

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JUNE 3, 1950



This trio of gloom chasers have reason for their merriment. It's that RCA Victor disk which warbler Hank Snow (center) recently cut and which promises to duplicate the outstanding success of Snow's "Marriage Vow." The new release, which Harry Stone, general manager of WSM, Nashville, is loathe to relinquish, is "With This Ring I Thee Wed" backed by "I'm Moving On." Overseeing the congratulations is Steve Sholes, Victor's a. and v. exec in charge of hillbilly disks. Snow, who debuted in Canada as the Singing Ranger in the mid-1930's, waxed for Victor's Canadian label in 1936. In 1944 he came to the States, working on various stations and going recently to WSM, noted country music station. He writes for Hill & Range and has penned such tunes as "My Mother," "Little Buddy" and "Ernd On My Heart." Snow is booked thru the WSM Talent Bureau under the personal management of Bob Ross.



The Darlings

of...

Perry Como's

Chesterfield

Supper Club

The Fontane Sisters'
Greatest Record...

"I WANNA BE LOVED"

backed by

"I DIDN'T KNOW WHAT TIME IT WAS"

RCA VICTOR Records



Fall May Bring Tint TV Rule; Freeze May End by Winter

WASHINGTON, May 27.—In the wake of the Federal Communications Commission's (FCC) long-protracted wind-up of the color TV hearing Friday (26) after nine months and 10,000 pages of testimony, the general guess among FCC brass is that a decision on the controversial issue will not be forthcoming before mid-September. Cross examination reached an unspectacular conclusion Friday afternoon, and the record of the hearing will be finally closed July 10. After that the Commission

will begin the job of deliberating the issue while trying to keep pace with other major business, including TV allocations.

Under the Commission's current timetable, June 26 will be the deadline for major color protagonists to file replies for the hearing record, and July 10 will be the final deadline for all parties to file statements. Meanwhile, on June 5 the FCC is scheduled to start the common carrier phase of TV allocations. FCC chairman Wayne Coy has already confirmed reports that the Commission intends to issue a decision on color TV prior to handing down findings on TV allocations and lifting the freeze.

Little Hope by FCC

Coy has made it clear that the Commission has little hope for lifting the freeze much before the end of the year, and the current outlook, (See FCC May Set on page 42)

Night Biz Lost \$75,000,000 Due to Taxes

AFM Asks 20 Per Cent Repeal

NEW YORK, May 27.—The American Federation of Musicians' (AFM) battle against the 20 per cent cabaret tax is pointed up in the union president's report in an analysis of the diminishing income of cabarets and ballrooms from 1947 thru 1949. The summation estimates that dollar volume in the nighteries and ferperies dropped about \$75,000,000 from the year ending June, 1947 as compared with the year ending June, 1949. This figure is based on a 22.9 per cent drop in tax collections made in the same periods.

Prexy James C. Petrillo makes note of the fact that this dollar volume drop "has happened in a period when spendable income has been on the upgrade, while the cost of living has remained fairly stable."

The drop in dollar volume has (See 20% Tax Bite on page 12)

High '48 Amuse. Take Seen in U. S. Census; '39 Gross Doubled

WASHINGTON, May 27.—The nation's amusement spots took in \$2,208,147,000 in 1948, Census Bureau announced today (27) on the basis of preliminary totals from the business census. Tho this figure was more than double the \$998,079,000 gross for 1939, the preceding census year, the increase in the amusement take was less than the three-fold gain in dollar volume registered by all retail, wholesale and service trades.

The official count on the number of amusement establishments was listed by Census at 49,607—an increase of 4,680 over 1939. These enterprises employed a total of 331,625 workers, full and part time, during the work week ending November 15, 1948. The comparable figure for 1939 was 223,687.

In dollar volume comparison, the amusement receipts were approximately equal to those for such businesses as hotels, men's furnishings stores, and the wholesale meat trade.

Individual State amusement totals are still pouring out of the agency. The increase in dollar volume over 1939 for most of them approximated the 100 per cent rise for the nation as a whole. During the week, Census listed the following States and their 1948 amusement receipts: Arizona, \$9,263,000; Minnesota, \$35,798,000; Iowa, \$30,380,000; Kentucky, \$27,073,000; Oklahoma, \$23,658,000; Georgia, \$24,908,000; Tennessee, \$26,962,000; Michigan, \$92,630,000; Wisconsin, \$35,756,000; Indiana, \$49,732,000; Nebraska, \$15,692,000; Washington, \$36,547,000; West Virginia, \$20,765,000; Mississippi, \$11,269,000; South Carolina, \$12,398,000; Maryland, \$39,983,000, and Oregon, \$21,988,000.

Dog on TV Sked; So What's New?

NEW YORK, May 27.—The first instance of a television program's being built around a dog is reported in the works, via World Video. The star of the program is to be Morgan, the same basset hound who appears on A Couple of Joes over ABC-TV. Joes is also a World Video package, and Morgan, who has got terrific publicity breaks, is owned by Dick Gordon, of the package outfit.

The new show is to be a kids' program, the idea being to have Morgan audition the moppets' own pets. Winners will get slabs of liverwurst.

Hamid-M'rton Arena Dates Gross 841G

Season To Break Million

NEWARK, N. J., May 27.—At 10 indoor winter and spring dates this year the Hamid-Morton Circus bagged a record total gross of \$841,000 to better the previous mark set last year by \$37,000. Added to the grosses of two outdoor dates staged in Florida last winter and two more outdoor dates set for Richmond, Va., and Baltimore next month, the total will soar well over the million-dollar mark.

Col. Robert H. Morton, co-owner with George A. Hamid of the Shrine and police-sponsored circus enterprise, said the increased gross accounting for the notable 584,000 average was remarkable in view of the generally reported decline in spending affecting many other showbiz enterprises. A considerable falling off in gross as compared to 1949 was noted in only two cities, Milwaukee and Buffalo. The \$8,000 tumble registered in Buffalo was due to the con- (See H-M Arena Dates on page 52)

N. Y. To Probe Showbiz Pay

NEW YORK, May 27.—A probe of showbiz minimum wages by the State Minimum Wage Board will get underway June 7 at 2 p.m. in the Bar Building, 42 West 44th Street. The first public hearing will be devoted to the film industry. Labor and management reps will be called in to present their case. Appointed by Industrial Commissioner Edward Corsi, the board of employers, employees and public will study conditions existing in all branches of the amusement industry before making wage recommendations. Corsi will issue a minimum wage order for the entire industry if he believes one is needed.

UNESCO Confab To Urge Gobal Customs Treaty

WASHINGTON, May 27.—The current meeting of the general conference of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) at Florence, Italy, is expected to take up a proposed pact wiping out customs duties on disks, sheet music, films and transcriptions when consigned to approved institutions, including radio and TV stations. The global copyright treaty proposal, however, is behind schedule and unlikely to come before the group this session.

The customs treaty is considered certain to receive a UNESCO okay, since the international group pre- (See UNESCO Italy Meet on page 17)

Disk Tax Down, Admish Up

WASHINGTON, May 27.—Internal Revenue Bureau excise collections in April showed gains for admissions and radio sets and parts, but declines for cabarets, disks and coin machines. The admissions tax brought in \$1,038,329 more than in April, 1949, and coin machine receipts were up \$20,473, while the set levy showed a bare increase of \$5,727. Tax collections were off \$298,232 for cabarets, and \$15,487 for disks.

Internal Revenue Bureau excise collections:

| | April, 1950 | April, 1949 |
|---------------|--------------|--------------|
| Admissions | \$27,513,189 | \$26,424,860 |
| Radios-Phones | 4,008,782 | 4,002,053 |
| Cabarets | 3,290,258 | 3,589,490 |
| Disks | 590,365 | 605,882 |
| Coin Machines | 297,757 | 277,284 |

Truman Needle, Trade Groups Revive D. C. Sesqui Planning

WASHINGTON, May 27.—Still resisting burial, Washington's Freedom Fair idea zoomed this week into the spotlight of an open row between local trade groups. Proponents of the storm-tossed exposition were voicing hope anew that the controversy may become clamorous enough to force the capital to stage the fair after all.

The National Capital Sesqui-Centennial Commission, which originally planned to meet this week to write films to the exposition, deferred its meeting tentatively to next week. The delay is recognized as favoring possibilities for revival of the exposition plan, altho the hope is still seen as slim.

The controversy over the fair flared

into the open after sputtering on scattered fronts for months. President Truman, ex-officio chairman of the sesqui commission, who last week had deplored the failure of local business to support the exposition idea, came out at his press conference this week (25) with a challenge to local business either to get behind it or take full responsibility for its doom.

Mr. Truman's latest assertion followed the stand taken by Carter Barron, executive vice chairman of the sesqui commission, who has blamed "obstructionists" within the commission for the fair's setback (The Billboard, May 27).

Prospects for the Freedom Fair (See Truman Needle on page 52)

Legion Show Sets Ex-USO, G.I.'s for 2 Yrs.

Will Tour Country

NEW YORK, May 27.—More than two years' work will become available for ex-USO and former armed forces performer personnel in a show planned to start in Los Angeles next fall and which will move east to play other key cities.

The show, tentatively tagged Red, White and Blue, is being sponsored by the American Legion, which has already put up \$300,000. It will be produced by Owen Crump and Leroy Prince, former writer-producers with Warner Bros.

The format calls for two 16-person lines, male and female, a 28-person choral group of mixed voices, about eight standard acts and top names. The latter will be used for spot dates in key cities when available. The music for the show (it will not have a book) will be written by Dave Rose, who will also be the conductor, (See Big Legion Shows on page 44)

New Tax Plan To Exempt Tips

WASHINGTON, May 27.—Tips to entertainers, waiters and others would continue to be exempt from Social Security taxes under the terms of the new Social Security measure officially reported to the Senate this week by its Finance Committee.

The report disclosed that the group voted to eliminate a House provision which would have counted tips as part of earnings subject to Social Security levies. The finance committee said the provision was rejected because "the change would introduce administrative complications."

The Billboard

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BAB-NAB SPLIT SEEN DUE IN '51

Busy Day

NEW YORK, May 27.—Art Henley, who heads the writing staff on the new Anchor Hocking TV show starting Monday (29), is also emcee on the Press Box broadcasts over WMGM, New York. Saturday (3) Henley is marrying Janet Radskin, of the Musical Artists management office, and she'll be a guest on Press that day.

Looks like a busy day for the Henleys.

NBC Seeking Bartlett for Fisher Post?

NEW YORK, May 27.—NBC is understood to be trying to set Prof. Kenneth Bartlett, head of the radio and television department of Syracuse University, as successor to Sterling Fisher. Fisher, for years manager of NBC's public affairs and education department, resigned this week to assume direction of the Japanese edition of *Reader's Digest*. He will headquarter in Tokyo.

Bartlett is rated as one of the top men in his field, and lately was hailed as being one of the first college radio heads to get his school into television. Bartlett set a deal with WSYR-TV in Syracuse, whereby the school's facilities will serve as the station's studios, giving the students the advantages of actual telecasting.

Fisher, who once taught in Japan, is said to be getting \$30,000 annually from the *Digest*.

Rate Is Okay But Silver May Nix "Theater"

NEW YORK, May 27.—An unusual instance wherein a sponsor may cancel a television show despite a more than satisfactory rating has cropped up in International Silver's *Silver Theater*, which airs on CBS-TV.

The problem involved is that the silversmiths feel that, irrespective of the rating, the still limited tele circulation does not provide sufficient consumer exposure, especially in view of TV costs. As a result, if the program is canceled, media with national circulation will be used instead.

Young & Rubicam is the agency.

KTLA, KECA-TV Going Daytime

HOLLYWOOD, May 27.—Paramount's KTLA and ABC's KECA-TV will expand to daytime skeids this fall, thereby bringing Los Angeles's seven tele outlets into competition. KFI-TV and KLAC-TV spearheaded local video's invasion into sunlight hours some months back. Last week KTTV (Times-CBS) followed the lead to become the area's first net-owned station to expand to daytime.

Next to move into daytime will be KTSL, which intends to kick off its new sked next month. Station will devote early afternoon hours to housewife segs and disk jockey fare. KNBH has skedded its daytime move for September, going on across-the-board from 9 a.m. to 1 p.m.

CBS Pockets 1½ Million New Summer Biz

Wrigley, Carnation Buy

NEW YORK, May 27.—CBS this week wrapped up \$1,870,000 worth of new radio business. Wrigley's gum purchased 36 half-hours of time for a summer splurge; starting July 7 Carnation condensed milk bought the 10:30-11 a.m., Saturday morning stanza for its new *Hollywood Party*, and Coca-Cola will program a new Morton Downey show in the same slot starting October 7. When Downey comes on, the Carnation seg will move to another time.

The \$1,000,000 Wrigley campaign will run for seven weeks from the middle of June until about the first week in August. This means that the chewing gum manufacturer will program about five shows each week. The purchase is to cost the difference between each show's commercial and sustaining price, plus time charges. Wrigley has a new TV show slated for debut in July on CBS-TV, and sponsors *Life With Luigi* and *Gene Autry* on CBS radio.

The early time slotting marks a departure for Coca-Cola. The soft drink sponsor usually programs late afternoon or at night, but skedded the Downey program early in the morning to remind the super market shopper to pick up Coca-Cola for the week-end.

Carnation is already on CBS on Sunday night with its *Contented Hour*. The product is said to be mulling a dip into TV sometime before the end of 1950.

Rexall To Bankroll AGVA Talent Show

NEW YORK, May 27.—A deal was pending this week whereby Rexall would assume sponsorship of an hour-long television program built around talent-members of the American Guild of Variety Artists (AGVA). Under the terms of the deal, which is handled thru Music Corporation of America, AGVA's welfare fund will get \$2,000 per program.

Rexall agency is Batten, Barton, Durstine & Osborn.

MBS Loses Million as Ralston Drops Out To Enter TV in '51

NEW YORK, May 27.—Ralston Purina Company, one of Mutual's largest and oldest accounts, this week canceled out on its two MBS programs. Billings involved are slightly in excess of \$1,100,000 annually, gross. The programs canceled are *Checkboard Jamboree*, starring Eddy Arnold, and the *Tom Mix* show. The *Mix* show, which is owned by Ralston Purina, has been on the air 16 years.

Cancellation to a large degree is based on television, a representative of the Gardner Agency, which handles part of the cereal and feed company account, said this week. Indications have been, it was explained, that television is cutting into the AM kid audience, with the result that Ralston felt it advisable to direct its cereal budget into spot announcements.

Stale Champagne

NEW YORK, May 27.—The Billboard inadvertently spilled a bottle of champagne on CBS-TV producer Barry Wood's brow a week or so ago. Seems that in reporting his promotion to exec producer status, Wood was referred to as "Barry Moore," who is reportedly a swamp dredger in the Everglades and not involved in this at all.

So anyhow Wood, who had been under a performer-director deal with CBS-TV, is now an exec producer. Barry Wood, that is.

NBC May Scan "Sat. Revue" All From NY in Fall

CHICAGO, May 27.—Indications are that NBC's 2½-hour *Saturday Night Revue* will originate entirely from New York next fall. Heretofore, the first hour of the show originated at the Studebaker Theater here, with the remainder from New York.

The reason for the switch is that a fourth westbound network channel from New York to Chicago will become available September 1, according to info given the video webs this week by American Telephone & Telegraph. Accordingly, NBC, which wasn't too happy with the Chicago treatment on *Revue*, will shift the entire project east.

Revue returns late in September and has been completely sold out commercially.

Amoco May Buy Murrow on CBS

NEW YORK, May 27.—Altho a deal has not yet been signed, CBS this week looked on the verge of closing with Amoco Gas and Oil to sponsor its ace news commentator, Edward R. Murrow on the AM web. Murrow airs across the board at 7:45, but is being canceled by his present sponsor, Campbell's Soups.

CBS has had several other offers for Murrow, with Amoco leading the pack via a direct order.

Called Result Of CBS Walk, ABC Attitude

Miller Letter May Be Clue

NEW YORK, May 27.—The likelihood that Broadcast Advertising Bureau (BAB) will be divorced from the National Association of Broadcasters (NAB), possibly by April, 1951, is increasing steadily. The divorce, if it materializes, will stem to a large degree from the recent resignation of CBS from NAB, and the impending departure of ABC.

One of the strongest indications that BAB may be set on its own is a letter sent by NAB President Justin Miller to NAB directors a week or so ago, urging them to consider the BAB problem so that it may come up for action at the June NAB meeting. Actually, if BAB is to be autonomous by April, 1951 (BAB's fiscal year expires then under the budget it draws from NAB), the wheels will have to be put in motion within a month or so.

NAB Meets in August

The reason for this is that NAB district meetings start in August and if Maurice Mitchell, director of BAB, is to campaign for funds among radio stations, it almost certainly will have to be during the August-November span of district meetings.

NAB now supports BAB with a \$200,000 annual budget, about \$30,000 of which is returned to NAB via BAB income. However, the departure of ABC and CBS is cutting NAB's income by about \$65,000 annually and forcing drastic economy moves, already under way under the direction of NAB General Manager Bill Ryan. Simultaneously, it is becoming apparent that the \$200,000 BAB load may not be feasible in view of NAB's increasingly perilous position.

There is considerable industry sentiment to the effect that BAB would find willing support among at least 500 U. S. radio stations who could finance it on a \$250,000 annual budget basis by signing up for \$500 each. A similar method was used to launch Broadcast Music, Inc. (BMI).

The basic problem confronting the NAB board, however, is not the question concerning its ability to continue financing BAB. That question is whether, by divesting itself of BAB, NAB will not, to a considerable measure, be decimating itself. Many stations—especially smaller ones—are NAB members because as now set up, NAB membership is a prerequisite to BAB participation. If they can join BAB separately, however, it is virtually certain they would resign from NAB.

Big Problems

Thus, NAB's board faces a two-headed problem, aggravated by pressure from some stations for even greater BAB activity, impossible under present financial arrangements. But if BAB is set on its own, NAB will almost certainly suffer an income loss which will reshape the organization to a major degree. Further revenue loss, were it to occur, would inevitably lead to elimination of a number of NAB departments, leaving it to function primarily in the legislative sphere. Under these circumstances, the NAB's present membership drive, just launched, may be of pivotal importance in assuring NAB enough income to continue along its present lines.

CBS-TV Mulls Anti-Berle Bait Via Circus, Whodunit

NEW YORK, May 27.—A circus or a whodunit will be used by CBS-TV as competition for Milton Berle's solidly entrenched Tuesday 8-9 hour on NBC-TV. CBS-TV has an option on the Hamid-Morton Circus and also is considering its current sustainer, *The Trap*, with Alfred Hitchcock as producer-director.

The first, and more probable contender, is *The Trap*. Nash will get first crack at this package. The majority of CBS-TV programmers believe that a whodunit will offer Berle the toughest competition.

The circus would be programmed remote from whichever arena it is playing. It would also use an emcee such as Bert Lahr or Ben Blue. Here, CBS-TV execs feel, their major pitch will be directed at the kid audience. The show's price—\$11G—is figured to be a strong enough inducement to nab a bankroller with venturesome spirit.

If *The Trap* goes opposite Berle, the intention is still to go after the

young televiewing crowd by slotting the Hamid-Morton show Sunday afternoon. Not only would such a show prove an anchor around which several other programs could be built—thus opening up this valuable but untapped network time—but CBS-TV would be able to deliver a network, something it is not certain of doing weekday nights.

Whichever program goes in to combat Berle, it will start early this summer in a move to build its audience before Berle returns next fall. Thinking is that either program is certain to get a rating while Berle is off and may retain a good portion of its audience next fall.

Streibert Says Indie Film Men Woo Tele Trade

HOLLYWOOD, May 27. — Ted Streibert, head of WOR-TV, New York, left Hollywood this week-end after preliminary conferences with film execs on tele pic plans. Streibert said nothing definite had been set but indicated that indie film studios are "at last getting down to brass tacks on video" and are interested in doing business with the tele industry. By early fall, Streibert felt, there should be considerable activity in this direction, with the indie pic producers coming in ahead of major studio competitors.

To pave the way for improved relationship between the two industries, Streibert disclosed a plan to give motion pic producers special rates and other concessions in purchasing tele time. He felt that film men should be allowed lower rates under an advertiser classification system akin to newspaper rate costs. Such rate breaks, Streibert feels, will encourage film makers to produce better tele trailers and would enable tele to more forcefully demonstrate its vast sales impact.

He favored a standard three-minute trailer, designed and created solely for tele, which would be given special exploitation and handling by video ops. Plan, he said, was agreeably accepted by many film men here and will be worked out with National Screen Service in New York.

While in Hollywood, Streibert lambasted film producers for ignoring tele. He advised the industry to "wake up" before it's too late to get together with video. "Picture producers," said Streibert, "are deliberately shutting their eyes to television. Hollywood complains about the drop in box-office receipts. Actually, television could be the best medium of advertisement that pictures could have".

CBS Buys 15 Acres For Coast TV City

HOLLYWOOD, May 27.—CBS last week bought Gilmore's Island, a 15-acre tract at Beverly and Fairfax, for over \$2,000,000, to serve as the site for its multi-million dollar Hollywood television city. Grounds are currently being held by Gilmore Stadium, local sports palace.

CBS will raze the stadium and break ground in July, 1951. Engineering and architectural surveying will occupy net's attention for the next year, after which CBS will launch its "from-the-ground-up" building program, adding structures as they are needed.

New site is expected to serve as production headquarters for CBS's tele net as well as the location for its own tele station when it trades in its 49 per cent partnership in KTTV for an outlet of its own.

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

NBC May Put Buffalo Bill Series on TV

NBC last week was considering programming a new show titled "Adventures of Buffalo Bill" for both AM and TV. The half-hour Western show is being packaged by Mark Goodson and Bill Todman, who secured the rights from the Cody Family Association. Program's merchandising angles are such that the Goodson-Todman combo has already leased the rights to Martin Stone Associates.

Ford Okays "TV College" for Fall, Seeks Hiatus Sub

The Ford dealers last week came thru with a renewal for Kay Kyser's "TV College of Musical Knowledge." The program will take a hiatus from June 29 to October 5, but Ford is looking for a low-cost package as a replacement. The show is on NBC-TV Thursday evenings 9 to 10.

Van Camp Takes Tuesday, Thursday NBC-TV Quarter Hours

Van Camp Foods last week picked up two quarter-hour slots on NBC-TV, Tuesdays and Thursdays, at 7:30 p.m. The show will probably feature John Conte, currently in the legit musical, "Arms and the Girl."

Motorola Hikes Ad Budget to \$15,000,000

Motorola will triple its advertising budget for 1950, going up to \$15,000,000, Ellis L. Redden, director of advertising, reported last week. Agencies which will handle accounts are Gourfain-Cobb, magazine advertising in consumer, farm, trade, export, other publications, and miscellaneous activities; Warwick & Legler, newspapers; Ruthrauff & Ryan, radio and TV. Roger Brown, Inc., will handle public relations. Horton & Henry; Florez, Inc., Detroit, and Petzinger, Dechert & Kielty, of Chicago, will produce sales training programs.

Stanton on Five-Week Vacation From CBS

Frank Stanton, president of CBS, left for Hollywood Friday (26) and will not be back to his New York office for about five weeks. He and Mrs. Stanton are taking a month's motor vacation after a week on the Coast.

Richards Hearings Start Over June 5

The Los Angeles hearings in the G. A. Richards case will begin again, starting June 5, Federal Communications Commission (FCC) said last week in announcing an okay of a Richards petition requesting the L. A. proceedings start "de novo" because of the death of Hearing Examiner J. Fred Johnson. At the same time, FCC announced extension of temporary licenses until September 1 for Richards stations KMPC, WJR and WGAR.

Mars Buys ABC Time for Milky Way

Mars, Inc., Chicago, in behalf of its Milky Way candy bars, will sponsor a five-minute, Monday thru Friday program over the coast-to-coast ABC network, starting Monday, September 18. The business for 52 weeks was placed thru Leo Burnett Company, Inc.

McNeil Libby To Drop "Auctionaire" at End of Cycle

Libby McNeil & Libby last week dropped "Auctionaire," effective at the end of its current cycle sometime in June. The program is on ABC-TV Thursday evenings 9-9:30. J. Walter Thompson is the agency.

Truman Names Sterling for Second FCC Term

The nomination of George Sterling to a new seven-year term as a member of the FCC was sent to the Senate last week by President Truman.

WPEN's 'Musitone' Bucks Philly Muzak

PHILADELPHIA, May 27.—In an effort to make its FM adjunct pay off, WPEN, local independent outlet, has made a serious inroad in the wired music business by offering its own FM-relayed music at a low figure of \$20 per month. Hitting at stores, factories, offices, restaurants, shops, banks and industrial establishments, WPEN calls its FM-relayed music system "Musitone."

No installation charges are involved, since the station offers the regular FM airings. William Caskey, of the station's sales staff, has been placed in charge of the Musitone development which threatens to cut in heavily on the wired music set-ups here. For the music service, WPEN programs a full day of planned recordings on its FM station, with the service limited to the 50-mile radius of the station.

Independent WIBG, which is linked with Muzak and other wired music installations, has had its WIBG-FM serve as a test for use of FM instead of the more costly telephone wires.

Denies Rumors Of McGee Exit

HOLLYWOOD, May 27.—Reports that Jim and Marion Jordan (Fibber McGee and Molly) would retire from radio were ridiculed by those close to the comedy pair. Altho show has yet to be renewed for next season by Johnson's Wax, it was believed in top quarters that renewal was "almost certain." In the event that Johnson's drop the seg show will, nevertheless, resume airing in September, since Fibber is now owned by NBC and would air under the web banner. Net spokesman said they had several prospective bankrollers on the hook.

As for tele, no word has been received on the outcome of the Fibber and Molly tele film test made here several months ago. Both NBC and Needham, Louis & Brorby Agency, which handles the account, were reported "very happy with results under the circumstances" but reluctant to commit the comedy pair to video because of high cost of maintaining both radio and tele versions.

Show bowed out of radio for the season this week, with Fibber remaining listeners that "we'll be back in September" altho making no mention of the present bandroller.

Don Lee Estate On Sales Block

HOLLYWOOD, May 27. — Public bidding on the estate of the late Thomas S. Lee, including the Don Lee Broadcasting System, has been officially opened. Ben H. Brown, public administrator of the estate, declared that he was open to receive "any bids at any time" and anticipated immediate negotiations with several interested parties. At the same time, Brown revealed that Don Thornburgh, head of Philly's WCAU and former CBS West Coast veepee, had been retained by various attorneys involved in the estate to make a study of the Don Lee empire and evaluate the holdings. Thornburgh arrived on the Coast this week to begin his assignment.

Among bidders who will attempt to buy the Don Lee web (five o-and-o stations plus affiliation contracts and real estate) are Ed Pauley, millionaire oilman; Music Corporation of America (MCA); Col. A. L. Lintner, New York and Alaskan financier, and the investment houses of Dean Witter & Company and Blyth & Company. Lewis Allen Weiss, board chairman, and Willet Brown, president of Don Lee, will not be among the bidders, having bowed out because the price is too steep. Bidding will start at about \$9,000,000, with selling price likely to run well over \$11,000,000.

MCA's position among bidders was the subject of much trade speculation. Insiders hinted that the talent agency was merely fronting for CBS on the bidding and not actively interested in operating the web. CBS, on the other hand, was said to want only the Don Lee KTSL tele station here and would resell the radio holdings. Without a local video station, and unhappy with its tie-up with *The Los Angeles Times's* KTTV, the network would pay a healthy price for Don Lee's coveted Channel 2 outlet.

Kills 3% Levy Plan On Pic Commercials

HOLLYWOOD, May 27.—California State Board of Equalization dropped plans to levy a 3 per cent tax of filmed tele commercials. It was disclosed this week by the Los Angeles Chamber of Commerce. End of the tax threat was hailed as the beginning of increased tele pic commercial production here since considerable film biz has been diverted to other States because of buyers' fears of undue tax expense.

Ball Chief Hits KYA 'Violation'

SAN FRANCISCO, May 27.—Vice-President Charles Graham, of the San Francisco Seals baseball club, last week protested failure of KYA to terminate its major league broadcast a half-hour before the local game started, as decreed by radio's agreement with baseball. Graham lodged his complaint against KYA with presidents Will Harridge, of the American League, and Ford Frick, of the National League. The game in question was played a week ago, Saturday (13).

Instead of ending its broadcast at 1 p.m., KYA remained with the Liberty Network until the Brooklyn Dodgers-Boston Braves game finished at 1:25, Pacific time. That was only five minutes before the Seals-Oakland game started. Gil Paltridge, manager of KYA, said he realized the agreement had been violated. "We stayed with the broadcast because we have received too many complaints about cutting off before the games were completed," he explained. Paltridge declined to say what the station's policy would be in the future.

FCC Plea Asks BMI Proteem

WASHINGTON, May 27.—A petition asking the Federal Communications Commission (FCC) to put on temporary status all licenses held by officer-members of Broadcast Music, Inc. (BMI), pending an inquiry into BMI, was filed Wednesday (24) by Kenneth Davis, a Washington lawyer and mining engineer. Davis appended to the petition a copy of a complaint filed by him last Friday (19) with the Federal Trade Commission (FTC) in which Davis asked for immediate FTC proceedings to determine if BMI is a "monopoly" (*The Billboard*, May 27).

AFM Wooing TV Packagers

Writers in Strong Beef Vs. New CBS "Political" Clause

NEW YORK, May 27.—A new clause entitling CBS to cancel writers' contracts on grounds involving moral turpitude has evoked a storm of protest from members of the Radio Writers' Guild (RWG). Union members voted unanimously to ask the union to take action to get CBS to delete its new "sanctity" clause. The writers' beef is based on that the CBS clause, as worded, could be used to cancel a contract with a scribbler whose political opinion differed from that of the network. The contested CBS clause prohibits writers from "insulting or offending the community or any organized group thereof" and permits cancellation on the ground of moral turpitude.

RWG execs met with CBS this week to register their squawk, with the web agreeing to delete the disputed clause provided the union could get agencies, advertisers and packagers to take the responsibility for any difficulties arising out of what the web seems to think would be questionable behavior.

Writers point out that in 25 years no instance warranting such action ever has taken place. The "offending the community" clause, they argue, would curtail creative scope enormously, since some segments of the citizenry, crackpot and otherwise, get offended pretty easily.

The American Federation of Radio Artists (AFRA) has had some com-

plaints from its members about a similar clause in actors' pacts but has not yet decided on any action.

Coax To Add 13 Markets by Fall

NEW YORK, May 27. — Thirteen more television markets are scheduled to join the inter-connected networks by next fall, adding that number of stations to the affiliate totals of CBS and NBC. Latter, with 31 inter-connected affiliates as of June 30, when Johnstown, Pa., starts service, leads in TV station totals.

New cities in addition to Johnstown will be Charlotte, N. C.; Kansas City; Davenport, Ia.; St. Paul; Indianapolis; Huntington, W. Va.; Bloomington, Ind.; Louisville, Nashville, Omaha, Atlanta and Greensboro, N. C. In addition, a new channel between New York and Chicago, westbound, becomes available September 1, for a total of six channels, of which four will be westbound.

At the same time a number of stations are tying themselves into web facilities by constructing their own micro-relay systems. Huntington, W. Va., is tying in with Cincinnati, and Nashville with Louisville.

Deals Set Individually, But Denied

Officials Won't Comment

(Continued from page 3)
other with Snader Telescriptions Corporation, Coast film operator.

The royalty payment is on the basis of 5 per cent of the station's hourly nighttime rate, for each station showing the film. Scale, in the case of the Snader-AFM pact, calls for musicians to be paid at the rate of \$39.90 for three hours; \$79.80 for six hours, with leader getting double. It is expected that the royalty clause eventually will pyramid into a fund involving millions of dollars of musician income. Snader was represented in New York by A. Walter Socolow, who negotiated with AFM.

Package companies in New York report that the AFM, when queried this week, were definitely amenable to making individual deals. Some packagers, of course, have been making TV film spots all along, using big ukes, sweet potatoes and harmonicas, instruments the AFM does not recognize.

Meanwhile it was ascertained that, as of press time, the long-projected industry-wide pact had not yet been signed. The joint film-TV committee, chaired by Ernest Della Ossa, NBC exec representing TV in-

(See AFM Wooing on page 12)

WOR sells everything to almost everybody from Maine to North Carolina...



small wonder that WOR's daytime audience during April 1950 was the greatest for that month in the station's history.*

small wonder that WOR sells everything from Broadway plays to toy planes.

small wonder that WOR sells more goods for more people to more people, more often, than any other station in the United States.

* based on Pulse New York Reports - 6:00 AM - 6:00 PM

WEBS' \$5 MILLION CABLE RAP

Audio Circuit Cost Extra to Coax Charge

Rebate Plan Sore Point

(Continued from page 3)
system and then, when it is found that more than the authorized \$35 per mile has been paid, rebates to the TV nets. NBC and CBS are highly critical of this plan, on the ground that if one of the other webs, which use less time, does go in for some overtime, these overtime payments are credited to their fees and increase their rebates disproportionately.

There is a possibility that the total outlay for video networking may exceed present estimates, in view of increased web facilities to become available at the end of the year (see separate story). But with TV already paying a \$5,000,000 facilities rap at its present limited stage, it becomes increasingly apparent why the networks themselves look rather glumly on coast-to-coast television. There's an awful lot of territory west of Omaha, and the relatively few markets make the value of a costly TV pick-up out to California somewhat debatable. Besides, ask the nets, who's gonna pay the bill?

Senators Scratch AM Horse Race News

WASHINGTON, May 27. — The Justice Department bill restricting the broadcasting of racing news was approved by the Senate Interstate Commerce Committee Friday (26).

In line with Federal Communications Commission (FCC) recommendations, the committee narrowed the bill's original broad ban against broadcasting "gambling information" in advance of races by specifically banning broadcasts of odds, scratches, weights, jockey changes, and probable winners. Such data could be broadcast after the race has started.

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"SILVER DOLLAR"
on RCA VICTOR

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ROLL TICKETS

One Roll... \$1.
Five Rolls... \$4.15
Ten Rolls... \$8.30
Fifty Rolls... \$25.50
Rolls, 2,000 Each
Double Coupons
Double Price.
No C. O. D. Orders
Accepted.

Brief and Important

Last-Minute Digest of AM-TV News

Borg-Warner Shops for TV Comic

Borg-Warner Refrigerators last week began shopping for a TV program to star a name comic. J. Walter Thompson is the agency.

Frank Luther Sets Deal With Doll Maker

Frank Luther, who does a kid show on NBC Saturday mornings and records for Decca, last week set a deal with Lalnee Doll Company whereby the latter will merchandise dolls based on Luther's radio characters. The singer also picked up a summer renewal from his sponsor, Maltex, first time the hot cereal outfit has stayed on during the warm weather.

New World, Stages Merge, Ready Tele Drama Series

Burgess Meredith's video movie firm, New World Films, last week merged with Motion Picture Stages, Inc., New York TV film studio. Meredith and his New World partners, Mac Kriender and Barnett Gallagher, have been named stockholders in Stages, and the actor will participate in management as a veepee. Right now the outfit is readying a 15-minute drama series tagged "Stars of Tomorrow," featuring Meredith, and has scheduled a joint production service deal, "Spotlight Theater," with producer Jack D. Trop for next month.

AFRA Files Second Arbitration Case Against WMGM

The American Federation of Radio Artists (AFRA) last week filed its second arbitration case in recent weeks against WMGM, New York. The union claims that the station's recent firing of eight of its announcers is a violation of its contract. Meanwhile, the other arbitration is slated to be heard next week. The union's position there is that WMGM paid three free-lance disk jockeys staff fees which was contrary to a contract it had with them.

Philly Stations Announce Major Exec Changes

Several major executive changes at Philadelphia stations were announced last week. Ralph Minton resigned as promotion director of WIP, Mutual link, having created and held that post for the past six years. He leaves June 30, with Sam Elber, publicity director for the past five years, taking over the desk. . . . Dave Kaigler, head of production at WCAU-TV, resigned to become television director for the Adrian Bauer Advertising Agency here. He will continue as a member of the station's artists staff, particularly for his Sunday afternoon kiddies show. Leaving WCAU is newswriter Ralph Paskman, heading for Frankfurt, Germany, as a broadcaster for the American Forces Network.

Piped TV for British Homes

Piped TV to homes is the latest industry development in Britain, the Commerce Department reported last week. Plans are under way, the agency said, to send television into Bristol homes by wire on a closed circuit. Reception is claimed to be free of all interference and nearly as good as close-range reception from Alexandria Palace, London. . . . A master receiving station is to pick up programs at Sutton Coldfield, Birmingham, and redistribute them over wire to Bristol receivers.

Consolidated Cigar Buys "Clothesman"

Consolidated Cigar Corporation, New York, last week signed to sponsor DuMont's video detective series "Plain Clothesman," beginning Wednesday (31). Under the new sponsorship, the Wednesday night feature moves into a new time period from 9:30 to 10. Trans-American Broadcasting & Television Corporation packages the show, in co-operation with DuMont. Agency on account is Erwin Wasey Company.

Winchell To Use Stars as Summer Subs

Walter Winchell will use top name talent to replace him during his six-week hiatus on ABC. The columnist generally fills by using news commentators, but this season is going after performers like Frank Sinatra and Dinah Shore to fill his 15-minute slot. Hudnut is the sponsor.

National Home Institute Gets First Sponsor

The Home Federal Savings & Loan Association has signed as the initial participating sponsor of the National Home Institute program series on WMAQ, Chicago. The quarter-hour programs are heard Mondays thru Saturdays at 6 a.m. and 12:30 p.m. Agency is Advertising Division, Inc.

Chi's WENR-TV Goes to Morning Programing

WENR-TV, Chicago, initiates morning programing June 5 with a two-hour, five-day-a-week chat-show with Kay Westfall and Bob Murphy. Show will run from 11 a.m. to 1 p.m. Murphy says he will ring a gong "when anything important is about to happen," so housewives can stray from receivers.

2 Accts. Buy, 1 Extends for CBS-TV Fall

Sked Shifts Due

NEW YORK, May 27. — CBS-TV this week racked up two sales and persuaded a sponsor on an alternate week schedule to go weekly in the fall. Embassy Cigarettes bought the Tuesday evening 8:30-10 slot beginning July 1 for *The Web*; Magnavox will alternate with *Ford Theater* Friday nights 9-10 beginning September 15, and Toni will go weekly with its *Toni Twin Time* show in the Wednesday night 9-9:30 time in October.

The Embassy show occupies the Suspense slot until the fall when it moves into the 10:30-11 p.m. spot on Tuesdays. The low-budget show is being done in affiliation with the Mystery Writers' Association, which will supply material. The reslotting of this program also will mean that on Tuesday nights televiewers will be seeing whodunits from 9:30-11 p.m. Suspense, 9:30-10; the new Ammi-Dent mystery show, 10-10:30, and *The Web*, 10:30-11.

Ford Sitch Studied

The Magnavox purchase of the alternate week slot with Ford doesn't mean that the car company will not go weekly in the fall. Execs at Kenyon & Eckhardt, the agency handling the program, claim that the problem is now being studied. Evidence, however, is that Ford may continue its present schedule in the fall because of high TV costs and the fact that the present set-up is producing adequate results. But if any change is made, the sponsor may ask CBS-TV for a new time slot.

The Toni buy will start Stopette shopping for a new time period on CBS-TV. Stopette, sponsor of *What's My Line?* currently shares the slot with Toni, but also is interested in programing once a week come autumn.

K&E Okays Pic Test Of Ford TV Theater

HOLLYWOOD, May 27. — Kenyon & Eckhardt Agency has been given the green light to make several film test airers of *Ford Television Theater* preliminary to a possible large-scale switch from live to film production. After several months of debate, agency execs blueprinted two hour-long pix to be produced here this summer. If talent, costs and quality measure up to desired standards, next season's *Ford Theater* will be divided equally between live and film.

Budgets, exclusive of talent, will run between \$10,000 and \$14,000, depending on whether made on 16mm. or 35mm. and if shot using regular studio technique or the Jerry Fairbanks "minicam" system. Biggest advantage, however, will be the storehouse of talent unleashed for Hollywood filmings, since it has been no secret that the agency has been hard pressed to entice Hollywood names to New York for live stints on the show.

KTLA BOOSTS RATES 25%

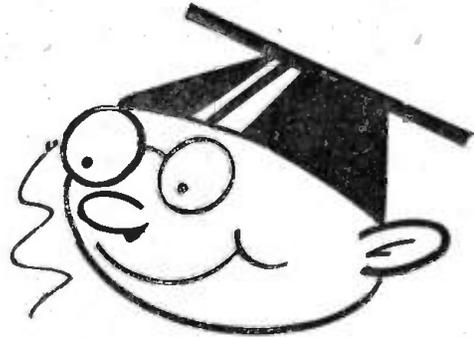
HOLLYWOOD, May 27. — Paramount's KTLA will boost its rate card by 25 per cent, effective Thursday (1). Current time buyers will be protected for an additional 26 weeks. This is station's first rate hike this

year and marks its third since going commercial three years ago. Rate card change will up outlet's Class A hourly charge from \$600 to \$750. KTLA has continued to hold the top rung in the local TV rating ladder.

**THANK YOU
PROFESSOR!!**

THE NOW FAMOUS WOODBURY
COLLEGE IMPARTIAL SURVEY
SHOWS THAT WHEN ASKED . . .

**“WHICH STATION DO
YOU USE MOST?”**



KLAC-TV

**WAS MORE POPULAR THAN FIVE OTHER
STATIONS IN THE LOS ANGELES AREA**

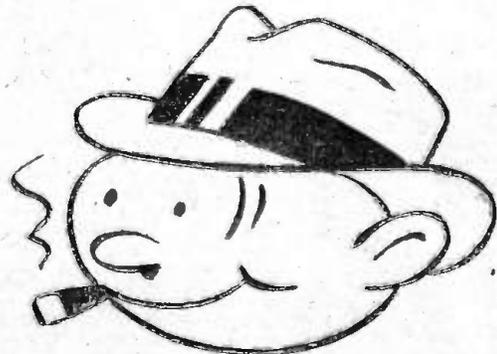
BASED ON A SURVEY OF 3000 TV SET OWNERS
IN THE 16 ECONOMIC DISTRICTS OF LOS ANGELES

** ASK YOUR KATZ AGENCY REPRESENTATIVE FOR COPIES OF THIS SURVEY*

**THANK YOU
MR. SPONSOR!!**

IN THE MONTH OF APRIL

KLAC-TV



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UNITS . . . (A UNIT OF ADVERTISING IS A SPOT —
A PARTICIPATION OR A SPONSORED PROGRAM)**

**LOOK FOR THE SPONSORS . . .
THAT'S WHERE THE LISTENERS ARE**

KLAC-TV LUCKY CHANNEL 13

HOLLYWOOD, CALIFORNIA

** REPRESENTED NATIONALLY BY KATZ AGENCY, INC., NEW YORK*

Murder at Midnight

Reviewed Monday (22), 9:30-10 p.m. EDT. Sustaining via MBS. Producer, Louis C. Cowan; director, Anton M. Leader; writer, Bafe Blau. Cast: Lon Clark, Betty Caine, Raymond E. Johnson, Alney Alba, Will Geer, Organ, Charles Paul.

Murder at Midnight, an effectively scary ailer, conveys much of the genuine eeriness of the old *Witch's Tales*. Less tongue-in-cheek than the current run of pun-filled spook shows, the series is dead serious about its ghost stories, which should appeal to dialers who like their horror stuff straight.

The initial broadcast was a supernatural yarn tagged *The Line Is Dead* Teeing off with a corpse's resurrection at a funeral, the Poe-styled plot centered around Albert, an inverted archaeologist with a tricky ticker and an understandable fear of being buried alive. After several narrow escapes from the casket, he contrived to have a telephone line installed to his home from his ever-ready coffin, and made his frightened frau promise to stay by the phone for a year after his death, just in case he needed to give her a ring. He finally kicked off in a jealous rage, after accusing his wife of still being in love with Oliver, an old beau and fellow archaeologist.

True blue, the missus waited all alone by the telephone, until one day Oliver showed up and claimed that a couple of years ago Albert had walled him up in an old Aztec Temple and left him for dead. Horrified, the merry widow walked off into the sunset with Oliver, leaving Albert six feet under and a jangling phone.

Pace-wise, the story built up to an awful letdown after Albert's second demise. The climax would have packed more punch if the scripter had given a glimpse of Albert's futile dialing in the coffin. The acting was several notches above the usual murder drama thesping, and organist Charles Paul's mood music for mayhem was true to type. *June Bundy.*

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"WE DELIVER WHAT WE ADVERTISE"



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Wendy Barrie

Reviewed Thursday (11), 10:45-11 p.m. EDT. Sponsored by A. Hollander & Sons thru the Grey Advertising Agency via WNBT, New York. Director, Alfred M. Scott; writer-producer, Martin Goodman Associates; emcee, Wendy Barrie. Guest, Jeff Clark.

Wendy Barrie's new late evening local show is a fey 15-minute ailer patterned after her network series and, as such, it's bound to provoke the same violent audience reaction, both pro and con. La Barrie is a cross between Peter Pan and Eva Tanguay, and her undisguised delight in her own lack of inhibitions has a contagious fascination for some video fans. She's an incorrigible cut-up in more than one sense of the word, tho, and her gay banter is often more biting than tongue in cheek. In her treatment of guests she treads a thin line between satire and sheer sadism.

However, Miss Barrie was in a gay mood when caught, (she's finally landed a sponsor), and consequently her feline traits were somewhat sheathed during an interview with Jeff Clark, radio's telegenic *Hit Parade* warbler. Clark bore up remarkably well under the actress's unique solb interview technique (she both asks and answers most of the questions.) He also turned in a terrific rendition of *When You're Dancing* while Miss Barrie clutched his hand over a table and muttered ad lib bon mots between choruses.

Miss Barrie pitched Hollander & Sons at every opportunity, and it's difficult to understand why it's taken her this long to get a sponsor. Her obvious relish for selling should pay off in results. Right now she's far too lavish with her plugs, but familiarity should soon breed control. *June Bundy.*

Press Box

Reviewed Saturday (6), 2:30-3 p.m. EDT. Presented by the Dairymen's League thru the Barlow Advertising Agency via WMGM, New York. Producer-director-scripter-emcee, Art Henley. Guests, Al Capp, Mr. and Mrs. Edward Conley, Fritz Scheff and Clyde Pangborn.

WMGM's Press Box is nothing more than an interview program. And like others of its kind, its success is directly dependent on the caliber of its guests. Fortunately, the interviewees chattered on interestingly. With Art Henley riding herd, they included Fritz Scheff, Mr. and Mrs. Edward Conley, a couple distinguished for being able to live together for 35 years; Clyde Pangborn and Al Capp.

The Conleys, especially, were funny. She related in a cute voice how she nabbed "the dude" from the city, marrying him only two hours after they met. Her reply when he proposed to her was, "Ask Ma, 'cause I just obey orders." Now he's taking them.

Henley was spotty as emcee. He is plainly not trained for the work, and showed it in his phrasing. But after breaking in his manner, it wore better.

The program's title is misleading as the show merely originates in a restaurant called the Press Box, and actually has nothing to do with the fourth estate.

Dairylea commercials stressed the vitality to be derived from milk and the product's freshness. *Leon Morse.*

Peter Potter's Party

Reviewed Monday (15), 11 p.m.-midnight. Sustaining via KTSL (Don Lee), Hollywood. Producer, Peter Potter; director, Elbert Walker; writers, Peter Potter and Bob Moon. Cast: Peter Potter, emcee; Bob Moon, Aileen Stout, Ray Erlenborn and guests.

Don Lee's latest attempt at block programming, a late evening, unrehearsed, five-a-week seg, augurs much in the way of future profits. Disk jockey Peter Potter, a lad of considerable local stature earned in radio, will undoubtedly make the tele transition successfully. In the preem telecast all the sins and fluffs of new shows were committed. Nevertheless, the germ of mass appeal, late evening programming was evident.

Show relies on guests, gimmicks and guffaws, with music totally absent. As head man of the clambake, Potter introed various celebs who paid court at his opening, promoted a couple of fairly funny stunts and created much nonsense. One gimmick, unoriginal but nonetheless effective, called for home lookers to identify baby pix of celebs and phone in correct answers with first winner receiving loot. Another stunt featured batoner Frank Devol baking a pie from Maggie Whiting's recipe as told by Jack Smith. Devol's deadpan comedy, always, delightful, brought hefty yocks. Similar off-the-cuff stunts were used, setting a pattern for future telecasts.

Assisting Potter were comic Ray Erlenborn and announcer Bob Moon, with platter whirler's real-life secretary, Aileen Stout, lending charm and beauty. Erlenborn's takeoff on a home economics tele teacher, designed as a running gag, didn't make the grade, but the comic is nevertheless potential top talent. Moon, good-looking radio gabber, had little to do in the opening seg and needs to be integrated into the proceedings.

Show's ace is Potter's personality. Disk whirler is not only good looking, but possesses a modest and sincere delivery coupled with a folksy, Mid- (See *Peter Potter's Party* opp. page)

It's Hebrew to Me

Reviewed Sunday (7), 5:15 p.m. EDT. Sustaining on WLIB, New York. Producer-writer, Heidy Mayer; director, Al Arkus. Cast: Peter Frye, Heidy Mayer, others.

This is a pretty elaborate job for an indie outlet to take on for itself, but it's a really interesting project entertainingly done. The aim of the program is to enable listeners to pick up a smattering of basic Hebrew words, along with entertainment about the life, history and music of Israel. Peter Frye, legit director, who recently staged *Born Yesterday* at Tel Aviv, led off by relating some amusing anecdotes concerning the problem of coming up with a suitable translation of the second act curtain line, namely, "drop dead."

This afforded opportunity to tell what several loose translations into Hebrew are, and their strict meanings. The entire show moves along informally, with pleasant chatter among the cast members, all of whom use an occasional Hebrew phrase followed quickly by an English translation. Taken this way, learning a language can be painless. There were a couple of Hebrew songs, which also were translated, and some historical background about Theodore Herzl, founder of Zionism. Another clever touch t teach a few words was to have a newsboy cry out some headlines in Hebrew. Altogether, this is a worthy pubserv project, carried off excellently. *Sam Chase.*

That Young Couple

Reviewed Sunday (23), 4:30-5 p.m. Sponsored over WBZ-TV, Boston, by the Gas companies serving greater Boston. Producer, Al Hartigan; assistant dramatic director, Albert Marre; writer, Ruppert Pray; agency, Harold Cabot. Cast: Jan Farrand, Robert Fletcher, Thayer David, Jerry Kilty, Peter Temple, Doris Hackney.

That Young Couple, New England's first full scale live dramatic show on television, is a domestic comedy with a regional flavor. It's also a soap opera that's a cut above the average, since more attention is paid to the development of character and because of certain elements of satire. Seven to 10 actors of Cambridge's famed Brattle Theater Company are employed in each show, a separate episode in itself, but one of a continuing series on *That Young Couple*.

Some standard New England characters are employed. The young couple is typically suburban; the wife (Jan Farrand) a sort of scatter-brained Blondie; the husband (Robert Fletcher) a kind of vague Dagwood. The wife has a ruggedly individualistic uncle from Maine. The husband, on the other hand, has a typically austere New England employer and, in turn, the boss has a domineering mother who is always interfering with his business.

Incidents in the various episodes involve the usual things which suburban couples encounter in radio fiction: Old love letters, conflicts with the boss, or a rich uncle. Action is lent to one show or another with a "rug cutting" spree or a session of boogie at the piano.

Altho each episode is complete in itself, the scripter and commercial writers still have not solved the problem of time. In several shows, the story has come to an end, leaving far too big a segment to be taken up with hastily rung-in commercials, credits and cast line-ups, until it begins to look like the opening of a movie and its eternal screen credits.

Since the series is sponsored by the gas companies, some commercials are naturally woven into the script—scenes with kitchen appliances, in particular. Thus the long pitches, which often break up a show and annoy viewers, are generally done away with. But the trick could be used more often. Otherwise, the scripts are cleanly written, and of a wholesome quality which is certainly acceptable in most homes. *Bill Riley.*

Main Street Music Hall

Reviewed Sunday (30), 2:30-3 p.m. Sustaining via CBS AM network. Producer, Robert Ray. Director, Oliver Daniel. Music, Alfredo Antonini and ork. Talent, Bill Tabbert.

CBS may have a new radio-TV singing personality in Bill Tabbert, juve lead in the smash *South Pacific*. He is not just another crooner, but gives out with a sound of his own. However, if he is not to go the way of numerous, mismanaged radio properties, proper show casing is a necessity. Putting Tabbert on a half-hour program with only Alfredo Antonini and his ork for support is not enough. The format makes for a lack of variety. Perhaps the addition of a female vocalist and a few guests might create a greater impact. And for still an extra dimension, scripting that made Tabbert into a personality might clinch the job.

In addition, Antonini's ork, while a musically sound aggregation, is primarily one for concert music. Several times on the show caught the ork covered up a great part of Tabbert's voice. Less reliance on its brass or a smaller unit might be the answer here.

Tabbert, in spite of everything, did a fine job on several selections, notably *My Foolish Heart* and *Te Amo*. Antonini's best was a selection of the ballet music from *Gayne*. *Leon Morse.*

Cliche Club

Reviewed Wednesday (10), 8:30-9 p.m. EDT. Sustaining via ABC. Producer, David Yellen; director, George Wiest; script editor, Vera Lawrence; emcee, Walter Kiernan. Guests: Carol Lynn Gilmer, Agnes Rogers, Edward Hill and Frederick Lewis Allen.

ABC's Cliche Club is just that, and in more ways than one. Format has listeners and a panel of experts both trying to discover the cliches in stories related by emcee Walter Kiernan. But this type of program has been so overused by the medium that it, too, has grown cliché.

The show does make an attempt at variety thru the use of music and short cliches, the proceedings were dull. The cliches themselves were not funny and the cleverness was not sustained for the full half hour. Whatever lightness was displayed originated from Kiernan, whose comic touch frequently as not misfired. In addition, while the panel was bright, it was not sharp or witty enough to bolster the sags in the program.

But ABC's program execs may well re-examine the show's premise. Cliches are the coin of everyday conversation. Song writers know that and act accordingly. However, the majority of the radio audience is unaware of the existence of cliches or they wouldn't use them, hence there'd be no such animal. To expect them to be interested in a program, the content of which they can't appreciate, is asking a great deal. In other words, as the Hollywood producer said to the esthetic writer, "How'll it do in the sticks?" Not very well, gathering from the initial run. *Leon Morse.*

Mr. and Mrs. Mystery

Reviewed Wednesday (10), 7:15-7:30 p.m. EDT. Producer-director, Harvey Marlowe; script, Frank Wayne. Cast: John and Barbara Gay and Frank Hewson.

Mr. and Mrs. Mystery is comic strip TV. There is an air of the juvenile connected with the entire production.

John and Barbara Gay, the good looking young couple who play defective, look most of the time as if they were trying to find out who took the waste paper basket out of the teacher's room.

But they were dead serious about trying to find the killer who placed the spider on the back of Mrs. Gonzalez's neck. They sat about their office trying to figure out the riddle with books piled high about them and when they acted it was to peep into windows. And whoops, when they got an idea, they were off to Argentina before the director could say dissolve.

The first rule of any show is that it should be believable. But Mr. and Mrs. Mystery is far from that. Perhaps it is the fault of the casting, perhaps the fault of a weak script and perhaps the fault of WOR-TV's spit and gum programing concept.

The records which passed for music constantly sounded like Wagner gone mad, with harsh soaring climaxes which, instead of complementing the action, detracted from it.

The camera work was adequate. *Leon Morse.*

Treasury Department Open House

Reviewed Monday (15), 10-11 p.m. Sustaining on NBC-TV. Producer, David Levy; assistant, Larry Puck; director, Roland Gillett; music, Archie Bleyer; emcee, Arthur Godfrey. Government personalities, President Harry S. Truman, John W. Snyder, Paul G. Hoffman, Frieda Henock, Justice William O. Douglas, Harold Stassen, Admiral Forrest P. Sherman, Jimmie Doolittle. Talent: Paul Winchell, Joan Edwards, Jerry Colonna, Perry Como, the Fontane Sisters, Sid Caesar, Imogene Coca, Marguerite Piazza.

With Arthur Godfrey moving over to NBC for the occasion, the launching of the Treasury Department's bond drive was signalized by an hour-long combination of sales pitches for bonds and entertainment. The pitches came from a collection of dignitaries, mainly from the government, while the acts included Paul Winchell, Joan Edwards, Jerry Colonna, Perry Como and the Fontane Sisters, Sid Caesar and Imogene Coca, and Marguerite Piazza.

Each of the notables, after some chit-chat with Godfrey, followed by a personal appeal for bond buying, "sponsored" one of the acts, a la Godfrey's Talent Scouts CBS show. Godfrey was handicapped by poor pacing, which had him overspeaking and dragging out interviews at the onset of the show and rushing them thru the mill in the last half. Only at the beginning did Godfrey flash any of his own style or personality.

Of the talent, the Caesar-Coca duo scored roundly with a routine typical of their Saturday Night Revue stuff, pantomiming the difficulties of trying to teach a woman to drive a car. Colonna did an off-the-beaten-path comic-tragic act on an organ grinder whose monkey would not part from him despite tough times. Winchell, as usual, was tops in the ventriloquist field. Miss Edwards did an okay job warbling and playing piano on I've Got You Under My Skin. Como and the Fontanes did a relaxed rendition of Hoop-Dee-Do. Miss Piazza again unlimbered her potent soprano to good effect, with some visual calisthenics working behind her.

The climax of the show, which in total effect was a bit ragged, were brief addresses by Treasury Department Secretary John W. Snyder and President Truman. *Sam Chase.*

Brief and Important

Last-Minute Digest of AM-TV News

Mindy Carson Set for New Build-Up at WNBC

Mindy Carson is set for a renewed radio build-up, with WNBC Manager Ted Cott moving the thirp's three-a-week 15-minute airtel out of the 11:15-11:30 p.m. slot and into the more desirable 7:45-8 time. Concurrent with the move, a new local promotion on the show will be developed, with the station press department working with Miss Carson's p.a., Marvin Drager. The move does not affect the network pickup of the Carson show, which will continue to be carried in the later time on stations other than WNBC.

CBS, 20th Century-Fox Bidding for Fontaine

Comic Frank Fontaine, who caught on fast via a couple of Jack Benny guest shots, is juggling two offers. CBS wants Fontaine for a show of his own, plus a guarantee of 10 shots on the Benny program. Picture offer by 20th Century-Fox would build Fontaine into a flicker character, but studio withholds radio and TV rights. Harold Jovien, General Artists Corporation agent handling Fontaine, hopes to persuade the studio to give in on radio, thereby permitting Fontaine to take the CBS offer.

Janda Heads AM, TV at Petesch, Hecht & O'Connor

George Janda has joined Petesch, Hecht & O'Connor Ad Agency in Chicago as administrative head of radio and TV productions. Janda leaves public relations firm of O'Reilly, Doty & Sommer.

Philip Morris Drops Option on CBS-TV's "Ben Blue"

After virtually deciding recently to buy the "Ben Blue Revue" from CBS-TV, Philip Morris last week reversed itself and let its option drop. It is believed the decision was due to the fact that the cigarette sponsor has a number of other TV properties on hand. Philip Morris will film a TV version of its Horace Heidt show and perhaps a video version of "This Is Your Life."

Vanderbilt Packages His Travel Pix for TV

Cornelius Vanderbilt Jr. is packaging his travel films for television. The society writer-lecturer has been traveling for years and has an extensive library. A TV show is also being built around Vanderbilt's wife.

WGN Signs With IBEW for AM, FM, TV

A new contract with the International Brotherhood of Electrical Workers has been signed by WGN, Inc., Chicago, covering its AM, FM and TV stations. The contract covers an 18-month period from April 1, 1950. Under terms of the contract the progressive schedule of technicians was reduced from 4½ to 4 years and the starting scale was increased from \$70 to \$80 per week.

WLS Shuffles Executive Personnel

Continuing a series of recent personnel shifts, General Manager Glenn Snyder, of WLS, Chicago, has announced a realignment of executive personnel: Warren Middleton, former WLS sales promotion assistant who recently returned to the station from the post of sales promotion director at KMOX, St. Louis, heads a staff now working directly with WLS Sales Manager C. M. Freeman in the creation and production of sales material; John Drake has assumed new duties in over-all station and program promotion, and, in addition, will work with George Biggar in the creation and development of new commercial programs and ideas.

SHORT SCANNINGS

Kent Patterson, formerly with ABC, and more recently in WOR sales, has joined WCBS, New York, as an account executive. . . . Charles Grant Jr. appointed assistant advertising manager for Pan American Broadcasting. . . . Judah Katz, media director for Hirshon-Garfinkel, Inc., appointed supervisor of radio and TV time buying. Robert F. Lewine, ex-veepee of Cine-Television Studios, is new radio and television director for same agency. . . . Kellogg's thru Kenyon & Eckhardt, is buying the "Howdy Doody" program on 29 stations beginning Tuesday (6). Cereal firm will plug Rice Krispies Tuesdays and Thursdays, during the 5:30-to-5:45 p.m.-time period. . . . Buddy Basch is penning a TV column for the new True Movie and Television magazine, which hits the stands August 15. . . . Bonafide Mills is dropping the "Bonny Maid Versatile Varieties" NBC video show for the summer effective June 30. They'll resume sponsorship September 1.

Ted Streibert, WOR proxy, returned to New York from the Coast Saturday (27). . . . Nat Fowler, director of film for ABC, is recovering from a recent operation. . . . Leonard Carlton named radio production director of Kenyon & Eckhardt, Inc. . . . Donald Shaw switched to TV division of ABC stations department. . . . Jerome C. Robinson promoted from casting director post to production supervisor of "The Big Story" on NBC TV. . . . Musical director Hank Sylvern signed to conduct and compose score for CBS's new science-fiction drama "Beyond Tomorrow." . . . Andy Wiswell, Associated program service veepee, treks to Chicago June 5 to cut more sides by Frankie Masters.

Willard Schroeder, former head of WINS, New York, succeeded Stanley W. Barnett, as general manager of Station WOOD, Grand Rapids, Mich., Monday (29). . . . Charley Stookey, farm editor of KXOK, St. Louis, celebrated 21 years in radio last week. . . . Joe Weed named new national sales rep for WOI-TV, Ames, Ia. . . . Oliver Percival and Nettie Smiley, ex-continuity chief for KVFD, Fort Dodge, Ia., have joined the continuity staff at KFAB, Omaha. . . . The Packers super markets chain, thru the W. B. Doner Agency, has bought Ziv's transcribed "Cisco Kid" on WXYZ, Detroit.

Gregory Murphy Jr., last week (22) joined the Atlanta sales staff of the Katz Agency, Inc. . . . Joe Pyne, ex-WVCH, Chester, Pa., has snagged announcer post at WHAT, Philadelphia. . . . Colin M. Selph, former Muzart exec, is new sales veepee for KPIX-TV, San Francisco.

Dave Kimble, member of the sales promotion department of WMAQ, Chicago, for the past three years, last week joined WBBM-CBS, same city, as sales promotion manager.

PETER POTTER'S PARTY

(Continued from opp. page)
western draw which lookers will find enjoyable.

Settings were designed around a musical motif and featured mock ups record players, disk albums, etc. Cameras, however, never clearly established these props, with most of the action centered before dull and uninteresting drapes.

Alan Fischler.

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1ST DATA ON 3-SPEED SALES

188 Million Disks Made Since 1948

AFM Reveals Figures

(Continued from page 3)

Also 7,330,785 45 r.p.m.'s at a retail value of \$5,599,560.

Also 3,332,793 33 r.p.m.'s at a retail value of \$12,457,405.

Total, 188,435,054 records at a retail value of \$150,601,631.

The source for these figures is not given. However, if they have been compiled from diskery reports to the music performance trust fund, then three qualifying factors must be borne in mind: Diskeries do not contribute to the trust fund for disks on which AFM musicians do not perform. A considerable quantity of LP's and some shellacs in the dramatic, educational and historical fields, therefore, would not be counted in the report. Second, reissues of records cut prior to the AFM-disk industry agreement of 1943 are also contribution-free. Quite a few LP releases come under this heading. Last, a scattering of diskeries are operating without AFM license, and do not report to the trustee. This would raise the total, largely in the 78 r.p.m. category. Contributions to the AFM or "royalties," as Petrillo will claim in his report, amounted to \$1,666,726.

Total earnings of leaders and sidemen in recording work, exclusive of royalty payments to leaders, was \$2,428,763. Total number of sessions, including overtime, was 4,578, in which 17,360 masters were cut. Taking part were 1,141 leaders and 8,218 sidemen—sidemen earning an average of \$250.16 per man for the 13-month period.

Transcription royalties to AFM were \$61,752. Leaders and sidemen earned \$2,199,949 in transcription work, exclusive of royalty payments to leaders. Number of men engaging in this work is not given, but there were 27,820 "man appearances" and 4,967 "leader appearances."

McConnell Pres. Of Philly AFM

PHILADELPHIA, May 27.—In an election hassle which saw the largest turn-out of card-holders in the history of the local, Charles McConnell, former musical contractor for the Earle Theater, became the new president of Local 77, American Federation of Musicians. Over 2,000 of the local's membership of some 5,000 voted. McConnell won out over incumbent Frank P. Liuzzi by 1,069 to 939 votes. Liuzzi had been president for the past 12 years, and McConnell was defeated in previous attempts to unseat him.

In another hotly contested race, Romeo Cella, who was president of the local before Liuzzi held the seat, beat out Frank Nicoletta and Charles Guiskoff for the vice-presidency.

Guy A. Scola, who served as secretary under Liuzzi, ran on McConnell's ticket and won out over union investigator Jimmy Perri by a vote of 1,089 to 918. In the other offices, Harry Kammerer continued as assistant secretary and Louis Schvon was re-elected treasurer.

"Summer Blues" Is Even Bluer; Sheet, Disk Biz on Rocks

NEW YORK, May 27.—The "those summer slump blues" gets a revival each year about this time, current record and sheet music sales figures seem to bear out the contention of some tradesters that the 1950 drop-off is sharper than in most recent years. Santly-Joy's *My Foolish Heart*, probably the top tune of the day, did a little less than 10,000 copies last week, and on Tuesday of last week Robert Music's *If I Knew You Were Comin' I'd've Baked a Cake* sold no sheet music copies at all.

The top selling record for the major diskeries in the past week, too, hovered around the 10,000 figure. In stronger market periods No. 1 disk of majors would be hitting around 30,000 to 40,000 a week, and the No. 1 song would probably be selling 10,000 copies a day, rather than a week.

20% Tax Bite Cost Night Biz \$75 Mil Loss

(Continued from page 4)

forced many smaller clubs and dance halls out of business, according to the report, and consequently has put toolers out of work.

The AFM topper points out that the "20 per cent tax is imposed only where live entertainers are employed" and proceeds to say that "it (the tax) becomes a hardship tax which reacts heavily on musicians and other entertainers." He also claims that the tax is an incentive to small marginal nitery and ballroom operators to substitute mechanized entertainment for live music as a dodge against the levy and payment of the 20 per cent bite.

Petrillo calls for repeal of the tax on the strength of the following points:

1. "Any such means of revenue is suspect when it shows very rapidly diminishing returns.
2. "It dries up the source on which it is levied.
3. "It adversely affects employment."

The report shows the shrinking cabaret and terpery tax takes year by year as follows: 1947, \$63,349-836.46; 1948, \$53,527,145.22; 1949, \$48,856,669.14. Theater tax income has varied only slightly in the same period.

Pubbers Sue Havana-Madrid

NEW YORK, May 27.—Charging that the Havana Madrid Restaurant Corporation had infringed on six of its copyrighted tunes, Peer International Corporation, and Promotora Hispano Americana de Music filed suit in U. S. District Court Wednesday (24).

Complaint charges the defendant gave public performance of Peer's *Babalu, Un Poquito de tu Amor, Negra Leona and Te Quiero Dijiste* (Magic Is the Moonlight), and Promotora's *Cuanta le Gusta and Solamente Una Vez*, since October, 1949.

Action seeks an injunction, damages sustained, but in no event less than \$250 for each of the alleged infringements plus counsel fees.

AFM Wooing Packagers Of TV Film Productions

(Continued from page 7)

terests, and Hal Roach Jr., repping film makers, were in session yesterday. TV spokesmen, however, said this was an intra-industry confab, with no union execs present. They predicted that signing of an all-over industry pact would wait upon the termination of the AFM's forthcoming convention, June 5-11, in Houston.

