

The Billboard



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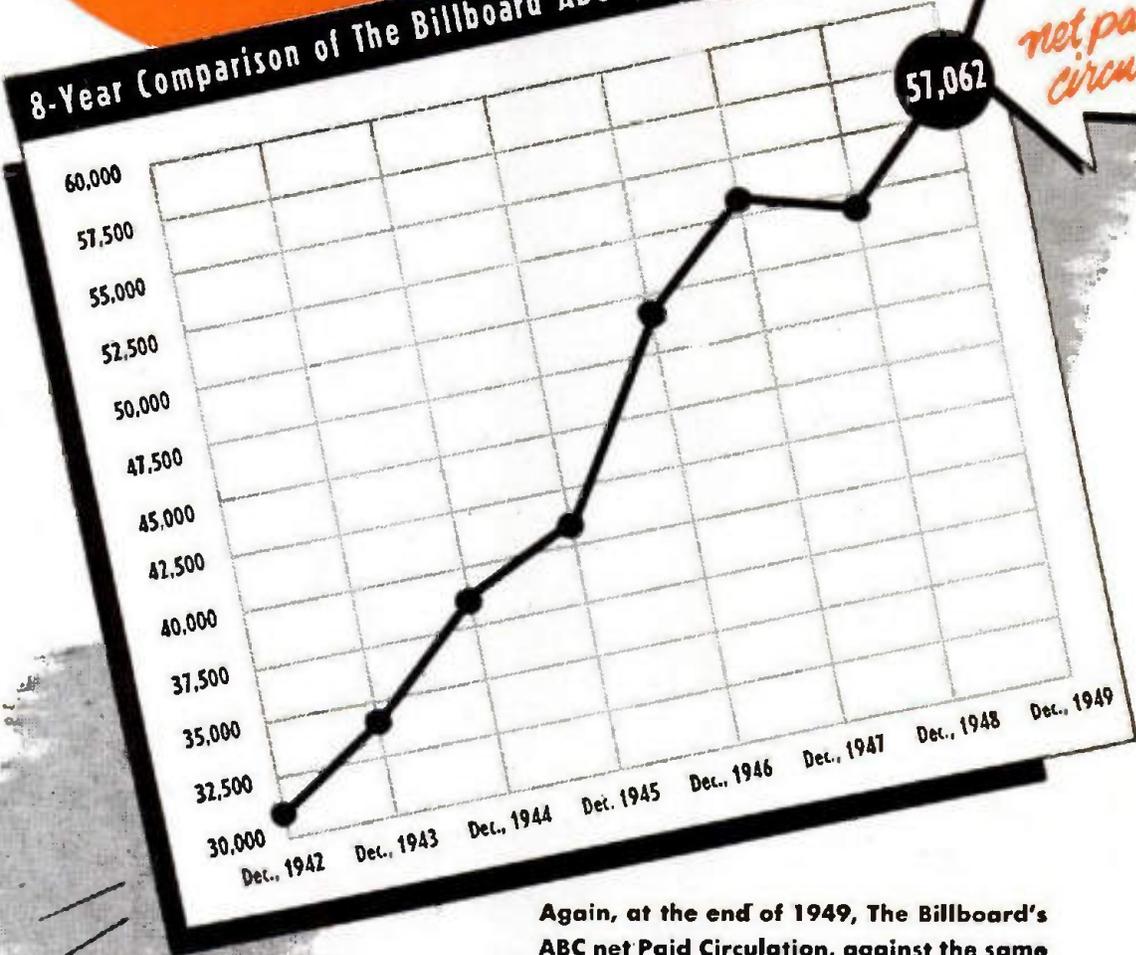
APRIL 29, 1950



Either Cliffie Stone (lower right) cracked a good one or his Hometown Jamboree Gang is just generally happy. There is good cause for lightheartedness, for the tele sponsor of the full-hour Saturday night "Hometown Jamboree" show on KLAC-TV has just renewed his contract. Show is scanned remote from El Monte Legion Stadium where the Gang continues to play to throngs. Operations at El Monte are handled by the Americana Corporation. Furthermore, "Hometown Jamboree" continues as a five-day-a-week feature on Station KXLA. Stone, in addition to his Capitol recordings, is currently enjoying success in the music publishing field, his Century Songs owning "Anticipation Blues" and "The Gods Were Angry With Me," both solid sellers. Tennessee Emile (the mustached lad) can chuckle over his recent Capitol disk hits, as can Eddie Kirk (upper right). The bearded guy in the center is Herman the Hermit. He probably sees the joke but hermits don't laugh.

Year after year after year
 more and more and more people
 buy The Billboard
 to bring its advertisers
 greater and greater profits!

8-Year Comparison of The Billboard ABC Paid Circulation Growth



Again, at the end of 1949, The Billboard's ABC net Paid Circulation, against the same period of last year, showed a 5,002 increase, for an all-time high of 57,062 average net paid circulation!

The Billboard

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • ST. LOUIS • DETROIT

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NAB: NEWER AND BETTER

Mule Pain

NEW YORK, April 22.—Some faces were red at Broadcast Music, Inc.'s (BMI) clambake last Tuesday (18) at the convention of the National Association of Broadcasters (NAB) in Chicago. Only BMI music was scheduled for the entertainment following the banquet. When Frankie Laine took over to do a couple of tunes, some wits raised a cry for Mule Train—the ASCAP tune with which Laine scored sensationally via Mercury Records. The hecklers refused to be silenced. Finally Carl Haverlin, BMI chief, cleared Train and Laine performed it—giving sock performance tho burlesquing it somewhat.

ASCAP Ex-Foe Tickets BMI As Combine

Davis Seeks Dissolution

By Ben Atlas

WASHINGTON, April 22.—A series of formal complaints charging Broadcast Music, Inc. (BMI), with monopolistic practices and calling for BMI's dissolution are planned to be filed soon in several State courts and federal agencies and in at least one federal court, it was learned reliably. The complaints will be filed by Kenneth Davis, a lawyer here who 15 years ago embarked on similar pro-(See ASCAP EX-FOE on page 12)

House Gets Anti-Gaming Bill

Senate Okays Johnson Bill To Bar Games

House Hearings in May

WASHINGTON, April 22.—The House Interstate and Foreign Commerce Committee expects to hold hearings after May 6 on the Johnson bill to restrict interstate shipment of gaming devices. The Johnson bill passed the Senate Wednesday (19) without a dissenting vote and without a hearing.

Rep. Robert Crosser (D., O.), reached at his home in Cleveland, said he had instructed the clerk of the committee to arrange for the hearings on the bill any time after May 6.

Senate action on the bill (see text of bill on first coin machine page) came less than a week after it was reported from the Senate Interstate (See Anti-Games Bill on page 100)

Editorial

A New Prohibition Act?

Without debate or contest the U. S. Senate last Wednesday (19) passed a bill written by Attorney General McGrath's office, and introduced by Senator Edwin C. Johnson (D., Colo.), which would prohibit the interstate shipment of "gambling devices" except to those States where such devices are legal.

If the House of Representatives acts similarly there will be a new law as expensive and just as ineffective as the Volstead Act of a generation ago which was designed to protect the American people from the evils of alcohol.

The Billboard does not pretend to know all the political reasons why Democrat "States-righters" as well as Republican members of the Senate failed to even question the expense and practicality of federal enforcement. According to McGrath, county and city officials have found it impossible to buck the mighty syndicates that are presumed to control gambling. Frank Costello and other mysterious individuals are pictured "too big" to cope with. Local governments are portrayed as helplessly entangled by a giant octopus, and they have frantically gone to the federal government for aid.

Poppycock!

This week, Attorney General McGrath admitted his office "could not with honesty say that we know there is any great syndicate presided over by any great czar."

There is instance after instance where well-meaning and determined city and county officials have eliminated corrupt control of gambling to the satisfaction of its citizenry. Has American democracy suddenly grown so weak that a well-planned and co-ordinated campaign involving labor, business and religious leaders and backed by the will of the public can actually find it impossible to eradicate any outside influence over their city, whether such influence originates with the bankers, monopolists, labor racketeers or gamblers?

New Orleans offers one of the best examples. When Mayor Delesseps Morrison took office in that city he proposed to legalize gambling in various forms and funnel the receipts into the city treasury. Blocked in this action by his own State Legislature, Morrison immediately began to enforce the city's existing anti-gambling ordinances. If there are any gambling devices in New Orleans today they are gathering dust in someone's basement. Morrison meant what he said and backed up his words with action. New Orleans put it's own house in order far more effectively, and far less expensively, than federal agents ever could.

Who Are the Proposed Victims?

Restaurant and tavern keepers, coin machine operators, night club owners, agricultural fairs, officers and enlisted men's clubs, re-(See A NEW PROHIBITION ACT? on page 4)

News Review

Hoppy Pulls 'Em But Cole Show Still Second Fiddles R-B

CHICAGO, April 22.—Hopalong Cassidy (William Boyd), rated television's hottest dish for kids. Friday night (21) mounted his white horse, did a three-quarter turn of the Chicago Stadium and, while still in the saddle, gave out with homespun talk over a suspended mike. That was enough to provoke an ovation from the small fry and their dads and mothers which matched in volume that reserved for newly elected presidents.

Hoppy's contribution had what it took to satisfy the youngsters. It also was enough to bring satisfaction to Arthur M. Wirtz, Stadium biggie and top dog of Cole Bros' Circus, in which Hopalong appears and which Wirtz and associates acquired last winter.

As for the Cole show, believed by some to be rapping at the Madison Square Garden door and thus at dominance of the Ringling-Barnum (See Hoppy Pulls 'Em on page 66)

Loose-Drawn Bill Would Hit Alfresco Biz

Wording Jolts Showmen

CHICAGO, April 22.—Segments of outdoor show business this week were jolted by the passage in the Senate of the Johnson bill (3357) which would bar many concessions widely accepted thruout the country.

Loose wording of the bill, prescribing that the shipment of any gambling device be barred from interstate shipment, provided the unexpected jolt to outdoor show business. It came as a complete surprise, inasmuch as outdoor showmen, while aware that legislation was being advanced to control bell machines, did not know the measure was slapping hard at their own business.

In its loose provisions the bill de-(See Loose-Drawn Bill on page 53)

New Operating Policies Set To Sell Radio

Miller's "High Level" Kick

By Jerry Franken

CHICAGO, April 22.—National Association of Broadcasters (NAB) is entering a new phase of operations designed to make the association active on more fronts than before, on higher levels than before and along operational lines far more business-like. This was the major development of this week's annual NAB convention, stemming from the appointment of William B. Ryan, now manager of KFI, Los Angeles, on the eve of the convention.

NAB, thru its president, Justin Miller, now plans to extend activities into a combination of "sell radio and promote radio" areas hitherto untouched. Miller will concentrate on presenting the story of the broadcasting industry to civic, religious and (See NAB: Newer, Better on page 7)

Hope High for Lower Admish Excise Taxes

Cabaret Relief Unlikely

WASHINGTON, April 22.—Chances for a reduction in the admissions tax still appear good, but cuts in most other showbiz excises appear doomed following a wave of tentative votes on various excises taken this week by the House Ways and Means Committee. Virtually scuttled by the House group yesterday (21) were excise cuts on disks and radios and phonos, tho a reduction in the musical instrument tax to 5 per cent was approved.

Next week the committee is scheduled to vote on the admissions and cabaret levies. The cabaret tax is expected to be left unchanged at 20 per cent, but the admissions tax is given an excellent chance of being granted a cut to 10 per cent by the House group. Votes taken by the committee this week and those slated for next week will still be subject to a final vote when an excise bill is (See EXCISE TAX on page 41)

In This Issue

Table listing contents of the issue including Burlesque, Circus, Classified Ads, Fairs & Expositions, etc.

The Billboard Main Office: 3180 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

Actors' Unions Squeeze TV

SAG and TVA War Creates Pacting Poser

Nets May Ask NLRB

By Leon Morse

NEW YORK, April 24.—Rapid-fire developments today (24) placed TV broadcasting management squarely astride the bitter battle between Television Authority (TVA) and the Screen Actors' Guild (SAG) over video performer jurisdiction. The TV webs, stations and advertisers face their first negotiating sessions with the TVA, just set for May 4. However, SAG today served notice on the broadcasters that the West Coast actors' union is the sole bargaining agent for "actors in motion pictures, however exhibited, and that neither the so-called TVA nor any other union is authorized to bargain for motion picture artists."

The video broadcasters must now decide whether to begin negotiations with TVA and brave the jurisdictional difficulties certain to result or to ask for a National Labor Relations Board (See ACTORS' UNION on page 9)

AM Indies in New York Lop Tootler Heads

AFM Hands Tied

NEW YORK, April 15.—Negotiations between Local 802, American Federation of Musicians (AFM), and Class B radio stations whose contracts recently expired indicate that the Taft-Hartley Act is cutting an increasingly wide swath in musician employment.

Pacts with the indies ran out the end of March. New pacts were not yet signed late this week, but a check indicated that employment would be cut heavily. New pacts are near to completion, it was learned, with station execs stating frankly that their outlets were pruning per- (See N. Y. AM Indies on page 13)

H'w'd Musickers Held Well in '49 Despite AM Dive

HOLLYWOOD, April 22.—Altho radio generally took a slump in 1949, employment of radio musicians in Hollywood held fast to previous levels. Commercial radio work, coupled with increase in video employment, accounted for a hefty total of \$4,815,392. By contrast, 1948 saw a total of \$4,853,100 spent on sidemen, according to Phil Fischer, Local 47, American Federation of Musicians (AFM). Figures for 1949, altho a drop during past year from the 1948 peak, refute claims that bottom had fallen out of the local radio employment market.

Breakdown showed total of \$2,898,987 spent on network commercials in 1949 as contrasted to \$3,425,803 in 1948. This was for live airers only and was augmented by (See Hollywood Musickers, page 47)

Donaldson Awards Committee Gets Set for 7th Annual Ballot

NEW YORK, April 22.—With another week to go on the 1949-'50 Sten legit season (The Billboard clocks a Broadway season from May 1 to the following April 30), preparation for the Seventh Annual Donaldson Awards is already under way. The committee, composed of prominent members of all branches of legit show

business, will meet early next month to decide on final arrangements.

This year the theater will be represented on the awards committee by Helen Hayes, for the actresses; Maurice Evans, for the actors; Ray Bolger and Valerie Bettis, for the dancers; Joshua Logan, for the producers; Ward Morehouse, for the critics; Louis Simon, for Actors' Equity; Ruth Richmond, for Chorus Equity; John Effrat, for the stage managers; Oliver Saylor, for the press agents and managers; Morrie Seamon, for the treasurers; John McDowell, for the stagehands; Woodman Thompson, for the scenic designers, and Robert Byrne, for the costume designers. Representing The Billboard will be Roger S. Littleford and William D. Littleford, publishers, and Robert Francis, drama editor.

The Donaldson Awards were founded by The Billboard during the season of 1943-'44 in memory of its founder, William H. Donaldson, a lifetime friend of show business. The awards, which consist of a gold key and scroll for individual seasonal Broadway legit achievement, are given annually in 27 categories covering practically everything in play-writing, acting and technical honors. They are unique in that they do not stem from any limited group of (See THEATER SETS on page 48)

Midwest EMA Fights AGVA Club % Rule

Sets Own Block in Motion

CHICAGO, April 22.—Execs and members of the Entertainment Managers' Association, Midwest chapter of the Artists' Representatives Association (EMA-ARA), last week set in motion their own block against a projected move by the American Guild of Variety Artists (AGVA) to cut club-date commissions to a straight 10 per cent. Recommendation that the switch from the present net deals on club dates to a 10 per cent commission was made last week by the AGVA executive committee in New York (The Billboard, April 22).

The AGVA move is of extreme interest to EMA-ARA, for a cursory check of its membership revealed that 90 per cent of its agent members do some club-date skedding, while 60 per cent derive their greatest revenue from club-date booking. A rough estimate of its approximately 160 members in the Midwest and in parts of the South indicates that about 40 per cent of their entire commission volume is done in club dates. Majority of local booker members contacted said club-date bookings are the difference between a profit and loss due to the sharp decrease in nitery and vaude bookings.

Members Surprised

EMA-ARA members were surprised by the AGVA ultimatum because they were told at a meeting earlier this year that the club-date code, which will govern AGVA-EMA-ARA supervision of such bookings, would not be (See EMA in Move on page 43)

No Flesh in L. A.; Pic Houses Plan Stage Blackouts

HOLLYWOOD, April 22.—Los Angeles will be sans a single stage-show-film house, with the Orpheum, Paramount-downtown and Paramount-Hollywood dropping flesh fare. Orpheum, which brought back vaude last August, was first to announce the stage blackout, with Fanchon-Marco, ops of both Paramounts, immediately following suit.

Orpheum's stage goes dark May 9, following Phil Spitalny's one-week stand. Paramount-Hollywood drops its stagershows this week-end and Paramount-downtown discontinues one week later. Both Paramount's started their stage offerings less than a month ago.

Downtown house brought back production shows, while the Hollywood theater presented nitery type shows.

Editorial

A New Prohibition Act?

(Continued from page 3)

ligious and social fund-raising organizations, private clubs and fraternal organizations, the volunteer firemen, and all of the veterans' organizations are to be the victims of this bill, as they are inconsistently and sporadically jumped upon by federal agents in a futile effort to perform an impossible enforcement task.

What To Do About It

Since The Billboard is a medium thru which news and information about "gambling devices" is exchanged, it would be useless to protest here the law on a moral or federal versus local government basis. All arguments would be considered prejudiced.

Rather, it is more practical for everyone connected directly or indirectly with the entertainment industry to point out to their congressmen, and to other influential persons in their community, in what broad language the bill defines "gambling devices;" how difficult it will be to determine what constitutes a violation of the law, and how impossible it will be to enforce such a law fairly.

Time is short. The bill already has passed the Senate. Wires and letters will not be effective quick enough. This calls for immediate and direct contact with congressmen and those to whom they listen.

For complete text of Johnson Bill, see pages 53 or 100.

Film Musical Review "Faust and Devil" Makes Opera Into Family Pic Fare

NEW YORK, April 22.—Columbia Pictures' Faust and the Devil is new proof that grand opera can make solid family film fare. The production, filmed in Italy as part of a series commissioned by Columbia to be produced by Gregor Rabinovitch, shapes up as the best of the three presented to date by virtue of the highly dramatic, symbolic story inspired by Goethe's Dr. Faust, a physically handsome cast, some excellent photography and magnificent bass-baritone singing of Metropolitan Opera star Italo Tajo in the role of Mephistopheles. (Other operas filmed previously by Rabinovitch have been La Traviata, The Lost One, La Boheme and Her Wonderful Lie.

Basically, the opera is Gounod's Faust, the most performed music (See "Faust and Devil" on page 14)

UNESCO Sets Tariff Cut on Music, Disks

For "Approved" Groups

WASHINGTON, April 22.—The United Nations Educational, Scientific and Cultural Organization (UNESCO) is drawing up plans for a global treaty to end tariffs on sheet music, disks, tape and wire recordings, newsreels, works of art and books which designed for use by radio and TV stations, universities and other approved institutions.

Even such a partial breakdown of customs barriers could open up vast new markets for U. S. industry by affording many foreign purchasers an opportunity to pick up the items at a substantial price reduction. The duty (See Plans Music, Disk on page 16)

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

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

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Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union.

Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address. The Billboard also publishes Vend, the monthly magazine of automatic merchandising.

MILLER MAY GET LOBBY ROLE

NAB Board To Get Plan For "Festival"

CHICAGO, April 22.—A plan for an annual "Radio Festival," to be supported by all segments of broadcasting as an industry promotion campaign will be presented to the board of directors of the National Association of Broadcasters (NAB) next June. The plan was developed by Robert K. Richards, NAB director of public affairs.

The "festival," to be aimed both at listeners and business, would use top radio talent on an all-network program, with pick-ups from the three key originating centers. The show would also be made available to non-web stations, either direct or via tape.

NAB is also considering a public relations campaign recommended to the board by Richards and Dick Doherty, director of NAB's employer-employee relations department.

Schooler Sues Over "Tune-O"

HOLLYWOOD, April 22.—Harry Schooler, thru the Levy, Bernard & Jaffe law firm, will file a \$1,000,000 damage suit against Richard H. Ullman, Inc., of New York, over rights to Tune-O, listener promoting game. Papers have been prepped, with suit to be filed Monday (24). Schooler will also seek an injunction against Ullman's continued use of the air-show gimmick. Co-defendants named in this action include Station KMPC, local outlet airing Tune-O, and one of number of stations in the U. S. using the gimmick, plus three local sponsors.

Schooler claims he holds priority to Tune-O and will attempt to prove that he originated and used it some years ago. Schooler says he owns the trademark to Tune-O and had registered it under a fictitious name in 1946.

Law 'n' Order

CHICAGO, April 22.—It took recourse to a city ordinance before Gordon Brown could distribute his literature, favoring the Shepard bill in its proposals to regulate U. S. radio networks, at this week's NAB convention. By arrangement with the Stevens Hotel, C. E. Arney Jr., NAB secretary-treasurer, has final authority on who may distribute promotion material, and where. When Arney saw Brown, via an attractive and scantily dressed fem, deal out leaflets, he made him stop. Brown was neither an exhibitor nor an NAB member.

Brown then went to the hotel management where he was told Arney had full authority. The Chicago Convention Bureau told him the same thing. Finally, at city hall, he learned that a city ordinance provides that the ramp between the hotel and the 8th Street Theater, where meetings were held, is a public thoroughfare beyond private control. Brown stationed his gal there.

Story broke *The Chicago Daily Press*—with art.

Terms of Ryan's NAB Contract

CHICAGO, April 22.—Following are the four main provisions of the contract under which William B. Ryan becomes general manager of the National Association of Broadcasters (NAB). Contract calls for \$25,000 annual pay for three years, with either party able to cancel on one year's notice and payment of transportation fees for Ryan and his family to Washington.

"1. It is primarily an inside job. For example, the incumbent will not ordinarily be expected to engage in speech-making or in general outside public relations activities.

"2. The job involves . . . such duties as those customarily performed by the general manager of a typical business corporation—supervisory control over finances, income, expenditures, accounting, audits and budgets.

"3. The general manager will also exercise supervisory control over all departments except that of the president and the general counsel. This supervisory and policy level work will be delegated by the president. . . . The general manager shall have a sufficient delegation of power from the president to give him actual control over the staff of NAB, except the president and the general counsel, in order that there may be no question concerning his right to inquire into every detail of every operation and to require appropriate action following such inquiry.

"4. The general manager shall also be in charge of the function of securing and retaining members for NAB."

Per-Program Music Contract Still Years Away, NAB Told

CHICAGO, April 22.—Negotiations for a contract covering per-program use of music licensed by the American Society of Composers, Authors and Publishers (ASCAP) on television may take years, the 28th annual convention of the National Association of Broadcasters (NAB) was told this week. The complexities of the problems involved are partly responsible and these are made more difficult by "fear and ignorance" bedeviling both sides, it was pointed out.

A report on negotiations to date

was made to the NAB by Dwight Martin, WLW, Cincinnati, head of the industry "per-program" committee. TV now has an interim agreement with ASCAP covering blanket use of ASCAP music, paying 2.25 per cent of net, plus 10 per cent—the "AM plus 10" formula.

Among the principal problems yet to be resolved are payment for music (See *Per-Program Music* on page 15)

Coy Still Icy On TV Thaw

CHICAGO, April 22.—Altho many broadcasters attending the NAB convention were hoping to hear from Wayne Coy, chairman of the Federal Communications Commission (FCC), a statement as to when the TV freeze was to be lifted, they got no specific T (for thaw) Day predictions from the commissioner during his convention address Tuesday (19).

Coy said: "I certainly hope—and let me repeat the word 'hope'—that we get out of the freeze before the end of the year. I pray that it will be earlier. I do not predict when."

Significant and disappointing to the trade also was the fact that Coy outlined no faster way in which TV applications will be handled once the freeze is lifted. With the FCC over-worked now trying to handle hearings and routine, many trade leaders have long suggested that special FCC machinery would be needed to handle the post-freeze application flood. Receiving no hint from Coy as to what plans were being made in anticipation of freeze bottleneck elimination, they became even more pessimistic concerning dates on which new TV stations could be put into operation.

Concerning the present financial position of the TV industry, however, Coy pointed out that much red ink was still being used. After comparing AM and TV revenue and TV's effect upon AM's earning, he came to the conclusion that "TV has not made significant impact on AM revenue. TV seems to be attracting new sources of revenue either from increased advertising expenditures by American business or from money heretofore spent with other media."

Altho the conventioners had expected Coy to take them to task for program trends as he has done elsewhere recently, general tempo of his speech was one of conciliation. He did call for more public service programming, but in a manner far from caustic and with a general tone indicating he had no desire to become embroiled in any industry-commission battle.

District Meetings To Feature Labor, Management Panels

CHICAGO, April 22.—Future regional meetings of the National Association of Broadcasters (NAB) are expected to feature "working" labor-management panel discussions as a result of the success of a similar session at the NAB convention here this week. Monday's (17) labor-management session was considered by many to be one of the few highlights of the convention, principally because it showed that labor and management can meet on common, harmonious ground.

Representing labor were Lawson Wimberly, director of the radio division of the International Brotherhood of Electrical Workers (IBEW), and Ray Jones, vice-president of the American Federation of Radio Artists (AFRA). C. L. Thomas, general manager of KXOK, St. Louis, and Harold Essex, vice-president and managing director of WSJS, Winston-Salem, N. C., represented management.

Thomas listed these four points as paramount:

Management must be free of pressure to raise costs unreasonably, because of AM's present situation.

Progress should be increased in job-training programs. Too many station employees imagine the only qualifications they need is a union card.

Negotiations should be businesslike and realistic.

Sound labor-management relations should be based on the realization that employees and management have a common interest.

Wimberly stated that "the record of the broadcasting industry in labor relations, on the whole, is very good." He also stated, however, that since management is organized, via NAB, there should be general industry approval of unions.

NAB's Prexy To Ask Board Okay in June

"Willing To Take Risks"

CHICAGO, April 22.—Justin Miller, president of the National Association of Broadcasters (NAB), revealed here this week that he will place before the NAB board at its next meeting in June a proposal that he register as a paid lobbyist. He himself, Judge Miller declared, is in favor of such a move, but is leaving the decision to the board. Heretofore the board has opposed Miller's registration, and this attitude was strengthened by NAB's need for Miller in other directions. Appointment last week of Bill Ryan as NAB general manager, however, resolved this last problem.

Miller Plan Revealed

Miller's plan was disclosed during the course of a review, by the NAB president, of this week's NAB convention, the association's 28th meeting. Despite criticisms by many broadcasters of a lack of bedrock business sessions, Miller declared the convention proved that the divergent elements within broadcasters can and will live together, but intimated that since broadcasters clearly showed that their interests do not lie along the lines of this year's convention, arrangements next year would be different. Accordingly, he discussed with appropriate committees proposals that next year's convention be along "how to" and "dollars and cents" lines.

High Level Problems

With Ryan now assuming responsibility for NAB's internal management (see box outlining terms of Ryan contract on page 5), Miller is free to tackle high level problems he couldn't before. He is perfectly aware, he said, of the risk entailed in registering as a lobbyist, but feels that this should not act as a deterrent. In England, he noted, "parliamentary practice"—the British equivalent of lobbying—is a highly respected profession and he sees no reason why it cannot be raised to a comparable level in the U. S.

Miller plans to present to the board next June a full list of the spheres in which he now will be free to work and will ask the directors to choose those felt most important. Chances are registering as a lobbyist will be the No. 1 item. Ralph Hardy, originally engaged as NAB's AM director, a post since abolished, now is the industry's registered lobbyist.

Party

CHICAGO, April 22.—A review of the situation involving allegations of news slanting made against G. A. Richards was a highlight of a private cocktail party thrown here this week during the course of the annual NAB convention. John G. Patt, manager of WGAR, Cleveland, one of Richards' three stations, presided at the party, at which the main speaker was Hugh Fulton, Richards' counsel. *The Billboard*, which first reported the allegations, was not invited to the party, altho reps of at least one other trade paper attended. According to report, Fulton discussed the case for an hour.

This One



CNGK-DHF-ZSKX

Hooper Drops Mixed Sample

To Cover AM Only in Non-Video Homes

Ends AM Stations Squawks

CHICAGO, April 22.—C. E. Hooper is changing the procedure in ascertaining relative program popularity, AM and TV, he revealed to delegates attending this week's National Association of Broadcasters' (NAB) convention. In sum, Hooper's future city reports will be based on separate samples for each medium.

Hooper has been under constant fire for some months now, ever since he began rendering combination reports. AM stations hollered murder, on the ground that by measuring AM in TV homes, Hooper was giving radio a short count. Secondary listening, it was argued, did not show up at all, and worse yet, no allowance was made for the novelty effect of TV and its resultant—if frequently temporary—cut into radio use. AM operators also said that the Hooper telephone—only sample gave a disproportionate result since TV receiver ownership is higher in phone homes than the norm.

Hooper now, via his separate procedure, will give results comparing radio program popularity in non-video homes and tele shows in TV homes. This will permit comparison with previously accrued data, something it was claimed was impossible to do when the two sets of figures were combined. Hooper is advising stations, however, that as tele reduces the radio audience, AM claims should be comparably reduced.

Seems Like BAM Is Gonna Bomb

CHICAGO, April 22. — Broadcasters were dark-blue pessimistic this week over the future of Broadcast Audience Measurement, Inc. (BAM), organized to assume the functions of Broadcast Measurement Bureau (BMB). Delegates attending this week's National Association of Broadcasters' (NAB) convention declared that, unless BAM can come up with a specific means of measuring audience (not program) size, on an economical basis, BAM's future looks gloomy and uncertain.

Main question centers on whether BAM can devise operating procedures which will run less than the \$75,000 to \$100,000 annually needed by BMB. The latter agency only completed its second study on the basis of a \$75,000 loan from NAB and drew its support from less than a third of operating stations in the country.

Steps to incorporate BAM were taken at the NAB meeting this week.

NAB Resolutions In 'Dream World'

CHICAGO, April 22.—Completely ignoring some of the most important problems facing the industry, resolutions committee of the NAB convention recommended a series of motions that thanked various NAB execs, speakers at the convention, and pledged support of various industry undertakings.

Two of the more important resolutions passed came from outside the committee. One, recommended by FM broadcasters and first suggested



KLZ General Manager

Hugh B. Terry

Known industry-wide for his radio activities, aggressive Hugh Terry keeps sales-conscious KLZ right at top in the Rocky Mountain region as Denver's No. 1 Hooper Station.

Linnea Nelson "In Burn" Over BMB Brush-Off

CHICAGO, April 22.—Most open criticism of the attitude of broadcasters in disregarding sessions of this week's NAB convention was voiced by Linnea Nelson, time buyer for J. Walter Thompson and one of the top agency execs in radio. Miss Nelson gave the delegates what-for for failing to turn out for the meeting set up to discuss research in general and the work of Broadcast Measurement Bureau (BMB) in particular.

If J. Walter were to buy but one station for each of the stations represented at the BMB session, Miss Nelson said, "salesmen would be screaming." BMB is the broadcasters' own baby, she added, and lamented its failure to give it the attention it warrants. She added tartly that program ratings were not enough since they failed to present a picture as to total audience size.

"The Program's the Thing," NAB Tele Sessions Advised

By Cy Wagner

CHICAGO, April 22.—General conclusion that TV needs better programs and more educational fare was reached by various speakers at the sessions devoted to the medium during the National Association of Broadcasters' (NAB) convention here this week.

Keynote was delivered during the Wednesday TV meetings by Robert C. Tait, president of the Stromberg-Carlson Company, when, during a speech entitled *Our Television Privilege*, he said, "the industry faces the risk of slipping into a slough of mediocrity."

Hitting average program schedules, Tait stated that TV is almost entirely entertainment and then added, "people crave something more than entertainment, and it's time we do something about it."

In view of the fact that TV has been subjected to much program criticism recently, Tait called for positive action to stem the tide. He said that it was time "we set up standards of acceptance and good taste in order to win public approval and prevent government regulation or censorship."

After Tait had called for better programs and more educational fare to realize the medium's teaching potential, Hal Roach, Hollywood producer and one of the West Coast's leading TV exponents, stated that his company was already planning a major TV film series which would combine entertainment and education. His company would buy time from stations, air the series and then get back its dough by charging the public for course adjuncts. Featured on the series would be discussions by famed educators, and dramatizations to hypo interest.

Prior to the luncheon meeting at which Tait spoke, TV sessions featured two panel discussions. On the first panel were Jack Mabley, TV editor of *The Chicago Daily News*;

by Morris Novik, asked TV receiver manufacturers to include FM tuners on all models. The other, following a successful labor-management session Monday (17) was proposed from the floor and recommended that similar labor-management panel discussions should be held at NAB district meetings.

Ernest Walling, NBC producer, and Robert D. Swezey, manager of WDSU, New Orleans. On the second panel, Jim Moran, of Courtesy Motor Sales, Inc., Chicago; Marion Harper Jr., president of McCann-Erickson, Inc., and John Outler, head of WSB, Atlanta, were featured.

Harper stated that TV always will have to hold consumer interest, produce sufficient coverage for an advertiser and prove it can help realize marketing objectives. In general, he said, it had already shown it could meet these needs.

Outler stated that the period of TV glamour selling is over and that from now on time will have to be sold on basis of advertising results to be garnered. He also said that circulation is the prime requisite and that this could be obtained only with good shows. Unlike some trade spokesmen, he said good local circulation-building shows could be produced cheaply.

NAB Asks TV Mfrs. For FM Band Tuners

CHICAGO, April 22.—As a result of the FM session held Monday (17) at the National Association of Broadcasters' (NAB) convention, the trade org went on record, via resolution, as being in favor of having all TV set manufacturers include FM hand tuners in all models sold henceforth. Advantage to FM broadcasters of having TV set makers take this step was brought up at the FM session by Morris Novik and recommended to the convention's resolution committee. Pressure from NAB on manufacturers is expected to result from the move.

The FM session, one of the best attended during the convention despite general trade apathy toward the medium, featured discussion of functional music, transit radio, program duplication versus non-duplication, FM audience measurement and a question-and-answer period. During the question-and-answer period it developed that, altho many broadcasters were cold on FM, some were contemplating new stations in order to utilize FM transmitters for subsequent TV use in the post-freeze period.

BMI Really in Tune At NAB Convention

CHICAGO, April 22. — Broadcast Music, Inc. (BMI), the broadcaster-owned publishing and licensing firm which celebrated its 10th anniversary this week, served an unexpected function when it sparked the entire National Association of Broadcasters' (NAB) convention. Without BMI, some delegates said, the convention would have been irretrievably and unbearably dull.

For one thing, BMI's board served as the main squeeze at the luncheon held for the unaffiliated stations session. For another, 10 top BMI publishers were dais denizens Tuesday (18), with a cavalcade of past BMI tunes featured.

Major pay-off, tho, was a closed dinner held Monday (17), with past and present NAB directors, BMI directors, and trade press reps, as guests. Held for the second year in a row, it was unquestionably the top affair of the four-day meet, with superb food—the event was held at the Ambassador East Hotel—and a rare atmosphere of camaraderie. Each guest was provided with a butcher's apron, with his name embroidered on it, with the years of attendance to be added as time passes.

Indications are that the dinner, to be held annually hereafter, will become one of the industry's great traditions, emerging as radio's Gridiron Club.

Claudia Stanza Pulls B'krollers

NEW YORK, April 22.—Carol Irwin this week was deep in negotiations with several bankrollers for a radio version of Rose Franken's Claudia series, with Campbell Soups reported close to a deal with the packager. Campbell's is interested in airing the series as a 15-minute strip show in the 7 p.m. slot on NBC, which is being vacated when *Lucky Strike* drops the Frank Sinatra *Light Up Time*. Bankroller which picks up the AM show also gets an option for a TV Claudia series.

Campbell's reportedly is interested in switching its radio set-up in a move for new listeners in new areas, as exemplified by its picking up the tab on *Double or Nothing*. Possibility is foreseen that if the Claudia deal goes thru, the soup outfit may drop the 7:45 p.m. Edward R. Murrow strip newscast on CBS, which might, in turn, affect its Club 15 show there. Club 15 and Murrow air back to back, affording Campbell's a contiguous discount rate.

NAB Exhibits Roll Up Top Gross in Yrs.

CHICAGO, April 22. — The best business done at an NAB convention in many years was reported by transcription companies, program services, TV newsreel orgs and other exhibitors occupying space on the Stevens Hotel's fifth floor. Some exhibitors, such as Cy Langlois, of Lang-Worth, reported best business in 10 years.

Altho there was general agreement business was booming for convention sellers, reasons for the activity varies. Some claimed that stations, faced with increasing competition for advertising dollars, were searching for and ready to buy new audience-pulling programs. Others attributed traffic to the fact that regular sessions were dull, many of the conventioners had more time to visit exhibit space, while other experienced convention-goers stated plugs given exhibitors by convention management during many sessions helped turn the trick.

Conversely, manufacturers of \$2,000,000 worth of "heavy equipment" (transmitters, etc.) displayed in the basement exhibit hall were crying the blues.

NAB: NEWER AND BETTER

AM Nets Lure Regional Sponsor With Split Deals

NEW YORK, April 22.—The four major webs, with national bankrolls sitting tight on their check books as far this season, are turning more and more to split network deals to lure in regional sponsors. The trend is spotlighted by the special TV-ies network being pitched by ABC manufacturers of video receivers as an inexpensive means of getting mass circulation in areas with TV stations. But meanwhile, with full-Web time sales of other seasons saddled off this year, a considerable amount of quiet hustling of lesser accounts has been racked up on the theory that a couple of regional sales will pretty much equal a national sale.

Both ABC and CBS have added a couple of such advertisers. Richard sold out signed with CBS to bankroll the Escape adventure series on an eastern hook-up in the 10 p.m. Friday slot.

The business follows hard on a couple of similar deals made by CBS. One of these was with Phillips Oil Company, which bought the same 10 p.m. Friday period used by Richard, but for the Midwestern and mountain areas. Phillips will air hillbilly singer Rex Allen for torn-bred listeners.

Another CBS deal was with Brock Landy for the 7 p.m. Saturday period, this time for a Southeast and South-Central regional web, also on a hillbilly kick. This show will originate at the studios of KRVA, Richmond, Va.

These deals are all profitable to CBS and the other webs involved for yet another reason beyond the mere act of the sale. The usual network discount structure usually is not in force on regional network sales because of the limited number of stations involved.

ABC Expanding 4 P.M. Slot
ABC has been airing a zany five-week half-hour show called *Survive Package* on the Coast for Green spot frozen juices. It was expanded to the full web February 27 in the 1 p.m. period. The same sponsor has expanded to include a regional web in the Midwest, including 70 outlets, in the first quarter hour.

Another ABC regional sponsor is (See *AM Nets Lure* on page 11)

Looks Like Newspaper Stations Really Have the Damper on BAB

CHICAGO, April 22.—Indications that newspaper-owned stations within the National Association of Broadcasters (NAB) have won a clear-cut victory insofar as dictating policy for the Broadcast Advertising Bureau (BAB) were strongly in evidence this week. From reports circulated at the annual NAB convention the original objectives of BAB have been revised with the result that a high-level sales campaign in behalf of broadcasting is no longer on the BAB agenda.

BAB has been opposed by newspaper stations ever since its inception. Now, it's claimed, by withholding sufficient operating funds and by limiting the functions of Maurice Mitchell, BAB's director, the scope of the bureau is effectively being whittled down. Originally it was planned that after a year of providing basic sales promotion aids, Mitchell would go into the field personally to contact top non-radio accounts in a campaign to have them establish radio budgets. This, it is said, now has been dropped. It is also reported that plans to expand BAB personnel and offices have been made virtually impossible by financial restrictions.

Even without newspaper-station opposition, BAB has experienced additional pressure from broadcaster ranks. Large stations, which pay the greater part of its upkeep, argue that they do not need it. Smaller stations, on the other hand, have found BAB's sales material of great value in snaring new biz.

'Phoney' Tix Offer Is WTTM Mystery

TRENTON, N. J., April 22.—A sadistic radio fan, who's evidently queer for quizzes, has been playing havoc with local Station WTTM's daily musical guessing airer, *The 920 Mystery Club*. For the past two months the station has been swamped with calls from irate listeners who claim they were promised theater ticket awards by *Mystery Club* emcee Wes Hopkins. A check-up revealed that thru overloading of the telephone wires, some local joker is able to cut in on WTTM calls and pose as Hopkins.

Duped dialers report that the phony who promised them prizes has the trained speaking voice of a professional announcer. Since the program pulls in between 50 and 60 calls daily, angry radio fans have finally persuaded local police and the New Jersey Bell Telephone Company, investigators to conduct a full-scale hunt for the mystery maniac's whereabouts.

Common-Law Marriage Due For CBS, WLW?

CHICAGO, April 22.—Despite forthright and firm denials by James Shouse, president of Crosley Broadcasting Corporation (WLW, WLW-T, Cincinnati), reports persist that the top Cincinnati AM-TV operation plans some sort of an alliance with CBS. The Crosley outlets now are, and have been for many years, NBC affiliates.

Rumors of the change began circulating at this week's NAB convention and had so taken over by midweek that NBC and Shouse issued a joint statement. Shouse declared, "We have no intention or desire to give up our affiliation with NBC." It is understood that Shouse confirmed this personally to Niles Trammell, NBC board chairman.

Shouse also revealed that Crosley has instructed its attorneys to investigate the legal aspects of taking some CBS shows, even as it now airs some Mutual programs. Trade observers pointed out, for example, that WLW could be quite happy in airing such topflight CBS shows as Jack Benny, Edgar Berger, et al.

Don't DO That!

CHICAGO, April 22.—Talking about the practice of "double billing" on dealer-manufacturer co-op business, Maurice Mitchell told the indie session of the NAB convention this week, "It's dishonest and it's unethical." Then he added, after a thoughtful pause: "You shouldn't do it—unless you have to."

New Operating Policies Set To Sell Radio

Miller's "High Level" Kick

By Jerry Franken

(Continued from page 3)

business leaders; to the press; to government (outside the sphere of lobbying, unless the NAB board approves his registration as a paid lobbyist), to cementing station relations within NAB, and to unifying the industry within NAB.

Efficiency Expert

Ryan's duties, on the other hand, are considerably along the lines of an efficiency expert—to get NAB functioning as an effective business organization. Number one item on his agenda, after reporting for duty May 1, will be to hire a field representative to increase NAB membership. The job is expected to pay \$10,000 annually, plus some sort of incentive arrangement. Ryan also is slated to examine the entire NAB organization as to budget and personnel.

As operating—rather than policy—director of NAB, Ryan is also likely to effect certain changes in NAB departments. At least two such departments, it is reported, may come in for some drastic revision. Reports are that the two department heads involved have been operating virtually autonomously. Ryan is expected to "bring them in line"—and fast.

Frontal Drive

What this adds up to is a frontal drive on the two most important NAB fronts. Ryan's appointment is now expected to restore, eventually, the major networks to full NAB membership, thus solidifying its position. It is also expected to bring recently resigned stations back into the fold. WFAA, Dallas, this week was reported the first planning to rejoin, with others certain to follow.

The convention also proved that broadcasters will not accept a "high level" convention, such as this one was scheduled to be. Convention delegates turned a cold shoulder to government and business speakers. Their interest was focussed, instead, on two "down-to-earth" sessions, the non-affiliated stations meeting and the television meeting. Their reaction will dictate the course of next year's convention, which now, according to every indication, will deal with such specifics as the AM-TV transition, rate structure problems and kindred industry problems.

Next Year

CHICAGO, April 22.—Attempts will be made shortly by the National Association of Broadcasters (NAB) to move the 1951 convention from Chicago to Washington. It's believed that held there, the convention would be assured of a top-flight Washington speaker and the publicity value of the annual confab increased considerably. NAB execs are looking into the problem now—one of the principal headaches is where to locate the exhibits. Another is whether delegates would attend if the exhibits were away from the main hotel, and whether exhibitors would stand for a remote exhibition hall. NAB execs feel that, in general, Washington holds more interest than Chicago. However, the association has an option on the Stevens Hotel for April, 1951.

Tough Protocol Problem On Webs' Return to NAB

CHICAGO, April 22.—Return to full membership status in the National Association of Broadcasters (NAB) of the four major networks is now regarded as a strong possibility before the end of 1950. The webs, which now pay \$5,000 annual dues as associate members, went out on their own insistence three years ago, at the same time yielding their positions on the NAB board.

Two major problems are clouding the return of the prodigal webs. One is protocol—how it can be arranged with suitable diplomatic trappings so that no one loses face. Another is the question of dues, since it's not likely that the webs will go for too much of a hike.

Presupposing peace between the two factions is achieved this year, the entire NAB membership still would

have to vote on the question, since the change in membership status was brought about by a by-law revision. This revision, of course, would now need further revision. Since both the NAB administration and the board are ardently in favor of getting full web support again, it's believed likely the members would support the move, too.

First major step in the NAB-network entente cordial will take place in New York May 15, when top NAB execs will get together with web toppers to present to the broadcasters a picture of the NAB's organization, operation and function. NAB reps will include President Justin Miller, General Manager Bill Ryan and department heads. Network execs will include the four presidents and top level veepees.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

COAST JOCKS CENTER IN TV

Refute Claims That Medium's A Tough Ride

Top Features for OK Dough

HOLLYWOOD, April 22.—Hollywood's top AM disk jockeys are taking to tele with ease and success, and predictions made by wisecracks not so long ago that radio-trained platter pilots couldn't make good in tele have failed to come true. Instead, several d.j.'s are making as much dough in tele as in radio, and many newcomers are entering the video field. Surprising to some, video sessions featuring disk jockeys are among the top earning features in the local tele picture.

Dean of tele disk spinners from the standpoint of earnings, time on the air and popularity is unquestionably Al Jarvis, veteran KLAC and KLAC-TV platter pilot. It was Jarvis who first went into the daytime video disk field last winter, plunging into a five-hour, six-a-week show, which was in addition to his three-hour daily radio stint. Show caught on from the start and is currently grossing \$2,000 a day in spot sales revenue. Jarvis, cut in for a percentage of sales, is reliably reported to be earning well over \$1,000 weekly from video alone.

The Jarvis layout, which features interviews, race results, records and daily religious periods, is KLAC-TV's best earning property. Informality and novelty are trump cards program-wise, with show completely off the cuff, and Jarvis's success has prompted KLAC-TV to add other disk jockey shows. Sister station KLAC, incidentally, features virtually 100 per cent disk jockey programming.

Bill Anson, KFWB radio wax whirler, is another recent convert to tele, also in KLAC-TV. Anson is featured on several week-end layouts, emceeding variety and talent shows, with emphasis on music. Don Otis, Dick Haynes and Bob McLaughlin, all in the KLAC-TV clan, have been or are currently tele features of the station. Otis's variety layout, a half-hour (See Coast Jocks Win on page 15)

Sponsor Drops Burns & Allen

NEW YORK, April 22.—The Block Drug Company this week definitely decided to cancel Burns and Allen after their May 17 broadcast. The program is on CBS each Wednesday evening, from 10-10:30.

CBS, the owner of the radio package, will keep the program on sustaining for several weeks more, and then give the comedy team a summer hiatus.

During the warm weather, the network will work on a new Burns and Allen show, with the accent on revising their formula. Block, the manufacturers of Amral-Dent tooth powder, is in the market for a TV program for next fall.

Color Hearings To Dig Into Sets

WASHINGTON, April 22.—The Federal Communications Commission's (FCC) color TV hearing will dip deeper into the question of set production during the next two weeks of proceedings, with RCA (See Color Hearings on page 40)

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

Phillips Food To Trump "Aces" TV on DuMont June 26

The Phillips Food Company last week decided to cancel the filmed TV version of "Easy Aces" after its second cycle runs out June 26. The program is on the DuMont web outside New York each Wednesday evening 7:45-8 p.m. The program is a Ziv package.

American Weekly Weighs Elmo Roper TV News

The American Weekly magazine last week was considering sponsorship of a 15-minute TV program featuring researcher Elmo Roper in which he would discuss trends in the news. The program, if bought, will go on CBS-TV.

Lever Say They'll Keep "Amos 'n' Andy" After Hiatus

Reports that Lever Bros. would like to dispose of their contract for "Amos 'n' Andy," despite the fact that it still has one year to run, last week were vigorously denied by Michael J. Roche, general advertising manager. Roche said the firm has "no intention of releasing" the comics, who are on for Rinso, and that Lever "intends to keep them" when the current contract runs out. The veteran duo begin their hiatus May 14, and will be off for 18 weeks until October 1. The first 10 weeks probably will be filled with "Call the Police," which has subbed for the show during the past two summers. The last eight weeks of the hiatus period will be filled with a sustainer by CBS.

MCA Pitching Sinatra-Henderson Package for Fall

Music Corporation of America (MCA) is peddling a half-hour radio program for next fall, featuring the singing of Frank Sinatra and the music of Skitch Henderson and his ork. The package is priced at \$10,000. Sinatra is expected to be canceled out of his current NBC strip for Lucky Strike cigarettes.

T-Man TV Films Start Shooting Sked in New York

Packager Bernard Procter has signed Walter Abel, Sam Wanamaker and J. Edward Bromberg for a series of TV film programs based on the files of the U. S. Treasury Department. Shooting on the three-star trio's first T-Man story, based on a "Black Hand" case, started last week (20) in the Little Italy colony of Manhattan's Lower East Side. Non-pros in the neighborhood have been drafted for supporting roles.

Detroit Packager To Use Theater at Giveaway Origination

Airing of a new theater giveaway show is currently being broached to radio interests in Detroit by Al Broder, manager of the Seville Theater. The program, "Crazy Auction," features a 45-minute show with 10 prizes. Broder's plan is to market the show in a packaged form to theaters and to put the show on the air, originating on a theater stage here, and with a sponsor. The program was tested at the Seville, had a small subsequent run, and attracted customers from a 10-mile radius.

Abe Burrows Mulls Doing Scripts Again

Abe Burrows reportedly is considering switching back again to his original forte, scripting. Burrows already has started work on a new half-hour situation comedy for CBS-TV. Indications are that more typewriter work will be tossed his way in the future. It's not regarded likely, however, that he would give up his performing chores completely.

CBS-TV Near Signing Peter Lind Hayes

CBS-TV last week was close to signing Peter Lind Hayes and Mary Healy to preside over its "Stork Club" package. Format is being changed from a chatter show to accent entertainment, and will run for a half hour instead of 15 minutes. The web is reconstructing a replica of the Stork's Club Room for use on the video program. Irving Mansfield will produce.

CBS, NBC Vie for Groucho Marx on TV

Groucho Marx last week was being romanced both by CBS, his current home, and NBC, with his video bow next fall the magnet. Marx is interested in doing a tele show via film, with the AM show aired simultaneously from the sound track. NBC execs were making an ardent play for the comic, and for his agent-brother, Gummo, but CBS still is said to have the edge because of pleasant current relationship. DeSoto-Plymouth dealers, sponsors of the current Marx AM show, are reported very much interested in taking on the TV version, when and if.

Howard Clothes To Cancel WNEW's Powers May 3

Howard Clothes is dropping the Jimmy Powers show on WNEW, New York, effective May 3, and will use the money to buy spots on the same station. The clothing outfit's decision to cancel out on WNEW was influenced by the sports commentator's overloaded radio and TV schedule, plus the fact that Howard's assumed sponsorship of Powers's TV ailer on WPIX, New York, Monday (17). Meanwhile, WNEW's new program director, Dick Pack, is scouting around for another sportscaster.

Lenore Aubert Brings 10C Injury Suit Vs. NBC

Lenore Aubert, actress, is suing NBC for \$10,000 because of injuries sustained while rehearsing for the TV show, "Martin Kane, Private Eye," sponsored by U. S. Tobacco Company thru the Kudner Agency. She claims that a gun fired by Tiger Andrews during a rehearsal was responsible for the injury. She alleges that the gun was defective. NBC supplies the property and is therefore being held responsible.

Sindlinger Fol Philly AM, T Survey Servic

PHILADELPHIA, April 22.—offices of Sindlinger & Company, operators of the Radox instant radio-TV audience measurement service, were closed yesterday (21), the business suspended. The phone company was notified to connect lines to the 342 sample here. The announcement by Albe Sindlinger, president of the firm, that the move "ends our endeavor provide" the system.

Despite the announcement, a reaction was that Sindlinger has yet given up hope of making Radox system pay off. There are reports that negotiations are under way for new investors to move into picture, possibly as early as next week. Meanwhile, Sindlinger's \$4,000 suit against A. C. Nielsen Company and C. E. Hooper, Inc., charging restraint of trade and patent interference, still is pending. Nielsen was served last week and has to May 1 to file a reply.

Camel To Snu Out Screen Gui

NEW YORK, April 22.—R. J. E. Nolds Tobacco Company this week was reported to have decided to definitely drop Camel Screen Guild Theater when the current cycle runs June 29. Reports have been circulating for some time that the show is shaky. The tobacco firm also is reported to have decided against making replacement and probably will end the time period entirely.

Screen Guild, a veteran ailer, occupies the 9 p.m. Thursday slot on NBC. William Esty is the agency

U. S. May Scratch Racing Dope From All Broadcast

WASHINGTON, April 22.—Legislation sponsored by Justice Department to restrict racing information looks like it will get an okay from Senate Interstate Commerce Committee, despite anticipated opposition from Federal Communications Commission (FCC) and the industry to be put on the record next week.

As it applies to radio and TV, bill would ban the airing of "gambling information" prior to the start of a race or within an hour after finish. Races could be aired as a local event, but only one race could be broadcast by any station or network per day. Gambling information includes entries, scratches, jock weights, track conditions, odds, positions, results, and prices paid.

Strong backing for the measure by Justice and by State and local enforcement officials is expected to induce the committee to report the bill to the Senate floor for early action. The bill also has been approved by Attorney General J. Howard McGrath and police officials of various cities. FCC Chairman Wayne Coy, who appears for the agency, is expected to recommend to the Interstate Commerce committee which launched open hearings this week that the bill be amended so that it bans only the interstate transmission of betting information and prices paid. Coy is further expected to ask that criminal penalties be included, since otherwise the authority over stations would be license renewal and revocation procedures.

ACTORS' UNIONS SQUEEZE TV

Fight Mgrs. Nix Boxers on TV After May 31

NEW YORK, April 22.—The Boxing Managers' Guild (BMG) yesterday (21) voted not to let its fighters go on TV after the expiration of its present one-year pact with the International Boxing Club (IBC) May 31. The IBC is offering main-eventers a \$250 hike in addition to the \$1,000 they now receive. IBC bouts from St. Nicholas Arena are carried by CBS, and its Madison Square Garden fights are on NBC.

The ban also would mean that none of the large outdoor fights would be available for televising this summer. The BMG asks that the IBC split its profits with the fighters on a 50-50 basis. They are also willing to give the IBC \$5,000 to compensate it for the loss of TV revenue if the promoters will stop putting fights on video.

Second TV Shot In Hope Hopper

HOLLYWOOD, April 22. — Bob Hope's second crack at television was set this week, following evaluation of the Easter Day telecast for Frigidaire over NBC. Next in a series of holiday shows will be a Mother's Day broadcast May 14, which Hope will emcee in a pattern similar to that established in the first aiter.

Deal calls for Hope to headline at salary believed to be the same as his \$40,000 take for his first try. Cast and production talent are still to be set. Show will originate live from New York.

TV's Sports Rule: If You Don't Sell First -- Drop Dead

NEW YORK, April 22. — With costs still the foremost problem in TV, sustaining sports shows have all but been chased off network video programming schedules. The reason is that TV program execs feel that such shows must sell first before being presented, rather than the other way around as with other forms of TV entertainment, such as drama.

There are no sustaining sports shows on the webs at this point. At a comparable stage in radio's development, the AM medium was heavy with sports. This does not negate the fact that a number of sports shows are sponsored, but either they stay with bankrollers or else. This is because of the heavy expense in doing a boxing or wrestling match remote. The cost of the camera crews, the director, the transportation and other expenses are such that the bill is large.

Added is the fact that royalty charges for TV sports have become extremely high. The current hassle between Madison Square Garden and boxers over royalties is an evidence of that fact. Sports promoters and others owning rights to events and material have become conscious of money to be made from video, thus their constantly growing demands.

The situation was highlighted recently when CBS-TV turned down proposals for a five-times-a-week sport series which would have starred CBS sports head Red Barber and his aid, Connie Desmond. This turn-down came just at the onset of the baseball season when such a show

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

Admiral Radio Buys Amateur Show Over WBKB

WBKB, Chi B&K TV station, will start May 17 for Admiral Radio & Television Corporation a weekly series utilizing as talent amateurs picked at contests held at four B&K movie houses. Each week the show, to be aired Wednesday from 8:30 to 9 p.m., will use eight contestants picked during stageshows the previous week at the Century, Senate, Tivoli and Terminal theaters. Thirteenth show will be an hour long and will pick a final winner who will be given a week's engagement at the Chicago Theater. If the series, being handled by the M. M. Fisher & Associated Agency pays off, a network version might be aired.

Injunction Granted WINS Halts AFM Picketing

Picketing by members of Local 802, American Federation of Musicians (AFM), was halted April 21 by a temporary injunction granted WINS, New York, by the New York State Supreme Court. Tootlers have been picketing the station and three remote broadcast points since WINS decided not to renew its AFM pact at the end of March, and fired its 10 staff musicians. Remote points picketed were Yankee Stadium, where WINS ballcasts originate, and two niteries, Hickory House and Monte's Belmont Plaza.

CBS's \$1,626,750 Net; 95 Cents to Stockholders

CBS stockholders were given a pleasant surprise last week when they learned at a meeting that the net profit for the first quarter of 1950 was \$1,626,750 or 95 cents a share as compared to \$855,764 or 50 cents per share in the same period last year. The web also showed an expectation of increasing profits thru the latter three quarters of 1950 when it set aside \$1,329,000 for federal taxes as compared with \$724,000. The network is expected to go in heavily for TV expansion in studio facilities this year.

CBS Pays 225G for TV Rights to "Strange Adventure"

CBS paid a \$225,000 advance for U. S. tele rights to 52 Gordon Levoy 15-minute "Strange Adventure" films completed in Hollywood last year. Deal, for four years plus options for 10, also allows the producer a 50 per cent split of rental revenues after the net has regained the advance outlay. Series was produced by Levoy for Procter & Gamble (P&G), which had first-run rights. Levoy, who holds the corporate name of General Television Enterprises, expects the series to earn over \$600,000 during their first two years. Production cost on the series is pegged at \$290,000. To date Levoy's take has been approximately \$300,000, combining coin from both the net and P&G.

Robert Q. Lewis Signed as Crosby Fill-In

Chesterfield Cigarettes last week bought Robert Q. Lewis to replace Bing Crosby 9:30 to 10 p.m. Wednesdays on CBS for 17 to 19 weeks this summer, starting May 31. Show will co-feature Ralph Flanagan's ork and various disk jockeys around the country who will be brought in each week to select their top tunes and top performers. If Lewis clicks in the new program, Chesterfield may sponsor the program in the fall in another time slot.

AFRA Seeks New Tape Scale; Claims Actors Get Rooked

NEW YORK, April 22.—The American Federation of Radio Artists (AFRA) this week was getting ready to ask for a meeting with the webs to discuss the taping of sustaining programs. The feeling among AFRA members, especially on the West Coast, is that the practice has lent itself to such abuses that radio artists should get extra compensation for taped shows.

The AFRA minimum basic agreement calls for the live sustaining rate to be paid on sustainers which are on tape, while commercial shows on tape pay the live commercial rate. One of the claims of the AFRA members is that the use of tape breaks up their entire rehearsal schedule because they are called back continually to retape. This condition, they say, makes them unavailable for other jobs. Union members also feel they are being taken advantage of when they find that an hour of tape is

would seem good sponsor bait. Program execs at the web decided to try to peddle the series before presenting it. CBS execs, however, had a bad experience last year when a sustaining series couldn't be sold. Now, only if the top brass have complete faith in a program, will they even consider sustaining it.

pieced together into a half hour program. Their beef is that they are actually being paid only rehearsal rates for the other half-hour. Also the other half-hour is not being used, it is available to be cut into the show and thus the full rate should be paid, according to the union. The nets, naturally, are satisfied with things as they are.

However, the webs have asked that some of the programs the stars make on tape during the summer be made available for re-broadcast in the fall and winter months. They also want to tape programs in the spring which can be done during the summer. AFRA is adamantly against re-broadcasting any shows because the practice may cut the already curtailed employment of its members.

The labor org also feels that taping programs in the spring will lend itself to abuses. It mentions the fact that an announcer who worked on a taped program later broadcast, might in the natural course of events, if the show were done live, get overtime if the live airing carried them beyond 40 hours. This also applies to other staffers such as sound-effects men.

The entire problem is a thorny one for AFRA in the light of changing conditions in radio. The expected meeting will re-evaluate many of its aspects.

SAG and TVA Blast From Both Sides

Nets May Ask NLRB

(Continued from page 4)
(NLRB) election to decide the issue. Indications are that the nets may decide to play it cozy and ask NLRB intervention. Unquestionably, the TVA, at present, has a greater number of its members working in video than the SAG. Altho the SAG statement implies a threat to pull its talent out of TV, these consist of a few free-lance motion picture stars on TV dramatic shows plus secondary film players used on *Silver Theater*, etc. The great mass of TV talent is represented by the TVA, however.

The TVA, therefore, may decide, if its right to jurisdiction is denied by the video broadcasters, to call a strike for recognition. Unofficial opinion at the Eastern TV union is that the TVA, however, may decide to go along with an NLRB election to decide once and for all which group is to have jurisdiction over the medium. The only objection to this is that performers working in video would be without a contract for another six to nine months or however long it takes to hold the election. Such a state of affairs would cause little gloom at the webs and agencies.

The crux of the dispute between the TVA and the SAG is that the former union wants a 75 per cent vote of the membership to decide any issue that is unresolved in the event of a partnership between them. The SAG position is that disagreements should be resolved by discussion rather than any arbitrary method for their settlement.

The climax to the months of fruitless negotiation between the unions over TV jurisdiction came Wednesday (19) when the SAG refused to recognize the action this week of the Associated Actors and Artists of America (Four A's) in voting video jurisdiction to the TVA. There are indications that the SAG may disassociate itself from the Four A's and vote to affiliate with another union in the entertainment field.

KFI Denies Rumors That Reinsch Is in Line for Ryan Post

HOLLYWOOD, April 22.—Earle G. Anthony, owner of KFI and KFI-TV will not replace William B. Ryan, general manager, who leaves May 1 to become general manager of the National Association of Broadcasters (NAB). Talk that Leonard Reinsch, now radio director for James E. Cox stations, would take over were refuted here by those close to Anthony, who declared that the veteran op has at no time discussed such a deal with Reinsch.

Current plans call for division of Ryan's duties among several top KFI execs. Kevin Sweeney, currently sales and promotion director for both KFI and KFI-TV would take over as manager of KFI with Haan Tyler becoming head man of KFI-TV. Eugene Overton, vicepres and legal counsel of the Anthony properties, will most likely step into over-all managerial slot indefinitely. Anthony's son, Kelly, presently a TV producer at KFI-TV, will probably step up the administrative ladder and assume more active voice in station operations.

Starlight Theater

Reviewed Sunday (2), 7-7:30 p.m. EST. Sustaining on CBS-TV. Producer, Robert Stevens; director, John Peyser; script adapted by Halsted Welles from story by True Boardman; sets, Nelson Baume. Cast: Barry Nelson, Meg Mundy, Lawrence Fletcher, Bernard Kates, John McGovern, Tom De Craffenreid.

For a series which intends mainly to dramatize romantic stories, *Starlight Theater* certainly chose a macabre yarn with which to tee off. Titled *Second Concerto*, the Halsted Welles adaptation of a True Boardman yarn was more a suspenseful mystery-type show than one along the lines of straight romance. However, it was effectively done, altho not fully unbelievable.

The tale was that of two young people, a rich gal and a boy violinist, who for reasons of their own wanted to do away with themselves. Both were captured by a mysterious organization and told that if they still want to die, they'll be helped along. When both affirmed their intentions, they were told they would be used for experimental purposes by a government bureau testing germ warfare reactions. When each pleads for the other to be spared, they find they're really in love, and when they pass thru the door leading to the "death chamber" they wind up in the street, free to carry on for *Pamour*. Mastermind behind the whole business, it seems, was the gal's psychiatrist, who would seem to have taken more license with his patients than usually is issued by the State.

Barry Nelson gave another of his consistently good TV performances as the boy in the case. Meg Mundy, as the girl, seemed a bit brittle. The set was realistic within a compact area, and direction was excellent.

Sam Chase.

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Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Dimension X

Reviewed Saturday (8), 8 to 8:30 p.m., EST. Sustaining on NBC. Producer, Van Woodward. Director, Ed King. Story this program adapted by Ernest Kinoy from "Outer Limit" by Graham Doar. Cast, Joe Julian, Wendell Holmes, Joe De Santis. Narrator, Norman Rose.

Second web to get a science fiction drama series on the air was NBC, beaten to the ray gun by a solid fortnight by MBS. The NBC series, titled *Dimension X*, got an impressive send-off, with the web dedicating the 15 minutes preceding the preem to a taped show handled by newscaster W. W. Chaplin. The gabber interviewed a couple of top scientists and aired some excerpts from old news tapes, showing the range of scientific achievement in the past 75 years, with emphasis on the last decade.

After this straight start came the new show. It was so well written, produced and acted that it required little imagination stretching to believe that it actually could be taking place as aired. Yarn itself concerned the first flight into outer space, coincidentally occurring on the same night as a test explosion by the U. S. of a cosmic ray bomb. The test pilot, with enough fuel for 10 minutes in the outer region, disappeared for better than 10 hours without radio contact and returned with a yarn about being taken aboard another space ship, freshly arrived from some outer constellation and told that if the bomb experiment proceeds, the earth will end with it. The visitors, terming themselves a galactic patrol, said that their own habitat had suffered thru atomic wars. Now a galaxy-wide quarantine was being placed on warlike use of such powers, with a layer of special substance laid around the earth, which another (See *Dimension X*, opposite page)

Mr. Magic and J. J.

Reviewed Wednesday (12), 5-5:15 p.m. EST. Sustaining over ABC-TV. Produced by Chick Vincent and Gerry Law. Director, Cort Steen. Magician, Norman Jensen.

ABC-TV has a good idea in *Mr. Magic*, but the program may need a great deal more in the way of scripting to make the network grade. *Mr. Magic* is magician Norman Jensen who chats with his rabbit friend, "J. J.," and shows him various tricks of his trade. The program was brought over from WPIX, New York, where it was fairly successful.

The chatter between the two was run-of-the-mill when it should have been sprightly and could have established definite characterizations for each. In addition, much of the accent seemed to be placed on the magician when it should have been on the rabbit, the more appealing character. Jensen, at times, hogged the screen to the exclusion of "J. J." It may be that the program was insufficiently rehearsed, but that is scarcely an excuse.

The best offering was Jensen showing how a matchbox sleight-of-hand trick worked. It was actually a version of the old shell game, and is a valuable addition to anyone's knowledge, especially those young enough to be taken. The 23-year-old Jensen's manner was competent and assured. The camera work was adequate, tho somewhat routine. This program definitely has promise, and with some more attention to its minor defects may catch on. Leon Morse.

Amalie Magic Theater

Reviewed Tuesday (11), 11-11:15 p.m. EST. Sponsored by L. Sonneborn Sons, Inc., for Amalie Motor Oil on WCBS-TV, New York, thru Hicks & Greist Agency. Producer, Peter Krug; director, Yul Brynner; announcer, Guy Wallace. Cast: Burling Hull, Linda Stevens.

At first thought, magic might seem an appropriate type of sight act for video. But the medium itself has developed so many trick production methods that the average viewer might be pardoned some skepticism over the authenticity of any magic act on tele. On this new local stanza great pains are taken to assure the audience that no trick photography is employed.

The warning was really superfluous. Show is quite dull, so much so that it is doubtful whether viewers cared very much one way or the other about any fakery. Not only were the magic acts standard stuff, but production was sloppy, and Burling Hull, otherwise known as The Great Volta, "the Edison of Magic," had more than one non-magical problem confronting him on the program. Thus, after waving his magic wand over a box at the show's opening, the box proved exceptionally tough to open. When its contents proved to be a rabbit, the bunny turned out to be not very cooperative and very nearly scrambled out of the magician's arms.

Old Knots

Other stunts in the show included the oldie about cutting a cloth in half, igniting a knot which tied it together and having the cloth come out whole. The grand finale was titled "Haunted House of Swords" and consisted of having comely Linda Stevens, the magico's assistant, climb into a box shaped like a house, into which a batch of swords was thrust. To nobody's surprise, she emerged unscathed. Hull, known as an illusionist and mindreader as well as magician, had best work some less hoary items into his future routines.

Plugs were rendered in typical sincere fashion by Guy Wallace. The magician aided in one plug by causing the appearance of a can of the sponsor's motor oil under an empty cone. Sam Chase.

Let Yourself Go

Reviewed Wednesday (12), 12-12:30 p.m. EST. Sponsored by the Borden Company via WNEW, New York. Producer, Ted Cott. Cast: Allyn F. Edwards, Peggy Ann Ellis, Teddy Wilson and Roy Ross and his ork.

Let Yourself Go, Borden's initial plunge into local radio, is a well-integrated, breezy little show that wisely soft pedals chatter to spotlight an impressive line-up of staff musical talent. Dialers seeking surcease from soap operas should find the aircr a welcome oasis.

Emsee Allyn Edwards spins a pleasant line of Arthur Godfrey-type patter, but vocalist Peggy Ann Ellis is the brightest part of the broadcast. The gal sings well and has enough natural charm and personal salsavvy to spark a show of her own.

Musical set-up featured a shrewd selection of nostalgic standards and show tunes, and Roy Ross's ork turned in a slick backing job on same, with a big assist from talented pianist Teddy Powell in the solo spot.

Plug-wise, Edwards utilized his folksy delivery to good advantage for Borden coffee, while Peggy Ann Ellis doubled on the singing commercials. June Bundy.

Gobo's Circus

Reviewed Tuesday (11), 6-6:30 p.m. EST. Presented by Welch Candy Bars thru Bennett, Walther & Menadier via WNBC. Produced and directed by Alan Handley; script, Alan Handley-Coby Ruskin; emcee, Coby Ruskin. Talent: Felix Adler, the Plutocrats and Alphonse.

Even for a kids' program, Gobo's Circus is pretty primitive. What it actually amounts to is a party held in a rich kid's living room with dog acts, balloon-twisters, and the kids playing such games as musical chairs.

But the charm that a kid show might have is lacking. As Gobo, Coby Ruskin acts, at times, as if were trying to get attendance at a Side Show. His over-enthusiastic near-barker's style practically demands attention, but the doings do not warrant it. The Plutocrats, dog act consisting of numerous Dalmatians, were supposed to be dancing when actually they were only walking on their hind legs. One of the dogs was also supposed to be playing the piano when he wasn't. This is only short-changing the kids, because the show did not have the requisite charm to sell such doings as fantasy.

Kids Difficult

The games were only helter-skelter mad rushes which didn't have much attraction for the visual audience. Gobo also found a slight difficulty in working with his kid studio audience, which became unruly at times. A more careful selection of kids might solve this problem.

Welch's Candy Bars, the sponsor, uses a kid spieler named Donny Harris who does a fair job of projecting the commercials. They were, however, too numerous. Undoubtedly, the budgetary limitations are great, but the program must overcome them if it is to remain around with the heightened competition.

Leon Morse.

Jack Creamer

Reviewed Monday (3), 3:30-4 p.m. EST. Shopping guide sponsored over WPTZ, Philadelphia, by the Gimbel Store. Produced and presented by Jack Creamer; directed by Don Rowe.

This half-hour session holds special lure for two types of viewers—those who are too lazy to read newspaper advertisements, and particularly those who dote on commercial copy. As a matter of fact, all you have here is 30 minutes of straight commercial talk. And while Jack Creamer's voice as he pleads with a fair measure of restraint doesn't grate too badly on the ears, those afternoon viewers who could stick it out with this kind of stuff would also have to be pretty much in love with the voice as well.

It's too bad because Creamer has hung up an enviable record in local TV with his Friday night quarter-hour sessions as *The Handy Man*, also under Gimbel department store sponsorship, during which time he tinkers with household gadgets and offers time-saving hints that provide some measure of entertainment and enlightenment. Instead, this daily afternoon session is merely a wordy and overbearing commercial stretch in behalf of five products—Mary Proctor ironing board and iron, Tuck slips for kiddies, Quaker Lace Cloths, RCA Victor 45's and Mallory Hats.

Only change of pace is provided in the last few minutes when the store's hat department manager come in view to help bally the men's hats. Even when playing a 45-r.p.m. record the program remains devoted to the commercial design by using shots of record album covers.

Jean English, a comely miss, is introduced as his helper but offered little beyond getting Creamer a glass of water when his throat ran dry. If this is the kind of entertainment the daytime viewers are to get, there's still a good chance for the matinee movie business to come back to life. Maurie Ondenker.

MBS To Run 2 Nets in Summer

NEW YORK, April 22.—Virtually two separate networks will be maintained by MBS this summer during the afternoon hours, with about 375 affiliates to carry the Game of the Day baseball broadcasts. Most of the remaining outlets, numbering about 175, are highlighting the Bob Poole disk jockey show from 3 to 4 p.m.

Poole will be doing double duty, and on rainy days will be competing with himself on the double web. Should weather force cancellation of the scheduled game, Poole with air live on the stations that would have carried baseball, with a previously transcribed Poole show going to his regular outlets. The web will be utilizing two studios and two engineering crews each day. Poole already has taped a brace of rainy-weather shows.

Beverly Hills Law Nixes TV Remotes

HOLLYWOOD, April 22.—First city ordinance to be passed against tele remote airings was put into effect recently by Beverly Hills city fathers. After complaints of noise and confusion had reached council chambers, a law was passed banning remotes from Beverly Hills residential areas except on special permission. TV stations wanting to do remotes from the swank neighborhood will first have to apply in writing for council approval. If granted (on special consideration only) a fee of \$10 per day will be charged and not more than two telecasts yearly will be allowed from any one spot.

Commercial areas in city boundaries are still open to tele men, upon application to city council and payment of \$10 fee. Such applications, when bordering away from home districts, will be automatically approved. So far as is known, Beverly Hills is the only Southern California area requiring fees before telecasters can roll remote trucks into its precincts.

DIMENSION X

(Continued from opposite page)
explosion would ignite into a chain reaction.

All this was presented with exciting and taut dialog, superlative production values, sensible use of sound effects and a number of interesting gimmicks. Among the latter was use of narco-synthesis on the protagonist as means of going into a flashback on his encounter with the other-worlders. Nothing was wildly fantastic about the tale itself; in fact, the condition in which the world finds itself today lent a special pertinence to the text. Suspense build-up was highly effective. In all, the series got off to a rousing start. If it can continue serving up plots which do not seem totally alien in concept, the show may very well attract an audience which might not be ready for wilder yarns.

Incidentally, the show ended some 30 seconds before the scheduled bomb explosion with no luck in calling off that experiment. The story was predated to April, 1965, but the web likely will sell advertisers time beyond that point if desired, for the second show of the series was announced as scheduled for 2006.

Sam Chase.



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

Bendix Dislikes Script; Ankles Berle Show

William Bendix bowed out of a skedded appearance on the Milton Berle show April 18 when he decided the day before that the script was not to his liking. Report is that the script featured Bendix as himself, while he wanted it to have him in character as Chester A. Riley, of "Life of Riley." Dissolution of his agreement with Berle was reported amicable.

Bob Crosby Seeking Release From Pet Milk Show

Bob Crosby has asked for release from his Pet Milk Sunday evening NBC airtel in order to remain on the Coast. Altho show's option for a 52-week cycle was lifted last month, Crosby now seeks out because of his five-a-week Campbell Soup "Club 15" airtel from Hollywood. He has been commuting to Gotham twice monthly to do two Pet Milk airtels, but the strain is too tough to handle. Bankroller is unwilling to move the show westward, but has agreed to release Crosby if an acceptable replacement is found. Sponsor will test Alfred Drake on a one-shot airtel, with Drake looming as a possible replacement.

"Album of Familiar Music" May Be Closed

Sterling Drug last week was reported mulling cancellation of the veteran "Album of Familiar Music." Show airs in the 9:30 p.m. slot on NBC.

Doubleday May Bankroll "We Take Your Word"

The Doubleday Book Company last week was considering sponsorship of the CBS-TV package, "We Take Your Word" in New York only. The book company reportedly is having production difficulties, but if it buys the low-cost show, may decide to put it on network when the problems are overcome. The program is on CBS-TV Saturday evenings 9-9:30.

ABC Preps Flock of Radio Shows for Testing

A flock of new radio shows were being prepped for audition last week by ABC. Sidney Greenstreet is about set to cut a sample of a whodunit, "The Key," in Hollywood. A deal is brewing with Frank Cooper for an adaptation of Gene Fowler's book, "The Great Mouthpiece," with a waxer also due from the Coast. Comic Ray Knight is being turned into a gumshoe in a mystery series title "William the Conqueror," to be cut in New York next week. Happy Felton is cutting an audition for a 15-minute audience participation strip. Walter Kierman is prepping a second audition plater on "Cliche Club," a "different" audience participation night-time half hour.

McClay Named WPIX's Director of Operations

John L. McClay last week was named director of operations at The New York Daily News video outlet, WPIX. McClay formerly was program manager at WCAU-TV, Philadelphia, where he worked under WPIX's recently appointed manager, Ben Larsen. McClay's post is a newly created one at WPIX and is described as the over-all co-ordination of WPIX's various departments, including sales, programming and promotion. Meanwhile, WCAU is scouting a replacement for McClay's old programming spot.

Davis Associates Sets TV "Our Gang" Type Series

Arthur Davis Associates Productions, New York, is packaging a series of TV kid films, patterned after the old "Our Gang Comedies." The show will feature a line-up of moppet performers from eight to 14 years of age, headed by 10-year-old Cathy Saunders as emcee. John-McCartney is listed as writer, director and co-producer for the series, and Bernard Martin will pen original music.

CBS Grooms Leonard for Web Chatter

Bill Leonard last week was being groomed by CBS for a new half-hour five-times-a-week radio program featuring his chatter about New York. The commentator is now on WCBS, New York, locally each weekday from 9-9:45 a.m. Leonard might fit somewhere into the 6:45 to 8 p.m. time being opened during the summer by programs taking hiatuses.

Winston Stores Nix "Bamboo," CBS-TV Drops Steele

Winston Television Stores last week canceled Bamboo, now on WCBS-TV, New York, after its April 28 telecast. The 11-11:15 p.m. program featured the music of Ezy Morales and his ork. Meanwhile, CBS-TV has also canceled Ted Steele's across-the-board strip effective the same date. The program is on each weekday, 5-5:15.

Norris Show Picks Up Three More Sponsors for WNBT

Three more sponsors signed last week for participation in the second 30 minutes of the Keith Norris show, when that airtel moves over from WABD to WNBT, New York, April 2. Saks' 34th Street department store bankrolls the first half-hour of the 10 to 11 a.m. stanza. New sponsors include Claridge Foods, A. & P., and Irby Wax. Each will be on three times weekly. Signed earlier were Sunkist Fruits, Spin Cleaner and Larvex.

CBS Talking Up Kostelanetz, Adams TV Shows

In the discussion stage at CBS-TV are two new programs, one of which would feature the music of Andre Kostelanetz and his ork, and the other the chit-chat of Cedric Adams. The Kostelanetz project obviously would be expensive, but CBS-TV may think it worth a kine, in spite of the cost. Adams will be brought into New York to make a kine, if plans work out. Meanwhile, two of the higher priced CBS-TV packages, the Bert Lahr and Ben Blue shows, are expected to be on video screens next fall. Negotiations are under way, with several prospective sponsors for the programs.

Agencies Strong on Bert Parks' Daytime Show

The Bert Parks Show, a TV daytime quiz program starring the "Stop the Music" emcee, is getting a lot of attention from agencies. Lou Cowan owns the package.

Western NBC Pushes Net-Built Segs Via 'Night Beat' Repeats

HOLLYWOOD, April 22.—A new promotional gimmick to plug house-built airshows was launched this week by NBC's Western promotional man Blake Chatfield. Stunt involves play-back of top Night Beat airtels previously broadcast in regular Monday time slot. Repeat airing is slotted at 4:00 p.m. Sundays, time slot temporarily being without tenant.

Mystery show repeats are coupled with special integrated spots cut by stars Dick Powell, Glenn Ford, and Brian Donley. Talent toppers not only plug own shows but give hefty impetus toward snagging new listeners for Night Beat by cross reference to regular airings.

Plug campaign will last four weeks, ending April 30. Drive marks the first effort to use previously-aired shows as audience bait. If successful, the same gimmick will be attempted on other shows, using available time slots across the sked.

AM NETS LURE

(Continued from page 7)

William H. Wise & Company. Wise sponsors Get More Out of Life on a 62-station ABC hook-up. There are numerous other such bankrollers who have bought in on the webs in recent weeks.

Some bankrollers, however, have gone so far as to make up their own regional networks instead of dealing directly with a single major outlet. This was done recently by Falstaff beer, thru Dancer-Fitzgerald-Sample. Falstaff set up a special group of 40 stations in 20 States, covering its more urgent market needs, to air the Meredith Willson show from Hollywood three times weekly.

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Davis May Ask Dissolution on Monopoly Plea

Action Multi-Faceted

(Continued from page 3)

ceedings against the American Society of Composers, Authors and Publishers (ASCAP). The latter proceedings proved to be the forerunner to the federal court's fateful crack-down on ASCAP. Altho Davis was unavailable here for comment, it was learned that he plans to bring court action against BMI in at least four States, including New York and the State of Washington.

The complaints, which will accuse BMI of operating as a monopoly in publishing and plugging tunes, will describe BMI as enjoying wider latitude than ever as a result of the Department of Justice's recent revised consent judgments in the ASCAP case, it was disclosed. With ASC (See ASCAP EX-FOE on page 16)

Sammy Kaye In AM-TV Rep Pact

NEW YORK, April 22.—Sammy Kaye this week inked a deal with Frank Cooper Associates to handle his crew for radio and television and is expected to renew his booking contract for personal appearances with General Artists Corporation (GAC), thus dispelling the heavy trade bidding for the maestro's Hancock. Kaye reportedly had been set to leave GAC completely when his management pact with that agency expired a couple of weeks ago.

Cooper already has landed a video spot for Kaye's *So You Want To Lead a Band* show. The orkster will have a summer sustainer on WNBC beginning in June.

R. Paige To Head Music Hall Ork

NEW YORK, April 22.—Raymond Paige, well-known orchestra leader, is scheduled to replace Alexander Smallens as music director of the Music Hall shortly.

Paige, queried on the matter, stated "No comment."

Paige is noted in the radio field, having conducted top network programs such as *The American Album of Familiar Music* over the NBC. He has also recorded for RCA Victor and Decca.

E. B. Marks Readies 1st Hard Cover Book

NEW YORK, April 22.—Edward B. Marks Music is publishing its first hard-cover book, *Songs To Grow On*, in May. The work is a complete method which teaches folk songs to children via games and other activities, utilizing a method demonstrated successfully in a number of cities by authoress Beatrice Landeck. It will be sold thru regular book stores as well as thru regular music suppliers.

The publication has been illustrated by David Stone Martin, well-known record album cover specialist. Miss Landeck is the wife of Herbert Marks, president of the pubbery.

My, Myrow!

HOLLYWOOD, April 22.—Fred Myrow, 11-year-old son of composer Joseph Myrow, was inked to a pubbing contract by Mills Music this week. Publisher will rep Myrow's *Palm Canyon* piano concerto, which the moppet cleffer recently unveiled with the Beverly Hills Junior Symphony Orchestra.

Record deal for the youthful longhair cleffer is also in the works. Young Myrow is grandson of Irving Mills, pubbery topper.

RCA Embarks On New 45 RPM Package Deal

NEW YORK, April 22.—RCA Victor this week embarked on another phase of its 45-r.p.m. promotion. This is a package deal whereby 10 of the doughnut platters will be included cufflo with every purchase of the table model phonograph (Model 45-EY). Latter is the self-contained model which currently sells for \$29.95, and which sold for \$39.95 when first introduced.

The promotion marks the first anniversary of the introduction of the 45-r.p.m. system.

The disks, preselected, are Perry Como's *Ave Maria* and *Lord's Prayer*; Vaughn Monroe's *Racing With the Moon*, backed by Freddy Martin's *Tschaikowsky's Piano Concerto*; Al Goodman ork playing *South Pacific* hits; Glenn Miller's *In The Mood* and *Little Brown Jug*; Wayne King's *The Waltz You Saved For Me*, backed by Three Suns' *Twilight Time*; Tommy Dorsey's *I'm Getting Sentimental*, backed by Tex Benck's *Moonlight Serenade*; Sons of the Pioneers' *Cool Water* and *Chant of the Wanderer*; Boston Pops' *Fiddle Faddle* and *Chicken Reel* and Allan Jones's *Donkey Serenade* and *Giannina Mia*.

RCA Pitches For Domestic Polish Market

Signs Many Artists

NEW YORK, April 22.—RCA Victor's international disk division is making a new pitch for the domestic Polish market by signing several territorial favorite orchestras. In addition, artists in other languages have been contracted. Three new bands have been inked by artists-repertoire chief Alex Bard, all of which broadcast regularly over local stations. In New England, it's Henry Mocarisky and his Polish orchestra; in Detroit, Eddie Nobozny's crew, and in Pennsylvania, Leo Jacobs. Beside these, the label has the veteran Silver Bell group in New York and New Jersey. The latter outfit has been with Victor for 15 years.

For the Croatian market, the new group is Dave Zupkovic and his Balkan tamburiza ork, which works in the Midwest. Robert Wilson, Scottish tenor who also cuts for HMV in England, has been signed for Victor as well. Wilson will make a concert tour here in the fall. Andre Brynson, who broadcasts for the *Voice of America*, has been signed for the Swedish series, and Sergio Bruni, Roman tenor, has been signed for Italian waxings.

Hoerbiger Signed

Bard has also inked the German film-stage star, Paul Hoerbiger, who is featured in *The Third Man* flick. Hoerbiger cut 12 sides before returning to Europe for film commitments Thursday (20). He's coming back here for nitery appearances in the fall.

According to Frank Amaru, manager of international disk sales in the domestic division, all new international releases are now being issued on 45 r.p.m., disks as well as 78 r.p.m. Much of the old catalog is also switched to the new-type platters wherever quality standards can be met.

House May Act on Bill To Bar Shipment of Obscene Disks

WASHINGTON, April 22.—Legislation to tighten up the U. S. criminal code on shipment of obscene disks is back on the House Judiciary Committee agenda again after unanimous passage by the Senate this week, and this time the House group is expected to act on it.

A similar House bill was bottled up by the Judiciary Committee after the Supreme Court ruled that the present law banning shipment by common carrier or mail of obscene matters is broad enough to cover disks. The group figured the measure was unnecessary. However, the Senate Judiciary Committee was worried about possible shipment of naughty platters and other lewd matters by private auto and revised the Senate counterpart of the House bill to ban movement across State lines by any means of obscene material.

The Senate passed without debate two separate bills on the general subject of obscene matters. One added disks, electrical transcriptions "or other article or thing capable of producing sound" to general obscene matters prohibited in the code. The quoted portion of the bill has aroused some humorous comments around Capitol Hill, with wags proclaiming that since a human being is a thing capable of producing sound, motorists would be banned from crossing State lines while cussing.

The second bill sets up criminal penalties for personal transportation for resale of obscene items in interstate commerce. Any person, for example, lugging across a State line two or more dirty records would be presumed guilty of transmitting them for resale and so subject to the penalties. Carrying one such disk would not come under federal law.

Radio-Phono-TV Merchandising News, which formerly preceded the Music Section, will be found on Pages 40 and 41.

London's Brewer Disk of "Music" Hits Million Sale

NEW YORK, April 22.—Teresa Brewer's London recording of *Music!* *Music!* has become the second waxing issued by that diskery to hit the 1,000,000 sales mark. On his Friday (21) show on WNEW, Martin Block presented the 18-year old thrush with her gold copy. According to London General Manager D. H. Toller-Bond, the recording has sold an additional 500,000 to date in England, Europe, and Canada.

The only other London disk that came close was Gracie Fields's *Now Is the Hour*, which broke for a smash shortly after the English-owned label opened shop here a little over two years ago, and also hit the 1,000,000 mark.

Miss Brewer's latest cutting, *Choo'n Gum*, released three weeks ago, is the current pace-setter at London.

Decca Signs Alfred Drake

NEW YORK, April 22.—Dave Kapp, Decca Records' artists and repertoire veepee, this week signed musical comedy warbler Alfred Drake to a term disking pact. The singer's first effort for the company will be as the lead in the slicing of the late Kurt Weill's one-act folk opera, *Down in the Valley*. Weill himself supervised the recording of the work. It was one of his last projects prior to his sudden death some weeks ago. Jan Wilson, from the Fred Waring organization, sang opposite Drake on the recording.

Drake, who is currently in *Kiss Me, Kate*, first came to attention as the lead in the original cast of *Oklahoma*. He last recorded for Victor as an exclusive artist.

Merc., NBC Push La Quinlan 'Billy'

NEW YORK, April 22.—Mercury Records' signing of TV thrush Roberta Quinlan (*The Billboard*, April 22) has cued a multi-pronged promotion push involving the diskery, the National Broadcasting Company (NBC) and her TV sponsor, the Mohawk Mills Carpet Corporation. The drive is based on her initial waxing, *Buffalo Billy*.

On the thrush's April 26 show, which is carried by 53 outlets, the original waxing date will be re-enacted, with Miss Quinlan aided by pianist Jan August and the Harmonicats, as in the disking. Mohawk Mills is buying 2,000 disks for distribution to its own outlets, and is also sending photos and blogs of the gal to Mercury's disk jockey list. In addition, NBC is sending out a special memo to program directors on all affiliated stations urging airings of the Mercury cutting.

Meanwhile, Mercury's Eastern Radio promotion and publicity topper, Nat Shapiro, is making several tours specifically to plug the disk with Eastern deejays. This week he will cover New England, and next week he'll hit the Washington, Philadelphia and Baltimore territory.

Buffalo Billy is the No. 1 plug at Laurel Music.

N. Y. AM INDIES AX TOOTLERS

Tin Pan Alley Tense as Time To Pick ASCAP Chief Nears

NEW YORK, April 22.—Factions within Tin Pan Alley were engaged this week in a bitter tug-of-war over the problem of choosing a president for the American Society of Composers, Authors and Publishers (ASCAP). With the Society's annual meeting scheduled for Tuesday (25), and with the ASCAP directorate slated to meet Thursday to elect officers, the situation at press time was tense, with all interested parties extremely articulate in their arguments for and against the retention of Fred Ahlert.

A body of top-ranking publishers feel that Ahlert must and will remain. The publishers, who feel that a writer rather than a publisher is preferable as a president for various reasons, hold that Ahlert works seven days at the job, has at his fingertips a mass of information relative to pending legislation, business matters, etc., and that it would be folly to dispense with his services—particularly when, in their view, there is no writer of comparable caliber for the post.

However, it was ascertained that the publisher front on Ahlert is not united. Several top company chiefs are understood to be lukewarm on the projected third term, and it is believed that the success or failure of the drive to retain Ahlert may depend upon the success or failure of the pro-Ahlert pubs to maintain a solid front.

Writers See Replacement

On the writer end, there is strong feeling that Ahlert be replaced. However, it was learned that one faction, made up of the lesser-ranking clefters, has rallied to the Ahlert bandwagon, feeling that Ahlert has done a sincere, intelligent job and it would be unwise to change while the Society is in a transition period.

What's most striking about the picture is the vehemence of the opposing factions — a spokesman for one stating without compromise or apparent doubt that Ahlert will remain, and an opposing spokesman reiterating just as firmly that this isn't in the cards.

Meanwhile, pubs are accusing those writers meeting in the paddock as "nervy fellows who think they can choose an ASCAP president among

themselves." "These people must be spoken to intelligently, one pubber remarked. The writers are just as caustic. The answer is likely to come out of the Thursday board session. Much preliminary fireworks, however, would seem scheduled for the annual meeting Tuesday, where the assemblage will go over resolutions necessary to effectuate the revised consent decree and other matters.

Diskery Unveils Classical LP's

NEW YORK, April 22.—Continental Records, headed by Donald Gabor, enters the classical long-play field this week with three releases. One disk features the late Hungarian composer, Bela Bartok, playing 10 of his own compositions on the piano. These were cut several months before his death, five years ago. Another disk features the late Viennese tenor, Josef Schmidt, in selections taken from the sound track of his film, *My Song Goes Round the World*. Elizabeth Wysor, American contralto, is featured in another package, doing eight operatic arias with the Vienna Symphony.

Continental's policy, according to Gabor, will be to issue waxings of operatic and symphonic works not available on other labels. In cases where the artist has strong name value, however, there may be deviations from this rule.

Other artists signed for Continental waxings, some of which have already been completed, are the tenor Giovanni Martinelli, and baritone Giuseppe de Luca, both veterans of many years standing at the Metropolitan Opera. The violinist-composer, Georges Enesco, baritone Ivan Petroff, and Christina Carroll, soprano formerly with the Met, are also cutting for the label. Continental also owns longhair masters cut by the pianists Erno Balogh, Stephan Kovacs, and Andor Foldes, and by soprano Anne Roselle.

Herman To Tour Dance, Jazz Ork

NEW YORK, April 22.—Maestro Woody Herman will hit the road with a revised crew styled for dancing following his current Pop City engagement. His crew will be cut to 12 pieces. Herman keeps his band flexible so as to re-establish his commercial dance band standing and to maintain his modern jazz stylings.

Herman has what he believes will be a new sound. He will feature a three-tenor and baritone sax combination in his reed section. The leader may add a vocal group to lend added commercial luster to his offerings. His next Capitol recording date will concentrate on the new dance tack being taken by Herman. He remains under the management of Carlos Castel and will be booked thru the General Artists Corporation (GAC).

Herman says that orksters must dish out dance music again and that musicians' music has hardly a place on the current market.

"You've got to give the people what they want or you've got to go broke. Personally, I can't afford the latter."

Music Biz in U. S., Eng. Is Similar; DJ Set-Up Differs

NEW YORK, April 22.—Tunes in Great Britain generally have just as brief lives as they have in the United States, according to Reg Connelly, English publisher, now visiting here. Once a tune catches on, it's very difficult for a publisher to control it, Connelly points out.

Disk jockey programs in Britain are still comparatively rare—there being only about eight or 10 such programs carried by the British Broadcasting Corporation (BBC). The jockeys also rarely develop mass followings to the extent that they do in the States, owing to the BBC's policy of rotating jockeys on programs. Thirteen weeks, for instance, is generally the top limit for a jockey's duration.

In the last decade, says Connelly, the music publishing business in England has witnessed great growth with regard to the number of firms. Roughly, it's estimated that there are now four times as many as in 1940—although most of the newcomers are small organizations. This growth in numbers parallels a similar growth in the United States.

The record business in England, according to Connelly, is now undergoing intensive development.

The British publisher, who leaves for the Coast in a week, will remain in the United States until May 24.

Signature Disks Now a Rosy Hue

NEW YORK, April 22.—Signature Records' 39-cent Hi-Tone diskery is marketing its low-price product on break-resistant, color-tinted material. The diskery has been putting out its new line of disks in several different colors basically as an eye appeal factor for department store display. Disks are composed of a substance which is break-resistant under normal use, thus eliminating breakage in shipping and handling of the platters. The line, still being sold on a direct sale principle, still maintains its back-to-back coverage of current top hits in the pop and country fields.

The Hi Tone color disk has been sold into such chains as W. T. Grant, F. W. Woolworth, McCrory Stores, Neisner Brothers, G. C. Murphy and others, as well as department stores like R. H. Macy in New York and sizable music outlets like Hudson-Ross in Chicago.

Signature continues to issue its recently revived 79-cent line and will shortly break loose this line in long-play platters and on 45 r.p.m. disks.

J. Robbins Seeks Wood Catalog

NEW YORK, April 22.—Jack Robbins late this week was negotiating for the purchase of the B. F. Wood catalog. Wood is an old standard firm, considered to have much valuable material in its catalog despite fact that the company has been inactive for some time.

It was reported that Robbins offered \$65,000, despite his belief that a lot of work must be done on the catalog. Robbins, incidentally, has had his eye on the Wood catalog for a long time. He negotiated for its purchase in the fall of 1946, but deal fell thru at that time.

Lop Heads as New 802 Pact Is Negotiated

AFM Hands Tied

(Continued from page 4)

sonnel heavily. In fact, personnel has already been pruned, with a total of 20 to 25 musicians lopped off the staffs of the indie outlets here to date.

The Class B stations include such leading indies as WNEW, WMGM, WMCA and WINS.

WINS dispensed with its entire musician complement recently. Sam Suber, 802 vice-president, is sending a letter to the Federal Communications Commission (FCC) outlining the local's position against WINS, pointing out that the station had employed live musicians for 16 years, and asking that the FCC recognize that the station's attitude creates a serious problem in the local's fight against the inroads of mechanization.

The WINS situation, however, is only one facet of the whole picture. The AFM, queried on the matter, stated that the New York problem was indicative of what was happening all over the country as radio contracts expired.

"The stations," said an AFM spokesman, "are getting away with murder." But the spokesman indicated that the AFM is powerless to take effective action owing to the anti-feather-bedding provisions of the T-H law. Disk jockey programs, he added, are taking over more than ever before. In fact—and with regard to the New York picture—it was stated that one jockey who incidentally performs on an instrument is included in the minimum agreement which will shortly be signed by the local and the indies.

Losing All Over

The national office of the AFM currently has no comparative figures on radio employment. Spokesman stated, however, that "in the big cities, we are losing people right and left." The only kind of effective action, he pointed out, would be boycott, which action is blocked by T-H.

At Local 802 recently, the executive board called a meeting of all musicians employed on Class B outlets and told them the situation. Men were informed, in effect, that a cut was in the offing, that it couldn't be helped, and that effective support from the national office could not be expected in the event of a strike.

With the AFM convention coming up in June, at Houston, it was indicated that the cut in radio employment thruout the nation, as well as inroads in other musician fields caused by T-H, would come up for major consideration. Currently, no means of effective action from the AFM viewpoint is seen—unless it is pressure on the FCC along the lines once laid down by that body in the "Blue Book." That document insisted on responsibility of the station to devote a reasonable amount of programming to local live talent.

AFM's statement that more and more stations are adding hours of disk jockey programming has an interesting corollary. The jocks are also taking over in many niteries which formerly employed live musicians. Latest such development is the Hickory House, once a hot jazz emporium. Ed Weiner has taken over with a deejay turn, a La Copa Lounge.

NOVELTIES' GRIP IS SLIPPING

Ballads' Rise Bids Demise Of Gim Tunes

Plugs May Come Back

NEW YORK, April 22.—The iron grip held on the music market in the past year by novelty and gimmick songs is on the verge of being broken by a rash of class ballad revivals, promising new ballad and rhythm entries. There is also an anticipation of higher grade future material as the result of the performance requirement for the American Society of Composers, Authors and Publishers (ASCAP), and a slight, though noticeable, move toward old-time conservatism on the part of established publishers. Music and recording men, feeling that the return of the ballad and the "normal" rhythm song will do much to give the industry a greater control of the music market, believe that all signs point to the disintegration of the sway held by the gimmick novelties.

Novelties Decline

Substantiation of this belief shows in a study of the Honor Roll of Hits, which only a couple of months ago was top heavy with novelty and gimmick items. The trend is also indicated by up and coming disks from the recent crop. *It Isn't Fair* and *Be-witched* represent two hit revivals on the list while *My Foolish Heart*, *Daddy's Little Girl* and *Sentimental Me* are strong new ballads, and *Dearie* is a bounce ballad receiving much current attention. The four remaining on the list include *Chattanooga Shoe Shine Boy*, a "soundie" country rhythm ditty which is sliding fast; *Music! Music!*, which is starting its descent; *The Third Man Theme*, a bouncy melody being sold by the zither performance, and *If I Knew You Were Comin' I'd've Baked a Cake*, the rhythm ditty which hit its peak this week.

The up and coming items are studded with such wholesome ballads as *Let's Go to Church Next Sunday Morning*, *I Wanna Be Loved*, *On the Outgoing Tide*, *Count Every Star*, *I Didn't Know What Time It Was*, *Roses and I Hadn't Anyone Till You*, *Hoop-Dee-Do*, a major publisher plug polka, is showing heaviest action among the rhythm and novelty crop, with *Old Piano Roll Blues*, a soundie, and *Choo'n Gum* holding down the leading contender positions.

Return to Plugs?

Tradesmen expect that the heavy traffic of songs to diskeries will slow down considerably, especially from the established publishers, primarily because the ascent of the ballad requires greater individual effort than does gimmick items and because it is figured that the ASCAP consent decree application of performance in determining writer classifications has spurred new writing efforts by top—and of late inactive—cleffers. This latter point figures heavily, since to get top cleffers' tunes, publishers will have to make heavier than standard commitments and will have to milk a song to get the most out of it. In this way, many music men feel, the publishers may soon find themselves returning to the plug song system, which has, save for one or two old firms, fallen apart almost completely in the past year or more.

"Faust and Devil" Proves Opera Can Be Solid Family Pic Fare

(Continued from page 4)

drama of modern times. In addition to Gounod's music, however, the producers have thrown in some instrumental portions from Boito's *Mephistopheles*, another opera based on the same story. Only three of the characters, Margaret, Faust and Mephistopheles, sing their parts in the film version, but the action is married to music thruout. Tajo, as Mephistopheles (the devil), and Gino Mattered, as Faust, both act and sing their parts, but the voice of Margaret, acted by the beautiful Nelly Corradi, has been dubbed in by the soprano Onelia Fineschi. Purists among opera fans will doubtless dub Miss Fineschi and Mattered as very pedestrian singers, tho the appearance and acting of the latter and Miss Corradi are much more than one would expect in a real-life operatic staging. Tajo, whose voice is a bit small for really successful projection in a big house, is magnificent here. And the effect of his acting in the diabolical role is enhanced by the camera's faithful recording of his shifty eyes and hands at close range.

Starts Slowly

The production itself starts slowly, with the camera dwelling too long on some sets, as tho intoxicated with the admittedly beautiful construction and composition. Eventually it picks up with the aid of the music and with the intensification of the bitter drama. Here Gounod's lively, colorful waltzes and other ballet music steal the show, accompanied by graceful peasant pageantry. At the end the triumph of heaven over hell is pounded home with the pagan power of the orchestral and choral music, stamped with a firm religious conviction. The photography here achieves stunning effects that could never be duplicated on the stage.

Music Talks

With the music doing most of the "talking," viewers are unlikely to be disturbed by the fact that the dialog

and singing are in Italian, with sparse, but sufficient English sub titles. Dr. Faust's long soliloquy, which opens the film, is dubbed in spoken English.

Briefly the story concerns itself with Dr. Faust, an ancient scientist of the Middle Ages, who makes a pact with the devil, wherein he sells his soul in exchange for youth so that he may love a lovely young girl. The devil causes a series of tragic happenings, however, eventually giving rise to misunderstandings that condemn the heroine to death at the stake. Faust tries to have her, but is transformed once again into an old man. In the thrilling climax heaven opens to receive Margaret, and the devil loses both of the souls he had coveted.

The entire flick runs for 87 minutes. It will have its premiere here at the Little Carnegie Theater Saturday (29). Bill Simon.

Batch of Bigs Flocks to SPA

NEW YORK, April 22.—Thirty-four new and five reinstated songwriters were added to the Songwriter Protective Association (SPA) membership this week. The new members included such stellar names as that of Frank Palumbo, noted nitery op from Philadelphia; Bill Anson, West Coast deejay; Austin Croom-Johnson, remembered for his radio jingle commercials; singer Frankie Laine; Joan Edwards and Lyn Duddy, who collaborated on the score for the new *Tickets, Please* legit revue, and Percy Faith, recently appointed Columbia Records' musical director.

SPA this week raked up its 260th publisher in the inked of the new basic agreement contract.

Clements To Op Big Name Ranch For Philly Trade

PHILADELPHIA, April 22.—The popularity of the folk and Western form of entertainment has prompted Albert Clements to set up an outdoor amusement center near the city featuring the prairie greats.

Clements is setting up a Circle A Ranch within seven miles of Philadelphia in Deer Park, N. J., near the Garden State Race Track. The Jolly Joyce Agency here will handle the bookings exclusively, and the agency has lined up an impressive list of names with emphasis on those with recording ties. Clements will also stage several rodeo shows during the season. The ranch also includes a complete kiddieland.

Bringing in the names for Sunday shows, Clements kicks off on May 14 with Jesse Rogers and the 49-ers, Curley Herdmann and the Bland Brothers, with bookings until late July bringing in Elton Britt and Willis Myers' Western unit, May 21; Montana Slim, May 28; Texas Jim Robertson, June 4; a rodeo show with the return of Jesse Rogers plus Sally Starr, June 11; Lulu Belle and Scotly, June 18; Hawkshaw Hawkins, June 25; Rosalie Allen, July 2; a rodeo show, July 4; 101 Ranch Boys, July 9; Mervin Shiner, July 16, and return trip for Jesse Rogers and Sally Starr, July 23.

S-B-Miracle Case Hearing Pushed Back

Shaeffer's Illness Cause

CHICAGO, April 22.—Hearing on a motion for a new trial in the much-discussed case of Shapiro-Bernstein vs. Miracle Records, Inc., local blues and rhythm diskery, was continued until May 12 by Judge Michael Igoe in Federal District Court here Friday (21). Igoe continued the hearing because of a heart attack suffered last week by Mort Shaeffer, well-known figure of the local Tin Pan Alley and attorney for the plaintiff publisher. Shaeffer has been told to take two weeks off from his court work, but is spending several days a week in his office on routine matters.

Judge Igoe granted the plea of the Songwriters' Protective Association (SPA) and the Music Publishers' Protective Association (MPPA) to file a joint brief as amicus curiae in the case, jointly with Shapiro-Bernstein (*The Billboard*, April 8). He also okayed the filing of a printed brief by Sidney Wattenberg and John Schulman, representing the two associations.

If Igoe refuses the plaintiff's motion for a new trial, he will hear a petition from the SPA and MPPA attorneys to reconsider one of the obiter dicta in the case. This dictum involves the portion of his decision in which he ruled that the sale of a phonograph record "with the consent of the owner before securing a statutory copyright constitutes a dedication to public domain." While this portion of his decision is only dicta and not binding as a holding in the case, still music publishers fear that the dictum might be utilized in the future as a step toward a suit, which might eventually become a holding in fact, if the case were won by someone fighting the music publisher interests. In filing their initial motion to become an interested part in the case, MPPA and SPA reps stated that "the decision of the court will cause great confusion by throwing thousands of musical compositions into public domain." Another possible future ramification might be that persons who paid royalties on a supposedly copyrighted piece of music could later sue the publisher for repayment of those royalties if the court declared the composition in the public domain. Edward H. Norton and Seymour Tabin are representing Miracle label in the suit.

Admiral To Issue 1st 45 RPM Kidisk May 1

NEW YORK, April 22.—Admiral Records, currently making a heavy bid in the kidisk field, plans to issue its first 45 r.p.m. release on May 1. According to General Manager Jerry Lipskin, six disks will make up the initial list, two of which will be previously unissued titles. Four additional titles will follow two weeks later.

Meanwhile, Admiral has completed a series of waxings with Raymond Scott's ork and warbler Bobby Colt. One of the sides cut was *Dig That Coal*. The diskery is currently negotiating with coal miner chief John L. Lewis to make the tune the official union song. It's published by the affiliate pubbery, Admiral Music.

Lipskin leaves Monday (24) on a two-week trip to line up new distributors, and to plug the line via disk jockeys.

Rise Stevens Pact Is RCA's Reply to Col.

Parries La Kirsten Grab

NEW YORK, April 22.—RCA Victor this week parried Columbia Records' grab of Dorothy Kirsten when RCA's artist relations exec, Manie Sacks, completed an exclusive waxing deal with Metopera and movie mezzo-soprano Rise Stevens. Miss Stevens, who has never before recorded away from the Columbia label in her close-to-a-decade of ascendancy, has about five months left on her current Columbia contract but already has fulfilled terms of the pact. Unless some agreement is worked out, Miss Stevens' first efforts for Victor will not be made until November. She signed a five-year deal.

Surprise Move

The move of the thrush to Victor came as a surprise in many disker quarters, particularly in view of her close association with the Columbia diskery and its executives. She will leave behind at Columbia over 150 recordings, many of which are among that label's top catalog sellers. She will continue to do the same type of repertoire for Victor, touching on opera, operetta and pop standards. The deal was completed this week after several weeks of direct negotiation between Sacks and the thrush.

Sacks grabbed another choice Columbia Masterworks property for the Victor label last week when he was instrumental in the inking of a deal to bring the Philadelphia Robin Hood Dell Orchestra to the Red Seal department. This group is the Philadelphia equivalent to the Boston Pops and is composed largely of toolers from that city's noted symphony orchestra.

L'il Abner "X" On Kidisk Pact

NEW YORK, April 22.—L'il Abner is now an exclusive Atlantic recording artist, along with Daisy Mae, the Shmoo, the Kigmy, and Fearless Fosdick. Deal was set this week by Capp Enterprises, outfit that licenses use of the cartoon strip characters created by Al Capp.

Atlantic's idea is to build new material around these characters for childrens records. One album will be released before the summer, and a whole series of singles and albums will be ready in time for the fall season. Some packages will be based on a Sadie Hawkins Day theme, these to be aimed specifically at teen-agers. This latter group will include group songs and square dances.

Atlantic President Herb Abramson has arranged to get the syndicated strips well in advance of their release, in order to have his disk material ready to hit concurrently with Capp's comic.

Meanwhile, Capp has agreed to plug Atlantic's L'il Abner kidisks in his strip wherever possible.

Detroit Police Seek Ban on Taxi Dancing

DETROIT, April 22.—A new ordinance which would ban taxi dancing here was demanded by Police Commissioner George Boos in a move to strengthen police powers. Three taxi spots have been closed for nearly a month, following a series of court actions by owners to keep them open.

Operator of the spots is condemned by police. The proposed legislation would strengthen policing of standard ballrooms as an amendment to the basic ordinance.

Coast Jocks Win in TV Walk

Deejay Contests Plot West Indies Invasion by 'Why I Like' Writers

NEW YORK, April 22.—If the current crop of disk jockey promotions continues unabated, British West Indies resorts may soon be jammed to capacity by free ticket holders.

One promotion, keyed to Perry Como's Victor recording of *On the Outgoing Tide*, will be participated in by NBC, RCA Victor and the producer of Como's *Chesterfield Supper Club*, aired on NBC's 170-station web. From May 1 to 15, jockeys are to invite their audiences to send in letters telling "Why I would like to sail on the outgoing tide to Bermuda." The prize for the national winner will be a trip to Bermuda on the ship *Queen of Bermuda*, a Furness liner, and a nine-day vacation at the Castle Harbor Hotel there. The winner may be accompanied by one guest. (Contest sponsors will not provide a chaperon.)

NBC is going to service its stations with packages including the disk, and an open-end transcription wherein Como describes the contest. The disk will also have eight bands of spot announcements. The kit will also include a script for jocks and a sample of store window streamers. All participating jockeys are to receive an autographed lighter from Como. The

Supper Club, around June 1, will carry a transcribed announcement of the winner, cut by the jockey who received the winning letter.

Field's Contest

A similar contest is being launched by Victor's pianist, Irving Fields, pegged on his diskling to *Take Her to Jamaica*. Fields's effort will be launched first in New York, Los Angeles and Chicago, and offers a one-week vacation for a couple at the Tower Isle Hotel, Jamaica (BWI). Contestants are asked to write a letter telling why they would like to go to Jamaica and why they like the Fields record. Abe Issa, owner of the hotel, is sponsoring the idea, which has the official okay of the Jamaica Board of Tourist Trade. The tune is published by Fields's Crest Music firm. This contest may run for one month, though the starting date hasn't been set.

As consolation prize, one tradester has suggested that Fields offer a free trip to Jamaica, Long Island, on the BMT.

Ferentz Wins Det. AFM Race

DETROIT, April 22.—The liveliest election contest in the American Federation of Musicians local here in at least a decade resulted in the reelection of Jack Ferentz for another two-year term. Ferentz won by a fairly close margin, 1,171 to 845, over Fred Crissey, orchestra leader, following a bitterly fought campaign, which included a proposed mass meeting and debate Saturday (15), just before the voting. Ferentz declined to attend, and a spokesman for him indicated that he feared violence if he showed up.

Eduard Werner, currently directing the Scandinavian orchestra from here on a European tour, was re-elected vice-president by a similar margin over Jack Weick, theatrical attorney and contractor for the WXYZ station orchestra. George V. Clancy, member of the international board, was re-elected secretary-treasurer without opposition, while Merle Alvey and Aryhut (Buddy) Fields, booking agent, were elected as delegates to the international convention.

The election for the board of directors turned up several upsets as well, with the winners being Jack Cooper, Merle Alvey, Art Black, Russ Weaver, Bill Stegmeyer, Arthur B. Fields and Bob Turner.

Band Bookings Cue OK Season

CHICAGO, April 22.—Tentative and definite band bookings indicate a good summer season locally. The Beachwalk of the Edgewater Beach Hotel, which operates with an admission and a minimum charge, will again stick to a name policy, opening June 9 with Tex Beneke for four weeks. Tentatively set to follow for two to three-week periods are Vaughn Monroe, Xader Cugat and Freddy Martin.

Tony De Santis, op of the Martinique, Southwest suburban danceery, will open his outdoor gardens June 9, with Art Kassel tentatively set. De Santis intends to utilize a semi-name policy thru the summer. He intends to drop his admission charge and is also dispensing with any cover or minimum charge for the 400-seat capacity danceery.

The Trianon will utilize Griff Williams May 21-June 17; Chuck Foster follows Williams until July 20, when Lawrence Welk begins four weeks. The Aragon Ballroom opens May 21 with Jimmy Palmer, followed by Benny Strong June 20 and Dick Jurgens for four weeks, starting July 16.

Per-Program Music Contract Still Years Away, NAB Told

(Continued from page 5)

in connection with spots. If no music is used, say broadcasters, there should be no fee. ASCAP says that audiences are built by programs preceding and following spots, and that therefore payment is warranted. Another problem concerns fees for music on participating shows and whether this should be paid for at the normal one-sponsor-program rate or on a percentage of revenue.

Broadcasters also feel that incidental music should be paid at a lower rate and that per-program payment should be graduated so that fees decline as music use increases. Another problem concerns "uncon-

trolled performance," i.e. music picked up on remotes such as sports events. TV execs argue that such payment should be at a lower rate.

Data Needed

Martin said that it would be virtually impossible to come up with an acceptable pattern until the industry committee obtained extensive data on existing program schedules so that a forecast as to future music use could be made. This, he declared, would then enable both ASCAP and the committee to get a more tangible picture of the part music will play on video, and plan and discuss accordingly.

Shift to Tele No Effort for Top Spinners

Snare Big Night Audiences

(Continued from page 8)

weekly stanza, snagged a local sponsor this week. McLaughlin, until recently bankrolled, is temporarily off the air but skedded to return to video shortly. Haynes, early a.m. disk jockey on radio, headed a KLAC-TV comedy layout. Jim Hawthorne, sany late evening wax whirler who enjoyed fling at national airing over ABC radio network several seasons back, now holds down a nightly late evening slot over KLAC-TV.

Latest tele recruit is Peter Potter, KFWB wax whirler, who inked a new tele pact with Don Lee station KTSL last week. Deal, effective May 15, will give Potter a Monday-Friday 11 p.m. to midnight show over the Don Lee outlet. Owl show will feature interviews, gimmicks, games, as well as records. Another KFWB spinner, Bill Leyden, is currently emceeing a variety layout twice weekly over KF1-TV. Jerry Lawrence, free-lance disk whirler, has several shows cooking or airing on one or more local tele stations.

From the biz standpoint, stations are more than happy with results from disk shows. The Jarvis layout, which pointed the way to others, is inexpensive to produce, easy to sell, and perfectly suited for a multiplicity of spot commercials. Rates on the show have been upped several times and station reports all time is sold. With no rehearsal needed, little studio space tied up, and production crews down to minimum of one cameraman, producer, etc., such airers are about the least expensive type of live programming.

To make the transition, platter spinners have had to shelve many tried and true radio techniques. Music has been de-emphasized to some extent in favor of interviews, pitches and visual gimmicks. Video has also made disk whirlers aware of direct selling to a much greater extent than heretofore, while at the same time enabled them to use more latitude in putting across visual sales pitches in place of stereotyped copy reading.

Gilbert & Sullivan Disked in Yiddish

NEW YORK, April 22.—Highlights from a Yiddish version of the Gilbert and Sullivan operetta, *H. M. S. Pinafore*, has been committed to wax by Banner Records, for release May 15. The popular work, as sponsored and performed by the Kadimah Group of Hadassah, has received a straight translation by member Miriam Walowitz, and was first mounted in Brooklyn in 1948. In the past two years it has been done 11 times, netting over \$25,000 for Hadassah. Six more performances are skedded for this year, with the first taking place this week.

Banner President Gerald Morse coralled the group for the diskling, which interpolates English narration between the musical numbers. Disks have been cut with minigrooving technique, with 22 minutes taking up two 10-inch disks, playing at 78 r.p.m. Package will retail at \$2.25.

