ACTION on this Show with short jumps and always first in under strong auspices. Wire, don't write. Come on.

Address H. N. "BOC" CAPELL
 Pawhuska, Okla., this week; then per route.

FOR SALE

16 CAR **OCTOPUS** 16 CAR

A-1 Condition.

Must Make Room for New Ride at

WENONA BEACH, Bay City, Mich.

Phone Bay City 4432 O. D. COLBERT

W.G. WADE

Shows **WGW**
 RICHMOND, IND., Athletic Park, May 23-28. Entertaining INDIANA and OHIO Territory.
ALL CONCESSION PRIVILEGES OPEN
 Contact NOW for reservation of space
 Excellent Opportunity for SNAKE and ANIMAL Shows.
W. G. WADE SHOWS
 Kalamazoo, Mich., all this week; Springfield, O. (downtown location), follows Richmond, Ind.

LAST CALL FOR MEMORIAL DAY WEEK-END

— CONCESSIONS —
BEAN COUNTY PIONEER DAYS CELEBRATION

HURON COUNTY FAIRGROUNDS, BAD AXE, MICH., MAY 27-28-29-30

Memorial Day Week-End—Four Days—Well Planned Activities—Allowing Lots of Concession Time. Fireworks—Bands—Parades—High Acts—Queen Contest—Stage Attractions, etc.
 RAY STECKER, General Director, P. O. Box 142, Bad Axe, Mich.
 Sponsored by the Bad Axe Lions' Club.

WANT!!! WANT!!! WANT!!! DOWNRIVER AMUSEMENT CO.

For RIVER ROUGE, MICH., this week, followed by ROMEO BLOSSOM FESTIVAL—DEARBORN FIESTA—MONROE ELKS JUBILEE (first in)—ECORSE for Michigan's Biggest 4th July Celeb. Several Fairs and Homecomings to follow. Booked solid till October 9th. Have good proposition for any Feature RIDE or SHOWS. Can use few more LEGITIMATE CONCESSIONS. Also Penny Arcade or Monkey Show.

This Show Carries FREE ACT—NO GATE

10134 W. Jefferson, River Rouge, Mich., this week; Romeo, Mich., next week.

MID-WESTERN EXPOSITION

"America's SHO' Beautiful"

WANT WANT WANT
 For our first Celebration, with our FIRST FAIR to follow, namely V.F.W. Celebration, Columbus, Kan., downtown, May 23 to 28; Golden City, Mo., FAIR, City Streets, June 2 to 4, and all Celebrations and Fairs to follow—2 & 3-day stands in Iowa, Nebraska, South Dakota, etc. RIDES—Tilt, Caterpillar, Scooter, Rolloplane, Glass or Fun House. Low percentage. SHOWS—Any Grind, Walk-Thru, Iron Lung, Monkey, Drome, Illusion. Own outfits. Need Managers, Acts, Talent and Performers for office-owned ATHLETIC, SNAKE and Side Show. CONCESSIONS—Custard, Photos, Fan Game, Novelties, Age and Scales, Dart, Ponds, Arcade, String, Basket Ball, Coke Bottles, Wheels and Count Stores. Midway open. Come on. HELP—Manager for office-owned new Cook House, man and wife preferred. Agents for P.C., Hoop-La, Ball Games, Pitches, Buckets, etc. Art Fry, where art thou? Best of luck. All wires and correspondence to TED WOODWARD, Owner and Gen. Manager, or OCTAVIO PEDRERO, Gen. Representative, Coffeyville, Kansas, NOW; Columbus, Kan., next week.

PAGE BROS.' SHOWS

Sell X on Diggers, Pan Game and Cook House, must be A-1 and cater to Show People. Also can place Long Range Lead Gallery, Age and Weight, Ball Games or any Slum Concessions. No flats or gypsies.

MARION, KY., THIS WEEK.

OPENING MAY 28

At Mena, Arkansas, for eight days.

WANT

Ride Help, Shows with or without own tops, reliable Concessions Agents for office owned Concessions. Can use Popcorn, Sno-Cone, Candy Floss and other Concessions. Want Bingo Manager. Especially want clean Cookhouse; good proposition.

RAINES AMUSEMENT CO.

ROSA M. RAINES Phone: 274 MENA, ARK.

MAN AND WIFE

Wanted to operate Concessions. Will pay 25% of gross to good worker. We furnish everything, including transportation. Wire

BOB DUGGAN

c/o Pan-American Animal Exhibit, Boat, Miss., May 18-19; Ft. Payne, 20-22.

ATTENTION

We are accepting bids for large Circus or Carnivals for week of July 4, 1949, to be held in Winchester, Ky. Write

VETERANS OF FOREIGN WARS CLARK COUNTY POST #5186

Winchester, Ky.

WANT TO BOOK

THE FOLLOWING CONCESSIONS:

Duck or Fish Pond, Bowling Alley, String Game, No Glass Store on our lot at present. For Sale—Spillman Little Beauty Merry Top and Walls.

Mike Ziegler

Hotel Rodman Philadelphia, Pa.

WANTED

Girl Show Manager with at least 2 Girls. Stock Concessions of all kinds. For V.F.W. Spring Carnival, 60,000 people to draw from. First in. All Celebrations from now on.

BURKHART SHOWS

Oglesby, Ill.

FROM THE LOTS

Whalen & Riley

CLEVELAND, Okla., May 14.—Org moved in here from Yale, Okla., where it tore down in the rain. Business here the early part of the engagement was good.

Recent additions to the line-up included Mr. and Mrs. A. B. Stribling, candy apples; Mr. and Mrs. Cecil Lowden, short range gallery; Mr. and Mrs. Curley Green, percentage, and Ray Davenport, Barrell of Fun and kiddie ride.

Jimmy Gregarich, electrician and ride superintendent, has his coke bottles here. Owner Riley reports that he recently inked a number of fair and celebration dates.

A birthday party was tendered Mrs. C. E. Riley and Mrs. Mildred Gish during the stand at Maud, Okla., by Owner Riley, with Mr. and Mrs. C. E. Armstrong and Mr. and Mrs. Norman Flory assisting him. All members of the shows attended.—G. O. CASE.

Moore's Modern

ANADARKO, Okla., May 14.—Show made a 350-mile move in here from Littlefield, Tex., and altho everything was ready in time to open, attendance was poor.

Littlefield was a blank. Co-operation from the sponsors (American Legion) was nil, and the weatherman threw the book at us. Show battled dust storms the first three days, and hail, rain and wind the last three. The tornado which struck Sundown, Tex., missed the show by 30 miles, and while we had some rugged wind, no damage was done. Owner Jake Moore planed into Searcy, Tex., to take care of his interests there. Mrs. Wayne Mayberry left for Hot Springs to keep a date with the stork. Mr. and Mrs. Whittaker joined with four concessions.

Show holds a weekly mock court, with Texas Kidd, judge; Roy DeLano, court recorder; Jake Moore, defense attorney; Jeff Nix, sheriff, and the writer, prosecutor.

The writer's Girl Show is sporting a new paint job. Marcelline Chaffee and Betty Hunt are the dancers.

Show is carrying Texas Kidd's rodeo as free act.—BUDDY BUCK.

Virginia Greater

CAMBRIDGE, Md., May 14.—Shows made a short jump here from Salisbury, Md. Ideal lot is located in the heart of town. Rain nixed opening Monday night (2). Weather was perfect Tuesday (3) and the midway was jammed. VFW committee displayed giveaway prizes including a boat, bicycle and freezer. Lot was small but org was squeezed on it in good shape by manager Rocco Masucci.

Raleigh (Uncle Tom) Gibson, ride superintendent, suffered a stroke a few days ago and is under a doctor's care but is getting along fine. Rodman the magician joined and closed here. Mr. and Mrs. Eddie Curtin are visiting their kinfolks, who have a farm near here. Quey Cooper is now operating a pea pool concession. Bob Coleman's bingo is getting a fair play. Saturday matinee biz was okay but night play was hurt by rain.—H. W. ARNOLD.

O. C. Buck

MENANDS, N. Y., May 14.—Shows opened to big attendance Monday night (2). Tuesday (3) was cold, but attendance was fair. Wednesday (4) was good despite a midget auto race and baseball game opposite the lot.

Pat, Jim and John Perrotta joined here with their concessions. Mr. and Mrs. Steve Minnerick also joined. Mrs. Mildred Swartz has returned to the shows after an operation. Eugene O'Donnell has been chosen chairman of the jamboree which will be staged during the Keene, N. H. engagement. Mr. and Mrs. Tom Brady and Mr. and Mrs. Luke Siefker purchased new trailers.

Visitors included Arthur Campfield, Van Taylor, treasurer, Altamont (N. Y.) Fair; Johnny Bass, Freuhauf Trailer Company; Joe and Mary Pustanio and Ann Louise Eddy.—ROY F. PEUGH.

L. B. Lamb

CARBONDALE, Ill., May 14.—Org moved in here from Milan, Tenn. Andy Rasmussen joined with his concessions. Joe Sparks left at Alexander City, Ala., to make Michigan spots. Billy Collier, age 6, performs nightly in the Motordrome.

Bernice Jackson finished the wardrobe for her Florida Flames Revue, which bowed here. Al Davies joined with his coke joint. Ross Sinderson and Evelyn Hill get plenty of compliments on their cookhouse.

Ernie Murray reports the stand in Columbus, Ala., was the worst of the season.

SAMMY LANE SHOWS

Will book Guess Your Age, Coke Bottle, 5th Cone, Custard, Bumper, Jewelry, Hoop-La, French Fries, String Game, Balloon Darts, Ride Help on Ferris Wheel and Jims who can drive trucks. No drunks. Agent for Devil's Bowling Alley. Will book 2 Grind Shows. Wm. Brooks wants Agent for Novelties.

COMMITTEES IN SOUTHERN MISSOURI: HAVE SOME OPEN DATES IN JULY AND SEPT.

Huntsville, Mo., this week; Paris, Mo., next.

Experienced CARNIVAL SECRETARY

One Who Understands Taxes, Etc. This Is a Large Truck Show. High Salary to Experienced Party. BOX D-186, c/o The Billboard 2160 Patterson St. Cincinnati 22, Ohio

"NEW SHOW, NEW NAME" GUST KARRAS GREATER SHOWS

Want A-1 Bingo, Darts, Basketball, Fish Pond, Glass Pitch and other legitimate Concessions. Opening date May 16th, St. Joseph, Missouri. Have good Fair season booked. Positively no graft.

124 South 8th Street, St. Joseph, Missouri Phone 31427

3 DAYS and 3 NIGHTS

June 29-30, July 1

VETERANS' REUNION - HOME-COMING

Fair Grounds, Benton, Illinois. The BIG Event of all Southern Illinois. Potential Population to draw from: 200,000. Conducted by Post 280, American Legion. For Concession privileges, write Jim Pritchard, Rance Kinman, Robt. L. Strauss, Committee, Benton, Illinois

KLENKE AMUSEMENTS

Want first class Ride Help for Wheel, Octopus and Jenny. Positively no drunks. Wire or come on.

LUCKY FRANK CARSON or LUCKY FRANK ZELABI

1608 Erie St. Saginaw, Mich.

FOR SALE

14x12—6 Cats, complete with brand new canvas.

H. BENJIMAN

c/o Cetlin & Wilson, Philadelphia, Pa.

FROZEN CUSTARD

Machine also makes Ice Cream. Quick freeze. 100% overrun. Good condition. Fair offer not refused.

ANDREW LASPINO

14 Prince St. New Haven, Conn.

NAIL AGENTS WANTED

Wire

HERMAN (GREENY) PLUDA

c/o Cavalcade of Amusements, Evansville, Ind., this week; and then per route.

IN LONG BEACH, CALIFORNIA

SEAVIEW HOTEL

341 W. Seaside Blvd.

Heart of amusement pike. Entertainers' headquarters. All private baths. From \$2.00 daily. Special weekly rates.

WANT AGENTS

Hill and Miss Cat Rack, Long and Short Range Lead Gallery; those driving trucks preferred.

FORREST C. SWISHER

With Parade Shows, Rich Hill, Mo., week May 14-21; per route.

DICKERSON SHOWS

Want for good beach, all summer's work, no tear down, no moves. Good proposition to Wild Life or Animal Show. Place any Kiddie Rides that don't conflict. What do you have? All address:

FRANK DICKERSON

General Delivery Ocean Drive Beach, S. C.

WANT WANT WANT

FERRIS WHEEL—OCTOPUS—TILT
Any Good Kiddie Rides

CONCESSIONS—Bingo, Percentage Joints and all Legitimate Hanky Panks, also Mug Outfit. RIDE HELP who can drive semis. Good Treatment, Good Wages. Drunks, Save Your Time.

Now Framing Second Unit.

COTE AMUSEMENT CO. UTICA, MICH.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

HAMMONTON, N. J., THIS WEEK; SOMERVILLE, N. J., NEXT WEEK

Want at once: Frozen Custard, Age and Scales, Ball Games, all Hanky Panks open. Want at once: Good proposition for 10-in-1. Wild Life, Snake Show, Monkey Show. Will buy five Monkeys if trained. Kiddie Aeroplane for sale. All address:

WM. C. BILL MURRAY, VIRGINIA GREATER SHOWS

WANTED WANTED WANTED BIG V.F.W. SPRING FESTIVAL

6-DAYS AND 6 NIGHTS—6. FLORA, ILLINOIS

CONCESSIONS—That work for stock. Jewelry, Custard, Candy Apples, Snow, Balloon Dart, String Games, Novelties, Merchandise Wheels and Concessions that do not conflict. What have you? Bob Lindoff and Bill, wire me. SHOWS—Monkey Show, Motordrome, 10-in-1, Girl Show, Animal, Unborn, Fun House, Crime and Shows that don't conflict. Two big Celebrations. Flora, Illinois, May 23rd to 25 then Vincennes, Indiana, and others to follow. Wire

LESLIE E. BRALEY

c/o V. F. W. Post 3999

Flora, Illinois

Playing day and date with Ringling Bros.-Barnum & Bailey Circus, Philadelphia, Pa., May 22nd to May 28th.

WANT—Independent Rides, Shows and Concessions, Grind Shows, Merry-Go-Round, Ferris Wheel, Kiddie Rides, Eats and Drinks, Candy Apples, Cotton Candy, Custard, Popcorn, Scale and Age, and a few legitimate Grind Concessions. Write or wire:

Max Gruberg, P. O. Box 101, Philadelphia 5, Pa.

GAYETY SHOWS

This week, Hornell, N. Y.; next week, Rochester, N. Y. We have best money making route in New York State.

Want shows of all kind, 5-in-One or 10-in-One, Snake, Monkey, etc. Want concessions, Lug Range, Penny Arcade, Hoopla, Bowling Alley, Fish Pond, Race Horse, etc. Want help on rides. Everything open for Rochester, N. Y. Wire

ANTHONY SANTILLO

CAN PLACE IMMEDIATELY

Experienced Whip and Merry-Go-Round Foremen. Join at once. Top salaries. Can always place useful Ride Help on all Rides.

MARKS SHOWS

LEBANON, PENNA., Week of May 16th.

World of Today

SALINA, Kan., May 14.—Weather improved here and org registered good business. Previously, only good weather spot was Wichita, Kan., when org had a big week.

Show moves from here to Topeka, Kan. Remainder of the still date route includes Lawrence, Kan.; Kansas City, Mo.; Des Moines, where it will play the Capitol grounds; Lincoln, Neb.; North Platte, Neb.; Cheyenne, Wyo.; Scotts Bluff, Neb., and Omaha.

Ralph Clawson has all rides painted and in good shape. All shows have been revamped and two new ones built. Lighting flashes the back-end. Trucks are under supervision of Nathan Carl.

Art Frazer and Chuck Magid took delivery on new 33-foot Spartan Royal Mansion house trailers. Art Signor has a 33-foot Travelite.

L. C. Reynolds returned from a booking trip. Mr. and Mrs. S. Carroll left to take out their own concession. The writer handles the office.—**ART SIGNOR.**

John H. Marks

CHESTER, Pa., May 14.—Shifting from the Trainer-Chester location to the Leiperville ball field on Chester Pike, org Monday (9) opened its second week's engagement in the Chester sector to rain and cold. Rain Tuesday (10) and extreme cold hurt Wednesday (11).

Paul Lane pressed a bulldozer into service, and 20 tons of slag, plus a dressing of straw and sawdust, were used on the back-end.

Broadway Vanities, managed by Johnny Orenallas, is getting top money. T. W. (Slim) Kelley reports business okay.

Harry Sreiber, legal adjuster, was joined here by Mrs. Sreiber. Mr. and Mrs. Chet Duna arrived from Miami with their concessions. T. A. (Red) Schulz, main entrance superintendent, is ill.

Owner Marks hosted *The Chester Evening Times* staffers at a cook-house dinner, with members of the *Broadway Vanities* revue acting as hostesses. Johnny Wise, comic, entertained. Harry Sreiber and Paul Lane assisted in the arrangements.—**WALTER D. NEALAND.**

Evans United

OSCEOLA, Mo., May 14.—Org opened to better than fair business here Tuesday night (10) after a rainy Sunday and Monday.

Mr. and Mrs. Green joined last week at Holden, Mo., with their Snake Show, while Henry M. Patterson joined here with his string of concessions, transported on a new Chevrolet truck. Al Willis is assisting with the new twin Ferris Wheels and super-interlocking installation of a new Diesel plant and neon towers. Owner Clay M. Evans has returned from a booking tour thru Kansas, Nebraska, Iowa, Minnesota, Montana and North and South Dakota.—**D. J. COX.**

CARNIVAL WANTED
Rides and Concessions (egit). August 31-Sept. 1, 2, 3rd.
ANNUAL BLACK HILLS EXPOSITION
Day and night — Free Acts. Draw from 150,000 population. Reply to E. C. Murray, 429 St. Joe St., Black Hills, South Dakota.

CONCESSIONS WANTED
Will give "X" on Cork Gun Shooting Gallery, Novelties, String Game, Basket Ball, Add-Em-Up Darts or other Concessions not conflicting.
Klein Amusement Co.
"A Clean Show with New Rides." No gypsies, no drunks, no flats. Address Howard, S. D., May 24 and 25.

STRASBURG, ILL., ANNUAL HOMECOMING AND STREET CELEBRATION WANTS
Carnival or independent Rides for Aug. 17, 18, 19 and 20, or Aug. 31, Sept. 1, 2 and 3, or Sept. 7, 8, 9 and 10. Also Aerial Act and high class Entertainment.
LAUREN R. HAMM
Strasburg, Ill.

W. S. Curl

MASSILLON, O., May 14.—Move to this town Sunday (8) was made without any trouble and all hands got a rest. Ride men started to work at 7 o'clock Monday morning and by noon all rides were ready to go. The date was under local firemen auspices.

Recently, thru an oversight, an important member of the shows went unmentioned. This person is Miss Teddy Harding, who has been with the org since its infancy.

Rain threatened Monday evening but a good crowd turned out. Tuesday and Wednesday saw overcast weather come in and attendance dropped to about half of the day before.

Recent visitors were Mr. U. C. Scott, fair decorator and agent with the Happy Attractions; Mr. Hutchen-son, Selles Circus agent; E. W. Vandergrift, Shell Bros.' Circus agent; Messrs. Litta, Fosnight, Hoffer and Heinbeck and Mr. and Mrs. Charles E. Ward, all of the Ohio United Showmen's Association, Canton, O.; Mabel and Lyman Mack and their son and daughter-in-law, who reported that their show will be a feature on the Ferris Shows' midway in New York.

New arrivals are Mr. and Mrs. Joe Willis, with basketball game, and Mr. and Mrs. Eddie Dayton, with French fries.—**W. J. (BILL) HOPKINS.**

Harrison Greater

ABERDEEN, N. C., May 14.—Week ended Saturday (7) proved the biggest of the season. Rain Monday night (2) hurt some but about 1,000 turned out and spent freely. The remainder of the week, until Saturday, weather was perfect and biz just about as good. Saturday matinee nothing to brag about, as the same promotion was staged here just three weeks ago when the writer was connected with the Gold Crown Exposition. Rain washed out the Saturday play from 6 to 8 p.m. but the rest of the evening was good.

Press and radio co-operated. Paul Hennings, station manager; Jim Allwood and Warren Borque, announcers on WSTS, in Southern Pines, went all out to give the show an hour a day of free time which Scotty and His Harlem Broadcasters filled in. Giveaway night drew the largest crowd of the week. Maxie Sharpe is doing a good job. Owner Frank Harrison and Dutch Whiteside are happy with biz.—**HARRY E. WILSON.**

Wolfe Amusement

BUENA VISTA, Va., May 14.—Org moved here from Altavista, Va., Sunday (8), opening Monday (9) to a big crowd, but spending was off 25 per cent. Show was rained out Tuesday (10).

Mr. and Mrs. George Kee, Mr and Mrs. John Martin and Mrs. John Lytle visited.

Slim Lance left to join Marion Greater Shows. Blackie Holt replaced Curly (Pea Pool) Morley, who left to join I. K. Wallace Shows, in the electrical department.

Ruby Wantz is ill.—**E. SYLVESTER.**

Smith Amusement

SHAMROCK, Tex., May 14.—Org is back in its home State after two weeks in Oklahoma. Weather here was fair and warm and attendance was up. L. C. (Mack) McCaffery and wife, Edith, joined, he as legal adjuster, she with a penny pitch. C. R. Knox came on with his Funhouse and kiddie train and concessions, as did the Allen boys, with concessions.

Harry Buffington Cotey, who claims he is 100 years old, has taken over night watchman duties. Bob and May Aussiker's bingo clicked here. Mrs. Candy Adams is glass pitch agent.

Shows move into McLean, Tex., next week for their first celebration.—**MRS. LAWRENCE SMITH.**

WILLIAM T. COLLINS SHOWS
WANT FOLLOWING SHOWS ACCOUNT OF LAST-MINUTE DISAPPOINTMENTS
COLORED MINSTREL SHOW
Have complete new Show top with new wagon-type front, new canvas, and all top-notch equipment, including transportation.
GIRL SHOW
Want capable Operator who has at least 5 Girls. We want a high-class Revue, not a Kootch Show. Have all new canvas, top and equipment, with wagon-type front, including transportation.
SIDE SHOW
Want good Side Show Operator with own equipment and transportation. All address:
WM. T. COLLINS, Mgr.
Redwood Falls, Minn., this week; Watertown, So. Dak., next week.

HOME STATE SHOWS WANT
For Cedar Rapids, Ia., Spring Festival
MAY 23-30
Shows—Motor Drome, Grind Shows.
Ball Games, Cook House, Bowling Alley, Fish Pond. RIDE HELP—Rollerplane and Wheel Foremen. Use useful Ride Help. Drunks and agitators, stay where you are. 3 State Conventions to follow.
HOME STATE SHOWS, Anamosa, Iowa, until May 21; then Cedar Rapids.

JAMES H. DREW SHOWS
CAN PLACE
Merchandising Concessions of all kinds, must be legitimate. Special opening for Custard, Apples, Floss, Photos, High Striker, Novelties. Allen, answer. Good opening for Modern Arcade and Grind Show. Our route is the best, includes Fairs and Special Events. All wire
JAMES H. DREW SHOWS
This Week SOPHIA, WEST VIRGINIA

J. A. SPARKS SHOWS
16 Bona Fide Fairs
WANT WANT WANT
CONCESSIONS—Will sell "X" on Novelties, Custard, Photos and Jewelry. Will book any Sium Concession. Will book Grind Stores with flashy outfit and sober agents. SHOWS—3 or 10-in-1 with own equipment, Monkey Show, Illusion, Glass House or any Show that does not conflict. Small percentage to office. RIDES—Will book Spitfire, Fly-o-Plane, Octopus or Ride that does not conflict. Howard Percy and Jack Renfro can use Grind Store Agents who are reliable and sober. Need Agents for Bowling Alley. Have for Sale—30 Kw. Transformer, practically new. All replies:
J. A. SPARKS, Owner; E. H. BROOME, Bus. Mgr., Wheelwright, Ky., this week.

IMPERIAL SHOWS
Want Cook House. Must be modern and cater to Show People. Useful Ride Help who drive semis. Also capable Concession Agents.
BILL GULLETTE, Mgr.
Urbana, Ill., May 16-21; Paxton, Ill., May 23-28.

ALL AMERICAN MIDWAY SHOWS
Want Concessions of all kinds except Popcorn, Candy Floss, Snow Cone and Bingo. Good Second Men on Rides who drive semis. Money-setting Shows with own transportation. Have 20x40 and 20x30 if you have a show for them that will get money. Get with a winning route of still dates and the best of 4th of July and Fairs. All replies to:
HERMAN REYNOLDS, Mgr.
ALL AMERICAN MIDWAY SHOWS
Russellville, Arkansas, May 16th to 21st; then per route.

SRADER SHOWS
Want Shows
WE DO NOT CARRY AN ATHLETIC SHOW
Opening for Wild Life, Unborn, Fun House, Arcade, Mechanical, Monkey or any Grind Show. Will book any good Attraction with or without transportation. CONCESSIONS: Have opening for a few more legitimate Concessions. Want Agent for Penny Pitch. RIDE: Second Men on Merry-Go-Round and Octopus, must be licensed truck drivers.
M. A. Srader Shows, Ness City, Kan., May 16th to 21st.

LA CROSS SHOWS WANT
Girls for Girl Show. Anyone knowing the whereabouts of Lovena "Loretta" Whitlock, contact me at once.
PEGGY O'DAY, c/o La Cross Shows
White River Junction, Vt., now; May 23 to 30, Montpelier, Vt.

ONTARIO ENTERPRISES
WANT WANT
Rides, Shows with own tops and Concessions. Opening Brownville, N. Y., May 26-30, inclusive. 14 weeks to follow. Wire or write:
HAROLD "SPIKE" MORLEY or RAY MORLEY
R.F.D. #6, Oswego, N. Y.
ONTARIO ENTERPRISES

WANTED
Agents and Concessions for a long season. Will book "X" on Custard, Photo, Long Range, Short Range and High Striker. Will book any Hanky Panks at \$21.00 per week. Will book Grind Stores, Roll Down, Razzle Dazzle, Bowling Alley, Swinger and Nail Outfit. Want Agents for Roll Down, Razzle Dazzle, Clothes Pin, Six Cat, Buckets, Don Lorenz, Jack Peewe, Humpy Weeks, Jimmy Nolan, Jimmy Rounds, contact Ray Anderson. Want Lady Agents for Over and Under, Big Six Wheel, Center Hoop-La, Penny Pitch and Ball Game. Join on wire
PEPPERS ALL STATE SHOWS
TAZEWELL, VA.

PAUL'S AMUSE. CO.

RIDES FOR SALE

1 1944 Model Super Roll-o-Plane, A-1 condition, new paint, single phase motors, with transportation if preferred; 1 1946 Model Gruner 24-seat Chairplane, like new; 1 1946 Kiddle Elephant Ride, ten car, in good condition, original paint, electric motor built by Enterprise Co.; 2 20x40 Show Tops, flame proof, foil proof, used a little one season. These Rides and Equipment can be seen in operation in City Park, Pine Bluff, Ark., until June 15th. If interested, come and see. Priced to sell with or without transportation. Also need Merry-Go-Round Foreman for Little Beauty 2 Abreast Allan Herschell.

P. A. SCRIMAGER

Box 423 Pine Bluff, Ark.

WANT—SIDE SHOW ACTS—WANT

Enlarging Side Show for long list of Celebrations and Fairs. Want Working Acts of all kinds. Fresh to feature. Bertha Stump, Frog Girl; Zaza, Alligator Skin Girl, answer. Girls for Bally and Illusion. Exceptionally good territory for Mental Act and Tattoo Artist. Your own proposition. Also want Couple to handle small Snake Show. Long season. All address:

F. F. Bancroft, Show Mgr.

J. A. Gentsch Shows

Batesville, Miss., this week.

RIDES WANTED

For Annual "Oil Festival," August 22nd thru 27th, Sponsored by V.F.W. of Titusville, Pa. Merry-Go-Round, Ferris Wheel, Octopus, other Rides considered if accompanied with Ferris Wheel and Merry-Go-Round. Can place legitimate Concession (attention, Dick Keller and A. B. Hubbard). All contact

JAMES LOKER

R.D. 21 Tryonville, Pa.

FOR SALE

'41 Chevrolet Van Truck and 1 six-foot Luggage Trailer, 2 10x12 Frames and Tops, 1 Double Bumper Game, 1 Pitch Till You Win, 1 Bowling Alley. Have plenty stock for the entire season, including 400 gross slum. Price \$500.00. All you need is a location.

E. C. CHITWOOD, 1316 Race St., Cincinnati, O. Phone: Cherry 9911

FROM THE LOTS

Lawrence Carr

PAWTUCKET, Mass., May 14.—This spot opened to cool weather and attendance off. Monkey Show lost some time when fire destroyed three monkeys, with replacements being delivered here.

Malden, Mass., stand had good weather and fair attendance.

Manager Lawrence Carr is kept busy with two units playing, one in Ware, Mass., this week.

Bill Damon is doing a good job as bookkeeper. Louie Saze is still in the hospital but expected out soon. Arthur Piva, assistant general foreman of rides, has the rides in top shape. A new marquee was delivered at Malden and is supervised by Bob Henry, as is the Merry-Go-Round. Kenny Norris is first man on the Tilt-a-Whirl, with Mrs. Norris handling pitch-till-you-win. Ray Shiner is mailman and The Billboard agent. Bill Damon, along with his bookkeeping, is kept busy putting the shows on and off the lots. Joe Slimer is back from a fair booking trip. Shows are carrying six rides and a free act, Dare Devil Porcellass. —TEDDY RAYMOND.

Garden State

ALPHA, N. J., May 14.—Shows moved here from Coplay, Pa., where biz was above average. Johnny Sodl, formerly with the shows, was a regular visitor in Coplay, and A. A. Campfield, of the Campfield Tent & Awning Company, New York, visited Saturday.

Shows opened here Monday (9) under the auspices of the John Dolack Post of the American Legion, which is showing plenty of co-operation. Rides and shows are grossing big despite cold weather at night.

Office personnel: R. H. Miner Sr., owner; R. H. Miner Jr., manager; Mrs. R. H. Miner Jr., secretary, and J. E. (Jimmie) Tierman, business manager.

Concessions: Cookhouse, Frank Rossi and Alex Poinetti; popcorn and candy, Slim Jabloski; ice cream waffles, Q. Michael, Mary Meltzer and Eleanor Snyder; French fries, Charles Dennen; candy floss, Bob Fillman; bingo, Floyd Shanks, owner; Rudy Paccia, manager, and Laren Bowden, Lorraine Paccia, Mac Williams and Sis Whitehead; clothespin, one-dice chuck, scales and guess-your-age, Paul Ollis; ham and bacon, Kid Galvin; duckpond and pea pool, Whitey Segfried; ball game, Mary Bailey; shooting gallery, Mrs. Tierman; bowling alley, M. H. (Whitey) Hurst; hoop-la, Peg Van Camp; penny pitch, Donald Archer; balloon pitch, Mrs. Donald Archer; beat-the-dealer, Walt and Nick; over and under, Jack Sill; pan joint, Edward Barley; fruit wheel, Dick Williams; mitt camp, Mrs. Naylor; fishpond, Donald Sheaks; chuck, Frenchy Doughtney; spindle, Frank Maddish; pitch-till-u-win, Stanley Maddish; razzle dazzle, Sol Newman; diggers, Mrs. Sol Newman; heart pitch, cat rack and balloon darts, Charles Semons.

Shows: Garden State Revue, Paul Andreas, talker and ticket seller, with Dolly as dancer; Monkey Drome, Roscoe (Snowball) Mason; Nanette Show, Kay Ollis, manager, with Terry Drake and Jane Foster, dancers, and George Comminsky, electrician.

Rides: Ken Whitehead, ride superintendent and electrician; Ferris Wheels, Harold Strickland and Frank Iskey; Tilt-a-Whirl, Rocky Wildrick, John Frantz and Charles Clarke; swings, Hip Roberts and Charles Johnson; train, Roscoe Meshach; Roto-Whip, George Meshach; jeeps, Pop Klass.

A new kiddie airplane has been ordered. Pud Parker has returned to the shows and will do the office chauffeuring. —HUP ROBERTS.

Jack J. Perry

WYTHEVILLE, Va., May 14.—One truck was knocked out making the 268-mile move here from Greenville, S. C. It will be brought on next week. It took 24 hours and the tireless efforts of everyone concerned to get the shows off the Greenville lot. Move onto the lot here took even longer. Shows have had only about two days of good weather since opening. Cold and rain and grosses thus far are far below those of last season. Two days of fair weather here point to improvement, but grosses are not expected to exceed 65 per cent of last year's figures.

Manager Jack J. Perry is still optimistic in view of having inked the shows' strongest route. G. C. Mitchell, general representative, is back with the shows for a few days of consultation with Perry. Howard Robbins, manager, is kept busy with detail work. Mrs. Ben Braunstein has returned from her New York home.

Recent visitors included Bill Page, owner, Mighty Page Shows; Gator Smith and Chief Whonaponie who are operating a Side Show.

Stash Goldberg, lot man, had his toughest layout in Greenville. Billy and Rosalie Siegrist, free act, have been holding people on the lot.—G. C. MITCHELL.

Eastern Amusement

WATERVILLE, Me., May 14.—Season's opener here, under auspices of Veterans of Foreign Wars Post, gave shows good weather, excepting on Thursday (5) when they were rained out. Newspaper and radio advertising helped shows to a good Saturday (10) matinee. All trucks and rides have been painted and equipment is in good shape.

Personnel includes Martin S. Earl and C. Robert Ross, co-owners; Stella Earl, concession secretary; Helen Ross, ride secretary. Stephanie Jayne Ross is org's mascot.

Rides are Erving and George Coffern, Ferris Wheel; Edward McLean and Charles Coffern, Merry-Go-Round; Frank Ramalho, Chairplane.

Shows: Larry Saunders, Latin Casino, and A. H. Berry, Midgets.

Concessionaires: Mr. and Mrs. Lester Merrill, cookhouse; Mr. and Mrs. Scottie Logan, pan game, chuck and pitch-till-u-win; Mr. and Mrs. Conrad Lussier, cork gallery; Mr. and Mrs. Everett Lowell, French fries, candy floss, balloon dart and bumper; Mr. and Mrs. Ed Currier, add-'em-up-darts; Harry Roche, duckpond.

Tomy Mullen is light plant electrician. Office concessions are Joan Slaughter, bowling alley; Clara Quirion, cat rack; Bobbie Lowberg, bottle ball game; Tiny Slaughter, popcorn; Jack Slaughter, Kelly pool; Robert Tuttle, lead gallery and The Billboard sales agent; Slim McDonald, beat the dealer; Richard Quirion, over and under; Gordon Willis Jr., high striker; Shorty White, penny pitch, and Harry and Elric Davis, all-around boys.—H. A. ROSS.

RALPH ENDY WANTS

Experienced Caterpillar Man or good Second Man. Experienced Tilt-a-Whirl Help. Also Man for new Kiddle Auto Ride. Move every two weeks. Must be sober and reliable. Good pay and good treatment. All replies:

RALPH ENDY, 900 Grand Concourse, Bronx, New York

KRAUSE AMUSEMENT ENTERPRISES

"PHILADELPHIA'S LARGEST CARNIVAL UNIT"

WILL BOOK—All 10' Grind Concessions not conflicting. String Game and Cigarette Gallery open now. HELP WANTED—The best Merry-Go-Round Foreman and Second Man on the road. (Pops and Bobbie, answer.) All replies

SIMON KRAUSE, Hotel Taft, 208 So. 8th St., Philadelphia, Pa.

P.S.: Thanks to friends and fellow showmen for wires and flowers at our opening.

UNITED LIBERTY SHOWS

Want for Ottawa, Ill., this week; La Salle, next week; then Chicago for 4 weeks.

Stock Concessions of all kinds. Privilege, \$20.50. Want Caterpillar, Flying Scooter or Spitfire. Want 10-in-1 or any Show of merit not conflicting with what we have.

Address: KEN MURRAY, MGR., Per Route Above

COOKHOUSE
HELP
CRIDDLEMAN
WAITERSWrite
RAY WESTMAN
c/o HOTEL THROOP

WANTED
FOR "A" CIRCUIT, CANADA, &
STATE FAIRS—OPENING BRANDON,
MAN., JULY 4; CLOSE DALLAS,
TEX., OCT. 23.

→ TOPEKA, KANSAS ←

CUSTARD
HELP
DIPPERS
CASHIERSWrite
E. S. "TED" WEBB
1279 OAKLEY AVE.

NO COLLECT WIRES OR PHONE CALL ACCEPTED

WANT CARNIVAL

FOR WEEK OF JULY 4TH—BIGGEST CELEBRATION IN YEARS

CONTACT

DAN DAVIS POST NO. 25 AMERICAN LEGION, ERWIN, TENN.

CORRECTION

GULF STATE SHOWS

PLAY MACON, MISSOURI, MAY 23 TO 28

Not Macon, Ga., as printed in their ad last week.

WANT FOR MY NUMBER 3 UNIT

Shows with own transportation. Can place Concessions working for stock only, Ball Games Caps, Jewelry, String Games, Blowers, Bowling Alley, Rotaries, Diggers, etc.

SAM TASSELL SHOWS

5839 WALNUT ST.

PHILADELPHIA, PA.

FOR
SALE

HI-BALL RIDE

FOR
SALE

Used one season. Ride in extra good condition. Mounted on special built \$3,000.00 trailer. Can be used on truck or railroad show. Ride will pay for itself in one season and new owner a nice profit. Reason for selling, other business. Can be seen in operation on Hennies Bros' Shows, and Show will book Ride if desired. Address:

CHARLES T. GOSS, c/o Hennies Bros' Shows, Hammond, Ind., this week; Toledo, Ohio, follows.

FOR SALE

SPIT FIRE—DOUBLE LOOP

or will trade

RIDE HELP WANTED, ALL DEPARTMENTS

All Help contacted by Jimmy Fish, come on.

The Northwestern Amuse.

Maumee, Ohio, this week; McClure, Ohio, next week.

HERMAN WEINER

CAN PLACE

Two Count Store Agents who can play points. Have ex; only two stores on show. Tubba Heiman, wire. Care Jimmy Chanos Shows, St. Marys, Ohio, May 16-21.

ROYAL CROWN SHOWS

WANT

Talker for Girl Shows, Candy Pitchman, experienced. Girls for Girl and Posing Show. All Answers:

J. SCIORTINO

ROYAL CROWN SHOWS

Cambridge, Ohio, this week

WANTED

For week beginning July 4

CLEAN CARNIVAL

Big fireworks evening July 4. For information contact:

R. A. SHUEY, Committee Chairman
Lions' Club
Crawfordsville, Indiana

"BEST ON EARTH"

Jonesboro, Ark., now; Cape Girardeau, Mo., follows. Want capable, sober Wheel Foreman, Second Man who drive. Side Show Manager with Arts, will help stock, have complete outfit, Photos, Striker, Basketball, other Hunky Funks open. Will book independent Shows. What have you? Contact

DYER'S GREATER SHOWS

FOR SALE

Rifles—Four Remington Auto., Model 311, \$25.00 each; two Winchester Auto., Model 74, \$20.00 each; two Remington, Model 82, \$20.00 each; 200 Western Cartridge Co. Tubes and Loading Machine, \$31.00.

HERB ENGELKING

c/o Ohio Valley Shows, Mansfield, Ohio, May 15-21.

WANTED
FOR
St. Joseph Greek Catholic Church Carnival
ORLEANS AVE. & 93RD ST., CLEVELAND, O.
JUNE 6 TO JUNE 12 INCLUSIVE
Frozen Custard, Novelties, Scale, Guess Your Age, Photo, Hi-Striker. Write
BILL STREIBL
2115 W. Blvd. Cleveland 2, Ohio

MOTORDROME OPERATOR
WANTS
MANAGER-RIDER
Operate Motordrome in top territory. Good Celebrations and seven Fairs. Equipment complete and in good condition; four motor-cycles. Show Somerset, Pa., this week.
Write or Wire
M. A. BEAM
Windber, Pa.
P.S.: Speedy Wood, Ted Roderer, Randolph Wood and Robert Coering, contact me.

MERRY MIDWAY SHOWS
STREET CELEBRATION AT UPLAND, INDIANA, MAY 31-JUNE 4
Concessions Wanted — Long Range Lead, Hoop-La, Custard, Sno Cone, Pitch-Till-U-Win, Photos, Bumper, Jewelry, String or any that don't conflict. Need Ride Help on all Rides, must be able to drive. Need good Grind Show, Fat, Wild Life, Snake or Fun House. FOR SALE—Short Range Gallery, Fish Pond and Cork Shooting Gallery booked on Show. Contact
ALBERT BARKER
2850 Boyd, Indianapolis or Upland, Ind.

AMERICAN LEGION POST #150
OXFORD, OHIO
NEEDS A CARNIVAL
For a 2, 3 or 4-day stand for a July 4th Celebration.
Free Gate—\$1000 in Prizes—Free Acts—Fireworks—Band Concert, and Attendance Prizes. Write or wire
TOM TAYLOR

HARRY MAMAS
Wants Capable Agents
For Bucket, Six Cats and Percentage Concessions. Also high caliber Bingo Caller. Ed Bierley, wire me. Bill Donaldson, come on.
Address:
HARRY MAMAS
W. C. WADE SHOWS
Kalamazoo, Mich., this week; Richmond, Ind., next week.

QUEEN CITY SHOWS
WANT
Ride Help for Merry-Go-Round, Wheel and Chairplane that can drive semi. Good treatment, top pay. Drunks, chasers don't last. Ovel Whaley, wire. Address:
CURLEY LITTLE
Whitesburg, Ky.

W. S. MALARKEY
CAN PLACE
Concessions of all kinds, also Shows and Rides that do not conflict, for Livingston Manor, N. Y., July 4 Celebration and Old Home Week, July 4 to 9. Parades, Free Acts and Fireworks. Address: W. S. MALARKEY, 2 Clifford St., Binghamton, N. Y.

W. E. ATTRACTIONS
WANT
Concession Agents, Ride Man for Mix-Up. Will book or buy small Kiddie Ride.
Weiner, Ark., this week.

Mixed Memphis Business for RAS

(Continued from page 66)
coupled with Miss Lee's pulling power, should assure big business.

Crashes Newspapers
Gypsy may hit an all-time publicity high for an individual touring with a carnival. She and her artist-husband, Julio de Diego, were given lavish newspaper spreads here. The type of publicity received will do Miss Lee, Royal American and the fairs much good.

Considerable portion of this publicity will fall to the Posing Show, owned by Gypsy and framed by her husband, which embraces an unusual illusion number conceived by de Diego.

In it, three gals, costumed for a posing show, go thru motions in a well-like pit which is backed and topped by a curving, highly polished sheet of stainless steel. The sheet is bent as the girls maneuver in reclining position on the pit's bottom. The effect is one of body distortions which, de Diego points out, are to represent dreams, hence the show's tag, *Dream Show*.

Unusual Front
Unit's front consists of a de Diego painting which features women with the bodies of chickens, fish, etc., with the women depicted in distorted proportions. Also pictured are snakes and animals to portray dream objects. Front, anything but typical carnival, has high publicity value.

Tied up with the psychoanalysis angle is a pocket-size book, *What Are Your Dreams?*, illustrated with montages of dream objects, mostly women. Tested Wednesday (11) when the unit bowed, the book didn't move at 50 cents.

The Freudian angle to the Dream Show snared publicity here and also in Tampa, where the front was painted. De Diego is good newspaper copy and he will accompany his wife thru the season, except for five weeks when RAS will be in Canada and he will teach art at the University of Colorado.

Claxton's Unit Strong
The Lee show front totes tremendous power. Higher than the Sally Rand front of last year, it flashes brilliant lighting and lettering. Topping anything yet put out for a carnival is the program sold inside.

Miss Lee's revue faces keener competition from the other back-end units than the Rand unit did last year. Leon Claxton's *Harlem in Havana*, for instance, is much stronger than the '48 edition. It will be bolstered further with the addition of Patterson and Jackson, 300-pound comics, who join next week in St. Louis.

RAS again has such lures as the Lorow brothers' Side Show, Henry Kramer's Midget Show and an excellent Monkey Show.

Two Rides Added
Ride line-up is substantially the same as a year ago. Additions are a Screwball and a Little Fire Chief, the latter a 16-passenger kiddie fire engine built on a Crosley frame.

All the rides sparkle with new paint. Merry-Go-Round's appearance is particularly noteworthy, gold-leaf having been applied to the horses with eye-catching effect.

Show wagons also compel attention, being done in various colors and illustrated by show paintings. Rolling stock and railroad equipment is in top shape. New this year is a second pie car. Show has 56 cars. More are to be added.