AFM's decision to conclude pacts on an individual basis, rather than keep this field closed to musician employment, is indicative of the federation's current philosophy, namely—cash in on all possible work. James C. Petrillo, AFM chief, in his report to the AFM convention (June 5-11, Houston), indicates that employment has seriously decreased. This is true to such an extent that the AFM now listens more carefully than ever to requests for concessions in scale.

HOLLYWOOD, May 27.—Louis Snader, head of Snader Telescriptions Corporation, received word Friday (26) that AFM had given him the green light on production of 400 video-films using music. Snader said

contract culminates several months of negotiations with Petrillo.

Snader will produce 40 three-minute pix monthly, with films budgeted at \$1,200 each. At full production outfit will be capable of making 100 pix monthly, involving a total expenditure of over \$500,000. Flickers will feature bands, singers, dancers, specialty acts, etc., all working on shorts designed for local station use.

As "visual recordings," sales price will be based on market size and exclusivity demands, with sales to be farmed out to indie distribution outfits. Production will be centered in Hollywood and New York, with the first of series scheduled for release in September.

Terp Ops' Org Sets Tentative '50 Meet Date

CHICAGO, May 27.—The 1950 annual convention of the National Ballroom Operators' Association (NBOA) has been tentatively set for September 26-28 at the LaSalle Hotel here, it was announced last week by Otto Weber, managing secretary of the terp ops' org. For the first time, NBOA is sending out to its members a list of questions thru which members can suggest (1) what subjects and possible speakers they would like to hear at the confab; (2) whether, for the first time in history, the convention be closed to everyone, outside of actual and prospective members of NBOA, and (3) whether night sessions would be advisable. This last question indicates that NBOA pundits are cognizant of the fact that the ballroom ops' group is currently faced with a maze of serious problems. Included are the 20 per cent cabaret tax situation, the American Federation of Musicians' attempt to switch responsibility for Social Security and withholding tax payments from the orkster to the ballroom op and what may be Broadcast Music, Inc.'s, next step, now that negotiations between the music licensing agency and NBOA have been terminated.

In addition, Weber announced the first of what may be a series of summer preconvention regional and State meets, to be held June 18-19 at the Surf Ballroom, Clear Lake, Ia. Hank Heimendinger, manager of the Surf, is in charge of preparations. The opening day will be set aside for a social get-together, while the following day will be devoted to business meetings.

Spitzer Handles Martin's Sales

NEW YORK, May 27.—Henry Spitzer concluded arrangements with Freddy Martin last week to act as sales agent for the orkster's music catalogs. Martin has two Broadcast Music, Inc. (BMI), firms, Fremart and Maestro, and one American Society of Composers, Authors and Publishers (ASCAP) firm, Martin Music. Under the agreement, any originals recorded by Martin in the future will be handled by Spitzer for sales and promotion.

Among the Martin copyrights are such properties as *Tonight We Love, Cumana, Bumble Boogie and Piano Portraits*.

ASCAP Settling Foreign Pacts

NEW YORK, May 27.—The American Society of Composers, Authors and Publishers (ASCAP) has successfully renegotiated the bulk of its foreign pacts in accordance with conditions specified in the consent decrees, according to Richard F. Murray, ASCAP exec recently returned from abroad. The acts are unilateral, wherein foreign performing rights societies represent ASCAP abroad, and ASCAP represents foreign societies here. Murray believes the outlook is excellent, and that no income will be lost from foreign fields as a result of the revised decrees. Societies abroad, he says, are doing an increasingly better job. The music business in Europe is on the upgrade, he believes.

The ASCAP board was in session late this week and is believed to have already ratified those pacts which have been executed. In any event, ratification by the board is customary and no delay is anticipated.

Decish Reserved On Miracle Suit

NEW YORK, May 27.—Information that Judge Michael L. Igoe had reversed decision on Shapiro-Bernstein's motion for a new trial in their case against Miracle Records brought sighs of relief this week from the music industry.

A report last week that the motion had been denied—the result of a court clerk's error—had caused considerable puzzlement and no little alarm among pubbers, cleffers and their organizations—the Music Publishers' Protective Association (MPPA) and the Songwriters' Protective Association (SPA). The closing of the case would have meant that the MPPA-SPA brief on the vital matter of the status of uncopied recorded tunes had come a cropper (*The Billboard*, May 27).

The docket has been amended to the effect that the plaintiff's motion has been taken under advisement rather than overruled.

PETRILLO'S BITTER PIPE

Education Disk Deal Set by Col

NEW YORK, May 27.—Columbia Records this week completed a deal with Silver Burdett Company, of New York, Chicago, Dallas and San Francisco, a leading publisher of educational and text books, for a series of recordings of children's songs to be made from the publisher's *New Music Horizons* series. The Columbia move marks the development of a disk industry wedge into the serious educational field, with Decca already in the market via its deal with the American Book Company for a series of kidisks based on elementary school-song study.

New Music Horizons is a series of music books aimed for grades one thru six. They form basic study material in 18 States' curricula, and also are used widely in independent school training. The first six albums of the *Horizons* disk series will be ready for release in August. Disks will be geared to follow the lines of study outlined in the texts. The albums will be made available in the Burdett branch offices and will also be on sale thru regular Columbia disk dealers.

Hi-Tone Has 39c Standard Kidisk

NEW YORK, May 27.—A new line of 39-cent children's records, featuring popular standard story titles, has been released by Signature Records on its Hi-Tone label. The 10-inch series, with unbreakable disks, multi-colored labels and cellophane packaging, will include such material as *Cinderella*, *Little Red Riding Hood* and similar evergreens in the initial eight-disk release. Story titles will get preferential billing over the artists.

Signature President Bob Thiele has also set up a new arrangement with Fox Associates, of Los Angeles, whereby the latter will manufacture and sell Signature disks on the Coast, on a royalty deal. Pressings (78, 45 and 33 $\frac{1}{2}$ r.p.m.) will be turned out at the RCA Victor plant there.

Thiele will take off for Los Angeles within three weeks to set up distribs in territories that are still open.

Engineer Develops LP Slicing Process

NEW YORK, May 27.—Bob Fine, recording engineer with the Reeves Studios here, has developed a new slicing process for long-play cutting which, it is claimed, removes the frequency limitations which have been common in LP recording. The new method, known as the Reeves-Fairchild thermo-dynamic margin control process, combines the margin control grooving method with "hot" stylus cutting, a process developed by Columbia Records' engineers which has been generally accepted by the trade.

The Reeves-Fairchild system is being used at Reeves Studios by Fine for the processing of the Mercury diskery's LP line. All future Mercury long-play disks will be processed in the newly developed manner.

NEW HAVEN, May 27.—The New Haven Junior Chamber of Commerce, which is the sponsor, announced this week that the 1950 series of six pop concerts, at the Yale Bowl, will open June 2. Artists booked for this summer, the announcement stated, include Benny Goodman and his orchestra, Hazel Scott, Vivian Della Chiesa, Donald Voorhees and Robert Merrill.

Radio Paid Musicians \$13 Mil In '48, Films \$11 Mil Less in '49

By Jerry Wexler

NEW YORK, May 27.—Prexy James C. Petrillo's report to the forthcoming American Federation of Musicians' (AFM) convention will offer, in addition to a general survey of employment prospects and a portrait of the deleterious effects of the Lea and Taft-Hartley laws on working conditions for musicians, an exhaustive breakdown of employment in all the major musical fields except television (see companion story this issue).

Covered in detail are radio for the year 1948; motion pictures, 1948; theaters, 1949; symphony orks. 1948-'49 season, and transcriptions, December 4, 1948-December 31, 1949. A summary of Petrillo's report on these activities follows, with the exception of the recording and transcription picture, which is described in a separate story.

RADIO

A comprehensive study was made of radio use of musicians for the year 1948. The radio situation has worsened considerably since that year, with employment falling off sharply on indie and network stations. Petrillo outlines in considerable detail the economic and legislative factors for the drop (see other story).

In 1948, 430 stations employed 2,528 staff musicians and paid them a total of \$13,416,274 in salaries. Single engagement commercial broadcasts used 192 leaders and 4,803 sidemen on 323 sponsored programs in a total of 16,982 broadcasts. The salary bill was \$7,177,246. A third type of radio employment, local commercial work, paid \$997,903 for musicians. This amounted to a total income of \$21,591,423 for the year. Radio earnings in Canada and Hawaii added about another million and a quarter.

The 1948 survey includes an analysis of radio time based on the programs broadcast over the four network key stations in New York City, compiled from accurate reports. At WNBC live music used 31.3 per cent of air time; live sketches and news (soap operas, quiz shows, etc., in which live incidental music was used), 59.1 per cent; recorded music, 6.6 per cent, and recorded sketches, 3.0 per cent. At WCBS 22.6 per cent for live music, 62.9 per cent for live sketches and news, 10.3 per cent for recorded music and 4.2 per cent for recorded sketches. At WJZ 21.6 per cent for live music, 60.6 per cent for live sketches and news, 12.8 per cent for recorded music and 5.0 per cent for recorded sketches. At WOR 10.6 per cent for live music, 72.0 per cent for live sketches and news, 9.8 per cent for recorded music, and 7.6 per cent for recorded sketches. The analysis covers 8,205 hours of air time for each station.

MOTION PICTURES

Eight major studios in 1949 employed their own orchestras. Gross earnings of 339 contracted musicians at these major studios was \$2,530,072. In addition to the contracted musicians, 3,681 tootlers were employed by the majors, earning \$1,093,243.

The independent producers spent \$505,285 on musicians, with each producer guaranteeing a number of hours of employment. In New York 3,465 men earned \$107,585 in picture work.

LEGIT THEATERS

Of 9,849 theaters in the United States and Canada having a capacity of 500 or more, only 475 employed musicians, and of these only 62 used musicians on a 52-week basis. Vaude and presentation houses used 1,787 men at a total salary of \$2,597,838; dramatic and musical shows employed 1,414 men at \$2,537,244; opera and ballet used 743 men at \$769,300; burlesque used 153 men at \$561,032; 22 organists were paid \$81,171. Totals, 4,119 men earning \$6,546,586 in theater work.

SYMPHONY ORKS

During the 1948-'49 season 31 major and 119 secondary orks performed in the United States and Canada. The average regular season was 23.6 weeks, the average summer season 6.8 weeks. The average weekly minimum scale for the regular season was \$77.30. The report notes that it is difficult to determine the exact cost of maintaining all these symphony orks, but the 31 major orks cost \$12,134,037 to operate. Seven cities, San Francisco, Indianapolis, Baltimore, New Orleans, Buffalo, Los Angeles and Toronto, help support their orks by either municipal grant or city and county taxes.

MEMBERSHIP

AFM membership as of April 1, 1950, was 239,777, an increase of 1,872 over the figure reported last April 1.

Only Radio for Monroe Summer

NEW YORK, May 27.—Following five months of consecutive one-nighters which were infrequently spiced for a one-week theater engagement, Vaughn Monroe will vacation his ork for an eight-week period beginning July 12. Originally this period was skedded to be a complete layoff for the orkster and crew, but a decision to run Monroe's radio show thru the summer months, made this week, will have the maestro doing the weekly half-hour ciggie session during the hiatus. The radio show, in previous seasons, did no:

run thru the summer months. The orkster will return to action on September 7, on which date he will open at the Waldorf-Astoria Hotel here with his complete entourage.

Showbiz Hits Lowest Ebb, He Tells AFM

TV the Question Mark

(Continued from page 3)
the AFM is "sustaining blows from all directions." Jobs have fallen off 50 per cent in three years, it is claimed. Specifically, Petrillo has reference to bad business and consequent unemployment in cafes, taverns, ballrooms, theaters, name bands, local orks, radio and films.

Television, as seen by the AFM chief, is currently a big question mark. Whether the new medium will replace radio as a field for musician employment he regards as a moot point. He elaborates: "I am speaking to you frankly and can give you no encouragement for any employment of musicians in television in the very near future. I cannot give you that assurance. . . . I would only be guessing, and this is too serious a matter. . . . The television situation is the most complex that I have yet had to deal with."

TV Tends to Films

Petrillo's report states the prexy's belief that eventually all TV programs will be made on films. After talking with TV employers and package producers for two years, Petrillo is of the opinion that no unanimity of thought exists among them, and that confusion is rife. Only one thing is certain, Petrillo states, and that is that TV is here to stay.

The AFM chief's view of the TV situation mirrors the protracted attempts which have been made by TV representatives and the AFM to stabilize the industry, specifically with regard to a contract covering musicians on TV film. The AFM, months ago, submitted a set of proposals to a joint committee representing TV and film interests. This set of proposals included the idea of a royalty, similar to that obtaining in the case of records. The joint committee, co-chaired by Ernest De La Ossa, NBC exec representing TV, and Hal Roache Jr., reping film interests, is known to have drawn up a counter-proposal.

Meanwhile package companies and networks claim to be anxious to get a scale worked up, as the lack of one is proving a business obstacle. Networks, for instance, claim that in lieu of a coaxial cable, a full AFM pact covering film-TV is a necessity for good programming. Petrillo's report goes beyond this, inasmuch as it indicates his belief that even with the coax cable completely laid down, TV programming will be primarily on film.

With regard to general show business conditions, Petrillo says: "I wish I were in a position to tell you that business will be good soon, but I can't." He adds, "Patience we must have—business might turn for the best interests of the musicians over night. All I can say or do now is wait for further developments."

Stating that the situation is discouraging, Petrillo points out that the AFM went thru other critical periods, notably in 1928 when 18,000 musicians lost jobs in theaters. "We came out of that okay, and we will come out of this one also," he adds.

The president's report claims that TV is keeping many people at home. Another factor damaging the entertainment business, he says, is the 20 per cent tax. Name bands, he (See *Showbiz Hits* on page 19)

Pop Simon

NEW YORK, May 27.—The *Saturday Review of Literature* has added a new pop records section to its *Saturday Review of Recordings* supplement, which is distributed monthly by retail disk shops. The new department is edited by Bill Simon, staffer of *The Billboard's* Music Department.

ASCAP, Film Reps Proceed Cautiously on License Talks

NEW YORK, May 27. — Informal conversations between flickery reps and the American Society of Composers, Authors and Publishers (ASCAP) on the all-important question of licensing music for film performances have been taking place, but with little result as yet.

The negotiations are in a brand-new field for both sides, and both sides are proceeding with extreme caution. Under the terms of the new consent decree, ASCAP may no longer license exhibitors, but may make arrangements with individual studios. The studios have the option of clearing with individual publishers or with the Society.

Hunt Simple Equation

The grapevine has it that flick execs have been putting their heads together for some simple arithmetic. Since the ASCAP take from exhibs was in the vicinity of \$1,250,000 a year, the flick people reason, this figure may be used as a working stick in negotiations. ASCAP will recover a percentage of this revenue from live music played in theaters. Further, ASCAP will be saved the bookkeeping expense of collecting

Allegro Inks Classical Artists to Exclusives; New Works on Disks

NEW YORK, May 27.—Several classical name artists have been signed to exclusive recording contracts by Allegro Records. These include Elisabeth Schumann, John Brownlee, Uta Graf and Soulima Stravinsky.

Miss Schumann, the noted lieder singer, has already recorded an LP program of Mendelssohn and Robert Franz songs to be issued in July. Brownlee, Metopera tenor, has cut 12 Henry Purcell songs. Miss Graf, a soprano, will do a complete Schumann cycle. Stravinsky, pianist-son of the composer, has been committing some of his father's works to wax for the first time. Included are the *Suite Italienne* and *Divertimento* for violin and piano, cut with R. Tottenberg, which is already on the market. The *Piano Sonata and Serenade in A* will be released this summer. Fifteen Stravinsky songs, with soprano Maria Kurenko, will also be released.

Allegro has recently recorded an abridged version of Purcell's *The Fairy Queen*, which it plans to issue in June on two 10-inch LP disks. The work runs 52 minutes. It was cut in Boston in conjunction with the Fannie Peabody Mason Foundation and features soloists, chorus and orchestra.

Richard Moses is artists and repertoire director for the Allegro long-hair line, which is composed exclusively of long-playing issues.

Lincoln Going 45 With 12 Disks Set for Release

NEW YORK, May 27. — Lincoln Records, k/disk specialty line, is going 45 r.p.m. this week. Twelve disks are set for the first release, with 12 more to follow in August. All of the 45 titles, according to Lincoln President George Rosette, are new material, and will be issued simultaneously on 78 r.p.m. disks. The 45's will retail at 59 cents, while the regular 10-inch plastics are 49 cents. The small platters will be pressed in several colors on transparent vinyl and will be packaged in colored sleeves.

Horace Bloom, sales manager for the diskery, has ankleed for another position, and has been replaced by Charles Guggenheimer.

film performance money from individual exhibitors. Whatever these amounts come to, the flickery reason, should be deducted from the \$1,250,000. The resulting figure will be Hollywood's obligation to ASCAP, divided up among the studios, probably in ratio to the amount of music they customarily use.

The consent decree forbids ASCAP making a blanket deal with the film industry, requiring the Society to deal with the separate studios. The separate studios may be expected, on the basis of the above ratiocination, each to have an offering price in mind.

One studio is reported already to have made a first offer, with ASCAP finding it far too small.

Yankovic Gets Columbia Push

HOLLYWOOD, May 27. — Frank Yankovic will enjoy the biggest promotional splurge launched by Columbia Records in more than a year. The drive will be timed with the polka-master's opening at the Aragon Ballroom here June 9. Joe Papp, record department head for the Ray Thomas Company, Coast Columbia distrib, and Music Corporation of America (MCA) have tied in on a campaign encompassing retail stores, radio, television, and other special stunts.

In addition to the usual store window display contests and similar gimmicks, Yankovic will be featured in polka tie-ups with the May Company fashion department. Store's ready-to-wear promoters will push "polka dresses," giving Yankovic liberal plugs and cross references. May Company music department will also tie in with special store events.

Yankovic will be given a whirl of disk jockeys, tele layouts, and personal appearances in small California communities. Local beer maker has set aside dough for special beer-and-polka ads. Other promotion will come from the swank Sunset Strip Mocambo, where Yankovic will work Thursday nights. Bistro now features Firehouse Five Plus Two Dixie combo and has gone all out to plug Charleston. Owner Charlie Morrison hopes to repeat with Yankovic's polka terps at the same spot.

While here, Yankovic will team with thrush Doris Day on a brace of disks, marking the first coupling of the polkalizer and singer.

Yankee Pops on Skids in Europe Due to Poor Lyric Translations

NEW YORK, May 27.—American pop tunes have very rough sledding in continental Europe, owing to inadequate translations of the lyrics, according to E. H. Morris, head of the publishing firm of that name. Morris, just returned from a seven-week trip abroad, says the condition is most noticeable in the Latin countries. Attempts to literally translate American ballads into French and Italian, for instance, generally are failures owing to the colloquial and idiomatic differences in languages. Too, the structure of Continental songs varies notably from American tunes in that the verse is given emphasis to such a degree as to approximate a long narrative. American publishers, Morris feels, have a better chance with novelties rather than ballads—the novelty element of a tune often stemming from a sound rather than a set of lyrics.

The Scandinavian countries, like England, offer American pubs a better opportunity. The people seemingly take more readily to American-type tunes. Hillbilly material, for

Cap Orders Tunes To Fit Artists

HOLLYWOOD, May 27. — Tunes tailor-made to the artist were ordered by Capitol Records' artist-repertoire chief Jim Conkling, on behalf of a Bob Hope-Margaret Whiting duet and a novelty single by Jerry Lewis. Both disks are being rushed to release as part of Conkling's intensified drive to pioneer new material and de-emphasize random coverage of tunes already cut by other labels. Diskery toppers see hit potential in both the Hope-Whiting duo and the Lewis novelty.

Prompted by the feeling that Hope has as yet to reach his disk sales peak, Conkling sought to utilize a valuable talent property by commissioning Sid Robin to clef a ditty specially suited to the Hope style. He paired the comic with Margaret Whiting, who has been riding the duo disk sales crest with her Jimmy Wakely teamings on *Let's Go To Church and Slipping Around*. Tagged *Blind Date*, tune attempts to contrast boy-and-girl thoughts of each other with their conversation. For Jerry Lewis, Conkling ordered Leon Pober to write *Breathless*, a rapid-fire lyric set done to the accompaniment of Paganini's *Perpetual Motion*.

SPA To Host Trade Confab

NEW YORK, May 27.—The Songwriters' Protective Association (SPA) is sponsoring a trade symposium Wednesday (7) on waxes and means of stimulating sales of sheet music. The confab, to be conducted by SPA Vicepres Charles Tobias, will be held at the association's offices.

Invitations have been sent to leading publishers, disk jockeys, tune-smiths, Music Publishers' Protective Association (MPPA) execs and representatives of the trade press. All but seven out of the 26 invited have already indicated that they will attend.

Kaye's Pact Expires, Victor Renegotiates

NEW YORK, May 27.—Maestro Sammy Kaye's contract with RCA Victor has expired and at last report was in the process of renegotiation. Kaye currently has three disks riding high on the charts. These are *It Isn't Fair*, *Roses* and *Wanderin'*.

Columbia Starts Plugs for LP Dance Diskings

NEW YORK, May 27.—Columbia Records this week will launch a major promotional effort to push the diskery's long playing dance diskings. The drive will focus on a new series of continuous, ballroom-fashioned LP dance diskings which have been packaged under a series to be known as the "dance date" series. The promotion also will put the spotlight on 31 previously issued diskings but will place keynote emphasis on the initial release of four 10-inch LP's in the "dance date" series.

Promotion will include a counter merchandise, with four bins for each of the "dance date" disks on the first release, which is due for June 5 shipment. The new series will be plugged on both of Columbia's programs, the coast-to-coast radio *LP Record Parade* aiter and the diskery's TV *The Show Goes On*. The diskery's national publicity and local distributor promotion men are gearing for a heavy campaign. The diskery also is running a six-week distributor salesman contest as an incentive to draw concentrated merchandising of the new series.

Music on each side of the 10-inch long plays is continuous and covers up to the full 15-minute running time of each face. Each side spots four full arrangements which are connected by piano, chimes and/or celeste interludes. Tunes are all sturdy evergreens with vocals spotted on a number of the slicings. First four disks feature the work of Xavier Cugat, Les Brown, Tony Pastor and Hal McIntyre.

The distributor salesman contest offers a total of \$503 in prizes, with a \$200 first prize. The contest runs for six weeks.

AFM Again Nixes 802 on E. Danzig

NEW YORK, April 27.—The international exec board of the American Federation of Musicians (AFM), for the second time, reversed a Local 802 decision against orkster Eli Danzig, clearing him of local charges of monopoly and unfair practice.

Danzig had been interrogated by the exec board of local 802 last year for allegedly monopolizing work at the Hotel St. George in Brooklyn with the aid of a caterer, and by order of the exec board, was barred from working at the hotel for one year. The ban never took effect, as Danzig received a stay from the AFM, which then reversed the local.

The local then brought Danzig up again on the same charges, and again ordered him barred from the hotel for a year. Danzig appealed to the Federation again, and last week was cleared once more on the grounds that the local's action was unconstitutional.

Folkways To Issue 2 Bela Bartok Waxings

NEW YORK, May 27.—Folkways, diskery producing the Ethnic library of authentic folk music, has obtained two collections of matrics cut by the late Bela Bartok. One group features Romanian, and the other Hungarian folk music cut by native artists during various research expeditions conducted by the great composer musicologist in the 1930's. Material was obtained by Ethnic's music director, Moe Asch, from Bartok's son, Peter. The sets will be accompanied by copies of Bartok's actual musical annotations. Each package will include four 10-inch plastic disks.

Harold Courlander, editor of the Ethnic series, has recently cut two sets of American Negro music on location in Alabama.

instance, does quite well in the Norse countries.

The exchange rate with respect to Continental countries is also unfavorable to American pubbers' operations, with the franc pegged at 350 to a dollar and the Italian lira at 620 to a dollar. Performance rights offer the best opportunity for revenue for American pubs, Morris indicates. France, he says, is strictly a performance country, there being little money in sheet music. The money situation is better in Switzerland and Belgium.

The record business in Europe is increasing, Morris reports, with mechanical revenues up. France is greatly improved in this respect.

The Continent, musically, reminds Morris of the United States a few years back. Hot jazz and boogie woogie, Duke Ellington and Woody Herman, are popular. The band business is dull, there also being a parallel with what happened in the United States—viz: Vocals edged out bands in popularity.



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Stand-By Bands Toot Sweet After NLRB Test Case Win

WASHINGTON, May 27.—In the first test of the application of Taft-Hartley "featherbedding" restrictions to vaude musicians, a National Labor Relations Board (NLRB) trial examiner ruled Friday (26) that the American Federation of Musicians (AFM) Local 24, Akron, has a legal right to try to persuade the Palace Theater to employ a stand-by orchestra. If the decision stands, it will serve as a precedent for other musician-employer disputes.

In his ruling, which is subject to an appeal to the full NLRB within 20 days, NLRB Examiner William Spencer stated that persuasion in collective bargaining negotiations is valid. He said a T-H violation occurs only when a labor group "causes or attempts to cause" an employer to accept so-called featherbedding. "The board," Spencer added, "has construed the language 'cause or attempt to cause' as meaning something more than an insistent demand in collective bargaining."

The original complaint was filed last January by the Cleveland NLRB regional office on the basis of charges filed by Gamble Enterprises, Inc., operator of the Palace and three other flick houses and half-owner of firms operating 30 theaters. Gamble charged

a violation on the part of Local 24 after AFM Chief James C. Petrillo notified the Palace's booking agent that Roy Acuff's band would not be permitted to fulfill an engagement until the Palace and the union local had reached an agreement. No charges were made against the national AFM.

Insisted on Local Ork

According to the hearing examiner, Local 24 was insisting that any agreement must include a provision for employment of an Akron ork during engagements of name bands. The union did not insist that the stand-by ork be paid for not playing, but offered several suggestions as to how it could be used, along with the name band, including the playing of overtures and accompanying vaude acts.

The hearing examiner pointed out that the Palace's contract with its booking agent contained a clause which made the regulations of national AFM part of the contract. Spencer, one of NLRB's top hearing examiners, further pointed out that AFM regulations ban traveling AFM members from appearing without consent of locals and unless a local house orchestra also is employed.

Spencer said that since the Palace had voluntarily signed such a contract with the booking agent, the theater therefore agreed that in hiring the Acuff band that Local 24's consent would be required. He declared, "This theater having voluntarily agreed to the procedure which resulted in the failure of the Acuff band to appear, it is difficult to see how the effectuation of this agreement constituted an attempt on the part of the local union to cause the

(See Stand-By Orks on page 44)

Mills Acquires Wood Catalog

NEW YORK, May 27.—Jack Mills, chief of Mills Music, on Thursday (25) inked a deal whereby he acquired the B. F. Wood Music Company catalog. Earlier in the week, on Monday (22), the board of directors of Wood okayed the sale at a stockholders' meeting. Terms of the deal have already been indicated in earlier issues of *The Billboard*.

The Wood catalog, rich in standard material including choral, sacred and teaching pieces, rounds out the Mills collection of standard music. Only a few months ago Mills took over the American representation of Alfred Lengnick & Company, Ltd. Other blocks of material in the Mills collection include the copyrights of the Vanderslootmusic Publishing Company and Nicomede Music Company. According to Mills, the Wood acquisition is his largest yet in the standard field.

Mills will run the Wood catalog as a separate organization, with headquarters in Boston. The Wood personnel, numbering 10 people, will remain. Nick Lang, sales manager with the firm for 41 years, will be in charge.

Mills will work on the new catalog immediately, his plans including revision of some material, new title pages, reprinting such material as is currently out of print, setting up of recording dates, etc.

Exec Upheaval At L. A. Decca

HOLLYWOOD, May 27.—Los Angeles sales office of Decca Records was shaken up this week as two execs resigned in succession. Office Manager Dick Quarg, veteran of 10 years with Decca, left early this week and was replaced by Vic Guarnier, assistant manager.

Guarnier lasted two days and he resigned, with Floyd Huffine, salesman attached to the office and former Decca branch manager for the Pacific Northwest, named to succeed him. Huffine has been with Decca since 1939.

Lou Gilman, Decca Distributing Company vicep in charge of West Coast, declined to comment on the shifts other than to attribute them to ordinary internal policy changes.

"Stags" at Bay

HOLLYWOOD, May 27.—There's a lot in a name, according to Kay Starr's manager, Hal Stanley, whose beef over Capitol's tag on the songstress's album is forcing the diskery to pull back from release over 15,000 of the platter packages.

Title of Miss Starr's album, *Songs for Stags*, brought a yelp from the manager, who argued it would lead to damaging misunderstanding. Diskery fails to see a double meaning, interpreting the title to mean tunes for males, but just to keep everybody happy Cap will rename the album a bland *Kay Starr Sings*.

Gotham Buys Miltone Masters

NEW YORK, May 27.—Ivan Ballen's Gotham diskery, of Philadelphia, has purchased the masters of the Miltons Record Company, of Los Angeles. Approximately 300 recordings changed hands in the deal. Miltone, which specialized in blues-rhythm and pop material, was owned by War Perkins and William Reed. Perkins recently left for the Far East to set up a disk-pressing plant.

Included among the waxings were 27 spiritual sides by Prof. J. Earle Hines, 12 sides by Roy Milton—including R. M. Blues—and others by Camille Howard, Little Miss Cornshucks and Jimmie Grissom. This was Ballen's largest mass master purchase since he took over the Gotham catalog from Sam Goody two years ago.

Ballen has also made a deal with Central Record Sales, of Los Angeles, to handle West Coast pressing and distribution for his Gotham, DC, 20th Century and Apex labels.

Gotham goes 45 this week, with Ballen producing the small disks in his own Philly plant. He's also set up his own printing department to produce disk labels and promotion material. The company recently enlarged its recording studio, adding tape equipment, a Hammond organ and Novachord.

Gotham has also added six new artists to its roster (see R & B Blue Notes column).

SPA Hits 1,700; Signs O'Keefe

NEW YORK, May 27.—With the signing of Walter O'Keefe, the Songwriters' Protective Association (SPA) this week hit a membership high of 1,700.

Among 21 new members, admitted, in addition to O'Keefe, are such music and show business figures as Eddie Cantor, Ralph Flanagan, Herb Hender, Al Rinker, Al Fields, Harry Rose and James Morehead.

Opera World Up in the Aria As Bing Hires and Fires at Met

NEW YORK, May 27.—With operatic circles still reeling from the impact of incoming Metropolitan Opera Manager Rudolph Bing's initial firing-hiring spree, the recent addition of 10 singers, most of whom are new to this country, is expected to start a new flurry of speculation in classical kaffee klatches.

With Bing off to Europe to hunt more talent for his rebuilding project, it was reliably learned that the following names will appear on next season's roster: Marguerite Piazza, American lyric soprano, for *Der Fledermaus* and several other works; Paola Silveri, formerly with the British Glyndebourne and Covent Gardens companies—an English Columbia disk artist; Boris Christoff, 28-year-old Bulgarian basso, formerly of La Scala and an English Decca (London) disk; Della Rigall, Argentine dramatic soprano—a La Scala graduate; Hans Hotter, bass-baritone of the Vienna State Opera, and interpreter of the title role in Mercury's imported disk version of *The Flying Dutchman*. A Finnish dramatic tenor, whose name could not be learned at press time, has been engaged to take over a share of the Wagnerian roles

formerly handled by deposed members Lauritz Melchior and Max Lorenz.

It is the feeling in inner Met circles that the find of the season is Victoria De Los Angeles, 26-year-old Spanish lyric soprano, reported to be "the greatest since Bori." She records for HMV in Europe. F. Barbieri, a mezzo who records for La Voce Del Padrone, the Italian affiliate of HMV and RCA Victor, has been signed for the roles of Eboli in *Don Carlos* and Santuzza in *Cavalleria Rusticana*.

American tenor Brian Sullivan, who appeared on Broadway several years back in *Street Scene*, has been advanced this year from minor roles and will star in *The Magic Flute* and *La Traviata*.

Karin Branzell, contralto with the Met from 1922 thru 1943, returns to the company this year for Wagnerian roles. She recently signed with Remington Records (*The Billboard*, May 27).

The new Met season opens November 6 with the revival of Verdi's *Don Carlos*, featuring Jussi Bjoerling, Zinka Milanov (returning after a three-year absence), Jerome Hines, Barbieri, and Silveri.

Prexy Assures Bright New Era For ASCAP-ers

NEW YORK, May 27.—In a detailed, intimate letter to the membership of the American Society of Composers, Authors and Publishers (ASCAP), President Otto A. Harbach this week allayed fears arising from the signing of the consent decree and pictured the Society as entering upon a new period in its history—a period which might be termed "the dawn of understanding." The letter notable for its literacy and warmth, traces the Society's history, terming the successive periods as the era of organization, the era of litigation, the era of discussion—and finally the current phase—the latter being marked by a rapport with clients and government agencies. Under the consent decree the Society should go on to greater service, growth and prosperity, the ASCAP president states.

"There remains now only the problems of our own internal harmony," Harbach says. Differences between writers and publishers is being reduced to a minimum, owing to a growing mutual respect.

Disipates Worries

The letter seeks to dissipate members' worries relative to the new writer classification system. To the new member who prefers a division of income entirely on performance, Harbach states in part: Writers are not employees; therefore, they have no assured continuous income or governmental Social Security. The Society has been doing its best to enable its members to overcome this deficiency by insuring relative stability of income over a period of years, rather than having the violent ups and downs which would result from payment on a pure current performance basis.

ASCAP's service to clients, Harbach points out, has two facets: First, the use of new numbers currently being popularized, and secondly, and more important, the right to use thousands of standard songs which have become a part of the national culture. "The writer of today's new songs tomorrow will have a position in the second group. Position in this group, he points out, means such security for the future as the Society can promise. To take care of cases in which the new method will cause injustice, the government is in sympathy with the Society's use of up to one-fifth of the 60 per cent fund. This would be distributed according to the judgment of the classification committee."

7 Pubs Hire 8 Contactors

NEW YORK, May 27.—Despite the seasonal slack, eight contact men have been hired at seven pubberies within the last two weeks. They are Sid Lorraine, as Coast rep for Nick Campbell; Billy Walters, Coast rep for Broadcast Music, Inc. (BMI); Dave Kent and Mel Leeds as Coast and New York men, respectively, for Dave Dreyer; Abe Glaser for Leeds's Coast staff; Ralph Smitman on the Coast for E. B. Marks; Bernard Lang for Maypole here, and Armand Baum as Chicago man for Hill & Range.

Baum replaces Al Friedman in Chicago, with Friedman going to the Coast for Hill & Range.

NEW YORK, May 27.—The third volume of Columbia Records' *I Can Hear it Now* is near completion. The latest in the series which serves as a recorded chronical of contemporary history will cover a period from 1920 to 1933. Fred Friendl is finishing the research and editing job on the new volume, and Ed Murrell will shortly fill in the oral running commentary in similar style to the previous packages.

UNESCO Italy Meet To Urge New Global Customs Treaty

(Continued from page 4)

viously approved a similar treaty limited to audio-visual materials. The latter pact has been signed by the U. S. and 15 other nations, and ratification is being sought. State Department will send it to the Senate Foreign Relations Committee within the next few weeks.

Radio and TV stations will get a break from U. S. ratification of either

treaty since it would mean an end to duties on broadcasts canned abroad and shipped to this country. Newsreels and films of an educational nature would also be duty free. Several bills to that effect are pending in Congress, but no effort has been made to enact them.

There is no chance that the broader customs pact can be ratified by the Senate this session. The outlook for ratification of the audio-visual treaty is a little brighter, but its chances this session depend upon whether the Foreign Relations Committee can get it to the Senate floor before adjournment.

The UNESCO Florence confab opened Monday (22) and will run until June 17. In the opinion of State Department officials, UNESCO's copyright division in Paris will be unable to evaluate replies to its global copyright questionnaire in time for a report to the current UNESCO session. Thus, consideration of the copyright question by UNESCO is expected to be deferred until its next meeting tentatively slated for sometime in September.

A UNESCO okay at that time would set the wheels in motion for a general meeting of international copyright experts in early 1951 to draft a global treaty. The proposed treaty would then be submitted for ratification.

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MUSIC—AS WRITTEN

Fisher & McCarthy Sons Team Up for New Song

Back in the early 1920's, tunesmiths Fred Fisher and Joe McCarthy, were one of the hottest cleffing teams in the business. Now, on June 2, RCA Victor will release Fred Warren's recording of "Cloudy Morning," a new tune written by their sons, Marvin Fisher and Joe McCarthy Jr. Fred Fisher Music is publishing.

Names Cut Two London Sides for Cancer Fund

London Records recently cut two sides, grouping five of the label's name artists. All artists' royalties will go to the Damon Runyon Cancer Fund. Participants in the waxings were Teresa Brewer, Bobby Wayne, Snooky Lanson, Claire Hogan and orkster Jack Pleis. Tunes cut were "The Picnic Song" and "Let's Have a Party."

Bond, Rosemary Calvin Sign New Capitol 1-Year Pacts

Orkster Johnny Bond and vocalist Rosemary Calvin, former MGM diskers, signed a new one-year contract with Capitol Friday (26). They'll cut their first sides next month following a four-week engagement at the Savannah Beach Brass Rail. Bond will record with an enlarged band.

Disney Gillespie Reducing Ork to Sextet

Disney Gillespie is reducing his big ork to sextet size to allow for greater booking flexibility of the trumpeter's wares. He will break in the sextet in the Glass Hat, a nitery near Wilkes Barre, Pa., this week. The decision to work Gillespie with a sextet was made after a couple of experimental dates were worked recently. The unit will continue to be booked by the Willard Alexander Agency.

Kanner Ankles to Fisher in Triple Capacity

Hal Kanner, formerly associated with Fred Waring and Hildegarde as musical arranger, joined RCA Victor warbler Eddie Fisher as personal arranger, conductor and accompanist.

Uke Records Cuts First Sides

A new diskery, Uke Records, cut its first sides in New York last week. Outfit is operated by Sid De May, Lee Tully and Harry Martin. De May was formerly a partner in Jubilee Records, Tully is a singer, and Martin is a comic and uke virtuoso.

Gay Diskery Names Rainbow

The new Gay Records diskery has named Rainbow Records as its national selling agent. Rainbow Prexy Eddie Heller is due to appoint a new sales manager for the outfit. First artist group paced by Gay is the Vin Roddie pianola trio.

Chi's Cafe of Tomorrow Goes to Semi-Names

Another major dance band location opens in Chicago June 23 when Al Vovos, operator of Cafe of Tomorrow, South Side bistro, switches from a nitery to a semi-name ork policy, with two supporting acts. Vovos, who has operated the casino as a nitery for the past three years, has booked Joe Sanders's band to open a four-weeker, with Ray Pearl to follow for a similar period. The 550-seat spot will have a CBS wire. Charlie Mitchell, publicity man who left the Music Box, Omaha, last week to work for Lawrence Walk, is mapping out one or two specialty nights for Vovos.

New York:

Jimmy Hilliard, Coral Records' artists and repertoire boss, leaves for a three-week trip to the West Coast Thursday (1). He will stop at Nashville en route. . . . Lenny Lewis has joined Count Basie's group as road manager. The group is now at the Showboat nitery in Milwaukee. . . . The Blenders, a new vocal group which is recording for the Decca label, this week agreed to a booking deal with the Willard Alexander Agency. The group is personally managed by Lee Magid. . . . Columbia Records and the Feist bubbery are collaborating on a promotion, which features cartooned doorknob pieces, to help hype Arthur Godfrey's slicing of "Gone Fishin'."

Lou Comito picked up the Italian pop click, "Na Vota Cu Csi," for his Len-Art pubbery. The deal was set with the De Lazzaro pubbery of Italy. . . . Peggy Lee and Bill Darnel go into the Paramount July 5. . . . Mel Torme opened at the Fairmount Hotel in San Francisco Saturday (20) for three weeks. . . . The Hugo Malan ork goes into the Park Lane, Buffalo, for three weeks starting Tuesday (30). . . . Bourne Music's Pete Woolery leaves Wednesday (31) on a cross-country sales trip. He'll return in mid-July. . . . Columbia Records is reissuing the Tony Martin-Ray Noble dinking of "I Hadn't Anyone Till You," cut about 10 years ago. The tune is up for revival via the new Humphrey Bogart flick, "In a Lonely Place." . . . London's deejay slack Harvey Geller returned last week from a down-East tour. . . . Bob Anthony, former Glen Gray and Harry James vocalist, unveiled his own band Friday (26) at the Mad House Club, Riverlyx, Lake Hopatcong, N. J. The unit, featuring thrush Bette Barbour, is booked there for the summer.

Sid Kornheiser and Buddy Morris left for the Coast Monday (29). . . . Al Levine, of Capitol Records, is father of a six-pound boy. . . . Clark McClellan, arranger for Alan Dale and Toni Arden, is building a band around trumpeter Jimmy Roma. . . . Nat (King) Cole's trio opens at the Crystal Terrace, Duluth, for the week of June 2. He goes into the Regal Theater, Chicago, June 16. . . . Nellie Lutcher goes into the New Orleans Club, San Francisco, for two weeks beginning June 8. . . . The Four Jokers' recording of "The Little Green Man With the Big Fat Head" has been purchased from the performer-writers by Apollo Records. Happy Goday is publishing the song, which features a line about a "man from Mars with candy bars." The makers of Mars candy bars are tying in on the promotion.

BMI threw a noontime shindig May 26 at Toots Shor's to honor the recent appointments of four local radio execs, Dick Pack, WNEW's new program director; Dick Swift, new general manager of WCBS-TV; Ted

Cott, new manager of WNBC and WNBT, and Clarence Doty, new general manager for WJZ and WJZ-TV. Other broadcasters at the luncheon included Don Hamilton, WOR; Ralph Weil, WOV; Norman Boggs, WMCA; K. T. Murphy, WINS; Bill Moore, WBNX; Jim Gaines, NBC, and BMI execs Carl Haverlin, Roy Harlow and Jim Cox.

Tom Sheils, who handles the Modernaires and Clarke Dennis, has signed Evelyn Knight for personal management. . . . Clipper Records has expanded distribution, signing with Major in New York, Frumkin in Chicago, Fortune in Detroit, F. & M. in Cleveland, Milliner in St. Louis, Schwartz Bros. in Washington, and Walls in Miami.

Chicago:

Aristocrat, local blues and rhythm label, operated by Leon and Phil Chess, is starting a new label, Chess, which will feature the same talent roster. The fraters Chess intend to continue to press Aristocrat's catalog. Len Davis, ex-sales manager with Swingmaster, has joined Chess. Swingmaster, once operated by Negro d. j. Al Benson and Ermont Sonderling, of United Broadcasting, has folded. . . . Dick Bradley, of Tower, is getting on the dance bandwagon. He inked Leo Pieper, McConkey Artists Corporation ork, and Tony Papa, Des Moines territory ork. . . . Sam Margolis, head of General Distributors, has started his own label, SM Records. First releases are two disks by Bill (Hopalong Cassidy) Boyd. Masters were purchased by Margolis from Frederick Lee, Minneapolis distributor. He is currently seeking distributors for the disks, which are available on 45 and 78. . . . Arnia Prager, ex-sideman with Henry Busse, has joined McConkey Artists Corporation, as one-night man, replacing Henry Durst in Chicago. . . . Ben Okum, v.-p. of the Michigan Automatic Phonograph Owners' Association, and his partner, Allan Smith, in Okay Vending Company, are setting up their own record distributing subsidiary, Mercury Distributors of Detroit. Al Ashe will handle the new set-up. . . . Xavier Cugat opens his first location job here in years July 7 thru 19 at the Edgewater Beach Hotel. Freddy Martin set on the Beachwalk August 4 thru September 7.

Detroit:

H. O'Reilly Clait, writer of "I Want an Easter Bunny" and member of the American Society of Composers, Authors and Publishers, has decided to go into the publishing business under his own name. Norman H. Magel, attorney who has collaborated with him on some numbers, will be legal advisor. . . . Alex McKinnon, former Tim Gayle vocal protege, and William Fox, organist at WJR, cut four sides for Schooner Records. Tunes are "My Prayer" backed by "Is It I," and "Heaven Is My Home" backed by "I Love the Lord." Company has lined up 17 distributors for national release of its numbers.

Philadelphia:

Harry James, Phil Spitalny, Dinah Shore and Alec Templeton head the musical talent for the Philadelphia Music Festival June 16 at Municipal Stadium, sponsored by The Philadelphia Inquirer. . . . Sidney Bechet, at the Rendezvous here, planes to Paris June 5 to work with his hot jazz group. It's his 15th trip across. . . . Russ Morgan to play the University of Pennsylvania's Ivy Ball. . . . Bill Eckstine slated for a return to The Click June 8. . . . Slim Furness celebrating the 20th anniversary as leader of the instrumental-vocal The Keys unit. . . . Maestro Chic Meei at the C. R. Club, placed his "Say That I Can Stay" song with Famous Music. . . . The Keys and Buddy Greco team on the London label to wax "The Moon Is Riding High," written by a couple of local college students.

Hollywood:

Paul Weston and Bob Russell share adaptation honors in converting Chopin's "Etude in E Major" to the ballad "No Other Love" (Disney Music). Tune was recorded Wednesday (17) by Jo Stafford and is being rushed to release. Flip side carries Miss Stafford's version of "Sometime." George Greeley's Steinway figures prominently on both sides. . . . Aladdin Records expanded operations necessitated the Eddie and Leo Messner label to move from its Los Angeles site to larger headquarters in Beverly Hills. . . . Harry Geller, Mercury's artist-repertoire topper, turned artist for the first time on Merc wax, batoning a 38-piece ork and chorus. . . . Al Gayle and ork intros new talent policy at Riverside's swank Chi Chi Supper Club. Deal was set by MCA's Henry Alper and Jerry Teitman. . . . Mickey Goldsen has acquired rights for England and the Continent for his Capitol Songs, Inc., of London, to three tunes: "Once Around the Moon," Bob Hilliard-Carl Sigman cleffing waxed by Peggy Lee for Cap last year, from United Music Corporation; "Twisted Stockings" from Lutz Bros., and "Greatest Inventor of Them All" from Herbert Music. Campbell-Connelly manages firm in England for Goldsen. . . . Damita Jo is back from Frisco p. a. to cut four sides for Discovery, then flies to Spokane for a two-week stand at the Cugar Club. . . . Hal Sandack's ork playing special parties at Beverly Wilshire's Mayfair Room. . . . Peer International's "Barroom Polka" is being used in Australia by spot ops in a propaganda drive against early closing hours by bars. Sydney's Artransa label gained pubber's permission to change lyrics to suit the cause and is issuing waxing to fight tipplers' curfew. Russ Morgan's Columbia version with the original lyric is also being released. . . . Art Rupe, Specialty Records' prexy, is not concerned over Joe Liggins' masters for the defunct Exclusive label. Rupe, who inked Liggins first of the year, is recutting his former best sellers ("Honeydripper" and "I Gotta Right to Cry" are already in release) because the five-year limit on the Exclusive diskings expired last month.

On the Sound Track:

Buddy Morris has the two forthcoming 20th Century flick scores by Harold Arlen and Ralph Blaine. They are "My Blue Heaven" and "Friendly Island." . . . Henry Spitzer acquired publication to the Victor Young-Jack Elliott tune, "Our Very Own." Ditty is the title tune of a Goldwyn flick. Score of the George Pal film, "Destination Moon," composed by Leigh Stevens, has been set for record exploitation. The Stevens work will be waxed by Columbia for its LP catalog, while Capitol has set plans for a special kidisk version of the same material. Exploitation plans call for a tie-up with picture's release dates via plugging of albums in theater lobbies, special newspaper ads and other cross-plugging devices.

Showbiz Hits Lowest Ebb, Says Petrillo

(Continued from page 13)
claims, are in many cases unable to get bookings owing to the levy. Or if they do get bookings they must take a substantial cut in their contract, according to Petrillo.

Concessions

The critical times are reflected, according to Petrillo, in the fact that both the national office and locals are being overwhelmed by demands and requests for "concessions." Making the claims are band leaders, employers, officers of locals, agents. In order to keep as many men working as possible, the AFM's current policy is to give such requests full scrutiny so as to give musicians and deserving employees as much of a break as possible.

The AFM's membership during the past 10 years has grown from 137,000 to 240,000. Petrillo states that "while we have made progress in the past 10 years in the number of men employed, the progress in employment has not been enough to take care of the growth in membership of over 100,000."

How to get out of this depression in the entertainment field, who are the people in Washington and elsewhere who can help musicians get more employment, are matters to be aired with the delegates at the convention, Petrillo states.

MISSOURI MAESTRO

(Continued from page 3)
wife. According to one popular version of the President's pre-concert chat with Toscanini, Mr. Truman is supposed to have referred wryly to his own piano-playing and quipped that "with my public relations and your talent we could hold the entire population."

BABY, WON'T YOU SAY YOU LOVE ME

From 20th Century-Fox's
"WABASH AVENUE"
recorded by

BILLY BUTTERFIELD ...London
MAY "KING" COLE ...Capitol
BOBBY COLT ...Admiral
BILLY ECKSTINE ...M-G-M
ELLA FITZGERALD ...Decca
HERB JEFFRIES ...Columbia
RAY ROBBINS ...Capitol

LEO FEIST, INC.



COUNT EVERY STAR

recorded by
Capitol—Ray Anthony
Columbia—Herb Jeffries
Coral—Harry Babbitt
Decca—The Blondells
Decca—Dick Haymes
Decca—Artie Shaw
National—The Ravens
Victor—Hugo Winterhalter

PAXTON MUSIC, INC.

1619 Broadway New York 19, N. Y.

Tax Tailspin

WASHINGTON, May 27.—Receipts from the disk tax are continuing down from last year, with April collections off \$15,497 from April, 1949, Internal Revenue Bureau reported yesterday (26). Totals were \$590,365 last month as compared with \$605,852 for the preceding April. For the first 10 months of the current fiscal year the tax brought in \$4,797,972, while the figure for the same period last year was \$5,539,630.

Ballroom Ops In Tax Victory

WASHINGTON, May 27.—The official Senate Finance Committee report on the omnibus Social Security Bill (HR 6000) disclosed this week that not only were ballroom operators successful in persuading the group to knock out a House provision switching tax responsibility from the bandleader to locations (The Billboard, May 20), but also in eliminating a provision that would exempt civic (fraternal and religious groups from responsibility for payment of Social Security taxes on musicians.

In reporting to the Senate that the House-approved exemption for such groups was voted down, the committee said merely that it renumbered some of the sections of HR 6000 "due to the elimination from the House bill of a new section, 1412, relating to the exemption of certain non-profit organization from employers' taxes."

The National Ballroom Operators' Association (NBOA) had contended that such an exemption would put operators at a disadvantage in competing with college frats in buying bands because the frats would have less expense.

The committee further reported that it is in favor of keeping the status quo as far as definition of employee and employer is concerned. The House section on this point, said the committee, was designed to change the ruling of the Supreme Court which outlawed the Form B contracts of the American Federation of Musicians (AFM). "On the basis of the overwhelming weight of testimony," said the committee, the section was dropped.

The effect of the committee decisions on both points is to keep the status quo as far as ballroom operators are concerned. In the probable event that the Senate okays the verdicts, final decision will rest in the hands of a joint House-Senate conference to be called after HR 6000 passes the Senate.

Price, Carlton Mercury Veeps

CHICAGO, May 27.—Morry Price, for the past three years sales manager, and Joe Carlton, recently added as Eastern sales manager and a. and r. partner to Harry Geller, were made v.-p.'s of Mercury Records here last week at a meeting of the firm's directors. The board, which includes Irv Green, firm prexy; Art Talmadge, v.-p. in charge of a. and r. and slackery; Irwin Steinberg, treasurer; Mayer Goldberg, legal rep for the firm and secretary, and Ray Sher, local businessman who is a heavy investor with the firm, voted Sher to head the board.

Remainder of the meeting was devoted to discussing Mercury's financial status and planning for the firm's entrance into the video set manufacturing business (see other story in the Radio-TV-Phono merchandising section.)



FABULOUS!

FARRELL'S

BABY,

WHAT ELSE CAN I DO?

and

Don't Say Manana Tonight

BILL FARRELL

M-G-M Non-Breakable 10704

Tops on M-G-M

| | |
|---|--|
| <p>BILLY ECKSTINE I WANNA BE LOVED STARDUST M-G-M Non-Breakable 10716 MY DESTINY ROSES M-G-M Non-Breakable 10684</p> | <p>BLUE BARRON and his Orchestra ARE YOU LONESOME TONIGHT Penny Wise And Love Foolish M-G-M Non-Breakable 10628</p> |
| <p>JOHNNY DESMOND THE PICNIC SONG I've Got A Heart Filled With Love M-G-M Non-Breakable 10703</p> | <p>The LYN DUDDY SINGERS HOOP-DEE-DOO Down The Lane M-G-M Non-Breakable 10702</p> |
| <p>BILLY ECKSTINE and SARAH VAUGHAN YOU'RE ALL I NEED SARAH VAUGHAN and BILLY ECKSTINE DEDICATED TO YOU M-G-M Non-Breakable 10690</p> | <p>IVORY JOE HUNTER I NEED YOU SO Leave Her Alone M-G-M Non-Breakable 10668</p> |

M-G-M
records are better than ever!

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

HEADS or TAILS..

no matter which side is up . . .



It's a Hit...

MINDY CARSON

Sings...

I WISH, I WISH I HAD A PICTURE OF YOU

and...

I'M BASHFUL

on...

RCA VICTOR Records

78 rpm
20-3801

45 rpm
47-3801

The Billboard MUSIC POPULARITY CHARTS

Part I

The Nation's Top Tunes

Based on reports received last three days of Week Ending May 26

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 | By | Last Week |
|--|---|-----------|
| 1. THIRD MAN THEME, THE | By Aston Karas Published by Chappell (ASCAP) From the Carol Reed film, "The Third Man" | 1 |
| Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col 3311-644; J. Fields Trio, V 78120-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London, 536; G. Lombardo, Dec 24839; R. McKinley Ork, V 78120-3709, (45)47-3242; A. Ray Cax (78)820, (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; M. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Polack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27040. Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard. | | |
| 2. BEWITCHED | By Richard Rodgers and Lorenz Hart Published by Chappell (ASCAP) | 3 |
| Records available: J. August-J. Murad's Harmonics, Mer 5399; Chuck Cabot, Atomic 10027; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V 78120-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torne-P. Rucolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col 3311-642. Electrical transcription libraries: Dave Rose Ork, Standard; Kay Arnen, Associated. | | |
| 3. MY FOOLISH HEART | By Victor Young and Ned Washington Published by Sankt-Joy (ASCAP) From the Sam Goldwyn film, "My Foolish Heart" | 2 |
| Records available: M. Carson, V 78120-3681, (45)47-3204; D. Eckstone-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col 38138697, (33)1-478; G. Jenkins Ork, Dec 24810; J. McGee-T. Carpenter, Varsity 265. Electrical transcription libraries: Tommy Dorsey Ork, Standard. | | |
| 4. HOOP-DEE-DOO | By Frank Loesser and Milton DeLugg Published by E. M. Morris (ASCAP) | 6 |
| Records available: Ames Brothers, Coral 60209; P. Com-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col 38138773, (33)1-591; R. Morgan Ork, Dec 24956; K. Starr-F. DeVol Ork, Cap 980; M. DeLugo, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 110702; L. Weik Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698. (No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 5. SENTIMENTAL ME | By Jim Morsehead and Jimmy Cassin Published by Knickerbocker (ASCAP) | 4 |
| Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Draville, Cap 921; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-V. Vacs, Dec 49141; B. Mayo Quintet, Dana 2074; R. Vallee, V 78120-3793, (45)47-3793. Electrical transcription libraries: Dick Jurgens Ork, Associated. | | |
| 6. IT ISN'T FAIR | By Sylvester Spigato, Frank Warsnauer and Richard Himmer Published by Words & Music (ASCAP) | 7 |
| Records available: B. Goodman Ork, Cap 860; B. Harrington-J. Beas and a Peep, Coral 60156; J. Maxwell, Dec 24895; F. Miller, King 13034; F. Farrell, MGM 10637; S. Kaye, V 78120-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105; D. Washington-L. Stewart Ork, Mer 8169; A. White Ork, Varsity 261. Electrical transcription libraries: Dick Jurgens, Associated; Lawrence Weik Ork, Standard. | | |
| 7. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | By Al Hoffman, Bob Merrill and Clem Watts Published by Robert (ASCAP) | 5 |
| Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixielanders, Coral 60169; E. Merman-R. Bolger, Dec 24944; G. Strong, Cap 936; A. Trace Ork, Col 38138707, (33)1-493; Fontane Sisters-M. Ayres Ork, V 78120-3713, (45)47-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird 78130-0027, (45)34-0027; E. Young-The Homesteaders, London 658; T. Carlyn Ork, Rondo 5005; H. Ashley-Four Chords, Varsity 263. Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Weik Ork, Standard. | | |
| 8. DEARIE | By Millard and Mann Published by Laurel (ASCAP) | 8 |
| Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heidi Ork, Horace Healt MM 122; M. Hughes-H. Zimmerman Ork, Col 38138718, (33)1-543; L. Kirk-F. Warren, V 78120-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609; H. Ashley-Four Chords, Varsity 263. Electrical transcription libraries: Henry Jerome, Lang-Worth. | | |
| 9. OLD PIANO ROLL BLUES, THE | By Cy Cohen Published by Leeds (ASCAP) | 9 |
| Records available: E. Cantor-L. Kihn-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0010; H. Carmichael-E. Daley-M. Matlock's All Stars, Dec 24977; L. Cook-J. Daniels, Abbey 15003; J. Garber Ork, Cap 970; A. Jolson-Andrews Sisters, Dec 27074; Jubalaters, Cap 178845, (45)F-845; B. Kay, Col 38138773, (33)1-593; F. September (Jan August), Mer 5400; C. Steward, Coral 60177. (No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 10. I WANNA BE LOVED | By John W. Green, Billy Rose and Edward Heyman Published by Supreme (ASCAP) | |
| Records available: T. Bennett-M. Manning, Col 38138825, (33)1-646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstone, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V 78120-3772, (45)47-3772; G. O'Brien, J. Garber Ork, Cap 7811045, (45)F1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V 78120-3436, (45)47-4902; D. Washington, Mer 8181. (No information on electrical transcription libraries available as The Billboard goes to press.) | | |

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This week's New Releases ... on RCA Victor

Release 56-22

Ships Coast to Coast, Week of June 4

POPULAR

Here come the **DANCE BANDS** again!

WAYNE KING and His ORCHESTRA
You Are My Love
Saxetone 20-3796—(47-3796)

FRAN WARREN
When We're Dancing
Cloudy Morning 20-3800—(47-3800)

Here come the **DANCE BANDS** again!

FRANKIE CARLE and His ORCHESTRA
Where Are You Gonna Be When the
Moon Shines
Maple Leaf Rag 20-3805—(47-3805)

Here come the **DANCE BANDS** again!

VAUGHN MONROE and His ORCHESTRA
Our Very Own
Violins From Nowhere
20-3806—(47-3806)

HUGO WINTERHALTER'S ORCHESTRA
and **CHORUS**
Babes in the Wood
Here Comes the Bride on a Pinto Pony
20-3807—(47-3807)

BRADFORD and ROMANO
The Picnic Song
M-I-S-S-I-S-S-I-P-P-I
20-3808—(47-3808)

Here come the **DANCE BANDS** again!

MIGUELITO VALDES
Calypso Man
Hilton Caribe 20-3809—(47-3809)

POP-SPECIALTY

SIX FAT DUTCHMEN
Shoemaker Polka
Midnight Waltz 25-1163—(51-1163)

COUNTRY

EDDY ARNOLD
Cuddle Buggin' Baby
Enclosed, One Broken Heart
21-0342—(48-0342)

ROSALIE ALLEN and THE BLACK RIVER RIDERS
Green As Grass
I Wanna Sit 21-0343—(48-0343)

SACRED

ROY ROGERS and DALE EVANS
The Old Rugged Cross
In the Garden 21-0344—(48-0344)

RHYTHM-BLUES

JOHNNY MOORE'S THREE BLAZERS
Rain-Chick
Melody 22-0086—(50-0086)

*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 sale charts (week of May 27). Obviously, sure things!

- Ⓢ Chinese Mule Train
Spike Jones 20-3741—(47-3741)*
- Ⓢ Count Every Star
Hugo Winterhalter 20-3697—(47-3221)* 7
- Ⓢ Hoop Dee Doo
- Ⓢ On the Outgoing Tide }
Perry Como 20-3747—(47-3747)* 7
- Ⓢ It Isn't Fair
Sammy Kaye 20-3609—(47-3115)* 7
- Ⓢ Joshua
Ralph Flanagan 20-3721—(47-3724)*
- Ⓢ Little Angel With the Dirty Face }
- Ⓢ Why Should I Cry }
Eddy Arnold 21-0300—(48-0300)* 7
- Ⓢ My Foolish Heart
Mindy Carson 20-3681—(47-3204)*
- Ⓢ Quicksilver
Elton Britt and Rosalie Allen 21-0157—(48-0168)*
- Ⓢ Roses
Sammy Kaye 20-3754—(47-3754)* }
Sons of the Pioneers 21-0306—(48-0306)* } 7
- Ⓢ Valencia
Tony Martin 20-3755—(47-3755)* 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.

- ★ Stars and Stripes Forever
Ralph Flanagan Ork
20-3762—(47-3762)*
No. 6 Disc Jockey Pick, Billboard, May 27. . . No. 3 Retailers' Pick, Billboard, May 27.
- ★ Bonaparte's Retreat
Gene Krupa Ork 20-3768—(47-3768)*
No. 5 Disc Jockey Pick, Billboard, May 27.
- ★ I Don't Care If the Sun Don't Shine
Tony Martin 20-3758—(47-3758)*
No. 2 Retailers' Pick, Billboard, May 27.
- ★ I Wanna Be Loved
Fontane Sisters-Hugo Winterhalter Ork and Chorus
20-3772—(47-3772)*
No. 6 Coin-Op Pick, Billboard, May 27.
- ★ An Ordinary Broom
Tony Martin & Fran Warren
20-3777—(47-3777)*
No. 1 Billboard pick, May 27 issue.
- ★ I Surrender Dear
Don Cornell, with Hugo Winterhalter Ork
20-3776—(47-3776)*
Billboard pick, May 27 issue.
- ★ Thanks, Mr. Florist
Vaughn Monroe 20-3773—(47-3773)*
No. 2 Disc Jockey Pick, Billboard, May 27. . . No. 6 Retailers' Pick, Billboard, May 27. . . No. 2 Operators' Pick, Billboard, May 27.

TIPS

Vaughn Monroe's **TELL HER YOU LOVE HER** topped dealer orders for week of May 22. . . Johnny Bradford and Tony Romano's **THE PICNIC SONG** and **M-I-S-S-I-S-S-I-P-P-I** . . . Frankie Carle's **MAPLE LEAF RAG** heavy on the popular Carle piano . . . Eddy Arnold **CUDDE BUGGIN' BABY** will be big.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

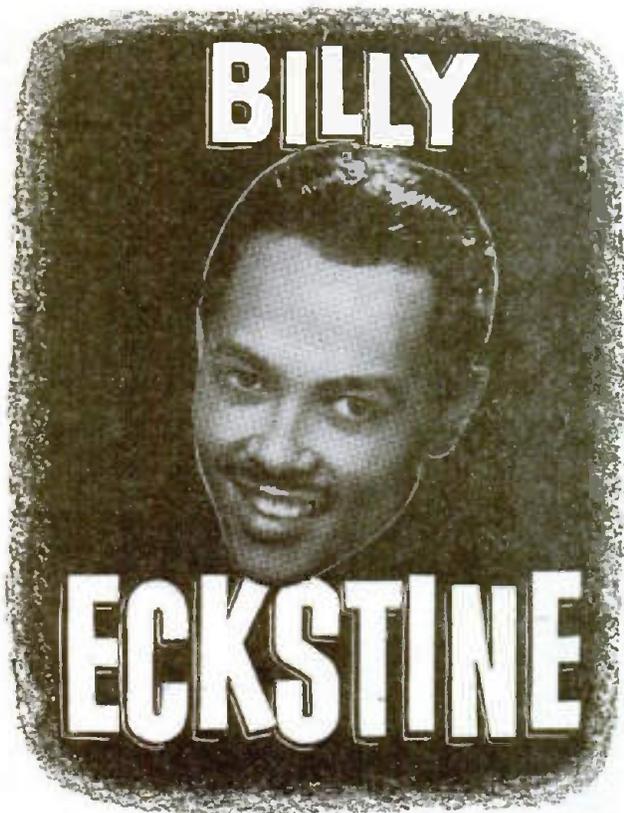
RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



JAN FEB MAR The APRIL MAY JUNE Swings JULY AUG 5 PT. to OCT NOV DEC "45"



Billy's Destiny ...



...acclaimed by all as his greatest record

MY DESTINY

MGM 10684

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

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music
Based on reports received last three days of Week Ending May 26

BEST-SELLING SHEET MUSIC

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

| POSITION | Weeks to date | Last Week | This Week | Song | Publishers |
|----------|---------------|-----------|-----------|---|---------------|
| | | | | | |
| 10 | 1 | 1 | 1 | THIRD MAN THEME, THE (F) (R) | Chappell |
| 6 | 1 | 1 | 1 | BEWITCHED (R) | Chappell |
| 13 | 3 | 3 | 3 | MY FOOLISH HEART (F) (R) | Santly-Joy |
| 5 | 7 | 4 | 4 | MOOP-DEE-DOO (R) | E. H. Morris |
| 7 | 4 | 5 | 4 | OLD PIANO ROLL BLUES, THE (R) | Leeds |
| 13 | 4 | 6 | 4 | DEARIE (R) | Laurel |
| 8 | 8 | 7 | 8 | SENTIMENTAL ME (R) | Knickerbocker |
| 14 | 10 | 8 | 10 | IT ISN'T FAIR (R) | Words & Music |
| 17 | 9 | 9 | 9 | DADDY'S LITTLE GIRL (R) | Beacon |
| 12 | 6 | 10 | 6 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R) | Robert |
| 2 | 15 | 11 | 15 | I WANNA BE LOVED (R) | Supreme |
| 5 | 13 | 12 | 13 | LET'S GO TO CHURCH (R) | Beechwood |
| 17 | 11 | 13 | 11 | MUSIC! MUSIC! MUSIC! (R) | Cromwell |
| 1 | — | 14 | 1 | STARS ARE THE WINDOWS OF HEAVEN (R) | Pickwick |
| 2 | 12 | 15 | 2 | COUNT EVERY STAR (R) | Paxton |

ENGLAND'S TOP TWENTY

| POSITION | Weeks to date | Last Week | This Week | Song | English | American |
|----------|---------------|-----------|-----------|---|-------------------|---------------|
| | | | | | | |
| 7 | 1 | 1 | 1 | MY FOOLISH HEART | Sun | Santly-Joy |
| 10 | 2 | 2 | 2 | CHATTANOOGIE SHOE SHINE BOY | Pie, Ltd. | Acuff-Rose |
| 7 | 4 | 3 | 4 | C'EST SI BON | Peter Maurice | Leeds |
| 19 | 3 | 4 | 3 | JEALOUS HEART | E. H. Morris | Acuff-Rose |
| 3 | 7 | 5 | 7 | OH, YOU SWEET ONE | Southern | General Music |
| 8 | 4 | 6 | 4 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | Chappell | Robert |
| 2 | 14 | 7 | 14 | DEARIE | Campbell-Connelly | Laurel |
| 11 | 6 | 8 | 6 | FRENCH CANCAN POLKA | Connelly | Blossom Music |
| 6 | 9 | 9 | 9 | ENJOY YOURSELF | Morris | Morris |
| 4 | 13 | 10 | 13 | THAT OLD PIANO ROLL BLUES | Leeds | Leeds |
| 12 | 7 | 11 | 12 | MUSIC! MUSIC! MUSIC! | Leeds, Ltd. | Cromwell |
| 19 | 9 | 12 | 9 | DOWN IN THE GLEN | L. Wright | Mills Music |
| 2 | 16 | 13 | 16 | ME AND MY SHADOW | Francis Day | Bourne |
| 6 | 12 | 14 | 12 | CHERRY STONES | John Fields | * |
| 3 | 18 | 14 | 18 | LET'S GO IT AGAIN | Lennox | * |
| 3 | 15 | 16 | 15 | QUICKSILVER | E. H. Morris | E. H. Morris |
| 18 | 11 | 17 | 11 | DEAR HEARTS AND GENTLE PEOPLE | Morris | Morris |
| 32 | 18 | 18 | 18 | ROSE IN A GARDEN OF WEEDS | Box & Cox | Leeds |
| 17 | 17 | 19 | 17 | WE ALL HAVE SONG IN OUR HEARTS | Twentieth Century | * |
| 1 | — | 20 | 1 | I CAN DREAM, CAN'T I? | Magna | Chappell |

*Publisher not available as The Billboard goes to press.