Plans Music, Disk Tariff Cut

UN Idea Would Aid Approved Organizations

Tape, Books Included

(Continued from page 4)

Imposed by many foreign countries hits 100 per cent of the purchase price.

An end to U. S. customs on articles to be included in the international treaty would greatly benefit the radio-TV industry which has long battled for an end to duties on tape recordings transcribed abroad. Imported disks would also be available at reduced cost.

A proposed draft of the treaty was adopted by delegates of 25 UNESCO nations at a recent conference in Geneva. The draft will be submitted for consideration at the meeting of UNESCO's General Assembly in Geneva next month. If approved, the pact will then be submitted to the various nations for ratification.

Pending UNESCO action on the customs treaty, the State Department is holding up a similar treaty which applies only to audio-visual material. If the broader pact is voted down by UNESCO, which seems unlikely, State will then submit the audio-visual treaty to the Senate for action.

In one sense, the over-all treaty is narrower than the audio-visual treaty in that free entry of educational, scientific and cultural film and canned sound is restricted to material going to institutions "approved" by State Department in this country and by State's counterparts in other nations. The audio-visual pact provides for free entry regardless of destination.

The U. S. delegation to the Geneva conference recommended that film and sound materials be treated in the over-all pact as in the earlier treaty, but this proposal was voted down. Without endorsing the restrictions in the over-all customs treaty, the U. S. delegation acknowledged it as the most liberal approach obtainable at the Geneva conference.

The inclusion in the pact of radio and television stations as organizations permitted to receive duty-free material was okayed by a large majority of the delegates at the Geneva conference. Stations were the only group singled out by specific reference. Other organizations to receive duty-free matter as far as this country is concerned will be designated by the State Department when the pact is ratified.

State officials told *The Billboard* that only educational, scientific and cultural groups will be considered. In general, it was stated this means universities and recognized scientific bodies. Commercial businesses have no chance of getting duty-free items.

The U. S. delegation to the Geneva confab consisted of Frederick Ribble, University of Virginia; Thomas Bracken, State Department, and John Vogel, U. S. Tariff Commission.

Humpty Jumps Gun On First Release

NEW YORK, April 22.—Humpty Dumpty, new kidisk line recently announced to break concurrently with the National Association of Music Merchants' (NAMM) show in July (*The Billboard*, April 15), is jumping the gun to issue its first wax next week. The reason for the rush is a special cutting of *Buffalo Billy*, new pop-kiddie tune, backed by the soar-

Bebop Nix But Dixie Clicks At Philly Rendezvous Room

PHILADELPHIA, April 22.—Altho bebop music failed to make marked impression in these environs—and the frantic form proved a bust at the box-office and in record sales—Dixieland jazz has had it comparatively easy in striking out roots among fans. In spite of the fact that the two-beat jazz revival started taking box-office form in other locales some time back, local ops—particularly those bitten by the beboppers—would have or hear none of it.

"If it's good enough for Lombardo, it's good enough for us," is the way club owners size up Philadelphia's musical preference.

However, it remained for Lee Guber, operating the Rendezvous in the Hotel Senator, to find out that the two-beat kick will pay off. A hot jazz enthusiast and record collector, Guber, in a frantic search to bring in something different for his intimate room, decided to take a flier into the Dixieland realm—and by the way it's been paying off for the past four weeks, his Rendezvous will remain a two-beat haven.

While the presence of recording singing names in the room makes it impossible to earmark exact amounts

from the cash registers, Guber figured that his business has jumped 20 per cent since bringing in Sidney Bechet last month. That the upped grosses still prevail indicates to Guber that Dixieland is paying off.

Reason for the Dixieland click is twofold, says Guber. First of all, he said, there's a genuine interest among music lovers. They don't have to be sold a bill of musical goods as was necessary to woo folks into the room to listen to bebop. Moreover, the fans know what they are getting. They know the Dixieland greats, and with nostalgia reigning supreme, it's no task to excite interest in the revived musical form. Also a factor in the revival's success, added Guber, is the fact that his room is an intimate boîte, making for proximity between the Dixielander and the devotee.

Bechet, who was booked in for one week, more or less as a test, had to stay on for three weeks. To satisfy the demand for Bechet, Guber has arranged to return the soprano sax ace four times during the next 12 months, coming in each time for two weeks plus the customary options. First repeat for Bechet will be in May.

Keeping two-beat music in step following Bechet was Baby Dodds, Dean Janis, Big Chief Moore and this week Max Kaminsky. The two-beat revival has also begun to pay off for Billy Hayes, local maestro, who has stood by his drum beats in favor of Dixieland for several decades. Now, for the first time in years, there is a genuine demand for Billy's music—so much so that his two-beat unit opens this week at Chubby's, recording name spot across the river in North Collingswood, N. J. Nicky Blair, operating the Click, for years a name band spot, also admitted that he is shopping for Dixieland.

Wis. May Kayo License Fees

MADISON, Wis., April 22.—Expectations were expressed by Jay Keliher, Wisconsin State auditor, that the 25 per cent tax on all music broker licensing fees would be repealed at the next session of the State Legislature in January.

On the State's statute books since 1935, the tax has never been collected because of lack of enforcement features in the wording of the bill and was recently brought to light by the State budget committee while searching the books for overlooked possibilities of revenue for tax coffers.

While the 25 per cent tax has been ignored, the American Society of Composers, Authors & Publishers (ASCAP) and Broadcast Music, Inc. (BMI) have been anteing up the \$25 annual fee also required by the law.

Costly Collection

The committee's decision to recommend dropping the tax, according to Keliher, was reached after making an exhaustive survey of States now operating under such set-ups. The search disclosed four or five States with similar taxes on their books. Levying an average of from 3 to 5 per cent on gross collections, with resulting tax gains of only \$1,500 in one State to a peak of \$3,000 per annum topper in Florida, the conclusion was that low revenues thus realized are more than offset by cost of collection, bookkeeping and possible enforcement problems.

Further mulling of the problem disclosed that most State amusement places are shelling out to ASCAP and BMI for services thru the national headquarters in New York, thus by-passing local reps. Another major result of the research was the conclusion that a 25 per cent bite of receipts if enforced would no doubt be considered discriminatory if ASCAP and BMI legal talent were to take the tax to court.

ing novelty, *I Found My Mama*. The disk was cut last week by Jack Arthur and a choir.

The disk will be issued in a four-color, illustrated package, along the lines of similar recent issues by Caravan and Adventure kidiskeries.

Mayfair Owners Form Org, Supply Disks to Rivals

NEW YORK, April 22.—The organization of a kidisk writing-producing company, Scripts & Scores, by the owners of Mayfair Records, points up an unusual situation prevalent in the children's record field. Apparently there are only a few original script creators around that have the proper and popular approach to the field, but these few can turn out more sides than any one company can absorb. Consequently Hugh Perette, president, and Herb Plattner, secretary of Mayfair, have set up an independent package outfit to turn out disks for rival companies.

While Mayfair will continue to release 20 sides annually (all Perette-Plattner originals), Scripts & Scores has already turned out eight sides for Peter Pan, with four more for the same diskery now in the works. Four sides, featuring pop tunes in kidisk packaging, were recently turned out for Caravan and four more sides are in preparation for Mercury Records.

Similarly, indie writer Leo Israel has in the past year peddled 40 sides among Caravan, Young Peoples' Records, Children's Record Guild, Junior and Coral labels. About 10 additional sides for several of these labels are in preparation.

The kidiskers' main problem has been obtaining material suitable for tots of pre-school age.

ASCAP Ex-Foe Tracks BMI

(Continued from page 12)

operations placed virtually under court's surveillance by the revised consent decree, BMI is the top performing rights society which does not operate under a similar court mantle. Its sole competitor of any stature outside of ASCAP is SESAC, Inc. In effect, the complaints will seek to argue that BMI has no competition. The complaints will cite BMI's relations with publishing and broadcasting interests and will seek to prove that BMI's ties give it control in disseminating music, collecting revenue and determining what the public hears.

The role of radio, TV and phonograph records in the advancement of music is expected to be a major point in the proceedings. It is recalled that in a recent case of Edwin H. Marks Company versus Warner Bros. Pictures, et al., filed in the U. S. District Court for the Southern District of New York, it was emphasized by the complainant that in the music publishing business "the exploitation and rendering popular of compositions is the most important and dominant part thereof."

"Exploitation of music is the ability and skill of a music publisher to render its musical compositions popular, well known, familiar and attractive, by having such musical compositions performed publicly in favorable and widely attended places," the complaint in the Marks case stated. "The exploitation of musical compositions requires not only skill but free access to all means available for exploitation."

Davis, a mining engineer as well as a lawyer, has served as legal counsel to several radio stations in the State of Washington and is counsel to SESAC in that State. Recently Davis wrote a letter to the Washington secretary of state complaining against what he described as attempts by certain broadcasters to exert pressure against SESAC. Davis first came into prominence in radio and music legal circles in 1935 when he represented a number of radio stations in actions filed against ASCAP. He gained a major victory in 1940 when a three-judge federal court in Tacoma, Wash., decided in the case of Gene Buck, et al., versus Phil Gallagher, State treasurer of Washington, et al., that ASCAP could not maintain a suit in equity since its then existing practices constituted a violation of the Sherman Anti-Trust Act. The Department of Justice soon afterward introduced a case against ASCAP, and a consent decree was entered in the Federal District Court for the Southern District of New York State on March 4, 1941, enjoining and restraining ASCAP from a number of practices.

It was this consent decree which was recently modernized in two final judgments against the Society last March 14 in which ASCAP was compelled, among other things, to submit to the court any dispute with a music user over rates and prices, to admit to membership any composer with at least one published work and any publishing company whose musical publications have been used or distributed commercially for at least a year.

Col Shore-Autry Gospel Package

HOLLYWOOD, April 22.—Columbia Records has teamed Dinah Shore and Gene Autry for a series of religious records. First sides were cut in Hollywood this week, with more sketched later.

Session is first religious cutting carried on locally for many months and emphasizes the growing public acceptance of church music by pop artists. In recognizing the trend, Columbia joins Decca and Capitol, who have already paved the way with successful sacred song couplings.

STEP-UP SALES

WITH THESE GREAT
NEW DECCA SPECIALS!

I WANNA BE LOVED
I'VE JUST GOT TO GET OUT OF THE HABIT
ANDREWS SISTERS with GORDON JENKINS • DECCA 27007

I DON'T WANNA BE KISSED (By Anyone But You)
AN ARM WITH A BOW IN ITS HAND (Yipaloo)
EVELYN KNIGHT • DECCA 27000

THE ANSWER SHE IS "YES!" NO?
PLAY, HURDY-GURDY, PLAY
GUY LOMBARDO • DECCA 24999

CHOC'LATE ICE CREAM CONE
BIRMINGHAM BOUNCE
RED FOLEY • DECCA 46234

LET'S GO TO CHURCH (Next Sunday Morning)
RED FOLEY and JUDY MARTIN
REMEMBER ME (When The Candle Lights Are Gleaming)
RED FOLEY • DECCA 46235

ME AND MY TEDDY BEAR
I FOUND MY MAMA

FRANK LUTHER • Children's Set K-3. Price \$1 plus tax.
Decorative Envelope. Deccalite—Unbreakable under normal use

ORDER TODAY!



Single Records 75¢ each plus tax

AMERICA'S FASTEST SELLING RECORDS

MUSIC—AS WRITTEN

McGrane Sets Up New Pop Line, Clipper Records

Clipper Records, a new pop line, has been set up in New York by tunesmith Paul McGrane. The diskery has inked warbler Johnny Corvo who cut for the first release, along with Gene Krupa's thrush, Frances Lynn. McGrane, who is also a half owner of the inactive Gem diskery, is the writer of "Juke Box Saturday Night" and "Hahokus, N. J."

Leeds Gets "Do It Right" From Roberts, Franklin

Cleffers Allen Roberts and Dave Franklin teamed up to pen a new novelty ditty tagged "Do What You're Doing, But Do It Right." Song, unveiled in Hollywood last week, was snatched up by Lou Levy for Leeds Music. Roberts formerly penned for Columbia Pictures. Song is the first team effort by the two tunesmiths.

Capitol Skeds Promotion for "Francis" Waxing

Capitol will throw its promotional punch behind its cutting of "Francis," ditty based on the Universal-International (U-I) talking film. Diskery seeks to cash in on the fact that it is the only one using pic's original voice, Chill Wills. Label will issue the platter in a special four-color sleeve as an unbreakable kidisk to retail at \$1. Diskery had prepped a series of tele trailers to be used in pushing the platter's sales, but U-I blocked their use. Other tie-ins between Cap and the studio are being completed.

Capitol Signs Art Morton, Preps First Coupling

Capitol Records inked singer Art Morton to a diskery contract. Cap is rushing into release the balladist's initial platter, coupling "Blue Prelude" and "I'll Get By," with Paul Weston's ork backing. Morton's voice and style is along the Tony Martin line.

Pubbery Nears Accord With BMI

Hill and Range pubbery is close to a new agreement with Broadcast Music, Inc. (BMI). Deal will extend the pubbery's contract for a long term—perhaps to 1959 or beyond.

Coral Signs Four New Artists

Coral Records last week inked four new artists for the label. Freddie Hall, old-time vaude star, who has been scoring at the Show Bar in Boston, was signed, as well as spiritual singer Rosa Shaw and the Bill Bickle Trio. Also inked was George Cates, who has been Russ Morgan's staff arranger. Cates will record with his own band.

New York:

Orkster Bobby Byrne has engaged Scottie Marsh as his new fem vocalist. . . . Al Millet has joined Herman Lubinsky's Savoy-Regent diskery as sales promotion manager. . . . London deejay Promoter Harvey Geller became engaged to Toni Hagedorn last week. . . . Hilda Gueden, soprano star of the Vienna State Opera, La Scala Milan, and Covent Gardens companies, arrived here April 19. She waxes for London Records. . . . Bernard Witkowski's Silver Bell Ork, Victor disk crew which has been playing the Thursday polka seg at the Arcadia Ballroom here since March 1, has been signed for six additional appearances at the spot. . . . Film cleffers Victor Young and Ned Washington, whose "My Foolish Heart" is a current winner, are in town for 10 days. . . . Orkster Russ Morgan slated to arrive April 23 for his Capitol Theater date. . . . Apollo's general manager, Lew Katz, has signed the Four Jokers, Los Angeles novelty group, to a wax pact. Katz has also negotiated with Monarch Manufacturing Company there to press for Apollo and service his Western distribs. Monarch continues to press for a number of other indies there. . . . Clarinetist-maestro Tommy Reynolds has been signed to do several Dixieland dates for Atlantic Records. . . . Jerry Blaine's Cosmat distribbry is moving to newly constructed quarters at 315 West 47 Street May 1.

Maestro Elliot Lawrence and Frankie Laine have been pacted to open at the Paramount Theater beginning May 17, booked by the General Artists Corporation. The date will be Laine's third appearance at the top theater spot. . . . The Mastersingers 24-voice choir who broadcast spirituals Sundays over WQAM, Miami, have been signed to record for CBS. The group has been on the station five years.

Mel Torme and Ted Herbert and his ork played to capacity crowds at the King Philip Ballroom, Wrentham, Mass., April 12-15. On Saturday (15) the attraction drew 3,600 customers. . . . Bart Stewart, West Coast song stylist, and Danny Michaels, former pianist with Erskine Hawkins, are now under the personal management of William and Philip Allan in New York. Stewart, a protege of Mary Martin's, appeared most recently at the Rue Angel, Los Angeles.

Rene Le Roy, noted flutist, gives his farewell American concert at the New School for Social Research May 6. . . . Columbia Records has recorded the voice of Frank Buck, the late big game hunter and explorer. Titled "Tiger," the disks, slanted for kiddies, recreates episodes taken from Buck's autobiography, "Bring 'Em Back Alive." . . . Kate Smith has recorded a series of spots for WPAT, Paterson, N. J., appealing to residents of the station's area for contributions to the cancer fund. Announcements were written by Ted Collins and Joe Franklin.

Twenty-five Italo Tajo LP "Mozartiana" record albums are being offered by the Little Carnegie Theater for the best amateur reviews of Columbia Pictures' new music drama, "Faust and the Devil," which opens at that theater Saturday (29). Albums were recorded in Italy by Cetra-Soria.

Tutti Camarate, London Records' pop artists and repertoire chief, was due back from England Monday (24). . . . Joyce Indig, London disk thrush, opened at the Norman Club, Toronto Friday (21) for a week. Ralph Young, warbler with the same diskery, opened at the Latin Quarter Sunday (23). . . . Rosalie Alter, 10-year-old vocalist who recently appeared in the Broadway show, "Love Life," and a featured artist on the Horn & Hardart kiddie show, has been signed by Star Records. Her first star release, "Choo'n Gum," will also be issued on the Adventure Kiddie label, with special packaging. . . . Victor a. and r. staffer Dewey Bergman flew to Chicago Sunday (23) to record Tex Beneke. Charlie Green, of the same

staff, went there last week to cut wax with chirp Fran Allison. Great leaves Tuesday (25) for a one-week vacation in Florida.

King Porter has inked a contract with Regal Records. Diskery exec Fred Mendelsohn and Jules Braun flew to Detroit to conduct the initial recording session. . . . "Violets of NYU," written by Dr. Kenneth N. McKee, assistant dean at New York University, and Mitchell Parish, noted cleffer will be published by Mills Music, Inc. Parish wrote the lyrics for "Stai Dust," "Sophisticated Lady" and other top standards. . . . Skedded for early release is Philip J. Lang's "Scoring for the Band," pubbed by Mills and aimed at band directors, music students and teachers.

RCA Victor's "Little Nipper" album version of Walt Disney's "Cinderella," is getting wide national ballyhoo thru tie-ins, radio programs and contests staged by the company's distributors.

Chicago:

Herb Pauley, op of Turnpike Casino, Lincoln, Neb., will probably close his dancery for the summer. Pauley lost his brother recently and is taking over management of the family's lumber and real estate business. He may hire a manager to operate the Casino in the fall. . . . Lila Leeds, screen starlet, is doing one nighters with Joe Sanders's ork, booked by McConkey Music. . . . Harold Fox, the musicians' tailor, married Jean O'Connor, non-pro, April 25. . . . Benny Strong goes into the Coconut Grove, Los Angeles, May 2. . . . Phil Field has joined MCA's local slack department. . . . Reps of booking offices and recording firms will again field a baseball nine, the 10%-ers, in the Grant Park American League. Squad members include Chuck Suber, GAC; Paul Marr, Eddie Fendt and Marv Himmel, Dave O'Malley office; Jack Lau, Tweet Hogan; Danny Cleary and Phil Field, MCA; Freddy Williamson and Paul Bannister, ABC; Jack Pierce, King Records, and Irwin Steinberg, Mercury disks.

Detroit:

Marian Kay has switched to Western songs with her newest, "Western Winds," just recorded by Bob Oates for release on ABC-Eagle Records, with an extensive promotion program and other recordings being set to follow. . . . American Federation of Authors and Publishers picked Doris Whalin as "Miss Inspiration Girl of 1950," and will use her picture on the cover of "Inspiration Girl" by Ross Robin and Jerry Harris, being published by Park Avenue Music Publishers.

Hartford, Conn.:

Spike Jones and his "Music Depreciation Revue" will play the 3,300-seat Bushnell Memorial Auditorium April 26. . . . Francis E. Stern, president of Stern & Company, area distributors for Columbia Records, and Mrs. Stern on a West Coast vacation trip, are due back in Hartford April 25.

Ocean Beach Park Ballroom, New London, Conn., resumed operation Easter Sunday (9) with Mal Hallett and his orchestra the attraction. Admission was \$1.

Allie Wrubel, composer of such top tunes as "Lady From 29 Palms," has been visiting his mother, Mrs. Regine Wrubel, at Middletown, Conn. Now living in California, Wrubel has been asked to write a theme song for Middletown's tercentenary celebration which takes place in September.

Philadelphia:

Clarence Fuhrman gets the call for municipally sponsored nightly pop concerts, starting July 3, in Ocean City, N. J., with a 20-piece ensemble getting the cue from his baton. . . . Moe Jaffe gets the call for the annual Hexagon Ball of University of Pennsylvania on May 5. . . . Jack Hunter, former Elliot Lawrence warbler, introducing Frankie Adams' "Walking with a Dream" on Ivan Ballen's Gotham label, backing with "On Somebody Else's Shoulder."

On the Sound Track:

Eddie Wolpin, head of Paramount's pub subsid, Famous Music, will return to New York with Frana Waxman's "Sunset Boulevard" score to talk a possible album disk deal with Decca. Score is one of the finest to come from the Waxman pen. . . . Republic is prepping its "Hit Parade" flick. . . . Chip off the old block: Fred Myrow, 11-year-old son of 20th Century-Fox contract composer Joe Myrow, sold his piano concerto, "Palm Canyon," to Mills Music to become the youngest cleffer inked by the pubbery in 30 years. According to Irving Mills, the youngster shows great promise. . . . Dimitri Tiomkin extends his Gotham stay beyond the originally skedded three-week period to devote a week's research at the Carnegie Hall Music Library in preparation for his scoring of Stanley Kramer's "Cyrano de Bergerac." Cleffer is probing into 17th century French music to gain the authentic flavor of that period's music. . . . Sammy Fain and Jack Barnett have completed three tunes to be used in "The Milkman" (Universal-International). Ditties include "Earl Morning Song," to be warbled by Donald O'Connor; "That's My Boy," for an O'Connor-Jimmy Durante duet, and "It's Bigger Than Both of Us," a novelty to be voiced by O'Connor, Durante, Piper Laurie and Joyce Holden. Fain and Barnett are putting finishing touches on a fourth tune to serve as a Durante solo. . . . Prix de Paris cleffer Guy Bernard was inked by Director Bernard Vorhaus to score "Pardon My French," Peter Cusic-Andre Sarrut production. Deal was made in Paris and marks one of the rare times that the classical cleffer turned his pen to the soundtrack.

Kidiskery, L-A

Seeco Go 45

NEW YORK, April 22.—Seeco Records has become the first Latin-American indie to issue 45 r.p.m. disks. With a brace of Noro Morales rumba sides already pressed, the diskery now plans a series featuring such locally-accepted talent as Morales, Pupi Campo and Damiron.

The label, headed by Sidney Siegel, is also extending its long-playing line, begun last year.

Lyric, a kidiskery, is also prepping its entry in the 45 field. This label, headed by Jack Caiden is preparing its art work, and expects to hit in about a month.

Meanwhile, Caravan Records, another kidisk firm, fired with the success of its first five-disk LP issue, will follow up with a special off-season release of six additional titles next month.

THE KIND IT PAY\$ TO PLAY



BLUE BARRON

Riding High on Two Toppers!

ARE YOU LONESOME TONIGHT

Penny Wise And Love Foolish
M-G-M Non-Breakable 10628

HONESTLY, I LOVE YOU

THE VAMP
M-G-M Non-Breakable 10672



DAVID ROSE

and his Orchestra

BEWITCHED

Moon Of Manakoora

M-G-M Non-Breakable 30120



TOMMY TUCKER

and his Orchestra

NO, NO, NO

Good Night Little Girl, Good Night

M-G-M Non-Breakable 10679



JOHNNIE JOHNSTON

AS WE ARE TODAY

Melancholy Rhapsody

M-G-M Non-Breakable 10683



Dixieland Hits!

LEROY HOLMES

and his Orchestra

**WHEN YOU WORE A TULIP
I DON'T CARE IF THE
SUN DON'T SHINE**

M-G-M Non-Breakable 10685



HANK WILLIAMS

LONG GONE LONESOME BLUES
My Son Calls Another Man Daddy

M-G-M Non-Breakable 10645



DAVE LANDERS

DRAW UP THE PAPERS, LAWYER
How Many Hearts Do You Have

M-G-M Non-Breakable 10682



BRAXTON SHOOFORD

A TEARDROP ON A ROSE
Rockin' Chair Daddy

M-G-M Non-Breakable 10670



BUD HOBBS

**I NEVER KNEW I LOVED YOU TILL
THE DAY YOU SAID GOODBYE**
Headin' Down The Wrong Highway

M-G-M Non-Breakable 10636

M-G-M RECORDS ARE
Better than ever!

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 THE GREATEST NAME  IN ENTERTAINMENT
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HEY OPS! LOUIE MADE THIS JUST FOR YOU!

LOUIS PRIMA

AND HIS ORCHESTRA



"A GOOD TIME WAS HAD BY ALL"

FLIP SIDE

'FRANCIS'
(THE TALKING MULE)

MERCURY 5406
45 RPM 5406X45

Only Mercury has the Hits on NON BREAKABLE RECORDS

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

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending April 21

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week
1. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE Last Week 1
By Al Hoffman, Bob Merrill and Clem Watts
Published by Robert (ASCAP)

Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminiky's Dixie-landers, Coral 60169; E. Mervan-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col17838707, (3331-493); Fontane Sisters-M. Ayres Ork, V178120-3713, (45)47-3715; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird-478130-0027, (45)54-0027; E. Young-The Homesteaders, London 858; T. Carlyn Ork, Rondo 5005.
Electrical transcription libraries: Al Trace, Lang-Worth.

2. THIRD MAN THEME, THE Last Week 4
By Anton Karas
Published by Chappell (ASCAP)

From the Carol Reed film "The Third Man"
Records available: D. Apollon, National 9104; Cafe Vienna Quartet, Col13311-4449; I. Fields Trio, V178120-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V178120-3709, (45)47-3242; A. Rey, Cap1781820 (45)4820; A. Ryerson Quintet, Coral 60368; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; D. Pol-lack Ork, Modern 203.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated.

3. MUSIC! MUSIC! MUSIC! Last Week 2
By Steven Weiss and Bernie Baum
Published by Cromwell (ASCAP)

Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavaliaro, Dec 24801; Homer & Jehro-J. Carter, V178121-0169, (45)48-0161; M. Katz, Cap 862; F. Martin Ork, V178120-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col178128704, (331) 489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 254; E. Miller, Rainbow 90055.
Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.

4. IT ISN'T FAIR Last Week 3
By Sylvester Spigato, Frank Warshawer and Richard Himber
Published by Words & Music (ASCAP)

Records available: D. Goodman Ork; Cap 860; B. Harrington-3 Beas and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V178120-3609; L. Brown, Col 38735; R. Hayes, Mer 5362; Joey Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.
Electrical transcription libraries: Dick Jurgens, Associated.

5. DEARIE Last Week 5
By Hillard and Mann
Published by Laurel (ASCAP)

Records available: R. Bolger-E. Mervan, Dec 24873; M. Eilon Quartet-D. Scott, MGM 10654; H. Heidt Ork, Horace Heidt MIA 122; M. Hughes-M. Zimmerman Ork, Col178138718, (331) 543; L. Kirk-F. Warren, V178120-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 850; G. Towne Ork, London 609.
Electrical transcription libraries: Henry Jerome, Lang-Worth.

6. MY FOOLISH HEART Last Week 7
By Victor Young and Ned Washington
Published by Samtly-Joy (ASCAP)

From the Sam Goldwyn film, "My Foolish Heart"
Records available: M. Carson, V178120-3681, (45)47-3204; D. Eckstein-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col178138697, (331) 478; G. Jenkins Ork, Dec 24830.
Electrical transcription libraries: Tommy Dorsey Ork, Standard.

7. DADDY'S LITTLE GIRL Last Week 9
By Bobby Burke and Horace Gribsh
Published by Bracon (BMI)

Records available: D. Ebery, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col178138711, (331) 500; Mills Brothers, Dec 24872; R. Smith, Col 20670; T. Preston, Four Star 1430; J. Desmond-T. Mottola Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V178120-3550, (45)47-3043; C. Marrow, Varsity 257.
Electrical transcription libraries: The Bachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airline Trio-Henry Jerome, Lang-Worth.

8. CHATTANOOGIE SHOE SHINE BOY Last Week 6
By Stone and Stapp
Published by Acuff-Rose (BMI)

Records available: Bradford & Romano, V178120-3638, (45)3208; B. Crosby-V. Schoon Ork, Dec 24863; T. Duncan, Cap178140262, (45)47-3232; R. Foley, Dec 46205; S. Henderson, Cap 850; "F" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Peppercorns-Horace Heidt, Horace Heidt MS 1022; Two-Ton Baker, Mer 5369.
Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Thesaurus; Henry Jerome, Lang-Worth; Texas Jim Lewis, Standard.

9. SENTIMENTAL ME Last Week 10
By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP)

Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Dearville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray o-Vacs, Dec 48141.
Electrical transcription libraries: Dick Jurgens Ork, Associated.

10. BEWITCHED Last Week
By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)

Records available: J. August-J. Murad's Harmonicals, Mer 5399; Chuck Cabot, Atomic 1002; O. Day, Col 38690; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V178120-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 10120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Ruptio Ork, Cap 1000; C. Waller, Liberty 231.
(No information on electrical transcriptions libraries available as The Billboard goes to press.)

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This week's

New Releases

... on **RCA Victor**

Release 50-17

Ships Coast to Coast, Week May 1

POPULAR

- EDDIE FISHER WITH HUGO WINTERHALTER'S ORGIL**
Where in the World
A Little Bit Independent
20-3764—(47-3764)*
- LISA KIRK AND THE HONEYDREAMERS**
Faith and Determination
Love Me a Little Bit
20-3765—(47-3765)*

Here come the DANCE BANDS again!

- GENE KRUPA**
Bonaparte's Retreat
My Scandinavian Baby
20-3766—(47-3766)*
- RILL LAWRENCE**
Be Honest With Me
Tell the Truth
20-3767—(47-3767)*
- THE THREE SUNS**
The Flying Red Horse Polka
Leicester Square Rag
20-3768—(47-3768)*

Here come the DANCE BANDS again!

- CHARLIE VENTURA**
Dark Eyes
You've Got a Date With the Blues
20-3770—(47-3770)*

POP-SPECIALTY

- SIX FAT DUTCHMEN**
The Okey Dokey Polka
Helena Waltz
25-1158—(50-0070)*

WESTERN

- SONS OF THE PIONEERS**
Rollin' Dust
Wagons West
21-0315—(48-0315)*

COUNTRY

- MONTANA SLIM**
The Little Shirt My Mother Made
for Me
No! No! Don't Ring Those Bells! (I
Don't Wanna Get Married)
21-0316—(48-0316)*
- THE BLUE SKY BOYS**
Tears On Her Bridal Bouquet
The Unfinished Rug
21-0317—(48-0317)*

NEW ALBUM

- "FRANKIE CARLE PLAYS FRANK LOESSER"**
(Here Comes the Dance Bands Again Series)
P-280—(WP-280)*
- "GENE KRUPA PLAYS 'FATS' WALLER"**
(Here Comes the Dance Bands Again Series)
P-281—(WP-281)*
- "FRANKIE CARLE'S SWEETHEARTS"**
P-283—(WP-283)*

*45 r.p.m. catalog numbers.

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



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

7 . . . designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts (week of April 23). Obviously, sure things!

- \$ Candy and Cake**
Mindy Carson 20-3681—(47-3204)*
- \$ Chinese Mule Train**
Spike Jones 20-3741—(47-3741)*
- \$ Dearie**
Fran Warren and Lisa Kirk 20-3608—(47-3204)*
- \$ Hoop Dee Doo (On the Outgoing Tide)**
Perry Como 20-3747—(47-3741)*
- \$ I Said My Pajamas**
Tony Martin and Fran Warren 20-3613—(47-3119)* **7**
- \$ It Isn't Fair**
Sammy Kaye 20-3609—(47-3115)* **7**
- \$ Joshua**
Ralph Flanagan 20-3724—(47-3724)*
- \$ Little Angel With the Dirty Face (Why Should I Cry)**
Eddy Arnold 21-0300—(48-0300)* **7**
- \$ Music! Music! Music!**
Freddie Martin 20-3693—(47-3217)* **7**
- \$ Quicksilver**
Elton Britt and Rosalie Allen 20-0157—(48-0168)*
- \$ There's No Tomorrow**
Tony Martin 20-3582—(47-3078)* **7**
- \$ Walking Blues**
Johnny Moore's Three Blazers 22-0042—(50-0026)* **7**
- \$ Wanderin'**
Sammy Kaye 20-3680—(47-3203)* **7**



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

- ★ Juke Box Annie**
Eddie Cantor, Lisa Kirk and Sammy Kaye 20-3751—(47-3751)*
"The tune's nonsensically happy, with a theme and title that should get a fast assist from juke ops. The Victor version deploys a likely combination of performers for a catchy job." Billboard Possibility, April 22.
- ★ Roses**
Sons of the Pioneers
No. 1 The Country and Western Disk Jocks Pick. The Billboard, April 22
21-0306—(48-0306)*
- ★ Symphony of Spring**
Hugo Winterhalter
20-3737—(47-3737)*
No. 8 The Disk Jocks Pick, The Billboard, April 22.
- ★ Spaghetti Rag**
Frankie Carle 20-3719—(47-3719)*
No. 6 The Retailers Pick, The Billboard, April 22.
- ★ Count Every Star**
Hugo Winterhalter
20-3697—(47-3697)*
No. 1 The Operators Pick, The Billboard, April 22; No. 5 The Operators Pick, The Billboard, April 22; No. 22 Most Played by the Disk Jocks, Billboard, April 22.
- ★ If You Were Only Mine**
Let's Go to Church Next Sunday Morning
Perry Como 20-3763—(47-3763)*
"The standard 'Mine,' shows Como at his heartiest best, in a glowing performance. Flip, moving fast via the Whitting-wakey pop-country version is done in straight ballad style aimed at the crooner market." Billboard Possibility, April 22.

TIPS

Vaughn Monroe's "Over and Over" and Tony Martin and Fran Warren's "Have I Told You Lately That I Love You"

The stars who make the hits are on

RCA VICTOR Records

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





Another
COLUMBIA
customer
catcher

"A
**GOOD TIME
WAS HAD
BY ALL**"
BACKED BY
"CANASTA SONG"
**ROSEMARY
CLOONEY**

Columbia 38767
or 7-inch LP 1-585

**Columbia
Records**

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

The
Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Based on reports received last three days of Week Ending April 21

BEST-SELLING SHEET MUSIC

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

POSITION			Publishers	
Weeks to date	Last Week	This Week		
7	1	1. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert	
8	3	2. DEARIE (R)	Laurel	
12	1	3. MUSIC! MUSIC! MUSIC! (R)	Cromwell	
8	4	4. MY FOOLISH HEART (F) (R)	Santly-Joy	
14	5	5. CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose	
12	7	6. DADDY'S LITTLE GIRL (R)	Beacon	
9	6	7. IT ISN'T FAIR (R)	Words & Music	
5	7	8. THIRD MAN THEME, THE (F) (R)	Chappell	
9	13	9. SENTIMENTAL ME (R)	Knickerbocker	
1	—	9. BEWITCHED (R)	Cornell	
7	9	11. CANDY AND CAKE (R)	Oxford	
13	10	12. I SAID MY PAJAMAS (R)	Leeds	
2	15	13. OLD PIANO ROLL BLUES, THE (R)	Leeds	
9	11	14. ENJOY YOURSELF (R)	E. H. Morris	
2	—	15. A DREAM IS A WISH YOUR HEART MAKES (F) (R)	Walt Disney	

ENGLAND'S TOP TWENTY

POSITION			English		American	
Weeks to date	Last Week	This Week				
7	1	1. MUSIC! MUSIC! MUSIC!	Leeds, Ltd.	Cromwell		
14	2	2. JEALOUS HEART	E. H. Morris	Acuff-Rose		
3	4	3. IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE	Chappell	Robert		
5	3	4. CHATTANOOGIE SHOE SHINE BOY	Kassner	Acuff-Rose		
14	6	5. DOWN IN THE GLEN	L. Wright	Mills Music		
15	3	6. DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris		
6	7	7. FRENCH CANCAN POLKA	Connelly	Blossom Music		
2	13	8. MY FOOLISH HEART	Sun	Santly-Joy		
20	9	9. HARRY LIME THEME	Chappell	Chappell		
14	7	10. I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell		
27	9	11. ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds		
12	12	12. WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century			
12	11	13. BEST OF ALL	Connelly			
2	19	14. C'EST SI BON	Peter Maurice	Leeds		
4	14	15. MY THANKS TO YOU	Nael Gay			
3	20	16. I SAID MY PAJAMAS	Leeds, Ltd.	Leeds		
1	—	16. ENJOY YOURSELF	Morris	Morris		
10	15	18. IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victoria	Irving Caesar		
1	—	19. CHERRY STONES	John Fields			
25	—	20. YOU'RE BREAKING MY HEART	Chappell	Algonquin		
21	16	20. HOP SCOTCH POLKA	Leeds	Cromwell		

*Publisher not available as The Billboard goes to press.

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4-29-PC

STAFFORD AND MACRAE



"DOWN THE LANE"

coupled with

"YOU ARE MY LOVE"

78 rpm No. 969 45 rpm No. F969



JOE "FINGERS" CARR



"SAM'S SONG"

coupled with

"IVORY RAG"

78 rpm No. 962 45 rpm No. F962

DEAN MARTIN

... **TEN GREAT CAPITOL SIDES REALLY ROLLING!**

	78	45
	RPM	RPM
"Be Honest With Me," and "I Still Get a Thrill (Thinking of You)"	1002	F1002
"Cheo'n Gum," and "I Don't Care If The Sun Don't Shine"	981	F981
"Muskrat Ramble," and "I'm Gonna Paper All My Walls With Your Love Letters"	948	F948
"Rain" and "Zing-A-Zing-A-Boom"	937	F937
"My Own, My Only, My All," and "Just For Fun"	691	F691



TENNESSEE ERNIE

"MY HOBBY"

coupled with

"I'VE GOT THE FEED 'EM IN THE MORNIN' (CHANGE 'EM,) FEED 'EM IN THE EVENIN' BLUES"

78 rpm No. 985 45 rpm No. F985



TOP TUNES OF THE DAY

On 78 and 45! **78** **45**
RPM RPM RPM

POPULAR

- "LET'S GO TO CHURCH NEXT SUNDAY MORNING" and "WHY DO YOU SAY THOSE THINGS"
Margaret Whiting-Jimmy Wakely..... 960 F960
- "DEARIE" and "MONDAY, TUESDAY, WEDNESDAY"
Jo Stafford-Gordon MacRae. 858 F858
- "BROKEN DOWN MERRY-GO-ROUND" and "GODS WERE ANGRY WITH ME"
Margaret Whiting-Jimmy Wakely..... 800 F800
- "I ALMOST LOST MY MIND" and "BABY, WON'T YOU SAY YOU LOVE ME"
Nat "King" Cole..... 889 F889
- "HOOP-DEE-DOO" and "A WOMAN LIKES TO BE TOLD"
Kay Starr 980 F980
- "SPAGHETTI RAG" and "SENTIMENTAL ME"
Ray Anthony..... 923 F923
- "THAT OLD PIANO ROLL BLUES"
Jan Garber record.....970 F970
Jubalaires record.....845 F845

- "MY FOOLISH HEART" and "STAY WITH THE HAPPY PEOPLE"
Margaret Whiting..... 934 F934
- "BONAPARTE'S RETREAT" and "SOMEDAY SWEETHEART"
Kay Starr..... 936 F936
- "THE MAMBO" (Que Rica El Mambo) "DAVE'S BOOGIE"
Dave Barbour and His Orch. 973 F973
- "IN THE MOOD" and "WAY DOWN YONDER IN NEW ORLEANS"
Ray Anthony 958 F958

WESTERN

- TEX WILLIAMS**
"Birmingham Bounce" and "Great Big Needle"..... 1006 F1006
- BOB ATCHER**
"My Pillow Knows" and "One Kind Word"..... 1007 F1007
- LEON PAYNE**
"I'm A Lone Wolf" and "I Just Said Goodbye To My Dreams"..... 920 F920
- TEX RITTER**
"He's A Cowboy Auctioneer" and "Boogie Woogie Cowboy"..... 928 F928
- JIMMY WAKELY**
"Dust" and "The Touch Of God's Hand" 40283 F40283



The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending April 21

PART III



Vox Jox

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.

Table with columns: Rank, Position, Record Title, Artist, and Station/Label. Includes records like 'IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE' and 'IT ISN'T FAIR'.

PREEMS . . . Freddie Robbins will ditch the pop set for the banana split crowd when he takes over a nightly remote from Howard Johnson's swank 75th Street ice creamery over WINS, New York. . . June Hoopes is Allan Jeffrey's new gab partner on the Friday night edition of his "Midnight Platter Party" over WFPQ, Atlantic City. . . Ken Devaney and Warren Nystrom, KRDU, Dinuba, Calif., have launched a new early morning request show, featuring "everything from pops and hillbilly to grand opera." . . . Dave Naber, WKAI, Macomb, Ill., has taken over spinner job on station's daily "Juke Serenade." . . . Bill Elliott, WNOE, New Orleans, snagged the emcee chore on station's new MBS remote from the French Quarter. The half-hour show features Sharkey's Kings of Dixieland. . . WQUA, Moline, Ill., is all set for baseball, which means more record shows for the station, including Hal Shower's new 3-to-5 a.m. every "game" afternoon. . . Leo McDewitt, WHAT, Philly, has taken over Jerry Groves' spot as the town's "Morning Mayor." . . . George G. Pletis, ex-staffer at KLIX, Twin Falls, Idaho, has joined KOH, Reno, Nev. He'll pilot KOH's new "quiet" jazz sign-off feature, the "Platis Platter Party." . . . Bruce Jacobson is new staffer at KPUG, Bellingham, Wash. . . Tom Leighton, formerly with WNNT, Warsaw, Va., has transferred to WHLF. . . Don Larkin, WAAT, Newark, N. J., has lined up a sponsored half-hour telecast with Shorby Warren and His Western Rangers. . . Dan Austin, KFBB, Great Falls, Mont., has snagged another daily series, "Musical Matinee." . . . Jean Sargeant has teamed up with Barney Sackett to head up WDAS's new six-hour all night platter show in Philadelphia. The alter will utilize a phone gimmick, which lets listeners in on both sides of the conversation. . . Another fem d. j. cliking in St. Louis is Jean Samuels, who recently took over the reins on KSTL's daily "Rhythm in Blues" broadcast. . . George Odum, WMAZ, Macon, Ga., has moved into station's early morning d. j. spot, teeing off at 7 a.m.

SPEAKING OF SPONSORS . . . Al Rock, WOTW, Nashua, N. H., writes, "sponsors like ribbing as proven by Groveton papers, beaten unmercifully for one year, Monday thru Friday." . . . Davey Tyson, WCAE, Pittsburgh, has snagged North Pole ice cream for a thrice-weekly alter. . . Wildwood, a New Jersey summer resort, is buying a daily segment on Leroy Miller's WFIL program in Philadelphia. . . Philly's Jumpin' Record Shop bankrolling a daily half-hour on Ramon Bruce's midnight spin session over WHAT. . . The national d. j. sponsorship picture is shaping up nicely this spring. Procter & Gamble is reading a big d. j. push on its new home permanent product, "Lift," with particular emphasis on late afternoon shows that appeal to teen-agers. Griffin Shoe Polish still favors the 7-8 a.m., time slot in major d. j. markets. . . The Borden Company is getting behind "Starlac," a milk concentrate, and plans heavy d. j. coverage on both the East and West Coast.

GIMMIX . . . Johnny Carlton and Jimmy Thompson, WJUL, Niagara Falls, N. Y., report a "terrific" response to their tie-up with a local theater on Disney's "Cinderella." "Pulled over 800 letters in 10 days on the Cinderella tune contest." . . . George Carroll, WEEU, Reading, Pa., played "Easter bunny" during the recent holidays when he broadcast a series of remotes from the Reading Children's Home. Carroll drafted 200 offers of Easter baskets for the kids from dialers the first day. . . Dick Pike, WKNX, Saginaw, Mich., has set up a "dusty disk department" on his "Hall of Records" program. Pike spins the disk's history; then spins the platter, which must be at least 10 years old. . . Larry (Doc Jivo) Shields, WFRP, Savannah, Ga., has signed to emcee another series of stageshows at the Star Theater. The first half-hour of the audience participation program is aired over WFRP. The latter half features a group of gospel singers in "a battle of the hymns" which is endorsed by local church officials. As "the first white emcee to work in a Negro house in Savannah, Shiel's has been acclaimed by the local Negro press, the Georgia State College and the NAACP. . . Some

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, April 14, 8 a.m., and ending Friday, April 21, 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 ACJ by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of tied tunes) alphabetically. This music checked a preponderantly lower 60 per cent alive.

(F) indicates tune from 4 film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Table with columns: Song Title, Artist, and Station/Label. Includes songs like 'Ask Me No Questions (R)', 'Bewitched (R)', 'Candy and Cake (R)', etc.

ingenious d. j. who forgot to sign his name, has found a solution to "too many commercials." Whenever he has a spot-heavy session, he gives a time signal after each plug. Grateful listeners tell him it's the only show that schedules enough time signals. . . Ted McKay, WKNA, Charleston, W. Va., came up with a clever programing gimmick for his live talent show, "Music Millions Love." It's sponsored by Galperin Music Company, so McKay featured a solid line-up of piano solos on various Baldwin models. . . In the public service field, Jack E. Struthers, WDNE, Elkins, W. Va., is staging a contest for members of local school safety patrols. He'll interview the winner on his afternoon show and let the student reign as "guest" spinner.

AD LIB CUTTINGS . . . Art Ford, WNEW, New York, and flack Buddy Basch rounded up a batch of interesting foreign releases during their recent two-week European tour. Ford has a particularly choice item in a lengthy package tagged "American Rhapsody," penned by a Frenchman. . . Jackson Lowe, WWDC, Washington, week-ended in New York to catch the Ray Anthony Staller opening and root for his "protege," vocalist Betty Holliday. . . Ted Long, KCRD, Lubbock, Tex., leaving that station to devote his time to free-lance radio scripting. . . Charles Trussell, WNOW, York Pa., will tour the fairs this summer with a giveaway show.

GAB BAG . . . Dick Coleman, WCBN, Baltimore, croaks, "Tonsils came out last week. Oh, my aching throat!" . . . Peter Jamerson, WNEB, Worcester, Mass., happy about pulling 4,328 requests on his "1230 Club" during the month of March. . . Bob Heavilin, WGIC, Brunswick, Ga., says he's busier than that tired old character, the one-armed paperhanger, "trying to get releases from the pubs for purpose of organizing a studio band. Also working on opening a record shop and running a daily remote from it thru the station."

CHICAGO CHATTER . . . Eddie Hubbard celebrated his fifth year as emcee of the "ABC Club" over WIND. Show is the oldest disk jockey seg here. . . Linn Burton, free-lancer, is doing two weekly video shows and will add two 15-minute baseball interview shows over WBKB. Burton is continuing with a heavy d. j. schedule. . . Leroy White, Negro jockey, is doing six-and-a-half hours of blues and rhythm spinners over various Detroit outlets after only six months in radio.

"DODO" DAY
started all this
HOOP-DEE-DOO-ing
with the original hit version
of

HOOP-DEE-DOO

Backed by "MARRIAGE TIES"

With the Mellowmen
ORCHESTRA UNDER THE
DIRECTION OF GEORGE WYLE

COLUMBIA 38771
OR 7-INCH LP 1-591



Now Available!
"HOOP-DEE-DOO"
and
"NIGHT AFTER NIGHT"
FRANKIE YANKOVIC
And His Yanks
Columbia 38799
or 7-inch LP 1-618

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending April 21

PART IV



BEST-SELLING POP SINGLES

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

POSITION		Weeks Last This to date Week Week		Title		Artist		Label	
8	2	1	2	1	THIRD MAN THEME, THE	A. Karas	Cafe Mozart Waltz	London	536—ASCAP
8	1	2	1	2	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103; Poco, Loco, in the Coco	Mercury	5392—ASCAP
13	3	3	3	3	MUSIC! MUSIC! MUSIC!	T. Brewer	Copenhagen	London	604—ASCAP
12	4	4	4	4	IT ISN'T FAIR	D. Cornell-S.	Kaye Ork My Lily and My Rose	V(78)20-3609; (45)47-3115—ASCAP	
7	5	5	5	5	THIRD MAN THEME, THE	G. Lombardo	Cafe Mozart Waltz	London	24839—ASCAP
5	6	6	6	6	PETER COTTONTAIL	G. Astry	Funny Little Bunny	Col(78)38750; (33)1-575—BMI	
2	13	7	7	7	BEWITCHED	B. Snyder Ork	Drifting Sands	Tower	1473—ASCAP
8	10	8	8	8	MY FOOLISH HEART	G. Jenkins Ork	Don't Do Something to Someone Else	Dec	24830—ASCAP
11	8	9	9	9	SENTIMENTAL ME	Ames Brothers	Rag Mop and/or Blue Prelude	Coral 60140; Coral	60173—ASCAP
9	11	10	10	10	DADDY'S LITTLE GIRL	Mills Brothers	If I Live To Be a Hundred	Dec	24872—BMI
5	20	11	11	11	MY FOOLISH HEART	B. Eckstine	Sure Things	MGM	10623—ASCAP
6	9	12	12	12	PETER COTTONTAIL	M. Shiner	Floppy	Dec	46221—BMI
25	12	13	13	13	THERE'S NO TOMORROW	T. Martin	Thousand Violins, A	V(78)20-3582; (45)47-3078—BMI	
7	19	13	13	13	DEARIE	R. Bolger-E. Merman	I Said My Pajamas	Dec	24873—ASCAP
6	16	13	13	13	GO TO SLEEP, GO TO SLEEP	A. Bleyer Ork-A. Godfrey and M. Martin	But Me, I Love You	Col(78)33744; (33)1-569—ASCAP	
1	—	13	13	13	CHINESE MULE TRAIN	Spike Jones	Riders in the Sky	V(78)20-3741; (45)47-3741—BMI	
15	7	17	17	17	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Sugarfoot Rag	Dec	46205—BMI
13	13	18	18	18	DADDY'S LITTLE GIRL	D. Todd	Who'll Be the Next One to Cry Over You?	Rainbow	80068—BMI
2	25	19	19	19	WANDERIN'	S. Kaye Ork-T. Alamo	Bicycle Song, The	V(78)20-3680; (45)47-3203—BMI	
3	21	20	20	20	DEARIE	G. Lombardo	My Lily and My Rose	Dec	24899—ASCAP
3	29	21	21	21	DEARIE	G. MacRae-J. Stafford	Monday, Tuesday, Wednesday	Cap(78)858; (45)F-858—ASCAP	
6	21	22	22	22	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminsky's	Stay With the Happy People	Coral	60169—ASCAP
2	27	23	23	23	CHOD'N GUM	T. Brewer-J. Lytell and Distieland All Stars	Honky Tonkin	London	678—ASCAP
1	—	24	24	24	BEWITCHED	G. Jenkins Ork	Where in the World	Dec	24783—ASCAP
2	—	25	25	25	ARE YOU LONESOME TONIGHT?	Blue Barron Ork	Penry Wise and Love Foolish	MGM	10628—ASCAP
7	17	26	26	26	MUSIC! MUSIC! MUSIC!	C. Cavallaro	O, Katherine	Dec	24881—ASCAP
5	—	26	26	26	CANDY AND CAKE	A. Godfrey	Dear Old Girl	Col(78)38721; (33)1-547—ASCAP	
1	—	28	28	28	SENTIMENTAL ME	R. Morgan Ork	Copper Canyon	Dec	24904—ASCAP
1	—	28	28	28	HOOP DEE DOD	P. Como-The Fontane Sisters	On the Outgoing Tide	V	20-3747—ASCAP
12	14	30	30	30	QUICKSILVER	Bing Crosby and Andrews Sisters	Have I Told You Lately That I Love You?	Dec	24827—ASCAP
15	28	30	30	30	ENJOY YOURSELF	G. Lombardo Ork	Rain or Shine	Dec	24825—ASCAP

CHILDREN'S RECORDS

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

POSITION		Weeks Last This to date Week Week		Title		Artist		Label	
11	1	1	1	1	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399		
5	2	2	2	2	PETER COTTONTAIL (One Record)	G. Astry	Col(78)38750; (33)1-575		
7	3	3	3	3	HOPALONG CASSIDY AND THE SINGING BANJO (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBX-3058; (33)MX-3059		
18	5	4	4	4	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene Ork	V(78)Y-397; (45)WY-397		
2	—	5	5	5	PETER COTTONTAIL (One Record)	J. L. Willis and His Boys	Bullet	700	
98	6	6	6	6	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap	BBX-39; DBX-114	
98	9	6	6	6	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DA5-80; (45)CAF-3001		
69	—	8	8	8	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Alan Livingston	Cap	BBX-99	
1	—	8	8	8	PETER COTTONTAIL	R. Rogers	V(78)21-0173; (45)98-0207		
6	4	10	10	10	PETER COTTONTAIL (One Record)	M. Shiner	Dec	46221	
89	—	10	10	10	BUSS BUNNY (Three Records)	Met Blanc	Cap(78)CC-64; (45)CCF-3004		
29	6	12	12	12	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)CBX-3032		

CLASSICAL TITLES

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

BEST SELLING LPs

1. Beethoven: Symphony Number Three in E Flat Major Album
NBC Symphony Ork, A. Toscanini, conductor...V(33)LM-1042
2. Tchaikovsky: Swan Lake Album
St. Louis Symphony Ork, Vladimir Golschmann, conductor
W. Landowska...V(33)LM-1003
3. Bach: Well-Tempered Clavicorn Album
W. Landowska...V(33)LM-1017
4. Beethoven: Symphony Number Seven Album
Charles Munch, Boston Symphony Ork...V(33)LM-1034
5. Chopin: Les Sylphides Album
New York Philharmonic Symphony Ork, E. Kurtz, conductor
Col(33)ML-4255

BEST SELLING 45s

1. Puccini: Highlights From Madame Butterfly Album
L. Albanese-L. Browning-J. Mellon-RCA Ork, Weissman, conductor...V(45)WDM-1068
2. William Tell Overture Album
NBC Symphony Ork, A. Toscanini, director...V WDM-605
2. Tchaikovsky: Nutcracker Suite Album
Eugene Ormandy, conductor, Philadelphia Ork...V WDM-1020
4. Rimsky-Korsakov: Scheherazade Album
San Francisco Symphony Ork, Pierre Monteaux, conductor...V WDM-920
5. Bach: Well-Tempered Clavicorn Album
W. Landowska...V WDM-1338

POP ALBUMS

50	1	1	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Erno Pinza	Col(78)MM-850; (33)ML-4180		
9	2	2	2	2	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399		
4	3	3	3	3	YOUNG MAN WITH A HORN, A (Four Records)	Doris Day-M. James Ork	Col(78)C-198; (33)CL-6106		
7	4	4	4	4	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records)	R. Flanagan	V(78)P-268; (45)WP-268		
5	5	5	5	5	INNOVATIONS IN MODERN MUSIC (Four Records)	Stan Kenton Ork	Col(78)ECL-189; (45)KDM-189; (33)PL-189		
14	8	4	4	4	OKIE BY DORSEY (Four Records)	J. Dorsey Ork	Col(78)C-196; (33)CL-6095		
34	6	7	7	7	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716; (33)DLP-5006		
2	8	9	9	9	HOPALONG CASSIDY AND THE SINGING BANJO (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBX-3058; (33)HX-3059		
13	7	9	9	9	GENTLEMEN PREFER BLONDES (Seven Records)	Original Broadway Cast	Col(78)MM-893; (33)ML-4290		
26	9	10	10	10	THAT MIDNIGHT KISS (Three Records)	Mario Lanza-RCA Victor Ork	V(78)DM-1330; (45)WDM-1330		

Dealer Doings

NEWS AND CHATTER . . . D. Bernard Simon, operator of the Music House Stores, Buffalo, is on a three-week Cuban tour. . . The disk department of the W. T. Grant store in Atlanta, is being moved from the basement annex to the heavy traffic area on the first floor. Record players are being added to the department. . . Saks Fifth Avenue, swank fashion store in New York, added Hopalong Cassidy's Capitol album, to the store's "Bar 20" department which handles Western clothes with youngsters. The store does not have a record department. . . One lucky disk dealer in the Southern New Jersey area will get two tickets to "South Pacific" from the Marnel Distributing Company. Each box of the National disk, "I'd've Baked a Cake" contains a numbered stub. Eileen Barton will pick the winning number. . . Most unusual disk ad seen in years touts the "town's only liquor store with a bargain record counter." It's the Elbow Bend musical liquor store operated by Eddie Atkinson and Phil McGee, in Los Angeles.

TAKE CARE WEEK . . . An extremely effective promotion was staged in Philadelphia by Felix Valdera, who operates the two Paramount Record Shops. The store windows and counters were given over to record accessories as part of "Take Care of Your Record Week." In addition to increasing the stores' volume on needles, brushes, storage albums, racks, etc., the additional traffic also raised disk sales and created much goodwill among the buyers. "It's surprising," says Valdera, "to find so many people buying records generously and then failing to take good care of them."

OVERSTOCKED DISKS . . . "To dispose of several numbers on which I was overstocked," says Charles M. Wood manager of the W. N. C. Book Store, Canton, N. C., "I decided to try something different than waiting for the 5 per cent return. I now offer customers two of these records at full price and give one additional record free. The records cost me \$1.47, and I take in \$1.60. I don't worry about transportation costs back to the factory or 'loss from breakage.' When this stack of records has been picked over, I'll add more of my overstock and eventually clear out all my old records. I'll gain plenty of new friends this way as well as cement relationships with my old customers. It's simple. Cost, \$1.47; profit, 13 cents; goodwill, 100 per cent."

TRADE TALK . . . "Price cutting has to be stopped by the major manufacturers. It creates bad will and adds to the confusion. Oh yes, funny thing about record customers—they have one track minds. If they can't get a certain tune on a certain speed then they're stumped and buy nothing!"—Parkside Radio, Brooklyn. . . "With two-and-a-half walls lined with records and albums in plain view, I had a customer ask me, 'Do you have any records?'"—Cudahy Record Shop, Cudahy, Wis. . . "Why don't all the companies get around to making 78's on a non-breakable material? Breakage is still the No. 1 headache in the business."—A. E. Arends, Arends Radio & Records, Shenandoah, Ia.

MERCHANDISING TIPS . . . The Grinnell Bros. store, Toledo, reports success with a system of asking all buyers who've purchased a considerable amount of merchandise for their names and addresses, and then following thru with new release mailings. . . "Prominent display of The Billboard clippings of public interest has met with very fine response," writes Bob Shubinski, Central Utilities & Furniture Company, Berwyn, Ill. "I also cut out and display manufacturers' advertisements—if suitable." . . . The Little Record Shop, Vassar, Mich., adapts the Christmas gift disk idea to Mothers' Day selling by wrapping up sentimental numbers in pastel paper and ribbon. The name of the artist and label is attached to the package via a special tag. Ready-wrapped disks move well according to the store.

PERSONAL APPEARANCES . . . Bill Green's Radio Center, Ft. Worth, is still actively promoting personal appearances of Western, folk, country and rhythm and blues artists. Green reports that a Moon Mullican personal drew big crowds after Mullican appeared at the Lone Star Jamboree. The artist, the local promoter and the disk shop all do well, Green points out, giving recent Flip Phillips and Sister Rosetta Tharpe guestings as an example. Phillips played at the local Rainbow Terrace and Tharpe gave a spiritual concert. The personals boost disk sales and also help fill the house at the concerts or dances. Radio Center acts as a ticket agency for the affairs, building store traffic this way.

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending April 21

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are 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

8	1	1.	IF I KNEW YOU WERE COMING	E. Barton	National 9103; Mercury 5392—ASCAP
			I'D'VE BAKED A CAKE		
8	5	2.	THIRD MAN THEME, THE	C. Lombardo Ork	Dec 24839—ASCAP
11	2	3.	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604—ASCAP
13	3	4.	IT ISN'T FAIR	D. Cornell-S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
6	8	5.	DEARIE	G. Lombardo Ork	Dec 24899—ASCAP
14	3	6.	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
8	7	7.	DADDY'S LITTLE GIRL	Mills Brothers	Dec 24872—BMI
8	11	8.	MUSIC! MUSIC! MUSIC!	C. Cavallaro Ork	Dec 24881—ASCAP
10	10	9.	SENTIMENTAL ME	Ames Brothers	Coral 60140; Coral 60173—ASCAP
24	6	10.	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
				(C. Ravazza, Dec 24782; C. Spivak Ork, London 554; A. Dale, Harmony 1078; H. Winterhalter Col 38636)	
1	—	11.	THIRD MAN THEME, THE	A. Karas	London 536—ASCAP
4	19	12.	DEARIE	E. Merman-R. Bolger	Dec 24873—ASCAP
10	19	13.	ENJOY YOURSELF	G. Lombardo Ork	Dec 24825—ASCAP
				(H. Ashley, Varsity 255; E. Cantor, V(78)20-3705, (49)47-3238; J. Harvey, MGM 10650; D. Day, Col(33)1-497, (78)38709; L. Prima Ork, Mer 53611)	
6	13	14.	IF I KNEW YOU WERE COMING	G. Gibbs-M. Kaminska's Dixielanders	Coral 60169—ASCAP
			I'D'VE BAKED A CAKE		
14	9	15.	QUICKSILVER	B. Crosby-Andrews Sisters	Dec 24827—ASCAP
				(D. Day, Col(78)38638, (LP)1-407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168; C. Marrow, Varsity 257)	
11	13	15.	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088—BMI
13	23	17.	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen Ork	Dec 24883—BMI
2	26	17.	SENTIMENTAL ME	R. Morgan Ork	Dec 24904—ASCAP
1	—	17.	IF I KNEW YOU WERE COMING	E. Merman-R. Bolger	Dec 24944—ASCAP
			I'D'VE BAKED A CAKE		
11	—	17.	I SAID MY PAJANAS	T. Martin and F. Warren	V(78)20-3613; (45)47-3119—ASCAP
				(E. Merman-R. Bolger, Dec 24873; A. White Ork, Varsity 261; D. Day, Col(LP)1-497, (78)38709; M. Whiting-F. DeVol Ork, Cap(78)1843, (45)F-841; H. Babbitt-M. Tilton, Coral 60137)	
2	—	17.	OLD PIANO ROLL BLUES, THE	L. Cook-Jim Dandies	Abbey 35003—ASCAP
				(H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; J. Garber Ork, Cap 970; F. September, Mer 5400; E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; B. Kay, Col(78)38733, (33)1-593; C. Stewart & San Francisco Boys, Coral 60177)	
5	28	22.	CANDY AND CAKE	A. Godfrey	Col(78)38721; (33)1-547—ASCAP
				(R. Anthony Ork B. Holiday, Cap 933; M. Ellen Quartet-B. Scott, MGM 10654; M. Carson, V(78)20-3681, (45)47-3204; E. Knight, Dec 24993)	
7	28	23.	MUSIC! MUSIC! MUSIC!	F. Martin Ork	V(78)20-3693; (45)47-3217—ASCAP
1	—	24.	BEWITCHED	G. Jenkins Ork	Dec 24963—ASCAP
1	—	24.	HOOP DEE DOO	P. Como-The Fortae Sisters	V 20-3747—ASCAP
				(Kay Starr, Cap 980)	
7	12	26.	CANDY AND CAKE	M. Carson	V(78)20-3681; (45)47-3204—ASCAP
6	23	26.	MUSIC! MUSIC! MUSIC!	Ames Brothers	Coral 60153—ASCAP
5	19	26.	IF I KNEW YOU WERE COMING	B. Strong Ork	Cap(78)916; (45)F916—ASCAP
			I'D'VE BAKED A CAKE		
1	—	26.	ARE YOU LONESOME TONIGHT?	B. Barron Ork	MGM 10628—ASCAP
				(D. Cornell-H. Winterhalter Ork, V(78)20-3749, (45)47-3749; S. Gibson, Mer 83743)	
4	19	30.	PETER COTTONTAIL	G. Autry	Col(78)38750; (33)1-575—BMI
				(F. Allnon-J. Faschnat Ork, V 20-3727; Two Ton Baker, Mer 5397; M. Shiner, Dec 46721; J. Wabaly, Cap 929; D. Falligant, MGM 10675; G. Massey, London 688; J. Wills & His Boys, Bullet 700; J. Day, Coral 64036; C. Lombardo, Dec 24951; R. Rogers, V(78)21-0173, (45)18-0207; F. Luther, Dec 88034)	
4	28	30.	SWAMP GIRL	L. Laine-C. Fischer-H. Geller Ork	Mercury 1781590; (45)5390X45—BMI
				(H. Jeffries-M. Miller Ork, Col(78)38769, (33)1-589)	
2	28	30.	IF I KNEW YOU WERE COMING	A. Mooney Ork	MGM 10660—ASCAP
			I'D'VE BAKED A CAKE		

WARNING:

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

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GOING
STRONG**

- KING | SILVER DOLLAR
15035 | DIXIE
- KING | WE'LL BUILD A BUNGALOW
15018 | SKIRTS
- KING | ALL THE WAY CHOO CHOO
15030 | UNIVERSITY OF NORTH CAROLINA MEDLEY
- KING | ALL THE BEES ARE BUZZIN' 'ROUND MY MONEY
15012 | SIGNED SEALED AND DELIVERED



King inc. 1540 BREWSTER AVE.
CINCINNATI 7, OHIO

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

Based on reports received last three days of Week Ending April 21

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
13	1	1	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
4	2	2	MISTRUSTIN' BLUES	Little Esther-J. Otis-M. Walker	Savoy 735
15	3	3	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
1	—	4	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
10	4	5	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
4	5	6	IT ISN'T FAIR	D. Washington	Mercury 8149-ASCAP
5	9	7	CRY BABY	Ed Wiley	Sittin' in 345
2	9	8	I ALMOST LOST MY MIND	King Cole Trio	Cap(78)885; (45)F-889
2	8	9	MY BABY'S GONE	C. Brown	Aladdin 3051
6	—	10	I ONLY KNOW	D. Washington	Mercury 8163-BMI
1	—	10	I'LL NEVER BE FREE	P. Gayten and Annie Laurie	Regal 3258

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
17	6	1	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
13	3	2	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
10	8	2	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
11	5	4	RAG MOP	L. Hampton Ork	Dec 2485-BMI
8	2	5	INFORMATION BLUES	R. Milton and His Solid Senders	Specialty SP-349-BMI
4	1	6	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork	Savoy 735
3	—	7	I LIKE MY BABY'S PUDDING	W. Harris	King 4342-BMI
19	8	8	FOR YOU MY LOVE	L. Darnell	Regal 3240-BMI
1	—	8	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
1	—	8	CRY BABY	J. Otis	Regent 1016

RHYTHM & BLUES RECORD REVIEWS

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

TINY BRADSHAW King 4357	Well, Oh, Well Bradshaw hollers and conducts his crew thru the paces of a rather infectious stomper which could draw city location nickels.	77--78--75--78
ANN NICHOLS Sittin' in 552	I Hate You A weak ballad is delivered without conviction by Bradshaw.	58--58--57--60
BILL HAYES Sittin' in 351	Let Me Know Miss Nichols' warbling impresses in her delivery of an adequate ballad patterned after "I'm Just a Lucky So-and-So."	73--76--72--72
CHUCK MERRILL MGM 10695	Lost in a Fog Over You The thrush tries valiantly to overcome an unimaginative minor blues ballad but fails.	61--60--62--60
BOBBY MARSHALL (Ray Parker Ork) Abbey 3014	I Want To Cry Not the ballad, but a new blues chanted by a Charles Brown-styled warbler. Moderately appealing.	73--73--70--75
ARCHIBALD ORK Imperial 5068	Highway 75 Monotonous bass pattern borrowed from the famous Krupa Chicagoans "Blues of Israel" disks makes the effective backdrop for some tenor sax foretics.	82--84--80--82
DAVE BARTHOLOMEW Imperial 5064	Birmingham Bounce A promising new country jump ditty is done r. and b. style in a hard-hitting boogie-woogie vocal and combo job. Smart coverage as a blues could pay off if time buds out.	80--80--80--80
JEWEL KING Imperial 5061	They'll Do It Every Time Slow-going boogie-woogie novelty blues legs.	54--56--54--52
	Just One More Time Crisp, hard-driving jump blues variation on the "Good Rocking" theme. Marshall sells hard, combo socks. Too blue for airing.	73--NS--73--73
	Call Me Darling Warbler does the ballad oldie with much feeling.	75--75--75--75
	Stak-A-Leo (1 & 2) A magnificent blues record. The story, steeped in old folk lore, is sung from the heart by a standout warbler, backed by a compact, clean combo led by soulful 88'ing. Hits with a haunting impact that could be as commercial as it is artistic.	86--86--86--86
	Carnival Day Blues-in-number on the Mardi Gras theme is effective, but nature of material limits possible market.	62--64--62--60
	That's How You Got Killed Before Jump blues with vocal and tenor solo is not especially inspired.	64--65--63--64
	Break My Mother's Rule Thrush warbles an up-tempo novelty blues and bop-sets a few bars. Gal is fine, material ordinary.	62--63--62--61
	I'll Get It Thrush delivers a smart up blues with verve and humor—minus bop this time. Distinctive piping here.	73--73--73--73

(Continued on opp page)

RHYTHM & BLUES RECORD REVIEWS

(Continued from opp. page)

T-BONE WALKER ORK Imperial 5071	Strollin' With Bones T-Bone's slick steel-picking is highlight in front of a sock jump combo instrumental effort.	73--73--72--74
"FATS" DOMINO AND HIS SEXTET Imperial 5065	Glamour Girl Smooth, in-the-mood slow blues, with the warbler setting strong in front of easy-rocking combo.	80--80--80--80
LIONEL HAMPTON ORK Decca 24992	Little Bee Warbler has a highly effective delivery; combo plays with fine beat; material is novel and persuasive—a standup side in all respects.	84--84--83--85
THE NATURALS Columbia 30202	Boogie Woogie Baby Jump boogie with short vocal bits swings hard.	74--74--73--75
T-BONE WALKER Capitol 944	Turkey Hop, Parts I & II Interesting riffs and rhythms, mad saxes, screaming brass, strong single and unison chanting make this one of Hamp's hottest wig-flippers yet. Should be sure-fire in the r. and b. mart.	85--85--85--85
FREDDIE MITCHELL ORK Derby 737	Rain-Chick Pounding, over-recorded drums jar behind so-so group vocal on an okay novelty ditty. A dull effort.	47--49--47--45
	Warpath Blues Group and combo get off a fair medium tempo blues. Waxing lacks presence, detracting from any spirit present.	57--59--57--55
	Too Much Trouble Blues Shuffle boogie blues features T-Bone's guitar and warbling plus an uninspired sax solo. Side lacks the groovy-blues feel of Walker's successful sides.	61--60--60--63
	She's My Old Time Used-To-Be Slow boogie blues is more in the lowdown mood.	74--74--74--74
	Boogie Blues Up ruff-blues set penned by Gene Krupa features a percussive, Hampton-style piano, jump tenor, bary, tram. Side lags after the opening 88 go.	64--64--62--66
	Rockin' With Coop Same formula succeeds here, owing to a hard-pushing beat at the way—fading out intriguingly. A solid side.	78--78--78--73

(Continued on page 119)

R. & B. BLUE NOTES

Joe Thomas (not the ex-Jimmie Lunceford tenor star), a sax star on his own as well as composer and arranger, has been appointed director of Decca's blues and rhythm activities. The other Joe Thomas records for King Records. Decca's Thomas was vocal coach for The Ravens and The Blenders, a new group recently inked by that diskery, and also was arranger for such band leaders as Woody Herman, Glen Gray and Raymond Scott. . . . Ben Bari's Universal Attractions Agency last week completed management deals with Savoy and Regent recording artists Little Esther, Red Lyte and Mel Walker. The package recently finished a week at the Apollo Theater, New York.

Buddy Johnson's Decca-recording band takes off on an extended Southern one-nighter tour May 2 from Fayetteville, N. C. . . . Illinois Jaquet has inked a renewal recording pact with the RCA Victor diskery and will slice sides with both his new big band and sextet. . . . Bull Moose Jackson has given up his hand to front a vaude package which includes Mabel Scott and Dusty Fletcher. Show debuted at the National Theater, Louisville, last week. . . . Ben Waller Enterprises is sending out a four-cornered package from the West Coast to cover the country in a three-month tour. The package includes Joe Liggins and His Honeydrippers, the Camille Howard Trio, Little Willie Littlefield and Jimmy Witherspoon.

Jerry Blaine's Jubilee diskery, r. & b. specialty line, issued its first 45-r.p.m. disks last week. Three new couplings compose the initial list, with dubbed catalog items to follow later. . . . Atlantic Records has signed thrush Arlene Talley. . . . Tenor sax star Willis Jackson, who records for Apollo with his own combo, is leaving the Coolie Williams band to join Lionel Hampton. In the fall he may form his own crew, sponsored by Hamp, under the direction of Joe Glaser. . . . Derby diskery Freddy Mitchell tied the knot April 23.

ADVANCE RHYTHM & BLUES RECORD RELEASES

Ain't Gonna Do It
O. Bartholomew (Country Boy) Imperial 5069
Ain't Misbehavin'
S. Stitt (Later) Prestige PR-704

Boogie Blues
F. Mitchell Ork (Rockin' With) Derby 737
Boogie Woogie Baby
Fats Domino (Little Bee) Imperial 5065
Broke My Mother's Rule
J. King (I'll Get) Imperial 5061
Call Me Darling
B. Marshall-R. Parker Ork (Just One) Abbey 3014
Carnival Day
D. Bartholomew (That's How) Imperial 5064
Chicago Woman Blues
St. Louis Jimmy (Mother's Day) Apollo 420
Come On, Let's Boogie
G. Carter (Serenade) Freedom 1536
Country Boy Goes Home
D. Bartholomew (Ain't Gonna) Imperial 5069
Deceit Day Blues
J. Hooker (My Baby's) Sensation 33
Don't Worry
James Quintet (Let's Put) Derby 732
Glamour Girl
T-Bone Walker (Strollin' With) Imperial 5071
I Got a Mind To Ramble
A. Hunter (Midnight Blues) Regal 3252
I Love You So
L. Darnell (Why Do) Regal 3262
I'll Get It
J. King (Broke My) Imperial 5061
I'll Never Be Free
P. Gayten Ork (You Dught) Regal 3258
It Ain't Right
K. Stevenson-I. Rhodes (It Couldn't) Sensation 32
It Couldn't Be True
K. Stevenson-I. Rhodes (It Ain't) Sensation 32
I've Been a Bad Boy
Doc Sausage (Sausage Rock) Regal 3256
I've Got Five Dollars and It's Saturday Night
T. Deffen and His Taxans (I'm Gonna) Col(78)-20679; (33)-576

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

Based on reports received last three days of Week Ending April 21

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

Weeks to Date	Pos.	Title	Artist	Label
5	2	1. LONG GONE LONESOME BLUES	M. Williams	MGM 10645
		My Son Calls Another Man Daddy		
15	1	2. CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
		Sugarfoot Rag		
3	5	3. LITTLE ANGEL WITH THE DIRTY FACE	E. Arnold	
		Why Should I Cry?		V778121-0300; (45)48-0300—BMI
7	4	4. I'LL SAIL MY SHIP ALONE	M. Mullica	King 630—BMI
		Mom's Tune		
10	6	5. I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
		Unfaithful One		
7	9	6. GODS WERE ANGRY WITH ME THE	M. Whitton-J. Wakely	
		Broken Down Merry-Go-Round		Cap 78190; (45)F-500—BMI
1	—	7. LET'S GO TO CHURCH NEXT SUNDAY MORNING	J. Wakely-M. Whiting	
		Why Do You Say Those Things?		Cap 78196; (45)F-960
7	8	8. LETTERS HAVE TID ARMS	E. Tubb	Dec 46207—BMI
		I'll Take a Back Seat For You		
4	3	9. PETER COTTONTAIL	G. Aubry	
		Funny Little Bunny		Cap 78175; (45)F-575—BMI
2	7	9. WHY SHOULD I CRY?	E. Arnold	
		Little Angel With the Dirty Face		V778121-0300; (45)48-0300—BMI

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Are You Lonely Tonight?
E. Grant (If You) Cap 1094
- Avenue Breakdown
Country Jim (Paley Morning) Imperial 1042
- Birmingham Romance
R. Foley-Diane Doss (Chocolate Ice) Dec 46214
- Birmingham Romance
T. Williams (Gret) Rich Cap 1004
- Chocolate Ice Cream Cone
R. Foley-Diane Doss (Birmingham Romance) Dec 46214
- Darling Corey Album—P. Seeger (11-10'1)
- Folkways Records (78)F-013; (33)FOLL-3
- Dip and Dye
E. Swatek (Single) Hill & Country 110
- Great Big Needle
T. Williams (Birmingham Romance) Cap 1004
- I Died AM Over You
R. Messner-B. Franklin (Singles) Abbey 15004
- I Got a Mean Old Woman
M. Travis (Start Even) Dec 964
- If You Smile
E. Grant (Are You) Cap 1094
- Inside Out-Inside In
E. Swatek (Dip and) Hill & Country 110
- Let's Go to Church (Next Sunday Morning)
S. Whitman-D. Watson (There's A) V778121-0313; (45)48-0313
- Luck, Stock and Barrel
D. Evans (Heart of) V778121-0311; (45)48-0311
- Little Shirt My Mother Made for Me, The
M. Sims (No! No!) V778121-0316; (45)48-0316
- Me and My Teddy Bear
J. Rivers (That Lady) Coral 4043
- Message Game Special, The
W. Lee-S. Cooper (I Am) Cal 2048A
- Motor City Boogie
York Brothers (Jim Cowling) King 858
- My Heart Is Still Roaming the Range
R. Billig-T. Schaefer (Party Line) Taken 103
- My Pillow Knows
B. Atcher (Doc Kind) Cap (78)1007; (45)F-1007
- Night-Herding Song
B. Dixon (Adventure of) Admiral K-203
- No! No! Don't Ring Those Bells! (I Don't Wanna Get Married)
M. Sims (The Little) V778121-0316; (45)48-0316
- Oh! What You've Done to My Heart
R. Billig-C. Birtney-T. Schaefer (Polka Party) Taken 101
- One Kind Word
R. Arthur (My Pillow) Cap 781007; (45)F-1007
- Party Line Boogie, The
B. Billig-T. Schaefer (My Heart) Taken 103
- Pickin' Cotton Down South
The 101 Ranch Boys (Candy and) Col 20627
- Please Come Home
Colorado Buckaroos (Heart of) Dudley 501
- Polka Party Polka
A. Saunders-S. Key (Oh! What) Taken 101
- Rainy Morning Blues
Country Jim (Avenue Breakdown) Imperial 5062
- Remember Me (When the Candle Lights Are Burning)
D. Bradley Quintet-J. Shook-O. Dillard (Let's Get) Coral 40235
- Remember Me (When the Candle Lights Are Gleaming)
R. Foley (Let's Get) Dec 46235
- Rockin' Chair Boogie
T. Allen-Tennessee Pals (Tennessee Jewel) Bullet 702
- Rollin' Dust
Sons of the Pioneers (Wagons West) V778121-0315; (45)48-0315
- Rock From the Bride's Bouquet, A
Mantox Brothers and Rose (Chocolate Ice) 4 Star 1458
- Singin' Around With Joe Blon
B. Messner-B. Franklin (I Died) Abbey 15004
- Start Even
M. Travis (I Got) Cap 965
- Steel Strike
C. Stone (Twilight Time) Cap 964
- Story of the Golden Palomino
B. Benson's Bar B. Riders (Parts 1 & 2) Dec 88036
- Tears on Her Bridal Bouquet
Bing Sly Boys (Unfinished Ring) V778121-0317; (45)48-0317
- Tell Her You Love Her
E. Britt-R. Allen (Written Guaranteed) V778121-0312; (45)48-0312
- Tennessee Jive
T. Allen-Tennessee Pals (Rockin' Chair) Bullet 702
- That Lucky Old Red-Nosed Mule
J. Rivers (Me and) Coral 40413
- That's Texas Over There
H. Dones (I Fanned) Kappa 125
- There's a Rainbow in Every Cloud
S. Whitman (Let's Get) V778121-0311; (45)48-0311
- There's No Earthly Reason for Your Teasing Little Blue Papa
B. Billig (You Left) Taken 102
- True Blue Papa
L. Chappel (You Hear) Cap 781008; (45)F-1008
- Twilight Time in Texas
C. Stone (Steel Strike) Cap 964
- Two Little Orphans
Mickey and Mary Carter (Faithful Sailor-boy) Dec 46232
- Under the Double Eagle
W. Raney (Fast Train) King 844
- Unfinished Ring, The
Bing Sly Boys (Years on) V778-21-0317; (45)48-0317
- Wagons West
Sons of the Pioneers (Rollin' Dust) V7781-21-0315; (45)48-0315
- We Shall Rise
Saunders Brothers (I'll Be) Rich-R-Tone 701
- What Put the Pop in Grandma
A. Williams (Honky Tonkin) Dec 46233
- You Heard Me Talkin'
L. Chappel (True Blue) Cap 781008; (45)F-1008

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RECORDS

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

Based on reports received last three days of Week Ending April 21

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks Last This		to date Week Week	
14	1	1	CHATTANOOGIE SHOE SHINE BOY...	R. Foley	Dec: 46201—BMI
4	2	2	LONG GONE LONESOME BLUES...	H. Williams	MGM 10645
2	7	3	WHY SHOULD I CRY?	E. Arnold	V(78)21-0100; (48)48-0100—BMI
6	5	4	SUGARFOOT RAG	R. Foley	Dec: 46205
7	3	5	I LOVE YOU BECAUSE	E. Tubb	Dec: 46213—BMI
17	4	6	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V(78)21-0146; (48)48-0150—BMI
7	9	7	GODS WERE ANGRY WITH ME, THE	M. Whiting-J. Wakely	Cap(78)800; (48)48-800—BMI
2	—	8	QUICKSILVER	E. Britt-R. Allen	V(78)21-0157; (48)48-0168—ASCAP
1	—	9	LET'S GO TO CHURCH NEXT SUN- DAY MORNING	M. Whiting-J. Wakely	Cap(78)960; (48)48-961—ASCAP
9	—	10	LETTERS HAVE NO ARMS	E. Tubb	Dec: 46207—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on results from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION		Weeks Last This		to date Week Week	
15	2	1	CHATTANOOGIE SHOE SHINE BOY...	R. Foley	Dec: 46205—BMI
5	1	2	LONG GONE LONESOME BLUES...	H. Williams	MGM 10645
7	4	3	I'LL SAIL MY SHIP ALONE	Moon Mulligan	King 630—BMI
21	5	4	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
1	—	5	MILLBILLY FEVER	J. Dickens	Col(78)20677; (33)32-563—BMI
2	8	6	LET'S GO TO CHURCH NEXT SUN- DAY MORNING	J. Wakely-M. Whiting	Cap(78)960; (48)48-960—ASCAP
10	3	7	LETTERS HAVE NO ARMS	E. Tubb	Dec: 46207—BMI
3	9	8	I LOVE YOU BECAUSE	E. Tubb	Dec: 46213—BMI
4	6	9	PETER COTTONTAIL	G. Aulry	Col(78)938750; (48)48-938750—BMI
8	—	10	QUICKSILVER	E. Britt-R. Allen	V(78)21-0157; (48)48-0168—ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Art Young and Dona Lee are featuring their three-year-old son, Ronnie Lee, on their WHAM-TV, Rochester, N. Y., video shows. Young starts a weekly barn dance in May at the Glenn Barn, Williamsville, N. Y. . . . Redd Harper reports he has recovered from an illness and is seeking a new air show on the Coast. He has revived his old music hum Laura-Lea (BMI) and has about 25 songs in the catalog. . . . Tim Spencer and Red Fowe have a new show over KFWB, Hollywood, called the "Cowboy Camp Meeting." Spencer and Stuart Hamblin are working in the religious field on the Coast. . . . Uncle Art Satherly has inked Dusty Walker, h. b. heard on Coast TV shows, to a Columbia pact. . . . Merle Travis has returned to the Coast, going back on Cliffie Stone's shows. . . . Doye O'Dell's missus is expecting an arrival early in May. O'Dell is on Mercury. . . . Danny Dedmon, guitarist with Bill Nettles (Mercury), has inked another pact with Imperial. . . . Jimmy Walker, formerly on Coast label, has been inked by London, for whom he has cut six sides.

Pee Wee King (Victor) and his Golden West Cowboys are set for two performances at Sterling, Ill., May 21, where Carl Richard is promoting folk music p. a. s. . . . Uncle Harve, leader of the Ragtime Wranglers at WGBS, Miami, has renewed his lease on the Ritz Ballroom there for another year. He has added the Webb Sisters, singing duo. . . . Lulu Belle and Scotty and Sally Holmes cut disks early in April for London, backed by Orrin Tucker's ork. . . . Jimmy Wakely (Capitol) has inked a management pact with GAC. Wakely will emcee a 24-hour Cancer Fund radio pitch to all Oklahoma stations April 15. Wakely, a former Oklahoman, will emcee a talent show, made up of native Sooners. They plan to raise \$170,000 thru the marathon show. . . . Doc Alumbaugh, prominent Coast square-dance caller, has started his own record label, Windsor, which will feature his calling.

Disk Jockey Doings: Bill Gregory has moved from WRXQ, Roxboro, N. C., to WTNB, Birmingham. . . . Jesse Culp WKLF, Clanton, Ala., is doing a live air show weekly from a theater, utilizing local rustic talent and traveling musickers. . . . Bill Edwards, KWEM, West Memphis, Ark., reports that Wayne Raney (King) is currently resting at his home in Wolf's Bayou, Ark., before going on another tour. . . . Texas Tiny Cherry is doing a two-hour Western talent show every Saturday afternoon over KFOX, Long Beach, Calif. . . . Little Tex Worrell, Texas Jim Lewis, Jack Rivers and the Lone Star Cowboys

(Continued on page 42)

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The Billboard MUSIC POPULARITY CHARTS PART VIII

Record Reviews

RATINGS (100 Point Maximum)

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

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

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

RATINGS OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATINGS
FRANKIE FROBA (Jimmy Atkins) Decca 24984	Love Song in 32 Bars Rather clever the lightweight ditty intended for larger crowd pleasure is done in satisfying style by singer Atkins and ragtime-ish piano expert Froba.		63--63--58--68
RUSS MORGAN Decca 24986	Daddy, You've Been a Mother to Me Another hit designed mainly for the beer weepers draws the appropriate treatment.	Down the Lane The Morgan crew gets the maximum out of a nostalgic ditty which has the feel of a "Dearie" crossed with "Cruising Down the River." Should do well for the maestro.	63--60--60--68 88--89--88--88
PERCY FAITH ORK Columbia 38786	Hoop-Dee-Do To round out a winning two-sided dinking, the Morgan band climbs aboard a tremendously infectious polka and should be up with the winners on the Frank Loesser tune.	Valencia Resounding ork-chorus production of the flitting oldie should, along with the Tony Martin etching, help pump new life into the song.	89--89--88--89 84--85--83--83
TONY MARTIN (Henri Rene Ork) RCA Victor 20-3755	I Cross My Fingers (Russ Emery) A lovely, simple new ballad is treated most tastefully by Faith's studio group. Choral opening is delightful; Emery's solo chorus is adequate.	I Don't Care If the Sun Don't Shine Martin, not a particularly good choice for this delightful rhythm ditty, nevertheless turns in a sound, if not convincing demeritization.	86--87--86--86 88--90--88--87
KAY ARMEN (Earl Sheldon Ork) London 677	St. Louis Blues The blues classic is essayed brilliantly by Miss Armen's fine, rich tonality. Sheldon's background enhances tremendously.	I've Got Misery Delays should cotton to this full-bodied voice off these impressive sides. This face is an attracting cliffing of a blues ballad.	80--80--80--80 82--84--82--80
EDDY HOWARD ORK Mercury 5403	Goodnight, Mother Tender warbling of a touching mother song which should find a brisk market in the coming pre-Mother's Day weeks.	My Mom The Walter Donaldson classic standard serves as the revised backing for this pairing. A first-rate Howard side.	80--84--78--77 83--85--83--80
GENE WILLIAMS ORK Mercury 5407	Rain Fine sounding dance orking of the oldie, which is undergoing revival via disks. Williams sings it unaffectedly and well.	Ask Me No Questions Rather unimaginative and uninspired treatment of a new bounce ditty of merit.	70--75--66--70 63--65--60--63
RAY BLOCH ORK Signature 15273	The French March Bloch's adaptation of a French military piece should find delect favor and achieve a moderate market.	Hindustan Enticing instrumental treatment of the standard also figures to grab plenty delect play.	70--75--70--66 71--75--68--70
MARJORIE HUGHES (Harry Zimmerman Ork) Columbia (33) 1-371	Over the Mountain, Under the Moon Ternish and chorus do a conventional job with a conventional ballad.	Let's Stay Home Tonight Ditty has some charm—a literate lyric and attractive melody. Miss Hughes presents it adequately.	62--62--62--62 70--70--70--70
BEATRICE KAY Columbia (33) 1-592	Spaghetti Rag This is the first vocal rendition in the rash of revival diskings of the ringy oldie—a delightfully boisterous job by the Gay Nineties gal in her best buzz-toned style.	Red Hot Mama Revival of this nostalgic oldie was inevitable, and it couldn't have been assigned to a better interpreter.	75--75--75--75 79--79--78--80
PICADILLY PIPERS-BONNIE DAVIS Keystone 634	You Taught Me How To Cry A torcher with rhythm-blues potential gets an ordinary pop rendition by a note-twisting stylist.	The Wolf Is On the Loose Up-tempo juve opus by the male unit is in the Louis Jordan idiom, but proves only mildly entertaining.	58--60--57--57 61--62--60--60

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
ROSE MURPHY Decca 24988	A Precious Little Thing Called Love The tune's a pretty standard, but Miss Murphy's birdy voice and tiny gasps do little for it.	55--55--55--55
	Me and My Shadow The elfin style emerges much more listenable on the old Ted Lewis fave. Nice beat and feeling in Chi Chi's chirping and 88'ing.	73--75--71--73
EVELYN KNIGHT- RUSS MORGAN ORK Decca 24985	On an Ordinary Morning Miss Knight and the orkster do a pretty duet on a light, engaging novelty by Bob Wells and Dave Saxon. Pleasing, but not too commercial.	74--74--74--74
	Miwatha's Mittens Attractive but complicated novelty has simple folk rhym—Inrush handles this kind of thing superbly. It's a bit special for general consumption, however.	68--72--68--65
JOE MARINE- WARING POP GROUP (Harry Simeone, Dir.) Decca 24982	A Snow-White Horse and a Golden Saddle Clippety-clopper on the range-up-yonder theme gets the Waring Jayes, or frankly commercial treatment. Marine sings it handsomely, but there's little mass appeal.	65--67--65--63
	River of Smoke The saga of the mills gets a pretentious, uneven and dull job.	57--58--57--56
PETE DAILY'S DIXIE- LAND BAND Capitol 942	Doo Wacka Doo Owing to a remarkably authentic old dance band sound—tuba, banjo, doowacka trumpet, etc.—has commercial possibilities. It's more pop-corn than Dixie jazz.	76--77--76--75
	Ook McGlook Featherweight novelty has little of anything.	57--58--57--56
SAMMY DAVIS JR. (Dave Cavanaugh Ork.) Capitol 943	Laura The versatile young warbler-singer-impersonator slices off on Monroe, Eckstine and Laine with pleasing fidelity.	75--78--75--72
	Inka Dinka Doo The Durante piece as it might be sung by the Ink Spots, Schnozz, Lionel Barrymore, Cagney—the imitations are excellent.	75--78--75--72
KAY STARR (Lou Busch Ork) Capitol 936	Someday Sweetheart Oldie, long-time fave with jazz dispensers, could enjoy a mild revival via Miss Starr's appealing rhythm rendition.	75--75--75--75
	Bonaparte's Retreat Infectious, different hunk of hillbilly material is given a neat rock by the thrush.	77--78--76--76
POLLY BURGIN Kem 2703	Honky Tonkin' This is the West Coast dinking that started the action on the razz-ma-tazz. Lacks the impact of the Teresa Brewer copy.	71--70--70--72
	Mount'n Boys Have Fun With Mount'n Girls Hillbilly novelty is strictly from the nite clubs. Cal does a fair-enough job with the material.	65--64--64--66
JAY MARAN ORK Command 5014	Let's Fall in Love Buffalo crew offers a highly danceable version of the Harold Arlen standard, with a vocal Joey Gallo that sounds like Arlen himself.	69--70--68--69
	Somebody Stole My Gal Lively novelty rendition of the standard employs clinkety-clanking effect, Dixie orking, tonky piano achieving some commercial potential.	72--71--71--73
RUSS BATES (Tony Anzalone Trio) Command 5013	Mamma Bates sings the bi-lingual version of the Italian folk song in sweet Neapolitan tones. Could register in American-Italian nabes.	72--72--72--73
	My Shawl Crooner fails to project the Latin standard with sufficient clarity or fire.	64--63--65--65
SAMMY KAYE RCA Victor 20-3754	Roses This one could be the caper to the long string of "Rose" smashes. Kaye's dreamy, danceable mood dinkings should hit hard.	90--90--90--91
	Tiddley Winkie Woo (Laura Leslie) Novelty ditty is simple enough, and catchy enough to start an epidemic of its own.	86--86--86--86
AL HIRT-MORACE HEIDT ORK Horace Heidt MS 1028	Melancholy Rhapsody Instrumental features some prettily conceived flash trumpet work by Hirt, in a style somewhere between Harry James and Sonny Dunham. Tune's from "Young Man With A Horn" flicker.	72--75--72--70
	Begin the Beguine Jazz trumpet solo, presented in vaude style, doesn't register as strong disk fare.	67--68--66--66
IRVING FIELDS TRIO (3 Beaus & a Peep) RCA Victor 20-3746	The Scottish Samba Fields' piano, vocal group, and a bagpiper make a lively hunk of wax with modest dance and novelty value.	73--74--72--72
	Take Her to Jamaica Strongly-accented rumba novelty makes for a great dance side. A Chamber of Commerce natural.	76--77--76--72
DON CORNELL (The Ray Charles Quintet- Hugo Winterhalter Ork) RCA Victor 20-3749	Stay With the Happy People With the aid of bright, colorful Winterhalter orking, Cornell projects the proper happy mood. If the tune grabs hold, this version should do okay.	76--76--76--76
	Are You Lonesome Tonight Dreamy waltz, riding high, via the Blue Barron waxing gets effective, intimate treatment here, without recitation.	78--78--78--79
DENNIS DAY (Ray Charles Choir-Henri Rene Ork) RCA Victor 20-3753	Mona Lisa Livingston-Evens tune is from "Captain Corey, U.S.A.," The mystery of the famous smile is well-voiced, but unlikely to capture the mass market.	72--73--72--70
	A Shawl of Galway Grey Pretty Irish tune is the would-be follow-up to "Galway Bay." Day's tenor is especially well-cast in this material.	79--80--79--79

(Continued on page 110)

SNOOKY LANSON'S

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LONDON RECORDS

JACK PLEIS and his orchestra

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78 rpm
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No. 30107
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Ray Bloch
Plays...

THE FRENCH MARCH
HINDUSTAN

78 RPM 15273
45 RPM 45273



VIVACIOUS

Lily Ann Carol
Sings...

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BEFORE ME
IF WE COULD BE
A - L - O - N - E

78 RPM 15275
45 RPM 45275



SOUL STIRRING

Jimmy Saunders
Sings...

OH, MARGUERITE
YOU'RE MY TREASURE

78 RPM 15269
45 RPM 45269



OUT OF THIS WORLD

Frank Reardon
Sings...

RIDE THE MAGIC CARPET
THIS IS HEAVEN TO ME

78 RPM 15274
45 RPM 45274



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The Billboard

MUSIC POPULARITY CHARTS

PART
IX

Record Possibilities

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

AMERICAN BEAUTY ROSE Frank Sinatra Columbia 38609

Frank's strongest bid for a hit in some time comes in the form of a bright, clever rhythm song treated lightly in a Dixieland setting conducted by Mitch Miller.

THE ANSWER SHE IS YES, NO?

PLAY, MURDY GURDY, 'PLAY Guy Lombardo Ork Decca 24999

Lombardo, now no more of the hottest disk hit streaks of his lengthy career, has a convincing double-sided entry. "Answer" is a delightfully performed calypso-style ditty in the "Enjoy Yourself" fashion, while "Murdy Gurdy" is an Italian street song adaptation with a lifting and recitative refrain.

I'LL CROSS MY FINGERS Percy Faith Ork Columbia 38786

Beautiful choral work and a simple, relative and pretty new ballad team to make Faith's Columbia debut completely appealing. Top-notch stuff in the Jenkins-Winterhalter vein.

VALENCIA Tony Martin Victor 20-3753

Martin belts the riddle home in muscular but fetching style. Could score on the strength of performance. Another likely version is Percy Faith's on Columbia 38786.

HOOP-DEE-DOO Doris Day Columbia 38771

An early entry on this tune appears to be catching sizable action and should be one of the winners on that sure-fire polka. Ames Brothers on Coral have a winning rendition as well.

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. HOOP-DEE-DOO Key Starr Capitol 980
2. HOOP-DEE-DOO Doris Day Columbia 38771
3. VALENCIA Tony Martin Victor 20-3755
4. BE MINE Mandy Carson Victor 20-3725
5. I DON'T CARE IF THE SUN DON'T SHINE Patti Page Mercury 5396
6. ON THE OUTGOING TIDE Jo Stafford Capitol 966
7. DOWN THE LANE Jo Stafford-Gordon MacPhee Capitol 969
8. ROSES Sammy Kaye Ork Victor 20-3754
9. SHAMP GIRL Bob Jeffries Columbia 38769
10. WHERE IN THE WORLD Gordon Jenkins Ork Decca 24983

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. ON THE OUTGOING TIDE Perry Como Victor 20-3747
2. ROSES Sammy Kaye Ork Victor 20-3754
3. I DON'T CARE IF THE SUN DON'T SHINE Patti Page Mercury 5396
4. JOSHUA Ralph Flanagan Ork Victor 20-3724
5. COUNT EVERY STAR Hugo Winterhalter Ork Victor 20-3697
6. BEWITCHED Doris Day Columbia 38693
7. I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS Patti Page Mercury 5396
8. OLD FASHION POLA BLUES Cass Daley-Hoagy Carmichael Decca 24977
9. HOOP-DEE-DOO Key Starr Capitol 980

THE OPERATORS PICK:

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

1. BEWITCHED Bill Snyder Ork Tower 1473
2. HOOP GUM Teresa Brewer London 673
3. JOSHUA Ralph Flanagan Ork Victor 20-3724
4. ON THE OUTGOING TIDE Russ Morgan Ork Decca 24966
5. RAIN Frank Pelly Trio MGM 10669
6. ROSES Sammy Kaye Ork Victor 20-3754
7. DOWN THE LANE Russ Morgan Ork Decca 24986
8. HOOP-DEE-DOO Doris Day Columbia 38771
9. ON THE OUTGOING TIDE Perry Como Victor 20-3747
10. WHERE IN THE WORLD Gordon Jenkins Ork Decca 24983

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. ROSES Sam of the Progress Victor 21-0306
2. SMOKE COMES OUT OF THE CHIMNEY Bob Atcher Capitol 973
3. DRAW UP THE PAPERS, LAWYER Dave Landers MGM 10682
4. BIRMINGHAM BOUNCE Red Foley Decca 46231
5. CRY OF THE DYING DUCK IN A THUNDER STORM C. Pryor 4 Star 1459

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- Aba Daba Honeymoon, The
W. Solar-N. Leyden Ork (S'Nora) Col 38802
- All I Do Is Watcha
C. Haines (Teasin') Coral 60134
- American Beauty
F. Sinatra (Just an) Col 38809
- Answer She Is "Yes!" No?
G. Lombardo (Play, Hurdy-Gurdy) Dec 24999
- Any Time at All
E. Carter-D. Manners Ork (I'm Lookin') Coral 65031
- Ask Me No Questions
G. Williams Ork (Rain) Mer 5407
- Be Honest With Me
B. Lawrence (Tell the) V(78)20-3767; (45)47-3767
- Be Honest With Me
D. Martin-P. Weston Dixie Eight (I Stiff) Cap(78)1000; (45)F-1000

- Ellingtonia Album—O. Ellington Ork (1-10") Brunswick (33)BL-58002
- Firmingham Breakdown
Black and Tan Fantasy
East St. Louis Toodleo
Moorhe, The
Mood Indigo
Rockin' in Rhythm
Twelfth Street Rag
Wall Street Wall
- Favorite American Waltzes Album—J. Garber Ork (1-10") Coral (33)CPL-55207
- Ain't Sweet Mystery of Life
Kiss in the Dark, A
Kiss Me Again
Let Me Call You Sweetheart
My Ruddy
Sloop
When You're Away
- Vivandaise Ork
Francis (The Talking Mule)
L. Prima Ork (Good Time) Mer 5404
- French March, The
R. Bloch (Hindustani Signature 10273)
God Time Was Had by All
A. L. Prima Ork (Francis) Mer 5405
- Goodnight, Mother
E. Howard Ork (My Mam) Mer 5403
- Hand to Mouth Boogie
D. LeWinter Ork (Tenderly) Mer 5404
- Heaven Knows
D. Rubio (Vagabond Waltz) Dome 2728
- Helena Waltz
Six Fat Dutchmen (Mey Deley) V 74125-1158; (45)50-0070
- Hindustani
R. Bloch Ork (French March) Signature 10273
- Honey, Won't You Honeymoon With Me
E. Barton (Dixieland Ball) Capitol 9109
- Honky Tonkin
P. Purkin (Mountain Boys) Nem 2703
- Honky Tonkin
B. Gay (Doin' Willy) Cap 1017
- I Found My Mama
J. Williams-H. Perette Ork (Down the) Caravan CP-302
- I Never Had a Worry in the World
R. Quinlan-J. Murad's Harmoncats-J. August Mer 5420
- I Still Get a Thrill (Thinking of You)
D. Martin-P. Weston Ork (Be Honest) Cap (78)1000; (45)F-1000
- I Wanna Be Loved
Andrew Sisters-G. Jenkins Ork (I've Just) Dec 27007
- I Wish I Could Shimmy Like My Sister Kate
P. Napoleon (Dixieland Is) Col 38782
- I'm All Out of Dreams
J. Pace Ork (Tell Me) Keystone 1340
- I'm Going To Follow Jesus
Cora and Sallie Martin (Do You) Cap 967
- I'm Lookin' for Love
E. Carter-D. Manners Ork (Any Time) Coral 65031
- I'm So Afraid of Love
B. Lamont Ork (Byones the) Mags. M-2-1000
- I've Got Misery
K. Armen-E. Sheldon Ork (St. Louis) London 677
- I've Just Got to Get Out of the Habit
Andrew Sisters-G. Jenkins Ork (I Wanna) Dec 27007
- I've Shred a Hundred Tears
Mills Bros. (Open the) Dec 24999
- Ivory Rag
J. "Fingers" Carr (Sam's Song) Cap 762
- Jack Box Annie
T. Deane-H. Perette Ork (Sho'n Gum) Caravan CP-301
- Just an Old Stone House
F. Sinatra (American Beauty) Col 38809
- Last Night on the Back Porch (I Loved Her Best of All)
B. Strong Ork (Tessie) Cap(78)1003; (45)F-1003
- Laziest Gal in Town, The
D. O'Brien Savannah Seven (Big Butter) Cap 1005

The following abbreviations are being used throughout the list of Advance Record Releases: Cap—Capitol; Col—Columbia; Dec—Decca; Mer—Mercury; V—Victor. All other labels will continue to be spelled out. Where 78, 45 and 33 1/2 (L.P.) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-7234, etc.

- Beyond the Blue Horizon
B. Lamont Ork (I'm So) Mags. M-2-1000
- Big Butter and Egg Man
D. O'Brien Savannah Seven (Laziest Gal) Cap 1005
- Blue Prelude
Ames Bros. (Lorelei) Coral 60212
- Bonaparte's Retreat
C. Kupa (My Scandinavian) V(78)20-3766; (45)47-3766
- Breakfast at Seven
T. Pastor Ork (Chocolate Ice) Col 38803
- Buffalo Billy
R. Quinlan-J. Murad's Harmoncats-J. August Mer 5420
- Caprice
C. Coleman Trio (Sabie) Coral 60187
- C'm I Canoe You Up the River?
A. Godfrey (Scattered Toys) Col 38785
- Chocolate Ice Cream Cone
T. Pastor Ork (Breakfast at) Col 38803
- Choo'n Gum
T. Deane-H. Perette Ork (Juke Box) Caravan CP-301
- Da Da Strain
B. Smith (Who'll Take) Apollo 802
- Dark Eyes
C. Ventura (You've Got) V(78)20-3770; (45)47-3770
- Dixieland Ball
E. Barton (Honey Won't) National 9109
- Dixieland Is Here To Stay
P. Napoleon (I Wish) Col 38782
- Do You Know Him
Cora & Sallie Martin (I'm Going) Cap 967
- Doin' What Comes Naturally
B. Gay (Honky Tonkin') Cap 1017
- Down the Lane
J. Williams-D. Casino-H. Perette Ork (I Found) Caravan CP-302
- Dream a Little Dream of Me
F. Carle Ork (Hell Me) Col 36783
- Dream After Dream After Dream
Rugolo's Ragtimers (Vity Do) Cap 963
- Driflin' Down the Dreamy Of Ohio
J. Stafford-G. MacRae-P. Weston Ork Cap(78)999; (45)F-999
- Faith and Determination
L. Kirk Honeycremers (Love Me) V(78)20-3765; (45)45-3765
- Flying Red Horse Polka, The
Three Sins (Leicester Square) V(78)20-3768; (45)47-3768

(Continued on page 106)



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The Billboard

MUSIC POPULARITY CHARTS

PART XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 58—HARRY RUBY

HARRY RUBY'S BEST-KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1917—**THE DIXIE VOLUNTEERS**
Lyrics by Edgar Leslie. Mills Music, Inc.
Edgar Leslie. **WHEN THOSE SWEET HAWAIIAN BABIES ROLL THEIR EYES**
Lyrics by Bert Kalmar. Mills Music, Inc.
Edgar Leslie, Inc.
- 1918—**COME ON PAPA**
Lyrics by Edgar Leslie. Mills Music, Inc.
- 1919—**AND HE'D SAY "OO-LA-LA WEE-WEE"**
Lyrics by George Jessel. Mills Music, Inc.
DADDY LONG LEGS
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
WHAT'LL WE DO ON SATURDAY NIGHT WHEN THE TOWN GOES DRY?
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
- 1910—**SO LONG, OO-LONG**
Lyrics by Bert Kalmar. Mills Music, Inc.
TIMBUCTOO
Lyrics by Bert Kalmar. Mills Music, Inc.
WHERE DO THEY GO WHEN THEY ROW, ROW, ROW?
Lyrics by Bert Kalmar and George Jessel. Mills Music, Inc.
THE VAMP FROM EAST BROADWAY
Lyrics by Bert Kalmar. This was an interpolated number in the "Ziegfeld Follies of 1920."
- 1921—**MY SUNNY TENNESSEE**
With Herman Ruby. Lyrics by Bert Kalmar. Mills Music, Inc.
(Available on Decca 24176 in A-567, Leo Reisman orchestra.)
SHE'S MINE, ALL MINE
Lyrics by Bert Kalmar. Mills Music, Inc.
- 1922—**I GAVE UP BEFORE YOU THREW ME DOWN**
With Fred Ahlert. Lyrics by Bert Kalmar. Mills Music, Inc.
- 1923—**WHO'S SORRY NOW**
With Ted Snyder. Lyrics by Bert Kalmar. Mills Music, Inc.
(Available on the following records: Decca 23530, Bing Crosby; Decca 23813 in A-515, Eddie Heywood orchestra; Decca 24176 in A-567, Leo Reisman orchestra; Decca 24024 in A-1923, Charley Baum orchestra; Columbia 24973, Harry James; Columbia 20347, Frank Novak.)
- 1931—**NEVERTHELESS (I'M IN LOVE WITH YOU)**
Lyrics by Bert Kalmar. Crawford Music Corp. (Available on Decca 24175 in A-567, Leo Reisman orchestra.)
- 1938—**WHEN YOU DREAM ABOUT HAWAII**
Lyrics by Bert Kalmar and Sid Silvers. Blossom Music Corp.
(Available on Decca 25021, Bing Crosby.)
- 1947—**GO WEST, YOUNG MAN**
Lyrics by Bert Kalmar. Blossom Music Corp.-Sun Music Co., Inc.
(Available on Decca 23805, Bing Crosby and Andrews Sisters.)
- 1949—**MAYBE IT'S BECAUSE**
Music Johnny Scott. Bregman, Vocce & Conn, Inc. This was an interpolated number in the Broadway revue "On the Avenue."
(Available on the following records: Decca 24753, Louis Armstrong; Decca 24650, Dick Haymes; Mercury 5314, Eddy Howard; Columbia 38504, Bob Crosby and M. Morgan; Capitol 57-599, Andy and Della Russell; Victor 20-2456, Claude Thornhill.)

Stage Musicals

- 1923—**HELEN OF TROY, NEW YORK**
Book by Marc Connelly and George Kaufman, lyrics by Bert Kalmar, and presented by a cast that included Roy Atwell, Tom Lewis, Paul Frawley, Helen Ford and Queenie Smith. Miller Music Corp.
UP ON YOUR TOES
CRY BABY
HELEN OF TROY, NEW YORK
I LIKE A BIG TOWN
HAPPY ENDING
WHAT THE GIRLS WILL WEAR
WHAT MAKES A BUSINESS MAN TIRED? ADVERTISING
IF I NEVER SEE YOU AGAIN
NIJGO NOVGO GLIDE
IT WAS MEANT TO BE
A LITTLE BIT OF JAZZ
- 1924—**NO OTHER GIRL**
Book by Aaron Hoffman, lyrics by Bert Kalmar, and starring Helen Ford and Eddie Bussell. Mills Music, Inc.
A PLEASANT GREETING
MDLly
THE BEST IN THE TRADE
AFTER THE CURFEW RINGS
NO OTHER GIRL
DOING THE TOWN
KEEP THE PARTY GOING
I KNOW THAT I LOVE YOU
HONDURAS
THE CORNER OF MY MIND
IT'S THE DANCER YOU LOVE
I WOULD RATHER DANCE A WALTZ
LOOK OUT FOR US, BROADWAY
YOU FLEW AWAY FROM THE NEST
DAY DREAMS
- 1926—**THE RAMBLERS**
Book by Guy Bolton, Harry Ruby and Bert Kalmar; lyrics by Bert Kalmar, and starring Bobby Clark and Paul McCullough in a cast that included Jack Whiting, Georgia D'Arney and Marie Saxon. Harris, Inc.
ALL ALONE (MONDAY)
(Available on Decca 24177 in A-567, Leo Reisman orchestra.)
LIKE YOU DO
ALMA MATER
JUST ONE KISS
ANY LITTLE TUNE
CALIFORNIA SKIES
YOU SMILED AT ME
YOU MUST, WE WON'T
GOOD BYE
THE MOVIE BALL
- 1927—**LUCKY**
With Jerome Kern. Book by Otto Harbach, lyrics by Bert Kalmar, and presented by a cast that included Joseph Santley, Sweet Gallagher, Walter Catlett, Ivy Sawyer, Ruby Keeler, Mary Eaton and Paul Whiteman and his orchestra. T. B. Harms Co.
DANCING THE DEVIL AWAY
THE SAME OLD MOON
CINGALESE GIRLS
THAT LITTLE SOMETHING
WHEN THE BO TREE BLOSSOMS
Jerome Kern contributed the following songs:
PEARL OF BROADWAY
LUCKY
THE TREASURE HUNT
WITHOUT THINKING OF YOU
THE PEARL OF CEYLON
- 1927—**FIVE O'CLOCK GIRL**
Book by Guy Bolton and Fred Thompson, lyrics by Bert Kalmar, and starring Mary Eaton and (See Harry Ruby on page 42)

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

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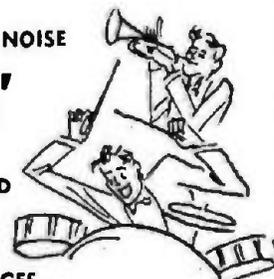
MAKING A LOT OF NOISE

'the Dixieland Ball'

NATIONAL MERCURY

EILEEN BARTON
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(and Go Far, Far Away)

BEING RECORDED ON EVERY MAJOR LABEL



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1619 Broadway

New York 19, N. Y.

The sales stampede that started in the Midwest is spreading across the country . . .

FRAN ALLISON

sings

STARS ARE THE WINDOWS OF HEAVEN

Backed by

PETER COTTONTAIL

RCA VICTOR Records

45 rpm 47-3727

78 rpm 20-3727

DEMAND GROWS FOR USED TV

Execs Predict Market May Surpass Radio

Merchandise Limited

NEW YORK, April 22.—Altho television set sales are still booming, as evidenced by rosy first-quarter sales and earnings reports, the industry is well on its way toward developing a rich secondary market—that of used sets. Television manufacturers, distributors and dealers are already beginning to notice an ever increasing demand for such sets among families of limited income. Many industry executives look for the used set market to pick up momentum at a fast clip within the next few years and expect it to become a business far surpassing that of used radios.

Most dealers are for the present steering clear of handling used sets. They prefer to rid themselves of receivers taken in trade by unloading all to one "jobber" who specializes in selling TV for that market.

For Lower Incomes

But that the market does exist is an accepted fact. Typical, perhaps, of the manufacturing executives' comments on used video sets is that of Joseph B. Elliot, vice-president in charge of consumer products for RCA Victor. "A lot of people in the lower income group still do not have television sets," said Elliot. "There is a steady market for good standard used receivers, and it will continue to grow." Elliot pointed out that for low income families, TV is the most economical medium of entertainment ever made available.

Large dealers in this area also report a steadily growing demand for used sets. Sales of floor samples and demonstration models have been successful promotions for many retail outlets. Most dealers agree with Elliot in that only standard branded merchandise sells well—even in used models.

Limited Merchandise

The only factor that appears to be holding down the potential of this secondary selling market is the limited availability of merchandise. One of the large New York buying offices has been trying for some weeks to build a stock of used sets for promotional purposes, but has not yet been able to amass as much as 50 sets at one time.

The price range in which most potential used set buyers are interested is from \$50 to \$75 for 10 and 12-inch sets and from \$75 to \$100 for 16-inch models.

Courtney Sees Huge Industry-Use of TV

CHICAGO, April 22.—The strides which commercial television has taken in the entertainment fields will be as nothing compared to the manifold uses which industry will make of television in the immediate future, according to Thomas E. Courtney, president of Muntz TV of Chicago, who addressed a meeting of industrial leaders at Muntz's Belmont Avenue plant this week.

"The day of the sales meeting in which company representatives converge on a city from all parts of the (See Courtney Sees on opposite page)

Custom Sets Popular in Wash.; FM Leads Purchaser Preference

WASHINGTON, April 15.—Production of custom-made phono-radio combo sets has quietly developed into a booming industry here and the future for this industry appears brighter than ever. With three firms running at full blast in D. C. to meet a steadily rising demand for high fidelity made-to-order sets, the nation's capital is viewed in engineering circles as setting a pace for the country in this field.

Oldest of the custom-made set manufacturers here is the Shrader Manufacturing Company, Inc., established 10 years ago by William C. Shrader who now commands a working force of 15 at his plant. The two other firms came on the scene within the last year. Customcraft Radio & Television Company is run by Sid Solomon, who started last June. Delort Radio Engineering Company is the newest of the trio, launched last January by Renee Delort.

The set-makers have attained a flexibility in prices, pointing out they are able to accommodate the low-salaried customers who prefer to stick to a set of recommendations made by Consumers' Union and Consumers' Research for relatively low-priced parts of acceptable quality, or they can accommodate the well-heeled buyers willing to pay more for component parts with considerably higher quality. Prices among the three are reported as low as \$135, with no limit

for the top price. At Shrader's and Delort's the average is from \$250 to \$350, while Customcraft reports an average price somewhat lower, according to current demands.

All three manufacturers are installing FM almost exclusively in their sets as a money saver, inasmuch as all Washington stations, with one exception which will soon be remedied, have FM duplicating programs—while one station operates on FM exclusively at night and another station is limited to FM all day. All three manufacturers also report an increasing demand for parts replacements, with many who have owned sets for years apparently desirous of having their sets improved upon for high-fidelity reception.

In popular demand at Shrader's is the Webster-Chicago three-speed record changer, GE pick-ups, Altec 323 amplifier with built-in scratch filter, Altec 12-inch extended range speaker, Meissner FM tuner (for low cost) or Browning FM tuner (for better quality at higher cost).

At Customcraft Webster's record changer also leads, along with GE pick-up, Meissner tuner, Bell 10-watt amplifier, Stephens 12-inch Tru-Sonic co-spiral speaker.

At Delort the story is the same except for Newcomb amplifiers for lower cost sets and Brook amplifier for higher quality installations.

People, Products and Prices

News Notes on Manufacturers and Distributors

The line of video sets being manufactured by Mercury Records are expected to have their first showing at the July convention of the National Association of Music Merchants. It is reported that the company is now turning out about 15 or 20 sets a day in experimental production work. Price structure for the line is not set. . . . Irving Fain has been named merchandise manager of Dynamic Stores. . . . Pilot is prepping release of a 19-inch video set. . . . Almo Radio Company, Philadelphia, has been named to handle General Electric replacement parts for radio and TV. . . . The Monarch-Saphin Store, Brooklyn, has set up a TV promotion called "Ebbets Field Annex." Twenty seats have been set up in front of a TV set carrying the daily Brooklyn Dodger baseball games. . . . Dick Drezzen, formerly general sales manager for Quality Records, Canadian MGM firm, has been named district manager for the RCA Victor division of Krich-Radisco, New Jersey distributor. . . . International Television Corporation introduced a new 16-inch TV console to retail at \$279.95. . . . Allen B. Mills, general sales manager of radio and TV for RCA Victor, will be guest speaker at the April 28 meeting of the Atlanta Electric Association. . . . Remington Radio Corporation, TV manufacturer in White Plains, N. Y., was petitioned into bankruptcy last week. . . . Harmonic Manufacturing Company introduced a new automatic three-speed portable phono to retail at \$54.50.