Life magazine photographers were here for a picture story on the RAS.

MITT READER WANTED
Good Proposition
BARBARA DeMILO
Crafts Expo. Shows, Sacramento, Calif., 19-29

Kentucky Pans OK For Royal Crown

(Continued from page 66)
eral agent; John J. Cousins, publicity; W. H. (Blackie) Jones, mailman and The Billboard sales agent; E. T. Smith, mechanic; John Blakely, ride superintendent; Bob Terrell, Diesel engineer.

Shows are *Vanities and Gay Paree*, Joe Scrotino, manager; King Cotton Club, Charles and Vivian Taylor, with Red and Helen Marcus, talkers; Side Show, Jimmy Hurd, manager; Reptile Wonders, Betty Bancroft, manager; Crystal Manor, J. T. Maynard, manager; and Motordrome, Ted Snyder, manager.

Rides are Merry-Go-Round, Twin Ferris Wheels, Scooter, Octopus, Tilt-A-Whirl, Fun in the Dark, Fly-o-Plane and Rolloplane. Kiddie rides include kiddie autos, carts, swings and boats and a streamlined train.

The 44 concessions on the midway are manned by Mr. and Mrs. Duke Mitchell, with 5; Mr. and Mrs. H. T. Kreiger, 2; Vaughn Clark, 3; Floyd Mellon, cookhouse and grab; Harry (Irish) Gaughn and Dolly Young, 14; Mr. and Mrs. Preis, 4; Mr. and Mrs. Mantley, 4; Robinson Family, frozen custard; Pat McGhee, scale and age; Mr. and Mrs. McKenney, candy apples and popcorn; Harry Rubin, 3, and Lou King, 2. Parker Diggers are managed by Don Coulson. Jones's Bingo also is in the line-up.

Following the local stand, shows move into Cambridge, O., where they play the Firemen's Celebration beginning Monday (16).

Tulare Winner For Foley-Burk

(Continued from page 66)
to the 26 years chalked up before leaving.

Org has eight major and two kiddie rides. Shows include Farmer Jones's Farm, owned by Charles Simpson, and A. J. Budd's Side Show.

Fourteen concessions are handled by Albright Enterprises. Personnel, in addition to Albright, includes Jane Albright, manager; M. H. (Mush) Ellison, secretary, and Arthur C. Pearson, stock manager.

F&B personnel includes R. A. Simons, E. J. Cofield, advance; William Wallace, trainmaster; Ray Lampman, Clarence Bowen, assistant electricians; Herman Hurlbut, light towers; George Murray, searchlights.

WALLACE IN MEMPHIS

(Continued from page 66)
erated. A Pretzel, owned by Ralph Wilkerson, is new to the ride line-up. General agent by Jack Oliver, show is routed to move from here to Anna, Ill., then to Litchfield and Danville, Ill. Last year the show confined its playing to the South, playing 22 weeks in Kentucky.

MATTHEW J. RILEY ENTERPRISES
WANT

Custard and 10c Grind Stores that do not conflict, no Roll-downs, for Philadelphia, with Fairs and Celebrations to follow.

Address
MRS. MATTHEW J. RILEY
Clinton Hotel, Philadelphia, Pa.

Happy Holiday Shows, Inc.
CAN USE
Stock Stores of All Kinds. No Coupons. No Buy-Backs. No Camps or Gypsies.
SAM SOLOFF Wants
Grind Store and Bowling Alley Agents. Have exclusive for Count Stores on show. Lindale, 117th and Memphis Sts., Cleveland, Ohio, this week; Struthers, Ohio, Firemen's Celebration, May 23 to 28; Minerva, O., Firemen's Celebration, City Park, May 30 to June 4; Toledo, Ohio, corner Main and Front Sts., VFW Jubilee, June 4 to 11. You know this route, so join now for the big money spots.
P.S.: Sigrid Sorenson wants Acts for Side Show and Dancers for Girl Show.



Kernel Prunty Says:
"Keep your good humor during those rush periods" by using
RUSH HOUR POPCORN
And When in Need of the Following Write Me.
JUMBO PEANUTS (Raw or Roasted) **PEANUT ROASTERS** (With Warmer)
STAR POPCORN MACHINES, OILS, CARTONS, CONES, BAGS, ETC.
Price list of full line of supplies sent upon request.
PRUNTY SEED & GRAIN CO.
—Popcorn Processors—
620 North 2nd St. St. Louis 2, Mo.
—In Our 74th Year—

American Beauty Shows
WANT
Foremen for Wheel and Merry-Go-Round. Also Second Men on all Rides. Will book Mechanical Show, Fun House, Athletic Show, Snake Show, Illusion, Hillbilly, or any worthwhile Show except Girl or Monkey Shows. Want Custard, Bumper, High Striker, Hoop-La, Basket Ball, Snow Cone, Candy Apples, Pennant Machine. Write or wire:
J. H. SHARPE or HAROLD EUTAN
Brookfield, Mo., this week; Keokuk, Ia., next week.

NESSLER SHOWS
WANT **WANT**
CONCESSIONS—Ball Game, Jewelry and X on Custard. RIDES—Kiddie Rides. Will book or buy Spitfire or Octopus. SHOWS—Of any kind with own transportation. **WANT**—Jenny Foreman, must be sober and reliable. No drunks.
Carlinville, Ill., May 16-21; then Gillespie, Ill., next.

Beam's Attractions
Will book American Palmistry, Arcade and Hoop-La. Caller for Bingo and Concession Agents. Unusually good opportunity for Show such as Animal, 10-in-1, or any Show appealing to family business. Write or wire
M. A. BEAM
Windber, Pa.
Show playing Firemen's Jubilee, Boswell, Pa., this week.

Palmetto Exposition Shows
CAN PLACE
Rides, Shows and Concessions. All Grind Stores, \$15.00 per week. Want Slum Store Agents, also Ball Game Agents, Man and Wife for Photo Trailer. Sleeps two. Lloyd Thomas wants Minstrel Show Musicians and Performers. Bus accommodations. All replies to MILTON N. McNEACE, Lyman, S. C., this week; then per route.

WANTED

Girl Show Operator who has two or more Girls and who can stay sober. Have complete frame-up, blow-ups. Can place few more Hanky Panks.

United Exposition Shows

Levelland, Texas, this week; then Amarillo.

JOHN REED**WANTS--WANTS--WANTS**

Agents for Count Stores, Skillo and Pin Stores; one Wheel Man, only Wheel on show. Best Fourth of July spot in Kentucky and 16 Fairs starting July 18. All wires:

c/o CAPITAL CITY SHOWS
Hillsboro, Ohio

VETERANS' EXPOSITION SHOWS WANT

For opening, College Park, Ga., and 10 weeks more on Atlanta lots. Want Pop Corn, Candy Apples, Snow Cone and few legitimate Stock Concessions. Also Buckets, Six Cats, Swinger, Penny Arcade SHOWS—Tee-in-One, Jig Saw, Motordrome, Fun House, etc. RIDES—Will book, buy or lease Kiddie Rides. All replies:

MANAGER, P. O. Box 416, Atlanta, Ga.

WANTED

Stock Concessions—Fish and Duck Pond, Coke, String, any not conflicting; Man and Wife for Grab, Snow Ball, Hit-Miss, Jenny Foreman. Shows—Mechanical, Monkey, any Kid Show. Good spring route; July, August, September solid fairs. Celebrations starting July 4th, Salem, Illinois, Marion County Fair. Contact:

JACK WALLACE, Mgr.
MOUND CITY SHOWS #2
Mountain View, Mo.; then Houston, Mo.

FOR SALE

1948 Chevrolet 1 Ton Tractor, 1948 30 Ft. Long Hyde Trailer, 1946 Chevrolet with 1948 new motor, 1946 30 Ft. Long Hyde Trailer Trailers decked for Rides and Possum Bellys.

Address:

EUGENE HADDAD

c/o Hill's Greater Shows

Pueblo, Colo., this week, or Mrs. Eugene Haddad, c/o Endy Bros. Shows, Anniston, Ala.

COOKHOUSE**AVAILABLE MAY 22**

Nice, clean Cookhouse and Grab catering to show people. Contact:

"CORKIE" ZIMMERMAN

c/o Peppers All-State Shows
Tazewell, Va.

CARNIVAL WANTED

For week in October to play

COOSA VALLEY FAIR

Contact MARSHALL JACKSON, Mgr.
Rome, Georgia Phone: 2-4438

WANTED

Capable, sober Pea Pool Agents that can produce. Want Bingo Counter Man that can drive semis and relief call. Also Second Man on brand-new Screw Ball Ride who can drive semi.

JOHN GALLAGAN

Athens, Ohio, this week; then care Gooding Amusement Co., 1300 Norton Ave., Columbus, Ohio.

WANTED

Rides, Concessions, Shows not conflicting. Waverly, Iowa, May 16-21; Glenville, Minn. May 23-25. Also Agents.

SHORTIE'S SHOWS

HARRY MODELE WANTS

Heads and Agents for Razzle and Slum Skillo. Replies to:
Americus Hotel, Allentown, Penn.

WANTED HIGH DIVER

Male or female, also Fire Jumper.

GORDON

2670 N. W. 18 Terrace MIAMI, FLA.

Morris Hannum Shows
One of the Great Eastern Shows

FREELAND, PA., MAY 30-JUNE 4

TREMENDOUS MEMORIAL DAY AND CHURCH CELEBRATION WEEK

CONCESSIONS—Bowling Alley, Blower, Pin Store, Jewelry, Photos, Age and Scales, Darts, Arcade, Race Horse and Hanky Panks of all kinds.

SHOWS—Can place following Shows with own equipment: Motordrome, Illusion, Snake, Monkey, Mechanical City. Don, wire; come on.

RIDES—Can place Flat Ride; prefer a Tilt.

HELP—Can place one or two capable Ride Men, preferably men who can drive Semis. All replies

Emmaus, Pa., this week; then Hamburg, Pa., May 23-28.

PONTIAC GROTTO SUMMER FESTIVAL

PONTIAC, MICH.

10 Days and Nights—Friday, May 27, Thru Sunday, June 5

Baldwin Avenue Showgrounds

WANT—LEGITIMATE CONCESSIONS of All Kinds for this Big First Annual Event.

Can Place Educational Shows of All Types for This Festival and Solid Route of Fairs and Celebrations to Follow.

Write, wire, phone C. D. MURRAY, Mgr.

W. G. WADE SHOWS, No. 2 UNIT

9600 BROADSTREET BLVD. Phone: TEXAS 4-6413 DETROIT, MICH.

P. S.: Want TILT-A-WHEEL FOREMAN Who Knows Business and Can Handle Crew. Excellent Treatment. Good Pay to Right Party.

DICK'S Greater Shows Inc.**WANT RIDE HELP**

Ferris Wheel Foreman, Second Men on all Rides, Semi Drivers. Top salaries. SHOWS—Wild Life, Illusion Show. CONCESSIONS—Penny Arcade, Glass Pitch, Penny Pitch, Pitch-Till-You-Win, Duck or Fish Pond. Will book set of Kiddie Rides, Spitfire or Rolloplane.

R. E. GILSDORF Rochester, Pa.

EDDIE GAMBLE Wants**For Dodson's Imperial Shows**

Cat Rack and Pin Store Agents. Wire

EDDIE GAMBLE

Care Dodson's Imperial Shows, Terre Haute, Ind., May 16 to 21.

JOHNNY J. JONES EXPOSITION**CAN PLACE**

LEGITIMATE CONCESSIONS OF ALL KINDS.

MORRIS LIPSKY, Mgr.

JOHNSTOWN, PA., THIS WEEK.

BRADFORD, PA., MAY 23-28.

AVERY'S MODERN SHOWS

WANT CONCESSIONS—Ball Games, Cigarette Shooting, Short Range Gallery, Mug Joint and Wheels that work for stock.

MERRY-GO-ROUND FOREMAN at \$65.00 per week. Ride Help for all Rides who can drive Semis.

Drayton Plains, Mich., this week; Fenton, Mich., May 23-30.

BE & W SHOWS**WANT**

Custard, French Fries. Want Hanky Panks Lou Farrel contact. SHOWS all open. Joe Hilton, contact Joe Mooney. Perfect spot for you. Contact Lou Sams' Fun House. RIDES—Tilt, Rolloplane, Kiddie Rides. RIDE HELP—Foremen and Second Men.

Wilkes-Barre, Pa., week May 16.

BURLING BROS.' CIRCUS CAN PLACE

Boss Concession man that can handle and hold men. Aerial Team with own transportation, two or more turns. Have your own transportation with good wardrobe. Truck Drivers, Workmen, come on. Shorly Lynn, wire.

CONNELLSVILLE, PENNA.

WANTED**GIRLS FOR GIRL SHOWS**

Highest salary. Send photos and full particulars.

P. O. Box 119, Rochester, Minn.

OHIO VALLEY SHOWS

Want Basket Ball, Ball Games, Short Range Gallery, Stock Concessions and Swinger Agents. Want any Ride not conflicting.

Address:

ROXIE HARRIS

General Delivery Mansfield, Ohio

WANTED WANTED

Agents for Clothes Pin Store. Following contact me: Louie Kelly, Ray Johnson, Kenith Jones. Address:

O. D. BEQUETT OR TAXI
c/o RAFFERTY SHOWS

Havelock, N. C., this week; then Clinton, N. C.

FOREMEN WANTED

For Merry-Go-Round, Ferris Wheel, Looper. Concessions of all kinds.

MOUND CITY SHOWS

1417 Grattan St. ST. LOUIS 4, MO.

WANTED

EXPERIENCED HANKY PANK AGENTS. Bob Burch, get in touch with Elsie Chapman.

Write

CLIFF BAMEL

c/o HENNIE BROS.' SHOWS

Hammond, Ind.

WANT COOKHOUSE

Or Sit Down Grab. Second Men on Merry-Go-Round and Octopus. Must drive.

M. A. SRADER SHOWS

Ness City, Kansas

WANTED

Experienced Bingo Caller and two up and down 12x24 Concessions. Must be sober and reliable. Salary \$50.00 per week.

LEE BECHT SHOWS

Norwood, Ohio, May 16-21

MOLLY'S SHOWS

Opening in Westbrook May 23-28.

Ball Games open. Pop Corn, Candy Apples, Darts, Stock Wheels. Will book any kind of Flat Ride.

MARION YORK

80 REVERE ST. PORTLAND, MAINE

WANTED

First-class Carnival, 8 to 10 Rides or more. Manistee Forest and Sports Festival. Hurry. Write

HARRY DODT

KALEVA, MICH.

FOR SALE

Jitter Bug, Glass House or Crystal Maze. Talladega, Alabama, week of May 23rd; Lanett, Alabama, first week of June.

LEE AMUSEMENT CO.

GENERAL AGENT

AT LIBERTY

Knows Central States and Southern territory thoroughly. 25 years' experience. Can join on wire. Call or wire CHARLES S. NOBLE, Howard Hotel, Lincoln, Ill.

JOHN R. WARD SHOWS

WANT . . . WANT

High-class Side Show, good proposition. Manager for Monkey Show. Talker for Minstrel Show. Also Boss Canvasman. Girls for Posing Show. Men and Girl Riders for Motordrome. Want Wild Life Show. RIDES—Spitfire. Rolloplane. Pretzel. Tilt-a-Whirl. Want Foremen and Second Men for Fly-o-Plane, Rocket and Octopus. Want Kiddie Rides. Want Scenic Artist (John Starkey, wire me). Bill Harvey wants Polers, Back End Men, Train Help and Tractor Drivers. CONCESSIONS—Photos, Novelties and Stock Stores. Good proposition for Penny Arcade. Will place Men who operate their own joints. Also want Diggers. Want Agents for Roll Down, Wheels, Skillos. Jack Thomas wants Slum Store and Ball Game Agents. Bill Pinkerton, Red Appleby, Gene Bass, Pat Sheldon, Buster Ellis, contact Joe Karr. Joe Roney, A. G. Hinton, contact George Harr. Address:

Biloxi, Miss., Celebration all this week (Gus Stevens Lot).

WANT

Spitfire Foreman. Tilt Second Man. Talker for 10-in-1. "Slim" Cunningham wants Skillo and Rolldown Agents. All replies Anna, Ill., May 16-21.

E. E. FARROW, Mgr., Wallace Bros.' Shows

STANDARD SHOWS

7 FAIRS — 7 CELEBRATIONS

Want Side Show, Monkey, Arcade, Funhouse. Concessions—Popcorn, Apples, String, High Striker, Photos, Cook House, Basket Ball, Novelties. Fay Chatam wants Bally Girls for Girl Revue. Address Thermopolis, Wyo., this week. No phone calls.

GRACELAND GREATER SHOWS

WANT FOR CATHOLIC CHURCH CELEBRATION, Kincaid, Ill., May 23-28

CONCESSIONS—Photos, Custard, Ice Cream, High Striker, Age and Scale, Basket Ball, Jewelry and Bowling Alley. Tommie Humphrey wants P.C. Dealers. SHOWS—Wild Life, Fun and Glass House. RIDE HELP—Foremen on Merry-Go-Round, Ferris Wheel and Chairplane. Top wages to sober man. All replies to

HARRY ALKON, Sullivan, Ill., this week

WANTED

Agents for Merchandise Wheels, Ball Game and Hanky Pank Agents, Counter Men and Caller for Bingo. Only those who want to stay in park all summer.

JACK GILBERT

NEW LIBERTY PARK, BUFFALO, N. Y.

MARION GREATER SHOWS

Booked solid thru the best industrial towns in Western North Carolina.

Want for Gaffney, S. C., this week and Greer, S. C., downtown location, next week, first-class Bingo. Will make liberal proposition. Girl Shows—Have complete outfit. Other Shows not conflicting. Hanky Panks of all descriptions. Jimmy Cyrs wants Agent for Rolldown and Skillo. All replies

MARION SPILLERS, Owner; JACK LANCE, Business Manager

BILL HAMES SHOWS, INC.

WANTS

WANTS

Foremen for Looper Caterpillar, Pretzel, Little Dipper. Can also use Help on about 15 Rides. Must be sober. Want Man to operate Wagon Fun House. Want organized Minstrel Show. Can place Shows of merit with own outfits. Can place a few legitimate Concessions. Would like to hear from Help of all kinds for Rides and Train Show. We play the cream of Texas Celebrations and Fairs. Address:

BILL HAMES SHOWS, INC., P. O. BOX 1377, FT. WORTH, TEXAS.

WALLACE & MURRAY SHOWS

AL WALLACE, Sole Owner & Mgr. DE WITT DE HUDSON, Business Mgr.

WANT FOR OPEN MIDWAY

CONCESSIONS of all kinds (Ruby Rivers, Richey Keefer, Erwin Ullie, please get in touch with me). SHOWS—Want Monkey Shows, Fun House and Drome. Liberal proposition. Will book Octopus and Rolloplane. Our fairs start in August and end in November in Florida. All Answer: AL WALLACE or DE WITT DE HUDSON, Middleport, Ohio, this week.

AMERICAN FUNLAND SHOWS

WANT FOR TWO MORE TEXAS SPOTS, COLORADO, WYOMING, NEBRASKA AND KANSAS FAIRS AND CELEBRATIONS

SHOWS WITH OWN OUTFITS—Five-in-One, Fun House, Illusion, Wild Life, Unborn, Athletic Show or Snake (McKinn, contact). I have Girl and Freak Animal. No Rides needed, have eight LEGITIMATE CONCESSIONS—Snow, Floss, Popcorn, Novelties, Diggers. Good proposition to Bingo. Pan or Bat Game, some F. C. open. Bennie Allen wants Agents for Stock Stores, also Grind Stores. Canuck Red wants Skillo, Pin and Count Store Agents. No tear down, joints on trailer. FAIR AND CELEBRATION COMMITTEES IN ABOVE STATES, NOTE—HAVE A FEW OPEN DATES, SUMMER AND FALL. All contact:

BOB BULLOCK, Business Manager, Snyder, Texas; then per route.



WANT FOR

WILMINGTON, OHIO, LIONS' CLUB CELEBRATION

followed by Chillicothe, Ohio, Legion Festival, legitimate Stock Concessions of all kinds except: Bingo, Custard, Diggers, Long Range, Floss, Short Range and Popcorn.

SHOWS—Any Show except Drome, Ten-in-One, Snake, Wild Life and Girl Show. Good opening for Fun House.

WANT MANAGER TO TAKE CHARGE OF DROME

Show carries eight rides and has sixteen fairs starting July 18 with best Fourth of July Celebration in country, Stearns, Ky. Address all replies to

J. L. KEEF, Hillsboro, Ohio, this week; then Wilmington, Ohio.

BARNEY TASSELL UNIT SHOWS

Want for 27th Year in Same Territory

in and around Washington, D. C.; Virginia and Maryland, Sunshine Choo Choo, Kiddie Rides or any other major rides not conflicting.

WILL BUY, LEASE OR BOOK MERRY-GO-ROUND

Week May 23, Mt. Rainier, Md.

Wire or write this week, Columbia, Va., then to permanent summer address, 4501 Madison Ave., Riverdale, Md.

CRESCENT AMUSEMENT CO. WANTS

BEST ROUTE STILL DATES WITH HARRISON, ARK., JULY 4—10 FALL FAIRS

(No racket and no gypsies here)

CAN PLACE Diggers, Photos, Hi Striker, Novelties, Jewelry, Bumper, Six Cats (stock only), Rat Game, Hanky Panks, come on. RIDES—Miniature Train (Sunshine Choo-Choo preferred), Live Ponies, Boat Ride. Will book Chairplane, Rolloplane, Rol-a-Whirl, Tilt, with own transportation. Annex and Metal Acts wanted. SHOWS—Working Acts for office Side Show, Mechanical City, Unborn, Wild Life, Animal (C. C. McClung, wire). Capt. Robt. Perry wants four young, slender Girls for Girl Show. Must have talent. State all Place Girls that can sing, dance hillbilly for Dude Ranch. Ticket Sellers that will grind, Man for second opening on Side Show. All people that have worked for me before or I know wire. (No collect wire accepted.) RIDE HELP—Second Men that drive semi trailers. Want Carnival Painter. Lafayette, come on, Al Hill, wire Joe Black. Long season, good treatment and best of salaries.

Address: L. C. McHENRY, Manager; JESS WRIGLEY, General Agent, Seminole, Okla., this week; Sapulpa, Okla., week May 23.

For Sale—Devil Bowling Alley, as new, \$50; no balls 48-Inch P.C. Wheel, in crate, \$50.



"HONESTY IS OUR POLICY"

HERE 'TIS

HUNTINGBURG, IND., AMERICAN LEGION CELEBRATION

AND BIG V. F. W. STREET CELEBRATION, PAOLI, IND.

CONCESSIONS—X on Novelties, Custard, Photo, Diggers, Short Range Gallery. Also want Hit & Miss, Cat Rack, Addem-Up or Balloon Darts, Coke Bottles, Clothes Pin Pitch, Glass Pitch, Watch-La, Hoop-La, Cork Gallery. Privilege \$15.50 on Line-Up Stores. SHOWS—Illusion or Glass House. RIDES—Need none, have seven office owned. All replies to

JOHN PORTEMONT, Gallatin, Tenn., this week

DE LUXE SHOWS

WANT

Can place immediately A-1 Electrician and prefer one who can handle giant searchlights. If capable, salary second to none. Ride Help—Ferris Wheel foreman and other first-class honest-to-goodness ride men. Can always place useful show people. Wire all communications.

DE LUXE SHOWS

Southington, Connecticut

MR. JOS. BURY

ROGERS GREATER SHOWS WANT

Candy Apple, Airplane Joint, Popcorn, Fishpond, String Game, Hanky Panks of all kind. Want RIDE HELP and TRUCK DRIVERS.

Address

H. V. ROGERS

Bicknell, Ind., May 16 to 21; Attica, Ind., 23 to 28.

TIVOLI EXPOSITION SHOWS

WANT

For long route of real Celebrations and Fairs ending November 14th.

WANT

SHOWS: Want Side Show with own transportation or we have new Side Show top complete with banners and transportation for right party, good proposition. Also have 20x40 top complete for party who has something to put in it. Will book Motordrome, Fun House, Mechanical and Animal Show. CONCESSIONS: Legitimate Stock and Slum Stores, no grift. Can place String Game, Fish Pond, Duck Pond, Jewelry, Clothes Pin Pitch, Slum Spindle, Bumper, and Add-Em-Up Dart. We show Rock Falls, Ill., Decoration Week and many big spots to follow. Celebrations begin in June, Olney, Ill., 4th July Week. Celebrations thru July and fairs to follow thru November 14th. This Show is making money every week. Join now, Lincoln, Ill., this week, May 16-21. Pekin, Ill., to follow Lincoln, Ill. Also Help wanted. Griddle Man wanted for Roy Deisler's Cook House. Write for route information.

H. V. PETERSEN, Gen. Mgr.; B. J. COLLINS, Gen. Repr.

Jones - Pennsy RSROA Open Meeting Probes Managers' Problems, Clinic for Owners

Talk Insurance, Publicity, Delinquency, Co-Operation

PITTSBURGH, May 14.—More than 100 people, including 66 rink operators from Pennsylvania and surrounding territory, heard discussions of operator problems and enjoyed an evening of fellowship at the May 2 open dinner-business meeting staged in the St. Moritz Hotel here by the Johnny J. Jones Jr. Company, rink supply house, and the Pennsylvania chapter of the Roller Skating Rink Operators' Association. Held in conjunction with the May 1-3 Pennsylvania championships of the RSROA at Lexington Skating Palace, the meeting was responsible for many favorable comments from operators and supply house men who attended with their wives.

Following the steak dinner, the Jones firm's contribution to the affair, the confab was opened by Cecil Milam, Washington, Pa., chapter president, who introduced Bill Amos, former Washington and Jefferson gridiron star and now athletic director at Washington (Pa.) High School, who in his role as emcee did an exceptional job in keeping the program moving at a rapid pace.

Entertainment was offered by the Ambassadors, five boys from Cannonburg (Pa.) High School, whose take-offs on name bands were well received.

Prominents Talk

Among prominent people giving talks were Fred A. Martin, Detroit, RSROA secretary; Victor J. Brown, RSROA past president, board of control member and operator of New Dreamland Arena, Newark, N. J.; Joseph Seifert, board member and president of the New York RSROA chapter; Irwin Rosee, New York, director of News Alliance, roller skating's publicity agency; Joseph Shevelson, treasurer of Chicago Roller Skate Company; Hy Ruhlman, operator of Lexington Skating Palace; Walter Wolf, Pottstown, past president of the Pennsylvania chapter; Clarence Reynolds, Cleveland Skate Company; Milt Aaronson, Johnny Jones Jr. Company, Pittsburgh, and Edna Haber Betz, Lexington pro, who had charge of the State contests.

School for Operators?

One of the more interesting subjects to operators was a discussion of liability insurance, handled by Nat Ontel and Mr. Berliner, of a New York insurance firm, who covered the subject in considerable detail, quoting rates and discussing problems from all angles. Other subjects that drew close attention were discussions on the great job roller rinks are doing in helping to combat juvenile delinquency, the fine job the industry's publicity campaign is doing for all rinks, the need and advisability of a school to educate rink owners in operating methods, and the need for co-operation between rink owners. It was pointed out that a chapter, with funds on hand, can often protect operators by joint action in cases where the individual would be at a decided disadvantage.

Fred Martin also gave a brief history of the RSROA, beginning with the first meeting in Detroit 13 years ago when 17 members contributed \$1 each to organize the association with Martin as secretary and Victor J. Brown as president. Martin said the present high standards of roller skating in this country got their start shortly thereafter when the RSROA commissioned Perry B. Rawson, who was planning a European trip, to investigate the sport in Europe. Rawson's report resulted in the RSROA bringing three of England's best skaters, Joan and James Lidstone and Billy Watson, to this country for an exhibition tour.

Following the open meeting the Pennsylvania chapter held a brief business session in which secretary-treasurer K. D. Strayer reported that the chapter had taken in five new members during the State championships. His treasurer's report showed the organization to be in good financial condition. Harrisburg was chosen as site for the next chapter meeting in June, the date to be announced soon.

Following adjournment of the meeting, members returned to Lexington to see a skating exhibition by Patricia Carroll, New York, World Congress champion.

Rural Success Tale: Low Rate, Refined, Clean and Attractive

FARGO, N. D. May 14.—Tho his operational rules follow no set line, and in some respects are quite strict, Doc Chinn operator of two local rinks, the Avalon and Fargo Arena, has found the business a consistent one since he entered it in 1929.

Chinn feels that his admission prices are largely responsible for his consistent grosses. He gets 25 cents including tax, from patrons who furnish their own skates at the Avalon, while there's an additional dime charge for those who rent skates. At the Arena, he gets 35 cents admission, plus a quarter charge for use of skates.

Altho other operators utilize long skating hours, Chinn has always operated both rinks from 7:30 to 10 p.m., breaking that policy only when a sponsor under a rental agreement insists on continuing past the closing time. While a few have beefed about the early closing hour, Chinn said that civic sentiment has been behind him. He also feels that by cutting down the skating period he gets more repeat business per week, in that skaters don't overdo their hobby.

In neither rink does Chinn encourage figure skating, nor does he use a pro. Many canvasses of his clientele shows that newcomers are continually entering the rinks and continuing as satisfied customers because they know they'll not be em-

Warner Named Prez Of RSROA Chapter

CHATTANOOGA, May 14.—Harry J. Warner, operator of Coliseum Skating Rink, Tampa, was elected president of the Southern chapter, Roller Skating Rink Operator's Association, during the association's Southern regional skating championships, held April 14-17 in Southland Roller Rink here.

Jack Britton and Irene Boyer, of the Southland rollery, were elected vice-president and secretary-treasurer, respectively.

FIPR Competitions Set for June 8-11

NEW YORK, May 14.—World roller skating championships of the Federation Internationale de Patinage Roulettes (FIPR) in Barcelona, Spain, have been postponed until June 8-11, it was reported this week from U. S. Amateur Roller Skating Association headquarters here.

All contests, it was stated, will be skated outdoors on a terrazzo surface.

RSCC Sets Birthday Party

CHICAGO, May 14.—Door prizes plus races and waltz and graceful skating contests will be featured at the 10th anniversary party of the Roller Skating Club of Chicago, to be held May 23 in Armory Roller Rink here. Club officers are Dave Ray, president; Melvin Aldrich, vice-president; Gwen Dell, treasurer; Flo Werner, recording secretary; Doris Aldrich, corresponding secretary, and John Tomei, sergeant at arms.

barrassed by lack of knowledge of figure skating. Chinn says that this embarrassment is especially discouraging to business in a small community where most of the customers know each other. Because of his straight skating policy, Chinn has found that he is able to maintain a well-disciplined rink with one floor man. No spectators are allowed, except parents, who are admitted free to either skate or watch.

Chinn has never had to resort to promotions to perk business. He offers matinees at 9 cents from 2 to 4 daily for high school students. Chinn charges 5 cents for checking, while the only commodity sold in the rink, pop, also goes for a nickel.

Chinn discontinued live music four years ago for an experimental period, utilizing rink phonograph records. He feels that platters furnish a more consistent tempoed music.

Chinn still ices the Fargo Arena for several months of skating in the winter, but he feels that it's merely a courtesy and not the money-maker that roller skating has proven. Ice skating fans maintain their own pro, but Chinn finds that the practice of stressing figure skating has cut down on the number of beginners who are reluctant to show their awkwardness.

Chinn's advertising of both rinks has stressed only one line "Refined, clean, beautiful and well-disciplined rinks." In order to encourage behavior, Chinn allows no smoking in the rink. No one is admitted suspected of drinking and the floorman is given strict orders to eject any skater who violates the rules.

DETROIT, May 14.—John Shook, professional at Arena Gardens Roller Rink here, was discharged from the hospital this week after convalescing from a skull fracture sustained April 4 in a fall while skating. He is expected back on skates in about two weeks.

Jean Holt Wins New York Skate Queen Contest

NEW YORK, May 14.—Winner of the \$1,000 prize Skate Queen contest just conducted by the New York Journal American at Empire Roller-drome, Brooklyn, is Jean Holt, 21, of Wal-Cliffe Rink, Elmont, L. I. Runners-up are Irene Jankowski, 18, Park Circle Rink, Brooklyn, and Mary Engel, 20, Bay Ridge Rink, Brooklyn. The winner is the first married queen in the event's nine-year history.

There were 93 girls in the finals Saturday (7). Judges were model agent Harry Conover; Candy Jones, his cover girl wife, and Sid Mesibov, of Paramount Pictures. In addition to three place winners, they picked the following for the Top Ten: Eileen Crowley, Empire; Judy Endres, Wal-Cliffe; Laurel Engel, Eastern Parkway; Lee Hershenson, Empire; Donna Lothary, Fordham; Marilyn Mayes Queens, and Phyllis Riggs, Bay Ridge.

Prizes included a Furness Line luxury cruise to Bermuda, accommodations while there at Harrington House on Bailey's Bay, the John T. Swanson Trophy, three Murray Korman photographs, and an evening for two in the Terrace Room of the Hotel New Yorker for the Queen. There also were Benrus wrist watches, Chicago precision skates, Hyde Betty Lytle shoes, and personalized photo albums for the winner and two runners-up, plus Lence skating dresses for the top 10, and diplomas for 93 finalists.

The Queen and runners-up were introduced to the nation Monday night (9) between halves of the Roller Derby, over WJZ-TV and the entire American Broadcasting Company video network.

Show stealer at the finals was 12-year-old Betty Clark, blind star of her own radio program, Betty Clark Sings (WJZ, Sundays, 3:15 p.m.), whose vocals literally brought down the house.

Kenneth Parker Drowned

DETROIT, May 14.—Kenneth Parker, brother of Nancy Lee Parker, national senior ladies' figure skating champion, drowned May 6 at Point Huron in Lake St. Clair, when he dove into deep water. He was the only son of Clarence Parker, skating pro at the Clintdale Recreation Rink, Utica, Mich.

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Skating Hot, Gate Large at RSROA's Pennsy Contests

PITTSBURGH, May 14.—Over 140 dancers, free stylists, racers and figure skaters took part in the May 1-3 Pennsylvania championships of the Roller Skating Rink Operators' Association, one of the most successful skating events ever held in the State, according to H. D. Ruhlman, owner of Lexington Skating Palace here, in which the contests took place. The contests were seen by large crowds of skating enthusiasts, many of whom traveled far in making the trip.

The competitions were colorful, officials said, with costumes matching the quality of skating. Skaters from the Eastern portion of the State made up a large segment of entries, and their feat in winning many events (The Billboard, May 14) showed that much work had been done by rink pros in preparing contestants. Another feature of the meet was the fine co-operation shown by skaters and those who handled details of the contest under the direction of Edna Haber Betz, Lexington pro.

Certificates were given first, second and third-place winners who are eligible to compete in the Eastern regional meet scheduled for May 21-23 at Mercury Roller Rink, Norfolk. Medals will be mailed to skaters' home rinks so that operators may make formal presentations of the trophies before friends of the winners.

Skaters from Pennsylvania, Virginia, West Virginia, Delaware, Maryland, Washington and Eastern Canada will compete in the regional. Mercury's operator, Henry W. Mason, plans to run off contests in such a way that contestants will have considerable time in which to visit nearby beaches and parks.

HARRISBURG, Pa., May 14.—First proficiency tests were held Sunday (8) in A. L. Runk's new Capital Roller Rink here, 23 of 25 skaters passing the dance bar test, reports Carl J. Taggesell, Capital pro.

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THOMAS E. ALLEN, 2418 San Bernardino Ave., Laredo, Texas. Phone 3128.

AOW's Cherry Blossom Meet Draws Record 1,000 Crowd

ELIZABETH, N. J., May 14.—A record crowd of more than 1,000 people attended the May 7 Cherry Blossom speed skating championships of the William Schmitz-directed America on Wheels chain of rinks in Alexandria (Va.) Arena, reports Jack Edwards AOW chairman of racing activities.

Over 80 contestants from Washington and five States (New York, New Jersey, Pennsylvania, Virginia and Maryland) participated in the nine-event meet. The contests were open to all skaters holding membership cards in the United States Amateur Roller Skating Association (USARSA). Bus loads of skaters came from Reading, Pa., and AOW's Capitol Arena, Trenton, N. J., and Twin City Arena here. Medals were awarded place winners in all events, with a trophy going to R. Plump, of Hackensack (N. J.) Arena, for compiling the most points among senior men.

Next year's event has been awarded to Bladensburg (Md.) Arena, a new link in the AOW chain.

Edwards reports that AOW's racing program has clicked in excellent style this year. He attributes the program's success to good organization, strict enforcement of rules and keen competition.

The chain's speed league wound up its season Friday (13) at Hackensack. Following the contests Edwards tossed a dinner-dance for some 150 contestants and officials in the Meadowbrook nitery at Cedar Grove where the Tex Beneke orchestra is appearing. General Manager Schmitz was toastmaster at the affair which was attended by President George Apdale and Secretary Ozzie Nelson of the USARSA.

Edwards said the chain plans to take all racers to the USARSA's 1950 nationals, which are likely to be held on the West Coast.

Set Special Inaugural Program For Del Monte Gardens Opening

MONTEREY, Calif., May 14.—More than 500 invitations have been mailed for the gala opening May 20 of the new Del Monte Gardens, combination roller rink, dance hall and sports arena owned by Bay Cities Recreation Company, operator of a chain of bowling alleys in Northern California.

The Gardens rink staff is composed of W. S. Van Winkle, general manager; Paul J. Gilbert, manager; Mrs. Paul J. Gilbert, cashier; La Mar Williams, professional, and Paul Bracy, organist.

According to Gilbert, a permanent line has been installed by Station KDON, Monterey, for regular broadcasts of events from the arena, which will include twice monthly boxing matches sponsored by Monterey American Legion Post 41, name band dances each month produced by the operating company, wrestling and presentation of traveling attractions such as ice shows. The first commercial dance is scheduled for July 3.

Skating will be permitted until 9 p.m. opening night. At that time Raymond Baugh, Monterey, takes over as emcee to handle formal ceremonies which will include an organ recital by Paul Bracy; presentation of colors by the Legion post; drum and bugle corps of the Legion

auxiliary; introduction of Monterey's mayor; an address by President of the local merchants' association; response by Van Winkle, of the operating company, and introduction of Gilbert.

Free public dancing will follow a 13-act skating show directed by Gilbert. The line-up of skaters includes Barbara Ziem, free style; Boyd Hamlin and Myrtle Dell Espy, pairs; Marjorie Tomasini; Norma Hartsock, free style; Dolores Cummings and Barbara Marshall, pairs; Gary Bradley and Bennie Brown, midget racing; Rose Marinello; Barbara Ziem, ballet (off skates); Claudette Colbert; dance exhibitions by eight couples; La Mar Williams, free style; Bud and Marjorie Tomasini and Barbara Marshall, spinning, and Barbara Ziem skating the St. Louis Blues.

Gilbert reports receipt of a record entry list for the California championships of the United States Amateur Roller Skating Association, which will be held May 28 and 29 in the new rink.

Bal-a-Roue Club Sets Block Dance

MEDFORD, Mass., May 14.—The Fred H. Freeman Figure Skating Club of Bal-a-Roue Rollerway here has come up with a new stunt with which it hopes to raise funds for use in sending its skaters to the national competitions of the Roller Skating Rink Operators' Association in Riverside Stadium, Washington, July 11-16.

The club is holding a block dance June 14 on the Bal-a-Roue parking lot. Operator Fred Freeman has booked a local orchestra for the occasion and will decorate the lot with balloons, lights and streamers.

RSROA Takes in Two Spots

DETROIT, May 14.—Fred A. Martin, secretary, Roller Skating Rink Operators' Association, this week announced the addition of two rinks to the association's membership list. They are Avakian's Rollerdrome, Chattanooga, operated by Dr. V. A. Avakian, and Shore Rollerdrome, Neptune, N. J., William Junda and Thomas Livingston, operators.



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MUSIC PRINTED—200 PROFESSIONAL COP-ies, \$20; 1000 copies in color, \$70; recordings made. Urab BB, 245 West 24 St., New York. Stamp (Booklet). je18

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(Continued on page 82)

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AVIATOR SUN GLASSES—
Plastic Case 10.80 Dz.
5 PC. CLEAVER SETS 2.00 Ea.
AUTO JOKERS 14.00 Gr.
BANGO GUNS 5.25 Dz.
PEACEMAKER GUNS 6.30 Dz.
CAP CANES 14.40 Gr.
HALCO ROLLED CAPS 1.25 Bx.
Cash with order or 25% deposit.
All merchandise F.O.B. Philadelphia.

1949 CATALOG JUST OUT!
WRITE TODAY, STATING TRADE
"BRIDE & GROOM"—Hottest Novelty Sensation of the Century Just Out. 2 Dozen Per Case, \$24.00 Per Case.
Write, wire, phone today!
FAUST 223 N. 8th St. Philadelphia 6, Pa.

Flash! New Three-Star Set
★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

JOBBER! DISTRIBUTORS!

Our Regular **\$7.20** PER DOZ.

ART-PIX

PORTFOLIO

NOW ONLY **\$4.50** PER DOZ. SETS

100 SETS \$35.00
SAMPLE SET \$1.00
Actual 4" x 5"

Glossy Photos of Gorgeous Strippers!

- 12 Photos to a set
- Over 150 dazzling, alluring Hollywood Models!
- Complete Strip—Nothing held back!
- Sell on sight—Big repeat sale!

HOTTEST ART PHOTOS EVER OFFERED!

ART PHOTO KNIVES

Gorgeous selection of Hollywood lovelies in daring poses. Actual photos preserved under the plastic handle. Bead chain keyholder attached. Attractive display card included with each dozen.

Per Doz **\$3.00**
GROSS \$33.00

ORIGINAL PEEK-A-BOO KEY CHAIN

This sensational novelty at a NEW low price! Most glamorous models in America in blazing full color! Telescoping viewing piece on bead key chain.

\$9.00 GROSS
10 Gross Lots—Gross \$8.50

Hotter Than King Tut!
Mysterious, Magnetic Trick!

BLONDE IN THE BATHTUB!

Per Dozen **\$3.60**
\$42.00 Per Gross

All Prices F.O.B. Detroit

GEM SALES CO.

533 WOODWARD AVENUE
DETROIT 26, MICHIGAN

One of America's Leading Wholesale Distributors
30% Deposit with Order, Balance C.O.D.

AGENTS & DISTRIBUTORS

(Continued from page 80)
SELL, BIG PROFIT, 5x3 1/2-INCH STOCK SIGNS; write for jobbers introductory offer. Al Hawkins Sign Co., Sioux City 7, Iowa. jell

TYPICAL IRISH CHARACTER OF NATURAL humor; will bring home the bacon, has been Kentucky Derby lucky boy (sample order, 8 for \$1) thirty for \$3, one hundred for \$5, limited special, fifteen bucks a thousand. Ken Miller, Box 1257, Louisville, Ky.

43 DOZEN PLASTIC APRONS—OTHER QUICK-selling quality buys, including matching Tablecloth-Apron Sets, 312 dozen; Sample Set, \$1.25; free catalog. Jole Fashions, 2518 E. 119th St., New York, N. Y. my28

51-54 GAUGE FULL FASHIONED NYLON Hose—Sheersheen, \$7.50 dozen; Sheernit, \$6.50; Primrose, \$3.50 per dozen; new summer shades; immediate shipment; sample order, 1 box of 3 pairs each grade, \$4.50 prepaid; full purchase price refunded if not satisfied. Sheernit Hosiery Co., P.O. Box 1524, Chattanooga, Tenn.

54 GAUGE, 15 DENIER, SHEER, FULL FASHIONED Nylons; irregulars, beautifully packaged 3 pairs to the box, \$7 dozen; sample box, \$2 prepaid; quantity prices lower; we guarantee satisfaction on this quality merchandise. Variety Merchandisers, 2511 Broad St., Chattanooga, Tenn.

\$100 WEEKLY—NEW, COMPLETE, MODERN Plastic Line; Tablecloths, etc.; over 25 items; every home prospect; 100% profit. Free samples. Carwell, 6238FD S. Chicago Ave., Chicago 37. my28

50,000 DOZEN DUPONT FULL FASHIONED Hose, rejects, packed individually in new cellophane wrappers, three pairs to a box; assorted sizes and shades, \$2.50 dozen C.O.D.; order from this ad. Sibert Jobbing House, Box 1242, Chattanooga, Tenn.

ANIMALS, BIRDS, PETS

ALIVE MIDGET COW—FINE CONDITION, full grown, height 33 inches; ready for immediate shipment. Don Compton, Box 92, Mt. Vernon, Ill.