70 remind YOU of this
SUMMER SPECIAL
June 24th

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10. I understand that this will include the BIG SUMMER SPECIAL.

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6-3-PC

TOP TUNES OF THE DAY

On 78 and 45!

POPULAR

78 **45**
RPM RPM
↓ ↓

- "LET'S GO TO CHURCH (NEXT SUNDAY MORNING)"
Whiting-Wakely 960 F960
- "HOOP-DEE-000" Kay Starr 980 F980
- "NOLA" and "JEALOUS" Les Paul..... 1014 F1014
- "SENTIMENTAL ME" Ray Anthony 923 F923
- "BONAPARTE'S RETREAT" Kay Starr..... 936 F936
- "MONA LISA" Nat "King" Cole 1010 F1010
- "SAM'S SONG" Joe "Fingers" Carr 962 F962
- "I LOVE YOU BECAUSE" Jan Garber 983 F983
- "BEWITCHED" Mel Torme 1000 F1000
- "OEARIE" Stafford-MacRae 858 F858
- "SIMPLE MELODY" Jo Stafford 1039 F1039
- "COUNT EVERY STAR" Ray Anthony 979 F979

WESTERN

- HANK THOMPSON
"Take A Look At This Broken Heart Of Mine" 1016 F1016
- TEX WILLIAMS
"Birmingham Bounce" 1006 F1006
- BOB ATCHER
"My Pillow Knows" 1007 F1007
- TENNESSEE ERNIE
"My Hobby" 985 F985
- RAMBLIN' JIMMIE DOLAN
"I'll Sail My Ship Alone"..... 952 F952
- LEON CHAPPEL
"True Blue Papa" 1008 F1008
- CLIFFIE STONE
"Rubber Knuckle Sam" 986 F986
- HANK THOMPSON
"All That Goes Up Must Come Down" . . . 876 F876
- ANN JONES-SMOKEY ROGERS
"Bloodshot Eyes" 864 F864
- MERLE TRAVIS
"Cane Bottom Chair" 1029 F1029



JO STAFFORD

—with Paul Weston
And His Orchestra

...at her best!



"SOMETIME"

coupled with

"NO OTHER LOVE"

78 rpm No. 1053 • 45 rpm No. F1053



LES PAUL

THE "NEW" NEW SOUND
OF LES PAUL AND HIS GROUP



"NOLA"

coupled with "JEALOUS"

78 rpm No. 1014 • 45 rpm No. F1014



YOGI YORGESSON

one million records
in 6 months!

NOW COMES

"NINCOMPOOPS

HAVE ALL THE FUN"

coupled with

"MRS. YOHNSON, TURN ME LOOSE!"

78 rpm No. 1013 • 45 rpm No. F1013



JERRY LEWIS

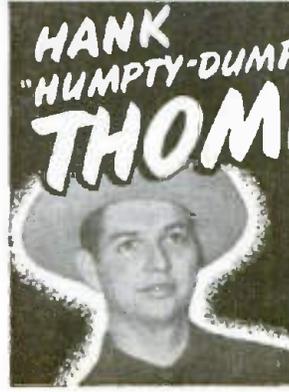
—with Billy May and His Orchestra

"I'M A LITTLE BUSYBODY"

coupled with

"SUNDAY DRIVING"

78 rpm No. 1045
45 rpm No. F1045



HANK THOMPSON

— and His Brazos Valley Boys
on two great sides

"TAKE A LOOK AT THIS BROKEN HEART OF MINE"

and

"SHE'S A GIRL WITHOUT ANY SWEETHEART"

78 rpm No. 1016 • 45 rpm No. F1016

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending May 26



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: POSITION, Weeks to date, List, This Week, Record Title, Artist, and Station/Label. Includes records like 'HOOP-DEE-DOO' by P. Como and 'IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE' by E. Barton.

Vox Jox

GIMMICKS... MGM went gunning for plugs on their "Annie Get Your Gun" album last week and garnered about \$5,000 in free airtime from Manhattan d. j.'s Utilizing the "live gal" stunt that put over "Nancy Goes to Rio," the diskery's rep, Sol Handwerker, conducted a teaser campaign, via letters, wires and phone calls from "Annie." Then sent the gal around in person to guest on shows of Bob Poole, WOR; Rayburn and Finch, WNEW; Ted Husing, WMGM; Charlie Stark, WINS, Jack Lacy, WINS; Bill Williams, WOV; Hal Tunis, WMGM; Hal Kirk, WEVD; Bea Kalmus, WTNB, and Ted Steele, WPIX-TV. Jack the Bellboy, WEAS, Decatur, Ga., is staging a "mystery voice" contest. He plays a movie star's voice backward, and his sponsor, a local jeweler, gives a \$10 prize for correct identification. Perry Brown, WNDR, Syracuse, presented a \$25 savings bond to the winner of his gimmick on Columbia's ficker "No Sad Songs for Me." Contest was for best letter written about "The Bravest Woman I've Ever Known." To date, Art Scanlon WINS, has chalked up a total of 36,848 votes for his "Miss Hello" contest, to find New York's most popular telephone operator. Listeners will name the winner, via tape auditions, on Scanlon's early morning show. Jim Lounsbury, WIND, Chicago, broadcasts from an echo chamber when he introduces Lorry Raines' disk "Stranger" which features a similar gimmick. Jackson Low, WWDC, Washington, is plowing thru some 500 entries for his "New Song contest." Acme Music will publish winning tune. Rex Dale, WCKY, Cincinnati, plugged Vaughn Monroe's local concert by awarding a pair of duckets to "the first person who guessed which row the tickets were for."

PREEMS... H. A. Seville, ex-manager of WEOL, Elyria, O., appointed veepee and general manager of WCAV, Norfolk. Bob Lee, also formerly with WEOL, has joined staff of same station. Barry Kaye, WKAT, Miami Beach, Fla., tees off a weekly quiz show from the Saxony Hotel this month. John Andrews, WEEU, Reading, Pa., snagged another half hour for his early morning airtimer. Bill Dorn's new Saturday afternoon broadcast over WTMA, Charleston, S. C., features The Billboard's retail top 10 chart. Nicki Lynn, WJLD, the only fem d. j. in Bessemer, Ala., now piloting a six-hour airtimer on Sunday afternoon. Al Anderson, formerly with WDEV, Waterbury, Vt., tagged staff announcer for WSKL, Montpelier, Vt. Cliff Tobey, WSKI's staff announcer, has taken over a new airtimer "What's Cookin'?" Show operates on a "phone out" gimmick, using the slogan "Don't say 'Hello.' Say 'What's Cookin'?" Willard S. Jackson, formerly with WBIZ and WEAU, Eau Claire, Wis., has joined WJLS, Beckley, W. Va. George Hogan, WOR, New York, launches a new remote from Headquarters Restaurant this week. Show will air from 2 to 5 a.m. every morning. Hank Forbes, WTXL, West Springfield, Mass., who once played pro-baseball, has taken over the station's "Baseball Prevue" show. Sy Levy, 18-year-old high school senior, succeeds Dick Stedman as "Sandman Serenade" emcee for the same station. Three new staffers at WJMM, Lewisburg, Tenn. Ken Marston, formerly with WBAC, Cleveland, Tenn., and WKSR, Pulaski, Tenn., takes over "Fun and Frolic"; Gil Green joins Marston on "Hillbilly Harmony," and Jim Travis, ex-WCNT, Centralia, Ill., and KOMA, Oklahoma City, moves into a morning d. j. spot. Tubby Walhall, WSVS, Crewe, Va., steering a new afternoon news-music airtimer "Syncoated Sports Special." Jon Hitt, KSKY, Dallas, slated to star in his own TV show soon, under the sponsorship of a local inn. Frank Thurston Jr., has left KGLC, Miami, Okla., to join KDMO, Carthage, Mo. He says Spike Jones is currently "top man in way of requests" on his new stanza "At Your Request." Bob Bailey, WCAV, Norfolk, teed off a new Sunday afternoon disk session last week. WCAV has leased the Beach Theater at Virginia Beach for an extensive series of d. j. remotes this summer. Alan Boal, WBVP, Beaver Falls, Pa., airing a remote from Club Manor, a local night spot. Jeanne Lord, new fem platter merchant for WBBZ, Ponca City, Okla., spins semi-classical stuff. Alan Abner, KFJL, Klamath, Wis., has started an hour broad-

SONGS WITH GREATEST RADIO AUDIENCES (AC)

Tunes listed have the greatest audiences on program heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 items in the case of titles) tunes alphabetically. This music checked is preponderantly cover 50 per cent) airtime.

Table with columns: Song Title, Artist, and Station/Label. Includes songs like 'Are You Lonesome Tonight?' by Roy Acamp, 'Ask Me No Questions (I'll Answer None)' by The Four Tunes, and 'But Me I Love You' by The Four Tunes.

cast, tagged "Basin Bandwagon," which features The Billboard's "Tips on Tops." Speed Veal, WJAX, Jacksonville, Fla., snagged an extra half hour for his "Morning Man-About-Music" program.

CONGRATS... KWK, St. Louis, staged a special hour broadcast to celebrate d. j. Gil Newsome's fifth anniversary at the station this month. Hoop-de-doo included a citation from St. Louis' Mayor; 'umpteen hundred telegrams and calls from some of the biggest names in show business; plus "in person" congrats from Gordon Jenkins, Anton "Third Man" Karas and Buddy Moreno. Another KWK spinner Ed Wilson, phoned in long-distance "best wishes" from London. Dick Wright, WDEM, Providence, welcomed a Dick Jr. this month. Bill Brown, WCNH, Quincy, Fla., middle-aided it last week and Norm Kelier, program director at same station, hints he'll be next. Jim Brownell, WKDK, Newberry, S. C., also became a bridegroom this month, and a casual air invitation to attend the wedding pulled in a full house for the Mother's Day rite (14). One radio fan gifted the couple with a family heirloom, "because Jim is just like a son to me."

SPONSOR STUFF... George Logan, WKRO, Cairo, Ill., has snagged Cook's Beer to sponsor his daily "Jive With George" program. Marvel-Lens is buying John Slagle's "Wax-Wackies" airtimer on WXYZ-TV, Detroit, for 13 weeks. Hugh (Smoky) Ward Jr., WALD, Walterboro, S. C., shined up to one of his sponsors this month by broadcasting part of his "Sunset Serenade" session from the Electrical Dealer's Exhibition booth. Jerry Lynch, Detroit's Irish used car dealer, is sponsoring Bill Silbert's new TV show "Guest House." The video series also will feature pianist Charles Cardale as "a Lynch mechanic." Silbert will continue his nightly WXYX remote from Sammy Sofferin's "Wonder Bar-Indian Room."

TRENDS... Three raised mint juleps to the South says Luther Masingill, WDEF, Chattanooga, "Dixieland is here for a while." Bill Wood, KODY, North Platte, Neb., reports a "tremendous response to Ralph Flanagan." Ed Paulin, WCMI, Ashland, Ky., is plugging Patti Page's "I Don't Care If the Sun Don't Shine." John Willis, KTMS, Santa Barbara, Calif., likes "Percy Faith's 'Valencia' May Muchol." Terry Saint, WIBB, Macon, Ga., moans, "For the past eight months I've failed to pick one song that landed on your 'Honor Roll.' My latest plug is 'Roses,' and if it isn't on the 'Roll' in four weeks I'll lose my reputation."

A NEW LINE-UP OF TOP SUMMER HITS!



VIC DAMONE

New Double Barrel Smash

"VAGABOND SHOES"

Introduced on Ed Sullivan's
TOAST OF THE TOWN
Television Show

And

**"I HADN'T ANYONE
TILL YOU"**

A Real "Sleeper"

MERCURY 5429
45 RPM • 5429X45



EDDY HOWARD

AND HIS ORCHESTRA

Eddy Howard as You Like Him

**"AMERICAN
BEAUTY ROSE"**

Eddy Howard with Vocal Trio

And

**"SEEMS LIKE
YESTERDAY"**

MERCURY 5433
AND 45 RPM • 5433X45



KING SISTERS

Back Again By Popular Demand

"I'LL GET BY"

This is the One They're Asking For

And

**"SOME DAYS THERE
JUST AIN'T NO FISH"**

MERCURY 5431



**DINAH
WASHINGTON**

Going Like Wildfire

**"I WANNA BE
LOVED"**

And

**"LOVE IS
MISERY"**

MERCURY 8181

CONSISTENT SELLERS THAT WILL KEEP TRAFFIC MOVING



PATTI PAGE

Everywhere A Hit!

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

And

**"PAPER ALL MY
WALLS WITH YOUR
LOVE LETTERS"**

MERCURY 5396
45 RPM • 5396X45



FRANKIE LAINE

HIS NEW ALBUM

Going Like Hot Cakes

'MOOD FOR LOVE'
'CHERI I LOVE YOU'
'YOU'RE WONDERFUL'
'EXACTLY LIKE YOU'
'ROCKIN' CHAIR'
'TILL WE MEET AGAIN'

78 RPM ALBUM • A81
45 RPM ALBUM • A81X45



KAY BROWN

"TEASIN'"

And

**"A-RAZZ-A
MA-TAZZ"**

Two Top Sides

MERCURY 5427
45 RPM • 5427X45



JAN AUGUST

JERRY MURAD'S

HARMONICATS

"BEWITCHED"

And

"BLUE PRELUDE"

Watch This Step Out

MERCURY 5399
45 RPM • 5399X45

Only *Mercury* has the hits on **NON BREAKABLE RECORDS**

The
Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last
three days of
Week Ending May 26PART
IVBillboard
TRADE
SERVICE
FEATURE

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 3,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

| POSITION | Weeks to date | Last Week | This Week | Record Title | Artist | Label |
|----------|---------------|-----------|-----------|----------------------------------|---------------------------------|-------|
| 13 | 1 | 1 | 1 | THIRD MAN THEME, THE A. Karas | London 536—ASCAP | |
| | | | | Cafe Mozart Waltz | London 536—ASCAP | |
| 12 | 2 | 2 | 2 | THIRD MAN THEME, THE G. Lombardo | Dec 24839—ASCAP | |
| | | | | Cafe Mozart Waltz | Dec 24839—ASCAP | |
| 16 | 5 | 3 | 3 | SENTIMENTAL ME | Ames Brothers | |
| | | | | Rag Mop and/or | Coral 60140; | |
| | | | | Blue Prelude | Coral 60173—ASCAP | |
| 7 | 4 | 4 | 4 | BEWITCHED | B. Snyder Ork. | |
| | | | | Drifting Sands | Tower 1473—ASCAP | |
| 17 | 3 | 5 | 5 | IT ISN'T FAIR | D. Cornell-S. Kaye Ork | |
| | | | | My Lily and My Rose | V(78)20-3609; | |
| | | | | | (45)47-3113—ASCAP | |
| 10 | 7 | 6 | 6 | MY FOOLISH HEART | B. Eckstein | |
| | | | | Sure Thing | MGM 10623—ASCAP | |
| 6 | 10 | 7 | 7 | HOOP-DEE-DOO | P. Como-The Fontane Sisters | |
| | | | | On the Outgoing Tide | V(78)20-3747; | |
| | | | | | (45)47-3747—ASCAP | |
| 13 | 6 | 8 | 8 | MY FOOLISH HEART | G. Jenkins Ork. | |
| | | | | Don't Do Something To | Dec 24830—ASCAP | |
| | | | | Someone Else | Dec 24830—ASCAP | |
| 4 | 12 | 9 | 9 | I WANNA BE LOVED | Andrews Sisters-G. Jenkins Ork. | |
| | | | | I've Just Got To Get Out | Dec 27007—ASCAP | |
| | | | | of the Habit | Dec 27007—ASCAP | |
| 4 | 25 | 10 | 10 | BEWITCHED | D. Day | |
| | | | | Imagination | Col(78)138698; | |
| | | | | | (33)1-480—ASCAP | |
| 6 | 8 | 11 | 11 | BEWITCHED | G. Jenkins Ork. | |
| | | | | Where in the World? | Dec 24983—ASCAP | |
| 13 | 9 | 12 | 12 | IF I KNEW YOU WERE | E. Barton | |
| | | | | COMING I'D'VE BAKED | National 9103; | |
| | | | | A CAKE | National 9103; | |
| | | | | Poco, Loco, In the Coco | Mercury 5392—ASCAP | |
| 6 | 15 | 13 | 13 | SENTIMENTAL ME | R. Morgan Ork. | |
| | | | | Copper Canyon | Dec 24904—ASCAP | |
| 2 | — | 14 | 14 | HOOP-DEE-DOO | K. Starr-F. DeVal Ork | |
| | | | | Woman Likes To Be | Cap(78)980; | |
| | | | | Told, A | (45)F-980—ASCAP | |
| 4 | 14 | 15 | 15 | ROSES | S. Kaye Ork. | |
| | | | | Tiddley Winkle Woo | V(78)20-3754; | |
| | | | | | (45)47-3754—BMI | |
| 7 | 11 | 16 | 16 | WANDERIN' | S. Kaye Ork-T. Alamo | |
| | | | | Bicycle Song, The | (45)47-3203—BMI | |
| 5 | 17 | 17 | 17 | MY FOOLISH HEART | M. Carson | |
| | | | | Candy and Cane | V(78)20-3681; | |
| | | | | | (45)47-3204—ASCAP | |
| 4 | 19 | 18 | 18 | COUNT EVERY STAR | H. Winterhalter | |
| | | | | Flyin' Dutchman, The | V(78)20-3697; | |
| | | | | | (45)47-3221—ASCAP | |
| 14 | 13 | 19 | 19 | DADDY'S LITTLE GIRL | Mills Brothers | |
| | | | | If I Live To Be a | Dec 24872—BMI | |
| | | | | Hundred | Dec 24872—BMI | |
| 1 | — | 20 | 20 | I CROSS MY FINGERS | P. Faith Ork. | |
| | | | | Valencia | Col(78)138786; | |
| | | | | | (33)1-607 | |
| 2 | 20 | 21 | 21 | OLD PIANO ROLL BLUES, | H. Carmichael and C. Daley | |
| | | | | THE | Dec 24977—ASCAP | |
| | | | | Stay With the Happy | Dec 24977—ASCAP | |
| | | | | People | Dec 24977—ASCAP | |
| 1 | — | 21 | 21 | BEWITCHED | L. Green Ork and Honey Dreamers | |
| | | | | If I Had You on a | V(78)20-3726; | |
| | | | | Desert Island | (45)47-3726—ASCAP | |
| 11 | 20 | 23 | 23 | DEARIE | J. Stafford and G. MacRae | |
| | | | | Monday, Tuesday, | Cap(78)858; | |
| | | | | Wednesday | Cap(78)858—ASCAP | |
| 5 | 25 | 24 | 24 | RAIN | F. Petty Trio | |
| | | | | Precious Little Thing | MGM 10669—ASCAP | |
| | | | | Called Love | MGM 10669—ASCAP | |
| 2 | — | 24 | 24 | BEWITCHED | J. August and the Harmonicals | |
| | | | | Blue Prelude | Mercury(78)5399; | |
| | | | | | (45)5399K45—ASCAP | |
| 4 | 18 | 26 | 26 | VALENCIA | T. Martin-H. Rene Ork | |
| | | | | I Don't Care If the Sun | V(78)20-3755; | |
| | | | | Don't Shine | (45)47-3755—ASCAP | |
| 6 | 23 | 27 | 27 | LET'S GO TO CHURCH | M. Whiting-J. Wakely | |
| | | | | NEXT SUNDAY MORNING | Cap(78)960; | |
| | | | | Why Do You Say Those | Cap(78)960; | |
| | | | | Things? | (45)F-960—BMI | |
| 8 | 16 | 28 | 28 | DEARIE | G. Lombardo | |
| | | | | My Lily and My Rose | Dec 24899—ASCAP | |
| 1 | — | 29 | 29 | SENTIMENTAL ME | R. Anthony Ork. | |
| | | | | Spaghetti Rag | Cap(78)923; | |
| | | | | | (45)F-923—ASCAP | |
| 3 | 20 | 30 | 30 | STARS AND STRIPES | F. Laine | |
| | | | | FOREVER | Mercury(78)5421; | |
| | | | | Thanks For Your Kisses | (45)5421K45—BMI | |
| 3 | 24 | 30 | 30 | OLD PIANO ROLL BLUES, | L. Cook | |
| | | | | THE | Abbey 15003—ASCAP | |
| | | | | Why Do They Always Say | Abbey 15003—ASCAP | |
| | | | | No? | Abbey 15003—ASCAP | |
| 2 | 25 | 30 | 30 | HOOP-DEE-DOO | Doris Day | |
| | | | | Marriage Ties | Col(78)138771; | |
| | | | | | (33)1-591—ASCAP | |

Dealer Doings

BUILDING GOODWILL . . . Taking full promotional value from the talent contests being conducted by Philadelphia disk jockey, **Ramon Bruce**, over **WHAT**, the Ballen Record Shop has come up with a terrific good-will builder for the store. The shop tied in with the deejay's "Snap Club" by offering free rehearsal space to the young hopefuls who want to appear on the program.

DON'T DIG THIS . . . **Littman Danziger**, owner of the Disc Shop, Washington, hailed the completion of the DuPont Circle underpass with newspaper ads proclaiming "a joyous concert" and featuring such disks as Handel's "Hallelujah," Bach's "It Is Finished" and "Oh, What a Beautiful Morning." Traffic in front of Danziger's record shop had been paralyzed for two years by the construction. Danziger has been making promotional capital out of the project with a series of humorous ads that kept store traffic heavy despite the condition of the street outside.

DONUT DISK GIMMICK . . . As part of a 45 r.p.m. disk promotion, the Record Bar, Hanover, Pa., devoted portions of the shop's nightly "Wax Works" program handled by deejay **Ed John WHVR**, to "guess what donut disks are" contest. First five listeners to call were given free storage albums. Names and addresses of all callers were taken and promotional material mailed out. Many callers actually placed record orders via the phone. Manager **Sue Hammo** reports that the gimmick increased sales for days after the contest. The shop also coined "donut a la mode" name for RCA Victor's promotion package of 10 disks and player attachment.

CONCERT TIE-INS . . . A number of disk shops in various parts of the country are taking full advantage of the summer pop concert season by tie-ins with local concerts. In Philadelphia, for example, such dealers as the Record Shop, Bond Radio, Gettlin's, Halperin's, Jaffe's, Radio Tube Company, Taylor's and Mort Farr are serving as ticket buying centers for the local Robin Hood Dell series. Also participating are Leo's in Camden, N. J., and the Robelen Piano Company in Wilmington, Del. In Springfield, O., The Record Shop attracted attention to its regular newspaper ad with a large photo of orkster **Ralph Flanagan**, who was scheduled to play a local date Monday (29). The shop also advertised that it had advance tickets on sale. . . . In Dallas, The Diskery used direct mail to push sales of albums of six operetta and musicals scheduled by the local Starlight Operettas this summer. Shows to be presented are "High Button Shoes," "Maytime," "Roberta," "Desert Song," "Brigadoon" and "Annie Get Your Gun." Other Dallas shops were also working tie-in plans for the season.

TRADE TALK . . . "Would like to see over-all fidelity evaluated on LP's. This is an important sales factor. There is, for instance, an enormous difference between the Muench 'Beethoven 7th' on RCA Victor and most of the other Victor LP records. Also the difference between the Pagannini and Kreisler favorites by Francesco on Columbia and the balance of the line."—**R. H. Irwin, Radio Service, Pensacola, Fla.** . . . "Have made the Dealer Doings column twice recently. Our customers find it interesting to see us appear in such a wide nationally known magazine."—**Weinberg's Music Store, Lexington, Va.** . . . "Distributors should have the same records in stock that the disk jockeys are playing. It's sometimes a week or more before they have them in stock."—**Burres and Long, Urbana, O.** . . . "The change from the old speed to the two new ones continues to amaze me. A year ago I thought it would take 7 to 10 years—now I can see it in two or three at the most."—**Upton Music, Washington.**

MERCHANDISE TIPS . . . Goodman's in Jersey City, N. J., makes up file cards on each of The Billboard's hit possibility selections and keeps careful count of the demand for the disks. It makes it easier to get set on the coming hits

CHILDREN'S RECORDS

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

| POSITION | Weeks to date | Last Week | This Week | Record Title | Artist | Label |
|----------|---------------|-----------|-----------|---|--------------------------------------|---|
| 16 | 1 | 1 | 1 | CINDERELLA (Two Records) | I. Woods and Others | V(78)Y-399; (45)WY-399 |
| 12 | 2 | 2 | 2 | HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) | B. Boyd-A. Clyde-R. Brooks | Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052 |
| 3 | 3 | 3 | 3 | ME AND MY TEDDY BEAR (One Record) | R. Clooney-P. Faith Ork. | Col MJV-70 |
| 103 | 23 | 3 | 3 | BOZO AT THE CIRCUS (Two Records) | Alan Livingston-Vance "Pinto" Colvig | Cap BBX-34; OBX-314 |
| 10 | 14 | 5 | 5 | PETER COTTONTAIL (One Record) | G. Austry | Col MJV-68 |
| 32 | 4 | 6 | 6 | WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) | M. Blanc-B. May Ork. | Cap(78)DBX-3032; (45)CBXF-3032 |
| 38 | 7 | 7 | 7 | BUGS BUNNY IN STORYLAND (Two Records) | Mel Blanc-A. Livingston | Cap OBX-3021 |
| 2 | 7 | 7 | 7 | STORY OF THE GOLDEN PALOMINO, THE (One Record) | B. Benson | Dec X-2 |
| 102 | — | 9 | 9 | LITTLE TOOT (One Record) | Don Wilson-The Starlighters | Cap(78)DAS-80; (45)CASF-3001 |
| 29 | 7 | 10 | 10 | BOZO AND THE BIRDS (Two Records) | P. Colvig-B. May Ork. | Cap(78)DBX-3033; (45)CBXF-3033 |
| 3 | 7 | 11 | 11 | I FOUND MY MAMA (One Record) | R. Clooney-P. Faith Ork-E. Manson | Col MJV-70 |
| 22 | — | 11 | 11 | HOWDY DODDY AND THE AIR-O-DOODLE (Two Records) | Bob Smith-H. Rene Ork. | V(78)Y-397; (45)WY-397 |
| 2 | 4 | 13 | 13 | TOM AND JERRY AT THE CIRCUS (Two Records) | F. DeSales-C. Biever | MGM 51 |
| 5 | — | 13 | 13 | SNOW WHITE AND THE SEVEN DWARFS (Two Records) | Dennis Day | V(45)WY-33 |
| 46 | — | 13 | 13 | BOZO AND HIS ROCKET SHIP (Two Records) | Alan Livingston-Vance "Pinto" Colvig | Cap BBX-65; OBX-118 |

POP ALBUMS

| | | | | | | |
|----|---|----|----|---|----------------------------|---|
| 55 | 3 | 1 | 1 | SOUTH PACIFIC (Seven Records) | Mary Martin-Elio Pugs | Col(78)MM-350; (33)ML-4180 |
| 9 | 1 | 2 | 2 | YOUNG MAN WITH A HORN, A (Four Records) | Doris Day-H. James Ork. | Cap(78)C-196; (33)CL-6106 |
| 14 | 2 | 3 | 3 | CINDERELLA (Two Records) | I. Woods and Others | V(78)Y-399; (45)WY-399 |
| 12 | 5 | 4 | 4 | RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records) | R. Flanagan | V(78)P-268; (45)WP-268 |
| 10 | 4 | 5 | 5 | INNOVATIONS IN MODERN MUSIC (Four Records) | Stan Kenton Ork. | Cap(78)EDL-189; (45)KDM-189; (33)P-189 |
| 19 | 6 | 6 | 6 | DIXIE BY DORSEY (Four Records) | J. Dorsey Ork. | Col(78)C-196; (33)CL-6095 |
| 6 | 9 | 7 | 7 | SAMMY KAYE PLAYS IRVIN BERLIN (Three Records) | S. Kaye Ork. | V(78)P-266; (45)WP-266 |
| 39 | 7 | 8 | 8 | JOLSON SINGS AGAIN (Four Records) | A. Jolson | Dec(78)116; (33)DLP-5006 |
| 17 | 8 | 8 | 8 | GENTLEMEN PREFER BLONDES (Seven Records) | Original Broadway Cast | Col(78)MM-895; (33)ML-4290 |
| 4 | — | 10 | 10 | HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) | B. Boyd-A. Clyde-R. Brooks | Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052 |

and stock them properly, according to the store. . . . Keeping tab on the turnover of hit disks is easy for **Harry Elsnic**, Chicago, who puts red stickers on the green stock envelopes for fast moving records. . . . In Detroit, the **J. L. Hudson Company** and **Grinnell Brothers** both used special window displays to promote the sale of Toscanini disks when the maestro appeared in that city. Hudson also used special newspaper ads and point of sale displays. . . . **Harwin's**, Klamath Falls, Ore., features a different recording artist each week by setting aside a special part of the sales counter for disks by the week's artist. Many old platters are moved this way.

BEEFS AND BOOSTS . . . "There should be a sensible limit to the number of recordings on one title. Now our stock is spread out more than needed for a successful run of pop numbers."—**Mark Music Company, Milwaukee.** . . . "Our biggest selling records are Peter Pan, as we sell approximately 1,000 of these a week."—**Florida Music Shops, Hialeah, Fla.** . . . "Was glad to see in last week's Billboard where several of the majors have decided to cut down on releases. Now if they want to keep up the present sales, they should up returns from 5 to 15 per cent. Neither should there be a charge for album covers. We should be able to sell the three or four records and toss in the album cover."—**Reed's Radio & Record Shop, Baltimore.**

RESTRICTED

An Important Message Intended For Only 2 Large Record Companies

In making this announcement, we are acutely aware of these facts:

All record companies are seeking today to reduce expenses. While effecting economies, however, they desire to maintain or to improve their quality standards.

As the world's largest producer of glossy photographs in quantity, we recognize that our pricing policies usually set the pace for the entire industry. We wish emphatically to state that, in no sense, are we here establishing any price-lowering precedent. This is a special situation wherein enlargement and improvement of our production facilities—already the most extensive in the industry—permit us to offer the following unique opportunity to only *two* large record companies.

If your company purchases a substantial quantity of glossy photographs each year — no matter what size or combination of sizes — we would like to discuss with you a most advantageous price and delivery schedule which we believe to be without parallel.

For example, 8x10 glossy photographs can be priced as low as 4¾¢ each. 5x7s can be priced as low as 2½¢. Delivery of substantial quantities can be made within 24 hours. There are many other beneficial features of the arrangement we wish to discuss with you.

It is important to bear in mind that the price schedule which we will establish for these two companies is based on economies realized through efficiency and increased facilities — not on any lowering of the impeccable quality which has made J.J.K. Copy-Art the outstanding producer of quantity glossy photographs. No matter what price you now pay—there is no finer quality photo reproduction available anywhere. Only the most superior photographic paper, only the best chemicals, are used in our laboratories. All work is done in the laboratories of James J. Kriegsmann. No outside contractor ever is used.

We invite inquiries from two large record companies.

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"We Deliver What We Advertise"



Season's record catch!

ARTHUR

GODFREY'S

"Gone Fishin'"

With The Cherry Sisters
Backed by
"If It Wasn't For Your Father"
With The Chordettes

Orchestra Under The Direction
of Archib Bleyer
Columbia 38852 or
7-inch LP 1-668

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 V. Classical Records

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

Best Selling LP Classical Titles

- | Last Week | This Week | Title |
|-----------|-----------|---|
| 3 | 1 | Beethoven: Symphony Number Three in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V(33)LM-1042. |
| 1 | 2 | Bach: Well-Tempered Clavicorn, W. Landowska, V(33)LM-1017. |
| 4 | 3 | Gilbert and Sullivan: The Mikado, D'Oyly Carte Opera Company, New Promenade Ork, I. Godfrey, conductor, London (33) LLP 189/90. |
| 5 | 4 | Chopin: Les Sylphides, New York Philharmonic Symphony Ork, E. Kuriz, conductor, Col(33)ML-4255. |
| — | 4 | Tchaikovsky: Capriccio Italien, Opus 45, Columbia Symphony Ork, Sir Thomas Beecham, director, Col(33)ML-4287. |

Best Selling 45 RPM Classical Titles

- | Last Week | This Week | Title |
|-----------|-----------|--|
| 1 | 1 | Bach: Well-Tempered Clavicorn, W. Landowska, V(45)WDM-1330. |
| — | 2 | Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor, V(45)WDM-920. |
| — | 3 | Rachmaninoff: Concerto Number Two in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor, V(45)WDM-1075. |
| 3 | 3 | Puccini: Highlights from Madame Butterfly, L. Albanese, L. Browning, J. Melfon, RCA Victor Ork, Weissmann, conductor, V(45)WDM-1068. |
| — | 5 | Copland: Ballet Suite from Billy the Kid, RCA Victor Symphony Ork, L. Bernstein, director, V(45)WDM-1333. |

Advance Classical Record Releases (Includes Semi-Classics)

- Beethoven: Mass in C Major, Op. 86 Album—Kammerchor-Vienna Symphony Ork—R. Morat, Dir. (1-12") Vox Polydor (33)PL6300
- Beethoven: Octet in E Flat Major, Op. 103 Album—F. Oubradous Chamber Group (Mozart: A) (1-12") Vox Polydor PL6130
- Simon Bellison Plays Rarely Heard Music Album—S. Bellison-J. Chajes (1-12") Classic Editions (33)-CE1001
- Carol Brice Recital, A Album—C. Brice-J. Brice (1-10") Col(33)ML2108
- Chopin: 24 Preludes, Op. 28 Album—G. Novaes (1-12") Vox(33)VL6170
- Mozart: A Musical Joke Album—Rene Bas String Quartet—J. Devery—M. Delwarde—F. Caradous, Dir. (Beethoven: Octet) (1-12") Vox Polydor(33)PL6130
- Mozart: Concerto for Piano and Orchestra No. 20 in D Minor Album and Rondo-Minuet—L. Kraus-Pro Muska Ork—E. Jorda, Dir. (1-12") Vox Polydor—(33)PL6290
- Mozart: Symphony No. 25 in G Minor and Symphony No. 36 in C Major ("Linz") Pro Musica Ork—O. Klemperer, Dir. (1-12") Vox Polydor(33)PL6280
- Schubert Melodies by Marie Weber Album (1-10")—M. Weber Ork Col(33)CL6100
- Gilbert and Sullivan: The Gondollers Album—D'Oyly Carte Opera Company—New Promenade Ork—I. Godfrey, Cond. (2-12") London(33)LLP198-9
- Tchaikovsky: Symphony No. 6 Album and Romeo and Juliet Fantasy Overture Album—L'Orchestra de la Societe du Conservatoire de Paris—C. Mucn, Cond., and London Philharmonic Ork—E. Van Balun, Cond. (2-12") London(33)LLP166-7

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79, good; 60-69, satisfactory; 0-59, poor.

VAGABOND KING—Gordon MacRae—Lucille Norman—Paul Weston Ork (3-10") **80**
Capitol CC 218
Song of the Vagabond; Some Day; Only a Rose; Love Me Tonight; Tomorrow; Nocturne; Huguette Waltz.
Issued concurrently with "The New Moon," this set is part of a Capitol bid for the standard operetta market. The singers are the young stars of the "Railroad Hour" and they do a handsome job with this family fare. There's strong competition from the Al Goodman versions on Victor, but while both Victor and Capitol have 45 rpm versions, Capitol has the additional market to be reached with its 33 1/3 version. The latter couples "King" and "New Moon" on a 12" platter. Should be a strong, steady standard seller.

JUKES **80**
Some sides should do well in class spots.

JOCKS
Fine program fare for operetta fans.

BACH: MOTET: SINGET DEM HERRN; CANTATA NO. 50; CANTATA NO. 104 Berlin Philharmonic Ork and Chorus—Carl Schuricht, Director (1-10") **66**
Capitol-Telefunken (33) L-8077
The Choir of the Berlin State Academy sings the beautiful, powerful Motet, which fills the side of the LP disk. The singing of the group is excellent, as is that of the chorus used in the choral portions of cantatas that compose Side 2. Big drawback is the apparent age of the recording itself, which is revealed in the flat, muffled tone, despite the echo, of large-hall recording. For Bach and choral collectors, however, the set should be a welcome item.

MOZART ARIAS—Peter Anders—German Opera House Ork—Hans Schmidt-Isserstedt, Dir. (1-10") **68**
Capitol-Telefunken(33)1.8004
The Abduction From the Seraglio; Don Giovanni; The Magic Flute.
The German lyric tenor performs three arias from "The Abduction," two from "Don Giovanni," and one from "Flute." The arias are all top-drawer Mozart, and the fine "Abduction" numbers are heard infrequently. Anders sings with accurate, clear tones and diction, but is perhaps lacking in the finer points of Mozart style. Nevertheless, there's a load of fine music on this LP disk, with real Mozartian highlights for those who don't want to shell out for complete operas.

PHOENIX — presents
THE FIRST COMPLETE RECORDING OF
J. S. BACH
THE WELL TEMPERED CLAVIER
48 PRELUDES AND FUGUES
Isabelle Nef—Harpesichord
*OL 2—L'OISEAU LYRE
8 Longplaying Records. \$47.60
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SONATAS—3 Long-playing Records. \$47.85
Regular Dealer Discount
Exclusive — PHOENIX DISC DISTRIBUTING CORP.
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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Juke Box Record Plays

Based on reports received last three days of Week Ending May 26

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 Hit Music Popularity Chart, Part I.

| Weeks to date | Last Week | This Week | Title | Artist | Label |
|--|-----------|-----------|--|-------------------------------------|------------------------------------|
| 13 | 1 | 1 | THIRD MAN THEME, THE | G. Lombardo Ork. | Dec 24839-ASCAP |
| 18 | 2 | 2 | IT ISN'T FAIR | D. Cornell-S. Kaye Ork. | V(78)20-3609; (45)47-3115-ASCAP |
| 13 | 3 | 3 | IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE | E. Barton National | 9103; Mercury 5392-ASCAP |
| 15 | 4 | 4 | SENTIMENTAL LIE | Ames Brothers | Coral 60140; Coral 60173-ASCAP |
| 6 | 6 | 5 | THIRD MAN THEME, THE | A. Karas | London 536-ASCAP |
| 6 | 8 | 6 | HOOP-DEE-DOO | P. Como-The Fontane Sisters | V(78)20-3747; (45)47-3747-ASCAP |
| 6 | 12 | 7 | MY FOOLISH HEART | B. Eckstine | MGM 10623-ASCAP |
| 6 | 6 | 8 | MY FOOLISH HEART | G. Jenkins Ork. | Dec 24830-ASCAP |
| 5 | 9 | 9 | ROSES | S. Kaye Ork. | V(78)20-3754; (45)47-3754-BMI |
| <small>(R. Anthony R. Deauville, Cap 1001; Sons of the Pioneers, V 21-6306; S. Lamson-J. Pleis Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine, MGM 10684; K. Griffin, Col(78)38026, (33)1 647)</small> | | | | | |
| 5 | 21 | 9 | BEWITCHED | G. Jenkins Ork. | Dec 24983-ASCAP |
| 11 | 9 | 11 | DEARIE | G. Lombardo Ork. | Dec 24899-ASCAP |
| 4 | 17 | 12 | I WANNA BE LOVED | Andrews Sisters-G. Jenkins Ork. | Dec 27007-ASCAP |
| 7 | 11 | 13 | SENTIMENTAL ME | R. Morgan Ork. | Dec 24908-ASCAP |
| 3 | 14 | 14 | HOOP-DEE-DOO | K. Starr-F. DeVol Ork. | Cap(78)980; (45)F-900-ASCAP |
| 5 | 12 | 15 | MY FOOLISH HEART | M. Carson | V(78)20-3681; (45)47-3204-ASCAP |
| 4 | 16 | 16 | BEWITCHED | B. Snyder Ork. | Tower 1473-ASCAP |
| 1 | - | 17 | BEWITCHED | L. Green-Honeydreamers | V(78)20-3726; (45)47-3726-ASCAP |
| 5 | 28 | 18 | HOOP-DEE-DOO | Doris Day-Mellomen-G. Wyle Ork. | Col(78)38771; (33)1-591-ASCAP |
| 2 | 28 | 19 | BONAPARTE'S RETREAT | K. Starr | Cap(78)936; (45)F-936-BMI |
| <small>(G. Krupa, V(78)21-3766, (45)47-3766)</small> | | | | | |
| 1 | - | 19 | SENTIMENTAL ME | R. Anthony Ork-R. Deauville | Cap (78)923; (45)F-923-ASCAP |
| 13 | 9 | 21 | DADDY'S LITTLE GIRL | Millis Brothers | Dec 24872-BMI |
| <small>(B. Eberly, Coral 60158; R. Smith, Col 20670; C. Marrow, Varsity 257; E. Howard, Mer 5372; J. Desmond-T. Mottola Ork, MGM 10658; T. Preston, 4 Star 1438; E. Howard Ork, Mer 5393; D. Jurgens Ork, Col(78)38711, (33)1-500; S. Henderson Ork, Cap 850)</small> | | | | | |
| 1 | - | 21 | C'EST SI BON | D. Kaye | Dec 24932-ASCAP |
| <small>(R. Clary, Cap(78)803, (45)F803; Etienne Sisters-R. Legrand, Dec 40156; T. Dorsey Ork, V(78)20-3712, (45)47-3712, J. Parce Heathersstones-R. Russ Ork, Coral 60170; J. Desmond, MGM 10613)</small> | | | | | |
| 3 | 18 | 23 | BEWITCHED | J. August and the Harmonicats | Mercury(78)5399; (45)5399X45-ASCAP |
| 12 | - | 23 | ENJOY YOURSELF | G. Lombardo Ork. | Dec 24825-ASCAP |
| <small>(H. Ashley, Varsity 255; Galypso Troubadours, Bacchanal 2001; E. Cantor, V(78)20-3705, (45)47-3238; J. Harvey, MGM 10650; D. Day, Col(33)1-497, (78)38709; L. Prima Ork, Mer 5361)</small> | | | | | |
| 2 | - | 23 | THIRD MAN THEME, THE | O. Bradley Quintet | Coral 60159-ASCAP |
| 3 | 14 | 26 | BIRMINGHAM BOUNCE | R. Foley | Dec 46234-BMI |
| <small>(L. McAuliffe, Col 20688; T. Williams, Cap 2006, (45)F-1006; J. Shook, Coral 60044; H. Gunter & the Pebbles, Banu 104; L. Hampton Ork, Dec 27041; Pee Wee King, V(78)21-0332, (45)48-0332; C. Merrill, MGM 10695; A. Lund-L. Holmes Ork, MGM 10713)</small> | | | | | |
| 11 | 19 | 26 | IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE | G. Gibbs-M. Kaminska's Dialelanders | Coral 60169-ASCAP |
| 3 | 21 | 26 | I DON'T CARE IF THE SUN DON'T SHINE | P. Page | Mercury(78)5396; (45)5396X45-ASCAP |
| <small>(L. Holmes Ork, MGM 10685; O. Martin-P. Weston, Cap 981; T. Martin-H. Rene Ork, V 20-3753; G. Gibbs, Coral 60210)</small> | | | | | |
| 4 | 23 | 26 | OLD PIAND ROLL BLUES, THE | H. Carmichael and C. Daley | Dec 24977-ASCAP |
| 3 | - | 26 | LET'S GO TO CHURCH NEXT SUNDAY MORNING | M. Whiting-J. Wakely | Cap(78)960; (45)F-960-BMI |
| <small>(I. Wayne-Waynedrops, Col 38787; W. Cody, Keystone 10001; O. Bradley Quintet-J. Shook-D. Dillard, Coral 60208; R. Foley-J. Martin, Dec 46235; S. Whitman-D. Watson, V(78)21-0313, (45)48-0313; P. Como, V(78)20-3763, (45)47-3763)</small> | | | | | |

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 column 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.

Another honey from the house of hits!



ROSEMARY

CLOONEY SINGS

"I saw him only once"



AND

"ON AN ORDINARY MORNING"

With Chorus and Orchestra under the Direction of Percy Faith

Columbia 38804 or 7-inch LP 1-623

Columbia Records

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

AMERICA'S NO. 1 SINGING COWBOY...

GENE AUSTRY



comes up with a great HIT!!!

"I LOVE YOU BECAUSE"

Columbia-20709

Columbia Records



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

The Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VII

Based on reports received last three days of Week Ending May 26

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

| POSITION | | Weeks to date | Last Week | This Week | Record | Label |
|----------|---|---------------|---|------------------------|---------------------------|-------|
| 4 | 3 | 1 | BIRMINGHAM BOUNCE | R. Foley | Dec 46234 | BMI |
| 9 | 1 | 2 | LONG GONE LONESOME BLUES | H. Williams | MGM 10645 | |
| 9 | 2 | 3 | I'LL SAIL MY SHIP ALONE | M. Mulligan | King 830 | BMI |
| 12 | 5 | 4 | I LOVE YOU BECAUSE | E. Tubb | Dec 46213 | BMI |
| 7 | 4 | 5 | WHY SHOULD I CRY? | E. Arnold | V(78)21-0300; (45)48-0300 | BMI |
| 11 | 7 | 6 | SUGARFOOT RAG | R. Foley | Dec 46205 | BMI |
| 19 | 6 | 7 | CHATTANOOGIE SHOE SHINE BOY | R. Foley | Dec 46205 | BMI |
| 5 | 8 | 7 | LET'S GO TO CHURCH NEXT SUN-DAY MORNING | M. Whiting-J. Wakely | Cap(78)960; (45)F-960 | BMI |
| 1 | — | 9 | WHY DON'T YOU LOVE ME? | H. Williams | MGM 10696 | BMI |
| 1 | — | 10 | SLIPPING AROUND WITH JOLE BLON | B. Franklin-B. Messner | Abbey 15004 | ASCAP |

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

| POSITION | | Weeks to date | Last Week | This Week | Record | Label |
|----------|---|---------------|---|----------------------|---------------------------|-------|
| 10 | 3 | 1 | LONG GONE LONESOME BLUES | H. Williams | MGM 10645 | |
| 4 | 1 | 2 | BIRMINGHAM BOUNCE | R. Foley | Dec 46234 | BMI |
| 12 | 2 | 3 | I'LL SAIL MY SHIP ALONE | M. Mulligan | King 830 | BMI |
| 6 | 4 | 4 | LET'S GO TO CHURCH NEXT SUN-DAY MORNING | M. Whiting-J. Wakely | Cap(78)960; (45)F-960 | BMI |
| 20 | 9 | 5 | CHATTANOOGIE SHOE SHINE BOY | R. Foley | Dec 46205 | BMI |
| 6 | 5 | 6 | HILLBILLY FEVER | J. Dickens | Col(78)20677; (33)2-563 | BMI |
| 1 | — | 7 | WHY DON'T YOU LOVE ME? | H. Williams | MGM 10696 | BMI |
| 1 | — | 7 | M-I-S-S-I-S-S-I-P-P-I | R. Foley | Dec 46241 | BMI |
| 8 | 8 | 9 | LITTLE ANGEL WITH THE DIRTY FACE | E. Arnold | V(78)21-0300; (45)48-0300 | BMI |
| 1 | — | 10 | CHOCOLATE ICE CREAM CONE | R. Foley | Dec 46234 | BMI |

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June 24th



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Republic Pictures New Star

Rex Allen

And His Arizona Wranglers

"DIXIE BOOGIE"

AND

"Put Your Arms Around Me"

Mercury
6252



Doye O'Dell

"THE CANDY MAN"

"That's Just My Hand You're Holding"

Mercury 6259

"MOSEY ON"

"If You Want Some Lavin' "

Mercury 6218



WIZARD OF THE STEEL GUITAR

Jerry Byrd

And His String Dusters

"THREE STRING WALTZ"

"Kilima Waltz"

Mercury 6255

"BANDERA WALTZ"

"Steelin' Is His Business"

Mercury 6232



Lester Flatt • Earl Scruggs

And The Foggy Mountain Boys

"FOGGY MOUNTAIN BREAKDOWN"

BANJO SOLO BY EARL SCRUGGS

"No Mother Or Dad"

Mercury 6247

"GOD LOVES HIS CHILDREN"

"I'm Going To Make Heaven My Home"

Mercury 6161



Dude Martin

And His Roundup Gang

"IT'S LONESOME OUT TONIGHT"

"BOOGIE WOOGIE COWBOY"

Mercury 6250



Toby Dowdy

Dixie Lily Highpointers

"DOWN IN YEBO CITY"

"SILVER SPRINGS"

Mercury 6263



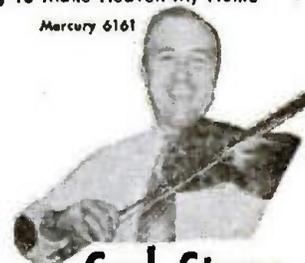
Louis Innis

And The String Dusters

"JUG BAND BOOGIE"

"Good Morning Judge"

Mercury 6244



Carl Story

Rambling Mountaineers

"WHEN HE REACHED DOWN HIS HAND FOR ME"

"New Jerusalem Way"

Mercury 6256

"MY LORD KEEPS A RECORD"

"The Circle Was Broken"

Mercury 6154

EDDIE DEAN

"DEVIL'S DESERT LAND"

"You Want to Divorce Me" Mercury 6251

"FOOLS GOLD"

"I Wish I Knew" Mercury 6219



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"Blues in the Moonlight"

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CINCINNATI 7, OHIO

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

Based on reports received last three days of Week Ending May 26

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

| POSITION | | Weeks Last This | | to date Week Week | |
|----------|---|-------------------|---|--|-------------------------------|
| 10 | 1 | 1 | LONG GONE LONESOME BLUES..... | H. Williams..... | MGM 10645 |
| 12 | 2 | 1 | I'LL SAIL MY SHIP ALONE..... | Moon Mulligan..... | King 830—BMI |
| 6 | 3 | 2 | HILLBILLY FEVER..... | J. Dickens. Col(178)20677; (33)2-563—BMI | |
| 3 | 5 | 4 | BIRMINGHAM BOUNCE..... | R. Foley..... | Dec 46234—BMI |
| 5 | 7 | 5 | WHY SHOULD I CRY?..... | E. Arnold..... | V(78)21-0300; (45)48-0300—BMI |
| 26 | 4 | 6 | I LOVE YOU BECAUSE..... | L. Payne..... | Cap 57-4023B—BMI |
| 15 | 9 | 7 | LETTERS HAVE NO ARMS..... | E. Tubb..... | Dec 46207—BMI |
| 1 | — | 7 | CRY OF THE DYING DUCK IN A THUNDERSTORM..... | C. Pryor..... | Four Star 1459 |
| 2 | 6 | 9 | WHY DON'T YOU LOVE ME?..... | H. Williams..... | MGM 10696—BMI |
| 1 | — | 9 | M-I-S-S-I-S-S-I-P-P-I..... | R. Foley..... | Dec 46241—BMI |

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Angels Must Have Cried Last Night, The—C. Moody (It's Too) King 862
Back to the Dog House—Hawshaw Hawkins (Pardon Me) King 859
Black Coffee Blues—"Texas" Bill Strength and His Saddle Pals (Who's the) 4 Star 1465
Don't You Remember Me—Texas Slim (Late Last) King 4366
Give Me a Little Old-Fashioned Love—E. Tubb (Throw a) Dec 46243
Hard Road to Travel—Smilin' Eddie Hill (Sally Ann) Hill & Country 111
Huckleberry Boogie—Z. Turner (Never Been) King 861
I'll Say Goodbye—Martin Clark (You Put) Autograph 821
It'll Make a Change in Business—F. Holden (Papa's Getting) King 865
It's All Over (But the Tears I'll Shed for You)—R. Stewart-His Kentucky Colonels (My Little) King 860
It's Too Late to Say You Were Wrong—C. Moody (Angels Must) King 862
Carl Journell Presents Texas Couple Dances and Singing Quadrilles (Without Calls) Album (4-10") —G. Hester and His Tennessean Folkcraft F-6 Cotton-Eyed Joe F 1035; Good Night Waltz F 1034; Grand Varsouviene (Put Your Little Foot) F 1034; Hot Time in the Old Town F 1037; My Little Girl F 1036; Oh, Johnny, Oh, F 1037; Oklahoma Mixer F 1035; Ten Pretty Girls F 1036
Carl Journell Presents Texas Square Dances (Without Calls) Album (4-10")—G. Hester and His Tennessean Folkcraft F 8 Arkansas Traveller F 1045; Bill Cheatham F 1045; Eighth of January F 1042; Grady's Folly F 1042; Hop Light, Ladies 1043; Ica Red F 1044; Irish Washerwoman F 1044; Waggoner's Reel F 1043
Late Last Night—Texas Slim (Don't You) King 4366
My Little Wild Rose of the Hills—R. Stewart-His Kentucky Colonels (It's All) King 860
Never Been So Lonesome—Z. Turner (Huckleberry Boogie) King 861
Old Man Atom—S. Hinton (Long John) ABC 230
Papa's Getting Old—F. Holden (It'll Make) King 865
Paper Face—H. Locklin and the Ro— Mt. Boys (Pinball Millionaire) 4 Star 1466
Pardon Me for Loving You—Hawshaw Hawkins (Back to) King 859
Picture of You, The—A. Campbell and the Old Timers (Turn of) Merc 6253
Pinball Millionaire—H. Locklin-Rocky Mt. Boys (Paper Face) 4 Star 1466
Sally Ann—Smilin' Eddie Hill (Hard Road Hill & Country 111
She's a Girl Without Any Sweetheart—H. Thompson and His Brazos Valley Boys (Take a) Cap 1016
Take a Look at this Broken Heart of Mine—H. Thompson and His Brazos Valley Boys (She's a) Cap 1016
Texas Square Dances Album (4-10")—C. Journell, Caller-G. Hester and His Tennessean Folkcraft F 5—Around the Couple and Swing the Wall F 1033; Bled in the Case and Seven Hands Round F 1030; Four in Line You Travel F 1032; Sally Goodin F 1031; Sashay By and Re-Sashay F 1033; Sashay Partners Half Way Round F 1030; Texas Star F 1032; Wagon Wheel, The F 1031
Throw Your Love My Way—E. Tubb (Give Me) Dec 46243
Turn of the Wheel, The—A. Campbell and the Old Timers (Picture of) Merc 6253
What a Price to Pay for Love—J. Osborne (You're the) King 863
Who's the Lucky One—"Texas" Bill Strength (Black Coffee) 4 Star 1465
You Put the Sweet in My Home Sweet Home—M. Clark and the Cowpunchers (I'll Say) Autograph 821

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

Hi—
Have you heard my
Latest Capitol Release?
"MY PILLOW KNOWS"
Capitol Record
#1007
Bob Atcher

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Carl Smith, formerly at WROL, Knoxville, is joining the Grand Ole Opry at WSM, Nashville, June 1. Smith has been inked to a Columbia recording pact. . . . Nev Gehman, market research analyst with the Amos Parrish agency, New York, is touring major Southern markets in a job for RCA Victor. He is studying the h, b and Western market to apply his research to the Victor country music seg. . . . Bob Ross, stepson of Tom Parker, Eddy Arnold's manager, and rep for Hill & Range Songs, Inc., Nashville, became the father of his first child, Sharon Marie, May 2. . . . Hank Snow (Victor) left WSM for two weeks May 21 to tour Western Canada, his first junket home since he joined the station in January. . . . Hank Williams (MGM) reports that he has parted company with Oscar Davis, the p.m. Williams and Cowboy Copas team together for a week at the St. Louis Theater, St. Louis, starting June 2. Copas has hired Billy Starr, with whom he worked years ago while both were with Natchez the Indian, to act as his jack-of-all-trades. Starr, a London disk artist, will do his advance work, as well as work on some dates.

Ernest Tubb, thru his disk shop in Nashville, is mailing out free copies of the life of the late Jimmy Rodgers by Mrs. Rodgers, who resides in San Antonio. Tubb's brother, Calvin, who acts as Ernest's road manager, has cut his first sides for Bullet. . . . Overton Ganong, Bullet sales manager, has also waxed Smiley Wilson: Paul Blount, Dallas h. b. band leader, and the Frontiersmen, trio last with Wesley Tuttle. They previously waxed for Crystal and also worked as the "Three Shiftless Skonks." . . . Audrey Williams, wife of Hank Williams, has cut her first sides for Decca. Tho she's not working professionally now, she did air over KWKH, Shreveport, La., while her hubby worked there. . . . Bill Brown, who operates Brown Radio Productions, Nashville, would like to have traveling folk music names contact him for possible spots as guest artists on Eddy Arnold's network show. The Brown brothers have opened a new branch of their agency in Springfield, Mo., which is headed by Charley Brown. They have a new open-end e. t. show, starring Charley Akerson, who is going with KMOX, St. Louis, and co-starring June Carter and the Carter Sisters with Chet Atkins.

Cousin Johnny Lyons and his Cornhuskers are setting up a summer tour. . . . Hank (Domino) Thompson (Capitol) reports that he'll work a date in Corpus Christi, Tex. The pay-off, by promoter Cowboy Hammock, will be in a new airplane. Lefty Nason, his vet guitarist, is leaving to do nitery work. His Brazos Valley Boys include: Billy Gray, guitar; Chuck Hatfield, steel; Wade Wood, fiddle, and Billy Stewart, bass. . . . Dewey Groom is working at Dewey's Longhorn Club, Dallas. . . . Ted Daffan and his Texans are at Steve's Round-Up, also in Dallas. . . . The Seven Rowe Brothers (Columbia) have reopened the Bridgeport Club, which burned recently. Groom and the Rowe Brothers are heard daily on KSKY, Dallas. . . . Tex Ferguson, KFH, Wichita, Kan., has inked with 4 Star. He is writing for Valley-Hill Music. . . . Stuart Hamblin (Columbia) has started his own publishing firm and is copyrighting a series of religious songs he'll cut for Columbia. . . . Smilin' Sammie Malezzo (Wrightman) is doing a dally 30-minute show of platter spinning over KNSG, Hanford, Calif., in addition to his work at the Western Round-Up, Selma, Calif. . . . Ben Shelhamer Jr. has been appointed Eastern rep for Melody Trail Enterprises.

George Lee Marks has booked Smiley Burnette (Capitol) to headline the big White River Sport Show, White River Junction, Vt., May 26-30. . . . Gene Autry (Columbia) is filming a series of 30-minute reels to be shown exclusively on video. Films are musicals, but carry regular horse-opera action. Autry and the cast of his Melody Ranch shows are currently transcribing four shows for July so that they can take a vacation. Autry is set to etch another Columbia kidisk album to be titled "Gene Autry at the Rodeo." . . . The first Virginia folk music festival was held in Charlottesville May 11 with talent from Virginia and North Carolina under the direction of B. L. Lunsford. Paul Clayton, of WCHV, and Bill Clifton, WINA, both Charlottesville, Va., stations, appeared.

Please address all communications to Johnny Sippel, The Billboard, 189 W. Randolph St., Chicago 1 Ill.

We're Sorry George . . .

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BUT INSTEAD WE SAID

"COLD HANDS, WARM HEART"

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"WARM HEART, COLD HANDS"

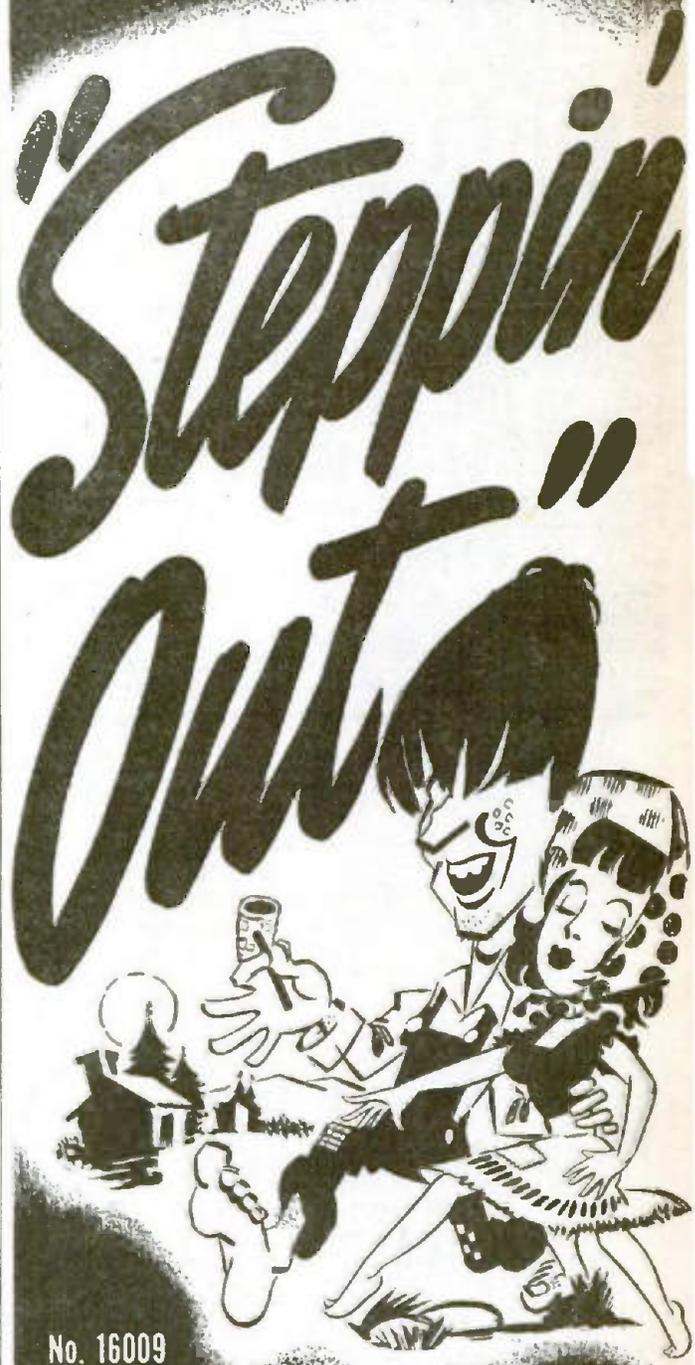
Columbia Record #20702

The Billboard Publishing Co.

(Inside First Cover of May 13, 1950 Issue)

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voled by Billy Starr with Instrumental accompaniment



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4 socks!

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"HARD LUCK BLUES"

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The Billboard MUSIC POPULARITY CHARTS

Rhythm & Blues Records

Based on reports received last three days of Week Ending May 26

PART VIII

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 customers purchase rhythm and blues records.

| Weeks Last 1 This to date 1 Week 1 Week | POSITION | RECORD | ARTIST | Label |
|---|----------|---|--------------------------------------|-----------------------------|
| 5 2 | 1. | PINK CHAMPAGNE Sentimental Lover | J. Liggins | Specialty 355—BMI |
| 6 3 | 2. | I NEED YOU SO Leave Her Alone | Ivory Joe Hunter | MGM 10663 |
| 9 1 | 3. | MISTUSTIN' BLUES Misery | Little Esther, J. Otis-M. Walker | Savoy 735 |
| 1 1 | 4. | WELL, OH WELL I Hate You | Tiny Bradshaw | King 4357—BMI |
| 18 4 | 5. | DOUBLE CROSSING BLUES Back Alley Blues | J. Otis-Little Esther and the Robins | Savoy 731 |
| 2 5 | 6. | EVERYDAY I HAVE THE BLUES Rockin' After Midnight | L. Fulson | Swingtime 196 |
| 15 6 | 7. | WHY DO THINGS HAPPEN TO ME? Royal Hawk | R. Hawkins | Modern 20-734 |
| 6 8 | 8. | MY BABY'S GONE I Wonder When My Baby's Coming Home | C. Brown | Aladdin 3051 |
| 9 8 | 9. | CRY, CRY BABY Blues After Blues | Ed Wiley | Sittin' In 545 |
| 19 7 | 10. | I ALMOST LOST MY MIND Baby, Won't You Say You Love Me? | King Cole Trio | Capitol 3009; (45)F-869—BMI |
| 3 1 | 10. | I'LL NEVER BE FREE You Ought To Know | P. Gayten and Annie Laurie | Regal 3250 |

R. & B. BLUE NOTES

MGM Records has inked West Coast blues thrush, Beulah Bryant, to a term recording pact. Her first release for the diskery pairs "There Will Be Tears" with "Hold Me Tight." . . . Tenor saxist Arnett Cobb, who has been ill for the past two years, slated to return to action May 29 eve for a date at the 421 Club in Philadelphia. The sax star will continue to slice his wax for the Apollo label. . . . Also at the Apollo diskery, the Three Riffs are due to slice four new sides for the firm June 1. . . . Willis Jackson, one of the newer honk tenor specialists, will go out on his first tour with his own crew following another Apollo recording session May 29. (Continued on page 111)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

AMERICA'S
NEWEST - HOTTEST
RHYTHM - BLUES
RECORDS

PRESTIGE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

| | |
|---|---|
| <p>1. GENE AMMONS "Let It Be" "Bye Bye" Prestige 713</p> <p>2. WARDELL GRAY "Twisted" "Easy Living" Prestige 707</p> <p>3. SONNY STITT "Ain't Misbehavin'" "Later Comes the Blues" Prestige 704</p> <p>4. STAN GETZ "Long Island Sound" Prestige 710</p> <p>5. JAMES MOODY "Lester Laaps In" "Out of Nowhere" Prestige 701</p> | <p>6. JAMES MOODY "I'm in the Mood for Love" "The Flight" Prestige 703</p> <p>7. SONNY STITT "Fine and Dandy" "Beds Blues" Prestige 706</p> <p>8. STAN GETZ "Small Hotel" "I Got You Under My Skin" Prestige 708</p> <p>9. SONNY STITT "All God's Children" "Sunset" Prestige 705</p> <p>10. GENE AMMONS & SONNY STITT "Blues Up and Down" "You Can Depend on Me" Prestige 709</p> |
|---|---|

● HOT NEW RELEASES ●

| | | |
|---|---|---|
| <p>STAN GETZ "Lady in Red" "My Old Flame" Prestige 712</p> | <p>TEDDY WILLIAMS "Dumb Woman Blues" "A Touch of the Blues" Prestige 715</p> | <p>WARDELL GRAY "South Side" "Sweet Lorraine" Prestige 711</p> |
|---|---|---|

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National #9114—Johnny Sparrow
 "WHO OWNS THE JOINT?"
 "WORD FROM DEACON BIRD"

National #9113—Billy Banks
 "TRAIN'S COMIN'"
 "MAPLE LEAF RAG"

Acc. by
Elmer Schoebel & his Dixie Band

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 AND HIS PIANO
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#1
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JOHNNY (Mistrustin' Blues) OTIS ORCH.
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 and **HOSPITALITY**
 Another Hit Record by Jimmy Work
 The Writer of Tennessee Border
 Composed by Jimmy Work—Recorded
 by Jimmy Work on BULLET #699

The **Billboard** MUSIC POPULARITY CHARTS
Part VIII
Rhythm & Blues Records
 Based on reports received last three days of Week Ending May 26

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 | POSITION | Artist | Record |
|---------------|-----------|-----------|----------|-------------------------------------|--|
| 4 | 1 | 1 | 1 | PINK CHAMPAGNE | J. Liggins—Specialty 355—BMI |
| 6 | 2 | 2 | 2 | I NEED YOU SO | Ivory Joe Hunter—MGM 10663 |
| 4 | 10 | 3 | 3 | CRY, CRY BABY | Ed Wiley—Sittin' In 545 |
| 21 | 7 | 4 | 4 | I ALMOST LOST MY MIND | Ivory Joe Hunter—MGM 10578—BMI |
| 11 | 4 | 5 | 5 | THREE TIMES SEVEN EQUALS TWENTY-ONE | J. King—Imperial 3055 |
| 18 | 3 | 6 | 6 | DOUBLE CROSSING BLUES | J. Otis-Little Esther and the Robins—Savoy 731 |
| 3 | 9 | 7 | 7 | IT ISN'T FAIR | D. Washington—Mercury 8169—ASCAP |
| 1 | — | 8 | 8 | EVERYBODY I HAVE THE BLUES | L. Fulson—Swingtime 196 |
| 6 | 6 | 9 | 9 | CRY BABY | J. Otis—Regent 1016—ASCAP |
| 1 | — | 9 | 9 | STILL IN THE DARK | J. Turner—Freedom F-1531 |

ADVANCE RHYTHM & BLUES RECORD RELEASES

After Sundown—S. Thompson (Frog Legs) King 4364
 Ain't That Fine—Maxim Trio (Don't Put) Swing Trio 216
 Answer to Tear Drop Blues—J. Liggins-Drops of Joy (That Song) Specialty SP 362
 Baseball Boogie—M. Scott (I Found) King 4368
 Chicken a La Blues—Cousin Joe (Poor Man's) Dec 48157
 Cold Hearted Woman—L. Fulson (Mama Bring) Swing Time 197
 Crazy Words, Crazy Tune—T. Reynolds-The Tom Cats (Did You) Atlantic 910
 Did You Come Back To Say Goodbye?—T. Reynolds Ork-The Tom Cats (Crazy Words) Atlantic 910
 Don't But All Your Dreams in One Basket—Maxim Trio (Ain't That) Swing Time 216
 Everyday I Have the Blues—L. Fulson Ork (Rocking After) Swing Time 196
 Frog Legs—S. Thompson (After Sundown) King 4364
 Gold Digger Baby—C. Butler (Hearts Only) King 4365
 Hard Luck Blues—R. Brown and His Mighty Men (New Rebecca) DeLuxe 3304
 Hearts Only Ache (Hearts Never Break)—C. Butler Gold Digger's) King 4365
 Honeydripper—J. Liggins-The Honeydrippers (I've Got) Specialty SP 338
 I Found My Baby—M. Scott (Baseball Boogie) King 4368

I've Got a Right To Cry—J. Liggins-The Honeydrippers (Honeydripper, The) Specialty SP 338
 Just a Travellin' Man—J. Turner Ork (Like Is) Freedom F 1537
 Life Is Like a Card Game—J. Turner Ork (Just a) Freedom F 1537
 Mama, Bring Your Clothes Back Home—L. Fulson (Cold Hearted) Swing Time 197
 New Rebecca—R. Brown and His Mighty Men (Hard Luck) DeLuxe 3304
 No Good Man of Mine—E. Harris (Jump and) DeLuxe 3303
 Poor Man's Blues—Cousin Joe (Chicken a La Dec 48157
 Right Now—E. Williams and His Brown Buddies (Unfaithful Woman) Selective 5-121
 Rocking After Midnight—L. Fulson Ork (Everyday I) Swing Time 196
 Rollin' the Blues—J. Thomas Ork (Star Mist) King 4367
 Star Mist—J. Thomas Ork (Rollin' the) King 4367
 That Song Is Gone—J. Liggins-Drops of Joy (Answer to) Specialty SP 362
 Unfaithful Woman—E. Williams and His Brown Buddies (Right Now) Selective 5-121
 Who Owns the Joint—J. Sparrow (Word From) National 9114
 Word From Deacon Bird—J. Sparrow (Who Owns) National 9114

RHYTHM & BLUES RECORD REVIEWS

THE BLENDERS
 Decca 48150
Would I Still Be the One in Your Heart? 70--70--70--70
 A new group of much promise shows style and sound voices in this handsome mounting of a rather ordinary schmaltz ballad.