Meck Industries Buys Into Scott Radio

John Meck Industries, Inc., Plymouth, Ind., television manufacturer, has purchased 130,000 shares of Scott Radio Laboratories, Inc., from H. S. Darr, former chairman, president and treasurer. The company has 400,000 shares outstanding. At a directors' meeting last week, John Meck was elected president of Scott Radio, while Russel G. Eggo and G. F. Meck were elected secretary and treasurer, respectively, the same posts they hold with Meck Industries. John C. Weisert and Frank Beisert, vice-presidents of Scott, were re-elected. Darr will continue as a director. A spokesman for Meck Industries said directors of Scott have submitted their resignations, but a new board has not yet been chosen. The two companies will continue to operate as separate entities.

IRC Sees 50% Hike, Plans \$2,000,000 Expansion

International Resistance Company (IRC) here, during its 25th anniversary, expects its production figure this year to be some 50 per cent greater than the peak war year. Numbering among its customers most of the leading TV manufacturers, IRC manufactures resistors for electronic circuits. While the average circuit requires about five resistors, the average TV set uses about 115. The IRC is planning a \$1,500,000 to \$2,000,000 expansion program over the next three years. With 5,000,000 TV sets scheduled for production this year, plus 10,000,000 radio sets and other items, the IRC expects to produce 1,000,000,000 resistors. Its best wartime output was 650,000,000.

RMA Seeks Gen. Clay as Its New Chief

Bond Geddes To Retire

WASHINGTON, April 22.—In a move foreshadowing an extensive organizational revamp, the Radio Manufacturers' Association (RMA) is offering a high-salaried job as RMA president to Lieut. Gen. Lucius Clay, former military head of the German occupation. In announcing the move yesterday (21), RMA also said that Bond Geddes, executive vicepres for some 23 years, will retire August 1.

Approval of the offer to Clay was given at RMA's board meeting in Ste. Adele, Quebec, this week. The board also voted a "broad reorganization" of RMA together with "expanded services" to members, RMA headquarters here said. If he accepts Clay will be the first paid president in RMA history. RMA refused to say how much Clay is being offered, but the guess is that the sum will be in the neighborhood of \$50,000.

The offer to Clay is to be made in New York Monday (24) by a special RMA subcommittee headed by J. J. Kahn, president of Standard Transformer Corporation.

Details as to how RMA is to be reorganized were lacking in the nation's capital this week, but it was stated that plans will be presented to the membership for approval at the annual RMA convention in Chicago June 5-8. The successor to Geddes is to be named at the same time. The retiring, Geddes is to remain with RMA as an advisory consultant.

The plan for establishing a post of paid president apparently means that the present unpaid president, R. C. Cosgrove, will go out of office when his term expires June 1.

Color Hearings To Dig Into Sets

(Continued from page 8)

Board Chairman David Sarnoff slated to provide a grand climax in an appearance May 3. Dr. W. R. G. Baker, General Electric vicepres and head of the engineering division of the Radio Manufacturers' Association (RMA), will appear May 1. Dr. Allen B. DuMont, head of DuMont labs, will take the stand next week with more testimony objecting to immediate color on grounds that no system is ready. CBS Prexy Frank Stanton and spokesmen for several small manufacturers argued just the reverse this week.

Baker is being specially summoned to the hearing as a sort of elder statesman of the TV industry. FCC-ers are ready to go after him for specific statements on why the RMA wants color held up.

Hearings this week were highlighted by Stanton's announcement that CBS may be forced to go into the set-making field in order to assure sufficient color sets if the CBS system is adopted. Stanton said CBS wants to stay away from making set-but would do so if major producers failed to go along with any FCC decision to adopt CBS color.

Testifying as CBS witnesses were David Cogan, president of Air King who said his firm would make sets for CBS color but would like to see an experimental period between color standards and commercial color, and S. W. Gross, president of Telctone, who stated that his company could make a color set for \$200. This was a drop of \$20 from the price Gross estimated last October.

Merchandising Pays Off:

Deibel Deals Dance Disks in Fast Pitch for St. Loo Trade

By Joe Martin

ST. LOUIS, April 22.—The success of the Deibel, Inc., retail record operation here is best explained by a statement from George Deibel, president of the company. "We are in the record business and we make every possible effort to sell as many records as we can. We know from experience that enough 79-cent sales can amount to thousands of dollars annually." For example, it was in February of 1949 that the shop started to specialize in square-dance disks. Today that category accounts for 39½ per cent of the business.

Such percentage figures are not guesswork. Daily sales are broken down into 20 different categories, including speed, size and type. The daily statistics also show sales for various accessories, sale merchandise, record players and mail orders.

In Deibel's own words, "This sales breakdown system requires no effort at all with a National cash register—and I do not sell them. I'm just a firm believer in their value. At one stage of our business we had a hillbilly inventory that was 30 per cent of our total stock. Two months after I bought my register we found that we were doing only a 3 per cent volume in hillbilly records.

"We have no business secrets. We work closely with the leading dealers in town—business-wise and socially. Believe me I have had plenty of help and worthwhile suggestions from people like Ed and Francis Ockel, Ockel's Music; Harry Brockman, Uptown Music, and John Pohl Jr., Laclede Music. We listen to everyone. Frankly most of our ideas are picked up from friends in the business."

Small Space

Deibel's is only 25 feet wide and 50 feet deep, but size has little effect on the amount of business the store does. Operated by Deibel and Walter Vaughan, the doors are kept open until 9 o'clock every night. Putting in all those hours, says Deibel, is advantageous. "We always know what the public trend is or will be."

Promotion-wise, the store will use anything that is not too expensive. Window displays are changed very often. After discovering the potential in square-dance disks, the shop ran 3,000 small ads in rural newspapers. Orders came from all over the nation. Some weeks later post cards from the 48 States were selected from among the orders and displayed in the window on a piece of plywood. Window shoppers were attracted and also left with the impression that Deibel's was more than a local disk shop. It signified that Deibel's was nationally famous, and, says Deibel, operated by people who "must know lots about the record business."

Free Literature

To promote square-dance disks—the shop carries over 300 different singles and 50 different albums—a free catalog and a free instruction booklet is offered to all. Deibel utilized his hobby of photography by taking shots of square dancers in action and displaying the photos in the store. "People would flock to our shop to see themselves," he reports. The store also hands out hotel room style keys at the dances. Key holders are offered a free 10-inch square-dance disk to come into the store. "Once we get them in we are assured of a regular customer." The free platter is on the Oldtimer label, for

which Deibel's has become the Midwestern distributor.

The major portion of the store—the outside walls—are self-service counters. The center is taken up with the specialized departments, square dance, 33½, 45's, polkas, canary whistling disks and hymns. A Coke machine is added for customer service. As for the new speeds, Deibel comments, "We believe in both. We have a large assortment of both new speeds and we're well satisfied with sales results on 45 and 33½ r.p.m. records."

Deibel sums up by pointing out that any and all types of records can be plus business to the dealer who works hard and concentrates on selling—not waiting.

Excise Tax Relief on Phonos, Radios Nixed

(Continued from page 3)

drafted. The House is likely to go along with what the committee decides, but Senate action on individual excises is unpredictable at this time.

Besides voting to reduce the excise on musical instruments, the committee approved slashes in a host of other retailer and manufacturer excises. Total annual losses to the Treasury from excise reductions tentatively approved so far are estimated at \$335,000,000. With cuts in transportation, telephone and telegram levies certain to come, and an admissions excise cut likely, total revenue loss in excises under the committee bill is expected to hit the billion-dollar mark—far in excess of the President's recommendations.

Size of the House vote on passage of the eventual excise bill will be watched closely by tax-reduction proponents, since the extra cuts being voted by the committee are arousing fears that the entire bill may be vetoed by President Truman when he gets it late this summer. To override a veto takes a two-thirds majority in both houses of Congress. Failure to override a possible veto would end any chance of excise reductions of any kind going into effect this year.

COURTNEY SEES

(Continued from opposite page)

country will be as outdated as crystal sets in a few years," Courtney declared. "With modern industrial television over closed, rented circuits—operating much as our telephone circuits function today—it will be possible to conduct a sales meeting from one central location and have groups of salesmen all over the country sitting in by their receiving set."

Chief of research for Muntz TV, Rex Wilson, one of the outstanding television engineers in the country, showed the meeting plans for a small receiving unit built around a six-inch rectangular viewing tube for use in classrooms or other forms of group instruction.

The set, with speaker, is to be located on the student's desk and direct communication will exist between student and teacher. This set will carry its signal over a closed circuit and will permit one teacher to work with classes of hundreds.

People, Products and Prices

Prices Lower on New Steelman Phono Line

The complete line of 12 new Steelman phonos will be shown to the company's Southern and Western distributors, beginning April 24. Single-speed phonos range in price from \$12.95 to \$34.95, three-speed phonos from \$24.95 to \$49.95, and an automatic three-speed set will retail at \$79.95. Morris J. Steelman, president of the firm, also disclosed last week that the company would introduce another automatic three-speed phono to retail "between \$59 and \$64." All prices are considerably below previous Steelman lists.

DuMont Announces Five New Video Sets

Five new video sets were announced by the Allen B. DuMont Laboratories last week. The new sets, classed by traders as an interim line, are a 19-inch three-way console with doors at \$695, a 19-inch FM-TV console with doors at \$565, a 19-inch FM-TV console without doors at \$495, a 12½-inch TV-FM console without doors at \$329.50 and a 12¼-inch FM-TV table model at \$269.50.

Magnavox 13-Week Sales \$9,000,000, 50% Gain

Sales of the Magnavox Company, approximating \$9,000,000 for the first three months of 1950, reflect an increase of 50 per cent over the same period of 1949, according to a statement released last week by Frank Freimann, executive vice-president. Shipments have been lagging far behind orders since last fall, he said. Consequently, Magnavox has expanded its television manufacturing facilities as well as outside resources for components and has realized sizable monthly increases since January. Sales for the second quarter of 1950 are, therefore, expected to be even more favorable. Three new Magnavox television models have been introduced recently, putting the line into even greater demand by reaching into the low-priced field. They include a 12½-inch, 24-tube table model receiver at \$199.50; a console at \$239.50, and a 16-inch console at \$299.50, which sets a new standard of value in the big-picture field.

W-C Preps Comic Book on Music Teaching Method

A new comic book for distribution thru music stores has been prepared by Webster-Chicago Corporation to interest music students in the "electronic memory" method of music instruction. This method utilizes a wire recorder to permit students to have a complete recording of each music lesson in their homes during practice sessions. The comic book, titled "Johnny's Music Lessons," depicts what happens to Johnny when he takes lessons under "old" methods and then uses the new "electronic memory" method.



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SEE HARRY RUBY

(Continued from page 39)
Oscar Shaw in a cast that included Shaw and Leo. Harms, Inc.
UP IN THE CLOUDS
THINKING OF YOU
(Available on Decca 24178 in A-567, Leo Reisman orchestra.)
I'M ONE LITTLE PARTY
WE WANT YOU
HAPPY GO LUCKY
ANY LITTLE THING
FOLLOWING IN FATHER'S FOOTSTEPS
LONESOME ROMEO
WHO DID?
SOCIETY LADDER
TELL THE WORLD I'M THROUGH

1928—GOOD BOY
Book by Henry Myers, Otto Harbach and Oscar Hammerstein II; lyrics by Bert Kalmar, and presented by a cast that included Ethel Shannon, Sam Hearn, Charles Butterworth, Eddie Buzzell, Dan Healy, Helen Kane and Berroh Minionich. Harms, Inc.
I WANNA BE LOVED BY YOU
(Available on Decca 24177 in A-567, Leo Reisman orchestra.)
DOWN IN ARKANSAS
GOOD BOY
THE VOICE OF THE CITY
SOME SWEET SOMEONE
I HAVE MY MOMENTS
DON'T BE LIKE THAT
LET'S GIVE A CHEER
NINA
GOOD BOY WEDDING MARCH
YOU'RE THE ONE
By Otto Harbach and Arthur Schwartz.

1928—ANIMAL CRACKERS
Book by George S. Kaufman and Morrie Ryskind, lyrics by Bert Kalmar, and starring the Four Marx Brothers in a cast that included Bobbie Perkins. Harms, Inc.
NEWS
HODRAY FOR CAPTAIN SPALDING
WHO'S BEEN LISTENING TO MY HEART?
THE LONG ISLAND LOW-DOWN
GO PLACES AND DO THINGS
WATCHING THE CLOUDS ROLL BY
WHEN THINGS ARE BRIGHT AND ROSY
COOL OFF
MUSKETEERS

1941—THE HIGH KICKERS
Book and lyrics by George Jessel and Bert Kalmar and starring Sophie Tucker in a cast that included George Jessel, Betty Bruce, Chic York and Rose King. T. B. Harms, Co.
MY SWEETHEART MAMIE
DON'T TELL YOUR MOTHER NOTHIN'
YOU'RE ON MY MIND
A PANIC IN PANAMA
THE GIRLS
TIME TO SING
I GOT SOMETHING
CIGARETTES
WALTZING IN THE MOONLIGHT

Film Songs and Scores

1930—CHECK AND DOUBLE CHECK
An RKO picture starring Freeman F. Gosden and Charles F. Correll (Amos 'n' Andy) in a cast that included Sue Carroll. Harms, Inc.
***THREE LITTLE WORDS**
(Available on the following records: MGM 10047, Ziggy Elman; Decca 24054 in A-1930, Ted Straeter's orchestra; Decca 23264 in A-354, Hot Club of France Quintet; Decca 18114 in A-201, Gene Krupa's orchestra; Decca 18341 in A-321, Hazel Scott, piano, with drums; Decca 24175 in A-567, Leo Reisman orchestra; Decca 24750, Ethel Smith, contralto.)
ANIMAL CRACKERS
A Paramount picture starring the Four Marx Brothers in a cast that included Lillian Roth. Lyrics by Bert Kalmar. Famous Music Corp.
WHY AM I SO ROMANTIC?
HODRAY FOR CAPTAIN SPALDING
THE CUCKOOS
An RKO picture, based on "The Ramblers," starring Bert Wheeler and Robert Woolsey in a cast that included June Clyde. Lyrics by Bert Kalmar. Harms, Inc.
I LOVE YOU SO MUCH
(Available on Decca 24178 in A-567, Leo Reisman orchestra.)
WHEREVER YOU ARE
KNOCK KNEES
LOOKING FOR THE LOVELIGHT IN THE DARK
IF I WERE A TRAVELING SALESMAN
By Al Dubin and Joe Burke
TOP SPEED
A First National picture with Joe E. Brown, Bernice Claire, Jack Whiting and Frank McHugh. Lyrics by Bert Kalmar.
GOODNESS GRACIOUS
I'LL KNOW AND SHE'LL KNOW
KEEP YOUR UNDERSHIRT ON
WHAT WOULD I CARE?
REACHING FOR THE MOON
By Irving Berlin.

1932—HORSE FEATHERS
A Paramount picture starring the Four Marx Brothers in a cast that included Thelma Todd and Nat Pendleton. Lyrics by Bert Kalmar. Famous Music Corp.
EVERYONE SAYS "I LOVE YOU"
I'M AGAINST IT
THE KID FROM SPAIN
A United Artists picture starring Eddie Cantor in a cast that included Lyda Roberti, Robert Young and Noah Beery. Lyrics by Bert Kalmar. Harms, Inc.
IN THE MOONLIGHT
LOOK WHAT YOU'VE DONE
WHAT A PERFECT COMBINATION

1932—DUCK SOUP
A Paramount picture starring the Four Marx Brothers in a cast that included Raquel Torres and Louis Calhern. Lyrics by Bert Kalmar. Famous Music Corp.
FREEDOMIA HYMN
HIS EXCELLENCY IS DUE
THE CO' TRY'S GOING TO WAR

SONGWRITERS COMING UP!
FATS WALLER
In Subsequent Issues The Billboard Will Present
HARRY REVEL
JIMMY McHUGH
BILLY HILL
LOUIS ALTER
LOUIS BROTHERS
MILTON AGER
FRED AHLERT
HAROLD ARLEN

1934—HIPS, HIPS, HOORAY
An RKO picture starring Wheeler and Woolsey in a cast that included Ruth Etting and Thelma Todd. Lyrics by Bert Kalmar. Bourne, Inc.
TIRED OF IT ALL
KEEP ROMANCE ALIVE
KEEP ON GOIN' WHAT YOU'RE DOIN'
HAPPINESS AHEAD
A First National picture with Dick Powell, Josephine Hutchinson and John Halliday. Lyrics by Bert Kalmar.
THE WINDOW CLEANERS

1935—BRIGHT LIGHTS
A First National picture with Joe E. Brown, Ann Dvorak, Patricia Ellis, William Gargan and Joseph Cawthorn. Lyrics by Bert Kalmar. W. Witmark & Sons.
SHE WAS AN ACROBAT'S DAUGHTER

1936—WALKING ON AIR
An RKO picture with Gene Raymond, Ann Southern, Jessie Ralph and Henry Stephener. Lyrics by Bert Kalmar. Bourne, Inc.
CABIN ON THE HILLTOP
LET'S MAKE A WISH
MY HEART WANTS TO DANCE

1938—EVERYBODY SING
An MGM picture with Allan Jones, Fannie Brice, Judy Garland, Reginald Owen and Billie Burke. Lyrics by Bert Kalmar. Leo Felts, Inc.
QUAINTY DAINTY ME
WHY? BECAUSE

1946—WAKE UP AND DREAM
A 20th Century-Fox picture with Clem Bevins, John Payne and June Haver. Music by Peter Bloom. Robbins Music Corp.
GIVE ME THE SIMPLE LIFE
(Available on the following records: Decca 23469, Bing Crosby with Jimmy Dorsey orchestra; Victor 20-1738, Sammy Kaye orchestra.)
I WISH I COULD TELL
(Available on Decca 18747, Dick Haymes.)
DO YOU LOVE ME
A 20th Century-Fox picture with Margaret O'Hara, Dick Haymes and Harry James. Music by Victor & Genn, Inc.
DO YOU LOVE ME?
(Available on the following records: Decca 18792, Dick Haymes; Columbia 36965, Harry James; Victor 20-1810, Johnny Desmond.)

1947—CARNIVAL IN COSTA RICA
A 20th Century-Fox picture with Dick Haymes, Vera Ellen, Ester Romano and Celeste Holm. Music by Ernesto Lecuona. Edward B. Marks Music Corp.
ANOTHER NIGHT LIKE THIS
(Available on the following records: Decca 23731, Dick Haymes; Columbia 37339, Tommy Tucker; Victor 20-2052, Desi Arnaz; Capitol 336, Hal Doornin.)
I'LL KNOW IT'S LOVE
CARNIVAL IN COSTA RICA
MI VIDA
(Available on the following records: Decca 23731, Dick Haymes; Victor 20-2052, Lesi Arnaz.)

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FOLK TALENT AND TUNES

(Continued from page 33)
have returned to the Valley Ballroom, San Bernardino, Calif., after a six-weeker at the Village Barn, New York, according to Ken Davis, KRNO, San Bernardino. . . . Western McGee has added another half-hour daily to his schedule at KWBR, San Mateo, Calif. . . . Ed Klein, WWXL, Peoria, Ill., reports that Hal Fuller and the Tennessee Hoedowners, of his station, have joined London label. Roy King, local policeman, is the vocalist. . . . Randy Atcher, WKLO, Louisville, emceed a "Grand Ole Opry" show at the Armory there March 12, with two shows of Jimmy Dickens, Wally Fowler, Bill Monroe and Pee Wee King drawing 9,000 paid admissions. . . . Virgil Bailey is taking a Florida vacation for a week, with Mack Hains handling the show alone at WCFT, Corbin, Ky. . . . Fred Cook, KSPB, Joplin, Mo., reports that Tex Owens, writer of "Cattle Call," is now at KOAM, Pittsburg, Kan. Cook just cut a disk for Imperial. . . . Bruce (Pokey Red) Grant, WHB, Kansas City, Mo., reports that he is doing part of the emcee work for the three-hour "Cow-Town Jamboree," heard Saturday nights over the station. Included in the cast are Don Sullivan, Hoby Shep and the Cowtown Wranglers, Neil Burris, Louisiana Lou, Blue River Boys, Little Vera, Sons of the Golden West, Bobo Pike and Johnny Gregory. . . . Gene Bollinger threw a big afternoon show March 25 to celebrate his first at WEGO, Concord, N. C. He got two local bands, the Pine Hill Ramblers and the Sunset Hillbillies, to play the show and later put on a square dance. . . . Bill Crutchley has replaced Uncle Henry at WPAQ, Mount Airy, N. C. . . . Eddy Wayne (London) does a weekly hymn stint at the Akron Baptist Temple. Cliff Rogers, WHKK, Akron, reports that he entertained 8,600 at the Temple last week. . . . Bob Edwards, WESC, Greenville, S. C., reports that the Blue Ridge Runners have joined his station's live talent cast. . . . George Allen, WEBK, Tampa, is dickering with Decca to record two of his original songs for the label. . . . Jim Young is now doing the daily "Chuckwagon Jamboree" at WGAD, Gadsden, Ala. . . . Kenn Davis, of KRNO, San Bernardino, Calif., is giving away Western shirts to listeners, who send in original square dance calls. . . . Don Warren, of KFIN, Visalia, Calif., thinks he has a sleeper disk in "Little Brother" by Joe Maxedon on Okaw label. . . . Jon Farmer, of WAGA, Atlanta, regularly does his show from a perch 60 feet above the Atlanta streets, where a local flagpole sitter is starting an attempt to break the nine-month flag-pole sitting record. . . . Bill Harris is the new folk music jockey at WKEU, Griffin, Ga. . . . Dick Embody, of KGGF, Coffeyville, Kan., reports that the Happy Valley Boys are on the station, replacing Bobby Lee (4 Star) who has returned to Denver. . . . Smilin' Max Henderson, WTAC, Flint, Mich., will work with Elton Britt and Rosalie Allen and Texas Jim Robertson during a personal at the IMA Auditorium there May 12. . . . Cousin George Cross, WEXL, Royal Oak, Mich., reports that Jeff Durham and his Kentucky Boys are working at the Caravan Gardens,
(Continued on page 116)

EMA IN MOVE TO CHECK AGVA

Detroit Nitery In Receivership; Blames Fed Tax

DETROIT, April 22.—Blame for the appointment of a receiver for the Bowery, after 15 years of successful operation that rated it national fame, is placed squarely upon the 20 per cent federal tax. The management of the spot went into Federal Court to seek a reorganization, and William Maguire, a Detroit attorney, was named as receiver.

This is at least the second big local nitery to go thru the wringer. The Four Dukcs was first. However, in the latter case, the management was only a year old and had spent heavily on remodeling and establishing a new policy.

Biggest creditor of the Bowery is the U. S. Government, in connection with the excise tax. Total obligations to State and federal authorities are in excess of \$60,000, with other debts of \$5,000 in back wages, and \$17,000 to miscellaneous creditors.

Attempts are being made to reorganize or refinance the spot, and Mrs. Dorothy Barbaro, former wife of Frank Barbaro, long-time op of the spot, is seeking an extension in Federal Court, claiming the place can be made to net over \$4,000 a month. She reported the gross for March as over \$20,000, "despite Lent and the Chrysler strike." The plight of the nitery is placed at the door of the excise tax by William Cohen, her attorney.

Frank Barbaro, who is said to be still in Detroit, has not been near the room in months, it was said. Dorothy Barbaro has been active head of the enterprise for about three years, altho he remained as manager after disposing of his interest. It is expected she will be retained as manager by the receiver, or at least in a consulting capacity.

IN SHORT

New York:

Laurette and Clymas go back to the Mount Royal, Montreal, April 28 for the 10th time in five years. They follow Carl Brisson. . . Harry Altman, Buffalo Town Casino, was in town and said Billy Farrell, boy singer, did so well for him that he bought him for next year for \$2,500. The singer's salary this time was \$1,500. A few months ago Farrell was submitted to Altman for \$750 and was turned down. . . Lou Irwin signed Henry Slate for pictures and will build him as the second Spencer Tracy.

Peter Donald's now the boy with the inside track for the disk jockey's job at Billy Rose's Diamond Horseshoe. . . Lou Walters, Latin Quarter op, is readying a suit to throw at Nick Gaston, op of the Washington Gay New Orleans. . . Al Herman's now with Willard Alexander, setting up an act department.

Here and There:

Thomas Earl Pearson, of the former vaude act of Pearson, Newport and Pearson, and later known as the Pearson Brothers, is confined in the Clear View Home, Omaha, for a rest period.

Spring's Here, But Grosses Slip at Broadway Vauderies

NEW YORK, April 22.—With the kids back to school and the holiday prices no longer in effect, last week's grosses dipped to \$454,000 for the six combo houses from the previous week's \$514,000.

The worst hit was the Roxy (6,000 seats; average \$76,000) which went to \$80,000 from the previous week's tremendous \$165,000. Bill of Fran Warren, Harmonicals and *Cheaper by the Dozen* opened to \$115,000.

Radio City Music Hall (6,200 seats; average \$128,000) slipped back to \$150,000 for its third week of the annual Easter show and *Daughter of Rosie O'Grady*. Bill opened to \$144,000 and went to \$165,000.

Capitol (4,627 seats; average \$56,000) went down to \$50,000 for its deucer with Nancy Walker, Sammy Kaye ork and *Reformer and the Red-*

head after a preem of \$69,000.

Paramount (3,654 seats; average \$73,000) did \$100,000 for its first week with Billy Eckstine, Henny Youngman, Pete Rugulo's band and *Riding High*.

Sirand (2,700 seats; average \$49,000) backed off to \$55,000 for its second week with Peter Lind Hayes, Mary Healy, Miguelito Valdez band and *Damned Don't Cry*. Show collected \$65,000 for its opening.

Palace (1,700 seats; average \$17,000) was only other exception to the parade of declines. Its take mounted to \$19,000 for Slate Brothers, Wells and the Four Fays, six other acts and *Great Rupert*, from the previous week's \$17,000. New bill, reviewed this issue, has the Gaudsmith Brothers, Bob Douglas, six other acts, and *Guiltily Bystander*.

Tussle Looms Over 10% Club Date Commish

Represents Bread, Butter

(Continued from page 4)

considered during Rule B negotiations this fall. They were told that because of the importance of club-date booking and its unique procedure, that a separate committee from ARA and AGVA would consider it as something apart from Rule B.

Local percenters are girding for a fight against AGVA, claiming that the unusual nature of club-date skedding makes it impossible to operate on a straight 10 per cent. They point out that club-date skedding is far more expensive to negotiate, in that normally a three-to-five man committee handles the better budget club date. These men must audition other club dates to select talent, and cost of one to three of these excursions usually runs the booker anywhere from \$100 to \$350. In addition, it's known that a kickback to committee members is still prevalent. Kickbacks run anywhere from 5 to 20 per cent of the club-date expenditure. Club dates normally are set far in advance, with the final okay coming two or three weeks before the date. The agent must contact approximately 20 acts, obtain holds on them for the date and later boil the talent down to from three to five acts.

Agents point out that at present a club date is usually a package sale, similar to the type of show set by an outdoor booker. The reason that if AGVA is able to initiate this straight 10 per cent deal on club dates, it leaves the door open for AGVA to regulate the profit on outdoor bookings.

Agents Flock Into P. M. Field

Seek Higher % in Face of Union Limits

Move Hit by ARA

NEW YORK, April 22.—More and more agents are going into the personal management field, either permitting their franchises to lapse or signing management contracts in the belief that they'll hold up.

This increase, according to trade sources, is due to the fact that agents are finding it tougher to make a buck on a "straight 10" permitted them under various talent-union franchises, and feel that they can make it 15, 20, 25 per cent or even more in personal management.

The American Guild of Variety Artists (AGVA) has long had under advisement a plan for supervising personal managers, and insiders now say this plan will be announced in the next two or three weeks.

There is considerable difference of opinion as to whether AGVA can supervise or control personal man- (See Agents Flocking on page 45)

Inner-AGVA Battle Reopens As Boston Fights Four A's

NEW YORK, April 22.—The fight between the two factions in American Guild of Variety Artists (AGVA), the first headed by the Associated Actors and Artistes of America (Four A's), and the second by the dissident Boston AGVA group backing Matt Shelvey, has again broken into the open.

The most recent shot was fired by Arthur Cowan, representing the Boston group, who charged last week that AGVA's forthcoming convention (in Philly in June) was illegal and it "usurped" powers resting with the members of AGVA. The Four A's has refused to comment on the situation, referring all questions to its attorneys, Roscnman, Goldman, Colin and Kaye.

The Boston group, acting as plaintiffs in a New York Supreme Court action, is represented by Nathanson, Halperin and Scholer, in a case involving Matt Shelvey, ex-AGVA topper, versus the Four A's. This case went to trial in May, 1948. After a number of legal tangles the case was adjourned and set for hearing in the future. Up to the present no date for trial has been set.

In the meanwhile there has been one ruling of the appellate division

upholding the Boston group. The Four A's had claimed that all the plaintiffs were not AGVA members. The appellate division ruled against the Four A's, stating, in effect, that that point didn't matter.

It is held likely that the Boston group will try to enjoin the forthcoming AGVA convention, tho AGVA lawyers said they weren't impressed with the charges or with the claims of the Boston faction.

Dick Haymes For Copa Date

NEW YORK, April 22. — Dick Haymes may go into the Copa tarting June 15 if the present negotiations jell. If a deal is made it will be Haymes's first New York cafe date since he last worked at La Martinique from where he left for the Coast to work for 20th Fox.

Deal, now in the talking stage, also included Sani Levenson. The hitch there, however, is latter's reluctance to work three shows a night.

Cohen Circuit Revives Vaude Experimentally

DETROIT, April 22.—A tentative vaudeville revival by the Cohen Thaters Circuit may point the way toward increased use of five attractions in other houses. The Paradise, ace house of the circuit, reopened on a spot basis Friday (14), while the Mayfair, which hasn't had a stagc-show in some 15 years under the present management, brought in T. J. Fowler and his band to headline one day stagershow Sunday (16).

The Mayfair policy is experimental, and will have one to two days of flesh at intervals of about two weeks, until success or failure of the tryout is determined.

At the Paradise, operated as a first-run house with all Negro stagcshows, Buddy Johnson and his orchestra opened Friday (14) as headliners, with Master Field and Timmie Rogers, while Erskine Hawkins comes in the following week. House is then slated to close until May 19, when it will reopen with Louis Jordan for a single week and then close until about Labor Day.

Lack of strong Negro attractions is the reason for the spasmodic policy at the Paradise, which has become irregular in operation.

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NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York
(Tuesday, April 18)
Capacity, 265. Price policy, \$3.44 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba, buyer. Publicity, Luxford-Coplin. Estimated budget current show, \$900. Estimated budget previous show, \$850.

Myrus is the same clever entertainer he's shown himself to be when previously caught. His mind reading act is as smooth as cat's fur; his selling style as glib as an oil stock salesman's. The combo makes for amazed cries from the class trade who thus get a view of the future as seen thru Myrus's eyes and come back for more. But if Myrus has a commercial act, the management might think twice before permitting him to work tables. The Pierre's a class room and table workers and class rooms are like scotch and rye. The two don't mix.

Betty Jane Watson and her husband, Jerry Austen, look good. In fact they look better than their act. Admittedly, opening night found butterflies in their tummies, but their basic idea of using show tunes for duet medlies missed most of the way. Part of it is due to the fact that both overact, oversell and overmug. Working in a theater where actions must necessarily be broad is a lot different than working in a room where the audience is practically in your lap.

Their best was a haunting lullaby, soft and gentle. When they finished it they were ahead. But being eager, they came back to compound their previous errors. Act started with the boy coming out for a booming *Most Unusual Day* with the gal picking it up and coming on for a reprise just as the boy introduced her. Then came a thing based on *Where Is the Life of Late I've Led?*, from *Kiss Me Kate*, that needs plenty of acting but didn't get it. A Gershwin medley based on *Porgy and Bess* came next and the audience became restless. There was some potentially cute chatter thrown in at this point, sort of husband-wife talky-talk, that showed potentials. The team then went into another medley, this one from *South Pacific*, using meaningless bits.

The kids have voices; they look good. What they need is to reroutine material and cut down their big notes. They can prove their voices in one number instead of trying to hit them all the way.

The Stanley Melba band did its customary impeccable backing and dance session job. Incidentally, Melba has a new boy singer, Don Cherry, who's a younger Johnnie Johnston, even to the sunburned bleached hair. His voice, a rich bary, is unusually well developed, tho his breathing's poor. With proper handling the kid could develop into a real singer. **Bill Smith.**

Tic-Toc, Milwaukee
(Monday, April 17)
Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa. Booking, Phil Tyrrell. Publicity, Armin Weinberger. Estimated budget, this show, \$1,250. Estimated budget last show, \$1,250.

The current show is a substitute line-up for acts that bowed out at the last minute due to illness.

Lowe, Hite and Stanley, standard act, plus Wallace and Carroll, fem song and comedy act, offer a show that sells but lacks roundness. The bill could have used an emcee or single comic to good advantage.

The opening bit for Lowe, Hite and Stanley was their stand-by intro knockabout with ringsiders impressed by a close-up of Hite's skyline frame and Stanley's tiny cuteness. Their military march farce number garnered a fair hand from the rather slim Monday night crowd, while their closing act, a record panto to Cow-Cow Boogie, featuring little Stanley

Five O'Clock Club, Miami Beach, Fla
(Thursday, April 20)
Capacity, 200. Price policy, \$3.50 minimum. Shows 9:00 and 12:30. Owner, Ned Schuyler; manager, Jack Casey; publicity, Les Simmonds. Booking policy, non-exclusive. Estimated budget \$5,000.

Midseason crowds greeted Gracie Barrie at both shows opening night and so reluctant were they in leaving after the first show, that the second couldn't get under way until 1:30.

Gorgeously gowned, perfectly poised and in excellent voice, her entrance set off a storm of applause which kept mounting thruout. Opening with *The New Look*, she followed thru with *My Darling, My Darling*, and *The Galitziana Rhumba* to a great hand. Encored with *The Anatomy Award* and *A Sunday Kind of Love*. Her perfect timing shows the years of experience that has made her the polished performer she is today.

Ray Gilbert and Sid Miller, playing their second engagement are something on the Martin and Lewis style with enough individuality to succeed on their own without any derogatory comparison. Both boys have a raft of talent and employ it well, sometimes too well. Gilbert will be remembered as the composer of *You Belong to My Heart*, *Baba*, *Quanta La Gusto*, and a host of others. Miller will be recalled as the comic in *Boy's Town* and other pixs. Their Zulu chieftain bit might well be eliminated and their duetting, with Miller at the piano, increased to bring out the right talent with which both boys are endowed with more telling effect. Imitations of Crosby, Cagney, Hepburn and Barry Fitzgerald by Miller were classics. Boys are the perfect foils for each other, and on this, their second engagement together, evidence that they have what it takes to go a long way. Stan Fisher, harmonica player has been held over.

Frank Linale's ork cut the show in a smooth and skillful style. **Art Green.**

Mocambo, Hollywood
(Wednesday, April 19)

Capacity, 220. Shows at 9:30 and 12. Price policy, \$1 cover. Owner-operator, Charles Morrison. Press, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$3,500.

Combined talents of songstress Monica Lewis and Wally Cox, comic, fail to total a strong show. Miss Lewis, holding the eye more than the ear, breezes thru a brace of carefully coached tunes. Tho pleasant, her work fails to distinguish her from countless others.

Cox shows promise in the laugh field, but lacks the polish for a class spot. Uses his slight build and book-wormish appearance to good advantage. Some of his material is clever and he possesses a good sense of timing, capitalizing on dry wit and Burrows-styled satire. He needs considerable tightening of material and hypod pace.

Roger Spiker's band sets the dance beats with the Latin-aires providing South-of-the-border tempi. **Lee Zhitto.**

mouthed the low bass vocal parts, was the high point of their work and rated a genuine mitt for their bow-off.

Comic Team Clicks
Wallace and Carroll registered well. Wallace a striking blonde, nicely wardrobe got the ogles and Carroll, brunette comic, the laughs with her mugging and versatile mimicry.

Smiling Johnny Davis, a fixture on the band stand here for many years, and his boys do an excellent show-cutting job. Martha Artis, new lull singer, does pleasing work. **Benn Oilman.**

Minnesota Terrace, Hotel Nicollet, Minneapolis
(Thursday, April 20)

Capacity 450. Shows at 8:30 and 11:30. Price policy \$1 cover; no minimum. Management, Neal R. Measick, president; James Hickman, room manager. Ella Jean Rist, publicity. Estimated budget this show, \$4,500. Estimated budget last show, \$2,100.

Lou Holtz brought Sam Lapidus to town sporting a new hillbilly and Mexican accent. The comic hasn't lost any of his old mannerisms, entertainment know-how and certainly none of his jokes. Old tho they are, they still brought bellylaughs from nearly a full house on this opening night of his two weeker. Holtz was on for 45 minutes and finally had to beg off with the explanation that any further joke telling would only ruin his late show from which he would have to borrow. Lapidus stories, of course, are Holtz's top offerings, but he intersperses well with straight no-accent laughers, a couple of hillbilly gags and a Mex chuckler that's a honey. His three song specialties, while a little on the blue side, aren't sufficiently off to offend.

Show openers are D'Angelo and Anna, a dance team which does some Dixieland. Boy's attempt at comedy patter between numbers is fair. Cecil Gully's nine-piece ork cut the show well and handled dance music. Mildred Stanley, ork canary, is okay. **Jack Weinberg.**

Birdland, New York
(Thursday, April 20)

Capacity, 200. Price policy, admission, 98 cents plus \$1.00-\$2 minimum. Operator, Jan Howard. Shows at 9:30, 11:30, 1:30, 2:30. Estimated budget current show, \$1,800.

Dana Leslie, new girl singer in the spot, is a very pretty blond who has collected fancy publicity hailing her in laudable terms. On night caught the ringsiders almost split their palms tho the back rows and the bull pen were visibly less enthusiastic. Miss Leslie is a stylist, perhaps even more so than any other note bender recently caught. Outside of her opening eight any similarity between such standards as *Old Man River* and her interpretation are practically non-existent. She maintained the same pattern on *Blues in the Night* and *I Said My Pajamas* to the bewildered mystification of many and the enthusiastic applause of her friends. On looks alone, Miss Leslie might make it, tho her style must of necessity limit her to the few rooms that use such singers. Gal works with her own trio.

The most commercial thing here is a vocal duet by Hot Lips Page and Jayne Mickens. Pair do a hilarious girl-boy number with Page in particular doing a stand-out job.

The rest of the show consists of hot band sessions by the Hot Lips Page band, with Steve Guest combo for the relief jobs. **Bill Smith.**

The Langs

Dazzling THRILL-A-BATRICKS HOME SHOW
DULUTH, MINNESOTA
APRIL 18-23
PERS. REP.
MILES INGALLS
Hotel Astor New York

Flame Room, Radisson Hotel, Minneapolis

(Monday, April 17)

Capacity, 135. Price policy, no cover or minimum. Shows at 8:15 and 11:30. Hotel company president, Tom Moore. Room manager, Harvey McKelley, publicity, Jerry Conway. Estimated budget this show \$1,750. Estimated budget last show \$750.

Mindy Carson, the radio-platter thrush, has set this town on its ear with her special song-styling. The Carson gal is all and more that she's been cracked up to be. Flame Room audiences are being taken by pleasant surprise every time this demure gal, extremely well costumed, takes the spotlight. She holds an audience right in the palm of her hand and when she's thru they all ask the same question: How come she isn't in a Broadway show?

Carson's mood music has an excellent change of pace with lighter tunes coming at the right time to give that cute smile of hers a chance to break out. She ran thru a series of *Just One of Those Things*, *I Can Dream, Can't I?*, *The September Song*, *Take It Easy*, *All the Things You Are*, *Candy and Cake*, *Mad About the Boy* and *Sometimes I'm Happy*. With a definite show-stop on her hands as the mitting grew louder, she came back with *Can't Help Lovin' That Man of Mine*. Andy Ankers backed her at the piano.

The six-piece Bob Cross ork which plays for dinner and dancing does all right cutting the show. The unit is made up of three sax-clary, one horn, piano, drums and the leader on violin. Jack Weinberg.

Blackhawk, Chicago

(Wednesday, April 19)

Capacity, 350. Price policy, \$2.50 cover charge. Shows at 8:30 and 11:30 weekdays, 8:30, 11:30 and 1:30 Saturdays. Operator, Don Roth. Producer and choreographer, Tommy Morton. Estimated budget last show, \$2,600. Estimated budget this show, \$4,000.

Current trend toward producing miniature legit musicals in niteries hits a peak with *The Roaring '20's*, as presented here by nine actors from past Broadway stage hits.

Show's format is a series of vignettes, replete with burlesques of the costumes, vernacular and major incidents of the chaotic period. Little factors like a silk print background box, out of which half-moon backdrops are pulled by the cast, make the show a smoothie. Best numbers are a walkathon routine and a series of impresoes of the era's top showbiz names. Music scoring by Clare Grundman, with costumes by Don E. Bolen are good.

Comics Jessie Elliott and Bobo Lewis and Bobby Barry rated the biggest mits. All possess sufficient ability to do their own routines in regular nitery biz. Producer Tommy Morton does the rags-to-riches main character. Handsome Ray Hyson plays the playboy, utilizes a fine voice, but lacks-acting ability Lynn Joelson, sultry brunette, is the right choice for the vamp role. Mimi Kelly has a weak part, getting only a minor chance to display a terrific set of pipes. Gal could use the advice of a make-up expert for added glamour. Ray Arnett spices the song parade well with excellent ballet tapping. Show won the biggest yocks and best mitting afforded anything in this Loop bistro in years. Roth intends to drop this type of show July 8, for the summer, with Blue Barron's ork first in. Johnny Sippel.

Ciro's, Hollywood

(Wednesday, April 19)

Capacity, 450. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoover. Press, James Byron. Estimated budget last show, \$3,800. Estimated budget this show, \$6,500.

Hover is in clover again and little wonder. He's got Dean Martin and Jerry Lewis and they're delivering the healthiest biz seen here in some time. They've added new sock routines to last year's laugh-proven material and the result is terrific. Hardly a minute passes that the room doesn't rock with laughter. Top yock pullers include their be-bop routine with Lewis, at his zaniest, as the jive hound, and the punch-drunk fighter bit in which Lewis becomes the punchy, tongue-twisted, ex-pug. Patrons' sides ached from laughing at the latter.

A winning holdover is the *Shine On Harvest Moon* community sing with Capitol Records' Margaret Whiting and Jo Stafford among the ringside celeb mike participants. Boys' impersonations include a terrific take-off on Crosby and Fitzgerald in the *Irish Lullaby* scene from *Going My Way*.

Pair is at its funniest in ad libs and general clowning. With an assist from Dick Stable's ork, Lewis creates bedlam while Martin attempts a vocal solo. (Martin's pipes, incidentally, are smooth as ever.) Show opens with acro-dancer Crystal White's high kicking routines. Tho pinched for stage space, she easily overcomes the handicap to give show a good warm-up.

Dick Stable's ork expertly backs the performers and is on hand for dance music. Lee Zhitto.

St. Louis "400" To Reopen

ST. LOUIS, April 22.—The 400 Club, well known and finest club in this section, shuttered since New Year's, was sold to the Sun Amusement Company, Sam Nieberg, president. The building will be remodeled and made into a 1,500-seat motion picture theater.

In On a Pass

Mr. Bill Smith, Would-be Reporter, The Billboard, New York:

As regular Palace Theater goers and Billboard readers, especially of those items signed by Bill Smith, and after reading the last report on the Palace show, we came to the conclusion, that this Bill Smith, should be a toilet cleaner and not vaudeville reporter, especially for a paper like *The Billboard*. A Group of Standard Acts.

Newport Glenn Sold for 85G; Out as Nitery

NEWPORT, Ky., April 22.—Sale of the Glenn Hotel which houses Glenn Rendezvous long one of the leading niteries in the Cincinnati area, for a reported \$85,000 was announced Monday (17). New owner is the Monroe Corporation, a Delaware company which is said to be composed of several local residents. The new owners plan to lease the building to a large mall order firm.

The seller was the Rendezvous Corporation, of which Mike A. Levinson was listed as president and Arthur Dennert, secretary-treasurer. Levinson and Dennert also hold interests in Newport's Flamingo Club. The firm purchased the property two years ago from Pete Schmidt former operator of Beverly Hills Country Club here, for a reported \$180,000.

Enforcement of a 2 a.m. closing law in Newport caused the Glenn to close April 7 and is causing much concern to other operators in the area.

Agents Flocking To P. M. Field

(Continued from page 43)

agers. It is argued that, as managers do not operate under franchises, AGVA cannot move in. Others say that AGVA can enter the picture by virtue of its control over its own members, using a plan similar to that in operation in the American Federation of Musicians (AFM), which franchisees managers, limiting them to 5 per cent.

In any event a number of agents with well-rounded lists have decided not to renew their franchises with any of the talent unions, and will switch to personal management instead.

The Artists' Representatives Association (ARA), probably the largest agents' org in the country, denied that it was losing members. It claimed that its roster has increased. It didn't say, however, how many of its old-line members have either indicated they wouldn't renew or were in arrears and would be dropped.

Jack Katz, lawyer for ARA, disagreed with the arguments in favor of personal management as against the benefits held by franchised agents. Under an exclusive agency contract that may run for three years with options, an agent has term protection given him both by ARA and AGVA. Under this contract, an agent can also proceed to collect commissions.

If the agent gives up this protection he'll have to go to the courts for protection. Katz pointed out. Law-suits involving personal management contracts are so involved that some take years to settle, and even then the manager will have a tough time to prove his case, Katz said. "Any agent who gives up his franchise and goes into personal management isn't thinking," said Katz.

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Senator Theater, Pittsburgh
(Thursday, April 20)

Capacity, 1,800. Price policy, 35 to 90 cents. Four shows daily; five Saturdays. House band, Johnny Marino. Booker, Anton Cibilla.

This bill shows true vaude for the first time since the house opened with a stage policy three weeks ago. Topped by Gus Van, bill has the Palace format. Outside of opening-show lighting and p.a. difficulties, presentation moves along evenly, with Van as emcee and holding down the star spot. He mixes his nostalgia expertly with some modern, special arrangements and exits a big winner. The Ruton canines do the standard dog turn and worked to fair returns but act is a little too slow to open the show. Kay Marshall, chirp, followed and had difficulty warming them up but won them completely on the third tune and got a big mitt on her encore.

Chester Fredericks got the show moving at its fastest pace with his comely partner, Bobby, and was the only act that had to beg off. His dance bits were superb. Slim Timblin (See Senator Theater on opp. page)

VAUDEVILLE REVIEWS

Orpheum, Los Angeles

(Wednesday, April 19)

Capacity, 2,200. Prices, 50, 65, 95 cents. Four shows daily. House booker, Bill McElwain. Shows played by Rene Williams' house ork.

Current bill hits on all eight. Wally Blair opens strong with tricky juggling on a unicycle, followed by Edith Clifford's specialized chuckle-spurring songs. Adolph and Clara Del Bosque put their Arabian horse, Sernado II, thru sock dancing and bell-ringing paces. Reggie Rymal does some unusual things with a paddle ball for a refreshing novelty act.

Cedric and Algy toss British gags into their acro act to pull yocks and palms. Neal Stanley's impressions of screen celebs are clever, but lad should trim off-color material for his vaude audiences. Berk and Hallow's trim tap routines are fast and smart. Lomas, Capen and King, in the closing slot, knock 'em out with zany song and dance routines. Pic, Killer Shark. Lee Zhitto.

Paramount, Los Angeles

(Monday, April 17)

Capacity, 3,387. Prices, 40, 50, 80 cents. Four shows daily. House booker-producer, Russ Stapleton for Fanchon and Marco. Show played by Rube Wolf house ork.

Paramount's revived stage presentation policy hits solidly with a smoothly integrated, varied and pleasing bill. From the Fanchonettes (20) opening number thru their final precision routine the show is top family fare.

Opening turn is well built as the line enters thru the audience to *Easter Parade*, warbled by Ronnie Gibson. The ballroom team of Rodriguez and Phyllis proved a crowd pleaser. Their best work is in the Latin field, with exciting lifts and spins climaxing the duo's three numbers. They earned a heavy mitt.

Frontier Rube Wolf, doubling as emcee, intros a bit of band-nonsense which serves as a setting for comedy fiddler Bobby Gilbert. Working as a member of the on-stage ork, Gilbert wows the audience with his "talking violin" bit, well integrated with horseplay and gags. Miss Gibson follows with a torchy ballad on the rights of the common man.

The Charleston number by the Fanchonettes, assisted by Wolf and hefty gal Lou Leonard (who does the dance with pint-sized Wolf as a reluctant partner), is well executed. Rodriguez and Phyllis then return to display the correct way to Charleston.

Comic Frank Marlowe takes over the remainder of the show and virtually knocks himself out. A new face hercabouts, he proved an instant fave. For his opening bit he falls head first into the ork pit and thereafter goes on an all-cut attempt to knock himself cold. His baseball routine scores solidly, as does patter and byplay with the ork. A hard worker, his style and delivery is closest to Red Skelton's. His work netted him many a yock and a beg off.

Wolf's ork does a smooth backing job, while the frontier proves to be an excellent emcee. Pic, *Riding High*. Alan Fischler.

Oriental, Chicago

(Thursday, April 20)

Capacity, 3,300. Price policy, 50 to 98 cents daily. Four shows daily, five on week-ends. House booker, Charley Hogan. Show played by Lou Madell's house band.

Current show proves that the house doesn't need a headliner to provide an hour's solid entertainment. Biggest mitt getters were Bill Farrell and the Nov-Elites. Farrell was in from the first note. *Hands on You've Changed* and *It Isn't Fair* were as good as those accorded must vet name crooners locally. His youthful effervescence makes him a seller on personals.

The Nov-Elites, except for a flag-waving *Twelfth Street Rag* opener, have shoved their music into the background to their comedy. Humor is blustery but packs a huge punch. A parody on a *Lone Ranger* video stanza and a hillbilly show pulled yocks all the way.

Betty and Jean Kean went well, but at times the gals are a bit too subtle for this square crowd. In addition to their fine standard comedy stuff, they've worked out a sock encore, in which Jean does a terrific *Louella Parsons*, while Betty, as a French import actress, is the foil.

The Roulettes, two guys and a gal, skip the oft-seen two man handling of the gal to concentrate on tricks with only one male whirling the gal. Makes the act look far more difficult and gets better attention. Marty Hogan, local free-lance d.j., did a good emcee job. House band gave a fair rendition of *The Hot Canary*. Johnny Sippel.

Palace, New York

(Thursday, April 20)

Capacity, 1,700. Price range, 30 cents-\$1.20. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bemis. Show played by Don Albert's house band.

This week's bill is pleasant; it runs smoothly and gets the desired results which is in itself a feat because the entire eight acts weren't set until late Wednesday night, (19). There were some conflicts here and there, but the audience ate it up.

The show opened with Paul Wink and Edna Mae in a novel dance act. The gal does semi-ballet, while the boy does sharp clean taps behind her. The two good looking, well-dressed people made an excellent impression, going off to big hands.

Bob Douglas, tall, well-built blond bary, started nervously with *What Is This Thing Called Love?*; but by the time he finished his last number, *Stan' Up and Fight* from Carmen Jones, he was in by a mile. Larry and Trudie Leung, seemingly conflicted with the pervious two acts. The boy sang and later both danced. In between, however, they used comedy bits and take-offs the customers apparently liked, finishing to good applause.

Volunteer Yocks

Ladd-Lyon's standard hand-balancing act with the "surprise audience participation twist moved along in good style. The "volunteer's" bits got laughs and juicy mitting. Joseph Termini came on in a flat derby, tails and a fiddle for panto bits that got giggles. The tall thin guy's pliable face is made to order for comedy mugging which he did effectively. His vari-stringed instrumental routines, plus a breakaway fiddle end brought some real yocks.

Roberto and Alicia, almost a standard hotel flamenco team, have added a more popular routine to their customary castanet-and-heel-click act. For their finish they did a rumba J-bug for a fast walk-off.

The Gaudsmith Brothers were easily the hit of the bill. Their standard tom-foolery with the two dogs just about fractured the audience. The Four Skating Macks (three girls; one boy) finished the bill with their flash roller skating routines. The double swivel spin was particularly well received.

Pic, *Guilty Bystander*. Bill Smith.

Olympia, Miami

(Wednesday, April 19)

Capacity, 2,200. Price policy, 62 cents-\$1.18. Four shows daily. House booker, Harry Levine. Show cut by Les Rondes' house ork.

Current show is one of the best seen here in along time. Three Ivanovs started with fast trapeze act, which would have stopped the show in a later spot. Maureen Cannon, a looker with a musical comedy voice and song-selling ability, got off to solid applause.

Cliff Edwards, star of the bill followed and had the house with him all the way. Opened with *Singin' in the Rain* and followed with *Paddin' Madeline Home*, *Fascinatin' Rhythm* and *When You Wish Upon a Star* which he did in Disney's *Pinnocchio* and had to beg off. Don Rice, who emceed, held down the comedy spot and was rewarded with real yocks. His trombone and prop telephone bits had the house howling, and his imitations of the late Will Rogers, John D. Sr., and FDR sent him away to real mitting. Dolinoffs and the Raya Sisters, black magic act, closed the show.

Pic, *Young Man With a Horn*. Art Green.



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Our challenge, as published in *Billboard*, Nov. 26, 1949, still stands.

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Variety, Wednesday, April 19, 1950

Three juggling jewels, femmes, provide lively opener with their slick club and hoop juggling, with closing number, wherein they manipulate luminous-treated hoops, providing a colorful finale. Gals make nice appearance and routines are worked out well.

New York Post, Sunday April 16, 1950

The Three Juggling Jewels, Gladys Tucker, Denise Wathon and Nellie Markow, open the bill with a neatly integrated juggling routine, which they execute with a skillful exhibition of split-second timing.

N. Y. Daily Mirror, Friday, April 14, 1950

A quick start comes with clever manipulations and variations by the Three Juggling Jewels using Indian clubs, etc.

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Magie

By Bill Sachs

AL SHARPE is back in the States after a year in Europe, Arabia, North Africa and India and is at present visiting friends in Springfield, Mass. He recently played Saudi Arabia for Arabian-American Oil Company (Standard Oil), doing four shows there. From Saudi Arabia he hopped to Casablanca, Algiers, Portugal and Bermuda, from whence he flew to the States. . . . **Arthur Schalek**, our faithful Montreal correspondent on things magical, writes: "Read recently in your column where **George Buchanan** was inquiring as to whether **Joe Kara** was related to the **Great Paul Kara**. I spoke with **Joe** about it the other day and he says he was not related to the **Great Kara**, alho he knew him well. **Joe** says that the **Great Paul Kara** died some years ago. As to **Joe Kara**, he has again signed with the **Lynch Shows** to tour the Canadian maritime provinces opening May 1 at **Halifax, N.S.** . . . **Karland the Magician** (Dr. C. S. **Karland Frischkorn**) has purchased from **George LaFollette** (**Rush Ling Toy**) the large illusions formerly featured by the latter in the major vaude houses. This gives **Karland** a total of 56 illusions, most of which he will feature with his **Three-Ring Magic Circus**. Additional mystery was added to the **Karland-LaFollette** deal when the man who **Karland** had sent to pick up the illusions disappeared in a puff of smoke with **Karland's** truck. As this was written he had not reappeared. . . . **Joseph Mercedes**, who with **Mrs. Mercedes** (**Mlle. Stantone**) toured the major vaude houses for many years with one of the best mental turns ever to hit the boards, has been commissioned by a group of Wisconsin civic leaders and resort operators to produce a colored motion picture, "This Is Wisconsin," expounding upon the State's many virtues as a recreation and vacation land. The movie, now in production, will be shown in all parts of the country by **Mercedes**, who for a number of years has been executive director of the Wisconsin Tourist Bureau. He recently completed a tour of 10 Midwestern States in which he promoted and exploited Wisconsin and carried to the governors and citizens of the various States the personal greetings of Wisconsin's Governor **Oscar Rennebohm**.

LUCILLE AND EDDIE ROBERTS, current at the **Shelburne Hotel**, New York, until May 11, wax enthusiastically via their **Corona** over the reception accorded them by **Chi magi** during their recent engagement at the **Edgewater Beach Hotel** in the **Windy City**. "When fellow members of our profession go out of their way to be helpful, co-operative and real hosts," they write, "we feel that mention of appreciation should be made. It is a privilege to know such people as **Chicago** brings together at the **Round Table**, folks like **Doray**, **LePaul**, **Allerton**, **Schoke**, among the many more, who will make the forthcoming combined **International Brotherhood of Magicians** (**IBM**) and **Society of American Magicians** (**SAM**) convention in **Chicago** the greatest ever. **Chicago** should be proud to have such gracious people and excellent performers, too, as **King** and **Zorita**, whom we have admired for many years;

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AGVA Sets Up Edicts to OGTA

NEW YORK, April 22.—The Ohio Guild of Theatrical Agents (OGTA) has been notified by the American Guild of Variety Artists (AGVA) that as franchises of OGTA members expire they will not be renewed unless they meet all of AGVA's regulations and pay \$50 each.

Henry Dunn, AGVA topper, said that in the past members of OGTA have paid \$21 a year for franchise coming in thru the parent body. "In the future all that will be changed," he said.

The most prominent member of OGTA is the **Frank Sennes** office, which is a member of the **Artists Representatives' Association** (ARA), national agents' org with headquarters in New York. **Dunn** pointed out that should the OGTA object to AGVA's rules, it, and its members will be placed on the unfair list. "This means that **Sennes** will leave it, and without **Sennes** the whole thing will fall apart," he said.

Day Seeks Exit From Col Pact

HOLLYWOOD, April 22.—Century Artists' **Marty Melcher**, rep of **Doris Day**, wants out from **thrus's** Columbia Records contract. **Melcher** seeks to break the **Day** pact which has two years to run and resell the **Day** pipings to another label. Offers from **Capitol**, **RCA Victor** and **Mercury** have been made during past several months, according to a reliable source.

Melcher pitched for a better deal on choice of tunes plus more active promotion of all **Day** records.

H'WOOD MUSICKERS

(Continued from page 4)

an additional \$397,103 spent on taped shows during 1949 as compared to \$122,153 in 1948. Locally, networks and indies spent a total of \$1,126,760 in 1948 for staff and sustaining work whereas the 1949 total went up to \$1,250,851. Local commercials in 1949 accounted for \$145,100 as compared to \$159,383 during the previous year.

Television, which in 1948 totaled a mere \$19,000, zoomed to \$123,349 during the past year. Generally, **AFM** toppers viewed 1950 optimistically, declaring that radio employment is still at a fairly high level while tele work continues to shoot upward.

SENATOR THEATER

(Continued from opp page)

followed and got a lot of yocks with his telephone book and dialect material. The house roared thruout the act. The **Liphm Trio**, a smooth hand-balancing team, on next to closing, got appreciative mitts thruout their turn.

Johnny Marino's band does a great job in cutting the show.

Pic, Father Is a Bachelor.
Len Litman.

also **Mardoni** and **Louise**, a new-comer, **Bill Baird**, and wife. All the above helped make our engagement in **Chicago** a memorable one. . . . **Bobby Rebell**, who has been showing his magic in and around **Pittsburgh** for some time, is slated to depart soon for **New Orleans**.

Grock, the clown, with **Marianne**, puppets and magic, have been working the better banquets and private clubs in the **Smoko City** sector.

Bill Bishop an' Ann, who began a 10-day stand at **Club Charles**, **Baltimore**, April 24, follow that with the 5 o'Clock, **Miami**, for two weeks with options. . . . **Lee Richards** has discontinued his "Visit to Spooksville" fright show to work as a single thru **Eastern Pennsylvania** under a personal manager. He plans to join a well-known spooker around **June 1**.

Burlesque

By UNO

ANNE MARSH returned April 27 for two weeks to the **Palace**, **Buffalo**, from where she graduated via the dance line last season to become a principal on the **Hirst Circuit**. While in **New York** recently she filed routines of her **Scotch kilt** and **bird cage** novelty strips with **The Billboard's** **Material Protection Bureau**. . . . **Lili St. Cyr**, **Dolly Dawson**, **Loney Lewis** and **Bozo Snyder** have joined **Jack Mann**, **Dick Dana** and **Harry Conley** for rehearsals in **Mike Todd's** "Peep Show," making nine players from burly selected for the new **Broadway** musical. . . . **Renee LaRue**, booked thru **Lou Miller** and **Ross Lavore**, was the feature the last two weeks at the **Roxy**, **Cleveland**. Week of April 28 **Renee** moves into the **Colony Club**, **Dallas**, thru **Valore** and **Marty Whyte**. . . . **Grand**, **St. Louis**, which shuttered three weeks ago due to poor biz, re-opened April 13 with **Renee Andre**, feature; **Benny Moore** and **Bert Carr**, comics; **Al Baker**, straight; **Marcella** and **Wilma Hayden**, strips; **Bob Manuer**, house singer, and 16 girls captained by **Jean Wunder**. House staff includes **Dick Zeisler**, manager; **Ralph Lia**, treasurer; **Judge Reidelberger**, ork leader, and **Manny Roan**. . . . **Joey Faye**, now starring on his own **CBS-TV** show, was selected **Comedian-of-the-Week** at the **Gag-writers' Association** luncheon held at **Trader Tom's** eatery, **New York**, April 20.

MICKEY OWEN'S'S "Girls From Happyland," with **Irving Selig**, **Morris Lloyd**, **Eleanor Marie**, **Joan Davis**, **Denise Mavily**, **Miriam Love**, **Ann Scott** and **Jimmie Valentine's** ork, opened April 13 at the **Famous Door**, **Manhattan**. Other **Owens** bookings include **Marie Reynolds**, **Nadine Ames** and **Ruliana** for **Sam Harris's** **Club Terminal**, **Easton, Pa.**; **Dan Healey** and **Helen Kane** to follow **Fifi D'Orsay** into **Greenwich Village Inn**, **New York**, opening April 27; **Eddie Chester**, **Marie Allen**, **Jean Lollie**, **Mona Barry** and **Jan Dura's** ork, **Club 78**, **New York**, and **Lena Landi**, **Orchid Room**, **New York**. . . . **Josephine Day**, strip, and **Ray Kolb**, comic, have opened at **Club Atwood**, and **Ralph Clifford**, vocalist, at the **Mexican Hat**, both **Boston** spots, thru **Ben Goldman**. . . . **Blaze Fury** began a three-weeker April 17 at the **Casino**, **Boston**, to be followed by two weeks at **Club Manhattan**, **Providence**; a week starting May 21 at the **Hudson**, **Union City, N. J.**, week beginning June 2 at the **Empire**, **Newark**.

Negro Acts Get Good Play From Coast Niteries

HOLLYWOOD, April 22.—Contrary to conditions in **New York**, **Negro** talent is enjoying top biz here. Particularly outstanding is the overnight growth of **Eddie De Sure's** **Oasis** into a boom bistro. **De Sure** formerly catered his talent policy to the campus trade, hoping to cash in on his proximity to the **University of Southern California**. When he discovered the beer and coke trade profits were slimming, **De Sure** decided to draw from the surrounding **Negro** neighborhood and switched to a mixed policy—mixed in talent, patronage and help. His biz quickly climbed.

De Sure wanted top names but shrank from their big-dollar demands. **Sloate-Dale Agency**, **Coast** reps for the cream of the **Negro** talent crop thru participating deals with **Eastern** agencies, assisted **De Sure** in evolving a plan that keeps the op off the budget hook yet delivers hefty coin to talent. **De Sure** added a \$1.50 door charge, offered top talent a \$1,500 weekly guarantee plus 50 per cent of the admissions.

Set-up gives names a fair guarantee but leaves it to their own drawing power in getting more loot. To date, plan has proved successful for both op and talent. **De Sure** has more than made his guarantees from his split of the admissions, with food and drink profits remaining clear gravy. Talent too has reaped a hefty harvest. As an example, **Sarah Vaughan** walked out with a \$2,800 per week average for her three-week stand. **Billy Eckstine**, during a one-week stand, drew 4,587 patrons. Spot grossed \$6,284 from admissions, of which **Eckstine** got half plus a \$2,000 guarantee. **De Sure's** half of the door charges more than covered the guarantee.

When talent is not in the top-name bracket, **De Sure** drops his door charge to 50 cents. Idea is to keep patrons in the habit of expecting to pay an admission. Spot's future bookings include **Ella Fitzgerald**, April 28; the **Ravens**, May 12; **June Christy**, May 26; **Dinah Washington**, June 9; **Billie Holiday**, June 23; **Pearl Bailey**, July 7; **George Shearing**, July 21; **King Cole Trio**, August 5.

Sloate-Dale inaugurated the split admission plus \$1,500 guarantee policy at **San Francisco's** **Siro's**. **Sarah Vaughn**, in a 10-day stand at the **Bay City** spot, walked out with \$4,198.

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Theater Sets Annual Hour To Its Own for Seventh Time

(Continued from page 4)

Judges. Everyone working in or for the theater from producers to stagehands has a vote, and the annual accolades can be called the awards of the theater to its own in the truest and broadest sense. Each year The Billboard distributes from 7,500 to 10,000 eligibility lists and ballots. The lists comprise the credits and casts of every Broadway production for

the previous year, and any included play, actor or technician, falling within the scope of the categories, is a candidate for honors.

The lists are now being compiled and, together with the ballots, should be ready for distribution the latter part of May. Allowing the usual time for voting and tabulation, the winners of the 1949-'50 keys and scrolls will be announced early in July.

Since the committee wishes everybody to have an opportunity to file a ballot, it is urged that all who wish to vote and who will not be actively working on Broadway during next month return the coupon printed on these pages. It will insure the receipt of an eligibility list and ballot.

Dallas Theater '50 Repertory Festival

DALLAS, April 22.—Margo Jones's Theater '50 starts a six-week repertory festival Monday (24), with five of eight productions given this season due for repeats.

Included will be Shaw's *Heartbreak House*, for seven performances; *Romeo and Juliet*, for 10; *My Granny Van*, by George Sessions Perry and Loren Disney, for 12; Muriel Roy Bolton's *The Golden Porcupine*, for 6, and the *Southern Exposure*, by Owen Crump, for 13.

The new Crump play set the season's first-week record, beating by a small sum the first-week gross of *Heartbreak House*, opening production. *My Granny Van*, however, a regional play, set an all-time Theater '50 record for an early sellout of the entire run.

Broadway Review

THE SCAPEGOAT (Opened Wednesday, April 19) PRESIDENT THEATER

A fantasy by John P. Matthews, based on Franz Kafka's novel, "The Trial." Staged by Erwin Piscator. Sets supervised by H. A. Condit. Costumes by Don Finlayson. Lighting by Hans Sondheimer. Production manager, Norman Howard. Stage manager, Everett Chambers. Presented by Erwin Piscator and the Dramatic Workshop.

Joseph K. Scott Hale
Kasnovy George Smith
Miller Louis Cosor
Schmidt Gregory Cahn
Elsa Burattner Elaine Flester
Trudi Telson Madeleine Sherwood
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First Warder Art Cohen
Second Warder Metro Wells
The Inspector Douglas C. Duclow
The Judge Donald Miele
The Inquisitor Jennings Heris
The Preceptor Alex Osens
Morell Arthur Sanders
The Whipper Steve Gravers
The Priest Richard Bull
Third Warder Donald Perat
Executioners Stanislaus Bakis, William Guhl
Spectators S. Chalpa, N. Redman, P. Sisto,
E. Mann, O. Cahn, N. Guzarra, M. Schwartz

Three years ago Jean-Louis Barrault teamed with Andre Gide to make a play of Franz Kafka's novel, *The Trial*. Barrault produced it under the title of *Le Procès* at the Theater Marigny in Paris, with himself in the triple-threat assignment of co-author, director and star. From all accounts it was quite a sensation. Now Erwin Piscator and the Dramatic Workshop present an English adaptation of the Kafka opus by John P. Matthews, titled *The Scapegoat*.

Frankly, to a reporter, who has not read *The Trial*, matters at the little President Theater brew more than considerable confusion. Apparently, Kafka was concerned with a philosophical fantasy about a bank clerk who wakes up one morning to find himself accused of something or other. The result of a kaleidoscopic plot stems from his efforts to find out what he is accused of and by whom. What results—insofar as the Matthews treatment is concerned—is a grim and sordid, Alice-in-Wonderland design which leaves a beholder about as frustrated as the hero. It (See *THE SCAPEGOAT*, opp. page)

Actress Sues for 250G

NEW YORK, April 22.—John J. Wildberg and Benjamin Kutcher, producers, faced a \$250,000 damage suit in U. S. District Court this week, brought by actress Janice Kingslow. Miss Kingslow charges the producers with using her name and picture without her consent to publicize their production of *Anna Lucasta* in several cities in the South last fall after she had left the company.

She claims that this was a violation of her rights of privacy, unfair competition, and, since she alleges those performances received several unfavorable reviews, damaging to her reputation.

Sides and Asides

"South Pacific" Heads West

The long heralded westward trek of a national company of "South Pacific" got under way April 21 when three Pullman and three baggage cars pulled out of New York's Grand Central Station for a two-week Cleveland stand. The company of 75 features Janet Blair, Richard Eastman and Diosa Costello. Also in the cast are Ray Walston, Robert Emmet Keane, Alan Baxter, Bob Held and Norma Calderon. Franz Allers has the baton assignment and Tom Turner is stage manager. The troupe will play Kansas City, Los Angeles, San Francisco, Denver, Des Moines, St. Louis and Dallas before settling down in Chicago.

Wing Honors New Officers

The American Theater Wing threw a cocktail party in honor of its new prexy, Helen Hayes, at the Hotel Astor, Friday (21). Aside from Miss Hayes, who said that her first new rule as president was that the president would never be required to make a speech, new members of the Wing's board of governors who expressed themselves at greater or lesser length were Danton Walker, Henry Dunn, Anthony Farrell, Leland Hayward, Richard Rodgers and Louis Simon.

Jeffreys and Andes to N. Y. "Kate"

Anne Jeffreys and Keith Andes will come east after May 20, when the National Company of *Kiss Me, Kate* closes in Chicago, to take over the leads in the Stem troupe, when Patricia Morrison and Alfred Drake retire June 5. Francis McCann and Bob Wright step into the vacated Jeffreys and Andes slots, when the road company opens a three-week stand in Detroit May 22. The local troupe of "Kate" skeds to move down from the Century to the Shubert Theater July 31. The Shubert will be dark for two months after the departure of the Lunts early in June to allow for the installation of additional seats and a conversion of the air-conditioning system under water shortage rulings.

"Caesar and Cleo" May Pull Down the Shade

A sharp dip in Monday (17) receipts caused the Aldrich-Myers-Fleischmann producing combo to put up the shuttering notice for "Caesar and Cleopatra" backstage at the National Theater as of Saturday (29). The show revival was scheduled for a summer recess as of June 3. So far the step can be regarded as a precautionary measure, according to a backstage source. Business has been definitely bad. However, half the production nut has been recouped and there is still a substantial advance in the till. If business picks up via the closing notice the run may well be extended.

Interplayers Sked "Beggar's Opera"

The Interplayers will start a second summer season in their Little Carnegie Hall Theater June 20 with a revival of "The Beggar's Opera." The John Gay opus will be staged in its original pattern, both as to text and tunes. Irving Stiber will direct. Casting calls are set for April 19.

Angling for Angels

To intrigue currently reluctant angel coin theaterwise, John Shubert, Edward Duryea Dowling, Coby Ruskin, Manning Gurian, Frederick Fox, Gloria Safier and Morry Efron have organized Backers' Showcase, with offices at 109 West 42d Street. The idea is to give stockholders an opportunity to judge weekly tryouts of plays before investing—and while sharing in any profits of such unveilings to give them first call on investing in subsequent Stem follow-ups. Still another notion, pitched to the same key, is sponsored by Edward Hall and Sam Swerdloff, of 270 Park Avenue. The Hall-Swerdloff combo plans to establish an agency via which large and small theatrical investments may be channeled; also there is the aim to line up such potential investors countrywide as a nucleus for subscription groups angled for prepaid audiences. The Hall-Swerdloff team will interest itself in plugging only for producers who have adopted the accounting system endorsed by the Committee of Theatrical Producers.

Insure Your Vote

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

Early in May, ballots and instructions are delivered by hand to the theaters to all players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard
Donaldson Awards Committee
1564 Broadway
New York 19, New York.

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

Name
Address at which mail will be sure to reach
you in May

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

BROADWAY SHOWLOG		
April 22, 1950		
DRAMA		
	Opened	Perfs.
<i>Armour of Light</i> (Blackfriars)	2-23, '50	42
<i>As You Like It</i> (Cort)	1-26, '50	100
<i>Caesar and Cleopatra</i> (National)	12-21, '49	140
<i>Come Back, Little Sheba</i> (Booth)	2-15, '50	77
<i>Death of a Salesman</i> (Morosco)	2-10, '50	500
<i>Detective Story</i> (Hudson)	3-23, '49	453
<i>I Know My Love</i> (Shubert)	1-12, '49	200
<i>Master Roberts</i> (Alvin)	2-18, '48	893
<i>The Cocktail Party</i> (Henry Miller)	1-21, '50	105
<i>The Consul</i> (Barrymore)	3-15, '50	45
<i>The Devil's Disciple</i> (Royale)	2-20, '50	72
<i>The Happy Time</i> (Plymouth)	1-24, '50	103
<i>The Innocents</i> (Playhouse)	2- 1, '50	94
<i>The Member of the Wedding</i> (Empire)	1- 5, '50	124
<i>The Velvet Glove</i> (Booth)	12-26, '49	136
<i>The Wisteria Trees</i> (Martin Beck)	3-29, '50	29
<i>With a Silk Thread</i> (Lyceum)	4-12, '50	13
MUSICAL		
<i>Arms and the Girl</i> (46th Street)	2- 2, '50	92
<i>Gentlemen Prefer Blondes</i> (Ziegfeld)	12- 8, '49	156
<i>Great To Be Alive</i> (Winter Garden)	3-23, '50	36
<i>Kiss Me, Kate</i> (Century)	12-30, '48	546
<i>Love in the Stars</i> (Music Box)	10-30, '49	200
<i>Rhapsodie Caribe</i> (Broadway)	4-19, '50	5
<i>South Pacific</i> (Majestic)	4- 7, '49	428
<i>Texas, L'il Darlin'</i> (Mark Hellinger)	12-25, '49	172
<i>Where's Charley?</i> (St. James)	10-11, '48	640
COMING UP		
(Week of April 24, 1950)		
<i>Peter Pan</i> (Imperial)	4-24, '50	
<i>A Phoenix Too Frequent</i> (Fulton)	4-26, '50	
<i>Talkies, Please</i> (Coronet)	4-27, '50	

Library Theater

LUCKY SAM McCARVER

(Opened Friday, April 14)

DEWITT CLINTON HIGH SCHOOL

A drama by Sidney Howard. Staged by Jerome Mayer. Sets by Ben Edwards. Lights by Tharon Mosser. Costumes by Miriam Lander. Stage manager, Everett Dwight. Presented by the Equity Community Theater.

George, the House Manager.....Herbert Graham
Dan, the Doorman, at the Club Tulleries.....
Alan Ward
Oscar, the Jass.....Michael Linnenthal
Sam McCarver.....Henry Brandon
Sergeant Horan, of the Force, Everett Dwight
Count Lentell, of the Prohibition Unit.....
Rob Bauder
Max, the Head Waiter.....William Bush
Dolly, the Hostess, also at the Club.....
Joyce Randolph
Jimmie, the Dancing Partner, Ralph Longley
Archie Ellis.....Werner Klemperer
Carlotta Ashe, his Cousin.....Fran Carlon
Burton Burton.....Reese Taylor
Annie, a Maid.....Bally Dwight
The Princess Rita, "Aunt Alice".....
Virginia Payne
Carter Ashe.....Haskell Coffin
Tudor Raeburn.....Mariland Messner
Miriam Hale.....Priscilla Amidon
"Judge".....Richard Lederer

Bringing the season to an end for the Equity Community Theater project, begun February 17 at the DeWitt Clinton High School, *Lucky Sam McCarver* is the last of four Equity Library Theater shows to be reassembled in the Bronx. The growing success of the project seems obvious upon looking at the figures. *My Heart's in the Highlands*, the first bill, drew 1,944 for a net of \$972; *St. Joan*, 3,419 for a net of \$1,709; *The Great Big Doorstep*, 3,497 for a net of \$1,748.50, and *Lucky Sam*, 3,501 for a net of \$1,750.50.

The project is assured for next season if the org can get a go-ahead from Equity. But having previously viewed *Lucky Sam* at the Lenox Hill Playhouse, this reporter feels that the project could be more assured if each package is carefully marked "handle with care" before transporting it. *Lucky Sam* seems to have been damaged a bit in transit.

Concerned with the tragic marriage of Carlotta Ashe, a socially prominent woman, to Sam, a spacakeasy operator, and with his subsequent rise on Wall Street, Sidney Howard's *Lucky Sam* often goes overboard on the melo side. Blind to each others love, the couple quarrel and part, to meet in the last act when Carlotta dies of a heart attack. Much of the play, particularly the first and last scenes, shows its age—the quips are clichéd; the thesis of man vs. universe, well worn.

Most Subs Sub

Many parts have been replaced and, with the exception of fine performances from Ralph Longley and Werner Klemperer, the over-all has suffered as a result. Tho many of the new players seem capable of measuring up to their predecessors, they never make the grade. Perhaps the rehearsals were not as adequate—as is often the case when replacements are made.

Henry Brandon, Virginia Payne, Reese Taylor and Herbert Graham maintain the fine level of performance they showed at the Lenox Hill.

Jerome Mayer's neat direction in the intimate playhouse seems to have gone awry in the gigantic DeWitt Clinton auditorium. A complete overhaul in adapting the show to physical proportions was necessary but not done.

However, the project as originally outlined by Jerry Klot, Aline MacMahon and Leon Askin, is most commendable. Besides providing a little more work for the actors—they average about \$10 a performance—the Equity Community Theater is a real push toward creating interest in legit. If all concerned push in the right direction, Community Theater should be even more successful both from quantity and quality standpoints.

Dennis McDonald.

Sides and Asides

ANTA Preps First Bill

The first bill at the Old Guild Theater, recently purchased by the American National Theater and Academy (ANTA) and more recently rechristened the A.N.T.A. Playhouse, is announced as Shaw's "Getting Married" and skeds a late June unveiling. According to ANTA plans Roger ("Twelfth Night") and "Peter Pan" Stevens will auspice the Shaw revival, and Cedric Hardwicke will stage it and also act in it. Hardwicke, however, said as of this week nothing had been definitely signed, and while he is intrigued with the idea, Shaw has not yet given ANTA the green light, and he himself is debating other commitments. ANTA also announced that in addition to Hardwicke, "Married" cast might include Jane Cowl, Arthur Treacher, John Buckmaster and Ralph Forbes. A revival of "Married" is sked for the week of June 12 at the Ann Arbor (Mich.) Drama Festival. Stevens is also financing that one.

Daniell Set for "Cocktail Party"

Stem rumors were confirmed last week with the signing of Henry Daniell by Gilbert Miller as the replacement for Alec Guinness in "The Cocktail Party." Daniell is currently touring with Katharine Cornell in "That Lady," which winds up its trek in Boston Saturday (29). Guinness leaves "Party" June 3 for a 20th Century-Fox pic commitment. Daniell skeds to take over his role in the T. S. Eliot opus June 5.

Off-Broadway Review

LIGHT UP THE SKY

(Opened Wednesday, April 13)

LAS PALMAS, HOLLYWOOD

A play in three acts by Moss Hart. Presented by Footlights, Inc. Michael and Marcille Clancy, in association with James A. Doolittle. Directed by Michael Clancy. Designed by Rita Glover. Press representative, Jack Proctor.

Miss Lowell.....Muriel Maddox
Carleton Fitzgerald.....Tom Powers
Frances Black.....Benay Venuta
Owen Turner.....Hayden Rorke
Stella Livingston.....Florence Bates
Peter Sloan.....Guy Madison
Sidney Black.....Fred Clark
Irene Livingston.....Jean Parker
Tylar Hayburn.....Bill Krain
William H. Gallagher.....Frank Cady
Pianoforthesman.....Julian Morton
Mae.....Robert Ryan

A screen celeb-studded audience laughed itself in the aisles at Moss Hart's sparkling dialog in the Los Angeles debut of *Light Up the Sky*. An excellent cast drawn from pic ranks played it for all it's worth, pulling a yock a minute, the never permitting the more serious sub plot to be lost in the laughs. The pace drags at the start, but gets rolling to a merry clip toward the end of the first act.

Florence Bates steals the show as the hard-cussing mother of an actress, with Jean Parker, as the temperamental actress running a close second. Benay Venuta's portrayal of the ice skater turned show barker is choice. Fred Clark turns in a brilliant performance as her producer husband. Fred Cady handles the out-of-towner's short bit admirably and wins a well-deserved hand. The weakest performance is screen thesp Guy Madison's young playwright. He shares top billing with Miss Parker but is overshadowed by the others. Tom Powers makes a fine temperamental director, and Hayden Rorke is admirable as the old playwright.

Lee Zhiro.

ROUTES Dramatic and Musical

Borachicapades (Blackstone) Chicago.
Brigadoon (Shrine Mosque) Richmond, Va., 34-36; (Playhouse) Wilmington, Del., 27-29;
Death of a Salesman (American) St. Louis.
Diamond Lil, with Mae West (Nixon) Pittsburgh
Harvey (Memorial Auditorium) Louisville 25-26; (Municipal Aud.) Huntington, W. Va., 27;
(Municipal Aud.) Charleston 28-29.
Hiss on the Cliff (Locust St.) Philadelphia.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Great Northern) Chicago.
Liar, The (Forrest) Philadelphia.
Mad Woman of Chailot (Lyceum) Minneapolis.
Man Who Came to Dinner (Hartman) Columbus, O., 28-29.
Miss Liberty (Shubert) Boston.
Mr. Roberts (Columbia) Boston.
Oklahoma (Rialto) Chicago.
Olson & Johnson (Blitzstein) Los Angeles.
Pico, Molly (Boston O. H.) Boston.
Schwartz, Maurice (Harris) Chicago.
Silver Whistle (Curran) San Francisco.
South Pacific (Music Hall) Cleveland.

Mary Hunter Directs Dallas Casino Season

DALLAS, April 22.—When the summer season of Starlight operettas begins at the State Fair Casino here in June, Mary Hunter will become the Casino's first woman stage director. Lehman Engel will start his third season as musical director of the operettas, and lighting expert Douglas Morris and set designer Peter Wolf will each be on hand for a fourth successive year.

The Starlight season opens with *High Button Shoes* June 12, starring Eddie Foy Jr., and Constance Moore. Six productions will run two weeks each. Outdoor theater seats 5,239, and in 1949 had average attendance of 3,600 a night for 70 nights. The 1950 season will run 84 nights.

Annual budget is between \$320,000 and \$300,000, and weekly pay roll is \$23,000. Average revenue expectation is about \$36,000 weekly.

This year's season is the ninth. Charles R. Meeker Jr., is managing director. The rep will include, in addition to *Shoes*, *Maytime*, *Brigadoon*, *Roberta*, *Annie Get Your Gun* and *Desert Song*.

THE SCAPEGOAT

(Continued from opposite page) does, however, have moments of dynamic theater.

The Matthews version must differ materially from the Barrauc-Gide production, since it makes use of only half as many characters. This is all for the best for one reporter, who had difficulty enough keeping up with the fantastic, philosophical flights of the group at the Presidential and who is not sure yet whether *The Scapegoat* is an arraignment of totalitarianism or just a satirical nightmare.

Impressive Production

As is usually the case, the Workshop comes up with an impressive production. H. A. Coudell's student designers have backgrounded the proceedings in just the right mood for bizarre fantasy and Hans Sondheim's lighting is a similar asset. Don Finlayson has been equally apt in the choice of costumes. Scott Hale is excellent as the desperate scapegoat engulfed in a tidal wave of accusation. Other good contributions from student actors stem from Elaine Fiester, Madeline Sherwood, Steve Gravers and Richard Bull. Piscator has given them all able direction.

In sum, *Scapegoat* adds up to an artful experiment. A reporter prefers the Workshopers when they go at something less esoteric—like *The Burning Bush*, for instance. However, he might have enjoyed it more if he had read Herr Kafka's book.

Bob Francis.

Springtime for Henry, with E. E. Horton (Rialto) Buffalo.
Street Car Named Desire (Court Square) Springfield, Mass., 34-36; (Bushnell Auditorium) Hartford, Conn., 27-29.
That Lady, with Katharine Cornell (Plymouth) Boston.

Katherine Dunham Back Again With Another Gal Show

NEW YORK, April 22.—After two highly successful years overseas, Katherine Dunham has brought back her troupe of dancers for a brief stay at the Broadway Theater prior to a South American tour. Originally tabbed *Rhapsodic Caribe*, her newest dance revue opened Wednesday simply as Katherine Dunham and Her Company. Since the current edition takes the pew sitters from Africa to Martinique, with stop-offs in Brazil, Mexico, Florida and Harlem, the broader billing is more accurate.

While not underestimating the star's widely appreciated gifts, a Dunham revue has always seemed to this reporter a tour de force for the lady with a really superbly trained corps of assistants serving merely as a background. However, since the pattern has built her a huge following of enthusiastic admirers there is obviously no question as to her showmanship recipe. La Dunham would likely do brisk business with a solo recital. She has always had a rare instinct for the dramatic and the satirical and in consequence of a canny shuffling of humor, melo and fantasy, what could be a pretty monotonous sequence of mere dance patterns projects considerable variety.

Her new show is over-all agreeable. It seems quieter and more leisurely than some of her past efforts, combining some pleasant folk singing and pantomime with its stepping. For the most part it is familiar Dunham material, but its salesmanship has been remodeled and spruced up—possibly via a recent Parisian influence. It is at its best when it sticks to foreign locales. The African opening is splendidly staged and much of the Brazilian and Mexican interludes are delightful. There is a fine, torrid finale when La Dunham, as a Martinique lass, gets herself bewitched by a voodoo love-charm. When the show goes Harlem, however, there is a decided letdown. The venerable *Barrelhouse*, to be sure, done as only La Dunham can do it, and this time superbly partnered by Vanoye Aikens, is still a smash. The humor of *Flaming Youth* with its absurd turbulent '20's costumes and Charleston has worn pretty thin. But something called *Jazz in Five Movements*, a stew-up of everything from ballet to modern dance, is completely out of Dunham character. It is a tiresome piece of business and dull in its staging to boot.

While, as usual, La Dunham cannot help but dominate the proceedings every moment she is on stage, she gets wonderful support from her troupe. They are an expert outfit who can act as well as dance. Outstanding efforts in this exhibition are made by Vanoye Aikens, Wilbert Bradley, Lucille Ellis, Lenwood Morris, Dolores Harper and Julie Robinson. Vadico Gogliano does excellently by the batoning chore for their rhythms. John Pratt's costuming is again richly imaginative. In sum, it is another brilliantly colorful Dunham revue—practically a one-woman show, and likely one no other dancer today could duplicate.

Bob Francis.

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Slout To Launch 26th Season in Michigan May 10

DETROIT, April 22.—Toby and Ora Slout Players Tent Show will open its 26th annual tour at Laingsburg, Mich., May 10, according to L. Verne Slout, who is completing arrangements in their winter quarters at Vermontville, Mich.

Show will rehearse in Laingsburg this year and play one-week stands in Michigan, Ohio, Indiana and Illinois with a basic repertory of seven productions, he said. He and Mrs. Slout are assembling their cast for the season.

Reporting for work this week were Rae Baillie, Andrew Leigh, Monte Montrose, Billy Kent, Doug Couden, William F. Lewis, Lucille Clemmons, Mary Lee Fenton and Blanche Rollins.

Orchestra and vaude rehearsals get under way next week when Klink and Francis Lemmon reach Laingsburg. "The Whitlock Family, secured from the Standard Play Company, has been tabbed for an opening bill. Neil Schaffner's *The Return of Aunt Susan* will be presented the second night. Other shows to be used include *School for Wives*, *Three Old Fools*, *Bachelor Babies* and *Blushing Brides* and a revival of *Uncle Tom's Cabin*, with Slout's Great Dane Hoke, being featured.

Show will start the season with a new top and repaint job. A 30-foot Fruehauf trailer has been added to the rolling stock. Laingsburg was used by the well-known Jack Kelly for his tented stock company for many years. Since his passing the town has been without a tent show.

This year all but three of the cast are living in house trailers. Ionia, Mich., will be the first full-week stand of the season. Announcement is carried on all show advertising that 1950 will be the farewell appearance of Toby and Ora Slout in the various plays in which they portray the well known Toby and Ora characters.

Hanson, Mass., Drive-In Pilot

WEST SPRINGFIELD, Mass., April 22.—American Theaters Corporation, having acquired the drive-in theater on Memorial Avenue here from Drive-In Theaters, Inc., has appointed Bob Hanson, manager. Hanson has managed the Plaza and Humboldt theaters, for the past five years.

Sobel Sets Stamford Spot

STAMFORD, Conn., April 22.—William Sobel, of New York, general manager of a circuit of drive-in theaters in the Midwest, has announced plans for construction of a 535-car capacity drive-in theater here.

Beat the Ban!

JACKSON, Tenn., April 22.—Management of the Met-N-Mo-V, a drive-in which was one of the two theaters forbidden to operate on Sunday by enforcement of the 1923 law two weeks ago, has found a way to beat the ban on Sunday shows—It runs 'em free.

Met-N-Mo-V ran a free show last Sunday (16) and drew a good crowd. Sheriff E. O. Bruce said that he had received complaints about the show operating on Sunday, but an investigation revealed the fact that no admission was charged. "As long as the law remains in force," Sheriff Bruce said, "I intend to enforce it, of course. There is no violation as long as the movies are shown without cost to the customers."

Indie Assembly Field in Dire Need of Variety Attractions

By Doug Couden

SINCE old-time vaude faded, the school show business has blossomed until today it is giving work to hundreds of performers, a point that should interest all showfolk because it adds to the well being of performers generally. They make their living in the independent assembly field. Then there is the night show branch of the business in which shows operate in the school auditoriums, with a minimum running time of one hour and 15 minutes. The third and least known in show business is the bureau business. This consists of numerous bookers thruout the country,

who route what they call act or programs in both assembly and night performances.

Attraction Dearth

In the business generally, there is a dearth of those old vaude novelty acts and circusy attractions which would add greatly to the variety solely needed in the business. Such acts as acrobatic, wire walking, rolling globe, contortion, hoop rolling, juggling, roller skating, object and hand balancing are few and far between. None of these acts, of course, would make a good school show attraction in themselves, but would need building up with additional acts which the performers would, of necessity, have to get up themselves as the income derived from the business does not warrant hiring extra talent.

Ricton's Clicked

One of the first top school shows in the business was presented by the late Dick Ricton, Barnum of the Sticks. His show consisted of only two acts: Trained dogs and juggling. Mattie, his wife, acted as his assistant in handling the numerous props. They traveled by car and house trailer as do most school show people today. Altho I never caught their show, I know it was tops as we followed them in different territories, and business behind them always was good. Here's an angle on Ricton that many present-day school showmen might mull. He devoted thousands of practice-hours on both his juggling and dog acts. He also had a diversified background in other branches of show business, both as performer and showman.

Swap Ideas

Altho I met Ricton only once, we corresponded and swapped school show ideas. In one of his letters he stated that if he had his entire life in show business to live over again, it would all be in schools.

Offhand, it is difficult to list present-day school shows of the caliber of Ricton's offering. Most lack variety. Al Conner has one of the best with unicycle, juggling, hoop-rolling, cartooning and dog act. Another good variety of acts is put on by the Moons, who work in the South with animal acts, bag punching and aerial turns.

Plunkett Big

Fuzz Plunkett, of tent show note, once took a fling at schools with his various animal and juggling acts and to date has registered the biggest take that I know of in the assembly field. He tallied weeks over \$1,000 by doing a lot of jumping to play just the big schools.

3 Westward Ho Members Injured in Auto Crash

ALLIANCE, Neb., April 22.—Three members of the Westward Ho, rep attraction piloted by Johnnie Silvers, were admitted to St. Joseph Hospital here with injuries sustained in an auto accident while the troupe was en route from here to fill an engagement in Ovid, Colo. All were passengers in one of the unit's station wagons which was demolished when it blew a tire and overturned.

Injured were Mrs. Evelyn Berkeley, broken neck; Bill Berkeley, head lacerations; Silvers, concussion. Colleen Silvers, Buck and Donna Troxell, Lucky Martin and Bob McCoy were treated for shock and bruises.

Edwall Bid Nixed Again

SOUTH WINDSOR, Conn., April 22.—Local plan and zoning commission last week turned down for the second time in two months the application of Richard C. Edwall, Agawam, Mass., who sought a change in zoning to construct an outdoor theater.

Brunk Starts Rehearsals for Boise City Bow

BOISE CITY, Okla., Apr. 22.—Rehearsals for the opening of Brunk's Comedians' 1950 season got under way here Monday (17), under direction of Henry L. Brunk, owner-manager. Unit moves into established territory in Colorado May 15 and will play week stands, with changes nightly, Brunk said.

All show paraphernalia is being reconditioned and painted here by Erby Wilson. Brunk said that this city is in the center of the former dust bowl and there is plenty of indication that the org will encounter much sand and dust this spring. He added that prices on the show will remain the same as last season, but a cut will be made if conditions warrant it.

New England Notes

WILLIAM DAUGHERTY, for the past several years manager of Webb Playhouse, Wethersfield, Conn., has been shifted to the Danbury, Conn., Drive-In Theater. Both theaters are operated by Lockwood & Gordon Theaters. Ben Lamo replaces Daugherty as manager at the Webb. A new children's playground, includes a Merry-Go-Round and see-saw.

New in-car speakers have been installed at the E. M. Loew's Hartford Drive-In Theater, Newington, Conn. Michael Flynn is the new grounds superintendent. Construction continues at the Loew circuit's new 800-car capacity West Springfield, Mass., project. Opening is slated for May 1, according to George E. Landers, the circuit's Hartford division manager.

An application for authority to build a drive-in theater in East Windsor, Conn., has been filed with Connecticut's State Police Commissioner Edward J. Hickey by Henry Walter Paul and Benedict Kupchunas and Peter Kostek. . . . Donald McNally, Morrisville, Vt., has disclosed plans for construction of a 300-car capacity drive-in theater at Derby, Vt.

Berlin, Conn., Zoning Commission has reserved decision on the application of John and Frances Krook, Meriden, Conn., for a zoning change from farm to business on their land to permit construction of a drive-in theater by Brookie LeWitt of Glackin & LeWitt Theaters of New Britain, Conn. A public hearing was held last week, with Fred Lowell, chairman of the Berlin Safety Commission, and town clerk, Arthur L. Woodruff, objecting to the change in zoning on the grounds that a traffic hazard would exist if a theater were built at the proposed site.

Green Line-Up, Itinerary Set; Dudley at Helm

VALDOSTA, Ga., April 22.—Silas Green Show, with quarters here, is preparing for the new season and has arranged to play its usual route with a few new towns added to the itinerary, Al Burns said this week. W. P. Jones is presenting the attraction, which is produced and staged by S. H. Dudley, who returned to the org recently following a three-year absence.

A number of new faces are with the show this year. They include Dinah Scott, who is doing Silas; Henry Sandfure, who has the Lias role; Jellie Smith, who does Steve, and Libby Jones, Flash Ford, Seash and Patch and Gilbert Steward.

Chorus includes Stella Ford, Pauline Griffen, Lucille McKisich, Margaret Fields, Christine Sparks and Margretta Dudley, who assists Dudley in the dance numbers.

Band line-up includes Nathan Belvin, leader; (Geech) Robinson and Eddie (Dad) Carr, trombones; James Powell, bass; George Fields and Johnny Jones, trumpets; John (Hooks) Blatch, drums, and George Washington, sax.

In addition to the Dudleys, the staff includes Mrs. W. P. Jones, secretary; Fred Durrah, transportation manager; Libby Jones, wardrobe; Stella Ford, line captain, and Walter Wade, chief electrician.

Tennessee Company Sets 4 Open - Airers

WINCHESTER, Tenn., April 22.—Work has begun on a new drive-in theater to be erected near Estill Springs by the Mid-Tennessee Amusement Company, a corporation recently organized with capital stock of \$100,000. Officers are Mrs. R. T. Hill, Tullahoma; Ernest H. Martin, vice-president; James S. Cardwell, secretary-treasurer, and Cowan Oldham and C. D. Walling, directors.

The new company recently opened its first drive-in theater, a 300-seater, at Sparta. Grading was started last week on a 400-seater at McMinnville, and in addition to the 400-seat drive-in now under construction at Estill Springs, work is starting on a 500-seat theater between Tullahoma and Manchester.

Philly Court To Hear Pic

Purchasing Plea April 24

PHILADELPHIA, April 22.—First of the legal actions seeking the courts to rule that the outdoor theaters should have the same priority as the indoor houses in obtaining picture product will be heard here April 24.

Action of David Milgram in behalf of his Boulevard Drive-In near Allentown, Pa., against all the major picture companies, has been listed for trial in U. S. District Court, according to Albert M. Cohen, local attorney representing the drive-in interests.

Plastered!

FORT WILLIAM, Ont., April 22.—The Billboard, which modestly prides itself on its varied services to showbiz, now is to get plastered in the line of duty. At least, that is the plan of Mr. and Mrs. A. L. Ashworth, repertoire show veterans of this city. The Ashworths announce that they are papering a room in their home with front covers of The Billboard. If we must get plastered, it couldn't be for a better reason.

Joe McKennon Bids Adieu to Rep Field

ABILENE, Tex., April 22.—Joe McKennon, widely known in outdoor show circles and owner-operator of the McKennon Shows, rep-tent attraction, for the past four years, said this week that he is quitting show business for good and will spend the next six months touring the country with his family. He gave poor business with his rep attraction for his withdrawal from the field.

Last season was McKennon's 24th on the road. He was with the old American Circus Corporation and the Ringling circus for 14 years and held executive positions with such carnivals as Johnny J. Jones Exposition, Morris & Castle, Beckmann & Gerety and Max Goodman's Wonder Shows of America.

McKennon's rep-tent venture started in 1946 and in 1948 he purchased the Harley Sadler Show, in which deal he obtained equipment from such old-time shows as Monroe Hopkins and J. Doug Morgan.

Okla. City Nixes Drive-In Ban Move

OKLAHOMA CITY, April 22.—A move by Warren Conner to ban all drive-in theaters inside the city limits, was defeated by City Council at a recent meeting.

Councilman Connor said he had two ordinances drawn, one prohibiting drive-in theaters in the city limits and another to prohibit them unless 100 per cent of the property owners within 1,000 yards agree to the business.

Waterford Drive-In Resumes

HARTFORD, Conn., April 22.—First of the Connecticut outdoor theaters to resume operations was the Waterford Drive-In.

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Rep Ripples

F. H. ALLEN pens from Beaver, Okla., that he's framing a small platform vaude and merchandising show to play that sector. He recently completed a tour of halls to fair returns. . . . Forrest Small is ready to launch his trailer and platform show in Central Wyoming. He's currently working out of Cody, Wyo. . . . Chester Cobb wound up his religious six tour of the East recently to good business. . . . Donald Clayton, has a new 16mm. pic outfit, which he will present in Central Idaho this summer. . . . Karl Cartwright wants to know if anyone has any record of the Hicks & Sawyer Negro minstrel show. . . . Al E. Wellman tells from Springfield, Mass., that Tommy Donnelly, for years an endman on the Al G. Field Minstrels, was one of the topnotchers of his profession. . . . Answering a recent query in this pillar John F. McCarthy comes thru with the roster of the Bennett & Moulton Stock Company of 10, 20, 30 note. It includes Norman Ware, Harry J. Leland, Robert Emerson, Joseph T. Belmont, Jean Deous, Frank M. Sibley, Pete Debrosky, William H. Malone, John Emerson, Walter Fletcher, Giovanni Beredine, Louis Estein, Ricot Mason, Fred Allen, Louis Karloff, William Davy, Helois Clermont, Blanche Foster and May Manning.

J. LESTER HABERKORN and Karl R. Denton scored a success with their Minstrel Show presented under auspices of the Streator, Ill., BPOE, April 12-13. . . . L. L. Hanks, who has a three-person flesh show in Central Texas, plans to add a wax figure attraction, presenting it trailer-platform style. Opening is slated for Denison, Tex. Hanks played halls the past winter. . . . Roy Elwirhe has completed his fifth amateur minstrel in Northern New York. . . . Everett Gray is framing a platform show which he plans to present in Southern Pennsylvania. . . . Crawford's Show will feature E. F. Hannan's "Ah, There Professor" on a tour of Eastern Canada. . . . J. J. (Jack) Carlton writes from Hood River, Ore.: "I've quit the school show field and will open with a platform show and do some merchandising with entertainment. Jay Corbett will be with me, as will two other performers. Things have been only fair in this sector and the school business is shot." . . . Bird's Show, current in Pennsylvania, will play Eastern New England spots this summer. It's a trailer-platform show presenting vaude and museum items and does some merchandising. . . . E. F. Hannan writes from Boston: "The recent death of John B. Rotnour takes another old-time rep and circle operator from the picture. Rotnour and his widow, Flora DeNoss, have been rep prominent for many years and he was as well known as any manager in the business. He was a stickler for good bills and clean shows. His loss narrows the field of old-timers." . . . Capt. Billy Bryant has been making a lecture tour since closing a six-week run at the Knickerbocker Music Hall, New York. Following speaking dates in Des Moines and Streator, Ill., he goes to LaSalle, Ill., and Chicago.

Brooks Debuts Dallas Spot

DALLAS, April 22.—C. H. Brooks opened his new drive-in theater in the South Loop March 30. Constructed at a cost of \$150,000, spot accommodates 675 cars and illuminated walkways lead to rest rooms and concessions. Innovations include a patio with lounge chairs and a playground for children. Children under 12 are admitted free at all times and each Saturday night patrons may remain without charge to see extra feature beginning at 10:30 p.m.

Bisbee in Tenn.; Line-Up Is Set

LINDEN, Tenn., April 22.—Complete line-up of Bisbee's Comedians, which successfully launched their season in Lexington, Tenn., early this month, includes Jess and Mary Bisbee, owners, Boob Brasfield, comic and producer; Virginia Oliver, front door and secretary; Audra Haresty, sound, lights and ork; Octavia Powell, xylophone, ork and leads; Maxine Leeds, leads; Trixie Maskew, characters and specialties; Sybil Batts, musical dancing specialties; Dolly Breece, magician's assistant; Connie Cannon, featured dancer and ingenue.

Johnnie Spalding, ork and leads; Billy Choate, ork; Leo Lacey, characters and ork; Otis Arnold, and Gibson Ivey, ork; Dell Breece (Mahala, magician); Neal and Jo Suddard, juggling, unicycle and ork; Bob Fisher, ork leader; Cliff and Mable Malcomb, concessions.

Tent crew includes Roy Garret, L. C. Hatchet, Leland Alverson, Leonard Houston and Gains Hansford. Opening bill was Neil Schaffner's What Mothers Don't Know, followed by Return of Aunt Susan.

Sablosky Adds Open-Airer Booking; Reading Spot Bows

PHILADELPHIA, April 22.—Dave Sablosky, of the Sablosky Theater interests here, has announced that he has taken over the booking and buying of film products for Ridge Pike Drive-In, Conshohocken, Pa. With the Sablosky interests closing the Westmar and Garrick theaters at Norristown, Pa., Sablosky said he plans to move the pic run of these houses into the drive-in for the summer.

If film company distributors permit the change in runs from the closed indoor theaters to the outdoor theater, it will mean the showing of first-run features for the open-airer this summer.

Jay Emanuel, local theater owner who operates the Reading, Pa., Drive-In opened the spot this week. Eugene Plank is back again as manager.

N. Y. Drive-Ins Must Get Commission's Okay

NEW YORK, April 22.—At a meeting held Wednesday (12) this city's planning commission decided to amend the local zoning resolution to provide that promoters of new drive-ins can no longer choose a site without commission approval. The commission said that the move was being taken to protect specific neighborhoods against potential traffic jams or other hazards created by open-airers. According to the commission, the location of drive-ins should be studied like bus stations, public garages and airports.

McLendon Builds in Alabama

MONROEVILLE, Ala., April 22.—Fred T. McLendon, owner, McLendon Theaters and operator of the Monroe Theater here and the Frisco Theater, Frisco City, has announced plans for construction of a new drive-in theater in Monroeville. It will accommodate 400 cars, and construction work is scheduled to begin immediately. It also was announced that Ralph B. Mann, manager of the Monroe Theater, has been appointed supervisor of the new drive-in and the Monroe Theater.

Elberton Gets Open-Airer

ELBERTON, Ga., April 22.—Georgia Theater Company, Atlanta, which owns the Elbert Theater here, has leased what is known as the Bryan showgrounds, just beyond the city limits and will erect a modern drive-in theater there to accommodate 500 cars.



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THE FINAL CURTAIN

ANDERSON—Andy L. (Whitey), 61, former concessionaire and carnival worker, April 18 at Mercy Hospital, Detroit of cancer. He worked at Eastwood Park, Detroit, for a number of years, and last season was with the Majestic Greater Shows. He was a member of the Michigan Showmen's Association. Interment in Forest Lawn Cemetery, Detroit.



ARAKI—Tanji, 71, former outdoor showman, April 1 in New York. He joined the Barnum & Bailey Circus in 1888. His widow survives.

BAVELY—Ernest, 44, editor of *Dramatics* magazine, and secretary-treasurer of the National Thespian Society, April 13 in Cincinnati. His widow, mother and a son survive.

BERNARD—Hortensia W., 74, widow of George D. Bernard, composer and musician, April 16 in Cincinnati. Her husband toured with circuses years ago. As a composer he listed among his works *Velvet of the Rose* and *Golden Age*. Survived by two brothers, Clarence and Leonard, both of Cincinnati. Burial in St. John Cemetery, St. Bernard, O., April 20.

BERNERS—Lord Gerald Hugh Tyrwhitt-Wilson, 66, author, artist and composer, April 19 in London. Besides the opera *Carrosse Du Saint Sacrement*, he wrote a number of ballets, including *Triumph of Neptune*, *A Wedding Bouquet*, *Luna Park and Les Sirenes*. He was the author of a two-volume autobiography and six novels, had several gallery exhibitions of his paintings and wrote some film scores.

BRAHAM—Herbert J., 63, singer, magician and conductor, April 15 in Brooklyn. He organized many instrumental and choral amateur groups. His widow and a brother survive.

BUSLEY—Jessie, 80, stage, film and radio actress, April 20 in New York. She made her debut in 1893 in the company of Robert B. Mantell and was later associated with Charles Frohman in over 25 productions, including *Charley's Aunt*, *The Two Little Vagrants*, *The Girl I Left Behind Me*, *The Girl With the Green Eyes*, *The Fatal Card*, *The Admirable Crichton* and *Mrs. Leffingwell's Boots*. Lately Miss Busley played character parts in such Broadway shows as *Daisy Mayme*, *An Affair of State*, *Allen Corn*, *The Great Waltz*, *The First Lady*, *The Rich Full Life*, *Anna Christie*, *The Bride the Sun Shines On* and, most recently, *Over Twenty-One*. Between Broadway engagements Miss Busley played character roles in films and on radio. Interment in Kensico Cemetery, Westchester, N. Y.

CHAPPLE—Joe Mitchell, 82, author, lecturer and former newspaperman, April 17 in Miami. He had written over 30 books and conducted a nationwide radio series, *Face to Face With Our Presidents*. An editor and publisher of several national publications, he produced a number of films and an NBC radio series, *Personalities I Have Met*, in 1946. His widow survives.

CLARK—Henry R., 86, former Wild West Show operator with various carnivals, April 18 at his home in Sharon, Pa. Survived by his widow, Birdie, a daughter and two sons. Burial in Hill Crest Memorial Park, Sharon.

COASTAS—Charles, 58, known as the "One-Man USO," April 19 in Los Angeles. He gave many Hawaiian shows during World War II and spent thousands of dollars on veterans' recreational facilities.

COHEN—Clarence A. (Chick), 52, newspaperman, sportscaster, songwriter and former film exec, April 12 in New York. Illness led to his residence in Tucson, Ariz., where he wrote for a local newspaper and conducted a radio sports show. While there Cohen wrote *Arizona Moon*, which was adopted as the State song. He had been a general sales manager for Warner Bros. and more recently a press counsel for the Brunswick Mills Company. A brother and two sisters survive.

DAYTON—W. Edmund, television engineer at CBS, New York, for the past two years, April 10 in Bridgeport, Conn. Survived by his widow, Ada; a daughter, Naomi; his mother, Mary, and a brother, Lewis, Port Jefferson, Long Island, N. Y. Burial in Cedar Hill Cemetery, Port Jefferson, April 11.

DE VILLERS—Rod C., 60, pianist and composer who toured the Loew vaude circuits, April 15 in Fall River, Mass.

DUANE—Bob (Duane Snodgrass), 38, radio, television and night club performer, April 21 in General Hospital, Cincinnati. As a member of a musical trio he had played over Station WKRC, Cincinnati; as an actor he had been heard over WLW, Cincinnati, in *Famous Jury Trials*, *True Detective Mysteries*, *True Story* and *The Life of Mary Southern*. In 1940 Duane went to Chicago to take the role of Professor Snodgrass, the comedy stooge, in Red Skelton's *Avon Time*. He next went to WKY, Oklahoma City, as program director and head of the news bureau, returning to Cincinnati in 1947 as singing emcee of Studio A for WSAI. In 1948 he was a television performer on WLW-T. He had recently been appearing at Club Melody, Cincinnati. Survived by his widow, Diana; his parents, Mr. and Mrs. C. W. Snodgrass, and a sister, Mrs. Robert Graham, Cedar Rapids, Ia.

DUNLEVY—Joseph, 65, retired minstrel and vaude performer, April 15 in St. Francis Hospital, Cincinnati. A native of Cincinnati, Dunlevy first entered show business when he joined the Great Barlow Minstrels when the troupe was showing at Cincinnati's old Chester Park pavilion in 1908. He was endman with that group and the Primrose Minstrels until 1910 when he entered vaude. Later, with two friends, he formed the Coakley-Havey-Dunlevy Minstrels, which toured until 1914. From 1914 to 1931 he played the RKO vaude circuit. After his retirement from the stage in 1931, Dunlevy appeared on a number of Cincinnati radio stations, his last appearance having been as an endman with the *Olympus Minstrels* program over WLW-T a year ago. Survived by a sister, Mrs. Helen Beyersdorfer, Cincinnati. Burial in old St. Joseph Cemetery, that city, April 19.

DURHAM—Robert 41, musician and songwriter, suddenly in Detroit April 13. Survived by his widow, Daisy. Interment in White Chapel Cemetery, Detroit.

ELDRID—Gordon H., 76, former vaude performer April 16 in New York. He made his debut with a Chicago rep company in 1897, and wrote, produced, directed and appeared in vaude units until 1926, touring the U. S. and England. His last appearance was in *The Bat* in 1926. His widow, brother and sister survive.

EVANS—Mrs. Margaret, 63, veteran circus performer and wife of Merle Evans, leader of the Ringling Bros. and Barnum & Bailey Circus band, April 14 in New York of a heart ailment. A native of London, Mrs. Evans joined the Barnum & Bailey Circus in 1912 as a ballet dancer, and had been with the circus since that time. Remains were sent to Sarasota, Fla., for burial.

HANNA—Mark R., 60, Michigan State racing commissioner in 1933 and 1934, April 18 in St. Joseph's Hospital, Mount Clemens, Mich. Interment in DeGraff, O.

HANSCOM—Helen M., former vaude and concert singer, April 10 in Chicago. A member of the Elsie Janis overseas troupe, she had not sung professionally for 20 years.

HARRIS—Ruby J., 60, Detroit musician, April 16 at her home in that city. Survived by her husband, Pirt, and three children.

HARRISON—James F. (Gabe), 67, night watchman with Snapp Greater Shows, April 14 in Nevada, Mo., during the shows' engagement there. He had also been with the Con T. Kennedy and C. A. Wortham shows. Burial in Ozark Memorial Cemetery, Joplin, Mo.

HEALY—J. J., 56, magician, astrologer and mentalist, recently in General Hospital, Los Angeles. He was a member of the International Brotherhood of Magicians. Burial in Odd Fellows Cemetery, Los Angeles, April 17.

HEIZMANN—Marie Yuill, former Broadway actress, April 17 in Reading, Pa. She had appeared with such stars as Will Rogers, Frank Tinney, Eddie Cantor, George Jessel and Fanny Brice. Her husband and a daughter survive.

HELBURN—Willard, 67, leather goods manufacturer and brother of Theresa Helburn, co-director of the Theater Guild, April 16 in Los Angeles. His widow, two sons and a daughter also survive.

KAY—William, 62, publisher of *National Speed Sport News*, recently at his home in Paterson, N. J. Survived by his widow; two sons, Joseph and Henry; a daughter, Mrs. Benjamin Cohen, a sister and two brothers.

KEIL—Henry, 59, an executive of the Darien (Conn.) Theater, April 1 in that city. Survived by his widow, Augusta. Burial in Darien Cemetery April 4.

KNAUF—Henry, 59, president of the United States Trotting Association, April 16 in Des Moines of a heart ailment. Knauf owned Siskiyou Farms at Ladd, Ill., one of the largest breeding farms in the country devoted to the development of trotting and pacing horses.

LANE—Alfred C., 79, Michigan theater manager for over 30 years, April 17 in Detroit. He owned the Jonesville (Mich.) Theater at one time. About 1918 he became manager of the Linwood-LaSalle (now Century) Theater in Detroit, and shortly thereafter managed the Alhambra, retiring in 1941 because of ill health. Survived by his widow, May, cashier at the Alhambra. Interment in Mount Elliott Cemetery, Detroit.

LASSITER—Marie Aiden, 44, concessionaire on the Snapp Greater Shows and formerly with Gem City Shows, April 15 in Joplin, Mo. Survived by her mother, three sisters, a daughter and three sons. Burial in Ozark Memorial Cemetery, Joplin.

LEE—William H. (Hop), 62, former vaude and minstrel performer in the teams of Conroy and Lee and Kennedy and Lee, April 15 in St. Vincent's Hospital, Bridgeport, Conn. Lee had also trouped with the Lew Dockstader, Al G. Field and Vogel's minstrels. In recent years he has been a stage technician with the Loew circuit houses in Bridgeport, and for a time was stage manager at the Klein Memorial in that city. Survived by his widow; Mae; two daughters, Mrs. Marguerite Hughes and Mrs. Evelyn Sheridan, and a brother, F. N., Fairfield, Conn. Burial in St. Michael's Cemetery, Stratford, Conn., April 18.

McCLUNG—Hugh, 56, owner of stations KYOS, Merced; KHSL, Chico, and KVCV, Redding, Calif., April 19 in Monterey, Calif. His widow and son survive.

McNINCH—Frank R., 77, former chairman of the Federal Power Commission and the Federal Communications Commission, April 20 in Charlotte, N. C. Long active in Charlotte politics, he was a member of the FPC from 1930 to 1938, serving as chairman the last two years.

McPEAK—Robert E., 46, concessionaire for the past 25 years, recently at his brother's home in Saint Marys, Kan. Survivors include his widow, Ruby; three brothers, John, Spokane, Sam, Saint Marys; Monroe, with the Great Sutton Shows, and a half-sister, Mrs. Hy C. Jones, Powell, Wyo.

MEADOW—Samuel, 64, for the past 30 years owner-operator of the State Theater, New Haven, Conn., recently in that city. Survived by his widow, Vera, and a son, Frank. Burial in B'au Jacob Cemetery, New Haven.

MUNGER—Wallace H., 72, former owner-operator of Waverly Beach Park, Beloit, Wis., from 1919 to 1945. April 14 at his home in McAllen, Tex., of a heart attack. Survived by his widow, Rose; brother, Walter, and a sister, Mrs. Abbie Hines. Burial in Beloit.

ORR—William A., 67, former editor and a public relations exec with MGM, April 13 in New York. His widow, three sons and a daughter survive.

PRICE—Erman B. (Jack), Jacksonville, Fla., branch manager of Warner Bros. Pictures Corporation, April 18 in that city. He was formerly branch manager of the Paramount Studios in Atlanta, New Orleans and Jacksonville. Survived by his widow and a son, Lawrence.

SCHRADER—Charles, 75, for 25 years musical director for the old Keith's Theater, Philadelphia, April 18 in Pennsylvania Hospital, that city. He retired 20 years ago when the house closed. He was a violinist and, at one time a member of the Germanic Symphony Orchestra. Survived by four brothers, Gustave, William, Harry and Louis, who was musical director at the Earle Theater, Philadelphia, for many years. Burial in Mount Peace Cemetery, Philadelphia, April 22.

SPEILBERG—William, with the Ringling-Barnum circus band for several years and later with Karl L. King's band, April 13 in Fort Dodge, Ia. Burial in Fort Dodge.