ATTENTION SHOWMEN—NOW YOU CAN GET Healthy Rattlers, Boas, Racers, Dragons, Gulas, others; dens or singles; lowest prices, prompt shipment. Reptile Gardens, El Paso, Tex. my28

BABY RHESUS MONKEYS, PUMAS, AGOUTIS, Pacas, Boas, Snake Dens, Kangaroos, King Vultures, Coati Munda, Tyras; Giant Jungle Rats; write for spring list. Chase Wild Animal Farm, Egypt, Mass. my21

BABY LION CUBS, BABY SUN BEARS, MONKEYS, Black Panthers, Leopards, many other Animals, World Jungle Compound, Thousand Oaks, Calif. my28

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. jell

HORNED OWLS, WOODCHUCKS, MONKEYS, Guinea Pigs, Pumas, Ringtail Cats, Foxes, Bears, Coyotes, Wolves, Deer, Pigeons, Pheasants, Doves, Porcupines, White and Black Swans, Pearl Game Yards, Box 15, Hawthorne, N. Y.

LIVE MT. LIONS, \$100; BOBCATS, \$25; EACH F. O. B. here, any size; 50% with order, bal. C.O.D.; would like to contact active foreign zoological collectors. Wintersteen, Alderwood Manor, Wash.

MONKEYS—TAME, PET RINGTAILS, \$50; tame Cebus Capuchin Monkeys, \$65; tame Woolly Monkeys, \$100; Ocelots, \$85; Kinkajous, \$75; South American King Vultures, \$75; Jungle Rats, \$35; Coati Munda, \$25; Cottonneared Marmosette Monkeys, \$35; Golden Lionhead Marmosette Monkeys, \$50; immediate shipment; terms, cash with order or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill.

PLENTY HEALTHY SNAKES, ALL KINDS—Alligators, Armadillos, Bearded Lizards, Boas, Horned Toads, Giant Jungle Rats, Peafowl, Bantams Rats, Mice, Guinea Pigs, Opossums, Rabbits, Owls, Badgers, Monkeys, Rabbits, Raccoons, Ringtail Cats, Agoutis; wire. Otto Martin Locke, New Braunfels, Tex. my28

SNAKES AND ANIMALS—DENS OF SNAKES, \$15 and up; White and Hooded Rats, \$4 per doz.; demurred Skunks and Civet Cats, \$10 each or 3 for \$25; Raccoons, \$4.50 each; Opossums, \$1.50, with young \$3; baby Grey Fox, \$7 each; white and tancy colored mice, \$18 per hundred. Tarpon Zoo, Box 847, Tarpon Springs, Fla.

SYRIAN GOLDEN HAMSTERS—SELLING OUT, \$3 pair, \$15 dozen; hamster cages, new condition, \$1.50 each; special, one pair and one cage, \$4; live delivery guaranteed. Melvin Came, Dover, N. H.

TOY MANCHESTER MALE—YEAR OLD; DOES hind legs and high dive; cute, fast worker, \$50 dog and ladder. Leonard, 905 N. Jefferson, Junction City, Kan.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFITS!—Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. my28

BOOKSELLERS CONFIDENTIAL BULLETIN—Service brings latest offers, complete mail sales material; dealers wanted. Graphic Publications, Manchester, N. H. my28

BRONZE BABY SHOES AT HOME; EARN large profits; printed instructions, 25¢, worth more. Robert Lane, 740 S. Broadway, Los Angeles 14, Calif.

HUCKING BRONCHO, FIRST AND ONLY mechanical horse in the world now ready; perfect model of bronco, runs, bucks, gives safe rodeo thrills, fun for customers of all ages; pays off in 3 ways for photos and rides with powerful customer interest; contracts considered for all types installation, permanent parks, portables, one to six horses on one machine, also toy, television and advertising rights; write or see outfit. Bill Pace, Buckin Horse Ranch, Yucca Valley, Calif.

COMPLETE 5 MINUTE PHOTO SETUPS WITH a week's training on the job; consists of life size Bucking Horse, Steer, Coll, Saddles, Comic Backgrounds, Camera, Dark Room; eqpt. complete in every detail with training, \$2,150; 30-day delivery; 25% with order. El Apache Trading Post, R. E. S. Box 225, Albuquerque, N. M.

FREE! SELL BABY BOOKS BY MAIL TO NEW mothers; sample, details, \$1. Bellows, 426 Liberty, Schenectady 5, N. Y.

FOR RENT—CAROLINA BEACH, N. C.; TEN stands suitable lunch, bingo games, beach wear; new building; easier maintenance; hottest location; rents start \$500 season. Contact Sidney Abrams, Coakley, S. C. jell

FOR SALE—COMPLETE PORTABLE RINK, 54x90; tent, 120 pair Chicago skates, floor sander, sound system. Orville Bauman, 1205 Emmett, Evansville, Ind. Phone: 26254.

FOR SALE—NEW 50x120 PORTABLE RINK; was opened May 7, 1949; can be seen at Macomb, Ill.; write Harry Numbers.

GET ADVERTISING AND PRINTING WITHOUT money! Details free to first 100 writing. Paragon, 69-21 Summer, Brooklyn 6, N. Y.

JUKE BOX ROUTE—LOS ANGELES HARBOR; 20 hours week work; new equipment; sell at cost; netting \$400 weekly; \$37,000; terms. Kilha, 122 E. 215 St., Torrance, Calif.

MAKE MONEY MAKING NEW GREASELESS Doughnuts at home on electric machine; wholesale to groceries and cafes; free recipes and plans. N. Ray Co., Minneapolis 7, Minn. my28

OPERATORS WANTED—BRAND NEW Picture Postcard Machine, this is the latest development in automatic vending; thousands of top notch locations; ties in very nicely with candy, nut, gum or stamp machine operation, full or part time. Stamp Machine Operators Supply Co., 112 Asbury Ave., Evanston, Ill. jell

PLASTER MANUFACTURING—COMPLETE equipment for small plaster factory, consisting of 25 high class Master Designs; business easily learned, operate in basement or garage; pays large profits, suitable middle age man desiring light work, steady, permanent business; complete, \$395. Plastex Products, 711 Laguna, San Francisco.

PORTABLE ROLLER RINK—40x100, NEW hardwood floor, completely equipped; priced to sell; permanent rink; 60x120; only rink in city of twenty thousand. Lloyd R. Brodie, Box 64, Burnside, Ill.

RICH FIELD—YOUR 24-WORD ADV. IN 50 Southwest weekly newspapers, \$3.95; proof publication furnished. Pennabaker Advertising, Box 141, San Marcos, Tex.

SELL DELICIOUS SNOWBALLS—TREMENDOUS profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 3, Dept. B-13, Jacksonville, Fla. jell

SIDE SHOW OR CIRCUS ATTRACTION—MORPHADITE Horse, gentle; a terrific money maker for the right man, Marshal Collier, 117 W. Walnut St., Boonville, Ind. Phone: Boonville 521.

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents, postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1062, Wichita, Kan. my21

TIE EXCHANGE—SEND UP TO SIX TIES AND receive six new, cleaned ties for \$1.50. The Exchange, Box 1124, Beverly Hills, Calif. my28

TRADE MAGAZINES—PROFIT BY KEEPING posted on conditions, developments and opportunities; choose current copies from our list of 1093 periodicals covering every business, vocation or interest; ask for free price list. Commercial Engraving Publishing Co., 34H N. Ritter, Indianapolis 19, Ind.

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Makena A. Ill.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 93 in this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75¢; Satin Belly Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Gurette, 346 W. 45th St., New York 19. Tel.: Circle 6-4137.

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories; free list (assortments, \$5). "Happy" Moran's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. my28

COSTUMES—6 SETS, 6 TO SET, \$225; suitable for fair; also two trunks, Breda's Entertainment, 515 Broadway N.E., Mpls. 13, Minn. my28

HEADQUARTERS FOR CLOWNS AND MINSTREL Goodie; circulars free. The Costumer, 238 State St., Schenectady, N. Y. aul3

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. jell

BENSON STREET TINTYPE CAMERA, complete outfit, frames, etc. good condition, price reasonable. George McGibbon, Policy Road, Salem Depot, N. H.

SUNPUFT POPCORN VENDORS \$57.50; LONG-Ekins Rotary, chromium plated, Roaster Drum, \$175; Peanut Blower, \$25; Copper Kettles, Popping Kettles, Gasoline Burners, Bottled Gas Equipment Peanut Roasters, Northside Co., Indiana, Iowa. jrt

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 25mm.; Arca, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 602 W. 53d St., N. Y. 19. ap my28

BIG SIX DICE WHEEL, \$50; RACE TRACK, \$25; Jumbo Ball Chuck Wheel, \$35; all very good and complete; new Penny Pitch made to sell at \$60, yours for \$25, 1/3 deposit. Ed Raach, Rolla, Mo.

BUILD "LITTLE-CHUG," THE HAPPY TRAIN, electric or gasoline; tested plans, \$10; kiddie auto, chairplane, airplane, boat plans, \$5 each; 8 kiddie ride plans, \$40; free catalog. Brill, 225 B. N. University, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1314 South Wabash Ave., Chicago. my21

CORK SHOOTING GALLERY—BLUE TOP; NO R.P.'s, holes; white, pine hinged frame, red velvet line inside; 8 gum, parts; all good, \$150; one across, Connor Signs, 819 Chartres, Houston, Tex. (Continued on page 84)

SENSATIONAL—DIFFERENT



PLASTIC CLOWN! JET TUBE! BALLOONS! WHEELS! WATCH HIM GO!

• BLOW HIM UP AND WATCH HIM GO
• BRILLIANTLY COLORED CLOWN ON WHEELS
• HE PULLS HE CUDDLES HE RACES

\$5.00 DOZ.

This amazing 3-in-1 Clown will keep Junior and Sis busy for many hours. When you blow up his giant balloon hat through the jet tube... Rhett the Jet Clown speeds off all by himself, on his own power. This brilliantly colored plastic clown will have to perform his startling feat over and over again. But that's not all! Rhett the Jet Clown can roll along on his real rubber wheels, so every youngster can pull him from a string... take him for a walk, indoors and outdoors. All the young folks will want to hug him, too, for his jolly shining face just beams with joy.

25% WITH ORDER, BALANCE WITH ORDER
NOVELTY MART
59 East 8th St., Dept. 147, New York 2, N. Y.

THE TOY WITH ACTION GALORE!



Jet Propelled—Sail Propelled
BALLOON BOAT

Safe and harmless—a child can operate it! An eye-appeal item that is excellent for year-round sales. Perfect pitch item—easily demonstrated. One Midwest store sold 9600 in four weeks. Retail price 19¢. Sample 29¢.

Territories Open for Sales Representative
B & W SPECIALTY CO.
Finch Bldg. St. Paul 1, Minn.

ENGRAVERS!

11m with it since 1907! Originator of the ALL-ALUMINUM IDENT.

\$2.50 Doz., **\$25** Gr.
Grab Bag Jewelry—40 different items complete—Sample Assortment \$3.00

SHELLS and GOLD WIRE FOR WIRE WORKERS
Have worked stores with jewelry jointly myself for years and know your needs.
LOWEST PRICES AVAILABLE
SEND FOR CATALOG

MILLER CREATIONS MFR.
6428 Kenwood Ave. Chicago 37, Ill.

SELL FAST SELLING NOVELTIES

And 5x6 1/2 inch stock signs
To Cigar Stores, Pool Halls, Taverns, Bars and many other places.
START NOW—Send \$1.00 for 11 salable novelty samples and 10 aut. stock signs (\$2.00 approx. retail value), or write for sample and jobber price lists. Samples prepaid.

AL HAWKINS AND COMPANY
Box 1235-0, Sioux City 7, Iowa

"Pin-Up Girl" ROTARY LAMP

Sensational Appeal • Sells on Sight



**TANTALIZING, AUTOMATIC ACTION
REVOLVES CONTINUALLY**

A Revolving Lamp with four Curvaceous, Scintillating Bathing Beauties—Redheads, Blondes, Brunettes—all in tantalizing, life-like poses, colorfully clad in French style bathing suits.

Top quality Plastics. Heavily embossed third dimensional life-time colors. Individually boxed.

Great sales appeal—Sells on sight. Tremendous repeat sales. Ideal for Promotional and Special Sales Deals.

\$30.00 DOZEN—SAMPLE \$3.25.
25% with order—balance C. O. D.

BERG SALES CO.

119 So. Wells St. 309 Hennepin Ave.
CHICAGO, ILL. MINNEAPOLIS, MINN.

FIREWORKS

Chinese Firecrackers

1 Bundle of 1280 1½" Crackers \$3.50

1 Bundle of 1600 1½" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS.....\$1.25

NO. K20—PER GROSS..... 2.50

Cash With Order

United Fireworks Mfg. Company, Inc.

DAYTON 7, OHIO

New Gas Weight SHMOO BALLOONS

... Put Money in Your Pocket

Get some of the gravy these comic little balloon animals are bringing thousands of street-men all over the country. The hottest balloon item in years. Colors: white, orange and yellow—13" high. Write your jobber—or The Pioneer Rubber Co., 107 Tiffin Rd., Willard, O.

Big Money in Wirework

You can learn how to make fast selling Wire Novelties: Names, Bracelets, Earrings, Swords, etc. Copyrighted instruction booklet with over 200 diagrams for only \$1.50. Send check or money order to

P. O. BOX 87
Brooklyn 14, New York

MEXICAN JUMPING BEANS

New crop of lively beans now being harvested. Shipments made in late May or early June. Orders filled in order received. If crop not sufficient to fill all orders, money refunded. Postpaid anywhere in U. S.

SUNLAND NOVELTY CO.
P. O. BOX 719 EL PASO, TEX.

100, \$1.00
500, 4.00
1,000, 7.50

TOP THE MIDWAY WITH MYCO SUPER VALUES



Whips...

- | | | | |
|---|--------------------|-------------------------------------|-------------|
| Dart Balloons—Extra Special | 5 .75 Gr. | Imported Hawaiian Lies | \$ 2.25 Gr. |
| 29 Round Ass't. Color Balloons | 2.75 Gr. | American Medium Leis | 3.00 Gr. |
| 2324 Long Airship Balloons | 2.75 Gr. | American Large Leis | 6.00 Gr. |
| 214K Mottled Cat Balloons | 7.50 Gr. | Comic Felt Hat Bands | 1.25 H |
| 210 Oak Mottled Nose Balloon | 9.00 Gr. | Worth 03-1 Baseballs | 2.25 Dz. |
| 210 Oak Rabbit Head Balloon | 9.00 Gr. | Swapper Canes w/ Tassels | 8.50 Gr. |
| 24" Balloon Reed Sticks | .75 Gr. | Ball Top Swappers | 9.00 Gr. |
| 36" Balloon Sticks | 1.00 H | Bamboo Parade Canes, Crook Hdl. .. | 24.00 Gr. |
| Whistling Flying Birds | 9.00 Gr. | Chesterfield Canes, Crook Handle .. | 24.00 Gr. |
| Chinese Paper Snakes | 4.00 Gr. | 28" Plush Bear | 2.75 Ea. |
| Red, White, Blue Bell Balons | 14.00 Gr. | Large Plush Fawn | 3.00 Ea. |
| Slide Trombones | 1.80 Dz. | Gibson Girl Bouffair Doll | 3.00 Ea. |
| Cowboy Lash Whips | 12.00 Gr. | Stuffed Cuddly Dolls | 4.50 Dz. |
| Imported Fur Monkeys | 9.00 and 18.00 Gr. | Beacon Blankets | 2.40 Ea. |
| Jingle Bell Fur Tail Monkey | 27.00 Gr. | Ass't Color Pocket Combs | 1.25 Gr. |
| Feather Plume Dresses | 9.00 Gr. | Cigarette Holders | 1.00 Gr. |
| Feather Dolls, 7" \$21.00 Gr., 9" | 30.00 Gr. | Wedding Rings | .75 Gr. |
| Mexican Challo Hats | 2.00 Dz. | Metal Whistles | 1.00 Gr. |
| Cowboy Hats | 3.00 Dz. | Jocko Monkeys | 9.00 Dz. |
| Spanish Hats with Tassels | 2.50 Dz. | Spotted Circus Clowns | 15.00 Dz. |
| American Parasols | 21.00 Gr. | | |

MILTON D. MYER COMPANY

392 Third Avenue THE UNDERSELLING SUPPLY HOUSE Pittsburgh 22, Penna.

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

BIELER-LEVINE

WRITE FOR FREE NEW 86 PAGE JEWELRY CATALOG State your business

All Orders Shipped Same Day Received All Phones: CE 6-7966

5 NO. WABASH AVE. CHICAGO, ILL.

Women Scream! Men Howl! Children Go Wild About IZZARD the LIZARD!

This "lounge lizard" is a real woman chaser, the life of every party. Made of a special "live rubber," 9 inches long, he wiggles, quivers and shakes with every movement; you'd swear he's alive. A "must" novelty item for 1949 for quick profits and repeat sales.



\$5.50 per dozen, \$60.00 per gross. 25% deposit with orders, balance C. O. D. Jobber inquiries invited

EXCLUSIVE FACTORY DISTRIBUTOR

SIDNEY-WILLIAMS CO. 1129 So. Robertson Blvd. Los Angeles 35, California

Souvenir COASTERS

Aluminum beverage coasters, 3½" diameter, a "natural" souvenir item. Different attractive designs for following States: California, Colorado, Florida, Idaho, Illinois, Maine, Massachusetts, Michigan, Minnesota, Montana, New Jersey, New York, Ohio, Oregon, Pennsylvania, Washington, Wisconsin, Wyoming.

SPECIAL: California '49er Design Minnesota Centennial

Write for quantity prices MODERN ARTWARE COMPANY

131-3 West 75th St., Chicago 20, Illinois



New Plastic "MAN-IN-THE-BARREL"

\$3.60 per doz.

Minimum order 3 dozen. Check or money order only.

UNITED SALES CO. Beverly, Mass.



Here's a guy that HAS GONE NUTS!!!

To make room for our trade name merchandise we are forced to move and move fast the following listed items. These prices are good as long as the limited supplies last... when they are gone... there just ain't no more.

STUDY THESE VIEWER PRICES

Megaphone type, gorgeous gals, packed 2 doz. to box. Per gross \$6.00

Real Life Views — With 10 gorgeous Hollywood pictures, 3 dimensional viewer, original \$1 retailer (one viewer and 10 extra pictures in each set). Our closeout price, per doz. sets \$4.50

Telescope Type Viewer—With 5 extra films in color, all new doring Hollywood Beauties (a gross of envelopes each holding 5 extra films with each gross of viewers). Per gross, \$7.20 only

OTHER GIVEAWAYS—SURE WE'RE NUTS Balloons, ass't colors, in boxes of one gross. Per gross 78c

BALLOON PIPE TOY: Squawkers, squealers, cats "meows". Kids go for 'em, so do grownups. While 105 gross \$7.20 remain, per gross, only

SQUEEZE ME rubber animals, Whistle Piggie, Duckie-Poochie. A regular \$1 retailer, individually boxed. Ideal for Pitch Men. Per Doz... \$5.40

LOOKIE, MEN: PIPES, all shapes and sizes. Most have filters, some individually boxed. None under \$1 retailer. 3 doz. to box, mixed sizes and shapes. Per doz. \$2.00

CIGARETTE HOLDERS: Ass't colors and lengths. The kind selling everywhere for 25c or more. While supply lasts, per gross \$3.00

GOGGLES: Regular 25c retailer, comes dozen to roll. Our price per goggle, ea. 5c

FOUNTAIN PENS: "Windsor" lever filler, guaranteed unbreakable barrel, protected hooded point, deep pocket clip, gold cap. Regular \$1 retailer. While 105 doz. lasts, per doz., only \$3.00

BOBBY PINS: Miss Victory. Purse pack carrying case, with 12 bobby pins. Black and brown, 3 doz. to display box, 20 boxes to shipping case. Sells for 10c per pack the world over. While 170 boxes last, per gross packs... \$3.00

MEN'S POCKET COMBS: 5 inch STYLENE, first quality all fresh stock, regular 10c retailer. One gross to box of solid colors (6 colors available). This is really the craziest offer we ever made. Per gross, only \$1.44

All above quotations are F. O. B. K. C. 25% deposit must accompany order, balance C. O. D.

PLATTNER CO., Inc. Established 1919 2406 McCee St. Kansas City, Mo.

FIREWORKS ZOW-EE-EE!!

BIG GIANT ASSORTMENT \$10.65 VALUE—ONLY \$4.95

Hundreds of pieces in this big assortment for only \$4.95. Plenty for a day and night celebration. You'll get the thrill of your life. Giant Cannon Salutes, Sky Screener, Buzz Bombs, Star Shells, Block Busters, Zig Zag Whistles, Flashlight Crackers, Sky Rockets, Roman Candles, Repeating Aerial Bombs and many others. Rush order today. Send Certified Check, Money Order or Bank Draft. Register letter if you send cash. No C.O.D.'s. Catalog FREE.

Buckeye FIREWORKS CO. DEPT. 111 Wapakoneta, Ohio

SAME DAY SERVICE ON MAIL ORDERS

Write for new list and order blank. Slum, Lamps and Carnival Supplies, full line of Oak Rubber, Jap Feather Dolls, Fur Monkeys, Parasols.

K. S. CAUFIELD, INC. 306-10 Third St. Louisville 2, Ky. Phone: WA 0798—WA 4477

Sensational Values in MECHANICAL TOYS

Low prices possible only because these are direct importations. Write or wire at once for these terrific sellers!



A TERRIFIC SELLER!

CREeping BABY \$7.20 doz. \$84 gross

Terrific! Just twist the attached key and she creeps along wiggling from side to side in a realistic way. Attracts the crowds. Rush your order!

Samples \$1 Each

- PECKING BIRD BUTTERFLY
3" brightly colored bird hops along and pecks as he goes. \$37.50 gr. \$2.85 dz.
Guides along on wheels, flapping its wings. Bright colors. \$42 gr. \$3.60 dz.

CRAWLING TURTLE



\$3.60 doz. \$42 gross

Wind it up with its attached key and it struts along, realistically, wagging its tail as it goes. Six inches long. All metal. Sells on sight!

Samples 65c Each

- DANCING COUPLE PUZZLE CAR
Whirls around gracefully when wound up. Lots of action! \$46.50 gr. \$4 dz.
Races around table, makes unexpected turn at edge, can't fly off table. \$57.50 gr. \$5 dz.

M. D. ORUM CO. 614-618 WEST NATIONAL AVE. MILWAUKEE 4, WIS.

NEW Fast'n Furious MONEY MAKER!



7 Great Features in 1 Big Value WALLET

Table with 2 columns: Style #129G Sample \$84, YOUR LOW COST \$4.25 per doz.

Non-spill coin holder, removable key chain, full-length billfold, identification window, card pocket, 4-pocket celluloid pass case. Sensational gift item. Sell stores and direct. Send 25¢ deposit, balance C. O. D. Write today for FREE ILLUSTRATED NEW CATALOG fast-selling leather goods, novelties for whole family.

GOLDEN NOVELTY CO.

648 Broadway, Dept. B-39, New York 12, N. Y.

ROUND-CORNERED HEAVY-WEIGHT BINGO CARDS



3,000 series - Available in 4 different colors. Also Bingo Specials, Baby Bingo, Featherweights, Electric Flash Boards, etc.

IMMEDIATE DELIVERY!

METRO MANUFACTURING CO. 127 W. 25th St., NEW YORK 1, N. Y. CHelen 2-4825

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 82)

FANCY SHARP SHOOTERS TARGET WITH electric lights, patented; Indian Head and other trick shooting accessories; tripod stand and traveling trunks included; price, \$75; must be seen to be appreciated. Cpt. Charles Giesel (the former Yellowstone Bill), 128 Edwards St., Brooklyn 1, N. Y.

FOOD STAND—COMPLETE, DISHES, SILVER-ware, griddle, centerables, hamburger machine and papers, wiring, also other items; for details, write: Box 18, Weyauwega, Wis.

FOR SALE—SINGLE LOOP-O-PLANE, GOOD condition, \$300. Fred Utter, Box 275, Adena, O.

FOR SALE—MEYER HARRIS STAGE LIGHT Control, 12 Switch, 6 Resistors; used 2 summers; suitable for any stage. A. J. Bohnsach, Germantown, N. Y.

FOR SALE—NEW LONG RANGE LEAD GALLERY; 7' wide, 8' high, reasonable. R. Schmidt, 438 Thomas Ave., Forest Pk., Ill.

FOUR HUNDRED FT., 9 FT. SIDE WALL, roped top, middle and bottom, 50¢ a ft. H. Ehrhardt, 1520 Stanford, Springfield, Ill.

GASOLINE TRAIN—FIVE NEW CARS, TWO Hundred Twenty Feet of Track, Ten Feet Sections, Fence, Light Stringer and Ticket Box already to go; rides children and adults; price twelve hundred cash. Milton C. Johnson, Wilson Lake, Clayton, N. J.

GOOD 16MM. WESTERNS, \$40; STEELE RITTER, Fuzzy's; want to buy, Mechanical Circus, Clayton Yeager, Box 352, N. Little Rock, Ark.

ILLUSIONS FOR SIDE SHOW—THAYER HEAD without the body packing trunk, \$65; Floating Lady, \$35; lots of used magic. Roger The Magician, 109 Gough Ave., Boonville, Ind. Phone: 129.

LONG RANGE SHOOTING GALLERY, \$250; Photo Booth, 2 1/2 x 2 1/2, never used, \$175. Leo Suesz, Box 425, Norfolk, Va. my28

LONG RANGE GALLERY—12 BY 38 FT., background 3/16 steel, sides 1/4 gauge, brand new throughout, mounted on 1936 Dodge long wheelbase, 6 wheels, 10 ply tires, new motor; equipment used 3 weeks; reason for selling, other business interests; price, \$3,800. Wm. Ostrom, P.O. Box 16, Carega Lake, N. Y.

MERRY-GO-ROUND—32 FT., 2 ABREAST CAST aluminum, 2 chariots, used 9 mos.; portable. Floyd Myers, 14824 Lakewood, Paramount, Calif. my28

NEW ELECTRIC PEANUT ROASTER, excellent machine; price, delivered by freight, \$185; deposit with order. Ross Allen, Silver Springs, Fla.

NEW 22 PASSENGER KIDDIE TRAIN, COAL Tender and Three Coaches, electric drive, complete unit with fence and lighting; can be furnished with gasoline drive. Roebuck Machine Works, 415 Hampton St., Tampa, Fla.

NEW PROJECTORS HAVING COLOR WHEEL—Takes both 3 1/4 x 4, 2 x 3 slide, \$27; Burglar Alarms, \$2.50; Six Way Dial Switches, \$1.50; factory prices. Gronberg Projector Works, Syracuse, Ill.

POPCORN, CANDY, APPLE CONCESSION—Trailer living quarters; gas neon, special, \$2250; Rootbeer Trailer, \$750; some stock. Mrs. Geo. Michael, Fremont, O. B. D. 4 photos. my21

POPCORN MACHINE—SUPER STAR, USED one month; excellent condition; reasonable. Livonia Theatre, 382 Livonia Ave., Brooklyn, N. Y.

SEARCHLIGHTS—NEW 18-INCH CROUSE-Hinds portable incandescent; army surplus bargain; for information, price, write: Harry Smith, Box 1517, Dallas, Tex. my28

SHORT RANGE TARGETS—20 KINDS, MANY new ones; free samples. W. Wooley, 115 Donald, Peoria, Ill. np

SHORT RANGE GALLERY TRAILER FOR lease with option to buy; see at 4020 Main, or send \$1 for lease contract; no answer otherwise. "Boyce," 5201 Second, Dallas, Tex.

SIX-CAR KIDDIE AUTO HIDE—LOOKS GOOD, runs good, \$500. Brownies Tourist Court, Rt. 2, Franklin, O.

SMITH CHAIROPLANE—24 SEAT; LeROY Motor, all A-1 shape, \$1,400. J. B. Aley, 5951 Branch Ave. S.E., Washington, D. C.

STAR POPCORN MACHINES—ALL MODELS; Popcorn Supplies, Central Popcorn Supply Co., 45 Arch St., New Britain, Conn. my21

THEATER SEATS—MANY RECONDITIONED, 1500 Folding Chairs, Tents, Blues, Film Projectors. Lone Star Film Company, Dallas, Tex. my28

TWO KIDDIE AIRPLANE RIDES—SIX PLANES each, maximum, 18 children each; a money maker; will sacrifice for \$1,500 each, which is approximately cost of construction. Elmer King, 227 1/2 21st St., Sacramento, Calif.

UNDER WATER FISH FOR YOUR FISH POND, also poles complete with bobbers; plenty of appeal; send for sample; pole and fish, \$1.50. Box 829, Port Orange, Fla.

VAGABOND TRAILER—1946 DELUXE, 10 GAL. Water Tank, Refrigerator, Gas, just like new; contact Slim Kelly or Raymond Sellhorn, Sellhorn's Trailer Sales, East Lansing, Mich. my28

3 THEATRICAL TRUNKS, FLAT AND upright, for costumes, storage purposes, made by Taylor Trunk Co., cost \$75, sell for \$20 each, all like new; last lifetime. Lesser, Paw Paw, Mich.

12x12 TOP AND FRAME, LARGE ICE SHAVER, 10 gallons syrup, other supplies, all \$135. James Rosetter, Albany, O.

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TRUMAN'S CHALK TALK IDEAS—PROFessional, clever, surprising, entertaining ideas; only \$1; satisfaction guaranteed. Truman, Ferrysville 2, O. jell

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. jell

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A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure specifications, price. Nelson Enterprises, 336 S. High St., Columbus, Ohio. jell

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NEW 1949 CATALOG—MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books, 164-page illustrated catalog, 30¢; wholesale, Nelson Enterprises, 336 S. High St., Columbus, Ohio. jell

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CARNIVAL PLASTER, J. W. JORDAN, 144 N. Main St., Columbiana, O.

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"TIRES"—SAVE 1/3; NEW, RUGGED ALL purpose airplane tires; 10 inches to 56 inches high; complete wheel assemblies attach easily to your axles; free details; write card today. Airplane Tire Co., Box 1201-K, Tulare 17, Calif. jell

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PERSONALS

ALBERT EDWARD BALTZE—LAST ADDRESS known, Billy Wolfe Show, Minneapolis, Minn; if known, please contact Mrs. Alliene Baltze, Gen. Del., Blountstown, Fla., or Ralph Baltze, Muskogee, Mich.; concerns Bruce, David and Elizabeth Baltze.

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DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.F. Paper, Chemicals, Frames, Backgrounds; Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc.; Free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np jell

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(Continued on page 86)

GREENGLASS REPORTS

WITH THESE 3 BUSINESS IS GOOD!

- ★ BRIDE & GROOM (NEW)
★ ARTISTS & MODELS RAZOR BLADES
★ 'SWEET 16' (NEW)

BRIDE & GROOM

'S. O. S.' NOVELTY OF THE YEAR! NOTHING LIKE IT BEFORE!

'S.O.S.' means sells-on-sight, and this item does just that! In a class by itself! Sample Dz., \$12

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NEW 'PIN-UP' PACKING

Each blade in lithographed novelty wrapper 3 to a pkge., 28 packs to display carton, 25¢ per pack. Double-edge blades fits all razors. You make 100% on cost—on f-a-s-t sales.

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WESTERN HORSES SPECIAL 10%—\$24.00 DOZ.

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Pen and Pencil Sets, compare with any higher price line of pens. Dozen to 100 gross lots. Send \$1.00 for samples and price list. Get your order in early for fast delivery. Also opening for good salesmen.

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JULY 4th SPECIAL OFFER ONLY \$3.60

Chinese Flash Firecrackers, Extra Samples and complete Wholesale Catalog. **\$6.00**
PLUS \$1.20

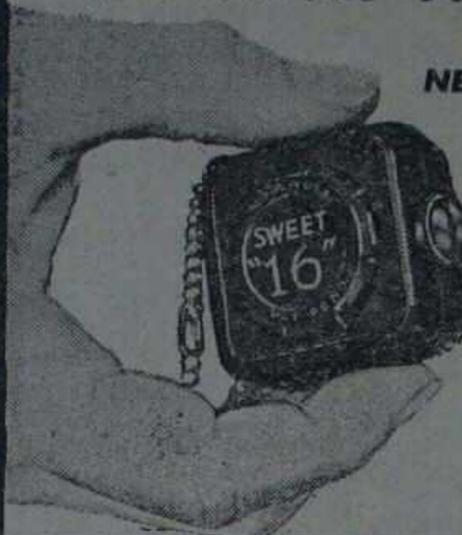
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YOUR COST ONLY...\$3.60

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 Send P. O. Money Order or Bank Draft. No C. O. D. Dolls, etc.—Liquidation Sale
WRITE FOR LIST. NO CATALOG.

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16 FULL COLOR NEW CUTIE POSES

DISTRIBUTORS—JOBBER—DEALERS
 BEING APPOINTED FOR
NEW SWEET 16



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SAMPLE DOZ., \$7.20
 Shipped Prepaid. No C. O. D.'s.
RETAILS \$1.00 EACH
 Write for Discount and Details

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Now Available Hand woven BAMBOO BASKETS filled with imported Old ENGLISH LAVENDER, ROSE BUDS or ORANGE BLOSSOM PETALS. Sells for 59¢. PRICE: \$2.50 Dozen. Gross \$29.00. All with silk tassel cord.

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CHRONOGRAPH WRIST WATCH

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2. SWEEP SECOND HAND
3. TIMED & TESTED
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5. UNBREAKABLE CRYSTAL

Stainless Steel Expansion Band and Box 234 additional.

\$4.00

It Has Everything!
 • It's a TIMEKEEPER
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Above prices for orders of 6 or more watches. \$1.00 ea. extra on orders under 6.
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IMPORTED SWISS STOP CHRONOGRAPH
 with 2 Push Buttons
 In Lots of 6 **\$4.20**

Tells Time • Stop Watch
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"Wonder" Watch. Used to time autos, airplanes, horse races, athletic events. Stainless steel stretch band with guarantee and instructions for use, 25¢ extra in lots of 6. Single sample, \$5.45.

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30" tall. Comes in contrasting high luster plush. Well constructed.

#B-105 **\$37.50** Doz.
 Samples Postpaid, \$4.00 Ea.
 Order by Number.
 25% Deposit, Balance C. O. D.

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Add \$2.00 for orders less than 250. 50% deposit, balance C.O.D., F.O.B. Cold Springs.
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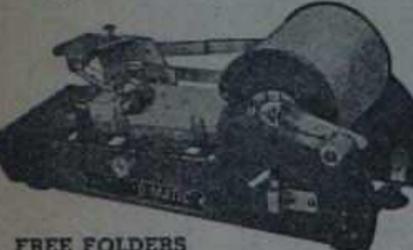
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Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/4 by 3 1/4 in. Complete, easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTO-MASTER. FINISHED PHOTOS IN 2 MINUTES PDQ CAMERA CO. Dept. BH 1161 N. Cleveland Ave. Chicago 18, Ill.

PRINTING

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NOVELTY WEATHER FORECASTERS—RE-SORTS, hotels, beaches, carnivals, etc.; your own imprint; dime brings sample, prices. Fredericks Press, Lake Hopalong, N. J.

NOW! LOWER PRICES! FLASHY 14X22 WINDOW CARDS \$6.50 hundred; write for illustrated folder. Tribune Showprint, Fowler, Ind. my28

POSTERS WITH BRIGHT GLOW COLORS, ATTRACTIVE, outstanding; prompt service. J. P. Burger & Co., 1813 Columbus Road, Cleveland 13, O. my21

RUBBER STAMPS, 3 OR 4 LINE, \$1 POSTPAID; Pads, 50¢. Smallwood, 2715 Vine, Cincinnati 19, O. jull

50 8 1/2x11 HAMMERMILL LETTERHEADS WITH 50 Envelopes, \$1; west of Mississippi, \$1.25. Benneville Printing, 1204 Merryfield, Pittsburgh 4, Pa.

SALESMEN WANTED

MAKE 47 HOURLY—REPRESENT OLD ESTABLISHED advertising book match manufacturer; D'Ancona lithograph glamour girls; new and different; all merchants prospects; commissions advanced; outfit free. Chicago Match Co., Libertyville 12, Ill. np

MEN OVER 40—MAKE A FORTUNE! NO INVESTMENT; sell sales-promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard). ju25

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2 Remittance in full must accompany all ads for publication in this column. No charge accounts Forms Close Thursday for the Following Week's Issue

AGENT, STRING MUSICIANS, ACCORDIONIST, Male, Female Entertainers all lines; travel; Western band, dance, stagshows; featuring Western screen star; name lowest salary; tell all you do; send photos; hams, drunks, save stamps. Death Valley Riders, 705 W. Oak, Enid, Okla.

ANIMAL TRAINER WANTED—ELEPHANT Man who can break, also Chimpanzee, and Cat Trainers; permanent work. World Jungle Compound, Thousand Oaks, Calif. jell

FOR JULY AND AUGUST—EXCLUSIVE FOOD, Drink Concession rural fair; write; Area Statewide, 121 1/2 Lee Street, Montgomery, Alabama by May 25. my21

GIRL PIANIST—PLAY IN COCKTAIL LOUNGE steady; wonderful opportunity; good appearance, photo with letter. A. Michaels, 2525 Scioto Trail, Portsmouth, O.

GUITAR—NEED REPLACEMENT FOR TRIO currently working indefinite contract. Instrumentation: vibes, bass and guitar, so guitar adequacy important; vocals helpful, not necessary; must work into routines. Doc Core, c/o McConkey Music, 127 N. Dearborn, Chicago.

IMMEDIATELY—PIANO AND SAX MAN WHO sings ballads; also other instruments for commercial tenor band; must be sober; give age; state if vocals. Leader, 4515 Buffalo St., Beaumont, Tex.

SALESMEN—SELL NATIONALLY ADVERTISED summer suits for men and women, direct; price, \$28.50; commissions advanced; free samples. Inter-State Garment Mfr., 819-J Congress, Chicago. my28

SCENERY AND BANNERS

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth; leather straps and rings; also other Banners made; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. my21

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zels, 728 Lesley, Rockford, Ill. je25

OWING TO DEATH OF SAILOR JIM, COMPLETE Tattoo Studio, fully equipped, designs, stencils, machines, etc., located on The Pike, California's largest, most popular amusement park; home of Pacific Fleet, Naval Shipyards, etc.; price, \$1,000 including lease, \$60 monthly; write or wire: Eddie Rivers, 341 W. Seaside, Long Beach, Calif.

PELICAN BLACK, PELICAN BLACK—THE real genuine German made Black from Hannover Germany, the finest, brightest, deepest, most brilliant, easiest working; the magic word and pride of all the old masters in the profession; this is the first shipment from Germany since before the war; while this limited supply lasts. \$12 A-30 Oz. German Quart. Joe Darpel, Suite 222, Hotel Victoria, Norfolk, Va.

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3, Calif. my21

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. M. H. Postel, 6416 N. Newgard Ave., Chicago. my28

CONCESSIONS—ALL KINDS WANTED AT once for summer months; anyone having Ferris Wheel and other rides call at once, 6328, Exposition Park Hotel, Aurora, Ill., Mr. Fox or Mr. Gordon.

SPECIAL PRICES LOWEST EVER!

BUY DIRECT FROM MANUFACTURER



You must mention Billboard to receive these special low prices in Fur and Plush Toys.

- \$252.30" Real Fur Grizzly Bear, ass't colors. \$42.50 doz. In 4 dz. lots \$36.00 Dz.
- \$244 29" Rayon Plush Bear, cotton stuffed, hand embroidered mouth, leather nose, movable eyes. Panda or other ass't colored Bears \$24.00 Dz.
- 30" Real Fur Fuzzy Wuzzy Bear, Long haired lamb skin; white, honey, gray, mouton trimmed. \$78.00 dz. In 2 dz. lots only \$72.00 Dz.

SPECIAL

12x9" Plush Scotty Dog, ass't colors. Or Sitting Doll at \$7.20 Dz.

SPECIAL CONCESSION NUMBERS

Giant Fawns, Bull Dogs, Elephants, Dutch Dolls, Clowns and other entirely new numbers. Special set-up for JOBBERS. Territories still open for SALESMEN. Write for Beautiful Catalog of over 150 rare sellers in Fur and Plush Toys. ACE TOY MFG. CO. 122 West 37th St. New York 1, N. Y.

MILLS SALES CO.

Cut-Rate WHOLESALERS Since 1916 901 BROADWAY, New York 3, N. Y.

UP NORTH IT'S

CUTE MODELS, Art with a sharp edge and a new twist. In colors. Real Beauties on packing material of . . . the Finest Double-Edge Blue Razor Blades made. First time offered. Makes an excellent gift. Everyone will buy this new, inspiring necessity for 10¢. 1000 blade photo deals, \$24.00. 100 Blades and Art Photos \$2.75

COMB SETS, 3 assorted combs on a card. Big 25¢ Dash. Gr. Cards PUSH BUTTON KNIVES, Automatic. Assorted colors. Each 80¢. Gross \$90.00. Dozen 7.80

SHMOO PUZZLE KEY CHAINS, Gross \$15.00. Dozen 1.50

MECHANICAL TOYS, Imported. 50 different numbers. Dozen \$1.95, \$2.75, \$3.75, \$4.20, \$5.40, 6.60

SUN GLASSES, Aviator type, with sweat bar. Each in leatherette case. Dozen complete . . . 9.00

PEN SETS, 3-piece, in display box. Terrific value. Doz. Sets Nobody anywhere undersells us. 1001 items stocked. Send orders to store nearest you with ads from others, or state goods wanted, with deposit or payment. You will be our customer for life. Visit us. No catalogs at this time.

DOWN SOUTH IT'S

GLOBE TRADING CO., Inc. Cut-Rate Wholesale Distributors 109 West FLAGLER ST., Miami 32, Florida

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

CIRCUS LOCAL CONTRACTOR, PRESS AGENT, Radio Agent, Minstrel Agent, 25 years' experience; state salary; join on wire; at liberty May 20th; have car. Robert Saul, 315 N. Walnut St., Lansing, Mich.

BANDS AND ORCHESTRAS

COMMERCIAL 8-PIECE DANCE BAND—DESires summer location or hotel spot; available June 4th. Write Box C-334, Billboard, Cincinnati, O.

COWBOY BAND—10 YEARS EXPERIENCE strictly A-1 in entertainment, desires booking in Philadelphia area. Michael Perrotti, 1635 W. 4th St., Wilmington, Del.

RAMONI RUMBA ENSEMBLE, FORMER STORM Club favorite; 4 men, piano, drums, trumpet accordion, vocals, costumes; members Local 802, N. Y., available. Frank Ramoni, Phone Newtown 9-7362, 84-41 57th Rd., Elmhurst L. I., N. Y.

ROY SANDERS SOCIETEERS—9 TO 11 MEN; union, commercial style band desires reliable agent. 1917 N. 9th St., Reading, Pa.

TRIO—HAMMOND ORGAN, TENOR SAX. Drums, union, available June fifth for resorts, hotels; western location. Armand de Beque, De Beque, Colo.

15 PIECE UNION BAND DESIRES SUMMER location; available June 1st; pictures and records on request. Musicians, 770 Ridgeway Ave., Apt. 1A, Cincinnati, O. ma21

CIRCUS AND CARNIVAL

EX-CIRCUS MAN AT LIBERTY, LICENSED Truck Driver, Carpenter, Bullier or Assistant to Single Girl Act. Box 72, Salt Point, N. Y.

HIGH AERIAL GYMNAST—JOIN TROUPE OR partner; have 1948 house trailer. Edward Knipschild, Victory House, 7 E. Grand, Chicago, Ill.

JEAN NADJA—HALF AND HALF, OWN OPENINGS; intelligent lectures; A-1 Exposé. Reliable managers only. 1917 S. 18 St., Philadelphia, Pa.

JOE EGO HARRIS, WORLD'S CHAMPION BAG Puncher. 4 Ene Place, Irvington, N. J. my28

MISCELLANEOUS

FOR REP OR STOCK—GENERAL BUS TEAM; specialties, all essentials, have trailer. Jack Parsons, 3809 Olive St., St. Louis, Mo.

MUSICIANS

A-1 HARP-PIANO TEAM—JAZZ AND CLASSICAL; union; complete repertoire; long experience; graduate Oberlin Conservatory. S. Johnstone, care Dastomb, Oberlin, O. my28

ALTO CLARINET, VOCALIST, AVAILABLE after June 1; single, neat appearance, sober; location or travel. Carl Drew, 7545 S. Cornell, Chicago.