Count Every Star
 81--83--80--81
 With this lovely pop hit as the material, the excellent group could hit pay dirt with this winning rendition.

LITTLE JIMMY SCOTT
 Roost 603
I'll Close My Eyes 74--75--72--75
 Lionel Hampton's former pint-sized vocalist does his first solo waxing. Effective mood job with this oldie which was revived r & b wise last year.

Why Do You Cry?
 81--83--80--80
 Excellent mood ballad performance by Scott, who has a sound all his own. Expert Vibes in background and on solo helps round out a newsworthy and potential laden slicing.

JULIA LEE
 Capitol 1009
There Goes My Heart 74--74--74--74
 A fine old Abner Silver-Benny ballad is piped with Miss Lee's usual flawless taste and feeling, backed by star's small combo.

Nobody Knows You When You're Down and Out
 74--75--74--73
 Miss Lee does a thrilling performance on one of Bessie Smith's greatest numbers. Thrush follows Bessie's treatment even to humming a few bars. A must for the savants, but any blues fan can appreciate this one.

FATS DOMINO
 Imperial 5077
Hide Away Blues 83--83--83--83
 Fats socks thru powerfully on this slow blues, with strong combo backing. Piano shines with a driving bass figure.

She's My Baby
 73--73--72--74
 Boogie woogie junger finds Fats shouting strong, with piano again highlighted.

BILL GAITHER
 MGM 10708
That's the Corkscrew 83--NS--84--83
 In the mood and form of "Hucklebuck, here's a masterfully superlative dance blues, with fine warbling by lone Wade. A bold glancing of the tag line makes the lyric too blue—which may or may not weddle sales. It'll prevent airplay for sure.

Bouncin' With Bill
 65--67--65--63
 Okay medium bounce instrumental with touches of bop doesn't sugar much commercial future, but kicks satisfactorily.

LITTLE ESTHER
 (Johnny Otis Ork)
 Savoy 750
Just Can't Get Free 84--84--84--84
 The fast coming young miss registers with a winning note-bending rendition of a likely torch ballad.

Cupid Boogie
 86--86--86--86
 Medium boogie blues has marks of a surefire winner, with Esther and Mel Walker alternating lines on an effective series of breaks.

(Continued on page 111)



RECORDS
best sellers
POPULAR

JOHNNY LONG
 15044 CALICO BALL
 IN THE EVENING BY THE
 MOONLIGHT
 ★
RUBY WRIGHT
 15033 THANKS FOR THE BUGGY RIDE
 REGULAR GAL
 ★
AL GRANT
 15045 YOU'RE THE SWEETEST THING
 FORGET-ME-MOT

FOLK - WESTERN
MOON MULLICAN
 830 I'LL SAIL MY SHIP ALONE
 MOON'S TUNE
 ★
HAWKSHAW HAWKINS
 859 BACK TO THE DOG HOUSE
 PARDON ME FOR LOVING YOU
 ★
COWBOY COPAS
 855 BLUES IN THE MOONLIGHT
 HEARTBROKEN

SEPIA - BLUES
TINY BRADSHAW
 4357 WELL ON WELL
 I HATE YOU
 ★
EARL BOSTIC
 4369 SERENADE
 WRAP YOUR TROUBLES IN DREAMS
 ★
SONNY THOMPSON
 4364 AFTER SUNDOWN
 FROG LEGS

ROY BROWN
 HARD LUCK BLUES
 NEW REBECCA
 DeLuxe 3304



EDEN AHBEZ

(NATURE BOY)

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The Billboard
MUSIC POPULARITY CHARTS
PART IX

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; interpretation, 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 | RATINGS |
|---|--|----------------|
| POPULAR | | |
| ALAN DALE (Mitch Miller Ork) Columbia 38819 | Moon and Sand Dale sings wonderfully well and is richly supported by ork and chorus on a chunk of esoteric ballad which doesn't figure to capture general acceptance. | 70--74--68--68 |
| | The Whole World's Saying I Love You A resounding, thumping novelty slicing of a winning multi-lingual ditty. Dale delivers a wonderfully versatile performance to sell it strong. Could catch big. | 85--86--84--84 |
| ROY ROSS ORK Coral 60222 | Lullaby of the Leaves Ross tries for a "Bewitched" in this slow instrumental rendition of this haunting oldie. A worthy dinking which should score moderately. | 78--79--77--79 |
| | A Shawl of Galway Grey A pretty schmaltz story ballad is treated concisely and danceably by Ross with Eddie Wells offering a substantial vocal. | 71--72--70--70 |
| CHUCK THOMAS Capitol 1012 | Calico Sal Corny but live and swinging two-beat group knocks out an infectious little ditty, which is lyrically delineated by Polly Brown and one Chuck Thomas, who sounds too much like Woody Herman to be anyone else. | 82--84--80--82 |
| | Jelly Bean Another sparkling two-beat effort with a happy bit of ditty spots Chuck doing some lyrical woodchoppin' by his lonesome. | 77--78--76--79 |
| JAN GARBOR ORK Capitol 1012 | Play, Hurdy Gurdy, Play Sturdy dance dinking of a simple, infectious melody with vocal duet should please Garbor's Midwestern legions. | 80--80--80--80 |
| | Waltz of the Wind (Roy Cordell) Another excellent disk for terping spots a warm vocal chorus by Roy Cordell. Pleasant, but nothing to get excited about. | 75--75--75--75 |
| HARRY BELAFONTE (Pete Rugolo Ork) Capitol 1018 | Farewell to Arms Sensitive vocal job on this lovely oldie is enhanced by some fine Rugolo orking. | 67--70--65--65 |
| | I Still Get a Thrill Belafonte tackles this revival with a light jump conception. Rugolo boots it with a modern background kicker. | 71--73--71--70 |
| AL JOLSON Decca 27043 | Are You Lonesome Tonight? Late issue of Jolson doing this revived ballad in his typically schmaltz style plus a hambone recitation of the words used in the Larry Darnell slicing of "I'll Get Along Somehow." | 71--71--71--71 |
| | No Sad Songs for Me Rhythmic switch on the title of the cancer flicker is an original of Jolson and Harry Alst and is rendered convincingly by the master song salesman. | 72--74--71--71 |
| RUDY VALLEE (The Honeydreamers-Henri Rene Ork) RCA Victor 20-3793 | Sentimental Me This hit ballad has been riding for quite a while. This late rendition, tho it brings a pleasant sounding Vallee back to wax, doesn't figure to rack up more than fan action. | 67--69--66--66 |
| | Niccolo and His Piccolo Amusing love story is ballad form is delivered airily by Vallee with delightfully fluffy Rene ork support. Spinners will like and may generate moderate sales if only for the sake of nostalgia. | 72--75--72--70 |
| TEX BENEKE (Buddy Yeager) RCA Victor 20-3790 | I've Got a Heart Filled With Love Bright rhythm effort by the Beneke band spots the vibrato of the maestro and a clean and swinging band ensemble. | 71--72--70--72 |
| | Busy Signal Novelty rhythm piece is delivered forthrightly by Yeager. Pleasant, but hardly monumental. | 70--70--68--72 |
| TOMMY DORSEY RCA Victor 20-3792 | Tiger Rag Tommy revises his Clambake Seven to try to cash in on the two-beat revival. This effort is not worthy for some one clearly but fails to match brother Jimmy's Dorseyland group's efforts. | 73--75--73--70 |
| | Way Down Yonder in New Orleans Little excitement or pulse in this two-beat styled small group rendition. The Dorsey name-plate may save it from total obscurity. | 68--69--68--67 |

Record Reviews

| ARTIST LABEL AND NO. | TUNES COMMENT | RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR |
|--|---|---|
| POPULAR | | |
| ART MOONEY ORK MGM 10721 | M-i-s-s-i-s-s-i-p-p-i Mooney tosses out the banjo and funny hats in favor of a fine jance band conception of this fast-rising boogie novelty. Will catch its share of the action on the ditty. | 83--84--82--82 |
| | The Breeze Is My Sweetheart Pretty new ballad is handled an ear-caressing mood performance by the new Mooney dance idea with a worthy hit from a vocal group. | 81--82--80--80 |
| BILLY ECKSTINE MGM 10716 | I Wanna Be Lovd Mr. B. has rarely sung with such heart and feeling as he does in this rich slicing of the fast-stepping ballad. Ork support is in perfect taste, right down to an intro cut from B's "My Foolish Heart" hit. | 87--88--86--88 |
| | Stardust An arrangement which fights the singer rather than supports him somewhat dampens what could have been a major effort. Still figures to score with Eckstine's big following. He sings the lovely lyrics vibrantly. | 81--80--80--82 |
| THE FOUR TUNES RCA Victor 22-0085 | Kentucky Babe Fine group does a delightful rhythm performance with the lullaby oldie. | 71--73--70--70 |
| | Old-Fashioned Love Tasty old song is handled in two tempos and effectively in both. Both r & b and pop potential here. | 75--76--74--74 |
| EDDIE FISHER (Hugo Winterhalter Ork) RCA Victor 20-3792 | Nightwind Lowly ballad, reminiscent of "Smoke Dreams" and "Indian Summer," is warbled warmly by Fisher with superb ork and choral drappings by Winterhalter. | 82--83--80--82 |
| | Warm Kisses in the Cool of Night A ballad, whose strains are drawn from Tchaikovsky's "Swan Lake" ballet music, is treated richly for ear-caressing results by Fisher and the Winterhalter aggregation. | 85--86--84--84 |
| LEROY HOLMES ORK MGM 10706 | The Shiek of Araby Two-beat big band instrumental treatment of this jazz classic is pleasing albeit unexciting. | 67--68--66--68 |
| | The New Dixieland Parade A Holmes two-beat original makes a genuinely exciting instrumental effort which should please the recruits in the Dixieland revival as well as jazz addicts. | 77--79--76--79 |
| BETTY GARRETT-LARRY PARKS (Harold Mooney Ork) MGM 10707 | Written Guarantee The Hollywood family does an amusing duet built around a country-style novelty of substance. | 72--75--70--70 |
| | Home Cookin' Betty goes it alone with this homespun bouncer from "Fancy Pants" flick. If tune clicks and it has the ingredients, dishing could catch a piece of the action. | 75--75--74--76 |
| BEN LIGHT Tempe TR 686 | Lady, Be Good Old-hat crack at jazzing up this sturdy Gershwin evergreen. Light's cocktail-lavern keyboarding is more raggedy than usual here. | 67--68--65--68 |
| | My Wonderful One Properly berry keyboarding of the evergreen fits right into the groove established for himself by Light. | 70--69--69--71 |
| JERRY PACKER-THE ARISTOCATS (Pete Rugolo Ork) Capitol 1056 | You Can't Put a Fence Around Your Heart Pleasant group vocal version, with light accordion-flavored orking. Ditty is catchy, but unspectacular stuff. Danceable. | 71--72--70--70 |
| | Truer Words Were Never Spoken "Lili Marlene" type ballad gets some flatish group harmony here. | 64--64--63--64 |
| SARAH VAUGHAN (Ted Dale Ork) MGM 10705 | I'll Wait and Pray Sarah, of several years ago, sings here with more relaxation and richer tones than her work shows today. Tune is a pretty, albeit uneventful ballad. | 69--70--69--69 |
| | Tenderly (George Treadwell Ork) One of Sarah's finer efforts cut from her Muscraft catalog should find full acceptance from her fans and those who are seeking an acceptable vocal job on this lovely Walter Gross ballad. | 73--75--73--71 |
| DORIS DAY (The Mellomen-George Wyle Ork) Columbia 38018 | Before I Loved You A pretty new Kramer-Whitney ballad is treated to a beautiful chant by Doris with fittingly sensitive background orking. Stacks up as a potent side for the thrush. | 85--86--86--84 |
| | I Didn't Slip—I Wasn't Pushed—I Fell Doris is capitalizing in her delivery of a clever new ditty. Should be a big one for the thrush, who rarely makes a less than good side these days. | 88--89--88--88 |
| MARGARET WHITING-BOB HOPE-THE STARLIGHTERS (Billy May Ork) Capitol 1042 | Home Cookin' One of several strong contenders on what could be the follow-up to "Buttons and Bows." It's from Hope's "Fancy Pants" flick. Real groovy ocarina backing here. | 87--87--87--87 |
| | Blind Date Perhaps the most unusual hunk of disk material since "Baby, It's Cold Outside," done in "Strange Interlude" style, with cutting asides spoken into a filter. Story holds attention all the way thru. | 88--89--87--87 |

(Continued on page 116)

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by



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and

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| <div style="border: 1px solid black; padding: 2px; text-align: center; margin-bottom: 5px;">DIXIELAND</div> <p>MIFF MOLE "RUNNING WILD" <i>FLIP</i> "SAINTS GO MARCHING IN" PREMIUM RECORD #PR-852</p> <p>and . . .</p> <p>"LIGHT AS A FEATHER" <i>FLIP</i> "HIGH SOCIETY" PREMIUM RECORD #PR-853</p> <p style="text-align: center;">Contact LEE EGALNICK</p> | <div style="border: 1px solid black; padding: 2px; text-align: center; margin-bottom: 5px;">RHYTHM & BLUES</div> <p>MEMPHIS SLIM <i>and</i> The House Rockers "FLOCK ROCKER" <i>FLIP</i> "I GUESS I'M A FOOL" PREMIUM RECORD #PR-850</p> <p>LYNN HOPE QUINTET "SONG OF THE WANDERER" <i>FLIP</i> "TENDERLY" PREMIUM RECORD #PR-851</p> |
|--|---|

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PREMIUM

The Billboard

MUSIC POPULARITY CHARTS

PART
X

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.

VAGABOND SHOES Vic Damone Mercury 5429
Damone comes up with a contagious rhythm item which packs lyrical meat along with its beat. The flip features a warm slicing of "I Hadn't Anyone Till You" standard revived in Humphrey Bogart's "In a Lonely Place" flick.

I DIDN'T SLIP, I WASN'T PUSHED, I FELL . . . Doris Day Columbia 36818
This cute, moderately paced rhythm novelty was clefted specifically for Miss Day, and it's obviously her dish. Bing Crosby's Decca version could also score.

BLIND DATE Margaret Whiting and Bob Hope Capitol 1042
This could be the strongest duet novelty since "Baby, It's Cold Outside." The chirp and come enact a little drama that holds interest all the way, utilizing filtered asides in the "Strange Interlude" tradition.

I WANNA BE LOVED Billy Eckstine MGM 10716
With the Andrews Sisters' version of the revival already soaring, and the Fontanes' version also on the way, it's conceivable that this powerful male conception could corner an entirely new market.

Record number of the Bing Crosby recording of "Home Cookin'," which was picked last week, is Decca 27019 and was incorrectly printed last week.

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. THE PICNIC SONG Johnny Desmond MGM 10709
2. M-I-S-I-S-I-S-I-P-P-I Bill Darnel Coral 60220
3. MONA LISA King Cole Trio Capitol 1010
4. TEASIN' Connieaines Coral 60186
5. I'LL WAIT AND PRAY Sarah Vaughan MGM 10705
6. NOLA Les Paul Capitol 1034
7. ROSES Ray Anthony Capitol 1001
8. SAM'S SONG J. Fingers Carr Capitol 962
9. THE GREATEST INVENTOR OF THEM ALL King Cole Capitol 1010

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. BUFFALO BILLY Jan August, Roberta Quinlan, The Harmoni-cats Mercury 5420
2. ROSES Billy Eckstine MGM 10684
3. THANKS, MR. FLORIST Vaughn Monroe Victor 20-3773
4. M-I-S-I-S-I-S-I-P-P-I Bill Darnel Coral 60220
5. TIDLEY WENKEE WOO Guy Lombardo Decca 27005
6. YOU DREAMER, YOU Don Cornell-Hugo Winterhalter Victor 20-3776
7. MONA LISA King Cole Trio Capitol 1010
8. YOU'RE ALL I NEED Billy Eckstine-Sarah Vaughan MGM 10690
9. M-I-S-I-S-I-S-I-P-P-I Red Foley Decca 46241
10. AN ORDINARY BROOM Fran Warren, Tony Martin Victor 20-3777

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. THANKS, MR. FLORIST Vaughn Monroe Victor 20-3773
2. BUFFALO BILLY Roberta Quinlan, Jan August, Harmonicats Mercury 5420
3. AMERICAN BEAUTY ROSE Frank Sinatra Columbia 38809
4. CHOCOLATE ICE CREAM CONE Evelyn Knight Decca 27036
5. M-I-S-I-S-I-S-I-P-P-I Red Foley Decca 46241
6. MONA LISA King Cole Trio Capitol 1010
7. CHOCOLATE ICE CREAM CONE Red Foley Decca 46234

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. IF IT AIN'T ONE THING IT'S ANOTHER Little Jimmy Dickens Columbia 20692
2. BILLY AND NANNY GOAT Kenny Roberts Coral 64045
3. I CAN'T GET ENOUGH OF THAT AH-HA John Hicks Columbia 20690
4. JUST A CLOSER WALK WITH THEE Red Foley Decca 14505
5. MY HOBBY Tennessee Ernie Capitol 985
6. THERE'S A RAINBOW IN EVERY TEARDROP Slim Whitman Victor 21-0313
7. HONKY TONKIN' Scade Cooley Victor 20-3775
8. PARDON ME FOR LOVIN' YOU Hawkshaw Hawkins King 659

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

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|---|--|---|

The Billboard

MUSIC POPULARITY CHARTS

PART XI

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

- A-Razz-a-Ma-Tazz-K. Broken-The Station House Jazz Band (Teasin') Mer 5427
Alexander's Ragtime Band-E. Palmer-L. Detrol Ork (I Wanna) Sonata 1051
April in Paris-C. Spivak Ork (Let's Choo) London 652
Ballin' the Jack-F. Wolf (I Still) Disco-Co. D101
Blue-F. Wolf (Moon Song) Disco-Co. D100
Blue Sails-G. Jenkins Ork (Santa Catalina) Dec 27031
Body and Soul-D. Brubeck Trio (Let's Fald Fantasy) 503
Breeze Is My Sweetheart, The-A. Mooney Ork (M-I-S-S-I-P-P-I) MGM 10721
Buggy Wuggy Love-Stubby's Tune Goons (Worry Worry) Freedom F 5004
Calico Sal-E. Merman-F. Froba Ork (She's Shimmyn') Dec 27047
Calico Sal-C. Thomas & His Dixieland Ork (Jelly Bean) Cap 1011
Catalina Lena-The Four Jokers (Little Green) Apollo 1163
Collegiate-W. Kelly Ork (Yes, We) Corona 102
Dancing on the Ceiling-J. Bushkin (One for) Atlantic 670
Dancing on the Ceiling-N. Wieland-The Night Owls (You're) Coronet 500
Danny Boy-A. Hubble (Song of) Atlantic 911
Don't Blame My Heart-F. Miller Ork (Pretty Girl) King 15047
Driftin' Down the Dreamy Ol' Ohio-V. Young Ork (Sam's Song) Dec 27033
Farwell to Arms-H. Belafonte (I Still) Cap 1018
Forget-Me-Not-A. Grant (You're the) King 15045
Gay Swing Polka-J. Pringle Ork (Why Can't) Dec 45102
Gilded Doll-J. Dugan (I Didn't) Eagle EA 809
Gone Fishin'-A. Godfrey-The Cherry Sisters (If I) Col 38852
Home Cookin'-F. Martin Ork (Third Man) V 20-3797
I Didn't Cry-J. Dugan (Gilded Doll) Eagle EA 809
I Hadn't Anyone Till You-V. Damone-G. Osser Ork (Vaagabond Shoes) Mer 5429
I Know I Got More Than My Share-M. Dee & Skinner (I'm Gonna) Command 25
I Still Get a Thrill-H. Belafonte (Farewell to) Cap 1018
I Still Get a Thrill-T. Martin-The Honeydreamers (Peace of) V 20-3799
I Still Get a Thrill-F. Wolf (Ballin' the) Disco-Co. D101
I Wanna Be Loved-B. Eckstine (Stardust) MGM 10726
I Wanna Be Loved-D. Washington (Love With) Mer 8181
I Wanna Tell Ya, I'm in Love-E. Palmer-L. Detrol Ork (Alexander's Ragtime) Sonata 1051
I Want To Be Loved-D. O'Brien-J. Garber Ork (Remember Me) Cap 1044
I Wish I Could Shimmy Like My Sister Kate-W. Manone Ork (Tailgate Rumble) Cap 1015
I Wish, I Wish-M. Carson (I'm Bashful) V 20-3801
If It Wasn't for Your Father-A. Godfrey-The Cherry Sisters (Gone Fishin') Col 38852
I'm Bashful-M. Carson (I Wish) V 20-3801
I'm Gonna Sit Right Down and Write Myself a Letter-M. Dee & Skinner (I Know) Command 25
In the Valley of Golden Dreams-B. Houston-H. Levine Ork (Mamma Mia) Celebrity 7120
It's Delovely-J. Murad's Harmonicals-J. August (Sardar March) Mer 5425
Jazz Me Blues-E. Condon Ork (Maple Leaf) Dec 27035
Jealous-L. Paul (Noia) Cap 1014
Jeanine I Dream of Liliac Time-G. Wright (Makin' Whoopee) King 15046
Jelly Beans-C. Thomas & His Dixieland Ork (Calico Sal) Cap 1011
Jungle Rumba-G. Galian Ork (Rumba Cobra) Coral 60223
Just a Little Nightcap-J. Teter Trio (Kansas City) London 689
Kansas City Kitty-J. Teter Trio (Just a) London 689
Lady Be Good-B. Light (My Wonderful) Tempo TR 686
Land Beyond the Hills-B. White-S. Ellison Ork (Oh!) ABC 207
Let's Choo, Choo, Choo to Idaho-C. Haines (Of All) Coral 60221
Let's Choo, Choo, Choo to Idaho-C. Spivak Ork (April in) London 652
Let's Fall in Love-D. Brubeck Trio (Body and) Fantasy 503
Little Green Man, The-The Four Jokers (Catalina Lena) Apollo 1163
Little Too Much Champagne, A-J. Bryant-P. Moore Ork (You Don't) London 687
Lonesome! Whistle, The-E. "Piano" Miller (Tippy Canoodle) Rainbow 50011
Love With Misery-D. Washington (I Wanna) Mer 8181
Makin' Whoopee-G. Wright (Jeanine I) King 15046
Mamma Mia-B. Huston-H. Levine Ork (In the) Celebrity 7120
Maple Leaf Rag-E. Condon Ork (Jazz Me) Dec 27035
Maple Leaf Rag-E. Schoebel Ork (Train's Comin') National 9113
M-I-S-S-I-P-P-I-A. Mooney Ork (Breeze Is) MGM 10721
Mona Lisa-V. Young Ork (Third Man) Dec 27049
Moon Song, The-F. Wolf (Blue) Disco-Co. D100
My Blue Heaven-T. Lewis Ork (My Melancholy) Dec 24967
My Melancholy Baby-T. Lewis Ork (My Blue) Dec 24967
My Wonderful One-B. Light (Lady Be) Tempo TR 686
Noody's Got It Better Than Me-J. Hartman (Only In) Apollo 1162
Noia-L. Pau (Jealous) Cap 1014
OR All Things-C. Haines (Let's Choo) Coral 60221
Oh!-B. White-S. Ellison Ork (Land Beyond) ABC 207
One for the Road-J. Bushkin (Dancing on) Atlantic 670
Only for You, Lucia-J. Hartman (Nobody's Got) Apollo 1162
Over Somebody Else's Shoulder-J. Hunter (Walking the) Gotham G-235
Peace of Mind-T. Martin (I Still) V 20-3799
Play, Murdy Gurdy, Play-J. Garber Ork (Waltz of) Cap 1012
Pretty Girl Is Like a Melody, A-F. Miller Ork (Don't Blame) King 15047
Remember Me-D. O'Brien-J. Garber Ork (I Want) Cap 1044
Rumba Cobra-G. Galian Ork (Jungle Rumba) Coral 60223
Rikki Tikki Too-F. Froba Ork (Two Sweethearts) Dec 27034
Rock Me To Sleep-H. Humes-M. Royal Ork (Sad Feeling) Discovery 519
Sad Feelin'-H. Humes-M. Royal Ork (Rock Me) Discovery 519
Sardar March-V. Young Ork (Driftin' Down) Dec 27033
Santa Catalina-G. Jenkins Ork (Blue Sails) Dec 27031
Sardar March, The-J. Murad's Harmonicals-J. August (It's Delovely) Mer 5425
Scattered Toys-R. Anthony Ork-R. Desauville (Skip to) Cap 1040
She's Shimmyn' on the Beach Again-E. Merman-F. Froba Ork (Calico Sal) Dec 27047
Silverware Song, The-Barton Brow. (Tip Song) Apollo 1161
Skip to My Lou-R. Anthony Ork (Scattered Toys) Cap 1040
So in Love-J. Bushkin (Stompin' at) Atlantic 669
Song of the Wanderer-A. Hubble (Danny Boy) Atlantic 911
Stardust-B. Eckstine (I Wanna) MGM 10716
Stompin' at the Sargy-J. Bushkin (So In) Atlantic 669
Tailgate Rumble, The-W. Manone Ork (I Wish) Cap 1015
Taking a Chance on Love-L. Brown (Turkey Hop) Col 38838
Teasin'-K. Brown-Station House Jazz Band (A-Razz-a-Ma-Tazz) Mer 5427
Third Man Theme, The-F. Martin Ork (Home Cookin') V 20-3797
Third Man Theme, The-V. Young Ork (Mona Lisa) Dec 27048
Tip Song, The-Barton Brow. (Silverware Song) Apollo 1161
Tippy Canoodle Canoe-E. "Piano" Miller (Lonesome! Whistle) Rainbow 50011
To Me You're a Song-R. Flanagan Ork (What, Where) V 20-3795
Train's Comin'-B. Banks-E. Schoebel Ork (Maple Leaf) National 9113
Turkey Hop-L. Brown Ork (Taking a) Col 38838
Two Sweethearts-F. Froba Ork (Rikki Tikki) Dec 27034
Vaagabond Shoes-V. Damone-G. Osser Ork (I Hadn't) Mer 5429
Walking With a Dream-J. Hunter (Over Somebody) Gotham G-235
Waltz of the Wind-J. Garber Ork (Play, Murdy) Cap 1012
What, Where and When-R. Flanagan Ork (To Me) V 20-3795
Why Can't This Dream Come True-J. Pringle Ork (Gay Swing) Dec 45102
Worry-Worry-Worry-Stubby's Tune Goons (Buggy Wuggy) Freedom F 5004
Yes, We Have No Bananas-W. Kelly Ork (Collegiate) Corona 102
You Don't Know-J. Bryant-P. Moore Ork (Little Too) London 687
You've Got to Have-N. Wieland-The Night Owls (Dancing on) Coronet 500
You're the Sweetest Thing-A. Grant-The Satisfiers Foursome (Forget-Me-Not) King 15045

(Continued on page 40)

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(Continued from last week)

- 1930—**INTERNATIONAL REVUE**
BIG PAPOOSE IS ON THE LOOSE
EXACTLY LIKE YOU
(Available on Decca 24054 in A-1930, Ted Straeter orchestra; Capitol 57-70050, King Cole Trio; Coral 50037, Count Basie.)
CINDERELLA BROWN
I'M FEELING BLUE
GYPSY LOVE
I'VE GOT A BUG IN MY HEAD
KEYS TO YOUR HEART
INTERNATIONAL RHYTHM
THE MARGINEERS
- 1930—**VANDERBILT REVUE**
With Jacques Frey and Marie Braggottelli.
Lyrics by Dorothy Fields and E. Y. Harburg, and presented by a cast headed by Lulu McConnell, Joe Penner, Teddy Walters, Evelyn Hoey, Robbins Music Corp.
BLUE AGAIN
(Available on Decca 24054 in A-1930, Ted Straeter orchestra.)
BUTTON UP YOUR HEART
OUT IN
YOU'RE THE BETTER HALF OF ME
- 1939—**STREETS OF PARIS**
Lyrics by Al Dubin and presented by a cast headed by Lurita Gear, Carmen Miranda, Yvonne Brulier, Bobby Clark and Abbott and Costello. Harms, Inc.
THE STREETS OF PARIS
THANKS FOR THE FRANCES
DANGER IN THE DARK
THREE LITTLE MAIDS FROM MADRID

IS IT POSSIBLE?
RENDEZVOUS TIME IN PAREE
SOUTH AMERICAN WAY
(Available on the following records: Decca 25095 in A-551, Andrews Sisters; Decca 25911, Carmen Miranda; Decca 25130, Carmen Miranda; Victor P120-15701 in P-149, Whitmore and Lowe, piano duo.)
IN MY MEMOIRS
WE HAVEN'T GOT A POT TO COOK IN
ROBERT THE ROUE
READING, WRITING AND A LITTLE BIT OF RHYTHM
THREE LITTLE DEBUTANTES
HISTORY IS MADE AT NIGHT
By Harold Rome.
THE FRENCH HAVE A WORD OR IT
By Harold Rome.

1940—**KEEP OFF THE GRASS**
Book and lyrics by Howard Dietz and Al Dubin and starring Jimmy Durante in a cast that included Ray Bolger, Larry Adler, Jane Froman and Ilka Chase. Crawford Music Corp.
THE CABBY'S SERENADE
THIS IS SPRING
CRAZY AS A LOON
A FUGITIVE FROM ESQUIRE
I'LL APPLAUD WITH MY FEET
TWO IN A TAXI
THE OLD PARK BENCH
A LATIN TUNE, A MANHATTAN MOON AND YOU
RHETT, SCARLETT AND ASHLEY
LOOK OUT FOR MY HEART
OLD JITTERBUG
I'M IN THE MOOD
THIS IS WINTER
CLEAR OUT OF THIS WORLD
Lyrics by Harold Adamson.

1948—**AS THE GIRLS GO**
A musical comedy in which Bobby Clark played the embarrassed husband of the first woman president of the United States, a role in which Irene Rich made her Broadway stage debut. The cast also included Betty Lou Barlo, Bill Callahan and Kathryn Lee. Book by William Roos and lyrics by Harold Adamson. Sam Fox Publishing Co.
I GOT LUCKY IN THE RAIN
(Available on Columbia 38387, Jerry Wayne; Victor 20-3359, Jimmy Bradford.)
NOBODY'S HEART BUT MINE
AS THE GIRLS GO
(Available on Victor 20-3451, Buddy Clark.)
IT TAKES A WOMAN TO MAKE A MAN

ADVANCE RECORD RELEASES

(Continued from page 39)

RELIGIOUS

By and By—Silverstone Singers (Call on) Mer 8182
Call on Jesus in Secret Prayer—Silverstone Singers (By and) Mer 8182
Oig a Little Deeper—Jordanaires (I'm Free) Dec 46242
He Will Set Your Fields On Fire—Kings Sacred Quartet (I Heard) King 866
He's All I Need—Original Gospel Harmonettes (I Thank) V178122-0082; (45)50-0082
I Heard My Name on the Radio—King's Sacred Quartet (He Will) King 866
I Thank You, Lord—Original Gospel Harmonettes (He's All) V178122-0082; (45)50-0082
I Want Jesus on the Road I Travel—Brother Joe May (I'm Gonna) Specialty SP 361
I'm Free Again—Jordanaires (Oig a) Dec 46242
I'm Gonna Live the Life I Sing About in My Song—Brother Joe May (I Want) Specialty SP 361
In the Upper Room—Original Gospel Harmonette (Jesus Is) V178122-0081; (45)50-0081
It's a Highway to Heaven—The Nightingales (Something Within) King 4362
Jesus Is a Rock in a Weary Land—Original Gospel Harmonettes (In the) V178122-0081; (45)50-0081
Something Within Me—The Nightingales (It's a) King 4362
That Great Judgment Day—G. Haynes (Traveling) Cap 1019
Traveling—G. Haynes (That Great) Cap 1019

INTERNATIONAL

Buffalowski Rheinlander—M. Striegl & His Alpine Villagers (Ma Jare) Command 2002
Cleaned and Pressed—Barton Bros. (What Do) Apollo 226
Der Schweizer Bus—M. Striegl & His Alpine Villagers (Die Lustigen) Command 2001

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.

FATHER'S DAY
(Available on Victor 20-3451, Buddy Clark.)
AMERICAN CANNES
YOU SAY THE NICEST THINGS, BABY
(Available on Columbia 38387, Jerry Wayne; Victor 20-2344, P. Cavanaugh Trio.)
THERE'S NO GETTING AWAY FROM YOU
ROCK, ROCK, ROCK
IT'S MORE FUN THAN A PICNIC
(Available on Decca 24703, Bing Crosby.)
BRIGHTEN UP AND BE A LITTLE SUNBEAM

Film Songs and Scores

- 1930—**LOVE IN THE ROUGH**
An MGM picture starring Dorothy Jordan and Robert Montgomery. Lyrics by Dorothy Fields. Robbins Music Corp.
GO HOME AND TELL YOUR MOTHER
LEARNING A LOT FROM YOU
I'M DOIN' THAT THING
ONE MORE WALTZ
- 1931—**SINGING THE BLUES**
An MGM picture. Lyrics by Dorothy Fields. Robbins Music Corp.
IT'S THE DARDEST THING
SINGING THE BLUES
FLYING HIGH
An MGM picture with Bert Lahr, Charlotte Greenwood, Pat O'Brien, Kathryn Crawford, Charles Winninger and Hedda Hopper. Lyrics by Dorothy Fields. Robbins Music Corp.
HAPPY LANDING
DANCE TILL DAWN
CUBAN LOVE SONG
An MGM picture starring Lawrence Tibbett in a cast that included Lupe Velez and Jimmy Durante. Lyrics by Dorothy Fields. Robbins Music Corp.
CUBAN LOVE SONG
(Available on the following records: Victor 1550, Lawrence Tibbett and orchestra; Decca 24057 in A-1931, Ray Benson orchestra.)
TRAMPS AT SEA
(Available on Victor 1550, Lawrence Tibbett and orchestra.)
- 1933—**THE PRIZE FIGHTER AND THE LADY**
An MGM picture with Myrna Loy, Max Baer, Walter Huston and Otto Kruger. Lyrics by Dorothy Fields. Robbins Music Corp.
LUCKY FELLA
DANCING LADY
An MGM picture with Joan Crawford, Fred Astaire and Clark Gable. Lyrics by Dorothy Fields. Robbins Music Corp.
MY DANCING LADY
- 1933—**MEET THE BARON**
An MGM picture starring Jack Pearl — a cast that included Jimmy Durante and Zasu Pitts. Lyrics by Dorothy Fields. Robbins Music Corp.
CLEAN AS A WHISTLE

DINNER AT EIGHT
An MGM picture with a cast that included Marie Dressler, John Barrymore, Wallace Beery, Jean Harlow, Lowell Barrymore, Lee Tracy, Edmund Lowe, Billie Burke, Madge Evans and Jean Hersholt. Lyrics by Dorothy Fields. Robbins Music Corp.
DINNER AT EIGHT
DON'T BLAME ME
(Available on Decca 23627, Andrews Sisters.)

1934—**HAVE A HEART**
An MGM picture with a cast that included Jean Parker, James Dunn, Una Merkel and Stuart Erwin. Lyrics by Dorothy Fields. Robbins Music Corp.
THANK YOU FOR A LOVELY EVENING
LOST IN A FOG
(Available on Decca 18252, Coleman Hawkins, saxophone solo; 24071 in A-1934, Bob Grant orchestra.)
FUGITIVE LOVERS
An MGM picture starring Madge Evans and Robert Montgomery. Lyrics by Dorothy Fields. Robbins Music Corp.
I'M FULL OF THE DEVIL

1935—**DREAM TOO MUCH**
An RKO picture starring Lily Pons in a cast that included Henry Fonda, Eric Blore, Lucille Ball and Osmond Perkins. Lyrics by Dorothy Fields. T. B. Harris Co.
JOCKEY ON THE CAROUSEL
(Available on the following Columbia records: 7455-A, Andre Kostelanetz and his orchestra; 71698-D, Lily Pons.)

EVERY NIGHT AT EIGHT
A Paramount picture with George Raft, Alike Faye, Frances Langford and Patsy Kelly. Lyrics by Dorothy Fields. Robbins Music Corp.
TAKE IT EASY
STRICTLY CONFIDENTIAL
I'M IN THE MOOD FOR LOVE
(Available on the following records: Victor P127659 in P-91, Joe Reichman, piano and rhythm section; Decca 23544, Hildegarde with Carmen Cavallaro at piano; Decca 24072 in A-1935, Red Nichols orchestra; Capitol 20063 in B-D-29, King Cole Trio; Columbia 37912 in C-156, The Charolaters; Columbia 38495, M. Kaye Trio; Brunswick 80107, Louis Armstrong.)
IT'S GREAT TO BE IN LOVE AGAIN
I FEEL A SONG COMING ON

1935—**KING OF BURLESQUE**
A 20th Century-Fox picture with Warren Baxter, Jack Oakie, Alice Faye, Mona Barrie, Dixie Dunbar, Arline Judge, Kenny Baker, Gregory Ratoff and Fats Waller. Lyrics by Ted Koehler. Robbins Music Corp.
I'VE GOT MY FINGERS CROSSED
LOVELY LADY
SPREADIN' RHYTHM AROUND
WHO'S BIG BABY ARE YOU?
I'M SHOOTING HIGH

NITWITS
An RKO picture with Wheeler and Woolsey and Betty Grable. Lyrics by Dorothy Fields. Bourne, Inc.
MUSIC IN MY HEART
HOORAY FOR LOVE
An RKO picture with Ann Southern, Gene Raymond and Bill Robinson. Lyrics by Dorothy Fields. Bourne, Inc.
HOORAY FOR LOVE
I'M IN LOVE ALL OVER AGAIN
I'M LIVING IN A GREAT BIG WAY
YOU'RE AN ANGEL

1936—**HER MASTER'S VOICE**
A Paramount picture with Edward Everett Horton, Peggy Conklin and Laura Hope Crews. Lyrics by Gus Kahn. Leo Felst, Inc.
WITH ALL MY HEART
BANJO ON MY KNEE
A 20th Century-Fox picture with Barbara Stanwyck, Joel McCrea and Walter Brennan. Lyrics by Harold Adamson. Robbins Music Corp.
WHERE THE LAZY RIVER GOES BY
THERE'S SOMETHING IN THE AIR

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1938—DIMPLES
A 20th Century-Fox picture with Shirley Temple, Frank Morgan, Helen Westley, Robert Kent and Stepin Fetchit. Lyric by Ted Koehler, Leo Felst, Inc.
HEY, WHAT DID THE BLUE JAY SAY HE WAS A DANDY PICTURE ME WITHOUT YOU OXIE-ANNA OH MISTER MAN UP IN THE MOON
ROBERTA
An RKO picture with Irene Dunne, Fred Astaire and Ginger Rogers. Lyrics by Dorothy Fields. T. B. Harms Co.
LOVELY TO LOOK AT (with Jerome Kern)
(Available on the following records: Columbia 35704 in C-32, Eddy Duchin, piano with rhythm section; Decca DA 23572 in DA-374, Kitty Carlisle and Alfred Drake; Decca 23793 in A-510, Carmen Cavallaro, piano; Decca 24075 in A-1937, Nat Branwynne orchestra.)
LET'S SING AGAIN
An RKO picture with Bobby Green, Henry Armetta, George Houston and Vivienne Os-

borne. Lyrics by Gus Kahn. Leo Felst, Inc.
LET'S SING AGAIN
1937—WHEN LOVE IS YOUNG
A Universal picture with Virginia Bruce, Kent Taylor and Walter Brennan. Lyrics by Harold Adamson, Miller Music Corp.
OLD ANYONE EVER TELL YOU? THE EVENING IS YOUNG HITTING A NEW HIGH
An RKO picture starring Lily Pons in a cast that included Edward Everett Horton, Jack Oakie and Eric Blom. Lyrics by Harold Adamson. Robbins Music Corp.
I HIT A NEW HIGH THIS NEVER HAPPENED BEFORE LET'S GIVE LOVE ANOTHER CHANCE
1937—BREEZING HOME
A Universal picture with William Gargan, Binnie Barnes and Wendy Barrie. Lyrics by Harold Adamson, Leo Felst, Inc.
YOU'RE IN MY HEART AGAIN I'M HITTING THE HIGH SPOTS YOU'RE A SWEETHEART
A Universal picture with Alice Faye, George Murphy, Ken Murray and Charles Winninger. Lyrics by Harold Adamson. Robbins Music Corp.
YOU'RE A SWEETHEART
(Available on Decca 24086 in A-1938, Bob Grant orchestra.)
BROADWAY JAMBOREE MY FINE FEATHERED FRIEND WHO KILLED MAGGIE? OH, OH, OKLAHOMA TOP OF THE TOWN
A Universal picture with George Murphy, Hugh Herbert, Ella Logan and Gertrude Niesen. Lyrics by Harold Adamson, Leo Felst, Inc.
JAMBOREE BLAME IT ON THE RHUMBA THERE'S NO TWO WAYS ABOUT IT TOP OF THE TOWN THAT FOOLISH FEELING FIREMAN SAVE MY CHILD WHERE ARE YOU?

1938—MERRY-GO-ROUND OF 1938
A Universal picture with Bert Lahr, Jimmy Savo and Alton Brady. Lyrics by Harold Adamson, Miller Music Corp.
YOU'RE MY FAVORITE DISH I'M IN MY GLORY MORE POWER TO YOU SIX OF ONE, HALF DOZEN OF THE OTHER THE GRAND STREET COMEDY FOUR ROAD TO ROME
A Universal picture with Randolph Scott, Hope Hampton and Helen Broderick. Lyrics by Harold Adamson, Mills Music, Inc.
RIDING HOME I GAVE MY HEART AWAY TONIGHT IS THE NIGHT
1938—MAD ABOUT MUSIC
A Universal picture starring Deanna Durbin in a cast that included Herbert Marshall and Gail Patrick. Lyrics by Harold Adamson. Robbins Music Corp.
CHAPPEL BELLS I LOVE TO WHISTLE SERENADE TO THE STARS THAT CERTAIN AGE
A Universal picture starring Deanna Durbin in a cast that included Melvyn Douglas, Jackie Cooper and Irene Rich. Lyrics by Harold Adamson. Robbins Music Corp.
MY OWN THAT CERTAIN AGE YOU'RE AS PRETTY AS A PICTURE BE A GOOD SCOUT YOUTH TAKES A FLING
A Universal picture starring Andrea Leeds and Joel McCrea. Lyrics by Harold Adamson, Leo Felst, Inc.
FOR THE FIRST TIME
1940—BUCK BENNY RIDES AGAIN
A Paramount picture starring Jack Benny in a cast that included Eddie (Rochester) Anderson and Andy Devine. Lyrics by Frank Loesser. Famous Music Corp.
SAY IT OVER AND OVER AGAIN MY, MY MY KIND OF COUNTRY DRUMS IN THE NIGHT YOU'LL FIND OUT
An RKO picture with Kay Kyser, Peter Lorre, Boris Karloff, Bela Lugosi and Helen Parrish. Lyrics by Johnny Mercer, Bregman, Vocca & Conn, Inc.
YOU'VE GOT ME THIS WAY I'D KNOW YOU ANYWHERE THE BAD HUMOR MAN I'VE GOT A ONE-TRACK MIND LIKE THE FELLER ONCE SAID
1941—YOU'RE THE ONE
A Paramount picture with Bonnie Baker and Dorin Tauer. Lyrics by Johnny Mercer. Paramount Music Corp.
STRAWBERRY LANE YOU'RE THE ONE FOR ME GEE, I WISH I'D LISTENED TO MY MOTHER
1942—SEVEN DAYS' LEAVE
An RKO picture starring Victor Mature and Lucille Ball. Lyrics by Frank Loesser. Southern Music Co.
CAN'T GET OUT OF THE MOOD A TOUCH OF TEXAS I GET THE NECK OF THE CHICKEN PLEASE WON'T YOU LEAVE MY GIRL ALONE YOU SPEAK MY LANGUAGE SOFT-HEARTED
1943—HIGHER AND HIGHER
An RKO picture with Michele Morgan, Jack Haley, Frank Sinatra, Leon Errol, Marcy McGuire and Victor Borge. Lyrics by Harold Adamson. Robbins Music Corp.
I COULDN'T SLEEP A WINK LAST NIGHT A LOVELY WAY TO SPEND AN EVENING

(Available on Decca 18583, the Ink Spots.)
THE MUSIC STOPPED HIGHER AND HIGHER IT'S A MOST IMPORTANT AFFAIR YOU'RE ON YOUR OWN MINUT IN BOOGIE I SAW YOU FIRST TODAY I'M A DEBUTANTE HAPPY GO LUCKY
A Paramount picture with Mary Martin, Dick Powell, Eddie Bracken, Betty Hutton and Rudy Vallee. Lyrics by Frank Loesser. Paramount Music Corp.
MURDER, HE SAYS HAPPY GO LUCKY FUDDY DUDDY WATCHMAKER SING A TROPICAL TUNE
(Available on Decca 25095 in A-551, Andrews Sisters.)
HER'S TO HOLD
A Universal picture starring Deanna Durbin in a cast that included Joseph Cotten and Charles Winninger. Lyrics by Herb Magidson. Southern Music Co.
SAY A PRAYER FOR THE BOYS OVER THERE
(Available on Decca 18575, Deanna Durbin.)
AROUND THE WORLD
An RKO picture with Kay Kyser, Mischa Auer and Joan Davis. Lyrics by Harold Adamson. Miller Music Corp.
CANDLELIGHT AND WINE THEY JUST CHOPPED DOWN THE OLD APPLE TREE DON'T BELIEVE EVERYTHING YOU DREAM
(Available on Decca 18585, the Ink Spots.)
HE'S GOT A SECRET WEAPON GREAT NEWS IN THE MAKING THE MOKE FROM SHOMOKIN ROODLE-DE-000
1944—MOON OVER LAS VEGAS
A Universal picture with Anne Gwynne, David Bruce and Vera Vague. Lyrics by Frank Loesser. Southern Music Co.
A TOUCH OF TEXAS FOLLOW THE BOYS
A Universal picture with George Raft, Vera Zorina and Grace McDonald. Lyrics by Dorothy Fields. Robbins Music Corp.
I FEEL A SONG COMING ON JAM SESSION
A Columbia picture with Ann Miller, the Pied Pipers and the bands of Charlie Barnet, Louis Armstrong, Alvino Ray, Jan Garber, Glen Gray and Teddy Powell.
I CAN'T GIVE YOU ANYTHING BUT LOVE
Lyrics by Dorothy Fields.
MURDER, HE SAYS
Lyrics by Frank Loesser.
THE PRINCESS AND THE PIRATE
An RKO picture with Bob Hope, Virginia Mayo, Walter Brennan, Walter Slezak and Victor McLaglen.
KISS ME IN THE MOONLIGHT
1944—SOMETHING FOR THE BOYS
A 20th Century-Fox picture with Carmen Miranda, Michael O'Shea, Vivian Blaine, Phil Silvers and Perry Como. Lyrics by Harold Adamson and Frank Loesser. Chappell & Co. in the MIDDLE OF NOWHERE
(Available on Decca 18631, Carmen Cavallaro orchestra.)
WOULDN'T IT BE NICE?
(Available on Decca 18631, Carmen Cavallaro orchestra.)
EIGHTY MILES OUTSIDE ATLANTA I WISH WE DIDN'T HAVE TO SAY GOOD-NIGHT
(Available on Victor 20-1630, Perry Como.)
SAMBA BOOGIE CLIMBIN' UP OEM GOLDEN STAIRS TWO GIRLS AND A SAILOR
An MGM picture with Van Johnson, June Allyson, Gloria DeHaven, Jose Iturbi, Jimmy Durante, Gracie Allen and Lena Horne. Lyrics by Ralph Freed. Leo Felst, Inc.
IN A MOMENT OF MADNESS MY MOTHER TOLD ME FOUR JILLS AND A JEEP
A 20th Century-Fox picture with Kay Francis, Carole Landis, Martha Raye, Mizal Mayfair, Dick Haymes, Alice Faye, Betty Grable and Jimmy Dorsey's orchestra. Lyrics by Harold Adamson. Robbins Music Corp.
YOU SENO ME HOW BLUE THE NIGHT
(Available on Decca 18604, Dick Haymes.)
HOW MANY TIMES DO I HAVE TO TELL YOU?
(Available on Decca 18604, Dick Haymes.)
OHIO IT'S THE OLD ARMY GAME BETWEEN TWO WOMEN
An MGM picture with Van Johnson, Lionel Barrymore and Gloria DeHaven.
I'M IN THE MOOD FOR LOVE
Lyrics by Dorothy Fields.
1945—BRING ON THE GIRLS
A Paramount picture with Veronica Lake, Sonny Tufts, Eddie Bracken, Marjorie Reynolds, Garry Mitchell and Allan Nowbary. Lyrics by Harold Adamson. Famous Music Corp.
UNCLE SAMMY HIT MIAMI

BRING ON THE GIRLS HOW WOULD YOU LIKE TO TAKE MY PICTURE? YOU MOVED RIGHT IN IT COULD HAPPEN TO ME TRUE TO THE NAVY DOLL FACE
A 20th Century-Fox picture with Vivian Blaine, Dennis O'Keefe, Perry Como and Carmen Miranda. Lyrics by Harold Adamson. Robbins Music Corp.
HUBBA, HUBBA, HUBBA (OIG YOU LATER)
(Available on Victor 20-1750, Perry Como and the Satisfiers.)
HERE COMES HEAVEN AGAIN
(Available on Victor 20-1750, Perry Como and the Satisfiers.)
CHICO CHICO SOMEBOODY'S WALKING IN MY DREAM RED HOT AND BEAUTIFUL NOB HILL
A 20th Century-Fox picture with George Raft, Joan Bennett, Vivian Blaine, Peggy Ann Garner and Smith and Dale. Lyrics by Harold Adamson. Robbins Music Corp.
I WALKED IN
(Available on Victor 20-1649, Vaughn Monroe.)
I DON'T CARE WHO KNOWS IT TOURING SAN FRANCISCO
(See Jimmy McHugh on page 47)

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NEEDLE MAKERS SCAN MARKET

Three Speeds, No Standards Scramble Biz

Over 50 Types Sold Public

CHICAGO, May 27. — The huge market existing in replacement needles for the various types of cartridges being used in the phono-player field was the center of interest among needle manufacturers and distributors at the 1950 radio parts distributors' show at the Stevens Hotel this week. The need for the many different types of needles was created because of the introduction of phono equipment capable of handling three speeds and the fact that manufacturers of the new tri-speed machinery could not agree on standardized needle equipment.

The larger needle manufacturers are now marketing well over 50 different types of replacement needles for the record playing equipment in public use. Cognizant of the major problem facing the dealer, the manufacturers have taken to issuing charts or indices from which proper needle selections can be made. Dealers, however, point out that similar information is sorely needed on replacement record changers and phono attachments.

During the past three years, in which millions of the new phono-players have been built, the needle manufacturers have split into two supply camps. The replacement needles are sometimes supplied by a radio serviceman who personally installs the needle or by a retailer who supplies a service kit, complete with tools, enabling the phono-player owner to replace his own needle. Major argument advanced by those suppliers favoring the serviceman as supplier is that the needle requirement is difficult to properly service without tools and experience and a faulty job may impair the reproduction and surface of the disk. Those who favor needle replacement by the phono-machine owner himself point out that the needle may be replaced far more economically by cutting out the serviceman.

A rep of Permo, which manufactures a large part of the replacement needles for manufacturers of cartridges, said that the Chi needle firm is currently showing its second home replacement kit, the Fidelitone muted stylus needles for 78, 33 and 45 r.p.m. cartridges. As is the case with the Victor 45 r.p.m. replacement kit, which they have produced for a year, the new kit contains an extra knurled nut and wrench plus a small mirror to facilitate the insertion. The needle is mounted on a balsa wood holder to make insertion easier. The muted stylus needle fits over 1,000,000 changers produced for various manufacturers by Shure Bros., Chicago equipment makers. Other such home replacement kits are being worked out, he added.

Jensen Industries, another local maker, is concentrating on the serviceman as replacement media. A Jensen rep said that the firm feels that "89 per cent of the people cannot correctly replace a needle." The firm is making approximately 85 different types of replacement needles. They claim to be the originator of a replacement chart which breaks down needle needs of the various types of cartridges.

L. W. Mintz, sales manager of M. A. Miller Manufacturing Company, which makes replacement needles for

(See Needle Makers, opp. page)

British Mfrs. See '50 Biggest Yr. Tho Tax Hampers Phono Combos

NEW YORK, May 27.—British radio-phono-TV manufacturers expect to have the biggest year in the history of the industry during 1950, according to H. L. Levy, managing director of Pilot Radio, Ltd., British manufacturing firm affiliated with the American Pilot Radio Corporation. In the United States for business conferences with Isador Goldberg, American Pilot proxy, Levy stated that English radio producers were optimistic despite an excise tax of 66½ per cent on TV and radio-phono sets and 33½ per cent on radios. England's biggest radio year was 1949.

Following a pattern similar to that of American TV buyers, the British public has turned from nine-inch video sets to the 12-inch picture size. The latter size is now the biggest seller, although 15-inch sets are slowly increasing in popularity. Levy also disclosed that several English cathode ray tube manufacturers were working on a 21-inch tube. Set manufacturers, however, do not expect to receive more than one-third of their picture tube requirements from the tube makers.

Exceedingly few phonographs are produced in England, according to Levy, the average consumer showing a preference for radio-phono consoles. However, sales of combinations are hampered by the fact that radio-only sets are in the lower tax bracket, while the combos must be sold under the 66½ per cent excise.

On the new record speeds, Levy reported that three British manufacturers are now working on three-speed record players which may be marketed by the end of the year. While most of the English record-playing equipment now in use is still single-speed—78 r.p.m.—Decca Rec-

ords, Ltd., recently introduced a 33½-78 player. TV sets being manufactured, according to Levy, are not equipped with phono jacks, and no radio-TV combinations have yet been produced.

Installment \$'s Hit Peak Due to AM-TV Set Buys

WASHINGTON, May 27. — Heavy installment purchases of radio and TV sets are helping push outstanding installment credit toward the all-time record reached last December, the Federal Reserve Board (FRB) reported this week. Excluding auto credit, the public's installment debt totaled \$2,974,000,000 at the end of March, with household appliance stores holding paper to the tune of \$500,000,000, an increase of \$8,000,000 over February, and identical with December, when all installment credit reached the record of \$3,096,000,000.

The rise in installment business of the appliance stores has been phenomenal since the war years when production was virtually nil and "Regulation W," the credit curb, was in effect. In 1945 appliance credit was only \$51,000,000. The total jumped to \$387,000,000 by the end of 1948. Heavy TV sales last year aided in boosting the margin to its record \$500,000,000.

From time to time in the past year a few congressmen have expressed concern over the rising total of outstanding credit, hinting that perhaps "Regulation W" should be dusted off. FRB, however, is expressing no concern. The agency feels that higher credit totals are in line with the general expanding economy.

Chi Servicemen Draft TV Code

CHICAGO, May 27.—Local television servicemen are drawing up a code of ethics which they hope will be adopted in the industry. Object is to end cut-rate competition, sloppy competition, sloppy service, and even stealing of TV sets by thieves posing as servicemen.

A preliminary code was drawn up at a meeting called by Frank Moch, president of Television Installation Service Association, which has 30 member organizations.

About 100 representatives of manufacturers, dealers and service organizations attended. A committee was appointed to draw up a final code for presentation to a second meeting late in June.

Main points of the code are:

1. Bonding of service companies to assure that they fulfill obligations of service insurance policies.
2. Insurance of servicemen, to avoid liability of set owners and service companies of men falling off roofs or damaging property.
3. A standard of installation.
4. A standard guarantee policy.
5. A universal serviceman's identification card, to stop theft of sets by bogus servicemen.

A clause in the code to set a standard of prices for service was tossed out because of possible clash with federal anti-trust laws. Moch hopes to have the code put in use locally, then extended to become a nationwide standard.

Music Store \$\$ Five Times '39

WASHINGTON, May 27.—Dollar volume of the nation's music stores in 1948 increased more than five times over 1939, the Census Bureau reported today in a preliminary tabulation of the 1948 business census. Total receipts were \$337,987,000 as compared with \$65,127,000 in 1939 when the last official count was taken.

The number of music stores jumped from 2,930 in 1939 to 8,117 in 1948, while the number of employees climbed from 8,566 to 19,090.

The totals include only those establishments whose main business is selling musical instruments, disks and sheet music. Radio-TV stores and music sections of department stores are excluded.

Radio-TV Set Sales Rose 900% in 11 Yrs., U.S. Sez

WASHINGTON, May 27. — Far overshadowing gains in other retail lines, radio-TV stores chalked up a nine-fold increase in dollar volume in 1948 over 1939, the Census Bureau announced this week in a preliminary report on the 1948 business census. The average increase for all retail stores was 300 per cent.

Set stores had a gross of \$387,129,000 in 1948 as compared with \$48,675,000 in 1939 when the preceding census was taken. The number of employees increased from 5,783 to 14,458.

FCC May Set Color Rule in Mid-September

(Continued from page 4)

based on the Commission's heavy schedule of hearings and other business, indicates that it will more likely be 1951 before the freeze is thawed unless the Commission can sidetrack a lot of its work and focus efforts on TV allocations.

As cross-examination reached a conclusion in the color TV hearing yesterday, there were recurrent splutterings of conflict among the three major color protagonists—CBS, Color Television, Inc., and Radio Corporation of America—but all parties appeared weary and glad to see this phase of the proceedings reach an end. The final two days of hearings were devoted to cross-examination of CTI witnesses. Highlighting the testimony was a remark by Col. Donald K. Lippincott, patent attorney, representing CTI, that he felt the FCC should be able to remove the TV freeze and allocate for black-white TV with "reasonable certainty" that color can be added later.

Coy Statement

Coy went on record at the hearing with a statement emphasizing the importance of the problem of interference, complaining that the Commission has had difficulty in the past in getting the industry to submit "adequate interference data."

"So far as the parties are concerned," he declared, "no adequate interference data was offered by any of the parties at the outset. Moreover, when, after extensive prodding by the Commission, the parties did produce some interference data, it is apparent that not nearly as much effort and ingenuity went into the preparation and presentation of such evidence as compared with other aspects of the parties' cases.

"It is merely a repetition of the situation where the industry appears to be perfectly willing to have the Commission allocate on the basis of inadequate interference data in the hope that things will work out well. However, when things do not work well, strong pleas are made to the Commission—particularly by that portion of the industry which at the time happens to be favored by existing authorizations—to relieve the situation by not licensing any further stations that would aggravate the interference problem."

RCA Plans Canonsburg, Pa., Million Capacity AM Set Plant

CAMDEN, N. J., May 27. — The RCA Victor division here announced this week that a factory with a yearly production capacity of more than 1,000,000 radio sets would be established at Canonsburg, Pa. Henry G. Baker, general manager of the home instrument division, said the factory was part of a major expansion program.

Baker also disclosed a planned increase of several hundred per cent in TV set production as a result of the new plant. Meanwhile, it was announced that the tube department had acquired a large building to provide an additional space for expansion at the Harrison, N. J., plant. TV production will also be stepped up at the Bloomington, Ind., plant as radio and radio-phono production will be transferred to Canonsburg.

People, Products and Prices

D. C. Stations Push Portable Sales Via Free Plugs

WWDC and WWDC-FM, Washington, are in the midst of a campaign to hypo sales of portable radios. The AM station is donating free spot announcements on the hour and half-hour for portable plugs, while the FM affiliates, which feed Transit Radio, is broadcasting a dozen ads daily. The promotion campaign started Thursday (28) and will continue thru July 4.

Sales, Stocks Down in Sheets, Disks, Instruments

Declining department store sales of disks, sheet music and musical instruments are being accompanied by smaller inventories, the Federal Reserve Board reported this week. For the 132 stores having separate departments for those items alone, February sales were off 5 per cent, from a year earlier, while those for the first two months of 1950 were down 8 per cent from the same 1949 period. At the end of February, the department stores reported stocks down a total of 10 per cent from February.

Phono, Radio-TV Sales Up While Other Lines Lag

The department store sales as a whole were down for the first two months of this year, their sales of radios, phonos and TV receivers were at an all-time high, the U. S. Commerce Department said last week. Sales of these items by department stores during January-February were 121 per cent above the first two months of 1949, and 159 per cent above sales for the same 1948 period. In contrast, overall sales were off from the first two months of 1948 and 1949 by 7.2 per cent and 3.1 per cent respectively.

Twelve Models in New Ray-Dyne Phono Line

Six kiddie phonos, a children's radio-desk combination, a console combination, two portable radio-phono combinations, a three-speed portable and a single speed portable make up the new Ray-Dyne line of sets, it was announced by Ralph Count, president of the South Carolina firm. The lead item in the line, according to Count is a three-speed manual, self-amplified phonograph in simulated leather case.

Symphonic Features 16 Phono Models at Parts Show

Ranging in price from \$17.95 for either a three-speed phono attachment or single-speed, self-amplified phono to \$79.95 for either an automatic three-speed portable phono or two-speed portable transcription player, the 16 phono models in the Symphonic line were shown last week at the Chicago Parts Show, according to M. H. Cogan, president of the Symphonic Radio & Electronic Corporation. Included in the line were three-speed automatic and manual players, plug-in attachments and single and three-speed portables. All portables are available in luggage-styled leatherette.

Air King Intros Three New Sets

Dave Cogan, prexy of Air King, Brooklyn, introduced three new video sets, all sans phono jacks, at the radio parts convention in Chicago last week. A 16-inch video console, equipped with AM and FM radio and a three-speed automatic changer, made by V-M Industries, Benton Harbor, Mich., will retail for \$399.95, while a 19-inch video console will retail at \$349.95. A 14-inch table model tele set also was shown but no price has yet been determined.

RMA Names Minimum Wage Panel

The Radio Manufacturers' Association (RMA) has announced appointment of an over-all committee to represent RMA in proceedings on minimum wages for the radio and electronics industry under the Walsh-Healey Act. The committee, headed by Robert C. Sprague Jr., of North Adams, Mass., will represent the association at Department of Labor proceedings to be staged soon. The committee will have its first meeting June 7 during the RMA convention in Chicago.

News Notes on the Manufacturers and Distributors

Five Philco execs received new titles last week as John F. Gilligan was named vicepres in charge of advertising; Henry T. Paiste Jr., vicepres in charge of service; Raymond B. George, vicepres in charge of radio-TV merchandising; Walter H. Eichelberger, vicepres in charge of refrigerator merchandising, and James M. Skinner Jr., general sales manager for refrigerators. . . . Macy's, New York, named Daniel Tate as merchandise administrator of several departments, including radios, phonos, records, musical instruments and pianos. . . . General Electric started shipments last week on a new radio-phono combination with three-speed changer and AM-FM radio. The list price is \$229.95. . . . James C. Affleck was named sales promotion manager of the DuMont receiver sales division. . . . McGinnis Electric Corporation, Albany, N. Y., has been named distributor for Meck radio-TV sets. . . . Distribution for the Mercury record and forthcoming TV line has been taken over in Detroit by Mercury Distributors, Inc., a new firm headed by Ben Okum. . . . The Sylvania board of directors elected H. Ward Zimmer as executive vice-president of the company. . . . The first announcement of exhibition space reserved for the proposed National Television and Electronics Exposition scheduled for late September in New York was made last week by Martin L. Scher, general sales manager of Motorola-New York, Inc. . . . Mercury Distributors has been named Florida distributor for the Harmonic line of phonographs. . . . General Electric's new TV line will be shown in Syracuse June 16, while the new RCA Victor line is expected to make its bow about July 10. . . . Glen E. Webster, former NBC operations supervisor and electronics industry executive, has been named distribution manager of Scott Radio Laboratories, Inc., John S. Meck, Scott president, announced.

Cap Promotes Hammond

HOLLYWOOD, May 27.—Merrilyn Hammond, who for seven years with Capitol held various subordinate positions, last week was named to handle diskery's publicity. She will also serve as assistant to diskery's sales

promotion topper, Hal Cook, in handling Cap's dealer and operator promotional news letters. Miss Hammond will write and prepare Cap's Tops for Ops and Platter Chatter, among other regular promotional mailing pieces. She reports to Cook,

Needle Makers Scan Market; Over 50 Types Sold Public

(Continued from opp. page)

numerous changer firms, explained that the Miller replacement line is being made available both to servicemen and the owner of the equipment. The Chi firm has also issued a replacement chart. In order to facilitate proper insertion, the Miller needle is mounted on a cardboard insertion point which enables the person making the replacement to handle more easily the tiny needle as it is placed in the chuck. In addition, Miller is packaging the first of a series of home replacement needle kits, containing the mirror, extra nut and tiny wrench for a Shure Bros. cartridge replacement. In addition, a 48-page service manual is currently being prepared to elaborate on needle service methods.

Walco, East Orange, N. J., needle supplier, is leaving up to the store owner as to whether the customer will insert his own replacement needle or whether the job will be done by his serviceman. They displayed a heavy cardboard display card containing an indexed series of cellophane envelopes with index cards on various requirements of the different types of cartridges found in various radio sets. There is also an index based on the cartridge itself, along with six envelopes containing a dozen of the most requested needles which they claim will fill 90 per cent of the

consumer demand. In addition, they supply 70 other needles used in other cartridges. The cardboard index display card is given free to any store ordering \$30 worth of needle merchandise.

H. H. Borchard, v.-p. of Recton, New York, said that his firm is pitching its replacement business to the consumer directly thru his retailer. Recton has prepared a recipe-box of 14 envelopes, each of which contains one of the most popular and most widely used replacement needles. A chart in the top of the box gives primary directions as to the contents of each envelope. In addition, Recton is supplying dealers with its own replacement chart.

Replacement needle prices range from a minimum of \$1, for the ozmium tipped needle, to \$1.75 for the sapphire-tipped needle. Duotone, New York supplier, introduced a new transparent lucite display case in which were contained the top 20 replacement needles. Each is contained in a lucite package, part of the front of which is a magnifier, which Steve Nester, Duotone prexy, points out will assist the person making the replacement of the tiny needle. Duotone is also furnishing a replacement chart. A rep of Permo, Chicago, said that his firm will soon introduce its first comprehensive replacement instruction chart.