STARR—Muriel, 62, veteran character actress, April 19 at the Golden Theater in New York. She collapsed during a matinee performance of the *Velvet Glove* in which she was appearing. She began her career 41 years ago in *Going Some* and toured the country with William Hawtrey in *Dear Old Billy*. Later Miss Starr forsook Broadway for Australia, where she appeared in theaters named for her in Sydney and Melbourne in *Within the Law*, *The Chorus Lady*, *Madame X*, *The Yellow Ticket* and others. A return to Broadway saw her in *The Bird of Paradise*, *The Eastest Way*, the *13th Chair*, *East of Suez* and *The Garden of Allah*. Since 1935 she has been seen in *Behind the Evidence*, *The Star Wagon*, *Case History*, *On the Rocks* and *Johnny Belinda*. Her mother and a sister survive.

SWABB—Delmar B., 44, owner of the Ritz Theater, Afton, Okla., and other houses in Fairland, Kingston and Wyandotte, Okla., killed April 16 in an auto crash near Wayne, Okla. Survived by his widow and a son, Charles.

TRASK—Robert P., 61, director of the division of fairs of the Massachusetts Department of Agriculture, April 15 in Boston. (See General Outdoor Department for details.)

VAN—Roy E., 53, former burly operator, recently in Buffalo. Once a purchasing agent for the old *Buffalo Times*, he leased and operated the Garden and the Gayety theaters there.

WHITMYER—Charles, 56, concessionaire with the J & B Shows, recently in Miami. Survived by three sisters and two brothers. Burial in Albany, N. Y., April 14.

WINTHROP—Joy (Josephine Williams), 86, actress, April 1 in Hollywood. Long on the stage and in films, she played mostly character roles.

WITMER—Roy C., 65, former NBC vice-president, April 1 in Westport, Conn. Witmer, who was in charge of time sales with the net until his retirement in 1948, was a pioneer in network broadcasting. Survived by his widow, Dorothy. Burial in Westport April 3.

4 RAIL UNITS ROUTE IN CANADA

Mills Bros. a Slick Trick In Appearance and Program; 11th Edition Is Freres' Best

All Stands Again Under Auspices

By Charles Wirth

WILMINGTON, O., April 22.—Mills Bros.' Circus, headed by Jack and Jake Mills, which ushered in the new season with a gala press party and two performances in its winter quarters city, Circleville, O., last Saturday (15), showed here Wednesday (19) under auspices of the Shrine and attracted a three-quarter house at the matinee and capacity at night, despite damp and chilly weather. Sporting a new spread of canvas from front to back, the Mills organization makes an elegant appearance on the lot. It's just as strong on the inside, with the program the best ever offered by the Mills freres. All in all, it stacks up as one of the strongest small circuses on the road today.

As in the past several seasons, the Mills show is playing all stands under auspices. At the bow-in last Saturday, with the Eager Beaver Club sponsoring, the show had two capacity houses despite cold weather. At Chillicothe, O., Monday (17), with the local firemen sponsoring and with weather good, the Mills org registered near capacity at the matinee and a three-quarter house

Robert Trask Dies in Boston

BOSTON, April 22.—Robert P. Trask, of Cambridge, Mass., who was director of the division of fairs of the Massachusetts Department of Agriculture and the first 4-H county club agent in the nation, died Saturday (15) at the New England Medical Center here. He was about 60.

As fair division director, Trask's duties were to take charge of State buildings at Brockton and Springfield annuals. He held this post for the past several years. Trask also allocated all State prize money to 200 Massachusetts fairs.

In addition to being secretary of the association of fairs section of the International Association of Fairs and Expositions, Trask was the former manager of the Topsyfield (Mass.) Fair. He served as general manager of the Essex County Agricultural Society and was a trustee of the Eastern States Exhibition. Trask also was manager of the Union Agricultural Meeting at Worcester, Mass., trade show. He was a graduate of Cornell University.

Red Bluff Round-Up Draws 19,000 Gate

RED BLUFF, Calif., April 22.—The 38th annual Red Bluff Round-Up here Sunday and Monday (16-17) drew an estimated 19,000 thru the turnstiles.

Stan Gomez, Napa, walked off with top money of \$1,092.20. More than 300 entrants vied for the total purse of \$6,000.

at night. At Greenville, O., Tuesday (18), with good weather prevailing and firemen sponsoring, show (See Mills Bros. Stack on page 58)

Tobacco, Fruit, Feed Crop Areas Offer Better Than '49 Outlook; Cash in Wheat Sections Is Down

WASHINGTON, April 22.—Outdoor shows hitting rural routes this season will find cash tighter in every part of the country, except in tobacco, fruit and feed crop areas, according to Agriculture farm income reports. Areas depending upon wheat and truck farming are especially bad off, with cash receipts for the first quarter of the current year running below the same 1949 period by 20 to 25 per cent. Cash from fruit, tobacco and the various feed crops, however, was ahead of last year by 10 to 15 per cent. Returns from other major crops have been averaging around 4 per cent below last year. Nationally, the first 1950 quarter showed all farm crops producing 5 per cent less cash than the first three months of last year.

Somewhat counter-balancing the general gloomy farm income situation has been a slight downward trend in farm costs. Machinery, seed and living costs are all down an average of 2 per cent from last year. The cost of farm labor remains high.

Tobacco Areas Bright

Bright spot for traveling shows on the basis of the cash returns from farm products should be the tobacco areas in North Carolina, South Carolina, Kentucky, Maryland and Virginia. In the Carolinas, tobacco planting are up 1 per cent over last year and cash receipts are averaging some 12 per cent above 1948. Plantings in the other States are below last year, but higher prices are more than making up the difference.

Fruit raisers in Georgia, New York, Florida, Texas and the West Coast are averaging around 10 per cent more income than last year, with Florida's orange belt doing especially well because of the large demand for oranges in frozen juice. Apple sections of the country are ahead of last year, but large increases in orchard lands and (See Tobacco, Fruit, Feed on page 61)

Bob Niles, Chutist, Inked to P.A. Pact By Leo Schultz Org

LOS ANGELES, April 22.—Bob Niles, still recuperating from his near-fatal attempted parachute jump from the Pasadena, Calif., "suicide bridge," February 14, has been signed for personal appearances with the Lucky Auto Daredevils, thrill show, Lucky Leo Schultz announced.

Niles joins the show July 15, Schultz said, when released from Wadsworth General Hospital, Los Angeles.

Niles in attempting the 150-foot jump from the bridge fell the entire distance when his chute failed to open, breaking his fall on a sandbar.

Neb. State Plans 9,000-Seat Arena

LINCOLN, Neb., April 22.—Nebraska State Fair board plans construction of a new coliseum on the State Fairgrounds here to handle livestock shows and other shows requiring large seating capacity.

Secretary Edwin Schultz said the building would be 220 by 300 feet and have an arena 90 by 190 feet. It would seat 9,000 if the entire arena is used or 6,000 if it is used for shows.

The building will be heated and be suitable for hockey, basketball, rodeos, livestock shows and musicals.

8 R-B Shows Sold to Cops In Montreal

Beatty, Dailey, Bailey Set

NEW YORK, April 22.—With four of the nation's five railroad circuses already set for stands in Canada this year, the Ringling-Barnum org this week became the latest to slate a trek to the Dominion. Other orgs set are Clyde Beatty, Dailey Bros. and Bailey Bros. Only show by-passing the Dominion is Cole Bros.

Waldo T. Tupper, general agent for the Big One, disclosed here Thursday (20) that a contract was inked recently which will send the show to Montreal for a four-day stand (eight performances) starting June 28, including a week-end and Dominion Day (July 1), Canadian equivalent of America's Fourth of July.

Tupper said that the Montreal date would mark the first time in 15 years that Ringling-Barnum would make a Canadian stand. The general agent closed the deal with Detective-Sergeant Armand Morin, secretary of the Montreal Police Amateur Athletic Association, group which has purchased the Big Show outright for the date.

Former Hamid Date

Morin and a committee of five recently were here for preliminary negotiations, and the visit was returned by Tupper, who appeared before the athletic association board of directors at Montreal to secure final approval of the circus stand. Dailey Bros. and Biller Bros., a truck show, both American circuses, had been dickering for the Montreal date, in addition to Garden Bros., a Canadian org. Also in the running was a circus-thrill presentation booked thru the George A. Hamid & Son Agency, New York, which has played the highly lucrative date for the past two years.

According to Tupper the athletic association will draw its revenue from a small advance over the reduced price it is paying for the Big One, a sum not disclosed. Dollars also will come from the sale of souvenir programs, fees from auto parking lots and contributions from the Ringling-Barnum Side Show and concessions.

The circus will spread canvas at Rascani and Notre-dame, a spot about two miles from the Montreal business center and featuring good transportation facilities, Tupper said. He added that he plans to visit Montreal next week with another circus official to make final arrangements for getting the org in and out of Canada. Present schedule calls for the circus to make four other Canadian stands in addition to Montreal, with London, Ont., the jump-off point for the rest. (See 4 Rail Units on page 95)

Must Reading

The Johnson bill, passed by the Senate, is of vital importance to segments of the outdoor show business. Read the story on page 3 of this issue, also *The Billboard* editorial on the same page.

Loose - Drawn Bill Would Hit Alfresco Biz

Wording Jolts Showmen

(Continued from page 3)

finds a gambling device "as any machine or mechanical device, or parts thereof, designed or adapted for gambling or any use by which the user as a result of the application of any element of chance may become entitled to receive, directly or indirectly, anything of value."

Reaction of outdoor showmen was that they must rely upon their customers—organizations such as the American Legion posts, VFW posts, churches, county and State fairs and similar groups which sponsor their appearances—to call attention of congressmen throught the nation to the loosely worded bill which would wipe out many legitimate concessions.

Text of the bill follows: Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

Section 1. As used in this act the term "gambling device" means any machine or mechanical device, or parts thereof, designed or adapted for gambling or any use by which the user as a result of the application of any element of chance may become entitled to receive, directly or indirectly, anything of value.

Section 2. It shall be unlawful knowingly to transport or cause to be transported in interstate or foreign commerce any gambling device, or knowingly to take, receive, possess or dispose of any gambling device transported in violation of this act. PROVIDED, that the provisions of this section shall not apply to the course of unbroken interstate transportation of any gambling device into any State (See Outdoor Biz on page 57)

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 A 32-passenger Rocket Ride (either trailer mounted or stationary for park use), only 1,795.00

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Close-Ups:

John H. Marks Has Earned Big Dividends From Fair Dealing

By Jim McHugh

FOR MORE than 20 years John H. Marks has been operating a carnival under his own name in virtually the same territory and making his policy of "take a little, leave a little," pay off. His awareness of the morals involved in dealing with fellow humans has earned him the monicker of "Honest John," an accolade which he wears proudly.

John was born in 1891 in Greece, only a few miles from the birthplace of James E. Strates whom he knew well as a boy, who was also to become a major carnival operator. Altho their careers were paralleled in many respects, they did not meet after leaving their homeland until John joined Lee Schaffer with a cookhouse and discovered Jimmie operating an athletic show on the same unit.

\$10 Monthly Salary

When he was only 17, John came to the United States in search of his fortune. As might be expected, he started in the restaurant business. His starting salary was only \$10 a month and keep. In a little more than a year his earnings skyrocketed to \$25 a month and John recalls that at the time he thought he was rich. His financial growth is reflected in the fact that he now pays \$10 a week for the cigars on which he constantly chews.

Three years after his arrival in this country, at the age of 20, John opened his own restaurant in Richmond, Va. The year was 1911 and full meals were served for 20 cents. Eggs were only 8 cents a dozen and oysters on the half shell sold for a penny each, or 10 cents a dozen. John sold coffee, a cinnamon roll and a doughnut for 5 cents and managed to make money.

John saw his first fair and got his first inkling of the carnival business in Richmond. He heard of the big winnings to be made with carnivals, and it took little effort for Al Huband, then a pie wagon driver and now a successful garage operator, hauling contractor and ride inspector for the city of Richmond, to talk him into building a cookhouse. John freighted his new equipment to Pottsville, Pa., to join Schaffer and to get his first real look at a carnival midway. He gave all of his attention to the cookhouse business until 1923 when he bought a Merry-Go-Round and a few concessions. He joined Lew Dufour and later formed his own show partnership with L. T. Stone.

Two years later, in 1929, John bought Stone out. His equipment, which was loaded in box cars and baggage cars, consisted of a Merry-Go-Round. (See John H. Marks on page 73)



JOHN H. MARKS

TWO PROVEN MONEymAKERS!



C-CRUISE
 and
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The "Skipper" for the small kids and "Cruise" for the big kids! A real combination for any park.



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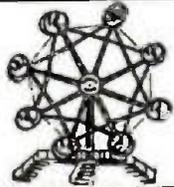
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Beatty Chalks Up Record 1-Day Business

San Diego Nets All-Time High

SAN DIEGO, Calif., April 22. — Clyde Beatty Circus had the biggest money day in its history here Saturday (15) with only two performances given. Like the Los Angeles stand, heavy exploitation in all mediums again was a contributing factor for the top gross. Show moved in Friday (14), with a light matinee and a good two-thirds house for the night performance. Sunday matinee (16) was a turnaway and an extra performance was given. Sunday night business tapered off to a half-house. Advance ticket sales was unusually heavy, Ora Parks, press head, stated.

Carrolls Work Radio

Radio and TV coverage by Norman and Shirley Carroll was started two weeks before the stand, with ticket giveaways used by local disk jockeys over the four major San Diego stations. The Carrolls guested on disk jockey shows.

Friday, opening day, Lawrence Cross was interviewed on the Molly Morse Show over KGB-Mutual-Don Lee station. A special 15-minute transcribed show, featuring an interview with Clyde Beatty and produced by Commodore Productions, which produce the Clyde Beatty Show, was aired prior to the show opening. Several transcribed shows were carried by the Carrolls and used over local Don Lee-Mutual stations as a promotional gimmick both for Dr. Ross Dog Food, sponsors of the Beatty air show, and the Clyde Beatty Circus.

Interviewed on San Diego Stations KFMB, KRSD, KSON and KGB were Bobby Kay, Mrs. Herbie Weber, Don McLennen, and Barbara Weir.

Jerry Lee Pecht, of KGB, did a 15 minute-tape interview on the grounds featuring Beatty, the Great Barton, Voice Troupe and Frank Doyle. This tape subsequently hit the air over all San Diego stations Friday and Saturday.

San Diego's only TV station, KFMB, was used for guest interview spots featuring Bobby Kay, Lawrence Cross, Mark Anthony and Joey of the org on the People in the News show.

R-B Cards Special Trains From Conn.

DANBURY, Conn., April 22.—Show trains which have been chartered from Connecticut cities to New York shows have proved popular enough for the Ringling-Barnum circus to decide to run one Friday (28) from here and South Norwalk to the matinee performance of the Big One in Madison Square Garden.

Round trip tickets are \$2.20. Circus duets at \$1.50, \$2.50 and \$3 are available at railroad stations in both cities. Set-up makes purchase of train ticket mandatory to buying of circus ticket, but exclusion tickets for the train can be bought alone.

SINCE 1935

EXHIBIT'S *New*

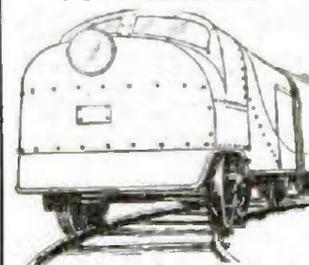
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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

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1 ROLL \$1.00

5 ROLLS 75c

10 ROLLS 60c

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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to Iron Year Last Number

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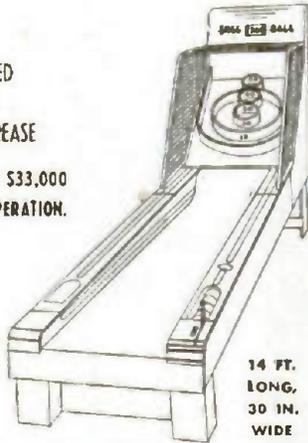
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GROSS RECEIPTS FOR 1949—HIS FIRST OPERATION.

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14 FT.
LONG,
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COMPLETE SETS INCLUDE 26 FLAGS AND 14 PENNANTS

Set	Flag Size	Pennant Size	Price
No. 4	4 1/2' x 4 1/2'	3 3/4' x 8"	\$ 40
No. 6	3' x 3'	2' x 5'	\$ 32
No. 8	1 3/4' x 1 3/4'	1' x 3'	\$ 24

For fairs, concessions, conventions, side shows, bazaars, Carnival Flags — Guaranteed New — Best quality, complete with rope, snap and ring for quick hanging. Terms: Net F. O. B. Pittsburgh, check with order.

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Talent Topics

James M. (Sonny) Cole, nine-year-old elephant trainer and son of former circus owner, James M. Cole Sr., takes his act to the "Super Circus," Chicago TV show, May 21. Phil and Yvonne, novelty chair-balancing, are set for the April 30 show. Both were booked by Tommy Sacco.

Dick Vernon emcees a children's benefit show for the Argo, Ill., American Legion Post, April 27-28. Acts will include the Flying Berrys, skating team; Ballantines, harmonicas; Park and Chase, trampoline; Roy Newman and Lucky, dog act; Gold Dust Twins, music novelty, and Patricia Rapp, singer.

The Poodles Hanneford troupe left Chicago for Duluth, Minn., following its appearance on the "Super Circus" TV show, April 16. . . . Egie Zacchini, in Chicago last week on business, reports her father, Edmondo, is in Johns Hopkins Hospital, Baltimore, having the casts removed from his legs. Featured at the Grand National Junior Livestock Exposition, San Francisco, were Buff Brady, Vern Goodrich, Edith Happy, Lucas Sisters, Slim Pickens, and the Moore Family.

Skedded as free acts at Lakeview Park, Tulsa, Okla., this year are Betty Willis, and her dog act; Alex Sadler, trampoline; Harry Forbis, high-pole; Tarzan, human ape, and the Quallmans, hand-balancing. . . . Pete Hox, billed as the Blind Miracle Wizard of Whips, is playing rodeo, theater and night club dates in Texas. Assisting him are his children, 10-year-old Gary and 16-year-old Joyce.

The Chambertys, who played the Wirth Shrine Circus at Syracuse last week, are set for a string of park dates after playing the St. Louis Police Circus, booked by Wirth. . . . The Skating Macks, roller skating quartet, and the Gaudsmith Brothers, are at the Palace Theater, New York.

Jack and Gladys Smukler, the "Original Michigan Rubes," have returned to Detroit after several weeks at the family home in Lake Helen, Fla. . . . Jerry D. Martin, Patricia Fogel and Betty Jane Martin, the Three Fearless Martins, high act, are skedded to play Harlacker variety shows at Jacksonville, Fla.;

Atlanta, Detroit; New Britain, Conn.; Springfield, Mass.; Pittsburgh; Clementon Lake, N. J., and Playland Park, Rye, N. Y., all booked by Al Martin, Boston. Jerry Martin took delivery of a new trailer before leaving West Palm Beach, Fla.

D. C. Variety Club To Produce '51 Rodeo

WASHINGTON, April 22.—Elated by the successful programing of its charity rodeo show which drew an attendance of 55,000 here, the D. C. Variety Club this week signed Gordon Kibbler to repeat next year in his role of staging, producing and directing the annual show. Kibbler, it was learned, will be signed up by Variety Club to handle the same role the next five years.

Altho the show's attendance failed to set a record, the turnout was considered excellent in view of inclement weather and Easter holiday distractions. In conjunction with the show, the capital witnessed its first street parade in 10 years for such an event, with Police Chief Robert Barrett heading the procession. Barrett is an honorary member of the local club. Kibbler, former band leader, expects to take the show to Baltimore next and he is booking in several metropolitan cities. His staff for the D. C. show included Dorothy Davis, executive secretary; Herb Glatfelter, organist; George E. Foster, advertising director, aided by Fred Stager; Jack Espey, press; Jack Westcott, radio director; Del Ankers, official photographer; Hub Hubbell, official rodeo announcer; Al Cody, producing clown; Tex Rose, equestrian director.

Cast included 100 persons. Acts were furnished by Cooke and Rose. The show had 26 events, with the Lone Ranger as top attraction in his sixth public appearance. Among accolades given Kibbler on the show was a letter from Hirsch de La Viez, Variety Club's chairman of arrangements committee, who hailed the cast as "The finest ever assembled under one roof."

"The name of the Variety Club is held in high esteem here in Washington," de La Viez stated, "and after this show we can still hold our heads high."

Out in the Open

Bill Powell, globe-trotting showman, is shuttling thru the Scandinavian countries, catching the Danish, Swedish and Norwegian circuses which are hitting the road. . . . Mrs. Irving J. Polack, spent two days at the Polack Chicago offices recently before rejoining the Polack Bros. Eastern unit.

G. C. MacMurray, cushion concessionaire at the Calgary, Alta., Exhibition grounds, lost \$700 worth of the seat pads recently when thieves broke into a storage shed on the grounds.

Jack Dickstein, who handled attractions at the Michigan State Fair, Detroit, last year, is reported convalescing satisfactorily after a serious illness. . . . Sig Haugdahl, veteran auto race driver, was skedded for an early release from St. Vincent's Hospital, Indianapolis, where he was taken Monday (17) following three strokes. Haugdahl, who is credited with being the first man to drive an automobile three miles per minute, was expected to go to his Jacksonville, Fla., home to recuperate.

Doug Baldwin, assistant secretary of the Minnesota State Fair, St. Paul, was a first-nighter at the Cole Bros. Circus engagement in the Chicago Stadium. . . . Julius Cahn, for many years identified with the fair movement in Wisconsin, recently returned

to his home town, Luxemburg, Wis., after spending six months in Florida. During his stay in Florida he was in daily attendance at the Florida State Fair, Tampa, and visited several other annuals in that State. Carl Sedlmayr Sr., owner of the Royal American Shows, was a recent weekend visitor to Chicago, planing in and out from Tampa, home base of the RAS.

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Check These Points

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Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.

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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 Cards, 35 cards, \$3.50; 50 cards, \$4.75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75c. Wood Calling Numbers, \$1. Printed Tally Card, 15c. 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. \$10.00 each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, top up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.
LIGHT WEIGHT BINGO CARDS
 White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size \$7, per 100 \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75c. Set Numbered Ping Pong Balls, \$15.00
 Replacements, Numbered Balls, Ea.40
 3,000 Jack Pot Strips (strips of 7 numbers). Per 1,000 1.25
 Middletweight Cards, 5 1/2 x 7 1/4. White, Green, Red, Salmon, Yellow, Per 100 3,000 Small, Thin, Brown, Per 100 3,000 Sheets, 5 colors, loose only, no pads. Size 4 1/2 x 5 1.50
 Plastic Markers, Red or Green, Round or square, 3/4" Diameter, 1/2" Thick, 3.00
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(Continued from page 53)

where the use of such device is legal, as certified by the governor of the State to the Attorney General of the United States and published by the Attorney General in the Federal Register. In the absence of such certification and publication, the use of gambling devices in any State shall, for the purposes of this act, be presumed to be illegal; and all persons and officials affected by the provisions of this act shall be entitled to act in reliance upon the presumption.

Nothing in this act shall be construed to interfere with or reduce the authority, or the existing interpretations of the authority, of the Federal Trade Commission under the Federal Trade Commission Act, as amended (15 U. S. C. 41-58).

Section 3. Upon first engaging in business, and thereafter on or before the first day of July of each year, every manufacturer of and dealer in gambling devices shall register with the (Collector of Internal Revenue) for each district in which such business is to be carried on his name or trade name, the address of his principal place of business, and the addresses of his places of business in such district. On or before the last day of each month every manufacturers of and dealer in gambling devices shall file with the (Collector of Internal Revenue) for each district in which he maintains a place or places of business an inventory and record of all sales and deliveries of gambling devices as of the close of the preceding calendar month for the place or places of business in the district. The monthly record of sales and deliveries of such gambling devices shall show the mark and number identifying each article together with the name and address of the buyer or consignee thereof and the name and address of the carrier. Duplicate bills or invoices, if complete in the foregoing respects, may be used in filing the record sales and deliveries. For the purposes of this act, every manufacturer or dealer shall mark and number each gambling device so that it is individually identifiable. In cases of sale, delivery or shipment of gambling devices in un-assembled form, the manufacturer or dealer shall separately mark and number the components of each gambling device with a common mark and number as if it were an assembled gambling device. It shall be unlawful for any manufacturer or dealer to sell, deliver or ship any gambling device which is not marked and numbered for identification as herein provided; and it shall be unlawful for any manufacturer or dealer to manufacture, recondition, repair, sell, deliver or ship any gambling device without having registered as required by this section, or without filing monthly the required inventories and records of sales and deliveries.

Section 4. All gambling devices, and all packages containing any such, when shipped or transported shall be plainly and clearly labeled or marked so that the name and address of the shipper and of the consignee, and the nature of the article or the contents of the package may be readily ascertained on an inspection of the outside of the article or package.

Section 5. It shall be unlawful to manufacture, recondition, repair, sell, transport, possess or use any gambling device in the District of Columbia, the territories and possessions of the United States, on any lands reserved or acquired for the use of the United States and under the exclusive or concurrent jurisdiction thereof or within Indian country as defined in 18 U. S. C. 1151.

Section 6. Whoever violates any of the provisions of Section 2 or 5 of this act shall be fined not more than \$5,000 or imprisoned not more than two years or both.

Whoever violates any of the provisions of Sections 3 or 4 of this act shall be fined not more than \$2,000 or imprisoned not more than one year or both.

Section 7. Any gambling device transported, delivered, shipped, manufactured, reconditioned, repaired, sold, disposed of, received, possessed or used in violation of the provisions of this act, shall be seized and forfeited to the United States. All provisions of law relating to the seizure, summary and judicial forfeiture, and condemnation of vessels, vehicles, merchandise, and baggage for violation of the customs laws; the disposition of such vessels, vehicles, merchandise, and baggage or the proceeds from the sale thereof; the remission or mitigation of such forfeitures; and the compromise of claims and the award of compensation to informers in respect of such forfeitures shall apply to seizures and forfeitures incurred, or alleged to have been incurred, under the provisions of this act, insofar as applicable and not inconsistent with the provisions hereof; PROVIDED, that such duties as are imposed upon the collector of customs or any other person with respect to the seizure and forfeiture of vessels, vehicles, merchandise, and baggage under the customs laws shall be performed with respect to seizures and forfeitures of gambling devices under this act by such officers, agents or other persons as may be authorized or designated for that purpose by the attorney general.

Section 8. If any provisions of this act or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to this end the provisions of this act are declared to be severable.

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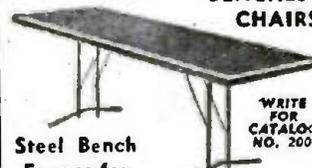
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MT. CLEMENS, MICH.Mills Bros. Stacks Up Solid
In Looks and Program-Wise

(Continued from page 53)

chalked near capacity in the afternoon and a half a house at night. This year's edition, the 11th, is an all-round good combination of turns, including several European and a Chinese importation, well handled by Equestrian Director Bert Wallace. Robert (Bob) Mills's band of 12 men cut the musical numbers in top-notch fashion. Mayme Ward has done a good job on the new and flashy wardrobe. Prop and other attendants are neatly attired. Two elephants, Jennie and Tribby, bought from the Ringling-Barnum circus, are new additions. The show's original bull, Burma, continues as a feature. George Strongman handled press in Wilmington.

All New Canvas

The show moves on its own 50 trucks and semis, all in good condition. Seating capacity of the new big top, a 120 with three 40's, is about 4,000. Side Show is a 50 with two 20's; menagerie, a 60 with three 30's; cookhouse, 30 by 60; dressing room, 20 by 40, and wardrobe, 20 by 40. An innovation is a separate entrance and exit for the kinkers.

Visitors here included E. Walter Evans, Bill Sachs and Charley Wirth, of *The Billboard*; Carey Emrie, former trouper, and Clifford W. (Tiny) Krueger, of Merrill, Wis., formerly of the Seils-Sterling Side Show and now a Wisconsin State senator.

Traveling with the circus for the season are two kiddie rides, a Merry-Go-Round operated by Ralph Dietzel, and Barrel of Love, operated by Henry (Sparky) Speanburg.

The Program

Program, presented in three rings, opens with a colorful spec, *The Flag Parade of Nations*, climaxed by a dance portrayal of Latin America in a holiday mood labeled *Fiesta in Brazil*. Rest of the program follows in order:

Introduction of Buffalo Ben, programmed as the last living Buffalo Bill scout.

Mahlon (Alabama) Campbell and Bert Wallace, riding dogs and monkeys in two rings, an item relished by the moppets.

Good juggling numbers were presented by the Five Rickert Girls and the Bakers, man and woman.

Miss Maureen offered sound contortion and acro stunts, and Joe and Annette Dobas scored with hand and head balancing. The latter used a good performing dog in their presentation.

Wire-walking canines climaxed the dog acts put on by Margie Butcher and Jeannette Wallace, which left the kids yelling for more.

The Handel Family, three men and one woman, performed flawlessly on the bars. One of the males, a midget, offered refreshing comedy that kept the audience laughing and applauding.

Aerial ballet, including, swinging ladders and traps, by La Ninon, Rosita and Torres, and Jackson Tolliver. Rosita and Torres, man and woman, were featured in center ring in an outstanding iron-jaw number. The former handled the iron-jaw work from the cradle bar, and their accomplishments brought them a big hand. Rosita concluded with an iron-jaw slide.

Pony drills by Mahlon Campbell with five animals, and Bert Wallace with four.

Very creditable trampoline numbers in the end rings by the Three Valencianos and the Five Australian Bombshells. In center were the Ming Sing Stars, a man and four girls, in balancing, juggling and equilibristics that proved a knockout.

Working solo in this display was Ray Goody on the wire, injecting showmanship and a bit of good comedy.

Elephant Jennie did a cakewalk

specialty on track; the trainer, Frank Noel.

Spanish web ballet, with 10 webs over track, and featuring Margie Butcher, Mlle. Ursula and Virginia Mann over the rings.

Comedy boxing by the Three Handels, featuring Jancsi Handel, the midget.

Liberty horses, six in each ring, were presented by Bert Wallace, Jeannette Wallace and Elmer Brandt. A solid equine display, the animals working perfectly.

A comedy auto number, presented by the Three Sayers, English Joys, proved a huge laugh number.

A rapid-fire display, one of the highlights of the performance, featuring the Charlottes and the Wallabies, all-girl acros, and Torres, man, balancing and juggling. For a finish the girls did fast tumbling around the track.

A good menage display, the riders being Jacklan Tolliver, Marie Haddix, Eveline Noel, Jeannette Wallace, Catherine Barney, Mahlon Campbell, Donna Hancock, Hans Valenciano, Margie Butcher, Mahlon Campbell and Bert Wallace.

Joe and Annette Dobas and the Valencianos, man and woman, did a neat job with shoulder perch feats.

Ray Goody did a nifty foot slide, built up by girls of the ensemble.

Two swell working elephants presented by Frank and Eveline Noel and Virginia Mann, finishing with Miss

Mann, without helmet, a head-carry by Burma.

The clowning is especially good, numbers being interspersed thruout the program.

STAFF: Jack and Jake Mills, managers; Ida Mills, treasurer; Rose Mills, secretary; Harry Mills, concession manager; H. W. Ahlhart, Jr., general agent; Red Doc Waddell, chaplain; Bert Wallace, equestrian director; Bob Mills, band leader; Fred Stafford, press; Charley (Brady) Vensel, general superintendent, and Felix Brason and Thurman (Nappy) Jenkins, assistants; Proctor Baughman, announcer; Mark Roe, steward; Sanford Burstein, purchasing agent; George Randall, 26-hour man; Arthur (Hard Times) Leonard, electrical superintendent; Allen King, transportation superintendent; Blackie Diller, ring stock superintendent; Don Mann and Ray Haddix, mechanical; Tex Brown, head usher; Michael Callahan, boss prop; Tom Vesoh, chief rigger; William Douglas and Clarence Lusby, front door; Frank Perez, Side Show manager; Frank Noel, menagerie and elephant superintendent; Mayme Ward, wardrobe; Ethel Brady and Mr. and Mrs. Alvin King, reserved seats; Mrs. Frank Perez, downtown tickets.

BIG SHOW BAND: Bob Mills, leader and baritone; Philip Garkow, Skinny Goe, George Donaldson, trumpets; Charles Bernier, E. O. Pulser, trombones; Frank Owen, Joseph Novak, clarinets; Ed Doman, bass; Ebert Hedges, Goufford, snare drum; Ed Burridge, bass drum; Halie Hastings, callopie.

CLOWN ALLEY: Alex Brock, producing; Wimpey, George, Donald and Harold Sayer; Jack LaPearl, Bill Batley, Steve Crowe, Harry Baker, Peggy Baker, Jack Rodgers, Jancsi Handel, Sparky Speanburg, Robert Simmons.

SIDE SHOW: Frank Perez, manager; Larry Haddix, inside lecturer, magic and Punch; Professor Ben, vent; Princess Zeida, mentalist; Spark, fire eater; White Star, shooting; Blackie Wilson, boss canvasman.

WILD WEST: Buffalo Ben, director; the Rangerettes, Western quadrille and novelties; Chief White Eagle, Cherokee war dance; Red Wings, bow and arrow shooting; Margie Butcher, Beryl Hughes, Catherine Barney, White Eagle, Donna Hancock, Marie Haddix, Duke Brant, riders.

CONCESSIONS: Harry Mills, superintendent, and Mary Mills, assistant; Ida Madie, checker; Max Gross, popcorn; Jay Goody, grass joint; Donovan Spencer, snowballs; Jack Goehring, cotton candy; Kermit Taylor, menagerie novelty stand; John Roth, menagerie stand; James McGrath, outside novelties.

Back From Cruise:

Overseas Talent Pic Bleak
But Hamid Snags a Few Acts

NEW YORK, April 22.—George A. Hamid, head of the talent agency bearing his name, returned to his offices here yesterday after a 58-day Mediterranean cruise with only a few acts definitely carded for importation. During his trip, which was principally a pleasure jaunt and during which he only incidentally concerned himself with business, Hamid said he encountered but few acts that he would consider bringing to this country. Included in this category were many that were priced right out of the market and smugly holding contracts for work covering periods up to three years.

Hamid, who was accompanied by his wife, Bess, visited show units in all of the countries touched. The Continent was unproductive, he said. Considerable good talent, albeit not of the novelty type in which he is principally interested, was viewed in the Orient. In Egypt Hamid bought Marc and Sylvie, acro turn; Troupe Akei, five-brother Risley presentation, and Piet Van Brechtz, contortionist. Tentative agreements were reached on securing an aerial novelty presentation in which several American agents are interested, Hamid said.

Continental Carnival

At Marseilles the Hamids visited a carnival, set up European fashion, in the heart of town. Four Skooters, in addition to all other show units, were operating at capacity by early afternoon. He said there was little of interest to American ops except, possibly the fetching way in which the ride units were presented. Most were equipped with elaborate scenic effects, he said. The shows, while they would not compare with units carried by this country's major league carnivals, were notable for their clean, brilliantly painted panel fronts. No banners are used on any of the units.

The Zoppe-Zavatta Circus was vis-

ited in Italy. While not operating when the Hamids were there during Holy Week, the physical equipment, a typical one-ring European presentation, was viewed. A 19-number variety program, consisting mostly of singles, is usual. Hamid said it would compare with any American unit. Business was reported only fair, and all acts encountered seemed anxious to come to America, Hamid said.

Prime Location

Only interesting bit of showbiz encountered in Greece was a Motor-drome located right in the heart of town, across the street from one of the principal department stores. The location was the best he had ever seen, Hamid said, and the unit was reported rounding out a three-month stand of terrific biz.

Cabarets are numerous thruout the Orient and doing capacity business. Talent is paid top salaries, and the cost to patrons is about on a par with tariffs here, Hamid said.

In Egypt Hamid had an audience with King Farouk, and President Beshara El Kourey of the Republic of Lebanon decorated him with the Medal of Honor in recognition of his accomplishments and charitable work.

At his birthplace, Broumana, Lebanon, which he visited for the first time in 44 years, Hamid was tendered a royal welcome by all of the 1,200 townspeople. He met there for the first time the 126 orphans he has largely supported for the past decade. In his honor they presented acrobatic and tumbling routines.

In Rome Hamid was given a special audience by the Pope and had a priest to act as guide during his stay there.

At each port of call he had a General Motors car and chauffeur awaiting his arrival and a copy of *The Billboard*.

The Hamid enterprises were in charge of his son and partner, George Jr., during his absence.

Cole Seen Tagging Ringling By Five Days in Washington

By Tom Parkinson

CHICAGO, April 22.—Unofficial reports here have Cole Bros.' Circus moving from Detroit to Toledo in May and then into the Indianapolis Stadium controlled by Arthur M. Wirtz, Cole co-owner. An earlier version, announced by Wirtz, had Cole playing Washington after Detroit.

Repeating his denial of an effort to book Cole into New York's Madison Square Garden, Wirtz said here that his reason for acquiring the Cole show was to provide a strong attraction for his Chicago and Detroit stadiums. Going to New York at that time of year, he said, would defeat his purpose.

Additional unofficial reports here say that Cole Bros. will be only five days behind Ringling-Barnum at Washington.

Banks on TV Cities

Wirtz said he would use no wallpaper tactics and that his route was easy to figure. "We'll play the towns with 100,000 or more television sets.

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Endy Inks Savannah, Upper Darby Dates

GOLDSBORO, N. C., April 22.—Endy Bros.' Shows has inked contracts for dates at Upper Darby, Pa., and the Savannah, Ga., fair, it was reported here.

Upper Darby has been closed to outdoor shows for several years, but Endy was successful in obtaining permit and lot for showing the first week in May.

Savannah date starts October 16 and Endy will be the only show in. City normally is closed but Exchange Club has booked show for the fair, which it is reviving this year under new charter.

Loop with a six-up hitch. Plans for a parade here fell thru, but it was understood that the event is set for Detroit.

Rolling stock is well painted, with blue lettering on an orange base. One big baggage wagon spotted near an entrance bears the slogan, "Over and over again the story is always the same, Cole Bros.' Greatest Wild Animals Circus on Earth."

The show train of 30 cars arrived Monday (17) from Florida. Unloading began at once and tents were erected. A boxing program at the Stadium kept riggers out of the building until Wednesday (19). Rehearsals got under way Thursday and continued Friday.

Billing bills were straightened out to get more paper and numerous window cards up. Press staff began hitting radio and TV outlets this week and newspapers went for arrival and opening stories and pictures. A tug of war between Marine Corps armored vehicle and a show elephant is set for downtown staging (27) and is expected to hit the papers. However, efforts to get The Tribune to plug Hopalong Cassidy's appearance in connection with its comic strip of the same name haven't clicked, this despite weekly listing in the paper of theaters showing Hoppy's flickers.

We've got the best advance in the world—millions of TV sets—and it doesn't cost us a cent."

He announced that all questions of title have been cleared up. The new show is owned, he said, by Cole Bros.' Circus Corporation. Officers are Charles Watson, Chicago attorney, president; Bill Horstman, Stadium advertising chief, vice-president; Bob Stabler, Hopalong Cassidy's manager, vice-president, and L. Kassebaugh, secretary-treasurer. The latter holds the same post in the Wirtz-Sonja Henie organization.

Hopalong will leave the show in July and is scheduled to be in Hollywood to start a picture in August or September. It is possible he'll return to the show later. There will be no personal appearances outside of the circus for him during his stay with Cole Bros.

Stores Tie In

Cassidy endorsement 'of foods and other products is not being tied closely with his circus appearance. In Chicago, however, stores are pushing Cassidy accessories, ranging from wallpaper to hats, and his endorsements are prominent in local ad copy.

Traveling with Boyd on the show are his wife; Bob Stabler, manager; Jack Daly, public relations man; Mike and Ed Nimeth, groomers for his horse, and John Homan, chauffeur.

The private car formerly used by Zack Terrell, ex-Cole owner, has been redecorated for Boyd's use.

Set-up at the Stadium has the cook-house and stable tops on the parking lot west of the building and the Side Show and menagerie spotted on the eastern lot. Wagons, many of them still loaded with big top equipment, are parked on the Stadium lots, with overflow going to parking area across the street.

Cramped for Space

The Side Show, cramped for space, uses a short banner line formed with two of the wagons with folding panels. Concession wagons are spotted opposite the banner line and a separate Snake Show is located at the end of the short midway.

Showing of a big show ticket admits one to the two-pole menagerie tent. Inside are the 13 bulls, four cages from the old Cole show and the lead stock. Behind the menagerie and angled to catch the eyes of motorists on busy Washington Boulevard is the Columbia band wagon. The America steam calliope, now converted from coal to oil power, is parked with several of the former Verne Soule's pony wagons which Terrell Jacobs has had in recent years.

Jacobs has three large cages and five cross cages spotted in the Stadium. They sport one of the flashiest paint jobs seen on a circus in some time.

The calliope is being used for frequent bally trips thru the Chicago

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2 years in use here. Purchased new in excellent condition. Dismantled and ready for shipment...

Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- A. & O. Amusements: Enid, Okla., 29-May 6.
Alamo Expo.: Abilene, Tex.
American Beauty: DeSoto, Mo.; Fulton May 1-6.
American Eagle: Brownsville, Tenn.
American Expo.: Weirton, W. Va.
American Midway: Haskell, Tex.; Big Spring May 1-6.
Badger State: Rochester, Minn., 29-May 6.
Baker United: Kokomo, Ind.
Beam's Attrs.: Windber, Pa., 27-May 6.
Becht, Lee: (Spring Grove & Colerain) Cincinnati, O.
Bee's Old Reliable: Cynthiana, Ky.; Corbin May 1-6.
Bell-Form: Valley Falls, R. I.
Belle City: (N. 29th & W. Capitol) Milwaukee, Wis.
Big Four Am.; Ramsey, Ill.
Blue Grass: Owensboro, Ky.

- Bogie, F. C.: Carthage, Mo.; Baxter Springs, Kan., May 1-6.
Bohn & Sons United: Marlow, Okla.
Boone Valley: Boone, Ia., May 1-6.
Borderland: Alpine, Tex.
Buck, O. C.: Menards, N. Y.
Burdick's Greater: San Saba, Tex.
Burke, Harry: Baton Rouge, La.
Burkhardt: Fredericktown, Mo.
California: King City, Calif.; Dixon May 1-6.
Capell Bros.: Bristow, Okla.
Capital City: Dalton, Ga.
Carr, Lawrence: New Bedford, Mass.
Cavalcade of Amusements: Mobile, Ala.
Central States: Concordia, Kan.
Cetlin & Wilson: Petersburg, Va., 29-May 6.
Chance, Jimmie: Richmond, Ind., 29-May 6.
Colman Bros.: Middletown, Conn.
Colorado Expo.: Denver City, Tex.
Continental: Hudson, N. Y.
County Fair: Ainsworth, Neb., 29-May 6.
Crafts 20 Big: Burbank, Calif., 4-6.
Crafts Expo.: Los Banos, Calif., 3-6.
Cresent Am. Co.: Warren, Ark.
Crescent Canadian: Vancouver, B. C., Can., thru May 17.
Crystal: Valdosta, Ga.
Curl, W. S.: London, O., 29-May 6.
De-Lux: New Castle, Pa.
Del-Mar: Rockville, Conn.
Dickson United: Elmore City, Okla.
Dixie Expo.: Greens, Va.
Down River Am. Co.: Rossville, Mich.
Drew, James H.: Ashland, Ky.
Dudley, D. S.: Mineral Wells, Tex.
Dumont: Keyser, W. Va.; Tyrone, Pa., May 1-6.
Dyer's Greater: Searcy, Ark.; Cape Girardeau, Mo., May 1-6.
Eastern Am. Co.: Waterville, Me., 29-May 6.
Eddie's Expo.: Kittanning, Pa., 29-May 6.
Eddy Bros.: Philadelphia, Pa.
Evens United: Richmond, Mo., 29-May 6.
Fair Am. Co.: Aberdeen, N. C.; Mooresville May 1-6.
Ferris, Carl D.: Ridgeway, Pa., 29-May 6.
Ferris Greater: Santa Ana, Calif., 25-30.
Fleming, Mad Cody: Brunswick, Ga.
Folk Celebration: Espanola, N. M.; Santa Fe May 2-7.
Francis, John: Belleville, Ill.; East St. Louis May 4-13.
Franklin, Don, No. 1: Breckenridge, Tex.; Stamford May 1-5.
Franklin, Don, No. 2: Waeider, Tex.; Kenedy May 2-6.
Garden State: Coplay, Pa., May 3-13.
G. & B. Rides: Parkersburg, W. Va.
Gem City: East St. Louis, Ill.; Belleville May 1-7.
Gold Crown Expo.: Franklinton, N. C.
Gold Medal: Oak Ridge, Tenn.
Dooding Am.: Alliance, O.
Grady, Kellie: Huntsville, Ala.; Quintersville May 1-6.
Grand American: Cape Girardeau, Mo.; Louisiana May 1-6.
Grand Union: Velma, Okla., 24-26; Marlow 27-29.
Granite State: Peekskill, N. Y.
Great Sutton: East Alton, Ill.
Groves Greater: Hammond, La.
Gulf Coast: Sikeston, Mo.; Poplar Bluff May 1-6.
Hannum, Morris: Emmaus, Pa.
Happy Attrs.: Newark, O.; Zanesville May 1-6.
Happyland: Pontiac, Mich.; Royal Oak May 1-6.
Harry's Greater: Plymouth, O., 27-May 6.
Heller Acme: Haverstraw, N. Y.
Hennies Bros.: Not Springs, Ark., 22-May 3.
Henson, J. L.: Ourdon, Ark.
Heth, L. J.: North Birmingham, Ala., 24-May 6.
Hiawatha: Albion, Mich.
Hill's Greater: Artesia, N. M.
Hottie, Buff: Jefferson, La., 24-May 7.
Imperial: Galesburg, Ill.
Imperial (Am. Corp. of America): Baton Rouge, La.
Imperial Expo.: Yuba City, Calif.
Inland: Piedmont, Mo.; Greenville May 1-6.
Interstate: Campbellsville, Ky.
Jack's Greater: York, S. C.; Clover May 1-6.
J. & B.: Farmville, Va.
Johnny's United: Waynesboro, Tenn.
Jollytime: Columbia, Pa.; Northumberland May 1-6.
Jones, Johnny J., Expo.: Washington, D. C., 27-May 6.
Karas: Gust, Greater: St. Joseph, Mo., 4-6; Bethany, 8-11.
Kaus, W. C.: Richmond, Va.
Keystone Attrs.: Milton, Pa.
Klie, Floyd O.: Denham Springs, La.
Kinland Am.: Perry, Ga.
Kirkwood, Joseph J.: Bel Air, Md.
Krause Am.: (63d Kingessing Ave.) Philadelphia, Pa.
LaCross: Easthampton, Mass.
Lamb, L. B.: Bowling Green, Ky.; Hopkinsville May 1-6.
Lane Sammy: Versailles, Mo.; California May 1-6.
Lawrence Greater: Knoxville, Tenn.
Lone Star: Central City, Ky.
Lone Star Rides: Steubenville, O., 29-May 8.
Lee United: Garden City, Mich., 28-May 7.
Magic Empire: (1700 4th Ave. S.) Nashville, Tenn.
Manning, Ross: Bristol, Pa.; Philadelphia May 1-6.
McKee, John: Ironton, Mo.; Flat River May 1-6.
Meeker's Wenatchee: Wash., May 1-6.
Merrim's Midway: Boone, Ia., May 1-6.
Merry Midway: Rutherford, Tenn., May 1-6.
Midway of Mirrh: Pittsfield, Ill.; Bowling Green, Mo., May 1-6.
Midwestern: Expo. Mens, Ark.
Mighty Hoosier State: Greensburg, Ind.
Mighty Page: Statesville, N. C.
Model: Duncan, Okla.; Lawton May 1-6.
Moore's Modern: Paris, Tex.
Myers (Simpson Road, Dixie Hill) Atlanta, Ga.
Nessler's: Flora, Ill.
New England Am. Co.: Fitchburg, Mass.
Nolan, Larry: Las Vegas, N. M.
Oklahoma Expo.: Tahlequah, Okla.
Palmetto Expo.: Spartanburg, S. C.
Page Bros.: Russellville, Ky.; Madisonville May 1-6.
Paul's Am. Co.: Booneville, Ark.; Waldron May 1-6.
Peerless Celebration Am.: Elkin, N. C., 28-May 6.

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Redondo, Calif., 25; Pasadena 26; Azusa 27; Arcadia 28; Burbank 29; North Hollywood 30.
Billar Bros.: Kokomo, Ind., 25; Anderson 26; Muncie 27; Marion 28; Huntington 29.
Capell Bros.: Hugoton, Kan., 25; Ulysses 26; Garden City 27; Scott City 28; Oakley 29.
Cole Bros.: (Stadium) Chicago, Ill., 24-May 7.
Cole & Walter: Wellington, Tex., 25; Shamrock 26; Cheyenne, Okla., 27.
Dailey Bros.: Vernon, Tex., 25; Lawton, Okla., 26; Chickasha 27; Oklahoma City 28; Sapulpa 29.
Dales: Hopewell, Va., 25; Warrenton 26; Leesburg 27; Hagerstown, Md., 28; Hanover, Pa., 29.
Gainesville Community: Fort Worth, Tex., 27-29; McKinney May 4-5.
Hamid-Morton: (Arena) Washington, D. C., 24-29; (Mosque) Altoona, Pa., May 3-6.
Kelly, Al G.-Miller Bros.: Livingston, Tex., 25; Henderson 26; Kilgore 27; Mincola 28; Greenville 29; Garland 30.
King Bros.: Richmond, Ky., 25; Morehead 26; Maysville 27; Hillsboro, O., 28; Middletown 29; Lancaster May 1; Athens 2; Marietta 3; Cambridge 4; Barnesville 5; Weirton, W. Va., 6.
Miller Bros.: Galton, O., 25; Mansfield 26; Massillon 27; Barberton 28; South Euclid 29; Warren May 1; New Castle, Pa., 2; Youngstown, O., 3; Rochester, Pa., 4; Pittsburgh 5; Udontown 6.
Polack Bros. (Eastern): (City Coliseum) Austin, Tex., May 1-7.
Polack Bros. (Western): (Auditorium) Stockton, Calif., 24-30; (Fairgrounds) Santa Rosa May 1-2; (Auditorium) Oakland 4-14.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 7.
Rogers Bros.: Shelbyville, Tenn., 25; Fayetteville 26; Winchester 27; Chattanooga 28-29; Rome, Ga., May 1.
Seal Bros.: Glenns Ferry, Idaho, 25; Mountain Home 26; Meridian 27; Nampa 28; Caldwell 29.
Ward Bros.: Beaumont, Tex., 25-28; Galveston 29-May 2; San Antonio 5-7.
West Bros.: Ottumwa, Ia., 27-28.

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

- Ice Capades (Sam Houston Coliseum) Houston, Tex., 26-30.
Ice Pollies (The Arena) Minneapolis, Minn., thru May 8.
Miller's, Irvin C.: Brown-Bkita Models (Lincoln) Houston, Tex., 26; (Orem) Waco 27; (Rite) Fort Worth 28.

- Penn Premier: Runnemeade, N. J.; Chester, Pa., May 1-6.
Peppers All State: New Boston, Tex.
Pine State: North Charleston, S. C.; Moncks Corner May 1-6.
Pioneer: Watery, N. Y.
Playland: (Eight Mile & Kelly Road) Detroit, Mich., 28-May 6.
Playtime, No. 1: Spencer, Mass.
Playtime, No. 2: Lynn, Mass.
Powelson Greater: Columbus, O.
Prel's Broadway: Fayetteville, N. C., 28-May 6.
Reid, King: Glens Falls, N. Y., May 1-6.
Rogers Greater: Camden, Tenn., 29-May 6.
Rose City Rides: Poinsett, Mo., 29-May 6.
Royal Crown: Bowling Green, Ky.
Royal Midwest: Milan, Tenn.
Shan Bros.: Atlanta, Ga.; Athens May 1-6.
Shepard Bros.: Silver City, N. M.
Silver Slipper: Etowah, Tenn.
Smith, George Clyde: Conemaugh, Pa., 27-May 6.
Smith's Funland: New Matamoras, O.
Smith's Greater: Franklinton, N. C.; Clarksville, Va., May 1-6.
Snapp Greater: Coffeyville, Kan.
Southern Am.: Mason, Tex.
Southern Valley: El Dorado, Ark.; Pine Bluff May 1-6.
Sparks, J. A.: Appalachia, Va.
Srader, M. A.: Dodge City, Kan., 27-May 6.
Standard: Douglas, Wyo.
Star Am. Co.: Quitman, Ark.
State Fair: Wakeeney, Kan.
Stephens, C. A.: McCaysville, Ga.; Newport, Tenn., May 1-6.
States, James E.: Perth Amboy, N. J.
Sunset Am. Co.: Excelsior Springs, Mo.; Chillicothe May 1-6.
Superior: San Leandro, Calif.
Tallent, Barnay: Charleston, S. C.
Talbam Bros.: Westville, Ill.
Texas: San Benito, Tex., 25-May 7.
Texas Kidd: Hamilton, Tex.
Towel T. J.: Pampa, Tex.
Tivoli Expo.: Sedalia, Mo.; Mexico May 1-6.
Tri-State: Bentonville, Ark.
Turner Bros.: Springfield, Ill.; Mattoon May 1-6.
20th Century: Manhattan, Kan.
Twin City: Unionville, Mo., 29-May 6.
United Expo.: Belleville, Ill.
United States: Valdese, N. C.
Victory Expo.: Portales, N. M.
Virginia Greater: Salisbury, Md.; Cambridge May 1-6.
Vivian Bros.: Manville, N. J.; Jersey City May 1-6.
Volunteer: Guthrie, Ky.
Wade, W. O.: Springfield, O.; Fort Wayne, Ind., May 1-6.
Wallace Bros.: Jackson, Miss.; Humboldt, Tenn., May 1-6.
Wallace & Murray: Woodruff, S. C.; Lincoln, N. C., May 1-6.
W. E. Attrs.: Lucedale, Miss.
West Coast: Richmond, Calif., 25-30.
Wheeler, Eddie L.: Shavano, O.

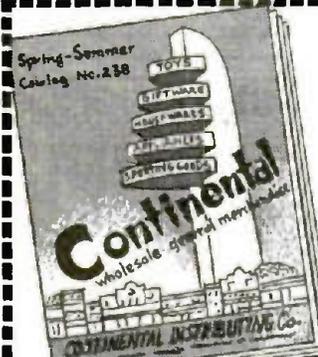
(See Carnival Routes on page 82)

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CREAM CITY ART CORP. 1545 WEST BRUCE ST. MILWAUKEE, WIS.

Tobacco, Fruit, Feed Crop Areas Offer Better-Than-'49 Outlook; Cash in Wheat Sections Is Down

(Continued from page 53)
Yields may bring the prices down later in the year. Bolstered by price supports in most cases, tree nut areas should average about the same as last year, with large production preventing increases much above support prices.

Midwest Incomes Mixed

Averaging income from such feed crops as hay, barley and oats in the Middle West is up around 10 per cent from last year, but Agriculture reports cash income is varying widely from region to region, with plantings down in some areas and up in others.

Wheat is one of the top money crops in the nation and its prospects will greatly influence the business of shows in the wheat belt. The wheat situation has not yet crystallized for 1950, but the general outlook is not good. Top spring wheat States are the Dakotas, Montana and Minnesota. Acreage planting in these States is off from 18 per cent in South Dakota to 10 per cent in Montana. Winter wheat regions take in all of the Middle West States, as well as Pennsylvania, Texas, West Virginia and the Southeastern States. Acreage seeded in winter wheat last year, soon to be

harvested, was off some 13 per cent over-all. The 1950 wheat plantings are down 14 per cent from last year's record, but still 10 per cent above the 1939-'48 average.

Wheat Market Easy

Even taking into account losses from the so-called "green bug" attacks and sporadic dust storms, Agriculture expects the 1950 wheat crop to be larger than domestic and foreign demand. Over the year, this is expected to keep prices around the loan support level maintained by the Commodity Credit Corporation (CCC) or off slightly from last year. For the first three months of 1950, however, wheat marketings have brought in some 20 per cent less money to farmers than the first quarters last year. Over the next month, however, short crops in Texas and Oklahoma—the first to the market—are expected to send prices up. Under continuing adverse weather conditions, this upward price movement will soon bring the level to the spot where CCC starts selling its immense stores of wheat carried over from previous years. That, of course, would bring the price down again and send CCC out of the selling market. In effect, the wheat reserves of CCC set a ceiling on price, while its wheat loan program sets only a partial floor.

Corn Belt Income

Income from corn in 1950 should be about the same as last year, with both demand and acreage to be down. Top corn States are Iowa, Illinois, Nebraska, Minnesota and Indiana, with Ohio, Missouri, South Dakota and most of the South also producing significant amounts. Plantings for 1950 are the lowest in 50 years largely because of a cut-back in acreage due to be ordered by CCC. Corn exports will be lower this year, but the demand for the product as animal feed will be up. Large feed corn stocks, however, should keep over-all demand less than last year.

Cotton, the money crop of the South, is likely to be off in price this year because of increased allotments recently voted by Congress in the face of a steadily declining market. Reports on acreage will not be available until Agriculture estimates the crop actually under cultivation around July. The 1948 cotton crop was the largest since 1937, the only about 60 per cent of the average crops in the late 20's when cotton was king.

Lower Peanut Prices

The peanut, which has replaced cotton in the South to a great extent, is also likely to be down in price this year. Increased allotments for peanuts were voted by Congress in the recent farm bill over the protests of CCC, which has peanuts coming out of its ears under the price support program. Supports are to be generally less for 1950 than for 1948.

Highly important in New England, New York and most of the Southeast and Southwest, truck produce prices have gotten off to a poor start this year with farmers taking in some 25 per cent less than for the same period last year. Weather in general has been good and supplies are high—indicating prices will continue below last year.

Far West regions depending upon slaughter sheep are likely to prove less receptive to outdoor shows than last year. In the last couple of weeks, sheep prices have broken sharply be-

Michigan City Preps for 1951 Reconstruction

MICHIGAN CITY, Ind., April 22.—Washington Park here is plowing profits back into its business. Extensive installation of new underground wiring systems and sewers is under way in preparation for complete rebuilding of the spot.

Harold K. Barr, manager, reported that the park would look just the same to patrons this year because all improvements are underground.

He made no estimate of this year's investment, but said that from \$200,000 to \$250,000 would be spent during the park's three-year rebuilding program which is to begin in 1951. The rebuilt park will feature all new rides and a concessions line of concrete and glass brick construction.

In anticipation of the major reconstruction, Barr said, no new equipment was purchased this year.

He reported that picnic bookings indicate only average business in that line. Regular picnics from past years will be back, but new events have proved extremely rough to book.

Tentative booking of Vaughn Monroe and his orchestra for June 29 was announced, but Barr said arrangements for other attractions have not been completed. No house band is used.

Court Order Halts Detroit Promotion

DETROIT, April 22.—A Circuit Court injunction has been issued here restraining Jack Wengrow from further promotion for his Johnson & Wallace Indoor Circus date May 1-7 at State Fair Coliseum.

Wengrow's troubles began Wednesday (19). First, he was arrested and sentenced in Traffic and Ordinance Court to 90 days in jail for soliciting funds without a license. Then Elmer King, secretary of Moose Lodge 100, the sponsoring unit, announced cancellation of its contract with Wengrow. Injunction was issued later at the request of the lodge. King said the Moose had asked Wengrow for proof that he had a show under contract.

In court it was charged that Wengrow had collected about \$15,000 thru mail and telephone solicitations. In defense it was stated that all but about \$400 was used for office and staff expenses. Wengrow said that what he believed was to be a preliminary hearing proved to be the trial and that he was not represented by an attorney.

Kelly - Miller Scores Despite Bad Weather

CENTER, Tex., April 22.—Al G. Kelly-Miller Bros.' Circus filled its big top twice here Wednesday (19) despite bad weather.

Both matinee and evening shows were full houses. Weather continued rainy all day but both shows started on time.

cause of increased receipts at slaughter centers. Demand for dressed lamb and mutton has dropped, also influencing the slaughter price.

Hog and cattle prices are off from last year but not significantly so, according to Agriculture. The corn belt will probably take in around 7 per cent less from meat animals for the year than in 1948, but this agency estimate is extremely tentative.

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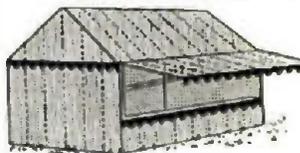
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Flashbacks

25 Years Ago

L. B. Greenhaw, circus contracting agent, quit the road to devote full time to his real estate business in Tampa. . . . Canadian National Exhibition Association named George T. Irving, president and John J. Dixon and Thomas Bradshaw vice-presidents. . . . W. J. Kuhlman, general manager of Geauga Lake Amusement Company, announced planned expenditure of \$500,000 for construction of Geauga Lake Park, Cleveland. . . . Lippa Amusement Company signed Pavese's All-American Band for the season. . . . Heuman Bros.' Circus signed the Bowen Family Band. . . . E. R. Krieger, of Ohio Display Fireworks Company, Cleveland, announced the signing of 25 Southern fairs following a sales jaunt. . . . Coney Island Purveying Company, Brooklyn, leased Forest Park, Terre Haute, Ind., with the privilege of purchase. . . . William C. Murray signed as special agent with Smith's Greater United Shows.

Press department line-up of the 101 Ranch Wild West and Great Far East Shows was announced as Allen J. Lester, contracting press agent; Ora O. Parks, advance story man; Edna Shaw, press agent back, and Frank Braden, general press agent. . . . Mississippi Gulf Fair Association, Gulfport, elected P. A. Stillwell, president; W. F. Pratt, vice-president; A. G. Johnson, secretary-treasurer, and G. K. Fleming, manager. . . . Avon Park Corporation took over Avon Park at Youngstown, O., and named S. G. Haycock manager. . . . H. Greve contracted his 10-in-1 attraction with the Maple Leaf Shows.

No. 1 Advertising Car line-up of the John Robinson Circus was announced as William Backer, manager; S. J. Clauson, John Carry; Russell Bruce, Clarence Chrisman, Harry Withers, W. E. Schindeldecker, S. J. Vogel, H. Withers, H. L. Andrews, J. F. Blackwell, R. Cameron, Charles Grove, E. R. Schindeldecker, Harry Bell Isle, Bert Stanley, Jack Gardner, H. W. Flow, M. Smith, Harry Kackly, Gene Young, D. Smith, R. Schwartz, R. Deckman, L. Wilson and H. Schwartz. . . . Tomkins County Fair Association, Ithaca, N. Y., elected Fred D. Gilbert, president; John Preswick, vice-president; William E. Pierson, secretary, and Albert G. Stone, treasurer. . . . C. L. Worthington, manager of Riverview Park, Elyria, O., announced that the park would not operate because of business conditions. . . . Newly organized association of Mississippi Valley Showmen in St. Louis elected D. D. Murphy, president; Fred Beckmann, vice-president; Frank B. Joerling, secretary, and James B. Sutherland, treasurer. . . . Jimmie Kunsler came out of retirement to rejoin the Sell-Floto Circus cookhouse. . . . Lancaster, Pa., business men were making plans for a \$350,000 speedway. Deaths: Jack Clark, concessionaire; W. P. Coleman, circus man.

10 Years Ago

Aerial Solts were playing indoor circuses. . . . John Tumino was re-appointed manager of Fairyland Park, Kansas City, Mo., by Owners Victor and Mario Brancato. . . . International Association of Fairs and Expositions had 71 members, of which 62 were in the United States and the remainder in Canada. . . . Management of the E. J. Casey Shows announced completion of negotiations for all equipment of the Red River Show operated by Tom

Baker. . . Charles Smith, old-time Ringling animal man, was in Africa to bring back a cargo of animals for the San Diego (Calif.) Zoo. . . . Abner K. Kline, sales manager of Eyerly Aircraft Company, announced the appointment of Richard F. Lusse as the firm's Eastern representative. Houston County Fair and Livestock Show Association, Crockett, Tex., elected W. H. Long, president; F. P. Granberry, vice-president, and C. L. Colegrove, secretary. . . . Equipment of the shows operated by Joe Beatty and J. W. Western was purchased by George Hall for use with Hall Bros. Shows.

Mrs. Jackie Wilcox, formerly with (See Flashbacks on page 64)

Johnson Named As New Manager At Aurora Spot

AURORA, Ill., April 22.—Don Johnson, formerly with Chicago theaters, has been named general manager of Exposition Park here. It was announced this week by Orville Fox, owner of the spot. Approximately \$100,000 is being spent to prep the park for its May 1 opening. Full operation starts then, with no week-end-only sked in the plans, Fox said.

Johnson is booking free acts and flickers for the park's drive-in theater. Name bands are being bypassed, the owner reported.

Five of 11 new kiddie rides have been installed and work on the others is under way. The all-new layout includes Merry-Go-Round, Boat Ride, Fire Engine, Train and Roller Whip.

Exposition Park's big Merry-Go-Round has been rebuilt, Fox reported. Additional major attractions are Old Mill, Funhouse and Roller Coaster. Picnic booking is ahead of last year's with about 60 events set. Largest will be a mid-summer picnic with about 9,000 persons expected, Fox stated.

Long Island Doings Draws 50,000, Nets \$3,000 for Charity

NEW YORK, April 22.—The carnival-circus benefit for the Jamaica (Long Island) Children's Shelter wound up its six-day stand at Jamaica Armory Saturday night (15) after chalking up good attendance and gross.

According to Mortimer Gold, who promoted the affair, total attendance was close to 50,000. Despite the fact that admission charges were only 50 cents for adults and a quarter for moppets, with prices for rides and attractions scaled 9 to 14 cents, including taxes, approximately \$3,000 was netted for the Children's Shelter.

Vivona Brothers, Irvington, N. J., had five major and three kiddie rides operating in the Armory, as well as two Funhouses and a score of concessions. A. Hymes handled novelties. Morris Vivona reported good biz on rides and concessions. Vivona rides made a fine flash with their fluorescent lighting and occupied practically the entire drill floor.

Circus performances took place twice daily on an elevated stage, with three shows given on closing day. Five good acts and a trio of clowns were booked thru the Frank Wirth office.



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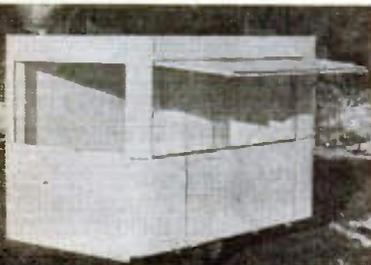
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Louisville Sets Ky. Homecom'g

Ed Brooks acting manager—move to new fairgrounds assured for 1952 annual

LOUISVILLE, April 22.—Kentucky's State-wide Mid-Century Homecoming celebration will reach its climax at the Kentucky State Fair here this year with a series of special events, L. (Doc) Cassidy, director of special events, announced.

The celebration will be the biggest ever tackled by the fair, he said, and will begin at county fairs and celebrations throughout the State, culminating here. Prominent Kentuckians from all over the country are expected to attend.

Ed Brooks, general superintendent of the annual, is serving as nominal manager of the fair since the resignation last week of George E. Lambert. Some delay is expected before the latter's successor is named, although a meeting of the fair board is scheduled for Wednesday (26).

The possibility that this year's annual may be the last to use the present fairgrounds was seen with the announcement that the new 400-acre plant in South Louisville has been completely cleared and bids for grading has been received. Fair officials expressed doubt as to its completion by next year but will definitely move in 1952.

Grandstand attractions at this year's expo will be staged by Paul Young and Orvall Pratt, both of Indianapolis, who have leased the grandstand outright. Already signed are Jole Chitwood's Auto Daredevils; Vaughn Kreig's Flying V, all-girl rodeo; the WLW Midwestern Hayride and three days of harness racing.

Off-Season Activity At Sacramento Plant Sharply Above 1948

SACRAMENTO, April 22.—Off-season use of the plant of the California State Fair here increased sharply during 1949, figures disclosed by E. P. (Ned) Green, secretary-manager, revealed.

Attendance at last year's non-fair events showed an increase of 73,409 over the previous year, he said. Total 1949 attendance was 208,075.

The annual's buildings were used extensively throughout the year by private firms and State agencies. Cattle barns were used frequently for livestock sales and Governor's Hall and the Press-Radio Building for meetings and entertainments.

Minot Earmarks 17G For Plant Repairs

MINOT, N. D., April 22.—North Dakota State Fair here will spend close to \$17,000 on plant improvements this year, Bob Finke, secretary, announced.

Improvements will include erection of cyclone fencing along the south end of the grounds, an addition to the midway, concrete floor and modernistic front for the industrial building, increased parking facilities, and additional lighting on the grounds.

Del Mar Skeds Turkey Race As Feature Kid Attraction

DEL MAR, Calif., April 22.—Turkey Sweepstakes will again be a highlight of the San Diego County Fair here, June 20-July 9, Henry Wagner, promotion director, announced.

Rules of the race, open to kids eight to 12, call for the gobblers to be propelled along the 220-yard course by means of a six-foot willow wand. Prizes are \$50 for first, \$25 for second and \$10 for third.

Annuals Set Plans:

Danbury Builds Kid Appeal; Lincoln Fronts Go Modernistic

THE DANBURY (Conn.) FAIR, outstanding, among other things, for its pitch to moppets, this year will toss out additional lures to the youngsters. The Kid-land is to be expanded by the addition of two new trains, a puppet theater and more animal figures, John W. Leahy, general manager, announces. Another kid attraction at this year's annual will be a three-ring circus grandstand feature. New special events planned for adults include contests in horse and oxen pulling, sheep-shearing and a farmer's daughter event.

All concession buildings at Nebraska State Fair, Lincoln, are being rebuilt with modernistic fronts. Ed Schultz, secretary, announced. Main avenue on the grounds will be known as The Street of all Nations and will be decorated with flags of United Nations membership. Other improvements include increased parking space, additional lighting, a new cafe and new horse barn. Budget for outdoor billboard advertising has been upped and more radio advertising for advance ticket sales is contemplated.

Fresno (Calif.) District Fair, this year, for the first time in its 55 years, will operate nine days instead of the usual six, according to T. A. Dodge, secretary. Grandstand has been enlarged to seat 6,000.

The midway and exhibit halls will be relocated at Preble County Fair, Eaton, O., for this year's centennial celebration. The event's run will be extended by one day and two nights for the centennial, said William B. Pryor, secretary.

About 1,200 area farmers will be guests of Placer County Fair, Roseville, Calif., on opening day when they will be hosted at a free barbecue lunch. Nic Huddleston, manager, announced opening day will also feature kid events with free admission, lunch and entertainment. Big 1950 feature will be the Northern California Folk Dancers' Festival.

Hutchinson County Agricultural Fair, Tripp, S. D., for the first time, uses its grounds for still-date attractions. Scheduled to appear are Brewer's Rodeo, May 30-31, and big-car races by Frank Winkley June 25. Fair board is mulling plans for a stock-car race in July. Annual recently completed a new grandstand and increased its parking facilities, Secretary Ray T. Hirsch advises.

Principal new features at this year's Wisconsin State Fair, Milwaukee, will be hobby and farm crops shows, Jack Reynolds, manager, infos. Plant improvements include redecoration of a woman's building at the cost of \$25,000; conversion of the ballroom into a concession and commerce building and the addition of four bus trailers for around-the-grounds transportation.

All-Iowa Fair, Cedar Rapids, Ia., will inaugurate its new quarter-mile race track with a midget auto event May 14. Starting June 4 the mites will run each Sunday night, Andy Hanson, manager, infos. New track is located inside the regular half-mile oval. A new attraction will be Canadian chuck wagon races on the two running-horse days.

In order to open its track for auto races and thrill shows, Becker County Fair, Detroit Lakes, Minn., is moving several buildings and its carnival lot to a new location, says G. W. Peoples, secretary. Annual is planning no matinees, but two grandstand shows nightly.

Defiance County Agricultural Fair, Hicksville, O., switches from a paid to a free gate this year. . . . St. Clair County Fair, Belleville, Ill., also is shifting this year to a free gate, according to Secretary George L. Gerken.

Fourteen Boy Scout troops will handle car parking at Auglaize County Fair, Wapakoneta, O. Secretary Harry Kahn says the scouts will camp on the grounds during the event. Annual's growing junior fair will be expanded due to the availability of facilities formerly used by the abandoned draft-horse department.

Morgan County Fair, McConnellsville, O., features its first rodeo in several years, Secretary Ray G. Smith reports. . . . Colorado State Fair, Pueblo, has set September 1 as Spanish Fiesta Day and will award prizes for the best costumes and bands, W. H. Kittle, assistant manager, infos.

Interfair communications will be facilitated at this year's Gogebic County Fair, Ironwood, Mich., by the installation of a complete intercom system between all gates, ticket booths and buildings, W. B. Faulstich, secretary, infos.

Arkansas Livestock Show, Little Rock, has roofed its 6,300-seat coliseum with a new cantilever-type suspension covering. There are no posts in the building, enabling unobstructed vision.

West Texas Fair, Abilene, doubled its advertising budget to mark its golden anniversary, John Womble, secretary, announced. . . . A new \$30,000 show pavilion is being completed by Rush County Fair, Rushville, Ind., E. E. Privett, secretary, infos.

Owen County Fair, Spencer, Ind., celebrates its centennial with pageant and queen contest, T. Perry Wesley, secretary, says. . . . Lamar's Farm and Industrial Exposition, Lamar, Mo., will concentrate more entertainment on opening day this year, to build what is usually a weak day, Bud Moore, secretary, infos.

Stock-car racing debuts at Eastern Shore Agricultural Fair, Keller, Va., J. Milton Mason, secretary, advises. . . . Delaware County Fair, Muncie, Ind., will feature a night Western horse show for the first time, A. G. Norriek, secretary, announced.

New Trenton, Mo., Annual Dates Set for August 13-18

TRENTON, Mo., April 22.—North Central Missouri Fair and Horse Show Association, organized here recently, will hold its first fair August 13-18, at Eastside Park, Guy F. Tarliff, president announced.

Grounds used by the Grundy County Horse Show, are equipped with bleachers and a merchants exhibit building. The city has purchased a five-acre tract adjacent to the grounds for future expansion.

Gem City Shows have been signed to provide the midway.

Springfield Sets Pageant Opening Nite

B-C Re-Inks Grandstand

SPRINGFIELD, Ill., April 22.—The Rural Chorus, a pageant depicting early day music and dancing will be the opening night grandstand attraction at the Illinois State Fair here this year, Hubert W. Elliott, newly appointed manager, announced. The choral group will also represent Illinois August 26 at the Washington Sesquicentennial.

Produced by J. K. Van Slyke, of the University of Illinois, the pageant is divided into three parts. The first presentation is a folk opera, the second, folk and square dancing, and the third portion, a choral tribute to Abraham Lincoln. Barnes-Carruthers Theatrical Enterprises, Chicago, will round out the evening's program with several acts.

Elliott announced this week that Barnes-Carruthers will again provide the grandstand revue at the fair for five nights, Monday thru Friday. WLS Artist's Bureau will also repeat with their show on the first Saturday night, with the second Saturday grandstand show not as yet signed. Auto and motorcycle races also are unsigned.

Revival Planned At Doylestown

DOYLESTOWN, Pa., April 22.—After a nine-year hiatus the Doylestown Fair will operate again this year from September 11 to 16 under a group that has taken a five-year lease on the fairgrounds here. Organization will include Louis Jaffe, president; Russell Gulick, vice-president; G. Douglas Clark, resident manager; Seymour Dubrow, treasurer; Samuel Bergdorf, secretary; Charles W. Truscott, director, and Robert W. Robinson, secretary of the local Chamber of Commerce, secretary. Plans call for a big cash outlay starting in May for repairs to fairgrounds buildings and the race track.

Bergdorf also is secretary for the Mount Holly (N. J.) Garden State Fair, which is set for September 4-9. He reported that \$75,000 already has been spent repairing the race track and structures at the fair site. Organization officers are M. Richardson, president; Seymour Dubrow, treasurer; Mrs. Eleanor Kershaw, resident manager, and George Shellene, William Carpenter and William Applegate as directors.

Bergdorf also will take part in the organization of the first county fair of Camden (N. J.) County. Fair site will be about a mile from the Camden City Hall and will be on a tract of 80 acres. No dates have been set yet, and incorporation papers have not been filed with the State. Bergdorf said that the dates probably would follow the Doylestown event.

30G Rushville, Ind., Pavilion

RUSHVILLE, Ind., April 22.—A new \$30,000 show pavilion is being constructed here by Rush County Fair, E. E. Privett, secretary, announced. New at this year's annual will be horse pulling contests and a saddle horse show, he said.

Hamburg Skeds Horan Show

HAMBURG, N. Y., April 22.—Erie County Fair here will present a double-feature performance of Irish Horan's Lucky Hell Drivers on Saturday night this year in order to accommodate patrons unable to get into the 6,000-seat grand stand for one show, Frank A. Slade, secretary announced.

Enid, Okla., Annual Skeds Increased Use of Facilities

ENID, Okla., April 22.—On-season use of the Greater Oklahoma Fair plant here will reach a new high this year with events skedded from the middle of May to mid-October, C. L. Walker, secretary-manager, announced.

Horse racing will hold forth three days in May, in addition to three days during the fair. The Jimmie Lynch Death Dodgers will play still dates May 23-24 and September 10 during the fair. Dog races are scheduled for four days in May and September and five days in June, July, August and October. Stock car race programs will be staged May 30, July 4 and Labor Day. Clyde Miller Rodeo is skedded for three days during the fair.

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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 21.

The complete List of Fair Dates was published in the issue dated April 8. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2100 Patterson Street, Cincinnati 22, O.

See each issue of The Billboard for corrections and additions.

- ALABAMA**
Attalla—Etowah Co. Fair Assn. Sept. 11-16. Lincoln Cash.
- ARKANSAS**
Blytheville—Northeast Ark. District Fair. Sept. 19-24. Robert E. Blaylock.
Fayetteville—Washington Co. Fair Assn. Sept. 13-16. Bill Huenfeldt, Lincoln, Ark.
Hartsville—Hartfield Fair Assn. Aug. 10-12. E. W. Myers.
Hazen—Prairie Co. Fair Assn. Sept. 7-9. G. F. Casteberry.
Imboden—Lawrence Co. Fair Assn. Sept. 14-16. Austin Biorall.
Malvern—Hot Spring Co. Fair Assn. Sept. 21-23. Greenville Rhodes.
Mena—Polk Co. Free Fair. Sept. 14-16. Mrs. John DeShazo.
Murfreesboro—Pike Co. Fair Assn. Probably Sept. 14-16. Robert Cassidy.
- CONNECTICUT**
Berlin—Lions' Club Berlin Fair. Sept. 29 Oct. 1. Marlin V. McLaughlin, Kensington.
Marlborough—Marlborough Grange Fair. Aug. 26. Mrs. Gladys Dancause, R.P.D. 7, E. Hampton.
Stafford—Tolland Co. 4-H Fair. Aug. 25-26. Ellen M. Abbe, Box 87, Wapping, Conn.
- GEORGIA**
Cedartown—Northwest Ga. Fair Assn. Oct. 2-7. Thomas Adamson.
Gainesville—Northeast Ga. Fair. Sept. 11-16. Gabe G. Jarrard.
Hartwell—Hart Co. Fair Assn. Oct. 9-14. Lee E. Carter.
Lavonia—Franklin Co. Fair Assn. Oct. 3-7. E. K. Davis, Carnesville, Ga.
- IDAHO**
New Plymouth—Payette Co. Fair. Aug. 17-19. Gil Ulberg.
- ILLINOIS**
Chicago—Chicago Lake Front Fair. June 29-Sept. 9. Crosby M. Kelly.
Wauconda—Lake Co. Fair Assn. Aug. 3-6. Richard Warfield.
- INDIANA**
Mooreland—Mooreland Fair. Aug. 15-19. A. M. Main.
Rushville—Rush Co. Agril. Assn. July 31-Aug. 4. Ernest B. Privett.
- KENTUCKY**
Burkesville—Cumberland Co. Fair. Aug. 31-Sept. 2. Earl Kibbourn.
Hodgesville—Larue Co. Fair Assn. Aug. 30-Sept. 2. August Ovesen.
Mayfield—Graves Co. War Memorial Fair. Aug. 16-20. M. W. Hartfield.
- LOUISIANA**
New Iberia—La. Sugar Cane Festival & Fair. Sept. 29-Oct. 1. Keith E. Courtege.
- MAINE**
Gulfport—Gulfport Athletic Assn. Sept. 9. Milton Troy.
Norway—Paris—Oxford Co. Agril. Soc. Sept. 11-16. Elmore C. Edmunds, South Paris.
- MICHIGAN**
Caro—Tuscola Co. Fair Assn. Aug. 21-26. Carl F. Mantley.
Detroit—Michigan State Fair. Sept. 1-10. James D. Friel.
- MINNESOTA**
Patrnot—Marble Co. Agril. Soc. Sept. 14-17. Harvey Roebke.
Aitkin—Aitkin Co. Agril. Soc. Aug. 14-16. F. C. Kaplan.
Mottley—Morrison Co. Agril. Assn. Aug. 11-13. John W. Jacobs.
Pine River—Cass Co. Agril. Assn. Aug. 21-23. Homer Fraser.
- MISSOURI**
Greenfield—Dade Co. Free Fair. Aug. 31-Sept. 2. Melvin L. Murphy.
Kansas City—American Royal Livestock Show. Oct. 11-21. A. M. Paterson.
Linn—Osage Co. Fair. Aug. 31-Sept. 2. Walter F. Heidiage.
Mexico—Audrain Co. Fair Assn. Aug. 8-12. Dean Black.
Norborne—Farm & Barnyard Fair. Sept. 20-21. E. M. Kimbrough.
Warrensburg—Johnson Co. Fair. Sept. 7-9. E. P. Low.
- NEW HAMPSHIRE**
Newport—Sullivan Grange Fair. Aug. 10-12. Herbert E. Kimball.
Rochester—Rochester Fair. Sept. 17-23. Ralph E. Camm.
- NEW JERSEY**
Cape May—Cape May Co. 4-H Fair. July 20-22. John Hutchinson, Cape May Court House, N. J.
- NEW YORK**
Owego—Tioga Co. Agril. Soc. July 23-29. W. M. Miller.
Vernon—Vernon Agril. Soc. Aug. 22-27. Charles Warren, Sherrill, N. Y.
- NORTH CAROLINA**
Cherokee—Cherokee Indian Fair Assn. Oct. 3-7. William E. Enger, Jr.
Durham—Am. Legion Fair Assn. Sept. 18-23. Vernon Wright.
High Point—High Point Fair Assn. Sept. 25-30. T. C. Potts.
Jacksonville—Onslow Co. Fair. Oct. 3-7. George Gee.
Winston-Salem—Winston-Salem Fair. Oct. 10-14. G. C. McNear.
- OREGON**
Monmouth—Polk Co. Fair. Aug. 24-26. Joseph Williams, Dallas, Ore.
- PENNSYLVANIA**
Cambridge Springs—Community Fair Assn. Aug. 30-Sept. 2. T. V. Lewis.

- Gilbert—West End Fair Assn. Aug. 30. James P. Shiffer, Brodheadsville, Pa.
Punxsutawney—Agril. Free Fair. July 24-29. Jack L. Rishell, Chamber of Commerce.
Ticonderoga—Community Fair Assn. Aug. 25-26. Ida K. Blanchard.
- SOUTH CAROLINA**
Bennettsville—Marlboro Co. Fair. Week of Sept. 25. J. Murray Jackson.
Chester—Chester Co. Fair. Oct. 2-7. Jake S. Colvin.
Columbia—South Carolina State Colored Fair. Oct. 23-28. Mrs. H. G. Reese.
Eastay—Pickens Co. Fair Assn. Oct. 2-7. J. R. Wood, Pickens, S. C.
- TENNESSEE**
Columbia—Maury Co. Fair & Expo. Oct. 2-7. B. H. Hardwick.
Philaski—Giles Co. Fair. Sept. 11-16. J. O. Robinson.
- TEXAS**
Texas City—Pat Stock Show & Expo. Nov. 1-5. W. J. Peterson.
Waco—Greater Southwest Fair. Oct. 24-30. Tommy Stevens.
- UTAH**
Parowan—Iron Co. Fair. Aug. 31-Sept. 2. Howard Dalley, Summit, Utah.
Richfield—Sevier Co. Fair. Aug. 24-26. Ernest B. Anderson.
- VIRGINIA**
Danville—Danville Co. Fair. Sept. 26-30. B. F. Barr.
Farmville—Five-County Fair Assn. Sept. 19-23. J. C. Brickert.
Keller—Eastern Shore Fair Assn. Aug. 28-Sept. 2. J. Milton Mason.
Luray—Page Co. Fair. Aug. 21-26. S. Frank Rossier.
Lynchburg—Lynchburg Agril. Fair Assn. Aug. 28-Sept. 2. L. H. Schroder.
Martinsville—Henry Co. Fair Assn. Sept. 11-16. O. B. Hensley.
New Castle—Craig Co. Fair. Sept. 6-9. L. Y. Fields.
South Boston—Halifax Co. Fair Assn. Oct. 10-14. W. W. Wilkins.
West Point—Tidewater Fair Assn. Sept. 11-16. B. C. Graves, Providence Forge, Va.
- WASHINGTON**
Colville—Northwest Wash. District Fair. Sept. 14-17. Dorothy Ross.
Mount Vernon—Grant Co. Fair. Sept. 8-10. George E. Dougherty.
Mount Vernon—Skagit Co. 4-H Fair. Aug. 23-26. Julia Tewart.
- WEST VIRGINIA**
Belington—Belington Festival & Fair. Sept. 13-16. Donald E. Wilmoth.
Petersburg—Tri-County Fair Assn. Sept. 13-17. J. W. Martin Barger.
Sutton—Branston Co. Fair Assn. Aug. 30-Sept. 2. Earle Morrison.
- WYOMING**
Buffalo—Johnson Co. Fair. Aug. 22-24. William B. Long.

323,709 Attend Conn. Annuals; Danbury Leads

HARTFORD, Conn., April 22.—Total attendance at Connecticut's agricultural fairs in 1949 was 323,709 and \$39,345 was paid out in premiums, according to John Christensen, commissioner of the State Department of Farms and Markets. Top attendance mark was made by the Danbury Fair, with the Goshen Fair paying the highest amount in premiums, \$3,958. The Goshen annual was the only fair to receive maximum State aid, \$2,500. The Danbury and Stafford Springs fairs are not under the State aid program because they are not incorporated as agricultural events under terms of the aid set-up.

The 34 fairs included in the State program paid out premiums for horse and dog shows for which there was no reimbursement, since they are not agricultural attractions under the State program. Of the \$39,345 in prize money, Connecticut repaid the fairs to the extent of \$25,000. State aid was increased from \$5,000 to \$25,000 in 1949 by the State General Assembly in a total appropriation of \$50,000 for the biennium. The \$25,000 balance will be distributed this year.

Mass. Race Dates Sought
BOSTON, April 22.—Applications have been received by the State Racing Commission from Three County Fair, Northampton, and Great Barrington Fair for fall racing dates. Northampton has applied for a meet from September 4-9. Great Barrington wants September 11-16; Brockton, August 14-19, and Middleboro, August 28-September 2.

Flashbacks

(Continued from page 62)
The Seal Bros.' and Russell Bros. circuses, announced her connection with the Vic Allen Theatrical Enterprises, Kansas City, Mo. . . H. A. (Pop) Ludwig, manager of Virginia Park, Long Beach, Calif., announced expansion of the resort in its second year of operation. . . Palmer McInnis was elected president and D. D. McInroe secretary of newly formed Brownwood (Tex.) Fair Association. . . Harry A. Rose was re-engaged as general agent for the C. H. Tothill Attractions. . . Harry Mills was signed to handle candy stands on Mills Bros.' Circus. . . The Ringling-Barnum circus became embroiled in a labor tangle with the Circus, Carnival, Fair and Rodeo International Union as it prepared to open in Madison Square Garden, New York. West Swinney Park, Fort Wayne, Ind., known as Trier Park, was leased to Frank Ennis, of Fort Wayne. . . John Sloan, Aut Swenson and Fred Kleiderer, notables in the automobile race world, were vacationing in California. . . Initiated into Reynoldsville (Pa.) Lodge of Elks on March 27 were Assistant Manager Harry E. Wilson, General Agent L. C. (Ted) Miller and Dick Keller, motordrome owner, all of Bantley's All-American Shows. . . Marion Wallick's knife and whip acts were features at the sportsmen's show at the YMCA, Dover, O. . . Alvin Bisch, president of Bischo-Rocco Company, left Chicago to install Flying Scooters in Kenneywood Park, Pittsburgh, and Glen Echo Park, Washington. . . W. M. Wilson, 20 years president of Deschutes County Fair, Redmond, Ore., was elected to serve in that post permanently. M. A. Lynch was elected chairman of the board and C. L. Colegrove was re-elected secretary. Deaths: Joe DeMouchelle, outdoor showman; Costica Floresque, aerialist; George E. Haverstick, carnival man; Mrs. Lena Kaplan, carnival woman; Jack Russell, circus man.

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THE STRATOSPHERE MAN

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CINCINNATI 22, O.

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CRISS-CROSS SWAYING POLE THRILLERS

FEATURING
The only girl to do a one-hand stand 100 feet in the air. Brilliant fireworks finish.

Represented by: AL MARTIN AGENCY
Hotel Bradford, Boston, Mass.
Foreign Representative: LEW & LESLIE GRADE, Ltd., Regent House, London, W. 1.

Heart Attack Fatal To Henry J. Knauf, USTA President

DES MOINES, April 22.—Henry J. Knauf, 60, president, United States Trotting Association (USTA), suffered a fatal heart attack while attending a meeting of horsemen here Sunday (16). Knauf, who was to speak before the newly organized Trotting Association of Iowa, died in his hotel room. It was his third attack in the last three years.

A member of the Illinois State Legislature for 16 years, Knauf resided at Ladd, Ill., where his farm, Sikkyou, became known as the biggest breeding establishment for standard breed horses in the Midwest. He was elected president of the USTA governing body in 1948 and was re-elected last winter.

The meeting here was attended by a reported 100 horsemen, who organized the Trotting Horse Association of Iowa. John Sloane, Des Moines, presided. Purpose of the new organization is to further interests of horse racing and breeding in the State.

Its formation stemmed from the action of the Iowa State Fair in abandoning harness horse racing. The fair board twice reviewed holding of races this year and each time decided to discontinue the practice in favor of other attractions.

B. W. Patsey, Maynard, was elected president of the association; Oliver Doggett, Corydon, vice-president, and Lillian Densmore, Marshalltown, secretary-treasurer.

Regina Exhibition Ups Grandstand Gate Prices

REGINA, Sask., April 22.—Regina Exhibition here has set a new price scale for evening grandstand shows this year of \$1.50, \$1.25 and \$1, with general admission at 75 cents. Last year, evening reserved seats sold for \$1. This year's matinees will be all general admission at \$1.

Annual will build permanent concession booths this year at a cost of \$12,950. A car giveaway will be handled by the Regina Kinsmen. T. W. Hand Company will present nightly fireworks.

TENNESSEE ERNIE



SATURDAY NITE
Coast to Coast
GRAND OLE OPRY
Capitol Recording Star

Exclusively Managed
WM. H. KING
2025 NO. ARGYLE AVE.
HOLLYWOOD 28, CALIFORNIA

GIVE TO THE
RUNYON CANCER FUND

Shrine To Sponsor Cumberland Show; Contract to Hamid

CUMBERLAND, Md., April 22.—Alighan Shrine Temple, celebrating its 25th anniversary, will take over the presentation of the grandstand show at Cumberland Fair this year. A strong program, featuring A. Robbins, the banana man, has been booked thru Joe Hughes, of the George A. Hamid & Son agency. The Shrine band will be a part of the program.

Biz stimulants already earned include a free gate and an advance sale of grandstand tickets. Harold C. Wickward is Shrine potentate and is in charge of the grandstand presentation.

Sam E. Prell has been awarded the midway contract.

Boone, Ia., Adds Building

BOONE, Ia., April 22.—Construction of a new 70 by 100-foot women's administration building will begin soon at Boone County Fair grounds here, the board announced. Structure will be a one story building.

Grass Valley, Calif., 650G Bldg. Plans Get State Approval

GRASS VALLEY Calif., April 22.—The master plan for a \$650,000 development program at Nevada County Fairgrounds here has been okayed by the California State Division of Architecture, fair officials revealed.

Approximately \$40,000 in new construction will be completed in time for the 1950 fair. Bids for construction of a home economics building, poultry building and rest room will be opened this month.

The main construction program will be stretched over a five year period and includes a main exhibit building, hog and sheep barns, cattle sheds, restaurant, administration building, judging ring, grandstand, farm machinery building and other facilities for the 78-acre grounds.

Hamid Unit for Belleville

NEW YORK, April 22.—Joe Hughes, of the George A. Hamid & Son talent agency, this week announced that he had contracted to supply the grandstand show at Belleville (Ont.) Fair. Dates are August 14-19.

JUDY CANOVA



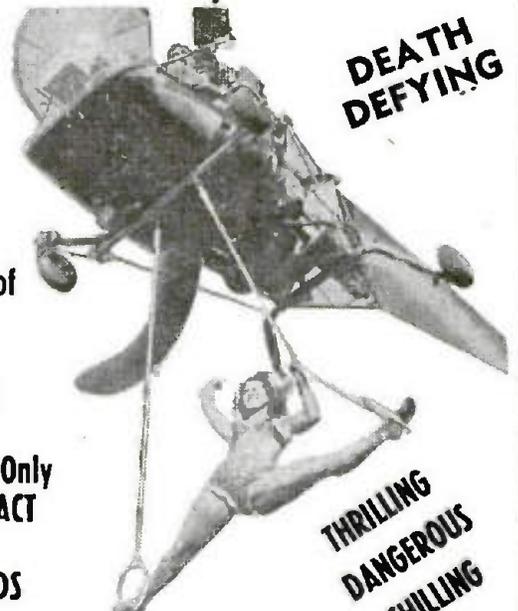
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A Brilliant
Performance
High in
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20 minutes of
EXCITEMENT
DANGER
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TRUE AERIAL ACT
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IN THE CLOUDS

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TERRIFIC FREE OR GRANDSTAND ATTRACTION
RODEOS FAIRS CELEBRATIONS

This act positively cannot be duplicated

Book Today . . . from WILLIAM H. KING

2025 No. Argyle Ave.

Hollywood 28, Calif.

HOPPY PULLS 'EM IN COLE BOW

Show Chalks Peak Turnout At Chi's Stad

Bill No Threat to Ringling

(Continued from page 3)

circus, last night it was anything but a contender for the spot as the nation's No. 1 circus.

Essentially, the Cole program is a reasonable facsimile of the past Stadium offerings presented by Barnes Bros.' Circus, which was absorbed last winter by Cole. The Cole show, as seen last night, packed little of the variety and virtually none of the color and lavishness of the Ringling show.

There is talent in the line-up of solid acts, but neither more nor less than in the Barnes presentation last year. Nor is there any lavishness in costuming or production.

But there is Hopalong, and he is enough to bring the youngsters and their parents out in big numbers.

Opening house was estimated in excess of 12,000. Advance sale, according to Wirtz and Cole Bros.' general manager, Jack Tavlin, as of opening night, was running five times ahead of Barnes Bros. at the same point last year.

The first night turnout was marked by the appearance in the audience of hundreds of youngsters garbed in Cassidy fashion, from boots to hats and with guns, chaps, etc., tossed in. Youngsters at the opening also got a bang out of eying Sonja Henie, who planned in from the Coast for the premiere. Sonja, a partner with Wirtz in the ice show business, also is believed to have a chunk of the Cole circus.

Hopalong, however, got little competition from Sonja or anything on the program. He made a superior appearance with his familiar black costume, white horse, silver saddle and silver hair. Before the show he had said he looked forward to circus appearances because they would be more intimate than others. And that's how it was. After urging the kids into successively louder cheers, he launched his talk with thanks to parents for inviting him into their homes via TV and radio and for what he said was his biggest year in showbiz. No one questioned him. He added a few comments designed to help keep children on the straight and narrow.

Talk Is Spotty

The talk follows an okay theme but it could stand reworking in spots. Statement on a discussion about his riding a trick horse in the circus ("I said all right if the horse can stand on its head and wave a flag with its tail") disappoints. But fundamentally, it's okay and the absence of any Wild West routine is not likely to detract from kids' enjoyment.

Opening performance got under way at 8:35 p.m., only five minutes late. Running time was 3 hours and 10 minutes, overtime because of prop delays and cue kinks. Sam Levy, of Barnes-Carruthers Theatrical Enterprises; Billy Burke, Stadium exec, and Leo Hamilton, Stadium arena director, plotted a new running order immediately after the show, and it should knock out most of the dead time.

Apart from Hopalong, the circus accents aerial thrill acts which will go well when the show plays ball parks later in the season. Balancing (See Hoppy-Hypoced Cole on page 68)

Record Costs Involved:

Big One Sets Long Island Date; Legionnaires Buy All Four Shows

NEW YORK, April 22.—Negotiations were concluded Thursday (20) between Waldo Tupper, general agent for the Ringling-Barnum circus, and Manhasset Post 304, American Legion, enabling the Post to purchase the Big Show for four performances, June

9-10, at an Old Westbury, Long Island, site. Announcement of the deal came from Edward G. Eichelberger, Post commander. Cash involved in the transaction was not disclosed, but the deal was a good one for the circus, according to Tupper. (Tentative dates for Cole Bros.' appearance in Yankee Stadium here are June 20-25.)

The Long Island stand means that Poughkeepsie, N. Y., will be eliminated from the circus itinerary. A complicated jump will be made from Newark, N. J., where the Big One closes June 8, to a lot at Old Country Road adjacent to the Long Island Railroad tracks. Tupper said that 25 coaches and circus personnel will be dispatched to the Sunnyside, N. Y., yards by the Pennsylvania Railroad, where they will be turned over to the Long Island road for delivery to Mineola, N. Y., and eventually to the circus site, five miles from Mineola.

Costliest Run

The show's 48 flat and seven stock cars will be floated across the Hudson River from Greenville, N. J., to Bay Ridge, N. Y., where the Long Island road will pick them up for delivery at the show grounds. Tupper said that transportation expenses involved in the Ringling-Barnum Long Island stand would make the jump one of the costliest per mile on record. He added that it was probably the first time in 25 years that a major org was making a Long Island stand. Following the Long Island date the show's cars will be turned over to the New York, New Haven & Hartford Railroad. (See Big One Sets L. I. on page 98)

E-C Take Okay At Binghamton

BINGHAMTON, N. Y., April 22.—Opening to good crowds Monday night (17) with a reported program gross of \$6,000, the first annual Moose Evans-Childers Circus which closes here tonight looks like a winner. A parade thru the downtown section of the city preceded the show, which played five matinees and five evening performances following the opener.

Act line-up included: Wilfred Mae Trio, jugglers; Great Veno, high wire; Parker Brothers, acrobats; Rosales Sisters, perch; Flying La Mars; Laddie Lamont, rolling globe; Capt. John Lucas, liberty horses; Capt. Roland Ticbor, seals; James M. Cole, elephants; William's Liberty ponies; Capt. Johnny Welde, bears, and Albert's dogs. Band was led by Charles Basile.

Personnel of the circus staff is: Glen J. Childers, general manager; Lee Evans, general director; Dolores Childers, secretary; Max Evans, treasurer; Thomas Lucet, special events; Gilbert Trunkett, auditor; John Kelly Maher, operations chief; Charles Basile, musical director; Herman Blumenfeld, booker, and A. Hymes, concessions. Outdoor advertising is handled by Central Show Print.

Reidsville Light for Dales

REIDSVILLE, N. C., April 22.—Dales Bros.' Circus, here Tuesday (18), played to light crowds both afternoon and night. Stand was auspiced by the Veterans of Foreign Wars.

Record Take Seen for R-B Gotham Run

Most Matinees Sold Out

NEW YORK, April 22.—Capacity crowds at nearly all remaining matinees of the Ringling-Barnum circus, which winds up its Madison Square Garden stand here May 7, were virtually assured this week as only seats close to the rafters and those offering obstructed views remained to be sold.

Definitely gone are all choice duets for matinees thru April 30 and those for the last two days, May 6-7. Hefty crowds continue at the night performances, with those on weekdays drawing almost capacity houses, while the week-end shows are close to sellouts.

In view of the fact that the early box-office take pyramided faster than usual, there is every indication that the final gross will be of record proportions. Hanging up a record in the face of prevalent slumps is expected to provide high-caliber ammunition for Big Show Prexy John Ringling North when he locks horns with Garden bigwigs in a pitch for a new contract. Whereas the Garden wants to up the ante and place all of the burden on the Big One by collecting a \$330,000 rental (\$10,000 a day), circus execs feel that they are entitled to a cut in the stiff percentage deals to which they were committed by the late Robert Ringling when he served as president.

Suburban Dates Set

With a return to Newark already set for this season and negotiations concluded for a 2-day stand on Long Island, Waldo T. Tupper, general agent, is showing, intentionally or not, that the Big One can reach Gotham's masses without using the Eighth Avenue Arena. Patronage from the suburban, commuting districts is believed to contribute heavily to the Big One's stand here and the outdoor advertising pitch to this segment by F. A. (Babe) Boudinot's billing crews is particularly strong. With a prevailing \$1.50-\$6 price range in the Garden, it takes a flush clientele to fill the vast structure thruout the lengthy run.

The annual show skedded for Bellevue Hospital patients Thursday morning (20) was called off because of rain.

Tom Arnold, producer, and Francis Gentle, director, of the annual Christmas Circus at London's Harringway Arena were among this week's visitors.

Cold Interrupts King's Good Biz

HOPKINSVILLE, Ky., April 22.—King Bros.' Circus was held to two half-houses by cold, windy weather here Wednesday (19). Show had no matinee but drew a full night house the day before at Clarksville, Tenn., where good weather prevailed.

Fair weather helped in getting two capacity houses at Columbia, Tenn., Sunday (16). Junior Chamber of Commerce, sponsors at Columbia, reported their share was about \$700 gross.

Despite chilly weather at Decatur, Ala. (15), show garnered a straw house at night and a three-quarters matinee.

After this spot, King Bros. had another week in Kentucky before moving into Ohio.

Polack Western Scores Heavily At Sacramento

SACRAMENTO, April 22.—Business piling up at Municipal Auditorium here for the past 10 days left no doubt that the engagement, ending Sunday (23), would be the biggest in the 15 years Polack Bros.' Circus (Western) has appeared here for Ben All Temple Shrine.

This year's business has been consistently good, with sellouts and turnaways on week-ends. George C. Jackson, Ben All circus chairman, announced the temple's net for the 15 years will top \$250,000.

Show jumped in here from Indianapolis and opened a day earlier than usual, adding two performances for a total run of 11 nights and 10 matinees.

Prices remain the same, \$1 for general admission and \$1.80 and \$2 for reserves. All balcony seats were reserved, as were those of the 1,000-seat grandstand on the stage, added last year. Lower floor was for general admission.

Generous support was given by Sacramento's two dailies and three radio stations.

Advance promotion, which showed a substantial gain, was handled for the 10th consecutive year by James Rison. Members of Rison's staff are handling the next two stands. E. H. (Dixie) Hebert is at Stockton, Calif., where the show plays for a week (24-30), and Jack Daugherty is at Santa Rosa, which follows for two days (May 1-2.) From there the show moves to Oakland for its usual 11-day run and then to Fresno for a week before going into San Francisco for 11 days. Mickey Blue is handling promotion at Oakland. Joe O'Donnell is at Fresno, and George W. Westernman again is in charge at San Francisco.

The show remains in the West until October 1, playing 21 dates in California, two in Nevada, two in Washington, one in British Columbia and one in Oregon.

Wirth Syracuse Show Registers

SYRACUSE, April 22.—Despite bad weather, 10 capacity houses and turnaway crowds were registered at a stand of the Tigris Shrine Circus here April 10-16.

At a meeting held Saturday (15) with Potentate Lloyd White, of the Shrine, and Pop Welch, general chairman, negotiations were started to award Frank Wirth, of New York, the circus booking contract for the next three years.

A municipal coliseum seating about 12,000 persons is being erected here. There is a possibility that the circus will be held there in 1951.

Dressing Room Gossip

Rogers Bros.

Business was very good at every stand last week despite cold weather. At Birmingham, the mercury hit an all-time city low of 27 degrees for that date. Show day and dated Lee Amusement Company in Tuscaloosa, Ala., and visits were exchanged. Bob Sams, photographer, and former editor of *The Showman* and other circus periodicals, spent the day in Bessemer, Ala., shooting the show. Ida Mae Kirkly, of the Riding Duttons, visited in Cullman, Ala., and did a good job in the big show with her contortion act.

Willie Clark, foot juggler, joined in Tuscaloosa, his home town. Skippy O'Donald took a painful buster in the knockabout act and is laid up. Ellen Knight underwent a successful operation following her wire fall, and is reported improving in Jackson Hospital, Marianna, Fla. Eddie Kuhn had a few tense moments during the mixed wild animal group when a puma had a battle royal with a lion cub. Pat and Red Manyard are kept busy each Sunday afternoon with their Sabbath Social Club. Jimmy O'Dell joined in Cullman, and Jack Reader, wrestler and judo manipulator, left for some Birmingham matches.

The Kuhns, Corky Frazier and the writer visited Gladys Gillem in Birmingham. Gladys and husband, Johnny Wall, are operating a combination super market, night club and zoological garden. They recently acquired the animals and equipment of Captain Engerer and will combine them with their regular stock for an enlarged act. The LaBlonde troupe (Bruce, Jimmy and Blondie) visited in Athens, Ga., en route to the Birmingham date. Jeannie Kuhn is taking wire lessons from Pauline Penny and Joyce Kuhn trampoline lessons from Corky Frazier. Myrtle Leuboff is getting novelty salesmanship lessons from Johnny Frazier.—GEORGE HUBLER.

Sparton Bros.

Weather has been favorable since the show opened April 3 in Cypress, Calif. Orchids to those who have helped make the season's start so auspicious: Archie Silverlake, Mr. and Mrs. Burdick, Kenny and Ermalce Burdick, Tod and Peggy Henry, Lew Kirsh, Sharon Ann Burdick, Orlo Wach and others too numerous to mention.

Gus Lind presented his foot juggling and balancing in Cypress. Tom Henry, Lester, George and the writer spent an afternoon at the beach in Port Huenen, Calif. Freida and Jo Sparton are kept busy trying to make the spec and Side Show at the same time. Unforgettable sights: Tiny Boyd's latest haircut; Mac, Archie's dog, making the spec, and the writer's heroic dash down the midway in search of peanuts.

Recent visitors: Bill Dedrick, John Stone, George Perkins, Jimmy Wood Jr., Herbie and Chaitia Weber, Harry Phillips, Mr. and Mrs. Forrest Freeland, Dick Scott and John Otis.—JOHN TOY.

Dailey Bros.

We are going thru rehearsals with the usual mix-ups. Paul Nelson has his hands full straightening out the program. Jinx Adams deserves much credit for her expert handling of the 16-horse hitch. Donna Mitchell has the dog acts working in good order. Norma Davenport has developed her bareback riding ability to a remarkable degree during the winter. Many new Mexican acts have joined and a few from last year's program are back. Donna, daughter of Paul Pyle, superintendent, has added a new act. She is riding menage. Hugo Zaccchini climaxes performance with his canon act. Charlie Oliver is steward. Yours truly is still working horses, 12 of them.—HAZEL KING.

Polack Bros., Western

Our trip to Sacramento was very enjoyable. Shivers and Jo Madison were the first ones in. Bobby Kellogg, Billy Griffin and Harry Dann stopped off at the Kellogg home in Pauls Valley, Okla., for a two-day visit with the folks. They also called on Mr. and Mrs. George Converse at Albuquerque. Ingrid and Bernard Zenner, Alfred Landon and his midgets stopped off at the Castle Ranch. Harold Ward visited his two children in Gainesville, Tex., and Gus Bell stopped off in Dallas and picked up daughter, Nicki, and later on son, Ronnie, will be on.

Eddie and Yvette Kohl went via Los Angeles to visit daughter, Francine; Joe and Charles Webb stopped off at Oakland and brought son, Harry, along. Betty Bell had a birthday and Gus gave her a new Studebaker. The Freemans celebrated their 28th wedding anniversary and Mrs. Freeman got a medal.

I see Hubert Castle, Ross Paul and Harold Ward getting their fishing gear together. Wally Newbury, piloting the Mike Healy encouragement, looked like a two-car show coming into town. The party included Mr. and Mrs. Roy Bowen, and Mr. and Mrs. Mike Healy. Merle A. Sprague, CFA, has been a constant visitor in Sacramento. Aggie Geddis came from Klamath Falls, Ore., to say hello to the gang.—FRED-DIE FREEMAN.

Clyde Beatty

Last week resulted in good weather and business. San Diego, with its asphalt lot, was the best of all, however. Crowds were big there and it was necessary to give an extra show Sunday afternoon.

Mr. and Mrs. Al Hubbard and daughter, Kathryn, were constant visitors to the lot. Al donned clown-white and worked two shows, while Kathryn worked in the trampoline number at all shows. The Hubbards had as guests at a midnight supper Johnny and Milonga Cline, Mark Anthony, Herbie and Chaitia Weber and Huey Kyle.

Rueben Olvera has a special spotlight in his howdah for the spec. Bernie Griggs is recovering and will rejoin soon. Mark Anthony, Bobby Kay and the writer made the *People in the News*, TV show, in San Diego.

Billy Lehr and Charles Hilderra get laughs during the come-in. Vic Robbins band plays much popular music during its concert before the show. Arden Beecher is writing script for his next radio program. Joe Applegate and Pappy Johnson get the top in the air in a hurry. Recent visitors included Gene Fuller, Don Johnson, Bob Yerkes, Cliff Mosely, Jack and Anne Skimmions.—LAURENCE CROSS.

Ringling-Barnum

Clowns and personnel have been doing radio and television shows. Bendix days have begun with the bundles bigger than the midgets who tote them. Bowling has become a nightly pastime for a number of the showfolk. Red Sonnenberg won a trophy as did Laura May Petrello. Mrs. Harry Dubé went in spec on the pay-off float last week. Genevieve McCarthy celebrated her birthday. Personnel was shocked to learn of the death of Meric Evans's wife. Arthur Concello took time off from his busy schedule to accompany the body of Mrs. Evans to Sarasota, Fla.

Visitors included Mitzl and Murray Fein, June Perkinson, Raquel Nelson, Marian O'Leary, Vicki Latch, Frank Mijaras, Karl Wallenda, Sonia Truzzi, Muriel Smith, Willie Moser, Daisy Polidor, Yvonne Carew, Janis Moody and son, George Chainterty, Connie and Bruce Anderson, Agnes Stewart, Fanny McClosky's mother.—MARY JANE MILLER.

Dales

Warm weather has arrived and we're trouping without the shivers. Missing from the backyard now are those bonfires. In Roxboro, N. C., we day and dated the Mighty Page Shows and personnels exchanged visits. Reidsville, N. C., evoked the appearance of Rex Ingham and his wife, Fanny. Those who visited Rex's animal farm in Ruffin included Mr. and Mrs. Harry LaRoy and the writer. The big top is in the air by 9:30 and the lot is dark by 11 p.m. Thanks to thoroly efficient mechanics, the fleet is kept in good shape. Andrew Watcher, former owner of the Sylvan-Drew Circus, visited in Reidsville and had the Wilsons out to dinner.

Fragments: Charle Pettus and his wife, Bobby, joined the show. He is with the mechanical department and she is in the web number. . . . Secretary James Winters is another of Karl Woolrich's passengers. . . . In Reidsville, Billy Barton bought a house trailer, slept in it one night and (See Dales on page 69)

Biller Bros.

Org opened in Athens, Ga., April 7 and is running smoothly. Jack Lynn is working Margie, baby elephant, for her dance on track. Papa Cristiani, 74, hasn't missed spec once. Roma McIntosh is out of program with a bad cold. Happy Linquist is doing come-in. Ken Maynard made radio program with the writer. Kiddies at Orthopedic Hospital, Ashville, Tenn., were entertained by the Elks and circus management. Marion Knowlton is breaking new ponies and handling menage. Rita Biller has a new Western saddle for line-up and breaking in new equipment for her loop-the-loop. Sally Montana and band joined in Lexington, Ky., to build up concert.—BOB LORRAINE.

Mills Bros.

Ninety-seven-year-old Buffalo Ben is active around the lot and is getting plenty of publicity via TV, radio and newspapers. Rusty Barton joined clown alley at Greenfield, O., using the same make-up he used 30 years ago. The English Wallables are practicing daily. Jimmie, the clowns' table steward, is a gentleman's gentleman. Ray Goodie's wife, Jay, who operates the grease joint, keeps it open after the night show to accommodate performers. Steve Crowe's trumpet playing in the clown band is something to be heard.

Senator (Tiny) Krueger has been with the show since it opened in Circleville, O., and remains until the (See Mills Bros. on page 69)

Siebrand Bros.

Business in El Paso, Tex., over the April 15 week-end was exceptionally good, with matinees and two night shows being presented Saturday and Sunday. Bill and Marge Tellez, of Tucson, Ariz., visited the Roches.

Recent seri-comic mishaps included Eugene Hoffman falling off the stage while speeding thru the race of the plates; Gracie Fairburn's (Moko) added prat fall going over the ring curb and the writer's near strip on single traps. Capt. and Mrs. Harry Clark added three Spitz puppies, while Pancho and Danita and the Hodgins bought canines in Juarez. Sandy lot in Las Cruces, N. M., presented many difficulties, but show was set and had a big crowd for opening night, April 18. The Patines, Harry Ross and the Hodgins purchased a dressing room.—JOE HODGES HODGINI.

Cole & Walters

Beverly Vannette flew thru the air with the greatest of ease and the landing wasn't easy. As a result she's not doing web until she gets the bruises under control.

Bongo, the ape, woke everyone up in the middle of the night when the baby elephant visited its cage. Laura Anderson's trailer got the worst of the deal when it and the canvas (See Cole & Walters on page 69)

ATTENTION, ACTS!

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Lithographers; truck drivers preferred.

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Of all descriptions. Can place Working Men in all departments. Open June 1. Can place Agent who can book business. Can place Photo Men. Charlie Young and Bill Noble, write me.

PATTERSON BROS.' CIRCUS

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8 PHONEMEN

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Must Be Able To Start at Once! Handle crew of Phone Salesmen on Banners, U.P.C.'s, Start Immediately. Long season, ironical surprises. No drunks, loafers or liars.

If you are broke and cannot finance self, please do not waste my time! Write or wire, giving phone number. JACK MILLS, Mills Bros.' Circus As Per Route

EXPERIENCED PROGRAM AND

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SALAM SHRINE CIRCUS—MAY 22-28

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CONTINENTAL, OHIO, "SINCE 1905" PLENTY STOCK CUTS FOR CIRCUS MERALS, ALSO REP AND MINSTREL DATED CARDS, PANELS, ONES, ETC

CIRCUS VIEWS

Send today for big free lists of both old and new shows. Christy, Morris, Tusko's Death, 194 Ranch & Sparks parades, Robinson parade (1911), Sipe, Dolman & Blake, Barnes, Buffalo Bill, Great Wallure (1903), Ringling's bizarre horse views, Hazentock, Cole (1913) and many more. Satisfaction guaranteed.

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For KING BROS.' CIRCUS

Advertising, Banner, Salesman. No day light drunks, I have drawn no quota. Free transportation. Week in a town. 25% of sales flat and \$1.00 per hour collecting our taps. Write or wire paid now.

J. C. ADMIRE, Gen. Delivery, Cambridge, Ohio

WANT PHONE MEN

Two good Phone Men for program, Northern Kentucky Horse Show. Go to work immediately.

Write, wire or phone

CECIL D. OWENS

135 Fairfield Ave. BELLEVUE, KY. Phone: Colonial 9374

Hoppy-Hypoed Cole Pulls 'Em But Bill No Threat to R-B

(Continued from page 66)
them are the George Hanneford family of bareback riders, Terrell Jacobs' lions and tigers, acro troupes and Cole Bros.' horses and elephants. Clown contingent is strong and the bull herd is larger than the one Barnes Bros. had used.

Intermission, No Spec

Cole Bros. lacks almost no earmarks of standard indoor circus presentations. There is no spec and an intermission comes at the halfway point. On the first night the delays, combined with long climbs to aerial rigging, made it seem more like a series of fair acts than a unified circus production.

But difficulties probably were temporary and Cole Bros. has what it takes for a strong performance.

The Marine Corps added Wirtz to its conquests, or vice versa, and started the show with a color guard presentation. Then Bobo Barnett, aided by Maurice Gephart, midget

clown, came on with his tiny car. The big fellow crawls out with a suitcase, pup and skunk (live), then runs thru a clever dog routine. This was substituted as the opener at last minute.

Dante's Chimps take over in the center ring while the Herriots, Milt and son, John, present pony drills in Rings 1 and 3. The ponies fade and a stilt-walking chimp takes the spotlight.

Kellams, Norbertys Star

Happy Kellams, tramp joey, starts his long night's work on the track at this point and, in the Kelly manner, goes over well.

The Norbertys, two men and a girl, turn in an excellent aerial turn high over the back track. For the finish the men do iron-jaw spins while suspended from a ladder-type rigging balanced across a trapeze by the girl. This act is a thriller, and speedier handling of the props will allow more effective presentation.