DEALERS—JOBBERS SALESMEN

ART SLIDES of GORGEOUS HOLLYWOOD MODELS New 1949 Series BREATHE-TAKING BEAUTIES IN UN-RETouched NATURAL COLOR SLIDES. UNUSUAL POSES. Samples (50¢), 2 for \$1.00; 25 for \$5.75; 50 for \$9.50; 100 for \$18.75; 500 for \$84.00. Picture Catalog FREE MAGNIFYING VIEWER For Perfect Detail of Act Slides. Sample. \$1.50

BUCKINGHAM SERVICE, Dept. 13 341 Lafayette St. New York 13

Sensational New Magic Balloon Novelty

The "Balloon Within a Balloon" * Bird-in-a-Cage * Fish-in-Aquarium * Animal-in-Zoo Best Quality for Gas \$16.50 gr. \$1.50 doz. Special 29 Rd. Balloons, finest quality for gas—\$1.25 Gr. WRITE FOR PRICE LIST. 1/2 Deposit, Balance C. O. D. Novelty Merchandise Co. 804 W. Roosevelt Rd. Chicago 8, Ill.

SLUM GIVEAWAYS

ALL USABLE ITEMS TOYS - GIFTS NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS

Some items retail up to 25c ea.

3000 PCS. \$25.00 LOT

LUCKY NOVELTY PRIZE BOXES

Assorted Novelties of All Kinds

24 Items	4.30 Gr.
104 Items	7.00 Gr.
254 Items	11.30 Gr.
504 Items	24.00 Gr.
1000 Items	40.00 Gr.

GOLD FINISHED 4-LEAF CLOVER "GOOD LUCK" & "KEY TO MY HEART" CHAIN BRACELETS

Orig. price, \$1.00
12 dz. lots, \$2.50 dz.
Sample dz., \$3.00

Says "Good Luck" in many languages.

JEWELRY 100,000 Pcs. (Mostly Boxed)

PINE & NECKLACES & BRACELETS BARRING & IDENT'S & ETC.

Retail Value up to \$5.00 ea.

1,000 Pcs. Ass't. 15c ea.
500 Pcs. Ass't. 20c ea.
100 Pcs. Ass't. 35c ea.

WALLETS 5,000 Ass't. Cow-hide, All Colors.

Originally retailed for \$2.50 ea.

\$4.50 Doz. in 6-Doz. Lots
Sample Doz., \$4.00

Satisfaction guaranteed or money refunded.

25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO.
19 E. 14th St. NEW YORK 3, N. Y.



WESTERN SCARF SLIDES HEAVILY SILVER-PLATED

\$24.00 Gr.

SAMPLE ASSORTMENT OF SIX HAND-SOME STYLES—\$1.00

Minimum Order Accepted 3 Doz.

DIRECT MFG. CO.
P. O. BOX 632, PAWTUCKET, R. I.

SELL NYLONS GUARANTEED RUNS!

AGAINST

The ONLY nylon hose in the whole world actually guaranteed against runs, snags or excessive wear, REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse, Kerdex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period — a period up to three whole months! Not sold in stores. Extra sheer 15 denier; sheer 20 denier and service 60 denier. Latest colors. Lengths 28 to 35 inches. Both seamless and seamed. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to work big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Complete money-making sales outfit FREE and prepaid. No obligation. Hoping to pay now or later. Simply rush your name and address on a postcard and you'll be making money next week.

KERDEX COMPANY, BABYLON 57 N. Y.

CARNIVAL WHEELS

24"-30"-36" sizes
Stands - Laydown charts

SEND FOR FREE CATALOG

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and Supplies
420 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

A-1 RING ORGANIST—OVER 10 YEARS EXPERIENCE. Has house trailer and free to travel; playing at Paterson Recreation Center, 34th and Market, Paterson, N. J. until May 23rd; after 23d write: D. Morrow, Rd2, Cedar Lake, Bristol, Conn., or phone Bristol 3-4893.

ALTO AND CLARINET—TONE, INTONATION; read, experienced, some jazz; single, sober, reliable, neat appearance and will travel. Tommy Smoot, R.R. 1, Rankin, Ill. my28

AT LIBERTY AFTER MAY 15—NANCY LOU & Millie, The Hooster Pals; play accordion, guitar, violin and bass; have nine years experience; just completed 8 months on Radio Station WSRK, Shelbyville; want radio and jamboree work; write, state all in first letter, also salary. Versailles, Ind., R.R. #1.

AVAILABLE—DRUMMER AND TROMBONE—Vocalist; new equipment, good beat and good "bone tone"; both experienced in big bands and combos; reliable, sober, 23, single, union; congenial; neat appearance; will travel; prefer job together but will consider individual offers. Contact Max Fox, 302 Cordell, Stillwater, Okla. my28

BASS MAN—COMMERCIAL OR JAZZ, KING ballads and novelty vocals; will travel; available immediately. Musician, 18 Garfield Pl., Cincinnati, O. Phone: CH 9257.

COMMERCIAL DRUMMER DESIRES CHANGE—Would like to join combo or micky band in West, if possible; all essentials; cut or no notice. Contact Box C-301, Billboard, Cincinnati. Must give notice in order to join.

COMMERCIAL TENOR—EXPERIENCED; READ well, fake; intonation, tone; vibrato good; reliable; no character. Don Coleman, 522 Highland Ave., Albany, Ga.

DRUMMER—UNION, DESIRES CONNECTION with responsible orchestra leader; good man for small combos. Musician, 102 Rauber St., Rochester, N. Y. my28

EXCELLENT ORGANIST AND CLASS A-1 Pianist, available in two weeks; just completed a long engagement at the most beautiful downtown Minneapolis restaurant. Organist, 2429 Aldrich Ave. So., Minneapolis, Minn.

GUITARIST, VOCALIST (TENOR), ARRANGER; read, fake; modern arrangements; will travel; 22, Clarence Alexander, R.F.D. #3, Greenhay Road, Waukegan, Ill. Majestic 3560-Y-3. my21

HAMMOND ORGANIST WITH ORGAN—AGE 40, man, experienced, union; desires summer engagement; hotel, restaurant or cocktail lounge; former theater organist. Organist, c/o 1545 Ensor St., Baltimore, Md., Saratoga 6175. my21

HAMMOND ORGANIST—OWN ORGAN, EXC. player, male, white, sober, congenial location, right boss, more than big dough; will interview. Organist, P.O. Box 208, Chicago.

HAMMOND ORGANIST—ATTRACTIVE YOUNG lady, excellent musician, for hotel lounge with or without organ. Miss Serene Cole, 7100 South Shore Drive, Chicago 49, Ill., Apt. 402. Saginaw 1-2790. my28

HAMMOND ORGANIST WITH ORGAN AT Liberty June 1st; experienced with reliable agency; desires summer location; recordings available. Write F. E. Bazaar, 1487 N. Gettysburg, Dayton, O.

LEAD ALTO-CLAR.—EXPERIENCED, TONE, read anything, single, cut or no notice; can, no bop; available June 15; reliable. Musician, 551 Kilbourne St., Columbus, O. my21

LEAD TENOR—VERY EXPERIENCED, READ, transpose well, intonation tone good, large or small band locations, reliable, not a character; write or wire. Musician, 1417 S. 25th, St. Joseph, Mo. Phone 3-0547.

ORGANIST DOUBLING ACCORDION—HAVE own Hammond; will work single or with combo; are 27; prefer spot West or Northwest. Kelland Clark, Route 7, Boise, Idaho.

PIANIST—ARRANGES, DESIRES COMMERCIAL or combo job, prefer location; plays jazz or commercial; young, sober. Charles Watts, 1127 Benton, Springfield, Mo.

PIANIST—READS MUSIC WELL BUT CANNOT fake music; plays classics and popular music; resort position preferred. Philadelphia or Hollywood, Calif. Box C-337, Billboard, 2160 Patterson St., Cincinnati, O.

PIANIST—COMMERCIAL AND JAZZ; UNION, much experience, prefer Eastern resort location, 21, available June 11th. Musician, 109C Federal, Oberlin, O.

PIANIST—GIRL, COLLEGE GRADUATE; EX-perienced all lines; have own Solovox. Box C-340, Billboard, Cincinnati, O.

PIANO AND SOLOVOX—SOBER, 38, ALL RE-quests, versatile; lounge, hotel, resort; always make friends; available immediately to go anywhere; plenty experience. Bill Davidson, 354 E. Federal St., Youngstown, O.

PIANO—READ, FAKE, ETC.; UNION, DE-pendable; shows. Box C-341, Billboard, Cincinnati, O.

PIANO MAN—WHITE, UNION, 22; DESIRES job anywhere but South; cut any style. Contact Box C-338, Billboard, Cincinnati, O.

PIANO—COMMERCIAL, VERY EXPERIENCED; read, fake, vocals; combo or band; reliable. Musician, 128 Orkney Rd., Oak Ridge, Tenn. 5-2255.

PIANO—IMMEDIATELY; EXPERIENCED COM-bo, big band, single; union, read, fake; no one nighters. Musician, 1347 W. Decatur St., Decatur, Ill. my21

PIANO AND SOLOVOX PLAYER—CLASSICAL and popular music; no vocals; do not have own Solovox; travel anywhere. Contact: Kathy O'Neil, 849 Colburn St., Toledo, O.

STRING BASS—EXPERIENCED, READ, FAKE, appearance, available now, can leave immediately. Rudy Bandy, 1770 Fulton Rd., Cleveland, O.

TENOR, CLAR., ALTO—SIX YEARS' EXPE-rience commercial, tone, intonation, blend, read, solo; some vocal; single, 21, clean cut, sober, reliable, union; preference, location near Mich., others or travel acceptable; available June 6; immediate response. Musician, 1018 E. University, Ann Arbor, Mich. my28

TRUMPET, LEAD OR OTHERWISE, COMMER-cial, read anything, thoroughly experienced modern quick vaudeville, shows, also stage, etc.; prefer New York district or summer season, but free to travel, available May 25th onward; (in New York May 22d on) offers appreciated. Write W. Milton, 1237 Atlantic Ave., Brooklyn 16, N. Y. my28

TRUMPET—LEAD, SECOND, COMMERCIAL or Dixie, read, fake, etc. Norman Wood, 192 Ramble, Hot Springs, Ark. my21

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMP-ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1941 S. Dennison, Indianapolis 21, Ind. my21

SENSATIONAL HIGH FIRE DIVE INTO FLAM-ing tank of shallow water; an old established standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. my21

SENSATIONAL, EXCITING, DARING ACRO-batics and balancing for parks, fairs, celebrations. The Lehmbeck Sisters & Co., 2015 Oliver St., Fort Wayne 5, Ind.

THE GREAT KELLY—"RIDE OF DEATH"; world's only bicycle riding down chute thru flames, crashing glass walls, jumping cars, using fireworks. Mike Kelly, Gothen, Ind. my28

VAUDEVILLE ARTISTS

GAY ENTERTAINER—STRAIGHT M.C. AND ad lib comedy songs; may work in male or female attire; at present working in one club 18 weeks; highest references furnished; salary net \$100 plus transportation; interested in two weeks with option or more; a drawing card attraction with plenty of personality and originality. Write Vicky Varisty, 44 Chandler St., Boston, Mass.

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

PIANIST AND GIRL SINGER WANT LOCA-tion in cocktail lounge; young, attractive blond, low voice; experienced radio show, band, cocktail lounge; pianist young, 6 years experience band, classical and society-styled popular; have worked together and have a nice easy style and presentation. Box C-335, Billboard, Cincinnati, O.

STRAIGHT MAN—PLAY PIANO, HOT BANJO; specialties including musical novelty, dancing, shows, bands, write your best. Gilbert Boyd, Alma, Ill. my21

TEN MINUTE SPECIALTY GOAT ACT—FOUR Goat-drawn wagons, two goats to each wagon, for child ride, each wagon capable of taking in \$35 per hour, 8c ride. S. F. Jones, 2314 Prairie, Ft. Worth 6, Tex. Phone 6-2739.

VENTRILOQUIST—AVAILABLE FOR CLUBS, celebrations, fairs, etc.; neat appearing male, age 24; material suitable for all occasions. Write: Ventriloquist, 2506 N. Orchard, Chicago, Ill.

Earn Big Money

With one of the fastest selling, most profitable items on the market! Ideal for door-to-door selling!



Patents Pending

More than 4,000 rubber "Fingers"—25 to the square inch!—scrape all dirt off shoes quickly and cleanly. Self draining.

VELVO "WELCOME" RUBBER DOOR MAT

Cash in Now on Seasonal Business. Get Complete Information.

Here's a unique type door mat from a company that sells more than a million mats yearly! Of heavy duty construction, "Welcome" mats wear like iron, will not tear, last for years, yet are flexible and soft as velvet. Positive non-skid tread on bottom. The remarkable rubber "finger" feature alone makes these mats sell on sight!

Mats cost you only \$1.00. You sell them for \$2.49! Packed 40 to a lot, shipping wt. 120 lbs. Color: Black.

Mail \$1.00 Today for Postpaid Sample

R. L. Mitchell Rubber Co.
Dept. B-10
2120 San Fernando Road, Los Angeles 41, Cal.

SENSATIONAL LOW PRICES

Newest Design! Foot Sufferers!

Over 300 Styles in Men's and Ladies' Gold Filled and Sterling Silver, Immediate Delivery. Send for Illustrated Catalog and Compare Prices. Per Booklet Only.

U. S. RING COMPANY 160 Nassau St. New York 7, N. Y.

Biggest Profit Makers in WATCH History

Rhinestone DIAL WATCH

in 14K Gold Plated Case

\$4.25

- Brand New—Not Reconditioned
- Written 1-Year Service Guarantee
- 6 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap

(Matching Gold Plated Link Expansion Band, \$1.00 Additional)

Genuine Swiss 2 PUSH-BUTTON CHRONOGRAPH

Always a Big Money Maker

\$4.20

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt
- (With waterproof strap and gift box, 20c additional)

Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6. \$25 with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

CHINESE FIRECRACKERS

SOLD IN CASE LOTS ONLY

80-20 1 1/2 inch, 10 bundles to case; per bundle, \$2.60; 40-40 1 1/2 inch 10 bundles to case, per bundle, \$2.60; Lady Crackers, 80-120 or 40-350, 8 bundles per case, per bundle, \$3.95.

Price List of Other Counts and Domestic Fireworks Sent Upon Request.

SPECIAL QUANTITY PRICE TO JOBBERS

Send Cashier's Check or Money Order With Your Order, F.O.B. Texarkana, Arkansas.

Paramount Fireworks Co.
TEXARKANA, ARK.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WRITE OR WRITE FOR CATALOG

John A. Roberts
235 HALSEY ST. NEWARK 2 • N. J.

PITCHMEN . . . DEMONSTRATORS

E. Z. Plastic Rayon Towels

Sells any place fast. Big profits. Fairs, Shows, Stores, Resort, Homes, Camps. E. Z. Pitch with all orders.

Every home, person will use this towel. SIX Colorful Towels in a Package. 18"x30" sells for \$1.00. \$4.00 Doz. Pkgs. Gross \$84.00. 10 Gross \$80.00 per gross.

Bulk Towels, \$40.00 per 1000 (4 colors)

Prompt shipment. No C.O.D.

Samples \$1.00. Prices F.O.B. ST. PET., FLA. All orders cash or deposit, bal. C.O.D.

BALL PRODUCTS

781 Third St. South St. Petersburg, Fla.



STYLED TO SELL!

Terrific Buy
Sparkling, brand new case. A fast mover—Expansion Band included — Works rebuilt with precision accuracy.

- 7 JEWELS — \$11.95
- 15 JEWELS — \$12.95
- 17 JEWELS — \$13.95

Gold Filled Rings—all beautiful workmanship—Be sure to order sizes you need.



#100A
Per Doz \$12.00
1/20 14K R. G. P. Heavy, large Ruby color center — or all white.



#101A
Per Doz \$24.00
1/20 12K Gold Filled, extra large white center Ruby color sides—or all white.



#630
Per Doz \$9.00
1/20 12K G. F. Ladies Brilliant Cluster. Assorted color center (large) stones.



#102A
Per Doz \$17.90
1/20 14K R. G. P. Ladies Sensation Dinner Ring. Five "live" stones.



#103
Per Doz \$16.90
1/30 14K R. G. F. Extra heavy with over 2K stones — designed mounting.

ORIGINAL WATCHES



REFINISHED LIKE NEW

FAMOUS MAKES

*ELGIN *WALTHAM
GRUEN BERNUS
BULOVA

EACH WATCH IN EXCELLENT CONDITION
*7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.



Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.



IMPORTERS • EXPORTERS
188 S. MAIN STREET MEMPHIS, TENN.

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 and 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

- | | | | | |
|--------------------------|--------------------------|-----------------------|----------------------------|--------------------------|
| Marix, Miller M. 5c | Stuart, Oscar Wilson 10c | Ervin, Kenneth O. | Johnson, Bobbie | Moslen, Theo. E. L. |
| McGrath, Phillip A. 10c | Wray, A. V. 8c | Escoe, Jas. | Jewell | Mohr, Lynn |
| Olson, O. S. 25c | Worthy, Harry 35c | Kearns, Mrs. E. M. | Johnson, Leo | Moore, Louis B. |
| Siegrist, Joe & Bebe 10c | Zarlington, Bonnie 8c | Faker, C. W. | Johnson, Neshitt | Moore, Ed. Dinty |
| | | Farmer, Wm. E. | Johnson, Pete T. | Morales, Teresa |
| | | Fern, Tom | Johnson, Sarah | Martin, Billie C. |
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| | | Fox, Thos. J. | Kelliholokal, Mrs. L. A. | DeWayne |
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| | | | King, M. H. | O'Hara, Steve |
| | | | Kingley, Ralph E. & Eva | O'Kelly, Mrs. Betty |
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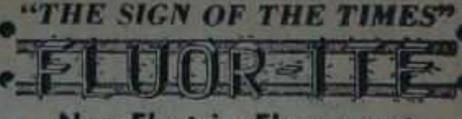
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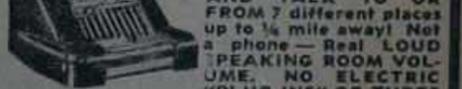
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Pipes for Pitchmen

By Bill Baker

DOC BARNES debuted his med show recently in Atoka, Okla., from which point he reports that business has been good. Snow Ball again is with him.

He knows the value of money. He's mortgaged up to his ears.

THIS YEAR'S annual Cincinnati Zoo Food Show, which again will be sponsored by the Greater Cincinnati Meat Retailer's Association, should, as in past years, prove a lucrative engagement for anyone making it. Scheduled to run from August 23 thru September 5, the event last year was one of the most successful in its long history. The show, now in its 32d year, always has proven a good crowd lure and this year's event should be no

exception. Last year there were more than 150 booths with varied exhibits and the show itself has been especially good hunting ground for the purveyors of mixers, kitchen gadgets, novelties, balloons, pennants and a host of other items. With the layout having been renovated to accommodate more exhibitors, officials this year hope to see the event surpass by a wide margin even 1948's exceptional successes.

Is Father's Day on your special list of June events?

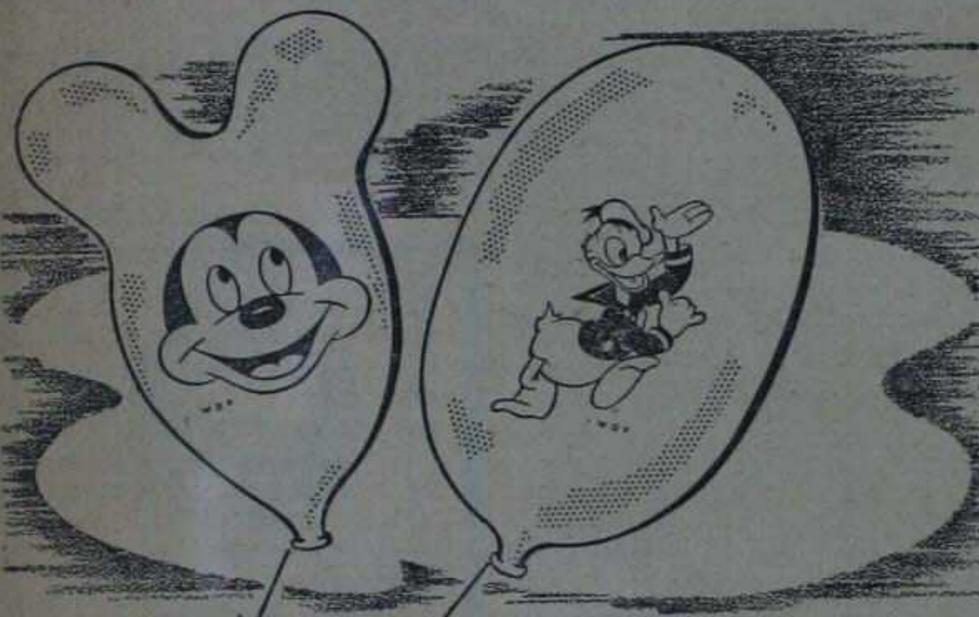
JOHN H. ANDREWS veteran pitchman, currently is working *The Southern Planter* in Whiteville, N. C., spots to reported good returns. Of late he's been presenting his magic turn in country schools.

He rated himself a wise man, until he actually analyzed himself.

G. V. BROWNFIELD well known in Pitchdom, is seriously ill in Georgetown Hospital, Washington, and would like to read letters from friends. D McDermott reports.

What would happen to the pitchman if he was so modest that his tip couldn't hear him?

JACK HARRISON known in pitch circles as Happy Bud Harrison, rambled into Cincinnati last week from Chicago while en route to Havana, Cuba. During a visit to the pipes desk, the affable Harrison, whose experience in the med and pitch business dates back to 1905, when he toured with his father, the original Bud Harrison, said that he planned to go to Havana where he will pick up some stock before opening his med unit in Waycross, Ga. He plans to play the South for the greater portion of the summer (See PIPES on page 92)



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• Collect crowds and larger profits with Eagle Disney Character Balloons displayed on sticks or filled with helium — sell them by the cluster! The time-tested appeal of Mickey Mouse and Donald Duck plus balloons of the finest quality will bring you profitable business.

Eagle Mickey Mouse and Donald Duck Balloons are available in a wide range of sizes — with one or two-color prints. Now is the time to write to Eagle for complete information.

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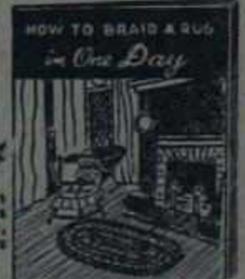


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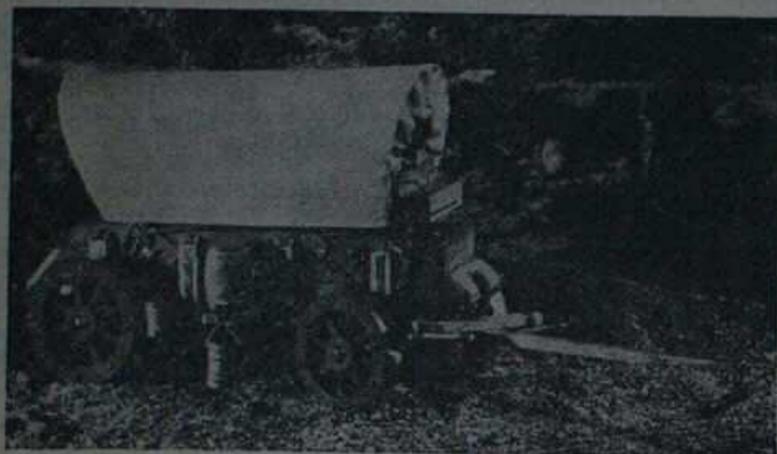
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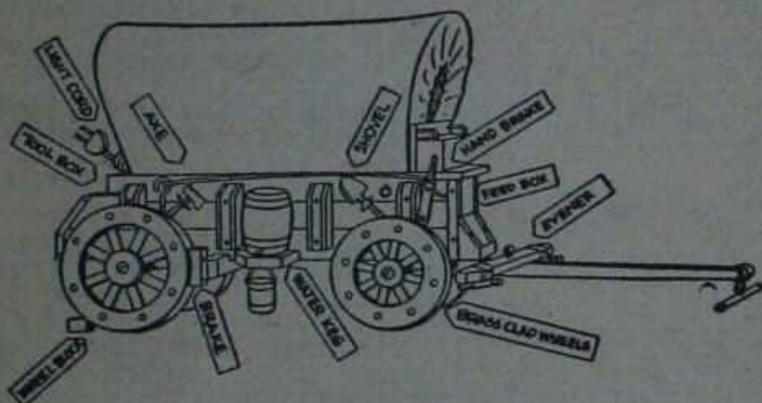
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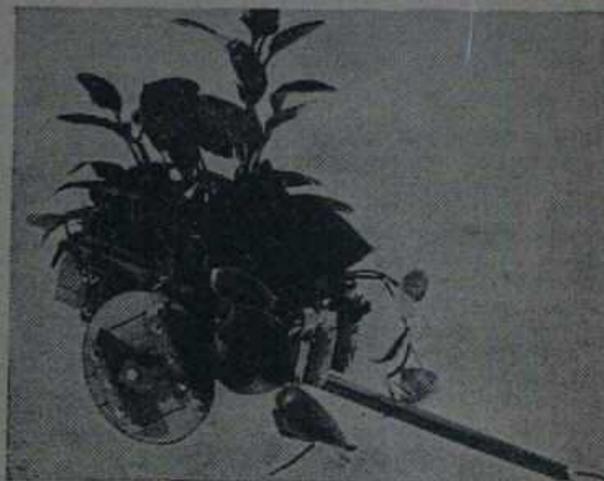
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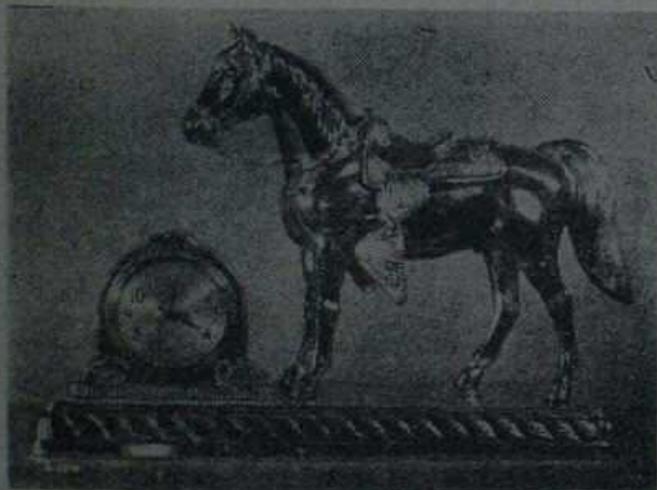
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Fountain Pen and Automatic Pencil Set, in Attractive Box—Value, \$2.95 per set. Yours for \$7.20 per Doz. Sets F.O.B. Detroit



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The Perfect Year Round All Occasion Premium.

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\$1.75 EACH

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1—20"x40" Heavy Turkish Bath Towel
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WAGON JOBBERS, ATTENTION

We Have a Line of Imported Porcelain Figurines that have not been seen in this country for ten years and that the trade is hungry for.

WRITE FOR ILLUSTRATED PRICE LISTS Be Sure To State You Are a Wagon Jobber.

333-335 S. MARKET ST. CHICAGO 6, ILLINOIS

LEO KAUL IMPORTING AGENCY, Inc.

DART BALLOONS—GROSS, 85¢; 25 GROSS LOTS, 75¢.

Large "Nosey" Head Balloons, the easiest balloon to inflate ever made, ears and nose pop out without pre-stretching—a trial order will convince you. Sample, 10¢ in stamps. Gr. \$10.50. Complete line of all Concession Merchandise—Base Balls—Hoops—Cork Guns—Glassware—Aluminumware—Slum—Candy—Beacon Blankets—Flash Clocks—Portable Radios.

Write for Carnival Catalog. Be sure and mention what type Concessions you operate

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

SALESBOARD SIDELIGHTS

Thomas A. Walsh Manufacturing Company, Omaha, turns in tidings of a sudden upsurge in orders during the past two weeks. D. L. Gruhn reports the firm has forwarded five new boards to its representatives over the country during the last week, with the first in-coming orders already hinting at a "hit sale" level on the numbers. New boards feature dime play and "Walsh player-appeal" faces. Gruhn said that President Thomas A. Walsh was due back after a one-week Eastern tour.

Harlich Manufacturing Company, Chicago, continues to keep its sales director, Manny Gutterman, busy trodding the highways. Manny is just winding up a two-week Western trip. . . . Avco Novelty Manufacturing Company, Glen Burnie, Md., reports that its Tik-N-Kap board unit is catching the operators' eye and the players' approval. It is adjustable to fit salesboards of all sizes and style, officials stress.

H. C. Hayes, general manager of DeLuxe Manufacturing Company, Blue Earth, Minn., returned from a business trip thru the East, with reports that activity is higher now than it was at this time last year. . . . Reuben Berkowitz, Bee-Jay

Products, Inc., Chicago, had some back-pats to hand his designing department chief, A. C. Binder. Seems Binder, one of the oldest hands in the board business, is creating some new numbers that "look like a million," and which have been set for early release. Coming back from the NATD convention recently, Reuben and his family stopped off in Boston to visit friends and relatives.

"Mail order business," says Roy Galentine, Crown Products, South Bend, Ind., "is on the pick-up and all orders are being filled on the same day they are received in spite of the mounting total." . . . Robert G. McNabb, general manager of Werts Novelty Company, Inc., Muncie, Ind., tells of an appropriate (season-wise) rush on firm's baseball numbers these days. With the big leagues batting high in public interest, the Werts baseball items are pitching equally well with the bat-and-ball fanciers. Firm's new printing equipment is proving a production winner, according to McNabb.

Gardner & Company, Chicago, is setting its new line of novelty boards for release. Charles B. Leedy, sales manager, and Maurie H. Kaye, divisional sales manager, are set to carry word of the new numbers thruout their territories when the unveiling date is set. . . . Empire Press, Chicago, is extending its board line for operator inspection with the slogan, "You'll get a square shake." Major-domo Joseph Zimmerman continues to be one of the busiest board boys along punch-row these days, with callers seldom able to find him in his office.

Triangle Manufacturing Company, Minneapolis, reports that following initial showing of its line of girl and cash boards at the NATD show last month, the demand has been more than satisfactory. Presentation included six of the new boards, with firm's standard ticket line also receiving much attention. General manager Jay Zelle, with Eastern representative Max Goldman, agreed that the showing resulted in the making of new friends and customers for the Triangle line.

PIPES

(Continued from page 90) and has a number of potentially good spots booked. Harrison returned to the States recently after plying his med wares in Honolulu for seven years. He reports that things in Hawaii at present are no good for med shows. He says a worker can get money but only enough to get by

on. Jack says he'd like to see pipes here from Morris Kahntroff and Mary and Madaline Ragan. Jack and wife, Belle, recently celebrated their 37th wedding anniversary.

The successful pitchman, unlike a football great, needs no assistance to make a score.

SONIA GIROUD . . . opened her Magic Wonder Towel demonstration at Levy's, Savannah, Ga., May 2 and layout is booked there for two weeks.

All the money a pitchman seeks is to have enough to buy everything he wants.

MILDRED PRIES . . . is still going strong with graters at her stand in Cohen's, Jacksonville, Fla., after five weeks in that spot. She will remain there for another two weeks at least.

A new slant on presenting an old item has been responsible for many a pitchman's success.

HARRY MAIERS . . . is in Cullman, Ala., where he's vacationing for a week before heading back into Kentucky. He reports that he has seen few pitchers working Alabama spots.

Some folk we know derive great consolation out of the defects of the great men in Pitchdom.

CLIFF JONES . . . continues to work Frank Neek's cleaner layout in the W. T. Grant store, Los Angeles, to good returns.

One of a pitchman's outstanding assets is the fact that he can hold his head high enough to keep it at a friendly angle.

ANYONE KNOWING . . . the whereabouts of Charley Mason is asked to have him contact his brother, Dave Fier, at the latter's home in New York.

It's not what the pitchman says but what the tip thinks of his item that determines the value of his money-gathering capabilities.

Operate correctly and you don't have to explain to the tux why you are doing it incorrectly.

MARKET STREET . . . from the Delaware to the Schuylkill rivers, taking in Philadelphia's center street and major shopping district, was declared out of bounds last week for pitchers and walking commercial photographers. The latest crackdown in the Quaker City against pitchers came in the form of orders from Superintendent of Police Howard P. Sutton, warning police in the area they will be held responsible for permanent enforcement of the ban. Sutton's action resulted from numerous complaints by Market Street store owners.

Then there was the pitcher who opened his talk with: "Pardon my pride, but I can't help boasting about this product."

June lends itself to many special promotions, what with celebrations like Flag Day, Graduation Days and the like all calling upon the ingenuity of pitchfolk to put them across. Numerous items can be doled out on these special occasions and the smart and alert pitcher will be one making the tie-ins and collecting the lucre.

CLYDE BEATTY

(Continued from page 60) hospital, visited. He will be back in clown alley soon. Harriet Beatty is back with the show.

Dorothy Herbert is sporting a new wardrobe. Fritz Thommens is busy fixing trunk trays and making clothes racks. Ted and Jerry DeWayne's house trailer is a popular spot these chilly evenings.

Visitors: Peg Waddell, Huey Kyle, Mr. and Mrs. Frank Jones, Dennis Helms, Joe Renee and Petroff.—LAURENCE CROSS.

GARDEN BROS.

(Continued from page 60) ris received word that their sister and brother-in-law were injured in an accident, so they left the show to be with them, leaving the teeterboard number temporarily out of the program. Anna, Pete and Jimmy, of the same troupe, are carrying on in the trampoline number in their absence.

Other mishaps in Windsor saw Michelle, daughter of Doreen, of the Vallee and Doreen acro act, badly scalded, but she is improving okay. Capt. Roman Proske was clawed on the hand during an evening show, and Chico had a minor accident during his slide-for-life act.

Many took advantage of the nearness of Detroit to visit back and forth. Bill Garden threw a party for the personnel the last night of the stand in Windsor. Janis and Paul Marcelli flew to Sheboygan, Wis., to leave their daughter, Cindy, with her grandparents for the duration of the run.

At Wallaceburg we broke in a new arena and business was so good that three shows were necessary closing night. Biggest laugh on the show is little Rudie Whalling's imitation of Will Hill during the latter's elephant number. The week-long stand in London, Ont., was welcomed by everyone, but weather has been cold.—BILL DOWNIE.

UNDER THE MARQUEE

(Continued from page 61) comedy, and Dusty Cunningham and Elbert Barton, comic. Billy Dee is interlocutor.

High praise for accuracy of speech should be given the Side Show talker who grinds, "A show that is once seen is never forgotten."

Madison (Yellow) Holston, waiter with Cole Bros.' Circus for a number of years, is off the road this season. He visited Leon Long, of the Brown Skin Model show, when it played the Pekin Theater, Montgomery, Ala., May 11. . . . Leon Bennett reports he has joined the Dales Circus as Side Show manager.

It's a great idea to think we are important and necessary to a circus's longevity, but we still have a sneaking feeling that it will be going long after we're gone.

Myron Kyle (Huey the Clown) who played the 12-day Los Angeles stand with Clyde Beatty, did not serve as make-up artist, as was reported. . . . Happy Kellems, clown, is working the Olsen and Johnson show in the Chicago Stadium. . . . Bill Brinley, a member of the Circus Fans' Association of America, will exhibit his miniature circus in Bridgeport, Conn., in conjunction with the P. T. Barnum Festival there June 10-14. . . . Benny Fowler joined the Dailey Bros.' Circus advance in Gary, Ind., Tuesday (10).

In showbiz any promise before marriage doesn't count. So the truck show bride of '48 can stop talking about the house trailer she never go.

BARGAINS IN SALESBOARDS

WHILE THEY LAST

Holes	Name	Profit	Price
1000	25¢ Jackpot Charley, N. P., X. Tk.	A. \$51.98	\$1.00
1000	25¢ Jackpot Charley, Pro., X. Tk.	A. 51.98	1.20
1200	25¢ Texas Charley, Pro., X. Tk.	A. 102.28	1.45
100	25¢ Pocket Play	A. 10.10	.50
120	25¢ E-Z Pickin' Junior	A. 12.08	.70
800	10¢ Looks Good	A. 39.00	1.95
1000	10¢ St. Louis Sadie	A. 44.30	2.15
1200	5¢ Boards, X. Tk., Girlie or otherwise, Double Jackpot, 25 Different Numbers	A. \$30.00	\$2.25
300	25¢ Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 33.15	2.50
400	25¢ Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 44.30	2.75
400	25¢ Double Sawbuck, 5 Nos. on 1 Ticket	A. 48.10	2.75
100	25¢ Fin and Sawbuck Jr., 5 Nos. on 1 Ticket	A. 10.78	1.10
240	25¢ Kwik Fin, 4 for 25¢	A. 30.00	2.25
1000	Plain Boards		.60
1000	Cigarette Boards, 1¢ or Nickel Special		.65
1000	Bingos on Sticks		.60
1200	Bingos on Sticks		.75
74	Sewal Seal Bingo Jackpot Cards		.60
74	Die-Cut Bingo Jackpot Cards		.31
100	Bingo Jackpot Board		.58
2170	Red, White and Blue Tickets, Per Doz.		15.00
1000	Grab-A-Fin Pads, 5 for 25¢	A. \$24.00	1.40
Large Stock of Combination Jar Tickets and Prize Boards.			
Wire or Write, Don't Phone.			
25% Deposit with order, balance C. O. D.			
SPENCER SALES COMPANY			
MURRAYVILLE		ILLINOIS	

A Winner . . .

READY TO GO!

No. 11572

1050 GL HOLES

5c PLAY

SPECIAL THICK

Takes In . . . \$52.50

Pays Out . . . 25.67

AV. PROFIT \$26.83

HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

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PUSH CARDS

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TIP BOOKS

Buy Direct From Manufacturer At Very, Very Reasonable Prices.

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302 MAIN ST. WHEELING, W. VA.

Empire

AMERICA'S FINEST!

MOST Up to Date SALES BOARDS

"YOU'LL GET A SQUARE SHAKE" FROM

EMPIRE PRESS
637 S. DEARBORN ST. CHICAGO 5,

CLOSING OUT TICKETS and JAR DEALS

- 1380 RWB Tickets \$.50
 - 2170 RWB Pasted 5's 1.10
 - 1000 Numeral Tickets44
 - 1020 Numeral Tickets65
 - 1080 Numeral Tickets45
 - 1200 Numeral Tickets50
 - 1260 Numeral Tickets50
 - 1080 Mystery Bingo Punched Refills50
 - 1200 Mystery Bingo Punched Refills60
 - 1230 Mystery Bingo Punched Refills70
 - Mystery Bingo Jackpot Cards15
 - 2230 RWB Single 10 Pack 10/50c 2.40
 - 2230 Lucky Seven (5 fold & sewed) 1.38
 - 2170 + 240 RWB 5 Fold Tickets 1.35
 - 1000 Bingo Punched Refills48
 - 1280 Bingo Punched Refills74
 - 74 Seal Bingo J. P. Cards36
 - 1000 No Play Bingo Box Deal40
 - 1000 Grab a Pin Boxes, 5/25c 1.30
 - 120 Size Daily Baseball Tip, No Seats, Per Dozen 1.25
- Send for Our Bulletin #5 Listing Complete Line of Closeout Boards Minimum Order Shipped—\$20.00 Net. 1/2 Deposit, Balance C. O. D.
- RAKE COIN MACHINE EXCHANGE**
609 Spring Garden St., Philadelphia 13, Pa. Lombard 3-2674

YOU'LL BE SORRY!

If you don't start right now and push out your present stock of old fashioned punch boards,

"Because By May 22nd They'll All Be Obsolete"

That's the day Best Mfg. Co. starts delivering their new Revolutionary Type of Punch Boards.

THE BEST MFG. CO.

FOR FAST JAR PLAY



Try DRAW A CARD

OPERATOR PRICES. WRITE FOR CIRCULAR

CROWN PRODUCTS
BOX 802 • SOUTH BEND, IND.

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 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago my28

A-1 BARGAINS—(800) 5¢ STAMP MACHINES. \$3.95 each; Ball Gum, Peanut Machines, \$6.95 each. U.S.P., Waterbury 5, Conn.

A.B.T. CHALLENGERS, PENNY PISTOL TARGETS, postwar, almost new, \$15; seven, \$95; have numerous other counter games; write for list. King, 682 Plum St., Macon, Ga. my28

ATTENTION DISTRIBUTORS — COIN-OPERATED Radios; only 350 left; latest type Coradios; some like new; our close-out price only \$25; same model selling nationally for \$59.50; write, wire, phone. Ab-Loc Industries, Loeb Arcade Building, Minneapolis, Minn. ma28

BARGAINS—FIVE 10¢ WAXOMATIC SHOE-shiners, cost \$387.50, like new, \$295 each; Twenty 10¢ Pop Corn Sez. only \$85; Fifty 5¢ Silver King Nut Machines, \$7 each. Tri-County Vending, 742 Fifth St., Lancaster, Pa.

CIGARETTE VENDERS WANTED — GIVE make, model, color and condition; any quantity. Keiner Vendors Company, 3730 Division St., Chicago 5, Ill. my28

CIGARETTE AND CIGAR VENDERS—USED bargains guaranteed; many Nationals. Keiner Vendors Co., 3730 Division St., Chicago 5, Ill. np

CIGARETTE MACHINES NOW CAN BE CON-verted to vend king size with our complete kits of parts; further details on request; all necessary parts supplied in one complete unit; no special tools required; installation time within one hour; some can be done on location; machines bought, sold, repaired, all makes and models. Central Vending, 3967 Parrish St., Philadelphia 4, Pa.

CORADIO COIN OPERATED RADIOS, AC OR DC; guaranteed same as new; close-out, \$29.50 each; special quantity prices on orders for 10 or more. Hotel Radio Corp., 307 7th Ave., New York City.

COUNTER GAMES—10, LIKE NEW, HI-FLY, Whirl-a-Ball, Pop-Up, all floor samples, close out; circulars on request. Kaw Specialty Co., 1137 Osage, Kansas City, Kan.

DIGGERS — EXHIBIT IRON CLAWS, ERIE Diggers, hand operated; Exhibit Merchants, Roll Chute Microscopes, Buckleys Rotary Merchandisers; we buy, sell, exchange Diggers and Rotaries. National, 4343 Sansom, Philadelphia, Pa.

FOR SALE—CHICKEN SAM RAY GUNS WITH mother-in-law conversions; priced very cheap. Target Machine Company, 2512 Irving Pk. Rd., Chicago, Ill. my21

FOR SALE OR SWAP—SEEBURG RAY GUNS, \$75; Amusement Baseballs and Jack Rabbits, \$90; even swap for Ten Strikes or Total Rolls Victory Coin Machine, 4059 Sheridan, Chicago, La-5-6346. my21

FOR SALE—USED JENNINGS BRONZE CHIEFS, Standard Chiefs, Silver Chiefs and Chief machines, Mills Golden Falls, J. J. Kellogg, Box 738, Grand Island, Neb. Phone 2870.

FOR SALE—JOHNSON PENNY COUNTING Machine, excellent condition, \$75. Paul S. Everley, 77B Natoma St., San Francisco 3, Calif.

LIKE NEW—KUNKEL & LANDES ARISTO-crat Pop-Corn Machines, close out floor samples; write for circulars and prices. Kaw Specialty Co., 1137 Osage, Kansas City, Kan.

LIKE NEW — 5¢ ADAMS-FAIRFAX CASH Trays, \$2 each. Eastern Distributors, P.O. Box 142, Lynn, Mass.

MARFUL—MARKS & FULLER PHOTOMATON Machine, Playland Arcade, Niagara Falls, N. Y. Model 552, Serial No. 6123; price, \$250. my28

NEW COIN-SEPARATORS, \$47.50; WRITE FOR descriptive literature; separates 1,200 coins per minute. Ironwood Coin Separator Co., 203 W. Aurora St., Ironwood, Mich. ju4

PHOTOMATICS—AM GOING OUT OF BUSI-ness, sell as is or recondition. Raspbury, 112 Henry, River Rouge, Mich. np

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SACRIFICE—LIKE NEW NORTHWESTERN, 7 #33 peanut and 5 #29, \$5 each; 14 Advance #11, \$3.50 each; 1 Tom Thumb, \$3; 8 Kicker & Catchers, late model, \$8.50 each. Kraus, 314 W. Gurley, Prescott, Ariz.

STAMP MACHINE OPERATORS! GET OUR Special offer on Stamp Folders with advertising. Q. Flatto, 17 W. 60th St., New York 23, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTUR-ers; low, low price; immediate delivery; write for prices and samples. J. Schoenhach, 1645 Bedford Ave., Brooklyn, N. Y.

STANDARD METAL TYPER, 10¢ SLOT, 30 AR-cade Machines; write for list. Carl Berg, Gen. Del., Monroe, La.