Merchandising Pays Off:

Maine Store Finds Pay-Off In Touring Among Ruralites

By Raymond Bryan

PORTLAND, Me., May 27.—The use of a touring display of the store's merchandise is credited with the increase in volume for the Cressey and Allen store in this city. Manager Ralph S. Sterling now covers the music merchandise market within 100 miles of this city by setting up displays of the store's higher-priced radio-phono consoles, pianos and organs.

In addition to actual and immediate sales, Sterling points out that rural customers now accept music and Cressey and Allen as synonymous. Each of the displays is pre-advertised with what Sterling calls "sensible and substantial" promotion. Altho phonograph records are not carried along with the traveling showroom, the shop believes that a good portion of its disk sales are derived from the ruralites who buy via the mail, and those who come into Portland on regular buying, sightseeing or entertainment trips.

Since television is still far from an important factor in Maine, Cressey

and Allen has concentrated its efforts on promoting the sale of radio-phono consoles. And while the store carries a representative stock of all sizes and prices of equipment, the higher-priced consoles are promoted in the various hotel displays. Most of the small local dealers do not handle the more expensive sets that are sold by Cressey and Allen.

The Portland store itself carries a heavy stock of phono records; and, as usual with this type of retail operation, classical disks outsell the pops. Yet the store has not neglected the pop market. Pop records, says Sterling, "carry their weight." The only disk promotion regularly used by the store is the selection and advertising of an "album of month." May's selection was a James Melton set of religious songs. It tied in well with Melton's personal appearance here and the Mother's Day potential.

The use of a mailing list is considered to be the store's best promotional medium, to concentrate on active customers rather than occasional disk buyers.

Al Middleman Sets Up Phono Co. of Am.

CHICAGO, May 27.—Al Middleman, former partner in Hit label with Eli Oberstein and later owner of Juke Box and Sterling disks, has organized his own radio-phono set firm, Phonograph Company of America. Headquartered in New York City, Middleman this week intord a new line of four machines at the Radio Parts Convention here.

Included were a three-speed, manually operated player which works thru the radio jacks, retalling at \$9.95; a three-speed manually operated portable with self-contained speaker unit, \$17.95; a radio-phono table model, equipped with a manually operated, three-speed player, \$28.95, and a portable five-tube radio, which operates on AC-DC or battery power, \$19.95.

TV Set Production Still at Peak Level

WASHINGTON, May 27.—TV receiver production continued last month at the peak level reached the previous month, the Radio Manufacturers' Association (RMA) reported today. April TV output reached 420,026 sets, bringing the total for the first four months to 1,647,956. While the April total was lower than the March 525,277 figure, the difference was due to the fact that the March report covered five weeks, compared with April's tabulation for four, RMA stated.

April TV receiving tube sales declined below the March all-time record but surpassed sales of every month of 1949, RMA reported. The April total was 498,624 tubes, bringing total sales for 1950 to 2,005,051.

AGVA Tightens Borscht Belt

Hotels Must Sign Code or No More Acts

June 3 Deadline Set

(Continued from page 3)

point of origin. If any actors use their own cars they shall receive 7 cents a mile in addition to their salary. If they transport other acts they shall get an additional 7 cents a mile for each act.

The minimum salary scale demanded is as follows: Class "A" hotels shall pay \$30 for singles; \$50 for doubles; \$65 for trios; \$80 for quartets and \$15 extra, above the \$80, for each person in excess of quartets.

Class "B" hotel scale shall be \$21.50 for singles; \$37.50 for doubles; \$47.50 for trios and \$60 for quartets, with \$12.50 extra per person for groups larger than quartets.

Social directors for "A" hotels are to get \$80 net per week. Assistant social directors, \$60 and staff performers \$5. Hotels in the "B" class are to pay their social directors \$65 net per week; assistant social directors, \$52.50 and staff performers \$45 a week. The classification of a hotel is determined by its capacity.

All salaries are to be net and all performers are to get room and board similar to that of guests. Performers are to get three meals daily at regular mealtimes equal to that served guests and are to be served in guests' dining rooms.

AGVA asked hotel ops to use only AGVA people and AGVA members will not be permitted to work hotels which use non-AGVA acts.

75G Fire Guts Fla. Clover Club

MIAMI, May 27. — A fire which started in the kitchen and spread to the air conditioning system gutted Miami's Clover Club Wednesday (24), causing \$75,000 damage. The fire started just before the dinner crowd arrived about 7 p.m., and it took three hours before the fire department was able to bring it under control.

According to the fire department, the blaze started when a spark found its way into the grease-lined air ducts above the cooking equipment. Although damage from the fire itself was confined to the kitchen and the air conditioning equipment, the main room itself was under a foot and a half of water before the blaze was under control. Performers and employees of the club succeeded in salvaging costumes and music.

Beb Chalis, starring in the club, was scheduled to close Tuesday (30) and open at the Shore Club on the beach Wednesday (31). Milt Ross, who was also appearing at the Clover Club when the fire took place, is expected to go into one of the hotels. The Vagabonds were set for May 31 but that date will probably be set forward until repairs can be completed.

Jack Goldman, owner of the club, said repairs will take about 10 days, tho it does not appear probable the club will be ready for business for at least a month. The Vagabonds were booked in for the entire summer.

Goldman said the building was covered by insurance but was unable to state whether the amount was adequate to meet the loss.

On the beach, Ned Schuyler's Five O'Clock Club shuttered Saturday

Big Legion Show To Give G.I., Ex-USO Talent Over 2 Yrs.' Work

(Continued from page 4)

and various other name songwriters on a semi cuffed basis. The total cast is expected to reach 125.

The show will start in Los Angeles October 7, stay there for three weeks and then by various jumps move east. Producers claim to have 48 weeks already set, with John Hill doing the booking out of L. A. After the show hits the East it will turn south (set for Miami in the winter of 1951). It is then planned to break the company into two parts, one to continue working in the U. S. and the other to go abroad. At the end of the two years the producers plan to make a picture of the whole thing.

The gimmick is to call it a sequel to wartime shows; e. g., *This Is the Army*. This, however, will be a peacetime effort. "It will be patriotic, but not a flag waver," according to Co-Producer Prince. All profits will go toward an American Legion endowment fund for veteran rehabilitation and a child welfare fund.

The show will have 28 scenes and blackouts and is expected to run

OGTA Moving Toward AGVA

CHICAGO, May 27.—The puzzle of whether the 35 members of the Ohio Guild of Theatrical Artists (OGTA) will take out AGVA franchises directly with the entertainers' union or as members of Entertainment Managers' Association, Midwest chapter of Artists Representatives' Association (ARA), unfolded a little this week, when Frank Sennes, prominent Cleveland agent and an exec of OGTA, sent in five memberships for all members of his office to EM-ARA.

Last word received from the 30 other OGTA members was that they would wait until after the final Rule B is drawn up before signifying their course of action. Sennes originally was reported ready to stand firm with the rest of OGTA, but notified EM-ARA of his decision. He would not comment on the status of the remainder of the Buckeye agents. The Sennes mass joining was announced at the monthly meeting of EM-ARA held here Thursday (25).

A. C. Niteries Set Seasonal Schedules

ATLANTIC CITY, May 27.—Eddie Lieberman, Philly theatrical tailor, is taking over the Chez Parce and plans to bring in production revues, including a line of girls. Vicki Vigal and team of Coles and Atkins have already been set for the show.

Resort's Club Harlem is set for a June 15 starting with Charlie Johnson coming in again as host. Large show will offer Billy Daniels, George Kirby, the Chocolaters, Jimmy Smith, Lester Goodman, Connie Carroll, Fontaine Brothers, Flick Montgomery, a line of 12 girls, and a 12-piece band led by Jimmy Tyler, with Larry Steele serving as production chief and emcee.

Another unit set for the season is Bill Bennett and his Crazy Kats at the Fort Pitt Inn.

(27) until the end of June when it will reopen with Martha Raye. The closing of the two clubs leaves the area without any conventional night club entertainment except that provided by hotels.

about two hours. Houses will be rented in key cities on a four-wall basis, but all spots will have at least 2,000 capacity. Tho price scale is still undetermined, it is expected to run at about \$5 top.

The first auditions will be held in New York and on the Coast, starting in September. All performers who've had service in any of the armed forces or worked for or thru USO, either here or abroad, will be eligible.

Jurisdictional differences are now being ironed out between Equity and the American Guild of Variety Artists (AGVA). Both claim jurisdiction.

Detroit Nitery Third To Fold

DETROIT, May 27.—Shuttering of the famed Bowery night club was ordered this week by the receiver, William C. Maguire, appointed several weeks ago by the Federal Court. Place was operated for some time by Mrs. Dorothy Barbaro, former wife of Frank Barbaro who founded the spot 18 years ago. She ran into difficulties, attributed chiefly to the 20 per cent admission tax. In the past few weeks, the impact of such conditions as the Chrysler strike dealt the final blows. Mrs. Barbaro indicated that she would attempt to reopen the spot with the aid of new capital if possible.

This is the third major shuttering among local top-flight night spots in recent weeks. The others were Jean Goldkette's Fantasia, and the Four Dukes Supper club.

Thomas Cuts Riviera Date

NEW YORK, May 27.—Danny Thomas's date at Bill Miller's Riviera will be limited to a two-weeker. Run was originally for a straight four weeks, but a picture commitment came up and, as contract had an escape clause, engagement was cut accordingly.

Jackie Miles, due to come in later in the season, will probably come in for the two weeks.

Fran Warren, due on the Thomas show, will probably stay on for the entire four weeks.

Toronto Imports Evans

TORONTO, May 27.—After the success in Canada of George Formby with his English music hall format, Norman Evans was booked to open here for a week beginning May 22 at the Royal Alex.

The last time Evans was seen on this side of the Atlantic was when he appeared as the only Britisher on the opening bill of the revival of vaude at the Palace, New York.

Dey Robbed Me!

NEW YORK, May 27.—Maxie Rosenbloom came into the arguments between comics, every one of whom are now using the punch drunk fighter routines, and all threatening law suits against the other for lifting it. "I'm mad," Rosenbloom said. "I'm gonna sue all those guys. Dey're makin' fun a' me."

Stand-By Orks Toot Sweet in NLRB Decish

Hailed by Theater Bands

(Continued from page 16)

theater management to pay or deliver any money or other thing of value in the nature of an exaction."

The local's only action, he said, was in notifying Petrillo and the booking agent that it had no agreement with the theater. The actual cancellation of the Acuff engagement was made by Petrillo, the hearing examiner said. "Therefore," he continued, "if pressure to a degree to amount to an 'attempt to cause' was exerted in the instant situation, it was exerted by the American Federation of Musicians and by virtue of a contract (between the Palace and the booker) which, as far as is shown here, was voluntarily accepted by the theater management."

Spencer emphasized that the contract was not an issue in the case, adding that even if it were and if its effect were to perpetuate the practice of stand-bys, "there would still be lacking proof that the theater's assent to it was involuntary."

The hearing examiner's report to NLRB stated that the intent of Congress in the T-H Act was to ban the practice of coercing employers into hiring stand-by orks, but added that voluntary acceptance of the practice by the employer is still legal. Spencer noted that the so-called featherbedding section in the act was derived in part from the Lea-Vandenberg Act curbing stand-bys in radio; but he added, neither bit of legislation outlaws "voluntary" contracts for stand-bys.

Philly Op To Open A. C. Club

NEW YORK, May 27.—The 500 Club, Atlantic City, will be run this summer by Harry Steinman, operator of the Latin Casino, Philadelphia. Spot, long a user of name acts, expect to continue the policy when it opens for the season about July 1. Steinman is now shopping for attractions and has shows set for August. It's his July dates that are still wide open.

Atl. City OKs Booze License Transfers

ATLANTIC CITY, May 27.—The city commission this week approved the transfer of liquor licenses at two of the resort's major spots. The license of Dan and Babette Stebbins for the operation of Babette's for nearly 30 years one of the resort's leading cabarets, was transferred to the Rajan Corporation, local combine which includes Morton Sheikman, of the Caldwell Liquor store here; Harry Miller, an attorney, and Theodore Bufano.

The other liquor license transfer is for the Traymore Hotel, going from Owner Frank Gravatt, former owner of the Steel Pier here as well, to Preston R. and Lawrence Tisch, resort hotel operators, who recently negotiated a 21-year lease for the beach front hotelery at an estimated \$11,000,000. The new operators, who also operate resort hotels in Lakewood, N. J., and in Miami Beach, Fla., plan to spend approximately \$2,500,000 in improvements on the Traymore this summer. Included in the plans are a swimming pool and an adult and children's theater. The Tisch brothers also plan to expand the talent budget for the summer entertainment at the Traymore's Submarine Grill.

VAUDEVILLE REVIEWS

Capitol, New York (Thursday, May 25)

Capacity, 4,027. Price policy, 55 cents-22. Four shows daily; five Saturdays. Loew chain booker, Sidney Piernont. Producer Allan Zee. Show played by Woody Herman's ork.

The show opens good and closes with a smash, the latter due to young Bill Farrell's fancy tonssiling. The big gap is in the middle where Gene Baylos does a spot.

Baylos can be a very funny lad. He can also be considerably less than that. On this show he was the latter. His cafe material and tag lines, "Come on, These are the jokes," has often killed showbiz characters in saloons. But a theater audience is a different animal. What Baylos should've done is taken his act and revamped it thru a few break-in dates before bringing it into the Capitol.

Bill Farrell, in his first Stem theater date, made an impressive showing. His slim good looks plus a powerful voice drew solid mitting practically all the way. His act consisted of his MGM recordings, delivered in an Eckstine-ish fashion with Laine overtones. His first was *All of Me* followed by *You've Changed*, *Son of God's Country*, *Circus*, *It Isn't Fair* and *Indeed I Do*. In between, he threw in likeable pitches for his disks that were good for pleasant titters.

First act on was Virginia Lee in an acro dance. She then made a pitch for audience participation, went down into the orchestra and came up with a plant for an amusing balancing routine that won excellent responses.

Woody Herman's band (four trumpets three trombones, five sax and three rhythm) had a number of opportunities for solos and band effects. Music was good, tho hardly ideal theater fare. On *Early Autumn* there were many solos. On the medley, starting with *Amen* and ending with *Caledonia*, the result was only so-so. Herman's a fine musician, but musicianship is seldom ideal stage fare unless it is tied to some flash gimmicks. The best audience response came from *Golden Wedding*, and it was probably due to the melodic line as delivered by Herman's clarinet with drum challenge backing. Most of his foregoing routine was devoted to musical pyrotechnics which meant comparatively little.

This time around, Herman showed a new band canary, Pat Easton, formerly part of the Tattlers, a mixed singing group. Miss Easton is a pert little brunette with a good voice. Her *Bewitched* was well sung. Her duet with Herman, *Doncha Go 'Way Mad*, was a good try that suffered from poor acting and unimaginative selling, due in large part to inexperienced.

Pic, *Big Hangover*. Bill Smith.

Roxy, New York (Friday, May 26)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by house ork.

If this one doesn't stay on, it won't be the fault of the stage show. It's TV format and marquee value is apparent in such names as Sid Caesar, Faye Emerson and Imogene Coca, assisted by the DeMarlos, the Billy Williams Quartet, Anita Martel and some fine production work by the Gae Foster Roxyettes and Escorts.

The whole thing runs smoothly and builds for exciting finishes with the laughs in the proper places, making it one of the best shows the theater has had in a long time.

Caesar works in blackouts with Miss Coca and Miss Emerson and in one of his own spots. In the former his *Driving Lesson* panto with Miss Coca was so loaded with far-far-lar occurrences that laughs were practically continuous. In his single spot, the *Baby Talking to Itself*, a hilarious bit of nonsense, he just about broke up everybody. Imogene Coca carried the comedienne chores with equal distinction. Her *French Chanteuse*, backed by imaginative production, was wonderful. In her sketches with Caesar their frequent association on TV showed in their work. Their timing was excellent.

Miss Emerson Emsees

Miss Emerson in her first variety show looked like a dream boat. Her blond beauty highlighted by a chassis-revealing off-the-shoulder white job, drew plenty of whistles. But besides looking lovely she also handled the emsee chores with the poise of a vet. In her single sketch with Caesar—a perfumery bar thing—she straightened with such a flair that it added realism to Caesar's double talk. The audience applauded her enthusiastically.

The Billy Williams quartet, an all-Negro singing group, showed top singing qualities in two well arranged numbers, a bouncy *Red River Valley* and an amusing novelty, *B-z-z-B-z-z, Busy*. The boys do well enough to work on any show and in any spot.

Dance and Juggle

The DeMarlos opened with their standard ballroom act and registered in good style all the way. Their lifts and spins were flashy, and their smooth terps won solid hands. Anita Martel did a version of an English music hall variety show consisting of song and dance ending with juggling bits. The gal, an attractive brunette, is apparently a juggler, tho some of it could stand pruning. She

RKO Albee, Cincinnati (Friday, May 26)

Capacity, 3,200 seats. Prices, 60, 75 and 85 cents. Four shows daily; five on weekends. House booker, Dan Friendly. Shows played by house ork.

Altho production sloughs off in spots, this package boasts enough variety to make it a well-balanced bill. The Four Evans lead off with their crackerjack tappery, with the well-stacked daughter the standout in a nifty acro turn that jells splendidly with other members' hoofing and the tasty attire. Hank Siemon, with Archie, is an accomplished vent whose lines are good for solid yocks and palms. His four-way conversation bit, altho a smart piece of business done with audience participation, takes too long to get under way and tends to slow things. He went away a winner, nevertheless.

The Albins, tiny blonde and a big guy, sparkled with their burlesqued ballroomology. Especially pleasing was their *Ballroom Nightmare*, wherein their excellent timing and aping of the art of dance easily stands the test. Bob DuPont, juggler, scored heavily with his ball, club and tamborine manipulating. It's a good sight turn.

Neal Keaton, dapper and grayish funster, displays good chatter and pipes, as his partner, Georgette Armfield, transforms herself from a Dracula-like character into a striking, redheaded glamour gal. Both contribute comedy bits that sell well. The Ben Yost White Guards (5) broke in with their familiar *Burgundy* bit and then sailed serenely thru standards like *Stout-Hearted Men*; *Lover, Come Back to Me*; *Oh, What a Beautiful Morning*, and *People Will Say We're In Love* to ring up huge mits.

Lee Davis, comic, collected palms with dated gags at his entrance but built reception to big applause and yocks with his showmanship and the substance to back it. His phony political yammerings rocked 'em. Gaudier's *Steeplechase*, replete with ponies, dogs and monkeys, grabbed top laurels at the show caught. Act shows off marvelous training as it speeds thru amazing tricks that involve little or no cueing from the ringmaster. The moppets in the crowd loved every minute of it.

Pic, *Father Is a Bachelor*.
Bob Doepker.

handled balls and hats with skill, getting light comedy touches into the act for added giggles.

The productions were exceptionally good. The 12-person mixed lire was particularly fine in a precision tap-ballet to *Hungarian Rhapsody* backed by the band 88'er down front for the number.

Pic, *Love That Brute*.
Bill Smith.

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3 New Bills Halt Slide; Stem Takes Leap to 381G

NEW YORK, May 27.—Three new bills at Stem combo houses were mainly responsible for the reversal in trend last week. The take for the six vaude-pix theaters last week was \$381,000 against the previous stanza's \$283,000.

Radio City Music Hall (6,200 seats; average \$128,000) jumped in the lead with a husky \$150,000 for its tee-off with the Martin Brothers, Ladd Lyon and *Father of the Bride*.

Roxy (6,000 seats; average \$76,000) took a beating with a poor \$48,000 for its opener with Ken Murray, Ruby Keeler and *Ticket to Mohawk*. The show lasted a week. The new show, which opened Friday (26) has Sid Caesar, Imogene Coca, Faye Emerson and *Love That Brute*.

Capitol (4,627 seats; average \$66,000) exited with a puny \$24,000 for its last and second week with George

Olson's ork, Georgia Gibbs, Lew Parker and *Champagne for Caesar*. The new show (reviewed this issue) has Woody Herman ork. Gene Baylos, Bill Farrell and *Big Hangover*.

Paramount (3,654 seats; average \$73,000) collected a juicy \$80,000 for its preem week of Frankie Laine, Patti Page, Pat Henning, Elliot Lawrence's ork and *In a Lonely Place*.

Strand (2,700 seats; average \$49,000) opened okay with \$49,000 for its initial week with Xavier Cugat, Herkie Styles and *Caged*.

Palace (1,700 seats; average \$17,000) jumped in the lead with a tremendous \$30,000 for its first week of a two-weeker with its anniversary show of Belle Baker, Smith and Dale, Cliff Edwards, three other acts and *Shadow on the Wall*. The gross compared with \$21,000 the previous week.

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NIGHT CLUB REVIEWS

Contillion Room, Hotel Pierre, New York (Tuesday, May 23)

Capacity, 265. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive, Stanley Melba buying. Publicity, Luford-Coplin. Estimated budget this show, \$750. Estimated budget last show, \$900.

The hit of this one is a Midwestern comic, Georgie Gobel, who has had unsuccessful dates at La Martinique and the Havana-Madrid. This time the short, stocky lad did a job that almost fractured the class audience. Using a guitar, mostly as a prop, Gobel came on with a series of pointless but hilarious yarns about insurance agents, a railroad law suit and the psychological problems of bringing up a four-year old. An ingratiating style won him attention which he built for sock results with giggles that grew solid yocks. His innocuous delivery, almost a throw-away, is somewhat like John Sebastian who's working across the street at the Plaza. In between situation stories Gobel throws in a couple of high tenored songs, a hill-billy, and a Bill Kenny (Inkspots) take-off that had them howling. Based on his showing here, Gobel's ready to work almost any kind of a room. He should do very well on TV or radio.

Josette and Walters were considerably less than impressive in their first New York hotel job. The girl was obviously nervous, trying to overcome it by too much mugging. The tricks, the ordinary, were well executed, but seldom built to big finished. What flash there was came in the middle of routines with each number ending down. The couple is good looking, tho the effect was hidden by unimaginative costuming. The boy's formal morning suit was in good taste, but the girl's bare-midriffed tan rhumba gown was not. For an important date like this the team should have invested in wardrobe even if the dough they get here isn't important. The incongruity of the boy's and the gal's costumes made for a poor presentation. Their musical arrangements were also hackneyed. The only saving grace was the boy's well-modulated voice. The gal's dark looks can be brought out better with a white or off-white gown.

Stanley Melba's band did an heroic job of trying to help. It's dance sessions were cut as well as always. **Bill Smith.**

Beverly Hills Country Club, Newport, Ky. (Friday, May 19)

Capacity, 700; lounge, 100. Price policy: Dinner from \$2.50; drinks from 55 cents; minimum, \$2, except Saturday, \$3. Floor-shows at 6 and 12:30. Operator, Beverly Hills Company. Sam Tucker, managing director; Barney Glait, manager; Sam Silverstein and Doty White, advertising and publicity; Cecile Lindsay, line producer. Booker, Frank Sennes, Cleveland, exclusive. Estimated budget this show, \$8,500; estimated budget last show, \$3,300.

Ted Lewis, his show and his 13-piece ork return to this fancy showcase for their annual four-week engagement. There remains little that hasn't already been said about the master showman and his coteries of entertainers. They still fetch up top-notch entertainment and, as prime faves here, were vociferously pounded off and on by the appreciative first-show crowd.

Lewis offers little that hasn't been seen on his previous visits here. It's still the old schmaltz handled deftly and with rare showmanship and Lewis's knack for making the ordinary seem like something out of this world. Lewis tightened the reins a bit at this showing, with the result that the show moved along a bit more sprightly than on some of his past visits. The audience, as per usual, was a pushover.

Lewis still carries the lovely and shapely Geraldine DuBois as the fem lure and song support; the Reed Sisters, trio of capable and attractive song weavers, and the sock dusky mugging funsters, Paul White and Elroy Peace, whose cavortings are still a comedy gem.

New with Lewis are Andre, Andree and Bonnie, lad and two gals, who offer a load of surprises with an original and novel manikin turn. Andre serves as the window trimmer, with Andree and Bonnie, wearing masks, vying with a dummy manikin to supply laughs and the unusual. One of the brightest items in the show.

The Lewis band crew, piloted by Sol Klein, contributes its usual top-notch job on the show and dance tunes. **Bill Sachs.**

Persian Room, Hotel Plaza, New York (Thursday, May 18)

Capacity, 275. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive books, Merril Abbott. Publicity, Ed Stey. Estimated budget this show, \$3,000. Estimated budget previous show, \$2,500.

John Sebastian, billed as a harmonica player, is more than that. In fact he's becoming a real comedian with a sly underplayed delivery reminiscent of Victor Borge. His sly observations on people, behaviorisms, pointless remarks about semantics and unfinished sentences, drew titters which grew into yocks. His Man Eating a Peanut Butter Sandwich was a bit of mad panto that convulsed them. In between his sotto voce patter, Sebastian does a commendable harmonica job on such varied tunes as Malugena, Intermezzo, Gypsy Dance and St. James Infirmary. His Milg-toastish characterization plus his mouth organ work earned him top hands.

Martha Stewart and the Blackburn (See Persian Room, N. Y., page 51)

ter-gags with allusions that were pretty close to the border. Customers, however, loved it. Her next was a special about St. Peter, followed by a rough carbon of Sophie Tucker, and she ended with a dream number which segued into a George M. Cohan take-off.

Miss Dennis looked good and worked well. Her major fault was unimaginative pacing. She opens big and sells everything the same way. This requires too much energy, besides affecting an over-all job. **Bill Smith.**

Silver Frolics, Chicago (Thursday, May 25)

Capacity, 300. Prices, no minimum, with a 55-cent cover charge. Shows at 8:30, 12 and 2. Operators, Ben Orloff and Irv Singer. Publicity, Larry Stern. Exclusive books, Sid Harris, Mutual Entertainment. Estimated budget this show, \$2,800. Estimated budget last show, \$2,300.

This three-month-old Loop bistro continues its string of good shows with its third effort featuring a sock comic. Duddy Lester, big name utilized thus far, kept the laughs steady for 35 minutes. The younger Lester has lost some of his ultra brashness, a good factor for the more conservative Midwest. He's working more casually, with the result that his audience relaxes and enjoys his work more. As usual, he's refurbished even his old stuff and has come up with a Harry Richman spang and a Nelson Eddy-Janet McDonald duo that drew screams.

Dorothy Claire, ex-band chirp, last in legit, isn't far behind. Sporting a terrific, short coiffure, the dynamic blonde ran the gamut of song, doing solid specialty bits and inserting smart special lyrics into her rendition of pops and standards to win two encores. Gal should evoke interest of a video producer seeking a really animated songstress.

Tapster Walter Long opened with a fine display of clev'ing. Guy commercializes his clev'ing by doing a finale tom-tom number with the house tubber that rang the bell. **Johnny Seppel.**

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Follow-Up Review

LATIN QUARTER, NEW YORK: The replacing of two acts with two others, the Borrah Minevitch Harmonica Rascals with Johnny Pulco and Beverly Dennis, hasn't affected the show or its pace. It's still a big spectacle which moves with a zest and a speed that is as eye-catching as it's smooth.

The Rascals do about the same act they've been long identified with. But the yocks little Pulco gets for his meek always-picked-on characterizations are still as big as ever. On night caught there was some mike feedback trouble, but the customers didn't mind it and laughed more heartily than ever.

Beverly Dennis, now doing a single, is a brash aggressive gal with a commercial style and routine that is made to order for clubs like the LQ. After opening with an over-long Alabama Bound, she went into a series of pat-

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Magic

By Bill Sachs

ROBERT A. NELSON, of Nelson Enterprises, Columbus, O., added to his laurels as "the most widely publicized mentalist-magician in the world" with a two-page story by Dick Ashbaugh, with photos by Alfred Eris, in the June 4 issue of This Week Magazine, Sunday supplement appearing in 27 newspapers with a combined circulation of over 9,500,000. Nelson's latest publicity scoop should build sales for his latest book, Manual of Publicity and Exploitation, recently released with a \$3.50 price tag. . . . Vantine and Casan, who have just concluded a two-weeker at Club Shaquire, Camden, N. J., have added a number of new illusions for their fair trek which gets under way soon. Casan is still doing her jail escapes as a bally and the stunt brought her a front-page break during a recent engagement at Bristol, Pa. She is also slated for an early appearance on the Milton Berle tele show. . . . Sir Edwards (Remon LaRue), after winding up his tour for International Harvester Company, hustled back to his Indianapolis headquarters to prep gear for his sky escape act which he performed with Joie Chitwood's World Champion Auto Drivers at Milwaukee May 27-30. Edwards also has signed with the Gus Sun Agency to play the Detroit Police Field Day August 5, with a contract for the Cleveland Air Races pending. . . . W. C. Bennie (Rajah the Magician) has returned to Miami following a South American trek. He reports that he's working on a novelty mystery turn to hit the road around September 1.

MR. BALLENTINE (Carl Sharpe), who recently dropped the "Amazing" prefix from his moniker when he found that it had become as common as a Linking Ring routine, is in Los Angeles residing with his old partner, Burnett, now in the tie manufacturing business out there. "I'm still with it and in the sun," Ballentine scribbles, "and hope to be back east soon." . . . Magidom mourns the loss of Marie Bamberg, wife and assistant to Theodore Bamberg (Okito), who passed on at Mercy Hospital, Chicago, May 16. . . . Harry Albacker shoots us a couple of pocket tricks with the info that the rabbit-hiding business is great with him. "Still manage to keep my name in the dailies, which means I eat regularly," Harry typewrites. "Eddie Hileman has me set for two weeks in my hometown, Pittsburgh, starting July 1." . . . E. R. Layne (Layne the Magician), who recently concluded a season of auspicious dates with his full-evening show, writes from his Ironton, O., headquarters that his fall season is shaping up well and that he plans to crack the new season September 12. "There are many people in the business who cry that magic is dead," writes Layne. "I can't agree. This is my 14th consecutive season and I still find that if the public is given a clean, smooth-running array of magic punctuated with the right amount of humor they'll enjoy it just as much as any other form of entertainment. I never encounter any difficulty in booking in my established territory." . . . DeLora

BILLBOARD BACKSTAGE

It's Deadline Time in Dixie, Or Get Up That First Column

By Joe Csida

(Continued from page 3)
or a Sullivan or something? And what've you got news columns for? Well, maybe a little editorializing. You don't think too well of that idea of the AFM's to prohibit record companies from cutting band tracks and dubbing in vocals. Tuby Tuvin told you about that while you were still at RCA Victor, and you told him you didn't think it was fair. But if you write something about that, maybe they'll say this guy writes like he's still working for Victor. Sooner or later you're going to have to write something that someone's going to say that about anyway.

The point about this non-dubbing ruling is that it will cut down the chances for a new kid singer to get a break on records. Take a kid like Eddie Fisher at Victor. He and his manager, Milton Blackstone, would be the first to admit Eddie still has a few things to learn. Naturally, he hasn't got the finish of a Como or a Martin. If a record company is permitted to cut the band and then work with the singer until he gets it as close to just right as possible, the diskery will be glad to knock itself out trying to develop and build a boy like Eddie. If the record company runs the risk of going thru a full three-hour session (and maybe overtime) and, because of certain inevitable rough edges on a new singer's performance, still comes out with no releasable record, the diskery is going to hesitate a long time before trying with a new kid. Maybe Petrillo doesn't care about kid singers, but we do, along with musicians.

All right, now you've editorialized. Is that a column? How about a bit about what you discover has happened to you after being away a year. Some things strike you

Whitney, of the Mystical Whitneys, typewrites from Shawnee, Okla.: "I've read your column for more years than I care to remember and I noted what you had to say recently concerning the joint-SAM-IBM convention. I wanted you to know that many of us out this way feel the very same way. Since I've been secretary to Ring 46, IBM, here in Oklahoma, I've been publishing a monthly bulletin and for the last several issues have plugged the joint convention idea."

JIMMY McHUGH

(Continued from page 41)

BAND ON MY KNEE

1946—DO YOU LOVE ME? A 1946 Century-Fox picture with Maureen O'Hara, Dick Haynes, Harry James and Reginald Gardiner. Lyrics by Harold Adamson. Robbins Music Corp.

I DIDN'T MEAN A WORD I SAID (Available on Victor 20-1795, Sammy Kaye and his orchestra.)

1946—CALENDAR GIRL

A Republic picture with Jane Frazee, William Marshall, Gail Patrick, Kenny Baker, Victor McLaglen and Irene Rich. Lyrics by Harold Adamson. Mayfair Music Corp.

HAVE I TOLD YOU LATELY? LOVELY NIGHT TO GO DANCING CALENDAR GIRL

1947—RIT PARADE OF 1947

A Republic picture in which Joan Edwards made her film debut in a cast that included Eddie Albert, Constance Moore, Gill Lamb, Bill Goodwin, William Frawley and the Sons of the Pioneers. Lyrics by Harold Adamson. Edwin H. Morris & Co., Inc.

I GUESS I'LL HAVE THAT DREAM RIGHT AWAY

CHIQUEITA FROM SANTA ANITA COULDN'T BE MORE IN LOVE

IS THERE ANYONE HERE FROM TEXAS? THE CUSTOMER IS ALWAYS WRONG

THE CATS ARE GOING TO THE DOGS SMASH UP

A Universal picture with Susan Hayward, Marsha Hunt and Lee Bowman. Lyrics by Harold Adamson. Melrose Music Corp. LIFE CAN BE BEAUTIFUL (Available on Victor 20-2015, Vaughn Monroe and orchestra.)

strangely.

A year ago you could talk to a few guys far into the night about trade doings, listen to a dozen names, another half dozen figures, have a few drinks, come in the next day and knock out a story with all the names, figures, etc. Just right. Never take a note, of course. Now you discover all of a sudden you come in after listening to a few guys on a few subjects and you can't quite remember that name (and what was that figure?), and like a journalism student you've got to get on the phone and recheck. You try to figure out how that happened, and it's simple. After a year of listening to a thousand guys say a million songs are cinch smashes, and this song was written just for Perry, and how come I can't get with you, over and over and over, you realize you have built an automatic filter-type gadget in your mind. This, you hope, is nothing to worry about. Just a matter of mental readjustment.

Now that's a personal problem and what makes you think anybody wants to read about it?

Well, the nice thing is you can try again next week.

NBC Gets Marx In 8-Year Deal; Video in Works

HOLLYWOOD, May 27. — NBC this week (27) signed Groucho Marx and John Gudel to an exclusive eight-year contract for radio and TV. Under terms of the pact the Marx-Gudel radio quiz package, You Bet Your Life, will move over to NBC from CBS this fall at a time to be arranged with the program's sponsor, the De Soto division of Chrysler.

The contract, which reportedly brings the comedian \$2,250,000, includes definite plans for a Marx TV airtel this fall. Right now NBC execs are undecided whether it will be a simulcast, a separate production of You Bet Your Life or a new show.

According to NBC Prexy Joe McConnell, who engineered the swing-over after prolonged wooing, finalizing of the Marx deal is the first of a series of large-scale talent acquisitions for the web. NBC execs in New York predict that McConnell's next big grab will bring Jack Benny back into the fold. Manie Sacks assisted McConnell in the negotiations.

MUSH-A-BYE ISLAND I MISS THAT FEELING

1948—IF YOU KNEW SUSIE

An RKO picture starring Eddie Cantor and Joan Davis. Lyrics by Harold Adamson. McHugh & Adamson Music, Inc.

WHAT DO I WANT WITH MONEY? MY, HOW THE TIME GOES BY

(Available on the following records: MGM 10075, Hal McIntyre; Victor 20-2594, Vaughn Monroe.)

1948—A DATE WITH JUDY

An MGM picture with Wallace Beery, Jane Powell, Elizabeth Taylor, Carmen Miranda and Xavier Cugat and his orchestra. Lyrics by Harold Adamson. Robbins Music Corp.

IT'S A MOST UNUSUAL DAY

(Available on the following records: Capitol 57-724, Margaret Whiting; Columbia 36206, Ray Noble orchestra.)

Burlesque

By UNO

NADINE, who recently switched from burly to niteries, closed at the Hawaiian Club, Albany, N. Y., and opened at the Manhattan Club, Johnston, R. I., thru Dave Cohn. . . . Mike Sachs, comic, at the conclusion of his two-weeker at the Howard, Boston, received word of the death of his wife, Sophie, May 22. . . . Stanley Montfort, singing straight, finished a stretch of two seasons at the Folly, Kansas City, Mo., as house man and stage manager and shifted to Rialto, Chicago, for Harold Minsky in the same capacity. Current cast includes George Murray, Elaine Hubert, Wanita Bates, Sherry Shannon, Lew Denny, Irma and Rio, Mickey Jones, featured, and Joe Derita, held over indefinitely. Ivan Franova is producer of a 20-girl line, replacing Paul Morokoff. . . . Blaze Fury, taken suddenly ill in Boston, was unable to play a return date at the Hudson, Union City, N. J., week of May 21. Lana Barri was hurriedly substituted. . . . Hank Henry and Dick Bernie slated to bow in July 6 at the Last Frontier, Las Vegas, Nev. . . . Marlane, after an extended night club tour, opened at the Casino, Boston, May 29.

ROSE LaROSE, following the last show May 20 at Union City, N. J., was autoed all the way to the Gayety, Norfolk, by the house owner, Frank Blue, who came on expressly so that she could make the opening at his house Sunday, May 21. After Norfolk, Miss Rose plays a repeat at the State, Canton, O., week of June 1. . . . Pat Hobson closed four weeks at Fox's, Dallas, and opened at the 29 Club, Oklahoma City. . . . Ina Lorraine is back for another season with the Meeker Shows, a carnival touring Western territory. . . . Marilyn Miller and Roslyn Brilliant will be among the entertainers for Freddie Fulton at the Northport (L. I.) Veterans' Hospital June 11. . . . Winnie Garrett is in her eighth week at the HaHa Club, Manhattan. . . . Ben Hamilton is still another of the burly group to start rehearsing with Mike Todd's "Peep Show."



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Want good sober Help in all departments. Could use a few more clean couples, old timers and amateurs.

PHR. MATTHEWS, CONTACT AT ONCE
This is strictly a "24-hr." show. NO KIP. Those accepted will be taken care of immediately upon arrival.

POSITIVELY NO COLLECT CALLS OR WIRE

Write only to
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c/o SPORT CENTER
6 East North Ave. Baltimore, Md.

Green's Sesqui Pageant Reaches Casting Stages

WASHINGTON, May 27.—Preliminary talent tryouts for the capital's sequentennial symphonic drama penned by Paul Green were to be staged here for three days starting Thursday (25), with spots open for a cast of about 150. Most of the cast was to be drawn from music and drama students from local and nearby colleges, according to Green, who signed a contract last week to conduct the show which is officially named *Faith of Our Fathers*.

Green's contract, it was learned, calls for a fee of \$7,500 plus royalties of 8 per cent on gross receipts. The show is scheduled to open early in July, the exact date to be determined by weather conditions inasmuch as the drama will be staged in a new open-air amphitheater now under construction in Rock Creek Park. The drama will have a seasonal run to October 1, this year, and it will be repeated in 1951 if it gets a sufficiently enthusiastic reception. In fact, no limit has been placed on the number of seasons the drama can run. Sesqui officials said this week that the show itself will be ready by July 6.

Auditions are to be handled by playwright Green and newly appointed production chief, L. Poe Leggette, a speech professor at George Washington University

(GWU). Assisting will be members of the speech and drama departments of local universities, including GWU, Catholic University and University of Maryland. The auditions will be held in GWU's own Lisner Auditorium, which once served briefly as a legit house.

Among uncertain factors in determining the opening date for the drama is the construction timetable of the new amphitheater, but it is believed that the construction is progressing favorably for an early July unveiling. The amphitheater, which is figured to amortize itself in a 10-year period, will be owned by the Federal Government, with the Department of Interior slated to take it over after January 1, 1952. The new outdoor theater, which will seat 4,000, is being built at a cost of \$563,000.

An additional \$100,000 has been allotted for the symphonic drama, with the bulk of this to be spent on production, scenery, staging and the like. Authentic period costumes will be featured in the drama about the life of George Washington, and the sesqui commission has therefore set up a costume shop in Williamsburg, Va., where some notable work has been done in this field.

Admission prices, before tax, will be 75 cents, \$1.50 and \$2. It has not yet been determined how many seats will be allocated to each of these price brackets.

Sesqui officials are awaiting the start of auditions for the projected new symphonic drama here with some trepidation, inasmuch as more than a thousand persons have been "nominated" as prospects for the title role of George Washington in the new play (see separate story on symphonic drama).

The big rush of prospects for the lead role is the result of an announcement by playwright Paul Green several months ago inviting the public to send the names of "nominees" for the part. Green invited the public to nominate anybody figured to have George Washington's qualities such as nobility, serenity and physical resemblance. The response was overwhelming. Sesqui officials have one consolation. Prospects for the role must show up at the auditions in order to qualify for an audition. Most of the proposed "George Washingtons" are from distant parts of the nation.

Sides and Asides

12 Win Theater World Awards

Daniel Blum, editor, awarded 12 theater world placques emblematic of his theater annual's selections as the "most promising personalities of the Broadway stage for 1950," at a cocktail party at the Hotel Algonquin, N. Y., May 22. The recipients were Nancy Andrews ("Touch and Go"), Marcia Henderson ("Peter Pan"), Lydia Clarke ("Detective Story"), Barbara Brady ("The Velvet Glove"), Priscilla Gillette ("Regina"), Grace Kelly ("The Father"), Roger Price ("Tickets, Please"), Charlton Heston ("Stained Glass Window"), Charles Nolte ("Stained Glass Window"), Don Hammer ("The Man"), Rick Jason ("Now I Lay Me Down To Sleep") and Phil Arthur ("With a Silk Thread"). Theater World, Volume 6 (1949-1950), will be issued by Greenberg Publishers in October.

"Devil's Disciple" to Westport July 3

Philip Bourneuf, Francis Reid and John Williams have been signed to replace Victor Jory, Marsha Hunt and Dennis King, when Maurice Evans reopens "The Devil's Disciple" at the Westport (Conn.) Country Playhouse July 3. "Disciple" closed May 27 at the Royale Theater, N. Y., after 127 performances. Jory starts a solo tour of his own in "The Spider" July 17 at Saratoga, N. Y.

"New Moon" To Open Lambertville Legit-in-Tent

Arthur Kent, Metopera baritone, and Gail Manners have been signed for lead slots in "New Moon" which St. John Terrell has picked as the opener for his season of legit-in-a-tent at Lambertville, N. J. Dancer Dorothy Keller also will be featured in the music circus's first show June 3. Later in the month, June 20, another entrant in the legit-under-canvas sweepstakes gets under way on the Danbury (Conn.) Fairgrounds. The sponsors, James Westfield and Ben Boyer, of Melody Fair, have settled on "The Merry Widow" as their unveiling choice. Irra Petina will sing the title role.

Silo "Cleopatra" Prepping a Bow

Francis Compton will be the Caesar to Paulette Goddard's Cleopatra when the silo edition of the Shaw comedy goes into rehearsal June 3. Supporting players include Hurd Hatfield, Morton Stevens, Norman MacKay, Vinette Carroll, Ralph Sumner, Harold Webster, Grant Gordon, Helen Harrelson, Doris Duckworth, Eric Burroughs and Ted Nelson. Arthur Sircom will do the staging. Richard Aldrich, Richard Skinner and Evelyn Freyman will unveil "Caesar and Cleopatra" at the Olney (Md.) Theater June 16. The Cape (Dennis, Mass.) Theater gets it June 26 and the Falmouth (Cape Cod) Theater a week later.

New York May Get New Theaters Yet

Another step toward potential new theater construction in the New York area came Wednesday (24) when the City Planning Commission approved the principle of legislation introduced by Councilman Hugh Quinn in the city council last month. Quinn has been seeking amendments to the city building code which will encourage investment in new theater construction. A major amendment would permit the construction of offices above a stage, a practice forbidden under the current code. The commission urged the adoption of appropriate legislation to permit theaters to be built either individually or as parts of larger structures under proper conditions and safeguards. A report has been forwarded to Joseph T. Sharkey, majority leader of the council.

Blaney, Jaeger Skeds "Devil Dreams" First for Silos

The recently formed producing team of H. Clay Blaney and C. Peter Jaeger sked rehearsals for Fritz Rotter's mystery comedy, "The Devil Also Dreams," to start July 1. Reginald Denham will direct an all-star cast, which will include Francis L. Sullivan. In lieu of the usual road break-in, a few stops at top silo theaters are being booked to get under way late in July. Lester Al Smith has been signed by the firm as general manager.

Congress Stymies Fed. Theater Plan

(Continued from page 3)

furnished by Senators Irving Ives (R., N. Y.) and Elbert Thomas (D., Utah) and Rep. Jacob Javits (D., N. Y.). The congressmen have pending bills asking the President to call a national theater assembly for the purpose of drawing up recommendations for Uncle Sam to follow in pumping new life into the theater.

With the bills bottled up in congressional committees, sponsors of the national theater movement are now planning to go ahead with the general assembly on their own initiative without waiting for a presidential invitation.

If the conference is successful in drafting concrete proposals for federal aid, bills will be introduced in both houses of Congress embodying the recommendations. Congressional friends of the theater are thinking at the moment of trying to establish something along the lines of England's Arts Council, which gives financial aid to qualified theater groups.

Plans envision more than just aid for legit performances. Also included would be aid for ballet and opera and possibly concert performances.

Whether Congress will approve theatrical aid is problematical. There is a precedent for it, however, in the Federal Theater groups operated under the old Works Progress Administration (WPA). Senate interest in the theater was pointed up at the time when ANTA was hoping to get a lease on the local Belasco Theater. More than half the Senate membership signed a statement that they would vote for a bill to reimburse ANTA for renovations if the government later canceled any lease.

ROUTES Dramatic and Musical

Chocolate Soldier (Curran) San Francisco.
Death of a Salesman (Strand) Vancouver, B. C., Can.
Diamond Lil, with Mae West (Plymouth) Boston.
Miss Me, Kate (Cass) Detroit.
Miss Liberty (Shubert) Chicago.
Mr. Roberts (Colonial) Boston.
Oklahoma (Stranger) Chicago.
South Pacific (Philharmonic) Los Angeles.
Two Blind Mice (Harris) Chicago.

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
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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.

Conn. Okays Sat. Booze

BRIDGEPORT, Conn., May 27.—Gov. Chester A. Bowles this week signed a bill which was passed unanimously by the State Senate and by a vote of 96 to 50 in the House, legalizing the sale of liquor on Saturday nights and until 1 a.m. Sunday mornings, except in such municipalities which now have a specific prohibition against Sunday sales and are completely dry. The bill clears up a situation that developed recently when Att. Gen. William L. Hadden ruled that although it had long been the practice to sell liquor until 1 a.m. Sunday, such sales after midnight were illegal.

Philly Hails Todd "Peep"

PHILADELPHIA, May 27.—Despite the fact that the legit season folded a month ago, after many uninteresting weeks of scattered stage fare, there is much interest in evidence at the box-office for the Mike Todd's *Peep Show* which will premiere here June 5 at the Forrest Theater. Air-cooled house is getting good action on advance sales for the three-week stay. Advance take at the gate last Saturday (20), with the opening still two weeks away, was well over the \$30,000 mark.

Broadway Review

A STREETCAR NAMED DESIRE

(Opened Tuesday, May 23)

CITY CENTER

A drama by Tennessee Williams. Staged by Ella Kazan. Set and lighting by Jo Mielziner. Costumes by Lucinda Ballard. Company manager, Max Stegal. Stage manager, Robert Downing. Press representative, Ben Kornsweg. Presented by Irene M. Selznick.

Neuro Woman Eulabelle Moore
 Eunice Hubbel Peggy Rea
 Stanley Kowalski Anthony Quinn
 Harold Mitchell (Mitch) George Mathews
 Stella Kowalski Jorja Curtright
 Blanche Du Bois Uta Hagen
 Steve Hubbel Harry Kersey
 Pablo Gonzales Arny Freeman
 A Young Collector Wright King
 Mexican Woman Edna Thomas
 A Strange Woman Angela Jacobs
 A Strange Man Arthur Row

Five months after closing a two-year run at the Barrymore Theater last December, *Streetcar Named Desire*, Tennessee Williams's tragedy of frustration, comes back for a three-week local swan song. It will be on view at the City Center thru June 10. The current quartet of principals comprise Uta Hagen, Anthony Quinn and George Mathews, who went out on a special Eastern tour after the Broadway shuttering, and Jorja Curtright, who toured for a year with the play's national troupe.

Seeing it again after many months is only to be convinced of the durability of the impact which won *Streetcar* the Pulitzer, Critic's Circle and Donaldson awards. Nor does the current cast let it down, except in minor instances. Uta Hagen's portrait of the tortured, half-made product of Southern decadence is wonderful. Her Blanche Du Bois has grown in stature thru long playing to a point which is almost terrifying as a tour de force. Anthony Quinn is likewise excellent as her loutish brother-in-law. It has long been one reporter's opinion that Williams wrote Stanley Kowalski as more than a one-man part. Quinn is a fine choice physically, and his approach misses nothing of its brutish impact.

Jorja Curtright contributes fine support as the more earthy and practical sister. All three play splendidly together.

It is probably unfair to complain of George Mathews's performance of Mitch. Mathews is a proven player of worth. But physically he is wrong for the gentle, silver-cord role which Karl Malden created so superbly. It is the one false note in an otherwise meticulous production.

Otherwise it may be reported that Jo Mielziner's wonderfully imaginative set and Lucinda Ballard's costumes are as right as they ever were. Here and there a minor change of pace or placement may be detected from Elia Kazan's original direction. But if anything, such changes seem an improvement.

Originally, *Streetcar's* booking at the City Center was set for two weeks. Evidently, it has been discovered that there are still a lot of customers who want to see or re-see the Williams prize winner, since an addition stanza has been skedged. At a \$3 top, it's a real bargain.

Bob Francis.

Aussies Form National Ballet

SYDNEY, May 27. — The subsidy granted by State and federal governments for a national theater has resulted in the formation of a National Ballet in Melbourne, where the applicants for membership have exceeded those required, altho the pay-scale can hardly be termed generous. Participants are paid \$20 per week, when actually working; \$12 per week during rehearsals and \$9 per week stand-by pay.

The National Ballet opens its first Sydney season June 20, following an exceptionally successful tour of a number of the small Victorian provincial towns in two six-week sessions.

Out-of-Town Review

WALTZ FOR THREE

(Opened Monday, May 22)

PAPER MILL PLAYHOUSE, MILLBURN, N. J.

An operetta. Book by Frank Carrington. Lyrics by Agnes Morgan and Antoinette Scudder. Music by Harriet Ware. Staged by Frank Carrington and Agnes Morgan. Musical director, John Charles Sacco. Set and lighting by Herman Rosse. Dances by David Timmar. Company manager, Richard Highly. Stage manager, Tom Bate. Press representative, Samuel Steelman. Presented by Paper Mill Productions, Inc.

Mammy Eulabelle Riley
 Emmylou Clarice Crawford
 Aunt Lucy Warren Dorothy Blackburn
 Beulah Clarita Freeman
 Charlotte Warren Dorothy Sandlin
 Archie Pippin Don Liberto
 Marigold Smith Ronnie Cunningham
 Blake Thorpe George Britton
 Marshall Thorpe Robert Shafer
 Mrs. Thorpe Kate Tomlinson
 Mrs. Hamilton Dorothy Jay
 Sue Hamilton Janet Brooke
 Mr. Thorpe Jay Velle
 Jane Thorpe Louise Hoffmann
 Dan Gleason Robert Breton
 Jim Pogeneity Hal McMurrin
 Ira Gutter Player Calvin Marsh
 2nd Guitar Player Joseph Hill
 Buck Tilford John Henson
 Judge Prescott Hal McMurrin
 Henry Safford Tom Bate
 Clown Joseph Camelio
 Ballerina Don Lurio

SINGERS: Joan Benoit, Margaret Baxter, Janet Brooks, Clarice Crawford, Frances Darrel, Marjett Egger, Clarita Freeman, Louise Hoffmann, Ida Johnson, Sara Oatell, Kathryn Pierson, Marianna Peterson, Jeanne Roe, Catherine Van Buren, Mary Woodley, Lynn Alden, Paul Arval, Edward Becker, John Dorrin, Melvin Dacus, John Henson, Kenneth Hibbert, Joseph Hill, Rayner Howell, Clarence Jones, Michael Kingale, Michael Scott, Carvia Marsh, Fred Rivetti, Paul Ross, John Schmidt, Charles Sherman, Fred Thomas, Robert Watts.

DANCERS: Olivia French, Martha Mathes, Alice Murer, Charlotte Ray, Paul D'Amboise, Joseph Camelio, Don Lurio, Jay Stephens.

Several seasons back, Frank Carrington, impresario of the Paper Mill Playhouse over in New Jersey, wrote a book for an operetta, called *The Love Wagon*. The lyrics were by Agnes Morgan and Antoinette Scudder and the score by Harriet Ware. It was put on at the Playhouse in 1947. Now the same group has come up with a face-lifted and amplified version of the same, retitled *Waltz for Three*, and is showcasing it with an eye to an eventual Broadway production. They do good things over at the Paper Mill, but a reporter regretfully believes that, as is, *Waltz* would get a short shrift in Stem competition.

As is usual at the Playhouse, *Waltz* has been given a careful production. It boasts a cast of principals who know their way about an operetta stage. Herman Rosse's backgrounds are tasteful and in period, and the costumes colorfully likewise. Several of Harriet Ware's melodies are easy on the ear, and John Charles Sacco's musical direction gets the most out of them.

Aged Plot

But *Waltz* is overwhelmed with plot—and it is plot of 30-year-old vintage. It concerns a Kentucky belle (circa 1880) who comes to New York to race her thoro-bred against a horse owned by the brother of the man she expects to marry. Obviously she falls in love with the brother, and obviously there is a crooked trainer to be unmasked by the heroine. Naturally, also, the gal's horse wins, the older brother gracefully bows out, and the happy pair are finally united on the old Kentucky plantation. All this is told in 15 scenes ranging from mansions and gardens in Kentucky and Washington Square, the race track at Jamaica, Long Island, to a stop-off at Niblo's Gardens, since hero and heroine appear to have had a yen for amateur theatricals.

Much of it is picturesque in veteran operetta fashion, but it takes an unconscionable time to get anywhere—and, hen it does, adds up to a tea-pot explosion. Perhaps also, *Waltz* is another instance where an author should not stage his own show. There are spots, such as a

Off-Broadway Review

PETTICOAT FEVER

(Opened Wednesday, May 24)

2 EAST 90TH AUDITORIUM

A comedy by Mark Reed. Staged by Joseph Groger. Managing director, Joseph Groger. Stage manager, Alan Dreyfus. Business manager, Lew Aronstein. Presented by the King's Players.

Dascom Dinamore Glenn Woods
 Kimo Frank Bradac
 Sir James Fenton Matt Murdoch
 Ethel Campion Zelma Nemour
 Little Seal Ariell Dru
 Snow Bird Sandra Nemour
 Reverend Arthur Shapham Joseph Groger
 Clara Wilson Dolores Appel

The King's Players might better title their group H. M. Overplayers, since they seem to consider no gesture too broad, no expression too overdone in their present production, *Mark Reed's Petticoat Fever*. Symptoms evidence a malady far more serious than the title implies. Diagnostically speaking, the production shows signs of low blood-pressure, with great loss of humor, waves of depression and several malignant directorial growths.

The stock situation of a lonely, womanless man in a deserted spot suddenly confronted by a beautiful female whom he woos and wins is still good for plenty of laughs. And Reed has added complications of a second gal, his fiancée, arriving at the isolated Labrador wireless station, plus a titled gentleman, to keep the comedy rolling.

But the King's Players evidently feel that the script is too outdated—which it is not, tho it has been done by almost every group in America—and must be bolstered by mugging, caricatures and just plain ham. Consequently, funny lines too often are sacrificed for Grade A corn.

There isn't one in the cast that is playing in the intended key, tho Glenn Woods has the right idea. He has the understanding but not the technique or projection. Matt Murdoch plays Sir Fenton like a British hall comedian with a touch of dictary indiscretion. The girls have a tendency to be shrewish, which they should never be in this light comedy, tho Zelma Nemour softens a bit and becomes somewhat creditable.

If any doubts existed as to where the blame might be put for all this, the appearance of Joseph Groger as the reverend alleviates such. Both as director and actor he obviously believes that twice as much is twice as good, which explains a lot about the other performers.

Dennis McDonald.

rather dreadful comedy piece involving a masquerading bear, which should be ruthlessly chopped out. Also, if there must be a prancing jockey ballet, it should be done as an interlude, and not embarrass an already overcluttered plot. It seems odd that a director of Carrington's long experience with operetta should fall to see the woods for the trees in such items.

Cast-wise, Dorothy Sandlin, Robert Shafer and George Britton do excellent justice by Harriet Ware's melodies. A reporter liked best *Beaux of Washington Square*, *Love's Dream*, *Serenade of the Bells* and *Sweet Summer Night*. Ronnie Cunningham and Don Liberto supply some lively dance specialties, altho a reporter seems to remember that the Argentine tango was introduced to New York circa Vernon Castle and not in the early sixties. However, anachronistically speaking, they do it very nicely. Robert Breton is properly skulduggery as the crooked trainer. In addition, David Timmar has contributed several engaging dance patterns.

But over-all, *Petticoat* drowns itself in book. It needs speed, sharper dialog and above all a ruthless paring knife before it enters its horses in any Broadway sweepstake.

Bob Francis.

Philly Court Holds Anti-Scalp Law OK

PHILADELPHIA, May 27.—An injunction sought by two theater ticket brokers seeking to invalidate the state's anti-ticket scalping law of May 2, 1947, was refused last week in an opinion handed down by presiding Judge L. Stauffer Oliver, of Common Pleas Court here. Suit was brought by Louis Brody, trading as Philadelphia Theater Ticket Office, and Charles Brunetti, trading as Capital Theater Ticket Office against Receiver of Taxes W. Frank Marshall.

Under the law, ticket brokers must charge a fee of no more than one-half the price of the ticket or the sum of \$1, whichever is less. They must also pay a \$50 license fee. The ticket agencies claimed the act is unconstitutional by depriving them of property without due process of law.

In his opinion, Judge Oliver held that, since the act does not attempt to regulate the price of tickets but only the re-sale, it is within the police powers of the state. He also pointed out that, since the brokers thru arrangements with theaters get the most "desirable seats," they were in a "position to exact extortionate advances in prices," consequently depriving the public of the opportunity of purchasing tickets at regular prices.

6 Foreign Plays for Westport

WESTPORT, Conn., May 27.—Lucille Lortel, who operates the White Barn Club Theater here, has just returned from a tour of Europe with six foreign plays which she intends to produce this summer.



BROADWAY SHOWLOG

Performances Thru

May 27, 1950

DRAMA

| | Opened | Perfs. |
|--|-----------|--------|
| A Streetcar Named Desire (City Center) | 5-23, '50 | 7 |
| As You Like It (Cort) | 1-26, '50 | 140 |
| Clutterbuck (Biltmore) | 12-3, '49 | 202 |
| Come Back, Little Sheba (Booth) | 2-15, '50 | 117 |
| Death of a Salesman (Morosco) | 2-10, '49 | 540 |
| Detective Story (Hudson) | 3-23, '49 | 493 |
| I Know My Love (Shubert) | 1-12, '49 | 240 |
| Mister Roberts (Alvin) | 2-18, '48 | 933 |
| Peter Pan (Imperial) | 4-24, '50 | 40 |
| The Cocktail Party (Henry Miller) | 1-21, '50 | 145 |
| The Consul (Barrymore) | 3-15, '50 | 85 |
| The Happy Time (Plymouth) | 1-24, '50 | 143 |
| The Innocents (Playhouse) | 2-1, '50 | 134 |
| The Member of the Wedding (Empire) | 1-5, '50 | 164 |
| The Wisteria Trees (Martin Beck) | 3-29, '50 | 69 |

MUSICAL

| | | |
|-------------------------------------|------------|-----|
| Arms and the Girl (46th Street) | 2-2, '50 | 132 |
| Gentlemen Prefer Blondes (Ziegfeld) | 12-8, '49 | 196 |
| Kiss Me, Kate (Century) | 12-30, '48 | 586 |
| Last in the Stars (Music Box) | 10-30, '49 | 240 |
| South Pacific (Majestic) | 4-7, '49 | 468 |
| Texas, My Darling (Mark Hellinger) | 12-25, '49 | 212 |
| The Lion (Broadhurst) | 5-16, '50 | 12 |
| Tickets, Please (Comet) | 4-27, '50 | 36 |
| Where's Charley? (St. James) | 10-11, '48 | 680 |

COMING UP

(Week of May 29, 1950)

| | | |
|-------------------------------------|-----------|--|
| The Show-Off (Theatre-in-the-Round) | 5-31, '50 | |
|-------------------------------------|-----------|--|

CLOSED

| | | |
|------------------------------|-----------------------|-------|
| Rhapsodie Caribe (Broadway) | 4-19, '50 | (37) |
| | (Closed May 20, 1950) | |
| The Devil's Disciple (Royce) | 2-20, '50 | (127) |
| | (Closed May 27, 1950) | |

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Open-Airers Boom in Mich.; Seven Launch 1950 Seasons

DETROIT, May 27.—Current boom in outdoor theater construction thru-out Michigan indicates that this phase of the film industry is not worried about future business, and may possibly set the pace for outside viewing. Ernie Forbes Theater Supply reports contracts for seven new drive-ins, including the 500-car capacity Sunset, at Lapeer, for Robert and Harold Schuckert, to open about June 1; 350-car capacity Blue Sky at Cascoville,

Elkton Aroused Over Nixing of Benefit Shows

ELKTON, Md., May 27. — Local film fans and those in surrounding Cecil County are aroused over action of officials in forbidding the new Elkton Drive-In Theater to hold free Sunday night shows. The drive-in was informed thru the State's attorney's office that it was unlawful to run free movies on Sunday, according to Nathaniel Rosen, and the order was enforced after the new theater opened last week-end.

Rosen said he was advised by his attorney that a drive-in theater was not an opera house within the class of activities prohibited by the Sunday law, and he proposed to open the drive-in for a test case. A jury was to determine whether it was illegal.

Acting under orders from State's Attorney Henry L. Constable, the sheriff advised that he would close the place should it operate. Rosen then determined to give a performance without charge Sunday night (14), so as not to disappoint people who came long distances after learning there was to be a show. Free soft drinks and popcorn also were distributed Sunday night (14).

"I decided," says Rosen, "to give benefit performances thruout the season, admission free, for the fire companies of the county, Union Hospital, Community Chest and other charitable organizations, whose auxiliaries would take up collections during the performance.

"These plans are now in abeyance pending a determination of the question whether a free performance, or a benefit performance without profit to us, but for the benefit of charitable organizations of the whole county, may be given."

Two Val's Players Injured

STEVENS POINT, Wis., May 27.—Silver Nevid and Tony Jarowski, of Val's Radio Players, are in a local hospital suffering with injuries sustained when the car carrying the band was demolished when it was alleged to have been struck by a car which ran thru a stop sign. Both are reported in serious condition.

which opens about June 18; 500-car capacity Olson, at Houghton Lake, for James and Jim Olson, opening this week; 380-car capacity Cadillac at Cadillac, for L. E. Stephenson and Ceylon Caszatt, opening about June 15; 400-car capacity Family at Saint Johns, for Leon Robbe, opening this week; 1,000-car capacity, Ecorse, at Detroit, for Ohio Drive-In Theaters, opening probably in July, and the 1,000-car capacity Ford-Wyoming in Dearborn of the Clark Brothers, opened last week.

Other new outdoor houses are the Sky, operated at Adrian, by Robert Tuttle and William T. Jenkins; W. D. Campbell's newly opened Albion Drive-In, Albion; Starlite Drive-In, operated in Bay City by Clark Seelye and the Asmuns; Fort Drive-In, in suburban Ecorse Township, now in operation by Nicholas George; Hi-Way Drive-In at Deckerville, operated by C. H. Clements; the 500-car capacity Sunset at Midland, operated by William Cassidy Circuit; the 750-car capacity Pontiac drive-in at Pontiac, Elton L. and Marjorie Samuels; the 1000-car capacity Belair to be opened in July for Community Theaters; the 750-car capacity house at Clare, which is to be directed by James Olsen and Lee Ward, and the Shore, at Greenbush, William Franks.

Redstone Wins Bout Over Hub City Drive-Ins

BOSTON, May 27. — Michael Redstone, drive-in theater operator, has evidently won his fight to erect the first drive-ins in Boston on permits issued to him by ex-Mayor James M. Curley. Mayor Hynes has returned unsigned two ordinances enacted by City Council preventing the opening of the theaters in Dorchester and West Roxbury.

Mayor Hynes said he had been advised by the City Law Department that the measures are invalid. In delivering the pocket veto to the council, the Mayor said: "Even if I affixed my signature to the proposed ordinances, they would have no force or effect."

He also submitted the opinion of Corporation Counsel William L. Baxter, which said: "An ordinance which attempts to limit a power conferred by statute is repugnance to law and void." Two city councillors, John J. Beades, Dorchester, and Walter D. Bryan, West Roxbury, have been trying to block Redstone's drive-ins ever since ex-Mayor Curley granted the permits last December.

Cummings Directs Loew's, Holyoke

HARTFORD, Conn., May 27. — George E. Landers, local division manager for E. M. Loew's Theaters, said this week that Harold Cummings, now manager of the State Theater, Holyoke, Mass., will assume managerial duties at the circuit's 800-car capacity drive-in theater at West Springfield, Mass., when the project is completed in June.

Joseph Dolgin, general manager of the Pike Drive-In Theater, Newington, Conn., is recuperating from illness. Mrs. Dolgin, who has been active in amateur theater work in the Connecticut area for a number of years, served as director of the play, *With Wings as Eagles*, presented recently by an amateur theatrical group in Hartford.

GREENVILLE, S. C., May 27. — White Horse Drive-In Theater here held its formal opening May 22.

Rep Ripples

F. H. HARNER pens from Gonzales, Tex., that he opened his summer unit there May 15. He'll work from a platform and do some merchandising. "I've tried some schools the past winter to poor returns," he writes. "Texas cities will not stand for school shows. There isn't a single tent flesh show in this section of Texas. When I look back at the good old days it makes me sad to think of the passing of tent rep and other flesh tent shows."

Cradell Brothers who played churches and other groups with a musical-drama show the past winter, are going to try a feature that they bought in Las Vegas, N. M. They played the same sector the past winter with their flesh attraction, but will use a feature pic this summer. . . . D. F. Hammell is showing his novelty flesh and pic show in Eastern Maine. . . . Writing from Salina, Kan., H. K. Weitherell says that "The day of tent rep is fast ending and old-time roadshow days are no more. I'm a salesman for a wholesale shoe firm now, but I put about 20 years in the rep field. My last fling was Corse Payton and I recall when he was a big drawing card. I plan to attend the memorial services for Money Boy Evans at Streater, Ill."

. . . Jefford (Jeff) Feeley has finished a long season of lectures at churches in Massachusetts and Michigan. Feeley uses a 16mm. feature to augment his talks.

Terrell Still Confined To Roseland, La., Home

ROSELAND, La., May 27.—Billy Terrell, who owned and managed Billy Terrell's Comedians for several years, is still practically bedfast at his home here.

His wife, Bonnie, currently is operating two theaters, a night club and tavern, and reports that business has been good. Terrell for the past two years has been suffering with a malady that has affected both legs.



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THE FINAL CURTAIN

BAKER—Ora A. (Pop), 60, for 25 years a carnival supply dealer, game designer and manufacturer, May 16 at his home in Detroit of coronary thrombosis. Originally a concessionaire, he later became a partner in the Michigan Greater Shows when that carnival was headed by Roscoe T. Wade. Among his best-known products was the Baker Bingo Blower. He was vice-president of the Michigan Showmen's Association and a member of the Showmen's League of America and the Miami Showmen's Association. Survived by his widow, Laura, and two children, including Sanford A. Baker, ride operator and manufacturer. Interment at Grand Lawn Cemetery, Detroit.

We Wish to Thank
Our Many Friends
&
Showmen's
Organizations
For All the Kind
Expressions of Sympathy
In Our Recent
Bereavement
The Family of
**ORA A. (POP)
BAKER**

BAMBERG — Mrs. Marie (Marie Dean), 60, wife and assistant to Theodore Bamberg, magician known as Okto, May 17 in Mercy Hospital, Chicago. She also leaves her mother.