Fourth spot had Jan Risko and Nina, jugglers, in the center ring; Mustafa Duo, roly-boly, in Ring 1, and the Hannes (2), handstand on bricks, in Ring 3. Risko continues alone for a laugh-getter in which he manages to smash a couple dozen plates before spinning 10 at once on a grounded 10-baton rigging.

Barbette Directs

Reorganizing of the schedule will keep Risko in a strong spot. Earl Shipley's clown band, with 15 participants, fills the center ring next. It's followed by the aerial ballet number, directed by Vander Barbette. Costuming is good and the girls did amazingly well after only three rehearsals days. There are 12 webs and four specialty traps, iron jaw and Roman ring turns.

Cole Bros.' three Liberty horse troupes come in for the seventh number. Milt Herriot holds down the center ring with eight horses and a pony. John Smith and John Herriot have eight each in the other rings. A clown walkaround number follows.

Ballet girls come in for an Oriental introduction to the next feature. The Wong Troupe (4) moves into Ring 3 and the Canton Trio into Ring 1 for acrobatics and contortion. Into the center position come the Van De Velde (4).

Finger Stand Featured

They open with juggling and acrobatics while the others work and then solo for the new forefinger stand by Elly Van De Velde. The petite miss goes into the act after a special announcement but with a minimum of stage business. The stand is accomplished on an inverted water glass placed over a bottle. The gal uses no glove and holds the stand for plenty of time.

Dorita Konyot follows with her gaited horse and earns again the honors of a distinguished horsewoman.

The Great Wallendas combine artistic skill with showmanship to give the kind of aerial act kids as well as adults appreciate. They drew the greatest applause up to that point in the show.

Jacobs Act Moving

The intermission comes next and on opening night it lasted 17 minutes. Erection of the arena for Terrell Jacobs and his cats, which follow, extended the time. Switch in program order will put Jacobs in the second slot, following a clown razzmatazz opening number, and will have the triple effect of starting the show faster, eliminating the delay and showing the animal act to better advantage. Jacobs features his wire-walking and roll-over lions.

Miss Rietta (Wallenda) gives the 13th display, her swaying pole act, and she gets the oh's and ah's by swinging in wide arcs in the upper reaches of the building.

The clowns have an Automat number next. It's Bobo Barnett's prop in the form of a huge box. Various

clowns try for items listed on the machine and get a variety of results. As a finale, one drops in a coin and out comes a fire-breathing devil.

Kay Hanneford Out

The George Hanneford family, bareback riders, presents an accomplished act that is well staged. Tommy Hanneford fills the clowning role well. Substituting for Kay Frances Hanneford, who received a sprained ankle in rehearsal, was Dorothy Patterson. Ernestine Clarke (Mrs. Parley Baer) was flying from California to fill in until Kay returns. A clown car gag, plugging Chevvy, follows.

Then it's Hopalong Cassidy's turn. Coming on immediately after Cassidy is a tough assignment, but the Idalys (2) handle it okay with their inverted cycle aerial sensation. Opening night found them working to the accompaniment of noise in the stands as several hundred persons left after seeing Hopalong, because it was past youngsters' bedtime.

Clowns Come Back

Wire walking in three rings had Con Colleano in the center spot. Gasca Company (2) and Dearo Company (2) flank. Openings are satisfactory but the switch to a solo by Colleano found he was off-beat for the night and he missed the featured flip. A walkaround by the clowns, who show neat costumes but few new routines here, precedes the elephants.

The ballet comes in with the bulls for a production-type number and its dancing, like the web number, is done well in view of rehearsal time available. Four elephants are worked in the center ring and three are in the other two. The closing tableau has the bulls in pleasing formation and then they do a long mount to wind it up.

Scheduled next was Jackie Lewis's Roman riding act with a 16-horse hitch, but she was injured in rehearsal and young Johnny Herriot filled in. Miss Lewis said she might be out for about 10 days.

That ended the opening night. The Cimse aerial motorcycle act was cut because of the late hour.

Headaches Appear

The opening was accompanied by more than the usual run of headaches. Union jurisdiction had the band question hanging, with Izzy Cervonne heading a local unit winning the Stadium stint. Jack Plumber's Cole band will wait it out. Cervonne's men wore dress suits, and stringed instruments were included as was the big Stadium organ. It was reported Wirtz will add a calliope to spice up the circus angle there.

Similarly the equestrian director's role was subject of a discussion. Hamilton probably will have it for the rest of the Chicago stand. Barbette is asked for the post on the road.

Vic Conners, head of the American Guild of Variety Artists' outdoor division, arrived in town to talk with Wirtz executives. Bill Horstman, Stadium staff man, said he had negotiated with AGVA on other occasions but that he didn't know whether he would represent the show this time.

Staff

Jack Tavlin, general manager; Frank Orman, manager with the show; J. A. Gephart, traffic manager; Lorne Russell, auditor; Herbert Leeman, timekeeper; Eddie Mader and Ray Hutnick, utility men; Bill Horstman, chief of press staff; Tom King, press; Eddie Howe, press; Karl Knudson and William Walsh, 24-hour agents; Leo Hamilton, equestrian director; Izzy Cervonne, bandmaster; Vander Barbette, ballet and production director; P. M. McGrath, trainmaster; Ward Walsh, chief electrician; Larry Davis, elephant and menagerie superintendent; Robert Shelley, lot superintendent; Frank Zazzara, ushers; John Staley, cookhouse; Richard Best, Side Show manager; George Newberry, Side Show front door; Al St. Claire, Side Show canvas; John McGraw, ring stock; William Dyke, harness; Parker, tractors; William Dwyer, props; J. L. Richardson, outside props; E. C. Miller, baggage stock; George Churchill, painter; George Lucky, carpenter; Katie Lucky, wardrobe; Dr. John Bailey, physician; John Robinson, office watchman.

Clowns

Horace Laird, Earl Shipley, Kenneth Waite, Charles Robinson, Gae Lewis, Bobo Barnett, Roy Barrett, Jack Kippell, Denny O'Donald, Abe Rademacher, Maurice Gephart, Happy Kellams, Van Wells, Abe Goldstein, Dou Hough, Mr. and Mrs. Charles Baker, Bill Alcott, Joe Ambrose, Snell Brothers, Billy Burt, Louie, George Bonhomme, Tumbetty Brothers.—TOM PARSONSON

Sparton Debuts To Good Crowds On West Coast

CYPRESS, Calif., April 22.—Offering a fast-moving show and a well-costumed line-up of acts, Sparton Bros.' Circus opened its tour here April 5 to a three-quarter matinee and a full house at night. Emphasis is on old-time circus entertainment.

Heading the show is Charles Sparton V, owner, whose staff includes Harry Sperry, manager; Todd Henry, general superintendent, equestrian director and announcer; Orlo H. Wach, general contractor; Martha J. Boyd, big top music; Marshall Van Scoyk, boss canvasman; George Johnson, props; Thomas C. Boyd, electrician; Mr. and Mrs. Kenneth R. Burdick, concessions, and Lew Kish and Bill Green, cookhouse.

This year the show is carrying a big top composed of a 70 with three 30's. The Side Show top is a 50 with two 20's, while the monkey pit show has a 30 by 40 top.

Display No. 1 was a colorful tournament around the track with all performing personnel participating. No. 2—Kenny and Ermalee Burdick, single traps. No. 3—Clown hot dog number. No. 4—Erma Sparton's trained dogs, concluding with a dog rolling a globe up an incline and down a flight of stairs. No. 5—Clown levitation number. No. 6—Charles Sparton V in an exhibition of horsemanship. No. 7—Clown walkaround. No. 8—Joan and Frieda Sparton, swinging ladders. No. 9—Clown funnel gag. No. 10—Todd and Peggy Henry, tight wire. No. 11—Charles Sparton's pony riding collie. No. 12—Clown tooth-pulling number. No. 13—Frieda and Joan Sparton, web. No. 14—Clown walkaround. No. 15—Todd Henry, table and chair balancing. No. 16—Menage display with Erma and Charles Sparton. No. 16—Clown walkaround. No. 17—Kenny and Ermalee Burdick, double trapeze. No. 18—Lloyd Senter's contortions, assisted by Frieda Sparton. No. 19—Clown camera gag. No. 20—Ring act. No. 21—Frieda and Joan Sparton on Roman rings, assisted by Archie Silverlake. No. 22—Clown walkaround. No. 23—Comedy tumbling by Frieda, Joan and Charles Sparton and Ernie Calhoun and Bobby Wach.

In clown alley are John Toy, producing; Archie Silverlake, Lloyd Senter, Lew Kish, Ernie Calhoun and Teddy Redwing.

Tom Henry, Side Show manager and lecturer, has a line-up of acts that includes his own magic, mental and bird act, assisted by Joan and Frieda Sparton; Jimmy Alka's fire and anatomical wonder acts; Frank Webb, lecturer and magician; Evelyn Lopez, snakes and atomic victim annex, and Lester Heffner, ticket box. Todd Henry's Monkey Village has Roy D. Earl, trainer and lecturer, and Ray Kinney, tickets.

King Gets Faribault Date

FARIBAULT, Minn., April 22.—M. M. Fleming, general contracting agent for King Bros.' Circus, this week completed arrangements to have the org play the fairgrounds here May 22, under American Legion Post auspices. Bert Murphy and Floyd Starke signed papers for the Legion. Org comes in here from Rochester, Minn., where it is scheduled to play Olmsted County Fairgrounds, May 21.

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Texans Give Dailey Bros. Okay Houses

Soft Lot Mars Austin Date

BROWNWOOD, Tex., April 22.—Dailey Bros.' Circus drew a capacity matinee and two-thirds night house here Wednesday (19) to continue good business enjoyed since its opening.

Season was launched Saturday (15) at Gonzales quarters with two three-quarter houses. Heavy rain at Austin, Tex., made it impossible to get wagons on the lot for Sunday lay-over, but Monday (17) performances were given. Matinee at Austin was a capacity house, with an advance sale of 5,000 tickets thru sponsoring Elks Club, and night show pulled a three-quarter house. Menagerie was sidelined because of the soft lot.

Temple, Tex., Tuesday (18) gave two three-quarter houses.

Equestrian Director Paul Nelson has the two-hour show running smoothly. All equipment is in tip-top condition. Side Show has a new top, a 70 with three 40's, and new 140-foot line of double banners with special lighting effects.

The program:

Display 1—Tournament, "All Nations," produced by Norma Davenport. 2—Brown Bears, William Cody. 3—Iron Jaw. 4—Capt. Emil Sweyer's pole bear. 5—Principal riders in four rings. 6—Rex Williams' riding tiger-leopard combo. 7—Trampoline, featuring Norma Davenport and Rose Mary. 8—Capt. Joe Horwath's lions. 9—Aerial ballet. 10—Wild West concert announcement. 11—Elephants in five rings, featuring Norma Davenport. 12—Unicycles, Raymo Savello, Paul Armand and Aurelio Navarro. 13—Dogs in four rings. 14—Menage horses. 15—Eddie Murtilo Troupe, casting act, and Esperanto troupe, contortion. 16—Jinx Adams's 16-horse Roman standing act. 17—Goonas, rodeo performers, and Great Campo, bounding rope. 18—Wild West line-up. 19—Web with 15 girls. 20—Military ponies and twin Liberty horse troupes worked by Hazel King, Donna Klaff and Jinx Adams. 21—Juggling, hand balancing, acrobatics. 22—Riding, Martins. 23—Jumping horses, Roman standing riding, pony races. 24—Clowns. 25—Zacchini, human cannonball.

Band Personnel

Henry C. Werner, bandmaster; Wiley Scott and Joe Pomilio, clarinets; Leo Lambert, Roy Short and Stanley Techtout, trumpets; Walter Foreman and Roy Carpenter, trombones; Emillio Paolucci, baritone; James Milkken, bass; Happy Bellale, snare drum; Harry Carl, bass drum; Louis Grabs, cellophone.

Side Show

Milt Robbins, manager; Milt Robbins, Eva Robbins and Ray Walters, front; Ed Cummings, front door; Millie Curtis, inside lecturer; Johnnie B. Williams, band and minstrel, eight men and seven girls; Capt. Dee Ni Fong, untamable lion; David Curtis, magician; Roy Chapman, Scotch band and electric chair; Chris Kennedy, vent; Floyd Arnold, musical rube; Chi Chi Anita and Company, Hawaiian revue; Gerry Sullivan, human volcano; Francis Doran, annex; Betty Dennis, Hope Ray, Chi Chi Anita and Gertrude Williams, girl annex; Johnny Hyde, boss canvasman, with crew of 10.

DALES

(Continued from page 67)

sold it the following morning—thus cheating the gang out of a house-warming party. . . . Ralph Holt, hosiery manufacturer and circus fan, visited in Burlington and presented la Gregory with nylon hose. . . . Slim Buggerstaff was on the sick list several days. . . . Gil Wilson, with his comedy camera, gets everybody into the act. Drummer Gene Davis is his latest foil. . . . Gil and Eddie Harris really draw the yocks. . . . Pat Tumbler visited with Sylvia Gregory when the show played near Charlotte. . . . Norma Dales has returned to Baltimore. . . . Jo Barth is our sense-of-humor-girl. . . . Marge Canter needs a baby-sitter. . . . Young Ted Milligan and Eddie Harris have a race on to see who can collect the most show pictures. . . . First bad accident of the season occurred when Peggy Short fell out of her housecar and broke her collarbone.—BILLY BARTON.

UNDER THE MARQUEE

C. Foster Bell, general press representative on King Bros.' Circus, used planes to make the season's first five stands. . . . Joe Sutherland, chairman of the uniformed bodies of Al Sihah Temple, Macon, reported that the first three days' advance sale for Rogers Bros.' Circus stand there May 9, topped \$1,000 and that the temple is aiming at a \$10,000 goal.

General agent is known by the towns he books and those he steers clear of.

Mrs. Grace Ruth, mother of Dean Ruth, clown and former concession operator, is hospitalized at Paris, Ill., for surgery. . . . A previous agreement routed King Bros.' and Biller Bros.' circuses northward from their Georgia openings without meeting opposition from each other. Rogers Bros. follow King into Macon, Ga., by a month, playing there May 9.

Usually is what persuades an actor that he's getting even by leaving a show.

Lorin D. (Doc) Hall, vet circus exec, added a new role to his list of duties at the opening of King Bros.' Circus at Macon, Ga. Visiting on the show, he was called to take the announcer's post until it could be filled permanently. . . . Charles K. Blaum, former circus musician and now with the Georgia department of revenue, was another King show visitor. While in Macon he talked politics with Paul M. Conaway, a colonel on the governor's staff.

Mutual friends of mutual friends never lack the courage to ask for passes.

James Hays, William Day and William Judd, members of the Bluch Landolf Tent, CFA, Hartford, Conn., are giving illustrated lectures thru-out the State to create interest in the circus and an "Old Troupier" writes that he thinks their loyalty in helping circuses in that territory can't be equalled. . . . Ward Hall and Harry Leonard caught openings of Stevens Bros., West Bros.' and Mills Bros.' circuses and visited six winter quarters and seven carnivals on a recent trip. They were joined on the Mills lot by George Searls.

In connection with workmen's contracts, "approved" is an odd word to use.

Frankie Saluto, midget clown, is rounding out his 21st year with the Ringling circus. As head producing midget clown, a rabbit trainer of note and a principal in Lou Jacobs's midget car presentation, Frankie is one of the busiest members of clown alley. He recently appeared on the "Howdy Doody" television show and is slated to take part in the Horn and Hardart video show when the Big One hits Philadelphia. As in the past, Frankie plans to be on hand for all of the numerous hospital and charity show performances staged by R-B personnel. . . . An American freighter left East Africa Tuesday (18) bound for New York with a shipment of two giraffes, two cheetahs and four zebras for the Ringling-Barnum circus.

There is no such thing as a circus know-it-all. The manager who spends his life learning the business finds himself asked to speak about the gratitude of pass holders.

Rex M. Ingham, operator of Ingham Wild Animal Farm at Ruffin, N. C., reports recent visitors included Eddie and Ethel Hill, Dales Circus; Warren E. Buck, animal importer, and J. S. Ramsey, former circus agent, now playing schools with a magic show. George D. Barrett, partner in the Ingham school units, joined the Midway of Mirth Shows at Madison, Ill. Ed Hiller left Ruffin to play lots with his buffalo. The Naidles will reopen their reptile farm near Baraboo, Wis. The Milton Hermans will be with Dailey Bros.' Circus. Bobbie and Erla Jenkins, pi-

loted by W. P. Moore, are playing schools with an animal exhibit. . . . Wallingford, Conn., city officials recently received inquiries from the Ringling-Barnum circus about municipal sales taxes and expect the Big One to play there again this year.

Program director never staged a spec as dramatic as that conjured up by a trailer-ite's wife passing a bit of juicy gossip over the grapevine.

Prof. George J. Keller's wild animal act which will be a feature with the Tom Packs Circus this season, has been signed for next year's Houston and Fort Worth Shrine circus dates. Keller has added a jaguar to his mixed animal group. . . . Liberty horse trainers with Cole Bros.' Circus are Milt and Johnnie Herriott, and John Smith. . . . The recent passing of Ed Campbell, of the former Campbell Bros.' Circus in Fairbury, Neb., recalled to the veteran Joey, Earl Shipley, that Shipley made his first circus tour in 1913 with that show.

Attending a meeting of the Gourmet Society of the Polack Eastern Unit in Chicago recently were Nate Lewis, Irene Lafferty, Henry Kyes, Viola MacLeod, Al Hyman, Benny Baker and Mike Gendel. . . . A special section of The Gainesville (Tex.) Register Tuesday (12) heralded opening of the Community Circus April 19 at the eighth annual Circus Round-Up. Circus Fan A. Morton Smith is editor of the paper. Harry Bert, formerly with RKO Pictures, returns to the Ringling show this year to direct advance sales on the road. He will open at Boston.

MILLS BROS.

(Continued from page 67)

Columbus, O., date, Alex Brock and the writer were fortunate to recover their eyeglasses lost under the top. Ed Hillhouse, circus fan, joined at Chillicothe, O., and remains until we reach Columbus. Dr. Hartman, Huntington, W. Va., visited Alex Brock. Doc Waddell conducted service at the Methodist Church in Circleville.

In clown alley are Alex Brock, producer; Jack LaPearl, two Bakers, Jack (Mae West) Rodgers, Sparky, Bill Bailey, three Sayers, Zoe (Steve Crowe) and Wimpey.

Recent visitors: George Hendershop, La Marr, Walter L. Main, Hans Lederer; Walter Evans, Bill Sachs and Charles Wirth, The Billboard; Carey Emrie, former trouper of Cincinnati; Johnny Jones, The Columbus Dispatch; George Duffy, Bob King, Floyd Gooding and Bert Wooley.—WIMPEY.

COLE & WALTERS

(Continued from page 67)

truck collided. Mrs. Anderson has purchased a new trailer.

Visitors to the show since the opener included Mr. and Mrs. Obert Miller, D. R. Miller, Kelly Miller, Al and Betty Hille, Mrs. Gallager, Ione Stevens, Donny McIntosh, Evelyn Rossi, Jimmie Hammler, Mr. and Mrs. Ross McKay, Bobbie Snodgrass, White and Mary Thorn, Mr. and Mrs. Floyd Hill, Mrs. D. R. Miller and Barbara Jean; Ila Miller, Mrs. Mary Pease, Mr. and Mrs. Mel Lewis, Doc Sherwin and wife, Benny Doss; Art Miller, agent of the Kelly-Miller circus, and Tex Allen, magician.

The cookhouse still is about the most important place on the lot. Mrs. Porter presides as head cook.—MILDRED WELBES.

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LUCKY POWERS, OIRIE HOTEL, ATHENS, GA.

Ocean Beach Bow Slated For May 27

Okay Excursion Boat Pact

NEW LONDON, Conn., April 22.—Ocean Beach Park Board, which supervises the city-owned-and-operated funspot here, has set Saturday, May 27, for the park's official opening. The board has authorized Edward R. Henkle, city manager, to sign contracts for amusement and food concessions in the recreation building and for a new boating concession.

Henkle was empowered to sign a five-year contract with Seymour Manheimer, Seymour Shifreen and Julius L. Sheriff, all of New London, incorporated as Pleasureland Amusements, granting them concession space for \$13,250 per season. They are expected to install \$40,000 worth of equipment and amusement devices, including lighting fixtures which will become beach property.

Food Privilege 22%

The board also approved a five-year contract giving the Picazio Catering Company, of New London, a food concession in the same area for 22 per cent of gross receipts. It was agreed that the percentage would remain unchanged if the board later grants the catering company the right to sell hot dogs and hamburgers.

The board authorized a contract with Capt. Ellsworth S. Wilcox, who will install a pontoon pier on the beach front as a base for a 110-foot excursion boat. He will have a five-year contract which may be canceled by either party after three years and which calls for \$1,000 rent per season.

Because his insurance rates have increased, the board approved a contract giving Michael Loveterre, last year's roller skating concessionaire in the recreation building, more time to operate in 1950 for his \$2,500. In addition to Monday thru Thursday night operations he will be permitted to stay open Saturday afternoons before and after the official season and Sunday afternoons when the auditorium is not otherwise engaged.

C. N. F. Amusements, Inc., was granted permission to substitute a Kiddie Airplane for a kiddie cart ride, which its present contract covers, but which was never installed. C. N. F. also operated other kid rides in the park's amusement area during 1949.

The board referred to its concession committee for further study a request from Frank Lewyant and Armando Baldelli, food concessionaires in the picnic area, for authority to install popcorn and peanut roasting machines and six coin-operated shuffle bowling alleys.

The board also authorized \$150 for outdoor advertising in the Hartford area.

Elephants' Arrival At Zoo Draws 70,000

WASHINGTON, April 22.—Arrival of two elephants, gifts of the children of India, at the zoo here Sunday (15) attracted 70,000 visitors, according to newspaper estimates, and garnered space in dailies thruout the nation.

Madame Vijayalakshmi Pandit, ambassador from India; George C. McGee, assistant secretary of state; Dr. William Mann, director of the zoo, and Baba Jan, elephant caretaker, took part in ceremonies. Baba is a cousin of Hollywood's Sabu.

Frank O. Lowe, zoo head keeper, went to Brooklyn to meet the ship which brought the young elephants to this country.

Return to Picnic Biz Brings \$ Signs to Riverview's Eyes

CHICAGO, April 22.—Riverview Park, returning to the picnic business after a nine-year war-time lapse, will draw close to the season's goal of 500,000 picnickers, George A. Schmidt, president and general manager, predicted this week.

Schmidt said the park's major picnic grove is booked for every Sunday from June 11 to September 3 by large groups. In addition, promotion of the smaller grove is going well and churches and school groups are signing for week-days.

Illustrating the picnic possibilities, Schmidt recalled that the Chicago apartment janitors' outing, booked by Riverview this year and a regular event before 1941, annually gave the park a better day's business than Decoration Day or July 4 in the pre-war period.

Union Events Booked

The carpenters union, postal workers, electrical linemen, plumbers, Hotpoint Electric employees, German-Americans, Italian-Americans and theatrical janitors are among other major groups booked for 1950.

Schmidt said that intervening years probably have made his data on size of organizations and resulting picnic turnouts obsolete and that other factors may enter the picture, but he recalled that his old gate statistics show that half an organization's membership will attend and that each member will bring two or three guests. On this basis, he said, several of this year's events would attract from 32,000 to 48,000 persons.

Booking work this winter didn't pay off until the approach of spring Schmidt stated. Several groups, which had given refusals earlier, now are enthusiastic to follow-up proposals by Harold Dever, head of the park's picnic booking department.

Efforts to use a standard booking procedure and picnic plan failed. Schmidt said, when it developed that each committee insisted on different specifications some place along the line. Illustrating this, he said that most orgs okayed the park's plan for collecting 25 cents for each automobile as it entered the area, but that one group insisted on paying a lump

sum based on a count of cars.

Winter maintenance crews have been augmented to turn out new picnic tables, Schmidt said. They are making the units at a cost of \$18.50 each. Between 800 and 900 new tables are being built, and older equipment is being repaired.

Schmidt estimated that nearly \$50,000 will be spent to get the park into shape. Installation of white flagstone walks, landscaping and picnic headquarters buildings is to start soon, he said. Painting of the entire park also is scheduled, with Schmidt's twin scaffold units being used to speed work. These put workmen into position without time-consuming climbing, he pointed out.

John T. Gibbs's Fascination will replace bingo at Riverside this year, Schmidt said. All concession space has been leased.

Opening day is May 17. About 550,000 season tickets will be mailed out a week earlier. Luminous advertising paper will be used.

Coney Island's Ops in Frolic; Install Reiben

By UNO

NEW YORK, April 22.—A feature of the 27th annual dinner-dance of the Coney Island Chamber of Commerce in the Hotel St. George Tuesday (18) was the induction of President Stanley J. Reiben by Assemblyman Eugene Bannigan and the former's speech of acceptance in which he outlined details of the lengthy program of promotions he and his co-officers have in prospect to lure heavy patronage this season.

Over 500, largest turnout in the chamber's history, packed the spacious main ball room. Leo A. Scher, banquet manager for 24 years at the St. George, supervised the serving of the six-course dinner. Charles Turcarno's ork provided dinner and dance music.

George C. McCullough was arrangements chairman; Tom Tesauero was in charge of the general reception, with C. J. Hilbert, the host in the guest's room on another floor. Toastmaster George F. Kister introduced the celebs, including Rev. Neritt Yaeger, new pastor of Coney's Church of the Lady of Solace; Dr. Philip I. Nash, Coney's oldest physician; I. H. Klein, Nils S. Mathison; Walter M. Jeffords Jr., Consolidated Gas official; the Hon. Jeremiah B. Bloom, Benjamin Saltzman, Charles E. Ramsgate, Frank J. Pino, Harry Sorper, Edward Corsi; Edward Quigley, Brooklyn's postmaster; Edward Vogel, Louis L. Friedman, Roger Brock, Charles H. Breitbart and Walter R. Winterhalder, Coney's police captain.

N. E. Shore Spots Prepare for Preems

BOSTON, April 22.—Beaches and parks in the area are getting set for the coming season, with paint and polish the order of the day at Revere, Nantasket, Salisbury, Hampton and Norumbega. Many concessionaires have opened for pre-season week-ends, and reports of good biz last week-end were made.

Ray Golding, president of the Hampton Beach Chamber of Commerce, said all this indicated a banner season. A new toll bridge just completed over the Hampton River facilitates an easy flow of traffic to and from the resort. The chamber is readying a full program of activities for the summer.

Weather Delays South Bend Bow

Redden lauds exhibit shows as park events—prepares for 4-H annual

SOUTH BEND, Ind., April 22.—Late arrival of spring has delayed setting an opening date for Playland Park here, Owner Earl J. Redden reported, but week-end operation probably will start May 11 to coincide with a four-day food show at the park's exhibit building. Daily operation gets under way Decoration Day, he said.

Redden reported that his park will "coast this year and plans to spend heavily next year." However, the park is getting its annual paint job. Redden said that promotion of home and food shows as well as the annual 4-H Club Fair will occupy most of his time this season.

A strong advocate of such events for parks, Redden said the 4-H event, now in its third year at Playland, is booming. Many 4-H units want to be independent of other fairs, he said. The local event has been growing rapidly and gets strong press support. No outside concessions or rides are used for the fair. Dates for the event are August 3-6.

Exhibit type shows at Playland utilize a special building with 32,000 square feet of space. The structure is being rebuilt over a period of several years and also is used for dances.

50 Concession Ops Seek Locations at Conn. State Spots

BRIDGEPORT, Conn., April 22.—More than 50 bids for concessions at 14 Connecticut State parks were received at the State Office Building here this week. Donald C. Matthews, director of the State Park and Forest Commission, said the figure is double the number of bids received last year.

Highest bid offered was for the concession at Hammonasset Beach State Park, which drew 1,218,329 people in 1949. Bid was \$13,005, compared with last year's \$9,700.

Awards will not be announced for another 10 days. In which time Matthews will check the qualifications of bidders. The commission head said that contracts will contain clauses specifying prices to be charged at refreshment stands and quality of service.

An estimated \$30,000 probably will accrue to the commission from concession grants, all of which will go for park improvements.

SOUTH BEND, Ind., April 22.—Ground was broken recently at Groom's Stateline Kiddle Park, north of here on Route 31.

WANTED

3 or 4 Modern Kiddie Rides to operate on percentage basis. Also

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For Rent Milk Bottle and Penny Pitch Games. Fully equipped, reasonable.

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KEM & GRETA'S AIRPORT DEPOT
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LOOPER FOR SALE

This a high-class Ride, not Junk. Will trade for late model Roll-o-Plane.

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RIDE HELP WANTED

Operator for No. 16 Wheel now in operation. Middle-aged adults man preferred. No moving, year round work to the right man. No wires or tickets. State all first letter.
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BOX D-361

The Billboard Cincinnati 22, O.

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This is our second year of operating—Beautiful Million Dollar Sunnyside Beach Park—large amusement area—beautiful beach and pool and 20 acres of shaded picnic area. Booked over 100 picnics last year; 1½ miles from large industrial Toledo. Previous ride owners extending their leases.

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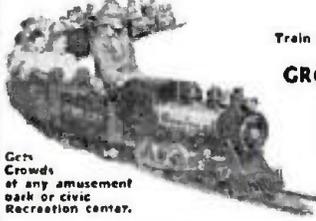
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New Spot—Close in—Bus Service—1500 ft. on U.S. Route #40—America's Main Street. Have spots for Rides. Most Concessions open. Building available for Portable Roller Rink and Barn Dance. Building (30x60) facing our swimming pool for complete arcade, stands for games. Want Root Beer and Frozen Custard Trailer Concessions.
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Concession space on the Pier for Mug Outfit, Pop Corn, Penny Pitch, Ball Game, Glass Pitch, Duck or Fish Pond, or any Merchandise Concessions. The best spot in the country for Novelties. No competition on any Games here. We have in operation already on this Pier: 3 Kiddie Rides, Arcade, Skating, Shooting gallery, Eat and Drink. Have good spot for Stuffed Animals or Costume Photos, or I will frame Concessions for good, reliable Agents.

LEO LANE, Box 12, Savannah Beach, Georgia

P.S.: Can use good Ferris Wheel Operator. No drinking. WANT to buy good late model Fly-o-Plane or Octopus. Have good spot for Live Pony Ride.

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1 Frozen Custard Stand with two machines ready for operation—Balloon Dart Game—Cat Ball Game—Milk Bottle Game—all with buildings and shelves complete. 1 large Refreshment Stand and Soda Fountain with veranda on the lake, all complete with booths, tables and kitchen equipment, etc.—PLUS BUS STOP. Guess Your Age—Guess Your Weight. Location for large Ferris Wheel or Roll-o-Plane. Park opens about the middle of May. Apply immediately with references.

SAM HAMID, White City Park, Worcester, Mass.

CANADIAN OUTLOOK BRIGHT

Sullivan's Wallace Bros.' Org Gets Taste of Promising Biz In Season's Bow at Windsor

Tax Relief Expected To Prove Big Boon

By Haviland Reves

WINDSOR, Ont., April 22.—The Canadian carnival season got off to a fair start Thursday (20) despite considerable mud and a thermometer around 35 degrees when Wallace Bros.' Shows of Canada opened a nine-day stand here under auspices of the 222 Veterans' Organization, which has sponsored the opener here for 10 years. C. E. Forster is chairman of the committee and J. C. Carmichael is assistant. Observation of midway attendance Thursday indicates the folks are ready to come out and spend money, and are not too easily discouraged by unpleasant weather. Conditions look promising for shows this season, with good reports particularly from Western provinces, said Jimmy Sullivan, show owner. Alberta is enjoying an oil boom that is making it a wealthy province. In the provinces of Quebec and Ontario unemployment is markedly lower than it is in the United States.

Removal of Ontario taxes on admissions up to 20 cents will mean a saving of 15 to 20 per cent for the carnival. Sullivan estimates, since the bulk of ticket sales are in this bracket. Tax remains unchanged at 3 cents on 70-cent admissions and 4 cents on 25 cents. No reduction in admission is contemplated at this time. The federal tax was dropped about a year ago. Present taxes differ in the provinces, making bookkeeping operations complicated for shows.

Opening in Windsor was given a sendoff with a 30-inch ad in the local daily the day before and on opening day. It runs 15 inches for remainder of the engagement.

Special feature this year is nickel day for kids on Saturdays and Wednesdays at all stands for rides, shows and concessions. Each opening night is given a special spurt by (See Sullivan's on page 76)

Perth Amboy Gives Vivona Boff Opener

PERTH AMBOY, N. J., April 22.—Vivona Bros' Amusement Shows bowed here to big crowds Monday (17). With all equipment freshly painted, the show features 10 rides, 5 shows, 30 concessions and an aerial free act. The org was heavily billed and scored with the press.

Staff members are: Morris Vivona, general manager; John Vivona, assistant manager; Babe Vivona, purchasing agent; Ann Fontana, secretary; Stanley Reed, press agent; Maxwell Sharp, business manager; Bill Calahan, billposter; Mike O'Byrne, lot man, and H. Williams, electrician and ride superintendent.

Show rides and their managers include: Ride-O. Clifton Dyer; Chairplane, James Serio; Merry-Go-Round, Francis Wolfe; Ferris Wheel, John Pawlak; Auto, Charles Penn; Kiddie Train, George Martin; Kiddie Boat, Robert Benowitz; Kiddie Whip, Carl Biggart; Bomber, Joseph Guinta, and Octopus, John Krouse.

Side Show manager is DeWise Purdin, and Michael (Bo) Grande is talker. Other shows and their managers are: Monkey Show, Bob Mason; Glass House, Carl Mantley, and Snake Show, Mrs. Bob Mason. George Johnson is the Funhouse talker, and A. Masiello is mechanic.

Moe Vivona has 8 concessions, Maxie, 8; A. Loglicsi, 2; Mrs. C. Vivona, 2; Frank Bellatoni, 2, and Matthew Fontana, 4. H. W. Jones has bingo, and Happy Hawkins has diggers.

Cavalcade Tees Off at Mobile

MOBILE, Ala., April 22.—Al Wagner's Cavalcade of Amusements launched its season here Friday night (21) under clear skies and in cool weather to several thousand persons. Show is spotted on a new lot at Houston and Duval streets.

Stand here actually is a preliminary break-in, with the full-scaled opening set for Montgomery, Ala., where Sally Rand and several other shows, plus three rides, will join.

First-nighters here included Marshal Johnson, Selma, Ala.

Enright Unit Bows Gooding Operations With Fair Business

COLUMBUS, O., April 22.—Gooding Amusement Company's unit, managed by John Enright, opened the season on the Sandusky and Sullivan streets lot here to what F. E. Gooding described as "just fair" business. Unseasonable weather hurt.

Only six rides and 15 concessions were in operation because of the small lot. An unusually large kids' matinee helped make the week a winner, Gooding said.

Show plays several local spots during the season. Joe Gaskell again is in his customary winter connection with a local department store toy department, which he manages each off-season.

Broas Launches New Org in Parkersburg

PARKERSBURG, Va., April 22.—George Broas, veteran carnival trouper and concessionaire, launched his G. & B. Rides, formerly Jones Greater Shows, here yesterday.

Broas, who purchased all of the Jones shows' equipment, moved the org here from the Jones quarters in Huntington, W. Va., prior to opening. He plans to play West Virginia, Ohio and Pennsylvania dates.

Weather Hurts Lone Star

WINCHESTER, Tenn., April 22.—Lone Star Shows, after opening here to ideal weather, Tuesday and Wednesday (11-12), were set back by cold weather the rest of the week. Mrs. Myrtle McSpadden, co-owner, suffered a fractured thumb.

Must Reading

The Johnson bill, passed by the Senate, is of vital importance to segments of the outdoor show business. Read the story on page 3 of this issue, also *The Billboard* editorial on the same page.

Wade Beats Weather at Springfield, O.

SPRINGFIELD, O., April 22.—W. G. Wade Shows opened here Thursday (20) to a big gate despite cool weather. Rock-o-Plane topped the rides, while Hennie Hodges's Side Show led the shows. Org opened with Owner-Manager Wade absent due to sickness in his family, leaving Mrs. Mildred Miller in charge.

Shows closed their 10-day Detroit stand Sunday (18) on a strong note. Last three days yielded ideal weather that drew large crowds to the two-unit operation. Snow, rain, floods and cold weather walloped the first seven days of the engagement.

Staff remains the same as 1949. In addition to W. G. Wade, owner-manager, are D. Wade, general representative; Mrs. Mildred Miller, executive secretary; Joe Becnel, auditor; Irene Crossland, main wagon cashier; Sam Hansen, searchlights; Fred A. Miller, publicity; George Foth, electrician; Thomas Hoctor, Diesel units; Buster Crossland, general superintendent; Short Hoover, assistant electrician, and Richard Gielow, billposter.

Other personnel follows:
Rides: Merry-Go-Round, Kenneth Smith, foreman; Joe Joyce, and Andrew Ashrock, assistants; Hazel Bousho, tickets. Ferris Wheel, Dave Grey, foreman; Bill Furness, Eise Henry, tickets. Tilt-a-Whirl, Bob Ostrander, foreman; John Green and Mike Williams, assistants; Ruth Ancil, tickets. Rolloplane, William Wolff, foreman; Zeke Holloway, Kay Foth, tickets. Dipper, Royal Brewster, foreman; Hans Fulligher, Jimmie Kelleher, Hazel Priddy, tickets. Kiddie Boats and Train, Mrs. Mildred Miller, owner; Ted Bousho, Ralph Brown, Helen Keller, tickets. Scooter, Lloyd Burge, owner; Jim Farris, foreman; Everett Salisbury, Curley Ebenleiter, Jack Daniels, Lloyd Burge, Jr., tickets. Octopus, Harry Mannas, owner; Marion Everhart, foreman; Bill Fulligher, Elmita Jones, Helen Mannas, tickets. Rock-o-Plane, Harry Mannas, owner; Dick Everhart, foreman; Frank McKusky, Bertha Everhart, tickets.

Cookhouse, Johnny Miller, owner; Ralph Faunauagh, chef; A. J. Miller, Chester Boyd, Lee Miller, Bert Hollingsworth and Chuck Henry; Jewelry, Wilhelmus Shamunak; Hoss and candy, Pop and Mon. Burr; short range, George Foth, owner; George Hoover; popcorn, Dan Jessup and Roy Norris; long range gallery, Gordon Mills.

Harry Craig Shows Get Rain, Cold, Sand

ABILENE, Tex., April 22.—Harry Craig's Heart of Texas Shows hit by cold weather mixed with sand storms and rain this week, will day and date the Dalley Bros.' Circus here today.

W. W. (The Great) Wilno, accompanied by his wife, joined with his cannon act and custard machine. Wilno, and Sensational Cepler, high wire, will make up the org's free acts.

George Hanlon has taken over the business management. Madeline and Tex Daniels have their cookhouse here. Others include H. A. Johnson, Earl and Ann Hileman, Mr. and Mrs. LeRoy Miller and James LaRoe.

Mrs. Harry Craig and Harry (Bucky) Craig Jr., are visiting. Other visitors include Jim Schneck and Jobe Mohler, of the Alamo Exposition Shows; Harley and Billy Sadler, Jimmie Dean, Carl and Mae Ratliff, Matthew King and O. C. Blas.

Imperial Gets Bad Weather In First Stand

Bows With Flashy Entrance

ALEXANDRIA, La., April 22.—The Amusement Corporation of America's Imperial Exposition pried off the season's lid here Saturday (15) in good weather but then ran into several days marred by either rain or cool weather.

Showgrounds are well located, with the Fox outdoor theater on one side and a stadium on the other, with an abundance of parking facilities available. Special buses direct to the lot are provided, and the show at mid-week awaited only good weather to bring patrons out in sizable numbers.

Entrance Sparks Raves

The show, spotted in a way which enables an excellent view of the layout, drew raves for its appearance. Outstanding is a new front gate, notable for its use of black light. Two towers, equipped with time flashers, are spotted about 20 feet from the entrance, and the lights beam on and off against the black light-treated front, thus providing an almost constantly changing color effect.

Opening night pulled a turnout estimated at 2,400 persons. A fireworks display at 9 o'clock proved an added lure on the first night.

Naylor Handles Press

Visitors at the opening included Hunter Jarreau, part owner of *The Daily Town Talk* and friend of many show people; Max Goodman, former show owner, who came in from Florida.

Bill Taylor, press agent for the (See *Bad Weather* on page 80)

Harry Burke Dies In Auto Accident

MENA, Ark., April 24.—Harry J. Burke, 56, general agent of Midwestern Exposition, was killed in an auto accident near here yesterday. He was a member of the Showmen's League of America, International Showmen's Association, American Legion, Elks and Disabled American Veterans.

Burial is set for Wednesday (26) in Fort Smith National Cemetery, Fort Smith, Ark.

Strates Scores in Wilmington, Del., With Strong Flack

WILMINGTON, Del., April 22.—Early-season publicity plums were being plucked by the James E. Strates Shows, which close here tomorrow. Org's publicist is Starr De Belle, and the Thursday (13) edition of *The Wilmington Morning News* featured a three-column picture of seven show midgets being census counted while staying at the Hotel Rodney. Included were Don Williams, his wife, Dottie, Ann Sholter, Frank Cuckey, Harry Klima, Mary Lou Kirkendal and Nita Krebs.

At the previous Strates stand in Washington, the show scored heavily when Arthur Godfrey, high-powered radio and TV draw, plugged the Strates org on two broadcasts.

John H. Marks Has Earned Big Dividends From Fair Dealing

(Continued from page 54)

Ferris Wheel, Whip and four or five shows. He gilled until 1932 when he added 10 new GMC trucks. In the same year he added a Lindy Loop, Caterpillar and Chairplane.

Despite his expansion, 1932 was the worst year John has experienced in the business. It was the only year in which he hasn't made at least a "little" money. John recalls that his pursuit of the buck in that year caused him to jump all over the country. It was then he discovered that you couldn't run away from trouble. Instead of getting better, business got progressively worse. It remained that way until Roosevelt was inaugurated for his first term as president, John says.

In 1933 John married his wife, Elizabeth, and a year later their daughter, Gene, was born. Besides acquiring a wife who was to be a helpmate thru the years, John also managed to put together some creditable fair dates in 1933 when the once mighty Johnny J. Jones Exposition began to stagger. John also started the Fayetteville (N. C.) Fair and has played it for 17 years.

Changing Territory

John has had a long tenure at many of his dates, including Charlottesville, Va., which he started playing in 1927. He played Newport News, Va., for about 12 years and garnered what was generally believed to be some of the highest per capita spending ever registered in the industry. For years he played a stereo-

typed route in West Virginia with a continuing holiday play for his ride units, but of late years this territory has fallen off and this year his route will take him further north.

If John has ever been ambitious to go on rails he has long since discarded the thought as no longer feasible. The headaches some ops experience in operating motor equipment have been solved by John. The answer to a truck show's transportation problems can be found in good equipment and mechanics, he says.

Uses Union Drivers

Union drivers are hired in each town to handle the equipment on the jumps, with the exception of about 10 or 12 pieces which are driven by regular responsible show personnel who are paid extra for this chore. The hiring of union drivers, although considerably more expensive, has paid off, John says. Despite jumps up to 350 miles, the show has yet to blow an opening Monday night under this system of moving.

Experienced drivers over the season save about enough on wear and tear on the equipment and turn in a safety record that more than justifies the added cost, John says. At the end of each season every tire and tube is inspected and replacements are made where necessary. Today the Marks Show travels on 42 trucks and carries 11 major rides.

Wagon Fronts on Trucks

Back in 1937 when John began seriously pitching for some of the annuals held by the bigger railroad units he thought to ape their massiveness by building the equivalent of a wagon front on a truck body. Max Linderman, general manager of the World of Mirth Shows, opined that it couldn't be done, but John recalls that it was successfully accomplished by the simple expedient of hiring the World of Mirth's master builder, Charlie Kidder. John's ambition led to his contracting several of the annuals formerly held by the Sheesley Greater Shows when that org changed its territory to include Texas. Among the fairs inked was the Lucrative Roncerverte (W. Va.) Fair.

John has wintered his unit in Richmond every year with the exception of 1942 when the lack of suitable quarters sent him to Florence, S. C. As a result he built his own quarters, a model property on the outskirts of Richmond, the following year. The plant consists of 104 acres, with plenty of trees and barbecue pits, and ample buildings to house the equipment. The grounds produce considerable revenue, since they are used by 20 to 25 picnicking groups each year.

Pro Ops Are Best

Since there are probably few, if any, industries which impose greater wear and tear on the necessary equipment to successful operation, John has concerned himself with finding a solution to this problem. He has determined to his own satisfaction that only real showmen are capable of taking care of equipment. A wobbler will make a wreck of first-class property in a week's time while an amateur will cost money right from the start.

John also says that you have to help fair officials and committee members if you expect a fair shake in return. It can't be all take and no give, he says.

John could probably retire if he wanted to, but he says his life to date has been too full of action for him to sit home now and concentrate on his real estate holdings in Richmond. Both John and Frank Bergen's World of Mirth Shows winter in Richmond, and that town and its citizens have nothing to regret in this respect since both are highly respected in the community and enjoy open accounts with every needed business in town.

John is a member of the Masons, Shrine, Circus Saints and Sinners and the National Showmen's Association.

CAPELL BROS. SHOWS

America's Cleanest Midway

10 RIDES WANT **8 SHOWS WANT** **FREE ACT WANT**

FOR 18 FAIRS AND CELEBRATIONS STARTING MAY 15, BLACKWELL, OKLA., INDEPENDENCE CELEBRATION, DOWNTOWN CITY PARK

FIREWORKS, PARADES, 20 BANDS, STARS FROM HOLLYWOOD. 50,000 PEOPLE EXPECTED. FAIRS AND CELEBRATIONS FROM HERE ON, WITH THE BIGGEST JULY 4 IN THE SOUTH-WEST, HENRYETTA, OKLA.

Can place at once—Mug Outfit, Fish Pond, Scales, Long Range (Herb G. Reba, contact me), Darts, Balloons, Novelties. Can place Pan Game, Rat Game, P.C. or any Hanky Panks not conflicting. Pre-war privilege.

Slim Cunningham wants Agents for Count Store, Skillo and Wheel. Boys with us before. contact. Only 4 stores on show. If you are out to make money, Don't wait or hesitate, contact us now. **JACK or BOB CAPELL**, Bristow, Okla., this week; then per route.

LAWRENCE GREATER SHOWS

WANT

CONCESSIONS: Custard, Ball Games, Studio, Hanky Panks of all kinds, reasonable privileges. Also want Short and Long Range Gallery. Man to handle Fun House. Clown preferred.

Want Girls for Posing and Girl Shows. Salary paid from office. Jackie Coleman wants to hear from her girls. Have beautiful Monkey Show front and top. **Want Man with monkeys to operate.** **Want Wild Life Show.** Also want Man who knows how to put on Kids' Matinee. Ride Help of all kinds that drive semis. Also Hanky Pank Agents.

Address: Knoxville, Tenn., this week.

ROSS MANNING SHOWS

Week May 1-6, Cambria & B Streets, Philadelphia, Pa.

Can place Ball Games, Balloon Darts, Basket Ball, High Striker, Novelty and Pitch-Till-You-Win.

SHOWS: Fun House, Iron Lung, any Grind Show, Ride Men, must drive semi-trailers.

Newburgh, N. Y., week May 8; Roselle, N. J., week May 15, to follow.

Now Showing Bristol, Pa. Write or wire

ROSS MANNING, Hildebrecht Hotel, Trenton, N. J.

WANT

FOR 2 WEEKS—MAXTON, N. C., APRIL 24 THROUGH MAY 6

Across from Air Base, and Balance of Season.

CONCESSIONS: All Hanky Panks. Good proposition for Ball Game. No Flats, no P.C. Reasonable privilege. **SHOWS:** 5 or 10-in-1, Snake Show, Monkey Show with own equipment. Reasonable percentage.

This show playing best Mill Towns in North Carolina and Tobacco Markets in South Carolina balance of season.

All good Ride Help and useful Show People contact at once. Need Agents for office owned Concessions. No drunks. Write or wire at once.

B & H SHOWS, Maxton, N. C.

LARRY NOLAN SHOWS

Want for Albuquerque, N. M., Biggest Spring Celebration in the Country, May 8 through 14. Hanky Panks—Shows—all wire for space. No "EX" for this big one. Opening for Age and Weight, Jewelry and Novelties, Glass Pitch, Long and Short Range. These can book for season if desired. **Want Mechanical Show, Glass House, Fun House, Big Snake, Midget Show, Curley Lowe wants Nail Store Agent.** Earl Wells can use Skillo Agent. (Deba Pifer, wire.) Top pay for sober Wheel Foreman. Can use Second Men on all Rides. We have the best Cookhouse in carnival business and pay off each week. **WIRE, DON'T PHONE: LARRY NOLAN, Mgr., GEO. L. SMITH, Gen. Ast., Las Vegas, New Mexico, this week; Santa Rosa, next week; then Albuquerque (N. 4th St. Lot), August 4 and 8 Underprivileged Children's Welfare Fund. Star-studded route through Western Colorado, Utah, Wyoming and Montana. Our July 4 spot will surprise you.**

JOHN McKEE SHOWS

WANT **WANT**

CONCESSIONS: Mug Outfit, Candy Floss, Hoop-La, Long or Short Range Lead Gallery, Bumper, String, Balloon Darts, Coke Bottle, Novelties, Jewelry, Ice Cream, Custard, Snow, Bowling Alley, Basketball, Fish Pond, Duck Pond.

SHOWS: Side Show, Fun House, Girl Show, Penny Arcade, Snake Show, Mechanical Show. **RIDES:** Kiddie Cars or swings or Planes.

This show booked solid in Missouri and Arkansas in some of the cream spots. Fairs and celebrations start last week of June.

ANSWER TO: JOHN McKEE, MGR., Ironton, Mo., this week; Flat River to follow.

SUNSET AMUSEMENT CO.

Can place Novelties, Bumper, Fish Pond, Ball Games, Hoopla and others. Will book Mechanical Show, Arcade and Side Show. Must have transportation and own equipment. Excelsior Springs, Mo., until April 29; Chillicothe, Mo., next week.

COLORED REVUE WANTED

To join at once. Have finest framed show on the road. Manager must have own wardrobe and Public Address System Sets. Reply at once to

EDDIE L. YOUNG, Manager, Royal Crown Shows
Bowling Green, Kentucky, this week.

BINGO HELP WANTED

7 Counter Men; 3 Callers, for two Units. Semi Drivers given preference. Answer at once.

JACKIE'S BINGO

70 National Bazaar Eqt. Co.
435 W. Broadway, New York City

WANTED

Opening May 4th in Missouri. Two Saturdays. Reasonable privilege, proven route of Fairs & Celebrations, Illinois, Missouri & Arkansas. Concessions: Fish Pond, Bumper, Cig., Short Lead Gallery, Scales, Ball Games, Popcorn, Novelties, Suring Game, any 10¢ Stock Store. Shows: "Lucky", Funhouse, any clean Grind Show; good route for Motorhome. All people contracted write at once. Can place some Ride Help who drive.

JACK WALLACE, Mgr.
Box 48 Lonoke, Ark.

JIMMIE NOLAN

NOW WITH DIAMOND MIDWAY SHOWS

Who was with Sutton Shows wants Ride Help, also Concession People. Write in care of

DIAMOND MIDWAY SHOWS
Mr. Sterling, Ill.
Can use more Concessions and Shows.

MARVEL SHOWS

Opening April 29 at DeLavan, Illinois, two Saturday nights. Ride Help of all kinds can be used if they drive semi. Always an opening for Stock Concessions.

LEW REESE—MARION FULLERLOVE
Milan, Illinois

WANT TO BUY TWO-HEADED BABY

Must be in good condition. Wire

MRS. KATHERINE McDEVITT
James E. Strates Shows, Perth Amboy, N. J.

WANTED TO BOOK

National Veteran Organization wishes to sponsor a Carnival this season. Write to

A. A. BENFATTA
Give full details in first letter.
811 20th St. Altona, Pa.

NOW DELIVERING!

New Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

MORRIS MANDELL, INC.
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Heavy Duty Mounted **BINGO CARDS** In Various Colors

THE WILD BOY
From the Jungles of Borneo



Shrunken Heads and Shrunken Bodies, Fish Girl, Devil Child, Two-headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.

TATE'S CURIOSITY SHOP
34 S. Grove St., Mesa, Ariz.

RIDE HELP

For Fly-a-Plane and Pretzel Rides. No drunks, can't use you. Don't write or wire, come on, I will place you.

CHAS. T. GOSS

HENNIES BROS.' SHOWS

Hot Springs, Ark., until April 29th. Okla. City, Okla., May 1 to 12th.

BALLOONS—NOVELTIES
serving the outdoor trade

PARKS—CARNIVALS—STREETMEN
Price list on request

WILLIAMS ELVERS
194 Pine St. NEWARK 2, N. J.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog, 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

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Fair PUBLISHING

NEW LONDON, OHIO

CHANGE APRONS

That are different, four pockets. Blue, Green and striped. \$2.00 each post paid. Money back if not satisfied.

POPLAR BLUFF TENT & AWNING CO.
Poplar Bluff, Mo.

FORREST C. SWISHER

Wants Men and Wife to take charge of Mur Quilt. Also Man for Hit and Miss Cat Rack. Booked with Parade Shows, Neodesha, Kansas.

Permanent Address:
BOX 125, CANEY, KANSAS

WANT WHEEL FOREMAN

CENTRAL STATES SHOWS
Concordia, Kan.

WANTED FOR TOMATO FESTIVAL

Aug. 31-Sept. 1-2
Rides, Concessions, etc.
JOHN CORCORAN, Ridge Farm, Ill.

C. J. McDONNER

NEEDS GIRLS
For Posting and Dancing

c/o VIRGINIA GREATER SHOWS
Salisbury, Md., this week

MIDWAY CONFAB

The Waldo Brothers opened their "Magic Follies of 1950" on Sam Fidler's United Shows at Jacksonville, Ill., Monday (17).

Midway horse better is one who, when he hears the next town will be a big date, says, "Fine, I'll put it in my next poetry."

Joseph Budjack, inventor of the Charact-o-Graph, will take his silhouette concession on the road for the fair season only, due to his active poster frame business in Detroit.

Rain and muddy lots, it is estimated, cut down midway grapevine services 3 per cent.

Johnny Hamilton will join on the new Ray Williams Shows at Marion, O., with two concessions. . . Mr. and Mrs. Art Martin, veteran operators of carnival girl shows, and last season with Hill's Greater Shows, have purchased the bus station and coffee shop in Aransas Pass, Tex. . . Edward Horowitz and George G. Johnson have joined Vivona Bros. Amusement Shows.

One way to wind up the season clipped is to discover how easy it is to borrow money from an office.

F. A. Norton, former electrician of the Bright Lights Expo and Alleghany Expo Shows, arrived recently at Cumberland, Md., winter quarters of the G. C. Smith Shows, with a new transformer truck for the Smith org. He will be in charge of the electrical department and also serve as mailman and The Billboard sales agent.

Front talkers are getting old when they squawk about the scanty wardrobe on their bally gals.

Pat and Ginger Patterson have booked their concessions on the Sammy Lane Shows for 1950. The same personnel will operate the stands, with Bud Godfrey in charge of the percentage and Walter L. Whitmer handling the stock concessions and bingo. . . Jimmie Nolan, formerly with the Sutton Shows, has joined Diamond Midway Shows for the season. Other recent additions include Walt Keller, with coke bottles and pitch till you win.

Vanity is what keeps us satisfied with the appearance of our equipment until we hear a customer crack about it.

Michael Roman left Miami last week to join the John H. Marks Shows. . . Following a winter vacation in Miami, Louis A. Rice re-

joined Endy Bros.' Shows in Philadelphia last week as manager. . . Sol Cook is in Jackson Memorial Hospital, Miami, suffering from injuries sustained in a recent auto accident. . . Eddie Hackett joined Hennies Bros.' Shows in Hot Springs after motoring in from Miami. . . Mr. and Mrs. Louis Hoffman have joined the Johnny J. Jones Exposition at the latter's Bainbridge, Ga., winter quarters.

Altho chased away from the first show he joined, the first of May who makes good 10 years later is always reminded by the manager of his first show, "I gave you your first chance."

Jayhawk Amusement Company, spotted at Independence and White avenues, Kansas City, Mo., encountered bad weather and poor biz. . . Vince McCabe and Earl Trauber, Sunset Amusement Company, were initiated into the Ankara Grotto, MOVPRER, Kansas City, recently. On hand for the occasion was K. H. Garman, manager of the Sunset org. His shows launched their season April 20 at Excelsior Springs, Mo., to a good crowd, but weather turned cold, thinning the turnout. . . C. C. (Specs) Groscurth's Blue Grass Shows opened the season April 21 at Owensboro, Ky.

We always like ads that read, "Get with the show that has a proven route. Would like to hear from committees in (three States). Get in touch with us."

E. (Red) McFarlin, veteran general agent and legal adjuster, is in Veterans Hospital, 4200 Lancaster Road, Dallas. McFarlin has been service with such orgs as Smith Amusement Company and Bee's Old Reliable and Burdick's Greater shows. . . Luke King's "Creoles in Oil" are with Wolfe Amusement Company this season. . . After wintering in San Antonio, Denise Vaughn has joined the Vicki LaPage's Girl Show on Central States Shows. . . Mrs. Matthew J. Riley, who has operated the Matthew J. Riley Enterprises, successor to the Matthew J. Riley Shows, since her husband's death in 1948, announced from her home in Philadelphia last week that she has decided to retire from show business.

Showmen sometimes demonstrate their reasoning power by consulting lawyers, and then take the advice of their legal adjusters.

Members of Johnny's United Shows attended a party in Pulaski, Tenn., April 14 honoring Mr. and Mrs. John Portemonte Jr., in celebration of their fourth wedding an-

W.G. WADE Shows

FORT WAYNE, INDIANA, MAY 1 TO 6

CAN PLACE

SHOWS—Penny Arcade, Monkey, Glass and Fun House.
CONCESSIONS—Hanky Panks. Legitimate merchandising privileges open. Also straight sales concession.

WRITE OR WIRE: W. G. Wade Shows, Springfield, Ohio, all this week. Jackson, Michigan (New downtown location and first show in) follows Fort Wayne.

TURNER BROS. Shows

WANT CAPABLE TILT-A-WHIRL FOREMAN

Also other Ride Help who drive semis. Will book Grind Shows with own transportation. Can place Stock Concessions, Hanky Panks of all kind. Help in all departments.

Address: Springfield, Ill., this week; Mattoon, Ill., following.

TED COLE WANTS

BINGO AND CONCESSION AGENTS

For the following shows:
W. S. CURL SHOWS opening April 29, London, Ohio; JIMMY CHANOS SHOWS opening April 29, Richmond, Indiana; SMITH'S FUNLAND SHOWS opening April 22, New Motamoras, Ohio; JOLLY TIME SHOWS opening April 22, Columbia, Pa., and QUEEN CITY SHOWS. All interested contact

TED COLE
At London, Ohio
(No drunks or playboys.)

WANTED

Merry-Go-Round and Ferris Wheel Foremen. One for each ride. Also Second Men for above rides. AT ONCE.

Contact:
Atlas Bazaar Equipment & Supply Co., Inc.
433 West 41st St. New York City
LOngacre 4-0132

ROSE CITY SHOWS

Opening near Tyler, April 30. All people connected with this show report to Tyler. Can place few more Hanky Panks, Peanuts and Popcorn, any concessions not conflicting. Can place useful Show People in all departments. We have good route, all Texas spots. Fairs and Celebrations East and West Texas. Celebrations start in June.

W. E. Kilgore, Owner-Mgr.
Box 245, Tyler, Texas Phone 47598

PAGE BROS.' SHOWS WANT

Side Show Manager with Acts. Also Girl Show Manager with Girls. Have all equipment. Want Hanky Panks or all kinds.

Russellville, Ky., now; Madisonville, Ky., next week.

Oklahoma Exposition Shows WANT

CONCESSIONS: Photo, String Game, Age and Weight, others that do not conflict, one of kind on show. SHOWS: Athletic, Girl or any Grind Show with own outfit. Place two Grind Stare Agents. Will book one Flat Ride.

Contact **JOE STARR**
Oklahoma Exposition Shows, Tahlequah, Okla.

FOR SALE

One 25 ft. 24 seat Smith & Smith Chair-a-Plane, completely rebuilt, painted and ready to go. Can be seen in operation. Bargain.

F. McDERMOTT
3811 W. 63rd Pl. CHICAGO, ILL.
Phone: PRespect 6-8046

Attention, Committees

In Illinois and Michigan, now booking home-comings and celebrations. Have a few open dates. Also booking legitimate Concessions and Rides. Need good Ride Help for season. Good pay for those who cut it.

SUNLANDE SHOWS AND RIDES
Att. Jim Holmen
General Delivery Chicago, Ill.

WANT

Man for Ferris Wheel and Tilt-a-Whirl, also Electrician. Can use a few more Concessions. Opening Boone, Iowa, May 1.

Merriam Midway Show
Oden, Iowa

Veterans of Foreign Wars WANT

All types of Rides and Concessions for Carnival in Wippeny, N. J., for 10 days, May 25-June 3 (incl.) and 15 weeks following for church bazaars and celebrations on road.

Also Want Ferris Wheel Foreman. Must be reliable and sober. Write:
FRANK BIONDI, Chairman
113 Ridge St. Newark, N. J.
Phone: Humboldt 3-1051

CARNIVAL WHEELS
PADDLE WHEELS
MERCHANTISE
WHEELS
BIG SIX DICE
WHEEL
LAYDOWN CLOTHS
DICE CAGES
CHUCK-A-LUCK



Write for Catalog
CARDINAL MFG. CORP.
 Manufacturers of Carnival Wheels and Supplies
 430 KEAP STREET, BROOKLYN 11, N. Y.
 Evergreen 7-5027

MIN. PHOTO



Never a breakdown with star-anized Amco Quick Camera. Patented features mean more profits. Obtain list of bargains. New, Used. Low Prices. Beautiful, Durable. Also Portable Camera.

American Stamp & Novelty Mfg. Co.
 Houston 4, Tex. (formerly of Okla. City)

W. S. CURL SHOWS
WANT

OPENING LONDON, O., APRIL 29-MAY 6

Due to disappointment will book Photo. Also want legitimate Concessions of all kinds—Scies, High Striker, Ball Games, Basketball, Jewelry, Need Foreman for Smith & Smith Chairplane. All address:

W. S. CURL
 Box 27, London, O.

WANTED
RIDES—CONCESSIONS

for
American Legion
4th of July Celebration

One Day or Longer
 Contact
P. D. SMITH
 American Legion Post Marysville, Ohio

W. E. ATTRACTIONS

Opening April 29, 2 Saturdays—2 downtown Lucedale, Miss.
 Want experienced Man and Wife (preferred) for Photo Trailer. Agents for Ball Game, P.C., Pop Corn, Pitch Till You Win and other S.U.M. Concessions.

W. E. WEST
 P. O. Box 37, Winterquarters on Highway 15, east of Lucedale, Miss.

Midway of Mirth Shows
CAN PLACE

Second Men on Rides, must drive semis. Can also place Dart Game and Stack Concessions. Address: Pittsfield, Ill., this week; Bowling Green, Mo., next week.

WANT

MAN TO TAKE COMPLETE CHARGE OF BINGO, 50-50 AFTER NUT. (No Tickets, No Collect Wires.)

C. A. GOREE
 c/o State Fair Shows Wakeney, Kansas

HUTCHENS MODERN MUSEUM

Want on account of enlarging for my Pairs, to join at once. Two more Attractions, Impalement Act, Juggler, Fire Eater or any good act. Also Musical Act and Old for Electric Chair. Want Lecturer who can work Blade Box and sell same. People who have worked for me before, answer. Long season. ALL ADDRESS:
JOHN T. HUTCHENS, Duncan, Okla., this week.

SEE OUR AD
 In Parks-Resorts-Pools Section
Sherman and Earl Husted

niversary. Guests included Mrs. John Portemonte Sr., Mr. and Mrs. Jimmy Bush, Mary Portemonte, Mr. and Mrs. W. O. Richardson, Mr. and Mrs. W. R. Moore, Kiddie Ride Chuck, Johnny Cunningham, N. W. Reid, Mr. and Mrs. Albert Wilkinson, Mr. and Mrs. Slim Songer, Mr. and Mrs. A. S. Lites, Junior May, Jim Wiggins, Mr. and Mrs. Abe Bell, Mr. and Mrs. Frank Hamill, Mr. and Mrs. Lefty Levine, Mr. and Mrs. Harry Trent, Mr. and Mrs. Sol Sheftall, Tony Clark and Evelyn Smith. . . . Joe Pearl has signed as mailman and The Billboard sales agent on Al Wagner's Cavalcade of Amusements.

At this time of the season with its rain and cold, managers soften up enough to admit that their workmen aren't bad, once they make up for the fact that they're human.

Dorothy Hawkins, Girl Show performer, has joined Gary Hern's Variety Show on Larry Nolan Shows. . . . Rita Raye, with Girl, Side and Snake shows, joined Shan Bros.' Shows in Atlanta recently. . . . Mrs. Happy Tunnell has joined Brewer's United Shows to work snow cones for Donna and Charles Keffer. . . . Sandra Berkley has rejoined Clarence and Madge Thames on Coleman Bros.' Shows for the season. . . . Norman McKesson, who quit the road a number of years ago, is visiting friends in Kalamazoo, Mich. . . . After wintering at their Tampa home, Oscar (Skeeter) and Allyn Adams left for Hot Springs to join Hennies Bros.' Shows. . . . Jeanne Thompson (Vickie Shaffer), former drone rider, is in the Tuberculosis Sanitarium, P. O. Box 695, Route 4, West Tampa, Fla., and would like to read letters from friends.

Following a visit with her sister, Elsie Adrich, in San Antonio, Edna Stenson left for Muskogee, Okla., to visit another sister, Evelyn Blakely. . . . Ruth Clinton and daughter, Amby, and Kathryn Robertson left Chicago last week for Mobile, Ala., where they will join their husbands. . . . Mr. and Mrs. Chester Barker opened their 1950 season on Chicago lots and recently took delivery on a new trailer. . . . Ruth Clinton and Marianna Pope, members of the Caravan's Club, Chicago, and the latter's son, Skippy, are members of the cast for this year's "Minstrel Follies" sponsored by the Glee Club of Greater Chicago Lodge No. 3, Loyal Order of Moose.

Even if the midway profession's other differences are solved, there would still be arguments between concessionaires over who rules the highest—wheel or grind store ogenis?

Mr. and Mrs. Fred Erwingo joined Gem City Shows at their pre-season opener in East St. Louis, Ill., with their cookhouse, after motoring in from Sarasota, Fla. . . . Guests at party held on West Coast Shows recently by Ethel Pool included Loel Sacksoff, Edith Walker, Jessie Mortimer, Betty Coe, Sarah and Frankie Baretli, Jean Burton, Ivy Gomes, Pauline Rollins, Ethel Taylor, Isabelle Meyers, Lillie Schue, Barbara Trent, E. Good, Barbara Helwig, Dolores Beams, Chickie Frigie, Jean Brown, Betty Pool, Morosa Herman, Rosemary Pool, Shirley Snowbar, Carren Ristick, Mary Phelps and Thelma Pool.

Joe Harding reports that he has booked his Snake Show with Mickey Percell's Pioneer Shows. . . . Jolly-time Shows opened at Columbus, Pa., April 21. Wesley Price is owner-manager. Sam Serlin has a new cookhouse and Pop Tennis is ride superintendent, Bob Noland is electrician, and Lee Ford the mailman and The Billboard sales agent. . . . Tom Hickey, owner, Gem City Shows, purchased six new Chevrolet tractors from John Bundy, of Hauss Chevrolet Company, St. Louis, when the org played East St. Louis, Ill. Morris Stokes, secretary Blue Grass Shows, bought a new passenger car from Bundy.

EVANS' NEW CIGARETTE WHEEL
NEW FLASH!
NEW EARNING POWER!



Great new, fast-playing cigarette wheel Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action ball! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality-built to give you many seasons of big earnings. This is the right one! Don't wait!

Write for information and latest catalog.
H. C. EVANS & CO.
 1528 W. Adams St. Chicago 7, Ill.

ANCHOR TENTS



CONCESSIONS, BINGO TENIS, RIDE TOPS, MOTORROMES, SHOW TENTS
— ANYTHING IN CANVAS —

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP
 5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

SHOOTING GALLERY OPERATORS

The new Olympic .22 Short Pistol (High Standard), plus the new Spot-Light Bullet (now available from your jobber), together with our Patented Pistol Tripod, will be a sure knockout in the gallery business. Be in on additional profits, ranging from 30 to 35 per cent.

Tripod beautifully designed, chromium plated, sturdy construction. Can be elevated to all heights. Also has side adjustments suitable to the range of your gallery. Safest tripod ever produced. Have had many repeat orders.

For quick delivery order now. Price \$35. 25% with order, balance C.O.D.
PISTOL TRIPOD CO.
 P. O. BOX 418 WEST TAMPA, FLORIDA

BAKER'S GAME SHOP
THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skilios, Spindles; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bazaar Mds. Wheels, naker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razzer, Roll Downs, Charts and Marble, Steel and Aluminum Milk Bottles, Soup Pans, Chuck Logs, Penny Pitcher, Pen Pool End Board Outfits, Wheel Laydowns Under and Over Cloths, Beat the Dealer Cloth; new Country Store Slum Spindle, size 28x28 inches; new Ping-Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

8108 DESOTO Phone: UN. 2-0644 DETROIT, MICHIGAN

GRAND AMERICAN SHOWS

Playing Sponsored Events, Celebrations and Fairs. Cape Girardeau, Mo., April 24-29; Louisiana, Mo., May 1-4; Kirksville, Mo., May 8-13; Ottumwa, Ia., May 15-20; Marshalltown, Ia., Celebration, Frontier Oays, May 22-27. Celebrations and Fairs to follow.

Want Arcade, Photo, Ball Games, Basketball, Coke Bottle, String Game, Age, Scales, any Hanky Pank that does not conflict. Want Fun House and Grind Shows. Want Kiddie Rides—Kiddie Auto. Cliff Travis wants Athletic Show talent; combination man preferred. Also Girls for Girl Show; Mack and Betty and Pat, wire.

L. O. WEAVER, Mgr.

LAST CALL KARL W. BILL SHOWS LAST CALL

Leaving Winter Quarters May 2. Open May 6, Genesee, N. Y. 2 Big Saturdays, Parades, Fireworks, Big Celebration.

SHOWS: Want Barker on Girl Show, use one more Dancing Girl. Can place one more Show such as Wild Life, Snake, Monkey or Minstrel. RIDES: Will buy, book or lease Tilt-a-Whirl. Can always use good reliable Ride Help. CONCESSIONS: Guess Age, Weight, Candy Apples, High Striker, Duck Pond, Jewelry, any legitimate Merchandise Concession. All Concession holding contracts with show get in touch. Wire or write.

KARL W. BILL SHOWS, Wayland, N. Y.

DAVIS AMUSEMENT CO.
WANT FOR 1950 SEASON—OPEN MAY 2

Two Grind Shows with own top and transportation, several legitimate Stock Concessions. Will book Ferris Wheel with own transportation. Have fine route of Fairs and Celebrations in Oregon.

E. J. DAVIS, 6428 S. E. Clatsop Street, Portland 6, Oregon

MAINE AMUSEMENT SHOWS

Opening Sanford, Maine, April 29, two Saturdays; Kittery, Newmarket and South Portland to follow.

Want following Rides: Tilt, Loop-o-Plane, Roll-a-Whirl, Octopus, Ride Help who drive trucks. Concessions: Cigarette Gallery, Custard, Photo, String Game, Huckleby Buck, Buckets, Cok-a-Bottles, Glass Store, any Grind Store that doesn't conflict. Shows: Want Ten-in-One, Monkey, Snake, any Show worth while. Capt. Stunn, get in touch. Will be on lot April 28, come on.

DICK WILCOX, 451 Main Street, South Portland, Maine



GET WELL WITH PRELL

AMERICAN LEGION'S FIFTH ANNUAL FLOWER FESTIVAL AND AUTOMOBILE SHOW. GRAND OPENING FRIDAY, APRIL 28TH, TO MAY 6TH INCLUSIVE. 85,000 SOLDIERS. \$5,750,000 PAYROLL AT FORT BRAGG, APRIL 28TH. TOWN DECORATED LIKE A WORLD'S FAIR. FLOWER FESTIVAL AND AUTO SHOW HELD IN FAIRGROUNDS, FAYETTEVILLE.

WANTED: Al Mercy wants good looking Dancing Girls, office paid salaries; Al Renton wants Side Show Attractions; Want Manager to take charge of working monkeys in conjunction with our Monkey Speedway; Talkers, Grinders, Ticket Sellers; Unborn Show, must be high class; Midget Show and Fat Show or any other high class show and all kinds of Ride Help. Truck Drivers preferred.

WANT

Arcade, Long and Short Range Shooting Gallery, all kinds of Grind Games, Age and Scales, Novelties, Ball Games, Glass Pitch, Rotas, Greyhound Races, P.C. Dealers and Penny Pitches. Charlottesville, Va., to follow week of May 8 to 13; then Richmond, Va., "Chicken in the Ruff" lot, week of May 15 to 20. All address

SAM E. PRELL

PRINCE CHARLES HOTEL

FAYETTEVILLE, N. C.

PLACE NOW

GLASS BLOWER—Must have good flash and work a strong sale.
MAGICIAN—Flexible Freddie, wire. Want person with entertaining act with real pitch.
MENTAL ACT to pitch Horoscopes and then read in booth.
LECTURER—Must be able to hold tip and sell blade box, etc.
GIRLS—Young and pretty and small, to work Electric Act, Sword Box, etc.
SNAKE HANDLER—Either with you; own snakes or we will furnish them for you.
ALLIGATOR BOY OR GIRL—Must be well covered and talk on sell.
RUNTS—White or colored, for bally work only.
CANOE MAN—Tobel, wire me.
WORKING ACTS—Musical, Tumble, Bag Puncher, Knife Thrower, etc.
STRONG YEAKE TO FEATURE; top pay.

LONG, SURE SEASON—NO DEDUCTIONS.
Pay every night if desired. State salary, don't dick. Join on wire.

All reply RAY MARSH BRYDON

GENERAL DELIVERY, SPRINGFIELD, OHIO, UNTIL APRIL 29; FJ. WAYNE, IND., MAY 1 TO 4.

ALSO FOR TWO GIRL SHOWS—POSING AND REVUE, all types of Dancers.
TOP SALARIES, PAY SURE. Join on wire.
P.S.: NEED CARPENTER.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

HAMMOND, LA., APRIL 24-MAY 7—STRAWBERRY HARVEST—DOWNTOWN LOCATION

Can place Photos, Hi-Striker, American Palmistry, Glass Pitch, Scales, Age, Novelties, any Stock Concession. Want Bingo Caller. Shows with own equipment except Minstrel or Snake. Wire or come on.

All replies **ED GROVES, Mgr., Hammond, La.**

Bee's Old Reliable Shows, Inc.

WANTS

Concessions: Diggers, Candy Apples, Candy Floss, Mitt Camp, Hunky Punks of all kinds, Nail Game, Buckets, Swinger and a few more choice Stores. Everything open except Cookhouse, Bingo and Glass Pitch. All people with Fred Webster before contact. Rides: Roll-o-Plane, Chairplane or any Major Ride. Want set of Kiddie Rides. None on Show now. Papa, contact Shows: Minstrel, Snake, Animal or any Show not conflicting. Lucky, contact. Want Girls for Girl Show. Want Show Sign Painter—Ben Abell, contact.

ROUTE: CYNTHIANA, KY., THIS WEEK; CORBIN, KY., MAY 1-4.

WANTS

J. A. SPARKS SHOWS

Will sell "X" on Jewelry, Custard, Snow Cone, Long Range Gallery and Six-Cat. Wonderful opportunity for Ball Games and Fish Pond. None on show at present. Want Hunky Punks of all kinds. Will book few Flat Stores with Hunky Punks. Want Shows with own outfits. Need Acts for Side Show. Can place good Girl Show Operator with attractive girls. Will book Rides not conflicting, such as Roll-o-Plane, Flying Scooter, Roll-a-Whirl and Octopus. Want high-class Promoter to sell banners and merchant's matinees. This show plays industrial territories.

Address **J. A. Sparks, Appalachia, Va., this week**

Wants—PAUL OLLIS—Wants

Pin Store Men. Only two Grind Stores here. Also want Caller and Counter Men for Bingo. Kay Ollis wants experienced Girls for Show. Working Help with me before, contact. This Show carries nine Rides, four Shows and sensational Free Act. All contact

c/o **BELL-FORM SHOWS**

Valley Falls, R. 1, suburb of Pawtucket, R. 1.

AGENTS

For Balloon Darts, Spring Game, Buckets and Six Cats.
Must be experienced.

DWIGHT J. BAZINET

Care 20th Century Shows, Manhattan, Kan., this week.

AGENTS

Sullivan's Wallace Bros.' Org Gets Taste of Promising Biz

(Continued from page 72)

a fireworks display that costs from \$250 to \$350, shot off under the direction of Bill Haller. In addition, two bombs are set off every night at 7. Jack Ray's Palace of Dreams, posing show which played Canadian National Exhibition, will join at the next stand in Hamilton. A new Sky-fighter was not set up because of an inadequate motor. The show carries 25 and 80-cycle motors for rides not powered by their own gas-driven generators because of varying electric conditions in Canada. Also new to the midway was a 10-in-1 set up by Johnny Branson, equipped by U. S. Tent & Awning Company, with banners by Nieman Studios. Alberta Slim, RCA Victor recording artist, and his horse, Kitten, joined here with a hillbilly show. A Little Dipper has also been added, as well as eight light towers. Show will carry 8 major rides, 7 kiddie rides, 10 shows and 35 concessions.

Show moves on 30 cars, five flats having been added. The train is made up of 20 flats, 5 boxcars and 5 sleepers. About 250 people are carried.

Commissary offers a "blue room" tent solely for showfolks' meals, allowing them to be handled speedily during busy periods and eliminating the problem of two prices in the main cookhouse. The cookhouse unit, under the direction of Bill and Bonnie Haller, is now handled in three mobile units—kitchen mounted in a bus, a bakery on a trailer and a truck which pulls the trailer. All mount on one car.

Dorothy Lewis, who has the Monkey and Pony shows, was recuperating from pneumonia and did not open Thursday because of the weather.

Russell Has Holly Cranes

Dave Russell, Chicago, came on to inspect his installation of Holly Cranes. The battery of 10 drew crowds consistently, the play was said to be off opening night. The new attraction introduces a new type of prize concession to carnivals. Russell was heading east for Montreal, where he has an installation at Belmont Park.

The Wallace route includes the B Circuit of Western Canadian fairs (14 in seven weeks), a 2,200-mile jump east to play fairs at Three Rivers, Sherbrooke and Quebec City, Que., and the fair at Simcoe, Ont., the show's quarters.

Staff includes James P. Sullivan, general manager; Hank Blade, assistant; M. E. Sullivan, secretary of concessions; Tim Jordan, office manager; Phil Cronin, concessions manager; Pat Marco, assistant; Peter Grouchilo, lot superintendent; Allen Laumiere, electrician; Frank Hall, trainmaster; Frank Smith, privilege car manager; Billy and Della de's Cosmo, train restaurant; Mike Smith, Cyril Easton and Phil Russo, truck drivers, and Frank O'Connor, general agent.

Show Line-Up

John Branson Shows: No. 1—Ten-In-1, Jeane Branson, manager; Don MacIver, magic and inside lecturer; Harold Smith, musical glasses; Tiny Hicks, fat boy; May Mann, alligator girl; Louise Little, snakes; Doreen McKay, sword box; Neal Johnson, bag puncher; sacred wolves from Tibet; big alligator; Lady Ethel, mentalist; Larry O'Dell, human cork-screw; Jack Stevenson, sword swallower and fire-eater; Professor Simmons, tattoo artist; Fred Christopher, canvas boss; Barton Pipher, front, and Jack Stevenson, talker. No. 2—Lion Motordrome, Eddie Philimore, talker and manager; Andy Doucet, trick rider; Gabriel Limousine and Betty Davy, riders; Harry Cliff, tickets; Gene Wyanichuk, rider. No. 3—Monkeydrome, Helen Hanson, manager; Adrian Tremblay and Jimmy Lupien, inside manager. No. 4—Mouse Circus, personnel not complete.

Jack Ray Shows, Woody Graff, general manager. No. 1—Hillier Show, Eddie Clawson and Bob Moberly, tickets. No. 2—Wild Life, Sandy Campbell, front; Stanley Whitty and Margaret Palmer, inside workers. No. 3—Dream Old, Elaine Bryson, talker and manager.

Alberta Slim's Western Show, Alberta Slim, his horse and dog; Eddie March, impersonator; Eric Winchester, talker, and Mrs. Don Miller and Stanley Leaf Edwards, tickets.

Maple Leaf Amusement Company attractions.

Frank S. Hall, general manager. No. 1—Long range gallery, Ted Patzer, foreman; James Malouin, assistant. No. 2—Little Dipper, Scotty MacMillan, foreman; Ted Moran, assistant. No. 3—Kiddie Boat Ride, Joe Thomas, foreman; Don Reeves, assistant. No. 4—Crystal Maze, Tony Klubi, foreman; James Nuttall, assistant.

Concessions Numerous

Concessionaires: Pat Marco, over seven; Joe Gallagher and Bill Howes, agents; nickel pitch, George Sims, agent, and guess-your-age, Jack Burnett, agent. Bob Linteau, hoop-la; Joe Cyr, Roger Vesina and Frank Miller, assistants. Joseph Woschits, popcorn; Sammy Sharp, Bernice Montross and Jimmy Pelletier, assistants. Steve Demitro, roll-down; Nick Letzeo and Louis Dryall, agents. Herman Staats, big six; Doc Scott and Jerry Manafield, agents. Charles Bakuska, duck pond. Tom Murphy, wheel; Mitch Adams, agent; Mike Varus, Al Krantz and Stan Oshik, assistants. William Adams, cigarette gallery; Bill Romane, agent. George Bellmer, buckets; Steve Konefal, agent; Joe Banick and John Ford, assistants. Frank Miller Sr., cigarette wheel; Morley Ringstrom and William Yatch, agents.

William Adams, popcorn. Bernice Pareselli, ball games. Leo Pareselli, Al Currie and Jerry Morin, agents. Joseph Woschits, candy apples. Al Kaufman, fussy wheel; Alec Holliday, agent. Phil Cronin, dart game. Johnny Way, agent, and bingo. Charles Bumbach, manager. Jim Robinson, Ray Brown, Danny Adams and Robert James, Oordon Bonnie, roll-down; Pete Miller, Jack Thompson and Bob Morris, assistants.

John Dimitro, big six; Paul Bouchard, Steve Grouski and Rowland Bolivert, agents. Howard Cleaver, race track; Lloyd Dyer and Sammy Arrigo, agents. James and Mrs. Irma Haak, grab joint. Dave Russell, Holly Cranes. Al Kaufman, manager; Reed Van Peltzer and Bill Ross, agents. Harry Dufferin, guess-your-weight.

Bill and Bonnie Haller, cookhouse and grab joint; Jack Cotton and Floyd Robbins, bakers; Ming Wong, chef; Howard Guest, cook; Dominic Rossi and Garry Garloch, griddle; Leonie Shea and Ethel Landry, waitresses; Alfred Richards, Nick Senyk and Marcel LaCombe, waiters; Frank Thompson, sanitary man; Alag Bolway, grab joint agent; John Chernoff and Patricia Oordon, assistants.

Rides

Tilt-a-Whirl, Lorne LaLonde, manager; Ferris Wheel, Louis Muller, manager, with Don Oulney and Albert Le Breque, assistants; Merry-Go-Round, Sherbe LaLonde, manager, with Rowland Bork and Lucien Mure, assistants; Roll-o-Plane, Jimmy LaLonde, manager, with Raymond Veronneau and Roger Guy, assistants; Fly-o-Plane, Tiny Jamison, manager, with Roy McDonald, Ronald Le Combe and Stan Cerenik, assistants; Rock-o-Plane, William McNab, manager, with John Broughton, George Praser and Thomas Hegarty, assistants; Octopus, Herb Roy, manager, with Gardard Le Froycis, Roland Panneton, Henry Frette and Bill Manton, assistants.

Kiddieland, John Bunk, general manager; Bruce Hill, train foreman; Stanley Countryman, assistant; Al Duvrernay, Kiddie Airplane; Ross Townsend, Sky-Fighter manager; Darcy Hill, Kiddie Auto, and Bert Crass, Kiddie Merry-Go-Round.

Penny Arcade, Frank Christenson, manager.

INSURANCE

IDA E. COHEN

173 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FOR SALE

MOTORDROME—26 ft. Silo, large capacity, 36 ft. Top, used one season. 5 good Wall Motors, P.A. System, Rollers, Panel Front, 6 ft. blowed up Actual Poles, Everything A-1, first class. \$3700.00. One 26 ft. Trailer for Bally, one 26 ft. Van, \$900.00 for both. One Ice Cream Disp. \$700.00.

SAM CALINWELL
(Phone 4-7977)
5100 12th Ave., North Birmingham, Ala.

JACK DUNCAN Wants

Count Store Agents, Skillo and Line-Up Man. Need outside Men, Boys to up and down Concessions. Marvin Shelton, all Agents who were with us come on.

Cynthiana, Ky.

WANTED

TOP FRY MAN AND WAITERS

PERRY WILSON, WIRE AT ONCE

MARIE BRUNK

4/4 20TH CENTURY SHOWS
MANHATTAN, KANSAS

BEAMS Attractions

25 weeks of Celebrations and Fairs

CONCESSIONS open: Custard, Ball Games, Darts, Hoop-La, Photos, Arcade and any new legitimate games.

AGENTS for Age and Scales and other Hanky Panky.

MANAGER and Operator for FUNHOUSE and well framed SNAKE SHOW. MANAGER with Girls for Girl Show.

WILL BOOK one more Show—Interested in Monkey Show or any other outstanding attractions. Unusually good route for shows.

FOREMAN for new SPITFIRE and Second Men who can drive semis.

This show plays only well sponsored community events with parades and other special events. Fair season starts July 24. FREE GATE at all celebrations.

OPEN WINDBER, PA., THURS. APRIL 27, WITH SOMERSET AND FROSTBURG, MD., to follow. WRITE or WIRE

M. A. BEAM or STEVE DECKER
WINDBER, PA., here until May 6.

JOHN P. REID PRESENTS

Happyland Shows

THE BEST IN OUTDOOR AMUSEMENTS

WANT SIDE SHOW

We can offer a capable, independent Side Show Operator a real proposition on a reputable midway free from grift and show passes. This Show plays nothing but Michigan territory—a route of Still Dates, Fairs and Celebrations second to none. Also can place

MONKEY SHOW—FAT SHOW—MECHANICAL SHOW
or other money-getting attractions.

HAVE FOR SALE—TWO NO. 5 ELI WHEELS

Write or wire Pontiac, Mich., this week; Royal Oak next week.

PEARLESS CELEBRATION Amusements

Want for Draper, N. C., two Saturdays, April 28 to May 6; Iron Gate, Va., May 8-13; Alderson, W. Va., May 15-20; Lewinsburg, W. Va., 22-27; all Firemen Celebrations.
Want two Rides: Tilt, Rolloplane, Kid Ride, any late ride. SHOWS: 5-in-1, Monkey, any Grind Show with or without tops. CONCESSIONS: Fish or Duck Ponds, String, Slum, Bowling Alley, Photos, Long or Short Range Gallery, Jewelry, Hanky Panky, Floss, French Fries, Custard open. Ride Help, Agents, Show Acts call, wire or address.
WM. J. MESPELT, Owner; TOMMY SCOTT, Business Manager
LEAKSVILLE, N. C., BLVD. BRANCH

GREAT SUTTON SHOWS

LEGION SPRING FESTIVAL

EAST ALTON, ILL., APRIL 25 TO 30. WE CATCH ALL PAY DAYS HERE.

Due to disappointment can place party with people to take over Circus Side Show. Also have Posing Show and Girl Show open. Want party with girls and wardrobe to take over both Shows. Can place Frozen Custard, Novelties and any legitimate Concessions. Leo Allen wants Peak Store Agents, also Pea Pool Dealer. Contact

F. M. SUTTON JR.

East Alton, Ill., or Phone Legion Club, East Alton, Ill.

DUMONT SHOWS

WANT

WANT

COOKHOUSE OR SIT-DOWN GRAB.
STRING GAME, PHOTOS, GUESS-YOUR-AGE AND WEIGHT.
Keyser, W. Va., April 24-29; Tyrone, Pa., May 1-6.
ALL ADDRESS: LOU RILEY, MGR.

AGENTS WANTED

For Pin Store, Bowling Alley, Roll Downs, etc. Must be capable and able to stand prosperity.

HARRY "IRISH" GAUHN

c/o Royal Crown Shows, Bowling Green, Kentucky, this week.

B & C EXPO SHOWS

LAST CALL

OPENING MAY 6TH, GENEVA, N. Y.

LAST CALL

5 N. Y. and 3 Pa. Fairs. 11 Weeks of Celebrations to Follow.
RIDES: One more major Roll-o-Plane, Tilt or Octopus. SHOWS: Fun or Glass House, any small Grind Show. CONCESSIONS: Arcade, Bottle, Ball Game, Goldfish, Hots, Glass Pitch, Balloon & Add-'Em-Up Darts, Photo, Basketball, P.C. open. NO RACKET OR FLATS. Help on all Rides. Man for Kiddie Rides. Agent for Floss & Scales on P.C.
FOR SALE—4 GIRL SHOW BANNERS, \$40.00. All answer Hemlock, N. Y.

PURVIS SHOW Wants

OPENING STONY CREEK FIRE DEPT., MAY 12, 8 BIG NITES; OTHER FIREMEN CELEBRATIONS TO FOLLOW

Want small Bingo, Photo, Novelty, Popcorn, Candy Apples, all legitimate Concessions that work for 10¢. Also Funhouse, Short Range Gallery.
Want Merry-Go-Round Foreman, Sam Collins, George Rosebud, Joe McBride, Pete Stevens, get in touch. Also Hatchie Heilman. All mail and wires.
Cecil Purvis, Stony Creek, Va.



VIVONA Bros.

Amusement Shows ENTERTAINMENT AT IT'S BEST

MORRIS VIVONA
Gen. Mgr.

STAN REED
Publicity

MAXWELL SHARPE
Bus. Mgr.

JOHN VIVONA
Asst. Mgr.

CAN PLACE

CONCESSIONS: Age, Scales, Novelties, Knife Rack, String Game, Coca-Cola, Basket Ball, Cane Rack, Derby, Long Range.

SHOWS: Good proposition for a Motordrome and Midget Show.

RIDES: Can place Second Men on all Rides; semi drivers preferred.

IN HEART OF JERSEY CITY, N. J., NEXT WEEK.
Address all mail and wires to

VIVONA BROS.

THIS WEEK, MANVILLE, N. J.; THEN AS PER ROUTE.

ROYAL AMERICAN SHOWS

WORLD'S LARGEST (AND MOST BRILLIANTLY ILLUMINATED MIDWAY)

CALL

CALL

CALL

OPENING COTTON CARNIVAL, MEMPHIS, TENN., SATURDAY, MAY 6

SHOW TRAIN LEAVING TAMPA, FLA., MAY 3

WANT TO JOIN AT MEMPHIS, MAY 3 OR 4—MULE TRACTOR DRIVER. FOREMAN FOR ROLLOPLANE RIDE, POLERS, CHALKERS AND WHITE TRAIN CREW. GENERAL HELP ON RIDES AND CANVAS.

All address **C. J. SEDLMAYR, Gen. Mgr.**

Tampa, Fla., until May 1; Memphis, Tenn., May 3-12; then Grand and Lacide, St. Louis, Mo.

WANTED IMMEDIATELY FOR OUR ALASKA TRIP

CONCESSIONS—Photo Gallery, Slum Clothings, Darts, Fish Pond or any legitimate Concessions not conflicting.

SHOWS: Will book small Grind Show with own equipment, transportation and finances, such as Snake, Mouse, Small Animal or Wild Life Show or Midget Horse.

WE LEAVE FOR ALASKA MAY 15 AND DRIVE THRU TO ANCHORAGE. WHERE WE OPEN JUNE 16 FOR 30 DAYS ON THE CITY PLAY GROUNDS, AUSPICES LIONS' CLUB.

WANTED FOR THE CALIFORNIA AMUSEMENT CO. FOR BALANCE OF SEASON

CONCESSIONS—Any legitimate Concessions not conflicting.

SHOWS—Sideshow, Mouse, Snake, Monkey, Small Horse or any Show with transportation which does not conflict.

RIDES—Fly-o-Plane, Spit Fire, Whip, Caterpillar, Rock-o-Plane, all Baby Rides.

WE HAVE ONE OF THE BEST ROUTES IN THE STATE OF CALIFORNIA. BEGINNING WITH KING CITY, APRIL 25; DIXON, MAY 3; GROVILLE, MAY 8, and CHICO, MAY 13. ALL FAIR DATES.

Contact **BOB SCHOONOVER, Manager, California Shows** as per route

CONTINENTAL SHOWS

WANT POPCORN, FRENCH FRIES, LEGITIMATE CONCESSIONS.
WANT GIRL AND POSING SHOW.

R. CHAMPAGNE

STUYVESANT HOTEL

KINGSTON, N. Y.

GEM CITY SHOWS, INC.

WANT

WANT

Slum Store Agents for office owned concessions. Joe Williams and Larry Jamison, contact us.

Can use capable Ride Men who can drive Semis.

Reply to: **THOS. D. HICKEY, Mgr.**

Now: 24th & Gaty, E. St. Louis, Ill.; May 1-7, Belleville, Ill. (Swansea Show Grounds).

GIRLS - - - GIRLS

For Girl Show and Posing Show—Hula, Strip, Fan, etc. Also Feature Stripper. Top salary. Also Girl Show Talker, salary or percentage. Ticket Sellers who can grind must set up and down. Show opens Battle Creek, Mich., May 5. Write or wire

MRS. F. W. MILLER

BATTLE CREEK, MICH., APRIL 26 TO MAY 6

SOUTHERN VALLEY SHOWS

WANT

WANT

Merchandise Concessions of all kinds, Set, Long Range Gallery, Striker, Photos, Foot-Long Hot Dogs, Pitch-Tilt-You-Win, Hoop-La, Rat Game, etc. Shows with own outfits. Will book Spitfire Ride for season. 14 Fairs and Celebrations, with good July 4 spot. Wire:

EDDIE MORAN, Mgr., El Dorado, Ark. (downtown), this week; Pine Bluff, Ark., next week.

Morris Hannum Shows

One of the Great Eastern Shows

WANT FOR WEST CHESTER, PA., MAY 1-6
First in Heart of Town

RIDES—Can place one Flat Ride. Will buy Rolloplane. **SHOWS**—Mechanical City, Wild Life, Midget. **CONCESSIONS**—Age and Scale, Ball Games, Duck and Fish Ponds, Bowling Alley, one more Grind Store and one more Wheel, American Palmistry. **HELP**—Man with ideas for publicity kids' days—promotion. Prefer one with sound truck. Two Ferris Wheel Foremen and Chairplane Foreman, come on—don't write.

Emmaus, Pa., now; West Chester, Pa., May 1-6.

All replies
MORRIS HANNUM or MAXWELL KANE
 Americus Hotel, Allentown, Pa.

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

WANT FOR BEST ROUTE STILL DATES NEW YORK STATE: POUGHKEEPSIE, NEWBURG, OSWEGO, SYRACUSE, BINGHAMTON, HERKIMER, WITH OTHER GOOD ONES TO FOLLOW
Rides—Can place Tilt, Caterpillar, Whip, any Flat Ride, Good route for Little Dipper, will be first time in most spots. **Shows**—Want Wild Life, Monkey Show, Life Show, Droms, Glass House. **Want** to hear from Side Show. You can get top money on our route. **Man** to operate Fun House. **Concessions**—French Fries, Custard, Photos, Age, Scale, Novelties, Palmistry, Ball Games, Water Games, Hoop-La, Pitch Win, Long and Short Range Cigarette Gallery, any and all Hunky Panks at live and list five prices, \$25.00 week. **Place** Rat Game, Fan Game, now Eight o'Clock Block Game. **Agents** for Pea Pool, Beat Dealer, Rattle, Roll Down and Skillo. **Will** frame Pin Show for right man. **Help**—Can place good Ride Men who drive semis. **Want** Foremen for Flying Scooter, Ferris Wheel. **Place** useful Carnival Help of all kinds. **Want** Boys to handle Grind Stores. **All address:**

RALPH DECKER
 Bel Air, Md., this week, per route, or phone Mount Royal Hotel, Baltimore.
P. S.: DEWITT HUDSON, Business Manager

ENDY BROS.' SHOWS

CAN PLACE—JOIN IMMEDIATELY

Manager for Side Show. We have all equipment, including wagons. **Place** Snake Show and Penny Arcade. **Want** Foremen for Fly-o-Plane and Rocket, General Show Help, Canvasmen. **Showing** choice locations in Philadelphia area. **Place** Hunky Panks, Ball Games, etc.

C and Erie Ave., Philadelphia, this week; 69th and Marshall Road, next week.

WANTED FIRST-CLASS CARNIVAL CIRCUS

Or independent Rides and Shows on percentage basis. **Free** ground. **Central** location in Duluth, Minn. **City-wide** celebration July 1, 2, 3 and 4. **Sponsored** by American Legion Post 585. **300,000** population within 75 mile radius. **100,000** population Duluth, Minn. **Celebration** will be constantly advertised 150 mile radius. **Contact:**

R. E. BLACKWOOD, Adj., American Legion Post 585
 2648 MINNESOTA AVE. DULUTH, MINN.

MOTOR STATE SHOWS

MICHIGAN—OHIO—INDIANA

Opening April 25. **Want** few more legitimate Concessions—Hanky Panks, Photos, Novelties, etc. **Ride Help**—Second Men who drive. **One** more Ride not conflicting. **Agents** for office owned Long Range Gallery, Monkey Circus. **Mechanics** for our fleet of 10 semis and tractors.

JOE FREDERICK, Owner-Mgr.
 2263 Newton Street Detroit 11, Mich.

WANTED WANTED WANTED
BIG FOUR AMUSEMENT

First Men on Ferris Wheel and Flying Scooter. **Will** book some Hunky Panks. **Will** book two Shows for season. **Joe** Whittle wants Agents for Hunky Panks.

Ramsay, Ill., April 24 thru 29; then per route.

WALLACE & MURRAY SHOWS

FEATURING THE ZACCHINI CANNON ACT

Want for Lincolnton, N. C., downtown location, May 1-4. **Bring** to join at Lincolnton. **Can** place Diggers, Age and Scale, Jewelry, Ball Games, Glass Pitch, Photos and any other legitimate Concessions. **Want** Motor Droms with or without transportation. **Want** Fun House, Wild Life or any other non-conflicting Show.

HAL WALLACE
 This week, Woodruff, S. C.; next week, Lincolnton, N. C.

WANTED

A few outstanding Acts for the world's finest Side Show. **Can** use high-class Talker and an attractive Girl for Illusion. **All** address:

FRED F. BANCROFT
 c/o BLUE GRASS SHOWS OWENSBORO, KY.

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 22.—Past President Fred H. Kressmann handled the gavel at the regular meeting, assisted on the rostrum by Walter F. Driver, treasurer, and Joe Streibich, secretary. **Final** meeting of the season is scheduled for April 27.

News of the death of Mickey Humphreys was received. **He** died in Phoenix, with burial in Kansas City, Mo.

Charles Zemater was confined to his home for a week. **Anthony** Waver still in a Phoenix City, Ala., hospital. **Charles** S. Boto, at Jefferson Tuberculosis Sanitarium, Birmingham. **William** O. Perrot, W. C. Deneke and William E. Saunders all on the sick list.

Mr. and Mrs. Jack Weiner in town for a short visit. **Mrs.** Ed Sopenar returned from the East. **Elmer** Byrnes dropped in after a long absence. **Mickey** Doolan back in Chicago for his kiddie-land opening. **Sid** Jessop at his first meeting since his return from Florida, and **Pete** Pivor back from Hot Springs. **Harry** Batron was the guest of **Andre** Dumont in the clubrooms. **James** Roach, Carl A. Mann, Louis Berger and Chick Schloss were visitors.

Al Kaufman left to join Wallace Bros.' Shows of Canada and **Jack** Benjamin off for the Johnny J. Jones Exposition.

Get-away party was a big success. **Gold** life membership cards will be presented all members who get 50 or more new members by November 27.

Ladies' Auxiliary

President Margaret Filograsso presided at the regular meeting with First Vice-President Lillian Glick, Third Vice-President Carmen Horan, Treasurer Pat Seery and Secretary Elsie Miller, assisting.

Margaret Jeske, chaplain, read the invocation. **Mae** Taylor, Myrtle Hutt Beard and **Bobbie** Cherniak were reported on the sick list.

Pat Seery and **Carmen** Horan were appointed to manage the rummage sale, and **Carmen** will pick up discarded clothing upon being notified at 1825 W. Grand Avenue or by phone at HA-1-4692. **Out-of-town** members were advised to mail their contributions.

Past President Nan Rankine, back from a vacation in Florida and Cuba, proposed the organization of a 100 per cent club, eligibility based on raising \$10 for the League during the summer.

Elsie Miller, hostess at the social, baked two cakes which were won by **Delgarian** Hoffman and **Clara** Barker.

Dolly Young heads the summer membership drive and announced she already had 15 applications toward the 50 needed to receive a gold life membership card.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 22.—In attendance at the annual birthday party at the Chiam Restaurant April 18 were President Mae Oakes, Bessie Mossman, **Clare** Sopenar, **Josephine** Glickman **Irene** Coffey, **Lillian** Lawrence **Past-Presidents** Pearl McGlynn and **Jeanette** Wall, **Evelyn** Levine, **Veronica** Potenza, **Helen** Hoffmeyer, **LeRoda** Derpa, **Billie** Billiken, **Eva** LeRoy, **Isabel** Brantman, **Agnes** Bagnes, **Anna** Schmidt, **Nora** Heglund, **Mabel** Davis, **Frances** Berger, **Helen** Weltout, **June** Milcezy, **Ann** Sleyster, **Mary** Martin, **Opal** Rossi, **Anna** Graebert, **Elizabeth** Jacks, **Harriet** McBeath, **Luella** Hirsch and **Edith** Streibich.

Ann Sleyster presented President **Mae** Oakes with an engraved compact, a memento from the club. **Irene** Coffey presented the renewed charter, and **Clare** Sopenar turned in another bond on behalf of the Bond Club. **President** Oakes presented

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 22.—Ladies' Auxiliary bingo party, Wednesday (19) in the main assembly rooms was successful. **Tom** Coffey was caller.

Vice-President Ross Manning stopped off here on his return from Haiti, as did **Al** Katzen.

J. L. Whitmyer visited the rooms, as did **Jack** Gilbert, **Sam** Miller, **Clayton** J. Ely, **David** Ricci, **Joseph** Bellinger, **Harry** Foreman, **Jack** Siegel, **Casper** Sargent, **Joseph** Shaw, **Irving** Pearlstone, **Sidney** Goodwalt and **Arthur** Campfield. **Tony** Janro, contender for the middleweight championship, was **Tommy** Pell's guest.

Wednesday night (26) is the last meeting of the season.

Ladies' Auxiliary

Last regular meeting was held with 50 members and all officers attending. **President** Ethel Shapiro conducted the meeting, having recovered from her recent illness, and welcomed **Clair** Priddy, **Ethel** Ortelii and **Ruth** Herman. **Mail** was read from **Pearl** Meyers, **Mae** Schoonmaker, **Helen** Ashley, **Josephine** Flowers, **Elsie** Miller and **Bess** Hamid, who was on a Mediterranean cruise with husband, **George**.

An amendment providing that every member in good standing be mailed a ballot to participate in the election of officers, proposed by **Magnolia** Hamid, was approved and will be adopted. **At** present, ballots are sent to only those members requesting them.

Measures to help underprivileged children this summer also were discussed. **It** was decided that **Midge** Cohen, chairman of the committee, would be asked to call a meeting of the group to estimate how many children might be cared for with a report to be made to the body later. **Lillian** Wallenstein reported that books are in print for the awarding of \$1,000 worth of vacation tours and will be mailed in the future. **Drawing** for the prizes will be held at the clubrooms October 31 during a Halloween party.

Sympathy is extended to member **Mae** Schoonmaker on the death of her brother last week. **Flora** Elk is reported recovering from her recent operation. **Treasurer** **Sidone** Silver, back from a Florida vacation, found her uncle seriously ill.

Members **Margie** Kauffman and **Margaret** Lux were visitors at the clubrooms. **Fay** Goldman reports that she may be found week-ends at **Max** Gruberg's Kiddieland on **Horace** Harding Boulevard, Flushing, N. Y. **Dolly** Dawn just returned to the city, having been booked in Washington, Boston and Pittsburgh.

The last public social affair of the season, bingo night, was held at the clubrooms Wednesday (19). The following Wednesday the last social meeting of the season will be held. **Watch** these columns for news and announcements of importance during the summer.

Jeanette Wall with a new gold life-membership card. **Ann** Sleyster received a letter and cash donation for the spring party from **Marge** Francis.

Sick list includes **Mae** Taylor, **Mrs.** **Jack** Ruback, **Myrtle** Hutt Beard, **Billie** Billiken has recovered from a week's illness. **Marguerite** Shapiro's husband is ill.

JACK'S GREATER SHOWS

WANT

For Clover, S. C., Spring Festival, May 1. **Can** place Hunky Panks of all kinds. **No** rate. **Want** small Cook House or Sit Down Grab and Bingo. **Good** opening for Legal Adjuster. **Want** Ferris Wheel Foreman and **Help** on all Rides. **Want** General Agent: **Clara** Parish, answer. **Want** A.J. Mechanic with own tools. **Have** complete outfit for Girl Show if you have sound and wardrobe with two or more Girls. **Bill** Porter, get in touch with me at once. **All** wires to

FRANK HARRISON
 York, S. C., this week

WANTED
a large
CARNIVAL
To play any week in June,
July or August.
Write:
FRANK T. LEE
26 Thorn St. Carbondale, Pa.
Representing
South Side Clippers A. C.)

WANT WANT
AGENTS
For Ball Games, Coke Bottle,
Penny Pitch, Hoop-La, Novelties,
Bumper Outfit. Also experienced
man for popcorn trailer. Come
on or wire.
HAROLD EUTAH
c/o American Beauty Shows
De Soto, Mo.

**LIVINGSTON COUNTY 16TH ANNUAL
FALL FESTIVAL**
Chillicothe, Mo., August 21, 22 and '23
Sponsored by American Legion.
Can use full week. Contact
JACK D. DAMBRON
Box 329 Chillicothe, Missouri

WANTED
Legitimate Concessions for Annual Harvest
Jubilee, held on streets, July 11-15.
Have booked F. E. Gooding Rides.
Contact
E. B. BURKE
Box 175 Fort Recovery, Ohio

VOLUNTEER SHOWS
Want Concession Agents, Swinger, Buckets, Ras-
tie, Hanky Panks, P.C. Can use Ball Game Stock
Concessions. Mr. Crandell wants Bingo Counter
Help.
**GUTHRIE, KY., April 24 to 29; Colored Fair at
Nashville, May 4-8-4.**
GLEN HOCKETT, Mgr.

Cookhouse Help Wanted
First-class Dinner Cook, Griddle Man, Counter
Help and Dishwashers. Semi truck drivers with
license preferred. No drunks.
Join Humboldt, Tenn., May 1st.
W. M. JARVIS, c/o Wallace Bros. Shows

FOR SALE
22 Ft. Chair-o-Plane, new Gears and Clutch,
LeRoi Motor, just overhauled; Ticket Box, Arch
and Tower Brakes, 1949 10-Car Kiddie, Auto
Ride, set up only five times, new type V Belt
Clutch, Operator's Cilia, collects and operates
ride from ticket box. Set up for inspection.
Junction 41 and 110 Highways, De Soto, Missouri.
LLOYD G. JOHNSTON
Care American Beauty Shows De Soto, Missouri

NOTICE
ELLERY REYNOLDS
Contact Me at Once, Important
BOB CAPELL
Capell Bros. Shows, Bristol, Okla., this week

CARNIVAL WANTED
3rd or 4th week of August,
Benefit K. of P. Lodge 209.
Michael A. Ferraro, Chairman
KANSAS, PA.

WANT AGENT
With ear, to book one-day sponsored shows.
Good prospects in North Carolina, Maryland,
Virginia in May. Wire
B. JONES
c/o Briarcliff Apt., Jacksonville, Fla.

WOLF GREATER SHOWS
Opening Webster City, Iowa, April 29;
Fert Dodge, Iowa, May 7.
Will book Funhouse, Animal or any Show of
merit, Stock Concessions, American Mitt Camp,
Ride Help—Drivers preferred. All mail to
Webster City, Iowa; then as per route.

AGENT WANTED
FOR MUS OUTFIT. Must be good or don't
come. No tear down or put up.
HOWERTON
c/o Wilson Famous Shows
We Open April 26, East Peoria, Ill.

Percell's
PIONEER SHOWS
—high class mid- attractions—
CORNING, N. Y., MAY 1ST TO 6TH, IN TOWN
Fifteen million dollar construction program. Glass factories working full blast.
Want legitimate Concessions—Novelties, Jewelry, Age and Scale, Photo Gallery,
all Hanky Panks. For Sale—Double Loop-o-Plane, Kiddie Airplane, 12x12 Grab
Outfit complete. Want Posting Shows, Girl Show Operator; also Snake Show
Operator, Penny Arcade, Free Act, Finest route of Celebrations and Fairs follow.
Answer by wire.
MICKEY PERCELL, WAVERLY, N. Y.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
WANTED
CONCESSIONS—Fish and Duck Pond, Short Range Gallery, High Striker, Ball Games, Pitch
Till You Win, Jewelry, Age and Scale, Hoop-La or any other legitimate Stock Concessions.
SHOWS—Shows with own transportation and equipment not conflicting with what we have.
RIDE HELP—Ride Help of all kinds, must drive semis. All address:
C. C. GROSCURTH
OWENSBORO, KY.

LAWRENCE CARR SHOWS
New England's Finest
THE WEEK OF APRIL 24 PLAYING NEW BEDFORD, MASS.
Can use Grind Stores of all kinds and a few good Agents wanted. Wire or write
HARRY J. TROCK
MANAGER OF CONCESSIONS

MURPHY'S TRI-STATE SHOWS
FIRST CALL—6 RIDES—3 SHOWS—20 CONCESSIONS—LAST CALL
Playing South Dakota, North Dakota and Western Minnesota. Open May 13, Madison, S. Dak.
Want Agents for Hi Striker, Short Range, Novelty and Six Cats. Can use Girl Show Operator
with all own equipment, not over 2 girls. Need Octopus Foreman, also Second Men on Tilt
and Jenny; no night moves, top wages, short moves, Bunk House. This Show has played this
same proven territory for over 20 years, playing three spots per week. Have eight top Fairs,
four 50th Anniversaries; best 4th in N. W.—Fiesta, Montevideo, 2-3-4; Labor Day, Wagner, S. D.,
annual, also their 50th Anniversary in conjunction; the best Celebrations and a few still; all
streets except Fairs, Virgin territory for Girl Show and Six Cats, as this Show has never
carried anything before. Absolutely no drunks, neuters or chasers tolerated, save your 3c
stamp; also includes comic book readers on job. This Show goes up and down on time. A
business, not a playhouse. For a guaranteed season's work contact
MURPHY'S TRI-STATE SHOWS
MADISON, SOUTH DAKOTA

GARDEN STATE SHOWS
LAST CALL We Are on the Initial Lot LAST CALL
Opening May 3rd, Coplay, Pa., under Fire Co. Auspices—10 Big Days.
Pay Week for all industries and all working.
WANT Rotaries, Dispers, Short Range, Photos, Age-Scales, Hanky Panks of all kinds,
privilege \$21.00 per; Milk Bottles, Cakes, Buckets, Six Cat, Stock Wheels that work 10c, some
P.C. open if you have other Stores, Pitches, F. Scheuffle, your letter came back; contact
American Palmistry, No spavins, Novelty, Jewelry, Stock Stores of all kinds. SHOWS—Can
place Shows of all kinds with own outfits. Can place one Second Man for 25 Ell, must
drive semi.
All Address **R. H. MINER JR., Coplay, Pa., NOW**

WANT! WANT! WANT!
For Philadelphia, on the streets. No stacks, no unemployment, no depression.
Come and get it.
Will book Merry-Go-Round and any other Rides not conflicting with what we have. Can
place Custard, good proposition, and all kinds of Hanky Panks, No X, General Concession
Help to take care of Concessions, contact Dutch "Radcliffe" Whiteside. Don't write, come on,
SHEP, contact. All address:
EMIL SOLOMON, MGR.
917 WALNUT STREET PHILADELPHIA, PA.
Phone from 9 a.m. to 11 a.m.: Kingsley 5-0855

WALLACE BROS.' SHOWS
WANT WANT
MERRY-GO-ROUND FOREMAN, CHAIRPLANE FOREMAN, SECOND MEN ON TILT AND
SPITFIRE. AGENTS FOR SIX CATS, BUCKETS. ALSO HANKY PANK CONCESSIONS.
OPENING HUMBOLDT, TENN., STRAWBERRY FESTIVAL, WEEK MAY 1-5; MEMPHIS
COTTON CARNIVAL, MAY 6-14.
All Answer: **E. E. FARROW, Mgr.**
BOX 1184, JACKSON, MISS., UNTIL APRIL 29. PHONE: 3-7644.

DROME RIDERS
Want two more Riders, either boys or girls, straight or trick, to join here at once. Top salaries.
Staterooms available. No time to write; wire or come on.
L. HARVEY CANN
WORLD OF MIRTH SHOWS, Wilmington, Del., now until May 6th.

FOR SALE
Complete Frozen Custard
Outfit built on modernistic cab
over engine. Dodge truck, all stain-
less steel body. Perfect condition
throughout. Cost \$11,000.00 to
build. If interested see this equip-
ment. Don't write. Can arrange for
financing.
CHARLES GOLDING
2915 E. Riverside Dr.,
Indianapolis, Indiana

AMERICAN EAGLE SHOWS
WANT
HANKY PANKS OF ALL KINDS, COOK-
HOUSE SHOWS WITH OWN TRANS-
PORTATION, CHAIRPLANE OR ANY
FLAT RIDE. Tommy Mooney can use 2
Agents.
FOR SALE
SUNSHINE CHOO-CHOO TRAIN,
Like New.
Address:
DANNY ARNETT, Mgr.
Brownsville, Tenn., this week; then per route
per route.

BILLPOSTER
WANTED
PREFER ONE WITH OWN CAR.
WIRE, DON'T PHONE.
20TH CENTURY SHOWS
Manhattan, Kansas

SIDE SHOW
OPEN FRIDAY, MAY 19, AT
Boston's REVERE BEACH Building
We will also play ROAD dates, short jumps,
plus N. E. Fairs under canvas in collaboration
with Hard & Kuehnel, Savin Rock Beach
Show. WANT Freaks, Work Acts, Annex,
Etc. Saltator that does not mind Act
etc. Address: O'BRIEN SIDE SHOW BLDG.,
Revere Beach, Mass. Acts in NY area call
Room 907, O'Brien, President Hotel, until
May 10th, but out ad (keep). If dissatisfied
where you are, write anytime.

WANT TO BOOK
mechanical, Animal, Illusion, what is it, or
any Show of merit. Want Tilt and Octopus
Foreman. No boozers. Also Electrician,
junction box system. We open in Ferguson
Falls, Minn., May 17
ROGERS BROS.' SHOWS
Pelican Rapids, Minn.

WANTED
A Pyrotechnic Display for 4th of July. Write:
R. E. MAULSBY
P.O. Box 52, Manette Sta., Bremerton, Wash.

CARNIVAL WANTED
3 Day August Standing
Benefit American Legion. Contact
J. R. BOWER
Monroeville, Indiana, immediately.

WANTED—CONCESSIONS
FOR FIREMEN'S CELEBRATION
JUNE 28-29-30-JULY 1
W. R. BURR, Chairman, Fredonia, N. Y.

BLUE GRASS SHOWS
NOW BOOKING
SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

Producing America's Best
SHOW BANNERS
SNAP WYATT STUDIOS
1101 N. 1st St., TAMPA, FLA.
(Phone: Y-42443)

AMERICAN BAZAAR & Equipment Co.

Opening

Wilkes-Barre, Pa., May 1

HELP WANTED RIDE HELP

Ferris Wheel Foreman and Second Man. Fly-o-Plane Foreman and Second Man (Emil "Frenchie" Bousie, please contact). Kiddie Ride Second Man and all General Ride help.

CONCESSION HELP

Two capable Stock Wheel Agents. Hanky Panks Agents. Man and wife for custard. Man and wife for Popcorn. Man and wife for Photo Gallery. Bingo Counter Men. Bingo experienced checker. General Concession Help to up and down for salary and work concessions on percentage. Few experienced P. C. workers.

WILL BOOK ONE OF A KIND

Priv. \$25.00. String Game, Cig. Gallery, Milk Bottles, Candy Floss, Jewelry, Sell X on Scales and Age, \$75.00.

Time short. Contact at once or come to winter quarters at Lakeside Park, Barnesville, Pa., between Tomaqua and Mahanoy City. 50 miles from Wilkes-Barre.