SUN-PUFFT, HAWKEYE DIME HOT POPCORN Venders, \$57.50; Shipman Duplex Stamp Vender, \$12.50; Penny match Venders, \$3; Four Column 1¢ Shipman Candy Bar Venders, \$12.50. Northside Co., Indianapolis, Iowa. je4

TWO PHOTOMATICS—ONE 600 WURLITZER Juke, twelve Arcade Machines, two Watling Scales, all working. Brownies Tourist Court, Rt. 2, Franklin, O.

WANTED—OLD COIN OPERATED BARROOM Planos, Seeburg, Link, Nelson, Wigglin, Wurlitzer, Western Electric, etc Harry Ludwig, 1515 S. E. 35th, Portland 15, Ore. my21

WANTED—2 PHOTOMATIC DE LUXE 3 VOICE-o-Graph 3 Metal Typer Machines must be in excellent condition. Write 1417 "N" St., N. W., Washington 5, D. C.

2 K.O. FIGHTERS, \$100 EACH; 5 PIKES Peaks, \$10 each; 2 Exhibit Little Meeters, \$15 each; 5 Exhibit Liteup Tops, Card Venders, \$15 each; 6 Keeney Brown Anti-Aircrafts, \$30 each; 6 Kiddie Microscopes, complete, \$30 each; Question Girl, \$30; Grandma Solar Horoscope, \$75; Photomatic, \$200; 10 Exhibit Roll Chute Merchandisers Diggers, \$65 each; 1/3 deposit. Herb Everscher, 1182 No. High, Columbus, O.

WANTED—USED COLUMBUS 1¢ AND 5¢ ALL-purpose Venders which can be reconditioned; write giving quantity, condition and price. K. A. Gates Jr., 15 Clarendon Ave., Avondale Estates, Ga.



PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

Two More Hits!!

• LOW COST! • LARGE PROFITS!



POSITIVE TWENTIES

ALL BEATS 25¢

THREE 20 5 20 4 20

EACH WINNING TICKET REPEATS TWICE

100	111
200	222
300	333
400	444
500	555
600	666
700	777
800	888
900	999
1000	1111

ORDER AS: NO. 720

POSITIVE TWENTIES

6 NOS. ON A TICKET --- 25¢ PLAY EXTRA THICK

DEF. PROFIT \$71.00



HIT THOSE TENS

ALL BEATS 10¢

THREE \$100

EACH WINNING TICKET REPEATS TWICE

111	111
222	222
333	333
444	444
555	555
666	666
777	777
888	888
999	999

ORDER AS: NO. 720 HIT THOSE TENS

6 NOS. ON A TICKET --- 10¢ PLAY EXTRA THICK

AV. PROFIT \$33.73

MAX. PROFIT 59.00

LEADING PUNCHBOARD MFR. OVER 40 YEARS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

WRITE FOR LATEST "NEW BOARD" CIRCULAR

CLOSING OUT Our Complete Stock of HANDI-BRELLA BAG — KENT PERFUM-ATIC SALESBOARD DEALS

EACH DEAL CONSISTS OF:

- 2 Handi-Brella Bag Ensembles (Including Umbrellas)
- 1 Kent Perfum-atic Pocket Atomizer
- 1 Miniature 100 hole board

IN LOTS OF 10 DEALS \$15.00 per deal

IN LOTS OF 25 OR MORE DEALS 14.00 per deal

Write — Wire — Phone Your Orders

1/2 Deposit; Balance C. O. D.; F. O. B. Miami, Fla.

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Florida and Georgia Distributors for D. Gottlieb & Co.

1373 N. BAYSHORE DRIVE Phone: 82-2901 MIAMI 36, FLORIDA

SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.75
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.40
1200	25¢	Texas Charley, Thick	Avg. 102.08	1.75
86¢	5¢	Fully Packed, Thick, Girl Beard	Avg. 26.25	2.75
98¢	5¢	It's the Knots, Thick, Girl Beard	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Beard	Avg. 26.80	2.75
1000	5¢	Glovely Lady, Thick, Girl Beard	Avg. 28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. 10 Ticket	Avg. 33.15	2.85
220	25¢	Quick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"

NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS.

10th year giving immediate delivery on finest boards.

LEGALSHARE SALES

P. O. BOX 86-F 222 2nd St. HUNTINGTON BEACH, CALIF. Phone 2842

PHILLY OPS FIGHT \$\$ DROP

Seek Method To Overcome Play Decline

Discuss Long-Range Plan

PHILADELPHIA, May 14.—In a far-reaching move to revitalize the pinball machine industry here, representatives of all the leading pinball manufacturers met for a round-table discussion of all the issues involved with the officers and directors of the Amusement Machines' Association of Philadelphia. The meeting, which was called at the suggestion of Joseph Silverman, business manager of the local operators' association, was held Tuesday evening (10) at the C. R. Club. Local jobbers and distributors were also invited to attend.

"This method of airing our industry problems was most effective," said Silverman, who presided at the round-table discussion. "It was our first real opportunity to give a complete airing to our problems—particularly price reductions on the part of manufacturers. We received more than a sympathetic ear from the manufacturers and I am confident that, thru the resulting mutual understanding, operators will be able to see light for the first time in years."

Manufacturers Represented

Silverman was gratified that all manufacturers invited to attend the conference had sent their representatives. Chicago representatives included Herb Oettinger, United Manufacturing Co.; Joe Batten and Charles Pieri, Exhibit Supply Co.; Al Simon and Sam Lewis, Chicago Coin Machine Co.; Sam Stern, Williams Manufacturing Co.; Sol Gottlieb, D. Gottlieb & Co.; Lou London, Bally Manufacturing Co., and Bert Lane and Harry Pearl, of Genco.

The meeting, explained Silverman, was called for the express purpose of effecting a reduction in prices of new equipment. He said that other associations in the East awaited the results of the conference with interest, and all are confident that the manufacturers will follow thru immediately on their agreement to work out a satisfactory solution to the price problem.

Use Nickel

"Since the inception of the pinball machine industry," said Silverman, in setting forth the issues, "we have been using the nickel as the exchange in play, and in face of the mounting costs in operations over the years the operators are still held down to the use of the nickel. The manufacturers have been able to meet their increased production costs in raising the prices of machines. However, the operator was never able to keep in step with any kind of increased costs because the nickel remained static. And since the lifeblood of the industry is the nickel, and it would be foolhardy to even think of any other kind of coin, the manufacturers must be mindful of the fact that the operator is bound fast to the same nickel."

Aggravating the situation, Silverman further pointed out, was the fact that the pinball operator today faces "terrific competition, the likes of which we have never had to face." Coupled with increased competition, (See Philly Ops Fight, on page 104)

Williams Novelty Named Chi Coin's Houston Distrib

CHICAGO, May 14.—Ed Levin, sales manager for Chicago Coin Machine Company, announced Tuesday (10) the appointment of Williams Novelty Company, Houston, as distributor of its games and arcade equipment in the Houston area.

Williams Novelty, owned by Tom Williams and T. J. Gillespie, was formerly the Houston branch of General Distributing Company. Last summer, Williams bought the holdings of the branch and incorporated as Williams Novelty. Gillespie became a partner in March.

Jennings Names Texas Distrib

CHICAGO, May 14.—Texas Consolidated Distributors have been named reps for the O. D. Jennings products in Texas, excluding El Paso, John Neise, sales manager, announced this week.

Texas Consolidated includes three distributing firms: Walbox Sales, Dallas; Coin Machine Sales, Houston, and Pan American Sales, San Antonio. The Jennings line features the solid chrome front Sun Chief with a dual tube payout mechanism.

Census Business Study To Cover Coin Machine Field

WASHINGTON, May 14.—The most extensive report on the coin machine business will be available late this year when Census Bureau publishes the results of a general census, now being conducted.

The census is to cover business statistics for 1948, including such information as net, gross, number of employees, expenses, length of time the business has been established and other pertinent data.

Coin machine operation is being covered under several categories, and breakdowns will be available for each. The first classification is establishments that rent machines for use on other premises. This includes such machines as food lockers and scales rented at a fixed fee.

Vend Study

Another category is vending machine operators who carry on their business thru locations. Census takers have been cautioned to include vending machine receipts under the income of the operator, rather than the location. A third class covers all types of amusement games, including bells, pinballs and other coin-operated games of chance and skill.

The bureau has set up a separate category for establishments that operate coin machines on their own premises, such as arcades.

In its manual to enumerators, the

bureau tacked on a confidential memo regarding the procedure with respect to businesses such as bell machines in States and localities where they are generally inoperative. Enumerators were told not to insist on information regarding the machines, but at the same time to point out that census information is confidential by law and that even law enforcement agencies are not permitted access to the data.

Mills To Start Producing New Console June 1

CHICAGO, May 14.—The Mills Duplex, an all-mechanical console, will be placed in production June 1, according to Vince Shay, Bell-o-Matic Corporation president, world distributor of Mills bell products.

The Duplex uses a bell family mechanism as its means of operation. It is available in any two denominations from a nickel to a quarter, and features black reel stripes and colored fruit symbols outlined in white. Cabinet measures 30 by 23 by 46 inches, is trimmed in gold, green and black. The console lists for \$445 and there is no extra charge for the Duplex with two quarter coin chutes.

The entire mechanism of the Duplex is mounted on a platform. To service the mechanism, operator need only to remove four screws.

Card Catalog, Dale Gun Manual Mailed By Exhibit Supply

CHICAGO, May 14.—Exhibit Supply Company has started mailing its 1949 card catalog and a new service manual and parts list for the Dale electric shooting gallery, according to Frank Mencuri, arcade division manager.

Card catalog shows pictures of 42 different series, including 13 new ones. In addition, the two series concerning film and radio and television stars have been revised with many new faces added. All cards in black and white, for venter sale, list for \$3.85 per thousand.

An innovation in the new card line is the use of six colors in the calendar girl and slick chick series. Both of the color series list for \$5.95 per thousand and can be vended at 2 or 5 cents each or two for a nickel.

Dale Manual

The Dale shooting gallery manual is divided into two parts. One is devoted to operation and necessary adjustments, the other a parts list show— (See Card Catalog on page 121)

New Coin Tax

WOODLAND, Calif., May 14.—Woodland city council has voted to tax juke boxes, candy and cigarette machines and pinball games. The scale has been set at \$10 for juke boxes and pinball and \$4 on vending machines. Heretofore this equipment has not been taxed.

Trade Directory

New Equipment

Aquacade (five-ball) by United Manufacturing, Chicago.

Black Gold (five-ball) by Genco Manufacturing & Sales, Chicago.

Candy bar vender (single column) by Kolodny Distributing Corporation, Port Chester, N. Y.

Coin meter by International Register Company, Chicago.

Cup vender (two flavor) by Bastian Blessing Company, Chicago.

"52" Game by Paul Boizelle Corporation, Rockville, Md.

Lustre shiner by Northwest Engineering, Minneapolis.

Shaver by Glowspare Company, Los Angeles.

Scoreboards (shuffleboard) by Genco Manufacturing & Sales Company, Chicago, and Marvel Manufacturing Company, Chicago.

Shuffleboards by Amusement Sales Corporation, Chicago, and Chambles Shuffleboard Manufacturing Company, El Campo, Tex.

New Firms

Pero Associates, 11 West 42d Street, New York—distributing and consulting firm.

S. L. London Company, 2605-07 Hennepin Avenue, Minneapolis.

Change Address

AMI, Inc., Chicago, moved to Suite 322 at 127 N. Dearborn Street—formerly occupied 15th floor at same address.

American Shuffleboard Company, moved to 5631 S. Harlem Avenue, Chicago.

C. T. Girdner Company moved to Venice, Calif., from Los Angeles.

National Automatic Merchandising Association moved to 7 South Dearborn Street, Chicago.

Personals

Rowe Corporation, New York, re-elected Robert Z. Greene president; Arthur Gluck, vice-president and treasurer; elevated George M. Seedman from secretary to vice-president; Herbert E. Greenberg, from assistant treasurer to vice-president; promoted Joseph Lapidus from assistant secretary to secretary, and elected Bern Bernard assistant secretary and treasurer. The following directors were elected for the ensuing year: Samuel M. Chapin, Christen Gabrielsen, Arthur Gluck, Robert Z. Greene, George Seedman and Wickliffe Shreve.

W. J. Ryan was elected executive vice-president and general manager of O. D. Jennings & Company, Chicago.

Distributor Appointments

Encore Manufacturing Company, Cleveland, appointed the Iowa Music Company, Cedar Rapids, Ia., for the Iowa area; Midwest Coin Corporation, St. Paul, for the Minnesota area.

E. B. Metal Products Company, New York, appointed the Mitchell-White Corporation, New York, as sole distributor for their Kleenex vending machine.

Silver King Corporation, Chicago, appointed Dodson Enterprises, Cleveland, as national distributor.

Telecoin Corporation, New York, appointed G. Richard Tomlin, Atlanta, for the automatic laundry units in Georgia; Juice-o-Matic, Bethesda, Md., will cover the Washington area with the entire Telecoin line.

Wilcox-Gay appointed Empire Coin Machine Exchange, Chicago, for the Illinois, Wisconsin and Iowa areas.

No Price Cuts Say Scale Firms

Vendo Intros Drink Vender Priced at \$124

Has 23-Bottle Capacity

KANSAS CITY, May 14.—The Vendo Company has announced initial production of its newest bottle vender, the V-23, priced at \$124. Alex Izzard, advertising and sales director, stated the new unit has a vending capacity of 23 bottles, pre-cools 7, and is 24 inches wide, 20 inches deep and 36 inches high.

A special one-case storage compartment, in the base of the vender cabinet, provides space to keep empty bottles out of sight. Delivery is manual, and effected thru a turn-turret circular top. The coin unit is attached to the underside of the top. Patron deposits coin, opens horizontal reach-in door and turns to desired bottle.

Production is expected to increase rapidly after the first week, according to Izzard, who stressed that the unit was location-designed for small offices, office buildings and similar installations.

Vendo's V-39 bottle vender, introduced two months ago, is now in production with output scheduled to be increased during coming months. Unit, priced at \$185, vends 39 bottles and pre-cools 20. Like the V-23, it does not have gears, relays or switches and dispenses via manual action.

Wilcox-Gay Sets 7 New Distribs For 12 Markets

CHARLOTTE, Mich., May 14.—Appointment of seven new distributors, covering 12 different markets in the East and Midwest, was announced this week by Frank T. Lang, sales manager of the Coin Recordio Division of the Wilcox-Gay Corporation.

The new distributors, and the cities they will cover, are Atlantic-Pennsylvania Corporation, Philadelphia; Atlas Distributors, Boston; Roy McGinnis Company, Baltimore; Monroe Coin Machine Company, Cleveland; J. H. Winfield & Company, Buffalo; Empire Coin Machine Exchange, Chicago, and the Southern Automatic Music Company in Louisville, Indianapolis, Ft. Wayne, Lexington, Cincinnati and Dayton.

R. M. Waggener Appointed Lymo Vice - President

CHICAGO, May 14.—The appointment of Robert M. Waggener as vice-president in charge of sales and service of Lymo Industries, Inc., was announced this week by President Stuart G. Lyon. John Stewart was appointed assistant sales manager.

Waggener and Stewart come to the Lymo organization with a varied background in merchandising, vending machine operation and commercial banking. As head of CMAC at its inception in 1939, Waggener piloted the credit concern until his resignation three years ago.

Vender-Designed Food, Apparel Packs Shown at Packaging Meet

ATLANTIC CITY, May 14.—Packaging of head-type vegetables, less-than-a-pound units of crackers, bacon, tomatoes and measured quantities of soap flakes, flowers and stationery for sale thru vending machines were developments featured by the Cellophane Division of the E. I. du Pont de Nemours & Company at the 18th National Packaging Conference and Exposition which opened here Tuesday (10).

Emphasis in the cellophane exhibit was on pre-packaging for self-service and the transparency of wrappings enabling the customer to see what is being bought. The recommended type of cellophane is "LSAT," the same as is used for packaging luncheon meats.

Travel Pak

"Travel Pak" is the name given to the vending machine unit of four folded sheets of writing paper and four envelopes which occupied a prominent spot at the pre-packaged display. The unit is machine-wrapped in cellophane with an opening tape. Another vender item shown was a companion piece for the traditional bar of hotel soap, a pre-measured

packet of soap powder or flakes, suggested as a convenience for motel and hotel guests. Still another item was the "Do-Nuts 'n' Coffee" package, featuring a doughnut wrapper in cellophane with an opening tape.

Tomatoes in a "full view" cellophane package strengthened by a die-cut box; quarter-pound packs of cookies, and bacon in cellophane flat packages were on hand to entice automatic merchandising thinking into the commonplace "food-for-the-table" category.

In the line of packaged apparel, a cellophane-wrapped pack of nylon hosiery and a pack containing men's undershirts were shown.

Spotlighting of attractive, self-service packages was based on the buying habits of the American public, according to Du Pont's market research division. It was claimed that 38.4 per cent of the purchases in supermarkets are in the unplanned, or impulse, category. This trend, which has followed a sharp upturn in the last decade, continued on the increase in 1948, rising two-tenths of 1 per cent over 1947, research officials stated.

Nat. Rejectors Bows Unit For Pennsy 1c Drink Tax

NEW YORK, May 14.—National Rejectors' new penny coin mechanism, designed primarily to aid Pennsylvania soft drink machine operators in collecting that State's 1-cent tax, is now ready for delivery. The device, incorporating full slug protection, may be used with any electric bottle or cup vender. Attached to a merchandiser, it requires that a patron first insert a penny in the new unit before placing a nickel in the standard coin receptacle, to get service from the vender.

Pennsylvania operators now collecting the State levy on soft drink sales rely largely on voluntary payments of the tax by vender customers. But machines still operate upon the insertion of a nickel, and it has been reported that tax payments often have to be made up by operators.

In 15 Minutes

Charles Lipton, of the National Rejectors Service Company of New York, said that the new unit may be installed in "less than 15 minutes." It is mounted externally. Housing a separate cash box for the pennies,

the unit is eight inches high, five inches wide and two inches deep. The unit does not replace standard coin mechanisms, but supplements them in areas where 6-cent sales are necessary.

The mechanism may be installed on venders using a straight nickel mechanism, or those with coin changers. List price was given as \$22. It was reported that first shipments are going to Coca-Cola bottler-operators in Pennsylvania. But Lipton indicated the mechanism would be made available for other areas and other than soft drink venders.

Lipton also said that deliveries had begun on National Rejectors' new variable sales device. Known as the Model No. 3900, it is the same size as the firm's changemaker and permits sales at any pre-set price from 5 to 45 cents, in nickel steps. The vending price of a machine fitted with the assembly may be changed on location in a matter of seconds. The Model 3900 features an automatic coin return and accepts nickels, dimes and/or quarters.

Detroit Theater Ushers Buying Baseball Garb With Vender \$\$\$

DETROIT, May 14.—Two years of effort have been rewarded by the organization of a full-fledged and duly accredited Class C baseball team of members of the Fox Theater staff here. With the completion of the team, a schedule of 13 games has been approved, to be played with other recognized teams in the city.

The method used to finance the team provides an interesting background, with the uniforms, balls and bats coming from the proceeds of a soft drink vender located in the employees' washroom in the theater. The machine is for staff use only and

provides them with a popular beverage at a nickel, in contrast to the dime charged theater patrons. The machine is netting an average of \$5 a week and this sum is being turned over to the Ushers Fund.

Some of the money is spent for magazines while the bulk goes for the baseball team, the major recreational project of the staff. The ushers vote on all expenditures.

Contributions

Some additional contributions have come for the baseball team from individual members of the staff. David (See Detroit Theater, page 101)

1949 Biz Off 12 to 20 Pct. Execs Report

On-Location Income Holds

CHICAGO, May 14.—Scale price pegs will hold at their present level, leading manufacturers told *The Billboard* this week as operators continued to cast cost-conscious glances over the equipment offered by the eight firms in the penny weighing field.

Two factors, during recent weeks, have combined to set operators thinking along the price-reduction line: Admission by several manufacturers that sales have dipped 12 to 20 per cent for the year to date and the \$27.50 price cut on A.B.T. Manufacturing Corporation's Guesser scale. The A.B.T. unit, formerly priced at \$167.50, now lists for \$140, according to the firm's George Kozy. In New York, factory representative George Gruebert stated that major placement of the machine is expected in subway locations.

Others Hold Price

Discounting any like move to lower scale prices, J. Raymond Bacon, vice-president, Rock-Ola Manufacturing Corporation, and John F. Frantz, J. F. Frantz Manufacturing Company, declared that current list prices would hold. The Rock-Ola Lo-Boy continues to sell for \$125, while the Frantz General and General Deluxe (with top mirror) will remain at \$115 and \$125 respectively. Watling Manufacturing Company's Model 200 fortune scale continues to list for \$260, while firm's Junior Tom Thumb stays at \$125.

Robert Stark, Ideal Weighing Ma- (See No Price Cuts, on page 100)

Set Showings Of Telecoin Juice Vender

New Hot Soup Conversion

CHICAGO, May 14.—Telecoin Corporation kicked off the first of a series of week-long private showings of its Tele-Juice vender here this week (12-20) at the Palmer House under the supervision of F. D. Schuyler, newly appointed national sales manager.

Schuyler, who joined Telecoin last month after resigning as head of Pepsi-Cola's cup vending department, stated the six-flavor juice machine lists for under \$600. He also announced that a conversion unit to permit vending of hot canned soups, for winter operation, and optional equipment of a National coin changer at cost was available on all machines now being delivered. With changer, unit operates on a dime, two nickels or a quarter.

According to Schuyler, Telecoin has produced and delivered between 800 and 900 juice venders, most of which are located in department stores and industrial plants. Unit is currently in limited production.

Scheduled to follow the Chicago showing are those for St. Louis, May 21-27; Kansas City, May 28-June 3, and Oklahoma City, June 4-10. Schuyler said other presentations will be announced later.



**AMAZING
PROFIT**

**AT SMALL
COST!**

**VICTOR'S
NEW
HOT
POP**

**NON-COIN OPERATED
POPCORN
VENDOR**

\$47⁵⁰
F. O. B.
CHICAGO

Approved by Underwriters

Write today for free profit charts and colored circular describing new and very profitable form of operating that is sweeping the country.

HOT-POP is now on display at all VICTOR Distributors

VICTOR VENDING CORP.

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

Regent To Build Uneeda Machs.

NEW YORK, May 14.—Uneeda Shine Machine Company here has licensed the Regent Vending Machine Company, Ltd., of Ottawa, to manufacture its automatic shoeshine unit, it was announced this week by Sam Sacks, Uneeda president. Regent, a long-established distributing and operating organization, has started production on the shiner and deliveries are to begin in about 30 days.

Mack Levin, head of Regent, will acquaint Canadian operators with the shiner thru a series of regional showings, the first to be in Montreal.

Wrigley Reports Biz Increase Over 1948

CHICAGO, May 14.—William Wrigley Jr. Company has reported a sharp increase in sales for the first quarter of this year over the same period in 1948. Net sales amounted to \$16,879,129 for the first three months of 1949, producing a net profit of \$3,217,018. In the first quarter of 1948, net sales were \$14,365,477, returning a net profit of \$2,960,988.

Wrigley's foreign subsidiaries (whose earnings were included in the over-all report) yielded net earnings of \$281,906 for the first quarter this year, compared with a net of \$249,148 in the corresponding period of 1948.

All-Coin Co. Named Lotion Unit Distrib

MIAMI BEACH, May 14.—All-Coin Amusements Company here, headed by Joe Mangone, announced that it had received the first models of the Sunstan sun-tan lotion vender this week. Firm has been franchised as the Florida distributor for the service machine, manufactured by the Stan Manufacturing Company, King of Prussia, Pa.

R. C. Hill Resigns as NCA Washington Office Manager

CHICAGO, May 14.—Philip P. Gott, National Confectioners' Association (NCA) president, announced the resignation this week of Robert C. Hill, manager of the association's Washington office.

Hill, who joined NCA in November, 1947, is leaving to join W. R. Grace & Company, New York, in an executive capacity, and will work out of the firm's Washington office starting July 1.



**VICTOR'S
AMAZING NEW
TOPPER**

4 Toppers to a case, \$42.00 Per Case (\$10.75 Per Mach.)

3/4 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB. 170 & 310 27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER

PISTACHIOS 25 Lb. Carton Large, 74c lb. Small, 49c lb. Full Cash With Order.

Plastic Charms \$2.50 Per 1000

SPECIAL 8 like new Model V's PLUS 352 Baby Chicks PLUS 1000 Charms, ALL for only **\$65.50** Sample Machine, \$9.45.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

California Vending Almonds

Per Lb. Case Lots F.O.B. Los Angeles 65c Per Lb. 5 Lb. vacuum tins. 80c 600 Count to a case, 400 count.

We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your **ACORN BULK VENDORS** from . . .

Operators Vending Machine Supply Co. 1023 S. Grand Ave. Los Angeles 15, Calif.



TOPPER

Vends Ball Gum and Charms like magic. Also vends all other kinds of bulk merchandise. Packed 4 to the case.

\$43.00 PER CASE

Contact us for prices in quantities

JACK NELSON & CO. 2320 Milwaukee Ave. Chicago 47, Ill.

if you want the finest

in reconditioned cigarette machines—all makes and models—you want to get on our mailing list for weekly specials. Send your name and address to . . .

STEINER MANUFACTURING CO. 323 Atlantic Avenue Brooklyn, N. Y. Phone: Triangle 5-0825

CIGARETTE MACHINE ROUTE WANTED

Large or small—must be in N. Y. C. area. Information confidential. Give number of machines and price in first letter.

BOX 419 The Billboard, 1564 Broadway, N. Y. C. 19

THE "CHALLENGER"

THREE MACHINES IN ONE \$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO. 549 W. Washington St., Chicago 6, Illinois



ATTENTION—25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.

ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

NATIONAL ELECTRIC, 9-E	\$275.00
ROWE CRUSADER, 8 & 10 Col.	149.50
UNEEDA, 8 Cols., 510 Pack Cap.	139.50
National 9-50, 350 Pack Cap.	97.50
National 7-50, 270 Pack Cap.	82.50
National 9-30, 270 Pack Cap.	75.00
National, 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	119.50
Rowe Royal, 10 Col., 400 Pack Cap.	100.00
Uneeda Model 500, 15 Col.	85.00
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
Special 4 Col. VENDOR, 80 Pack Cap.	20.00

CIGAR VENDOR, 50 CAP. \$ 15.00

CANDY MACHINES

National 9-18	\$100.00
ROWE, 8 COL.	85.00
U-Select-It	35.00
Advance Candy Machines	27.50
Shipman Candy Vendor	22.50
ROWE 5 COL. 1c GUM VENDOR	17.85



SPECIAL UNEEDA MODEL A CIGARETTE MACHINE

9 Col., 270 Pack Cap.	\$75.00
8 Col., 240 Pack Cap.	67.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

GOLD RUSH CHARMS

24K GOLD-PLATED AND GENUINE SILVER-PLATE Dress your machines like a Gold-Mine. Every customer becomes a PROSPECTOR with his pennies.

Series #1 \$5.75 per M | Series #2 \$7.00 per M **SAMUEL EPPY & CO., INC.** 113-08 101ST AVE. RICHMOND HILL 19, L. I., N. Y.



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, \$42.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

MILLER VENDING CO. 42 Fairbanks St., N.W. Grand Rapids, Mich. Phone 7-8632

FOR SALE

Seven 300-cup Coca-Cola Vending Machines, good condition, newly reconditioned. Ready for location. Made by Cold Drinks Co.

AIRPORT CANTEN SERVICE, INC. 5700 S. Cicero Ave. Chicago 38, Ill.

Headquarters for Advance 21-F Machines

Factory Distributor **J. SCHOENBACH** 1647 Bedford Ave. Brooklyn 23, N. Y.

Open Hearing on Subway Pact

N. Y. Board To Ask Opinions

Publish preliminary draft of proposed contract; ops invited to attend session

NEW YORK, May 14.—Following thru on its announced intention of awarding a single contract covering the operation of all venders but drink

machines on New York City subway stations, the Board of Transportation has published a preliminary contract draft and this week held an open hearing at which prospective bidders were invited to comment on its terms.

To date, venders in the underground locations have been operated by two firms, New York Subways Advertising and Interborough News. Their contracts with the city expire September 30 (*The Billboard*, April 23.)

In 1948, gum, chocolate, peanut machines and coin-operated scales—all penny equipment—operated in the stations grossed \$2,357,588.52. On December 31 of that year there were 8,328 separate units in operation.

The proposed vending contract, which has no connection with agreements still under consideration covering the operation of cup venders in stations, provides for penny, nickel or dime equipment, except shoe-shiners, which are now being operated or may be approved for operation in the future.

According to the preliminary draft, the contract offers: "(1) The exclusive right or privilege to install, maintain and operate automatic vending machines and weighing machines on rapid transit stations of the New York City transit system, and at garages, shops, offices, employees' recreation rooms and at other similar locations.

"(B) The exclusive right . . . to install, maintain and operate automatic drink vending machines at shops, garages, offices, employees' recreation rooms and other similar locations (except in rapid transit line stations) . . ."

Scheduled to go into effect October 1, the contract is to run for five years. Only one renewal is permitted, also for a five-year period.

Wrigley Protest

At the open hearing Monday (9), attended by representatives of firms interested in bidding for the operating rights, only Owen McGivern spoke up to request that some of the contract terms be amended. McGivern, a member of the law firm representing the William Wrigley Jr. Company, told Commissioner Frank X. Sullivan, who presided, that Wrigley considered as excessive the minimum monthly guarantee to be paid the city in lieu of commissions. He also suggested that the contracting operator not be required to place cracker machines or drink machines in the off-system locations specified. Too, McGivern asked that the city's 2 per cent sales tax be deducted from gross receipts before commissions were computed.

While the preliminary contract sets a minimum limit for commissions and monthly guarantees, the board indicated that the competitive nature of bidding would revolve around these two factors. But operating experience and financial resources of companies bidding would also be taken into consideration, it was reported.

57¢ a Month

As set forth in the contract draft, not less than \$57,000 per month is acceptable as a minimum guarantee to be paid the city. The draft lists 30 per cent of gross as the minimum commission on gum, candy and peanut sales, and 40 per cent the minimum commission for gross receipts of scales. No figure was set as the minimum return to the city on articles sold at 5 or 10 cents. The city is to get either the accepted commission or the guarantee, whichever is higher.

With their bids, prospective operators will have to deposit \$25,000 with the board as a guarantee that the contract terms will be met if awarded. Bidders must also prove to the board that they have "adequate financial capital." This the draft interpreted as at least \$300,000 in "free and liquid assets."

The operator awarded the contract will have to carry enough insurance to meet any claims arising out of the public use of equipment. He will be required to try to increase the scope of the business so as to provide a greater return to the city and, incidentally, to himself. If the board feels a "reasonable effort to develop and increase the business" is not being made, it can terminate the contract within 30 days.

Strict Controls

Strict control will be exercised over products vended. The contract: "Since the city has a great interest in the volume of sales thru the automatic vending machines, it will require that the chewing gum and chocolate to be sold . . . shall be of the highest selling and most popular brands. Consequently no brand . . .

Extend Subway Cup Vender Test?

NEW YORK, May 14.—Bidding for the rights to operate cup machines in stations of the New York subway may be delayed for another three months, it was reported at the Board of Transportation yesterday. Seven companies have been operating equipment in the stations since last summer on an experimental basis. The test contracts, already extended two times, were to expire the end of this month. But final contract terms have not yet been worked out, said the board.

Thus, operators now with equipment in the underground stops will have the advantage of bumper summer sales.

shall be sold . . . unless first approved in writing by the board."

The operating firm awarded the new contract will be permitted to make use, for a limited time, of the venders now in the subway. Arrangements between the board and the present operators allow for such rental at 30-cents-per-vender-per-month.

Yesterday (13) it was said at board headquarters that a revised and final draft of the contract would be released soon. This will be followed by the solicitation of bids.

"GREATEST FORWARD STEP.. in the BULK VENDING MACHINE BUSINESS"



CUTS SERVICING TIME AND COSTS in Half

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

RAIN-BLO BUBBLE BALL GUM

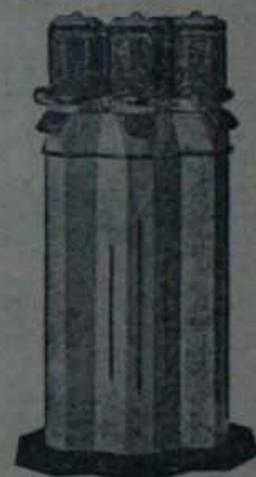
Packed 25 Lbs. to Carton		
5/8th	170c	
1/4th	210c	
25 to 475 lbs.	27c lb.	29c lb.
500 lbs. or over	26c lb.	28c lb.

Freight paid on 150 lbs. or over FULL CASH WITH ORDER

NEW CHARMS

President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S. — Washington to Truman . . . \$7.50 Per M
Metal Jingle Bells, 1/2" — in brilliant colors — red, blue, green, gold & silver. \$7.50 Per M

ROY TORR, Lansdowne, Pa.



TRI-MOR IS BACK!

Streamline sales, widen your profit possibilities and move into the select, hard-to-get locations. Yes, Tri-Mor is welcome anywhere. Add hotels, theaters, summer resorts and clubs to your route. Easy service, easily kept clean. In All-Blue Hammerloid, White and Black, and Light Green and Black.

THE COLUMBUS VENDING CO.

2007 East Main Street
Columbus 9, Ohio

Your "Columbus" distributor for Georgia, Florida, South Carolina, East Tennessee. Also Charms, Hard Shell Candies, Chicle and Bubble Gum.

R. R. WHITEHEAD

947 Alloway Place Atlanta, Ga.

HI-HO No. 2 CHARMS
With Luminous Gold, Silver & Copper
Per Bag Prepaid \$3.00
1,000 in a Bag. Positively No Samples at This Price.
Northern California
Distributor ACORN Bulk Merchandise VENDOR.
Write: E. LaRue, Sales Mgr.
LEON "HI-HO" SILVER
540-542 Hayes St.
San Francisco, Calif.

Another in the great family of Electro Distributors...

S. H. Lynch & Co., Inc.
 2101-03 Pacific Avenue
 Dallas, Texas
 1049 Union Ave. Houston, Tex.
 Memphis, Tenn. 910 Calhoun St.
 900 N. Western Ave. Oklahoma City, Okla.
 341 Broadway San Antonio, Tex.
 Distributors of Electro in Texas, Louisiana, Oklahoma, Alabama, Tennessee, Mississippi and Arkansas.

America's best all-electric cigarette vending machine



EASTERN ELECTRIC VENDING MACHINE CORP.
 GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
 A PRODUCT OF C.R. LABORATORIES

School Locations Proved Peak Candy Vender Spots

CHICAGO, May 14.—The setting up and operation of a series of grade and high school locations for candy venders, as detailed in the May issue of *Vend* by Edward Baratz, Q Automatic Sales Company, Aurora, Ill., furnishes some important factual and functional information on a high-sale type of installation.

Operating 23 candy machines in 19 Fox River Valley schools last year, Baratz reported the installations returned an average of three times the dollar volume of good industrial locations. Too, the average school vender, he said, can be maintained at approximately one-third the normal cost for repairs, painting, etc.

High Schools Best

According to Baratz, high school locations are the best. In addition to having two machines installed in such schools (against the grade school's single unit), because of the larger student body, the contents of each 180-bar vender were turned over once each day. Q Automatic's average high school stop catered to between 600 and 700 pupils. Grade schools in the area usually have about 300 students. Machines in grade schools were serviced on an average of three times a week. Based on these figures, each student patronized the candy machines about twice a week. The high school venders sold three bars per week per pupil or one bar to half the student body each day.

In all of the schools, a vender was placed in the main first-floor hall as near to the principal's office as possible. In the high schools a second machine was placed just outside the school cafeteria.

After deciding to try school locations for his candy equipment, Baratz, in the fall of 1947, began contacting school principals. He described the advantages of offering the students fresh, quality candy, in a school-controlled outlet. At the same time, he stressed that the school's commission (8 per cent at first, then upped to 10 per cent) would bring in money to help pay for athletic and band uniforms, and equipment for other student activities.

As in his industrial locations, Baratz continued the practice of mailing a commission check once each month, made out to the school.

Coin Chute Lock

As a co-operative measure, Q Automatic devised a coin chute lock for use on those machines in grade

schools, preventing their operation before the lunch hour. The lock consisted of a flat piece of metal placed across the coin entrance, fastened with a small padlock. Keys for these locks were given to school janitors, who locked the venders each evening and opened them again at lunch time the following day. This device kept the younger children from eating candy prior to lunch. However, it was not used in high schools, where the students could naturally be expected to exercise more restraint.

During vacation periods, all school venders were removed and spotted in such seasonal locations as golf clubs (in clubrooms and caddy houses), in public parks and similar spots.

Summing up his attitude toward school locations, Baratz stated: "Because of the high rate of candy sales in school-located venders, the operator can write off the objection to the five-day week and the numerous school holidays during the course of year. And because grade and high school students make up the largest body of candy-eating Americans, his candy equipment is utilized to its fullest extent each school day of the year."

Central Vending Co. Delivers King-Size Cig Vender Columns

PHILADELPHIA, May 14.—The Central Vending Machine Service Company here has announced that its king-size columns for cigarette venders are now available for immediate delivery, and that units can now be supplied directly to operators for self-installation on their equipment.

Herman Wolf, manager, stated that demand for the king-size cigarettes hastened the development of the special size column. Kits for the columns range in price from \$5 for single columns to \$7.50 and \$8 for double columns.

Central Vending reconditions cigarette venders, in addition to selling used equipment.



\$25

DOWN Balance \$10 Monthly

200 FORTUNE TELLING NO SPRINGS SCALE

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Quick Service Time in Hall.

\$17.55

SAMPLE

Write for Quantity Discount.

Other Popular Northwestern Vendors \$10.35 and Up

Contact us for BULK MACHINES CHARMS MERCHANDISE BALL GUM

Parts and Supplies 12-54 and Foreign Coins.

Write for Circulars and Price List.

BADGER SALES CO., Inc.
 2281 W. Pico Blvd. Los Angeles 6, Calif.



HOT-POP

Victor's sensational new Popcorn Vender. Today's fastest money maker and ONLY

\$47.50

\$10.00 Deposit, Balance C. O. D. (Five packs Popcorn Free with each machine)

CHAMPION NUT & CHOC. CO.
 1194 Tremont Boston, Mass.



SALESMEN WANTED

Experience in selling through the Business Opportunities column. Prefer men who have sold nut, candy or any type of ball gum venders. It will definitely pay you to investigate this as we will guarantee you a much larger commission than you are now receiving. For a more profitable and square deal phone or come in and explain your present set-up.

We will top it by far! No hocus-pocus or blind box number in this ad.

NATIONAL ADVANCED VENDING COMPANY
 410 MAIN STREET DUBUQUE, IOWA

WRITE FOR CATALOG

ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size, Crown Jack Brand with colored centers. 25 lb. tin. \$ 5.65

100 lbs. or more 21.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000 84.50

Series #2, 1,000 5.75

Gold Plated "Georgie" Pins, 1 Gross 3.95

Gold Plated Bracelets in Capsules, 100 2.95

Silver Wedding Rings, 1,000 2.50

Gold Wedding Rings, 1,000 8.95

Cameo Rings, 1 Gross 2.50

Sassy Wise Crack Buttons, 1,000 6.50

Gold Plated Basket Balls, 1 Gross 3.75

We are factory distributors for all leading makes of VENDING MACHINES.

PARKWAY MACHINE CORPORATION
 623 West North Ave. Baltimore 17, Md.

CHARMS

NEW BEAUTIFUL COLOR PLATING
 GOLD FINISH ALPHABET CHARMS
 AMAZING LOW PRICES

PENNY KING CO.

415 Neptune St. Pittsburgh 20, Pa.

CHARMS AT NEW LOW PRICES

PLASTIC #1 \$2.50 PER M | PLASTIC #2 \$3.00 PER M

METAL-PLATED #1 4.75 PER M | METAL-PLATED #2 5.75 PER M

SAMUEL EPPY & CO., INC.

113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

NEW FUNNY FACE CHARMS

Series consists of INDIAN, CLOWN, PIRATE, CANNIBAL and DEVIL—very attractive.

Plastic, \$4.00 per M—Metal-Plated, \$7.50 per M

SAMUEL EPPY & CO., INC.

113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

5/8" ROUND PLASTIC FORTUNE BALL PRIZES

BALLS with precious stones ... \$10.00 PER M | BALLS with balloons \$14.00 PER M

BALLS with dice 12.50 | BALLS with key chains 18.50

BALLS with pearls 10.00 | BALLS with bracelets. Per gross.. 6.00

SAMUEL EPPY & CO., INC.

113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

CALIFORNIA VENSIZE ALMONDS

FRENCH FRIED AT THE ORCHARD

None Better at Any Price 65c Lb. F. O. B. Oakland.

Don't Be Misled. 3 Lb. Can, 5 Cans to Cn.

Order Today. Satisfaction Guaranteed.

STANDARD SPECIALTY CO.

3621 38TH AVE., OAKLAND 19, CALIF.

MODEL V



UNIVERSAL



TOPPER



CONTACT YOUR JOBBER OR WRITE
VICTOR VENDING CORP.
5701 W. GRAND AVE. CHICAGO 39, ILL.

No Price Cuts, Say Scale Firms

(Continued from page 95)

chine Company, while going on record as seeing no possibility of early price changes, added that there had been a 12 per cent drop in business compared to same period last year. The closest approach to possible price-reduction thinking was evidenced by Joseph Ringers, general manager of the Hamilton Scale Company.

"As soon as lower material costs are reflected in our cost of production, we intend to pass these savings on to our customers," he stated. Meanwhile the \$89.50 list for the Hamilton scale will be maintained. At Hamilton, 1949 sales are off approximately 20 per cent compared with the same period in 1948 and down 15 per cent from 1947.

American Still \$169.50

At American Scale Manufacturing Company price policy will hold to the present \$169.50 for firm's fortune scale. Marion Machine Tool Company, according to George Barok, intends keeping list prices at \$135.50 for the de luxe fortune model and \$79.50 for the plain fortune scale.

On the on-location scale front business is holding its own with that of recent years, according to John Pepple, district manager for the Chicago operation of Peerless Weighing & Vending Machine Corporation. With usual ups and downs in individual locations, Peerless (using its own trade-named scale exclusively) is finding current over-all scale patronage at a steady level.

La. Bottlers Told '49 Biz To Be Best Yet at Annual Meet

NEW ORLEANS, May 14.—Meeting in annual convention here last week, the Louisiana Bottlers of Carbonated Beverages (LBCB) were told that "new peaks in the sales of bottled soft drinks" would be reached in 1949. Following up this statement, John J. Riley, Washington, secretary of the American Bottlers of Carbonated Beverages (ABCB), declared that the industry's more than 1,000,000,000 case sale during 1948 (a record high) was "probably due to consumers' acceptance of carbonated beverages as wholesome food items."

Hale Shadow was re-elected president and O. A. Boehmer re-elected secretary-treasurer.

REAL LOW PRICES

U-SELECT-IT

CANDY MACHINES

72-Bar Capacity, Each \$27.50
Uneeda 5 Column with Base 50.00

Cigarette Machines

DU GRENIER 7 COL. 5 \$40.00
DU GRENIER VD, 7 Col. 45.00
DU GRENIER W, 9 Col. 45.00
DU GRENIER CHAMPION 50.00
UNEEDA MONARCH, 8 Col., Like New 70.00
UNEEDA 8 Col. 40.00
NATIONAL 9-30 50.00
ROWE ARISTOCRAT, 6 Col. 22.50

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-6006

"HOT-POP"

VICTOR'S NEW

Non-Coin Operated

POP CORN MACHINE

\$47.50

Vends 44 10c portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

Write for Literature

ART GRAEFF CO.