BAYES—Norman, 32, adopted son of vaude star Nora Bayes, May 25 in Chillicothe, O.

BENOIT—Mrs. Annette M., 52, wife of Walter E. Benoit, vice-president of Westinghouse Radio Stations, Inc., Philadelphia, May 18 in Abington (Pa.) Hospital. She also leaves a son, Walter. Burial in Chicopee Falls, Mass., May 22.

BEROSINI — Otto, 22, high-wire performer with the Eastern unit of Polack Bros.' Circus, killed May 25 in Waco, Tex., when he fell during his act.

BESTAR—Mrs. Marie Offerman, 56, former legit and vaude actress, May 14 in Hollywood. Her Broadway shows included *Simple Simon*, and she toured in vaude with her husband, George Offerman. Her son, George Jr., actor, survives.

BOWEN—Mrs. H. B., founder and president of the Montreal Women's Symphony Orchestra, May 24 in Montreal.

BROWN—Charles H., 89, father of Ed C. Brown, circus advance man, and at one time part owner of the Pommer Bros.' rep company, May 11 in Tucson, Ariz. He also leaves a daughter, Mrs. Ethel Adams, of Tucson, and another son.

BUNKER—George L., 61, former Cincinnati musician, May 20 at his home in South Fort Mitchell, Ky. Burial in St. John Cemetery, Fort Mitchell.

CARUSO—Mrs. Johnnie J., wife of the owner of the Pine State Shows, May 14 in a Sumter, S. C., hospital of a heart ailment. Burial in Winchester, W. Va.

CHASE—Walter Abbott, 72, secretary of the Concord (N. H.) musicians' union, May 15 in that city. He was treasurer of Nevers' band for 40 years.

DARNTON — Charles, 80, former "dean of New York drama critics," May 18 in Los Angeles. He was the former drama editor of *The New York Morning World* until 1931, when he became a Hollywood screen writer.

COLLYER—Robert M., 48, TV producer, May 16 in Baldwin, L. I., N. Y. For the last two years he was associated with the School of Radio Technique in New York. His widow survives.

COOLEY—John W., operator of an Ohio, Missouri and Mississippi river showboat from 1880 to 1895, May 22 in Newcomersville, O.

FLANIGAN — Mrs. William, for many years with the Snapp Greater Shows, May 9 in Orange, Tex. Survived by her husband and a daughter, Mrs. Harry Beach, dark ride and Scooter operator at New Liberty Park, Buffalo.

GERRY — Frank J., 57, showman and tattoo artist for 40 years, May 24 in William Baumont Hospital, El Paso, Tex. He and his wife, Claire, had been doing a mental act for the past 12 years. Besides his wife he leaves a son and two daughters.

GORDON—Joseph A., 80, carnival trouper over 50 years, May 18 in Hollywood.

GUIMOND—Lou F., 68, film exec, May 24 in Pelham, N. Y. He was a theater operator, sales exec, sales promotion manager, advertising and publicity director, writer, editor, road show manager and trade journalist at various times during his career. He was Eastern director of field theaters at army camps for the Red Cross from 1940 to 1947.

HAMMOND — Elsie, mother of Harry Hammond, of Dailey Bros.' Circus, May 24 in Watertown, S. D. Burial in Mount Hope Cemetery, Watertown.

HART—Max, 76, prominent old-time vaude agent, May 23 in Brooklyn. He made many talent discoveries and handled many top showbiz names, including Eddie Cantor, Will Rogers, Fanny Brice, Charlie Winninger, John Murray Anderson, Wilton Lackaye, Sophie Tucker, Bernard Granville, the Original Dixieland Jazz Band, Bert and Betty Wheeler, Lynn Overman, Frank Tinney, James Barton, Moran and Mack and the late W. C. Fields. Later, many lawsuits, which dragged on for over five years, ruined his business. After a try at being a Hollywood agent he was later associated with Al Grossman, a theatrical agent.

HORNSBY — Don, 26, comedian, composer and novelty pianist, May 22 in Eastview, N. Y. Well-known as nitery comic, he had just signed a five-year television contract with NBC and was working on his first show when he was stricken with poliomyelitis. One of his specialties was playing the *Warsaw Concerto* while suspended by his heels above the piano. His nitery act often included donkeys, rubber alligators, dry ice and a gaint megaphone which he put over his head. He made frequent use of the word "creesh" in his nitery act, which he said stood for "constructive escapism." His widow, Dorothy; his parents and three children survive. Burial in Long Beach, Calif.

JOHNSTON—Al, performer in the act of Al and Jean Johnston, known as the Musical Johnstons, May 25 in Brooklyn.

LEE—Harry A. (Doc), 55, former med pithman and in late years a carnival trouper and punchboard operator, killed May 21 near North Judson, Ind., when his auto was hit by a train.

LYCK — Chris, 75, Omaha fireworks manufacturer, May 21 in that city of burns sustained in a blast in one of his workshops.

MARSDEN—William, clown, May 20 in Ickwell, Eng., during a performance.

MASINO—Joseph A., 54, Philadelphia musician, suddenly May 18 at his home in that city. Survived by his widow, Rose, a son and daughter. Burial in Philadelphia May 20.

MCCARTY — Mrs. Thelma, 46, mother of Broadway musicomedy actress Mary McCarty, May 25 in Hollywood.

PERKINS — Charles, 75, veteran scenic artist, May 21 in Lakewood, N. J. He started in showbiz as a stagehand in a summer theater and later painted sets for *Life With Father* and the Norman Bel Geddes *Hamlet* try-out productions. Seven children survive.

ROBERTS—Paul 39, Indiana radio entertainer, May 18 in Indianapolis. He was formerly with stations in Lansing, Kalamazoo, Muskegon and Jackson, Mich., before going to Indiana in 1944. He was known to radio fans as the Happy Monster. His widow and two sons survive.

REITHOFFER—Julius F., 54, one of the owners of Reithoffer's Rides, May 20 in Old Forge, Pa., during an engagement there. Survived by his widow, Isabel; father, Julius, Philadelphia; two sons, Julius Jr. and Donald, Hughesville, Pa.; two brothers, Patrick and Edward, Forty Fort, Pa., and a sister, Mrs. Charles Ague, Hughesville. Burial in Hughesville May 22.

SCHAFFER—Bud, former vaudeville known in private life as Samuel Scheffler, May 24 in Chicago. He was a former chairman of the board of Show Folks of America. His widow and son survive.

STEINBERG—Bessie, 72, Detroit musician, May 23 in that city. Survived by her husband and three daughters. Interment in Chesed Shel Emmes Cemetery, Detroit.

SWAN — Sidney H., 76 father of Magician Russell Swann, May 24 in Greenville, Pa. His widow, brother and several other children survive. Burial May 26 in Greenville.

TARR—Virginia, 82, known on the stage as Jane Tarr, May 14 at her home in Absecon, N. J. She retired 24 years ago after 40 years in the theater. Her best known part was in the Broadway play, *The House Next Door*. She also played in stock companies in Bridgeport, Conn.; Worcester, Mass., and Springfield, Mass. Surviving are two sisters with whom she resided. Burial in Absecon.

THOMAS—John A., vice-president of the Central Wisconsin State Fair Association and former president of the Old Settlers' Club, Marshfield, Wis., May 18 at his home in Marshfield. (Further details in Fairs Department.)

TOSIN—Agnese, 33, carnival fat woman known as Mile, Yvonne, recently in Rayenne, Italy. She is said to have weighed 520 pounds.

TROWBRIDGE—James L., 56, account executive with the Batten, Barton, Durstine & Osborn Ad Agency, May 19 in Pleasantville, N. Y. He was with the George Batten & Company firm before the merger. His widow and two sons survive. Burial in Kensico Cemetery, N. Y.

WILLIAMS — George, 82, amusement park operator and organ manufacturer, May 14 in Haverhill, Mass., of arteriosclerosis. Survived by his widow, Mary, and six sons, Barney, John, Louis, Silvio, George and Christopher, all park concessionaires.

YOUNG—Mrs. James Webb, 60, wife of the senior consultant and former vice-president of the J. Walter Thompson Advertising Agency, New York, May 20 in Santa Fe, N. M.

Marriages

ADAMS-SMITH — David Adams and Lois Smith, dancers in the West Coast revival of *Chocolate Soldier*, May 15 in Los Angeles.

BEST-THORNBURGH — Hugh A. Best, associated with an advertising agency in Georgia, and Barbara Thornburgh, daughter of Donald Thornburgh, president of station WCAU, Philadelphia, May 21 in that city.

BRISTOL-WELLS—Lee Bristol Jr., NBC-TV program director, and Louise Wells May 20 in Bay Head, N. J.

BURTON-DODD—Clay B. Burton and Carrene Frances Dodd, concessionaires of Smith's Amusements, May 5 in Fort Worth.

CAMPION-CHESELEY—John Campion, WDRS engineer, and Jean Ches-

ley, staffer at the Bushell Memorial legit theater, Hartford, Conn., recently in that city.

DONAHUE-DOWLING—Dan Donahue, WKBW sales department staffer, and Eileen Dowling, former staffer at the William Weintraub Agency, New York, May 12 in that city.

KAREN-REED—James Karen, actor in *A Streetcar Named Desire*, and Susan Reed, folk singer, May 22 in New York.

LOWE-EDSALL—George D. Lowe and Dale Edsall, concessionaires on Smith's Amusements, May 11 in Fort Worth.

LUX-RAILEY—J. H. Lux, Rollo-plane operator, and Lucy Railey, Fly-Plane ticket seller, both of Fair Park, Dallas, Tex., May 5 in Rockwall, Tex.

PERRY-TOUPKIN — Graves H. Perry, general representative of Gold Medal Shows and *Cavalcade on Ice*, and Alma Brooks Toupin in Charleston, W. Va., May 19.

PRATT-JONAY—Judson Pratt and Roberta Jonay, legit performers, May 21 in New York.

RUSSELL-TUTTLEMAN — George Russell, singer, and Teresa Tuttleman, music librarian, May 16 in Las Vegas, Nev.

TAVLIN-HAMILTON—Jack (Able) Tavlin, general manager of Cole Bros.' Circus, and Mrs. Jane Hamilton, Baltimore socialite, in that city May 13.

Births

A daughter, Linda, to Sunshine and Blondie Elliott, Girl Show operators on T. J. Tidwell Shows, recently in General Hospital, Wheatland, Wyo.

A daughter, Kandra Kay, to Mr. and Mrs. Max Craig, of Gil Gray's Shrine Circus, May 14 in Wesley Hospital, Wichita, Kan.

A daughter, Deborah, to Mr. and Mrs. Murray Arnold May 12 at Chestnut Hill Hospital, Philadelphia. Father is program director of Station WIP, that city.

A son to Mr. and Mrs. James Sweeney May 12 in Hahnemann Hospital, Philadelphia. Father is assistant treasurer at the Forrest Theater, Philly legit theater.

A son to Mr. and Mrs. Ken McAllister May 17 in Stamford, Conn. Father is advertising manager of Columbia Records.

A daughter, Lisa Dayle, to Mr. and Mrs. Bernie Landis May 18 at Lying-In Hospital, Philadelphia. Father is head of the Bernie Landis Theatrical Agency in that city and the mother was formerly associated with the talent office.

A son, Thomas Ethan, to Mr. and Mrs. Everett F. Goodman May 23 in Roslyn Park, L. I., N. Y. Father is vicep with Harry S. Goodman radio Productions.

Divorces

Bonnie Lake, song writer, from Hugh K. Murray, radio and television director, in Los Angeles May 12.

Carole Stone, actress, from Robert McMahon May 24 in Sebring, Fla.

PERSIAN ROOM, N. Y.

(Continued from page 46)

Twins started with two strikes on them. Bob Grant's ork muffed cues so blatantly that act had a tough time getting started. Miss Stewart is a very pretty gal and here she looked and worked better than when recently caught at the Roxy. Working between the two tall handsome Blackburn lads, the general appearance was eye-appealing. Basically the act is a song and dance format, the boys doing a bang-up precision hoofology with the mirror dance their big number. Miss Stewart joins them in three part terps and carries the burden of the singing chores in such numbers like *I Wanna Be Loved, Ain't She Sweet, Shoe Shine Boy and Bailin' the Jack*. Their biggest, *Dearie*, started off cue but, as pointed out before, it ended in something more suitable for pollielans. Their sabre rattling flourish with references to A-bombs and H-bombs, cannot be construed as entertainment. Bill Smith.

H-M ARENA DATES GROSS 841G

**10 Showings
Average 84G**

**New record tops 1949 by
\$37,000—season's biz will
break million-dollar mark**

(Continued from page 4)

Continuation of school during Easter week when the show was playing there because of the loss of class time earlier as the result of the coal strike, Morton said.

Two Dates Top 100G

Memphis and Washington ran a dead heat for top grossing honors, each contributing \$102,000. This year's Memphis take was up \$7,000 over 1949 while the Washington handle jumped \$8,000.

The Milwaukee take was \$94,000 as against \$100,000 last year. Buffalo was good for \$92,000, a drop of \$8,000. Kansas City registered only a \$1,000 decrease for a total of \$91,000.

A sizable increase was garnered at Wichita, Kan., where a \$10,000 jump boosted the total to \$70,000. At Harrisburg, Pa., the gross jumped \$6,000 to \$95,000. Altoona, Pa., was good for \$52,000, \$4,000 more than in 1949. Montreal jumped \$4,000 to \$78,000 after taxes which total approximately 30 per cent, Morton said. The wind-up indoor date here which ends tomorrow night will account for some \$65,000, an increase of \$5,000 Morton estimated.

Harrisburg Draws Big

Altho the population of Harrisburg is only about 80,000, more than 85,000 persons saw the show there, indicating the pulling power of an established annual, Morton said. At Montreal last week four sellout crowds numbering more than 12,000 were registered, Morton said.

Morton attributed the success of his enterprise this and in former years to the annual inclusion of multiple new acts, many of them foreign importations. His association with Hamid, head of the talent agency bearing his name, is of particular advantage in this respect since the problem of providing enough work to justify the importation of acts is never involved, Morton said.

Business will continue good as long as patrons can expect to see a performance that will be at least 60 to 70 per cent new, Morton said. As money becomes tighter, conservative spending is apparent and patrons are going to think twice before they spring for prices akin to the \$2.40 top which the show got here, he added.

Otto Berosini Dies in Plunge

WACO, Tex., May 27.—Otto Berosini, 22-year-old high-wire performer with the Eastern org of Polack Bros.' Circus, was killed Thursday night (25) when he fell 60 feet while working his act under canvas here before a crowd of 1,100 persons.

Berosini was injured in a fall at Mexico City last January.

Truman Needle, Trade Groups Revive D. C. Sesqui Planning

(Continued from page 4)

dimmed precipitately ever since Attorney General J. Howard McGrath ruled early this month that a non-profit corporation could not legally handle the fair. As a follow-up to that ruling, the executive committee of the sesqui commission recommended that the fair be scrapped. The exposition had originally been slated to open this year, and the opening date had subsequently been deferred to next April.

1951 Earliest Preem

Talk of an opening date has been dropped ever since the executive committee recommended dissolution of the plans, and officials say now that, if by some outside chance the fair is revived, its earliest opening date would be sometime the late summer or fall of 1951, unless it is staged on a minor scale.

For the last few weeks there has been recurrent sniping among local business groups over responsibility for the fair's fiasco, and a number of small-business leaders have now come to the forefront of a move to revive the exposition, this time without government support. However, a spokesman for the Washington Board of Trade has voiced doubt that sufficient money can be raised to underwrite the Freedom Fair without government support. The Board of Trade has been criticized by some small-business leaders as having obstructed Barron's efforts to get the exposition under way.

The battle over the fair currently appears to be between "big" and "little" business in Washington. Leaders of the small businessmen's groups believe that the Board of Trade faction might be maneuvered into supporting some sort of exposition on a "face-saving" basis as the result of the challenge tossed out by President Truman this week.

Meanwhile, Jack H. Handy, a New York management consultant who claims to have surveyed industry groups in various parts of the nation, said that a sesqui exposition would attract support from industry outside of Washington but that if local bankers and businessmen are looking for an excuse to quit on the

Ink Contracts For Idaho Rodeo

GRANGEVILLE, Idaho, May 27.—Contracts have been signed for the "Cut 'Em Loose" Border Days Rodeo here July 2-4.

Harley Tucker, Joseph, Ore., stock contractor, will provide bronks and steers, and Joe Kaschmitter, Camas prairie rancher, cows and calves. Pacific Northwest Shows will present the midway. The Lane Trio, girl acrobats, will present trampoline and mat gymnastics. Dot Hamilton, Washington State College coed, will be trick rider.

Chet Thomas, Grangeville newcomer, has been named associate director of the rodeo to fill the vacancy caused by the resignation of Joe Hodgson. The RCA-approved show will offer \$2,505 in purses plus entry fees.

fair, the attorney general's ruling is a good out for them."

Musician Protests

Emerson Meyers, of Purdue University, in charge of sesqui festival music, dispatched a letter deploring the capital's failure to support the fair idea, and criticized the feuding.

A 200-acre tract on the Virginia side of the Potomac has been offered by a pair of Washington realtors as available for the Freedom Fair on a rent-free basis if local business wants to support a non-government exposition. One of the realtors warned that the offer won't be held open "indefinitely."

Paul Massman, director of sesqui activities, declared that "whatever is done in respect to the Freedom Fair must be done quickly."

"In other words," he said, "if a fair is to be authorized, such authorization must come quickly. It would seem that the fair now has a 50-50 chance to get okayed, altho it had little chance a few days earlier. Evidently, the Freedom Fair idea has tremendous vitality. Instead of being interred, the corpse is as alive as ever. If an okay is given, it ought to be given with high enthusiasm—or we shouldn't proceed."

The full sesqui commission has now tentatively slated next Thursday (1) as the date for its meeting to decide on whether there will be a fair.

Comm. Hearings On Johnson Bill To Be Resumed

WASHINGTON, May 27. — Announcing that hearings will be resumed Thursday and Friday (1-2) on the Johnson and Preston bills to restrict interstate shipment of gaming machines (see story in coin machine section), the House Interstate and Foreign Committee announced that remaining witnesses "apparently will not include" anyone from the outdoor show business. The latter interests were presented at hearings on the legislation earlier this month (The Billboard, May 13) by Herbert W. Bye, Chicago, spokesman for the Railroad Show Owners' Association and Harry J. Batt, president of the National Association of Amusement Parks, Pools and Beaches.

A committee spokesman said this week that there is still time for anyone to notify the committee of a desire to be heard. The spokesman added, however, that the committee already has a crowded calendar and is hopeful that there will be no last-minute stampede of would-be witnesses.

The committee is planning to wind up the hearing record Friday (2), and hopes to get into closed session on the legislation later in June. Because of the committee's crowded calendar and the controversial nature of the legislation, however, it is considered doubtful whether executive sessions will be reached on the measures before July. The adjournment date of Congress is still unsettled. Meanwhile, the committee has been showing no objection to an amendment

Louis Joins Dailey Show; Biz Improves

Bomber Day Late

KITCHENER, Ont., May 27.—With Joe Louis as its feature attraction, Dailey Bros.' Circus spurred to a better than three-quarter matinee and a three-quarter night show here Wednesday (24).

Louis, former heavyweight champion made his first appearance here. Skedded to show at Sarnia Tuesday (23), Joe arrived on the lot too late. His staff had joined earlier.

The biz Dailey did here was a marked improvement over the average in the States. Date here was Empire Day, and while this permitted many to go to the circus, it also coincided with several other events. Opposition included a baseball game that drew 5,500. Several carnivals have been in the area and Garden Bros.' Circus is due here Saturday (27).

At the night show here Louis appeared on horseback in the spec. He watched the performance from the bandstand and then came on again for the concert.

After-show here held about 50 per cent of the audience. Joe's training-camp stint of bag-punching, etc., was to bow at Woodstock (25). Because his rigging wasn't ready here, the Brown Bomber's part was limited to refereeing a wrestling bout. Other concert bits included Wild West turns and a wrestling bear. After-show an about 10 minutes.

While Dailey did okay, other amusements reportedly have been getting biz somewhat below the 1949 level in this area.

Before crossing the border, Dailey drew less than a half-house for the matinee and a half-house for the night show at Kalamazoo, Mich., Thursday (18).

Mills "Blowdown" At Niles Blown Up

NILES, Mich., May 27.—No serious injuries and no damage resulted Thursday (25) when a sudden wind and rain storm interrupted a Mills Bros.' Circus matinee here and most of 2,100 patrons fled the big top.

Two adults and several children received cuts and bruises, but none was hospitalized. The tent, only six weeks old, was not damaged. Charles Brady, superintendent, had prepared it for the heavy weather.

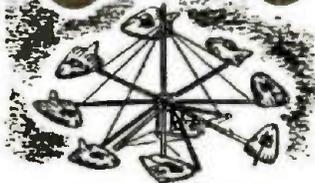
An unidentified man telephoned a report of the incident to a radio station and resulting broadcasts brought city police, State troopers, firemen and ambulances to the scene. However, emergency crews were not needed and the show was resumed. Parents rushed to the lot when they

(See Blowup on page 62)

proposed by Bye earlier this month at the committee's invitation. The Bye amendment narrows the bill's definition of "gaming device" to mean slot machines.

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Close-Ups:

Lot of Lip Helped Merle Evans Become Ringling Bandmaster

By Tom O'Connell

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

MERLE EVANS has been blowing his own horn since he was 9 years old and the cornetist has done so well at it that he tooted himself right into the position of bandmaster with the Ringling-Barnum circus.

The only musician in a family of seven children, Merle was born in Columbus, Kan., December 26, 1892. After playing with a kid band in his home town, he started his professional career in 1908, joining the S. W. Brundage Shows which toured Kansas. Org's music was furnished by an eight-piece band, and Evans, in addition to his musical duties, helped assemble and dismantle a Carry-Us-All and a black tent used in showing early flickers under the canvas.

Played With Salvation Army

While with Brundage, Evans received \$10 a week and supplied his own room and board. After finishing his first season with the shows in Salina, Kan., he decided to stay put rather than return home. He recalls that Thanksgiving Day, 1908, found him providing cornet chords with a Salvation Army band in Salina. The winter of the same year, Evans latched on to a job as a milk wagon driver to stay in groceries.



MERLE EVANS

The energetic Evans claims that it is getting progressively tougher to find men who can stand up to the steady grind of supplying six hours of music daily that the 1950 edition of the Ringling show requires. His theory is that his musicians have to love their work and the circus to make a go of it. As a sidelight on the matter, he says that in his experience the best bandmen come from the smaller towns. At present, most of the 25 musicians who make up the R-B band are veterans with the show.

Vast Repertoire

When the circus is in winter quarters preparing for spring opening date, Evans is given a show program. He takes it from there in providing the (See Lot of Lip on page 58)

He has been with the Ringling-Barnum circus since its inception in 1919. He did stints with the Buffalo Bill Wild West Show in 1916 and in 1917. He returned to head the Brundage Shows band in 1913 after his start there and remained thru 1915.

Off-Season Chores

During the time he has spent with the Big Show Evans has also headed up bands for the International Circus Olympia, London, in 1921, 1922 and 1923. While with this show he toured Holland, Belgium and France. From 1924 to 1934 the R-B bandmaster stayed occupied by leading bands for six years in Sarasota, Fla., and for four years in St. Petersburg, Fla.

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Out in the Open

Henry Meyerhoff, of the Crescent Shows, was the subject of an editorial in The Penticton (B. C.) Herald recently after he had presented two annual Penticton High School scholarships worth \$250 each. Earlier he had presented playground equipment to city schools.

Carlos Nagel, Argentine rep for six proposed inland amusement parks in that country, was in New York last week-end inspecting Rockaways' Playland. A fuspnot already is in existence in Buenos Aires.

George K. Whitney, operator of Playland, San Francisco amusement park, and his park are the subjects of an illustrated feature in the May 20 issue of The Saturday Evening Post. Article, authored by Dean Jennings, is captioned "Barnum of Golden Gate" and deals in considerable detail with Whitney's career. . . . J. W. (Patty) Conklin, Canadian

midway biggie, is the subject of a generously illustrated feature in the May issue of The National, Canadian home monthly. Feature tags Patty as "King of the Carnival."

Gore-Solters Associates will handle publicity-promotion for the annual Miss New York City pageant. . . . Arthur J. Levy is handling press for Melody Fair, theater-in-the-round presentation skeddled for Danbury (Conn.) Fairgrounds. . . . Frank H. Kingman, manager of Brockton (Mass.) Fair, visited the World of Mirth Shows Tuesday (23) at New Brunswick, N. J. . . . Ben S. Allen, head of Posters, Inc., Philadelphia, was a visitor to the Ringling-Barnum circus during the Big One's stand in that city.

Clem Butson, director and producer of the annual circus seasons presented by Tom Arnold at Harringay Arena in London, is in New York on his annual talent hunt. . . . Umberto Schichthols-Bedini, European representative of Ringling-Barnum, left for Europe last week after spending a month with the circus.

Name Bands Slated For Pleasure Beach

BRIDGEPORT, Conn., May 27. — Pleasure Beach Park, municipally operated amusement resort here, opened for the season Saturday (20) with a name band policy set for Sundays and holidays at the park ballroom. Charlie Spivak's ork was in for a one-nighter Sunday (21), and Jack Still will handle the house band during the week.

Park has been redecorated and repainted, but no new rides have been added. About 150 persons again will be employed this season. No ferry will be used this year, and access to the park will be by bus and auto. Bathing pavilion opens June 16, the same day that other city-operated beaches bow for the season.

That-city officials expect less biz at the resort this year than last is reflected in the spot's budget. Last year expenditures were placed at \$390,000 and receipts at \$410,000. This year the appropriation was lowered to \$304,000 and receipts estimated at \$305,000. Officials explained that the park is not operated to show a great profit.

John C. Molloy again is resident manager, assisted by Joseph Williams, with George Chrisman as park superintendent.

Venice Spot Skeds Holiday Opener; Title Is Revised

VENICE, Calif., May 27.—Adopting the name of Venice Lake Park, the former Venice Amusement Park tees off Decoration Day with what its new press agent, Ralph Hopkins, calls a "preview opening."

Park has tied up the "Mrs. America" contest rights for Southern California counties and will stage the initial competition in this city July 9. This will be the Los Angeles area trials and will be held in connection with the launching of a \$43,000,000 civic project. Regional finals will be held in the park.

To launch the park, Venice Lake will hold a free water carnival and dance on the newly blacktopped midway.

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Talent Topics

Jerry D. Martin's Three Fearless Stars worked their Fairmont, W. Va., drive-in theater date last week despite an automobile accident while on route from Atlanta, where they had been with Harlackner's charity show. Martin received eye and knee injuries. Betty Martin suffered lacerations. Patricia Fagel was uninjured. Truck was lost and trailer was damaged.

Ice O'Rama and vaude show brought to Honolulu by E. K. Fernandez includes Roy and April, Rulon Rolland, Shirley Lander Husser and Joan and Jean Ray, Ice show; Reggie Dworak, emcee; Jenina Carol, singer; Benita Francis, magic; Flo and Gus, comedy, and Ruby Ring, acro-dancer.

The Ericksons and Conchita motored to Chicago after concluding their St. Louis Police Circus engagement and appeared on Chi's Super Circus television show Sunday (21). They visited the Antaleks before moving on to Springfield, Mass., for the Lions Club circus. . . . Hanna Gabin Rex, who joins Ward Bros' Circus this week with her dive-to-aside act, stopped off at the Boyle Woolfolk Agency in Chicago on her way to the Coast. As reward for her underground work in Germany for the army during the war, she carries a special "passport" letter entitling her to go any place where U. S. troops are stationed.

Partial line-up of acts for the American Legion's annual July 4 show at Chicago's Soldier Field includes Benny and Betty Fox, Flying Aldons, Aerial Dobriches, Vito Berosini, Tarina and Eric, and Don Dorsey. Barnes-Carruthers agency, Chicago, is producing the show. . . . Adriana and Charly, trampoline.

closed their second week at the Chicago Theater Thursday (25).

Kenny Roberts, Coral recording artist, who recently left WLW, Cincinnati, after three years with that station, opens June 16 at Coney Island, that city, for nine days. . . . Paroff Trio will join Happyland Attractions June 5 at Owasso, Mich., as free act.

New London Okays Circus Show Lots

NEW LONDON, Conn., May 27.—With one dissenting vote, city council this week adopted an ordinance permitting circuses, but not carnivals, to play in residential zones, opening the way for a June 19 stand of Ringling-Barnum here.

Councilor James A. May was the only official to vote against the measure, saying that the ordinance did not protect circuses sufficiently. He said that the provision against carnivals was not meant to bar circus side shows, and that the ordinance should be amended to exempt circuses from other zoning restrictions on signs and height of buildings.

Councilors voting for the ordinance took the position that the word "circus" covers all customary features of a circus, including side show, signs and large tents. May warned that without specifying these features in the ordinance, someone who had been prosecuted for violating the zoning ordinance might bring action against a circus playing here.

Big Crowds Attend Hub Jubilee Events

BOSTON, May 27. — More than 300,000 persons, estimated as the biggest crowd ever to attend an event at the Charles River basin, saw the \$5,000 fireworks show which closed the Boston Jubilee Sunday night (21). Show was staged by Interstate Fireworks Manufacturing & Display Company, Springfield, Mass.

Folk singer Burl Ives performed for a crowd of 10,000 at a square dance in Boston Garden Saturday night (20). Opening night (18) a vaude show was presented outdoors featuring Jackie Matthews, singer; Louis Brems, comedian; Bill Dunkle's square dancing group from Duxbury, Mass., and 10 girls from the Gertrude Dolan dance studio. Music was by Ted Leutz and the Jubilee Theater ork.

Cincy Zoo Re-Elects Reilly

CINCINNATI, May 27.—James A. Reilly was elected president of the Cincinnati Zoological Society for his 19th term at a recent trustees' meeting. Trustees also re-elected Gerrit J. Fredriks first vice-president and secretary and E. W. Townsley treasurer. Julius Fleischmann was elected second vice-president. Executive committee members were reappointed. They comprise the officers, A. H. Huneke, Leo Moelder, Louis Schlueter, Walter Draper and Max Palm Jr.

Wanner Back to Hutchinson

HUTCHINSON, Kan., May 27.—Walter Wanner reports that he will open his fifth season at Carey's Park here with his popcorn, snow cone and candy trailer concession. Clarence Morgan, who recently bought a Merry-Go-Round from Mrs. George Kellogg, will add the ride to his units. Jack Bailey is expected to come in with a Miniature Train and Kiddie Boat and Auto rides, giving the park a line-up of six kiddie rides and one major.

Court Rules Against Forcing City Permit For Eastwood Debut

DETROIT, May 27.—Final decision against a court move to force city permission for the opening of Eastwood Park was handed down Wednesday (24) by Federal Judge Frank A. Picard upon request of Tower Realty Company, representing the park operators.

Recently Judge Picard had denied the Tower plea that the ordinance, passed by the city of East Detroit banning operation of the park, should be declared invalid.

Present move is an intricate legal step apparently sought by the park management to allow an appeal to the Circuit Court of Appeals at Cincinnati.

An appeal from a State court ruling against the park is pending before the Michigan Supreme Court. Judge Picard's original position was to decline the absolute ruling while the issue was before the State's highest court.

Name Acts To Play Salisbury Frolics

SALISBURY BEACH, Mass., May 27.—Denny Mulcahy announced that he has signed Martha Raye, Frances Langford, Sophie Tucker, Carmen Cavallaro, Billy Eckstine and the Ink Spots for his Salisbury Beach Frolics.

He is dickering with Frank Sinatra, Frankie Laine and Beatrice Kaye. Karl Rhode and his 20-piece ork will again be out front.

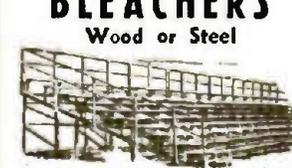
Goldsboro, N. C., Dates Set

GOLDSBORO, N. C., May 27.—Oland F. Peele, manager, announced here this week that the second annual Wayne County Agricultural Fair is skedded September 25-30. Pirell Shows have been contracted.

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SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
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Gotham Beaches Get Clean Health Bill

NEW YORK, May 27.—This city's 38 miles of bathing beaches received a clean bill of health this week from Dr. John F. Mahoney, city commissioner of health, who said that they were "on the whole generally safe and inviting." Dr. Mahoney made the announcement on the basis of water samples analyzed in department laboratories.

Among the few areas "not recommended" were the western tip of Coney Island, parts of Staten Island, and Great Kills Beach. Since no evidence of disease has been traced to bathing beaches licensed by the health department, no spots were blacklisted. With the completion of the city's \$100,000,000, five-year anti-pollution campaign the area's major beaches will be freed of any taint, Dr. Mahoney said.

Old Orchard May Buy Names

OLD ORCHARD BEACH, Me., May 27.—Name acts are being considered as summer business draws here by the Chamber of Commerce, Albert Bottcher, president, said. Resort committee meets weekly and is shooting for the biggest season in history.

Fire Threatens Bow At Akron Funspot

AKRON, May 27. — Prompt action by firemen avoided a costly fire a few hours before Summit Beach Park opened here for its first weekend.

Fire started in a tool shed next to the Bug ride. It damaged the ride and threatened near-by concessions and other equipment. Damage was estimated by J. V. Sawyer, park president, at \$2,000.

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Two Annuals Pact 1950 Mrs. America

ASBURY PARK, N. J., May 27.—Fair appearances have been set for the winner of this year's Mrs. America contest, finals of which will be held at Convention Hall here September 10, according to Bert Nevins, contest managing director. Winner's first booking is for the Reading (Pa.) Fair, September 11-15, and from September 24-30 she will appear at the New Jersey State Fair, Trenton. Both dates have been set by the George A. Hamid & Son agency, New York.

Judging in the contest is done 50 per cent on beauty and 50 per cent on home-making abilities of the contestants, Nevins said. Winner of the contest will demonstrate her domestic prowess at the fair dates.

TV stations slated to stage sectional eliminations are WCAU, Philadelphia; KSL, Salt Lake City, and WEWS, Cleveland. Radio outlets taking part in the eliminations include KJSJ, San Jose, Calif.; KVOC, Casper, Wyo.; KTRM, Beaumont, Tex.; KCLO, Leavenworth, Kan.; KVLC, Little Rock, Ark.; WEAR, Pensacola, Fla.; WLIZ, Bridgeport, Conn.; KXAR, Hope, Ark., and WLAQ, Rome, Ga. World Video, Inc., independent tele package agency, is handling TV franchises for the Mrs. America winner, and Mrs. America, Inc., originators and sponsors of the contest, is handling all other eliminations and personal appearances. Preliminaries are planned at Conneaut Lake Park, Pa., and at the 9-W Drive In, Kingston, N. Y.

Various New York TV outlets have put in bids to sponsor the Greater New York and New Jersey State Mrs. America eliminations. The New Jersey preliminaries would be tied up with a group of Walter Reade Drive-In Theaters and Palisades Amusement Park. Finals last year were covered by ABC-TV, and plans are under way to have the 1950 finals televised on the coaxial cable.

Rambo Cops Top Honors At Saugus, Calif., Rodeo

SAUGUS, Calif., May 27. — Gene Rambo of Shandon, Calif., carried off top honors before 20,000 spectators at the Newhall-Saugus Rodeo at Bonelli Ranch here. He captured the bulldogging event and placed second in calf roping and saddle bronk riding.

Other results were: Calf Roping—John Woffard, Rambo, Fox O'Callahan. Saddle Bronk Riding — Casey Tibbs, Rambo, Jerry Ambler. Bareback Bronk Riding—John Cruthers, Fess Reynolds, tie between Bob Yanez and Wallace Brooks. Bulldogging — Rambo, Lawson Fore, Bob Bareut. Bull Riding—Glen Fike, Bob Mitchell, Henry Tompkins. Team Roping — Hugh Bennett and Marion Vincent, Andy Jauregui and Ed Yanez, Charlie Shields and Jauregl. Wild Cow Milking—Jauregui, Mike Carmichael, Sol Lombardi.

New Track for Nashville

NASHVILLE, May 27. — Amusement Facilities, Inc., has been chartered by the secretary of state to construct an auto race track at near-by East Nashville for American Legion Post 5.

Track, which will cost an estimated \$40,000, will be used for stock and midget races, according to Jay C. Stephenson, one of the organizers. New firm was incorporated with capital of \$1,000 and authorized 2,000 shares of common, no par value, stock.

Freeport, Islip Races Set

FREEPORT, N. Y., May 27.—Three racing meets a week will be staged by the Kedenburg Racing Association, with stock car contests slated for Freeport Stadium Tuesday and Saturday nights and for Islip Speedway Sunday afternoons. Schedule holds until the summer season starts in June when midget auto meets will be added to the Friday night bill at Freeport and Wednesday nights at Islip.

No(ah's) Ark

WINNIPEG, Man., May 27.—With Red River floods disrupting activities in this area, Red Cross welfare headquarters here received a report Tuesday (16) that a consignment of human heads, a snake den and a fish boy were missing.

The items, bound for E. J. Casey Shows which operates out of St. Vital, Man., had been cleared thru an undetermined United States customs port but disappeared somewhere between the border and Winnipeg.

New Raleigh Arena Beckons Road Shows

RALEIGH, N. C., May 27.—Another outlet is available for touring attractions in the William Neal Reynolds Coliseum, recently erected on North Carolina State College campus here. In operation since early December, some 300,000 spectators have witnessed events held in the building since that time, said W. Z. Betts, manager.

Formal dedication of the arena took place during a recent five-day showing of *Ice Cycles of 1950* which grossed \$75,000. Constructed at a cost of \$2,500,000, the structure is modern in every respect, having facilities for major addresses and conventions, livestock shows, circuses, ice hockey and other athletic events, dancing and concerts. There is permanent seating for 12,000 people.

German House Sets Many Foreign Acts

HAMBURG, May 27.—The Hansa, top-ranking vaudeville house of post-war Germany, is importing a large number of foreign circus and vaude acts for its programs, which run a full month.

Current bill at the Hansa features the comedy band of Harold Mortensen, from Denmark; the Jap juggling-wire walking, Two Tenimuras; the adagio trio, Mabel, Mac and Bobby; Four Richys, acrobats, and Erich Assmann's dogs.

Quarterly Net for Forum At Halifax Hits New High

HALIFAX, N. S., May 27. — A record profit was shown by the Forum rink for the three-month period ending March 31. Surplus was \$17,382, and net after deducting debt and bond interest charges was \$13,605. Ice hockey and skating revenues closed the last of April.

For the summer more attention will be paid to the booking of attractions. Hollywood Daredevils come in June 15-21; Grace Fields, June 28; Aquacade Water Follies, July 20-26; a rodeo sponsored by Tommy Gorman, operator of the Auditorium Rink, Ottawa and producer of *Skating Sensations* ice revue, for a week in August, and Shrine Circus, September 4-6. There will also be roller skating.

Brown Hell Drivers Open Season in Cleveland, Tenn.

CLEVELAND, Tenn., May 27.—P. T. Brown, manager of the Crash Brown Hell Drivers, is booking still dates in Tennessee, Kentucky and Indiana following the show's debut here.

The 1950 edition is a two-hour and 15-minute show featuring a "dynamite drive," four-car transport carrier jumps and Crasa Brown's dynamite casket act, reports Ken Sibley. Drivers are Suicide Sibley, Speedy Dillingham, Brown and Brown's wife, Billie Jean, emcee and featured in a ride on an auto's hood as it crashes thru a flaming wall. Clowning is done by Barge Drawers Hudgins and Throttlebottom Johnson.

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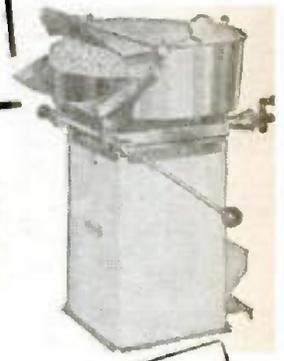
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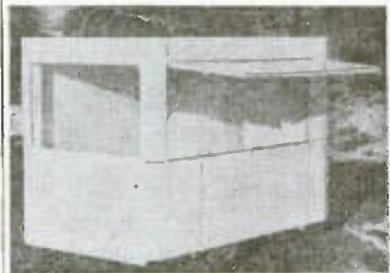
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CONCESSION SUPPLY CATALOGUE

Our new 77-page Concession Supply Catalogue for 1950 has been mailed to all of our mailing list. If you have not received your copy one will be sent upon request, without charge, to those in the concessions business. We have a lot of new items you should know about.

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**GIVE TO THE
RUNYON CANCER FUND**

Lot of Lip Helped Merle Evans Become Ringling Bandmaster

(Continued from page 53)

correct type of music and the proper length of selections which will accompany acts. His big job is to rehearse and rehearse until his band has the season's repertoire down pat and can provide a smooth flow of cues for performers. According to Evans, act cues for this season will draw on at least fragments of 231 different melodies, ranging from continental waltzes to Dixieland jazz. This figure is slightly above the usual number of tunes in the band's stock for a season, Evans says. In the case of foreign performers who arrive with their own music, Evans, after consultation, usually substitutes music more familiar to U. S. audiences.

He gives full credit for the circus's smooth-playing band to the men who comprise it, saying that he never has any trouble as far as their knowledge of their trade is concerned. The R-B bandmaster feels that it isn't possible today, as it was in the past, to add quick-blossoming pop tunes to the circus band's repertoire during the season. He claims that songwriters today are concentrating more on the lyrics than on the actual melody of a number, rendering a tune at least partly unsuitable for circus use. He doesn't anticipate more than a few changes in the show's musical line-up during the season.

Toured With Stock Unit

In addition to circus trouping, Evans has toured with traveling stock companies and played with theater house orchestras. In 1913, the year he led the Brundage Shows band, he also made the rounds with Uncle George Spruceby's stock company which played one-day stands in Missouri, Arkansas, Tennessee and Kentucky. While with Uncle George, Evans led the show band, took tickets and doubled on the stage if the offering required an extra thespian. It was at the end of the 1913 season that Evans took over as leader of the town band at Campbell, Mo., and taught cornet to a man who later became governor of Arkansas, the late Carl Bailey.

Led College Band

Evans claimed that the high point in his musical career came in 1931-'32, during which years for a time he led the house orchestra of the Mastbaum

Theater in Philadelphia. Leaving nothing untried, he also had a fling at leading the Iardina-Simmons University Cowboy Band, Abilene, Tex., in 1944. Evans feels that in the way of difficulties, the war years hit him hardest. It was a tough time to get and hold first-chair musicians, but he adds that even then he always had enough top-drawer men to pull the tyros thru and keep the quality of the band high.

The iron-lipped Evans has played thru an eight-month schedule with Ringling-Barnum, fingering cornet valves with one hand and leading with the other, without missing a performance since he took over the band baton in 1919. He had a close call in Washington on one occasion when a number of R-B personnel came down with ptomaine poisoning. During a performance, Evans staggered out into the show back yard, but hearing his band falter on a cue, he hurried back to take over before the audience was aware he had left.

Leitzel Top Performer

During the years he has cued acts for R-B shows, Evans rates Lillian Leitzel, noted for her one-armed planges, as the top individual attraction he has seen. Other performers high on Evans's list are Bird Millman, on the high wire, and ace bare-back rider, May Wirth. In furnishing music for these and all other Ringling-Barnum acts, Evans has accumulated eight cornets, including one hand-made special only five inches long. His present instrument is a standard-size English model.

Once away from the circus, Evans says that his consuming passion is baseball. He claims that he would rather be a first baseman on a good ball club than leader of the circus band, altho it's doubtful if show officials take this too seriously. The R-B bandmaster and his circus crew have cut many single records and albums for several disk companies, and a leading publishing house has tentatively scheduled a biography of Evans.

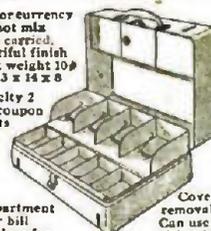
Instructs Kid Bands

Last winter, after the circus finished in Cuba, Evans embarked on a lecture tour and also found time to instruct various Midwestern high school bands. After many years of grinding hours on an annual 12-month basis, he understandably says that perhaps this winter he will just loaf at his Sarasota home. Evans belongs to Local 721, American Federation of Musicians, Tampa, is a Mason and an honorary member of eight Shrine units.

Mrs. Evans died during the Big One's Madison Square Garden date this spring. They have no children.

When Evans got that first horn-blowing job with Brundage Shows, band leader Cleve Pullen would tell him: "You listen to me kid and someday you'll lead the band on The Greatest Show On Earth." Evans didn't take him seriously at the time, but as it turned out Pullen wasn't a bad prophet.

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Willow Grove, Woodside Bow

PHILADELPHIA, May 27.—With more than 50 amusements offered, Willow Grove Park here bowed for daily operation Sunday (20). Opening marked General Manager E. E. Foehl's 32d year with the park and its 55th season.

Saturday night dancing in Casino Ballroom, with Clarence Fuhrman's ork supplying music, and Frankie Schluth emceeing five-act vaude presentations on Sundays are features.

Woodside Park here goes into daily operation today with Norman S. Alexander as manager. Week-end programs include fireworks Friday nights, Jack Steck's Kiddies' Hour Sunday afternoons and life-size television nightly at Sylvan Hall.

Eden Springs Bows Early for Holidays

BENTON HARBOR, Mich., May 27.—Eden Springs Park will open its season Decoration Day rather than the usual June 15. Manager Chick Bell said the long four-day week-end made an earlier opening advisable.

The spot, operated by the House of David, will go into immediate full-week operation. Weekly talent budget of about \$500 is planned. June Darling, Chicago agent, will handle bookings.

Named at Dixon, Calif.

DIXON, Calif., May 27. — Jack Parker, local cattleman, has been named to the Solano District Fair board of directors, replacing Wallace McCormack, Rio Vista, whose term expired. In making the appointment, Gov. Earl Warren also reappointed Charles McGimsey, Dixon; Harry E. Peterson, Rio Vista, and D. A. Mowers, Vacaville, to the board.

SNOW CONES BIG BIZ

DALLAS, Tex., May 27.—Operators all over the country are reporting snow cone business at high pitch with "Polar Pete" Snow Cone Machines. Huge success due to attractive, spectacular display cabinet which pulls them in at every location. This popular summer confection makes up to 900% profit and many operators pay out in as little as 10 days. "Polar Pete" Snow Cone Machines make real money everywhere.



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Barnes - Carruthers Named To Ink Acts For Chi Fair Circus

CHICAGO, May 27.—The Chicago Fair has closed with the Barnes-Carruthers Theatrical Enterprises, Inc., for the latter to supply acts for a four-a-day circus at the fair.

Eddie Allen, former elephant man with circuses, will manage the show. Plans call for a seating capacity of 3,600. Set-up will have a 40-foot ring and a 30 by 60-foot stage. One act, an aerial feature, will work outside.

Sam J. Levy, head of the Barnes-Carruthers office here, said he has started to line up acts. Indications are that the bill will be changed frequently thruout the fair, skeddled to open June 24 and run thru Labor Day.

Bridgeport Barnum Cele Runs 10 Days

BRIDGEPORT, Conn., May 27.—Second annual P. T. Barnum Festival begins June 9 and extends thru June 18 instead of June 12 as originally planned, Herman W. Steinkraus, festival chairman, announces.

In order to supplement the \$5,000 allotted the festival by the city, bleachers will be erected at five different points along the line of march of the scheduled parade, with admission charged for them as well as for the Barnum Ballyhoo show at Hedges Field. Finance committee has set a \$17,000 budget for the celebration.

William Elliot, of Station WLIZ here, festival's radio and TV chairman, has arranged for Columbia Broadcasting System (CBS) to televise various parts of the celebration, with John Reed King as emcee. A pageant depicting the 100th anniversary of the entry of Jenny Lind into the United States will be presented. Festival also will feature fireworks displays, block parties and free shows thruout the city.

Biller Cards Mass. Showings for June

GREENFIELD, Mass., May 27.—Biller Bros.' Circus has booked this town for June 14, Pittsfield, Mass., for June 17 and is negotiating for dates at North Adams and Holyoke, Mass.

Formerly, King Bros.' Circus played this area early in its season. Biller also is inking a Gloucester, Mass., stand following its swing thru this territory. Many towns in this section have established a one-circus, one-carnival-per-season rule.

Blast Burns Fatal To Chris Lyck, 75

OMAHA, May 27.—Chris Lyck, 75, veteran fireworks manufacturer, died here Sunday (21) of burns sustained in a blast that day at the rear of his home.

The blast, believed to have been touched off by a spark from an electric motor, occurred in one of three sheds used by Lyck.

Bill Powell Back in Hamburg After Berlin Red Zone Visit

HAMBURG, Germany, May 27.—Bill Powell has returned here after a brief trip to Berlin. Powell has been visiting circuses, carnivals and zoos thruout Europe and has been the guest of Lorenz Hagenbeck, head of the famous Hagenbeck Zoological Gardens, while here.

While in Berlin Powell risked a trip into the Soviet sector to visit Mrs. Ritter, who for many years presented her troupe of midgets on the old Rubin & Cherry Shows. Mrs. Ritter has lost most of her belongings as a result of the war and occupation.

Nat'l Income Near '49 Levels Is Seen Despite Farm Dip

WASHINGTON, May 27.—The cash is expected to be tight in the farm belt for the current outdoor show season (The Billboard, April 22), the national outlook is brighter, according to estimates on income made by the Commerce Department's office of business economics this week. Total personal income in March, the agency said, was substantially higher than February and above that of the average for both 1948 and 1949.

Projected on an annual yardstick, March income was at a yearly rate of \$222,700,000,000, compared with a rate of \$219,100,000,000 in February and actual yearly incomes of \$209,800,000,000 in 1948 and \$211,900,000,000 in 1949.

Most of the March gain was accounted for by Veterans Administration disbursements of dividends on GI insurance, but payrolls in service industries, wholesale and retail trade and government also were up. Down was income from agriculture and from mining. Cancelling out effects of strikes, the agency estimated manufacturing income in March at about the rate that prevailed in the last two years.

Because the GI insurance payments are now about completed, national income can be expected to fall off from the high March figure, but it is estimated that 1950 totals will approximate those for 1949. The agency figures that gains in other fields this year will just about off-set the anticipated decline in farm income.

The farm income decline picture was further substantiated by the Agriculture Department which noted that farm employment during the week of April 23-29 was down about 300,000 from a year ago. Agriculture said, however, that a part of the decline could be attributed to cold and wet weather which delayed field work in many areas. Combined with lessened farm employment is a wage rate which is running consistently below last year.

Beam Thrill Show Program Completed

NEW YORK, May 27.—Leonard Traube, head of his own public relations firm here, has announced completion of a 16-page souvenir program for thrill show op B. Ward Beam's World Champion Daredevils.

Program, Traube's second effort for Beam, was done by publisher's representative Don Spencer, New York, and will sell for a quarter. Layout work was done by Don Keller, of the Spencer office, which is seeking tie-ups for the program with national advertisers.

Conn. Lists Concession Fees for State Beaches

FAIRFIELD, Conn., May 27.—A tentative schedule of rental fees for concessions at town beaches has been agreed upon by the State park commission, Edward A. Tyler, chairman, announced.

Under the program, two-year leases would be negotiated with operators of present stands at Jennings, Sasco and Southport beaches, with the rental of concessions opened to the public after that time. A rental of \$250 per season is proposed for Jennings Beach and \$50 at Sasco Beach. Victor Vyttnalek is operator of the Jennings and Southport concessions, while C. Steve Vangar owns the Sasco Beach stands.

The lease would specify that at the end of the two-year period present concession buildings would be removed from the beaches if the operators are unsuccessful in obtaining the lease in public bidding.

Record Gates Drawn At Chitwood-Swenson Shows in St. Louis

ST. LOUIS, May 27.—Biggest thrill show attendance on record for this city was registered here Saturday and Sunday (20-21) by the Joie Chitwood unit managed by Aut Swenson.

Playing in the 14,000-capacity Walsh Stadium, the unit turned away 2,000 at the Saturday night show and on Sunday played to an estimated 25,000 in two performances. Unit also was in Friday night (19), but rain interrupted the performance.

Captain Frakes in a dynamite act and Yvonne La Costa, fem racing driver, in a crash roll, were added features.

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo: Clovis, N. M.
- American Bazaar: Hornell, N. Y.; Lancaster 8-10.
- American Beauty: Brookfield, Mo.; Kirksville 8-10.
- American Eagle: Rosiclare, Ill.; Ridgway 5-10.
- American Expo: E. Liverpool, O.
- American Midway: Roby, Tex.
- American United: Colville, Wash.; Missoula, Mont., 5-10.
- Avery's Modern: Flint, Mich., 1-11.
- Badger State: St. Cloud, Minn.; Detroit Lakes 5-10.
- Baker United: Greenfield, Ind.
- Beam's Attrs: Barnesboro, Pa.; Clymer 5-10.
- B. & C.: Oswego, N. Y.
- Becht, Lee: (Green Hills) Cincinnati, O.; Decatur, Ind., 6-10.
- Bee's Old Reliable: Irvine, Ky.
- Belle City: Shorewood, Wis.; Sheboygan 5-11.
- Bernard & Barry: Toronto, Ont., Can.; Timmins 8-10.
- Big 4 Am.: Berkeley, Ill., 1-4; South Elgin 5-10.
- Big State: Lamona, Tex.
- Bill, Karl, W.: Woodhall, N. Y.; East Rochester 5-10.
- Blue Grass: Hamilton, O.; New Castle, Ind., 5-10.
- Bogle, P. C.: Clinton, Mo.; Jerico Springs 7-10.
- Bohn & Sons: Laverne, Okla., 29-31; Beaver June 1-3.
- Boone Valley: Independence, Ia., 1-3.
- Brodbeck: Kinsley, Kan., 1-3.
- Brodbeck & Schrader: Lexington, Neb.; Garden City, Kan., 8-10.
- Borderland: Crane, Tex.
- Buck, O. C.: Schenckady, N. Y.
- Buckeye: Graver Hill, O.; Antwerp 7-11.
- Burdick Greater: San Marcos, Tex.
- Burke, Harry: New Beria, La.
- Burkhart: Braidwood, Ill.; Cortland 8-10.
- Capital Bros.: Fredonia, Kan.
- Capital City: Columbia, Ky.
- Caravan Am.: Junction City, Kan.
- Carnival Shows: Great Neck, L. I., N. Y., 29-31.
- Carpenter Bros.: Bryant, Ind.
- Cavalcade of Amusements: Dayton, O.
- Central States: Manhattan, Kan.
- Cetlin & Wilson: New Castle, Pa.; Uniontown 5-10.
- Chanos, Jimmie: Greenville, O.
- Cherokee Am. Co.: Osage City, Kan.; Ellsworth 5-10.
- Coleman Bros.: Chicopee, Mass.; Keene, N. H., 8-10.
- Collins, Wm. T.: Breckenridge, Minn.; Fargo, N. D., 5-10.

- Columbia: Orono, Me.; Millinocket 8-10.
- Continental: Glens Falls, N. Y.
- County Fair: Hot Springs, S. D.
- Crafts Expo.: Santa Clara, Calif.
- Crescent Am. Co.: Poplar Bluff, Mo.
- Crescent Canadian: Calgary, Alta., Can.; Edmonton 5-10.
- Crystal: Blairsville, Ga.
- Cumberland Valley: South Pittsburg, Tenn.
- Cunningham's Expo.: Faden City, Va.
- Dan-Louis: Urbana, O.; Franklin 8-10.
- Del-Mar: Monessen, Pa.
- DeLuxe: Ansonia, Conn.
- Dobson's United: Northfield, Minn., 29-June 1; Rochester 3-11.
- Douglas Greater: Coos Bay, Ore.
- Downing's Expo.: Rogersville, Ga., Va.
- Drago, Paul, Am.: Delph, Ind.; Albany 8-10.
- Drew, James H.: Marmat, W. Va.
- Dudley, D. S.: Quana, Tex.
- Dumont: Orensburg, Pa.
- Dyer's Greater: Flat River, Mo.; Ste. Genevieve 5-10.
- Eastern Am.: Pittsfield, Me.
- Eddie's Expo.: Brownsville, Pa.; Cheswick 8-10.
- Endy Bros.: Rahway, N. J.
- Evans United: Slater, Mo.; Lexington 5-10.
- Fair Am. Co.: Danville, Va.
- Ferris, Carl D.: Warren, Pa.
- Fidler's United: Joliet, Ill.; Pontiac 8-10.
- Fleming, Max: Con. Monroe, Mich., 1-11.
- Frantz, John: Taylorville, Ill.; Harvey 5-10.
- Franklin, Don, No. 1: Odessa, Tex.; Lamesa 8-10.
- Franklin, Don, No. 2: Lullax, Tex.
- Frear's United: Leavenworth, Kan.
- Garden State: Alpha, N. J.; Wharton 5-10.
- G. & B. Rides: Glenville, W. Va.
- Gem City: Selvidere, Ill.
- Genesee, J. A.: Frankfort, Ind.
- Gold Bond: Libertyville, Ill.
- Gold Medal: Princeton, W. Va.; Portsmouth 8-10.
- Golden Rule: Riverside Park, N. J.
- Golden Seat: Jackson, Calif., 1-4.
- Gooding Am. Co. No. 1: Follansbee, W. Va.
- Gooding Am.: Oskmont, Pa. (See Carnival Routes on page 74)

Misc. Routes

Send to

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- Ameri-Congo Animal Show: East Bernstadt, Ky., 30-June 1.
- Ice Follies (Ice Arena) Portland, Ore., 29-June 4; (Winterland) San Francisco, Calif., June 7-17.
- Miller's, Irvin C.: Brown-Skin Models (Lawson) Lawton, Okla., 2-3; (Scott's) Kansas City, Mo., 2-31.
- Pan-American Animal Exhibit: Ogeotown, O., 31-June 1; Peebles 2-3; Waverly 4-6; Jackson 7-8; Wellston 9-11.
- Skating Vanities (Wembley Stadium) London, Eng., thru Aug. 3.
- Slout Players: Hastings, Mich., 29-June 3; Charlotte 5-10.

Circus Routes

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- Beatty, Clyde: Sacramento, Calif., 30; Marysville 31; Chico June 1; Redding 2; Ashland, Ore., 3; Medford 4; Roseburg 5; Eugene 6; McMinnville 7; Corvallis 8; Salem 9; Vancouver, Wash., 10; Centralia 11.
- Billor Bros.: Kittingan, Pa., 30; Johnstown 31; Patton June 1; State College 2; Lock Haven 3; Williamsport 5.
- Capell Bros.: Deloraine, Man., Can., 30; Hartney 31; Souris June 1; Minnedosa 2; Carberry 3; Virden 5.
- Cole Bros.: (Cincinnati Garden) Cincinnati, O., 30; (Municipal Stadium) Cleveland, June 2-4.
- Cole & Walters: Warner, S. D., 30; Parkston 31; Plankinton June 1; Woonsocket 2; Wessington Springs 3; Gannville 4; Miller 5; Highmore 6; Onida 7.
- Dalley Bros.: Welland, Ont., Can., 30; Guelph 31; Collingwood June 1; Parry Sound 2; Sudbury 3.
- Dales: Port Eglon, Ont., Can.
- Davenport, Orrin: Saakatoon, Sask., Can., 29-June 3; Regina 5-10.
- Gainesville Community: Amarillo, Tex., 2-3; Corpus Christi 8-10.
- Goulet Jay: Sigourney, Ia., 31-June 1; Bloomfield 2-3; Denison 5-8; Missouri Valley 7-8; Jefferson 9-10.
- Hagen Bros.: Morris, Ill., 1.
- Kelly-Miller: Ames, Ia., 1.
- Kelly & Morris: Sandwich, Ill., 30; Woodstock 31; Burlington, Wis., June 1; Lake Villa, Ill., 2; Lake Geneva, Wis., 3; Milton 5; Kenosha 6.
- King Bros.: Portage la Prairie, Man., Can., 30; Brandon 31; Malita June 1; Aroon, Sask., 2; Grenfell 3; Canora 3.
- Mills Bros.: Elgin, Ill., 30; Rockford 31; Muscatine, Ia., June 1; Davenport 2; Burlington 3; Fort Madison 5; Keokuk 6; Moberly, Mo., 7; Centralia 8; St. Charles 9; Alton, Ill., 10.
- Polack Bros. (Eastern): Pine Bluff, Ark., 1-3.
- Polack Bros. (Western): San Francisco, Calif., 29-June 4; Watsonville 6-7; Merced 8-10.
- Ringling Bros. and Barnum & Bailey: Lancaster, Pa., 30; Harrisburg 31; Reading 1-2; Allentown 3; Trenton, N. J., 4; New Brunswick 5; Newark 6-8; Westbury, L. I., N. Y., 9-10.
- Rogers Bros.: Elkin, N. C., 30; Mt. Airy 31; Thomasville June 1; Asheboro 2; Chapel Hill 3; Danville, Va., 5.
- Seal Bros.: Glasgow, Mont., 30; Wolf Point, Ill., 31; Fred June 1; Plentywood 2; Westby 3; Crosby, N. D., 5.
- Terrell Bros.: Harlan, Ky., 31; Middleboro June 1; Manchester 2; Somerset 3.
- West Bros.: San Diego, Calif., 29-June 4.
- West Bros.: Lakefield, Minn., 30; Jackson 31; Blue Earth June 1; Winnebago 2; Albert Lea 3.

Accident Kills Angel Bilbal, Showing With Mills, London

LONDON, May 27.—Angel Bilbal, dwarf member of the Cavallini clown troupe, was killed while performing with the act in the Bertram Mills Circus at Walsall, England, May 5.

The Cavallinis feature a crazy car number in which Bilbal's routine consisted of riding on the top of the car and jumping into the arms of one of the Cavallinis in the ring. In some manner Bilbal fell directly to the ground instead of making his usual leap and succumbed to shock brought on by a fracture of his spine.

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Cole Has Fair Cincy Debut; Pulls 12,500 First 3 Shows

CINCINNATI, May 27.—Cole Bros.' Circus, featuring Bill (Hopalong Cassidy) Boyd, has drawn approximately 12,500 people in the first three showings of its five-day nine performance stand which began Friday (26) night at the Cincinnati Garden. Based on the Garden's 11,000 seating capacity, the turnout thus far can be termed only fair. Friday's performance drew some 5,000, and the show followed with 2,500 at today's matinee and about 5,000 tonight.

The date marks the first time Cole has played indoors in this city and the first time a circus has played the Garden, which opened in February, 1949. The mediocre attendance thus far is attributed to the fact that many people have left town for the holiday week-end. Some observers also see the lack of billing as a drawback. While Boyd has been getting wonderful publicity breaks locally, there has been little advertising of standard, first-class feature attractions with the show.

Price scale, including taxes, is \$1.20, \$1.80 and \$2.50. Children are admitted for half price at all performances except Saturday, Sunday and Decoration Day matinees.

Side Show, cookhouse, horse and other tents are spotted adjacent to the arena. Show was reviewed in the April 29 issue of *The Billboard* following its Chicago opening. Charles

Robinson, clown, left the show in Columbus, O., to enter Veterans' Hospital, Dayton, O., for treatment of a diabetic foot.

Columbus Date Okay

Cole did satisfactory business at its May 23-25 stand in Red Bird Stadium, Columbus, playing to 23,500 people. Skipping the matinee, opening night attendance was 4,700. At the Wednesday (24) matinee 3,300 were in the seats, with 8,000 that night. On closing day 2,000 were on hand for the matinee and the night show drew 5,500.

While attendance of about 65,000 at the show's May 10-20 18-performance stand in Olympia Stadium, Detroit, was disappointing, the date was definitely in the black, according to Jack (Abie) Tavlin, general manager. There were half houses Tuesday and Wednesday nights (16-17) and a third of a house Thursday, but the show hit close to the 10,000 capacity Friday night (19) when several hundred extra seats were needed. Mid-week matinees drew better than the night shows, altho the Sunday (21) afternoon performance dropped to a scant third of a house. The Sunday night show had been canceled several days earlier.

Detroiters Balk at Prices

Detroiters generally felt that the \$1.20 to \$3 scale was too high and reacted against the full-scale charge for children on Saturdays and Sundays.

Concession business was excellent, averaging 59 cents per head for the engagement.

The management was not discouraged by the Detroit stand. It pointed out that the show's net has been reduced this year because of longer stands. Last year 25 per cent of the show's expense was charged to rail moves. It has also reduced billing costs by practically ignoring the use of paper, and is carrying 215 people this year compared to 460 last year.

Mother Sullivan Honored at Big Eli Wheel Party

JACKSONVILLE, Ill., May 27.—Mrs. Julia L. (Mother) Sullivan, vice-president of Eli Bridge Company, was honored at an employees' meeting in the offices of the company Friday (26) in celebration of the 50th anniversary of the setting up of the No. 1 Big Eli Wheel in Central Park here May 23, 1900.

Mother Sullivan is the widow of W. E. Sullivan, organizer of the Ferris Wheel factory, and has held her present post for many years. She was feted for her continuous interest and development of the Big Eli Wheel, Ben O. Roodhouse, sales manager of the firm, said.

In addition to Mother Sullivan, who recently celebrated her 87th birthday and who is still active in the management and administration of the company, and Roodhouse, firm's executives include Lee A. Sullivan, son of the founder, president, and Leta L. Sullivan, the founder's daughter, vice-president.

Paris Adds Lengthy Alfresco Biz Laws

PARIS, May 27. — Recently enacted regulations covering the operation of street fairs in Paris fill 28 columns of the *Municipal Bulletin*, official journal of the city, and provide plenty of headaches for ride operators and showmen.

Noisy ballyhoos in front of shows must be toned down and all outside band music must cease at 10 p.m., with an 11 p.m. deadline on Saturday and Sunday. Deadline for closing is set for no later than a half-hour after midnight. Bells, sirens and gongs are taboo, but may be replaced by megaphones.

No shows presenting anything of an immoral or repugnant nature are permitted. Women wrestlers also are out.

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R-B Attracts Large Crowds, Biz at Philly

Rain Hurts Some Sessions

PHILADELPHIA, May 27.—Ringling Bros. circus continued to garner big grosses here, the third outdoor stand of the season.

Considerable rain has curtailed attendance on several occasions. The opening Monday (22) matinee was a sellout, as usual, with Frank Palumbo, Philly nitery op, and a fund left by the late Ellis Gimble paying the way for an estimated 10,000 orphans and underprivileged children.

Lacking this year is the usual influx from Atlantic City, since the Big Show is scheduled to play there for the first time in several years. Patrons drawn from the resort city have added up to at least one good house in the past.

Some of the potential circus mid-way revenue was drained by two carnivals, Endy Bros., and the Joseph J. Kirkwood shows, which were set up on adjacent lots.

After a big opening under canvas at Baltimore Tuesday and Wednesday (16-17), the Big Show went on to score peak biz at Washington, Thursday thru Sunday (18-21). Two shows on Sunday at the capital, a departure from the regular routine, accounted for big grosses.

Sunny Weather Produces Good K-M Biz in Mo.

MOUND CITY, Mo., May 27.—Missouri spots have turned out good business for the A. G. Kelly-Miller Bros.' Circus where rain held attendance down.

Sunday (21) stand here for a matinee only drew a full house. Usual elephant parade thru town was canceled because it had been booked for 1:30 p.m., too close to matinee time.

At Plattsburg Saturday (20), the matinee was about three-quarters. Rain at night cut trade to a half-house. Two full houses were recorded Friday (19) at Richmond, where weather was clear.

Matinee at Higginsville Thursday (18) attracted only a half-house, although weather was clear. A three-quarters house turned out that night when rain set in.

Plan Philly Gimbel Memorial

PHILADELPHIA, May 27.—Collection of at least a penny from each of the 350,000 children the late Ellis A. Gimbel took to Ringling-Barnum performances from 1908 until last year to raise funds for a memorial to him is planned by a committee headed by Louis W. Wilgarde. Group has decided on a mural showing Gimbel surrounded by children at the circus.

False Alarm

NEW YORK, May 27.—George A. Hamid and Col. Robert H. Morton, co-owners of the Hamid-Morton Circus appearing under Shrine auspices at the Armory here, suffered thru a bad half-hour Tuesday night (23) when sporadic hissing broke thru the applause-greeting acts. Investigation led them to a spot under the stands where concessionaires working for A. Hymes were inflating balloons with gas. The operation was moved to sound-proof quarters.

Blow-Up of Mills "Blowdown" At Niles, Mich., Full of Air

(Continued from page 52)

heard incorrect reports that the circus had had a blowdown.

Return To See Show
Performance of the show was stopped twice during the storm. Most

Hollyw'd Group Frames Six Bros. For June 17 Bow

HOLLYWOOD, May 27.—Six Bros.' Circus will debut June 17 in near-by Altadena and is booked thru July under auspices.