Concessionaires, contact

GEORGE H. HARMS

Ride Help, contact

BEN PAUL

Barnesville, Pa.

Phone: **GEORGE H. HARMS**, Majestic Hotel, Tomaqua, Pa.

FOR SALE

Electric Deagon Uniforms \$200.00
Set Fat Show Banners 50.00
Set of 7 Midget Banners, like new 250.00
Set of 3 Strange Baby Banners, new 100.00
Set of Side Show Banners, 9... 100.00
Send 1/2 cash, will express balance C. O. D.
Reply

RAY MARSH BRYDON

General Delivery Springfield, O.

A. & G. AMUSEMENTS

WANT

For Enid, Okla., April 29-May 6 and rest season—Concessions of all kinds. Managers Pit, Athletic Shows and Cook House. P. C. and Ball Game Agents. Some Ride Help. Contact

A. E. GLINER

2806 N. 6th Enid, Okla.
Phone 6275. No collect.

BILL HUNTER

WANTS COUNT STORE AGENTS

"Pee Wee" Manning, "Whiffie" Campbell, Earl Smith and Bill, come on.

SHAN BROS.' SHOWS

Mumphries St. Show Grounds, opposite CE plant, Atlanta, Ga., this week; Athens, Ga., next week.

WANT CARNIVAL

For the Fourth of July week.

Sponsored by Veterans of Foreign Wars.

All replies to

VERNON KORZENDORFER

Fraser, Minn.

CLUB ACTIVITIES

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, April 22.—Final meeting was held with the Ladies' Auxiliary and the Joey Moss American Legion Post participating. President Robert Morrison conducted the meeting. On the rostrum with him were Mrs. Rose Lewiston, auxiliary president; Post Commander Herman C. Magnuson, Mrs. Fred Silber, Mrs. Edward Bennett, Mrs. Jack Gold, Charlotte Richardson; Fred Silber, first vice-president; Ora Baker, third vice-president; Louis Rosenthal, treasurer, and Edward Ford, chaplain.

President Lewiston presented Mrs. Irving Borker with a bouquet of roses in appreciation of her work on behalf of the auxiliary during the past year. Commander Magnuson thanked President Morrison for the opportunity of meeting with the association.

Nlek Thomas, Sanford Baker, Joseph Gross, Mike Demko returned to the city and made short talks. Letters were received from Nat Golden, Marvin Keyes and George Harris. Recent visitors included Earl Kelly, Edward Parker, Sam Fine, Louis Martin, Eddie and Joe Bennett and Elmer Nagy. Doug Brown spent the weekend in Toronto.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 22.—Anthony Barbata was elected to membership at the semi-monthly meeting Monday (17). He was welcomed by President Joseph Krug. Also added to membership were Samuel S. Snobar, Fred Towne and Floyd C. Priddy.

On the rostrum with President Krug were Louis Manly and Al Weber. Harry Wallace has recovered from a recent illness. Fred Mortenson and George Surtees were given a vote of thanks. Surtees presented the club and Ladies' Auxiliary with ceramic tigers to be displayed on the rostrum.

Under the summer schedule, the next meeting will be held May 1.

Ladies' Auxiliary

First Vice-President Opal Manley called the Monday (17) meeting to order with 39 members on hand. Guests included Clarita Delbosq and Bertie Youden. Sick list includes Mayme Butters, Jetta Clancy, Mae Mortenson, Marie Tait, Mary Taylor, May Reed, Marge Chipman, Lucille King and Jean Kahan.

Letters were read from Marie Tait, Heart of America Showmen's Association Ladies' Auxiliary, Crippled Children Fund, Chunk-e-Nut Products Company, Edith Hargrave, and Lillie Schue, president. New members, sent in by June Gilligan, are Dolores Goldstein and Ida Woodard. Bank award went to Ethel Smith. Door prizes, donated by Vivian Horton and President Lillie Schue, were won by Marie Cortez. Sewing kit was won by Bertie Youden.

A party is being planned for April 28 at the home of First Vice-President Opal Manley. Sponsoring the event are Rose Rosard, Vivian Gorman, Charlotte Cohen, Patty Cooke, Norma Burke and Opal Manley, and proceeds will go to the bazaar fund. Meetings are now held every first and third Monday of the month.

Rose Rosard reported having visited her daughter, Vivian Horton, in Albuquerque, N. M. Vivian is a club member. Maybelle Bennett reported visiting her son and daughter-in-law, Marge Chipman, in Yakima, Wash.

Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, April 22.—Marie Burke, first vice-president, called Monday night's (17) meeting to order. Charles Albright and Fred Weidmann were on the rostrum in the absence of President Mike Krekos; Art Craner, third vice-president, and Dwight W. Kane, treasurer. Estelle Rosenthal, making her first visit to the club since her accident in Miami, also was on the rostrum.

Club presented Marie Burke with a bouquet of roses in celebration of her birthday. A letter of thanks was sent to Lucia Arkins for her table lamp gift. A letter from Tillie Palmeater also was read.

Elected to membership were Alva May and C. Z. Zimmerman and Lorraine Thompson. The following new members, guests and members who have been absent for some time were introduced: Nate Cohn, Estelle and Dave Rosenthal, Charles and Dora Fagin, Harry Leslie, Dell Raymond, Don G. Rice, Jack Chesney, Huga Nadaner, C. R. (Popo) Bathe, Jimmy Hunt, Sid Shipman and Pearl Grant. Late visitors included Jack Schwartz, Whitey Monette, Sammy Corenson, Bill Kendel and Congressman Frank R. Havener.

On the sick list are Billie Hodges, Fred Ferguson and Bonnie Townsend. Estelle Rosenthal thanked members for the numerous cards and letters received during her illness. Joe Hart won the pot of gold. Bill Coles reported that the club's sixth birthday party would be held May 1.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, April 22.—Carl J. Sedlmayr Jr., president, visited the club to discuss plans for the summer with the secretary. Michael Roman, ways and means committee chairman, says he has many plans for his committee members. He also stated that Century Club tickets were being disposed of well.

Dave Endy, owner, Endy Bros.' Shows, visited and reported that he is making plans to hold a number of jamborees on the shows. Sam Prell, owner and manager, Prell's Broadway Shows, visited, as did Johnny Hoffman.

A letter was received from Al Rossman, who is in Chicago, on a visit before opening with Royal American Shows at Memphis.

G.T.S.A. Ladies' Auxiliary Organizes Garden Circle

TAMPA, April 22.—Ladies' Auxiliary of the Greater Tampa Showmen's Association here has organized a garden circle named for Clover Fogle. Dena Berni is president of the 28-member group.

Members remaining in Tampa for the summer will continue to meet so the club can qualify for the Federation of Garden Clubs and participate in State and national events.

Additional officers and chairmen are Marie Caughey, vice-president; Ellen Edwards, secretary; Kittle Burkhardt, treasurer; Betty Lee Morgan, chaplain; June Boyles, fair and flowers exhibit; Clover Fogle, birds and conservation; Arrebella Taylor, junior gardens; Elsie Owens, awards and finance; Grace Fillingham, civics; Eltie Thompson, distribution; Evelyn Kleider, roadside development; Elsie Johnson, visiting gardens; Geraldine Gough, publicity; Lois Sedlmayr Jr., historian and legislation; Audrey Annin, horticulturist; Hazel Maddox, garden center, and Polly Pelak, corresponding secretary.

Other members are Virginia McGee, Billie Cooper, Sue Walters, Betty Reynolds, Vera Barkoot, Evelyn Clain, Lola Hunter, Zeldia Hersh, Bertie Perrot, Flo Pontico and Betty Rogers.

Bad Weather Hits Imperial at 1st Date

(Continued from page 72)

Hennies Bros.' Shows, freed temporarily by that show for the occasion, handled advance publicity for the Imperial and crashed the newspaper here daily.

Show winds up its stand here today, then moves to Baton Rouge.

Personnel follows:

Staff

J. C. McCaffery, general manager; E. M. (Slim) Wells, manager; Mrs. Katherine Riley, office secretary; Jim Donohue, mailman and The Billboard sales agent; Bill Starr, legal adjuster; Eddie Gamble, concession manager; Art Riley, superintendent; Louis Yaffa, 10-man; Red Keeley, trainmaster; Marvin Curtin, Diesel; Bill Hanson, electrician; James Poole, tractors and shop, and Mrs. Bob Baldwin and Mrs. Haynes, front gate tickets.

Rides

Ferris Wheels (3), Jimmy Haynes, Octopus, Kenneth Allen, Caterpillar, E. L. Baker, Merry-Go-Round, Jess Richards, Tilt-a-Whirl, William Pink, Rolloplane and Pretzel Ride, Joe Thurman, Baby Looper, Vernon Smith, Moon Rocket, Bob Baldwin, Scooter, Wazley Moore, Kiddieland, Harry Ward, Miniature Train, Walter Smith, Ponies, Pony Bus, Boats, Alb McCormick, Fly-o-Plane and autos, Harry Ward.

Shows

Monkeys, Zeke Shumway, Motordrome, Bob Perry, Minstrels, Harry Cark, Girl Show, Bill Holt, Funhouse, Jess McCormack, Wild Life, Mrs. Shumway, Unborn, Bob Perry, Penny Arcade, Clint Noge, Snakes, P. O. (Tarsan) Banks, Circus Side Show, Mito Anthony.

Concessions

Eddie Gamble, manager; Muscles Diades, stockman; Joseph T. Blecknis, secretary. Mr. and Mrs. Steve Forth, James Rocheau and Harry Rankin, assistants; Andy Kasin, 4, Bill Plummer, John Christ and Pat Rode, assistants; Mr. and Mrs. Wetherick, 3; Mrs. William Starr, age and scales, Leo Cunningham, assistant; Louis Yaffa, bingo, Mr. and Mrs. Marshal Bean, Clifford Erickson, Bill Burke, Dave Griffith, Roy Towe and Clifton Bouzart, assistants; Lee and Helen Mitchell, mitt camp; Eddie Reynolds, Bob Parker's diggers; E. Schaller, cookhouse, popcorn and ice cream. John Seltz, George Wilson, John Henry, Albert Luger and Jack Stone, assistants; Louie Weiss, candy pitch; Paul Masley, candy floss.



PENNY PITCH GAMES

Size 6x44", Price \$42.50.
Size 4x44", Price \$35.00.
With 1 Jack Pot, \$50.00.
Size 4x48", With 1 Jack Pot, \$55.00.

PARK SPECIAL WHEELS
10" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price\$27.50

BINGO GAMES

75-Player Bingo, Complete\$4.00
100-Player Bingo, Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

Will Pay Cash for

SMITH & SMITH CHAIROPLANE

22 ft. tower. Must be in good mechanical condition. No junk.

SHAN BROS.' SHOWS

Mumphries St. Show Grounds, opposite CE plant, Atlanta, Ga., this week; Athens, Ga., next week.

WANTED

4 OR 5 RIDES

For one of the biggest 3d and 4th of July Celebrations in Southeast Missouri. To be held at the City Park, Kennett, Mo. Plenty of shade and a new \$100,000.00 swimming pool. Contact

W. G. WICKER

Kennett, Missouri

GIVE TO THE
RUNYON CANCER FUND

WILL SACRIFICE

30-foot Aerocar Trailer with International Truck Unit. Luxuriously equipped with air conditioning, radio, gas heat, fully equipped kitchenette, shower and bath and four beds. Ideal for traveling, living and office space.

BOX D-350

THE BILLBOARD, CINCINNATI 22, OHIO

A. B. ROGERS SHOWS

WANT Cook House or Grab, French Fries, Ball Game, Long or Short Gallery, Balloon, Add 'Em Up Darts, Glass Pitch, Photos, Fish Pond, String Game, Cigarette or Slum Gallery, Can place Fun House and Pit Show. Murf and June, contact, Lou Miller, have had no answer. Have Spit Fire and Double Loop for sale. All address:

A. B. ROGERS SHOWS

Winsted, Conn.

JIMMIE BROWN

To Run Mouse Show on P. C. Immediately.

Contact

JACK J. O'BRIEN

Pacific Blue Diamond

321 North Morris, Portland, Oregon

W. H. "DUKE" BROWNELL

AT LIBERTY

General Agent, Special Agent, Union Billposter and Biller. You can't beat experience. Railroad and Truck Shows.

224 North Miami Ave., Miami, Fla.

FOR SALE

Long Range Lead Gallery especially designed on a 25 ft. trailer; steel top and side covers from counter to target, bulletproof and passes all state inspections; 4 rows, moving. One man can set up or tear down in 1/2 hour. Especially nice for street celebration. Ready to go with 1 1/2 Dodge tractor, loading tubes, loader. Reason for selling: other business. Best offer takes it.

DAN SWEDA JR.

R.D. #2 Garrettsville, Ohio

ROCCO SHOWS

ROCCO & SON

Six 55-ft. light towers, 18-mile automatic searchlights, 30 Concessions & Shows

Opening in St. Paul May 4th.

Want Glass Pitch, Clothes Pin, Tilt, Strings, Basketball, Long and Short Range, others not conflicting. Shows: Office has one top available. Ride Help on all Rides, some First Men. Contact immediately, 2434 No. Fairview, St. Paul 8, Minn. NEStor 9870.

NETS

New navy camouflage, 16 ft. by 31 ft., 3-inch mesh. Can be used for fencing off ball courts and ball games. \$10.00 each—\$8.00 each for 2 or more.

AL NICHOLS

R. F. D. #1 NASHUA, N. H.

FAIRWAY SHOWS

Open May 29 in Bismarck.

WANT Merry-Go-Round and Ferris Wheel Foreman and other Ride Help who can drive trucks. Want Shows—Mechanical, Snake, Monkey, etc. No Girl Show or Mitt Camp.

EMIL J. ZIRBES

Bismarck, N. Dak.

ONE SINGLE HEAD SPINNER CANDY FLOSS MACHINE

All electric, used only 8 weeks and cost \$200.00 in '47; present cost same machine, \$230.00; same as new, \$150.00 prepaid.

Johnny's Sweet Shoppe

129 West 2d St. MAYSVILLE, KY.

CARNIVAL WANTED

June 17 to 21, inclusive, at Owensville, Mo. Contact

EDGAR EICHLER

V. P. W. Post #133, Owensville, Mo.

VIRGINIA

GREATER SHOWS

The Show With The Proud Reputation

WANT

Novelties, Hoop-La, Penny-Pitch, French Fries, Pitch-Till-You-Win, and American Mitt Camp. Will sell exclusive on Age and Scales, Frozen Custard and Photo Gallery.

Want Girl Show manager with two or more girls. Must have wardrobe. Louis Augustino wants talker and acts for Side Show, also Hanky Pank Agents.

SALISBURY, MD., THIS WEEK; CAMBRIDGE, MD., MAY 1 TO 6

L. J. HETH SHOWS

Now Showing North Birmingham, Alabama

Want Shows: Side Show, Monkey Show, Wildlife, Motordrome with own transportation, any other single attraction, not conflicting.

Help: Caterpillar Foreman, Ferris Wheel Operator, Man to handle Front Marquee and sell Tickets, Fun House and Glass House Operator. All must have driver's license and drive trucks. Joe Fontana wants Man to operate Snowball and Shake-Up Concession. Beer drinkers, stay away.

Concessions: Long Range Lead Gallery, Rotary Diggers, Candy Apples, Frozen Custard, other Hanky Panks.

Connersville, Ind., 4th of July week; 19 bona fide Fairs to follow.

All replies North Birmingham, Ala.

PLAYLAND SHOWS

CORRECTION—OPENING AT 8 MILE & HARPER AVE.

DETROIT, MICH., May 4-14

WANTED — ROLLA-PLANE OR LOOPER.

Very Good Proposition for GLASS HOUSE or FUN HOUSE;

Any SMALL SHOWS. (No Girl Shows.)

KIDDIE RIDE MAN FROM PONTIAC—Get in touch—

Lost Your Phone Number.

ARCADES AND HANKY PANKS WANTED — ALL KINDS.

Week of May 15-20, Bay City, Mich.; May 22-28, Saginaw, Mich.;

May 29-June 4, Adrian, Mich.

JACK GALLAGHER, Mgr. Phone Orlando 3-6841, Pontiac, Mich.

CENTRAL STATES SHOWS

24 RIDES AND SHOWS 35 CONCESSIONS

Showing the heart of America's oil and wheat country.

Show splits next week, May 1, for two celebrations—Colby, Kansas, Tractor Show on the street and Stockton, Kansas, State Stock Show.

Want additional Concessions of all kinds—no Grind Stores.

Then Russell, Kansas, week of May 8.

Dodge City, Kansas, Boot Hill Rodeo week of May 15, entire Southwest Kansas participating.

Want Stock Concessions not conflicting for the balance of season. Best route in the Middle West.

W. W. MOSER, Concordia, Kan., this week

TIVOLI EXPOSITION SHOWS

WANT WANT

For real route of still spots and 18 big Celebrations and Pairs thru Missouri, Illinois, Indiana, Wisconsin, Arkansas and Mississippi.

CONCESSIONS: Can place Hoop-La, Sno-Cone, Glass Pitch, Bumper, Frozen Custard, Jewelry, Slum Bowling Alley. No rats and no pyxies. We do not book more than two of a kind and in most cases one of a kind. SHOWS: Can place Snake Show, Funhouse, Mechanical Show or any show not conflicting. RIDES: Can place for season, Spitfire, Dark Ride and Pony Ride or any Major Ride not conflicting. Contact

H. V. Petersen, Gen. Manager or B. J. Collins, Gen. Agent

Sedalia, Mo., this week; Mexico, Mo., next.

Want—LA CROSS SHOWS—Want

RIDES: Can place one Major Ride for season.

GIRLS for Posing Show, Young, attractive; experience unnecessary. Contact Bill English.

AGENTS: Capable Bucket and Swinger Agents, no habits; contact Kokomo. Bill English can place Hanky Pank Agents. Tommy Kennedy, Brooklyn. Howie Levy, get in touch.

CONCESSIONS: Will give ex. on Mitt Camp for \$60.00 to reliable party. Must have small family. Few legitimate Concessions open at \$20.00 week.

Easthampton, Mass. April 24-29; Bonnington, Vt. May 1-6.

JIMMIE CHANOS SHOW

LAST CALL

OPENS RICHMOND, IND., APRIL 28

Want High Striker, Photo Gallery, Scale and Guess Your Age or any other legitimate Concessions. Have complete outfit for Athletic Show. Will book any Show with own outfit.

Want Flying Scooter Foreman; must be able to drive semi.

All replies to **JIMMIE CHANOS, RICHMOND, IND.**

WANT AGENTS WANT

DUE TO DISAPPOINTMENT CAN PLACE MAN FOR 15 HORSE TRACK WITH HAM AND BACON FLASK. MAN FOR GROCERY WHEEL. BOTH DEAL STOCK AND P.C. ONLY. ALL NEW EQUIPMENT AND BEAUTIFUL STORES.

Don't waste my time if not capable. Wire at once or call 860 Excelsior Springs, Mo.

VINCE McCABE

c/o Sunset Amusement Co., Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

P.S.: ALSO CAN USE ONE BINGO COUNTERMAN.

SACRIFICE SALE

ABT 6 Gun Rifle Range (complete) \$395.00
 Pilot Trainer 195.00
 Voice-O-Graph '46 295.00
 Photomatic '46 375.00
 50 Five Ball Machines, ea. 20.00
 One-Third Down, Balance C. O. D.

Midwest Coin Machine

777 University Avenue, St. Paul 4, Minn.

Ray Williams Shows, Inc.

PRE-SEASON OPENING APRIL 28

11 Mile Road & John R. St.

Just outside of DETROIT.

GRAND OPENING—May 8, Marion, O.

ALL HANKY PANKS WANTED

SHOWS—Want Monkey, 10 in 1, Girl, any other good show.

KIDDIE RIDES—Want Three.

RIDE HELP—That can drive Semis; Octopus and Roll-o-Plane Men wanted. First and Second Men.

Address: Box 1664, Detroit 31, Mich.

V. F. W. Athletic Assn. Is Sponsoring

FOUR DAY EVENT

complete with

\$1,000 Giveaway Contest

at Pueblo, Colo. (100,000 pop.)

27 May thru 30 May

GOOD RIDES WANTED

Can book for season at park. Building available to book Dodgem Cars also.

Write Harry W. Ellwood

P. O. BOX 1511 PUEBLO, COLO.

CARNIVAL WANTED

For the week of July 3 or the week of Aug. 14, to be held on the streets, sponsored by the American Legion. Contact

HARRY GENTIL

Colton, Ohio

WANT TO BUY

Major Rides and Kiddie Rides in good condition. Describe fully, state price and terms. Write or wire

Howard W. Cheney Jr.

MANITOU BEACH, MICHIGAN

BINGO FOR SALE

18 by 36 Frame Special Tables to seat 120. O. Henry Top up one week. Bargain at \$1,000. Canvas alone cost \$740. See

L. C. CRANDELL

Care Volunteer Show, Guthrie, Ky., this week; then route.

WANT CIRCUSES AND CARNIVALS

Last two weeks in July or August

LEO A. STEFFEN, Vice-President

DUBUQUE SPORTS BOWL CORPORATION

1348 Central Ave. Dubuque, Iowa

FRANK A. SHEPPARD

Please contact

R. C. BRYAN

608 TAMPA ST. TAMPA, FLA.

WANT AGENTS

For Count Stores and Skillo. Joe Manno, John

Russell, Kelly. Open Saturday, April 29, with

Jimmie Chenos, Richmond, Ind.

JACK MURPHY

DUCKS

FOR DUCK PONDS—ALL WITH WEIGHTS

American colors, plastic—\$12.50 per 100.

25% deposit, money order, balance C.O.D.

Jobbers inquiries invited.

McMANUS NOVELTY CO.

734 MAIN ST. FITCHBURG, MASS.

W. C. KAUS SHOWS

Will book a few more Hunky Punks—price \$25.00. (Eating Stands and Blago taken—do not write.) Opening for a few other choice Concessions. Can place Girl Shows; have brand new Top and Front for same. Other Shows, like Monkey Show, Animal Show, Geek or any other novelty Show with own equipment—good proposition. Irwin Heller, organ man, contact at once.

Will book one Flat Ride—good territory. Blackie O'Dell, contact Willie Lewis. Want Agents for Bullington's Bingo. All communications—write or wire. W. C. Kaus Shows, Richmond, Va.

Russ Owens, Mgr.—Marie Kaus, Owner & Operator

PENN PREMIER SHOWS

World's Cleanest Midway

CONCESSIONS WANTED: Floss, Novelties, Scales, Fish Pond, Photos, Darts, Derby or any legitimate Concession. SHOWS: Can place Wild Life, Arcade, Fun House or any Show not conflicting. HELP: Lew I Blinkey! Bernstein wants Agents for Skillo, Alley, Razzle, Wheel and Ball Game. Joe Hilton can place Acts for Circus Side Show. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows

Runnemeade, N. J., this week; Chester, Pa., next week.

SMITH'S Greater SHOWS

WANT CONCESSIONS OF ALL KIND

Opening for Popcorn, Apple, Snow Ball, Floss, High Striker and other Hunky Punks. J. L. (Red) Williams wants Agents. R. C. King, Ralph Webb, come on, and others who have worked for him. Need several good Grind Shows. Girl Show open. Always need Ride Help. Can use General Agent, also Legal Adjuster.

This week, Franklinton, N. C.; week May 1, Clarksville, Va.

BROWNIE SMITH, Mgr.

FOLK CELEBRATION SHOW

Want for **SAN FELITE FIESTA** at Old Town, Albuquerque, New Mexico, week May 23 and for other good spots to follow

Long Range Shooting Gallery, Photo Gallery, Penny Arcade, Diggers and any legitimate Concessions that do not conflict. Want Grind Shows with own outfits. Want capable Ride Help and useful people.

Espanola, New Mexico, this week; Santa Fe, New Mexico, week May 2.

GRACELAND GREATER SHOWS

SHOW OPENING 20TH AND BOND AVE., E. ST. LOUIS, ILL., SATURDAY, APRIL 29, 2 Saturdays and Sundays

UNDER AUSPICES OF COMMUNITY CLUB

WANT CONCESSIONS—Novelties, Ace, Scales, Jewelry and any other legitimate Concessions. ALL CONCESSIONS HOLDING CONTRACTS COME TO 20TH AND BOND. (Pop Pierce, we are waiting for you.) Address all replies to

HARRY ALKON, Broadway Hotel, E. St. Louis, Ill.

MODEL SHOWS, INC.

Want for opening of Doe Dog Park and Soldiers' Pay Day, Lawton, Okla., May 1-6; Greenville, Texas, Centennial, on the Square, May 2-13; \$100,000.00 Celebration; Tulsa, Okla., VFW District Convention, downtown, May 29-June 1.

CONCESSIONS: Custard or Ice Cream, Novelties, String, Bowling Alley, Snow Cone, Ball Games, Watch-La, Country Store or any Concession that works for stock or straight sales. SHOWS: Fun House, Mirror, Snake, Illusion, Wild Life or any Grind Show. Flash White can use Drome Help. Frank Aschoy wants Side Show Acts. CAN use same Ride Help. Contact

JOHN L. ROBINSON, Duncan, Okla., this week; Lawton, Okla., next week.

WANT

C. A. STEPHENS SHOWS

Concessions—Floss, Apples, Custard, High Striker, Jewelry, Penny Pitch, Photos. Agents for Puzzle, Pin Store, Slum Outfits, P.C. Dealers. Shows—Girl Show with wardrobe and P.A. set, we have frame-up; Animal or Wild Life. Rides—Set of nicely framed Kiddie Rides.

Answer to McCaysville, Ga., this week; Newport, Tenn., following.

Barney Tassell Unit Shows

LAST CALL LAST CALL

For my regular 1950 season. Opening May 1, Rockingham, N. C., right in town; week May 8, Aberdeen, N. C.

Can use one or two more Major Rides, including Merry-Go-Round. Concessions of all kinds (but only one of a kind allowed on midway). Show of merit. Write—wire. Will be in Rockingham personally after Wednesday, April 26.

THE GEORGE W. NELSON SHOWS

OPEN AT BLUE EARTH, MINN., MAY 6 THRU 13

Then Street Celebrations, two per week. Mostly Minnesota, few in Northern Iowa. Southwest Minnesota's finest amusement park and resort for Memorial Day. Detroit Lakes, Minn., for July 1, 2, 3 and 4. Graettinger, Ia., for Labor Day. Positively very choice spots. All contracted people report. Can place few more Shows, Ball Games and other legitimate Concessions. All replies to **GEORGE W. NELSON SHOWS, Route 4 on Highway 40, Independence, Mo.** After May 1 thru 13, Blue Earth, Minn.; then as per route.

FROM THE LOTS

Okla-Expo

IDABEL, Okla., April 22.—Owners Joe and Rosie Star report a good route of celebration and picnic dates has been lined up thru Oklahoma, Arkansas, Louisiana and Missouri.

In addition to the Stars, staff includes Hugh Pope, secretary; Jim Moran, legal adjuster; Mickey Price, lot superintendent; E. N. Kirby, head mechanic, and B. H. Gwynn, electrician.

Concessionaires are Johnny Cain, short-range gallery; Buck Buler, hit and miss; E. N. Kirby, bumper; Agnes Kirby, milk bottles; James McShane, high striker; J. C. Schannon, over and under; L. Moran, beat the dealer; Mr. and Mrs. Hopper, diggers; Joe Stubblefield and Papa Dee, rat game; Lula B. Arney, glass pitch; A. Arney, penny pitch; Grace Hagerman, hoop-la; Jess Hagerman, snow cones and popcorn; Robert Pierce and Dick Seaman, cookhouse; C. A. Hesson, photo gallery; Mr. and Mrs. Crain, jewelry; skillo, Marie Gill; Glen Biggett and Andy Paterson, agents; roll-down, Fred Gray; Tom Linzy and Bill Murray, agents; swinger, Mickey Price; Fred Custer, Jimmie Miller and Bozo Bennett, agents.

Rides include Ferris Wheel, Jack Riley; Airplane and Swing, Henry Jordan; Kiddie rides, Robert Price; ponies, C. A. Hesson, and cars, Mrs. Wendell Pierce.—**LUE MORAN.**

D. S. Dudley

JACKSBORO, Tex., April 22.—Org opened here with following personnel: Cookhouse, P. C. Reynolds; bingo, Eddie Hurt; popcorn, Tinsy Spoon; Girl shows, Mickey McCoy, Claude Williams, Eddie Kirk and Jean George; Funhouse, Frank Hendley.

Concessionaires are Shorty Thompson, Mr. and Mrs. Ed Logan and daughter, Art Williams, Husler and Grace Hanners, Roy Allen, Mrs. McElwain, Roland Campbell, Ruby Howell, Mrs. Kirk, Bob and Betty Hunt, Herbert Rollins, Mr. and Mrs. Bill Rider, Sammy George, Leo Fritz, Nackie McLain, R. J. Humphreys, Mr. and Mrs. Charlie Morgan, Mr. and Mrs. Maloney Morgan, Mr. and Mrs. Louie Morgan, Patsy and Ellie Morgan, Whitie Henderson, Gus Morgan, Slim Neil, Jack Vinson, Kenneth Harper, Mr. and Mrs. Lyman, Jim Williams, Jesse Loyd, Henry Hukill, Tommy and Evelyn Spoon.

Sonny Stafford is electrician. Red Holder, M. W. Hyer, Blackie McCoy, Hal Howell, Bob Everetts, Al Alexander, Robert Geren and Whitie Paddock have rides. D. S. Dudley is manager, Mrs. Dudley secretary and Paul Kinsey advertising agent.—**DIXIE STAFFORD.**

Lee United

MOUNT CLEMENS, Mich., April 22.—Personnel includes Charles H. Lee, owner-manager; Harry Mills, general agent; Arthur Frayne, special agent; John Duesch, advance publicity; William Handler, electrician; Buck Bowden, ride superintendent; Robert Lewis, press; Bob Braddock, mail and The Billboard sales agent; Leroy (Mort) Roberts, transportation, and Billy Pitzer, producer and stage manager.

Office-owned rides are Merry-Go-Round, Ferris Wheel, Spitfire and Tilt-a-Whirl. Hugh Mosher has four rides, Bill Porter, three kiddie rides; E. Sprunger, Roll-a-Whirl, and Si Chamberlain, Dipsey Doodle. Deacon Duncan has the Funhouse.

Don Di Giovanni and Chuck Worpel have two shows each. Free show includes Billy Pitzer, emcee; Shorty Carr, tight wire and unicycle; Dave Solon, trampoline, and Worpel the Great, magician.

Concession line-up includes Bill Porter, Fred Singer, Harry Lewis, Jack Winters, W. O. King, R. L. Walker, Peggy Lewis, Buddy Odbert, Shorty Carr, Mrs. William Handler, Dixie Davis Mrs. Jay Smith, Billy Pitzer, Arthur Frayne and Louis Lublinski.

Midway of Mirth

MURPHYSBORO, Ill., April 22.—Cold weather continued to crab business during the org's stand here.

Following is the line-up: Esther L. Spearock, owner and manager; Frank Layell, lot superintendent; Jimmie Rogers, general superintendent; Bettie Barrett, secretary; Rosie Davis, press, and Lucky Thomas, electrician.

Rides: Merry-Go-Round—Charles Meyer, foreman; Whitley Weinworth, second; Frank Yehle, tickets. Ferris Wheel—Elma Landrum, foreman; Frank Rocco, second. Tilt-a-Whirl—Malvin Rogers, foreman; Whitley Johnson, second. Tilt-a-Whirl—Charles Smith, foreman; Robert Craighead, second; Audrey Meyers, tickets. Top of Love—Bill Barnes, foreman.

Shows—Jack Rogers, snakes; Mrs. Lucky Thomas and Patricia Esther Thomas, Animal Farm.

Concessions—Eva Rogers, ball game; Van Tankersley, cookhouse; Ray Loman, candy floss; F. R. Shoultz, snow cones and popcorn; Mr. and Mrs. Mike Savon, Moss Diggers; Mr. and Mrs. W. B. Reese, pan game, penny pitch, fish pond and high striker; Morris Simmons, Metro Derby and long-range gallery; Roy Spears, watchia; Mr. Garman, pitch-till-you-win; W. H. Widerhouser, photo gallery and short-range gallery; Fats Adams, palmartry; Helen Wherry, hit and miss; Joe Wherry, six cats; Mrs. Red Glass, Coke bottles; Red Glass, swinger; Mr. and Mrs. Cealy Seals, duck gallery; George (Dude) Barrett, corn game, and Roy Spears, sign painter.

We have had many visitors, among them Pete Sutton, owner of the Great Sutton Shows; Julius Grable and Bill Barrett. Show is routed thru Missouri, Illinois, Iowa, Indiana, Arkansas and Tennessee.—**ROSIE DAVIS.**

Rocco

ST. PAUL, April 22.—Org will open here May 5 and play Minnesota and Wisconsin, moving on 18 office-owned trucks. Rocco Jr., has been in charge of quarters. Celebrations will be played in St. Louis Park, St. Paul Park, Sauk Centre, Roseville, Waseca, St. Anthony Village, Northeast Minneapolis, Waldorf, Norwood, Delano and in Minneapolis, Minn., and fairs in Pine City, Barnum, Silver Lake and Willow River, Minn., and Iron River and Webster, Wis.

William Singleton will have cookhouse; Leo Tibor, Kiddie land, bingo, novelties, popcorn, ice cream; Lee Carrier, jewelry spindle; Kay Schiavone, candy floss; Rodney and Janet Johnson, photos; Paul and Mabel Dudansky, milk bottles and fishpond; Paul Thilmann, milk bottles, spindle, cork gallery, balloon darts, bowling pins; Leo Magel, watch-la, buckets, balloon darts; L. W. and Junior Ray, diggers; Erv and Elaine Tieden, scales, cats, striker and add-'em darts.

37 Gooding Staffers Attend W. Q. Leave-Taking Party

COLUMBUS, O., April 22.—Thirty-seven members and associates of the F. E. Gooding Amusement Company, Inc., attended a dinner party held recently at Grandview Inn here to mark org's start of the new season.

In attendance were Mr. and Mrs. F. E. Gooding, Joyce Ann Gooding, Mr. and Mrs. John Chapman, Ray Riffle, Mrs. R. J. Gooding, A. W. Gooding, Doris Zechman, Hal F. Eifort, Kathleen Holleran, Charles O'Brien, Mr. and Mrs. R. K. Gooding and Mr. and Mrs. John Enright.

Angelo Bloutseas, Mr. and Mrs. George Boulic, Mr. and Mrs. George Pence, Mr. and Mrs. William Leisure, Mr. and Mrs. W. J. Goutermort, Mr. and Mrs. R. M. Address, Mr. and Mrs. Gerald Frantz, James Wolfe, Clarence Snyder, Mr. and Mrs. Thomas Crothers, Mr. and Mrs. W. J. Sanor and Mr. and Mrs. C. W. Clymer.

Party chairman was Miss Holleran, organization secretary. Homer Denison, Joe Gaskell and Hap Bershire, were unable to attend due to prior commitments.

CARNIVAL ROUTES

(Continued from page 60)

Wilson Famous: East Florida, Ill., 27-May 8. Wolf Greater: Webster City, Ia., 23-May 8. Wolfe Am.: Albemarle, N. C. World of Mirth: Wilmington, Del., 28-May 8. World of Pleasure: Wyandotte, Mich. Zigler: Seattle, Wash., Spokane May 1-8. Zimmerman: Phoenixville, Pa.

FOR SALE
 1949 ONE TON INTERNATIONAL TRACTOR
 25 FT. CANVAS TOP TRAILER
 Ideal for Rides or Concession Stand
 1941 INTERNATIONAL 12 FT. CLOSED VAN
 Both Units in Top Shape
HUDSON VAN & STORAGE COMPANY
 2628 Woodson Rd. St. Louis, Mo.
 (Phone: Winfield 6086)

LONE STAR RIDES
WANT
 For opening April 29 to May 6 at west city limits of Steubenville, Ohio, under auspices Wintersville Lions' Club.
 Opening for Popcorn, Novelties, Ball Games, Fish Pond, Age, Weight, String Game, Cork Gallery or any good Stock Concession. We also need Man for 25 Eli-Wheel and Man for Charplane. Contact
J. G. BAKE, Mgr., Lone Star Rides
 Toronto, Ohio

KLEIN AMUSEMENT CO.
 Opening Sioux Falls, S. D., May 4—Co-Operative Club Celebration—2 Big Kids' Days, Playing three spots a week, South Dakota and Minnesota Street Celebrations.
 Want Bears, Pitch, Jewelry Rumper, Country Store, Fish Pond, Basket Ball, others not conflicting. We only want one of a kind. No flats, no gypsies. We carry 5 new Rides, 20 Concessions and Show. Contact
HENRY KLEIN
 104 West 8th St. Sioux Falls, S. D.
 Phone 7185-J

WANTED
Legit Stock Concessions
 No Cops
 Swedesburg, Pa., Fire Co.
 7 miles from Norristown, April 27 to May 6. Can place Wheel Foreman and Ride Help.
D. VAN BILLIARD
 OAKS, PA. Phone: Valley Forge 4541

O. P. JOHNSON
 Contact Bill Page immediately, have good proposition for you. Mr. Harrington, jewelry man, contact Bill Page; you have to move your car and trailer. Good proposition to all Slum Concessions.
MIGHTY PAGE SHOWS
 Statesville, North Carolina

SAM SOLOF
AGENTS WANTED
 For Slum Outfits, Fish Pond, Pitch Tilt U Win, Balloon Dart, Cigarette Shooting Gallery.
 c/o WORLD OF PLEASURE SHOWS
 Wyandotte, Mich.

GIRLS
 For Girl Show. Strippers, Fun, Hula and Couch Dancers. Also Talker and Ticket Seller. Show opens May 5th, Battle Creek, Mich. Write or wire
F. W. MILLER
 General Delivery, Louisville, Ky., or
 Phone: Caimoun 2101

CATERPILLAR WANTED
 Also Drome. Will furnish Semi Trailer to transport if desired. Have opening for Photos, Candy, Snow and Hanky Panks. Scary, Ark., this week; Cape Girardeau, Mo. (close in location), next week. Contact
Dyer's Greater Shows

FOR SALE
 10 x 12 Popcorn and Candy Apple Stand complete with 2 Creators Poppers; new Top, and 1934 Chevrolet Van Truck ready to go. All for \$1,500.00 cash.
AL C. BECK
 5973 N. E. 2nd Ave. Miami 38, Fla.

18th Annual 4th of July Celebration
Roachdale Lions' Club, Inc.
 Roachdale, Ind.
CONCESSIONS WANTED

WORLD OF PLEASURE SHOWS
 MICHIGAN'S FINEST MIDWAY

Battle Creek, Mich., May 5-13

Want—Unborn, Animal, Motor Drome, Glass House, Mechanical City, Fat Show, and other attractions. Real territory for good Side Show. Can place Spitfire, Rolloplane, and Dark Ride.

Want—Photos, Novelties, Ball Games, and Merchandise Concessions of all kinds.

Ride help who drive Semis for Octopus, Dipper, Merry-Go-Round, and Caterpillar. Foreman for new 10-car Auto Ride and Boat Ride. Charles Cain, write. Electrician's helper who can drive truck.

JOHN QUINN, MGR.
 Wyandotte, Mich., until April 30th.

P.S.: Joe Sparks, waiting to hear from you

AMERICAN LEGION STREET FAIR
 SHILLINGTON, PA., MAY 8 TO 13, INCLUSIVE
WANT LEGITIMATE CONCESSIONS.
 Bingo, Popcorn, Apples, Floss Sold.
 George Leib wants Agents for Concessions. John Shuegy, answer.
 Dick Parrish, Greensburg, Pa., answer.
M. D. Amusement Company
 52 East 6th Street Phone 6720 or 4651 Hazleton, Pa.

F. M. SUTTON SR. Presents
GULF COAST SHOWS
 I NEED CONCESSIONS. I PLAY ALL BIG TOWNS. HAVE SEVERAL GOOD FAIRS IN MISSOURI AND ARKANSAS.
 Want Stock Stores and Ball Rocks. Want Tilt or Octopus. Also Monkey Circus and Fun House. What have you? Wire or come on. Address:
 Silkeston, Mo., April 24-29; Poplar Bluff, Mo., May 1-6; Paragould, Ark., May 8-13.

DOBSON'S UNITED SHOWS
WANT WILLERNIE, MINNESOTA WANT
 For the following Fairs and Fifteen Celebrations—Colfax, Prairie Farm, Hopkins, Sauk Center, White Bear, Glenwood City, Bayport, Spooner, Rice Lake, Ellsworth, Black River Falls, Hayward, Cornell, Ridgeland, Cumberland.
 SHOWS: Monkey, Five-in-One, Snake, Midget, Motordrome, Athletic Show, Penny Arcade, Roll-o-Whirl. Can use a few more Hanky Panks. Opening May 8.
 HELP: Reliable Tilt Foreman and Spitfire Foreman. Any other useful Ride Help.

NEW ENGLAND AMUSEMENT CO.
WANTS GOOD JENNY MAN, TOP WAGES; OTHER GOOD SIDE SHOW
HELP TO JOIN IMMEDIATELY. MUST DRIVE SEMI.
FITCHBURG, MASS., NOW; WORCESTER, MASS., MAY 1-6.
HARRY J. KAHN

KRAUSE AMUSEMENT
 Playing choice lots in Philadelphia with a free gate. Concessions: Want Long and Short Range Gallery, Glass Pitch, Hoop La, String Game, Duck or Fish Pond or any Hanky Pank. Opening for: Grind Shows and Rides not conflicting. For Sale: Frozen Custard mounted on truck, now operating. Come, look it over. Playing week April 24 to 29, 62nd & Kingessing Ave.; Week May 1 to 6, 54th & Gray's Ave. Contact
SIMON KRAUSE
 care Earle Hotel, 10th & Chestnut Sts., Philadelphia, Pa.

EASTERN AMUSEMENT CO.
 OPENING IN WATERVILLE, ME., APRIL 29. FOLLOWED BY PORTLAND, FIRST SHOW IN, PLAYING BAYSIDE PARK, GOOD ROUTE TO FOLLOW.
WANT—Concessions: Photos, Duck or Fish Pond, Bowling Alley, String Game, Bumper, Cig. Gallery or any other Hanky Pank. SHOWS: Due to disappointment need Girl Show, Good territory, work every week. Low percentage to any show with own transportation, Wild Life Snake or any Grind Show. RIDE: Reasonable percentage to one more Flat Ride. HELP: Need Help in all departments. Truck Drivers preferred. Exceptional deal to man with sound eye who has concessions. All people contacted be on Charles St. lot, Waterville, Me., April 28
 General Delivery, Gardiner, Maine—M. S. EARL or C. R. ROSS

WANT
 Feature Freak for extra added attraction for Annex. Twenty weeks' work in one spot. Pay rain or shine. State salary.
FRED SINDELL
 3819 Oceanic Ave., Sea Gate Brooklyn 24, N. Y.

SAMMY LANE SHOWS
 (SWEETHEART OF THE OZARKS)
WANTS
 American Mitt (No Gypsies) Watch-La, Scales, String, Balloon Darts, Basket Ball, High-Striker, Sno Cone or what have you? Two Grind Shows. We play the Strawberry Harvest Southwest Missouri. Versailles, Mo., this week; California, Mo., next week.

AGENTS WANTED
 Count Stores, Skillo Head with Agents, also Hanky Pank and P. C. Tom Bozza and Curly Lilly, contact me.
C. WRIGHT & H. PIERCY
 Gold Medal Shows, Oak Ridge, Tenn., week of April 23rd; Bristol next.

WANTED
FERRIS WHEEL FOREMAN
 Must be reliable and sober
FOR SALE
 16-Car Octopus, A-1 condition. WRR or without truck.
HADJI DELGARIAN
 2303 N. Melvin Chicago, Ill.

INLAND SHOWS
WANT
 Any Hanky Panks not conflicting. Help in all departments. Will sell "EXX" on Mug Outfit, Popcorn, Mitt Camp and Bingo. Down in the hills where there is money. Address: Piedmont, Mo., this week; Greenville, Mo., next week.

CARNIVAL WANTED
 A clean Carnival of about six Rides for a Street Celebration of three days, either June or July. Benefit American Legion.
 Contact
DAVID H. ALBRIGHT
 Colfax, Indiana, immediately

V.F.W. Ypsilanti Post 2408
WANTS
 Good Carnival for J. Jay Celebration, August 14th through 19th, 40,000 people to draw from. For further information write to
MAX HAMMOND
 Commander V.F.W. 2408
 2190 N. Congress St. Ypsilanti, Mich.

Boone Valley Shows, Inc.
 Opening May 1st in West Boone. Then as per route. 30 week Fairs and Celebrations. Can use a few more Hanky Panks not conflicting. Can use two good Grind Shows, low privilege. Come on. You have tried the rest, now come to the best. Solid season.
BOONE VALLEY SHOWS, INC.
 Ben J. Mesenbrink, Pres. Boone, Iowa

ROYAL MIDWEST SHOW
 Want Lead Gallery, Fish Pond, Glass Pitch, Mouse & Pan Game, Floss & Apple, Hanky Pank. Man with Girls to take over show.
RONIE HARRIS
 Milan, Tenn.

Riverview Skaters Top Field In RSROA New Jersey Meet

NEPTUNE, N. J., April 22.—Riverview Dance, Figure and Social Club—a powerhouse in the racing department—emerged top team, with 280 artistic and speed points, in the RSROA New Jersey meet skated Sunday (16) and Monday (17) at Shore Rollerdrone. The New Dream-

land Skating and Social Club of Newark placed second with 180 counters; Shore amassed 140, and Ventnor 60.

Events ran off on schedule and were well received by galleries, ranging from large around public session times to light for lesser morning contests.

Shore operators Bill Junda and Thomas Livingston, in the roller biz less than a year, reported they were well pleased with attendance, quality of competition and all other phases of the titular.

Senior division titles were snared as follows: Men: Alwyn Bauman, Dreamland, first in figures and free style; Ladies: Jean Becker, Riverview, first in figures and free style; Dance: (1) Warren Schilmunek and Honey Coyle, Dreamland; (2) Ed Bogard and Ann Lawrence, Dreamland. Ladies Speed: (1) Pat Barrett, Dreamland; (2) Frances Somers, Dreamland; (3) Ann Lawrence, Dreamland. Men's Speed: (1) Mickey Marshall, Riverview; (2) John Yack, unattached; (3) William Schulze, Riverview.

Mineola Sets Annual Contests, Schedules Summer Instruction

MINEOLA, N. Y., April 22.—Earl Van Horn, operator of Mineola Roller Rink, has scheduled May 14 for the annual rink championships. Contests will be held from 9 a. m. to 2 p. m., and resume at 8 p. m., the matinee skating session intervening.

As in previous years, the rink will offer Tuesday night dance and figure skating classes, from 7 to 9 p. m., and 9 to 11 p. m., starting immediately after the summer closing. Pro George Werner will be in charge of classes, with Gladys Werner and Louise Campbell assisting. The price is \$1 a night.

Mineola is maintaining its usual busy schedule of special events. In recent weeks it has offered Collegiate contests and woo-doo numbers, in the latter three winning couples splitting \$60. The Earl Van Horn Dance and Figure Skating Club has scheduled its Spring Frolic for Monday (24). During the evening there will be skating from 8 to 10, a buffet dinner, and dancing following to the music of the Andy Wragge Trio. The rink recently staged a Western Night, prizes going to skaters judged the best dressed cowboy and cowgirl and the most typical cowboy and cowgirl.

Richardson Bank'pt; L&L Products Buyer

CHICAGO, April 22.—Physical assets, name and good will of the Richardson Ball Bearing Skate Company here, which went into bankruptcy a few weeks ago, have been sold to L. & L. Products Company, Chicago, distributor of a variety of roller rink products. L. & L. will manufacture the Richardson skate.

The Richardson company was founded in 1884. Its president was H. F. Whitcomb Jr. E. R. Whitcomb was vice-president.

Bay Ridge Champ Fund Party

BROOKLYN, April 22.—Bay Ridge Rollerdrone, operated by Carl Carlson and Joe Seifert, was the scene Tuesday evening (18) of a "championship fund" skating party. Extra attractions were a wrist watch door prize, a 14-step contest open to all RSROA amateurs and exhibitions by champions.

Royal Rollers of the Chicago Roller Bowl recently visited the Windy City's Roller Dome Rink, reports Roller Dome Manager Joseph Wolak.

Mac's Kids Named O. RSROA Queens

YOUNGSTOWN, O., April 22.—Mac's Roller Club of Idora Park here, F. G. McGonnell, operator, walked off with skate queen honors recently in contests sponsored by the Ohio chapter of the Roller Skating Rink Operators' Association.

Janet Lund won the senior title, while Betty Baney took honors in the junior division.

Finals in the contests were held concurrently with the Ohio State skating championships at Rollerland, Columbus, operated by Hazel M. Kearney and George H. Horvath.

Lovettere Given Time Extension

NEW LONDON, Conn., April 22.—Ocean Beach Park Board, which supervises the city-owned-and-operated Ocean Beach Park here, has approved a contract giving Michael Lovettere, operator of the roller rink concession in the recreation building, more operating time in 1950 for his \$2,500. The revision was made because Lovettere's insurance rates have increased.

In addition to Monday-thru-Thursday night operations, Lovettere will be permitted to stay open Saturday afternoons before and after the official season and Sunday afternoons when the building is not otherwise engaged.

Harry Kleinman Gets Patent On Combo Roller-Ice Skate

STATEN ISLAND, N. Y., April 22.—Harry Kleinman, operator of Staten Island Rolladium in New Dorp, has just received a patent on a new roller skate idea.

Kleinman says his invention facilitates repairs, especially on rentals, and makes it possible to convert from roller to ice and vice-versa with practically no effort and using only a screw driver.

N. Y. Rollerries Hold Meets

NEW YORK, April 22.—Local rink roller contests have reached a pre-State meet climax with three important ones decided. Here are winners in finals of a flirtation waltz event, Monday (3), at Gay Blades Rollerdrone: Bob and Ruth Miller, Wal-Cliffe; Michael Wahling and Lorraine and Camille Maddalone, Eastern Parkway. Winners of a boy's freestyle event at the same rink, Tuesday (4) were: Billy Paynter, Queens; Joe Davis, Gay Blades; Don Russell, Queens. Here are results of a club championship, Thursday (30), at Bay Ridge Rink: Bill Calderone and Miriam Centaro; Chris Anderson and Evelyn Nelson, and Ernest Schmelder and Dolores Konezal. Only metropolitan are contest running regularly is the Sunday night skate dance series at Park Circle Rollerdrone, Brooklyn. All RSROA amateurs are eligible.

Klanner Joins Detroit School

DETROIT, April 22.—James Klanner, Johnstown, Pa., has joined the faculty of the National Academy for Roller Skating Teachers at Edgewater Park Rink here, according to Vivian Heard school president Klanner, a graduate of the school last year. Is writing scripts for a series of skating shows.

200G Fire in Philly House

PHILADELPHIA, April 22.—A four-alarm blaze which did damage estimated at \$200,000 by its owner, James Toppi, struck the old Metropolitan Opera House here, early Tuesday (11). In recent years the Met has been used as a ballroom, roller rink and sports arena. It was the second fire for the hall. On February 5, 1948, fire caused damage of \$165,500 to the building.

N. Y. Carnival Draws Warning By ARSA Heads

NEW YORK, April 22.—Because the United States Amateur Roller Skating Association (USARSA) has not sanctioned the May 24 Roller Skating Carnival to be sponsored by The New York News Welfare Association in Madison Square Garden, the USARSA has warned its registered amateurs that they will be disqualified for future USARSA-sanctioned amateur contests if they participate in the Garden events. It also warns that other amateurs entering the contests will disqualify themselves for future membership in the USARSA.

The contests have been sanctioned by the Roller Skating Rink Operators' Association and are open to all amateurs.

Inasmuch as the USARSA holds membership in the United States Olympic Association, Amateur Athletic Union and Amateur Skating Union, such disqualification carries over into all other amateur sports, including Olympic games, says the USARSA.

Shore Takes Lead In RSROA Contest

NEPTUNE, N. J., April 22.—Operators Bill Junda and Thomas Livingston announced this week that their Shore Rollerdrone has reached 300 percent of its quota to lead the nation's medium size rinks in the current Roller Skating Rink Operators' Association (RSROA) amateur card contest.

Shore, incidentally, seems to be making a habit of doing things in a big way. In recent "March of Dimes" fund raising competition, for instance, it topped all other metropolitan area RSROA rollerdromes, including the big New York City ones, with a record contribution of over \$900, compared to the second place \$500 donation.

Rink-E-Dime is the name of a roller skating column started recently in the Sunday Wilmington (Del.) Star.

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(Continued on page 86)

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LEAGUE BASEBALL THROWING MACHINE-Hand operated, automatic ball control in front of foot enclosed wire batters' cage; safe, skillful and entertaining; this proved money-maker can be based on percentage basis or purchased outright; act now; bring America's favorite sport to your park. Play-Ball Machine Co. of America, 507 N. Lawrence, Chicago 25, Ill.

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MAIL ORDER BEGINNERS-START SMALL. Free big free descriptive literature. Write: Main Mail Order Service Box 231, Keyser, W. Va. ap28

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SAVE UP TO 50%-WHOLESALE SOURCE OF equipment for almost any product, material or equipment \$1 per item; three for \$3; send no money in advance; pay on approval. Write: listing items. Fast one day airmail service. Donald Kelly, 954-B Whitcomb, Detroit 27, Mich. my8

SELL DELICIOUS SNOWBALLS-TREMENDOUS profits; make them yourself; Ice Shaver with Flavor Solid work and 500 Snowballs, \$2.25 postpaid; free folder: Snow Machines Supplies, etc. Snowball Co., 95343 Lutzmeyer, Jacksonville 8, Fla. my6

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WANT TO MAKE EXTRA INCOME AT HOME? Develop mail order business. Write: free details. Business Opportunities Publications, Middleburg Va. my13

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WILL SELL, ACCOUNT ALL HEALTH, established, good location, Big East Time Concession in busiest spot of Coney Island amusements. All (19) Machines completely overhauled, including new feature embodied. Write for appointment call \$5.00 or weekend, 1031 Jones Walk, Coney Island.

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COIN-OPERATED MACHINES, SECONDHAND

A Large list of Second Hand Coin Machine Bargains will be found on page 99 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, \$5; BEAUTIFUL RED VELVET Caplets, Five pieces (12 1/2x20), \$75; Ten Blue Suits, 12 pieces, \$25 each. my13

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We Have Everything For: Jewelers • Engravers • Demonstrators

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- 3-PC. FOUNTAIN PEN SETS
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- FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

Or. \$60.00

Sample \$6.00

25% Deposit, Bal. C. O. D. f.o.b. New York

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Only 75c Will Save \$100 or More for Purchaser

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ATTENTION: AUTO PARTS SALESMEN, if you are looking for a big demand product on which you can make money, then you will give this matter your immediate attention, for this item will be a favorite with your customers.

Address all communications to Detroit plants CALLO MFG. CO. 2618 McClellan Detroit 14, Mich.

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FAST SELLING TRICK! 4 NICKELS TO 4 DIMES

Precision made of brass. Chrome & nickel. An into dime! No skill required. Everybody wants one! \$4.95 - \$1.50 Postpaid \$6.25 for one doz. or \$18.00 for 2 doz. Remit with order. 131-B W. 42nd St. New York 18, N. Y.

D. ROBBINS & CO.

(Continued on page 88)

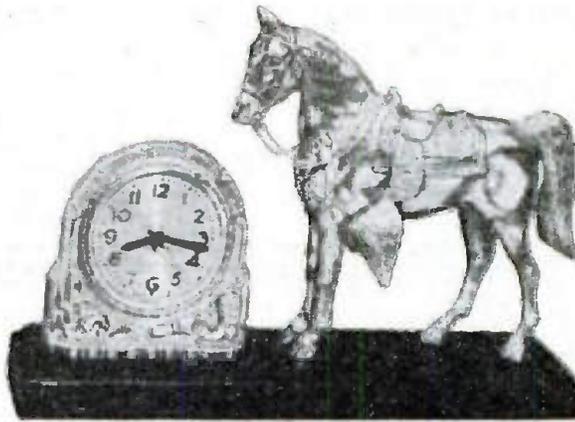
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24 Karat Gold
Plated Finish

HORSE

AND

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Check these features

1. Lifetime finish
2. Gilbert self-starting 4-inch electric clock
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4. Mahogany finish wooden base, 4 1/2 x 17 x 1 1/4
5. Clock with boots and western motif, 8 inches high.
6. Guarantee with each clock

\$5.27 Each

ONLY

\$5.27 Each

Money back guarantee within 5 days if not satisfied.

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Passaic, New Jersey

25% deposit, balance C. O. D., F. O. B. Passaic, New Jersey.

Samples \$5.75 Each

For Resale Only, Otherwise Add Federal Excise Tax.

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EVERYBODY WANTS
ROLL-A-RACE
HORSE RACE GAME

Exciting! Entertaining! Instant Appeal! Complete with dice, money, beautiful casino green felt pad and complete instructions. They sell like hot cakes.

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BRAND
NOVELTY CO.

\$12.00 per doz.
Sample, \$1.50 ea.

154 W. 27th Street. New York 1, N. Y.

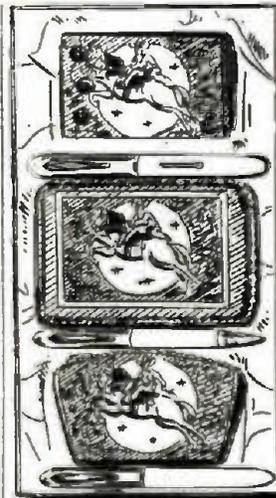
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NOVELTY NOISEMAKER

Was the fastest selling novelty before the war and now we have it again—American made—best quality.

Packed one gross in shipping carton.
DOZEN \$2.40 GROSS \$27.00

25% cash with order, balance C. O. D.

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Write for Our Carnival Catalog—Be Sure and Mention Line of Business



#3000—BIG SIX!
THE MIGHTY WESTERNER

6-Piece genuine Leather Wallet, Change Purse and Key Case; Pen, Pencil and Ball Pen Set.

Consists of genuine fine quality leather zipper wallet, Key case and zipper change purse. Colorfully embossed in Western designs—6 different embossings. Put up in a silk-lined display box together with a fine quality 3-Piece Pen, Pencil and Ball Pen Set. Made to retail at \$12.50, our price...

\$21.00 DOZ. SETS SAMPLE \$2.00

25% Deposit—Money Order, Balance C.O.D.
Allow for postage on prepaid orders.
Write for list of hot specials!

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Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Mampers, Hosiery, Plaster Sium, Flying Birds, Whips, Balloons, Hats, Canvas, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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1950 Catalog

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NEW LOW PRICES ON ALL PEN SETS

WE WILL NOT BE UNDER-SOLD \$4.50 Per Doz. \$51.00 Per Gr.

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The original 3-piece Pen Set that has a fountain pen with a self-filler, a mechanical pencil that refiles and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed slip at a new low price of \$4.50 per dozen—\$51.00 per gross. This is the same pen set that we formerly sold at \$45.00 per gross. Sample 72c. We guarantee all sets. This is a real buy and the best buy in the country.

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These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

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Filigrée Ball Point Pen and Key Chain with colored stones.

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Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$3.50 per dozen or \$39.00 per gross. All cellophane wrapped. Sets on sight. Sample 50c.

We ship same day when we receive orders. We ship all over the world.

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KENDEX CO., BABYLON 77 N. Y.

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You should have our price list. Write now, early bird list ready for mailing.

ITEMS YOU CAN USE AT PRICES YOU CAN PAY

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Own your own business stamping key chains, name plates, social security plates. Samples with name and address, 25c.

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1939 LINCOLN—NEW MOTOR, ALL MOVING parts new. Ideal for heavy trailer. 801 Badgerow Blvd., Sioux City, Iowa.

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ARTIST'S BIG SIZE CARTOON BOOKLETS, 10, \$1 sample plus humorous cards, 25c. Kaye Harris, Box 350, Palm Springs, Calif. my8

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A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit less than pound, easily concealed; accuracy specifications price. Write Nelson Enterprises, 336 E. 8th, Columbus, O. Jc3

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FALSE PLATE WEARERS—NEW PLATE FOR old in 24 hours! Low as only \$18.50! Enjoy comfortable, attractive false teeth. Made of Rubber, Dupon, Beauty-Plus Plastic, and more savings. Rush name for free details. West Dental Laboratory, Dept. K, 137 Dearborn, Chicago 2, Ill.

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HAMMOND NOVACHORD, FINE CONDITION; Hammond Organ, late Model BV Leslie, Hammond Speakers; Accessories, Gadgets or complete outfit for the working organist. Ken Thompson, Electronic Organ Broker, 26 Englewood Ave., Waterbury 4, Conn. my8

THEATRICAL MODERNISTIC BABY GRAND Piano, Hammond & Peck. Ebony finish, 2 1/2 in. inlay. Serial #700. 73 Nassau Rd., Great Neck, N. Y. Imperial 7-5861.

(Continued on page 90)

SILVER PLATED 32-Pc. SERVICE FOR SIX

HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

10088 Per Set \$3.95 10 Sets \$3.85 Per Set

Display Chest Extra, \$1.00 Each.

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PISTOL LIGHTERS

Large size, highly polished, 3 1/2" x 2 1/2" \$8.00 2 samples; dozen \$78.00

Black handled, highly polished, dozen \$12.00

When open (medium size) \$14.00

These are not painted but black simulated steel handles.

Chrome Plated, precision made, dozen \$11.00

Sample of each, all 5 styles, \$16.00

THIS WEEK'S SPECIAL:

Combination Pocket and Table Lighter, dozen \$25.00—\$9.00

THE WOLF PACK

Cuties, World's Nudist—52 Beauties in natural colors, plastic finish. \$14.00 dozen sample \$2.00

Save time; order trial dozen. May be returned if not satisfied.

25% deposit, balance C.O.D. plus postage. Orders under \$16.00—Send full remittance. We credit with full remittance.

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OREGON 3-2419

"THE HULA HONEY"

—more movement than a 17 Jewel watch—\$8.95

You can almost hear the rustle of her grass skirt when "The Hula Honey" vibrates in this 5x7 MOBILE CALIFORNIA SEL. Send \$1 for postpaid sample. One dozen \$25.00 per dozen. Also available, Winking Girl, Baby & Cat. 25% deposit, balance C.O.D.

C.O.D. F.O.B. N.Y.C. MARK SALES CORP.
Dept. 1206, 234 Grand St., New York, N. Y.

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Two-Blade Photo Jack Knife... \$2.25 Doz.

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Extra Fine Quality Pinking Shears... 18.00 Doz.

4-Piece Knife-Pan & Pencil Set... 3.75 Doz.

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Pistol Lighter... 14.50 Doz.

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25% deposit with order.

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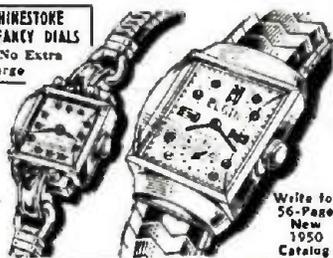
Men's and Ladies' Nationally
FAMOUS WATCHES
★ ELGIN ★ BENRUS ★ GRUEN
★ BULOVA ★ WALTHAM

**RHINESTONE
& FANCY DIALS**
At No Extra
Charge

Modern new designs.
Reconditioned and re-
built, guaranteed like
new. Complete with
leather strap.

7-JEWEL
\$8.75

15-Jewel, \$10.75
17-Jewel, \$12.75
21-Jewel, \$16.95
Cold Plated Expan. Band, 95¢ add.



Write for
56-Page
New
1950
Catalog

Lord and Lady Boat
WRIST WATCHES \$6.59

70k. R.O.P. yellow cases, late 18-J. ... \$8.95
models. Guaranteed like new. 17-J. ... 9.95

Wholesale Only! 6 Watches
minimum. (\$1 additional for
samples.) 25% with order
—balance C. O. D.

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5 S. Wabash Ave.,
Dept. B-29, Chicago 3, Ill.

FACTORY CLOSEOUT! RINGS!

Heavy 1/20 14K. R.O.P. rings with imitation
rubies and whites that look like
the real thing. Included are rings
that sold \$36 doz. wholesale.
(2 doz. each with tray only.) Doz.

\$9.95



"GOLDEN NYMPH" ELECTRIC CLOCK

Handsomely sculptured figure of a
nude bathing girl cast in yellow gold
color metal with silver colored metal
wave for base. Holds Sessions elec-
tric clock movement mounted in silver
colored metal case. Felt bottom pro-
tects table surface. Overall height,
8 3/4 in.; width, 12 in. Shipping wt.,
8 lbs. MA307.

Sample **\$7.75**

6 or more, each, **\$7.50**

PRICES DO NOT INCLUDE POSTAGE

25% DEPOSIT REQUIRED WITH ALL C. O. D. ORDERS

CARNIVAL AND CONCESSIONAIRE CATALOG READY ABOUT APRIL 15.
WRITE FOR COPY GIVING ROUTE 2 WEEKS AHEAD.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA



POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. \$2.90

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

Do You Have Our No. 59 Cata-
log issued in 1949? If Not,
Write—Now Working on 1950
Catalog.

State Nature Your Business in First
Letter

WISCONSIN DELUXE CO.

1902 N. THIRD ST.
MILWAUKEE, WIS.

COLLEGE PENNANTS

WITH AUTHENTIC SEALS AND COLORS.
4x9 and 12x30 inch.

SOUVENIR PENNANTS

For CONVENTIONS, CITIES, PARKS.
All Sizes. Artistically Designed and Colored.

Special assortment of the important
COLLEGE PENNANTS

30 pieces of 12x30 inch, each different.

For **\$4.50**
or 50 for **\$7.50**

PRICES FOR 100 OF A
KIND ON REQUEST

Write for a Stock List for Immediate Shipments

COMMERCIAL ART PRODUCTS 7645 East Jefferson Avenue
DETROIT 14, MICHIGAN

YOUR *Sales & Profits* GO UP WHEN YOU SELL
floating **BALLOONS!**

... and you can fill 'em and sell 'em easier
and faster with the Hi-Ball* Balloon Filler!

There's no doubt about it... everyone—men, women and kiddies
always prefer a helium-filled floating balloon.

You can cash in on the favorite by using a Hi-Ball Balloon Filler,
because you'll fill 'em faster with no wasted helium due to leakage.

ORDER FROM YOUR JOBBER TODAY!



**HI-BALL BALLOON
FILLER**
No. 10092A **\$8.00**

EASY, FAST FILLING...
Simply slip balloon over noz-
zle and press down... a one-
handed operation.

LEAKPROOF...
All the helium goes into your
balloons—none wasted by
leakage.

ADJUSTABLE...
Pressure easily set for fast fill-
ing of any size balloon.

**BALLOON
MANUFACTURERS
and JOBBERS!**

Write for details about
profitable sales plan,
including folders, cat-
alog cuts, etc. on the
new Hi-Ball Balloon
Filler!

Simple
**One-Hand
Operational!**

The Hi-Ball Gauge Adapter shows at
a glance the approximate amount of
helium remaining in the cylinder—
no running out of gas unexpectedly
when the crowds are big.



**HI-BALL GAUGE
ADAPTER**
No. 10097 **\$5.50**

The BASTIAN-BLESSING Company

4201 W. Peterson Ave., Chicago 30, Illinois

Pioneers and Leaders in the Design and Manufacture of Precision Equipment
for Using and Controlling High Pressure Gases

Price Correction—ZITO DOGS*



I don't see why
the dogs divorced her

Actual Size

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SPICY—WITTY—ENTERTAINING

Steady year-around mailable moneymaker
for resort concessions, souvenir shops, magic
and joke shops, pitchmen, etc.

★ **45 SCREAMINGLY FUNNY ZITO DRAWINGS TO
THE SET—ALL DIFFERENT IN COLORS**

★ **BIG MONEY MAKER AT 50¢ RETAIL**

★ **EACH SET PACKED IN SOUVENIR BOX READY
FOR MAILING**

★ **MONEY BACK GUARANTEED**

24 Com-
plete Sets
with Dis-
play Box **\$6.00** We pay **\$32.40**
postage per gross sets
f.o.b. N.Y.C.

JOBBERS: Write for Quantity Prices

GOULD NOVELTIES, INC.

Exclusive Representatives

1657 BROADWAY
NEW YORK 19, N. Y.

**WE HAVE PLENTY OF MEN'S AND
LADIES' RINGS. \$1.10 DOZ. AND UP.**

Sample Assortment \$5.00

25% Deposit on All C.O.D.

Complete line of all price ranges in costume
jewelry. We also stock men's and ladies'
stone set gold plate rings sterling rings and
gold filled rings as well as plated novelty rings. The Idents
mentioned in the ad above are base metal and nickel silver.



GENUINE CAMEO
Set with genuine diamond
\$13.50 Doz.
pins and necklaces to match,
set with rough diamonds, at
\$13.50.

JOHN BERKOWITZ & SONS
WHOLESALE JEWELERS

310 E. DOUGLAS



IDENTS

\$3.00 to \$7.50 doz.

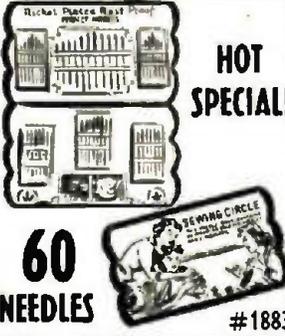
WICHITA 2, KANSAS

OUR NEW 1950 PRICE LIST IS JUST OUT
SLUM • BINGO MERCHANDISE • PREMIUMS • BALLOONS
CARNIVAL SUPPLIES • NOVELTIES • WATCHES

M. A. SINGER CO.

207 HENRY STREET, DEPT. B, DALLAS, TEXAS

HOT SPECIAL!



60 NEEDLES AND NEEDLE THREADER BOOK #1883

Easily can be retailed from 50c to \$1.00. Consists of 50 needles and 10 darners in an attractive package.

\$8.40 GROSS In Gross Lots Only

35% Deposit — Money Order; Balance C.O.D. Allow for postage on prepaid orders. Write for list of hot specials!

IMPERIAL MDSE. CO.
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NEW YORK 3, N. Y.

FREE PUSH CARDS—ADDS PROFIT

Quality is better than price. Here is that **SECOND-LOOK GIVE-ME-ONE**, useful Push Card at Novelty that you have been looking for. It makes an ideal gift push card or salesboard item. **IT'S A BURN-FIRE HIT.** This smart gold-finish mechanical pencil has a Halfwood cuttle in the Penel, and the window closes while writing. **IT'S A SENSATION** — Send \$1.00 for 1 sample postpaid. 1 doz. for only \$5.00. 1 doz. or more only \$5.00 per doz. (Free **BIG PROFIT PUSH CARD WITH EACH 1/2 Doz.**) Each in box with guarantee, 25% deposit, balance C.O.D., plus delivery charges, or send full amount and we prepay in U. S. A.

AL HAWKINS & CO.
Box 1285, Sioux City, Ia.



COLLECTORS' DOLLS in Glass Stands

Height 5 1/4 inch; beautifully dressed; real Bisque; easy to display; easy to keep clean; 12 different models.

\$12.00 Per Dozen FOB San Jose
Sample \$1.50

IDEAL SALESBOARD PREMIUM!

Write for lists of other lines, including colored series.

1394 Yosemite
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Complete Line Carded Merchandise, Notions — Novelties.

S & M SALES CO.
1123 Park St. Columbia, S. C.



ORIENTAL DESIGN RUGS \$16.50 Each

Attn: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra heavy 6x9 ft. room size RUGS! Perfect Quality, Newest durable Rug to hit America! Woven of Rayon-Cotton Yarn, sturdy as Wool. Greatest Money Maker today! ALL SIZES, COLORS, \$4 to \$12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalogue 25c deposit with order. balance C. O. D. AGENTS WANTED.

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Dept. P5, 20 W 37th St., New York 1, N. Y.

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FOOL YOUR FRIENDS! MILLION DOLLAR Fake Insurance Policy, \$1; Fake Wedding License, \$1; Fake Divorce Papers, \$1. United Sales, P.O. Box 636, Reading, Pa.

HAVE FUN! WRITE TO YOUR FRIENDS ON Humorous Novelty Stationery, it's comical; 35 illustrated sheets; 32 envelopes, \$1. Gesell Printing Co., 117 Johnson, Winona, Minn.

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DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices: Eastman I.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds; Cameras for in-doors, complete Photo Booths, etc.; free in-formation; and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap29

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PHOTOMOUNTS — LOWEST PRICES, 3x3, 3x2 1/2 and 100; 2 1/2 x 1000. Free samples; other sizes. Penna Photomounts, 356 Woodland Avenue, Glenolden, Pa. Je3

ROADSHOWMEN, COLLECTORS! BURLESQUE, Art, 100' Sound, \$5; Silent, \$4; Girl Numbers, Musicals, 400' \$6. All like new; rentals, exchange. Joe Ulmer, 103 W. 16, Jacksonville, Fla. ap29

THE NEW EASTMAN IMPROVED TYPE DI- rect Positive Paper, now available in all sizes. Mark & Fuller, Inc., 70 Seio St., Rochester 4, N. Y.

WANTED — 16MM. MOVIES OF ANIMAL ACTS, Jugglers, Acrobats, etc., suitable for children. Black and white or color, from 100 ft. to 400 ft., sound or silent. Need not be professional. Personal, amateur pictures will do. Will pay \$100 or more for original film or duplicates, or we will make duplicates and return original. To be used only for children's toy projectors. Write to Dover Film Corporation, 151 Hallett St., Boston 24, Mass. All like new; rentals, m35

1 1/2x2 SENT AUTOMATIC CAMERA — COM- plete with leather booth (automatic take-hand finish), \$100; 4.5 lens. Longstreet's, 715 Mattison Ave., Asbury Park, N. J. ap29

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RATE—12c a Word Minimum \$2
Remittance in full must accompany all acts for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week's Issue

ADVANCE TICKET SALES MANAGER — NEED thoroughly experienced Advance Ticket Man for 1000 or 6000 seats; large territory; high grade exposition company; write, giving all information about experience and references. Appointment for interview in New York City about middle of May will be granted qualifying applicants. Address Frank Dubinsky, Hotel Kirkwood, Des Moines, Ia.

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CANVASMAN — MUST BE SOBER AND RE- liable; 50x80 bale ring top; making two-week stands. Opening May 22. State age, lowest salary. Peas Barton, Ideal Comedy Co., Adelphi Ohio.

COMBO DRUMMER WANTED — SALARY \$85 tax paid. Location, society, Latin, swing; 6 nights. Ace Dinning, Great Falls, Mont.

MAN FOR HOME TERRITORY — NO SELLING. Weekly check arrangement. Exp. unrec. McBrady (Est. 1894), 1047-BB, Van Buren, Chicago 7.

WANTED — A GIRL ACCORDIONIST. AT- tractive, willing to travel, experienced West-ern swing, Radio, theater; steady work. Wire Hotel America, 115 W. 47th St., Room 713, N. Y. City.

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ROLLER SKATING INSTRUCTOR — LARGE Southern rink. Must hold RSRDA certificate; state age, experience, medals held, base salary expected. Box C-92, Billboard, Cincinnati 23, O.

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WANTED — GIRLS OR IMPERSONATORS FOR Glee Show. Experience unnecessary. Ethel Staley, Dwell Arnett, Irene, Betty, Cecil Starr, contact Rita Rare, care Shan Bros., Atlanta, Ga.

WANTED — ACCORDION PLAYER FOR TOP- notch Western band show and dance. State ill in first letter. Johnnie Silver, Alliance, Nebraska.

WELL ORGANIZED, NON UNION, 7 OR 8 piece swing combination for dance pavilion. Summer season, 12 to 13 weeks, 18 N. Western, per week, \$200. S. J. McGinnis, 105 N. Western, Topeka, Kansas.

(Continued on page 92)

AMERICA'S BEST BUSINESS CARD VALUE — 1,000 quality cards, \$3.95 postpaid; offer good U.S.A. only; samples on request. Mid-town Specialty Sales, Dept. 12, Box 1234, Detroit 31, Mich. m33

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LOWER WINDOW CARD PRICES! — FLASHY three-color, 14x22 heavy cardboard posters, 56.50 hundred. Tribune Press, Earl Park, Ind. ap29

NEARGRAVURE EMBOSSED LETTERHEADS! Sparkling! Dynamic! Special! Illustrations! Fairs, Midways, Concessions, Restaurants, Magicians, Spook, Bookers. Samples \$100. Solidays Colorprint, Knox, Indiana.

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CUTIE-NUDIE FLASHLIGHT—REAL MONEY- maker, new, 100; sample and wholesale price list. \$1. Pace, 856 Hamilton, St. Louis 12, Mo.

SALESMEN—GOOD EARNINGS; WISH TO hear from reliable men now established covering sales of equipment to outdoor amusements. Tom Thumb Streamers, Inc., Sarasota, Fla. m33

SALESMEN—SIDELINE: EARN \$3,000 NEXT five months selling calendars, advertising specialties; buyers everywhere; big comm. advanced; samples free. Continental Calendar, 142-C South Dearborn, Chicago.

SALESMEN MAKE \$2500 NEXT 7 WEEKS— New sensational deal every merchant wants. Beautiful sales kit free. States Trading, 330-A S. Wells, Chicago 6.

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NIEMAN CARNIVAL-CIRCUS BANNERS, THE best in the Midwest; no disappointments. Nieman Studios, 1256 Halstead St., Chicago, C. R. 2344. m36

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A-1 TATTOOING MACHINES, DESIGNS, COL- ors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3, Calif. m32

EVERYTHING YOU NEED FOR TATTOOING— Electric Tattoo Machines, Designs, Colors; complete outfits. Illustrated catalog free. M.H. Zela, 728 Lesley, Rockford, Ill. lu10

WANTED TO BUY

USED 16MM. SOUND WESTERN FEATURE— I pay \$20. Herbert Dorr, 922 9th St., N.E., Canton, O. m33

WANTED — CUSTARD MACHINE, CONTINU- ous flow in trailer; have \$1,000 cash. Best reference, collateral. Write: Joe Herbert, Co., Del., Lake Charles, La.

Take an honest tip from us

THIS IS IT!

EVANS LIGHTER

Set in genuine imported "PEDRARA" ONYX

\$4.65

In case lots, F.O.B. N. Y.

- GOLD FINISHED LIGHTER UNIT
- HAND POLISHED ONYX BASE
- INDIVIDUALLY PACKED
- EVANS WAR-RANTY
- A SURE MONEY MAKER

75% with order, balance C.O.D. Samples \$5.00 postpaid. Orders shipped day received.

NEW ONYX PLASTIC AND NOVELTY CO., Inc.
1510 BROADWAY BROOKLYN 21, N. Y.



BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.
817-823 Broadway, Newark 4, N. J.

Imported Swiss Stop

CHRONOGRAPH BRAND NEW! TERRIFIC SELLER!

with 4 3/4mm. Rubies, 8 5/8mm. Diamonds, \$1.00 extra.

C. O. D. orders from non-rated concerns, 10% with order.

On orders under 6 watches, add \$1.50 as S.A.R.O. WATCH, Y-1674 B'way, N. Y. 19, N. Y.

Watch Only \$3.20
Lots of 48 \$2.30
Lots of 12 3.40
Lots of 6 3.50
Gold Plated, 75c extra
Plastic Band, \$1.00 Doz.

a Tachometer a Precision Made a Chronometer a Unbreakable Crystal a Attractive Dial a Large Sweep Hand a Hands and Numbers Glow in Dark. 10 Doz. Gross Lots



6000 Smash Hits

In 400 Page Wholesale Book

Dealers, agents, salesmen and jobbers, you will find this book bulging with Test and Money Makers. Latest catalog shows average price reductions about 15% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25c brings you this latest 1950 wholesale catalog of Tested Sellers. You may take credit for the 25c on first order. In that case the Book will not cost you any money. Get your copy now before supply is depleted.

SPORTS CO. 4-50 Lamont, La Center, Minn.



HEAT WAVE WATCH FOR IT

GUN LIGHTERS

Pocket Size. All Metal. Black Handles. Buy Direct. Immediate Delivery.

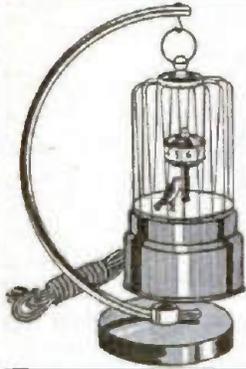
\$15.00 Per Doz.

Net cash with order. Distributors, write for special prices.

ERNIE'S ENTERPRISES, IMPORTERS
725 Pine St. St. Louis, Mo.

The New— Fascinating

ELECTRIC BIRD CAGE CLOCK



IT'S DIFFERENT!

All chrome construction, precision timed. An item of beauty and usefulness. Miniature Blue Bird dances a constant jig when clock is in operation. A sure seller for Premiums, Concessions, Pitchmen, Salesmen and Retailers! Operates on 110 volts AC current.

RUSH YOUR ORDERS NOW — BE FIRST IN YOUR TERRITORY! DON'T GET LEFT BEHIND!

ONLY \$4.50 each \$53.00 per dozen individually boxed

Special! WESTERN SADDLE HORSES ALL BRONZE PLATED—PERMANENT SADDLE Special!

10" High—11 1/2" Long (12 in Master Carton)	\$1.47 ea. in doz. lots or \$17.64	4 1/4" High—5" Long (72 in Master Carton)	32 1/2c ea. in doz. lots or \$3.00
8" High—11" Long (12 in Master Carton)	\$1.28 ea. in doz. lots or \$15.36	2 1/4" High—2 1/4" Long (12 in box (12 boxes in Master Carton)	16c ea. in doz. lots or \$1.92
5 1/4" High—7" Long (18 in Master Carton)	50c ea. in doz. lots or \$8.00	MINIMUM ORDER: ONE MASTER CARTON.	

New Ready! Free Illustrated Catalog. Over 50 fast-selling items.

Coming Soon! Sensational Animated Units at Popular Prices

STATE BUSINESS WHEN ORDERING.

Rush Your Orders Today Terms: 25% deposit, balance C.O.D., F.O.B. Chicago for resale only—if not for resale, add federal tax.

JAY-KAYE PRODUCTS CO. 1835 Milwaukee Ave. Chicago 47, Ill. Phone: Humboldt 6-7021

High Quality Latex



Actual Size

New!

ORIGINAL "HORRIBLE FINGER"

Made of Latex Rubber—individually hand painted in natural life-like color. Fits any finger, giving it gory-looking, discolored, swollen appearance. Bloody looking bandage at connecting end. Person wearing it can almost feel its throbbing pain.

Individually packed—one in a box with gauze and instruction slip. One dozen to display box. #623 Horrible Finger, Per dozen... \$3.60

ALSO made in a cheaper and smaller size. Packed bulk. Two dozen to display box.

#624 Oh My Finger. Per dozen... \$2.40

All prices F. O. B. Chicago—include 20¢ per dozen for postage.

H. FISHLOVE & COMPANY, 714 N. FRANKLIN STREET, CHICAGO 10, ILLINOIS

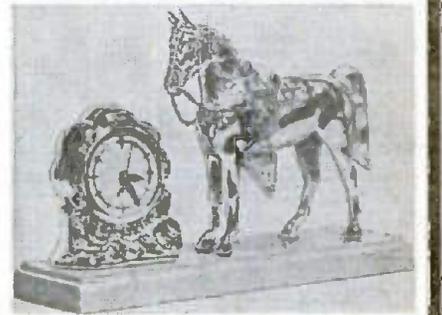
DON'T BE HALF SAFE!

Original HORSE CLOCK

Gold & Silver Two-Tone Finish 17" LONG, 12" TALL

Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.

ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR



Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

If not for resale, add Federal Excise Tax. 25% Deposit, Balance C. O. D. Telephone: Oregon 3-4330

#215-G \$6.60 Each in Doz. Lots \$7.50 Each

CUTLER & COMPANY, INC. 928 Broadway...New York 10, N. Y.

Sensational New Low Prices!

7-JEWEL SWISS WATCHES LADIES' OR MEN'S

\$8.25

Genuine Swiss Movements Precision Re-built and GUARANTEED LIKE NEW!

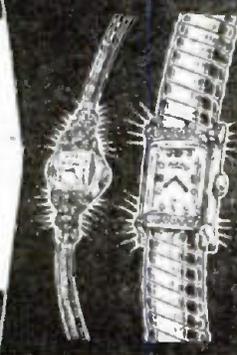
Ladies' or Men's in Lots of 3 or More	
7-Jewel	\$ 8.25
15-Jewel	9.25
17-Jewel	10.25

25% deposit on all C.O.D. orders. Gold Plated Expansion Band, 90c additional. Beautiful Rhinestone Dial, 45c additional.

WRITE FOR New Value-Packed Catalog—ORDER TODAY!

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BEAUTIFUL NEW STYLES!



FINISHED PHOTOS IN 2 MINUTES Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER

700% PROFIT

Takes and finishes 30 to 40 over-lasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy-to-operate portable photo studio.

Pictures cost 2¢—sell for 15¢ to 25¢. Folks see photos "come to life" in broad daylight. PHOTOMASTER is the dream come true for pitchmen, "muggers," etc.

WRITE TODAY! Get all the facts about the new, amazing PHOTOMASTER.

P D Q CAMERA CO., 1161 N. Cleveland Ave., Dept. 88 Chicago 10, Ill.

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Cash in now on these sensational low prices. Stuffed Fur and Plush Toys Direct From Manufacturer.

- Terrific FLASH for CONCESSION AND PREMIUM MEN
- 30" Real Fur Bear, long hair, flashy rayon plush \$3.25 (11 in. asstd. colors. \$30.00 doz. SAMPLE... \$3 Ppd)
- 28" Rayon Plush Bear, cotton stuffed, embroidered nose, felt tongue, asstd. colors. While they last! \$24.00 doz. SAMPLE... \$2.75 Ppd)
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MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column.

New York:

Monowatt is marketing its Auto Handy Light, a 12-foot cord for aid in changing auto tires at night. Power for the light is furnished by plugging the cord into the automobile's cigarette lighter. It's a \$1 retailer. . . . Robert-Murray is offering a four-color mechanical pencil for \$1 retail. . . . Twin salt and pepper shakers shaped as sprinklers are offered by Dart Products to retail at \$1. They're made of aluminum with transparent bodies and stand 2½ inches high. . . . L. Lowy, ultra-blue stock sign manufacturer, is moving May 1 to 812 Broadway. Milton M. Silver (Arthur Rosenberg ad agency) is handling the account. . . . As a substitute for firearms, there's a tear gas pencil gun by Hagen Supply Company. Offered for less than \$4, it's reported to be effective against man or beast without leaving permanent injury. . . . Monroe Manufacturing has presented a new dice pencil as a \$1.10 retailer. It has five poker dice encased in a transparent mechanical pencil section. Also manufactured with bell machine fruit dice or regular dice. . . . The blade of Lido Toy's new knife disappears when making contact—a 10-cent novelty retailer. Lido's also marketing miniature cowboy and Indian riders as combination sets. . . . M. B. S. Company is importing 200X microscopes from France. They retail for \$12.95.

Sol Pritt, of Pritt Novelty, is offering crying towels as 79-cent retailers. The towels are imprinted with tears and gags. . . . Commonwealth Plastics has Magic Hat, a 10-cent toy. On the brim of a miniature top hat are white formal gloves. Move the gloves and a bunny is produced from the hat. . . . Designed for travelers, Mechanical Mirror Works has a three-way folding mirror with a simulated leather cover as a \$1.49

retailer. . . . Pop the Pup is a \$1.98 number by Wolfe Products. It's a bulldog in a doghouse. The dog pops out when you clap, shout or whistle. . . . Irving Hellman, of French Dolls, is offering 11-inch collection character dolls for \$2.98. . . . Coleman Cuttler (Cuttler & Company) says their original horse clocks are moving well. . . . Britain Products offering Boomer Wing, a 98-cent seller. The rubberized plastic Boomer-Wing, launched from a casting arm, sails into space and returns. . . . Arthur C. Kingston Jr. has been appointed director of sales for the Magnus Harmonica Company, plastic musical toy manufacturers. . . . Rite Point has introduced dice lighters to retail at \$3.75. The dice tumble in the transparent fuel section of the lighter. . . . Pres-A-Lite's automatic cigarette lighter-holder for cars (cigarette comes out lighted) retails for \$6.95. . . . Chester H. Roth is offering Roy Rogers boys' socks to retail at 25 cents a pair. Pictures of Roy Rogers and Trigger are imprinted on both sides of each sock. The same firm is handling Walt Disney character children's anklets, another 25-cent retailer.

Hershey Bar Bank is a \$1.95 item that vends penny bars of Hershey chocolate to encourage children to save their pennies. Refills of 24 bank size bars retail at 19 cents. . . . Peggy



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Direct from Manufacturer

25% deposit with order
Balance C.O.D.

Jaybee Plating Co.

174 Eldridge St. New York 2, N. Y.

NO CATALOGUES NO LARRIES

Hot-Terrific-New

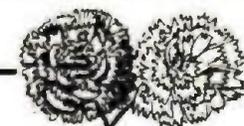
WOLF PAK

Plastic-Coated Playing Cards. 52 Art Studies of Exquisite Models in Natural Color.

\$15.00 DOZ. | SAMPLES \$2.00 EA.

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338 E. 4th St. Los Angeles 13, Calif.



MOTHER'S DAY CARNATIONS

PINK & WHITE

Best grade. Sells on sight in a big way.

Per 100 \$ 3.50
Per 1000 30.00

These carnations are taller made. We also have them made up with green and are very beautiful—Per 100—\$5.00

Immediate Delivery.

25% deposit required—Money order or cash.

HARRIS NOVELTY CO.

1102 Arch St. Philadelphia, Pa.
Phone: MA 7-9848

AREA DISTRIBUTOR

New Hot Item for Fishermen, Arrows for Bait—low priced. Attractive Country Display of Twelve Bottles. Bell Sporting Goods, Hardware, Drug Stores, Filling Stations, etc. Act quick.

BAIT-O-ROMA CO.

4800 Gledstone Avenue, Cleveland 4, Ohio

Cloth Books, Inc. is marketing at \$1.25 nursery rhyme cloth picture books in cellophane bags. . . . Zok-It is a 25-cent number. When you sock the air-filled base, a harmless rubber-tipped "rocket" shoots into space. . . . Another 25-cent item is Mavco's traveling toothbrush. Two sections in a single case are joined together to extend the handle length to that of a full-sized toothbrush. . . . C. Gameiser reports that Social Security plates are moving well. . . . As a souvenir item, Nautical Nuggets offers as a 40-cent retailer their "Boat in a Bottle." The bottles are lettered with a resort name, and the boat's hull and sails are in color.

Here and There:

Figurines are becoming a novelty sensation, according to Harry Greene, of Greene Novelty Company, Detroit, who is manufacturing them. . . . R. S. Novelty Sales Company, Aurora, Ill., is manufacturing Mone-Meter, coin dispenser for car or home use; Bath Aid, a wash cloth holder; Penni-Kup for pennies at the autoist's fingertips, and Buttray, wall-type ash tray and holder. . . . Walter B. Fox, Mobile, Ala., dealer in games, is offering for \$1 postpaid the new slot machine dice game. . . . Game consists of a pay-off card bearing the colored symbols of bell machines. Three dice bear odds and bell machine symbols corresponding to those on the card. Fox, who also handles canasta decks and other clubroom supplies, is manufacturer's agent for Exclusive Playing Card Company. . . . Duo-Riter, combination pen-pencil to retail at \$1 is offered by Holt Pen Company, West Warwick, R. I., after market tests established it as a seller, says George C. Holt, firm president. Guaranteed from tip to clip, Duo-Riter, in black, red or maroon, is offered 12 to a card for a 40 per cent profit.

West Coast:

Joe Samuels is back on the job at Wholesale Specialty, Los Angeles, after being out a few days because of illness. He has been with the firm for years. Gene Hoffman, Wholesale's owner, is pushing Pick-a-Note, a small gadget that plays a tune. Hoffman says the item has been endorsed by some name band leaders and radio celebrities. . . . The firm of Cline-Stewart was recently taken over by Henry Steinman and is offering carnival merchandise. The store has been in existence for years. Nate Lakowsky has been with the firm 35 years and has many friends among merchandise buyers. . . . Louis Dell, of Viking Specialty Company, Los Angeles, is looking forward to receipt of his first shipment of a new item in the pencil line. Dell said that it will be a couple of weeks before the merchandise arrives. . . . Ben Goldfarb, of Acme Novelty Company, recently returned from Washington where he met his brother, Phil. They worked on the reduction of the tax on imported goods. This firm carries a complete line of imported merchandise such as Chinese figures which are moving well. In the souvenir line, Acme is featuring the Little Pig tape measure, a plastic pink pig that has a tape measure coming out its mouth. Nat Gainsburg, who represents Acme on the road, is on his way to New York by automobile. He recently returned from a trip up the Coast to Seaside Park in Oregon and Santa Cruz, Calif. He reports that the automatic pistol lighter is hot. Both Goldfarb and Gainsburg are anticipating a big season. . . . Benjamin Budnick, of Lamp-Cal, Los Angeles is featuring Western lamps with special shades. Firm also makes vase lamps with ruching shades. Planter lamps are also available thru this firm. Prices are attractive to premium users, Budnick said.

4 RAIL UNITS

(Continued from page 53)

turn to the U. S. at Detroit.

William J. Lester, Ringling-Barnum contracting agent, is now in Canada scouting the territory for the four other locations that will be played besides Montreal.

HERE'S THE TOP MONEY WINNERS FOR 1950





WITHOUT WITH WITH

GAY NINETY DERBY HATS

Wool Felt — Assorted Sizes

\$6.00 per doz. \$5.50 per doz. gross lots

GAY NINETY HIGH TOP HATS

1" Band—Wool Felt—Assorted Sizes

\$12.50 per doz. gross— 1/2 \$12.00 per doz.

BEST QUALITY HOLLYWOOD BEAKS

(SOFT PLASTIC) DETACHABLE MUSTACHE

\$6.00 per doz. \$5.50 per doz. gross lots

GAY NINETY SIDEBURNS

ATTACHABLE TO NOSE BEAK OR EYEGLASS SHANK

\$6.00 per doz. pair \$5.50 per doz. gross lots

Be first with the GORY FINGER

Fits on any finger—soft, real lifelike rubber with gory cut and actual bandage.

PACKED 2 DOZ. WITH BOX AND DISPLAY CARD \$3.00 per doz. \$33.00 per gross

FLY in clear plastic ICE CUBES—a clever bar joke

\$1.80 per doz. \$19.50 per gross

Immediate shipment on the above items—25% with order, balance C. O. D. Postpaid when full amount accompanies order.

OLVERA TRADING POST

107 E. Sunset Blvd. Los Angeles 12, Calif.
Phone: MUtual 7014

BURKE UNDERSELLS EVERYBODY!

The Busiest Supplier In the East

You Must Be Delighted or Your Money Back

These prices for wholesale quantities. Sample 25% additional.

<p>RHINESTONE COSTUME JEWELRY SETS—Compare these with sets wholesaling up to \$48 doz. Each set hand-somely presented in plush box—\$17.50 solid price tags. Dz. . . . \$15.00</p> <p>COMBINATION RHINESTONE & PEARL SENSATION—Ultra quality pearl necklace with flashy rhinestone clasp with exactly matching pearl & rhinestone pins & earrings in gorgeous box—\$27.50 tags & looks like Dz. . . . 21.00</p> <p>14K GOLD FILLED CROSS ON CHAIN SET—With a genuine diamond in velvet box—\$19.95 retailer. Dz. . . . 14.40</p> <p>50 PC ROGERS SILVERWARE SET IN CASE—with the new luxury easy-to-grip hollow handle knives, 1/2 inch thick w/ 3/4 inch wide. Service for 8 includes 16 teaspoons, salad, regular forks, etc. In tremendous leatherette roll-up chest that measures 18x27 opened. An easy \$49.50 seller. Complete . . . 14.97</p> <p>EXCLUSIVE AMAZING CALENDAR CHRONOGRAPH WATCH—With four (4) hands, also tells date, Ea. . . . 4.80</p> <p>DOLLS—Gorgeously dressed in transparent gift box. Measured 11x9 1/2 inches. Dz. . . . 6.75</p> <p>PISTOL LIGHTERS—Brilliant chrome—the big one 3 inches long, for table or pocket. Dz. . . . 10.80</p>	<p>FLOATING MAGIC NUDE PENCIL—24K gold plate—gold shade opens automatically to reveal nude model, nature boy or baby on potty. Dz. . . . \$ 3.90</p> <p>PERFUME IN LUCITE BOX—Famous brand, nationally advertised at \$18.50. Dz. . . . 6.00</p> <p>3 PC. PERFUME SET—Retail \$16.00. Beautifully boxed, contains perfume concentrate, perfume & toilet water. Dz. . . . 4.20</p> <p>FIGURINES—\$1 quality. About 10 inches, assorted boys, girls, animals. Dz. . . . 1.44</p> <p>WORLD'S LOWEST PRICE ON THIS \$3.50 CLEAVER CARVING SET—in flashy box. Dz. . . . 14.40</p> <p>SILVERPLATE ASH TRAYS—Highly polished. 25c retailer. Dz.75</p> <p>ALADDIN LAMP SILVER PLATED AUTOMATIC TABLE LIGHTER—Large size, retail \$5. Dz. . . . 14.40</p> <p>SCHROZ—Heavy shell frame with the new real color, soft flesh-like look. Dz. . . . 2.50</p> <p>TREMENDOUS NEEDLE BOOK—A beautiful 8 1/2 inches—40 assorted quality needles, threader, etc. Retail \$2. Dz.75</p> <p>4 PC. PEN SET, GIFT BOXED, BRIGHT GOLD CAPS—With matching knife or key chain flashlight. Dz. . . . 6.00</p>
--	--

Add 25% for sample of any item. 25% deposit required on all C.O.D. orders. Write for our new catalog.

TED BURKE INDUSTRIES
10 West 27th St. New York 1, N. Y.



MR. BEAK—BIG NOSE

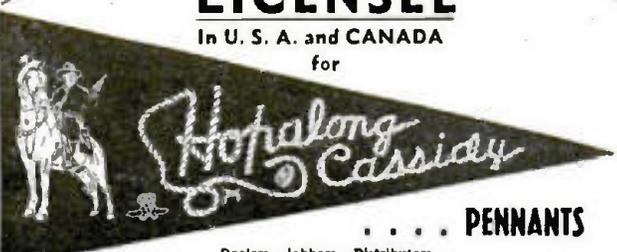
RUBBER NOSE AND FRAME

The best make on the market. Selling like wildfire all over the country and at the low price

\$2.75 Per Dz. \$28.00 Per Gr.

HARRIS NOVELTY CO.

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EXCLUSIVE **CASEY CONCESSION CO.** **EXCLUSIVE**
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 In U. S. A. and CANADA
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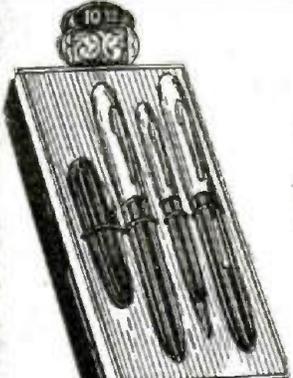
NEW LINE OF NOVELTY ASH TRAYS



Highly glazed white porcelain trimmed with 22 karat gold. Trays are 5" dia., 1" deep. Bottle and Lamp Shade styles feature any of 42 nationally advertised beer and soft drink miniatures (non-alcoholic) some of which are shown in ad border. Just off the press is our 1950 Catalog, showing the trade's latest crowd-stoppers. Write for a copy on your letterhead today.

BILL'S SPECIALTY MFG. CO.
 433 N. 2nd St. Milwaukee 8, Wis.

Big Flash!
SELLING LIKE WILDFIRE



Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

\$6.00 Per Dozen **\$70.00 Per Gross**

SAMPLE SET, \$1.00
IMMEDIATE SHIPMENT
 25% Deposit—Balance C. O. D. Send cash or money order.

HARRIS NOVELTY CO.
 1102 Arch Street Philadelphia 7, Pa.
 Phone Market 7-9848

WOW!



Hollywood's Greatest Unraveling THE PEEP HOLE EDITION OF THE PARISIAN SCARF DANCER

"Art" photo booklet with shooting surprise gag, 4 Striking Peeps of a Nifty Number.

\$3.80 DOZ. **SAMPLE 50c POSTPAID**
 (Cash With Order)

We prepay shipping charges if full amount accompanies order. Distributors, Jobbers—Write for Quantity Prices.

Associated Novelty Mfrs. 1024 West 7th St. Los Angeles 17, Calif.

Punch Work Demonstrators:
 You can make MORE money selling our **PERFECTED ART NEEDLES**



Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1, cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.

HOME ART and NOVELTY CO.
 1168 Farwell Ave. CHICAGO 74, Ill.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Pipes for Pitchmen

By Bill Baker

EDDIE WAHL scored solidly with his card layout at the recent Sports Show, Fort Worth. He's going to Cleveland to work the same deal at the sports show there.

The warm-weather cure has never hurt a pitchman.

JERRY COLLINS is reported to have passed out plenty of gadgets during his stay at the Sports Show in Fort Worth. Onlookers reported that the Texans liked his method of operation and the fact that he talked their language.

Let's have more lists of the boys and girls who are working special events this season.

A. L. CLARK continues to purvey his Sox out of Little Rock.

JACK TONE JR. pen worker, gathered in the geedus with that item at the recent Sports Show in Fort Worth.

The flat pokes get a fattening with the first signs of the sun's rays on both sides of the street.

ABE GILSTRAP is still in Georgia working spots around Atlanta to fair long green hauls.

Smiles go much further than frowns even when the going is the toughest.

MEXICAN JOE pen expert, is at a downtown Fort Worth location working to big takes with his egg-writing layout.

SOPHIA CURBY is still working to fair returns in St. Petersburg, Fla.

Don't take up so much of your tip's time talking about your troubles.

BUDDY VALENTINE cards from Milwaukee that altho his specialty is low at the moment he's working at the Hotel Schroeder in the Beer City. He adds that his song, *I'm In Love With a Married Woman*, has been getting good reception since its recent publication.

Let a pitchman make a fat statement and it usually falls flat at the showdown.

JACK SCHARDING comes thru with the following from his Long Beach, Calif., home: "Another pitchman of note was taken from this life with the passing of Jack Healy at his home in Los Angeles April 14. Healy, who recently celebrated his 56th birthday, was well

known among pitchfolk and in show business generally. He was a magician for a number of years and appeared with various Side Shows and in theaters. For the past four years, he was a partner in the Madam Elsie LaNore mental act. Funeral services were held in Los Angeles April 17 and among pitchfolk in attendance were Miss LaNore, Red Hallie, of astrology note; Jack Beard, needle worker, and Harry Usher, well known horoscope publisher and the writer."

The fact that there are blank spots to be played on every route doesn't mean that a seasoned pitchman doesn't know some of them.

FRED SMITH is still pitching around Conway, Ark., to reported good business.

The real pitchman is the one who knows the difference between asparagus and beans, but doesn't give a hoot.

H. E. RAINS continues to work to good results with his pitch layout around Albertville, Ala.

Pitchman continually look to the future. Get on your toes. The outdoor season is under way.

TOM CUNNINGHAM who stuck pretty close to Terre Haute, Ind., all winter, due to the illness of Mrs. Cunningham, is back on the road again, and was a Cincinnati visitor early last week. He de- (See PIPES on page 98)

OAK-HYTEX PATRIOTIC ASSORTMENT



Hit the Holidays with these Flashy, Fast Sellers Money Getters at any Spot... Any Time

No. 9 PATRIOTIC ASSORTMENT \$7.20 Gro. Plus Shipping Charges

Order from Your Jobber Today

The OAK RUBBER CO. RAVENNA, OHIO.

IMMEDIATE SHIPMENT ON ALL OAK PRODUCTS
 25% dep. with order, bal. C. O. D. New 44 pg. 1950 catalog free upon request.
M. K. BRODY
 1116 S. Halsted St. Chicago, Ill.



WRIST WATCH \$2.50 EA.
 BRAND NEW—NOT RECONDITIONED
 With Stainless Steel Expansion Band. Radium dial and hands. Red sweep second hand. Chrome case. Biggest value on the market Only (6 or more)



CHRONOGRAPH WRIST WATCH \$3.75 ea.
 (6 or more) Sweep second hand runs or stops at click of button. 24-ounce dial. Chrome case. Leather strap. 6 or more—\$3.75 ea.

Same watch in gold plated case—\$4.50 Ea.
 10% Deposit—Balance C. O. D.
BURTON SALES CO., Dept. E-28
 843 W. Madison St. Chicago 6, Ill.

DIRECT From Manufacturer
Sensational Value

Beautiful 3 piece set: Moored, point fountain pen, automatic pencil and precision ball pen, assorted colors with gold plated caps. Attractively boxed. Five Cartridges.

SPECIAL PRICE

50¢ Per Set
Sample Set, \$1.00.



These Pens Sell Like Wildfire!
Combination ball pen and lighter.

35¢ Ea.
New 1950 Vacuum Filler

\$4.20 Doz.
\$48.00 GROSS
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!

H. EPSTEIN
37 East 32nd St.
New York 10, N.Y.

3 PIECE PEN SET
\$4.50 DOZ.
\$51.00 GR.

"Original" 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

FLOATING DOLL PENCIL
\$3.75 Dz. **\$43.20** Per Gr.

3 pc. all gold pen sets. Guaranteed with \$7.50 gold embossed price tag, \$5.50 dz.; \$63.00 gr.
4 pc. pen set, including pencil, pen, ballpoint and pen knife, \$8.00 dz.; \$70.00 Gr.
Itchy Dogs, single gross \$24.00 gr.; each lot 10 gr.; \$22.50 gr.

HOPALONG CASSIDY BUTTONS, \$3.00 PER C. \$25.00 PER M.
1950 FREE CATALOG NOW READY, WRITE FOR SAME.

KIM & CIOFFI
912 Arch St., Philadelphia 7, Pa.
Market 7-2283

STILL GOING OVER CHOKER SETS

NEW PRICE RANGES
3 pc. sets \$42.00 dz.; 3 pc. sets, \$48.00 dz.; 4 pc. sets, \$54.00 dz. **LARGE ASSORTMENT OF STYLES IN ALL PRICE RANGES.** 24 Karat Gold Plated Choker Set, Necklace, Earrings, and Bracelet to match. Plush Box, Silk Lined. \$19.95 and \$29.95 price tags. Sample set, \$6.50 each.



STERLING VALUES mean GREATER SALES

No. 191-H
MEN'S IMIT. HEMATITE
with Gold Flash Sides

\$3.50 doz., **\$39** per gr.

No. 191-C
MEN'S IMIT. DOUBLE HEAD CAMEO
Gold Flash Sides

\$3.75 doz., **\$42** gr.

Send for Free Catalog. Minimum order, 1 dozen. Send 25% with order, balance C.O.D.

STERLING JEWELERS
44 East Long Street Columbus 15, Ohio

SELLS ON SIGHT



Matching Set No. 903 **\$10.50** Doz. Boxed

Beautiful matching necklace and earring sets. Assorted colors—Ruby, Aqua, Emerald, Blue, Amethyst—set in 18 Kt. Hamilton Gold Plate with sparkling rhinestones. Boxed in sets: \$10.50 doz.; \$9.75 per doz. in 6 doz. lots; \$9.00 per doz. in 12 doz. lots. 25% with order, balance C. O. D.

Guaranty—Money back if they don't move. Send for Catalog of other numbers.

JULWIN CO., 844 Sixth Ave.
New York 1, N. Y. Tel.: MU. 3-2671

GEM'S ALL-TIME BEST SELLERS FOR SPRING!

Genuine FRENCH DARTS	Dot. \$1.20	Gross \$12.00	Composition Animals	Doz.	Gross \$ 1.25
Dart Balloons	.45	4.50	Paper Blowouts	.25	2.25
Hawaiian Lili	.75	7.50	Assorted KEY CHAINS	.30	2.25
Dangling Skeletons, Ducks	.75	7.50	Lash Whips	1.50	14.40
Dangling Spiders, Devils	.45	4.25	Swagger Sticks	.80	8.80
Floral Parasols, 12 inch	.80	9.00	Coolie Hats, Miniature	.45	4.75
PARASOLS, Heavy Handles	2.25	24.00	BATONS, B/W/B	1.00	9.00
FEATHER DOLLS, 4 1/4 inch	.90	8.50	SPANISH WATS, Assd.	2.75	30.00
Feather Dolls, 4 inch	1.30	14.40	Inflated Animals, 5 1/2"	.90	9.00
FUR MONKEY, 4 inch	.75	7.20	JUMBO Inflated Animals, 10 1/2"	2.25	24.00
Fur Monkey, 9 inch	1.75	18.00	ITCHY DOGS	2.90	29.50
Sailor, Cowboy, Major Dolls	1.90	21.00	Swiss Whirlers	4.00	40.00
Chinese Paper Snakes	.45	4.50	Large Crawling Baby	.98	9.84
Rubber Lizards, 8 1/4 inch	.75	8.50	PLASTIC HORSES on Stand	.98	9.84
Rubber Dagger & Sheath	.98	9.80	GALL PENS, Gold Cap	1.90	21.00
China Figurines	.35	3.50	Windproof Cigarette Lighter	2.25	24.00
Slum Assorted (10 Gross)		7.50			

THOUSANDS OF OTHER ITEMS NOT LISTED!

25% DEPOSIT WITH ORDER, BAL. C. O. D. F. O. B. DETROIT.

WRITE FOR OUR BIG FREE CATALOG Hundreds of other bargains shown!

REGARDLESS OF PRICES SHOWN, WE SHIP AT LOWEST PREVAILING ADVERTISED PRICE!

GEM SALES CO., 533 WOODWARD AVENUE
DETROIT 26, MICHIGAN

SPECIAL Imported Pistol Lighters

nickel and black handle — while they last — first come, first served — have a limited amount. **\$12.00** Doz. Sample \$1.25 each

Immediate Delivery

We ship to all parts of the world

HARRIS NOVELTY CO.
1102 Arch St. Philadelphia 7, Pa.
Phone: Market 7-9848

SELLS ON SIGHT! BIG Flash! BIG Value!

IDEAL GIVEAWAY!

BEAUTIFUL 4 Piece SILVER-PLATED SMOKER'S or SERVING SET

Here's the item to add to your "Big Profits" list. The easy-to-sell deal you've been looking for. Looks and feels like heavyweight silverplate. Made of tarnish-resistant metal and gift boxed for EASY, PROFITABLE sales. Board the gravy train! Order a 25% deposit, balance C.O.D., sample dozen and see for yourself.

\$18 DZ. SAMPLE SET ONLY
\$2 POST PAID

MAGGIN'S, Dept. B, 992 Fulton Street, Brooklyn 16, N. Y.

HORSE CLOCKS

10 1/2" HORSE and ELECTRIC CLOCK
Bronze—Gold or 2-Tone Like Color

\$5.25 Ea., \$60.00 Doz.

10 1/2" Bronze Horses \$18.00 Doz.
8 1/2" Fighting Stallion—Bronze 14.40 Doz.
33" All Plush Bears 36.00 Doz.
22" Sweetheart Doll 34.00 Doz.
30" Plush Policeman 34.00 Doz.
Mahout Flute—\$3.48 Doz. 41.00 Doz.

25% Dep., Bal. C.O.D.
All Shipments F.O.B. Chicago.

EAGLE SALES CO.
3242 W. Roosevelt Rd. Chicago 24, Ill.

TERRIFIC INEXPENSIVE GIVE-AWAY

TOPPS NOVELTY CHEWING GUM PACKS
6 different types—a novelty in each pack of top quality chewing gum. Flip-O-Visions, Pixie, Golden Coin, Varsity, Tototo. The children love 'em. So will you. A Topps exclusive.

Sample Box **\$1.00**
92 Assorted Novelty Packs

Quantity Prices On Request

TOPPS CHEWING GUM
237 - 37th Street, Brooklyn 32, New York
South 8-8900

COP CALLERS

Order direct from manufacturer, \$10 per gr. Discounts on larger quantities. Dealers and jobbers, write for special prices.

FIREWORKS DISPLAYS AND FIREWORKS TRICK NOVELTIES

ELKTON MFG. CO.
Elkton, Md.

Chronograph Wrist Watch

7-JEWEL—14K GOLD PLATE CASE

4-IN-1 UTILITY WATCH

- Measures Speed
- Measures Distance
- Stop Watch
- Timepiece

1 Year Guarantee. Instruction Sheets. 14 K. Gold Plated, \$4.75 each in dozen lots. \$4.25 each in gross lots. \$9.50 retailer. Sample \$8.00.

7 JEWEL CHROME CASE
\$4.15 ea. in dz. lots; \$4.65 ea. in 100 lots. Sample \$4.50.

PALACE DISTRIBUTORS
128 East 44th St., Dept. 55 New York 17, N. Y.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 7, Dayton 1, O.

#195 CRYSTAL HURRICANE LAMP

Shining is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prize. Has % frosted glass shade with clear crystal trimmed top. Height 18 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

\$1.30 Each
\$15.00 Per Doz.

Packed 2 to Carton (no less sold)
TERMS: 25% deposit required on all orders—balance C. O. D.

Our new 44 page 1950 catalog just off the press. SEND FOR YOUR FREE COPY TODAY.

M. K. BRODY
1116 S. HALSTED ST. CHICAGO 7, ILL.
All Phones: MOnroe 6-9520
SERVING THE CARNIVAL TRADE OVER 34 YEARS



FREE CATALOG

BIG PROFITS! Sell watches, rings and jewelry specialties. Lowest market prices to you. All merchandise guaranteed. Write for Free Catalog—No obligation.

MARVEL WHOLESALE WATCH CO.
Dept. G • 501 Pine St. • St. Louis 1, Mo.

OPERATORS—JOBBER

**IMMEDIATE SHIPMENT
ON THE NEW
"G" SERIES**

**BE FIRST IN YOUR
TERRITORY**

Notes	Name	Each
1200	Gold Cash 5¢	\$3.55
1200	Golden Beauty 5¢	3.35
2400	Sections of Gold 5¢	5.65
1000	Gold Front 10¢	2.95
2000	Gold Sections 10¢	5.65
400	Good as Gold 25¢	3.00
	Mule Trail	7.95

T. & C. SALES CO.

811 HARDIN JACKSONVILLE, ILL.

WRITE—PHONE—WIRE
Ph. 2097

**ATTRACTIVE
and UNUSUAL
PUSH
CARDS**
Designed and
Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

**BLACKHAWK BOARDS
JAR DEALS**
Write for list
Galeatine Novelty Co.
South Bend 24, Ind.

SALESBOARD SIDELIGHTS

Irving Sax, general sales manager of Superior Products, Inc., Chicago, is feeling chipper these days, and attributes his rose-hued outlook not to spring but to the big sales splash made by firm's new series of six G style boards recently introduced. The numbers, featuring a gold-foil silk screen process face, have punch-price range from a nickel to a quarter. The half-dozen boards are Good As Gold, Gold Section, Gold Cash, Gold Front, Golden Beauty, and Sections of Gold. In spite of the shift this year from quarter to dime, and from dime to nickel play, the top price boards in the new series have come up "ace high" on the order pads, Irv says. Following a visit recently to the new large quarters of T. & C. Sales, in Jacksonville, Ill., Irv makes with arm measurements like a fisherman trying to explain the size of the new showrooms. Firm, headed by partners Cade and Trotter, has set up a vast display of boards and novelties in its new building.

Sam Feldman, sales manager of Harlich Corporation, Chicago, is getting back in stride at his desk in the firm's new Polk Street plant. After the bustle of moving office and production equipment, Sam says it's a relief to get thru a phone conversation uninterrupted. He looks for a new upturn in business. . . . E. Horowitz, II. & II. Novelty Company, Cleveland, reports a host of visitors have been appearing in the Louisville headquarters during the past few weeks. Meanwhile, activity at the main office in Cleveland has been keeping pace, with handshakes being the order of the day as both new and old customers pop in for a chat and to leave an order. The board, jar and pad deals offered by H. & H. appear to "fill the bill," according to Horowitz.

Walter McNamara, the McNamara Company, Chicago, tells of continuing rising op and location acceptance of the two lines of insert pellet boards for the Color-Ado and Color-Ex cabinet frames. Currently, McNamara is offering 17 quarter-play boards, 32 dime boards and 12 nickel boards. Firm's single 50-cent number, the Pacer, is pulling consistently, Walter says. In addition, firm offers two quarter play special cigarette boards and two dime and three

nickel cigarette pay-out numbers. Two dime package boards are also in the present production line-up.

Garner & Company, Chicago, announces its "eye-opener" line of new boards will be ready in time for the firm's board showing May 22-24. Joe Robinson says the repeat performance of the showing last year is expected to chalk up new attendance records. The best in foods, beverages, entertainment, plus a really worth-while gift will feature the special Gardner showing, Joe adds.

Joseph Berkowitz, heading Universal Manufacturing Company, Inc., Kansas City, has a happy word to pitch in on the Baseball Bingo and Smackeroo ticket deals. Both are bringing in top op nods, he reports. A big feature is the firm's many shipping points spotted in various sections of the country, to make possible overnight deliveries. Same quick shipment service is being accorded customers of Berkowitz's Bee Jay Products, Chicago, salesboard firm.

PIPES

(Continued from page 96)

parted Friday (21) for Louisville, where he will remain until after the Kentucky Derby to be run May 6. Following that Mr. and Mrs. Cunningham will make the farm sales thru the Midwest with their straw flowers.