1232 Broadway
Toledo 9, Ohio



IT'S NEW

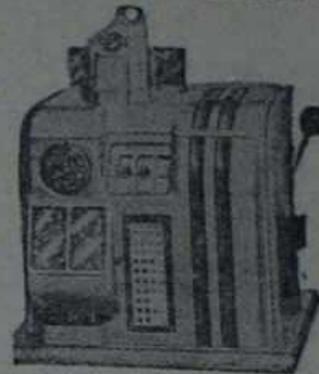
ABT "SKILL GUN"

IT'S FAST

- ✓ ALL ELECTRIC
- ✓ AUTOMATIC SCORING
- ✓ LEGAL EVERYWHERE

\$57.00 ea.
10 OR MORE, \$54.00 EA.
STANDS, \$7.50 EA.
Write for Jobbers' Prices

- ✓ SMALL INVESTMENT
- ✓ LARGE CASH BOX
- ✓ 1¢ OR 5¢ PLAY



NEW COLUMBIA BELLS

Twin Jackpot Latest Models

\$119.50

Slightly Used \$75.00

Changeable to 1¢, 5¢, 10¢ and 25¢

RECONDITIONED VENDORS

1¢ Advance Ball Gum	5.95
1¢ Variety Shops With Stands	19.50
N.W. Model 40	6.95
1¢ You Chu Ball Gum	6.50
Cash Trays, Almonds, 5¢ (New)	5.95
1¢ Vic. Mod. V, Globe Type	8.95
N.Y. Stamp Vendors, 1¢ and 3¢	12.50
Shipman Duplex, 1¢ and 3¢ Stamps	19.50
Adams Gum Mod. N, 4 Col., 1¢	14.50
Adams Gum and Chicklets Available	
Silver King Ball Gum, 1¢	6.95
Atlas De Luxe 1¢ Bulk Vendor (New)	10.00
Columbus Tri-Mor, 3 Comp.	29.50
Columbus Bimor, 1¢	22.50
N.W. Deluxe, 1¢-5¢ Comb.	17.50

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

LEAF BUBBLE GUM (The Original) SOLD AT FACTORY PRICES.
3/8", 26c Lb., 170 Ct., or 210 Ct., 27c Lb. IMMEDIATE DELIVERY.

NORTHWESTERN MODEL 49

Either 1c or 5c

Less than 25... \$17.55
Less than 100... 17.25

NEW COUNTER GAMES

ABT Model F Targets \$42.50
Gottlieb Grip Scales 24.50
Steeplechase, 1¢ 35.00
S. K. Target Kings, 1¢ 45.00
Imp, 1¢ or 5¢ 16.50
S. K. Hunter, 1¢ 45.00
Electric Shockers 18.75
Whirl-a-Ball 19.50

USED COUNTER GAMES

Marvel 1¢ Token \$22.50
American Eagle, 1¢ .. 19.50
Vest Pocket, 5¢ 44.50
Imp, 1¢ 10.00
Yankee, 1¢ 14.50
Cubs, 1¢ 10.00
Windmills, 1¢ 4.95
Daval Races 14.50
Gottlieb Grip Scales... 12.50
Sparks, Tok. Pay., 1¢. 22.50

USED SLOTS

Mills Orig. Golden Falls, 5¢-25¢ \$119.50

MILLS VEST POCKET BELL



Size: 8"x8"x8"
A 5¢ Pocket Size Slot with Automatic Payout System. Awards from 3 to 20 nickels. Operators' price \$65.00
Reconditioned, \$44.50

Send for our Complete List and Quantity Prices of Coin-Operated Machines and Supplies. 1/3 Dep., C.O.D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

No other Ball Gum Vendor like it!



New Angle—
—Gets the Money

Operator usually nets
Up to 75c out of every \$1
the "Hunter" takes in!

It's A "Gold Mine"

It's easy to understand why. Look, No coin returns. No gum dispensed unless the player wants it. And how many do . . . when they're playing a game of skill . . . which the "Hunter" is. So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

SILVER KING CORP.

622 DIVERSEY PKWY.
CHICAGO 14, ILLINOIS

ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.

ROY TORR, Lansdowne, Pa.

ATTENTION, OPERATORS

of Merchandise Vending Machines

You can increase earnings in your present shops with nationally advertised DENTYNE, BEEMAN'S PEPSIN and CHICKETS GUM in THE FAMOUS MILLS VENDOR. Red or Blue Hammerhead baked finish (limited number in Satin finish Stainless Steel), slug proof with coin return; 6 columns, 300 piece capacity; 16" high, 4 1/2" deep, 10" wide; weight, 20 lbs. Has rubber feet for easy counter installation or may be mounted on wall, pedestal stand or by bracket to side of any merchandise vending machine. Brackets and pedestal stands available at slight additional cost.

YOUR SALES CAN BE INCREASED BY 20%
and your net profits 25%
IMMEDIATE DELIVERY

Factory Reconditioned Mills Vendors cannot be told from new in appearance or operation and carry standard new machine guarantee at new low price.

HAL R. MEEKS

National Distributor
55 W. 42d St. NEW YORK 18, N. Y.

FOR YOUR PEACE OF MIND, GIVE A PIECE OF
CHANGE TO THE NATIONAL COMMITTEE FOR
MENTAL HYGIENE

THE SIMPLEST ANSWER IS THE NEW DuGRENIER MECHANICAL CIGARETTE MERCHANDISER



Operates on Silver Quarter; or, on 5c-10c combination in 20c territory.

It's priced right at **\$149.50**

IMMEDIATE DELIVERY!

Write for complete information on our Silver Quarter Conversion

Write today for descriptive literature and name and address of representative nearest you.

ARTHUR H. DuGRENIER, INC.
Manufacturers of America's Finest Cigarette Merchandisers.
5 Hale Street Haverhill, Mass. Phone: 4252

Sunstan Expands Coverage; Parks Major Locations

(Continued from page 62)
One was placed in the Sands Hotel and the other at a public beach.
The Southern New Jersey resort area will also get the Sunstan machines for the first time this season with franchises going to William Semple for Atlantic County and the Cape May County, Ocean City and Wildwood resorts to Walter Mooney. Semple and Mooney are Philadelphia operators. Semple is presently negotiating with Atlantic City officials for Boardwalk and beach locations. Mooney, in getting the rest of Southern New Jersey, also plans beach and hotel locations at all the resorts in his area.
In addition to Atlantic City, Semple has been given the franchise for four counties in Eastern Pennsylvania including Philadelphia, Montgomery, Bucks and Delaware counties. The territory includes many parks, pools and country vacation resort hotels.
The entire State of Maryland was franchised to Edwin Mack, operator at Taylor's Island, Md. Included in that territory are Ocean City, Rehobeth Beach, Taylor's Island and Chesapeake Beach.

NAAPPB Showing
Apart from the franchises issued, Avrigan disclosed that following a demonstration of the Sunstan machine at a regional meeting of the National Association of Amusement Parks, Pools and Beaches, 12 machines were sold by the company to 10 parks and pools in the Eastern Pennsylvania area. Marking the first time that these pools have had any type of vending machine, the locations include Fisher's Pool, Lansdale; Mermaid Lake, Norristown; Marble Hall Pool, Delaware County; Crystal Pool in Woodside Park, Philadelphia; Village Green Pool, Delaware County; Melo Park, Perkasie; Springfield Pool, Springfield; Boulevard Pool, Philadelphia; Highway Pool, Philadelphia, and the Somerton Springs Pool, Somerton Springs.
Parks owners, declared Avrigan, found the machines were not merely an added source of income but also provided an important service feature for the patrons at their pools.

DETROIT THEATER
(Continued from page 95)
M. Idzal, managing director, gave a substantial sum to get the fund started, and Wilson M. Elliott, house manager, donated a dozen baseballs.
During the first two years the baseball team was a vigorous but unrecognized activity. Interest of the entire staff now has been enlisted in the team. Lew McAllister, veteran stagehand at the Fox, has taken over as official coach for the group. McAllister is a former professional baseball player, one-time catcher for the Detroit Tigers, and baseball coach for the University of Michigan.
The way in which the beverage vender proceeds has contributed to improvement of staff operating conditions in the theater is apparent, according to management, and a spirit of loyalty has been built up thru this off-hours project.

Here's 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 FOB 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 MONEY-MAKER ON EVERY LOCATION!

Northwestern DUAL VENDER

1c AND 5c OR 5c AND 10c
Less Than 25 **\$45.00**
Less Than 100 **\$44.50**
100 or More **\$44.00**
Write, Wire, Phone



NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
105 16th Ave. Brooklyn 4, N. Y. Phone: Gadeny 3-3600

Earn BIG Profits ALKUNO 5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.
MODEL 500
Metal Cabinet and Base. Ht. on Base, 40" x 10" Wt. on Base, 64 Lbs.
Price **\$69.50**
Base **15.00**
Immediate Delivery in Green, Blue or Tan.
Write for Catalog of Complete Line of 5c Gum and Candy Vendors.
ALKUNO & CO.
408 Concord Ave. NEW YORK 24, N. Y. Melrose 5-7757

WRITE FOR OUR FREE ILLUSTRATED CATALOG



Rush Your Order Today VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$42.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)
Prompt Delivery.



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE

Non-Coin Operated
OPERATOR MAKES \$4.20 Per Week
On Sale of 2 Lbs.
WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE
1/2 Deposit, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

VEEDCO SALES COMPANY FINANCES ALL MACHINES FOR RESPONSIBLE OPERATORS LIBERAL ALLOWANCES ON TRADE-INS

PROMOTIONAL VENDING MACHINE SALESMEN

ESTABLISH YOUR OWN BUSINESS. We will furnish all necessary supplies, handle all of your correspondence, eliminate your entire office overhead; also, the machine you are now selling, or its equal in a competitive make, at the same price, or less than your present cost. This is your opportunity to collect 100% of the fruits of your efforts. Your reply will be held strictly confidential but will receive no consideration unless you supply the following information:
1. The extent of your vending machine experience.
2. The companies you represented.
3. The kind of machine you are now selling.
4. Your profit or commission on your present set-up.
5. The vendor you prefer to sell.
FOR MORE \$\$\$\$ IN YOUR CHOSEN PROFESSION WRITE BOX D-178, c/o THE BILLBOARD, CINCINNATI 22, OHIO.

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, \$42.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Standard Specialty Co.
3021 28th Ave. Oakland 19, Calif.

The National Foundation for Infantile Paralysis Encourages Others. Encourage It by Your Contributions

Cleve Ops in All-Out Promotion

Cohen Spearheads Drive To Offset TV, Baseball Bites

Concentrate activities on May hit tune record, "Don't Tell My Heart," with five State, two local association tie-ins, radio, papers, car cards used in campaign

CLEVELAND, May 14.—Faced with competition from television and equally as serious, a baseball situation whereby fans, unable to gain entrance to the ball park, turn to public locations to either see the game via video, or listen to it over a radio, music operators here have undertaken one of the heaviest promotion programs in the history of the coin-operated phonograph. Basing its entire program on the Hit Tune of the Month promotion which has been used successfully here for a number of years, the Cleveland Phonograph Merchants' Association (CPMA), at its monthly meeting Thursday (12), voted to continue with a promotional drive that would include not only special title strips and posters for their hit tune selections, but streetcar and bus cards, radio tie-ins with disk jockeys, newspaper ads and, in special cases, tie-ins with other associations throughout the country.

Spearheading this all-out promotional drive by the CPMA is Jack Cohen, president. Using *Don't Tell My Heart*, the hit tune for May, as a guinea pig, Cohen visited Cincinnati and Detroit association meetings, and sold them the idea of using the song as a hit tune at the same time the more than 3,000 Cleveland juke boxes would be featuring the same song. Then late in April, Cohen flew to Minneapolis and as a result of the trip, five State associations, Minnesota, Iowa, North and South Dakota and Wisconsin, all agreed to adopt the same song as their hit tune for May. This was accomplished despite the fact that only one recording was available, the one produced by MGM and featuring Buddy Kaye and His Quintet.

At the CPMA meeting Thursday, Cohen reported that the following promotions had been developed in connection with the May hit tune, and would be followed thru with subsequent selections:

Cards are now featured in every streetcar and bus in the Greater Cleveland area; a series of 14 ads, each featuring a different local disk jockey's picture, are running in *The Cleveland Press*, with the jockeys, in turn, promoting the recording by Kaye on their daily programs, and calling attention to the fact that *Don't Tell My Heart* is in the No. 1 spot on all juke boxes in the city; special tie-ins with local and national orchestras promoting the song in their locations and via radio remote programs, and, finally, trade paper advertising directed at juke box operators in all parts of the country call—(See *Cleve Ops Drive* on page 104)

Coronet Named Aireon Distrib In W. Virginia

KANSAS CITY, Kan., May 14.—The Coronet Distributing Company of Charleston has been appointed to handle the Aireon line in the West Virginia territory, it was announced this week by Bernard D. Craig, general sales manager for the manufacturing firm.

Coronet is headed by H. R. Young. H. H. Chinn is the sales manager of the distributing firm. A complete parts line has already been installed in the firm's headquarters, and work is now being completed on a service and refinishing department.

The firm also acts as distributor for United and Genco products in the territory.

TV in Reverse

WASHINGTON, May 14.—Evan Griffiths, of Pioneer Novelty Company, is one juke box operator who figures television helps rather than hinders the juke box trade. When a location first installs video he notices a 50 per cent drop in receipts, but this is followed by a steady climb. The reason, he says, is that the TV attracts more customers. As soon as the screen goes off, they start dropping nickels in the music machines. He claims about 80 per cent of his 60 juke box locations now have video and he is encouraging the rest to install it.

Long Breather From Video Competition in Cities of Less Than 50,000 People

FCC Generally Assigning Channels to Bigger Cities

WASHINGTON, May 14.—Juke box operators in cities and towns of under 50,000 population can expect a long breather from TV competition as a result of present thinking by the TV policy-makers at Federal Communications Commission (FCC). The present high-frequency channels will, in general, be kept for the top 140 cities in population.

When the ultra-high-frequency (UHF) band is thrown open for commercial operation, the new available TV channels are expected to be allotted chiefly to the smaller communities.

It is possible that the UHF range will open for commercial video at the same time the freeze is lifted for the present channels, but it is estimated that a lag of at least two years could develop before the competition of UHF video with jukeboxes could become even discernible.

Two Factors in Lag

The UHF time lag is bound to occur because of two factors. In the first place, no manufacturer of transmitting equipment is certain just what standards FCC will set for UHF telecasting. Therefore equipment manufacturers must start almost from scratch, once standards are set.

The same thing holds true for TV receivers. Set manufacturers are now tooled for making receivers for the present video stations. When FCC

makes its decision on UHF, the set makers will have to shift part of their production into UHF receivers.

In a recent poll of set makers by a group of TV engineers, the average manufacturer stated that it would be one year from the date of FCC's UHF decision before he would be able to put out UHF receivers on a daily basis. Individually, the answers ranged all the way from five months to two years.

Some Exceptions

The breathing spell, of course, will not be universal for juke operators in all communities of less than 50,000 population. Such places as Rock Island, Ill. (population—43,000); Ames, Ia. (12,500), and Bloomington, Ind. (21,000), have construction permits to build VHF stations. Such instances, however, are an exception. Many communities took over a channel allotted first to a bigger city and then "released" by FCC for want of applicants in the larger city.

Charles Buys Hubbard Music

BINGHAMTON, N. Y., May 14.—D. Robert Charles, president of the Binghamton Amusement Company, Inc., has purchased the equipment owned and operated by the Hubbard Music Company, Inc., here and will merge the two routes. Included in the purchase were 75 music machines and 25 amusement games.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

DECCA SETS UP VOCALION SUBSID. Diskery plans issue of cheap-priced wax to sell for 49 cents, plus tax.

CARAVAN ENTERS ADULT DISK FIELD. Kidiskery to enter adult field June 1 with three standard pop items.

DANA SWITCHES TO PLASTIC. Plattery changes over to plastic disks at same price, 79 cents.

POP BALLY FOR "KATIE KANGAROO." Song which bowed as a kidisk is set for extensive exploitation as a pop tune.

STABILIZATION SEEN FOR RECORD BIZ. Glenn Wallichs, Capitol Records prexy, sees end to confusion over disk speeds and early market stabilization.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Lieberman Music Will Celebrate First Birthday

MINNEAPOLIS, May 14.—First anniversary of the establishment of Lieberman Music Company here to handle distribution of Wurlitzer phonos will be observed Saturday (21) with a party at firm headquarters, 1124 Hennepin Avenue.

"This first year has found us meeting with an excellent reception and we are quite satisfied with the results," Harold Lieberman, head of the organization, declared.

"We went into the phonograph distributing business with some trepidation, but operators in our territory soon let us know that we were doing the kind of a job they liked. For me, that's the finest compliment I could receive."

Organization

The Lieberman Music Company was organized to take over the distribution of Wurlitzer phonos after the firm had decided to switch Twin Cities representatives. With Lieberman acquiring the line, Wurlitzer returned to the same Minneapolis address where it had been distributed for several years.

Only four persons, including Lieberman himself, were on the staff when the company was organized a year ago. Today there are 17 persons connected with the business.

Phono No. 1 Item

While Wurlitzer phonos remain the company's No. 1 item, Lieberman is also distributing Rock-Ola shuffleboards, Chicago Coin pin games and other equipment.

Jonas Bessler is general sales manager of the firm. Others on the staff are Ralph Kravetz, in charge of shuffleboard, assisted by Howard Noodleman; William Percy, phonograph service, with Cookie Nash his assistant; Wally Zellmer, pins and console service, assisted by Eddie Jakola and Harold Drew; John Dahlstrom, head of the parts department; Leo Duske, refinisher; Irene Lake, general office manager; Lolle Anderson, stenographer; Sam Gurewitz, bookkeeper; and Lester Rogstad and Norton Lieberman, salesmen. The record department is headed up by Vera Foster.

Other Operations

Before establishing Lieberman Music Company, Lieberman was in business as Acme Music Company. (See *Lieberman Music* on page 104)

Mitnick Named Representative In East for AMI

NEW YORK, May 14.—Jack Mitnick, in the coin machine business for 29 years, has been named Eastern regional representative for AMI, Inc. Associated with the juke box manufacturing firm in recent years as a distributor, Mitnick assumed his new post Monday (9).

As Eastern representative Mitnick will work closely with distributors in his territory. In about a week he will go on an extended trip to visit each AMI outlet east of the Mississippi. With several territories still not covered, new AMI distributorship appointments may be announced soon.

Often called upon to participate in industry-wide campaigns, Mitnick in 1947 headed a committee of Eastern coinmen which raised a sizable financial contribution for the Damon Runyon Memorial Fund.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, May 12, 1934.—Support for intermediate coinage continued to grow when the American Newspaper Publishers' Association adopted a resolution urging the U. S. Treasury to adopt a 3-cent coin while in session at the Waldorf-Astoria, New York. Previously a similar resolution was approved by the Coin Machine Manufacturers' Association in May, 1933, and a bill on a variety of small coins was introduced in the House of Representatives January, 1934. . . . The test suit of Henry Lemke for an injunction against interference with pin operations in Detroit was postponed for the third time due to an absence of attorneys. Meanwhile operators in the Motor City received unexpected support for their cause when the Parent-Teachers' Association, announced it would withdraw objections to licensing of pins if children under 16 were prohibited from playing coin amusement games.

New York candy operators were smiling because United Cigar Stores and the A & P Tea Company both announced they were selling bars for a nickel straight, instead of three for a dime. . . . A hearing on Mayor LaGuardia's appeal of a suit against Mills Novelty Company was held April 30, 1934. The mayor's counsel insisted that unreasonable restraint was being placed on New York police in carrying out LaGuardia's vice campaign. Meanwhile Mills's attorney argued that the court was correct in holding that Mayor LaGuardia had failed to prove that vending machines were gambling devices.

The Sicking Company, Louisville, was incorporated under Kentucky law with a capitalization of \$6,000. . . . Commissioner Paul Moss, of New York City's Department of Licenses, when asked for an opinion on pin games wrote: "These (pin games) we have been and are licensing are essentially games of skill rather than chance."

Continuing its sensational claims on the game Contact, Pacific Amusement, Los Angeles, advertised that it was selling 500 games daily. . . . David Robert Rockola was born April 26, 1934. The son of the Rock-Ola Manufacturing founder was listed as a future firm president in birth announcements. . . . Chicago coinmen were trying to outdo one another in lining-up accommodations for out-of-town operators planning to visit

10 Years Ago This Week

CHICAGO, May 13, 1939.—Joe Calcutt was featured in a *Saturday Evening Post* story as the world's largest game distributor. It credited the colorful North Carolina coinman with doing business in 12 foreign nations. Meanwhile the arcade business was booming in New York because of World's Fair visitors. . . . Declaring that the coin machine business was an acknowledged legitimate business, a Common Pleas court in Philadelphia granted a charter of incorporation to the Philadelphia Coin Machine Operators' Association. Victory in this struggle for recognition was achieved after a two-year fight.

New games on the market included Chicago Coin's Topper; Keeney's Up and Up; Genco's Fair, and Exhibit Supply's Skyrocket. . . . *The Billboard's* record buying guide for operators showed the leading tunes as *Little Sir Echo*, *And the Angels Sing* and the *Beer Barrel Polka*. . . . Walter Gummersheimer and Rudy Greenbaum joined the Rock-Ola Manufacturing Sales staff. . . . Orchestrola, Inc., entered the juke box manufacturing field in New York.

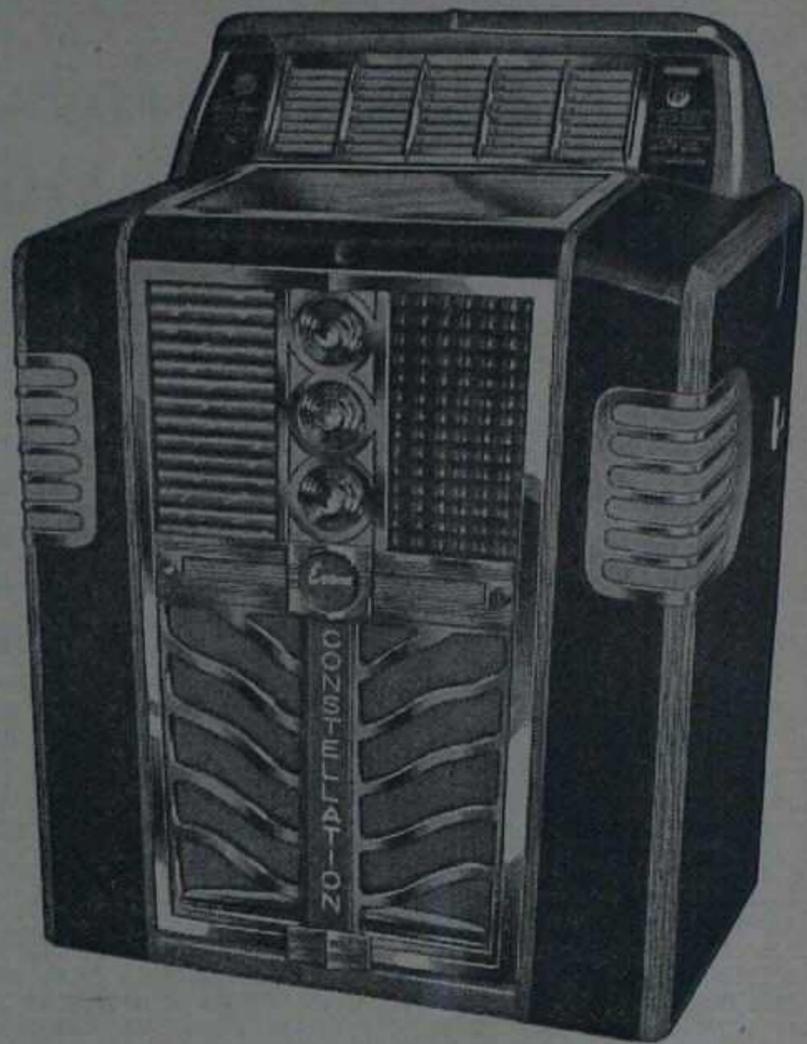
Pointing out the limited growth of coin machines up to May, 1939, was an account in *The Billboard* of equipment on display and on location at the World's Fair. Cigarette venders displayed were by the Rowe Company and Stewart & McGuire; amusement machines by Bally and International Mutoscope, and candy machines were placed on location by the Canteen Corporation of America, now known as Automatic Canteen. . . . Bally's drink venders were causing comment in New Jersey theaters. . . . With the five-ball novelty Box Score in heavy demand, Daval put on a night shift to step up production. . . . Harold Perkins, Mills executive, advised operators to diversify their equipment and take advantage of the sharp upswing in all phases of the coin field. . . . Moseley Vending was advertising used Gabels for \$45, used Wurlitzers for \$65, used five-balls \$17.50 and Liberty bells for \$25.

Chi's Century of Progress. Most manufacturers in Chicago agreed that the business improvement in 1933 was directly attributed to fair visitors. The World's Fair continued thru 1934.



HIRSCH DE LA VIEZ, president of the Washington Music Guild, is presenting the association's award for outstanding performance to June Christy, as the top songstress of swing. Arnold Fine (left), a Washington news columnist, acted as emcee at the party at which the award was made.

SERVICE—with a smile!



Everybody is happy with EVANS' CONSTELLATION

Locations enjoy its great entertainment value and powerful trade-stimulating attraction. Patrons respond with pleasure to convenient multi-selection and thrilling beauty of tone.

One who, perhaps, is most highly appreciative of Evans' Constellation in operation is the Service Man. Dependable performance, backed by Evans engineering and top quality construction throughout, practically eliminates the emergency call on location. Routine service is a matter of minutes, thanks to the handy, one-level arrangement of the Tuside Record Changer, adjustable pick-up arm and turn-table with fast front and top accessibility. Service—with a smile—is no empty phrase with Constellation Service Men!

The Operator? On the basis of Constellation's brilliantly satisfying all-around performance, he can be in only the most advantageous position, earnings-wise and cost-wise. Get factual proof from your Evans Distributor now!

H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 120

SPRING SALE

TO MAKE WAY FOR NEW EQUIPMENT!!!

2 Seeburg Factory-Built Pre-War Hideaways	\$215.00 Ea.
1 Seeburg Remote Consoles, Very Good	125.00 Ea.
25 Pre-War Seeburg 5c 3-Wire Select-o-Matics, Metal Covers, Very Good	14.50 Ea.
25 Pre-War Seeburg 5c Wireless Wall-o-Matics, Very Good	16.50 Ea.
10 Pre-War Seeburg 5-10-25 3 Wire Select-o-Matics, Marble Covers, No Cracks	39.50 Ea.
20 Post-War 5c Wireless Wall-o-Matics Very Good	34.50 Ea.
4 Post-War 5-10-25 Wireless Wall-o-Matics, Very Good	49.00 Ea.
4 Electro (Eastern Elec. Co Eight) Cigarette Machines	150.00 Ea.

ALL BEAUTIFUL EQUIPMENT — PRICED RIGHT — 1/3 DEPOSIT, BALANCE C. O. D.
Guaranteed as Advertised
MOHAWK MUSIC SERVICE Greenfield, Mass.
ARTHUR K. STRAHAN, Prop.

GIVE TO THE DAMON RUNYON CANCER FUND

Philly Ops Fight \$\$ Drop; Seek Method To Overcome Loss

(Continued from page 94)
largely from the television field, is the fact that there is a mounting decline in the number of location opportunities.

"We can't fight the inroads made by television," said Silverman, "but we certainly must face the fact that our nickel is further restricted by increased popularity of that form of entertainment. In less than a year there has been an increase of 130 per cent in the number of television receivers in operation in the Philadelphia area. On September 1, 1948, the television industry announced that there were 65,000 sets in operation. On May 1 the count was 150,000, and it is expected to reach a quarter million by the end of the year.

Biz Conditions

"In addition, we must also face the fact that there is a general decline in retail business both here and elsewhere in the country. Official government statistics show that the number of small retail businesses closing shop is mounting each month. And yet, with the marked decrease in machine collections because of television and the marked decrease in the number of locations open to us, the operator is expected to meet the increased costs in operation and in equipment with the same nickel—in fact, with fewer of the same nickels."

Fewer Ops

Silverman further brought home the fact that the manufacturers must realize that, "unless we get price relief in new equipment, there will be no operators remaining to buy machines at any price." He presented figures showing that the number of pinball operators in this area decreased between 40 and 50 per cent

during the past three years, "and unless there is price relief from manufacturers, the percentages are bound to become greater in a shorter space of time."

The manufacturer representatives also presented their side of the price problem, pointing out that increased material and labor costs plus higher taxes made present prices necessary. Some even declared that their firms were showing a loss in operation. However, they were all agreed that an immediate solution must be found to the price problem and all promised that they would "try to work it out" to the satisfaction of the operator.

More Rural Areas Get Electricity as REA Ups Loans

WASHINGTON, May 14. — Rural Electrification Administration (REA) thru loans has been instrumental in lifting the ratio of farms and rural businesses receiving electricity from 11 per cent to 72.8 per cent during the 14 years of its existence, an REA study revealed.

Despite the progress, REA said, about 1,500,000 rural dwellings and establishments are still without electricity. The agency has loaned \$1,742,485,858 for electrification, with only \$1,039,233 of that sum now in default.

Properties connected with electric lines thru REA loans now number 2,588,033, of which about 10 per cent represents rural businesses—possible locations for coin machines.

Cleve Ops Drive To Offset Video

(Continued from page 102)

ing attention to the tune. In addition Cohen said that operators in Cleveland would begin a test of the hit parade posters in some locations next month to see what results could be obtained from this promotion. Cohen also has brought the Dennison Sales Company play-promoter to the attention of the association, and when production of this item starts, Cohen indicated it would also be tested by the CPMA membership.

"We can't wait for miracles to happen in this business," Cohen said. "We in Cleveland are going out to promote our music, and we feel that a strong promotion program is our major defense against television and baseball competition. Many of our members report their business has dropped more than 30 per cent as a result of video and baseball. We feel it would have been even more serious if we hadn't started our drive to create patron interest in the phonographs."

Further plans to increase promotional activities of the CPMCA will be taken up at the next meeting, scheduled to be held during the first week in June. By that time results on the *Don't Tell My Heart* promotions will have been received and the CPMA will be able to evaluate the success of the drive.

According to local record stores, the publicity given the song in Cleveland to date has made the disk one of the top sellers here.

Aireon To Conduct School for Ops in Missouri and Kansas

KANSAS CITY, Kan., May 14.—Dave Cooper, head of Advance Music Company here, this week announced the inauguration of a series of school sessions for Aireon operators in this territory, with the first one to be held May 30.

Cooper said that notices of the contemplated meetings have been mailed to operators in Western Missouri and Kansas and a large number of them have signified their intention of either being on hand personally or sending one of their servicemen on to attend.

Classes will be directed by Ed King, Aireon's field service manager, and Sim Tyler, of the firm's engineering department.

LIEBERMAN MUSIC

(Continued from page 102)

combination operator and distributor, and the Twin City Novelty Company, pioneer coin machine operation started by his father years ago. Both those firms have been continued, with headquarters also at 1124 Hennepin Avenue.

Lieberman has invited all operators to drop in at his establishment on the day of the birthday party. Refreshments will be served, he said.

For the Finest in Record Reproduction

Use the New
G. E. Magnetic High Fidelity
LIGHTWEIGHT PICKUP
With Removable Needle

- No Needle Scratch
- Only 1/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



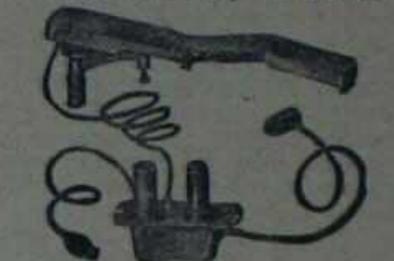
Wurlitzer Seeburg Rock-Ola AMI \$14.95

Elec. Cancel \$4 extra
Also other makes.
ADVANCE MUSIC CO.

1808 Grand
Kansas City, Mo.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburg
Perfect Tone—Easy on Records



Nothing to change—just plug it in.

JACOBS MANUFACTURING CO., INC.
Stevens Point Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
81 Thomas Ontario, Canada

WHY PAY MORE? JUKE BOX TUBES

STANDARD BRANDS—BRAND NEW

2A3	\$.99	6L6CA	\$.87
2D21	1.18	6SC766
5U4C59	6SJ759
5V4C86	6SL7CT69
5Y3GT/G38	6SN7GT64
5Z359	6X5GT59
6AL569	70L7GT	1.24
6C419	8045
6J549	8379
6J7GT79	205083
		2051549

LECTRONIC RESEARCH LABORATORIES
1021 Callowhill St. Philadelphia 23, Pa.

FOR SALE

Wurlitzer 1015's in excellent condition with the new Cobra Tone Arm, price, \$350.00. 1/3 deposit required and balance C.O.D.

WEST SIDE NOVELTY CO.
547 Swallow St. Edwardsville, Pa.
Tel. No.: Kingston 7-3041

FOR SALE

Automatic Phonograph, loud speaker, amplifier combination, phonograph and amplifier, one unit in cabinet. Eight-inch Old Loud Speaker in separate portable cabinet. Automatic Phonograph is new. Amplifier specially built. Speaker "clear" for four city blocks. \$75.00 F. O. B. complete. Value far exceeds purchase price being asked. THOMPSON & BERRY STANDARD SERVICE, Third & Branson Sts., Marion, Ind.

FOR SALE

PIANO ROLLS, 12" SIZE, TO FIT
LINK COIN AUTOMATIC PIANO

Contact
Thistle Inn
2395 Glendale Blvd. Los Angeles, California

OUR INCREASED PRODUCTION MEANS
LOWER PRICES AND GREATER PROFITS
TO YOU!
GET YOUR SHARE of the HEAVY SUMMER BUSINESS WITH
TRADIO AND TRADIO-ETTE
PIONEER COIN-OPERATED HOTEL AND MOTEL RADIOS
REALIZE YOUR INVESTMENT IN A FEW MONTHS
WRITE AT ONCE FOR EXCLUSIVE TERRITORY!
(Special Lower Prices if You Act Quickly)
TRADIO 1001 FIRST AVE. • ASBURY PARK, N. J. • ASBURY PARK 2-7447

40 Selections from 20 Records



Get the RIGHT amount of music
—not too much, not too little!

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2

Promotion Key to Shuffle Income

City Survey:

Los Angeles Ops, Distribs See Shuffle Pic Stabilized

By Dean Owen

LOS ANGELES, May 14.—While the lush profit days of last fall are a thing of the past so far as the local shuffleboard picture is concerned, the industry has stabilized itself to the point where manufacturers, jobbers and operators can expect a reasonable income from the games. Competition has been mainly responsible for driving backyard shuffleboard manufacturers out of the picture and concentrating the business in the hands of approximately a dozen local plants and an equal number of jobbers. Today it is the quality brands which pay off.

estimated that out of approximately 5,000 boards in Southern California, half are handled by operators. Those operators who still find boards offering a reasonable return on their investment are going all out on the service phase.

As an example, Lee Walker, one of the local operators, calls on locations twice weekly, checking playing surfaces and the level of the board. Such operators as Hal Hanlin, Sol Schwartz and Harold Sharkey also stress the service angle.

Times Change

A year ago many operators thought they had found in shuffleboards the ideal equipment that would require no servicing. These operators soon found their locations topped by competitors who offered newer boards and better service. Shuffleboard (See Los Angeles Ops on page 108)

Space Shortage Holds Up Shuf'l Biz in Hartford

HARTFORD, Conn., May 14.—The there has been no great influx of shuffleboards here, Hartford territory coinmen point out that only lack of suitable facilities has held up the expansion of their use.

One executive expressed the belief that shuffleboards, however, will continue to do well in the areas already using the game. He added that if "plenty of land for expansion of present amusement locations in the Connecticut area" was available, shuffleboard business would expand more rapidly in the State.

Keeney Buys Producing, Sales Rights of Scoreboard Concern

CHICAGO, May 14.—The J. H. Keeney Company, thru President Pete McGinnis, announced Friday (13) that it has purchased the full production and sales rights of the American Scoreboard Company. With the sale, American Scoreboard, with offices and plant at 3017 Sheffield Avenue here, was dissolved.

Keeney will place three shuffleboard score units in production immediately, a plastic numeral scoreboard, a deluxe model for regular shuffleboard scoring, and a deluxe model which combines regulation scoreboard with horsecollar and baseball scoring. The plastic model, as produced by American, is already in use in locations and has been used in place of score sheets. Unit is available either with coin box or control button operation. Coin box is equipped with a slug rejector.

Plastic Model

Scoreboard on the plastic numeral model is designed with two vertical columns of white and red plastic numeral buttons and lights up automatically and progressively as scoring buttons are pressed. Board registers game complete at 15 points when two players participate and at 21 points when four play. This unit is furnished with two sets of

Maintains Interest at Peak As Initial Novelty Wears Off

Posters, advertisements, trophies and cash prizes are all important factors in publicizing play—conditions vary according to locality operator covers

CHICAGO, May 14.—Promotion, ranging from inter-location signs to out-and-out publicity drives for newspaper space, has become one of the most important phases of shuffleboard operation. While a board at-

major step in the promotion program, but it must be followed up if full advantage is to be realized.

Various Methods

Promotion is a broad term, and when applied to shuffleboard takes on various meanings. Actually, there are many methods the operator can employ to increase the income from his boards. Some of them have been tried and found workable—others have failed. It is the former that can be used as a basis for most operators, who can expand on them to meet their local requirements.

Perhaps the most common method of promoting a shuffleboard is the use of a poster which can be installed in the window or placed in the interior of a location to call attention to the board. Wording on these signs should be short, just enough to catch the eye of a prospective patron. A sample, with the word Shuffleboard in large type or hand-lettering, follows:

This is the fourth and final installment in a series of articles on the formation of shuffleboard leagues, and methods of promoting shuffleboard play. If you desire reprints of this series, please send your name and address to The Billboard, 155 North Clark Street, Chicago.

tracts interest almost from the hour it is placed on location, it has been found that only thru sustained promotion can play be increased. Formation of leagues and tournaments is a

HAVE YOU PLAYED SHUFFLEBOARD?

Try your hand at the game that is sweeping the country.

A second card, and one that has been used widely in the larger cities, is especially adaptable to window displays. It reads:

(location)

The Club

Now Features

SHUFFLEBOARD

For Your Enjoyment

Prizes

While attracting the patron to the shuffleboard is important, in most cases this is the easiest task facing the operator. It is far more difficult to keep interest at a high point on a consistent basis, and it is here that (See Promotion Key on page 110)

Chambles Sets Plans for New Plant in Texas

EL CAMPO, Tex., May 14.—A new production plant will soon be built here, according to W. J. Chambles, general sales promotion manager of the Chambles Shuffleboard Manufacturing Company. The shuffleboard firm is a division of Chambles Industries which also manufactures furniture, playground equipment and premiums.

Chambles said that the new plant has been planned for a minimum production schedule of 35 boards daily and a maximum of 50 and that output will be on an assembly line basis. In its present plant the firm capacity is approximately 20 per day.

Boards produced here are available in lengths from 16 to 24 feet and five types of playfield: maple; die-stock, micarta, formica and stainless steel. The production plant is under the direction of Earl N. Chambles.

Precision Rolls On Shuffleboards

CHICAGO, May 14.—The Precision Company is now in production on a full line of shuffleboards, according to Nels Malmgren and H. M. Smedberg, partners in the firm here. They have moved to a new plant at 7936 South Chicago Avenue.

Precision's cabinets are made of hard wood and its playfields are available in either die-stock or maple. For some time the firm has specialized in the manufacture of pucks for shuffleboard manufacturers.

Help Charity

SCHENECTADY, N. Y., May 14.—When a shuffleboard tournament in Rupsis' Grill wound up during the recent Milton Berle "telethon" for the cancer drive the winning team donated its prize money to the cause. Owner Anthony Rupsis increased the gift to make it an even \$100.

SHUFFLEBOARDS

20-FOOT
MAPLE TOP
SHUFFLEBOARD
with DELUXE cabinet

\$315

COMPLETE WITH ACCESSORIES

22-FOOT
SHUFFLEBOARD
BLACK MASONITE
DIE STOCK with
DELUXE cabinet

\$295

COMPLETE WITH ACCESSORIES

A REAL BUY!

OVERTOP AND WALL MODEL

Electric SCOREBOARDS Write!

MID-STATE COMPANY

2369 MILWAUKEE AVE.
CHICAGO 47, ILL.
Dickens 2-3444

BOWLING PINS FOR SHUFFLEBOARDS

THESE PINS ARE MADE OF PLASTIC AND WILL HOLD UP LONGER
ORDER A SAMPLE SET TODAY WITH RACK, ETC.
OPERATORS, WRITE FOR QUANTITY PRICES
1/3 DEPOSIT, BALANCE C.O.D.

\$25.00

L. J. GORECKI

1202 So. 13 St.

Manitowoc, Wis.



SHUFFLEBOARD EXPERTS in the Indianapolis area turned out en masse last week to attend the Victory Banquet marking the end of the first organized league play in that city. Mrs. Marguerite Stone (left), secretary of the Standard Shuffleboard Leagues in Indianapolis, is awarding the winning team trophy to Bill Allison, captain of the Sherman Bar team (center), while Mike Dunn, WXLW announcer and Victory Banquet emcee, looks on.

All Bbones { KEnwood 6-2630
 { KEnwood 6-3623

NATION WIDE NOVELTIES, INC.

4615-17 South State Street
Chicago 9, Illinois

Manufacturers of
FINE NOVELTY
FURNITURE AND
SEWING MACHINE
CABINETS



AMERICA'S FINEST SHUFFLEBOARD

May 17, 1949

Mr. Distributor:

If your business is good and if you are making all the money that you care to make, it would be a waste of your time to finish reading this letter. On the other hand, if you are interested in a real money making DISTRIBUTOR deal for your territory, we have it.

This is the second year that we have been manufacturing Shuffleboards and we have as good a product as any competitor and you can sell it to your customers for less money. This is a broad statement but strictly true and we can prove it to you. Our experience in mass production on cabinets and various items enables us to do this, and for several months our entire production has been devoted to Shuffleboards.

With \$15,000.00 in cash prizes being given away here in Chicago at the Shuffleboard Tournament June 16th to 19th, inclusive, and with Shuffleboard parlors being installed in all sections of the country, haven't we an item for you to merchandise if our Shuffleboards are as good as the best, and our prices are lower?

New model cabinets now in production. Finest Maple wood play fields or Masonite Die Stock finished properly.

Yours very truly,

NATION WIDE NOVELTIES, INC.

Chas. M. Gillard
Chas. M. Gillard,
President.

CMG:gsm

H & L To Intro New Score Unit; Set Up Distribs

LOS ANGELES, May 14.—A new shuffleboard scoring unit, Telescore, is being put on the market by the H & L Manufacturing Company. Several new features have been incorporated in the unit, according to C. A. Hale and Frank Lamb, of the firm.

The unit is a double-faced coin-operated score counter which can be operated by remote control where coin chutes are not permitted. A light, compact scorer, it can be mounted either on the rail of the shuffleboard or on the wall. It is controlled by score buttons at either end of the board. Telescore is in a mahogany cabinet, 42 inches high. The upright beam box is 34 inches and the illuminated box is 23 inches.

The stepper units are easy to service, according to Hale. An operator only has to unlock the hinged lid and tilt the light box back to bring the units into position for easy inspection. To make the scorer practically trouble free no relays are used.

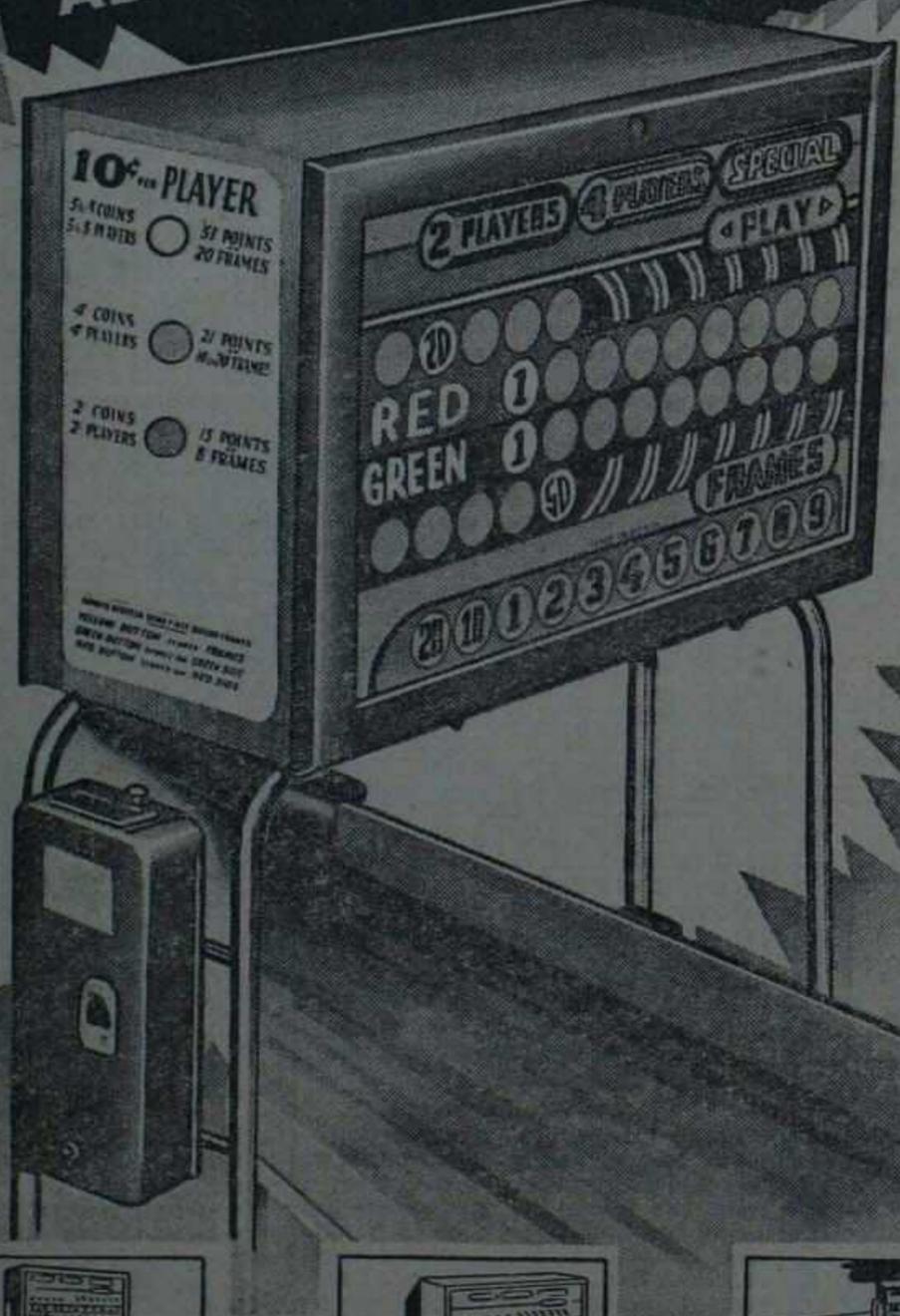
Telescore also features an A.B.T. slug ejector.