Altho titled Six Bros., there are actually seven in the deal, and their claim to brotherhood comes only thru their close association in the theatrical field. Included in the ownership are Red Skelton, Art Linkletter, James Doane and George McCall, of Wilshire Pictures Corporation; Murray Pennock, Jack's of Hollywood; John Guedel, radio producer, and James Saphier, agent.

McCall, who is handling details for the owners, said that no attempt to revolutionize the circus business will be made. The basic idea is to give a strong 1 3/4-hour show. New ideas in lighting, however, are contemplated, with much of the overhead illumination being eliminated. Colored spots on quarter poles with a central control switch near the bandstand will be used.

Six Bros. will use a 100-foot round top with a 50. Instead of the marquee, a colorful Masonite front, lighted with fluorescent will be substituted.

Show will have a menagerie with eight cross cages and ring stock.

Performers are now being signed for the show. Trucks will be used for transportation.

Top Alfresco Talent Booked at London's Swank Indoor Spots

LONDON, May 27.—Demand for internationally known circus acts in night clubs and theaters has shown an upswing, not only in London but in other large cities of Europe. Foster Agency (William Morris representative) has booked the Mathis unicycle act and the Arnaud Brothers, musical clowns, into the swank Savoy Hotel here. Harold Barnes, wire-walker, and the Romanos Brothers, acro comics, are featured with Harold Steinman's Skating Vanities of 1950, which opened yesterday at the Empire Pool, Wembley, for a run of eight weeks.

Polo Rivals Troupe, in a melange of circus and clown routines, and the Five Alcardis, jugglers, are at the Etoile Music Hall in Paris. The Cradocks, slapstick comics, are at the ABC Theater, and Woodrow, juggler, is at the Bal Tabarin night spot. Stetson and Patricia, jugglers, are at the Cirque Medrano, Paris.

In Scandinavia, the Eight George Wongs, Chinese acrobats, and Gaston Palmer, juggler, are at the China Theater, Stockholm; while the Three Spurgats, plastic posing act, are at the National Scala in Copenhagen.

King Draw Light at Willmar

WILLMAR, Minn., May 27.—King Bros.' Circus drew an exceptionally light matinee and less than a half-house for the night show here Wednesday (24). Cloudy weather with rain at night combined with farmers' efforts to stay in the field to complete seeding work was responsible for the light biz.

of the patrons returned to the tent to see the show.

To counteract affects of the radio broadcasts, a statement prepared by Mayor L. E. Thompson, Police Chief L. O. Bates, and Harold Klute, who is both president of the sponsoring Service Club and prosecuting attorney, was released.

It said that "despite rumors" none of the tents had come down and that a check showed the circus equipment was in good condition.

The circus enjoyed a good day's business despite the storm, according to Fred Stafford, Mills press man. The show moved from here to Benton Harbor, Mich., on schedule.

South Bend Matinee Late
At South Bend, Ind., Wednesday (24) the show played to a three-quarter matinee and a half-house at night. Matinee was an hour late in starting. Sponsor there was the Civitan Club.

Several Mills performers who went swimming in a river at South Bend were credited by local authorities with finding the body of a local man who had been missing for three weeks.

Fair and warm weather at Fort Wayne, Ind. (22), helped the show score a three-quarters matinee and full night house. Bucking opposition of the U. S. Navy Band on Armed Forces Day (20) at Lima, O., the circus played to two three-quarter houses under Lions Club auspices.

At Fremont, O., Friday (19) the circus had half the seats filled for the matinee. Night show attracted about 75 per cent of capacity. Bellevue, O. (18), gave a strong matinee and half-house at night. Weather was ideal at stands prior to the Niles date.

King To Skirt Flood in Big Jump Into Man.

THIEF RIVER FALLS, Minn., May 27.—A 388-mile Sunday run will take King Bros.' Circus from this Northwest Minnesota spot into Manitoba, Skirting the Winnipeg flood area, which forced a change in route, the show is skedded to be in Treherne, Man., Monday (29).

Tuesday (30) puts the show at Portage La Prairie, northwest of the stricken Winnipeg zone. Three additional jumps will take the show into Saskatchewan.

Mankato, Minn., Tuesday (23) gave the show only a handful at the matinee and a half-house at night, although weather was warm and clear. It was different story at Fairbault (22) where both houses were near capacity. The Fairbault Daily News carried a circus feature the next day.

A Sunday stand at Rochester, Minn. (21), turned in a three-quarter house. Decorah, Ia., turned up with a full matinee in overcast weather. Night show there was about three-quarters filled. Giraffe pit show drew considerable attention there.

Beers-Barnes Draws Okay Biz in N. C., Va.

GALAX, Va., May 27.—Beers-Barnes Circus played to two good houses here Saturday (20) with an assist from the local Boosters' Club, which advanced the time for a night ball game so the people could attend both attractions.

Stand here wound up a week of heavy biz, mostly in North Carolina. During the previous week the show had lost one stand and two others were weak because of rain. The show made a Sunday jump from here to Christiansburg, Va.

H-M's Newark Biz Hits 65G, 5G Over 1949

Last Indoor Stand

NEWARK, N. J., May 27.—A \$85,000 gross, approximately \$5,000 more than was garnered last year, will be in the till of the Hamid-Morton Shrine-sponsored circus when it closes a six-day, 12-performance run at the Armory here tomorrow night.

This is the last of the indoor dates for the winter-spring season. Outdoor dates will be played next month at Richmond, Va., and Baltimore, after which the show will fold until the fall.

Line-up includes the Dobritches, trapeze; Miss Francine, cloud swing; Capt. Dick Clemens, trained lions; Three Barretts, acro balancing; Searl and Johnny, swaypole; Loof Rio, swinging anchor; John Kirk's trained dogs and ponies; Della Cooper's Liberty horses, handled by Jack Banta; Miss Adam's trained dogs and ponies; Zenka Malikova, high wire; Zavatta Troupe, acro bareback riders; Fred-die, juggler; Great Smetona, slack wire and Slim Collins, contortionist.

Others appearing in the show are La Paloma, trapeze; Myrian France, trapeze; Helen Haag's trained chimps; Zoppe Troupe, ladder and balancing; Baranak Sisters, forehead perch balancing; Two Garcias, perch and ladder balancing and wire walk-up; Capt. Huling, seal act; Five Amandis-Ricardis, teeterboard; Four Sandys, casting and trampoline; Four Angels, balancing acros; Hamid-Morton elephants; Sloan and Miss Betty, trained dogs, and the Flying Hartzels.

Clown alley includes Sa-So, Slim Collins, Rube Simonds, Tiny Tovey, Charles and Earl Lewis, Roy and Joy Thomas, Ray (Bozo) Cosmo, Billy Rice, Billy Hudson and Joe Lane. Music was supplied by Joe Basile and His Madison Square Garden Band.

Harlacker Set At Providence

PROVIDENCE, R. I., May 27.—The 27th annual Shrine Circus will be held at Narragansett Park here, July 17-22, with a \$40,000 jackpot night staged July 24. Arthur F. Brunner is handling the backing chores.

Circus again will be a J. C. Harlacker promotion. He will be assisted by William H. Knight. Event will be under general management of Earl C. Whelden, past potentate of the Shrine and founder of the show. Palestine Temple is the Rhode Island Shrine group.

Circus campaign opened Thursday (18) with a dinner at the Shrine Club when the advance ticket drive began with the distribution of 250,000 ducats thru Walter J. Watson, potentate.

Dhotre Animal Act Featured With Amar

PARIS, May 27.—Damoo Dhotre, whose mixed cat act was a center ring feature of the Ringling-Barnum circus for several seasons, is featured with the act in Amar Bros.' Circus, big tent show which opened an extended run May 20 in the Porte Maillot section of Paris.

Consisting of black panthers, black jaguars, leopards and pumas, the act was formerly owned by Fred Court, who brought them to the Ringling show several years ago and sold them to the Big One when he returned to France. Court recently went to Florida and when the circus decided to dispose of the cats, Court picked them up, made a quick resale to the Amars, and arranged for Dhotre to continue handling the act.

Dressing Room Gossip

Ward Bros.

Show is in its 11th week. In conjunction with "I am an American" Day at Hobbs, N. M., May 19, show joined with local business organizations, the Shrine Club and the armed forces, in the patriotic parade. Bill Blomberg's Liberty horses, Louie Reed's elephants, assisted by Donna Harrell and Jeanie Vincenti and clowns Bozo Harrell, Chick Dale and Billie Irwin, represented the circus.

Show staff includes George Pughe and Archie Gayer, managing directors; R. M. Harvey, general agent; Jack Shaw, property boss, assisted by Pete Ray; Bill Blomberg, announcer and equestrian director; Jack Bell, band; Rueben Olvera, lot superintendent; and Tom Kennedy, concessions.

Ethel Jennier, aerialist, was left behind in a hospital in Midland, Tex., for an operation. Ann Sutton is recuperating in Beaumont, Tex. Brownie Gudath is in Veterans' Hospital, Sawtelle, Calif., for treatment on an injured finger. Walter Jennier has his latest version of Buddy in tip-top shape. Bill Irwin Jr. has arrived for his summer vacation. Floyd Harrison will join the army pontoon brigade after the season ends.—DICK LEWIS.

Clyde Beatty

Dorothy Chism leads the tournament with a huge silk American flag, presented to her by her father, Chief Sky Eagle. Frank Kaner is a new member of Harry Brown's ticket-selling department. Herbie Weber, Martin Healy and Rex Johnson celebrated birthdays recently. Cliff Daniels, CFA, spent the day in clown alley. Mark Anthony has started to practice slack wire.

Bobby Kay has his ballet girls practicing ladders, webs and loops daily. Manzello Troupe is breaking new tricks for its teeterboard act. Jack Voise received a sprained ankle, and Billy Temple has been taking his part in the aerial bar act. Bill Lewis has recovered from a severe cold.

Recent visitors included Hubert Castle, Justino and Papa Loyal, Slivers and Josephine Madison, Landon and his midgets, Harry Dan, Billy Griffin, Cliff Daniels, Albertine Daniels and Mrs. Carrie Daniels.—LAURENCE CROSS.

WANTED

TELEPHONE MEN AND WOMEN

Now for police deal. Job ready to go. Jack and Gladys Karen, answer. 25 per cent paid daily. Phone or wire Room 111, Oraks Hotel, Lexington, Ky., now.

HAGEN BROS.' CIRCUS

WANTS

Organist with own organ for year around work.

HARRY ALLEN, MGR.

As per route.

WANT

Two Banner Men, join on wire. Two-day stands. A real proposition. Must be sober, neat. Reply.

HOWARD INGRAM

AMERI-CONGO ANIMAL EXPEDITION

Morsefield, Tuesday; Cathoun, Wednesday and Thursday; Livermore, Friday and Saturday all Kentucky.

WANTED

FOR COLE AND WALTERS CIRCUS

Stunt skillo or Rmie Gartz for lot, one fast-stepping Seat Butcher and Man for Popcorn and Snow Cones. This Show playing the Northwest. Will book Jan. Pich, Joe Colby, wire ma. Parkers, May 31; Plankinton, June 1; Wagon-acker, 2; Washington Springs, 3; Miller, 3; all South Dakota. Address FRANK ELLIS, c/o THE SHOW.

ACTS WANTED

For Shrine Circus, Madisonville, Kentucky, week August 7. Address all mail to: E. R. GRAY

471 Sweetser Ave. Evansville, Indiana

Ringling-Barnum

Opening matinee in Philly was for the Palumbo-Gimbel Show and over 10,000 underprivileged, orphaned and crippled children packed the big top. Annual hospital shows also were given in Philly. New lot in that town was located a few miles from the old one near Germantown. Weather was on the cool side. Sunday in Washington was the best day we have had so far and the sunbathers had their first chance to get in the sun for this season. Chick Stone delighted all the girls when he gave them gardenia corsages. Business was very big in Washington.

Our bus drivers are Larry Wilcox, Tommy Cropper and Bill Robinson. Alberto Zoppe and Martha Henderson are on the sick list. Sandra Watts celebrated her birthday. Bill (Stream-line) Coyle is again in the grease joint. The big top is beginning to be the center of activity between shows with the eager beavers practicing. The 100 Per Cent Club consists of Bones Brown, China Durbin, Dell Graham, Billy Snyder, Fay Alexander, Jimmy Crocker, Willie Krause, Bell Warner, Paul Jung and Irv Romig. Our organist is Clarence Wood.

Visitors included Russ Russo, Don Loschiavo, Ed Kennedy, John Henry Frank, Mr. and Mrs. Hammill, Dick Anderson, Luther and Iggy Waring, Mr. Pringle, Mitzi and Murray Fein, Willie and Annie Robins, Mary Seifert and grandson Tommy, Mr. McConnell, Marshall Johnson, Bob and Ritchie Mader, Will Kershin, Jo Mae Unlot and son, and Rose Alexander's sister. The Big Show celebrated its 66th birthday anniversary in Washington.—MARY JANE MILLER.

Polack Bros., Western

Show had a week's stand in the Auditorium at Fresno, Calif. Last year it was for four days outdoors. Date was handled by Joe O'Donnald, who also handled the press and radio in the absence of Justus Edwards. The Freemans had a good time with Aletha and Jimmy Eyster in Oakland. Izaak Walton Club is new on the show. Members are Hanna and Emil Pallenberg, Gus Bell, Hubert Castle, Harold Ward, Alfred Landon and his midgets, Mike Victor and Nino; Millie Keathley, Eddie Ward, Ross Paul and Freeman. Harry Dann's big white French poodle arrived. Sickness hit our show last week. Millie Keathley is out with a throat infection. Zefta Loyal has pneumonia and Ethel Freeman has an infection.

Recent visitors were Mr. and Mrs. Joe Kohl, aunt and uncle of Eddie Kohl; Floyd Lee, Mr. and Mrs. James Harvey, Frank Wilks, Irma Edwards, Chester C. Morris, Virginia Powell, Mr. Bixby, Mrs. Winchell Gilleno and John Murphy.—FRED-DIE FREEMAN.

Kelly-Miller

Phil Enos joined clown alley, while Tommy Wiley, cornet player, of Lexington, Mo., joined the band. Eddie Hendricks is doing a good job with three acts. Corky Clark's crew get the big top props up and down in good time. The clowns made a hospital visit in Harrisonville, Mo.

Backyard scenes: Charley Cuthbert vainly trying to unscramble a badly mixed up laundry. Mrs. Walt Stevens supervising the gassing of the trucks. Mrs. Cooper handing out the wardrobe and uniforms. Shirley and Fred Logan painting and curtain hanging, preparing for a house-warming. Mrs. Phil Enos celebrated her 21st birthday. Recent visitors included Fred and Bette Leonard and mother, Dr. and Mrs. Cooper, Paul Van Pool, Mr. and Mrs. Buster Bennard, Bobby Peck McGough, Percy Rademacker; Harry Summerville, of Central Canvas Company; Mrs. Grace Shay, and Mr. and Mrs. Harry Carmichael, CFA.—ED-DIE DULLUM.

Dailey Bros.

Paul Nelson's mother entertained a party of friends from the show in Mt. Clemens, Mich. Jinx Adams is recovering from an injured ankle and pulled ligaments in her leg as the result of a collision with a quarter-pole during the 16-horse hitch. Little Chief, who rides the flag horse ahead of the hitch, fell in the same mix-up. Many members of the Cole show, playing Detroit, caught the night show at Mt. Clemens.

Visitors were Deane Adams, CFA; Tom Parkinson, F. D. Gardner, Mr. Harlan, Harry Atwell, Jean Allen; Herb Dotten, The Billboard; Mr. Robinson, Raymond Duke and family, Mr. and Mrs. Fred Becker, Bert and Corinne Dearo, George Piercey, Chalmer Coudon, Harry Covey, Albert Hodgini and daughter Harriett, Mr. Van De Velde, Emmett Sims, George H. Way, Al Yoder, Buddy Gies, O. B. Hale, Clifford Brooks, Ray Marsh Brydon, Monk Watson.

Art Mitchell, Mr. and Mrs. Lyman Hug and son, Junior; Rev. and Mrs. Hinderer and daughter, Joyce; Dorothy O'Brien, Whittie Perry, Mr. Dennison, Mrs. Hartman and son, Glenn Townsend, Mr. and Mrs. W. C. Chapman, Mr. and Mrs. Clay Bower, Phil Doto; Don F. Smith, founder of Circus Historical Society, and fiancée; Irving Sloane; Thomas Smith, CFA; Harry Leonard, Ward Hall, Terrell Jacobs, Richard Hogarth, Mari- and Elizabeth Shamberger; Marg Townson and daughter, Jean; Bob Mory, Judy Tucker, Dolly Marshall, Mary Mader and son, Rosina Brown, Mr. and Mrs. John Hamilton, and grandchildren; Romig and Rooney, Rose Dobo, George Dadepe, Paul Toepp, Scotty the clown, Roy Barrett, Earl Shipley, Rose Behee, Arden Larey, the Wallendas, Don Edwards, Leslie LaRue and Rose and Cary Bruce.—HAZEL KING.

Sparton Bros.

Equipment is standing up well under bad driving conditions and poorly conditioned lots. Boss canvasser Marshall Van Scoyk and crew have been doing a fine job of getting it up and down on time. The pad room crew also has been doing a good job. Side Show Manager Tom Henry and his wife, Helen, left in Ripon, Calif. New Side Show line-up has Roy Earle's Monkey Village, featuring Chico; Frank Webb, magician; Frieda Sparton, contortionist, and Jimmy Alka, anatomical and fire act. In Newman, Calif., a special edition of the newspaper was printed advertising the show. Visitors included Frank Fictum and Doc Sherwood.—JOHN TOY.

Additional Dressing Room Gossip Appears on Page 96

CIRCUS ACTS

OF ALL DESCRIPTIONS THAT WILL BE OPEN

WEEK OF JULY 17th

BUCK STEELE, J. M. COLE, GLADYS GILLEN, DUTTONS, BERT DEARO, HARRISONS, THE ORANTOS, TOM PACKS, VALINTIMOS, ROY HAAG, WM. HILL SOCIETY CIRCUS, WRITE, WIRE, CALL.

CIRCUS OFFICE

ROOM 310, 174-A ST. FRANCIS STREET, MOBILE, ALA. PHONE: 81609.

TERRELL BROS.' CIRCUS

RODEO—THRILL SHOW

WANTS

Circus Acts—Family Acts doing 2 or more, Horse, Mule, Pony Acts, Can use High Poles, Wire, Dive, Impalement Act, Bucking Ford for Streets and Show, Barrels, Kitchens, Conlars, others, answer quick. Tom Terrell, Drake Hotel, Polina Circus, Lexington, Ky. Want Rodeo Man with Virginia Hotel, Lynchburg, Va., now thru June 5. Want 311 Midland, June 1; Somerset, June 3, all Ky. Police Dates, Want Phonomer NOW, Police Dates. We collect, pay daily. Want Combination Billposter with car, contact Wab Nestand, as per route. Want Side Show and Concessions to join after June 23. TOM TERRELL, DRAKE HOTEL, LEXINGTON, KY.

SUNBROCK SHOWS

WANT

Trick Riding Couple plus Motorcycle and Bus-Jump Daredevil and small Aerial Acts. Top salary, paid each Sunday. This is our twelfth week out and have paid off each week. Season ends Nov. 11. Call or wire Virginia Hotel, Lynchburg, Va., now thru June 5. The Keamars, Roy and Ray Simpson, Frank and Mildred Byron, Fred and Edith Clancy, the Jimmy Troys are with us.

8—EXP. PHONE MEN—8

PROGRAM — TICKETS

Only sober, dependable Men who can conduct themselves as gentlemen need apply.

JACK SCHENCK

Promotional Director
SOUTHEASTERN FAIR ASS'N
LAKEWOOD PARK
ATLANTA, GEORGIA
MAIN 1811

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Must Be Able To Start at Once! Handle crews of Phone Salesmen on Banners. U.P.C.'s. Start immediately. Long season, strongest auspice. No drunks, loafers or limbers. If you are broke and cannot finance self, please do not waste my time! Write or wire, giving phone number. JACK MILLER, Mills Bros' Circus
A-1 Per Route

TIGHTS

by KOHAN

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Side Show Manager and Talker with Acts, Dancing Girls, and useful Circus People. Harry Leonard and Ward Hall, wire. Reply per route or Emporia, Kansas; Glasgow, Montana, 30th Wall Point, Six; Fred, June 1st; Plentywood, 2nd; Wemy, 3rd; Crosby, N. Dak., 5th.

WEST BROS.' CIRCUS WANTS

Agent with car, Grease Outfit on P.C., fast Banner Man, Celliopo Player to join on wire; also useful People in all departments. Want Dancing Girls. Pat McCarthy, contact R. W. Brandon by telephone. Route as follows: Sheffield, May 10; Jackson, 31; Bug Earth, June 1; Winnebago, 2; Albert Lee, 3; all Minn.

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Flexible program to fit all budgets—all details handled by experienced fund-raising personnel.

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New York, N. Y.

NORTHWEST MISSOURI'S HILL TOP RODEO

JULY 1-3-4

Riders wanted. Now looking for Celebrations and Holidays. Also will rent out Rodeo Stock. BLMO, MO. (28 miles Northwest Maryville, Mo.)

PHONE SALESMAN

Tickets and Banners; must be sober. Season's work, pay each day.

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WISCONSIN HOTEL MILWAUKEE, WIS.

300G BLAZE HITS ROCKY GLEN

Four Major Units Razed

Operations to continue as planned—Sterling and N-J losses partially insured

SCRANTON, Pa., May 27.—A five-hour fire of undetermined origin destroyed a large part of Rocky Glen Park at near-by Moosic early Wednesday (24). Total damage to units operated by Ben Sterling Jr., on one side of the park and the Nallin-Jennings Company on the other may exceed \$300,000. The losses are partly covered by insurance.

Park operation will get under way here today as planned, both operators said. Sammy Kaye and his ork are booked for Monday night (29) and a big Memorial Day week-end is planned, they said.

Four Major Units Lost

Four major units were razed. Sterling lost his Penny Arcade, a 100-foot wide building containing more than 100 machines, including 20 Pok-erinos added this season and two Photomatics. Nallin-Jennings lost their Funhouse, Roller Coaster and Tokyo Canal, a water ride. One of their kiddie rides was also damaged. The Coaster was equipped with new cars added this year.

The power sub station supplying the park was a total loss. The job of replacing it was begun immediately after the fire, and park execs are hopeful that power will be available by tonight. A railroad platform at which many of the park patrons arrive from Scranton and other adjacent communities was damaged but has been repaired.

Damage to Sterling's equipment will exceed \$100,000. The Nallin-Jennings firm's losses are conservatively estimated at \$200,000. Sterling is already setting up new arcade equipment, but it will be some time before a structure on a par with the destroyed unit can be erected.

Investigators have been unable to determine the cause of the fire which is believed to have started near the Coaster.

Spokane Debut Draws Good Biz; Ork Pulls 2,000

SPOKANE, May 27.—Natorium Park's grand opening last week-end drew good biz despite cool weather, according to Manager Lloyd Vogel. Spending was about the same as last year. Charlie Barnett's ork drew 2,000 dancers Friday and Saturday nights.

Dutch Groshoff's local band played for the annual Firemen's Ball May 24. The regular house band, the Dixie Kings, headed by Roland Bond, now is playing Tuesday, Friday and Saturday nights. The revived Friday "collegiate night" is working out well, Vogel said.

A new weekly feature, Thursday "bargain day," was inaugurated this week. Children under 12 were admitted to any ride for 9 cents and adults for 15 cents.

Vogel entertained 3,000 young Spokane Lilac Festival parade marchers with free rides May 13.

Rides and concessions now are on a seven-day-a-week basis.

Over-All Park Biz Holds Level; Spending Up in Rockies, East

CHICAGO, May 27.—Park business over the country appears to be holding at the 1949 level, according to an over-all picture sketched here this week at headquarters of the National Association of Amusement Parks, Pools and Beaches (NAAPB).

Per capita spending varies widely this year in different sections of the nation but the average probably has been about the same. Paul Huedepohl, association secretary, estimated that they average at from 65 to 75 cents. Attendance figures have held up when weather gave a fair break, but maintaining the level has taken some prodding.

In general, Huedepohl said, the Rocky Mountain area has shown an increase of about 10 per cent in per capita spending. Some Great Lakes area spots show decreases of between 4 and 5 per cent but others show increases. In the Eastern parks, spending is holding its own or moving considerably above the 1949 figure.

Efforts to maintain attendance levels have centered on picnic biz and some reductions in the price of rides, he pointed out.

Some Prices Cut

Altho no trend toward across-the-board cuts in ride prices has been evidenced, some reductions have been made on certain rides. These usually are for the parks' major devices and the lower rates are seen as leaders.

The price moves also have been in anticipation of possible amusement tax reductions by Congress later this summer.

Huedepohl reported that park ops are going after picnic business in a great way this year. The outings are proving vital in holding the attend-

ance figures up. However, the NAAPB secretary stressed that operators find they must go out after the business now. The patrons don't volunteer any longer.

Tuscora Counts On Picnic Trade To Beat '49 Biz

NEW PHILADELPHIA, O., May 27.—City-owned Tuscora Park, bowing Decoration Day (30), is banking heavily on picnic trade to beat its banner 1949 business.

Harold E. Meese, manager, said the spot has been able to book more factory outings this year. Major improvements include a \$1,200 picnic shelter. Bookings have been ahead of last year.

A heavier advertising budget, with the money going for radio promotion has helped, he said. An expanded program of fireworks, free acts and contests will be used during the season.

Prices at the park have been boosted for all but adult rides. Kiddie rides will go for more and game and refreshment concessions will ask more per customer this season, Meese stated.

In event the federal amusement tax is reduced, Tuscora will pass on the savings to patrons but will hold its present basic prices, Meese declared. William Frazier is president of the park board. Other members are William Heplunger and Richard Hurst.

Big Week-End Biz Continues For Gotham Area Funspots

NEW YORK, May 27.—Park operators in the metropolitan area continued their money-making ways, with pre-summer crowds flocking to the funspots last week-end.

With Saturday (20) being observed as the first annual Armed Forces Day, Rockaways' Playland management staged a special show. Thru arrangements with officials at Floyd Bennett Field, Brooklyn naval air base, the Blue Angels, noted U. S. Navy precision flying group, conducted aerial maneuvers over the park Saturday afternoon, according to Manager Richard Geist. Robert Moses, commissioner of public parks, arranged for the setting up of special loudspeakers at the park by staffers of Station WNYC. Geist said the event proved a strong draw, and the park management treated the fliers and their ground crews to dinner and a Broadway show.

125,000 at Rockaways

The Long Island Daily Press and Long Island Star-Journal treated 586 children, members of the local Carrier Boys Association, to 10 free rides each at Rockaways, Sunday (21). Geist said that while the moppet crowd slowed biz a bit during the day the park got a big night turnout. Estimates for week-end crowds at Rockaways went as high as 125,000.

Irving Rosenthal, co-owner with brother, Jack, of Palisades (N. J.) Park, said that the funspot drew 75,000 Sunday and that spending was

exceptionally good. He said that despite reports from other park ops about slumping business, he had no complaints and anticipated a highly successful year, weather permitting.

Palisades-Pepsi Deal

Latest tie-up between Palisades and a national manufacturer has Pepsi-Cola, soft-drink makers, distributing 7,500,000 tickets, each good for five rides and free admission at the park, thruout the greater New York area. One ticket, good at the funspot Monday thru Friday, will go with each six-bottle carton of pop, Rosenthal said. He added that the company began issuing the first batch of 1,500,000 tie-in ducats this week.

Bowing for the season Saturday (20), Olympic (N. J.) Park drew 25,000 over the week-end. Robert Guenther, park's treasurer, said that the week-end opener was one of the best in park's history. In addition to free band concerts, directed by Joe Basile, Olympic offers free circus acts, changing weekly, now that its season is under way. Attractions for first nine days of regular operation, all booked into the funspot by Herman Blumenfeld, of the George A. Hamid & Son Agency, New York, include Mia and Mattie, acro contortionists; Harris and Foster, unicycle and roller skating act; Gaudsmith Bros., dog act and the Three Franks, aerialists. Hamid agency will handle all circus attractions booked into Olympic for the season.

L.A. Fun Spots Pitch Strong Bids for Biz

Bow Decoration Day

LOS ANGELES, May 27.—Two amusement areas, the Nu-Pike in Long Beach and Venice Park, Venice, are making strong bids for 1950 business with formal launchings set for Decoration Day.

Pat Murphy, Nu-Pike manager, said that it will inaugurate the season with a fireworks display and a luncheon attended by 1,000 members of the International Association of Public Employment Service Association, which will be in convention at that time.

Debuting this year in Long Beach will be the picnic area on the beach, where 12 large palms have been planted. The convention lunch will be served in this area.

Price Cuts Considered

Nu-Pike has 14 major and six kiddie rides. Rides will operate on the same price basis as in 1949. The Merry-Go-Round will continue at a 20-cent rate and kiddie rides at 9 cents. The diving bell will again charge 30 cents.

James McGarrigle has been added to the Nu-Pike staff and will book picnics.

Venice Park hopes to complete its 10-acre picnic grounds and \$40,000 parking lot accommodating 2,000 cars before May 30.

Hopkins at Venice

Ralph H. Hopkins, former city editor of The Venice Evening Vanguard, has been named to handle the park's press relations.

Hopkins said that several rides and features have been booked into the park but that some may not arrive in time for the Decoration Day opening. Construction of a pavilion clubhouse on the shores of a 30 acre salt water lake is set to start soon after opening day.

Top feature of the debut will be a helicopter stunt with "flying saucers" being dropped to the crowds, Hopkins said.

Georgia County Skeds June Bow For New Casino

ST. SIMONS ISLAND, Ga., May 27.—Completion of the new \$500,000 Casino of Glynn County, located in the Golden Isles of Georgia, has been announced by Fred W. Fishel, manager.

The spot is owned by the county and is operated by the Glynn County Commissioners. Opening day is set for June 9, Fishel said.

Included among entertainment facilities are eight Brunswick-Balke-Collender bowling alleys, large freshwater swim pool with dressing room facilities, ballroom for which the Georgia Bull Dogs orchestra has been booked for the summer, soda fountain and snack bar, gift and novelty shops, sun deck and arcade. The spot also houses a library and movie theater.

A five-acre picnic ground is equipped with tables and benches. A new concrete pier offers full beach, boating and fishing facilities.

Riverview Biz Hews '49 Line In Early Test

Spending Off Slightly

CHICAGO, May 27.—First eight days of Riverview Park's season generated okay biz, according to George A. Schmidt, general manager, but he cautioned that it is too early to note a trend.

The spot opened Wednesday (17) and again features its 2-cent days (Monday, Wednesday, Friday) and 5-cent nights (Tuesday, Thursday).

First five days of business showed more customers than the corresponding period last year and gave the park a turnout well above average of the past 11 years. Saturday (20) was a big day with schools out and weather co-operating.

Schmidt said weather hadn't been too good during the first week. Temperatures of 47 degrees didn't help, he pointed out.

Per capita spending the first five days was off about 5 per cent, but Schmidt stressed that weather and other factors made it too early to tell what the season's outlook might be.

Schmidt said the freshly painted funspot is primed for big trade Decoration Day. He is hoping for attendance of 50,000. Last year the gate showed some 40,000. The peak was 55,795 in 1946. In 1947, when rain hurt, more than 80,000 entered.

CONEY ISLAND, N. Y.

By UNO

Sunny skies and warm temperatures, following almost a week of rain and cold, brought smiles to ops and good attendances over the weekend (May 20-21).

George, Frank and Marie Tilyou ushered in another season at their Steeplechase Park May 20 with the same 35 rides, the same prices (six for 50 cents and 12 for \$1) and 95 per cent the same personnel. James Onorato, continues as general manager, marking his 23d year in that capacity out of a total of 31 in the Tilyou employ. Brother Rocco, with Lawrence Dalton and James McGuinness, head the office staff. Harold Misnoff, chief photog, will be in charge of publicity until the return in a few weeks of Frank Tilyou from Phoenix, Ariz., Frank's annual vacation spot the last few winters.

Dave Rosen, at his Palace of Wonders, the only freakery on the island, offers Princess La La, fat girl, and Prince Arthur, midget, as "the strangest married couple in existence"; Jack Donahue, human balloonist; Johanna, bear girl; Pearl Jaffries, hand-less girl, in the blow-off, and, Hadji Ben Ali, tripling as the human volcano, human ostrich and snake charmer. Donahue and Ali take turns as inside lecturers as well, along with Robert Carter. Outside talkers are Bert Kaye and Bob LaVerna. For the bally there are Doris Snead, Eunice Martin, Jean Osterman and Aunt Jemima. Marie Cox is ticket seller and Charlie Steinberger ticket taker.

Newly partnered with Stanley Gersh in Play the Races on Surf are Dave Oxfeld and Willie Lee. Talkers are Frank (Buck) Rogers and Irving Sparks. Attendants include Richard Graham, Artie Young, Irving Klejer and Harry Berger. Edward Gerdes is general maintenance man here and for all Coney's group games. Robert Norman Gersh, Stanley's son, is assistant manager of personnel. Gersh's Play 21, another group game, recently shifted from the Bowery to Rockaway's Playland, began operation May 19 with Stanley, himself, in charge and Max Backman, announcer.

Blue Bird Casino, Surf and West 12th, operated by Albert Falcon, with son, Jack, managing; Eddie Whalen, head barkeep and Peter Makris, chef, has had its stage shifted from the side to the rear and otherwise enlarged on the interior. Re-engaged for the season as hillbilly entertainers are Windy Billy McCay and Yodeling Smoky Martin. One corner on the Surf side has been cut off, enclosed and leased to new island eat concessionaires, Guido Bros., specializing in Italian pies and homemade ices.

Joe Jacobs and brothers, Mike, Fred and Libby, have opened Balloon-a-Land on Surf and West 12th. Another of their ballooneries is on Stillwell, between Bowery and Surf. Goody Telzer manages the Luna front branch. . . . Steeplechase Pier, entirely renovated with an 80-foot-long section for fishermen, reopened May 15. . . . Princess Rajah (Rose Farran), former Island snake cancer and vaude headliner in the early 1900s, is ill in the Boston Psychopathic Hospital and attended by her nephew, George Ferran, of Newton, Mass. . . . Fred Moran, now that Stanley Rolben has been elected to Chamber of Commerce prexy, has been appointed new chairman of the promotions committee.

Leona DuVal (Tirza), operator and feature of the Wine Bath Girl Show, has obtained 10 years more on her lease from the Tilyou Estate on the structure on Surf and West 15th, which has been completely remodeled. Albert Alberta starts another season as the main exhibit. Harry Thartz is pianist. Among the

talkers and dancers are Charmaine DuVal, Dolores and Cody and Lee. . . . Joe Salvia, 56 years a newswoman on the island, is aided at his stand on Stillwell, at the B. M. T. terminal, by sons, Phillip, Mike, Johnnie, Butch and Joe Jr.

The Carbones, Val, Louis and Gus, are entering their 20th year as shooting gallery and souvenir stand ops. Val bosses the rifles on Surf; Gus, the ammunition on the boardwalk, and Louis, the souvenirs on Surf. . . . Sam Garber, former group game operator, is now a general insurance broker. . . . R. L. Russell, former candy concessionaire, is now personnel consultant for Morley Placement Service, Inc., in Manhattan.

For Sale—Yankee Lake

14 miles north of Youngstown, Ohio, Route #7. Property consists of approximately 200 acres, including 58 acre private lake, beach and fine fishing, lot for building, bathroom, restaurant seating 600 by beach, boats, dance hall, 105x190, seating 1800 or more; 12 Bed Room Inn (liquor license included); Office Building, Truck, Tractor and other things too numerous to mention. Interested party write for appointment to
PAUL JURKO, Brookfield, Ohio

MINIATURE GOLF COURSES

Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and drainage problems eliminated. Material used based upon satisfactory use over a period of years from our exclusive specifications. References and photographs gladly furnished.
MOLMES COOK
Room #308, 307 State St. New London, Conn.

WANTED

For entire summer season, a few Rides for Amusement Area, on percentage basis. Located Main Street, 10,000 population.

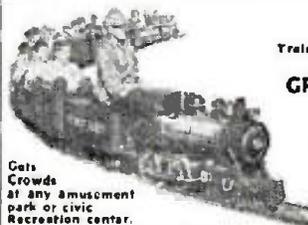
CHRISTMAN
GREENWOOD LAKE, N. Y.

HAVE FUN HOUSE FOR LEASE

Can place Roll-a-Whirl or other small rides. Have good location for Portable Shuffleboard. Want to hear from experienced Ferris Wheel man.

Contact E. S. Starr, Concession Manager

CEDAR POINT ON LAKE ERIE
SANDUSKY, OHIO



Gets Crowds at any amusement park or civic Recreation center.

MINIATURE STEAM TRAIN

Train crosses next to Coaster in three big parks. 70 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Makes real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Mails from 75 to 30 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mfrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS

THERE IS NO SUBSTITUTE FOR EXPERIENCE



Make those off-nights BIG NIGHTS WITH FIREWORKS

Special Displays for . . .

Amusement Parks

It costs less than you think.

Send for New 1950 Catalog or Write for Details

THEARLE-DUFFIELD FIREWORKS, Inc.

203 N. WABASH AVE. CHICAGO, ILLINOIS

ATTENTION—WANTED AMUSEMENT RIDES

Space given for any kind of Kiddie or Adult Rides at the new amusement center at Bronx Beach, New York City. Immediate action. Willing to rent or buy Rides. Call YALMADE 6-1120 or write ROSEBY GLOTH, P. O. Box 44, at 484 Ann St., Hartford 3, Conn.

FOR SALE CHEAP CATERPILLAR

4 years old—Perfect condition.

EDGEWATER PARK

13500 W. Seven Mile Road, Detroit, Mich.

WANT

For hundred per cent location in Hartford, Conn., Kiddie Rides and Pony Ride, on No. 5 U. S. Highway, on Berlin Turnpike, right next to two Drive-In Theatres. Four acres of ground, including grove, room for refreshment stand on highway and house to live in. Will work on percentage basis or flat. If interested come and look it over, or write ROSEBY GLOTH, P. O. Box 44, at 484 Ann St., Hartford 3, Conn.

Choice Boardwalk Location

Large store in amusement section, Ocean City, Maryland, suitable any line. Write

BOX D-361

The Billboard Cincinnati 21, O.

TOP MONEY MAKER OF THEM ALL

• DRAWS THE CROWDS • EASY TO OPERATE • LOW OVERHEAD • LOW OPERATING COSTS

AUTHENTIC MINIATURE TRAINS ARE PROVEN MONEY-MAKERS EVERYWHERE!

FREE—WRITE FOR FREE LITERATURE TODAY!



MINIATURE TRAIN CO.
RENSELAER, INDIANA

High Quality

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

CEDAR POINT WANTS PONIES

Have track, front, barn, good location. Also can place Kitchen Gadgal or other Demonstrator.

Contact E. S. Starr, Concession Manager

MELROSE CEDAR POINT, INC.

SANDUSKY, OHIO

NOTICE, PARK MANAGERS

I have Streamlined Trackless Train, seating forty adults or children. Will lease to reliable operator having suitable location in established park. Write:

BILLY MORGAN

Box 670, Anniston, Alabama

PARK OR BEACH OWNERS

WANT TO BOOK MY 20-CAR AUTO KIDDIE RIDE.

Space Required, 54x16 Feet. Write or Wire

A. KOSS

Sheridan Plaza Hotel, 4600 Sheridan Road, Chicago, Ill.

FOR SALE

Seven Scooter Cars with Gasoline Engines. Suitable for beach or park. These cars are in need of some repair but are priced very reasonable. Also one Miniature Train with Ford Motor. Cars for eighteen or more passengers. Priced right for quick sale.
D. E. WILLIAMS
1700 Arendell Street Marshfield City, N. C.

Tampa '50 Net Dips to 45G, Audit Reveals

205,000 Paid at Gates

TAMPA, May 27.—Net profits of the 1950 Florida State Fair dropped to approximately \$45,000, according to the auditor's report. This figure represents a 50 per cent drop from last year's net profit of approximately \$90,000. J. C. Huskisson, assistant fair manager, explained that improvements to buildings on the grounds accounted for the lower net return.

205,000 Paid Gate

Paid gate attendance figures for the 1950 fair were listed as 205,000, and complete grandstand attendance as 52,406. No paid attendance figures for the previous year were available, but officials said there was a "slight drop this year."

An additional \$100,000 in capital improvements paid out for the 1950 fair was not included in determining net profit. An \$85,000 livestock building soaked up the major part of the capital outlay.

Gross returns for the fair season this year were given as \$225,000. This amount was nearly balanced by expenses of \$180,000. These figures compare with the 1949 gross return of \$232,000 and expenses of \$142,000.

A further cutback in net gain this year appeared as a result of expenses charged against surplus. The 1949 figure for this account was but \$15,000, while it reached approximately \$55,000 in the 1950 season.

Fair, County Reps Meet

Officials of Florida State Fair and representatives of State and county agencies met here Wednesday to thresh out ways and means of having "bigger and better" county exhibits at the 1951 fair.

D. Hoyt Woodbery, chairman of the fair association's county and governmental committee, sounded the keynote of the day-long program at the morning session.

J. C. Huskisson, assistant fair manager, presided at the meeting. He said the fair association's goal is to increase the county exhibits from the 12 of last year to 20 for 1951.

Spencer Stock Car Race Nets Winkley 12G Record Gross

SPENCER, Ia., May 27.—Frank R. Winkley's Auto Racing, Inc., aided by the sponsoring Clay County Fair Association, and Bill Woods, fair secretary, racked up Winkley's largest still date gross here Sunday (21) with a take of \$12,000 for a 100-mile stock car race. Turnout was rated remarkable, inasmuch as the weather was not good. Rain in the morning followed a three-inch downpour the previous night.

Herschel Buchanan, Shreveport, La., won the 100-miler, which drew an entry of 19 late model cars.

A huge downtown parade, conceived by Woods and carried out with the assistance of all car dealers of the city, helped publicize the event. Parade, held the day before the race, attracted wide interest.

Yorkton, Sask., Abandons Plan for New Grandstand

YORKTON, Sask., May 27.—Directors of Yorkton Agricultural and Industrial Exhibition Association, Ltd., considered high costs and their own financial position and decided against building a new grandstand.

The present grandstand, damaged by a cyclone last year, will be repaired but will have no roof.

Dallas Test Shows Radio Flack Power; Popularity of Exhibits

DALLAS, May 27.—Survey by the State Fair of Texas indicates the fair apparently is getting more for its advertising dollar from radio than any other medium, and pulling power of livestock, automobile and women's shows and farm implement exhibits is stronger than originally thought.

The Texas Fair, with 2,047,540 paid attendance in 1949, is the nation's largest annual, but despite its size and multiplicity of attractions, findings here are believed to be in keeping with those that would be uncovered at other big fairs.

Survey was undertaken during the 1949 event to determine pulling power of various attractions, relative value of promotion-advertising media and general effect of publicity. Tabulation was completed last week.

Six-Day Survey

Survey was made on the grounds, over a period of six consecutive days, and included 2,248 interviews—1,028 made between 10 a.m. and 1 p.m. and 1,220 made between 4 and 7 p.m. Morning questions were to determine what people want most to see. Afternoon questions were to find the relative success of various attractions. Interviewers queried only people who would take time to go thru the entire questionnaire. Special effort was made to overcome the inclination of most visitors to say they came "to see the fair."

Answers to the question, "What do you want most to see at the fair this year?" resulted in the following leading percentages (all low because of strong competition on grounds): Livestock 17 per cent; Atomic Show, 15 per cent; general exhibits, 14 per cent; "everything," 9.7 per cent; Ice Cycles; 6.5 per cent; auto show, 6.5 per cent; Women's Building, 4.1 per cent; Agriculture Building, 3.4 per cent; Foods Building, 3.4 per cent; farm implements, 2.9 per cent; midway, 2.9 per cent. Remaining 22 preferences listed drew percentages from 1 per cent up to 2.4 per cent.

Livestock Most Interesting

Answers to question, "What feature did you find most interesting?" indicated these results, in order: livestock, general exhibits, auto show, Foods Building, midway, Women's Building, Ice Cycles, home show, farm implements, "everything."

Actually, long lines kept many people away from the Atom Show, and Elsie, the Cow, it is believed, while poor location on grounds cut down on the women's division.

"What part of the fair advertising impressed you most?" was answered as follows: newspaper, 43.7 per cent (45 per cent of ad budget); radio, 35.8 per cent (15 per cent of budget); billboard, 15.2 per cent (19 per cent of ad budget); other, 5.3 per cent (21 per cent of budget).

Papers, Radio Tie

For fear that this was distorted by extra heavy publicity on Dallas stations, questionnaires of persons living 100 miles or more from Dallas were tabulated separately. Per cent of total newspapers, 37; radio, 37; billboard, 17—making even a stronger case for radio.

As result, the publicity department has recommended that all radio stations in Texas (approximately 125) be used in the ad schedule, with varying intensity according to zone system, as used by fair with newspaper advertising.

Low indicated pulling power of

Shaunavon Jointly Sponsored

SHAUNAVON, Sask., May 27.—The 10th annual two-day fair here in July will be sponsored jointly by the Shawnee Club and the Shaunavon Agricultural Society.

the poultry show in the survey was believed to "ear out the belief that interest in this phase of the fair does not warrant use of one of the fair's best buildings. Therefore, the front half of the building, approximately 20,000 square feet, this year will be used for an expanded science show featuring atomic energy exhibits.

A-Show Complicated, Crowded

Interesting fact concerning the atomic energy show, as indicated by the survey, was that it had one of the three strongest appeals, yet turned out to be far down the line in interest because it was too difficult to understand, and way down in attendance (as compared with interest) because of crowded conditions due to size of building.

Worthwhile suggestions received by survey takers boiled down to the following: bigger and better livestock shows; cleaner grounds; less broken glass, with bigger clean-up crews working during day; more parking space; more places to sit and rest; more drinking fountains; push chair; day nursery for small children; better directional devices, maps, check-charts, etc.; more and better eating places; prices posted more prominently on food stands; advertise daily gate opening time; advertise dates of livestock shows more.

Sitter Service Planned

As a result of the suggestions baby-sitting service already is planned for the 1950 expo and the flack department is using the survey as a guide for publicity and advertising slants.

Survey was set up and directed by Charles E. Yeager, public relations director, who has had long experience in advertising and promotional research. Student workers from Southern Methodist University made the survey, which cost only about \$500.

ESE Sets New Sales Record

SPRINGFIELD, Mass., May 27.—Eastern States Exposition, to be held at West Springfield September 17-23, has sold out space for exhibition of farm and highway machinery and equipment, according to General Manager Charles A. Nash. This breaks all previous records for the sale of space by 60 days, Nash said.

He said that in mid-summer of previous years some space was available for late comers, and for 1949 the sell-out announcement came July 15. The demands for exhibit room this year exceeded any previous experience of the expo, and there is a waiting list for space, Nash said.

Regina Sets First Advance Sale, Free Morning Kids' Show

REGINA, Sask., May 27.—Fireworks displays at a cost of \$4,200 will be presented on the six nights of the Regina Exhibition this year.

Advance grandstand ticket sales will be tried for the first time, with a downtown box office slated to open June 1.

An added attraction for opening day of this summer's fair, Children's Day, will be a free morning grandstand show, directors decided. Plans are entertainment by grandstand and midway performers, plus prize awards.

To tie in with the fair's 1950 slogan, *Parade of Prairie Progress*, a pageant of old implements and machinery is planned in front of the grandstand.

Appoint Creal To Syracuse Director Post

Politician Succeeds Dodds

ALBANY, N. Y., May 27.—State Agricultural Commissioner C. Chester Du Mond announced yesterday the appointment of Assemblyman Harold L. Creal, of Homer, as director of the State fair at Syracuse. The salary is \$9,500.

Since May 4, when Bligh A. Dodds resigned as director of the State fair to join the staff of the Washington Sesquicentennial, Assistant Commissioner Earl C. Foster has been serving as acting director of the annual. The fair is a division of the Department of Agriculture and Markets.

Creal will assume his new post immediately. The 1950 annual will be staged September 2-9.

Before coming to the Assembly as a Republican representative from Cortland County, Creal for seven years represented the town of Homer on the Cortland County Board of Supervisors.

He was born July 31, 1896, and graduated from Jamestown High School and Cornell University. He is married and has two daughters.

John A. Thomas, 76, Marshfield Annual Exec., Dies May 18

MARSHFIELD, Wis., May 27.—Funeral services for John A. Thomas, 76, member of the board of directors of the Central Wisconsin State Fair Association, with headquarters here, were held in Marshfield Monday (22). Thomas, who was a former president of the Old Settlers' Club, died suddenly at his home here Thursday (18). He was buried in Hillside Cemetery.

Thomas was elected Marshfield city clerk in 1898 and had served as alderman from the second and fourth wards. A member of the fair board for nearly a decade, he was elected vice-president of the association last November. For many years Thomas owned race horses and had served as starter at fairs in Michigan, Minnesota and Wisconsin.

Survivors include his widow, Mary; three children, Mrs. George L. Derby, Okauchee, Wis.; Jack, Houston; Helen, Marshfield; a brother, Mike, Detroit, and a sister, Mrs. Elmer Benham, Los Angeles.

Name J. A. Winters Mt. Holly Manager

MOUNT HOLLY, N. J., May 27.—James A. Winters, former manager of various Southeastern fairs, has been appointed resident manager of the Garden State Fair to be held at the fairgrounds here September 4-9. Winters, a Savannah, Ga., resident, entered the fair management field in 1922 when he was associated with the Black Gold Exposition at Haynesville, La.

Arrangements were made with John McCormick, concession manager at New Jersey State Fair, Trenton, to handle concessions at the event here. Recent meeting of fair officers decided that no carnival would be booked, but that independent rides, shows and concessions would be contracted.

Automobile Association of Burlington County contracted for the auto show, allotting space to individual dealers. Harness racing, a Wild West show and fireworks have been set for the grandstand.

Galt Readies 'Or Else' Run; Races Slated

State Loan Granted

GALT, Calif., May 27.—With Sacramento County Fair here on a "make good or else" basis, it is preparing a strong program for this year's run, according to Sam Kellett, who was recently named secretary-manager replacing Eugene Keneflick. Joie Chitwood's Thrill Show has been booked for July 15-18, and pari-mutuel racing is definitely in.

Along with the appointment of Kellett came the announcement that Ancil Hoffman, a county supervisor, had been named president of the board. Hoffman succeeds Dan Donovan, Carmichael fire chief. His election was unanimous. Directors named the new proxy in a move to solve the financial problem the event has been facing.

The suggestion to liquidate the fair unless it solved its problems came from Fred W. Links, assistant finance director. The board was granted an additional \$12,052 allotment in addition to a loan of \$20,000 which the finance department had previously agreed to make. The board had requested an additional \$13,000. With the new funds, improvements including a new grandstand floor, wiring and purchase of equipment will be made.

Ask Week's Racing

While the pari-mutuel racing schedule has not been set, Kellett said that the events will be held. A request for four days was made originally, with the time later being boosted to seven days. The directors ruled against Monday races on the basis that they have been a consistent money-losing proposition.

Hoffman said that he believed the fair could make good if financial corners were cut. A recent department of finance audit showed that the fair lost \$55,000 last year, had a cash shortage of \$3,169 and more than \$5,000 in unpaid bills. With the loans totaling \$32,052, the event should not have any financial worries. The budget for 1950 was increased to \$166,000.

To get the fair rolling for its July 14-22 run, Walter H. Heineman, a senior accountant with the State division of fairs and expositions, met with the board. He is empowered to make on-the-spot decisions for the purse-holding agency so that preparatory work will not be delayed.

Limit Stock Show

Heineman suggested that the senior livestock show be eliminated. The final outcome was that a limited show will be held and the horse show ruled out.

"The Galt Fair is in the worst financial condition of any of the 75 expositions in the State," Heineman said. He declared that last year \$29,000 was paid out in premiums which he contended was too much. The elimination of the livestock show would save \$13,000 and the horse show \$5,000, the directors were told. The accountant finally agreed to recommend a change in the premium budget from \$12,000 to \$15,000. The finance department is yet to pass on this deal.

Tulsa E. Scott advised the directors that he was resigning his job as exhibit and advertising space salesman. He said that the various troubles of the fair had made selling difficult. Kellett stated there was a possibility that Scott may reconsider.

The board asked Heineman and Kellett to prepare a premium list. Hoffman and Kellett were authorized to sign checks and award the printing contracts to Abramson Bros., Lodi. Hoffman was authorized to negotiate a contract under which the State officially takes title to the fair property. It is now run as the 52d District Agricultural Association, a State agency rather than as a county event.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 26. The complete List of Fair Dates was published in the issue dated April 8. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2100 Farnsworth Street, Cincinnati 22, O. O. See each issue of The Billboard for corrections and additions.

ARKANSAS

Monticello—Drew Co. Livestock Show & Fair. Sept. 13-14. Daniel C. Biggs Jr. Newport—Jackson Co. Fair Assn. Sept. 27-30. Mollie Hinkle.

COLORADO

Craig—Moffat Co. Fair. Sept. 1-2. Walter J. Gregory. Holyoke—Phillips Co. Fair. Aug. 10-11. George J. Rober.

CONNECTICUT

Brooklyn—Brooklyn Fair. Sept. 14-17. Howard Franklin, Danielson, Conn.

GEORGIA

Barnesville—Lamar Co. Fair Assn. Oct. 9-14. Sam L. Whitmire. Grims—Spalding Co. Fair. Sept. 18-23. W. Elmer George.

KANSAS

Wellsville—Wellsville Picnic Fair. Sept. 7-8. J. H. Cramer.

KENTUCKY

Harradoburg—Blue Grass Fair. June 27-July 1. Gliese Sims. Owenlon—Owen Co. Fair. July 26-29. A. T. Mills. Stanton—Powell Co. Fair. Sept. 28-30. James H. Hall.

MICHIGAN

Brown City—Brown City Agril. Assn. Sept. 21-23. James W. Sheppard. Ithaca—Oratio Co. Fair Assn. Aug. 22-26. E. R. Hancock, Alma, Mich.

MINNESOTA

Wabasha—Wabasha Co. Fair Assn. July 28-30. H. E. Feldman.

MISSOURI

Appleton City—Appleton City Fair. Aug. 29-30. C. D. Peeler. Cuba—Cuba Community Fair. Aug. 30-Sept. 2. Frank T. Davis.

Belle—Belle Fair. Sept. 14-18. Rainey L. Backus.

Belton—Belton Fair. Aug. 3-5. Elvira E. Simpson.

Butler—Butler Fair. Sept. 13-15. A. P. Hildebrand.

Dexter—Stoddard Co. Fair. Sept. 18-23. Thomas J. Ross.

Grandview—Southwest Jackson Co. Fair. Sept. 2-4. John Bates.

Grant City—Worth Co. Fair Assn. Aug. 29-Sept. 2. Myron F. Simerly.

Hermitage—Rickory Co. Free Fair. Aug. 3-5. Raymond Meador.

Jefferson City—Cois Co. Fair. July 27-29. Edw. Woratreck.

Laredo—Community Fair. Sept. 14-16. J. M. Robertson.

Maysville—DeKalb Co. Fair. Aug. 14-16. John M. Duncan.

Montgomery City—Montgomery Co. Fair Assn. July 27-29. M. B. Vaughn.

Platte City—Platte Co. Fair. Aug. 24-27. J. Frank Sexton.

Richmond—Ray Co. Free Fair. Sept. 12-14. Elmore Marshall.

St. Charles—St. Charles Co. Fair. Sept. 7-8. Jim Evans.

St. James—Safe Community Fair. Aug. 31-Sept. 2. Emmett Dillon.

Vienna—Marion Co. Fair. Sept. 7-9. Theron A. Ellis, Meta, Mo.

NEW MEXICO

Clayton—Union Co. Fair Assn. Second week in September.

NEW YORK

Caledonia—Caledonia Fair. Aug. 22-26. Thomas Moran, Avon, N. Y.

Canandigua—Ontario Co. Agril. Soc. Aug. 1-4. Fred J. Howes, Ionia, N. Y.

Kingston—Ulster Co. Agril. Soc. Aug. 16-17. Albert Kuedi.

New York—Am. Inst. City of N. Y. Sept. 15-Oct. 1. G. O. Carter, 41 W. 56th St.

White Plains—Westchester Co. Agril. Assn. Sept. 14-17. Mrs. Albert D. Frost.

OREGON

Deer Island—Columbia Co. Fair Assn. Aug. 17-19. Jewett A. Birch, Clatskanie, Ore.

Burns—Harney Co. Fair. Sept. 15-17. E. W. Davis.

Gold Beach—Curry Co. Fair. Sept. 1-3. Georgia Fromm.

Grants Pass—Josephine Co. Fair. Aug. 17-20. Ben Newman.

La Grande—Union Co. Fair Assn. Sept. 14-16. Vivian Hartel.

Medford—Jackson Co. Fair Assn. Aug. 22-26. R. G. Fowler.

Prineville—Crook Co. Fair Assn. Aug. 11-13. Don Yancey.

Tillamook—Tillamook Co. Fair. Aug. 16-19. H. G. Smith.

PENNSYLVANIA

Pricedale—Rostraver Twp. Community Fair. Aug. 8-11. Dorothy Thompson, Belle Vernon.

TEXAS

Johnson City—Blanco Co. Fair. Aug. 4-8. Andy M. Grims.

Pecos—Pecos Rodeo & Fair Assn. Oct. 5-7. Alton Hughes.

VIRGINIA

Tasley—Central Agril. Fair Assn. Aug. 22-26. Levi T. Finney, R.F.D. Melis, Va.

WASHINGTON

Colfax—Whitman Co. Fair Assn. Sept. 15-17. Troy Lindley.

Pomona Spends 300G; New Fun Zone Scheduled

POMONA, Calif., May 27.—A new fun zone is included in the \$300,000 improvement program at Los Angeles County Fairgrounds here. A new grandstand plaza, casting pool and new automotive equipment buildings also are to be installed.

With work under way, C. B. (Jack) Afflerbaugh, president-manager, said that the new entrance will be to the west at a point where the grounds join the parking lot.

Include Kiddieland

The new carnival lot will be 260 by 900 feet. Although longer than the old lot, it will not be as wide. Also in the same section will be a Kiddieland with an additional 150 by 450 feet. Across the front of the gateway, an arch 40 feet high with a 100 foot span is to be erected. With interchangeable letters, the show playing the date will be featured.

Buildings for the automotive exhibits will be modernistic in design. With a total of 12 structures, nine will be 50 by 120 feet and the remaining three 50 by 72 feet. Adjacent to them will be open space for machinery, trailers, outdoor equipment and allied products. Installation of a full size aluminum train is contemplated here.

The casting pool, Afflerbaugh said, will be 125 feet in diameter with a 10-foot walk above which will be a spectators' ramp. Plans include casting exhibitions by professionals.

Plan Many Light Towers

Five 75-foot light towers with 12 1000-watt lamps each are to be installed in the plaza and fun zones. A number of other towers ranging in height from 30 to 75 feet are to be used to light the grandstand plaza, its buildings and pool.

The new entrance to the grounds from the rear parking lot will be 233 feet wide. At each end will be a 40-foot tower illuminated by floodlights.

The general improvement plan includes placing of all electrical wiring underground; construction of a new comfort station adjacent to the new carnival grounds; installation of 25-foot walks lined with palms 40 to 60 feet high and the addition of 500 new benches.

Washington, Conn., Lions To Revive Local Annual

WASHINGTON, Conn., May 27.—The Lions Club here has announced plans for revival of the Washington Fair on August 31-September 2. Proceedings will be used for civic improvements.

William E. Morgan will be general chairman. Active in developing committees are: Leo V. Pickett, Robert J. Benham, W. Lathrop Johnson Jr., Curtis T. Titus, Walter P. Hubbard, Hamilton Gibson, John C. Farr, Norman W. Couch, Wakefield Worcester, Kenyon Greene, John K. M. McCaffrey and Kenneth T. Howell.



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110 FT. DOUBLE CRISS-CROSS SWAYING HIGH POLE ACT
BEAUTIFUL FIREWORKS FINISH
RICARDO and GRACIE ORTON • ADEL, IOWA

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FAIR SECRETARIES
Contact The
ERNIE YOUNG AGENCY
For Your 1950 Grand Stand Show
If you are looking for NEW IDEAS
203 N. Wabash Avenue, Chicago 1, Ill.
Phone: Central 6-0661

CONCESSIONS WANTED
DECATUR FREE FAIR
July 24-29, 1950
R. W. PRUDEN
Concession Manager
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Decatur, Indiana

ATTENTION!
JULY 4TH CELEBRATIONS, FAIRS, PARKS, ETC.
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FOR SENSATIONAL THRILL ACTS
GRANDSTAND SHOWS—CIRCUS UNITS
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Write, Wire or Phone.
J. C. Michaels Attractions
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Chicago, Illinois 31. | Kansas City, Mo.
Ph.: Randolph 4-2628 | Ph.: Harrison 0282

WANTED
GOOD CLEAN CARNIVAL
For Atchison County Fall Fair, Aug. 23, 24, 25, also the 26th if desired. Write or wire
HARRY FUELLING
Rock Port, Missouri

WANTED: A CARNIVAL
To play Suwannee County, Live Oak, Florida, County Fair and Livestock Show. Dates can be arranged for early October or first week in November. For particulars contact
S. C. KIRCE, Secretary, Live Oak, Florida

WANTED 6 DAYS 6 NIGHTS WANTED
MOUNT HOLLY, N. J., GARDEN STATE FAIR, SEPTEMBER 4 TO 9;
BUCK'S COUNTY FAIR, DOYLESTOWN, PA., SEPTEMBER 11 TO 16.
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Mount Holly Garden State Fair, Mount Holly, N. J.

YOU ARE BUILDING A GREATER AMERICA
WHEN YOU HELP THE AMERICAN HEART
ASSOCIATION

RAS TOPS 1949 IN ST. LOUIS

First Half of 18-Day Stand Provides Big Hike at Gate; Chalk Up Single Day Record

All Departments Register Sizable Increases

ST. LOUIS, May 27.—Royal American Shows, in here at Grand and Laclede streets for an 18-day stand ending June 4, are piling up a whopping gross. Thru Thursday (25), half-way point in the still date run, RAS was running far ahead of last year and had established an all-time attendance record for a still date here. Saturday (20) pulled 29,378 thru the paid gate. This exceeded by a wide margin the previous peak here. Close on the heels of that record-breaker, RAS pulled another banner crowd the following day. Then, 28,945 passed thru the outside gates, according to official count.

Given ideal weather, with daytime temperatures hovering in the 90's and warm, clear evenings prevailing, each day's gate thru Thursday (25) topped the corresponding day's total of last year.

In step with upped attendance, concessions and rides and shows are ahead, dollar-wise. Of the shows, Leon Claxton's *Harlem in Havana*, always a big grosser here, is way out in front. The Claxton unit has been getting record crowds. The Bonale (*Oh, Johnny*) Baker unit, on the other hand, is running behind the patronage of top revues carried by RAS in recent years.

Other back-end units are way over last year's business here. Harry Julius, operator of the Arcade, reported his week-end gross double that of '49.

Apart from the ideal weather, a big factor in the higher gross is that RAS is the first railroad show in this year, as contrasted with last year.

Flood conditions in Winnipeg have given rise to speculation that RAS may skip its scheduled still date there in mid-June. Carl Sedlmayr Sr., RAS owner, said that he has every intention to carry out the contract if conditions permit. He said he is maintaining close contact with Winnipeg and that indications are that the show will play the spot.

Strike-Hit Detroit Lot Provides Light Spending for Joyland

DETROIT, May 27.—Sponsored by the Joey Moss Showmen's Post No. 442, the "showman's own carnival" opened here Thursday (18) to a fair week-end, but business then dipped.

Stand, which is to run thru June 6, is being played by Joyland Midway Attractions on a lot on the fringe of the downtown district and three doors from the clubhouse of the Michigan Showmen's Association.

Spending has been rated unsatisfactory by Roscoe Wade, who, with his wife, Mayme, owns the Joyland org. Belief is that the low spending stems from the recent Chrysler strike, as the lot is located in an area heavily populated by plant workers.

C. Joseph Bennett, one-time business manager of the Joyland unit, rejoined in that capacity this week after a long convalescence. During the past three seasons Bennett owned and operated the Royal Empire Shows in partnership with Sammy Stone, but a heart condition caused him to sell out and rejoin Joyland, on which he previously had served 17 years.

Center Line, Mich., was booked recently for a July 1-4 stand for Joyland, which will be the first carnival to play that town in 15 years. Stand will be sponsored by Veterans of Foreign Wars.

Weather Turn For Cavalcade At Evansville

Herb Shive Joins as P.A.

EVANSVILLE, Ind., May 27.—At long last the Cavalcade of Amusements shook off bad weather this week. Beset by rain and muddy lots since it took to the road, the Cavalcade opened here Tuesday (23) to ideal weather which continued warm and clear thru Thursday (25). Turnouts the first three days were good.

Show was scheduled to open Monday (22). It missed its first scheduled opening night in two years due to a slow rail move from Gadsden, Ala., caused when the Louisville & Nashville Railroad used a doubleheader locomotive to haul the 50-car train from Birmingham to this city.

Considering the weather, Gadsden, Ala., was okay. Friday night (19) was lost to rain shortly after arrival on the lot of a good-sized throng.

Herb Shive, former general agent of the Lawrence Greater Shows, has joined as press agent. Julian Cole, Sally Rand's personal press agent, continues to handle flack for that unit.

Charles Tichnor, of Chicago, arrived here with new scenery and drapes for the Rand unit. Another arrival was Paul Markoff, accompanied by three dancers who will augment the Mitzi attraction Markoff will rehearse and direct.

Josh Kitchens also joined, coming in from Philadelphia with his touring circus-type show.

2 Philly Stands Okay for Marks

PHILADELPHIA, May 27.—John H. Marks Shows completed a two-week stand here which proved profitable. Org broke April 17, and in the face of bad weather bettered business for the same period last year. Owner Marks said the grosses here were running about 25 per cent ahead of last year.

Show was skedded for Altoona, Pa., but due to the railroad strike General Agent Allan Travers re-routed org here, opening a new lot in the Frankfort section. Despite bad weather show had one of its best weeks. Travers is now surveying New York territory.

WOM Per Capita Take Up 25% But Rain Nixes Record Grosses

NEW BRUNSWICK, N. J., May 27.—With per capita spending at times exceeding the expected average by as much as 25 per cent, Frank Bergen's World of Mirth Shows have been getting some wonderful business. But the success story is limited to only a few hours on a few days that the show has been able to go into full operation since it opened its tour four weeks ago in Wilmington, Del.

Rain and resultant mud have nixed business the greater part of that time. Most of the good weather experienced in this area has been associated with Sundays. While fine for operators of permanent funspots, it hasn't done a bit of good for this org.

Elizabeth Flounders

Last week at Elizabeth, N. J., rain washed out what appeared to be shaping up as one of the biggest still dates for this org in several years. Weather permitting, folks were plentiful and spending free. On closing Saturday night (20) it was estimated that more than 10,000 were on the lot. In more than a decade of consecutive showings, the org has never managed to get in a full week at Elizabeth.

Business here has also been exceptionally good but, once again, fully 50 per cent of the potential has been lost to rain. On several occasions Bernard (Bucky) Allen hasn't been able to raise an awning because of heavy rains.

Unknown Quantity

Just how good business will be if and when a full week is worked is hard to say. Bergen is hopeful that the heavy spending will continue. However, there is the possibility that the higher per capita mark prevailing now may merely represent an entertainment hungry public spending all the money it can on the one or two nights available.

Simbad will join next week in

Cal Enfield Org Outpaces 1949 First Month Out

WESTMORLAND, Calif., May 27.—Playing its fourth 1950 date at Melon Festival here, Cal Enfield's Fiesta Shows are ahead of 1949. Shows opened five weeks ago with a 10-day stand under Buena Park, Calif., fire department auspices.

Shows moved from their initial stand to the Youths' Foundation celebration in Colton under Kiwanis Club auspices. The third stand was the Carrot Festival in Holtville, the only fair on shows' route. Calipatra Youths Club, ending Sunday (21), proved a profitable date.

On the debut, Fiesta had five kiddie rides, Steam Train and Virgil Matthews' Funhouse. Bones Hazzell had his octopus exhibit there. Following the current run, Fiesta moves north to play the July 4 celebration in Fort Bragg, one of the big coastal events.

Concessions include grab stand, Bill Ferguson; photo gallery, Curly Davis; pin store, age and weight, hoop-la, Steve Stiefel; grind store, Ernest No.; and swinger, Irish McNeal. Bottles, cats, slum, cork and short range are office owned.