Your good points may not be remembered by the townsfolk, but it's a cinch that your poor ones will be.

BIG AL WILSON

after a successful run at the Sports Show, Fort Worth, is en route to Cleveland where he plans to work mice. Writing from the Texas city, Al says: "Sunday (16) was the best day of the nine-day event here. Advance sales seemed to be the weak link. However, the pitch boys were not let out without a pling at a few of them."

BIG ONE SETS L. I.

(Continued from page 66)

road for delivery to Bridgeport, Conn. Col. Eugene Schuff, retired army officer acting as chairman of arrangements for the Legion Post in the deal, ironed out final details with Tupper. It was revealed that William Levitt, Long Island home builder, was underwriting part of the operation to fulfill circus requirements for a guaranteed amount of cash. Harry S. Dube, head of Circus Magazine Corporation, which has the program concession with the show, has consented for the Legionnaires to sell 32 pages of local advertising which will be stitched into the regular program. Dube, Miller Bros., who have the food concessions with the circus, and the Ringling-Barnum Side Show all will make contributions to the Post's welfare fund. The fund, boosted by all proceeds from the stand, will be used in rehabilitation work at veterans' hospitals, according to Legion spokesmen.

May Supplement Talent

Eichelberger said that the Post may try to get radio and theater talent for the date, in addition to the Big Show. An invitation by Schuff on behalf of the Manhasset Legion Post was extended to the other Posts of Nassau County to take part in the activity. This would mean the inclusion of about 15,000 Legionnaires.

The Manhasset Legion Post will start an advance-sale drive advising ticket purchasers that the portion of the cost which goes to the welfare fund of the Post is an allowable deduction from income tax as a charitable contribution. Ticket prices will be in accordance with the Big One's regular charges, plus a small addition for the welfare fund.

It was understood that the deal has been hanging fire since early January due to transportation difficulties, selection of a site and internal problems in the Legion Post.

Board, Ticket Show Expands Exhib Listing

Novelty Firms Sign

CHICAGO, April 22.—The addition this week of six novelty manufacturers and another salesboard firm to the exhibitor list of the Punchboard-Ticket-Novelties Industries' meeting at the Sheraton Hotel here May 22-24 was announced by the convention committee. To date 16 firms will display boards, tickets, counter games and novelty merchandise in the two-floor exhibit area in the hotel's Grand Ballroom.

With several additional firms indicating participation in the show, only a few booths remain unsold, it was stated.

In addition to the board manufacturer, Harlich Corporation, Chicago, the new novelty exhibitors are Thrift Novelty Company, Denver; Specialty Sales Company, Minneapolis; Bush Metal Products Company, New York, and three Chicago companies, D. A. Pachder Company, Life-Time Products and M. B. Siegel Company.

This year all exhibits will be confined to the Grand Ballroom, it was stressed. Individual showings in suites and on other floors will not be held, thus making it more convenient and offering a more valuable "comparison" inspection of exhibits by visitors, according to the convention committee spokesman.

**BUY BY MAIL
FACTORY WHOLESALE
PRICES**

No Job Lots or Close Outs

**BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO**

No Order Too Large
No Order Too Small

**JAR DEALS—PAD DEALS
R W B—LUCKY SEVEN
MATCH PAKS**

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

**WRITE FOR CIRCULAR
CAROL SALES CO.**
312 E. Market St. Elmira, N. Y.

HAVE FUN!

**AT GARDNER'S
OPEN HOUSE
FOR CUSTOMERS
MAY 22ND - 23RD & 24TH**

**FOOD, DRINKS, GIFTS
ENTERTAINMENT
ALL DAY & EVE. 'TIL . . .**

GARDNER & COMPANY
2227 S. MICHIGAN — CALUMET 5-3434, CHICAGO

**PLAN NOW TO
ATTEND THE GREATEST**

**PUNCHBOARD—TICKET—NOVELTY
SHOW**

**SHERATON HOTEL
CHICAGO
May 22-23-24**

**3 BIG
DAYS FOOD * DRINK * FUN
CONVENTION MANAGER**
2133 W. Fullton St. Chicago 12

**Curtain Raiser
for 1950**

1950 Punchboard, Ticket & Novelty Exhibit

**WE EXTEND TO YOU A HEARTY INVITATION TO
VISIT OUR EXHIBITS OF NEW ITEMS THAT ARE—
!! REALLY NEW !!**

It's impossible for us to show you all the Colossal and Stupendous! new items that Universal Mfg. Co., of Kansas City and Bee Jay Products of Chicago have originated for you unless you come to see our exhibits May 22, 23, and 24, 1950, in Booths No. 9 and 10 in the Hotel Sheraton, Chicago Illinois.

**!! REMEMBER !!
DON'T MISS BOOTH NO. 9
FOR EXHIBIT BY
UNIVERSAL MANUFACTURING CO., INC.**
405-411 E. 87th St. KANSAS CITY, MISSOURI

**AND
DON'T MISS BOOTH NO. 10
FOR EXHIBIT BY
BEE JAY PRODUCTS, INC.**
6320 SO. HARVARD CHICAGO, ILLINOIS

JAR-O-DO

LETTER LIST

(Continued from page 93)

Kinglin, G. K.
Hosch, Chas. J.
Robert, Calvin M.
Roberts, Mr. & Mrs. Hal
Roberts, Mrs. Robert
(Trochman, Albert
Rogers, Mrs. Lillian
Kousdenak, Eddie
Iose, Bert
Koert, Frank
Korn, Shamus
Kucker, Elmer H.
Lumbaug, Harold
St. Clair, Sam
Nebolt, Mrs.
Salfield, Clifford T.
Salzer, Mrs. Raymond C. (Mrs.)
Sanford, Dee
Saunders, Jammie
Sawyer, Mrs. Fred
Schaub, Sr.
Schmitt, Charles
Schneider, Al & Kitty
Schrimacher, Archie
Schultz, Jr., Ralph
Schutt, James
Scrages, Forrest
Shadoff, Ralph
Shaefer, Frankie
Shaefer, Joe A.
Shaffer, John
Sharrp, George
Shaw, G. L.
Shelver, Kenneth
Sheneman, Mrs.
Shimman, Kenneth
Shirman, Dick
Short, J. E.
Shultz, Leo & Ruth
Sizariad, Wm. H.
Simmons, G.
Simmons, Mr. & Mrs.
Smith, Joseph L.
Smith, Burton (Curly)
Smith, Charles
Smith, Robert W.
Smith, Walter
Smith, Sammy
Smith, Mrs. D. C.
Smith, Leonard
Smith, David E.
Moore, Jimmie
Strickland, Smokey
Stuart, Dinky
Stutz, Jimmie
Stuber, Mrs. Emma
Sturhan, Arthur E.
Stummes, Wm.
Swank, Ruth & Harry
Swanson, Dawn
Swaney, Edward
Szabo, Stephen
Tardus, Henry
Tarrant, Mr. & Mrs. Bert Deard
Tate, Lester A.
Taylor, Carl (Talker)
Terrell, Robert Lee
Terry, Thorton H.
Thomas, Robert Wm.

Thomas, Roy
Thompson, Carl F.
Thompson, Evan W. (Tommy)
Thundersky, H. B.
Thielman, Earl & Grace
Tolliver, Jaculin
Tomlin, Willie F.
Topping, Elmer
Tosca, Albert
Treadwell, Wm. F.
Tubbs, Arthur E.
Tracy, Thomas
Esher, Mrs. Geo. E.
Vest, Eddie
Viel, Graham
Vinn, Steve
Wagner, Mrs. Alice
Wagner, Frank
Wagner, Rusty (Percentage)
Walters, Melvin G.
Ward, Leonard
Ward, J. Robert & Julienne
Warner, John H.
Wasson, John
Weddie, Henry T.
Weiner, Sam A.
Anna
Wells, Harry
Wentz, Mrs. Joe
Westfall, Bill
Wheeler, Mickey
White, Jack (Caller)
White, Worth
Whitcloud, Mrs. Mary
Whitfield, Dutch
Willie, Otis Lee
Williams, Mr. & Mrs. Lawrence
Williams, Lawrence
Williams, Roy
Williams, Waiter L.
Wilson, Chuck
Wilson, Mr. & Mrs. Gilbert
Wilson, Harry E.
Winkler, Otto
Winn, Steve
Winters, Wm. Betty
Winters, Wm. (Pop)
Withaus, Eddie
Wood, H. Earle
Woodard, Mrs. Maw Bernold
Wooden, Geo. (Pie)
Yamada, Geo. J.
Young, John A.
Zaillington, Mary
Anna
Ailsa

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., St. Louis 1, Mo.

Alford, James
Allen, Ernest
Hales, John
Harris, Phillip
Hates, El
Bell, Billie
Helson, Louis
Henningson, Mrs.
Black Hawk, Tom
Blanton, William
Blomberg, William
Bondreau, John
Brown, Royal T.
Buck, Mrs. Lulu
Runkarinet, Lee
Burt, Leona R.
Caldwell, Mrs. C. A.
Carlson, Dolores
Cardozo, Don
Carson, James
Carter, Zeno
Clements, Alva and Elmer B.
Coleman, Thomas
Cusler, Bob
Cutler, Miss
Cuzzler, Marylen
Cuthy, Louie
Daprin, Melvin
Davies, Miss
Davis, Edward Eugene
Day, Edson
Deval, James E.
Dewitt, Mr. & Mrs.
Dorvil, James T.
Eagle, Edward W.
Emlo, John
Felds, S. F. C.
Flanck, James T.
Gallup, J. C.
Gardocki, Stanley
Gibson, Geo.
Glover, Pamela
Granger, Allen
Greene, Eddie
Guillemett, Herbert P.
Hackett, Lee
Halstead, James
Hamilton, Jack R.
Hansy, Henry
Harrison, "Smoker"
Harrington, Mrs. Theresa
Harrington, William F.
Hause, August
Hawkins, James R.
Heltzman, Leske J.
Hewley, Mr. & Mrs.
Herdner, Ray
Herr, Herbert L.
Hobbs, W. H.
Holman, Tommy
Holmes, Edwin E.
Hobbs, Wm.
Hughes, Walter
Hunt, Charles "Sharky"
Hunt, Edward J.
Hunt, Harry T.
Hunt, Phil
Johnson, James E.
Kaiser, Isaac
Keller, Jack
Kearney, Mrs.
Kremland, Mrs. Mae Kelly, Edith
Kurt, John
Kerns, Kenny
Kimbrough, Earl
Knoxley, Mrs. C.
Korman, Carroll

USED COIN-OPERATED MACHINES
Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN - CIGARETTE AND CANDY Vending Machine; all makes, models; lowest prices what you can sell. Mac Postel, 6418 N. Newland Ave., Chicago, Ill. #29

3 DALE GUNS, 1 UNITED SHUFFLE ALLEY. 1 Chicago Coin Gun; all late models. A-1 condition. 9650 So. E. King & Co., 2700 Lake St., Chicago 12, Ill.

AMUSEMENT MACHINE ROUTE - TWENTY three Phonographs, thirty Pin Balls, 20 other Machines; good playing units. 2100 S. Colorado. Foot Hill towns: \$12,000. James Archer, South Denver Post Office, Denver, Colorado.

11 N. W. PORCELAIN IN NUT AND CHARMS Venders. Guaranteed profit. Bench Model S. J. Penny Counter. Lot. 1123. Deposit. Eames, 50 Mulberry, Newark 2, N. J.

ARCADE MACHINES—CLEAN CONDITION. priced to move quick. Remington Gallery Rifles, like new. Wurlitzer Boxes, parts; bargain list. S. & W. Music, Anniston, Ala.

16MM 'SOUNDIES' USED PRINTS FOR PROGRAM projection; only complete stock in existence; prices as low as \$13.95 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. BB, Davenport, Iowa. #296

ARCADE SPECIALS—GRANDMOTHER Fortune, like new, \$250; K. O. Fighters, \$125; Polaris Football, \$100; Tennis Leaguers, \$100; Harvard Nameplate, \$45; Roovers Nameplate, \$75; Callioopes, with views, full size, \$30 each. Above are all perfect and ready to operate. Joe Frederick, 2263 Newton Street, Detroit 11, Mich.

NOW DELIVERING TWO SENSATIONAL PELLET BOARDS THAT ARE SWEEPING THE COUNTRY! Black Beauty Fortune
5¢ PLAY—AVERAGE PROFIT \$ 80.00
10¢ PLAY—AVERAGE PROFIT 121.00
25¢ PLAY—AVERAGE PROFIT 202.00
THE PERFECT BOARD FOR CLOSED TERRITORY! 5¢, 10¢, 25¢ PLAY!
STATE YOUR BUSINESS!
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2474

CAST IRON STANDS—WEIGHT 25 LBS., \$4 each; for prices of machines refinished, Top Flanges, only 30¢ each; Top Plates for two venders \$1.30 each; Top Plate for three venders \$1.55 each; all prices F.O.B. factory; deposit, balance C.O.D. King & Co., 2702 Lake St., Chicago, Ill.

FREE OFFER—100 LBS. OF GOOD QUALITY 210 Count Ball Gum free with each purchase of 12 Northwestern Model 49 Ball Gum Venders at the low price of \$14.95 per set. Deposit, balance C.O.D. F.O.B. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE MACHINES—SPRING SPECIALS: priced for prices of machines refinished. A two-tone combinations with baked enamel; complete parts department and mirror stock; Quarter Cent and Kings & Mills. Central Vending Machine Service Co., 3947 Parrish St., Philadelphia 4, Pa.

FOR SALE—SCIENTIFIC X-RAY POKERINGS. good, clean condition, 20 tables, \$50 each; need space Meyer Wolf, 539 Boardwalk, Atlantic City, N. J.

FOR SALE—100 ANSCO HOT NUT MACHINES at \$6.50 each; sample, \$10.25 each. Alex Vendors, Co., \$79.95 each; sell for \$40 each. Moore's, 300 Hillcrest, Johnson City, Tenn.

GUARANTEED SLOTS. SACRIFICE—SCALE: Walling, \$20; Pace, \$30 to \$300; Jennings, \$30 to \$45; Mills 25¢ brown, chrome, black cherries \$40 to \$50; 3 Walling, low type \$40; Royal, low type \$20; 50¢ deposit. John Burke, Southdown Shores, Edgewater, Md.

HAVE YOU ORDERED YOUR SAMPLE SET of Shuffle-Shoes? The sensational new shuffleboard game of horseshoes; easy to install, nothing more to buy; operator's price, \$150 per set. King-Pin Equipment Co., 628 Mills St., Kalamazoo, Mich. #218

PUSH PUSH
W. H. BRADY CO., Mfrs.
Established 1914
CHIPPewa Falls, WISC.

"LINE-N" TABLES—3. JUST LIKE NEW. very clean, \$125 each f.o.b. Wildwood, N. J. A proven money maker on Wildwood boardwalk. Write James Travis, 700 E. Main St., Millville, N. J.

MERCURY DELUXE COUNTER GRIPPERS. Rings, two methods old, like new, guaranteed monymakers, regular \$59.50, sacrifice, \$12 each; all or part. C. Rozinski, 4796 Garland, Detroit, Mich. #29

PANORAM USED FILMS, PARTS AND SUPPLIES: camera, aperture plates rebuilt, \$6; calls, 57; rebuilt projectors, \$125; send for your needs. Jack Farr, 13 Everett, East Orange, N. J. #29

PHONOGRAPH (JUKE BOX) MOTORS RE-wound for \$4; no extras. Carolina Electric Co., Box 125-A, Matthews, N. C.

PHOTOMATIC AND RECORDIO - LATEST models; both fifteen hundred dollars. Arcade, 307 North St., Pittsfield, Mass.

POKERING TABLES—CLEAN, PERFECT CONDITION, used only two seasons, like new; 20 tables, including stools, \$85 each f.o.b. Wildwood, N. J. James Travis, 700 E. Main St., Millville, N. J. #29

SACRIFICE—25 lb Rowe Stick Gum Machines, \$1 each; 25¢ barrel, \$1; 25¢ Almond Vendors, \$3; 25¢ 5¢ Cebeo, 2 column Nut Vendors, \$15; 3 column Snacks, \$15; 10 lb Victor #1, \$8.95; Cameo Vending, 432 W. 42, New York.

SPECIAL! APT BRILL GUN, ALL ELECTRIC, slightly used, including \$29.50; APT Challengers, reconditioned, \$19.50; Atlas Bananas, like new, lots of 20, 36.95 each. Want 200-400 25¢ Jumbo Bds., \$1.00; 40.00 1.25 Gamea. Send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia, Pa.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANT TO TRADE—3 1015 WURLITZERS FOR model ANI's or Wurlitzer 1100's; no difference. Also will trade good used Phonographs for 15 or 20 Pop Sex Vendors. C & W Music Co., 37 Baltimore Ave., Asheville, N. C. #29

WANTED OLD ELECTRIC BARROOM 200 Wurlitzer, \$7; 25¢ Elmer Vendoms, etc.; Street Organs, Calliopes, Band Organs; also extra Music Rolls. Harry Ludwig, 1515 Southeast 35th, Portland, Ore. #29

WANTED—GUM VENDORS, PENNY AMUSEMENT—will trade late Pin Games. Penny Sales, Box 1784, Louisville, Ky.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway, New York 19, N. Y.

Aarson, Michael P.
Abraham, Angelica
Adams, Michael
Beals, Marjane
Blanco, Joe (Steps)
Bosom, J.
Bourne, William
Burgher, Anthony
Burke, Roger
James, Arthur
Carroll, Jack
Conley, Jack Leo
Corvian, Charles
David, Mr. W. K.
Dawson, "Smokie"
Freud, William
Gardner, Stella
Hartner, Stella
Hartmann, Mr.
Hunt, Phil
Mr. Lily
Klug, Sally (Nora)
Kopf, J. M.
Lavery, Jack
Lee, Tommy
Miller, Ted
Neat, Paul
Parker, Mrs. Mickey
Perry, M.
Platt, John
Renee, Candy
Smith, Aui M.
Smith, Mark
Smith, Inneel
Starr, Hattie Joe
Teeter, Jacqueline
Hansford, Freddie
Tiffin, A. E.
White, Betty
Whiteagle, Chief

Marko, Sarah
Maslow, Don
Merriman, Ethel
Mitchell, Nick
Mozer, Melvin
Mullman, Mr. C.
Narby, Lavonne
Murray, Berhard
Norwood, Arthur
Sargent, Ted
Sargent, Ted
Schwarz, Albert R.
Seck, Doris
Smith, Jack
Smith, Ken
Stone, Kenneth
Sutton, Mr. & Mrs.
Thompson, Mr.
Sue, Doris
Waller, Clarence & Margaret E.
Wong, George & Co.
Woolsey, Joseph
Yonke, Jack
Zenn, Mrs. Mabel

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St., Chicago 1, Ill.

Bloomfield, Mrs. Augusta
Bourgeois,
Bowen, Roy
Broadway, D. M.
Broadwell, Marcus
Bruckner, John
Carroll, P. H.
Coker, W. L.
Duane, Clyde
George, Joseph
Hansford, Freddie
Kenny, Shorty
Lewin, R.
Miller, John K.
Martha, Margie E.

Miller, Ted
Neat, Paul
Parker, Mrs. Mickey
Perry, M.
Platt, John
Renee, Candy
Smith, Aui M.
Smith, Mark
Smith, Inneel
Starr, Hattie Joe
Teeter, Jacqueline
Hansford, Freddie
Tiffin, A. E.
White, Betty
Whiteagle, Chief

SALESBOARDS—JAR TICKETS
NEW LOW PRICES
ALL ORDERS SHIPPED SAME DAY RECEIVED
Miles Play Description Def. Profit Price
300 25¢ KWARTER KOLORS, THICK Def. \$15.00 \$.50
400 5¢ LUCKY DUCKS, THICK Def. 7.00 .40
1000 5¢ CHARLEY THIN Def. 17.00 .70
1000 25¢ J. P. CHARLEY THIN Avg. 32.00 .80
1200 25¢ TEXAS CHARLEY THICK Avg. 102.99 1.30
1000 5¢ SOUTH PACIFIC GIG BOARD Avg. 24.89 .75
1000 5¢ HOLD THAT LINE, GIRL BOARD Avg. 27.20 1.25
1000 5¢ FLAMING GIRL, GIRL BOARD Avg. 27.20 1.25
1000 15¢ TEN CENT SAWBUCKS Avg. 45.00 1.75
1000 25¢ SIX TWO BITS Avg. 114.28 1.25
1000-1700 1240-1400
JAR TICKETS
RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS ON STICKS—SIZES 1000-1700 1240-1400
WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Miles. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS—JAR TICKETS
Miles Play Description Def. Profit Price
400 5¢ WIN A BUCK, THICK Def. 9.70 .45
300 25¢ LUCKY DUCKS, THICK Def. 7.00 .40
1000 75¢ CHARLEY BOARD, THICK Def. 50.00 .80
1000 25¢ JACK POT CHARLEY THICK Avg. 52.00 .90
1200 25¢ TEXAS CHARLEY, THICK Avg. 102.99 1.30
1200 5¢ SOUTH PACIFIC GIG BOARD Avg. 24.89 .75
2592 5¢ JACK IN BARREL, THICK Avg. 49.18 3.00
300 25¢ FIN & SAWBUCK, THICK (5-25¢) Avg. 37.15 1.85
2000 70¢ TEN CENT SAWBUCKS Avg. 71.00 4.00
Jar Tickets—Bingo Tickets, 1000, 1200, 1740, 1600, Tip Boards.
All orders shipped same day received. 25% deposit, balance C. O. D.
LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

SALESBOARDS
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES—GIANTIC ASSORTMENT—FASTEST SELLERS
10th year giving immediate delivery on finest boards.
LEGALSHARE SALES
P. O. Box 86-R, 212 and 214 HUNTINGTON BEACH, CALIF.
PH: LEXINGTON 4-3218

SALESBOARDS AND TICKET DEALS
WRITE WIRE OR PHONE FOR JOBBERS & OPERATORS PRICE LIST
B.F. PRODUCTS
1902 PIEDMONT RD., CHARLESTON, W. Va.
PHONE 28-771

ANTI-GAMES BILL IN HOUSE

Senate Okays Johnson Bill To Bar Games

House Hearings in May

(Continued from page 3)

and Foreign Commerce Committee without public hearings (*The Billboard*, April 22).

Unanimous Approval

The Senate's unamimous approval of the measure followed Wednesday when the bill was reached on the consent calendar. Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, sponsored the bill which was drafted by Attorney General J. Howard McGrath.

It Affects You!

Turn to pages 3 and 4 of this issue for an editorial on what passage of the Johnson bill would mean to many businesses, including the coin machine industry.

Representative Crosser indicated his committee, in deliberating on the Johnson bill, would mark comparisons with a similar bill introduced previously by Representative Preston (D., Ga.). The language of the Preston bill differs greatly from the Johnson bill.

Question Constitutionality

Among other phases certain to be examined in committee hearings and deliberations is the constitutionality of the Johnson proposal. The committee indicated earlier that it would look into the constitutionality of the Preston bill.

Altho the Johnson bill specifically excludes bona fide vending machines and juke boxes, it makes no provision for exempting any type of coin-operated amusement game.

CMI Show List Adds New Firms

CHICAGO, April 22. — Several more manufacturers and distributors have indicated to the Coin Machine Institute (CMI) 1950 show committee that they are interested in exhibiting at the June 26-28 convention at the Stevens Hotel here. Dave Gottlieb, chairman, announced Friday (21).

Among the firms in the new group are Tap Mixer Service, of New Jersey; Continental Service & Equipment Company, Detroit; Kool Sleep, Cambridge, O.; King & Company, Chicago and Mercury Records, Chicago.

Gottlieb also pointed out that operators should make room reservation inquiries direct to the Stevens and that hotel accommodations were going at an unusually high rate considering the CMI show is still two months away.

Text of Senate Bill 3357

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

Section 1. As used in this act the term "gambling device" means any machine or mechanical device, or parts thereof, designed or adapted for gambling or any use by which the user as a result of the application of any element of chance may become entitled to receive, directly or indirectly, anything of value.

Section 2. It shall be unlawful knowingly to transport or cause to be transported in interstate or foreign commerce any gambling device, or knowingly to take, receive, possess or dispose of any gambling device transported in violation of this act. PROVIDED, that the provisions of this section shall not apply to the course of unbroken interstate transportation of any gambling device into any State where the use of such device is legal, as certified by the governor of the State to the Attorney General of the United States and published by the Attorney General in the Federal Register. In the absence of such certification and publication, the use of gambling devices in any State shall, for the purposes of this act, be presumed to be illegal; and all persons and officials affected by the provisions of this act shall be entitled to act in reliance upon the presumption.

Nothing in this act shall be construed to interfere with or reduce the authority, or the existing interpretations of the authority, of the Federal Trade Commission under the Federal Trade Commission Act, as amended (15 U. S. C. 41-58).

Section 3. Upon first engaging in business, and thereafter on or before the first day of July of each year, every manufacturer of and dealer in gambling devices shall register with the (Collector of Internal Revenue) for each district in which such business is to be carried on his name or trade name, the address of his principal place of business, and the addresses of his places of business in such district. On or before the last day of each month every manufacturer of and dealer in gambling devices shall file with the (Collector of Internal Revenue) for each district in which he maintains a place or places of business an inventory and record of all sales and deliveries of gambling devices as of the close of the preceding calendar month for the place or places of business in the district. The monthly record of sales and deliveries of such gambling devices shall show the mark and number identifying each article together with the name and address of the buyer or consignee thereof and the name and address of the carrier. Duplicate bills or invoices, if complete in the foregoing respects, may be used in filing the record of sales and deliveries. For the purposes of this act, every manufacturer or dealer shall mark and number each gambling device so that it is individually identifiable. In cases of sale, delivery or shipment of gambling devices in unassembled form, the manufacturer or dealer shall separately mark and number the components of each gambling device with a common mark and number as if it were an assembled gambling device. It shall be unlawful for any manufacturer or dealer to sell, deliver or ship any gambling device which is not marked and numbered for identification as herein provided; and it shall be unlawful for any manufacturer or dealer to manufacture, recondition, repair, sell, deliver or ship any gambling device without having registered as required by this section, or without filing monthly the required inventories and records of sales and deliveries.

Section 4. All gambling devices, and all packages containing any such, when shipped or transported shall be plainly and clearly labeled or marked so that the name and address of the shipper and of the consignee, and the nature of the article or the contents of the package may be readily ascertained on an inspection of the outside of the article or package.

Section 5. It shall be unlawful to manufacture, recondition, repair, sell, transport, possess or use any gambling device in the District of Columbia, the territories and possessions of the United States, on any lands reserved or acquired for the use of the United States and under the exclusive or concurrent jurisdiction thereof or within Indian country as defined in 18 U. S. C. 1151.

Section 6. Whoever violates any of the provisions of Section 2 or 5 of this act shall be fined not more than \$5,000 or imprisoned not more than two years or both.

Whoever violates any of the provisions of Sections 3 or 4 of (See TEXT OF SENATE on page 114)

Brief and Important

Late Digest of Coin Machine News

Charter Kentucky Vending Firm

The secretary of State of Kentucky has issued a charter to George Wohrley, Inc., of Covington, to deal in tobacco products and coin-operated vending machines, wholesale and retail. Authorized capital stock is \$100,000. Dallas Ruth Kenneth and Emma Wohrley were listed as the incorporators.

ACMMA Social Program Preps Fun for All

Info Center To Aid Ops

CHICAGO, April 22.—With exhibit space already sold out for the May 22-24 All-Industry Show (*The Billboard*, April 22), the American Coin Machine Manufacturers' Association (ACMMA) show committee has turned its effort toward insuring the best in accommodations and entertainment for visiting operators and their families.

Grant Shay, ACMMA publicity chairman, announced that an information center will be set up in the lobby of the Hotel Sherman, near the entrance to the exhibits, designed to handle all the social problems of conventioners. This will include furnishing details on the locations and programs at all movie and legitimate stage houses, directions on how to find the leading restaurants, hotels and night clubs, museums, baseball parks and other places of interest. The center will assist operators in reserving tickets for all commercial amusements and line up radio and television program tickets.

Fun for All

Vince Shay, chairman of the hospitality committee, reports that his staff (See ACMMA Social on page 114)

Arcade Games Still in Doubt as Geist Case Opens

NEW YORK, April 22.—The legal operation of standard arcade games within city boundaries this season still remained in doubt this week as a court case aimed at clarifying the status of the coin equipment was adjourned for three weeks. In Jamaica Supreme Court Thursday (20), Judge C. F. Johnson granted the request of the city corporation counsel to lay over the action until May 11.

A. Joseph Geist instituted the case in the name of his Playland Arcades Corporation, a Rockaway amusement center said to house about \$100,000 worth of the disputed games. He secured a temporary injunction against the city last week (*The Billboard*, (See ARCADE GAMES on page 114)

Springfield OK's Pin Game Permit

SPRINGFIELD, Mass., April 22.—Permits will be issued for pinballs here in accordance with Chapter 361, Acts of 1949, according to an announcement by the board of selectmen. The unanimous vote was taken at a special meeting of the board recently. The previous board refused to issue permits.

Still pending is a case involving 14 machines seized by State police November 28, 1949. Judge Louis O. Rieutord ordered the games, valued at \$600 each, confiscated last February, but operators appealed his decision to the Worcester Superior Court.

Candy Ops Boost Penny Venders

Hot Sandwich Venders in Debut On Chi Rapid Transit Stations

CHICAGO, April 22.—Inauguration of a test operation of hot food vending machines on Chicago Transit Authority (CTA) Rapid Transit el and subway stations was announced this week by H. L. Polland, CTA director of public relations, and Herman Stamer, vice-president of the operating company, Mechanical Merchants, Inc.

The venders, two hot frankfurter units manufactured by Timm Industries, Inc., Los Angeles, will be tested over a 30-day period under the direction of Robert Waggener.

First Placements

Currently one machine is installed on the Loop subway platform at Van Buren and Congress streets, while the second unit is spotted on the Broadway and Lawrence Avenue el station platforms. If additional units are added during the test period, it is planned to install several in South Side stations, Polland declared.

Meanwhile Stamer reported the recent test installation of a non-carbonated orange drink vender (*The Billboard*, March 18) was successful and that up to 50 units of this type were planned for summer operation. Earlier trouble with the dispensing valves, due to pulp content of the orange drink, had been eliminated thru a change in valve design, he said. Public acceptance of the nickel drink was deemed satisfactory, so that (under Mechanical Merchants' CTA contract) final establishment of commission rates and CTA okays would be sought.

Modify Plans

Stamer also revealed that a modification of previous plans for year-round hot and cold drink vender operation on open platforms had been undertaken. As now set up, with dual sets of utilities (electricity and water) installed on the platform and in the station proper, equipment would be shifted for summer and winter operation. Indoor movement would begin in late October, with the shift to outdoor placement started in late April.

Vend-Rite Co. Intros Pocket Lunch Vender

Sets Distrib Coverage

CHICAGO, April 22.—Vend-Rite Manufacturing Company announced the introduction this week of the first of its three-unit "Pocket Lunch Vender" line. Richard Tennes, firm head, said the product rotation idea would be placed in effect with the early release of the two remaining brand promotion units (*The Billboard*, March 25).

Initial release is the Purity Pretzel machine, or "product" vender panel. The "pocket lunch" trademark is featured on the vender with the name of the product. With the introduction of the "product panel," Purity Pretzel Company, Harrisburg, Pa., announced a prepaid shipping policy effective immediately would bring the final price of its 12-count pack to \$3, regardless of distance shipped.

In conjunction with the pretzel unit announcement, Tennes also reported that Vend-Rite's seven distributors, as of this week, would have exclusive territory coverage. While not applying to firm's Kleenex machine, the new distributor policy will be followed in sales on the two forthcoming food units (cookie and cheese corn).

Distrib

Names and areas covered by the seven distributors are: Automatic Service Supply Company, 5670 Wilshire Boulevard, Los Angeles, entire Southwestern territory; Western Automatic Distributors, 160 Collins Street, Richmond, Calif., entire Northwest territory; George R. Lewis Distributors, 919 N. Michigan Avenue, Chicago, North Central States; R. J. Distributing Company, 1534 N. Halsted Street, Chicago, Midwestern States; State Wide Equipment Company, 918 (See Vend-Rite Co. on page 106)

New Coin Shaver Put on Market

SPRINGFIELD, Mass., April 22.—Norelco, a new coin-operated electric shaver, is being offered to the trade here by Mountaineer, Inc., 417 Liberty Street. The device is said to require no "beard conditioning" on the part of the user for maximum effect.

The compact unit, including display cabinet and mirror, is designed for wall mounting. Provision is made for dispensing an after-shave lotion. Norelco is being promoted primarily for placement in rail, bus and air terminals.

Midwest, Southern Areas Show Greatest Trend to Combined 1c-5c Operation

Helps Consolidate Routes; Hypes Sales Volume-Nickel Biz

By Fred Amann

CHICAGO, April 22.—Following the premise that "you don't stay in business unless you expand," operators of candy equipment particularly have interpreted such thinking over the past 18 months, when applying it to diversification, to mean the addition of penny venders. A survey of operators by *The Billboard* this week revealed a slow but steady trend toward such multiple machine placement was shaping up, with special accent thruout the Midwestern and Southern areas. In the East, and the Far West, penny-nickel operations have not been on the increase and candy operators have not as yet been "sold" on the idea.

With many candy operators reporting from 2 to 10 per cent of their routes now consisting of penny units, most say overhead costs have remained static or even dropped slightly. This is attributed to the fact that penny machines placed in a spot with a firm's "heavy" equipment act to consolidate service routes. Too, a number of operators declared the penny venders have tended to boost sales thru nickel machines, with some claiming up to a 15 per cent hike in gross earnings after installing such units.

Sell Peanuts, Gum

In the main, candy operators are vending peanuts, and other type nuts, pan candies and stick or tab gum thru their penny machines. Ball gum, however, was found to play a minor role in such operations, with the bulk of such activity being carried out by specialized firms dealing only in this type gum product.

Further accentuating the penny— (See Candy Operators on page 106)

New Ice Cream Vender Readied By Chicago Firm

CHICAGO, April 22.—Package Vendormat, Inc., newly formed firm here, announced this week it would introduce production models of its ice cream bar vender the latter part of May. A pilot model of the 126-bar capacity machine (which stocks up to 28 dozen bars in storage compartment) is currently being shown by the firm's national sales representative, Kelleho Sales Company, at the Fort Dearborn Hotel here. Kelleho is headed by C. H. Keller.

Package Vendormat has assembly and production facilities at 950 W. Grand Avenue. Principals are Robert H. Schwalb and Otto Harnisch. (See New Ice Cream on page 104)

Vendall Company Reorganized

Blair Holding Co. Moves for Auto-Vend Sale

SAN FRANCISCO, April 22.—Blair Holding Company announced its intention this week of selling its wholly-owned subsidiary, Auto-Vend, Inc. Auto-Vend's two former concerns, Popcorn Sez, Inc., and Sun Puff Popcorn Company, were respectively sold and dissolved in 1949, with the proceeds of the Popcorn Sez sale used to reduce current liabilities of Auto-Vend.

As revealed in Blair's 1949 annual report, just published, Auto-Vend showed a small loss for that year. At year end it had assets with a book value of \$216,732, current liabilities of \$159,531 and a reserve of \$89,000 against contingent liabilities.

Legal Action

In line with Blair's intended sale of Auto-Vend, legal action was scheduled for Monday (24) to rescind the purchase of the firm from E. J. Crofoot, former Auto-Vend president. If in Blair's favor, such action would result in recovering Blair's purchase price, \$642,500, less a dividend of \$267,500 credited to income in 1947.

In either event, present plans call for a continuation of popcorn vender production by Auto-Vend, it was indicated by Blair Holding Co. on page 106)

35 Bottle Venders Op on Brass Tokens In Tampico Stores

TAMPICO, Mexico, April 22.—The recent installation of 35 bottle venders offering Coca-Cola in local groceries, drugstores, tobacco shops, banks and manufacturing plants has met with remarkable public acceptance, according to the operating firm, Embotelladora De Tampico. Company has five Coca-Cola plants in as many cities on the Eastern Mexican seaboard.

Because there is no Mexican coin for the price of a coke (25 centavos), a brass token is sold by the location. Signs advising customers of the availability of these tokens are placed on the wall of vender locations. The brass tokens were purchased thru Vendo Company, which also made an adjustment on the slug rejectors of its venders, before shipment, to permit them to accept the brass pieces.

According to Burton Grossman, sales manager of the local bottling plant, the venders are rented to locations instead of being installed on a commission basis. Rental is 2 centavos, which is included in the 20 centavo charge per bottle. This nets the location 5 centavos per sale.

Grossman states his firm is adding more venders for greater coverage.

Belvend Mfg. Named Nat'l Distributor

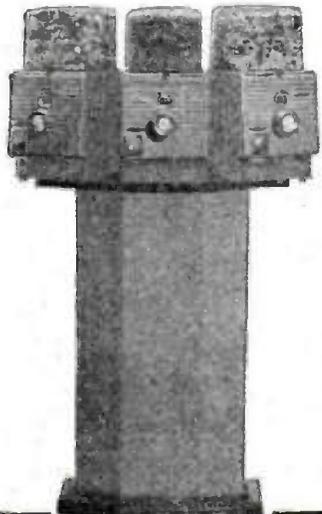
Tool for New Cabinet

CHICAGO, April 22.—Reorganized and recapitalization of the Vendall Company was announced this week by A. Garrick Alex, with the entrance into the firm of Bel E. Hall, head of Belvend Manufacturing Company, Inc. At the same time, it was announced that Belvend had been named national distributor for the Vendall machine.

Under the new set-up, Alex will retain the office of president while Hall will be chairman of the board. Hall, who now has a substantial financial interest in Vendall, will direct the new sales program thru his Belvend firm.

The Vendall mechanism will continue in production unchanged, but a new type cabinet is now in the final designing stage and scheduled for initial delivery within 60 days. Tooling for the new cabinets, console type with knee-high bar delivery. (See Vendall Company on page 109)

NOW!
Bigger Profit
 FROM EVERY LOCATION
 With the New
Northwestern
CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
 OR SEE YOUR DISTRIBUTOR
 THE NORTHWESTERN CORPORATION
 829A ARMSTRONG STREET, MORRIS, ILL.

BRAND NEW
LUCKY BOY VENDORS

\$9.75 Lots of 3, 14.75
 EACH Lots of 25, 97.75
 11 or 54 MODEL

Nut and Charm Vendors hold 3 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance C. O. D.

FREE
 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
 VALLEY STATION, KY.

College Bottle Vender Program Can Be Pattern for Other Ops

FAYETTEVILLE, Ark., April 22.—Placement of soft drink venders in the University of Arkansas by the Fayetteville Coca-Cola Bottling Company, while involving bottle machines only, lends itself to a like promotion procedure for other types of automatic merchandising equipment. The method followed by bottling plant Manager Allen Reynolds might serve as a placement pattern for operators with similar large student bodies within servicing distance of headquarters.

The result of Reynolds's college program brought his firm's venders into recreation centers, cafeterias, smoking lounges, dormitory halls and fraternity rumpus rooms, administration offices, "Y's," journalism press rooms, gymnasiums, laboratories and drafting rooms.

Reynolds's interest in college and university vender placement was spurred when, in the fall of 1947, he observed that his firm's bottled drink was being sold over recreation room counters amid congestion and full demand was not being filled. Citing the need for greater availability, he began a personal campaign to introduce venders onto the campus, with an over-all operation his goal.

The first move was to contact someone who would agree on the

benefits of vender installation and better supply of his firm's product. Working with a professor who was friendly to the idea of vender promotion, Reynolds started the ball rolling. His chain of contacts progressed from the assistant to the president of the university and eventually to the school treasurer. Both were found agreeable on installation of venders. But it was stipulated that Reynolds could only place equipment in those campus buildings in which he received the okay of the individual dean. While this slowed placement, and meant that a blanket installation was not possible at once, the number of venders steadily increased as more and more deans were won over to the vender idea. The original installation of four machines in late 1947, in the student building, has now increased to 23 units throughout the campus.

Moving to win college authorities to the Coke-on-the-campus idea thru the installation of venders, Reynolds called their attention to workers over the country, in plants and offices, who benefited from availability of soft drinks, candy, thru near-by venders. Too, mention of student profit via commission aided vender promotion in the schools. Usually, this goes back to the student union.

Collection problems are eliminated at the university by sending out a single bill to the school each month. Complicated billing is avoided. Servicing also is kept simple; one servicemen keeps the venders supplied by two trips a day.

Pointing out the success of campus vender operations, Reynolds cited one State university where 93 bottle machines moved 45,000 cases of Coca-Cola in a year. At Haskell Institute, Lawrence, Kan., with a student body of only 800, venders sell 350 cases of Coke a month.

To make a smoother operation, coin-wise, Reynolds installed service type coin changers (Vendo) either on the vender itself or on stands. Renting the changers to the school at \$2.50 each per month, he has added 10 units during the past few months. At sororities and fraternities, which are not included in the campus proper operation, changers are installed for an additional nickel per case charge on the bottled Coke. In some instances, the houses have purchased the changers outright. University students take over servicing of the changers for their supply of nickels.

Atlantic City's Airport To Get Vending Units

ATLANTIC CITY, April 22.—Coin-operated vending machines will shortly be introduced at the local airport for the first time. The city commission announced that stamp machines, 1-cent scales and airline trip insurance dispensing machines will be placed in the Administration Building at the Pomona Airport.

The airport management will retain profit from the stamp machines; the scale manufacturers will take the collections from the weighing machines. The Associated Aviation Underwriters, handling the placement of the machines, said that the machines were being installed on public request.

ANOTHER ADVANCE Profit Maker HERSHEY 5' BAR VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity: 90 bars. Flopper can be adjusted to vend many other wire confection packages. 33 1/4" high; 4 1/4" wide; 6 inches deep. A flexible vender that will make money for you 52 weeks a year.

SAMPLE \$19.00 2 to 11 \$15.75
 12 to 49 14.50
 50 or more 14.25

ORDER TODAY
 15 Dep. Bal. C.O.D., F.O.B., N. Y.

J. SCHOENBACH
 Distributors of Advance Vending Machines.
 1447 Bedford Ave. Brooklyn 25, N. Y.

New Low Price KING OF VENDORS
 Nut and Ball Gum Candy, Churns, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors.

Bigger Profits from locations are a natural with Silver Kings of "Charm King" Ball Gum Vender. Designed for sales compelling eye appeal at low as \$10.00 in quantities.

At All the Best Dealers—or, Write. Ask About the New "Nut King".

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CIGARETTE MACHINES
 Buy With Confidence From STONER—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927. There is no, is and always will be a demand for my famous "E", "A" and "500" Models. WE BUY AND SELL USED EQUIPMENT—and what we sell is always completely refinished and reconditioned inside and out to look and work like new. King Size Chutes, Mirrors, Parts and Locks for all Vendors. Get the Facts on Our Nylon Deal STEINER MANUFACTURING CO. 363-3 Hudson Ave. Brooklyn 1, N. Y. Phone: TRIANGLE 5-0435

I HAVE 25 New Kleenex Vending Machines For Sale
 Some of these machines have never been unpacked from the original cartons, and none of them have ever been placed on a route. Original cost was almost \$1,000.00. I will sell all for \$750.00. Contact THOMAS B. COLLIER, 301 West 30th, Hutchinson, Kansas. Phone 4644.

ATTENTION —25c & 30c CONVERSIONS
 Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES
 UNEEDA, 8 Cols. \$100.00
 UNEEDA, 6 Cols. 90.00
 Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
 8 Col., Model E, 240 Pack Cap. 62.50
 ROWE PRESIDENT, 10 Col. 100.00
 Rowe Royal 10 Col., 400 Pack Cap. 95.00
 Rowe Royal 8 Col., 308 Pack Cap. 85.00
 Special 6 Col., 150 Pack Cap. 35.00
 Special 4 Col., 100 Pack Cap. 27.50

CIGAR MACHINES
 7 Col., 175 Cap. \$27.50
 1 Col., 50 Cap. 17.50

CANDY MACHINES
 ROWE, 120 Bar Cap. \$75.00
 National 6 Col., 108 Bar Cap., Wall or Counter Model 70.00
 VENDIT, 150 Bar Cap. 57.50
 U-Select-It 35.00
 UNEEDA, 40 BAR CAP. 23.50

SALE \$62.50
DuGrenier
 MODEL W, 9 Col., 308 pack cap.
 7 Col., 235 pack cap.
\$59.50

SALE \$62.50
Candyman
 (like new)
 72 bar cap. Enclosed base.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

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 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
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They're really beauties with that sales appeal that means amazing increases in sales and more profits. Illustrated are new plastic knife and boxing glove charms priced as follows:
 Knife, \$10.00 per 1000;
 Plastic Boxing Glove, \$3.25 per 1000; Copper Finish, \$6.00 per 1000;
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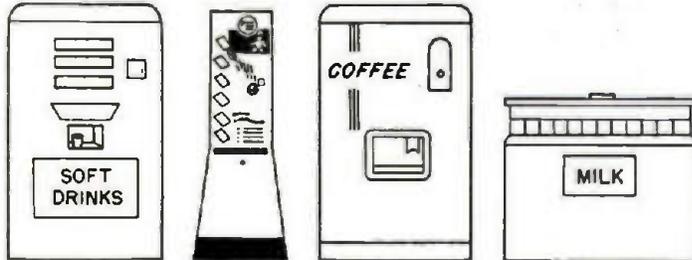
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KWIF-KAFE COFFEE VENDERS, \$450 Ea.
 2 New — 3 Used
ANDY ANDERSON
 2638 PRATT AVE CHICAGO, ILL.

The Perfect Companion Piece

for soft drink venders
coffee venders
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THE PURITY PRETZEL STIX VENDER

manufactured by the
VEND-RITE MANUFACTURING COMPANY

A natural companion for many venders and
a money-maker when placed by itself.

THINK OF IT! A truly jumbo-sized pack of Purity Pretzel Stix—a 5c
seller with a 100% markup.

YOUR COST is 2½c per package DELIVERED to your city ANYWHERE
IN THE U. S.

- Did you know that there are 6 billion pretzels consumed in this country every year. . . . America's Favorite Snack!
- Purity Pretzel Stix are a perfect hot weather item for health and quick energy; they prevent fatigue.
- Industrial plants are requesting operators to add Purity Pretzel Stix and the Vend-Rite "Pocket-Lunch" Vender to provide the supplementary salt diet necessary to industrial workers.

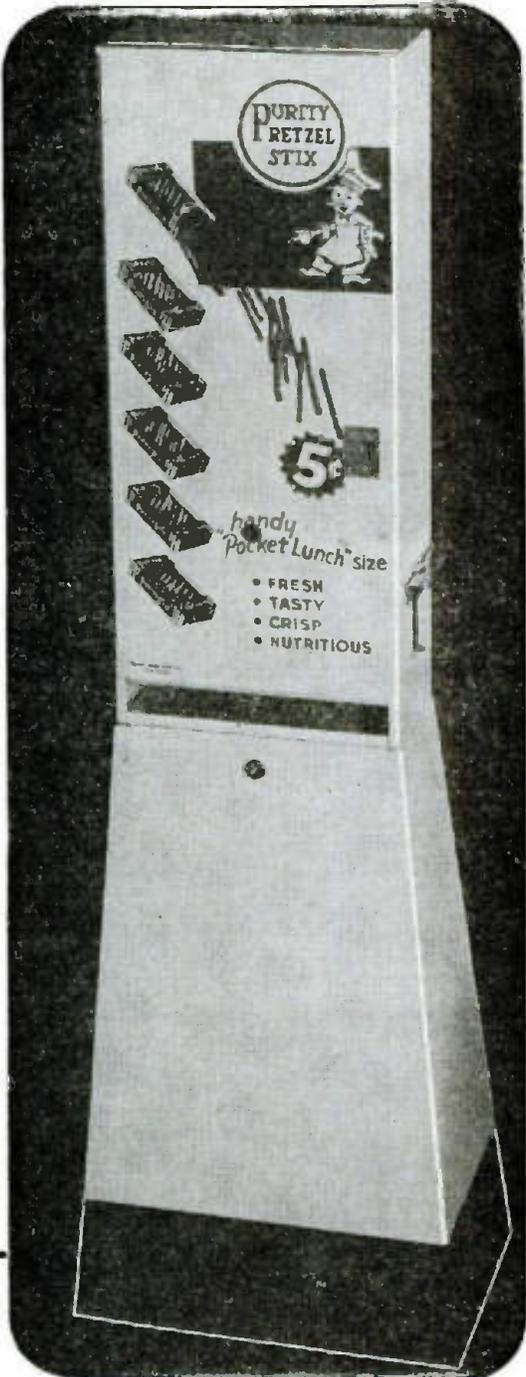
PURITY PRETZEL STIX are available in 120-count packs.
15 cases or more. per case **\$3.00**
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THE VEND-RITE PRETZEL STIX VENDER can be used as a stand model (as shown) or as a wall-type model (DeLuxe Compartment Stand is optional equipment). Vender size is 6½" x 12½" x 30". All steel, welded construction. Finest white-baked enamel with red and brown illustration. A.B.T. 5c slug rejector. **VENDING MECHANISM IS UNCONDITIONALLY GUARANTEED FOR 1 YEAR.**

Stand size is 30" high x 18" wide at base. Storage compartment for 1¼ gross of Pretzel Stix; locks separately. Welded construction, white baked enamel finish. Dark kick plate.

WRITE FOR PRICES AND COMPLETE INFORMATION

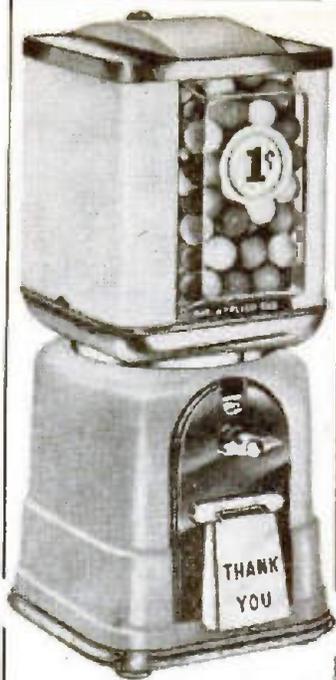
<p>DISTRIBUTORS:</p> <p>Automatic Service Supply Co. (Mr. Frank Huesman, Mgr.) 5670 Wilshire Blvd. Los Angeles 36, California Branch Offices: El Paso, Texas; Dallas, Texas; Oklahoma City, Oklahoma</p> <p>The Pioneer Corporation (Mr. Milton Marcus, Mgr.) 2618 Frederick Avenue Baltimore, Maryland</p>	<p>George R. Lewis Distributors (Mr. George R. Lewis, Mgr.) 919 No. Michigan Avenue Chicago 11, Illinois Branch Office: Minneapolis, Minnesota</p> <p>The Western Reserve Equipment Co. (Mr. Charles L. Sebolt, Mgr.) 1468 West 9th Street Cleveland 13, Ohio Branch Offices: St. Louis, Mis- souri; Atlanta, Georgia; Detroit, Michigan; New York, New York</p>	<p>R. I. Distributing Company (Mr. Bernard E. Sullivan, Mgr.) 1536 N. Halsted Street Chicago 22, Illinois</p> <p>State Wide Equipment Co. (Mr. Jack Klingensmith, Mgr.) 918 16th Street N. E. Massillon, Ohio Branch Offices: Cincinnati, Ohio; Columbus, Ohio; Pittsburgh, Pennsylvania</p> <p>Western Automatic Distributors (Mr. Emil Reising, Mgr.) 160 Collins Street Richmond, California Branch Offices: Portland, Oregon; Salt Lake City, Utah; Denver, Colorado</p>
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PURITY PRETZEL CO.
38TH AND DERRY STS.
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(PHONE: 4-1113)

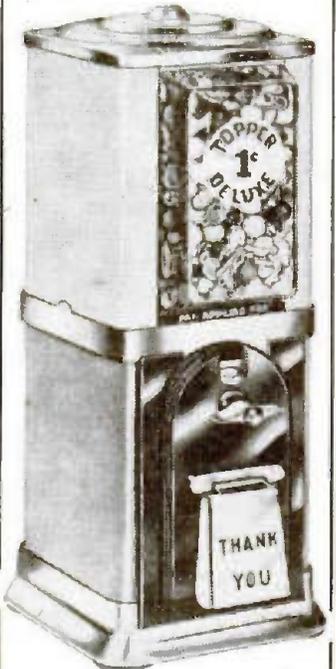
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Everyone likes JUMBO-SIZE Ball Gum. Thousands of locations are available and waiting for JUMBO UNIVERSAL for vending Jumbo-Size Ball Gum. This is the fastest selling piece of ball gum today and will be a sensation in thousands of locations. Also JUMBO UNIVERSAL SPECIAL for greater capacity vending 140, 170 and 210 count ball gum and other bulk merchandise. Capacity 2373, 210 Count Ball Gum.



It's Here! TOPPER DE LUXE by VICTOR

The new streamline creation! Its beauty and performance are sensational! Never before have there been so many new and practical ideas packed into a bulk vender as you will find in the new TOPPER DE LUXE. See these great venders now on display at all VICTOR distributors . . . or write for colored descriptive folder.

AMERICA'S FINEST VENDERS . . . THE INDUSTRY'S GREATEST VALUES!

VICTOR VENDING CORP.

5701-13 W. Grand Avenue Chicago 39, Illinois

Merchandising Clinic:

New Idea in Vender Placement Keeps Summer Candy Sales Up; Denver Op Cuts Seasonal Slump

By Robert Latimer

DENVER, April 22.—Using a bit of psychology in machine location has helped William Votaw, candy route operator here, to sustain summer bar sales without the usual seasonal slump.

Votaw, who has 34 machines in Denver suburbs, has found a practical answer to summer heat, normally enforcing removal of chocolate-covered and other heat-sensitive candies, thru spotting his vending machines near refrigerated equipment in most of his locations. In

small grocery stores, service stations, etc., where mechanically refrigerated soft drink dispensers and self-service cases are in use, he finds that locating the candy bar machine right alongside them has two good effects. First, the refrigerated cases actually cool the air enough so that Votaw can safely display popular chocolate bars or chocolate-covered items.

Explains System

"Where ever there are open self-serve cases, there is enough cooling effect in the immediate atmosphere that the candy is kept in good condition." "Therefore when summer looms, I make an effort to point this out to each location owner and switch the vender to the cooler area."

"A second advantage is the fact that the customer buying ice cream, cold dairy products and meats is reminded of candy and will frequently add a bar or two to his other purchases.

"Because of long experience with chocolate-covered bars disappearing each summer most people automatically give them up during that period. If they find them displayed, however, the old sweet tooth is still in effect and more sales are the result."

Any type of location owner shows interest in this "parasite refrigeration" idea, according to Votaw, and he has had no trouble in selling all of them in spotting the vender where it can capitalize on mechanically refrigerated air.

Vendall Firm Is Recognized

(Continued from page 101)

will begin shortly. Production will be confined to the eight-column model at first, with a 12-column one-piece theater model to be introduced later. For the present, Vendall's five-column unit will not be produced. Fluorescent lighting under the new type display panel will be a feature of the new cabinets. Prices will be competitive with like-capacity candy venders now on the market, Hall declared.

A one-year guarantee against defective workmanship, materials or mechanical failure will be offered on the new Vendall line, according to Alex.

Sales Program

Outlining the new sales program, Hall stated that Belvend will immediately contact the present Vendall distributors with a view to reorganizing their distribution activities. A number of additional distributing outlets have also been selected for territory not now covered, mainly in the East. Also, Belvend is embarking upon an extensive national advertising program on the Vendall machine.

New cabinet development work will be in addition to the over \$100,000 expended in refining the vending mechanism since its reintroduction following the war, Alex said. The first Vendall machine, an eight-column unit, was introduced in 1939.

Willard Main Dies

CEDAR RAPIDS, Ia., April 22.—Willard F. Main, 90, of Cedar Rapids, former vending machine operator and distributor, died at his home here following a long illness.

Main had retired in 1940 but maintained his office until 1947. He operated a jewelry factory at Iowa City and sold it in 1899 when it was the largest of its kind west of the Mississippi. He then entered the wholesale phonograph business and moved to Cedar Rapids in 1917. He later entered the vending machine business which he operated until his retirement.



WE'VE GOT . . . TOPPER Victor's Terrific Vender

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

H. B. HUTCHINSON JR. 521 North Ave., N. E. Atlanta, Ga.

New Ice Cream Vender Readied

(Continued from page 101)

Price of the vender is \$800. It is a non-selective type, vending bars in waxed boxes. Automatic delivery, at the drop of a dime, and built-in coin changer is featured. Three fully enclosed chutes stock bars in vending position. Hinged at the bottom, the front sections pull out for easy loading. Machine, with a shipping weight of 500 pounds, stands 72 inches high, 34 1/2 inches deep.

Other features include stainless steel fittings and functional parts, hinges on the front service door, waffle type refrigeration plates on three sides and top and bottom. Insulation is of cellulux; 4 inches on three sides, 3 inches at top and 5 inches at bottom. A "disconnected" alarm bell is also built-in, battery-operated. It will be actuated should the electrical connection be broken or accidentally unlogged.

The pilot model, which has been test operated for the past two months, is now in operation at the sales headquarters in the Fort Dearborn Hotel, Van Buren and LaSalle Streets. Production capacity of the present plant is 10 units a day. Schwalb stated that Kelleho Sales has an option to let out contracts for additional production upon demand.

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order

THE PENNY KING COMPANY

415 Neptune Street Pittsburgh 20, Pa

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern

CUTS SERVICING TIME AND COSTS IN HALF

49

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

Immediate Delivery on the **NORTHWESTERN LINE**

RAKE COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 22, Pa. Lombard 2-2676	RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.
--	--

WE'VE GOT . . . TOPPER

Victor's Terrific Vender

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.
2117 Third Ave., N.
BIRMINGHAM 3, ALABAMA

BALL GUM

Bubble or "Chic" All Sizes

From 3/8ths to new 1-Inch Jumbo

NEW CHARMS

Brilliant colors Opaque or Translucent

BARKER BRANDS INC.
Sea Bright, N. J.

VICTOR'S AMAZING NEW TOPPER
Special April Offers
Candy 1000 Toppers
PLUS 25¢ 210 Ball Gum or 35¢ Candy PLUS 1000 Cherm's All for only **\$50.00** (with plastic globes)
Double Unit Topper with Plastic Globe PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Cherm's All for only **\$36.00**
Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy, U.S. 1000 Cherm's. All **\$51.25** for only **\$31.25** Samp. Topper, **\$11.25**
IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$12.95 EA. WRITE FOR INTRODUCTORY OFFER.

RAIN-BLO GUM 140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 100 or more with freight prepaid. 25¢ lb. less 2%.

COLORADO BALL GUM—All Sizes 25¢ or 40¢ carton, 75¢ lb. 160¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS 25 lb carton Large 35¢ lb. Small 50¢ lb. Full Cash With Order.
Plastic Auto-graphed Base, balls, \$3.00 per M. Metal plated, \$4.00 per M.
Write for our FREE Complete Charm List

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 441 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 3-7992

Coan Increases Field Service Dept. for Ops
MADISON, Wis., April 22.—Coan Manufacturing Company announced the expansion of its field service this week and the introduction of a new plan whereby operators of its equipment will get "front door" service regardless of their distance from the plant.
The new field department is headed by Clarence Coan, who is assisted by Charles Martin. Operator services will include all phases of his business, such as mechanical, operational, location, merchandise purchasing and administration. To facilitate the new "remote contact" program, Coan Manufacturing has purchased a fleet of new panel trucks.
Frank Q. Doyle, general sales manager, said the new service plan was a logical tie-in with the firm's expanding regional sales organization.

3-Way Deal Sets Cup Venders in Chi Subway, Et
NEW YORK, April 22.—In a three-way deal closed last Saturday (15), Automatic Products has arranged to begin immediate delivery of Refresh-o-Mat cup venders carrying the Orange-Crush decal to Mechanical Merchants, Chicago operating firm, for installation in that city's subway and elevated system.
Deal was closed by Bob Waggoner, of the Distributing Corporation of Illinois. Automatic's Chicago representative, Sam Kresberg, Automatic vice-president, predicted that 250 of the Orange-Crush Refresh-o-Mats may eventually be placed in the Chicago transportation system.

NEW LOW PRICE SILVER KING CHARM KING 2 GREAT VENDORS
Sample \$12.95
2 to 3 1 to 5 cases \$42.00 case 4 cases or more \$40.00 case Packed 4 to Case

RAKE COIN MACHINE EXCHANGE
400 Spring Garden Street Phila. 22, Pa. Lombard 3-2676

RAKE COIN MACHINE AGENCY
2120 Fifth Avenue Pittsburgh, Pa.

FITS ANY SPOT! ALKUNO CIGARETTE VENDOR
You need a cigarette machine like this 4 columns—100 capacity—silver quarter only—regular and 1/2 size—no matches.
MODEL 600
Metal cabinet and Base. Ht. on Base, 60" Wt. on Base, 70 Lbs.
PRICE
MACHINE \$65.00
BASE 12.00
Immediate Delivery in Green Metal Lustre Finish
Write for Catalog of Complete Line of 5¢ Gum, Cracker and Candy Vendors.
ALKUNO & CO.
488 Concord Ave. New York 54, N. Y. Melrose 3-7757

Settle Rent Dispute
WASHINGTON, April 22.—Government Services, Inc., which runs the big concessions and snack bars in federal buildings, has settled a long standing dispute with the government over payments. GSI has given the Treasury a check for \$293,148.66 for rental space in the buildings. That brings the total rent paid during the last 23 years to nearly \$2,000,000, and it doesn't include annual payments for electricity, maintenance and steam. The rental is computed on the basis of gross income from all units in government buildings and amounts to 1 1/2 per cent of income.

Peter Paul Lists Earnings
NAUGATUCK, Pa., April 22.—Peter Paul, Inc. reported a net income of \$3,076,826 for 1949, compared to \$3,368,670 for 1948.

FREE—FREE
Two weeks' FREE TRAINING in servicing and operating routes of Victor 1¢ venders with each purchase of 100 or more Jumbo Universal at \$13.95 each. Terms, Complete Victor line on display.
lowest prices on ball gum, nuts, candies & charms.
BERNARD K. BITTERMAN
3002 Truman Road Kansas City 1, Mo.

CHROME PLATING AT NO EXTRA COST! 1c or 5c All Purpose Bulk Merchandisers
ACORN
Order Yours Today!

ACORN IS THE ONLY ALL-PURPOSE BULK VENDOR BECAUSE . . .

- It vends all sizes of ball gum
- It vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts and Charms
- Features either 1c or 5c operation

WRITE FOR COMPLETE DETAILS TODAY!

MAFG CO., INC. 11411 Knightsbridge Avenue Culver City, California

DISTRIBUTORS
A Few Choice Territories Are Still Open
Write, Wire, Phone
M. J. ABELSON
Gen. Sales Mgr. 1349 Fifth Ave. Pittsburgh, Pa. PH.: AT 4478
Pacific Coast Dist. Operators: Vending Machine Supply Co. 1023 S. Grand Los Angeles 15 Cal

HERE IT IS The Great Victor Topper Delux
The Last word in vending efficiency. 1 to 5 cases, \$51.00 per case, \$12.95 per machine; 25 or more cases, \$47.00 per case, \$11.95 per machine. Liberal trade in allowance.
Vinco Sales and Distributing Agency
1132 Hensley Ave. Hamilton, Ohio

Popcorn MACHINE OPERATORS AND DISTRIBUTORS
Suprpop Hybrid Specialty Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for Prices.
suprpop co.
5958 BAUM BLVD. PITTSBURGH 4 PA.

MR. OPERATOR!
DID YOU KNOW?
There are less used or rebuilt VICTOR MACHINES offered than any other make.
DID YOU KNOW?
That you can buy TOPPER as low as \$10.00 in lots of 100 or more.
DID YOU KNOW?
You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.
BETTER WRITE FOR TIME PAYMENT PLAN
ROY TORR LANSDOWNE, PA.

FOR SALE
REVCO and CRAIG ICE CREAM VENDING MACHINES.
Good condition, reasonably priced. Term payments available to responsible operators.
BOX Q-343, The Billboards 2146 Peterson St. Cincinnati 22, Ohio

Vending Machine Salesmen!
The fastest selling—biggest profit machines for the operator—our men selling 1915 volume—deals can still be made if you have the right machine. Top commissions to real promotional producers who can travel and finance themselves until under way. Tell us who you've sold for and what you sold—and we will send full information. No curiosity seekers or free sample artists need apply. Exclusive territory assigned. Write now.
BOX CH-129, The Billboards 188 W. Randolph Chicago, Ill.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES
TOPPER (Illustrated) Lots of 100 \$10.00 Sample, \$11.25.
Victor's Universal
JUMBO 1" Ball Gum Vendor. Best Location-Getter in Year! Immediate Delivery.
\$32.50 EA.
Distributors: Write for Special Prices! 1/3 Dep., Bal. C.O.D.

VICTOR'S Victory Basketball Game
First new counter game since the war—Plenty of action—return ball feature—1c or 5c play—**REAL MONEY MAKER!** 32" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free. Orders Filled in Rotation Received.
\$32.50 EA.

VEEDCO SALES CO. 2124 MARKET STREET PHILADELPHIA 3, PA. PHONE: LOCUST 7-1448

MILLS
Operator's Price
VEST POCKET BELL \$65.00



Size: 8" x 8" x 8"
A 1/2 Pocket Size Slot with Automatic Pay-out System. Awards from 3 to 20 nickels. Reconditioned \$44.50.

NEW COUNTER GAMES

- S. K. Hunter \$45.00
- S. K. Target King 45.00
- A. B. T. Target Skill 47.50
- A. B. T. Skill Gun 47.50
- Kicker & Catcher 34.50
- Non-Coin Marvel 39.50
- Groetchen Yankee, 12 or 15 36.50
- Groetchen Kitz, 12 or 15 36.50
- Electric Shocker 22.50
- A. B. T. Strike It 47.50
- Daval Ace, 12 or 15 21.50
- Daval Cub, 12 or 15 21.50
- Groetchen Imp, 12 or 15 21.00
- Daval Marvel, 12 or 15 39.50
- Daval Amer. Eagle, 12 or 15 39.50
- Non-Coin Amer. Eagle, 12 or 15 39.50
- Groetchen Wings, 12 or 15 36.50
- Groetchen Pop, 12 or 15 26.50
- Gett. Grip Scale 24.50
- Daval Buddy 24.50

Specify 12 or 15 When Ordering

NEW VENDING MACHINES

- N. W. Model 17, 12 or 15 \$13.75
- N. W. DeLuxe Comb., 12 or 15 27.00
- S. K. 12 or 15 Bulk or Charm King, as low as \$10.00 in quantity.
- Adams Model N, 12 Gum 22.50
- N. W. Stamp, Roll Type 49.00
- Marion Scale 79.50
- Walling Scale 49.50
- Shimano Stamp, 3 Col. 39.50
- Acorns, 12 or 15 13.95

GENUINE LEAF RAINBOW BUBBLE-BALL GUM

1 1/2" Size, 2 1/2 lb.—170 & 210 Ct., 2 1/2 per lb. Packed 25 lb. Ctn. Orders of 150 lbs. or more shipped prepaid from factory less 20%. Not on hand in all factory prices, but fast pickup service from 2 offices—Philadelphia and Pittsburgh—plenty of stock on hand.

RECONDITIONED VENDING MACHINES

- Master 12 or 15 Comb. \$10.00
- Master 12 7.95
- Yu Chu Ball Gum, 12 5.95
- Vitas Ramon, 12 (Like New) 7.95
- N.W. DeLuxe, 12-15, Plastic 15.00
- Col 12 Bulk 7.50
- Lucky Boy Bulk, 12 (New) 7.75
- Advance Mod. D. Ball Gum (New) 7.95
- Exhibit Card Vendor (Like New) 15.00

RECONDITIONED COUNTER GAMES

- A. B. T. Totalizer, Electric, Incl. \$29.50
- Stend 19.50
- A. B. T. Challenger, 12 24.50
- Kicker & Catcher, 12 24.50
- Imps, 12 19.00
- Am. Eagle, 12 19.50
- Marvels, 12, Cig. Tok. Pay. 22.50
- Champion Basketball, 12 19.50
- Whirlwinds, 12 (New) 19.50
- Camera Chiefs, 12 (Elec. Mod.) 10.00

"RAKE" 24 PAY PLAN

All New Vending Machines Listed Above Sold on Our 24 Pay Time Payment Plan.

WRITE FOR COMPLETE DETAILS
Specify What Machines You Are Interested in Purchasing.

Write for Circulars and Price List "V" on Complete Line, 1/3 Deposit, Bal. C. O. D.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA.
Ombard 3-2676

BRANCH OFFICE

2120 Fifth Ave., Pittsburgh, Pa.
Court 1-2842



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KARL GUGGENHEIM, Inc.

33 Union Sq. • New York 3, N. Y.

NEW LOW PRICES

U-SELECT-IT CANDY MACHINES

U-Select-It, 7 1/2-Bar Size Each \$27.50

Cigarette Machines

Write for low prices all makes.

COUNTER MODEL \$17.50

Half Deposit. Phone: BA. 9-6664

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

Candy Operators Boost Penny Venders; Midwest, South Lead

(Continued from page 101)

nickel type of operation, on the tab and candy coated gum front, is the introduction this month of a specially designed penny machine by the Stoner Manufacturing Corporation (The Billboard April 8). With cabinet modeled to complement the firm's Univendor candy vender line, it is planned to promote its placement as an attachment for the former. The Gum Vending Corporation, too, has been active in contacting candy operators on the penny-nickel plan.

Citing specific moves and statements from operators in various parts of the country, obtained during the survey, serves to pin point area and general operator reaction to the penny machine idea. George Duckett, service manager for G. B. Macke Corporation, Washington, declared the firm plans a fair-sized expansion of such operation as soon as more plastic globes are available. He states that one of the biggest problems in penny operations is breakage of glass globes.

Macke has been operating 1-cent gum and peanuts venders for two years, with the "smallices" accounting for about 2 per cent of its total business. However, even with this small ratio of penny to nickel equipment, gross earnings have shown a slight increase, according to Duckett. Also, he says general overhead costs have dropped a little since the penny units were put in, due to their permitting servicemen to do "double duty" (with a minimum of extra work and time consumed) on each location having both types of equipment. Too, Macke servicemen have evidenced a liking for the penny machines because, working on commission, they afford the means of increasing their pay checks.

Denver

Denver candy operator John L. Rhodes, with an almost four-to-one ratio of candy bar and penny venders (former predominating) reports penny operation has "proven profitable." He added the first-centers in October, 1949, after he noted bar sales had fallen off in such locations as creameries, delicatessens, amusement parks and retail clothing stores. Decision to add penny equipment came after he observed a heavy predominance of youngster trade, from 12 years on down, at such spots. Reasoning that most children did have pennies, Rhodes "teamed-up" nickel-penny machines in 36 locations, a process which is still continuing at the rate of 10 penny units a month.

According to Rhodes, operation of the penny machines has upped his gross earnings by 15 per cent. And during the past six months, he claims penny sales thru individual units have shown a 100 per cent increase. This he attributes to changing the confection or nuts vended each week, plus the gradual familiarization of youngsters with the locations. Another important operating factor in the 1-cent field was found when it indirectly caused an increase in nickel item sales. Where the customer (mainly adult) finds he doesn't have a penny, he switches over to the 5-cent candy instead of ignoring the "candy buying" impulse completely. Too, observing locations where large groups of school children congregate, Rhodes found that often the same youngster would patronize both the penny and nickel vender on one visit.

One of the leading candy operators in Spokane, L. J. Osler, has been steadily adding penny machines during the last two years. However, he has operated them since first starting in business 10 years ago. Because penny units up gross earnings with little or no increase in overhead, Osler plans to "keep adding new penny equipment."

Chicago candy operators, most of whom have used penny venders on a large scale for a number of years,

indicate their continued acceptance of the "copper" phase of operation. Increases in such placement, however, hinge on installation of nickel equipment in new locations. This is because most already have penny units placed in conjunction with their larger machines.

Among the major nickel-penny candy routes in Chicago are those by King & Company, Kandy Kit Company, Illinois Vending Company, Mills Automatic Merchandising Company, Vendall Service Corporation and Mercury Confections.

Where new candy operations are set up, it is the rule rather than the exception that penny machines are included "as a matter of course," as several newer firms declared.

The picture is repeated in Indianapolis; every new candy location obtained automatically receives a penny vender also. Operators report a "substantial increase" in gross earnings followed penny machine "cooperation" with nickel units.

Detroit Pic Varies

In Detroit, contrary to most other Midwestern cities, penny operation for the main consists of ball gum units, which are serviced by firms specializing in this field. Heavy before the war, operation of penny machines (candy, nut and stick-tab gum) has been largely divorced from nickel venders. An exception is Variety Venders, which went into the penny field strongly a year ago when it added gum (tab, candy-coated, stick) units to regular candy locations. During and prior to the war, the firm operated numbers of penny peanut units. The firm is now reorganizing its records, to allow a separate breakdown of returns from penny and nickel machines.

Russell Candy Service, Milwaukee, uses penny peanut and ball gum venders in conjunction with its nickel machines. However, according to owner Copeland Russell, they are pulled when locations request a commission from penny sales.

With the exception, in most instances, of Canteen operated penny units, such equipment in New York is not placed on a penny-nickel dual installation. A pro and con attitude toward penny units has been adopted by most Buffalo candy operators. Some say they intend to decrease this phase of their business, while others, like Automatic Equipment Company, intends keeping them as a "supplementary income source."

As far as candy operators are concerned, penny units are getting a negative nod in Los Angeles. Currently, there are no plans to add such equipment to existing nickel unit routes.

VEND-RITE CO.

(Continued from page 101)

18th St. N. E. Massillon, O., Ohio and Western Pennsylvania; Pioneer Corporation, 2818 Frederick Avenue, Baltimore, Delaware, Maryland, District of Columbia, and the Western Reserve Equipment Company, 1468 W. Ninth Street, Cleveland, the remainder of Eastern and Southern territory.

Tennes stated that two selective general merchandise venders, in two and four-column models, will be ready for mid-summer release.

BLAIR HOLDING CO.

(Continued from page 101)

Cated. Along this line, Roy F. Cresswell, Auto-Vend general manager, reported a definite upturn in operator interest this spring, shown by deliveries of a "reasonable quantity of machines to both new operators and former customers."

Cresswell also announced that firm's current production models incorporate a heavy duty switch assembly to stress trouble-free operation.

10 NEW ITEMS! NEW LOW PRICES

- COMIC-STRIP CHARMS, Price per M
- Plastic \$ 4.00
- Metal-Plated 6.75
- GROCERY STORE CHARMS 12.50
- SCOUT KNIFE, With Metal Blade 10.00
- METAL SCISSOR
- That Actually Cuts 10.00
- LICENSE PLATE CHARMS 7.50
- BOWLING PIN CHARMS
- Plastic 4.00
- Metal-Plated 6.50
- ANIMAL HEADS, Metal-Plated 7.50
- PIRATE COINS, Metal-Plated 7.50
- WILD WEST TELESCOPE VIEWERS 12.50
- EPHY SUPER CHARM MIX
- 400 Ass'd in Bag 2.00
- EPHY FORTUNE BALL MIX
- 1 Gross Ass'd in Bag 1.75
- FAMOUS #1 CHARMS
- Plastic 2.50
- Metal-Plated now 4.25
- BIG FAMOUS #2 CHARMS
- Plastic 3.00
- Metal-Plated now 5.00

EPHY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

WRITE FOR CATALOG
On Bulk Venders, Merchandise, Games, etc.

BUBBLE BALL GUM
148 or 178 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65
100 lbs. or more 21.50

CHARMS

- Plastic Charms, small, 1,000 \$2.25
- Metal Colored Charms, small, 1,000 2.25
- Plastic Charms, large, 1,000 2.95
- Copper & Nickel, large, 1,000 5.00
- Silver Wedding Rings, 1,000 5.95
- Schmoed Buttons, 1,000 6.50
- Toy Watches, 2 gross 2.50
- Straw Set Rings, 1 gross 1.95
- "Map Cat" Buttons, 1,000 5.95
- Plastic Colored Rings, 1,000 2.50

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

PARKWAY MACHINE CORPORATION
715 Enoch St. Baltimore 2, Md.



"The Magazine of Automatic Merchandising"

"I find VENDOR very interesting; it's a real magazine for all vending machine operators."

ERNIE FERA

Sault Ste. Marie, Ont., Canada.

VENDOR 4-29

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name

Address

City Zone State

CHI OPS BEAT LENT \$ HIATUS

So. Automatic Moves to New Cincy Offices

CINCINNATI, April 22.—Joe Weinberger, head of Southern Automatic Music Company here, announced this week that the Cincinnati headquarters has moved to 1000 Broadway. One of the oldest distributor firms in the trade, Southern Automatic also has offices in Louisville, Indianapolis, Lexington, Ky., and Dayton, O.

The move represents an expansion in both building space and improved facilities. The new building, owned by Southern Automatic, houses 20,000 square feet and has been completely renovated. Large show rooms designed to accommodate all types of coin machine equipment have been set up and shops have been equipped with modern reconditioning devices.

The location of the Southern Automatic office here is at Court Street and Broadway, a focal point for six Cincinnati thoroughfares and several highways pass within a block. The new building is not only accessible from the city itself but also from outlying parts of the State and Kentucky. A large parking area is being readied for Southern Automatic customers.

Colorado Ops Plan New Org

DENVER, April 22.—A new association of coin-operated phonograph men is planned for this area, and will soon assume an incorporated membership under the title of Colorado Music Operators' Association, according to Wolf Roberts, head of Wolf Distributing Company here.

Roberts, long-time operator and distributor, has been setting up plans for the group, which will replace an old organization which was created 30 years ago and went by the board during the war. "There is a strong need for organized co-operation among phonograph operators in Denver," Roberts pointed out. He believes that within a month or two final plans will be formulated and a meeting place designated.

Chi Music Op Seeks Injunction in Suit

CHICAGO, April 22.—Adolph Raymond, A & M Music Company, this week filed suit in Circuit Court here seeking an injunction to restrain suburban River Forest from seizing juke boxes on location. Raymond's firm, located in River Forest, operates a number of music machines in the village.

Suit filed by Raymond charges an ordinance enacted October 17, 1949, prohibiting juke boxes in River Forest is illegal and not within State statutes.

45 R.P.M. Jukes Live

MILWAUKEE, April 22.—First of the new speed Wurlitzer phonos have been placed on location here Harry Jacobs Sr., United, Inc., announced this week. Two units, adapted to play 45 r.p.m. disks, were put out by a local operator, and more will follow in a few weeks.

Also getting its first taste of the 45 r.p.m. 1250 is Appleton, Wis., where the first converted unit was placed on location late this week.

Title Strips Tell Tale:

Denver's Charlie Larcom Opens Door to Successful Operation With Clean, Accurate Listings

By Robert A. Latimer

DENVER, April 22.—A common fault which music operators must overcome before they can successfully obtain new locations is misspelling of record names on title strips, according to Charles Larcom, old-time music-vending operator here.

The prospective new location owner is usually familiar with the methods and maintenance policies of the operators located around him, and is likely to have a poor impression of the operator whose title strips are misspelled, Larcom points out.

"If he finds the strip laughably mixed up, name of the orchestra badly spelled, etc., he is likely to feel that the operator doesn't apply much attention to operation of his phonographs and, consequently, will be equally lax with service and upkeep work," the operator added.

"I have personally run into a few instances where the operator's title strips were incorrectly aligned with the numbers, the orchestra's name was difficult to recognize, and even

such famous names as Perry Como, Bing Crosby or Frank Sinatra were badly spelled. Perhaps the fault lies with the office girl, but I believe that the operator who doesn't check his title strips before they go on location machines is risking a loss of good will."

It is likewise a mistake to turn out carbon-copy title strips, which are prone to smudging, at best indistinct, and always leave a bad impression with the customer, Larcom further pointed out. If it is necessary to use a duplicating machine of some sort, it should be of type which prints clear, sharp copies, Larcom said.

"Better have the girl type over the entire list, one for each machine, than to fool with carbon paper," the operator advised.

Larcom himself, operator of 70 phonographs, has purchased a special typewriter which turns out neat script letters, far different from standard typewriter impressions, and sees to it that each machine gets an original.

Trio-Art Combo Makes Debut In Philly; Includes Coin Juke

PHILADELPHIA, April 22.—A combination piano, radio and juke box, known as the Trio-Art Piano Combo, was introduced here at the Rittenhouse Hotel recently. Milton Bugay plays the new instrument in the cocktail lounge, and initial tests indicated the new electronic-piano combination promises to be an effective entertainment medium for restaurants and taverns.

The device combines into one compact cabinet an amplified piano, an automatic record changer, public-address system, record recorder and AM and FM radios. These diversified effects enable one entertainer to present a full musical variety. Moreover, the pianist can create a realistic impression of a full live orchestra by blending recorded music with his piano playing.

During the hours when the pianist is not working, the instrument serves

the location as a regular coin-operated music machine and thus realizes added revenue for the location owner. Until production can be speeded up only a limited quantity of the instruments are available for placement, according to Louis Luberoff, president.

Fire Destroys SDPA Meeting Site in Mitchell, So. Dakota

MITCHELL, S. D., April 22.—The South Dakota Phonograph Association (SDPA), scheduled to hold its quarterly meet here April 30-May 1 will have to look for a new site in which to hold its sessions.

On Friday (14), flames swept thru the Widmann Hotel, 48-year old landmark in this city and destroyed the building, the largest hotel in town.

Tailored Juke Disks Provide Extra Boost

New Speed Tests Due

CHICAGO, April 22.—With collection data now in, operators of music equipment in this area report grosses during Lent were the highest in the past 12 years. Normally one of the low points of the year, Lenten grosses this year held strong, continuing the upward trend in juke box incomes which have been evident since last fall.

Ops here point to the record factor as all-important reason for the steady increases in grosses, and especially for the play holding up during Lent. Charles Wilmoth, head of Tri-County Music, speaking for a group of local music men, said two disks, Music! Music! and Rag Mop, both "tailored" for juke box play, had proven that operators, by intelligently selecting such records, could hypo their play in usually "slow" periods.

New Speed Stimulus

Meanwhile, music operators in this vicinity are watching with interest as initial installations of Wurlitzer 1250 machines, equipped to handle either 45 or 33 1/3 r.p.m. disks, get under way. To date, although there have been three such machines available for operator study, they have not been in public locations, but, have been displayed by recording companies in their offices. Therefore, while the operators were able to see the units in action, they could not get a dollar-and-cents evaluation and, in the final analysis, this will be what counts.

Within the next few weeks, according to reports from Coven Distributing, local Wurlitzer rep, ops will have units, playing one or the other speed, in test locations, and within a month or so actual grosses will be available.

Coven Appoints New Ad Director

CHICAGO, April 22.—Ben Coven, head of Coven Distributing, this week announced the appointment of Harold Saul as sales promotion and advertising director of the firm.

Appointment becomes effective immediately, Coven said.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

EXCISE REDUCTIONS LOOK GLOOMY. The musical instrument tax was cut to 5 per cent, disk-phono tax cuts seem scuttled (General Department).

RKO AND RAINBOW CO-OP ON "WAGON." A big push is under way by the film org and the diskery to bally film tune (Music Department).

A NEW PROHIBITION ACT? U. S. Senate passes bill banning interstate shipping of "gambling devices" (General Department).

MERC, NBC PUSH LA QUINLAN "BILLY." The diskery, net and TV sponsor plan an all-out push on Roberta Quinlan's platter (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page and three quarters devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Ops Hold Fun-Fest

CHICAGO, April 22.—The Music Operators of Northern Illinois (MONI), will hold their first annual dinner-fun-fest May 10 at the River Forest Country Club. Highlights of the gathering, which is scheduled to start at 8 p.m., will include emceeing by disk jockey Eddie Hubbard, plus the appearance of six or eight recording stars.

Bob Lindelof, chairman of MONI and head of General Music, Skokie, Ill., said the May meeting will inaugurate the practice of holding an annual all-entertainment-no-business confab. Regular meetings, held at a different site each month, combine good eating with good business-practice discussion on an informal level, he stated.

Phil Mason

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EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION

H. C. EVANS & CO.

1328 W. Adams St.,
Chicago 7, Illinois

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 37)

- Lazy Daddy
R. Nichols Ork (What D'Ya) Cap 864
- Leicester Square Rag
Three Suns (Flying Red) V(78)20-3765;
(45)47-3768
- Let's Fall in Love
J. Moran Ork (Somebody Stole) Command 5014
- Let's Go to Church (Next Sunday Morning)
J. Wayne-Wayredrops (You Are) Col 38787
- Let's Go to Church
M. Whiting-J. Wately (Why Do) Cap 960
- Little Bit Independent, A
E. Fisher-H. Winterhalter Ork (Where In) V(78)20-3764; (45)47-3764
- Lorelei
Ames Bros. (Blue Prelude) Coral 60212
- Love Me a Little Bit
L. Kirl-Honeydreams (Faith and) V(78)-
20-3765; (45)49-3765
- Mad, Mad, Mad
M. Barrett-C. Warren Ork (Wolf Serenade) High
Time HT-132
- Mambo Jambo
S. Burke Ork (What, Where) Dec 24993
- Mamma
R. Bates-T. Anzalone Trio (My Shawl) Command
5013
- Mrs. Johnson, Turn Me Loose
Y. Yameseen (Nincompoop) Hawk Cap 1013
- Movin' Boss Mam Fun With Mount'n Girls
P. Rumbin (Hanky Tonkin) Kent 2703
- My Memory Trail
H. Jerome Ork (Tell Me) London 651
- My Moon
E. Howard Ork (Goodnight, Mother) Mer 5403
- My Scandinavian Baby
G. Krupa (Hemphart's Retreat) V(78)20-3766;
(45)47-3766
- My Shawl
R. Bates-T. Anzalone Trio (Mamma) Command
5013
- Night and Day
J. Gray Ork (What Is) Dec 24995
- Nincompoops Have All the Fun
Y. Yorgessen (Mrs. Johnson) Cap 1013
- Okey Dokey Polka, The
Six Fat Dutchmen (Helena Waltz) V(78)25-1158;
(45)50-0070

- Open Parachute
D. Schell (Our Love) National 9110
- Open the Gates of Dreamland
Mills Bros. (I've Shed) Dec 24994
- Our Love Story
D. Schell (Open Parachute) National 9110
- Our Waltz
D. Haymes (Some Hearts) Dec 25484
- Play, Hurdy-Gurdy, Play
G. Lombardo (Answer She) Dec 24999
- Rain
G. Williams Ork (Ask Me) Mer 5407
- Sabla
C. Coleman Trio (Caprice) Coral 60187
- St. Louis Blues
K. Armen-E. Sheldon Ork (I've Got) London 677
- Sam's Song
J. "Fingers" Carr (Ivory Rag) Cap 962
- Scattered Toys
A. Godfrey (C'n I) Col 38785
- Sentimental Dream
B. Lamont Ork (When Gypsy) Magic M-2-1001
- S'More
W. Solan-N. Leyden Ork (Abe Daba) Col 36802
- Some Hearts Sing
D. Haymes (Our Waltz) Dec 25484
- Somebody Stole My Gal
J. Moran Ork (Let's Fall) Command 5014
- Square Dances Album—The Pinetoppers (1-10')
Coral (33)CRL-50002
- Buffalo Gals
Captain Jinx
Chicken Reel
First Two Gents Cross Over, The
Fisher's Hornpipe
Floppared Mule
Money Musk
O' Dan Tucker
O' Joe Clark
Ragtime Annie
Rickett's Hornpipe
Rustle Dance
Sally Goodin
Soldier's Joy
- Swinging at the Sugar Bowl Album—B. Crosby
Ork (3-10')
Coral C-502
- Little Rock Getaway . . . 60099
- Panama . . . 60098
- Peruna . . . 60100
- Swingin' at the Sugar Bowl . . . 60098
- Washington and Lee Swing . . . 60100
- Wolverine Blues . . . 60099

- Teasin'
C. Haines (All I) Coral 60186
- Tell Me
F. Carle Ork (Dream a) Col 38783
- Tell Me More
J. Pace Ork (I'm All) Keystone 1500
- Tell Me Once More
H. Jerome Ork (My Memory) London 651
- Tell the Truth
B. Lawrence (Be Honest) V(78)20-3767;
(45)47-3767
- Tenderly
D. LeWinter Ork (Hand to) Mer 5404
- Tessie (Stop Teasin' Me)
B. Strong Ork (Last Night) Cap (78)1003;
(45)F-1003
- They Used to Call Her Mary
G. Marvey-B. Harter Singers-B. Martin Ork
(Your Kisses) Notary 1001
- Thunder in My Heart
R. Hayes-R. Scott Ork (Truly) Mer 5409
- Truly
R. Hayes-R. Scott Ork (Thunder In) Mer 5409
- Varabond Waltz
D. Pablo (Heaven Knows) Dome 2420
- What D'Ya Mean, You Lost Your Dog
R. Nichols (Lazy Daddy) Cap 964
- What Is This Thing Called Love
— Gray Ork (Night and) Dec 24995
- What, Where and When
S. Burke Ork (Mambo Jambo) Dec 24993
- When Gypsy Violins Play
B. Lamont Ork (Sentimental Dream) Magic
M-2-1001
- Where Are You Gonna Be When the Moon Shines
J. Stafford-G. Mar-Rae-P. Weston Ork (Driftin'
Down) Cap (78)999; (45)F-999
- Where in the World
E. Fisher-H. Winterhalter Ork (Little Bit)
V(78)20-3764; (45)47-3764

- Whispering
F. Froba (You're in) Dec 27001
- Who'll Take My Place When I'm Gone?
B. Smith (Da Da) Apollo 802
- Why Do They Always Say So?
Rupolo's Ragtimers (Dream After) Cap 963
- Why Do They Say Those Things?
M. Whiting-J. Wately (Let's Go) Cap 960
- Wolf Parade, The
L. Smith-C. Warren Ork (Mad, Mad) High Time
HT-133
- You Are My Love
J. Wayne-Wayredrops (Let's Go) Cap 38787
- You're in Love (With Everyone) (But the One Who's
in Love With You)
F. Froba (Whispering) Dec 27001
- Your Kisses
B. Harter Singers-B. Martin Ork (They Used)
Notary 1001
- You've Got a Date With the Blues
C. Ventura (Dark Eyes) V(78)20-3770;
(45)47-3770

LATIN-AMERICAN

- Apretando en el Subway
Sexteto la Playa (El Mantuero) V 23-1571
- El Calman Enamorado
J. Andino (Fantasia) V 23-1572
- El Mantuero
Sexteto la Playa (Apretando en) V 23-1571
- El Sabalazo
D. Santos (Luchando Con) V 23-1544
- Fantasia
J. Andino (El Calman) V 23-1572
- Finaliza un Amor
Machito Ork (Vaya Nina!) Mer 5408
- Kita, Quique y Chocolate
A. Rodriguez Conjunta (Vuelvo A) V 23-1583
- La Arana Pelua
J. Lopez (Montevideo) V 23-1582
- Luchando Con Ella
D. Santos (El Sabalazo) V 23-1544
- Montevideo
J. Lopez (La Arana) V 23-1582
- Nuestro Pasado
M. Teresa Acosta (Para Olvidarte) V 23-1573
- Para Olvidarte
M. Teresa Acosta (Nuestro Pasado) V 23-1573
- Vaya Nina!
Machito Ork (Finaliza Un) Mer 5408
- Vuelvo a la Vida
A. Rodriguez Conjunta (Kita, Quique) V 23-1583

CHILDREN

- Barnacle Bill
S. Wayne-C. Sanford Ork (Parts 1 & 2) May-
fair K-125
- Big Train-Little Train
A. Gentry-S. Kramer Ork (Timmie's Toy) Cara-
van CS-201
- Cinderella
J. Arthur-T. Deane (Parts 1 & 2) Peter Pan
224
- Coney Island
J. Winters-C. Sanford Ork (Parts 1 & 2) May-
fair K-124
- Hallelujah, I'm a Bum
Polly Wally Doodle-S. MacGregor-Melody Mac
(Ten Little) Continental J-54
- Ten Little Indian-Old MacDonald Had a Farm
S. MacGregor-Melody Mac (Hallelujah, I'm)
Continental J-54
- Three Little Pigs, The
J. Arthur-P. Taubman Ork (Parts 1 & 2)
Peter Pan L-12
- Timmie's Busy Morning
A. Gentry-S. Kramer Ork (Up, Down) Carvan
CS-202
- Timmie's Toy Town
A. Gentry-S. Kramer Ork (Big Train) Carvan
CS-201
- Up, Down and All Around
A. Gentry-S. Kramer Ork (Timmie's Busy) Cara-
van CS-202

RELIGIOUS

- Anybody Here Love King Jesus
Norfolk Four (Preacher) Abbey 7006
- God Answers Prayers
H. Henderson-Harmony Kings (Hallelujah Train)
Regal 3263
- Hallelujah Train
H. Henderson-Harmony Kings . . . Regal 3263
- I'll Tell It
R. Ross Singers (Speak to) Apollo 224
- Laid My Burden Down
Prechet B. W. West (My Cup) Imperial 5063
- My Cup Runneth Over
B. W. West (Laid My) Imperial 5063
- No Tears in Heaven
The Chuck Wagon Gang (On and) Col 20689
- On and On We Walk Together
The Chuck Wagon Gang (No Tears) Col 20689
- Preacher
Norfolk Four (Anybody Here) Abbey 7006
- Same Jesus
The Harmony Kings (There Must) Regal 3261
- Speak to Me, Jesus
R. Ross Singers (I'll Tell) Apollo 224
- There Must be a Heaven Somewhere
Harmony Kings (Same Jesus) Regal 3261

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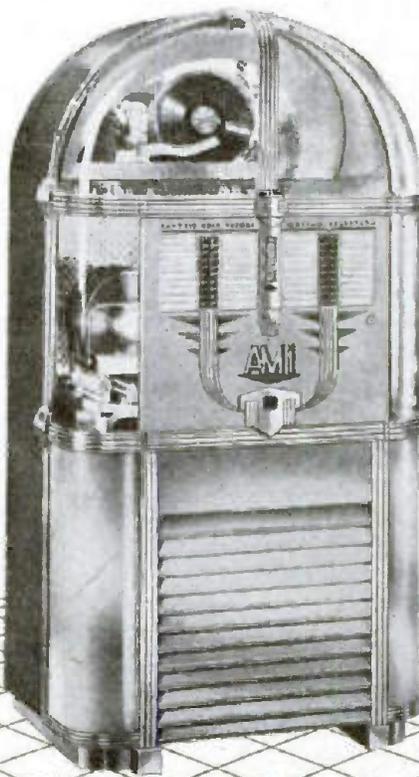
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Record Reviews

(Continued from page 35)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL
POPULAR		
TEX BENEKE RCA Victor 20-3752	Java Junction Beneke's tenor bops lightly in a big band riff instrumental that's highly danceable, if not too contagious.	73--76--73--70
	Our Love Story (Bob Shaver) More tasty tenor and Miller style crooning for a pretty plug ballad. Vocalist shows a distinctive flavor, but doesn't put this one over.	69--72--67--67
PETER WILLIAM JULIAN-ANTHONY VALENTE-BRYAN BROS. ORK Rich-R-Tone 476	Old Skibereen Good tenor warbles the sad story of departure from Erin. Better balance would have made this tuit-flavored side even more so.	67--66--65--70
SY OLIVER ORK Decca 24936	If I Were a Blackbird Better balance is evident on another Irish folk tune.	66--66--66--67
	Deep River A big band swing arrangement of the classic ballad pairs ear-and-temp worthy values.	72--75--72--70
	Siesta at the Fiesta Excellent instrumental in the old Luneford groove should find some favor with the soxer sat and dno. s.	76--80--73--75
RALPH FLANAGAN ORK Rainbow (45) 45-30402	Low Gear This is one of the sides Flanagan produced when he first made like Glenn Miller two years ago. It's a paraphrase on "Tuxedo Junction" and comes off creditably.	73--75--70--73
	Come On In Even more successful was this paraphrase of the classic Miller crooning of "In the Mood."	74--76--72--74
FEB SEPTEMBER Mercury 5400	The Old Piano Roll Blues Convincing reading of an item, which is attracting attention, by Feb (Jan August) September. Moie vocal group shout keeps the proceedings live and nickel-provoking.	85--85--84--85
	Spain The infectious oldie is brought back for some of the piano-styled treatment and comes off as attractive wax.	77--78--75--78
DAVID LE WINTER PUMP ROOM ORK Mercury 5404	Hand to Mouth Boogie Big band boogie is fairly routine stuff, though it provides a danceable side.	67--67--66--68
	Tenderly Sole piano, with ork, sets an easy mood in 4/4 dance time. Tune is the very lovely Walter Gross opus that has been shaping up as a solid standard.	78--80--77--77
TONY MARTIN (Henri Rene Ork) RCA Victor 20-3756	The Thrill Is Gone Martin's large legion of fans will go for his full, rich treatment of the fine oldie. Rene provides the dramatic background.	80--80--80--80
	Spring Made a Fool of Me More handsome warbling here, altho the material doesn't shape up as a mass appeal item.	76--77--76--74
JON AND SONDR STEELE (Lew Quadling Ork) Coral 60179	You Are My One True Love Sentimental waltz, offered in the team's soothing harmony style, should get some sizable Midwest juke play.	73--71--73--76
	Remembering Less mood and less meat here.	69--68--68--70
FREDDY MARTIN ORK (Merv Griffin) RCA Victor 20-3748	Knees Up, Mother Brown Gang ditty, with dookey dialect business, is unlikely to duplicate Martin's "Coconuts" click.	71--72--70--70
	Did a Tear Fall Martin offers a danceable, but undistinguished ballad side.	69--69--70--67
KATHRYN GRAYSON MGM 30232	Lover, Come Back to Me The movie star soprano does the "New Moon" standard in a legitimate operetta manner which should satisfy her followers.	70--75--75--60
	You Are Love The thrush tickles one of the lesser things from the "Showboat" score.	66--75--69--55
DORIS DREW (Russ Case Ork) MGM 10677	Williya Won'tcha Miss Drew, who sounds much like Miss Day, does a creditable job with featherweight material.	64--67--63--63
	I've Got a Sunday Feeling in My Heart Same comment.	64--67--63--63
ART LUND (LeRoy Holmes Ork) MGM 10689	Mona Lisa Ballad from "Captain Carey" flick serves as the vehicle for one of Lund's best wax singing jobs.	79--80--77--80
	When My Stage Coach Reaches Heaven Another fine Lund job with a tasteful Holmes' ork and chorus background on an attempted sequel to "Riders in the Sky."	79--83--77--77
ZIGGY ELMAN (Virginia Maxey) MGM 10686	Blue Prelude Ziggy's brilliant trumpetoozing leads a good dance dishing of the Gordon Jenkins-Joe Bishop oldie, now going thru a revival. Miss Maxey chirps the words passably.	76--79--75--75
	I Hadn't Anyone Till You (The Skylarks) Persuasive job, for dancing and listening, of a Ray Noble oldie due for movie inspired revival.	79--80--78--79
ARTHUR GODFREY (Archie Bleyer Ork) Columbia 38785	Scattered Toys Godfrey sings, recites and acts his way thru a saccharine-filled sentimentalizer. Persuasive bait for the large Godfrey public.	86--88--86--84
	C'n I Canoe You Up the River Godfrey and his ukelele do a likeable job with a catchy, albeit lightweight, bounce ditty.	82--82--82--82
RAY ANTHONY ORK (Skyliners) Capitol 945	Little Peach From E. Orange Ork delivers relatively and with good intonation; tune, warbled by okay group, is an inconsequential bit of Ruff. Metrical requirement has "orange" pronounced in one syllable.	68--70--68--66
	Why Ronnie Deauville gets a warm, intimate quality into his vocal on the "Drigo's Sirenade" adaptation. Ork is excellent in back.	80--80--80--80

Record Reviews

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL
POPULAR		
HERB JEFFRIES (Mitch Miller Ork) Columbia (33) 1-589	Swamp Girl Jeffries opens his tonsils full to chant this sweeping tour de force. Sound effects and ork establish the proper mood.	79--80--79--79
	There Goes My Heart A more restrained and equally effective Jeffries warbles this pretty oldie in convincing fashion.	79--80--80--78
BEATRICE KAY Columbia (33) 1-993	The Old Piano Roll Blues The Gay '90s-styled thrush is perfectly suited to this old-fashioned new song and delivers a resounding performance of it.	75--77--73--75
	Why Do They Always Say "No?" Same comment. The pairing is excellent coverage on a pair of promising items; if either comes thru, the waxing should catch a good share of the play.	75--77--73--75
ANDREWS SISTERS (Vic Schoen Ork) Decca 24991	Muskrat Ramble Bucant, spirited delivery of the new lyrics for the old two-beat favorite figures to catch some action in the Dixieland revival movement.	81--82--80--82
	Walk With a Wiggle Another old two-beat deal draws a slam-bang Andrews' shout.	79--80--77--80
EILEEN BARTON National 9109	Dixieland Ball The "Bake A Cake" gal falls far short of a follow-up to the big hit with this two-beat novelty. She sings it well tho.	73--74--70--74
	Honey, Won't You Honeymoon With Me This corn-fed waltz lilt seems to stand a stronger chance. Miss Barton's happy style makes the most of catchy tune tho her support is rather pedestrian.	80--80--80--80
DANNY SCHOLL (D. Terry Ork) National 9110	Our Love Story Scholl displays a strong tenor pipe as he sings a pleasant ballad.	72--75--70--70
	Open, Parachute An epic for pilots in the fashion of those for mule drivers and "Riders in the Sky" just doesn't come off in spite of an earnest job by the singer, who bears watching.	65--65--65--65
HENRY JEROME ORK (Eleanor Russell) London 651	Tell Me Once More Pleasant dance dishing in the Hal Kemp groove. Tune's cut from ordinary cloth.	68--68--68--68
	My Memory Trail (Hal Barton) Another nice sounding dance side with another trival ballad as the vehicle.	68--68--68--68
EDDIE CONDON ORK (Ralph Sutton) Decca 24987	Dill Pickles The oldie makes a good vehicle for the ragtime-ish piano of Ralph Sutton. Fits into the current two-beat, ragtime rage like a glove and should score at least moderately.	79--80--77--80
	At the Jazz Band Ball (Jimmy Atkins) Atkins delivers a relaxed, Crosby-ish vocal with the new lyric for this two-beat standard.	76--76--75--77
DEAN MARTIN Capitol 1002	I Still Get a Thrill Martin turns in an engaging Crosby-ish delivery of a fine evergreen.	71--74--70--70
	Be Honest With Me Relaxed warbling of another oldie again with the lingo of Crosby influence showing strongly. Pleasant dishing.	74--76--72--74
BETSY GAY Capitol 1017	Doin' What Comes Naturally Rather forced effort to lend the red-hot-mama approach to the "Annie Get Your Gun" rhythm novelty.	67--66--66--70
	Honky Tonkin' Miss Gay again tries to force the old-hat song style in her delivery of this Hank Williams' opus, which currently is drawing disk action.	71--70--70--74
YOGI YORGESSEN Capitol 1013	Nincompoops Have All the Fun Silly material fits well on the Scandinavian dialects of Yorgessen.	70--70--70--70
	Mrs. Johnson, Turn Me Loose The Swedish novelty performer may have himself a winner in this very funny and infectious material novelty.	81--81--80--82
JERRY WAYNE (The Waynads) Columbia 38787	You Are My Love Wayne sings a Neapolitan flavored waltz convincingly with tasteful backing, mandolin and all.	75--77--74--74
	Let's Go to Church The singer commits himself extremely well with this coverage of the fast-breaking hit ditty. Gets a lot of the late Buddy Clark's heart and sound in his delivery.	80--80--80--80
PHIL NAPOLEON & HIS MEMPHIS FIVE Columbia 38782	I Wish I Could Shimmy Like My Sister Kate The two-beat standard, being revived in "Wabash Avenue" flicker, is handed a two-temp Dixieland instrumental treatment. Mildly diverting.	68--70--66--68
	Dixieland Is Here To Stay Betsy Ann Grove does a winning job with the lyrics of a trivial effort to create an anthem for the Dixieland revival.	62--65--60--60
ALAN DALE Columbia (33) 1-566	More Than I Should Heavy throbber is warbled beautifully by Dale, who is still looking for the side that could take him to the top.	81--83--80--80
	I'll Believe in You Another pretty tune, and another stunning rendition, but still no cigar.	79--80--78--78
BURL IVES Columbia (33) 1-556	John Henry Collectors of Ives' authentic folk diskings will go for his version of the traditional ballad. Tony Motolla's guitar is accord.	72--75--75--66
	Mah Lindy Lou Sweet old honkytonk and magnolia tune is crowned with great warmth by the fine modern troubador.	74--77--76--68

(Continued on page 114)

Solons OK Detroit Shuffle Bill

Four Chicago Teams Set for State Tourney

Qualify in American Loop

CHICAGO, April 22.—Four local teams this week qualified for the American Shuffleboard League State finals to be held in Peoria beginning May 6. The Thomas team, winner of the Washington Heights long-board loop with 74 points, and the Rocket team, running second with 73 points, will compete in Peoria.

Winner and runner-up in the South Suburban woman's league, The Villagers and Chuck Cavallini's squad, also won play-off berths, and will be on hand in Peoria for the State-wide tourney. All four teams will be competing for a place in the national championship meet to be conducted by American later next month.

Kenosha Shuffle Tourney Hyped By Radio Tie-Up

KENOSHA, Wis., April 22.—City-wide interest in the Kenosha Shuffleboard Tournament finals Sunday (21) was hyped by an on-the-spot radio broadcast over Station WLIP direct from the Town Tap location.

According to Rock-Ola Shuffleboard distributor, Bob McLean, of M. & C. Amusement Company and guiding spirit of the Kenosha Shuffleboard Tavern Keepers' Association, backers of the tournament, Kenosha County maintained its reputation as the beehive of shuffle activity in the State. The novelty of the radio broadcast and the closeness of the competition combined to bring out a record spectator turnout for the tournament as players vied for 16 cash awards ranging from \$70 for first prize to \$2 for the 16th award. Four closely matched teams competed for the county and also the city championships.

Preliminary city elimination events had pulled large player rosters from all locations involved. Prize money put up for players in the preliminaries totaled \$500.

Tentative plans of the association, says McLean, call for a 15-minute radio hook-up each day from some shuffleboard location if the reaction to the initial broadcast proves favorable.

Begin Quantity Delivery on 2 Keeney Models

CHICAGO, April 22.—J. H. Keeney & Company started quantity deliveries of its two new shuffle games to its distributor organization, John Cenroe, vice-president and general manager, announced yesterday (21). The games, King Pin and Lucky Strike, featured disappearing pins.

Both games are two feet wide and King Pin has an 8-foot playfield while Lucky Strike's length is 9 feet. The games are equipped with two pucks, designed to speed up play in top locations. Playing time of each is under a minute.

All servicing on either game is

Monarch League in Indiana Points Up What Promotion Can Do for Smaller Cities

LA PORTE, Ind., April 22.—Pointing up again that the assured prosperity of shuffleboard in typical coin machine locations lies in smart promotion on the part of the operator as well as the board manufacturer is the 30 weeks of play just concluded here by a Monarch shuffleboard league directed by operator Don Calkins. Following the completion of the 90 game schedule, a total of \$1,800 in prizes was distributed among the 10 teams, with Rudy's Tavern of nearby Stillwell, Ind., winner of the first team prize of \$500.

With the co-operation of Clayton Nemeroff of Monarch Shuffleboard, Inc., Chicago, Calkins launched his league September 20, 1949, and for the following 29 weeks the loop played five matches on Tuesday nights.

When organized play first started interest in shuffleboard in La Porte and surrounding cities such as Michigan City, Valparaiso, Chesterton and Stillwell was in the lukewarm stage, tho the sport had been operating in locations for approximately six months. With the same type of perseverance which marked putting over shuffleboard leagues in other areas, Calkins stimulated interest by getting weekly result stories published in pa-

pers in this area as well as news stories on several of the leading players.

Interest Mounts

By the time the fourth week of league play was completed, locations which had previously turned down Calkins overtures for league participation were asking him to enlarge his loop so as to make room for them. Calkins, however, held to the 10-team league because it was easier to work out the schedule and keep a more informative line on league happenings and problems.

The effect of play on locations within the league was a gain of as much as 100 per cent in a majority of instances as well as increases ranging from \$50 to \$80 in food and beverages sold on league nights. Meanwhile, even shuffleboard locations not in the league reported play increases of from 30 to 50 per cent, and, according to Calkins, directly attributed to interest created by the Monarch league here.

Expense Details

The \$1,800 used for cash prizes was raised thru charging the 60 players \$1 each league night. This dollar covered the cost of the games played (See Monarch League on page 112)

Increase Ops' License Fees Before Passage

Effective Immediately

DETROIT, April 22.—Twin ordinances regulating shuffleboards were passed on final reading by the common council, after several weeks of heated debate.

The ordinances now appear to be safely part of the law. Only apparent obstacle now appears to be a veto by Mayor Cobo, who avoided the entire controversy. Even a veto could be overridden by a unanimous council vote which approved the ordinances Tuesday.

The new laws are the same as outlined in The Billboard last week, with the exception of a stiff boost of operators' license fees, added to the ordinance in a final amendment. A new classification of small operators was set up, covering those with 10 boards or less. An annual fee of \$25 was established. Fees on 11 to 25 boards were boosted from \$10 to \$50; on 26 to 50, from \$25 to \$75; 51 to 75, from \$50 to \$100; 76 to 100, from \$75 to \$150; 101 to 200, from \$101 to \$200, and over 201, from \$150 to \$300. These fees are in addition to the \$10 annual location fee for boards.

ASLI Meet Prizes Hit 26G

PUCK PATTERN

Chicago:

Clayton Nemeroff, Monarch Shuffleboard, Inc., is touring the Southern States on business. He will return next week. Operator Don Calkins, who handled the Monarch league in La Porte, Ind., told Nemeroff before the trip that two new leagues, one for men and one for women, probably will get under way in La Porte soon. Calkins expressed amazement at the way women have developed into first-class shufflers. He adds that women learn to handle left and right-hand shots easier than men. . . . Roy Baselon, Monarch exec, is making elaborate preparations for the firm exhibit at the ACMMA show.

Phil Cohen and Julian Crum, Shuffleboard Specialists, have been greeting local and out-of-town operators with news of their new complete shuffleboard, listing at \$200. They say that at first operators were a little skeptical that a board could be made for that price, but once word got around about the unit's performance on location business started to pick up. . . . Buckley Manufacturing pucks are winning a steady following, the firm reports. They are packed in a plastic box in sets of eight. . . . Many local operators who handle both shuffleboard and shuffle games say the new shuf-

fle bowl wax put out by Ace Chemical Company, Newark, N. J., is a natural for shuffle games. It is guaranteed not to injure the playfield.

Shuffleboard play in this area continues to show steady signs of improvement according to Herb Perkins, Purveyor Shuffleboard Company. Herb, who will show his 1950 Sportsman model at the All-Industry Show at the Hotel Sherman here next month, says conversions which were introduced during the winter for boards are making slower headway here as play returns to the regular boards. Like many others in the field, Herb expects shuffleboard to get a "shot-in-the-arm" treatment as a result of the trade shows in May and June.

With American Shuffleboard League winners from this area now set, and with these teams scheduled to appear in the State-wide tourney in Peoria starting May 6, local shufflers expect to have at least one team entered in the national tournament which American will hold later in May in Peoria.

Union City, N. J.:

Ken Poulsen, field director for American Shuffleboard Leagues, Inc., interrupted his travels for a week of conferences with Howard James, ad director, and other American toppers at the home office here. They were putting the finishing touches on blueprints for 13 scheduled State shuffle tourneys and the wind-up event, a U. S. Championship play-off, to be held in Peoria, Ill., late in May.

U. S. Tourney Set Back to May 27-28

Two More State Events Set

UNION CITY, N. J., April 22.—With the deadline for entries to the series of State tournaments sponsored by American Shuffleboard Leagues, Inc. (ASLI), reached Monday (17), officials disclosed this week that money set aside in ASLI coffers for cash prizes now totals \$26,618.

At the same time, Howard James, tournament manager, announced that the date of the U. S. championship tournament has been set back a week, to the week-end of May 27-28, and that two more events have been scheduled on the State level, bringing the number of State play-offs to be held May 6-7 to 15.

Of the total prize money, \$16,250.30 will be sliced up among State winners, \$10,367.70 will go to toppers in the national wind-up. Altho ASLI by-laws prescribed that 65 per cent of all membership dues revert back to States of origin, the relative size of the championship kitty is explained by a donation of \$7,500 from American board distributors. The contribution was earmarked specifically for the main event (The Billboard, April 15).

James claimed that mounting interest in the final tourney, to be held in Peoria, Ill., forced the change in date. With about 39 teams, com- (See ASLI Tourney on page 112)

Monarch League in Indiana Points Up Promotion Ideas

(Continued from page 111)

on the league nights plus the costs of operating the leagues. It also left a total of \$50 to be set aside for the kitty each week, which after 30 weeks added up to \$1,500. The other \$100 was realized thru the sponsor's fee, usually the location owner, of \$10 per team.

For finishing second in the league standings the team representing the Monroe Hotel, La Porte, won \$250. The remaining eight teams finished and received prizes as follows: Fred's Inn, La Porte, \$180; Pug and Marie's Town Tavern, La Porte \$150; Club Royale, Valparaiso, \$125; John's Tavern, La Porte, \$100; Towne Bar, Chesterton, \$85; Kaminski's Cafe, La Porte, \$80; Village Tavern, La Porte, \$70, and Emil's Bar, Michigan City, \$60. Members of the winning Rudy's Tavern unit were Rudy

Zellers, sponsor; Capt. Bob Cable, Mickey McMahon, Chub Knowlton, Art Englebright, Cappy Williams and Ed Buckmaster.

Calkins indicated that a new league set-up would be launched within a few weeks. As plans now stand it might take the form of two leagues, one for men, the other for women.

Wolf Roberts Hospitalized

DENVER April 22.—Wolf Roberts, veteran Denver operator and distributor, was rushed by ambulance from his office at Wolf Distributing Company to a local hospital April 13, when he became suddenly ill.

Roberts, who operates both Peerless Music Company and Wolf Distributing Company, was resting easily in the hospital late this week. Pete Geritz has taken over during Roberts absence.

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SPECIAL NO. 1

18 FT. NATIONWIDE SHUFFLEBOARDS, MAPLE TOP **\$124.50**

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United's SHUFFLE AILEY **\$144.50**
With SUPERLITE \$159.50

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GLIDER \$49.50 ADVANCE ROLLS \$25.00
TOTAL ROLLS 25.00 DALE GUNS 69.50

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JUST 21 \$179.50	SINGAPORE (Rolldown) 5 39.50
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MERRY WIDOW 44.50	BALLYHOO 39.50
FLOATING POWER 99.50	GLEOPATRA 39.50
HIY PARADE (Rolldown) 44.50	GOLD MINE 39.50
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NOW \$85 AND UP YOUR CHOICE!

THOROUGHLY RECONDITIONED SHUFFLEBOARDS

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- NATIONAL—20', 22'
- MONARCH—18', 22'
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- MERCURY—20' Masonite
- NATION-WIDE
- And Other Brands, 20'-22', NEW PLAYFIELDS

TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

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BRAND NEW MASONITE TOP HIGHEST QUALITY FINISH
\$225.00 EA. QUANTITY DISCOUNTS
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Trade Directory

New Equipment

Air cooler for hotel rooms—coin-operated—Kool Sleep, Inc., Cambridge, Mass.

Auto-Photo—picture machine—Auto-Photo Company, Los Angeles.

Deluxe Bowler—shuffle game—Williams Manufacturing Company, Chicago.

King Pin—shuffle game—J. H. Keeney & Company, Chicago.

Lucky Strike—shuffle game—J. H. Keeney & Company, Chicago.

Model XS—three-way combination scale—Hamilton Scale Company, Toledo.

Select-A-Card—five-ball—D. Gottlieb & Company, Chicago.

Shuffle Alley Express—shuffle game—United Manufacturing Company, Chicago.

Shuffle Jungle—shuffle game—Rock-Ola Manufacturing Company, Chicago.

Super Cold Shot Bunker—dry ice bunker—Foster-Built Bunkers, Inc., Chicago.

Strike—shuffle game—Exhibit Supply Company, Chicago.

Change of Address

AMI, Inc., Chicago office moved from 127 N. Dearborn Street to 134 N. La Salle Street, Room 910.

Master Chef Automatic Machine, Inc., moved to 2537 Madison Avenue, Kansas City, Mo.

New Firm

Y & Y Manufacturing Company, subsidiary of Y & Y Popcorn Supply Company, Inc., Philadelphia.

ASLI Tourney Prizes Hit 266

(Continued from page 111)

prising 300 players, scheduled to compete, the original hall engaged was found to be too small. The City Armory has now been reserved, he explained.

New Jersey and Missouri are the latest additions to the State play-off roster. Teams of 10 players each will be entered in the State competitions. The number of teams in each case has been fixed in proportion to the total number of ACLI registrants in each area.