CHECK YOUR NEEDS	
Reconditioned Like New	
Used Shuffleboards	Nationals 14 to Americans 28 ft. \$299.50 F.O.B. N. Y. C.
Highly Polished Precision Steel SHUFFLEBOARD WEIGHTS	Set of 8 \$12.00
Master Fast, Moisture Proof, Powdered SHUFFLEBOARD WAX	35¢ 1 Lb. Can
LIQUID WAX CLEANSER	50¢ 1 Qt. Can
SCORE PADS	70¢ Ea.
Numbered, 100 Sheet Pads SHUF-L-BOWL	Sample, List Price, \$22.25 \$25.00
Quantity Prices on Request W. Dep., Bal. C.O.D., F.O.B. N. Y.	
U. S. SHUFFLEBOARD EXCHANGE	
64 E. 42ND ST., NEW YORK 17, N. Y.	

You are behind the times if you don't have

GENCO'S ALL-PURPOSE SHUFFLEBOARD SCOREBOARD
ALL-ELECTRIC-COIN CONTROLLED

IT DOES EVERYTHING!
 FRAME Scoring
 POINT Scoring
 HORSE COLLAR Scoring
 BASEBALL Scoring
 STANDARD Scoring



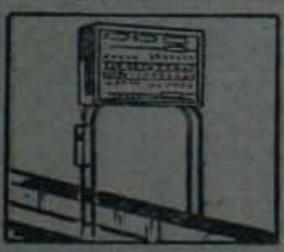
GENCO'S "ALL PURPOSE" SCOREBOARD

- 2 Players 15 Points or
- 2 Players 8 Frames
- 4 Players 21 Points or
- 4 Players 10 Frames or
- 4 Players 10 to 20 Frames (Adjustable)
- Horse Collar-Baseball
- 5 or More Players 51 Points
- CHEAT PROOF COIN BOX
- DOUBLE FACED SCOREBOARD
Suspended on Beautiful Chrome Tubing
- COIN METER INSIDE SCORE RACK RECORDS ALL COINS PLAYED
- SCORING BUTTONS
- FRAME BUTTONS
- REGULAR STANDARD PLAY BUTTONS
- ATTACH TO WALL ● ATTACH TO STAND ● ATTACH TO SHUFFLEBOARD

PRICE

\$199⁵⁰

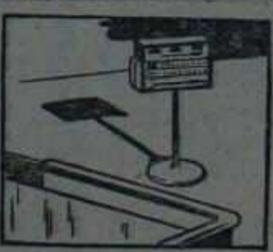
ORDER FROM YOUR NEAREST DISTRIBUTOR



ATTACH TO SHUFFLEBOARD



ATTACH TO WALL



ATTACH TO STAND

SHUFFLEBOARD DISTRIBUTORS: WRITE, WIRE OR PHONE FOR DELIVERY DATES



2621 N. ASHLAND AVE.
 CHICAGO 14, ILLINOIS

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!

DISTRIBUTORS
Some exclusive territories are still open—get the facts today!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.



MERO MANUAL or COIN OPERATED ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collection.

\$119.50
To Operators



ABT COIN BOX

\$30.00 additional
Complete with remote control buttons.

- Instant acting scoring at both ends of board.
- Automatic counter registers accurate number of plays.
- Mirror front—multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.

MERO INDUSTRIES

MERO BUILDING
1332 W. 69th ST., CHICAGO 36, ILL.
Phone: HUdson 3-2387

Los Angeles Ops, Distribs See Shuffle Pic Stabilized

(Continued from page 105)

players, operators are learning, refuse to use inferior equipment when they can patronize another location that affords a good playing surface.

The question of plastic and wood-topped boards is no nearer being settled locally than it was a year ago. Some operators use wood exclusively and others swear by the plastic. It is all a matter of neighborhoods. Moving a wood-topped board into a location where players have been using plastic tops will lower the take. The same holds true where wood tops are the favorite.

Even the spending is down, shuffleboards are becoming increasingly an operator's item. Many location owners who tried to run their own boards are finding the cost of upkeep prohibitive and are calling in operators. Most operators agree that a location owner will not take care of a playing surface properly even tho it means loss of revenue.

Clean Board

As Dave Gould, of American Shuffleboard Sales, reports, "A clean, well-lighted well-polished board pays handsome dividends. The success of shuffleboard operation depends solely upon how the equipment is kept." A shuffleboard, he feels, should be regarded as a precision instrument and treated as such.

The average income for shuffleboards in this area, according to the survey, is now \$20 per week. This is in comparison to a \$15 average for music machines. Most operators feel that if the boards are paid for, money can be made even if the weekly gross drops to \$10.

In some instances coin-operated scorers have helped operators, but only where the units are in the low-price brackets.

The pet complaint of local operators is against horsecollar. While this may be all right from the location owner's standpoint, it is a definite hazard to operators, the survey shows. Horsecollar, operators say, is not a skill game. While only one-third as many play horsecollar in comparison to those playing shuffleboard, the former players are likely to hog the board for an evening. As a consequence, the regular shuffleboard addicts take their business elsewhere. One operator reported a super \$100 weekly spot dropped to \$10 in seven weeks because of horsecollar. As soon as the fever for horsecollar waned, this operator reported, shuffleboard was thru, because those players who liked the straight game were patronizing another location.

A warning against becoming involved in shuffleboard leagues was given by one operator, who wished to remain anonymous. For allowing a tavern owner to talk him into participating in league play the operator soon found himself being asked to donate prize money.

Loops Vs. Tournaments

Leagues, from the operator's standpoint, are generally poor business, for, while the tavern owner does a brisk bar trade, the gross from the board is nil. League players in this area, it has been found, visit a location once then seldom return. Tournaments, on the other hand, give operators a better break because the players are usually from one district so the chances that a percentage will regularly patronize the location is materially increased.

Top locations in Southern California are taverns, with an estimated 90 per cent of them now using shuffleboards. While most tavern owners are cognizant of the value of shuffleboard play, others balk at the prospect of giving up space that might seat 20 or 30 potential customers. This is offset by the lowered percentage of bar tipplers which is down some 30 to 40 per cent over two years ago. Smart tavern owners believe that keeping those customers content who

still do their drinking in bars is of prime importance. Shuffleboards, according to this group, are the only answer.

While many of the larger barrooms are still sans shuffleboards, they are a must for neighborhood bistros. Taverns which have eliminated their boards have hastened to replace them, finding business going to other locations.

Resurfacing problems are on the increase both for operators and location owners, with charges for such service varying from \$25 to \$85 on a straight time and material basis. Some local jobbers, anticipating this phase of the business, are now setting up their own resurfacing departments. For example, American Shuffleboard Sales now has a deal whereby they will resurface a board on location in four hours.

While the sale of new boards has fallen off for some firms, it continues to stay on level keel for such distributors as Bud Parr, of System Amusement Exchange; Walter (Solly) Solomon, of the E. T. Mape Company, and Ray R. Powers. Replacement of inferior and worn-out boards is providing a good portion of local business. A brisk sale in new tops is reported by Parr, who says, "Aside from our regular shuffleboard business we are now supplying operators and location owners with new playing fields. And business is increasing."

Much of activity among local manufacturers and their sales reps is now centered in the Northwest, where the game is really catching on. Another wide-open field is Texas.

From the promotional standpoint, little if anything is being done to capture public interest in the game. As a result, league and tournament play is in most instances disorganized. While operators shun local league play, distributors have learned that play in areas where leagues are organized is 50 per cent greater than in sections depending on single players. An all-out promotion of leagues is the only answer, some coinmen feel. Up to the present time, however, little has been done in this direction.

Locations for shuffleboards locally, other than taverns, are few and far between. A shuffleboard arcade was tried out in Pasadena some months ago, but the game was too new and proved to be not only a problem of attracting customers but also of educating them to the game. The combination of the two, at that time, was too great a hurdle.

New Arcade

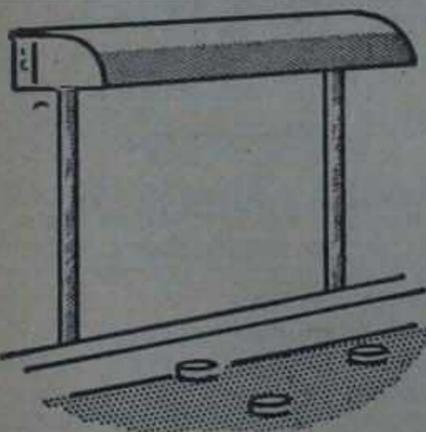
However, the picture from that standpoint is brightening. Two local business men, William Nurie and Harry Pincus, are building a shuffleboard arcade in Santa Monica with a combination soda and sandwich bar. If the venture proves successful they plan to open a string of such establishments from San Luis Obispo to San Diego. Another arcade featuring shuffleboards has been opened in Los Angeles' West Side but is too new to offer any barometer for future promoters.

Some boards have been tried in outdoor locations such as miniature golf courses, but the local fogs have taken a toll of playing surfaces, the combination of daytime sun and damp nights proving a handicap.

So far as locations are concerned the situation locally presents problems not found in many metropolitan areas, for all types of coin-operated games such as pinballs and roll downs have been outlawed by a city ordinance. From the operator and distributor standpoint, shuffleboards have been a salvation.

SELLING SHUFFLEBOARD BUSINESS

Popular maple top boards, used less than 30 days. Like new 16-18-20-22 ft., \$245 to \$350. New Jr. Shuffleboards, 665 each; 7 Roll-downs, like new, \$75 each. Also Shuffleboard Truck which hauls 30 boards. Will sell or trade for new Pin Games, One Ball or Music.
VENETIAN MUSIC CO.
1729 Howard St. Omaha, Nebr.



YOU WILL EARN MORE WITH PURVEYOR'S "NU-LITE"

Gives New Life to Shuffleboards!

Attractively finished fluorescent fixture that screws on side of Shuffleboard. Shiny chrome uprights, heavy duty, best quality, 25" wide.

SET OF 2 LAMPS **\$19.50**

PURVEYOR SHUFFLEBOARDS

With maple or formica top. 16', 18', 20', 22' lengths. Sturdy, slick, dependable performers. WRITE FOR PRICES

PURVEYOR STANDARD SCORE BOARDS

\$119.50 \$20.00 extra for Coin Operated Model. Lightweight, rich natural wood cabinet, mounts on wall. No glass, no glare. Score buttons for both ends of Shuffleboard.

PURVEYOR ORIGINAL SHUFFLEBOARD CLAMP-ON FLUORESCENT LIGHTS



Fits all makes of shuffleboards. Easy to install, adds to the flash and playing appeal of your board. Beautifully chromed to synchronize with the finest decoration scheme.

SINGLE **\$19.50** PAIR **\$35.00**

25% WITH ORDER, BALANCE C. O. D. CASH WITH ORDERS UNDER \$25.00

PURVEYOR SHUFFLEBOARD CO.

MANUFACTURERS

4322-24 N. WESTERN AVE. PHONE: JUNiper 2-1814 CHICAGO, ILL.

PROFIT MAKING **NEWS** FOR EVERY SHUFFLEBOARD OPERATOR!

J. H. KEENEY & CO., INC., PROUDLY ANNOUNCES THE ACQUISITION OF THE AMERICAN SCOREBOARD COMPANY AND IS NOW IN FULL PRODUCTION OF ITS WELL-KNOWN AND UNIVERSALLY POPULAR SHUFFLEBOARD SCOREBOARDS.

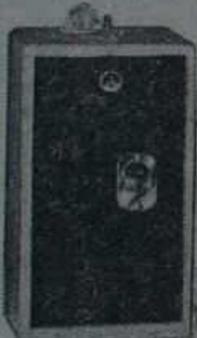
operators get paid for every game played!

The KEENEY

IMMENSELY POPULAR — LOW PRICED PLASTIC NUMERAL SHUFFLEBOARD SCOREBOARD

Thousands of locations have proved this mighty attractive, natural wood grain, low priced Plastic Numeral Scoreboard increases shuffleboard earnings up to 50%. Available with control button or coin operated. Coins must be paid for every play. Scores automatically as blue or red buttons are pressed. No location attention. Furnished with 1 set of 2 scoring buttons for each end of board. Slug rejector returns bent or spurious coins. Simple, accessible mechanism. Names of all popular shuffleboards stenciled in upon request.

3c or 10c Chutes
•
Extra-Large Cash Box



Weight: 37 lbs. Size: 11" W. x 30" H. x 6" D.

KEENEY **DeLuxe** MODEL SHUFFLEBOARD SCOREBOARDS

Obtainable in regular shuffleboard play — or in combination of Regular Shuffleboard and Horse Collar play. Automatic scoring advances progressively at each touch of buttons. Coins must be inserted for every play! Cabinet color choice: burgundy, cobalt blue or green finish. Furnished with 5c or 10c chutes, as specified. Slug rejector equipped.

Weight: 58 lbs. Size: 26" W. x 32" H. x 7" D.

Order Yours Today—The Plastic Numeral model to the left or both DeLuxe models to the right are designed for wall mounting and may be hooked up on the same current line as shuffleboard.

Write **SEE YOUR KEENEY DISTRIBUTOR**
J. H. Keeneey & CO., INC.

2400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS



THE BOARD EXPERIENCE BUILT!!!
"World's Truest - - - Fastest"

PENN'S
Black Beauty
SHUFFLEBOARD

THE LOWDOWN...

WHEN YOU DO WHAT YOU DO, DEMAND THE BEST!!!

SET YOUR SIGHT on the greatest prize in the realm of game, the leader of the pack.

READY, STEADY, AIM, FIRE!!!!

You don't have to be a sharpshooter to bag, for your very own, the most coveted trophy in the American Amusement Industry's game hunt. Penn's "Black Beauty" Shuffleboard, that is, with the pat. pending, adjustable "Cosolite" playfield, guaranteed against warpage, splitting, chipping and excessive resurfacing expenditures.

SIMPLY take advantage of the opportunities offered by "THE BOARD EXPERIENCE BUILT," the WORLD'S TRUEST-FASTEST. REMEMBER, PENN'S "BLACK BEAUTY" is demanded by operators and players alike.

WHEN a shuffleboard's GOT IT, it's GOT IT.

SO, when you DO IT, DO IT.

Make your application for a 100% protected Penn Distributorship today.

Signed: "MR. SHUFFLEBOARD"
Jackson Downs

ADJUSTABLE
"EBONIZED-COSOLITE"
PLAY FIELD

Designed To Eliminate:

- Warping
- Splitting
- Resurfacing
- Chipping



SOME DISTRIBUTORSHIPS AVAILABLE IN 100% PROTECTED TERRITORIES

Write—Wire—Phone

SIZES
13' 4"
16'
18'
20'
22'

PENN SHUFFLEBOARD CO.

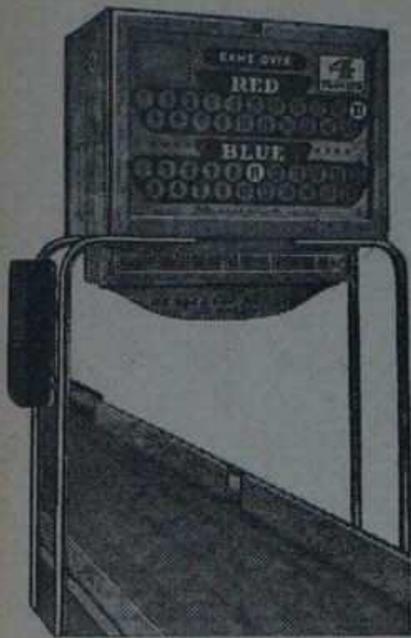
DIVISION OF
COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

Cabinet Makers Since 1888



MONARCH—THE ORIGINAL

Electric, Coin-Operated
"FRAME-SCORING"
SCORE BOARD

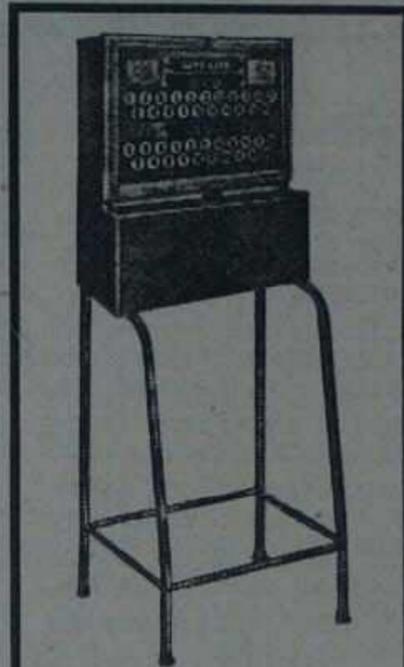


First and finest Shuffleboard Score Board to incorporate Frame and Point Scoring! Scores 15 points or allows 8 frames for 2 players; 21 points or 12 frames for 4 players. Game ends when necessary points are scored or all frames are played. Makes Shuffleboard play faster, more interesting, more profitable! Available in Wall, Floor and Center-Overhead Models.

**WRITE FOR
 NEW LOW PRICES!**

**SPECIAL CONVERSION
 UNIT AVAILABLE**

Makes "Frame Scoring" Board of any
MONARCH SCORE BOARD
 Quickly, Easily Attached



**MONARCH
 FLOOR MODEL
 SCORE BOARD**

Complete unit includes modern design stand of highly polished chrome steel tubing. Made to give years of service. Has crutch-type rubber feet. Delivered knocked down; assembles in minutes.

MONARCH DELUXE SHUFFLEBOARDS

THE FINEST THAT MONEY CAN BUY!

• Solid Maple, Alcohol-Resistant Tops! • 22-Ft. Boards Also With Walnut Inserts! Easily, Quickly Installed. • Special Piano-Type Legs for Strength. • Boards Come Complete With Necessary Supplies for Immediate Operation. Includes Electric Window Flasher Sign!

Fluorescent lighting built into moulding of all 4 corners, ready to plug in, available at moderate additional cost. Greenfield Cable insures safety. Automatic Leg Levelers also available. Self-adjusting to any floor.

NOW DELIVERING

18 FT. AND 22 FT. REGULATION MODELS. 12 FT. JUNIOR MODEL, SOON!

MONARCH "SHUFFLETTE"

Reg. U. S. Pat. Off. Pat. Pending.
 8 ft. Fast-action Rebound. Takes in 20¢ per game, 2 players.

LIVE WIRE DISTRIBUTORS!

If you want the finest Shuffleboards in America and a complete Operators' set-up, it will pay you to make a special trip to see us.

Headquarters for Supplies, Accessories, Trophies. Let Us Know Your Needs



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

SHUFFLEBOARD BOWLING GAME

Model "BOWL 'EM DOWN"
B

Set consists of 10 5-in. Pins—2 Bowling Balls—2 Signs—1 Pad Score Sheets—1 PLASTIC RACK. **LIST \$17.00 PRICE \$7.50**

Jobbers and Distributors—write, wire or phone for your reduced prices

"MODEL A"—Set consists of 10 5-inch Pins—1 Rack—2 Bowling Balls—1 Pad Score Sheets—2 Signs. Complete Set for only **\$7.50**

Pin bottoms are weighted and padded, will not fly off table.

1/2 Deposit—Balance C. O. D. Certified Check or Money Order—F.O.B. Chicago.

6 oz. Pins for all size Shuffleboards **\$7.00** per set of 6

Will improve your play on your board.

MINIATURE BOWLING PIN CO.

1116 W. 31ST STREET PHONE: YArds 7-0571 CHICAGO 8, ILLINOIS

Promotion Key To Shuffle \$\$; Interest in Game at Peak

(Continued from page 105)
 the tournament and league play becomes important.

Formation of these tournaments and leagues has been covered in *The Billboard* during the past three weeks. Just how these organized plays can best be promoted is yet to be worked out. However, from the scattered results of initial league and tournament activities, it appears that the use of trophies and cash prizes are the most acceptable. It has been recommended that the trophies be prominently displayed during the league play, and that notice of cash prizes be publicized thru posters prominently displayed in each of the participating locations.

The Standard Shuffleboard Congress of America, the Four-State Tournament to be played in Chicago next month, has been advertised in all locations in the Indiana, Illinois, Wisconsin and Michigan territory via large, two-color posters, giving the \$15,000 cash prizes particular prominence.

It has also been suggested that the winning team's sponsor (location) hold a dinner party, with members of the team and their escorts admitted free, the balance of the guests to be charged. Thus interest is retained for the next league play to follow.

While it is not, as a rule, feasible for a location, or an operator, to insert a paid ad in the local press to advertise shuffleboard in a location, it has been found that ads can help considerably in promoting interest in the boards if properly handled. For example, a short, one-line tag in a location's regular ad, We also feature shuffleboard, can help.

Roy Bazelon, president of Monarch, in setting up a shuffleboard parlor in Green Bay, Wis., for a client recently, featured the opening of the spot in a one-half page ad in the local newspaper. As a result, opening night found the location jammed, despite bad weather.

Local tie-ins with the newspapers for free publicity is especially good promotion. Printing of league scores, and news about the leading teams and players can be spotted on the sports pages, and often an operator can give the same type of information to the local radio station for

use on a sports show. The results not only help the shuffleboard play, but bring added publicity to the locations.

Just as locations used signs to advertise they had a television set on the premises, some locations now are using signs to advise that shuffleboard play is available. But unlike the television ads, the locations have exceeded themselves in the types of signs used.

Most spectacular are electric signs, many of them animated, that have cropped up in areas covered by enterprising operators. These signs usually feature the word shuffleboard in large letters that cover the top entrance to the location, or are of the flasher type used in windows.

Animated signs, showing a puck traveling from one end of the board to the other have been used, with exceptional results. In Portland, Ore., a shuffleboard parlor which opened last December used such a sign, and many magazines and newspapers used illustrations of the sign in stories about the game.

While general promotion ideas can be exchanged, it has been found that altho a plan may work in one area, it does not necessarily hold that it will be successful in another. Therefore, operators, working with their locations, are urged to try their hand at developing promotional ideas. In most cases, increased grosses will result.

American Sales In New Offices

SAN FRANCISCO, May 14.—American Shuffleboard Sales Company has completed expansion plans and will shortly move to a new building at 1157 Post Street. New quarters will include 7,000 square feet of floor space, and were formerly occupied by General Music Company, headed by Bud Parr, manufacturers of plastic top shuffleboards.

Firm, in addition to handling American boards, is featuring new coin-operated shuffleboard and horseshollar scoreboards manufactured by Lee Enterprises.



A PRETTY GIRL can attract a lot of attention, and that is just what Olympic Shuffleboard experts found out with this picture of Joy Lansing, film starlet, who is under contract with Hal Roach. At left, Jack Burch, Olympic sales rep, looks on as Joy tries her hand at the game, while Joanne Joyce, also a film star, awaits her turn. This type of promotion has helped focus public attention on the game from coast to coast.

PUCK PATTER

Chicago: Roy Bazelon, Monarch Shuffleboards, is back from the Sickingden anniversary celebration in Cincinnati where he reports shuffleboard activity is on the upswing. The Rozgus, Mero Industries, is on business trip thru Southern Illinois. Firm is getting requests for information on its all-steel board in Honolulu. . . . Bert Snell, Maris back from a trip thru South Illinois and St. Louis in the interest of Marvel's new scoreboard

Howie Freer, Empire Coin, says midget shuffleboard his firm is selling is being well received in Southern Illinois and Wisconsin. . . . Precision Puck Company, supplier of many of the shuffleboard manufacturers, is also making boards in South Side plant here. . . . Mercury Shuffleboard, a division of Mercantile Display Company, is preparing a catalog listing rules and

tips for setting up leagues and tournaments. Lou Pappas, Mercury president, reports that the Ionia, Mich., plant is going full blast. Plant was purchased two weeks ago. . . . R. L. Budde, ABT, returned from an Eastern trip Thursday (12). While away, he was telling shuffleboard operators of the merits of ABT's large capacity coin box which can be used with any electrically operated scoreboard.

INDIANAPOLIS:

Roy Snodgrass, co-distributor for the Rock-Ola shuffleboard at Terre Haute, Ind., was here last week and left with a truck load of shuffleboards. He reports the demand for the boards in Terre Haute is good. . . . Riverside Amusement Park here has added a shuffleboard with an electric scoreboard to its line of amusements. . . . Taverns and shuffleboard arcades are doing a good business according to reports from distributors.

Detroit:

Amusement Devices, Inc., is bringing out a new scoreboard for shuffleboard operators shortly. . . . A. Jordan Springs, who has been operating amusement games for some years, has gone into the shuffleboard field as well.

Edeleo Starts Deliveries on Scoring Units

DETROIT, May 14.—The Edeleo Manufacturing & Sales Company is delivering its new shuffleboard scoring unit, available in several models, according to President L. Edelman. Produced with a double face for over-board mounting, as well as with a single face for wall mounting, the scoring unit uses an automatic coin mechanism. Cash box holds in dimes.

Models available are suitable for 21 point games, with one unit designed for scoring horseshollar. An interchangeable back glass adapts the mechanism for frame scoring. The scoring units are marketed thru regular Edeleo distributors. The price is competitive, said Edelman.

Set Production For Mero Steel Shuffleboards

CHICAGO, May 14.—Mero Industries' all-steel shuffleboard will be placed in full production Monday (16) at the firm's Indiana plant, according to L. Lewis, Mero executive. Board was given its first trade showing at the Five-State Phonograph Operators' Convention in Minneapolis last month.

The board features a stainless steel playfield, which, the manufacturer claims, is faster yet requires less servicing. Leveling of the cabinet's 10 legs is handled from the top of the cabinet by a wrench which is attached to one of the cabinet legs. Mero also produces manual and coin-operated electric scoreboards.

Wax-Ola Again In Production After Big Fire

NEWARK, N. J., May 14.—The Wax-Ola Chemical Company, producers of shuffleboard supplies, has resumed production in its new plant here after a fire which destroyed all its stock at its previous location, owner Joseph Cacciarelli announced this week.

The company's new plant, at 881 Mount Prospect Avenue, has 3,500 square feet of floor space. Wax-Ola manufactures powdered wax, a liquid cleaner and a paste wax for shuffleboard tops. New machinery has been installed in the factory.

The company is retaining its executive offices at 510 Franklin Avenue, in nearby Nutley.

NOW New "DeLuxe" SHUFFLEBOARD

THE BEST OF 'EM ALL!

The only hand-rubbed, genuine solid mahogany and solid walnut cabinets



BUY DIRECT!

Save Salesman's Commission
Now you can get hand-rubbed, genuine solid mahogany and solid walnut cabinets with genuine maple wood tops at a price lower than ordinary shuffleboards of inferior wood and finishes.

- ★ Genuine MAPLE WOOD TOPS, finest 3/4" strips —air and kiln dried
- ★ Also MASONITE or FORMICA TOPS—16, 18, 20, 22 foot lengths
- Sturdy—10 large varnished, hard wood legs
- Sponge rubber cabinet bed reduces noise
- Masonite or Formica cannot warp or damage
- Eliminates daily cleaning and waxing

VERI-BEST electrical scoreboards, pucks, wax, score sheets at lowest prices.

PHONE OR WRITE TODAY!

\$100.00 LESS
than other top quality boards
IMMEDIATE DELIVERY

SHUFFLEBOARD SPECIALISTS

1114 SOUTH MICHIGAN AVENUE WEBSTER 9-3795-6-7 CHICAGO 5, ILLINOIS

MERCURY "49er"

The ONLY Shuffleboard 100% All Solid Hardwood, Warp Proofed,

with

TIM-BER-LOX

Smooth Accuracy that STAYS THAT WAY for lower maintenance costs. TIM-BER-LOX makes this shuffleboard proof against alcohol stains, insects, moisture, and it is 300% more wear and dent resisting. Made by skilled furniture craftsmen in our own plant to please the increasing numbers of skilled players.



22' Tournament Model

16', 18', 20' and 22' Sizes

DISTRIBUTORS
Profitable territories still open.

THE MERCURY SHUFFLEBOARD MFG. CO.

Division of Mercantile Display, Inc. 12th Year

1525 N. Clark Street

Chicago 10, Illinois

Tel.: MO 4-3656

YOU WILL EARN MORE WITH

PERMA-TOP

WORLD'S FASTEST SELLING

SHUFFLEBOARD

WITH COLORED

PLAYING FIELD OF DIE STOCK MASONITE

WRITE-WIRE-PHONE

Ask for Full Color Circular

IN CHICAGO

457 E. 33rd St.

DAnube 6-4343

IN ST. LOUIS

408 De Baliviere Ave.

Rosedale 6899

SHUFFLEBOARD LIGHTS

Immediate Delivery!

\$4.95 EACH

Quantity Prices on Request

Beautiful Brown Baked Hammeroid Finish. Easy to Install on Any Shuffleboard.

Edelman Glide Super-Speed Wax • Cleaning Cloth • Precision Ground Steel Weights • Score Pads • Wall Hangers • Crayons • T-Squares • Simonix • Low-Priced Lamp-On Lights • Duo Electric Buffer Polisher.

Write for Complete Price List

Edelman Machine Service Co.

137 N. Fairfield CHICAGO 22, ILL.

"T" SQUARES

\$6.00 per doz.

HARD MAPLE
U. S. SHUFFLEBOARD EXCHANGE
60 E. 42nd St. New York 17, N. Y.

We Supply SHUFFLEBOARDS All Sizes

On a percentage deal to responsible operators. Send self-addressed stamped envelope with references and experience in first letter.

A. G. SEBRING CORPORATION 3260 W. ARMITAGE CHICAGO 47, ILL.

SHUFFLEBOARDS

Good sturdy 22-ft. Shuffleboards made of the finest materials at a price you've been waiting for!!

Also 12 Ft. Shuffleboards

Complete kit of accessories furnished with each game.

Available in Masonite or Maple Top.

IMMEDIATE DELIVERY

Write or phone for details as to prices

PRECISION COMPANY

7936 S. CHICAGO AVE. CHICAGO 17, ILL. Phone: ESsex 5-4699

COINMEN YOU KNOW

Chicago:

The recent death of Wallace Beery, motion picture star, recalled for Art Garvey, of the Bally sales staff, the days when Garvey worked with Beery in silent pictures. Garvey was a contract player for several years, and also appeared with Milton Sills, Tom Mix, Marion Davies and Tom Meighan. . . . Ray Moloney, Bally's president, spent a few days resting at White Sulphur Springs. . . . George Jenkins, vice-president, was in Cincinnati to attend the golden anniversary celebration of Sicking, Inc. . . . Visitors at Bally recently included Gene Camp, brother of Clarence, Memphis distributor; Mrs. Jack Moore, Portland, Ore., and William George, of Jackson, Mich.

Bell-o-Matic officials at Sicking's golden anniversary celebration in Cincinnati included Vince and Grant Shay, Midge Ryan and Lil Joch. . . . Chicago Coin was represented by Sam Wolberg and Ed Levin. Sam Lewis made a three-day Eastern trip to further interest in Chicago Coin's new five-ball Super Hockey and the firm's expanding arcade line. . . . Lindy Force, AMI sales manager, reports that decorations in the new office and showrooms have been completed.

Two coin machines now being tested by Underwriters' Laboratories (UL) are the Seeburg Select-o-Matic 100 and a large capacity bottle vender. A non-profit organization, UL is primarily interested in the safety of the electrical wiring of both products. In the case of the vender, UL staffers also test the freezing unit under unusual conditions. . . . Harry Brown, head of Amusement Sales Corporation, is back from a brief vacation, the first he has had since 1946. He says that Criss Cross and Bonanza bell cabinet kits are in steady demand.

John Neise, sales manager for O. D. Jennings & Company, is back on the job after being laid up for a week with an infected jawbone. Walter Young, vice-president, left Tuesday (10) for New Orleans. While (See Chicago on page 118)

Hartford, Conn.:

Thru a long-range promotion plan with several downtown Hartford motion picture theaters, Ralph Colucci, owner of State Music Distributing Corporation, local juke box distributor, has been plugging the coin machine industry in general and Aireon juke boxes in particular. What the plan amounts to is the utilization by the several theaters from time to time of Aireon juke boxes for theater lobby displays during the booking of a musical film.

John H. Chaplin, president of Veeder-Root, Inc., Hartford, manufacturer of counting and computing devices for coin machines, has been appointed chairman of the Industrial Health and Safety Committee of the National Association of Manufacturers.

The committee will study problems of plant health and medical programs, especially in the medium and smaller sized companies. The 75 manufacturers comprising the committee will also study company programs for safety and accident prevention.

Patrick L. O'Malley, of Stamford, Conn., has been named manager of the Coca-Cola Bottling Company at Oshkosh, Wis. He was guest of honor at a testimonial dinner in Stamford, with the assembled guests giving him a motion picture camera. . . . Mark H. Rhodes Jr., assistant to the president of M. H. Rhodes, Inc., Hartford, manufacturer of parking meters, was married recently. His bride is the former Shirley Vaughan, of West Hartford. They are on a wedding trip to Bermuda.

Detroit:

Joseph T. Budjack, of Budjack Enterprises, amusement game designer, is planning to open a frame and molding shop here. . . . Arthur J. Jacques is continuing the development of his new shoe shining machine, to be merchandised under the name of Shoematic Shine Machines. . . . Thomas and Ronayne Atton have formed the Jay Amusement Company at 15307 Murray Hill Avenue. They will operate a route of Belgian pool tables.

Joe L. Stewart, former owner of the Wayne Music & Novelty Company, has added Edwin I. Oram as a partner in the Wayne Show Bar. . . . Sid Pianin, who formerly operated a bowling game route under the name of the Belmont Sales Company, is forming the Michigan Automatic Cashier Company to operate a route of Vendo coin changers, with headquarters at 2234 Clements Avenue. He is a brother of Mel Pianin, who formerly was a partner in the Paramount Coin Machine Company with David Kelman. Mel is now out of the field. The Vendo unit is being distributed in this area by Automatic Cashier, Inc., headed by a group of Detroit civic and business leaders.

James A. Passanante, Detroit operator, returned last week for a brief visit with the Gay-Coin Distributors, in which he is a principal owner. He conferred with Manager Gerhard (Gay) Wobermin, then returned by plane to his home in Miami. He will go back to Detroit, where he also maintains a permanent home, to celebrate his silver wedding anniversary in June.

Los Angeles:

N. C. Ranells was looking over some new games. He operates in Glendale.

Mac Sanders reports that the games he has in operation at miniature golf courses are picking up now that warmer weather is at hand. . . . Irene Boling was down from Bakersfield on a business trip. . . . Pete Romeo was in from Glendale for some new games.

Jack Simon attended the Golden Jubilee of Sicking Distributors in Cincinnati recently. Jack Ryan and Cele Padwa held down the fort while he was gone. . . . Marvin Jones, of System Amusement Exchange, planned out for St. Louis last week. . . . A recent visitor on Pico Street was William Black, Bakersfield coinman. . . . M. V. Connor, of Downey, was also in town.

Other operators seen on coin machine row were Charles Koski, San Pedro; Stewart Trimble, Lynnwood; C. A. Berry, Capitola; Lloyd Stover, Fontana; S. L. Griffin, Pomona; Alex Koleopolus, Bakersfield; L. Anderson, Shafter, and Stanley Tracy, Kingman, Ariz.

Twin Cities:

Congratulations are in order for Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, Rock-Ola distributor, on the occasion of his marriage May 7. His bride was the former Mrs. Stewart, of Minneapolis. Archie, father of six children, has been a widower for more than a year. The marriage took place in Minneapolis and the newlyweds left immediately for the West Coast. The new Mrs. LaBeau joined Archie at the Five-State Phonograph Operators' convention in Minneapolis. She was introduced around to her husband's associates and colleagues, but both kept their secret well and many will learn here for the first time of their marriage. They are due back from their honeymoon in a week or 10 days.

Hy Greenstein, of Hy-G Music Company, Minneapolis, reports business good these days as operators in the summer resort area get set for what they believe will be a good season. He said that used music, records and one-balls are attracting brisk attention from the operators. Greenstein, incidentally, is the exclusive distributor for Minnesota, Wisconsin and the Dakotas for Watling scales.

Jack Karter, of Midwest Coin Machine, was itching this week for the opening of the Minnesota fishing season May 14. With a new outboard motor, he was anxious to get into his 16-foot boat at his cabin on White Bear Lake, outside St. Paul, and go angling. Jack has invited operators to drop in during the summer ahead and do a bit of fishing with him.

Washington:

Evan Griffiths, Pioneer Novelty Company, reports that the new Seeburg 100 has helped the local music biz. He has purchased three of the big machines in the past month and finds customers are responding well to the larger variety. Right now "Again" by Vic Damone, "Riders in the Sky" by Vaughn Monroe, "A' You're Adorable" by Gordon MacRae and Jo Stafford are tops in his estimation. Ben Light's oldies are doing well and so is "Natural Blues" by Lucky Millner, he said.

Marvin Blakeney Jr., of Tru-Ade and the Dr. Pepper Bottling Company, has been entertaining his in-laws, Mr. and Mrs. F. E. Tucker, of Dallas. They spent a week in his Bethesda home on the way back from a six weeks' tour of Europe. . . . Albert Warner, of Terminal Refrigeration & Warehouse, reports sales from quarter vending machines mounting with the warm weather. . . . Spacarb has recently installed a three beverage dispenser in the Giant store at 2154 Wisconsin Avenue N. W. . . . Mrs. Alfred M. Rinaudot, who assists her husband in the Juice-o-Matic Corporation in Bethesda, is recovering from mumps.

New York:

With Decoration Day marking the opening of all arcades not yet doing warm-weather biz, Mike Munves and his brother, Max, are busy filling last-minute orders. Both floors of the Munves supply house are packed with games of all types earmarked for early shipment. And the firm's cabinet and paint-spray shops are going full blast sprucing up coin equipment. . . . Sol Gottlieb, of D. Gottlieb & Company, stopped off in town early last week to meet with local coinmen before traveling to Philadelphia to attend a meeting of that city's game ops' association. . . . Jackie Fields, of Smith & Fields Distributing Company, Pittsburgh Wurlitzer outlet, was a visitor here this week. He is a former welter-weight champ.

Max Goldbaum, operator of a variety of coin machines in South Africa, looked in at coinrow this week. . . . Joe Young and Ben Espey, of Young Distributing, loaned a Wurlitzer 1100 juke box for a scene in a "March of Time" now being filmed. The picture, to be released in a few months, is on the history of the phonograph record business. Young reports a brisk demand on the Revco ice vender he handles.

Frank Doyle, Futuramic sales manager, sent off his first West Coast shipment of Koffee Kings via air freight this week. Production of the new automatic coffee machine is now well under way at the firm's Bronx plant. . . . John Haddock, AMI chief, visited here this week. He had a conference with Jack Mitnick, newly-named Eastern rep for the juke manufacturer.

Al Denver, president of the Automatic Music Operators' Association (AMOA) and chairman of the automatic vending machines division of the current United Jewish Appeal campaign, has urged all coinmen planning to contribute to contact committee members who are working with him in the industry division. Committee members include Charlie Aronson, of Brooklyn Amusement; Arthur Herman, of Boro Automatic Music; Nash Gordon, AMOA office manager; Sydney Levine, AMOA attorney; Meyer Parkoff and Harry Rosen, of Atlantic New York; Bert Lane and Harry Pearl, of Bert Lane, Inc.; Bill Rabkin, of International Mutoscope; Mike Munves, Dave Simon, of Simon Sales; Max Weiss, of MW Vending; Joe Green, of United Machine; Jack Schoenbach, Brooklyn distrib, and Barney Schlang, of Local 786, IBEW.

New Orleans:

Louis Boasberg and Elmo Pierce, of the New Orleans Novelty Company, recently visited factories in Chicago. . . . Jules Peres, of Peres Distributing Company and New Orleans Coin Machine Exchange, notes that business on the coin machine front is at a standstill. . . . O. C. Marshall, sales representative of the Peres firm, returned from a junket around the southern half of Louisiana and found business generally fair in the parishes. Things are really looking up at the vacation resort of Grand Isle in the Delta country, he said.

Nick Carbajal, of the Crown Novelty Company, says business is very brisk in the new equipment field and still better in used equipment for both five and one-ball machines. . . . The Olympic shuffleboard put out by the System Amusement Company, of Los Angeles, was introduced in adjoining Jefferson parish and the patrons are taking to it wholeheartedly. It looks like the coming thing, Carbajal opines. . . . Plenty inquiries are being received on the new Evans Black Diamond consoles, he said. Dealers are enthusiastic and the 15 consoles already on location are doing top business.

Calendar for Coinmen

June 3-4—National Automatic Merchandising Association (NAMA), Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. Region A, New Jersey and Pennsylvania, Paul I. Berkley, chairman; Region 3, Virginia, Maryland, Delaware and District of Columbia, Aaron Goldman, chairman.

June 5-9—National Confections' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

June 19-24—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

June 26-29—National Candy Wholesalers' Association (NCWA), annual convention and exhibit, Stevens Hotel, Chicago.

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago 1, for listing in this calendar.)

Indianapolis:

Jack Barbash, coin-operated phonograph representative of the Rock-Ola Corporation, Chicago, was a business visitor at the Indiana Automatic Sales Company office here last week. . . . Victor Kirby, Marion, Ind., operator, visited coin row buying parts and equipment. . . . Homer E. Capehart left the Daviess County Hospital May 9 after undergoing minor surgery. . . . Frank Banister, Banister & Banister Distributing Company, visited Chicago on business last week.

Wildwood, N. J.:

No objections were registered at a public hearing last week on a local ordinance to install parking meters at this Southern New Jersey seashore resort town. Former Mayor George W. Krogman appeared at the session, approving the plan and declaring that the meters would assist in alleviating parking hazards. Cost of the 404 meters to be installed has been estimated at \$28,900. Receipts for the initial year are expected to amount to \$19,023 and city officials point out that the meters would be paid for in two years. Penny and -cent meters are to be installed.

LAKE CITY SPECIALS

Wurlitzer 1015, Very Clean	\$339.50
SLOTS	
Black Gold, 25¢, N.L.	\$145.00
Bonus, Post-War	140.00
Black Cherry, 5¢	100.00
Black Cherry, 10¢	105.00
Black Cherry, 25¢	110.00
USED ONE BALL	
Jockey Special	\$235.00
Special Entry	145.00
Daily Races	89.50
Rock-Ola Shuffleboard	Write
ROLLDOWNS	
TOTAL ROLLS	\$ 45.50
Steel Ball Roll Down	50.00
Advance Rolls	45.00
Champion	60.00
NEW GAMES	
MARYLAND DALE GUN SPOTBELL	
BUTTONS & CITATION BLACK GOLD	
BOWS CARNIVAL JR. SKEEBALL	
AQUACADE PISTOL	
MISCELLANEOUS	
Packard Wall Boxes	\$ 18.50
Wurlitzer 30-Wire 3031	37.50
Rock-Ola Std., 1929	99.50
Bally Bowler	285.00
Wurlitzer 750	175.00
1017 Wurlitzer Hideaway	269.50
Rock-Ola New Magic Glow	Write
5000 Ft. 3-Wire Cable	74 Ft.
Beacon Coin Operated Pool Tables,	
Like New	285.00
9 Ft. Chicago Coin Rebound Shuffle-	
boards, New	225.00
Silver King Vendors	3.95

ATTENTION, ARCADE OPERATORS
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LAKE CITY AMUSEMENT CO.
 1648 St. Clair Ave. CLEVELAND 14, O.