James released the following official breakdown of the State tourneys, listing the city of play, the number of teams eligible to compete and the cash awards to be divided among winners:

State-City	Teams	Prizes
Wis.; La Crosse (Long Board)	83	\$3,938.00
Wausau (Cushion)	13	664.70
Ill.; Peoria	77	3,704.30
Mich.; Detroit	23	1,700.00
Ohio; Columbus	27	1,570.80
Pa.; Philadelphia	11	751.40
Ind.; Ft. Wayne	13	885.70
Ariz.; Phoenix	11	807.50
Mo., St. Louis (Long Board)	13	542.30
(Cushion)	4	272.00
N. Y.; Schenectady	8	695.30
N. J.; Philadelphia	2	170.00
Utah; Ogden	2	136.00
Idaho; Boise	2	136.00
Texas; Dallas	2	102.00
Minn.; Minneapolis	3	112.20
Kan.; Kansas City	2	61.20
Totals	296	\$16,250.30

James said that the New Jersey tournament will be played in Philadelphia, since most registrants are from near-by Camden.

ASLI is readying a publicity program to center viewer interest on the final Peoria event. The campaign will be launched Thursday (27) and will include a shuffleboard queen, stated James. He said pre-tourney ballyhoo co-operation has been promised by the local press and club organizations.

New Offices

Atlantic New York Corporation's Newark, N. J., office opened at 772 High Street.

Business Transactions

Cup Machine Service Corporation, Wilmington, Del., and Spacarb Philadelphia Company, a Spacarb, Inc., wholly owned subsidiary, merged. The name of Cup Machine Service Corporation will be retained.

Lamont, Corliss & Company, New York, separated from Pond's Extract Company, to devote entire attention to promoting and selling Nestle's chocolate products. Pond's will distribute its creams and toiletries independently.

Personals

Automatic Photograph Owners' Association, Cincinnati, re-elected Charles Kanter president; Nat Bartfield, vice-president, and Phil Ostand, secretary-treasurer. Chosen for the board of directors for one year: Fred Engel, Abe Villinsky, John Toney and William Strout.

Joseph Bulowski, former sales manager of SuperVend, appointed western sales manager for the World Transportation Fair to be held in Los Angeles in 1951.

Cole Products Corporation, Chicago, elected D. W. Donohue secretary and director.

Sam Sacks, president of the Unceda Shine Machine Company, New York, appointed Henry Meyerson sales manager of the distributing firm, Acme Sales.

Pitney-Bowes, Inc., Stamford, Conn., re-elected all officers and board members at the 30th annual meeting.

Distributors

AMI, Inc., Grand Rapids, Mich., appointed Roanoke Vending Machine, Inc., to cover Southern West Virginia, Western Virginia and Eastern Tennessee.

Coan Manufacturing Company, Madison, Wis., appointed five regional sales managers: Harry M. Hansen, Warwick Hotel, 54th Street at Sixth Avenue, New York, Eastern manager; Jack G. Chalcraft, 364 S. Washington, Mobile, Ala., Southeast manager; O. J. Cheely, 4337 Mercier, Kansas City, Mo., mid-State manager; Woodie Lestic, 3151 East Colorado Boulevard, Pasadena, Calif., Western manager, and Woodie Taylor, 2729 Tiller Street, Fort Worth, Southwestern manager.

Edelec Manufacturing Company, Detroit, appointed Empire Coin Machine Exchange, Chicago, national distributor of the Red Arrow unit for shuffle games, and Marcus Klein as the New York metropolitan distributor.

H. C. Evans & Company, Chicago, appointed Iac Denver Amusement Company to cover Colorado, Wyoming and New Mexico for the Constellation music machines, and C & P Sales Company, Memphis, to cover Western Tennessee, Northern Mississippi, Eastern Arkansas and Western Kentucky.

Futuramic Machines, Inc., New York, named Thurston-Dunn, Inc., Manville, R. I., to cover Rhode Island, Vermont, New Hampshire, Maine and Massachusetts.

Gun Vending Corporation, New York, appointed Bobby Klein, Haverstown, Pa., to cover Pennsylvania and Southern New Jersey. Parina & Company, San Francisco, will handle only the Model "N" vander for the West Coast area.

Unceda Shine Machine Company, New York, appointed Tuzo Portuguese as distributor of the shine unit in Costa Rica.

Walter E. Heller Earnings

CHICAGO, April 22.—Walter E. Heller & Company, active in coin machine financing, reports first quarter 1950 net earnings of \$217,198. Same period in 1949 returned \$211,973.

COINMEN YOU KNOW

Indianapolis:

Irwin Schwartz, Midland Music Distributors, visited operators in several parts of the State. The movement of the 1250 Wurlitzer phonograph continues good, according to Irwin. . . . J. L. Flynn, Shaffer Music Company, distributors for Secburg, returned to his office after an appendectomy and is well pleased with sales and business in general. . . . The new building under construction for the Janes Music Company at 809 North Delaware Street, promises to have one of the largest salesrooms for records in Indianapolis. The Bedford (Ind.) stone front is now going into place and the entire construction is progressing rapidly. Moving day is near.

Sicking, Inc., distributors of games and other amusement devices, report the new Genco game in stock and having a fair to good demand from operators. . . . Fred (Pat) Farber has been appointed State representative for Sicking, Inc. He is widely known thru Indiana. . . . Clarence (Dutch) Hohman, manager of the Janes Music Company, claims the best and most popular record these days is the "Third Man Theme" with "Put On an Old Pair of Shoes" running a close second. . . . Al Calderon, of the Calderon Distributing Company, distributors of Rock-Ola equipment and phonographs, is displaying the new Shuffle Jungle. According to Al, the demand is better than anticipated.

Operators visiting here during the week, buying supplies and phonographs, included George Cowley, Muncie, Ind.; Murray Templeton, Middletown, Ind., and Al Judy, Converse, Ind. . . . Larry M. Volrath, who operates the Automatic Coffee Service Company, Inc., reports business increasing and the concern now has 35 coffee venders on location.

Detroit:

John Brincheck and William H. Monteith are opening the Joy Automatic Laundry at 3738 Joy Road. . . . Frank D. Nunemaker, general manager of the Detroit Surfacing Machine Company, is vacationing in Florida. . . . Sam Sapienza, music operator, has learned the hard way to keep his car locked on a service call. His auto was stolen and stripped right down to the floor mat because he forgot to do so. Result, he bought a new Nash.

Michael J. Gaydos, of Gay-Dal Music Company, is right-hand man for John Zoellner Jr., during his illness. . . . George Corbets has withdrawn from partnership in the Star Music Company and is operating his route independently under his own name at 17300 Wisconsin Avenue. . . . Harry J. White, local machine operator, who was formerly with the Marston Distributing Company, has returned to the city after several years at Jackson, Mich. He will re-establish the White Novelty Company with a special music service for operators at 8422 Linwood Avenue. He sold the Jackson Automatic Music Company in November and took an extended vacation tour before re-entering the business here. (See Detroit on page 121)

Vital Statistics

Deaths

Willard F. Main, 30 years old, former vending machine operator and distributor, in his home in Cedar Rapids, Ia., last week after a lengthy illness. Main retired from active participation in the business in 1940 but maintained an office in Cedar Rapids thru 1947.

New York:

Bob Jacobs, manager of American Vending Company's new coin row outlet, reports a satisfactory turnover in shuffle games. Used phonos are carried, too. Owner Milly Green is now in Florida on a combined business and pleasure trip. . . . Sol Wohlman, of Pancoast, was vacationing last week in Atlantic City, leaving his game route in charge of his brother, Murray.

Charlie Lichtman has reactivated his New York Vending Company, jobbing used coin games at 625 10th Avenue. While his sons, Herb and Murray, are associated with him in the enterprise, active management is in the hands of Fred (Red) Geharty. Lichtman still uses the store to stock records for his retail outlets and for his mail-order biz.

Dick Steinberg, executive director of the Music Guild of America (MGA), has scheduled the association's spring general meeting and dinner for April 25. The Mirror Room of Newark's Essex Hotel has been reserved for the event. In line with recent practice, the MGA again will play host and pick up all dinner checks.

Bill Alberg, of Brooklyn Amusement, interrupted his stay at Glen Cove Hospital for one day last week to clean up some business at his (See New York on page 121)

Twin Cities:

Harold Lieberman, of Lieberman Music Company, reports he has enlarged the space occupied by his firm's parts department and has added new men to the staff. A new entry for the parts department from the sales floor was installed to increase efficiency. Eddie Wieland is a new employee in the parts department; Carl Knox in the pinball service division; Donald Breitz in the phono service department, and Harry McGovern, general service. Ralph Kravetz has been placed in charge of all receiving and shipping, Lieberman said. . . . Phil Moses, of the Phillips Novelty Company, Minneapolis, came back from a Florida vacation only to fall victim to the flu epidemic in this area. . . . Rumor has it that M. M. (Doc) Berenson, for many years in the coin machine business in Minneapolis until he disposed of his interests several years ago, is giving consideration to coming back into the trade.

Business at Hy-G Music Company is good, according to Hy Greenstein, firm head, who reports that Universal's Super Bowler is getting top play from operators. He said coinmen are showing considerable interest in Dave Gottlieb's new machine, Select-a-Card, which is hitting the market about now. . . . Joe Perkins, Minneapolis shuffleboard operator, is just about ready to switch back into the coin machine business on a full-time basis, according to (See Twin Cities on page 121)

Philadelphia:

Berlo Vending Company has added the lobby locations at Loew's Aldine and the National theaters in Wilmington, Del. . . . Q-Ball rated a generous spread in the Negro newspapers when George Lucas qualified for the finals in the Q-Ball television tournament by running up a total of 4,700 points in nine games. Papers all carried photos of Lucas demonstrating his skill on the new game. . . . Albert Weiss and Anne Segal have set up the U. S. Popcorn & Candy Company in South Philadelphia at 774 South Fifth Street. . . . Angelo Musi, commissioner for the Shuffle Bowling League of America, reports nine contestants, including the first woman, joined the select 200 Club by rolling scores of 200 or more.

Los Angeles:

Ed Wilkes, of the Paul A. Laymon Company, is looking around for a likely spot to take the family for a vacation. He's busy looking at resort literature in between sales of the Bally Speed Bowler. Paul and Lucille Laymon don't have to worry about vacations as they live all-year-round next to the blue Pacific at Huntington Palisades. . . . Ben Korte, Glendale operator, was visiting his old friends on Pico Street for the first time in some months.

Phil Robinson, of Chicago Coin, says the new Bandbox is getting a good reaction here from music operators and public alike. Bill Anson's use of the gimmick on his Teevee disk jockey show is helping. . . . Larry Smith, of Los Alamos, toured coin machine row looking over the latest in games. . . . Also seen on Pico Street was Henry VanStalton, who operates in Whittier.

W. E. Happel, of the Badger Sales Company vending department, shipped some Model 49 Northwestern Venders to Hong Kong. Jack (See Los Angeles on page 121)

Washington:

Bill Schwartz, of the Washington Music Guild, reports the date and place of future guild meetings has been changed. Previously they were held on the first Thursday of every month at the Hamilton Hotel. Beginning with the meeting May 2, they'll be held the first Tuesday of every month at the Hotel 2400.

From Hirsh Enterprises comes news of the results of the latest merchandising clinic held by juke box operators. The operators have decided to go all out on the record "Juke Box Annie." Washington ops chose the Kitty Kallen waxing as their favorite.

Al Mazur, of Mazco Enterprises, has installed several new Bowlettes in this area and reports they're doing well. He says the Shuffle Alley games are still drawing too. . . . John H. Phillips, of Phillips Novelty Company, reports he's reshuffled the machines in all his locations during the past couple of weeks and has added the Bowlettes. William's Dreamy and Genco's South Pacific to his stock. . . . Jack Spitzer, of Falls Church, says his latest enterprise, candy machines, is doing well. (See Washington on page 121)

Hartford, Conn.:

The Connecticut State Coin Association, Inc., has received assurances from a number of record distributors that free song title strips for music machines in the State a trade practice prior to the war, may be resumed soon. Abe Fish, of the General Amusement Game Company of Hartford, and president of the State association, announced at Thursday's (13) meeting at the Bond Hotel that he has already received assurance from "a number of top record distributors that they will look into the matter of resuming the practice of distributing free juke box song title strips." Speakers included Lou Roth and Bill Briscoe, of the Radio & Appliance Distributors, Inc., of East Hartford, Conn.

Connecticut's smokers have puffed some \$250,000 more into the State treasury during the past nine months than for the same period the previous year, according to State Tax Commissioner Dennis P. O'Connor. He has released a report on cigarette stamp sales figures showing that the 3-cent tax has brought in \$5,929,260 since last July 1.

State tax researchers point out that the revenue increase means that about 8,500,000 more taxed packs have been sold during the past nine (See Hartford on page 121)

Chicago:

AMI's local offices moved to new headquarters over the past weekend, and on Monday (17) Ed Ratajack reported in the new site at 134 North LaSalle Street to find he was in the same office he had occupied when he was associated with CMAC. Joe Calderon, who left AMI as of Friday (14), will announce his new affiliation in the coin machine field in a few weeks. John Stewart, assistant advertising manager, is now permanently located in the Grand Rapids offices, but will commute to Chicago week-ends until the school term is over and he can move his family.

Owen McNeill, Pfanstlehl Chemical Company exec at the firm's Waukegan, Ill., headquarters, is back at home base after a business trip east. Meanwhile Bob Wight, who also is based in Waukegan, has been up to his ears in work, but continues to keep the ball rolling on his various duties. Bob reports his Teevee Loafer chair is going over fine, and production on the unit is now going on steadily.

Walter Ashton, sales manager of Scarles Welding & Manufacturing Company, states a complete stock of replacement parts is maintained for all models of Kalva venders manufactured during the past 12 years. Walter reports operator reaction to the 1950 model Kalva has been encouraging. Many comments have been received on elimination of cleaning, reduction of maintenance problems because of package-unit design. Conveyors, refrigeration unit, and slug rejectors can be lifted or slid out with little effort.

A new model of a cooled sandwich vender is being readied by Alco-Derece. Tailor-made for the cold sandwich item, it will combine deluxe features with positive vending action. . . . Enscensed in his new Blue Island headquarters, John Frantz, of the J. F. Frantz Manufacturing Company, is set to turn out increased numbers of the General scale and take on more machine design assignments.

Dick Cole, Cole Products Corporation, says his firm is working on a hot coffee unit for inclusion in its cold drink cup machines. . . . Belvend Manufacturing Company, Inc., is shipping out the first orders on the new Bunte Bros' vender pan candy line, for which it is national (See Chicago on page 121)

Milwaukee:

Marvin Carson, formerly record buyer for the George Schroeder Company, is still in the wax business, but now he finds himself on the retailing end of the game in charge of the record department at Pohls in Wauwatosa, Wis.

Joe Beck, head man at Mitchell Novelty, visited Lockport, Ill., recently, on a dual mission combining business and pleasure. He went down to check on the music and game operation his firm owns there and at the same time help his routemen. Stanley Gustafson, celebrate his birthday.

Beck states that beneficial results are still accumulating from the Shuffle Alley Tournament he sponsored the first three months of the year. Locations have been steadily calling the office to inquire when a new contest will begin. Spots found the tourney a boon for business and reported patrons enthused over winning prize money.

Herman and Otto Delitz, of Odo Vending Company, Racine, Wis., report spring business bouncing back to good levels. Herman recently celebrated his birthday.

First warm day in April, according to Copeland Russell, of Russell (See Milwaukee on page 121)

Text of Senate Bill 3357

(Continued from page 100)

this act shall be fined not more than \$2,000 or imprisoned not more than two years or both.

Section 7. Any gambling device transported, delivered, shipped, manufactured, reconditioned, repaired, sold, disposed of, received, possessed or used in violation of the provisions of this act, shall be seized and forfeited to the United States. All provisions of law relating to the seizure, summary and judicial forfeiture, and condemnation of vessels, vehicles, merchandise, and baggage for violation of the customs laws; the disposition of such vessels, vehicles, merchandise, and baggage or the proceeds from the sale thereof; the remission or mitigation of such forfeitures; and the compromise of claims and the award of compensation to informers in respect of such forfeitures shall apply to seizures and forfeitures incurred, or alleged to have been incurred, under the provisions of this act, insofar as applicable and not inconsistent with the provisions hereof; PROVIDED, that such duties as are imposed upon the collector of customs or any other person with respect to the seizure and forfeiture of vessels, vehicles, merchandise, and baggage under the customs laws shall be performed with respect to seizures and forfeitures of gambling devices under this act by such officers, agents or other persons as may be authorized or designated for that purpose by the attorney general.

Section 8. If any provision of this act or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to this end the provisions of this act are declared to be severable.

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United SHUFFLE ALLEY	\$139.50
Chl. Coin BOWLER	209.50
Chl. Coin BOWLER, Pin Model	239.50
Universal TWIN BOWLER (used)	229.50
Wesley TEN PIN BOWLER	174.50
O.T. POOL TABLE	149.50
PITCH 'EM & BAY 'EM	149.50
Chl. Coin BASKETBALL	149.50
Chl. Coin PISTOL	99.50
Exhibit DALL GUN	79.50
Chl. Coin HOCKEY	49.50
Wurlitzer 1018-1080	239.00
Wurlitzer 750-700	115.00

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4 Pro Stars	49.50 Ea.
6 Advance Rolls	25.00 Ea.
1 My Roll	29.50
2 Chico Roll Down	15.00 Ea.
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Arcade Games Still In Doubt in N. Y.

(Continued from page 100)

April 22), which also directed the license department to show cause why licenses should not be issued. In the meantime, conditional operation is permitted under the terms of the court order.

Geist's case involves the legality of some 75 units, most of which have been featured in arcades for many years. The roster of equipment includes baseball games, Pokerino, boxing devices, and drive-mobiles, never before questioned by the city.

Indicates Defense

In court Thursday, Geist indicated the line his case will take when it comes to trial. He maintained that city and State law forbid coin games only when the elements of chance outweighs those of skill, when prizes are offered for high scores or when units are easily convertible to give free plays. His games can not be classed within this group, he asserted.

He asked that the court appoint an official referee to examine the evidence. Withholding a decision, Judge Johnson recalled an earlier controversy concerning coin-operated games. The court room was filled with the games, he remarked, adding that "I forgot my work and played with them for three weeks."

Geist's case parallels an action brought previously by Joseph Goldstein, attorney representing a number of Coney Island arcades. Goldstein's action is still pending, with a court referee appointed but no date yet set for a hearing (*The Billboard*, April 15). Both cases are considered tests whose outcome will affect the operation of all arcades in the city.

ACMMA SOCIAL

(Continued from page 100)

has worked long hours setting up the best possible program for visiting coinmen and that altho the convention and exhibit was designed primarily to show all types of equipment at a single coin machine convention, ACMMA board members want to be sure all visitors have a good time.

With the convention still four weeks away, Vince Shay stated that an early room reservation sellout is anticipated. By Friday (21) more than 70 per cent of the available hotel accommodations had been spoken for. He advised operators planning for the May show to contact him immediately at his Bell-o-Matic Corporation headquarters in order to avoid last-minute disappointment.

Record Reviews

(Continued from page 110)



ARTIST	TUNES	COMMENT	RATING
LORRY RAINE (Cliff Parman Ork) Universal U-194	POPULAR Where Can I Go	Plaintive Leo Fuld chant is sung with rich sincerity by Miss Raine. Should get attention.	76--78--76--72
	Music, Maestro, Please	Another intense effort by the chirp, but a male recitation of the lyrics loses the effectiveness.	62--62--60--63
BOB HANNON (Roy Ross Quintet) Corona NY 101	If I Live To Be A Hundred	Wax cut a couple years back is issued on a new label. Country-style ballad is delivered very pleasantly here.	73--73--73--73
	Where the Mountains Meet the Moon	Pleasant, but inconsequential side.	62--63--62--60
WAYNE CODY Keystone 10061	Down on the Delaware	Bright, "Cruisin'" type waltz tune derives from familiar old tunes, but lacks the impact of any of them.	51--50--50--53
	Let's Go Out to the Ball Game	This one's unlikely to rudge "Take Me Out to the Ball Game" as the warm-up anthem this season.	53--55--52--52
JOYCE INDIG (Jack Pleis Ork) London 654	I'll Never Be Free	Miss Indig, a newcomer to wax, shows strong torch quality in this bluesy Benjamin-Weiss opus. Lack of highs in the recording saps most of the potential here, however.	69--70--68--68
	Wish Me Luck	"Roulette"-type affair, with wailing sax and echo effects fails to add up to much more than pretentiousness.	69--73--68--67
DINAH SHORE-DUSTY WALKER Columbia (33) 1-582	Ask Me No Questions	Dinah and a strong partner do a bang-up duo job on the infectious Saxon-Weiss pop-corn opus. Delayed resolution gimmick is effective.	83--84--82--82
	You've Been Playing Checkers	Cute, if contrived, idea provides an entertaining corn side for the team of pop and country stylists.	77--78--77--77
BILL DARNEL (Roy Ross Ork) Coral 60178	River of Smoke	Darnel gets a heap of feeling into a forthright rendition of the epic of the hills.	70--70--70--70
	I Had Trouble With You Before	Pretty, retentive ballad in the nostalgic groove is sung in medium tempo with a catchy beat. Darnel's first with this one, could stir some action.	79--80--77--80
MICKEY DEE & SKINNER (Tony Ansalone Trio) Command 20	I Wish You Were Jealous of Me	The Van & Schenck styled duo who attracted notice with their "Put On an Old Pair of Shoes" platter offer another attractive funk of corn.	72--70--72--74
	Old Pal Are the Best Pal After AM	More evocative vaude fare.	72--70--72--74
THE MODERNAIRES Columbia 38791	Down the Lane	The group, aided by some handsome arting, does a fine job with an infectious and promising nostalgic ditty.	79--80--78--80
	Rubber Knuckle Sam	(The Modernaires-Hal Dickinson) An attempted sequel to "Chattanooga Shoe Shine Boy" falls far short the it makes an attractive boogie etching.	72--75--70--70
ROSEMARY CLOONEY (Percy Faith Ork) Columbia 38767	A Good Time Was Had By All	Resounding orking and sock vocalizing by Miss Clooney and chorus make a vibrant waxing of a live ditty built on a freilach pattern.	80--81--78--81
	The Canada Song	The current card crass serves as the subject matter of a calypso-styled novelty delivered with zest by Rosemary and the Faith entourage.	73--74--70--74
DAVE BARBOUR ORK Capitol 973	Dave's Boogie	Cleanly played big-band boogie woogie instrumental. Clinging build is not notable for ideas—doesn't build or excite.	65--67--65--63
	The Mambo	Capable musicianship is evident in this swing-type instrumental with mambo flavoring, but the boys never cut loose with the real L-A spirit.	68--68--68--68
ARNOLD MOSELLE Knight 2007	In My Hide-away	Soft-voiced bary warbles an undistinguished ballad with vibes-piano-bass backing. Hard to see any market appeal.	45--57--45--48
	Man About Town	Same story—Moselle sings well, but tune and setting are minor league.	45--45--48--41
AL JOLSON (Vic Schoen Ork) Decca 24971	Remember Mother's Day	Jolie doesn't sound convinced as he letters thru a Mother's Day special.	69--70--78--66
	My Mother's Rosary	A fine old standard gets a suitably sentimental job.	72--75--75--67
DE MARCO SISTERS King 15038	Under the Bamboo Tree	The radio quaint do a mechanical job on this time honored oldie.	52--52--54--50
	Time Didn't Change a Thing	Ballad written by one of the gals is a pretty item—gals project better here.	64--64--64--64
MADelyn RUSSELL Mercury 5388	Haunted	Thrush gets off a weird-groove job aided by ork and echo effects. Might score in r & b market. Ballad suggests "Blue Moon" and is sung most effectively by Miss Russell.	75--76--74--76
	What Can I Do	One of Edith Piaf's cafe ditties, with English lyrics by Harold Rome is projected intimately by Miss Russell.	73--75--73--70
ROSEMARY CLOONEY-EDDY MANSON (Percy Faith Ork) Columbia 38766	I Found My Mama	An intriguing novelty has Miss Clooney in conversation with Manson's talking harmonica. Altogether fetching.	85--86--86--84
	Me and My Teddy Bear	A warm, sentimental rendition of a tune with a biddy theme will register with tots from six to sixty Thrush's superior effort is aided by fine, boy-like arting.	88--88--90--86

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Record Reviews

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DIST JOCKEY
		OVER-ALL
POPULAR		
RUSS MORGAN ORK Decca 2496b	The Bread and Butter Song Morgan does the vocal chores in a sprightly setting of an infectious bounce novelty that has sleeper potential. On the Outgoing Tide A winning new waltz ballad gets the "Forever and Ever" treatment from ork and chorus. Should shape up as one of the big records on a big song.	86--86--84--88 89--88--88--91
RUBY WRIGHT King 15033	Thanks for the Buggy Ride Trash, an alumna of the Jan Garber ork, gets a nice, intimate quality reminiscent of Peggy Lee with a pleasant, lightweight novelty, Dixie-orked. Regular Gal Old-fashioned, nostalgic ballad gets an easy, up treatment from trash and combo.	72--72--71--73 71--71--70--72
BOBBY HACKETT ORK Brunswick 80138	When a Woman Loves a Man Trumpet ballad by Hackett. Pretty enough, but for fans only. But Not for Me More singing here in the relaxed Hackett style, here slightly brighter on a durable Gershwin ditty.	63--63--67--60 66--66--68--64
DICK MANNING Columbia 12442-F	Two-Faced Heart Manning, chorus and rhythm section get nothing much going in a would-be sprightly gang attempt. Chug-a-Lug The promising drink-it-down tune doesn't get the zingy rendition it needs—and deserves.	45--45--42--43 51--48--51--54
MILTON DELUGG King 15037	Zone Twenty-Eight Dull instrumental features accordion and trumpet in a salon-styled original. Hoop-De-Doo Polka The tune figures to break fast via high-powered artists versions. This instrumental job could pick up some coin in polka nabes.	40--40--40--40 65--62--65--68
PETER WILLIAM JULIAN-ANTHONY VALENTE-BRYAN BROS. ORK Rich R-Tone 475	The Rose of Mooncoin Ballad gets the "old sod" treatment for Irish nabes. Green on the Green Song of the I. R. A. has a fine Gaelic folk quality. For Irish nabes only.	60--60--60--60 60--60--60--60
RAY ANTHONY ORK Capitol 958	Way Down Yonder in New Orleans Bright, modern two-beat orking of the oldie is attractive for both listening and dancing. In the Mood Ork assembles don't bite quite as hard as usual in this treatment of the noted instrumental. This version suffers by the obvious comparison with the original Glenn Miller masterpiece. A bright side nevertheless.	76--79--73--76 75--79--72--75
BURL IVES Columbia 38765	I Got a Fever in My Bones The Wayfaring Stranger is cast in a commercial role—warbling a pop hillbilly with a chorus and lively Dixie orking. Winsome stuff, but material isn't quite commercial enough. The Doughnut Song Bright philosopher with a compelling refrain is done with great charm by Ives in a wonderful setting under the baton of Norm Leyden.	72--72--70--74 84--84--84--84
GORDON MacRAE (Paul Weston) Capitol 959	River of Smoke A charming tune in the Hollywood Western epic tradition spots MacRae singing in a strong, virile bary a la Vaughn Monroe. Warbler projects his strongest to date. This Is Heaven to Me MacRae again sells strong on this superior song of America in the "Old Man River" tradition. Could get attention.	86--87--85--85 84--84--84--84
JAN GARBER ORK Capitol 970	Clod Hopper Garber shelves big saccharin style for a fine instrumental swing opus. An excellent dance side. The Old Piano Roll Blues Tempo here is just right. Jan's boys harmonize, and the gimmicked piano clicks out with the proper "avee." If the much recorded tune happens, this version could be big.	72--75--72--70 86--86--85--86
RALPH FLANAGAN ORK Rainbow (45) 45-30401	Always Lush, danceable instrumental sides in the Miller manner, were cut several years back for a Miller memorial set. Vitalized recording, and 45 p.m. pressing, plus the current Flanagan boom, should spell sizable retail sales. Make Believe As above.	80--82--80--78 80--82--80--78
RAY ANTHONY ORK (Ronnie Deauville) Capitol 1001	Ropes Pretty tune looks like a comer and Anthony offers one of his best Miller-styled sides to date. Deauville's warbling is satisfying too. National Emblem March Part-March, part-Dixie, and part-swing treatment is handed the march standard. Side is well played and danceable.	83--84--82--83 72--74--72--70
CAPITOL SYM-PHONIC BAND-Louis Castellucci, Cond. Capitol 984	Sleigh Ride Excellent band side from a recent album could pick up some extra play as a single. Number is the contagious Leroy Anderson opus made popular in the Boston Pops' version. The Syncopated Clock Another pleasantly modern pop-classic novelty, beautifully played by the sonorous brass-woodwind crew.	75--77--76--72 73--76--75--68
JOHNNY MERCER-THE SKYLARKS-BEN POLLACK Capitol 982	She's Shimmyin' on the Beach Again Bright, spicy novelty is tailored to the Mercer formula. A highly entertaining hunk of material, with Dixie backing. May have to make it without air play. At the Jazz Band Ball A hip polyric is still unlikely to make the Dixie standard a commercial contender. It's an adequate offering for Mercer fans, however.	83--85--83--83 74--75--73--73

(Continued on page 116)



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FOLK TALENT AND TUNES

(Continued from page 42)

Detroit. . . Bob Edwards, of WESC, Greenville, S. C., would like traveling country music personalities to stop in for an interview. . . Al Turner, KLIF, Dallas, is working his own video show weekly at KRLL-TV. Johnny Hicks, who works with Turner, has inked with Columbia records. . . Norm Alden, at KXOL, Fort Worth, is doing a Friday night show from the local air base with the Flying X Ranch Boys. . . Marge Tillman has returned to KLEE, Houston, after a visit to the Coast. . . Biff Collie is no longer with KNUZ, Houston. . . Kernel Corn is now at WSID, Madison, S. D.

Van B. Darby is switching from Station WKNA, Charleston, W. Va., to WWYO, Pineville, W. Va. . . Mel Price (Regal) is doing a d. j. show daily over WASL, Annapolis, Md., in addition to his live shows with his band. . . Bob Edwards, WESC, Greenville, S. C., reports that the station is carrying three hours of recorded country music in addition to live shows 30 minutes per day by the Blue Ridge Rangers. . . Wanda Saylor, WTKI, Durham, N. C., is doing a vocal stint with a country music jamboree formed by fellow d.j. Ken Corbett. . . Don Churchill (Bullet) is doing a TV show on KRON-TV, Los Angeles. . . Jimmy Johnston, WNDB, Daytona Beach, Fla., does his d. j.-ing at the station and appears with his Orange State Playboys over WROD, another local aircr. . . Cuz'a Larry Lane, WHBO, Tampa took a week's vacation recently, his first rest after 753 consecutive days at the station, doing five hours per day. . . Warren Roberts, WEAS, Decatur, Ga., reports that Ruell Parker and the Rhythm Ranchers are now with the station. . . Ken Bort, KPXD, Nampa, Idaho, reports 3,000 requests for his post card picture during the first month. . . Chuck McKasson, WGBF, Evansville, Ind., is now doing a direct d. j. shot from the local Sears store. . . Billy Starr and the Border Boys (London) are doing personals between d. j. and live shows over WREN, Topeka, Kan. . . Earl (Grandpappy) Davis, WNOP, Newport, Ky., is back at work following two months' convalescence after an accident.

Don Owens, WGAY, Silver Spring, Md., is doing three hours of country music spinning per day. . . Dal Stallard, KCMO, Kansas City, Mo., reports that the biggest h. b. act in England, judging by his 25-day visit there last month, is the Sons of the Pioneers. . . Don Larkin, WAAT, Newark, played all four versions out at the time on "Peter Cottontail" simultaneously, after which he asked listeners to vote on them after he played them individually. . . Rosalie Allen (Victor) will make a short for Columbia Pictures soon with columnist Earl Wilson and Dick Thomas (Decca). She's at WOY, New York. . . Hugh Cherry, spinning 'em at WKDA, Nashville, will soon start a live show at a theater there. . . Danny Shaver, WFLO, Farmville, Va., d. j., has joined the Melody Mountaineers, playing bass. . . Sam Workman, WRVA, Richmond, Va., reports that the "Old Dominion Barn Dance" is now on 40 CBS stations every Saturday night, bankrolled by a candy company.

Artists' Activities: Homer and Jethro (Victor) are at the Roosevelt Hotel, New Orleans, closing May 3. They do a week at the Fox Theater, St. Louis, opening May 13. . . Earl Heywood (Victor), of CKNX, Wingham, Ont., has written his first pop, "The Clouds Kiss the Moon in the Sky," in conjunction with Mart Kenney, the Canuck pop orkster. . . Lonnie Hubbs and the Dixieland Boys are now at WBOC, Salisbury, Md. . . Lee and Juanita Moore, now at WWVA, Wheeling, W. Va., report that the station's talent, including Hawkshaw Hawkins (King), Stoney Cooper and Wilma Lee (Columbia), have been touring successfully in Maine. Lee Moore lost his mother recently. The Sunshine Boys Quartette at WWVA has cut its first sides for Decca. . . Dick Carson and His Prairie Partners have finished a Southwest tour and are heard on WRYO, Rochester, Pa.

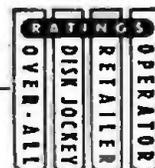
The opening of the Harmony Ranch Park, Chagrin Falls, O., will probably be televised by WEWS, Cleveland. The park, which is operated by Eric Benedict's band boys at WGAR, Cleveland, is three years old. . . Reggie Ward has inked a p.m. pact with Webb Pierce (4 Star). Pierce's newest release is "The New Panhandle Rag," written by Leon McAuliffe. . . Tommy Sands, the 12-year old balladeer who formerly worked on WNBQ, Chicago video outlet, is now working at KWKH, Shreveport. . . Pee Wee King (Victor) has decided to forego opening his own folk music park in Louisville for another year. . . Republic Pictures has announced a \$5,000,000 build-up on Rex Allen (Mercury) during the next five years. He will do five films per year. . . Jimmy Wakely (Capitol) set for the Randevu nitery, Salt Lake City, May 5-6. . . Jim Stanton, of Rich-R-Tone, the Johnson City, Tenn., label, reports that he has inked Lloyd Haynes, Newport, Tenn., and the Bluegrass Sweethearts, Charlie and Mery Rentrow, of Cincinnati, for Rich-R-Tone. He has also added Rupert McClendon, of LaGrange, Ga., for his Folk Star label.

Disk Jockey Doings: Ray Odom is now doing two hours of h. b. spinning daily at KBRC, Abilene, Tex. He was once at KSTA, Coleman, Tex. . . Rod Walter, the Okanagan Kid, is doing two shows daily at CKDA, Victoria, B. C. He also works live shows with the Rodeo Rascals and Cowboy Dan. . . Cuzzin Don at WOPI, Bristol, Tenn., is interspersing his disks with live yodeling and harmonica work. . . Wesley Tuttle is using telephone interviews on his daily shows. . . Little Tex Worrell, KRNO, San Bernardino, Calif., writes that Idaho Call, and his wife, Boots, both on Eagle, have made San Bernardino their home. . . Van Lee at KEEN, San Jose, Calif., has cut records for his own label, Keen. . . Red Kerce has returned to his daily show at WTNT, Tallahassee, Fla., after a two-month lapse. Tom Dunn is doing an hour show over the station daily. . . Paul Noe, WATL, Atlanta, is now doing a gossip column about h. b. activities for a local paper. . . Jack Holden is doing a duo show over WEAS, Decatur, Ga., with Francis Kay. . . Gary Arnold and Hub Terry, of WDUN, Gainesville, Ga., have bought a record store which they'll promote during their daily d. j. shows. . . Glen Davis and Brother Bob Hastings, of WTMU, East St. Louis, Ill., have opened their own nitery, the Club Hi-Ho in East St. Louis. They are using h. b. talent.

Please address all communications to Johnny Sippel, The Billboard, 128 W. Randolph St. Chicago 1 Ill.

Record Reviews

(Continued from page 115)



ARTIST	TUNES	
LABEL AND NO.	COMMENT	
POPULAR		
MEL TORME (Pete Rugolo Ork) Capitol 1000	Bewitched The great "Pal Joey" tune, currently enjoying a revival via several piano-ork etchings, shapes in especially strong in this warm-hearted, musically-smart vocal version.	88--30--33--88
	The Piccolino The Irving Berlin "Top Hat" production item is attractive, but more specialized than the flip-side's love ballad.	75--75--74--76
KAY STARR-FRANK DE VOL ORK Capitol 980	A Woman Likes To Be Told Idea of this one is similar to "Try a Little Tenderness," and Miss Starr chirps it with vibrant warmth.	73--74--73--72
	Hoop-Dee-Dee If the new polka novelty breaks thru, Kay's bright, brassy version should be one of the leaders. Powerful tube helps too.	88--88--87--88
BUDDY ANDREWS (Sam Donahue Ork-Cathy Forge-Johnny Cole) Dana 2076	Roman Holiday Festive material on an Italian wedding theme is performed in lively style, tho the dialects and patter are unconvincing.	73--73--72--75
	Hasty Heart Hill-type song, in a "Careless Hands" vein, is sung in routine pop fashion.	70--70--70--70
STEVE GIBSON Mercury 817	Sentimental Me Two-tempo conception of this winning ballad is late but still in time to pick up some of the lary change.	68--66--66--70
	Are You Lonesome Tonight? Oky coverage on the olele plus recitation which is stirring action via a Blue Barron staccato.	77--77--76--78
VIC DAMONE Mercury 5402	Where Can I Go? Encased in a full on-chorus production, Vic chants a dramatic ballad, a psalm for OP's, with intense feeling. A stirring effort which could score.	84--85--83--85
	If We Could Be A-L-O-N-E Vic makes a complete turnabout here to do an a'ny little rhythm novelty. We scrib the charming ditty convincingly.	84--85--33--85
SNOOKY LANSON (Jack Pleis Ork) London 682	Roses This country-flavored ballad figures to score and this easy flowing version should catch a portion of the action.	61--82--83--80
	Where Are You Gonna Be When the Moon Shines? Lanson's engaging style is completely at home with this delightful little bronce tune.	82--83--30--83
LYNNE HOWARD National 9105	Cry, Cry, Cry Miss Howard was debuts impressively with a rousing shout of a bright new rhythm ditty. A most suitable and live two-beat orking.	83--84--82--83
	Cheer'n Gum The promising novelty item, introduced by Theresa Brewer, draws a winning etching in this zingy rendition.	83--84--81--84
BRADFORD & ROMANO RCA Victor 20-3740	Why Do They Always Say No? Spirited rendition of the tune which is stirring up dust in its piano-vell sparked revival.	80--83--80--80
	Put On an Old Pair of Shoes The young cron-eyrants of Van and Schenk slice a happy, vaude-flavored etching of another revival which is getting some current activity.	81--82--80--82
D'YARGA (Tappy Palmer-Dan Hall) Kappo 124	La Paloma Effective keyboarding of the staid with neat use of the bass pattern employed by Eddie Heywood on "Begin the Beguine" from Teddy Wilson's "Blues in C Sharp Minor."	70--72--67--72
	Mexican Hat Dance Flashy piano solo effort built around the familiar standard.	68--68--65--70
FRAN WARREN (Henri Rene Ork) RCA Victor 20-3738	Ho-Hum, It's Spring Pretty new tune is sung with much charm and polish by the constantly improving Miss Warren. Dainty vocal enhances.	84--85--54--83
	Don't Say Goodbye Fran opens her tomils wide for this attractive dramatic ballad and sells it strong all the way.	86--55--36--84
SPIKE JONES RCA Victor 20-3741	Chinese Mulc Train The Jones' crew makes a laugh-provoking satire of the hit of some months ago by lending it a Chinese slant. Could start the nuisance smash all over again.	84--57--85--80
	Riders in the Sky Satire of another of the recent epes-type hits also provides for plenty of yodels. Jones' followers should notice in this pairing.	82--83--83--80
CHILDREN		
ROGER WHITE-ROY HALLIE Lincoln 539	The Fisherman and the Flounder Standard fairy tale is about the magic fish who grants every wish until the Fisherman's greedy wife lousst things up. Okay performance.	71--72--70--NS
	Three Blind Mice Nursery tune is biased to 10-inch size by a load of flimsy material. Title and price will sell this one.	69--68--70--NS
GERRY TOUCHETTE-IOANNE MORELAND-GERRY BEITZEL Lincoln 540	Alphabet Song, The Dull little story is built around the familiar nursery song to fill out a 10-inch side.	69--68--70--NS
	Night Song for Little One Original lullaby is a pretty piece of material, useful for tiny tots.	70--70--70--NS
JUDY WILLIAMS-DEL CASINO (Hugh Perette Ork) Carnival CP-302	Down the Lane Attractively packaged kidisk version of the promising pop hit is performed on a par with the better pop versions. Can be used for dancing too.	79--78--60--80
	I Found My Mama Unimaginative harmonica work here isn't in the same class with several earlier pop versions.	61--58--64--62

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
CHILDREN					
TOBY DEANE (Hugh Perette Ork) Caravan CP-301	Choo'n Gum Special four-color art packaging slants this version of the new smash for the mopet market. Should prove an eye-catcher on toy and chain store counters.	76--72--80--77			
	Juke Box Annie Rhythmic novelty, with its "Doodle-oodle" business, is figured on catch on with kids, and eye appeal should help this fair edition.	75--72--77--75			
BOBBY BENSON'S BAR B RIDERS (Carlton Warren) Decca 5583a	The Story of the Golden Palomino. Parts 1 & 2 Tale is about a young cowboy's quest for a beautiful wild horse, but Hank the Horse Thief is after the same prize. Kindness and friendship win out, of course. Story and treatment lack the direct simplicity of some kidish smashes, but any Western theme has a certain clout in the current market.	76--75--77--NS			
COUNTRY & WESTERN					
WAYNE RANEY King 85a	Under the Double Eagle The "Hail Off and Love You" warbler shows off considerable prowess on the harmonica in a lively hill-billy version of the march standard.	73--74--73--72			
	Fast Train Through Arkansas Back-country train song has a catchy, toe-tapping rhythm, and Louis Armstrong's flavor.	73--73--73--72			
COWBOY COFAS King 85b	Heartbreakin' Simple, sentimental ballad is especially presented in Cofo's lively styling.	81--82--80--80			
	Blues in the Moonlight A rich country blues ballad is backed a full-bodied interpretation by the solo piano accompaniment. Could be a big one.	85--85--84--85			
CACTUS FRYOR 4 Star 1454	Cry of the Dying Duck in a Thunder-storm Take-off on "Cry of the Dying Duck" has some mildly amusing verses and should please, but lacks punch of its mark.	72--74--72--70			
	Double Trouble Linger, rhythmic ballad is well-presented, but the material isn't exactly original.	69--70--68--68			
SLIM CARTER MGM 1068F	I'm Walkin' on a Rainbow Carter's waltz-tinged walking groove some mediocre material here.	70--70--70--70			
	I'm Painting the Town With Tears Similar situation here, with a routine breakdown ballad.	70--70--70--70			
CAROLINA COTTON RGM 18c72	You're Gettin' a Good Girl Slight novelty diskling credit draw action on the basis of the original queen's first appraisal.	72--72--73--70			
	Becha I Getcha Gait turns in a bright, infectious rendition here.	74--74--76--73			
BILLY WALKER Capitol 951	Dirt 'Neath Your Feet Dealtie some fair-voiced ballad, @lve's machine stalling here.	68--68--68--68			
	Too Many Times Slight "you'll be sorry" ditty provides another one-sided mill side.	64--64--64--64			
TEX WILLIAMS & HIS WESTERN CARAVAN Capitol 100a	Birmingham Bounce Promising link of music's steeple started on Bama label shapes up steps in Tex's most promising work of recent vintage.	81--81--81--84			
	Great Big Needle Fright ditty has some Disney value, but fails here, to state it plainly.	70--71--70--70			
BUD MESSNER SKY LINE BOYS (Bill Franklin) Albee 15001	Silppin' Around With Jole Blon Using the "Silppin' Around" line Franklin brings a fairly intriguing feat from popular C & W song titles.	71--71--70--70			
	I Died All Over You Pile elim hillbilly feat is performed in straight-forward country style.	69--72--68--66			
MERVIN SHINER Decca 46231	Me and My Teddy Bear Shiner's big splash in country and disk markets with "Peter Cottontail" may have paved the way for this following in both fields.	83--83--84--82			
	Francis, the Talking Mule Folksling line describes the new film character. Lacks the broad appeal of the film.	72--73--73--70			
SPADE COOLEY RCA Victor 21-4077	Pretty Please Love Me Innocuous little ditty is tossed off lethargically by camp Ginny Jackson, and Conley's fluff.	64--65--64--64			
	Texas Star Pop-style band dispenses a Western tune with international square dance. Not enough here in warty about.	63--64--63--63			
SEVEN RO'VE BROTHERS Columbia 20a55	I Wouldn't Doubt You, Darling Morley gets a lived vocal and string orchestra.	45--46--45--44			
	Bordertown Fiesta Boys perk up here for a fair Tex-tier border ditty.	67--68--66--67			
COLORADO BUCKAROO Dudley 500	Girl on the Matchbook Cover. The Veeher is under-recorded in this Southwestern effort. Idea doesn't come off as anything too captivating.	59--58--60--60			
	Colorful Colorado Nostalgic waltz song expresses a longing for Colorado in lines that should thrill the local Chamber of Commerce.	62--62--62--62			
HOWDY DAWES Kapp 125	That's Texas Over There Well-sung, well-produced side is for Texas' patroness, most of whom live in Texas.	70--70--70--70			
	I Framed the Wrong Picture There's less lustre here, than Dawes warbles in plegged fashion, and the material is more inferior.	71--72--70--70			
TEX WILLIAMS Capitol 95a	My San Fernando Rose Western swing ditty is pretty lightweight.	69--70--68--70			
	Was Yesterday a Dream? Sentimental ballad side fails to impress.	68--68--68--68			

(Continued on page 118)

PHONOGRAPH BARGAINS

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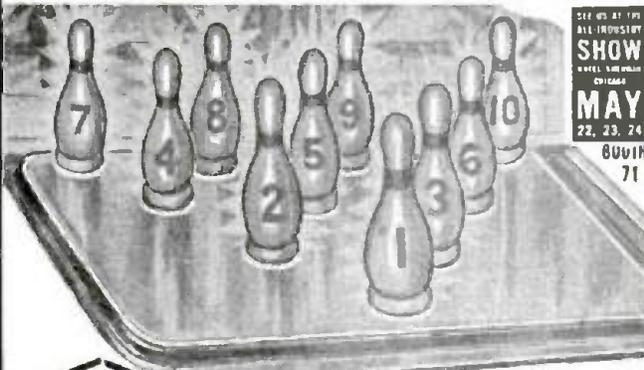
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Record Reviews

(Continued from page 117)

RATINGS

OVER-ALL
DISK JOCKER
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ARTIST LABEL AND NO.	TUNES COMMENT	
HOMER AND JETHRO RCA Victor 21-0308	COUNTRY & WESTERN You Tell Her, I Stutter The comic country duo get off a real rib-ticker on this funny oldie by Billy Rose and Cliff Friend. Does the Spearmint Lose Its Flavor A few mild chuckles in another oldie, but no yocks as in flip.	82--82--80--78 70--70--70--70
ROY ACUFF Columbia 20684	If I Could Hear My Mother Pray Again Routine weeper with sacred overtones. Jesus Died for Me Acuff, chorus, and a touch of get-off Middle Tiven up a bouncy gospel bit.	62--64--64--58 66--68--68--63
PEE WEE KING & HIS GOLDEN WEST COWBOYS RCA Victor 21-0307	Blame It All On Nashville Medium tempo country blues on the proposition that the hillbilly craze started in Nashville. Smooth side, neat beat, appeal is largely local. The Kissing Dance Waltz novelty with an intriguing stop effect. Sung and played in a pleasant pop-country style, but doesn't register very strong.	70--70--70--70 68--68--68--68
THE 101 RANCH BOYS Columbia 20687	Pickin' Cotton Down South Accouton and strings punch out a so-so hoedown. Candy and Women Simple, effective ditty is warbled with clarity and candor. Catchy tune here.	56--58--56--54 78--78--78--78
JOE PRINCE ORK (Joe Sherro-John Buchan) Decca 45099	INTERNATIONAL Lovely Lady Polka Lively accouton work stands out in this spirited square-style polka. Male duo handles vocal chores. He Danced the Waltz Novelty alternates polka and waltz beats, but the lyric idea doesn't compensate for lack of danceability.	76--76--75--76 67--68--67--66
JESTERS (Joe Kurat Ork) Polo 137	Payday Polka Rousing, thumping polka is rendered in lively, brassy style by both vocal and vocal group. Playmate Polka Idea here is similar to the old "Playmates" hit. Lively polka, with vocal, could do okay in pop and international fields, if it gets distribution.	76--77--76--76 80--80--80--80
GEORGE SHEARING QUINTET MGM 10687	HOT JAZZ I'LL REMEMBER APRIL Shearing's light swinging, wonderfully tasty group treat the standard in a "September in the Rain" and should find itself with another profitable winner. Jumping With Symphony Sid The gone deejay's theme serves as the vehicle for an easy-flowing, politely swinging jump instrumental spotting a glob of Shearing's pianistic might and Chuck Wayne's fine guitar.	85--86--84--84 83--84--82--82
SONNY STITT QUARTET Prestige 704	Ain't Misbehavin' SHL, better known as a first-rate bop alto man, here renders a dreamy, lyrical tenor solo in a modernized Coleman Hawkins style. Jass & fine jox should like. Later On a medium blues, Stitt gets real "cool" with strictly bop tenor go. More up-to-date than but not as fine as flip.	67--72--67--62 54--60--53--50
SUNSHINE BOYS QUARTET Decca 46228	SACRED Precious Memories New group from the hill country could be mistaken for a spiritual group. There's a recitation here, plus warm, full-bodied harmony. A potent coupling. Jesus Hits Like the Atom Bomb Lively, new spiritual should hit ditto with sacred disk buyers and splinters.	76--78--78--72 82--84--83--78
JUANITA JACKSON Capitol 932	SPIRITUAL Tell Jesus All Slowly-paced, fervent gospel song is chanted in the Mahalia Jackson tradition. Lord Will Make a Way Somehow Youthful sounding thrush shows style, but lacks depth with this gospel chant.	73--73--73--45 70--70--70--NS
MACHITO ORK Mercury 5408	LATIN AMERICAN Finaliza Un Amor Beguiling Latin ballad is warbled persuasively by Graciela, the maestro's sister. Played splendidly by the fine ork. Vaya! Nina! A wild mambo instrumental is executed excitingly with the Machito rhythm serving up pulsating background for the fine ork's leading.	74--74--73--75 72--72--70--74
ANGEL ROSA RCA Victor 23-1552	Soy Feliz (bolero mambo) Solo chanter carries much of the burden here, but there's a strong, moderate dance beat thrust. Tu No Sabe Hablar (son montuno) Side is mainly instrumental, and can be peddled easily wherever a strong rumba disk is requested.	75--74--76--74 79--78--80--78
CARLOS RAMIREZ RCA Victor 23-1550	Mama Mia Spanish version of a new English adaptation of "Santa Lucia" emerges a powerful hunk of schmaltz in Ramirez' great bary styling. Caminemos The Latin Nelson Eddy essays a lush pop ballad in distinguished fashion.	80--82--80--79 78--79--78--77
SENNY MORE (Perex Prado Ork) RCA Victor 23-1553	Tocineta (mambo) Highly exciting, highly danceable mambo fare, with primitive shouting and driving rhythm. Ana Maria (mambo) Another irresistible dance side for natives or Yankee hip-grinders.	81--80--82--80 77--77--78--77

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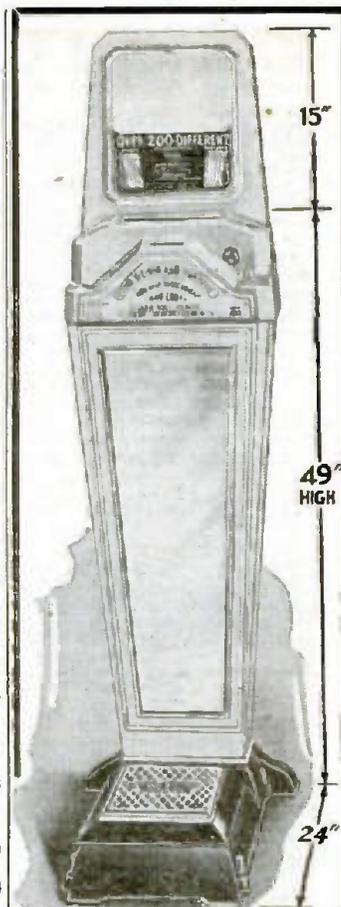
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RHYTHM & BLUES RECORD REVIEWS

(Continued from page 31)

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

TODD RHODES Sensation 31	Rhapsody in Blue (1 & 2) Alto the Gershwin classic is handled fairly straight, there's a steady drag beat and bluesy accenting that could spell heavy juke action for both sides. Small band does a big job, with fine sax and clarinet work sticking out.	83--84--83--82
ST. LOUIS JIMMY AND TRIO Apollo 420	Mother's Day Jimmy sings about Mother in conventional Southern blues patterns.	71--72--70--70
JAMES QUINTET Derby 732	Chicago Woman Blues Big-time women were too much for our shouter, but he doesn't sound as tho he really means it.	60--60--60--60
JOHNNY MOORE'S THREE BLAZERS RCA Victor 22-0073	Don't Worry Undistinguished material is competently dispensed by the good male group.	72--73--72--72
SISTER SLOCUM King 15041	Let's Put Our Hearts On the Table Ballad makes romance a card game. Group offers a good deal.	75--76--75--75
ERSKINE HAWKINS ORK Victor (45) 47-3742	Rock With It Winning etching of a medium jump blues spots the distinctive chanting of Billy Valentine and Oscar Moore's guitar.	77--78--76--78
THE HARLEMONI-CAS-DICK BARROW Columbia 30200	Misery Blues The Blazers appear to be back in stride. This is a convincing slicing of a diverting and somewhat different slow blues story. Valentine sings it convincingly and Johnny Moore's guitar wraps it up.	83--83--83--83
THE BACHELORS Mercury 0159	Red Hot Mama The oldie is handed a beat-ful, cleverly conceived organ solo treatment.	68--68--68--68
SONNY TERRY Capitol 931	Blues for the Whistler Superb use of a theater organ helps create rather distinctive treatment of a boogie blues which incorporates "Pintoo's Boogie Woogie."	79--80--77--80
TINY BROWN Capitol 922	Brown Baby Blues Jimmy Mitchell warbles smoothly while he blows fancy in a typical, big-band, slick blues job.	68--68--68--68
JAY McSHANN & HIS JAZZ-MEN (Numa Lee Davis) Aladdin 108	Fishtail Instrumental on a catchy riff is an easy, dancey side.	73--73--72--74
"LITTLE" ESTHER-JOHNNY OTIS ORK Modern 20-740	Reet Party Blues Warbler, harmonica & rhythm combo do an appealing blues job that tells a familiar tale—the reet party interrupted by John Law.	73--73--73--73
	Rockin' the Blues Away Jump blues uses thinner, less inviting material.	60--60--60--60
	Hereafter High falsetto tenor lead, quartet, clarinet and rhythm are technically adequate, but don't create the mood and tension needed on this kind of thing.	64--64--64--64
	Yesterday's Roses Same combination tackles a good tocher but are mechanical again.	66--66--66--66
	Dirty Mistrater, Don't You Know? Folk blues enthusiasts will like this easy moving novelty blues. Terry's harmonica and rhythm rock right along behind a vocal on an authentic old blues.	74--71--74--68
	Telephone Blues Slow blues doesn't have the bite and savor of flip, but gets a good blues mood.	66--66--66--66
	Slow-Motion Baby Miss Brown looks out a topnotch blues style—infection, phrasing, voice are first rate. Such double entendre material should make this side heard—but not on the air.	84--85--84--84
	No More Blues Medium tempo blues on flimsy material.	70--70--70--70
	Walking Thrush and combo get off a neat, relaxed blues, with okay McShann 88'ing.	71--71--71--71
	Confessing the Blues (Jimmy Witherspoon) Witherspoon delivers a strong job on the old blues fave, but uneven recording detracts.	74--74--74--74
	Mean Old Gal The talented young thrush registers with salty blues job that builds in mood all the way.	80--80--80--80
	Good Old Blues Jump instrumental on a jazz kick.	61--62--61--60



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Logan is owned by Jack Nelson Jr., and maintains headquarters in this city. Firm will cover Northern Illinois for Hollycrane, this area being considered with the Chicago trading area. Nelson said sales personnel has already been assigned to handle Hollycrane, and a parts department has been set up at Logan's offices.

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Calendar for Coinmen

April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.

April 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

April 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

April 27—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

April 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

April 30-May 1—South Dakota Phonograph Association (SDPA), quarterly meeting, Whitman Hotel, Mitchell, S. D.

May 1—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

May 1—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

May 2—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

May 2 and 16—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

May 3—Coin Machine Operators' Association of Harris County monthly meeting, Chamber of Commerce Building, Houston.

May 6—National Automatic Merchandising Association (NAMA), Region VI (Illinois, Indiana, Minnesota, North and South Dakota, Wisconsin), annual meeting, Herb A. Geiger, chairman Edgewater Beach Hotel Chicago.

May 11—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

May 11—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

May 12—National Automatic Merchandising Association (NAMA), Region V (Michigan, Kentucky, Ohio, West Virginia), annual meeting, Hugh Howes, chairman, Statler Hotel Detroit.

May 21—National Automatic Merchandising Association (NAMA) Region IX (Texas, Arkansas, Louisiana, Oklahoma), annual meeting, Harold Crowther, acting chairman, Baker Hotel, Dallas.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

May 22-24—Punchboard, Ticket & Novelty Industries' annual convention and exhibit, Sheraton Hotel, Chicago.

May 31-June 3—National Candy Wholesalers' Association (NCWA), annual convention, exposition, Hotel Commodore, New York.

June 2—National Automatic Merchandising Association (NAMA), Region XI (Northern California, Nevada, Utah, Wyoming), annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland, Calif.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 9—National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia), annual meeting, Erroll Eckford, chairman, hotel to be announced, Baltimore.

June 26-28—Coin Machine Institute (CMI), annual convention, exposition, Stevens Hotel, Chicago.

Carton-Bottle Vie For Favor as Pint, Qt. Milk Container

CHICAGO, April 22.—With the carton container making steady inroads in the dairy venter field, a "bottle battle" is seen shaping up on the home delivery and retail store fronts, involving larger than one-third quart containers. Both major producers of paper-type containers, Ex-Cell-O Corporation and American Can Company, assert the previous four-to-one ratio of glass to paper containers is shifting in the latter's favor.

Both firms also report increased dairy interest in their respective paper containers. American Can says its finished cartons are now going out to about 400 dairies, while Ex-Cell-O states it has some 875 dairy lessees. The Ex-Cello-O carton is set up by the dairy itself; it used special machinery made by the company which folds the cartons and fills them with milk.

Ex-Cello-O has embarked upon a \$500,000 national magazine advertising campaign to push its carton, called Pure-Pak.

American Can sells quart cartons at about 1 1/2 cents each. As a similar size glass container costs 6 cents and is good for an average of 30 to 40 trips, carton cost is an important factor in dairy acceptance of paper over glass containers.

But with the paper carton firmly established in the small-size container field, via vendors, and in most on-the-spot consumption sales points,

First Distrib Holds Showing in Indpls.

INDIANAPOLIS, April 22.—An operators' showing for Keeney and Evans Shuffle games was held at the Claypool Hotel here yesterday (21) under auspices of First Distributors of Chicago.

Products shown to Indiana operators included Keeney's King Pin and Lucky Strike and Evans' Shuffle Ten Strike, Wally Finke, who with Joe Kline heads First Distributors, was on hand to explain the fine points of all three games.

King Pin and Lucky Strike feature new type retractable pins which fold up and out of sight when the puck passes thru the scoring area. King Pin has an eight-foot playfield and Lucky Strike a nine and a half-foot length. Shuffle Ten Strike uses live pins and the number of pins actually knocked over by pucks determines the score. It is equipped with an automatic pin setting device. All three games score according to regulation bowling.

Form N. C. Milk Vender Co. GREENVILLE, S. C., April 22.—Carolina Vending, Inc., here has been chartered to deal in dairy products thru vending machines. Capital stock, \$2,000. Vincent G. Williams is president.

It is expected that their use will become increasingly larger in the pint and quart size field. And current experimenting with apartment house and other types of take-home sale locations for pint and quart milk vendors indicates the paper carton also will be an important factor in this phase of milk vending.

Tulsa Firm Bows New Type Game

TULSA, Okla., April 22.—T. G. Whittenburg Company here is in production on Q-Bowl, an amusement game combining the high points of pool and bowling. Any number can play.

Live pins used in Q-Bowl are displaced by stroking a billiard ball with cue. Score is similar to bowling but in this game three strokes constitute a frame and seven frames a line. As a result 210 is a perfect score for the seven frames.

The Whittenburg game is equipped with leg-length adjusters to compensate for possible uneven floors in locations. Game's cabinet is 9 feet 3 inches long by 22 inches wide.

Schlicht Heads Club Division for Monarch

CHICAGO, April 22.—Charlie Schlicht announced Tuesday (18) that he has entered into an agreement with Roy Bazelon, head of Monarch Coin Machine Company, to handle club and arcade division sales for Monarch.

In this enterprise, the club division will feature the A. B. T. coin-operated target range and Buckley products, Schlicht said. Known as Rifle Sport, the A. B. T. range has an adjustable range from 18 feet up to what ever length is practical for a location. On dime play, it offers 20 shots from a rifle shooting 3/16-inch steel balls. The A. B. T. unit is suitable for arcades, bowling alleys, golf courses, driving ranges, drive-in theaters, miniature golf courses and roller rinks. It is easy to install and dismantle on location and is fully patented.

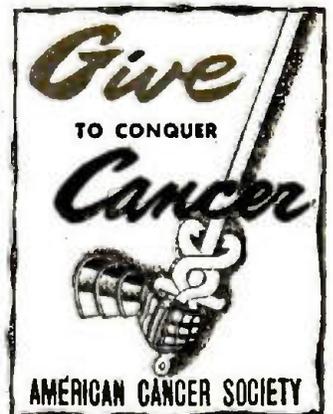
Schlicht was formerly with Mills Novelty Company, now the Mills Industries, for 25 years.

Orange Growers Meet On Frozen Juice Gim

NEW YORK, April 22.—Orange growers are looking to the increasing use of frozen concentrates as a prime market for their product, 100 wholesalers were told Thursday (20) at a meeting of Wholesale Frozen Food Distributors' Association at the Hotel Statler.

While noting the importance of other outlets, Dodge Taylor, chairman of the Florida Citrus Commission, declared that "frozen concentrates are the hope for the future of the Florida citrus industry." He said that his state produced 58 per cent of all oranges consumed in the nation last year.

Taylor predicted that Florida will produce 125,000,000 boxes of oranges in 1953, compared to 93,000,000 boxes in 1949. Citrus-producing acreage will be increased proportionately, he added.



Chicago:

(Continued from page 113)
distributor. **Bel E. Hall**, Belvend head, stresses that each order will be accompanied by special Bunte decals for placement on machines at no extra cost.

H. M. Schaefer, president of Victor Vending Corporation, and **R. W. Norling** combine to chorus the good news of operator orders on the Jumbo Universal and Topper Deluxe models. Machines' stress of product thru the special extended plastic face plates pulls more impulse and repeat pennies. . . . **Robert Soaper**, head of Self-Service Laundry, Inc., tells of the good volume of business done by his coin-operated hair-driers on specialized locations thru the city. Firm's apartment house coin washers are sudsing a lot of soiled linen at 20 and 25 cents per load.

Herb Perkins, who heads Purveyor, reports plans are about complete for the firm's participation in the All-Industry Show next month. Herb has been kept busy these past weeks getting his new distributing company going, keeping his route up, and keeping on top of the production of the shuffle game conversion units manufactured by Purveyor.

Gail Carter, vice-president in charge of sales, Permo, Inc., has been hard at work at the company's headquarters on Ravenswood Avenue since returning from his Florida vacation. He and his wife managed to absorb plenty of sunshine during their stay in the Sunny South, and Carter got some well-earned rest. **Art Olsen**, firm head, who spent the past few weeks in Chicago, left for the West Coast shortly after Carter returned.

Shuffle Alley Express, the new game introduced a few weeks ago by United Manufacturing, is going strong thruout the country, **Billy DeSelm**, sales manager, reports. Also reporting favorably on the game's progress are **Herb Oettinger**, comptroller, and **Ray Riehl**. Herb has already lost the tan he brought back from his Florida vacation.

The Bell-o-Matic Corporation offices were a beehive of activity last week with a steady flow of distributors from near and far and preparations for the ACMMA show. In addition to handling executive staff duties on national distribution of Mills Bell products, **Vince Shay**, **Grant Shay** and **Midge Ryan** have been making an all-out effort for the ACMMA convention now only four weeks away. In his capacity as hospitality chairman, **Vince Shay** is on the phone constantly answering calls from ops all over the country. In the trade over 30 years, **Vince** is particularly well known because of the many years he spent traveling to practically every city and town and sitting down with coinmen for a trade talk. Meanwhile, **Grant Shay** is working night and day on ACMMA show publicity.

Hartford, Conn.:

(Continued from page 113)
months. Broken down on a per capita basis, it means a little more than four extra packs a person. Despite the fact that the tax figures disclose a marked increase in revenue, the commissioner pointed out that cigarette consumption has probably not increased proportionately with the tax yield. He said that it is partly due to federal legislation which has had the effect of virtually stopping the mail-order purchase of cigarettes outside Connecticut to avoid the State tax. Under the new law, out-of-State dealers must report such sales to the Connecticut State Tax Department.

J. Sydney Greenbaum, sales promotion manager of Radio & Appliance Distributors, East Hartford, had a part in a stage show produced by the Business and Professional Group of the Young People's League at Emanuel Synagogue here recently.

COINMEN YOU KNOW

New York:

(Continued from page 113)
office before returning for an abdominal operation. . . . **Harry Brodsky**, head of Harbor Music, is due to become a granddad soon. . . . **Al Ferber's** father is seriously ill following a heart attack. **Al** operates a local juke route.

Perry Wachtel, back from a short trip to Philadelphia, reports **Joe Ash**, of Active Amusement, is bemoaning a drop in his golf handicap rating from 32 to 22. It seems **Joe** hit two pars in a row during a recent game. . . . **Ben Wolfe's** wife, **Mildred**, is expecting an addition to the family. **Ben** operates under the name of Loyal Amusement.

Carl C. Miltner, who has been associated with Coin Manufacturing, returned here last week from Kansas City, Mo. He helped set up an operation there with the U-Select-It machine, vender put out by Coin. . . . **Sam Kresberg**, vice-president of Automatic Products, left last week on a short vacation before heading into several New England States on a biz trip.

Los Angeles:

(Continued from page 113)
Leonard, of the firm's parts department, is waiting for that blessed event, due any minute now. Incidentally, **W. E. Happel** leaves for his annual naval reserve cruise the latter part of this month. . . . **Jim Murphy** dropped down from Inyokern to renew acquaintances with other operators and distributors here. . . . Another visitor was **J. D. Cohn**, who operates in Glendale. He was checking over some games. Also visiting was **C. E. Stevens**, who operates in Monrovia.

S. L. Griffin, of the Valley Coin Machine Company, Pomona, was seen touring Pico Street and picking up information on forthcoming games and the usual gossip of the trade. . . . **Bert Hammond** was in from his Santa Ana headquarters. . . . **Perry Irwin** has his summer cottage fixed up for the season. He was in town from his Ventura headquarters to look over the newest in equipment. . . . **Norman Christ** was another visitor on Pico Street last week.

Twin Cities:

(Continued from page 113)
ing to reports. . . . **Ted Heil**, Gaylord, Minn., operator, has bought another route in his area and is gradually increasing the size of his expanded operation with the addition of new equipment. . . . **Bob Noziska**, Gregory, S. D., has bought his brother's interest in their operation and is expanding his activities, he reported on a visit to the Twin City market.

Reports have it that **RCA Victor** is winning the battle of record speeds in the country area, with 45 r.p.m. definitely way out in front of 33s on juke boxes. **Jonas Bessler**, of Lieberman Music Company, Wurlitzer distrib for Minnesota, the Dakotas, Western Wisconsin, Eastern Montana and the Upper Michigan Peninsula, said he has had a number of operators request the change-over of the new Wurlitzer 1250 mechanisms to 45 r.p.m. speeds. The Wurlitzers, incidentally, **Bessler** said, are moving well, with every load received from the factory going out almost immediately. **Harold Lieberman**, firm head, is constantly requesting increased shipments, **Bessler** said. . . . **Mr. and Mrs. Andy Oberg**, Grand Forks, N. D., stopped in the Twin Cities en route home from their vacation at Hot Springs. They ordered new equipment and **Mrs. (Ella) Oberg** reportedly looked sharper than ever sporting a new spring bonnet even tho the weather isn't too springy these days.

Detroit:

(Continued from page 113)
The Lada Vending Service, established in 1947 by **Andrew Lada** as a mixed candy and nut vending operation, has been taken over by the **Donel Vending Service**, established at 5993 Somerset by **Donald Lisa**. The firm now operates a cigarette route in addition to the other venders.

Max M. Marston, who formerly headed the Marston Distributing Company, representatives of various machine manufacturers in this area, has opened a new office at 1039 Penobscot Building where he will practice law. **Marston** was formerly an attorney in the coin machine field before going into the distributing end of the business.

Joseph T. Budjack, who formerly was a designer of various pin games, is now concentrating on poster frame and similar specialty frame manufacturing, increasing the size of his plant from 1,000 to 10,000 square feet. . . . **Ben Liddon**, head of the Advance Service Company, has returned from Boston where he made a deal with the O. C. F. Company for representation in a number of States. Fifty-one branch offices will be opened in the territory by that company.

Stanley B. Sherwood and **Mildred L. Sherwood** have opened the **Launder-Matic** Way in the Redford section of suburban Detroit, with an installation of **Kenmore** washers. **Chester Nowak** is sharing the managerial responsibilities for the spot. . . . **Bernard L. Howes**, founder of the **Howes Shoemaker** Company, one of the largest cigarette vending operations here, was getting enjoyment out of the first spell of spring weather.

Brilliant Music Company, which introduced the Metro label "I Can't Go On Without You" on jukes in this area, and **Morris Goldman**, president of the Michigan Automatic Phonograph Owners' Association, report good takes on this **Bunts-Freeman** tune, which is virtually a Detroit production. . . . **John Zoellner Jr.**, partner in the **Star Music** Company, is seriously ill in **Art Center Hospital**, where he has required numerous blood transfusions. Operators willing to give blood should contact the hospital.

Milwaukee:

(Continued from page 113)
Candy Service, boasted ice cream bar sales up 50 per cent. Visitors to the **Russell** stronghold note the place is all spruced and painted for the spring season.

Johnny Lujack, famous Chicago Bears football star, has been around **Milwaukee** recently attempting to locate automatic milk vending equipment merchandising **Borden's** products. . . . **Sam Cooper**, **Paster Distributing**, still finds it impossible to keep one **AMI** demonstrator on the floor due to the rapid pace of sales on the boxes.

Frank Balistreri, **City-Wide Amusement** Company owner, has been receiving a lot of ink in the local papers concerning his boxing promotion activities, lining up an acceptable opponent for **Rocky Graziano** at the new **Arena**.

Al Wisotzko, **City-Wide Amusement** Company routeman, reports **Johnny Desmond's** "C'est Si Bon" waxing pulling lots of nickels.

Gimbel's Department Store has solved the "no nickel" problem on its busy main floor pay phones by installing a **Vendo** Coin Changer near-by. . . . **M and C Amusement** Company, **Racine, Wis.**, recently installed the first **Shuffle** Jungle game in this area and it is doing well, according to routeman **Al Hofflander**.

Crise Mfg. Purchases Arco Switch Co.

COLUMBUS, O., April 22.—**Crise Manufacturing** Company here announced an expansion move this week with its merger with **Arco Switch Company, Cleveland**. Latter produces snap-action switches for electrical equipment in coin machines, appliances and aircraft.

The **Arco** facilities will be moved to **Columbus** and will be operated as the **Arco Switch Division** of **Crise**. **Crise** also has purchased the **Switch Division** from **Chase-Shawmut Corporation, Canton, Mass.**

Washington:

(Continued from page 113)
Mr. and Mrs. Hirsch de La Vies will attend the **International Convention** of the **Variety Clubs** in **New Orleans** April 26-29. They plan to make it a combination business and vacation trip. **Robert O. de La Vies**, son of the **Washington Music Guild** president, is in his sixth month as a patient at the **Bethesda Naval Hospital** and correspondence is invited.

Arthur Selnick has been appointed manager of the **Decca Record Division** of the **Kaufman** **Washington** Company. **Fred Turner** is no longer associated with the company. . . . **Nelson & Company**, distributors of **Capitol Records** in this area, has moved to new offices at 3000 12th Street Northeast.

Lou Krefetz, formerly of the **Saratoga Distributing Corporation**, and 1949 winner of the ideal record salesman award, is now branch manager for **Gimbel Brothers**. They distribute **MGM** records and are still looking for suitable quarters to house their new branch office.

Staff and associates of **Scaco Vendors** are traipsing around the country. It all started with **Albert Kristall**, who runs the firm. He enjoyed his recent vacation in **New York** so much he decided to spread the vacation word around his office. That sent his associate **George Joseph** on extended leave to visit his home in **Wilkes-Barre, Pa.** **Kristall** is running **Joseph's** route now. **Kristall** also sent one of his employees, **George Bittroff**, on vacation. **Bittroff** packed his wife and three children into their car and took off for **Hamilton Beach, Long Island**.

SKILL TEST



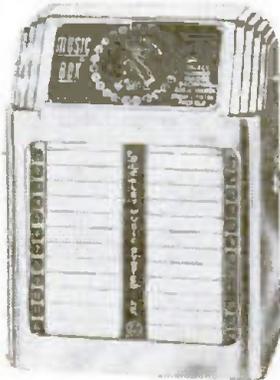
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Turning Back the Clock

10 Years Ago This Week

CHICAGO, April 20, 1940 — Dave Simon opened his new Simon Sales headquarters at 437 W. 42d Street, New York. One of the major social events of 1940, the open house festivities were attended by manufacturers' representatives from all parts of the country including George Moloney, Bally; Sol Silverstein, Chicago Coin, and Mr. and Mrs. Jack Keeney, of the J. H. Keeney Company. The distributors list was led by Mr. and Mrs. Sam Taran, Mayflower, St. Paul, and Irv Blumenfeld and George Goldman, General Vending, Baltimore.

Holly Manufacturing Company, Detroit, increased production on its grip scale. . . . A new vending firm in the Motor City was Puritan Sales. . . . In the music field, firms specializing in music machines exports noted a sharp rise in sales to Mexican coinmen. . . . Miraben Company, Chicago manufacturer, of modern fronts for old jukeboxes, moved to new quarters. Ben Lutske was head of Miraben. . . . Phanstiel Needles appointed Modern Vending, headed by Nat Cohen, distributor in the East. . . . Jorge Alducin, distributor of Mills music machines in Mexico, opened the Diana Hotel in Mexico City.

In April, 1940, the average new game price was \$99.50. In this class were Chicago Coin's Jolly; Gottlieb's Summertime; Genco's Cadillac, and Bally's Beauty. . . . Leading tunes of the week included *The Singing Hills*, *In the Mood* and *Tuxedo Junction*. . . . Meanwhile *The Billboard's Record Buying Guide* advised operators that tunes on the way up were *Alice Blue Gown*, *Tumbling Tumbleweed* and *With the Wind and the Rain in Your Hair*.

15 Years Ago This Week

CHICAGO, April 20, 1935 — The Stoner Corporation doubled its production facilities by purchasing another plant in Aurora, Ill., adjacent to its factory there. At the time Stoner was in production on two pinball games, *Cavalcade* and *Beacon*. In later years the Stoner organization turned from the pinball field and became a leader in automatic merchandising machine output. . . . Following a year's preparation, Nat Faber opened the showiest sportland in New York's Times Square district. Flags and bunting decorated the front and a series of ads in *The New York Times* heralded the opening. This was the fourth sportland Faber opened in New York between 1933-'35.

At a time when unemployment was one of the nation's biggest headaches, Exhibit Supply Company, Chicago, initiated a campaign to help convince public officials in Chicago of the value of the coin machine industry in spreading employment. One of its most successful ideas was the signing of a petition by all firm employees, stating the number of dependents in each home. The petition was sent to the mayor of Chicago. It carried the signatures of 204 employees plus 732 dependents. . . . The Birmingham Vending Company, headed by Max Hurvich, moved to new quarters at 2117 North Third Avenue, Birmingham. . . . Gottlieb's Kelly Pool game was proving a leader in its field. . . . Other games with a large operator following included Bally's Ticket and Fast-Play; Genco's Kings; Evans' King of the Turf; Daval's Chicago Express; Chicago Coin's Beam Lite; Exhibit Supply's Star Lite, and Pacific Amusement's Baby Lite-a-Pin.

In the vending world, A. M. Walzer Company, Minneapolis, marketed a peanut vendor for \$3.95, including peanuts. Meanwhile Mill's reconditioned used balls such as War Eagle and Double Jack Pot were on the block at \$32.50. . . . Leading tunes in April, 1935, were *When I Grow Too Old To Dream*, *Isle of Capri* and *Lovely To Look At*.

Chicago Coin
Bows Baseball
Shuffle Theme

CHICAGO, April 22.—Timed with the arrival of the national pastime, Chicago Coin Machine Company this week introduced its new shuffle game, *Baseball*. A one or two-player game, samples of *Baseball* are now on display in the showrooms of firm distributors, Sam Gensburg and Sam Wolberg, Chicago Coin owners, stated.

As in regulation baseball, players strive for runs in the game with a possible maximum of 21 in seven innings. One inning constitutes three puck shots at targets indicating singles, doubles, triples and home runs. In *Baseball*, every shot results in a hit, and an inning completed by the third shot automatically clears the bases of runners, which are indicated by animated manikins on the backglass. Progress of players along the bases also is shown when a hit is made.

Playing time is approximately a minute per game per player. When two persons compete each player inserts a dime for his seven innings. Playfield on game measures 8 by 2 feet and is lined with cork for bank shots. Since the game is the rebound type, puck return is instantaneous and takes place on the top of the playfield. It was designed for easy servicing and mechanism is accessible from a rear door.

Jennings Bows
New Sweepstake

CHICAGO, April 22.—O. D. Jennings has started deliveries on the new Sweepstake Chief, featuring several player appeals.

Finished in chrome, the new model has a plastic light-up front and is built with the Jennings one-piece mechanism. The Sweepstake is also available in a console model.

Smith, Wachtel
To Start Their
Own Ad Agencies

NEW YORK, April 22.—Ben Smith and Perry Wachtel, who recently announced plans to dissolve their partnership in DePerri Advertising (*The Billboard*, April 22), will form separate agencies May 1, each offering rounded advertising and merchandising service to coin machine accounts. Smith will retain the agency's present suite of offices at 95 Madison Avenue temporarily. He will set up shop as Ben Smith Advertising. Wachtel, as DePerri Advertising, Inc., has secured offices at 141 East 44th Street.

Smith, who has been active in the coin machine industry for more than 20 years, began his career as manager of B. Madorsky, pioneer jobbing and operating firm. He later served as Eastern representative for Automatic Age and as sales manager for a vending machine manufacturer. Associated with *The Billboard* for 12 years, he held the post of Eastern coin machine advertising manager before teaming up with Wachtel in November, 1946.

Wachtel has been in the advertising business since his graduation from Dartmouth in 1935. He founded the DePerri organization in 1936.

Sugar Report

WASHINGTON, April 22. — The first three months of 1950 found sugar distribution running 71,086 tons behind the same 1949 period, Agriculture Department reported. Total for the first quarter of 1950 was 1,627,143 tons as compared with 1,698,229 for the first three months of last year.

NCWA Fights
Curtiss Candy
Price Program

Firm Seeks FTC Ruling

WASHINGTON, April 22.—A pitch before Federal Trade Commission (FTC) by Curtiss Candy Company for permission to sell candy cheaper to vendors and chains than to indie retailers is being opposed strenuously by the National Candy Wholesalers' Association (NCWA).

Tagged in 1947 with an order to desist from making price discriminations and maintaining exclusive dealing contracts, Curtiss is seeking to have the case reopened for "clarification." The candymaker has asked that buyers be classified as small independent retailers on one hand, or vendors, chains and other multiple retail outlets on the other. Such a classification would permit candymakers to sell cheaper to the larger buyer without the necessity for justifying the differential on the grounds that it is cheaper to do business with the larger buyer.

Curtiss stated that "it has been the practice in the industry for years to sell retailers at one price and the remaining classifications at another price substantially lower than the price to retailers."

NCWA commented to FTC concerning this statement: "That respondent thus alleges that the candy and confection industry is generally discriminating unlawfully among retailers by classifying some as retailers and others as vending machine operators, chain stores or drug syndicates and other multiple retail outlets is hardly a reason for allowing respondent to continue or resume that unlawful practice."

NCWA Answers Claim

To a Curtiss claim that the FTC "cease and desist order" has the effect of blocking it from classifying its customers on a functional basis, NCWA stated that the prohibited discrimination was between persons who compete in the sale and distribution of such products." This, NCWA set forth "would not prohibit a differential allowed a wholesaler for his function."

CPMA Picks May
Hit Tune Disks

CLEVELAND, April 22.—The Cleveland Phonograph Merchants' Association (CPMA) this week set its Hit Tune of the Month for May, *Peddler's Serenade*, and picked as its Hit Tune Extra *My Rose Garden*. It was announced by Sanford Levine, chairman of record promotions for the org.

Hit tune was recorded by Johnny Corvo and the Moonbeams on the Clipper label, while the extra was cut by Jack Stole on the Continental label.

Both songs are due for promotion on 3,000 music machines in the greater Cleveland area. Special title strips will be used in connection with both disks.

Pepsi Programs New Sales

Hypo; Lists '49 Earnings

NEW YORK, April 22.—Following a statement of earnings in 1949, Pepsi-Cola President Alfred Steele has announced the firm will undertake a new program of sales promotion, hinging on a "territory-by-territory" advance to realize the company's fullest growth potentialities.

Pepsi-Cola earnings last year amounted to \$2,135,238 against \$3,152,817 in 1948 and \$6,769,834 in 1947. Per share earnings dropped from \$1.18 in latter year to 55 cents in 1948 and 37 cents in 1949.

State Tax Calendar

Alabama
 May 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
 May 20—Sales tax report and payment due.

Arizona
 First Monday—Property tax second semi-annual installation due (last day).
 May 15—Gross income report and payment due. Phoenix business privilege tax report and payment due.
 May 20—Property tax return due (last day).

Arkansas
 May 15—Compensating (use) tax report and payment due. Income tax return, information return and first installment due.
 May 20—Gross receipts tax report and payment due.

California
 May 20—Property tax return due (last day).

Colorado
 May 1—Franchise tax due.
 May 14—Sales tax report and payment due.
 May 15—Denver sales tax report and payment due.
 May 20—Property tax return due (last day).

District of Columbia
 May 20—Sales and use tax report and payment due.

Florida
 May 25—Sales, use, rental and admissions taxes and reports due.

Georgia
 May 10—Cigar and cigarette wholesale dealers' report due.

Idaho
 May 10—Cigarette wholesalers' drop shipment report due.

Illinois
 May 15—Cigarette tax return due. Sales tax report and payment due.

Indiana
 May 10—Cigarette distributors' interstate business report due.
 May 15—Cigarette distributors' drop shipment report due. Property tax return due (last day).

Kansas
 May 20—Sales tax report and payment due.

Kentucky
 May 20—Cigarette wholesalers' report due.

Louisiana
 May 1—Soft drinks tax report due. Tobacco tax report due.
 May 15—Income tax return and first installment due. Soft drinks tax report due. Tobacco tax report due.
 May 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland
 May 10—Admissions tax payment due.
 May 15—Sales and use tax report and payment due.

Massachusetts
 May 20—Tobacco tax report and payment due.

Michigan
 May 15—Sales tax report and payment due.
 May 20—Cigarette tax report and payment due.

Minnesota
 May 20—Cigarette tax and report due.

Mississippi
 May 1—Property tax second semi-annual installment due.

May 10—Admissions tax report and payment due.
 May 15—Manufacturers, distributors and wholesalers of tobacco, report due. Occupation (sales) tax and report due.

Missouri
 May 31—Soft drinks manufacturers' report and payment due.

Montana
 May 31—Property tax semi-annual installment due.

Nebraska
 May 1—Real property tax first installment due.
 May 10—Cigarette distributors' report due.

New Jersey
 May 1—Property tax quarterly installment due.
 May 20—Cigarette distributors' tax report and payment due.

New Mexico
 May 1—Franchise tax due. Property tax semi-annual installment due.
 May 15—Occupational gross income tax report and payment due.

New York
 May 15—Franchise (income) tax return and first installment due.

North Carolina
 May 15—Sales tax report and payment due.

North Dakota
 May 10—Cigarette distributors' report due.

Ohio
 May 10—Cigarette wholesalers' report due.
 May 15—Cigarette use tax and report due.

Oklahoma
 May 10—Cigarette wholesalers', retailers' and vending machine owners' report due.
 May 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Oregon
 May 15—Property tax quarterly installment due.

Pennsylvania
 May 10—Soft drinks tax report due.
 May 15—Income tax second installment due.

Rhode Island
 May 1—Franchise tax report for calendar year due. Income (franchise) tax report and payment for calendar year due.
 May 20—Sales and use tax return and payment due.

Tennessee
 May 20—Sales and use tax report and payment due.

Texas
 May 1—Franchise tax due.

Utah
 May 15—Sales tax return and payment due.

Virginia
 May 1—Individual income tax return due.
 May 10—Warehousemen's tobacco tax due.

Washington
 May 15—Sales tax report and payment due. Seattle occupation tax report and payment due. Vancouver occupation tax report and payment due. Wholesalers' cigarette drop shipment report due.
 May 31—Property tax semi-annual installment due.

West Virginia
 May 15—Cigarette use tax report and payment due. Sales tax report and payment due.
 May 31—Property tax semi-annual installment due (last day).

Wisconsin
 May 10—Cigarette wholesalers' and manufacturers' report due.

Wyoming
 May 15—Sales tax report and payment due. Use tax report and payment due.

FOR SALE

One Balls—Gold Cup, \$45.00; Citations, \$225.00; Seaboard Shuffleboard, \$30.00; Jennings 50¢ Silver Chief, late model, \$100.00; Wurlitzer Model 800, \$50.00; Hot Rods, \$160.00; Carnivals, \$40.00.
AUTOMATIC MUSIC CO.
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Here's an outstanding opportunity to cash in on added income. We have an unusually fine group of top-notch trade-ins rebuilt to give years of good service... and ready for immediate delivery. With a minimum investment you can begin earning bigger profits by taking your pick from these quality rebuilt phonographs. Get your order in now for the best in the group.

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Seeburg 148-M, converted to 148-M	349.50	Seeburg Crown	59.50
Seeburg 148-M	379.50	Seeburg Gem	59.50
Seeburg 148-W, converted to 148-W	339.58	Wurlitzer "1100"	375.00
Seeburg 148-M, w/40 Door	329.50	Wurlitzer "1013"	249.50
Seeburg 147-M, converted to 148-M	323.00	Wurlitzer "850"	79.50
Seeburg 147-M	300.00	Wurlitzer "800"	69.50
Seeburg 147-S, converted to 148-S	299.50	Wurlitzer "600"	49.50
Seeburg 146-M	203.50	Rock-Ola "40 Hildway"	99.50
Seeburg 146-W	279.50	Rock-Ola Super 40	69.50
Seeburg 146-S	258.00	Rock-Ola Playmaster	69.50
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LoTone	75.00	Rock-Ola "39 Standard"	99.50
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		Wall-o-Matics	15.00
		Seeburg W5-22	15.00
		Wall-o-Matics	15.00
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De luxe 8½ shuffle game. Competitive & exciting. Profitable, no safety. Reconditioned throughout, guaranteed fully available. \$50 EACH

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10 available, one or two players, authentic bowling, least longer on action, very special price.

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One or two players with realistic light-up bowling pins, new original crates.

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Light-Up Conversion unit—the best by operator test. Will give any shuffle game. Now available at special price.

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Complete with pucks, puck return, wiring diagram, installation chart, simple to install, 10¢ for each player. The newest, most sensational conversion for every make or model shuffleboard. Fully automatic scoring for five players. Authentic bowling. The real answer to shuffleboard operator's problem.

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- 1 Seeburg Commander
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Maple Top—22 Ft. Excellent Condition . . . \$135.00 (Crating Extra)

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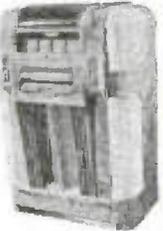
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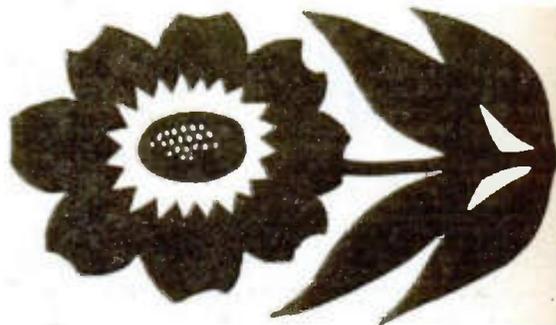
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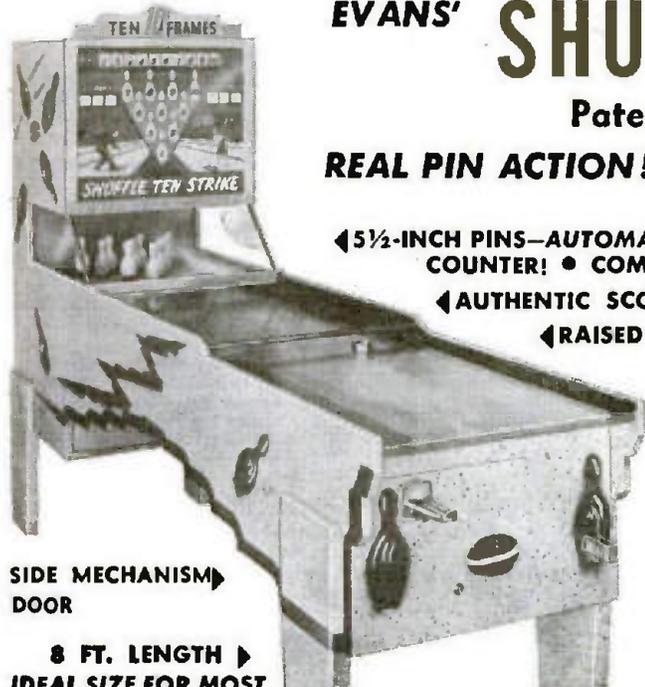
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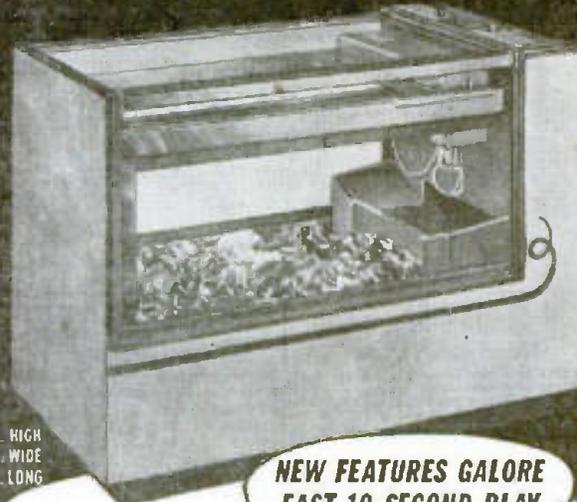
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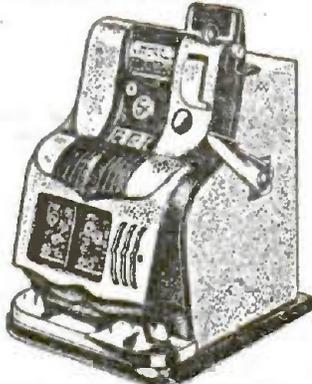
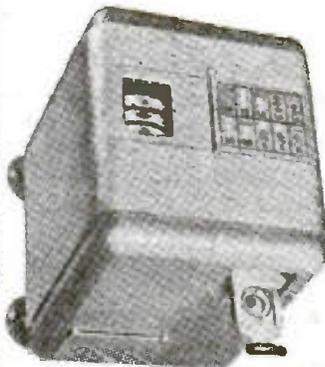
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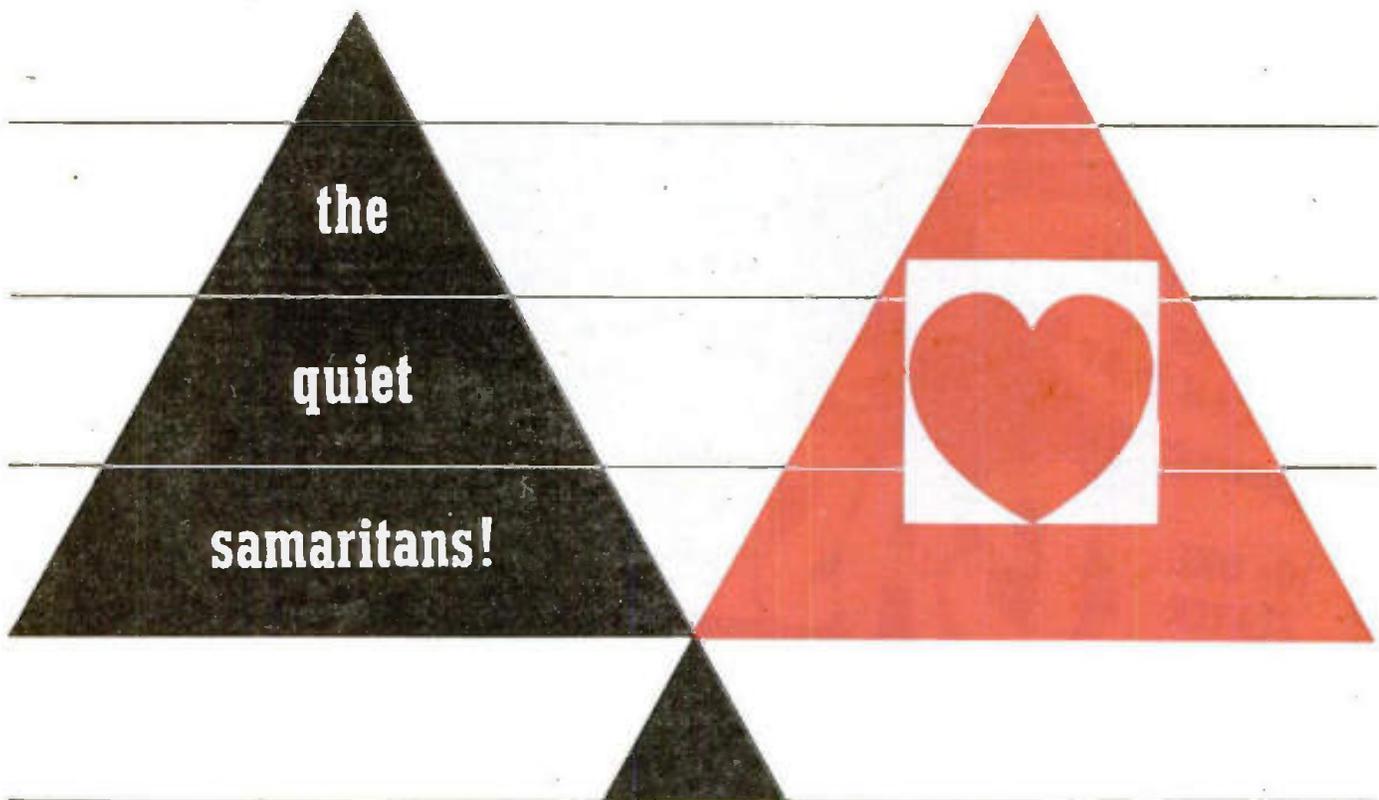
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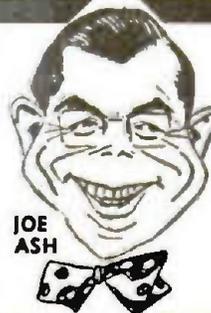
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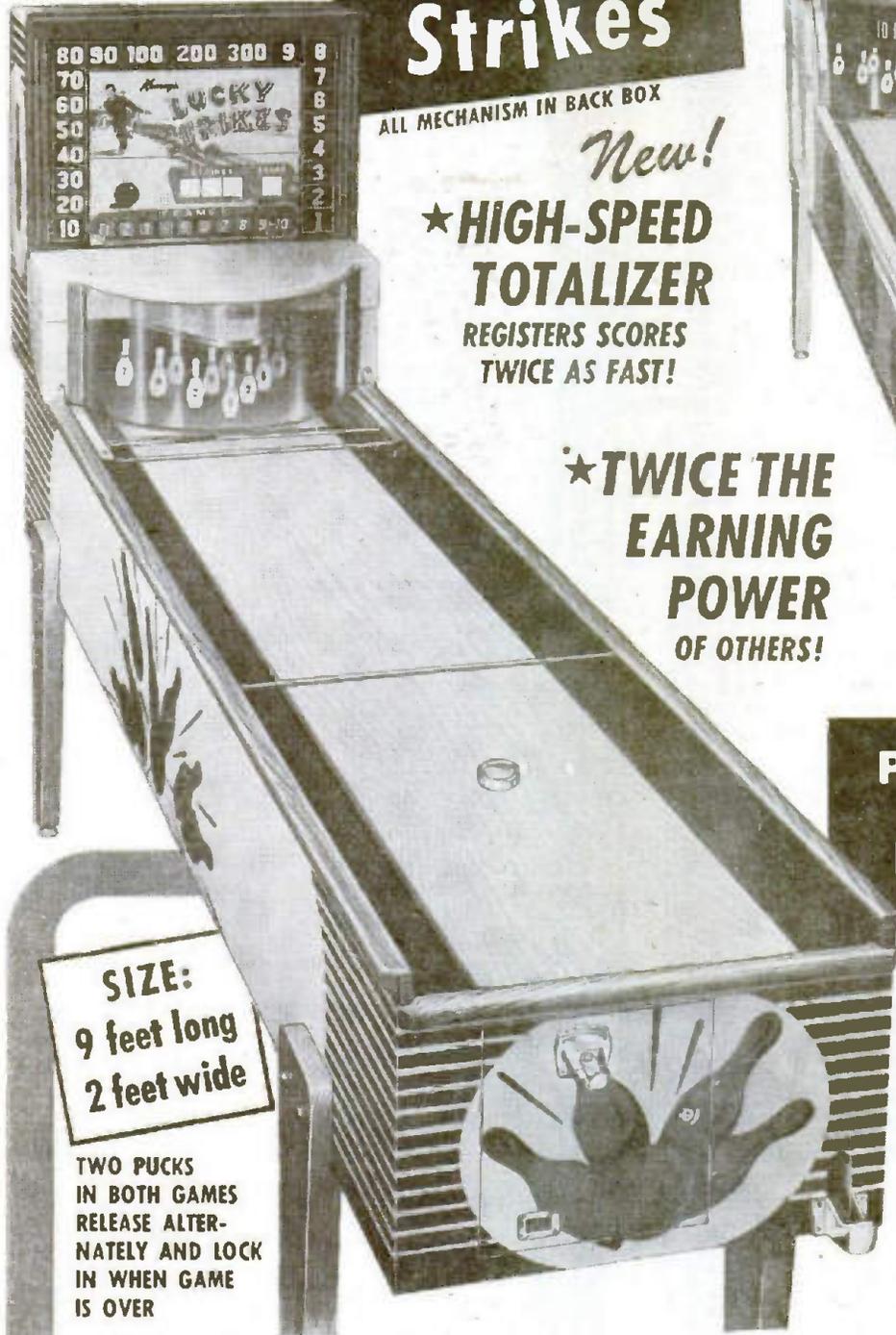
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★ HIGH-SPEED TOTALIZER

REGISTERS SCORES
TWICE AS FAST!

★ TWICE THE
EARNING
POWER
OF OTHERS!



SIZE:
9 feet long
2 feet wide

TWO PUCKS
IN BOTH GAMES
RELEASE ALTER-
NATELY AND LOCK
IN WHEN GAME
IS OVER

Order FROM
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REGULAR BOWLING SCORES
ON BOTH GAMES...



KEENEY GAMES ARE BETTER



KEENEY'S KING PIN

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FOR LOCATIONS WHERE
SPACE IS A FACTOR!

SIZE—
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2 PUCKS

**PINS DISAPPEAR
and
RESET AUTOMATICALLY!**

Check THESE SUPERIOR FEATURES!

- ★ 2 PUCK OPERATION!
- ★ PUCKS LOCKED IN WHEN GAME IS OVER!
- ★ FASTER SCORING!
- ★ A GAME-A-MINUTE!

OPERATE LUCKY STRIKES AND KING PIN

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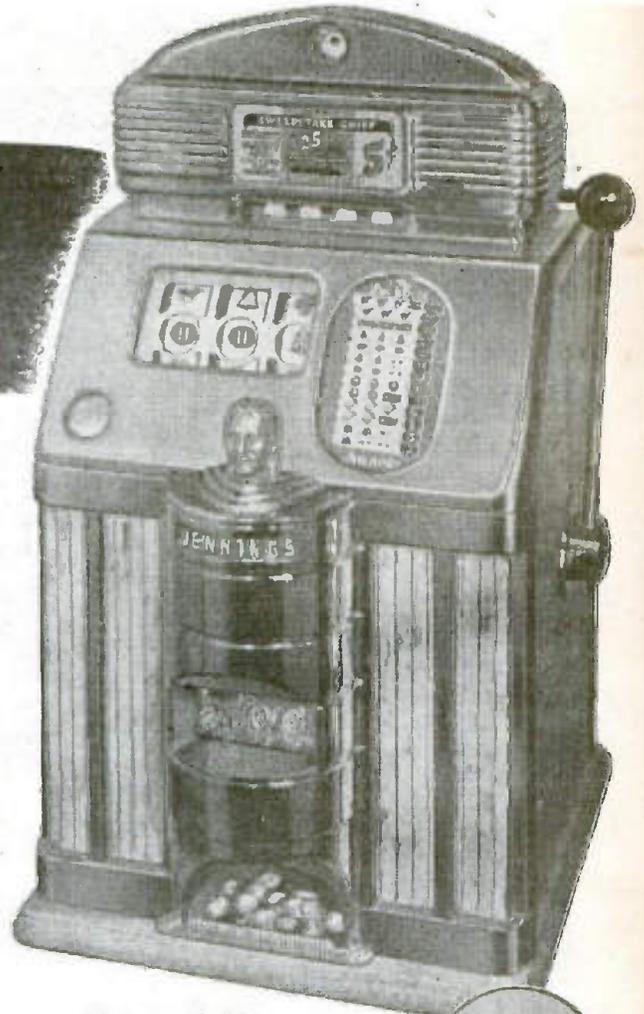
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JENNINGS'

SWEEP STAKES



*here
are
the
reasons
why*

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Gives players a chance to take home a pocket full of money.

ATTRACTIVE

It has a glittering chrome finish which shines. Colorful light-up plastic front.

PLAYER APPEAL

Not just one but five separate and distinct sets of symbols which pay jackpots.

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Famous Jennings' one-piece mechanism ensures trouble free operation. Known throughout the land to give the least trouble of any machine made.

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Greatest money maker ever made by Jennings. Ask for sheet containing quantity of testimonials from users all over the country.

Also available in console model.

It's Jennings' **BIGGEST Hit Yet!**

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DISTRIBUTORS OF COIN OPERATED DEVICES
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April 18, 1950

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Chicago 24, Illinois

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I am proud to announce that the Sweepstakes Machine is going over exceptionally throughout my territory.

There's no question in my mind but that within the next ninety days, four out of five clubs in Nevada will be featuring the Jennings' Sweepstakes.

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Charles A. Robinson
C. A. Robinson

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P. O. ELKS
1818 TROST AVENUE
CHICAGO 26, ILLINOIS

O. D. Jennings & Co.,
4307 W. Lake St.,
Chicago, Ill.

April 6, 1950

Gentlemen:

This is in response to your inquiry concerning the Sweepstakes Machine.

I am glad to report this machine actually, in an excellent account of its Jennings Machine, which is really something ever used. During the first few days it earned far more than any of our other machines. There's no question in my mind but that within the next ninety days, four out of five clubs in Nevada will be featuring the Jennings' Sweepstakes.

All clubs certainly should be using the Sweepstakes machine.

Very truly yours
W. M. Barry
W. M. Barry
Secretary

IMPORTANT!

Ask about Jennings' "Export" Chief and the new 2 plays for 5c Machine

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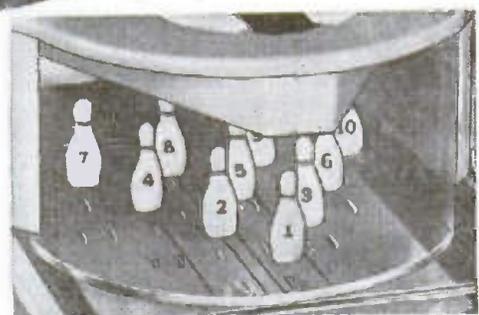
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O. D. JENNINGS & CO. 4307-39 WEST LAKE ST. CHICAGO 24, ILLINOIS

Machines operate on 110 volt AC

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and
DOUBLE THE EARNINGS!
Williams
DE LUXE BOWLER



ACTUAL PINS!
Upright pins **DISAPPEAR**
when rollovers are hit!
Automatically reset!

10c PLAY!
IDEAL SIZES
8 FT and 9 1/2 FT.
LENGTHS
2 FT. WIDE

REAL GUTTERS!
AUTOMATIC PUCK RETURN...
AUTOMATIC PUCK LOCK-IN!

SIDE MECHANISM DOOR
RECESSED SAFETY FRONT
PROTECTS PLAYERS—PROTECTS
COIN CHUTE AND PUCK RETURN CUP

SEE IT—BUY IT AT YOUR
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SEE OUR EXHIBIT
AT THE
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SPEED RECORD
FOR PLAY
60 SECONDS a GAME

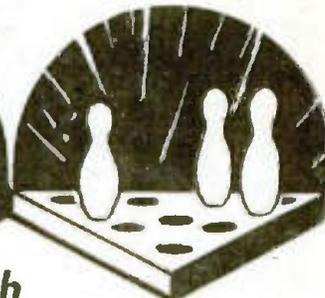
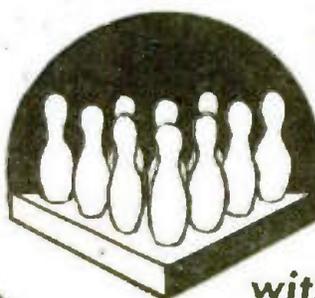
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A NEW SENSATION
FAR FROM THE ORDINARY

1 OR 2 PLAYERS 10¢-20¢

BUILT FOR
FAST PLAY
BIGGER
EARNINGS



with

REAL UPRIGHT
ANIMATED PINS
that DISAPPEAR
WHEN ROLLOVERS ARE
HIT. RESET AUTOMATIC

SWIFT ACTION
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THAT RECORDS SCORE
 FOR 1 OR 2 PLAYERS

ALL MECHANISM
 IN CONVENIENT BACKBOX

HAS ALL THE SKILL
 AND THRILLS OF
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 AS PLAYERS
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SIZES
8 FT.
9½ FT. LONG
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SHUFFLE ALLEY EXPRESS

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REGULATION BOWLING SCORING



NEW, REALISTIC ANIMATION
DISAPPEARING
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EXTREMELY FAST PLAY
 TWO WEIGHTS USED

EASY TO SERVICE
 Entire Playfield
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TWO SIZES
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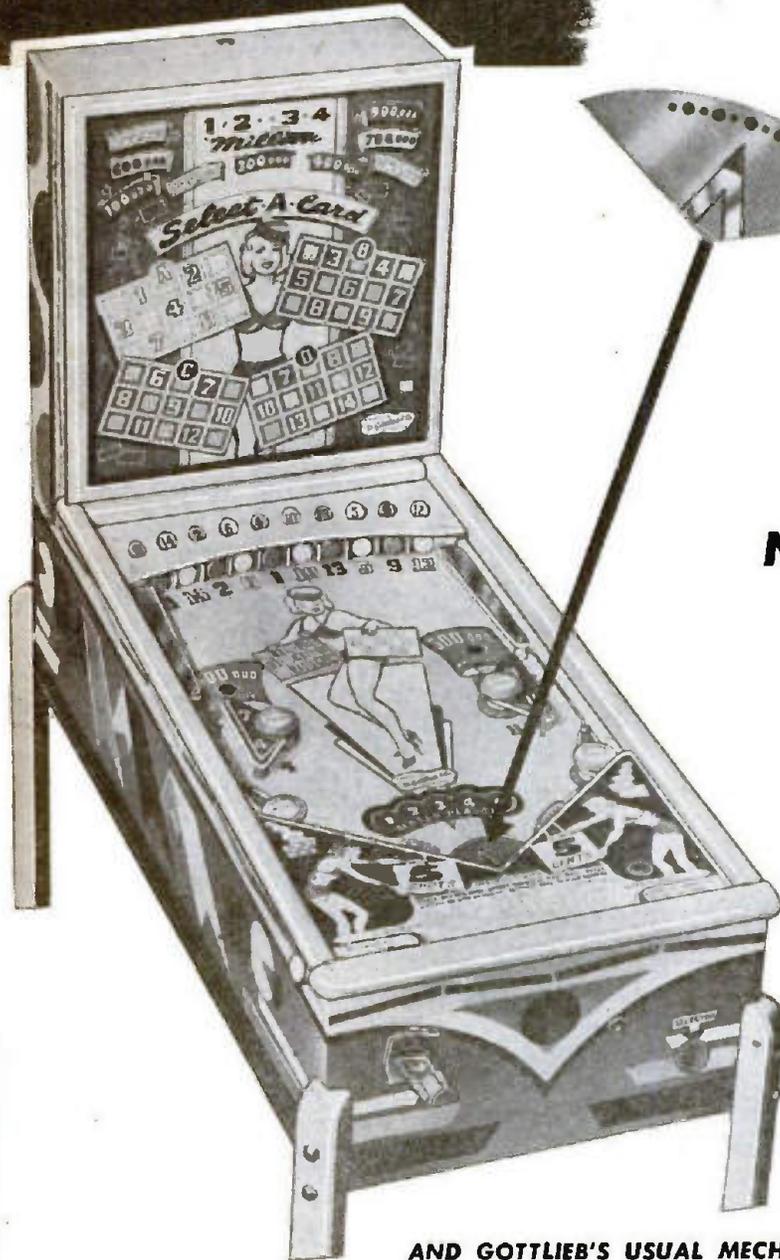
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GOTTLIEB *Select-A-Card*



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NEW SELECT-A-CARD

PLAY! *Puts the Emphasis on Skill!*
Selector knob permits choice of any one of 4 cards on which to score! Player shoots to hit numbered targets at top of field and numbered bumpers on field. Flippers for repeat action on each ball! Player scores winning card when all numbers on card are lighted. Replay awards depend on number of balls used to complete the card. The fewer balls required, the greater the number of replays.

EXTRA-POINT BUMPERS FOR
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AWARDS FOR HIGH SCORE

FAST 5-SHOT PLAY!

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CUTS PLAYING TIME IN HALF...
...DOUBLES EARNING POWER!**

Bally® SPEED BOWLER

NEWEST SHUFFLE-BOWLING SENSATION!

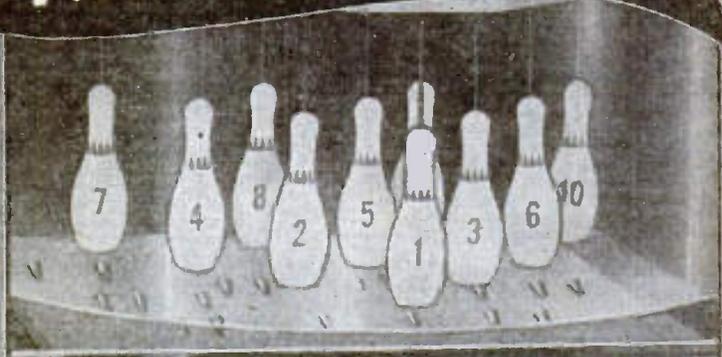
Entire
Mechanism
Located
in
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NEW
TOTALIZER
REGISTERS
SCORES

TWICE AS FAST

AS ORDINARY
SHUFFLE-
BOWLING
GAMES



Animated Upright **PINS**
ACTUALLY DISAPPEAR
as roll-overs are hit...automatically reset

2 SIZES
9½ FT. LONG
8 FT. LONG
(FOR CROWDED SPOTS)
BOTH 2 FT. WIDE

SEE US AT THE
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Choice of two sizes:
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A gold-mine either way!

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Super TWIN BOWLER

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RIGHT!**

**2 PLAYERS OR ONE
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**FAST—LESS THAN ONE
MINUTE PER GAME!**

**DISAPPEARING PINS!
PUCK REBOUNDS INSTANTLY!**

**CORK LINED
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FULLY VISIBLE
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MYSTERY TYPE ADVANCING ODDS
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OF WILD SYMBOLS—ADVANCES
ODDS—ADVANCES THE BAR
SPECIAL FEATURE!

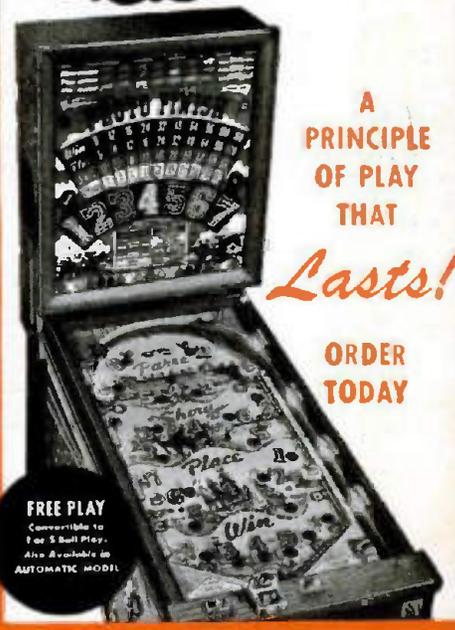
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SINGLE HEAD MULTIPLE COIN

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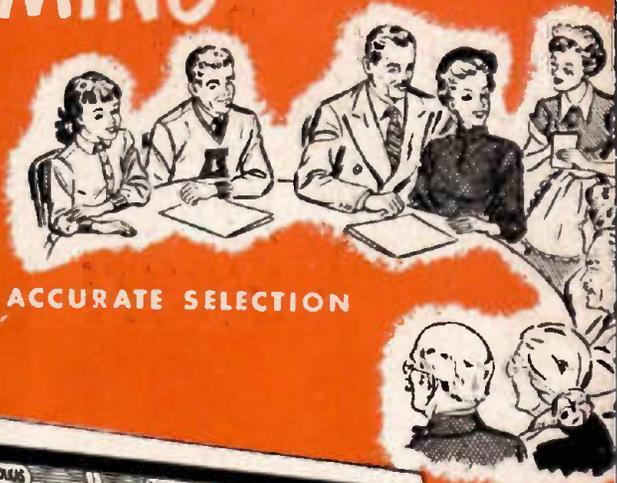
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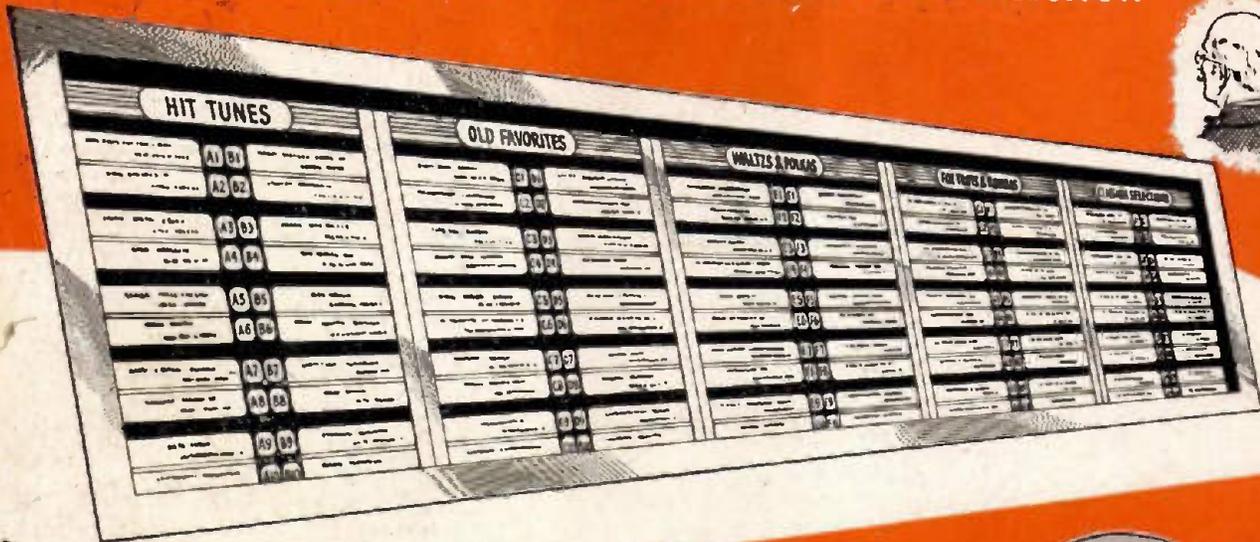
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