COLDEN ANNIVERSARY CELEBRATION brings operators, distributors and manufacturers to Cincinnati to help Sicking, Inc., officials get started on its next 50 years of coin machine merchandising. President Ben Goldberg and Vice-President Bill Marmor were on hand to see that all guests had a good time. Attracting attention at the three-day event were two plaques presented by Bell-o-Matic Corporation and Chicago Coin Machine Company. Sicking was founded in 1895 by Barney Sicking, who operated the firm from its inception until his death in 1930. The new Sicking building at 1401 Central Parkway, Cincinnati, is six stories high.

Philadelphia:

Berlo Vending Company added an ice cream vender to the candy and popcorn machines already on location at Ben Shindler's Ace Theater at near-by Wilmington, Del. . . . Joe Ash, Wurlitzer and amusement machines distributor, served with the committee of Green Valley Country Club members who arranged the outing May 12 at the country club in behalf of the Allied Jewish Appeal. . . . The warm weather did not keep the members away from the well-attended May meeting of the Amusement Machines Association last week in the Broadwood Hotel. Ambitious plans were discussed for the coming season by the newly elected officers and Board of Directors.

Danny Kessler, of the staff of Motor Parts Company, local Columbia Records distributors, has been upped to the post of promotion manager. . . . Morton Krouse, who created quite a stir in his legal action involving vending machines in New York, came here to visit his family and friends. He was showing a new song he has written, appropriately enough titled, "The Vending Machine Song." . . . Harry Avrigan Jr., president of the Stan Manufacturing Company, exhibited his Sunstan vending machine, which dispenses suntan lotion, at the Merchandise Show at the Ritz-Carlton Hotel in Atlantic City.

<p>NEW GAMES</p> <p>BLACK GOLD AQUACADE SUPER HOCKEY BUTTONS & BOWS CARNIVAL CITATION (1-Ball Free Play)</p>	<p>IMMEDIATE DELIVERY GUARANTEED!</p> <p>Exhibit DALE GUN</p> <p>Mausler-type pistol—animal targets. Presents illusion of 50-ft. range but needs only 5 sq. ft. floor space. Sensational player response! Order now for top earnings this season!</p>	<p>AUTOMATIC HOSTESS</p> <p>Central Studio Equipment, Complete With 30 Units. Excellent Condition, Ready To Operate!</p> <p>Will Accept Any Reasonable Offer!</p>																																					
<p>CHICAGO COIN REBOUND</p> <p>Reconditioned LIKE NEW! Guaranteed 100% PERFECT!</p> <p>\$179.50</p>	<p>Mills Slots—100% Perfect!</p> <p>Rebuilt and Refinished—All With Club Handles</p> <table border="1"> <tr><td>5¢ Blue Fronts</td><td>\$ 85.00</td></tr> <tr><td>10¢ Blue Fronts</td><td>90.00</td></tr> <tr><td>25¢ Blue Fronts</td><td>95.00</td></tr> <tr><td>5¢ Brown Fronts</td><td>95.00</td></tr> <tr><td>10¢ Brown Fronts</td><td>100.00</td></tr> <tr><td>25¢ Brown Fronts</td><td>105.00</td></tr> </table> <p>In Brand-New Cabinets:</p> <table border="1"> <tr><td>5¢ Extra Bell</td><td>\$135.00</td></tr> <tr><td>10¢ Extra Bell</td><td>140.00</td></tr> <tr><td>25¢ Extra Bell</td><td>145.00</td></tr> </table>	5¢ Blue Fronts	\$ 85.00	10¢ Blue Fronts	90.00	25¢ Blue Fronts	95.00	5¢ Brown Fronts	95.00	10¢ Brown Fronts	100.00	25¢ Brown Fronts	105.00	5¢ Extra Bell	\$135.00	10¢ Extra Bell	140.00	25¢ Extra Bell	145.00	<p>PHONOGRAPHS</p> <p>GUARANTEED TO OPERATE AND LOOK LIKE NEW!</p> <table border="1"> <tr><td>WURL. 1015</td><td>\$379.50</td></tr> <tr><td>Seeburg 146</td><td>\$350.00</td></tr> <tr><td>Seeburg 147</td><td>450.00</td></tr> <tr><td>Seeburg 147 ('48 Door & Dome)</td><td>495.00</td></tr> <tr><td>Rock-Ola 1422</td><td>295.00</td></tr> <tr><td>Gabel Kuro, 24 Record, 1940 Model</td><td>100.00</td></tr> </table>	WURL. 1015	\$379.50	Seeburg 146	\$350.00	Seeburg 147	450.00	Seeburg 147 ('48 Door & Dome)	495.00	Rock-Ola 1422	295.00	Gabel Kuro, 24 Record, 1940 Model	100.00	<p>GET READY NOW FOR SUMMER RESORTS!</p> <p>BRAND NEW SLOT SAFES, STANDS, ETC. Chicago Metal DeLuxe REVOLV-A-ROUND SAFES:</p> <table border="1"> <tr><td>SINGLE</td><td>\$135.00</td></tr> <tr><td>DOUBLE</td><td>192.00</td></tr> <tr><td>TRIPLE</td><td>288.00</td></tr> </table> <p>Single Weighted Box Stands 27.50</p>	SINGLE	\$135.00	DOUBLE	192.00	TRIPLE	288.00
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CHICAGO 14, ILLINOIS

Record Reviews

(Continued from page 33)

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

ARTIST	RATINGS			ARTIST	RATINGS		
	OVER-ALL	DISK JOCKEY	O.P.A.I.R.		OPERATOR	OVER-ALL	DISK JOCKEY

LABEL AND NO. COMMENT

POPULAR			
THE MARLIN SISTERS (Carroll Lucas Ork) (Columbia 13497-F) Hurry! Hurry! Hurry! The shrill-voiced girl and brassy band give a rousing rendition of the novelty polka. Should do some juke business.	77-77-75-80		
CARROLL LUCAS ORK Trambulanka This is the same "Open the Door Polka" that looks headed for pay dirt. The guy gets inside the door here.	83-84-83-83		
VIRGINIA O'BRIEN (Victor Young Ork) (Decca 34823) A Bird in a Gilded Cage Dead-end comedienne gives the Gay '90s tune a super-hip going over which is best appreciated by those who have seen her in action.	73-78-72-68		
In a Little Spanish Town Girl does the first chorus straight, then goes into her act. Same comment as for the flip.	71-76-72-65		
ART MOONEY ORK (MGM 19418) Barroom Polka Mooney makes full use of his scorching and boogie on the novelty polka. Vocal is in the usual robust style. Ver- sion is slower than earlier versions, but should grab a bank of juke coin.	81-80-80-81		
There's Something About Patsy (Johnny Martin-Act Mooney Ork) Boogie cliché - filled march is pleasing, but requires a production or a Chevalier. Mooney's large organization gives it the works.	71-72-70-70		
GEORGE MORAN- CHARLES MACK (Columbia 38487) Two Black Crows, Parts I & II The long-gone Macfabe routine of a generation ago was once a best sel- ler, and this may have been leased for the bene- fit of the people who haven't found the origi- nal disk in their attic. Actually it's still comely, and by today's more progressive standards, in lead taste.	52-53-52-54		
THE STARDUSTERS (5) Oliver Ork) (Decca 34816) The Heart of Loch Lomond Group and strings give the attractive English tune the silky treatment. Version should be in with the winners if the tune clicks.	84-84-83-84		
The Bells in Her Earrings The fine vocal group turns in a sub-par job on an exotic type tune that's been around but gathered little support.	66-66-67-65		
JULIAN GOULD (Regent 104) Avalon Hammond organist goes along easy until his trick ear trips him up.	48-38-48-58		
Remember Organist turns in a re- asonably straight waltz side.	54-50-53-60		
PEGGY MARSHALL- HOLIDAYS-JUSTIN STONE ORK (Rainbow 10477) He's a Carousel Cowboy Thrush and vocal group show up well on this novelty with a small-boy theme.	67-67-67-67		
The Way To Love Sweetie pop fare.	64-64-64-64		
RAY LAURENCE-PATSY GARRETT-LOREN BECKER (Decca 3484) Should I Have Kissed Her? Calypso-type novelty is well-sung and neatly arranged. Nice in case.	77-80-76-76		
Alfonzo Pseudo-tropical material here too, but on the light-weight side.	67-68-67-66		
ESTHER WILLIAMS- RICARDO MONTALBAN (MGM 1037) Baby, It's Cold Outside The film actor who is the great song in "Nep- tune's Daughter" sings himself nicely here. Side figures in cash in on movie kudos.	86-86-86-86		
RICARDO MONTALBAN My Heart Beats Faster Montalban talks the pre- ty regular waltz engag- ingly. It's another Frank Lester number from the same disk.	76-78-76-74		
SHEP FIELDS ORK (Scotton Marsh) (MGM 19427) A Wonderful Guy Fields continues his tra- dition of turning up fine ten singers, as Miss Marsh does a thrust, appealing job with the bling "South Pacific" waltz.	74-74-74-74		
You're Heartless Thrush could have used more Mike as she gives partly but too early here on an engaging Tre- per-Bostick waltz.	71-71-71-71		
BILLY ECKSTINE ORK (National 907) Gloomy Sunday Eckstine at some three years ago, with his lead does a enthusiastic effort with the Hungarian ex- otic song.	78-79-77-77		
In the Still of the Night With his fine lead lead- ing excellent support, Bily does a fine job with the side. This side's a renewal.	81-83-79-81		

free buyers guide for operators

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Blue Skies	119.50	Moon Glow	114.50
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Bermuda	64.50	Ratons	149.50
Cinderella	99.50	Screw Ball	129.50
Fiesta	19.50	Show Boat	145.00
Jack & Jill	104.50	Tennessee	79.50
Jamboree	92.50	Treasure Chest	29.50
		Thrill	125.00
		Wisconsin	82.50
		Yanks	67.50

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RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL

POPULAR
MURRAY KELLNER ORK
(Regent 151)
Let a Smile Be Your Umbrella 67--68--67--66
Instrumental version of the oldie is in the best accepted Murray style.
Singing in the Rain 68--70--67--67
Ditto.

BILLY ECKSTINE
(MGM 10422)
Night After Night 84--84--84--84
The high-riding Mr. B sings a lyrical ballad with warmth and sensitivity.
A New Shade of Blues 87--87--87--87
A modern ballad, an Eckstine vocal, and a Hugo Winterhalter arrangement add up to a potent side.

EDDY EDELL FOUR-VIVIEN GARRY
(A Superb SR-600)
Narrated intro leads into a pleasing tho not stirring rendition of the pretty oldie.
Wha! Hopp'n 52--52--50--50
Nothin' much.

BILLY ECKSTINE ORK
(National 9030)
Time on My Hands 79--78--78--80
This is a reissue of Billy's rendition of the evergreen with his old erk supplemented with strings for the date.
I Love the Loveliness of You 75--75--75--75
Another reissue. This is a tune in which Billy had a writing hand. He sings it well.

MARGARET WHITING
(Frank DeVol Ork)
(Capitol 57-590)
It Happens Every Spring 89--90--90--88
A beautiful title picture is treated to a fine Whiting effort with a belty assist from the DeVol orking.
Every Time I Meet You 88--88--88--88
A retentive pic ballad is done simply and tastefully by Maggie while DeVol's backing sets a perfect mood.

MEL TORME (Sonny Burke Ork)
(Capitol 57-591)
You're Getting To Be a Habit With Me 84--85--84--83
The Fog brings back a rarely heard oldie effectively.
There Isn't Any Special Reason 84--84--84--84
Torme spins his own rather attractive new ballad in another appealing chant.

DERRY FALLIGANT
(Hugo Winterhalter Ork)
(MGM 10420)
The Right Girl for Me 73--75--73--71
Falligant does a sensitive vocal job with the very pretty ballad from the "Take Me Out to the Ball Game" flick.
Dreamer With a Penny 70--71--69--69
Falligant, who has a singing sound all his own, again does an engaging job with a show tune which just doesn't seem to be happening.

ART LUND (Johnny Thompson Ork)
(MGM 10419)
Every Time I Meet You 80--80--80--80
Lund turns in a relaxed job on the Gordon-Myrow ballad from "The Beautiful Blonde From Bashful Bend" score.
The Beautiful Blonde From Bashful Bend 83--84--83--82
Rhythm pic title tune is handled a neat Thompson orking to blend with the beat-full Lund lungs.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL

POPULAR
MEREDITH WILLSON
(Decca 24625)
While We're Young 83--87--83--80
Willson, leading an erk and chorus, turns in a beautiful job on the pretty Wilder-Paltz waltz.
Kiss Me Goodnight 77--77--77--77
Melody is "Over the Waves," currently in use with the "Merry-Go-Round Waltz" publisher plug. This version of the waltz is a hit on the saccharine side.

HARRISON COOPER ORK
(Collegiate 2860)
Have You Ever Been Told? 55--56--54--55
Not much in this dance dinking.
It's a Small World 56--57--55--57
Mediocre job with the Lombardo-Marks tune.

FRANK SINATRA (Alex Stordahl Ork)
(Columbia 38486)
It Happens Every Spring 83--86--84--80
Frank does an adequate job with a very pretty new title picture by Gordon and Myrow. If the tune happens then this dinking should catch some play.
The Huckle Buck 87--88--86--87
Superb vocal arrangement of the fast-stepping race instrumental with Sinatra blending well both with the orking and a vocal group.

LES BAXTER TRIO
(Discovery 504)
Night and Day 72--75--72--70
Baxter's group is an excellent set of vocalists with much imagination set in the modern groove. They do an interesting job with the Porter evergreen.
Tico Tico 63--63--62--64
Somewhat confused is this attempt to make fun with the samba fave.

MARY OSBORNE
(Coral 60058)
No Moon at All 64--66--62--64
Thrush, who has a strong rep among jazz followers for her sultry work, tackles the Redd Evans-Dave Mann pop without special result. Her warbling here is nothing special, her short guitar passage okay.
Thank You, Mother Nature 70--74--66--68
In Mary's groove, as she sells the tune with nice intimacy.

CASS DALEY (Vic Schoen Ork)
(Decca 24629)
Kiss Me Sweet 78--80--76--78
Miss Daley does the cute tune at a brighter tempo than most other renditions have used and it comes out rather pleasantly.
It's a Cruel, Cruel World 82--83--80--83
The comedienne-singer does a superlative job with this gag waltz with aid from the erk and vocal group.

PHIL REGAN-JESSE CRAWFORD
(Coral 60059)
That Wonderful Mother of Mine 75--75--77--73
The sweet-singing sop warbles a sentimental mother song in his prettily relaxed tenor. Crawford provides a tranquil organ background. Nice, but small commercial appeal.
Baby Your Mother 75--77--77--70
One of the best-known same type treatment—sweet and clean, but shy on projection. Good Mother's Day pairing.

(Continued on page 116)

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Record Reviews

(Continued from page 115)

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

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
POPULAR				

VICTOR YOUNG ORK
(Decca 24627)
Sicilian Tarantella 82--85--82--80
Young captures the sprit of the spritely Italian folk item beautifully in a smart clefting.

Overnight 72--80--70--65
He conducts his own rather pretentious movie-music-type composition. Should please mainly in the spinner set.

ZIGGY ELMAN ORK
(MGM 10421)
Cheek to Cheek 73--76--72--70
Elman's muted trumpet is spotted in a neat, danceable instrumental built around the Berlin oldie.

That Wonderful Girl of Mine 76--78--75--75
(Bob Carroll)
Ziggy's trumpet schmaltz of the "Bublitshki" days should make this adaptation of a Jewish oldie a big thing in Jewish naves.

EVELYN KNIGHT-4 HITS AND A MISS
(Decca 24636)
It's Too Late Now 89--89--88--90
This is the Knight "Bird"- "Sunshine" formula with a new and bright ditty. Sounds like another click for the chick.

You're So Understanding 83--84--83--82
Evelyn and the group do a completely winning job with the promising and pretty Raleigh - Wayne ballad.

DINAH SHORE (Harry Zimmerman Ork)
(Columbia 38487)
I'm Gonna Wash That Man Right Outta My Hair 85--86--86--84
The rhythm topper from the "South Pacific" score is well done by Dinah with a clever, simple backdrop by Harry Zimmerman.

Kiss Me Sweet 86--87--85--85
Dinah uses the naive approach as she treats the infectious little rhythm ballad to her fine styling.

TED BLACK ORK
(Dana 2041)
Don't Bring Lulu 82--82--81--83
One of the corn classics of the red-hot '20's gets a highly appropriate rendition. Archaic clefting, a burping tuba, and group vocal combine to make side sound like an Art Hickman or Paul Whiteman killer diller, vintage 1923.

Somebody's Knocking at My Heart 60--60--60--60
Ballad side doesn't come off.

AMES BROTHERS (Roy Ross Ork)
(Coral 60065)
Oh, You Sweet One 80--80--79--80
Lyric set to the "Schitzelbank Song" makes for a downright infectious etching by the Ames boys.

St. Bernard Waltz 84--85--83--85
The Ames' group turns in another excellent effort with this spritely English waltz.

EDDY EDELL FOUR-VIVIAN GARRY
(A Superb SR 601)
I Want a Little Girl 66--66--65--67
Okay reading of the oldie with narrated intro.

Popcorn Polka 65--64--62--68
The group does up a new polka at a bit too fast a tempo.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
POPULAR				

CARMEN CAVALLARO ORK (Bob Lido-The Cavaliers)
(Decca 24634)
I Betcha 81--82--80--80
Cavallaro affects his Francis Craig-ish garb for this rhythm item. Lido and group handle the rather uninspired and brief lyric.

Dinorah 81--84--80--80
Cavallaro returns to his own flashy self as he wanders immaculately across the keys while the ork sets a moving samba pace for him.

FRED THORNTON-THE SONS OF THE GOLDEN WEST
(Melody Trail 216)
I Know You're Trying To Hide a Broken Heart 66--66--66--65
Western tune has character and the warbling is pleasant. Orking lacks spirit, however.

I Should Have Known 62--62--62--62
Fairly routine Western is performed with no special distinction.

RAY SMITH
(Columbia 20583)
Waltz of the Alamo 81--80--80--82
Sentimental folk waltz preemed several weeks back in a fine Pee Wee King version. This side has a mainly vocal by Smith, and melodic guitar solo. Could step out.

Rainbow 77--78--76--76
Western bounce tune has retentive lines, Smith shows real quality.

BOB WILLS & HIS TEXAS PLAYBOYS
Silver Lake Blues 75--75--74--76
(MGM 10415)
Typical Wills instrumental has the usual group of fiddle, steel guitar and piano solos. Country dancers will keep this one spinning.

Don't Be Ashamed of Your Age 70--70--70--70
Mildly witty ditty is served up with less than usual Wills power.

CLAUDE BOONE
(Mercury 6191)
Burglar Man 76--78--75--74
Amusing ballad is projected with wry country humor by Boone, with a full complement of banjos.

Milk 'Em in the Mornin' 73--72--72--75
Blues
Boone and his lads do right well with this down-to-earth cow-jover's blues, first cut some weeks back by Tennessee Ernie.

SONS OF THE PIONEERS
(Decca 46160)
So Long to the Red River Valley 74--77--73--73
The Pioneers are sympathetic to a pleasant cowboy ballad.

Empty Saddles 74--77--73--73
And the group extracts the proper sentiment with another cowpoke tune.

MAPLE HILL BOYS
(Pearl 1000)
Wildwood Flower 69--69--68--70
Easy-going job with some pleasant enough hillbilly material.

Two Cents, Three Eggs, and a Postcard 81--84--80--80
Real cute hill country ballad with the personal flavor and folksy humor that earmarks it for some coin.

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ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DIALER OPERATOR

FOLK
BILL NETTLES & HIS DIXIE BLUE BOYS
(Mercury 6190)
Hadaol Boogie 62--62--60--65
Bouncy, easy-going country boogie is fine for dancing, but doesn't offer much lyrically.
I'm Footloose Now 73--75--72--72
Like the flip, warbling and orking are top grade. Humorous lyric should go with Southern buyers.

JIMMY DAVIS
(Capitol 37-40157)
I've Got News for You 60--60--60--60
Train effects and calling by Davis don't jell.
There's a Smile on the Face of the Moon Tonight 65--65--65--65
Rather pedestrian run-down of a Western love ballad.

JOE MORRIS-THE SILVER DEW BOYS
(Melody Trail 205)
If You Could Be the Same 72--70--72--74
Lively solo and duo male warbling on a medium tempo hillbilly ditty. Good string backing.
Molly Darling 68--66--68--70
Solo warbling of an Eddy Arnold ballad. Well projected.

JIMMIE DAVIS
(Decca 46159)
Shackles and Chains 64--64--61--67
The song, clefted by Davis, is a strong piece of pathos, but his rendition is light in authentic feeling.
Do You Ever Think of Me? 61--61--58--64
The pop standard, done in Davi's almost-folk style, doesn't figure to be an important folk item.

RED FOLEY
(Decca 46158)
There's a Light Guidin' Me 79--80--82--74
Effective sacred chanting by Foley, supported by vocal harmony, organ, guitar. Sock hill appeal here.
Cleanse Me 72--73--74--70
Religious, but not quite in same vein as flip, which has the pronounced mountain beat. This side is more in the conventional hymn pattern.

LAURA LEE-DICKIE McBRIDE
(Decca 46161)
I'll Give My Name 62--62--62--62
Boy-gal duet is sung soft and pretty, but is too citted for real folk appeal.
Opened by Mistake 60--50--60--60
Same musical competence—same hybrid quality.

BOB WILLS & HIS TEXAS PLAYBOYS
(Columbia 20582)
Misery 76--76--74--78
Nice mood created here, with warbler and Western combo building easily on a good beat.
You're There 73--73--71--75
Side is more in "Western swing" manner, with get-offs by piano and guitar sandwiched between vocals, which projects effectively.

THE TEXAS RANGERS
(MGM 10416)
There's an Old Rail Fence 58--60--57--58
Male harmony group acquits itself as well as possible on a slow-moving Broadway sagebrush song.
Frettin' and A-Poutin' 58--60--57--58
Jump style pseudo-Western doesn't convince.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DIALER OPERATOR

DON MURPHY
(Savoy 3020)
There's a Bluebird on Your Window Sill 73--76--73--70
Folk balladeer does this pretty ditty with charm, honesty and distinction, singing, whistling and guitar plucking.

TEXAS TOP HANDS
Put Your Little Foot Out There 73--73--71--75
Delightful Western square dance piece with recurring vocal refrain.

RACE
SAUNDERS KING ORK
(Aladdin 3027)
St. James Infirmary Blues 76--76--74--78
King chants the oldie directly and appealingly, accompanying himself on guitar and backed by a tight small combo.
Little Girl 71--71--70--73
Conventional blues lyric, rendition okay.

AMOS MILBURN
(Aladdin 3023)
Jitterbug Parade 80--78--78--85
Festive party atmosphere in this fly, jivey jumper, with Milburn coming on engagingly with vocal and piano.
Hold Me, Baby 81--72--86--86
Milburn sells a neat, insinuating blues with a slow-rock boogie woogie 88 passage and his warbling the highlights. Fine juke fare, but a bit purple for most radio stations.

THE BALLADIERS
(Aladdin 3008)
Keep Me With You 62--62--60--64
Group in the Ravens-Orloles style, may have quality, but this muffled recording job cloaks their talents.
Please Don't Deceive My Heart 65--65--62--67
Clearer, but voice projection could have been much stronger.

FAT MAN ROBINSON QUINTET
(Motif M 2001)
Don't Drink 81--81--81--81
New group is exciting in both vocal and instrumental departments, swinging a small storm on a jump novelty in boogie woogie.
Lavender Coffin 87--87--87--87
A rare, imaginative piece of material, chanted with persuasive fervor and backed up smartly. Could be a very important item.

TEXAS JOHNNY BROWN
(Atlantic 876)
There Goes the Blues 84--84--83--85
The real haunting, hopeless blues, with the mood cued by the opening notes of a fine after-hours piano chorus, and sustained by vocal, guitar, and sustained chords in back.
The Blues Rock 84--84--83--85
A likely blues-in-rumba instrument, with a preaching tenor sax and piano standing out.

JIMMY PRESTON & HIS PRESTONIANs
(Gotham G-180)
Hold Me, Baby 79--70--82--84
Rocking version of the Amos Milburn number should score, with Preston's chanting and orking selling the number strong.
Home Cookin' 83--82--83--84
Slow-rock instrumental, with the usual tenor sax featured. Good beat and spirit in the solo sax work as well as combo's backing up.



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RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks to date	POSITION	Last Week	This Week	Record	Label	By
10	15	12	10	CRUISING DOWN THE RIVER	Columbia 38411-ASCAP	F. Carle Ork-M. Hughes
2	20	13	13	BABY, IT'S COLD OUTSIDE	Columbia 38463-ASCAP	D. Shore-B. Clark
19	11	14	14	SO TIRED	Decca 24521-ASCAP	R. Morgan Ork
2	18	14	14	"A" YOU'RE ADORABLE	Capitol 15373-ASCAP	T. Pastor Ork
12	10	16	16	CARELESS HANDS	Victor 20-3321-ASCAP	S. Kaye Ork
13	7	17	17	RED ROSES FOR A BLUE LADY	Capitol 15373-ASCAP	V. Monroe
10	—	18	18	THE HOT CANARY	Capitol 15373-ASCAP	P. Weston-P. Nero
5	20	19	19	ONCE AND FOR ALWAYS	Capitol 15424-ASCAP	J. Stafford-P. Weston Ork
1	—	19	19	A WONDERFUL GUY	Capitol 57-542-ASCAP	M. Whiting-F. DeVol Ork
2	29	21	21	BALI HA'I	Capitol 57-543-ASCAP	P. Lee-D. Barbour Ork
1	—	21	21	IF YOU STUB YOUR TOE ON THE MOON	Capitol 57-543-ASCAP	T. Martin
2	—	23	23	DON'T BE AFRAID TO DREAM	Peak 800-ASCAP	D. Reid
4	22	24	24	SOME ENCHANTED EVENING	Victor 20-3402-ASCAP	P. Como-M. Ayres Ork
6	23	25	25	NEED YOU	Capitol 15393-ASCAP	J. Stafford and G. MacRae-P. Weston Ork
9	13	26	26	"A" YOU'RE ADORABLE	Capitol 15393-ASCAP	Jo Stafford-G. MacRae-P. Weston Ork
5	12	26	26	FOREVER AND EVER	Columbia 38410-ASCAP	D. Shore-H. Zimmerman Ork
1	—	26	26	AGAIN	Columbia 38467-ASCAP	D. Day-The Mellomen
13	14	29	29	CRUISING DOWN THE RIVER	Capitol 15372-ASCAP	J. Smith-The Clark Sisters-F. DeVol Ork
10	18	30	30	SO TIRED	Capitol 15314-ASCAP	K. Starr and Ork
5	21	30	30	RED ROSES FOR A BLUE LADY	Mercury 5201-ASCAP	J. Laurentz

Chicago:

(Continued from page 112) there he will set up headquarters in the Jung Hotel and meet with coinmen in the area. . . . Sam Gensburg, Chicago Coin, is in California visiting his family.

Joseph A. Batten and Charles Pieri represented Exhibit Supply at the Philadelphia Amusement Machines Association this week. Frank Men-

curi, recuperating from an operation, returned to his office Monday (9) to take over the active management of Exhibit's arcade division. . . . Mel Binks says that his production line staff has been doubled since May 1. Recent Universal Industries visitors included Ray Williams, Dallas; Buster Williams, New Orleans; Bill Cohen, Minneapolis; Lou Bonberg, New Orleans; Irv Blumenfeld, Baltimore, and Dave Bond, Boston.

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RII SYSTEM)

(Continued from page 25)

Songs	Pub.	Heard N.Y.										Heard Chl.										Heard Calif.										Add. Sur. Tot																																																																																																																																																																																																																																																																															
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV																																																																																																																																																																																																																																																																																										
Candy Kisses	Hill & Range	2	6	8	3	8	3	8	4	5	9	0	2	95	3	12	6	12	4	7	0	12	5	8	0	10	10	212	4	7	2	1	3	3	3	4	9	1	1	6	93	4	5	1	8	0	3	1	8	3	4	1	8	7	147	3	8	0	2	0	2	0	3	1	10	0	2	1	49	1	8	0	5	4	4	5	5	8	0	3	4	127	2	4	1	5	3	3	9	5	1	3	1	4	2	117	0	2	0	3	1	2	0	4	0	2	0	4	22	87	4	7	0	2	0	5	0	3	3	8	0	2	2	74	3	5	0	4	1	3	1	6	4	0	0	4	7	90	1	4	0	4	1	4	1	6	3	2	0	4	2	103	5	7	0	2	4	7	0	3	5	3	0	3	2	90	10	14	0	2	5	11	3	3	18	11	0	2	144	1	3	1	2	2	3	6	2	1	1	1	2	14	78	4	2	0	3	7	4	3	3	3	2	0	3	4	83	0	5	0	4	0	1	0	5	0	2	0	4	21	109	3	5	0	7	4	4	0	9	6	10	0	7	3	143	1	14	0	6	1	14	0	5	5	3	0	4	8	141	3	0	1	6	2	2	6	7	2	1	4	9	141	3	4	0	5	3	3	1	5	7	4	0	5	5	164	8	8	0	2	2	4	2	3	4	2	0	2	2	83	4	9	0	2	4	0	2	3	4	1	0	2	84

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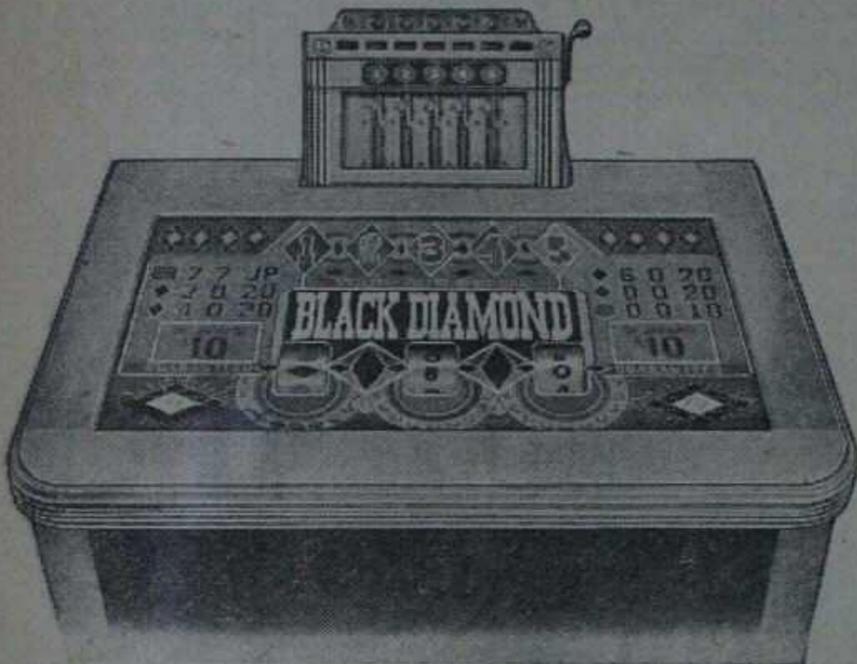
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CARD CATALOG

(Continued from page 94)
 ing Exhibit Supply's designation for each.

Besides explaining the operation of the Dale gun, part one shows schematics of all wiring and sketches of methods recommended for handling both major and minor adjustments on location. One of the features of the operation section is a trouble-shooting chart which operators may use to diagnose operation breakdowns.

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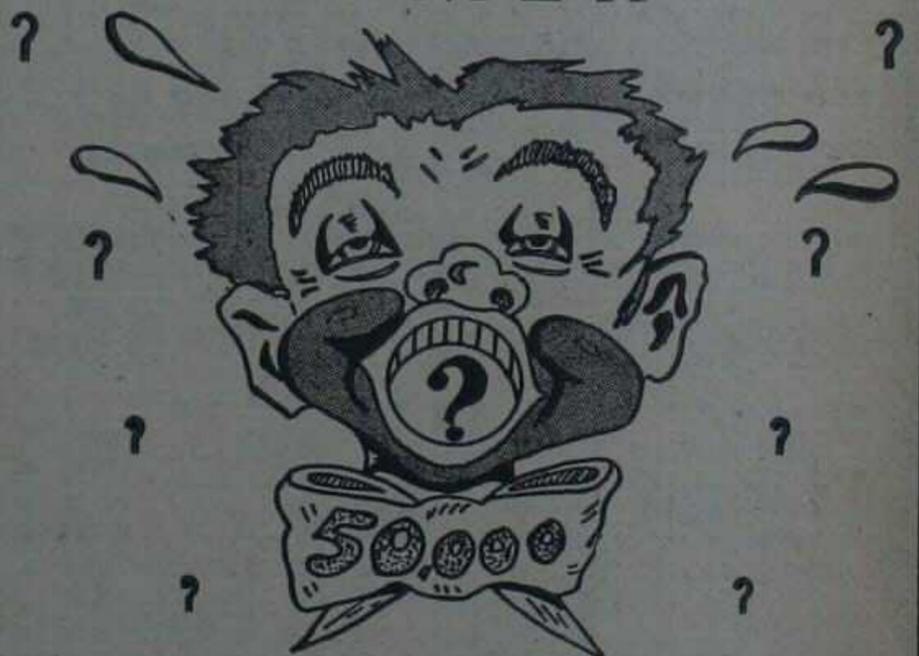
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BALLY Triple Bell, 5/10/25¢	499.50
BALLY Wild Lemon (Like New)	299.50
BALLY Hy Boy, 5¢	249.50
BALLY Double Up	325.00
Bally Draw Bells (Red Button)	219.50
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KEENEY Gold Nugget	399.50
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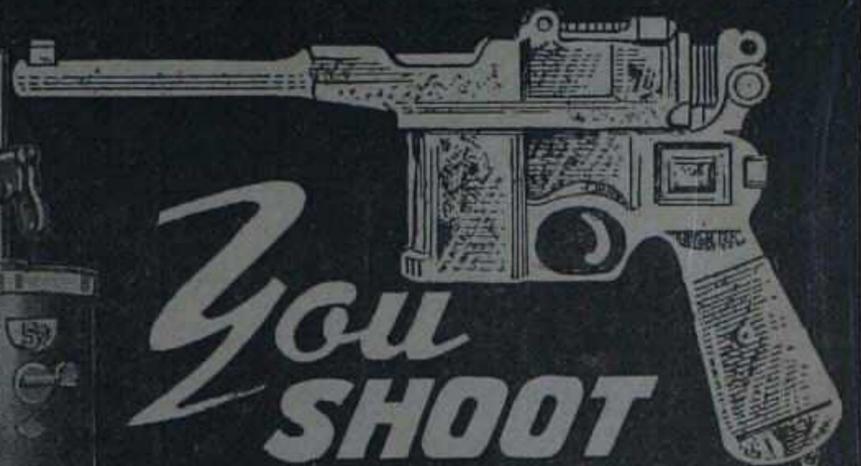
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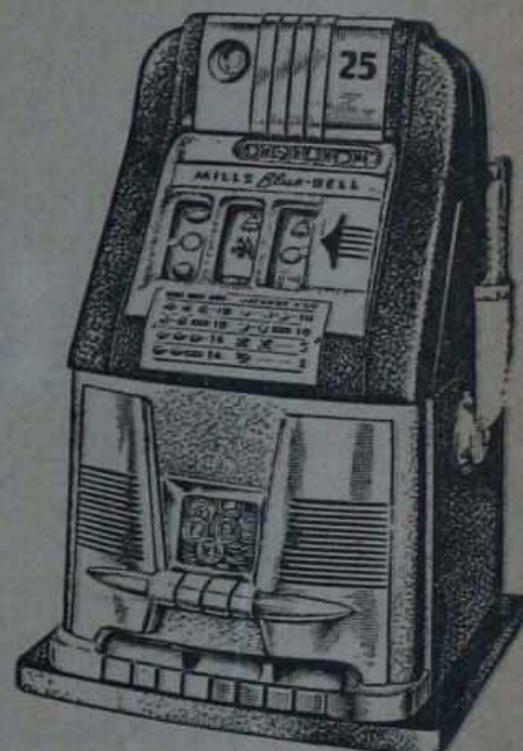
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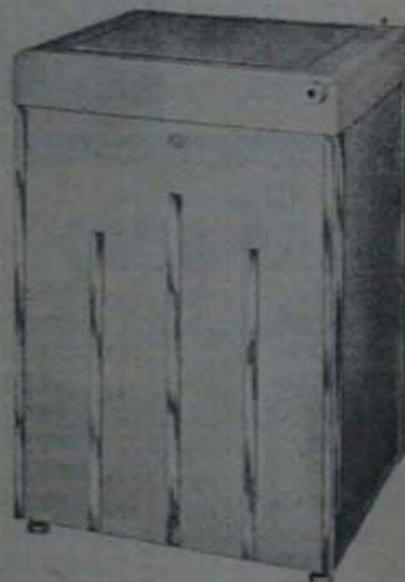
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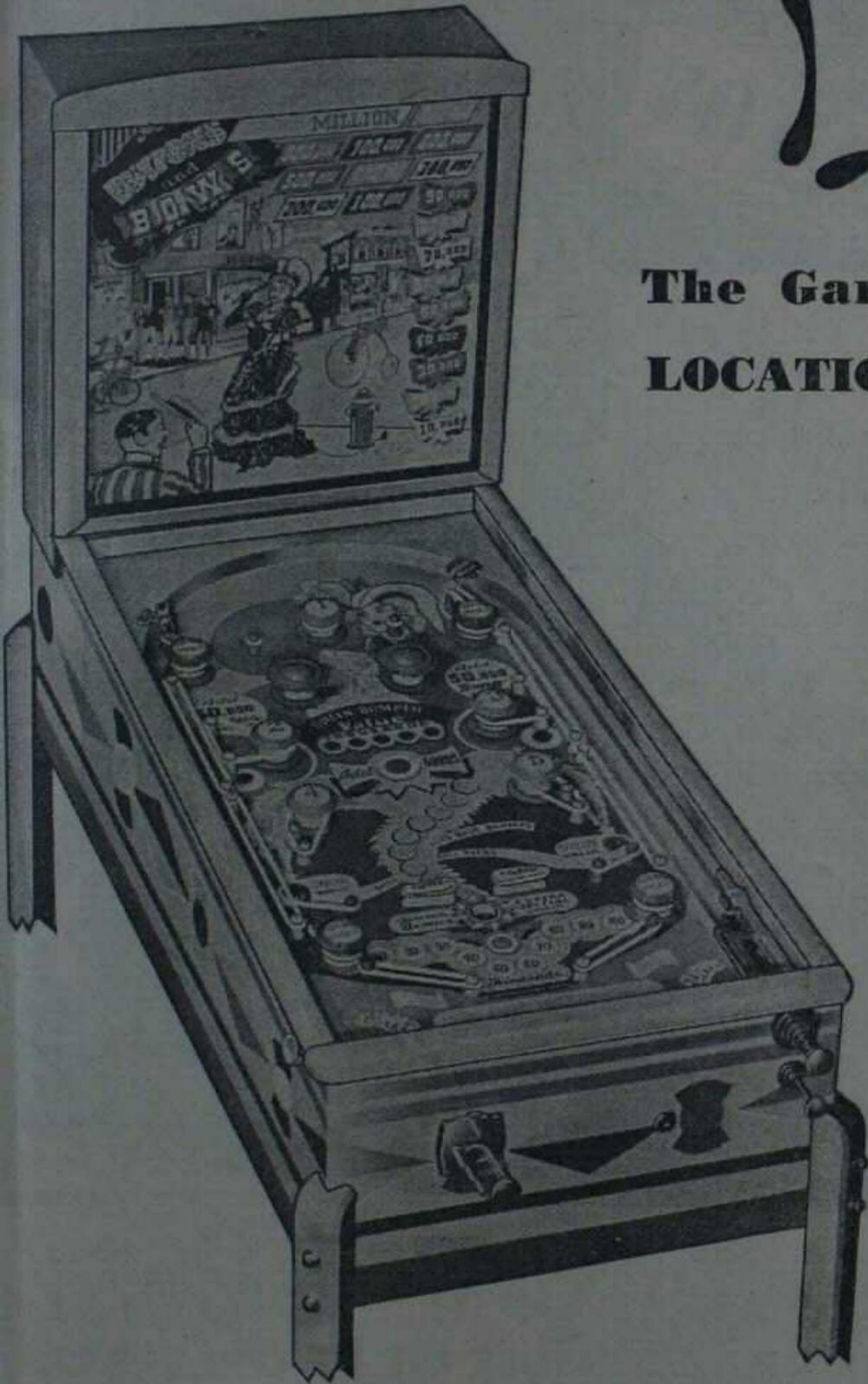
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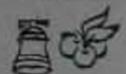
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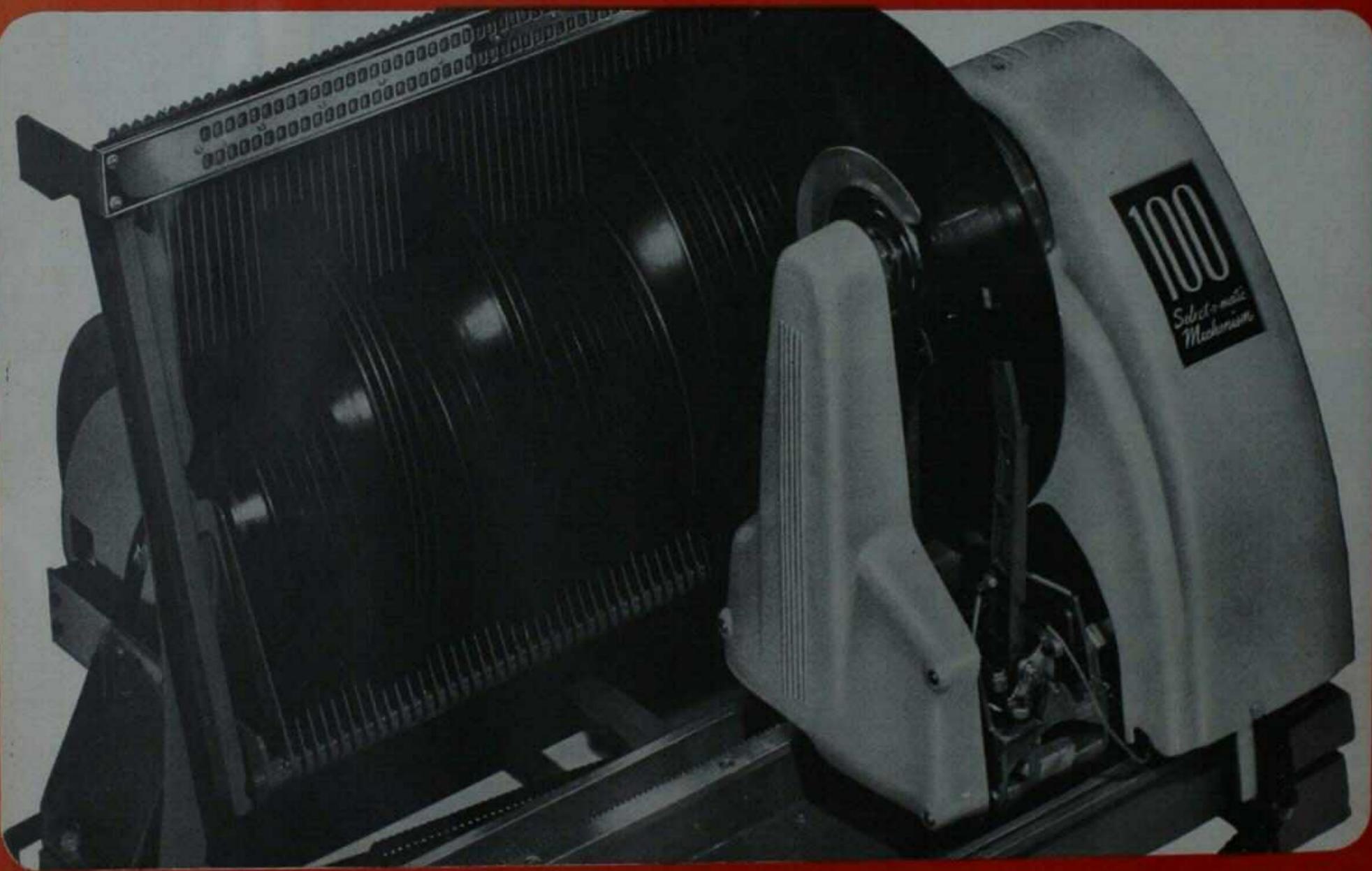
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