Mr. and Mrs. Don Wilson joined here with new candy trailer. Gus Adams came on with a palmistry booth.

Plainfield, N. J., with his spook show. A new front is near completion and a top is ready to house the unit. Show line-up is complete with only one or two additional units contemplated for fairs.

Agent Gerald Snellens has a thick program featuring a four-color cover and containing several national ads which is being pitched for a quarter.

Rain Knocks Big Utica Biz For Strates

Potential Record Washed Out

GLOVERSVILLE, N. Y., May 27.—Heavy rains during the James E. Strates Shows date at Utica, N. Y., last week killed what Manager Strates believes might have been a banner still date. Even tho the new Utica lot, Bennett's Field, was a sandy one, drainage was slow.

New lot was created by heavy bulldozer work under the direction of Dick O'Brien and gave customers direct bus transportation from the center of the city. Grounds formerly used demanded use of shuttle cars from the end of the city bus line to the lot.

Monday (15) the midway got off to a good start. The weather was bad during the next four days, and attendance was light. Solid matinee and good night grosses Saturday (20) got the midway out of the red.

During the Utica stand Nate Eagle's *Hollywood Midget Movie Stars* scored on both radio and television shows. Jack and Bonnie Norman prepped their *Broadway to Hollywood Revue* with new wardrobe and stage settings, and new stage settings were used here for the first time on Irvin C. Miller's *Brown Skin Models*.

Isser Tabs Big Biz Between Showers at Long Island Stands

GREAT NECK, N. Y., May 27.—Carnival Shows, Inc., second unit of the I. T. Shows, with Phil Isser as general manager, opened strong here Monday (22) and is playing the stand thru Tuesday (30). Show was rained out the first five days of its previous stand at Inwood, N. Y., but played to a capacity crowd Saturday (20).

Lew Alters and his Side Show and Angle's Posing Show joined here. Next stand will be May 31-June 10 at Huntington, N. Y. James Sealey with his Mouse Circus joins there, in addition to Lew Alter's Unborn Show, Joseph Hornfeld's bingo and Al Carmen's Motordrome.

Al Crane is assistant manager and Louis Scherer is office manager. Rides and their foreman include: Carl Arango, Merry-Go-Round; Leon Green, Ferris Wheel; William Sallee, Octopus; Arthur Bowva, Chairplane; John Farland, Whip; Mickey Donovan, Comet, and Al Brown, kiddie rides. Al Howard is in charge of transportation; Stix Jankin, chief electrician and Diesels, and Arthur Lyman, lot man. Show's 31 concessions are managed by Morris Brown, assisted by Mrs. Sally Frank. Mrs. Gratz has the cookhouse; Mrs. Ann Brown, custard, and Mary-Crane, popcorn.

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 CHICAGO, ILLINOIS

CAVALCADE OF AMUSEMENTS—
WANT HIGH CLASS CIRCUS SIDE SHOW
 With Real Live Act and Equipment, Banners, Front, Top, etc.
 Can place Tractor Driver and one "Mule" Driver.
DAYTON, OHIO, THIS WEEK

RIDES WANTED
 Two or more Major and two Kid Rides (or what have you?) for dedication of new bridge and homecoming on the streets of Huron, Ohio, June 23, 30 and July 1, 1950.
 This will be biggest thing ever held in these parts. Address:
JOHN KROCK
 Huron Homecoming Association

BELLE CITY SHOWS
WANT
 Few more Skill and Science Concessions. Have only 15 now, will carry 25. Could use Tiltawhirl or Spillars, 1 good Grind Show, 2% Committees and Audiences, have one week in July and August open. Reading Northwest, Wisconsin, Minnesota and Michigan. All first showings. No. Humboldt, and E. Cassel, Shorewood, Wis. till June 4; Sheboygan, Fond du Lac and Madison, Wis. to follow with good Celebrations and Street Fairs. Replies:
 Chas. Panach, Owner; E. Joe Henke, Mgr.

BINGO WANTED
 Want to buy for cash, complete Bingo ready to go; transportation optional. Also Funhouse mounted on Semi. No junk. All interested contact
TED COLE
 c/o Chas Shows, Greenville, Ohio

FOR SALE
1947 TILT-A-WHIRL
 Good condition—Two late models, Truck and Trailer Units to haul same. Price \$9,000.00 complete. 1/4 down, balance per cent or bank terms to good credit risks.
 W. S. MORGAN, Parma, Mo.

REID'S PLAYLAND PARK
 Jacksonville Beach, Fla., on the Ocean Front. Want Funhouse on wagon; no canvas, as in fire area; rear around business. Want Tilt-a-Plane or Loop-a-Plane, Kiddie Rides, Candy, Cotton Candy, Apples, Novelties, Jewelry. Big opening June 1st. Right in the heart of town. Address all mail to MABEL R. REID, P. O. Box 662, Jacksonville Beach, Fla., or Phone 4904.

MYERS SHOW
WANTS
 Concessions and Hinky Panks—String Game, Bumper, Balloon Dart, Add Up Dart, Hucky Buck, Whisky Bottle, Long and Short Range Gallery, Saccok, contact All. Ray Johnson, contact Show, Cartersville, Georgia, May 29-June 3; then as per route.

WANT
 Capable Wheel Foreman who can up and down Wheel. Must be licensed Semi Driver. No Drunks or Chasers wanted. Good money.
LEE BECHT SHOWS
 Green Hills, Cincinnati, Ohio, May 29 thru June 4; Decatur, Indiana, June 5 thru 10th.

C&W Extends Pennsy Date For 2d Week

First Showing Washed Out
 HARRISBURG, Pa., May 27.—A second week was set here for the Cetlin & Wilson Shows due to loss of most of the regularly scheduled showing. Org was shut down Monday (15) and Thursday (18) because of rain. When a few people managed to wade thru the mire they spent freely, and Co-Owners Jack Wilson and Issy Cetlin are hopeful that a second week will salvage the date. Weather breaks to date have all been bad and the org has yet to score a full week's play. This year, for the first time, the show delayed its opening until May 1 in an effort to beat the weather.
 Publicity here was plentiful, principally thru the co-operation of radio stations. Lou Straton, talker; the Dancing Marfields; Al Rio, comedian, and Al Golden, emcee, all of Raynell's girl show, were interviewed on Station WCMB. Stations WHGB, WBKO and WABX also gave interviews.
 Richmond Cox, handling the flacking chores, is building kid matinees with bicycle giveaways.
 Dorso and Goodman added a bingo here. They also have the cookhouse. Show has two new searchlights in operation.

Grand Union Chalks Biz at Elk City Date

WOODWARD, Okla., May 27.—Grand Union Shows, now co-owned by Tom Henderson and Casey Smith, racked up a good week at Elk City, Okla., before moving in here this week.
 Org is carrying five rides, three shows and about 20 concessions. Staffers include J. E. Murphy, legal adjuster; Casey Smith, secretary-treasurer; Mrs. Etta Henderson, assistant secretary, who also handles the bingo; Bill Harry, sound car; B. H. Cugno, electrician; Mrs. Bill Harry, The Billboard sales agent, and Joe Hill, night watchman.
 Concessionaires include Pete and Billy Lamb; Mr. and Mrs. Frank Smith, diggers and ball game; Mr. and Mrs. Frank Smith and family; Mr. and Mrs. Bill Harry, popcorn and candy floss; Mr. and Mrs. Guy Macks, pea pool; Mr. and Mrs. F. C. Parkhurst, peg stand, and B. H. and Betty Guyno, cookhouse.
 Recent visitors included Mr. and Mrs. E. G. Grabbo Henderson and Mrs. George Jakobey.

Morris Signed To Handle Bookings of Eagle Show

UTICA, N. Y., May 27. — Nate Eagle, operator of the Hollywood Midget Movie Stars Show on the James E. Strates Shows, announced this week that he has signed with the William Morris Agency of New York for the latter to handle the troupe's bookings. Joe Wolfson, of the Morris office, is the midgets' personal representative.
 Joining the show here Monday (22) was Patricia Maloney for her first season with an outdoor show. In the past she has taught ballet and tap dancing in Winter Park, Fla. Other members of the troupe include Harry Khima, emcee; Dorothy Williams; Don Williams, dancer; Neda Krebs, ballerina; Frank Cucksey, dancer and singer, and Ann Sholter and Mary Lou Kirkendall, vocalists. Lew Hamilton handles the front, with Mrs. Eagle at the piano.

W.G. WADE Shows

ANN ARBOR, MICH.—JUNE 5 TO 10
 — Playing our usual huge crowd drawing location —
 CAN PLACE—Age and Scale, Short Range, String Game, Rotary, Bowling Alley, Ball Games (of all types), etc.
 ★★★★★ NOTICE ★★★★★
 We are announcing our mid-summer tour of 5 of the best towns in the Upper Peninsula of Michigan starting June 19.

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| SAULT STE. MARIE | HANCOCK | CALUMET | IRONWOOD | GLADSTONE |
| 1st show in 2 years | Only show this year | 1st show in 4 years | 1st show this year | Only show this year |

MANISTEE ANNUAL SPORTS FESTIVAL ON DOWNTOWN STREETS
 Follow Our Upper Peninsula Tour—Only Show This Year
MATINEE EVERY DAY — EACH SPOT LIKE A FAIR
 FOLLOWED BY Our 12-week Circuit of Old Reliable County Fairs.
WE ARE NOW SELLING EXCLUSIVE AND REGULAR PRIVILEGES FOR SHOWS AND CONCESSIONS
 for the above 6 banner towns where you won't miss.
SHOWS Any of the following would be sure hits! Penny Arcade — Glass House — Illusion — Animal — Life — Iron Lung. Or do you have anything new?
CONCESSIONS All legitimate merchandising privileges open! Ballgames — Hoopla — Penny Pitch — Custard — Fishpond — Balloon Dart — Cork Gallery — Cane Rack — Bingo — and other Hanky-Panks. (Cookhouse, Popcorn, Diggers, Corngame sold.)
WHAT COULD BE BETTER! Add 6 weeks of fair volume business ahead of the regular fair season.
DON'T BE LEFT OUT AND BE WITHOUT! INQUIRE NOW WITHOUT DELAY! CONTACT FOR CONTRACT! WRITE OR WIRE!
SINCE 1912
W. G. WADE SHOWS
 Pontiac, Mich., all this week.
 P.S.: Battle Creek, Mich., June 12 to 17, follows Ann Arbor.

BELL-FORM SHOWS
 CONCESSIONS: Can place all Hinky Panks. RIDES: Can use one Flat Ride. Agents for Percentage and Hinky Panks. No drunks. Shows carries Seven Rides. Five Shows. Playing choice spots in Maine and Canada. Fairs start August 13.
 Write or wire.
JAMES T. MITCHELL
 Elmwood Hotel, Waterville, Maine, and then per route.

WANTED WANTED
 FOUR OR FIVE KIDDIE RIDES, TWO TO BE MAJOR RIDES—FOR OUR
GIGANTIC VFW BAZAAR
 To be held from July 21st thru 29th in Newburgh, N. Y. Largest Bazaar in the Hudson Valley—Last year's attendance was over 60,000. Rides will be placed in the midway. Place Rides on low percentage basis, can't go wrong. Contact:
E. H. LINENBROKER
 29 CONCORD STREET NEWBURGH, N. Y.

INJUN SUMMER DAYS
 Downtown Carnival, Dixon, Ill., August 20-21-22-23-24
 Independent Concessions wanted. Contact
CHESTER BARRIAGE Dixon, Illinois

CARNIVALS—RIDES—SHOWS
 If you are within 100 miles of Corning, Ark., July 4th; if you can spare one to three units for Y.M.C.C. Grounds, you'll make more money! Crowds to assure capacity operation. Best terms.
Call ROMAN SELIG, Corning, Ark.

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HANKY PANKS, 9 different kinds of BALL GAMES, 2 different types of DART GAMES, 6 types of HOOP GAMES, 4 NEW SKILL GAMES, 8 NEW PERCENTAGE GAMES, 4 NEW JAR DEALS, 6 NEW DICE GAMES, 24 different types of WHEELS.

6 CATS. Each\$10.00
Ready for delivery

BEAUTIFUL PUMKS. Doz.\$27.00
Prettiest you ever saw, Pure white wool, just the right size, 14 assorted colors that will not run.

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Please send deposits if we do not know you. SEND FOR OUR NEW 1950 CATALOG. We have the cream of the crop.

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WANT VETERANS UNITED SHOWS

RIDE HELP: Ferris Wheel Foreman, also Second Man on all Rides, prefer Truck Drivers, top wages. CONCESSIONS: Cookhouse, Fish or Duck Pond, Darts, String Game, Huckleby Duck, Basket Ball or any Hanky Pank that does not conflict. Shows: Have good routes for Mather Drome, Snake, Snake, Monkey, and Penny Arcade. Bill Pappas wants Agents for Razzle, Pins, Buckets, Scales and Ball Game. Canby, Minn., till June 4th; Ortonville, Minn., June 5-7; Dawson, Minn., June 8-10.

P. S. Jack "Arkie" Stoddard, contact Bob Evans or come on.

L. J. HETH SHOWS

Want Shows: Monkey Show, Snake Show, Want Help. Man to operate Fun House, must drive semi trailer. Ferris Wheel Operator, Concessions: Photo Gallery, Frozen Custard, Long Range Gallery, Arcade, other Hanky Panks. Playing 19 Fairs starting July 10th.

Franklin, Ky., now; Owensboro, Ky., next week.

Merriam's Midway Show

Want at Once

Orby, Heart Pitch, Cork Gallery, Jewelry, String Game, Fish Pond, Hi Striker, Watchie, Milk Bottles, Hoop-La, Coke Bottle, Basket Ball, Huckleby Duck, Country Store, Jefferson, Iowa, now; Colfax, Iowa, June 23. "No Flying Saucers wanted."

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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\$4.00 Government Desk Trunk with lock, \$17.10 Iron Boot Top Pure subject. Rare attraction. \$18.00 Men's Foot with six toes. Great curiosity. \$48.00 Suit Genuine Japanese Armor with helmet. \$16.00 Large Bass Drum with good heads. Bargain.

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WANT

First Man on Ferris Wheel, must be sober. Top pay. Concessions—Ball Game, Mug Outfit, Short Range, Coke Bottle, High Striker, Bumper, Hoop-La, String, Fish Pond, Weight, Age, No Hit Humps. Can use good Show with own outfit. Will book or lease one more Major Ride.

STIPPS SHOWS, St. Paul, Minn., June 2-11.

WANTED

FIRST-CLASS CARNIVAL
FOR HAYWOOD COUNTY FAIR, SEPT. 6-9
Contact
L. M. SMITH, Mgr., Brownsville, Tenn.

MIDWAY CONFAB

Red Johnson and not Mr. and Mrs. Fred Pesa have the cookhouse on Queen City Shows. The Pesas have the popcorn stand and one other concession on the org. . . . Carl Holley and Robert (Slim) Curtis, formerly with the Side Show on the Johnny J. Jones Exposition, have joined O'Brien's Side Show at Revere Beach, Mass.

A showman only becomes house-trailer broken when he knows better than to yell for porter service.

Starr DeBelle, humorist, raconteur and praise agent with the James E. Strates Shows, has in mind launching a monthly mag on circus and carnival humor, with much of the material culled from letters he receives from readers of his Ballyhoo Bros.' Circulating Exposition and Won, Horse & Upp Combined Circus columns, which appear regularly in The Billboard. He is currently working on a follow-up to his carnival dictionary, Webster Was a Sucker, to be titled How To Run a Circus, By a Guy Who Never Ran One. Starr also has in the works a short story, Home-Guard Troupers filled with laughs picked up on the road.

One jackpotter alone can be condoned, but it changes when he gets another jackpotter to back him up.

Sanford A. Baker advises that Baker's Game Shop, established by his father, Ora A. (Pop) Baker, who died recently, will continue to be carried on by his family. . . . Phil Cook, in charge of one of Bob Parker's digger units of the World of Mirth Shows, was a recent visitor in New York.

Manager with 4 rides, 3 shows and 80 concessions is skilled at accounting, and needs to be.

George Kimbrell has an animal exhibit and Mummy Show booked with Hale's Shows of Tomorrow. . . . Leo LaSalle advises from Newark, N. J., that he recently completed building a number of new concessions which he has been working to good results on Jersey City lots

with the Longo unit. Kane (Sheriff) Kalinsky, penny pitch agent for LaSalle, was injured while attending a donkey softball game there recently but has recovered. . . . Concessionaires on Hale's Shows of Tomorrow include George Carpenter, Joseph Clayton and Babe Rogers.

One-man operated carnival is like a one-man band—there's a lack of harmony.

Mrs. Johnny J. Jones is visiting her brother-in-law, Joseph Fleischman, and family, in Tampa where she will remain for a few weeks before heading north on a business trip. . . . Dolly Young, business manager of Eddie Young's Royal Crown Shows, has returned to the shows following a visit to a Cincinnati physician. During her stay in the Queen City, Mrs. Young also visited The Billboard offices. . . . F. O. (Tarzan) Banks, who completed construction on a new Hell's Half-Acre Snake Show in St. Louis recently, opened with the attraction in Decatur, Ill., with Imperial Shows. . . . Frankie Hamilton, veteran concessionaire with Majestic Greater Shows, is reported seriously ill with a kidney condition in a Chicago hospital.

Describing a dancing gal as famous in New York and Hollywood is one way to convince a rustic that she isn't from his home town.

Gypsy Rose Lee has authored a story on her experiences trouping with the Royal American Shows which appears in the current issue of Flair Magazine. . . . Bobby Kline, Endy Bros.' general agent, was a New York visitor Saturday (27).

Richmond Cox, Cetlin & Wilson tub-thumper, met Pete Wambach, former motordrome talker who now operates his own flacking firm in Harrisburg, Pa., while C&W was showing there. . . . Rita Raye has increased her personnel to 15 on 3 shows with the Shan Bros.' Shows. Jack Boyer is managing the "Star and Garter," Johnny White directs the Hawaiian Village, and Skip Kirk heads the Side Shows. Darel Arnette, featured dancer, bought a

MOTOR STATE SHOWS

Trenton, Mich., May 29-June 4

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HANKY PANKS
RIDE FOREMEN AND 2d
MEN Who Drive.
FOREMAN FOR TILT
HANKY PANK AGENTS
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AGENTS

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Start Fairs in 3 Weeks
Answer

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Gooding Amusements
Oakmont, Pa.

ATHLETIC SHOW FOR SALE

Practically new, very clean, complete with track, 28x44½ top, banners, loud speaker, ring. Will sacrifice.

MARVIN BUCKWALTER
921 W. Madison, Washington, Iowa

Merry Midway Shows Want

For Annual Spring Festival, Shelburn, Ind., June 6 to 10, and all season. Concessions—Hi Striker, Ball Games, String, Photo, Lead Gallery, Hoop-La, Glass Pitch, Bumper; privileges, \$17.50 per week. Grind Shows—Monkey, Wild Life, also Penny Arcade, Funhouse. Will book one more Ride, Rollup-plane or any not conflicting with our 5. Need First and Second Man on Merry-Go-Round who can drive semi. Contact: E. J. MILLER, Shelburn, Indiana, June 6 to 10; Worthington, Indiana, June 16-17.

WANTED

Foreman for Ferris Wheel and Second Man for Rock-o-Plane. Must be sober and reliable. FOR SALE: 6 or 8-Car Octopus, A-1 condition.

HADJI DELGARIAN
2303 N. Melvina Chicago, Ill.

WANTED

Ferris Wheel and Rollup-plane Foremen. Must be A-1. No Drunks. Must drive Semi. Pug Harper, Pat Bright, Art Miller, answer. Place clean Stock Concessions. Heber Springs, Ark., now.

JIMMIE HENSON SHOWS

AT LIBERTY

A. L. AMATO

First Man on Wheel, Octopus, Rollup-plane. Will accept Ride superintendent. Sober and reliable. Will join immediately on wire. State salary. Answer in care of: JIMMY ADAMS, 145-38 105th Ave., Jamaica, N. Y.

WANTED

FOR FOURTH OF JULY CELEBRATION
Three or four Kid Rides, Train, small Springs, Cars, etc. We have had this celebration for 25 years, and it's the biggest day in town in the whole year. Send your proposition, terms, etc., to
L. W. HENRY

Treasurer, American Legion, Marion, Kentucky

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KANSAS CITY 6, MO.

WANT

MELP—Foreman for Merry-Co-Round. MELP—Foreman for No. 5 Ell, must be able to drive semi-trailers. SHOWS—Monkey, 10-In-1, Girl, Snake. Call, don't write.
As Per Route—Glenville, W. Va., this week.

G. & B. RIDES

WANT

WANT

Geo. Broas

house trailer. . . . Walt Walberg joined the Garden State Shows recently with his duck pond, dart store and barrel.

Showbiz often has its own little joke, as when a legal adjuster convinces a manager that his midway has none of the faults of other shows.

Charles (Curly) Mason, for several years agent on the American United Shows, Inc., has resigned and is now handling only the United Shows, second unit of the O. H. Allin attractions. . . . Fanny Blaise, annex attraction, left Imperial Exposition Shows in Reno, Nev., for New York. She will work in the girl show in Coney Island. . . . Skippy Cardwell, now on the Golden West Shows, visited friends on the Imperial Shows recently.

National Showmen's Association members visiting the World of Mirth Shows recently at Elizabeth, N. J., were Ethel Weinberg, Frank Schilix, L. D. King, Edward Turbin, Nathan Waterman, Thomas Sanders, Alex Lassaw, Robert Knappek, Robert Russell, George Siegel, Scully De Luccia, Sam Beaty, Phil Cook, Edward Berner, Eugene Sauls, Roger Dufour, Jules Lasures, Louis Gordon, Gerald Snellens, Peter Burkhardt, Hyman Feldman, George Sollenberger, L. H. Cann, Max Tonkin, Morris Spikove, Joseph Spivak, William Jones, Al Gerand, Milton Israel and Ted Wolfram, of The Billboard.

What all Wild Life Shows lack is a dash of sex.

Mr. and Mrs. Joseph Lehr were recent visitors on the John H. Marks Shows' midway where they renewed acquaintances with Mr. and Mrs.



FLUORESCENT FIXTURES

For Carnival Installations. Dealers, Distributors, Concessionaires.

FLUORESCENTS FOR EVERY PURPOSE

Direct from Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH Write for Catalogue and Price Lists

BELNORD PRODUCTS CORP.

DESIGNERS - MANUFACTURERS - DISTRIBUTORS
FLUORESCENT FIXTURES

145 N. 7th St., Phila. 6, Pa., Lombard 3-7789

GOLD BOND SHOWS

LIBERTYVILLE, ILL., MAY 29-JUNE 3

WANT

Hanky Panks of all kinds. Want Photos, Ball Games, Hoop-La, Watch-La, Bumper, String Game, Bowling Alley, Pitch-Till-You-Win, Novelties, Custard, Ice Cream, French Fries. Shows: Want Wild Life, Monkey, 10-in-1 or 5-in-1, Mechanical, Iron Lung, Roll-a-Fun House and Small Drams. ALL REPLIES: MICKEY STARK, Mgr., per route above.

W. E. ATTRACTIONS

Moulks, Miss., this week; Ecru, Miss., to follow.

CAN PLACE

Men and Women Concession Agents for Ball Game, Glass Pitch, Penny Pitch and Stock Concessions. Good Ride Man, come on; don't write or wire.

WANTED

On account of disappointment, two or three Major Rides for long season to open in East Troy, Wisconsin, July 1st to 15th, and Milwaukee, Wisconsin, July 10th to 16th. Also want Concessions of all kinds. No deposit. Our spots are all sponsored and annual. Concessions open East Troy July 1st.

INDEPENDENT AMUSEMENT BOOKING CO.
Mukwonago, Wisconsin Phone: Mukwonago 392

SAN VALLEY SHOWS

WANT

Bingo, Fish Pond, Coke Bottles, Ball Games, Photo, other Concessions that don't conflict. Shows—Moose, Snake or Monkey, or what have you? M. W. Fick, Mgr., Lebanon, Kan., June 1-2-3; Altam, Kan., June 4-7.

Harry Schreiber and Paul and Bill Lane. . . . Mr. and Mrs. Joe Jernigan are at their home in Drakesboro, Ky., recovering from an attack of the flu. . . . Geraldine Gerald and Margaret Clark, who had planned to remain off the road this year, have joined Claude Bentley's Side Show on the James E. Strates Shows, marking their fifth season with that org. . . . Jean Nadja writes that poor business forced the closing of the "Strip Follies" on Rafferty's Shows. Nadja is at home in Philadelphia, visiting friends on John H. Marks and Endy Bros. shows.

On privilege day one of the more subtle forms of picketing is a concessionaire walking his three crying children in front of an office wagon in the rain.

Jimmie Johnson and Dora D'Orsay, Girl Show operators, while en route to the Model Shows at Ponca City, Okla., stopped off at the Day and Night Trailer Park, Dallas, to renew acquaintances with Owen Hester, Chick Williams and family and Alexis Alcido, of the Flying Alcidos, all of whom are playing night clubs in the Texas City. . . . R. K. Lang has joined Tatham Bros. Shows in Illinois with his Teeny Weeny Bear Circus. The Langs wintered in Kingsville, Tex., where they remodeled their show. Mrs. Lang will not return to the road this summer as she is in Spring Green, Wis., where she's caring for her mother, who is ill.

Carl Hillman, veteran carnival trower, is seriously ill in U. S. Public Health Service Hospital, Lexington, Ky., and would like to read letters from friends, especially Bill Story, Johnnie Reed, Bob Myers, Fittie Brown, Mike Moore, Johnnie Keeth and Al Wagner. . . . Following stands at the Washington's Birthday Celebration, Laredo, Tex., with Greater United Shows; Battle of Flowers, San Antonio, with Alamo Exposition Shows, and Buccaneer Days at Corpus Christi, Tex., with Bill Hames Shows, J. Robert and Julienne Ward have their pony ride, Doc's Dude Ranch, set up in Forest Park, Fort Worth, with the Bill Hames park unit. They open July 2 with their pony ride and Tobacco Road show, with the Hames road org.

Thanks to the rapidness of grapevine communication, it has become practically impossible for a house trailer couple to have a family spot in privacy.

Jim Panther, photo gallery operator on Victory Exposition Shows, is at his home in Dallas, recovering from a recent operation. . . . Vern La Vern, well known in outdoor show circles and who has been with the White Cross Plan for more than a year, is vacationing at Hot Springs. . . . Lou Pease, Girl Show operator, has closed with Vogt's Southern Amusements to join F. M. Sutton's Gulf Coast Shows. While en route north he visited The Billboard's St. Louis office. . . . While playing Liberal, Kan., Zora Blaine, Girl Show operator, visited with Jimmie (Carmen Lee) Hilly, who has retired from show business. . . . Jack McGee is operating two ball games with Henry Meyerhoff's Crescent Shows.

Col. H. G. Coffey, veteran carnival trower, is working concessions on the Big Four Amusements for Joe White. . . . Bert Blackstein's Midget Wild Animal Circus has joined Tivoli Exposition Shows. Opening at Galesburg, Ill., Monday (22) attracted a fair crowd and many circus fans, Blackstein reports. . . . Leslie Kiecker, Girl Show operator, is en route to his home in Rochester, Minn., from Athens, Tenn., where his car and trailer were damaged in an auto accident while he was on his way to join Interstate Shows. . . . When Krause & Duke Amusement Company played Broad and Bigler streets, Philadelphia, Ray Camp joined with pony carts, and Larry O'Dell added his oddities show. William Hagelman also booked two more stores with the org.

ANCHOR TENTS

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS
ANYTHING IN CANVAS
California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.
EXPERT WORKMANSHIP
3 DAYS' SHIPMENT ON MOST SIZES

**NEW — BRIGHT — FLASHY
DURABLE — WASHABLE**

**ANCHOR CALABANA CANVAS
CARNIVAL CANVAS**

Plastic coated Gray goods give a High Gloss Finish—9 Beautiful Colors
Write for samples

FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY
WRITE
The Number 1 Carnival Tent Manufacturer.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WORLD PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

Lansing, Mich., June 6-11
Tuesday Thru Sunday

Want—Mechanical City, Unborn, Snake, Animal, Glass House and other Attractions. Can place—Rollplane, Spitfire and Dark Ride. Want—Merchandise Concessions of all kinds. Good territory for Penny Arcade.

John Quinn, Muskegon, Mich., all this week

FREE ACT WANTED
FOR SEVEN WEEKS — STARTING MONDAY, AUGUST 28 THROUGH OCTOBER 14
STATE WHAT YOU HAVE AND BEST PRICE

BILL HAMES SHOWS, INC.
P. O. Box 1377 Ft. Worth, Tex.

CONTINENTAL SHOWS

Can use Ball Game, Duck Pond or any legitimate Concession. What have you? We have a fine route in Upstate New York and Vermont, first in.

R. CHAMPAGNE, GLENS FALLS, N. Y.

KEYSTONE EXPOSITION SHOWS
American Legion Potato Festival, Bayboro, N. C.,
May 29 thru June 10

This show has a good route of Still Dates and eight bona fide Fairs, and Fourth of July Celebration. Be with us now and for the Big Ones that follow. Can place—Photo Gallery, Heart Pitch, American Palmistry, Jewelry, Novelties, Fins, Custard or Ice Cream, or any other Block Store that will work for stock. No racket; Free Gate. Want Grand Shows with own transportation, low percentage. Want Ride Help who can drive. Address all wires and mail to: KEYSTONE EXPOSITION SHOWS, BAYBORO, N. C.

WANTED WANTED WANTED

COLEMAN BROS.' SHOWS

Rides—Octopus, Rollplane, Spitfire, Flyplane. Good proposition for season. Best territory. Shows—Monkey Show, Mechanical City, Funhouse, Glasshouse, Wild Life, Midget Show, Fat Show.

RICHARD J. COLEMAN, Williamstown, Mass., May 29-June 3; Keene, N. H., June 5-June 10.

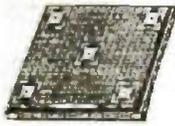
Used Everywhere for Over 35 Years

ROLL TICKETS
PRINTED TO YOUR ORDER

100,000 \$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
Send Cash With Order. Stock Tickets, \$20.00 per 100,000.



PENNY PITCH GAMES

Size 48x48"
Price \$45.00
Size 60x48"
With 1 Jack
P. & S. \$50.00

Size 48x48", With 1 Jack P. & S., \$55.00.
PARK SPECIAL WHEELS
36" in Diameter, Beautifully Painted. We carry in stock 15-15-20-24-and-30-number wheels. Price\$27.50

BING GAMES

75-Player Bingo, Complete \$4.00
100-Player Bingo, Complete 8.00
1/3 Deposit on All Orders.

SLACK MFG. CO.

114-122 W. Illinois St. CHICAGO, ILL.

MODERNISTIC SHOW

WANTED

Ferris Wheel Foreman and Ride Help that drive semis, Slum Stores and Ball Game Agents, legitimate Slum Stores, Concession Help. Wanted—Ferris Wheel for No. 2 Unit carrying Free Act. No gate or grill. Exmore, Va., May 31 to June 10.

CRYSTAL SHOWS

WANT

Grind Concessions of all kinds. Custard, Diggers, Short and Long Range Gallery and Photos open. Can place Bingo for season. Want Foremen for Wheel, Octopus and Merry-Go-Round. Want Special Agent who can billpost and solicit banners. Want Electrician and Mechanic.

W. E. BUNTS

Blairsville, Georgia, this week

WANTED

Experienced Eli Wheel Foreman, Second Men on other rides. Some Concessions open.

Smith Greater Shows

Burkeville, Va.

TOMMY MANDEL

WANTS AGENTS

For Skillo, Razzie, Line-Up, Spindle Wheel. These are all new Shows on Show that protects you. J. R. "Red" Heaton, Lucky McGarry, contact me. All address or call

TOMMY MANDEL

Senator Hotel Philadelphia, Pa.

WANT

Rides, Shows and Concessions for a big three-day celebration, July 2-3-4. Sponsored by civic organizations. This will be a big event and will be heavily advertised in newspapers, over the radio and on billboards.

LARRY BENT, Chairman
Carnival Committee Land o'Lakes, Wis.

WANTED

4 or 5 Kiddie Rides

Location in front of very large lake front pavilion. Large resort territory. Terms to suit.

Contact: **SOL DICKSTEIN**

NORTH SHORE BALLROOM
South Haven, Mich.

WANTED!

High class Free Acts for Archbold's annual Homecoming Celebration, Tuesday and Wednesday, August 1 and 2. All Rides and Concessions booked. Write to:

ORRIN R. TAYLOR

Archbold Buckeye Archbold, Ohio

DEL-MAR SHOWS

Want Grab, American Palmistry, French Frics, Custard, and a few more legitimate Concessions.

Write Who

AL DEL FLORE

DEL-MAR SHOWS
Monaca, Pa., this week

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, May 27. — President Morris Lipsky conferred with Vice-President Lou Keller and named committees for our annual winter affairs as follows: Banquet and ball, Past President Sam J. Levy, general chairman, to name sub-committees soon; President's Party, Al J. Sweeney, chairman; William Carsky, Maurice (Lefty) Ohren and Art Briese; memorial service, Ed Sopenar, chairman; James Campbell, Bernie Mendelson, Hy Neitlich, Rev. Marcel La Voy and E. Courtemanche. Additions to these committees will be made by the chairmen.

Ozy Breger working Chicago lots. Silent O'Brien back in town after an absence. Ralph G. Lockett in town for a few days. R. M. Harvey now with Hall Circus in town. Other callers included Hy Neitlich, Jack Krutt, Eli Rudick, Lou Keller, Harry Simonds and Max Brantman. Chairman E. Sopenar, Secretary Joe Streibich and Jack Hawthorne visited Showmen's Rest to give it the usual dress up for Decoration Day. Applications of Arthur G. Peets and Harold A. Henneman sent in by Charles Zemater. Still receiving dues from delinquent members: Whitey Lehner, Herman Begley and William Martin have sent in request for tin banks in response to letter from Chairman Ned E. Torti. Ways and Means Committee has decided to award an auto in the 1950 drive for funds; details will be worked out and publicized shortly.

Jack Hawthorne visited Wallace Bros.' Shows of Canada at Brantford, Ont.

Ladies' Auxiliary

Carmelita Horan is ill at her home at 1825 West Ohio Street. Esther Sholzberger is recuperating after a long illness. Past President Nan Rankine, who has been with Cole Bros.' Circus, will soon join the Happyland Shows. Ann Doolan and her children will join her husband, M. J. Doolan, as soon as West Coast schools close. Plans for the rummage sale going well. Don't forget to send in your dues to Elsie Miller, secretary, 4215 West Fifth Avenue, Chicago. Alice Cady, daughter of Edith Streibich; her husband, Russell, and son, Russell Joseph, called to Cleveland by the death of Mr. Cady's father. The Max Brantmans have moved to the northwest side of Chicago.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., May 27.—F. W. (Boxie) Warfield, banquet and ball committee chairman, says that he and committee have completed arrangements for the annual affair, which will be held, as usual, New Year's Eve in the Georgian Rooms at the Hotel Continental. Clubrooms are open daily. Membership cards for 1951 will be ready to be issued in a few weeks. Members who are in arrears should send in dues for 1950.

MIKE ROCKWELL NORTHERN UNIT

OPENING NESS CITY, KAN., JUNE 1 TO 3; McCOOK, NEB., RAPID CITY, S. D.; NORTH PLATTE RODEO, AND ALL FAMS, CELEBRATIONS IN COLORADO, WYOMING, NEBRASKA FOLLOWING

Want Ride Help on all Rides. Must be sober. Hanky Panks of all kinds. Need four Hanky Pank Agents. Man or Man and Wife to run Pop Corn, Snow, Apples. Will book Grind Show, Athletic Show with own outfit. All people contracted report to Ness City. Wire or phone

E. J. DAVIS, Mgr., Ness City, Kan., May 30-June 3

WALLACE & MURRAY SHOWS

Want for 15 Fairs starting at Harrodsburg, Ky., June 27, and ending Armistice week in Florida. Can use experienced Electrician; one who does not fool with whisky. Can also place experienced Tilt Foreman. Want Concessions of all kinds for open midway. Can place Bingo at once. Will give good proposition to Motordrome, Fun House and Snake Show. Want national Free Act for balance of season. Our Fairs start in three weeks. Answer to: AL WALLACE, MGR., WALLACE & MURRAY SHOWS, HINTON, W. VA., THIS WEEK; BECKLEY, W. VA., NEXT WEEK; P.S.: Jimmy Cyte wants capable Grind Show Agents.

National

Showmen's Association

1564 Broadway, New York

NEW YORK, May 27.—Members were saddened by news of the passing of Maurice Rosen, who died recently following a short illness.

Vice-President Ross Manning paid a short visit during his shows' stay at Roselle, N. J. Joseph Greengrass had his father as a guest recently. Graves in our plot at Ferncliff Cemetery have been festooned for Decoration Day (30). Building Fund drive is in full swing, with many orders from members for bonds. Send a check to the office for whatever amount you wish. Award tickets soon will be set for distribution.

Recent visitors were Harry Schwartz, Larry Neumann, Arthur Campfield, John Weisman, Morris Bataisky, Andrew Stryker, Louis Light, Jack Owens, Emanuel Silver, Edward Elkins, Mack Brooks, Jack Stern and Sidney Herbert.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, May 27.—Final social of the season, May 23, topped all previous attendance, as did the proceeds. Hostesses were Mae Taylor, Geraldine Muscarello, Louise Donahue and Anne Brahm. Claire Sopenar assisted. Each guest and member present was the recipient of a prize of his own choice. Articles were furnished by the hostesses. Night's awards went to Opal Grantham, Katie Owens, Emma Ryan, Mildred Maniloff, Esther Schiller and Betty Shea. Cash donations were received from Edna O'Shea Stenson and Marge Fries.

Ann Sleyster celebrated her birthday. Past President Pearl McGlynn, who crocheted an afghan for the benefit of the Forget-Me-Not Fund, had it on display and distributed penny books.

A brisk business meeting followed the social. Corresponding secretary Josephine Glickman read a letter from Myrtle Hutt Beard. Elected to membership were Doris Devine and Viola Bauch. Emma Atzel's son-in-law, Robert Green, is in Loretto Hospital for an operation. Members are requested to send all news items during the next four months to Lillian Lawrence, press chairman, 7158 Ridgeland Ave., Chicago 49, Ill.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, May 27.—Club's secretary is holding a number of interest checks that are due members who have debentures. The club thanked members who indorsed their checks and returned them to the club. Maurice Rosen, who died May 20 at Jackson Memorial Hospital, was buried in Mount Nebo Cemetery.

The 1951 membership cards are in the hands of the printer and will be finished in a few weeks. The 1951 dues are due and payable on or before September 1, 1950. Mail was received from Ralph Goldstone and Charles (Frenchy) Schwacha. Mel Dodson, who has retired from show business, is a regular visitor to the clubrooms.

HAVE 100% SPOT IN 100% PARK FOR Special Indoor Attraction

Park caters to Families and Servicemen. Nothing sex or offensive. Building 18/40. Can be Walk Thru, Side Show Attraction, Horror or what have you. P.C. 30%. Formerly used as Snake Show Building. Also have location for Photo Studio.

SEASIDE PARK

VIRGINIA BEACH, VA.

BUCKEYE SHOWS

WANT CONCESSIONS

Hanky Panks of all kinds, Photo Gallery, Fish or Duck Pond, Shooting Gallery, High Striker, Novelty, Age, Weight, Bumper, Cook House. Want Shows: Animal, Monkey Circus, Fat Show, Midget, Cook proposition, Ride Help that drive semis. Playing good Ohio spots. Delphos homecoming last week July, big spot. Address:

Grover Hill, May 29-June 3; Antwerp, June 7-11.

COOK HOUSE HELP

FRONT TO BACK

For new 30x48, all booths, and 16x32 Grab. Open mid-June. Have 5 North Dakota spots, also Great Falls, Austin, LaPorte, Detroit and Southern route. All who have worked with me contact at once or come on.

JAKE MAGEE

329 Lindsey Ave. Jackson, Tenn.

BEEMON YANCEY

WANTS

Count Store Agents and Outside Men. We work every week.

GEORGE CLYDE SMITH SHOWS

Scalp Level, Pa., or Fort Stanwix Hotel, Johnstown, Pa., week May 29.

WANTED WANTED DANCING GIRLS

\$40.00 weekly and bonus. Easy work, pay nightly. Join

TURNER BROS.' SHOW

Ottawa, Illinois

PURVIS SHOWS

South Hill, Virginia, May 29-June 3;

Waverly, Virginia, Fire Co., June 5-10

Want Candy Apples, Popcorn, all ten-cent Hanky Panks, Novelties, Gussie Aze, Scales, Elmer Wilcox, come on. Other good spots to follow.

WANTED

Concessions of all kinds not conflicting. Booking Agent to take over.

Plano, Illinois, this week.

THIESS UNITED SHOWS

WANTED

Rides and Concessions for Blue Grass Fair and Horse Show, June 27-July 1. One of best counties in State for Fair. Write at once to:

GLAVE SIMS

Harrodsburg, Ky., Phone 110

WANT

Mitt Camp, Hi-Striker (will buy or book). Photos, one Razzie, one Wheel, any Hanky Pank Agents for Hanky Panks, Swinger, Buckets, Cook House for sale, will book on Show. Talker for Grit Show.

VOLUNTEER SHOWS

Gainesboro, Tenn., this week; Baxter and Woodbury, Tenn., follow.

WANT CONCESSIONS

For FISH FRY AND CARNIVAL

June 15-16-17, Whitestown, Ind. (No Rides.) See

BOB WHITE, Chairman

MIGHTY HOOSIER STATE Shows

#2 UNIT

Opening under auspices, Indianapolis, Ind., June 3-June 11th included, Penn & Morris Streets, Indianapolis dates until July 4, followed by good route of Indiana 4-H Fairs and Celebrations. Rides—Will buy or lease a #5 Ell Wheel, Want Concessions—Hanky Panks all open except Popcorn, Snow and Floss, Want Derby, Shooting Gallery, etc. No Bingo, Flats or P.C. Any Grand Shows except Girls. No gate on #2 Unit. All Concession People knowing me, contact at once. Ride Foremen for Spiffire, also Second Man. Will be on lot June 1st. All replies: **PAUL T. ROBERTSON, Mgr.**
Phone CA 5720 or wire 329 N. Oxford St., Indianapolis, Ind.

GATTO AMUSEMENTS WANT

CONCESSIONS: Will book Hanky Panks of all kinds, Bingo.
RIDES: Want to book Octopus, Tilt, Belloplane and any Kiddy Rides.

Now showing Derby, Pa., May 27 to June 3; Upper Derby to follow. Celebrations to follow—St. Anthony's Celebration at Landisville, N. J., June 12-18; Hammonont, N. J., St. John's Celebration, 19-24; Egg Harbor Fishmen's Celebration.

Contact ROX GATTO
Hotel Chancellor Hall, 13th St., Philadelphia, Pa.

WANT FOR BIG DUNSMUIR RAILROAD DAYS

JUNE 14TH THRU 18TH

And for many big Celebrations and Fairs to follow. Can place Dart Game, String, Envelopes, Guest Age, Bingo, Watchla, and other legitimate Concessions not conflicting. Also want Funhouse, Snake Show, Animal Show. Wire or contact at once:

ANTHONY MASSETH
P.O. BOX 358 BERKELEY, CALIF.

CARNIVAL WANTED

For week of August 21 to 26, 1950, inclusive, at Sunset Market, 1 mile north on Seventh Street, Lebanon, Pa. Would also like prices on renting two or three large tents.

For further information contact
IREN S. LIGHT, P. O. Box 546, Lebanon, Pennsylvania

CONTINENTAL SHOWS

Girl Show Operator, have forty ft. front, stage, bally, all on trailer. New outfit including top front goes up in 1/2 hour. Want reliable Party to take over now. Whitey Brown, Larry Saunders, Stanley, contact:

R. CHAMPAGNE, GLENS FALLS, N. Y.

AMERICAN BAZAAR

HORNELL, N. Y., MAY 29 TO JUNE 3; LANCASTER, N. Y., JUNE 5 TO 10. FREE ATTRACTION. BILLY SIEGRIST, AERIAL TRAPEZE ACT. LOCATED IN THE HEART OF EVERY TOWN.

Want Hanky Pank Agents for Ball Games, Darts, Alley, Hoop-La and Pitch. Want experienced Stock Wheel Men, Man and Wife for Custard, Man and Wife for Photo Gallery. Want Bingo Counter Men, best salary and bonus. General Concession Help. Will book Scales and Age, Jewelry, Novelties, String Game, Bottles and Rotaries, Long or Short Range Shooting Gallery, Cigarette Gallery, Basketball.

WE CARRY NO RACKETS AND HAVE FREE CATE. COME ON OR CONTACT CEO. H. HARMS, HORNELL, N. Y., OR BEN PAUL ON LOT. ROY CHILSON, CONTACT ME.

SUNSET AMUSEMENT CO.

WANTS

Cookhouse and Grab to join June 6 at Iowa City, Iowa. Opening for Penny Arcade, Motordrome and Snake Show. Can place Hanky Panks, Bumper, Bowling Alley, Hoop-La, Snow Balls. Putting on additional Ride Help. Austin, Minn., this week; Iowa City next.

FIDLER'S UNITED SHOWS

WANT **WANT**

Stock Stores of all kinds, strictly Hanky Panks. Shows with or without own equipment. Want Ride Help who can drive semis for 12 Major Rides. If you drink, save your time and mine. Address:

Joliet, Ill., this week; Pontiac, Ill., and Calumet City, Ill., to follow.

LEGAL ADJUSTER AT LIBERTY

CARNIVAL ONLY

Can handle all carnival details. Sober. Reliable. Best of references. Can join next week. BOX D-374, care The Billboard, Cincinnati 22, Ohio.

UTAH EXPOSITION SHOWS

WANT FOR THE FOLLOWING BONA FIDE CELEBRATIONS AND FAIRS:

JULY 1-4, FLAGSTAFF, ARIZ., INDIAN POW-WOW (15,000 INDIANS CAMP ON LOT), GUNNISON, COLO., STOCKMEN'S DAY
GRAND JUNCTION, COLO., JULY ROUND-UP
PRICE, UTAH, ROBBERS' ROOST
MANTI, UTAH, FAIR SALT LAKE COUNTY FAIR HEBER, UTAH, FAIR
MONROSE, COLO., FAIR HOTCHKISS, COLO., FAIR
AND MANY OTHERS TO FOLLOW—LONG SEASON SOUTH

CONCESSIONS—Legitimate, of all kinds. (1) Large Cook House capable of handling all above celebrations. (1) Bingo wanted and one (1) Milt Camp, contact immediately. Limited space.

RIDE HELP—Ellis Walker needs all kinds of Ride Help. Dudley, answer. Also Bruce Hamilton, contact us.

Write or wire Richfield, Utah, week of May 29.
CHARLEY THOMPSON, Concession Manager

JOHNNY J. DENTON SHOWS

NO. 2

Opening June 3, Sneedville, Tenn.—2 Saturdays

WILL SELL X on Candy Floss, High Striker, Custard, Long and Short Range Shooting Galleries, Cook House, Novelties, Jewelry. A few choice Concessions open.

SHOWS—Have Side Show Top, 24x120, and Banners. If you are capable and have something to put in it, contact me. Want Girl Show, Monkey Show or Unborn Show.

RIDE HELP wanted on 7 Rides. Must not drink anything stronger than milk. All replies to

BOB ROBERTSON, Sneedville, Tenn.

20th century shows

WANT FOR 18 FAIRS, STARTING IN NORTH DAKOTA AND MINNESOTA, 3RD WEEK IN JUNE

CONCESSIONS: Will sell "Ex" on Photos and Basket Ball. Can place Fish Pond, Ballon Darts, Watch-La or any legitimate Concessions. (Not over two of any kind are carried.) Want Big Tom, Six-Cat, Shiv Rack, and Buckets, M. O. Williams, Slim Donaldson, Luke Miller, contact at once. SHOW: Want high-class Monkey or Animal Show. RIDES: Will book Rock-o-Plane, Roll-o-Plane or one more High Ride that does not conflict. HELP: Wheel Foreman, Caterpillar Foreman, and Second Men on several Rides. Must drive semis. All wires and replies:

20TH CENTURY SHOWS
SIOUX FALLS, SO. DAK., THIS WEEK.

MARION GREATER SHOWS

6 RIDES 6 SHOWS

Want the following Ride Help: Can use Ride Help that are sober and can drive semis, with driver's license. Showmen: Have brand-new Side Show with banners. Two Girl Shows and Snake Show. Good proposition to right party. All performers and musicians contact Dick Drifty. Concessions all open. Especially nice, clean Cookhouse that caters to show people. Agents for P.C. and other Concessions. Need General Agent and Business Manager for new territory. The following contact at once: Doc Hilburn, Jack Lance, Freddie Boswell, Tommy Scott. Agents must know North Carolina and Virginia.

All replies M. H. SPILLERS, Chester, S. C.

VIVONA BROS.' SHOWS

CAN PLACE

Reliable and sober Foremen on all Rides. Highest salaries, long season. Ben Cheek, wire.

Address this week: MORRIS OR JOHN VIVONA
Hoboken and Oakland Aves., Jersey City, N. J.; next week, Hoboken, N. J.

KARL W. BILL SHOWS

WANT FOR 35TH ANNUAL CATHOLIC CELEBRATION, ST. ANTHONY DAY, June 5 Through 11

East Rochester, N. Y. Fireworks, parade, activities throughout the week.

CONCESSIONS: Ball Games, Age and Scales, Toy Stock Wheels, all Stock Concessions not conflicting. SHOWS—Minstrel, Snake, any not conflicting. Want Foreman on new No. 3 Ell Ferris Wheel. Can always place good, reliable Ride Help. Contact **DICK PALMATEER, Advance Agent, care KARL W. BILL SHOWS, Woodhall, N. Y., this week; East Rochester, next week.**

FOR SALE

Beautiful modernistic all stainless steel Frozen Custard Outfit. Built on 1 1/2 ton cab-over-engine Dodge Truck. Ezo-Way 5 Horse Power Custard Machine. Also new 15 kw. Power Plant mounted on new 2-wheel trailer. Can arrange finance.

Golding's Concessions

2915 E. Riverside Dr. Indianapolis, Indiana Phone Talbot 1437

BINGO HELP WANTED

2 Callers—3 Countermen. Don't misrepresent. Top salary.

JACKIE'S BINGO

Care Playland Show, Adrian, Mich., this week, or per route.

SAMMY LANE SHOWS

SWEET HEART OF THE OZARKS CAN PLACE

Diggers, American Mitt (No Gypsies), High Striker, Basket Ball, Age and Weight, Sno Cone, String Game, Airplane, Devil's Bowling Alley, Hoop-La, Country Store, Jewelry Sales, Slum Spindle, or what have you (no racket)? Julius Sweet, Joe Spaulding, take notice. Anderson, Mo., this week; Pierce City, Mo., next. We are in the strawberries.

FOR SALE

27 Vagabond House Trailer, tandem wheels, good shape, good rubber. 29 Hobbs Van Trailer with 1942 Cabover Dodge Tractor. 28 Stake Body Trailer with 1939 Dodge Tractor. 100 k.w. Transformer, Ferris Wheel, Bonber Planes, Two 30x30 Show Tops and Fronts Several Concessions. This equipment will be sold at bargain. Come look it over. OMAR THOMPSON ROUTE 5 MUSKOGEE, OKLA.

JOHN McKEE SHOWS

WANT

CONCESSIONS: Photos, Jewelry, Novelties, Custard, Lead Gallery, Stringa, Pitch-Tilt-You-Win. SHOWS: Opti Show, Mechanical, Snake, and Monkey Show, Privilege, \$21.50. Man and wife to help in Cookhouse. ADDRESS: JOHN McKEE, MGR. Booneville, Missouri

FOR SALE

Owing to other business interest we have for cash sale our Concessions in their entirety consisting of two blue and one Khaki ten by twelve complete with all my flash, stock and plaster. Also my Chevrolet ton and half van-type body, in perfect condition. This equipment is complete, ready to operate and a big bargain for \$700.00 in its entirety. ROSE & JACK HOLSTON 1502 E. Broadway, No. Little Rock, Ark.

FOR SALE

36 ft. Merry-Go-Round, Ell Wheel, Spiffire, Mix-Up, Several Kiddie Rides and Diesel plant, Funhouse, Shows and Show Equipment of all kinds, with or without transportation. Contact: HERMAN REYNOLDS Route #6, Box 515 Dallas, Texas

PONY RIDE WANTED

Must have at least six ponies and neat frame-up for the finest route in the East. Next week Winoski, Vermont. Reply at once: KING REID SHOWS OGOENSBURG, N. Y.

WANT AGENTS

For Popcorn, Snow, Floss in trailer. Short Range Lead Gallery mounted on truck. Agents must drive. PARADA SHOWS Lexington, Missouri

WANT KIDDIE RIDES

For 4th of July Celebration. Write, wire or phone: ROY BEHR EAGLES CLUB Batesville, Indiana, Phone 2583

Lone Star Biz Up First 9 Weeks Out Despite Weather

VALPARAISO, Ind., May 27.—Despite bad weather, the Lone Star Shows, owned by J. R. McSpadden, has more than made the nut since leaving its Moultrie, Ga., winter quarters nine weeks ago.

McSpadden said that his show has been running ahead of last year, dollar-wise, "People are in a more optimistic frame of mind. They're spending better," he declared.

Here this week under auspices of the Fraternal Order of Police, his show enjoyed good patronage and brisk play the first two nights, then lost the third to the weather. However, a strong finish loomed.

Best spot thus far this season was Terre Haute, Ind., usually played first each season by a railroad show. The McSpadden org was the first show in, but was idled the greater part of a week while lot difficulties were straightened out. Show wound up playing the Waterman lot, just outside city limits and the delay was more than offset by the business registered.

Doc Blessinger now is handling the general agent's duties, replacing Earl Backer, who has left the show. John Reed is the org's legal adviser.

Show here has 5 major rides, 3 kiddie rides and 2 shows—a 10-in-1 and a gal show, operated by Jimmy and Helen Watts. Minstrel Show did not set up here.

Equipment new this year includes a 250-kw. Lewis Diesel-GMC light plant and two Chevrolet trucks, the latter purchased thru John Bundy, East St. Louis, Ill.

Mrs. (Myrtle) McSpadden was in Chicago Wednesday (24) for a medical check-up.

Personnel follows:

Staff J. R. (Dick) McSpadden, owner; John Reed, manager; Barry English, secretary; Myrtle McSpadden, treasurer; O. P. Eeese, carpenter; Helen Watts, mailman and agent of The Billboard; Wilbur Cash, front gate.

Rides, Shows

Merry-Go-Round, Charles Cook, foreman; Joe Simon, second man. Tilt-a-Whirl, Earl Coffman, foreman; Ray Forns, second man; Rolloplane, A. Rogers, foreman. Chairplane, William Dale. Ferris Wheel, Bob Jones. Three kiddie rides, Horace Mowery, foreman; George Mason, second man. Operating crew, Forrest Bell, lot man; Claude Surman, chief cashier; Don Collins, mechanic; Herbert Reed, Diesel electrician.

Concessions

Diggers, Mr. and Mrs. C. W. Hayes; cookhouse, Blackie Wilson, owner; Mrs. Wilson, cashier; Ralph Hill, griddle; Guy Wibanks. Bingo, Foster Manus, caller; Sarah Goddard, Fred Foster, Fin Forns, Dick McSpadden, Syd Nelson, dust pond, shooting gallery, Frenchy Williams; raffle daisie, Ralph Gilley, Bill Kimbell, John Podensky; mitt camp, E. Johns; rolldown, George Hamilton, Abe Gorman, Ben Landis; p. c., Mrs. Richard McSpadden; popcorn, candy apples, Mrs. Dick McSpadden; pin game, Mrs. John Reed; skillo, Paul Baker; beat the dealer, Mary Karminski; six cat, R. L. Miller, Ruby Jones, Joe Bierman; skillo, Ben Segal, P. H. Boyd; buckets, A. T. Oaul; scales, John Shaw; pen store, Bill Lancaster; high striker, ball game, balloon darts, Charles Darr; penny pitch, stars pitch, Dorothea Standley; basketball, Lawrence Goddard; set joint, Mr. and Mrs. Hawkins.

Mighty Hoosier Tees Off at Seymour, Ind.

SEYMOUR, Ind., May 27.—Mighty Hoosier Shows, owned and managed by W. R. (Bill) Geren, launched its season here Monday (22) with 7 major rides, 4 kiddie rides, plus 2 new shows and 25 concessions.

Office-owned bingo is managed by Mr. and Mrs. H. B. Richards. New cookhouse is owned and operated by Mr. and Mrs. Chet Miller.

Rides are: Merry-Go-Round, Rolloplane, Flying Scooter, Ferris Wheel, Tilt-a-Whirl, Spiffire, two Kiddie Ferris Wheels, Kiddie Auto and Kiddie Train, Howard (Pappy) Snyder supervised the make-ready of the rides.

New shows are White Ramsey's Oddities and a gal revue, the latter managed by J. H. McAllister.

Franklin Gets '51 San Antonio Pact

SAN ANTONIO, May 27.—Don Franklin said here this week that the shows bearing his name have been awarded the exclusive on rides, shows and concessions at this city's 1951 Livestock Exposition, marking the org's second consecutive year in that capacity. Livestock show's 1951 dates are February 16-26.

Franklin said that this year's fair dates include those at Wharton, Rosenberg and La Grange, Tex., where they have held the midway pact for five years; Junction, Boerne and Fredericksburg, where they make their fourth consecutive midway appearance, and Angleton, where they have held the midway pact for three years.

Showmen Turn Out For Baker Funeral

DETROIT, May 27.—The funeral of Ora A. (Pop) Baker Friday (19) was one of the largest given a showman here in a long time. Services were conducted by the Rev. Evan D. Welsh, of Ward Memorial Presbyterian Church.

Floral tributes were received from virtually all showmen's organizations. The six pallbearers were Robert Morrison, president, Michigan Showmen's Association (MSA); Harry Stahl and Jack Dickstein, past MSA presidents; Fred Silber, first vice-president; Charles Westerman, supply man, and Sam (Pork Chops) Ginsburg, concessionaire.

CARNIVAL ROUTES

(Continued from page 60)

- Gooding Greater: New Boston, O. Grandland Greater: Nokomis, Ill.; Pana 5-10. Grand American: Charleston, Ia., 29-31; Dike June 1-3; Afton 8-10. Grand Union: Buffalo, Okla. Granite State: Portland, Me. Grant's Am.: Belle Vernon, Pa. Great Sutton: Decatur, Ill. Greater Rainbow: Edgar, Neb., 1-3; Wymore 8-10. Groves Greater: Jennings, La. Gulf Coast: St. James, Mo. Hagemeck Rides: Yulston, Okla. Hannum, Morris: York, Pa.; Harrisburg 8-10. Happy Attrs.: Weirton, W. Va.; Benwood 8-10. Happyland: Ferndale, Mich. Harry's Greater: Middleport, O. Hawkeye State: Jamesport, Mo.; Mound City 7-10. Heart of Texas: Floydada, Tex. Heller's Acme Bazaar Co., No. 2: Haverstraw, N. Y.; Oatfield, N. J., 5-10. Henales Bros.: Peoria, Ill. Henson, J. L.: Heber Springs, Ark. Beth, L. J.: Franklin, Ky.; Owensboro 5-10. Hlawatha: Harbor View, O.; Tribby 8-10. Hill's Greater: Denver, Colo. Home State: Moberidge, S. D.; Grand Forks, N. D., 5-10. Imperial Expo: Gretna, La. Howard Bros.: Cambridge, O. Illinois Expo: Walkerton, Ind. Imperial: Rantoul, Ill. Imperial Expo: (Am. Corp. of America): Dubuque, Ia. Imperial Expo: Freeport, Ill. Imperial Expo: Medford, Ore. Inland: Houston, Mo. Interstate: Wilmington, O. J. & B.: District Heights, Md. (Mailing address, Capitol Heights, Md.) Johnny's United: Madison, Ind.; Tell City 8-10. Jollytime: Olypiant, Pa. Jones, Johnny J.: Expo: (Heidelberg Raceway) Pittsburgh, Pa. Karras, Oust: Marysville, Kan.; Atchison 5-10. Kaus, W. C.: Mt. Union, Pa. Kile, Toyd O.: Elton, Ia. Kiland Am.: Cornelia, Ga. Kirkwood, Jos. J.: Bristol, Pa. Krause Am.: (Broad & Bigler Sts.) Philadelphia, Pa. LaCross: Winoski, Vt. Lagasse Am. Co., No. 1: Lawrence, Mass. Lagasse Am. Co., No. 2 and 3: Salisbury, Mass. Lamb, L. E.: Washington, Ia.; Ottumwa 8-10. Lane, Sammy: Anderson, Mo.; Pierce City 8-10. Lawrence Greater: New Philadelphia, O.; Bridgeport 8-10. Lee United: Port Huron, Mich.; Rochester 8-10. Lone Star: Union City, O. Magic City: Westmoreland, Tenn. Magic Empire: Hillsboro, O., 18-June 6. Maine Am.: South Portland, Me. Manning, Ross: Oil City, Pa. Marion Greater: Chester, S. C. Marks, John H.: Corning, N. Y. Marvel: Durand, Ill. McKee, John: Booneville, Mo.; Moberly 8-10. Meeker's: Tacoma, Wash.; Dallas, Ore., 5-11. Meridian Midway: Jefferson, Ia., 29-31; Col. 18-June 1-3; Kanawha 8-10; Redcliffe 9-10. Merry Midway: Sheburn, Ind., 8-10. Merryland: Tekonsha, Mich.; Lawton 8-10. Midway of Mirth: Barry, Ill.; Winchester 8-10.

- Midwestern Expo: Afton, Okla.; Seneca, Mo., 5-10. Mighty Hoosier State: Columbus, Ind.; Shelbyville, Ky., 5-10. Mighty Pags: Bluefield, Va. Model: Bartlesville, Okla. Model Shows of Canada: Cornwall, Ont., Can. Modernistic: Exmore, Va. Moore's Modern: Independence, Kan.; Chanute 5-10. Motor State: Trenton, Mich.; Lapeer 5-10. Round City, No. 2: Owensville, Mo. Myers: Carversville, Ga. Nelson, George W.: Amboy, Minn., 1-3. Nessler's: Dixon, Ill. New York Gaiety: Hornell, N. Y.; Batavia 5-10. Nolan, Larry: Del Norte, Colo. Sngl Bros.: Port Campbell, Ky.; Scottsville 5-10. Palmetto Expo: Greenville, S. C., 29-June 18. Parada: Lexington, Mo. Paul's Am.: Springdale, Ark. Peck Am. Co.: Rockford, Ill.; Watseka 5-10. Peerless Celebration Am.: Oasaway, W. Va. Penn Premier: Dover, N. J.; Easton 8-10. Pappas All-State: Nashville, Ark. Pioneer: Johnsonburg, Pa. Playland: Adrian, Mich. Playtime, No. 1: Pithburg, Mass. Playtime, No. 2: Bristol, R. I. Powell Expo: Philo, O., 1-3; Minerva 7-10. Powelson Greater: Oak Hill, O.; Gallon 8-10. Sunset: South Hill, Va. Queen City: Hamilton, O. Rafferty: Durham, N. C. Redwood Empire: Klamath, Calif., 2-4; Crescent City 7-11. Reid, King: Ogdenburg, N. Y.; Winoski, Vt., 5-10. Roosevelt: Nass City, Kan. Rogers Bros.: Slattery, S. D., 20-31; Appleton, Minn., June 1-3; Benson 5-7. Rose City: Fairfield, Tex. Royal American: (Grand & Laclede) St. Louis, Mo. Royal Blue: Ouley Bridge, W. Va. Royal Crown: Sharon, Pa. Royal Midwest: Marion, O.; Mansfield 8-10. San Valley: Lebanon, Kan., 1-3; Afton 6-7. Schafer's Just for Fun: Gonzales, Tex. Shan Bros.: Williamson, W. Va. Shisbrand Bros.: Salt Lake City, Utah. Silver Slipper: London, Ky. Smith Greater: Burksville, Va. Smith's Am. Co.: Cushing, Okla., 3-10. Smith's Funland: St. Marys, W. Va. Smith, George Clyde: Seap Level, Pa.; Cuswansville 8-10. Southern Am.: Tulsa, Tex. Southern Valley: Jonesboro, Ark. Sparks, J. A.: Manchester, Ky. Strader, M. A.: Olyssa, Kan.; Scott City 8-10. Star Am. Co.: Warren, Ark. State Fair: Denver, Colo. Stephen's: Marceline, Mo. Stephens, C. A.: Appalachia, Va. Stipe's: St. Paul, Minn., 2-11. Strates, James E.: Worcester, Mass. Sunset Am. Co.: Austin, Minn., 29-June 4; Iowa City, Ia., 8-10. Superior: Polson, Calif. Tatham Bros.: Petersburg, Ill.; Monticello 5-10. Texas: Weslaco, Tex. Thies United: Plano, Ill. Thomas Joyland: Fairmont, W. Va. Tidwell, T. J.: Billings, Mont.; Hardin 8-10. Tip Top: Matiydale, N. Y., 3-10. Tiroll Expo: Rock Falls, Ill. Tri State: Neosho, Mo. Turner Bros.: Ottawa, Ill.; Joliet 8-10. 20th Century: Sioux Falls, S. D. Twin City: Golden, City, Mo. United Am.: Mapaville, R. I.; Thornton 8-10. United Expo: South Beloit, Ill. United States: West Jefferson, N. C. Utah Expo: Richfield, Utah. Veterans United: Canby, Minn.; Ortonville 8-7; Dawson 8-10. Victory Expo: Laramie, Wyo. Virginia Greater: Walldwick, N. J. Vivona Bros.: Jersey City, N. J.; Hoboken 8-10. Vogt's Southern: Tulsa, Tex. Volunteer: Gainesboro, Tenn.; Baxter 8-10. Wade, G. No. 1: Pontiac, Mich.; Ballis Creek 5-10. Wade, W. G. No. 2: Detroit, Mich., 2-11. Wallace Bros.: Harrisburg, Ill. Wallace & Murray: Hinton, W. Va.; Beckley 5-10. W. E. Attrs.: Houks, Miss.; Ecru 8-10. West Coast: Santa Rosa, Calif. West Coast Expo: Gridley, Calif., 1-4. Williams, Ray: Lima, G. Wilson Famous: Ovals, Ill.; Fulton 8-10. Wolf Greater: Wells, Minn., 2-4; Lakesfield 8-7. Wolfe Am. Co.: Rocky Mount, Va.; Buena Vista 5-10. World of Mirth: Plainfield, N. J. World of Pleasure: Muskegon, Mich.; Lansing 5-10. Yeager's United: North Chillicothe, Ill.

CAVALCADE OF FUN

"You Can't Beat Fun"

Want Ride Help. No drunks or chasers. Concessions not conflicting. Show—Afton, 18-19-20. Rides not conflicting. No grades no griff. Loves Park, Ill., May 28-June 30. Mt. Morris, June 7-10.

GIRLS WANTED

For office-owned Posing Show. Margie Spivay, come on or wire collect.

PRELL'S BROADWAY SHOWS, INC. Richmond, Va., this week

ANYONE KNOWING THE ADDRESS OF

Joseph Lucas (Lupo)

Former Burlesque Showman of Dallas, Texas, please notify by wire, collect or by letter. J. M. RIED SHOWS 1000 Oak Street Dallas, Texas

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

NOW PLAYING MADISON, IND.; TELL CITY FOLLOWING

Can place Cookhouse, Ice Cream, Front Page, Penny Arcade and Novelties, Photo. Can place Stock Concessions of all kinds. Shows: Glass House, Funhouse, Monkey, Snake, Illusion, Motordrome and Fat, liberal percentage. Have three 20 by 30 tops and banner lines. Have you something to put in them? Need Girl Show Operator with Girl, and can operate according to office instructions.

Celebrations:
 Lawrence, Ind., Centennial
 Casey, Ill., Annual 4th July
 Veedersburg, Ind., Street

Fairs:
 Van Buren Co. Fair, Spencer, Tenn.
 Hickman Co. Fair, Centerville, Tenn.
 Hardeman Co. Fair, Bulver, Tenn.
 Carroll Co. Fair, Huntington, Tenn.
 Limestone Co. Colored Fair, Athens, Ala.
 A full route of Fall Fairs in Alabama that run until Armistice Day.

All replies: John Portemont, Madison, Indiana

Percell's PIONEER SHOWS

high class midway attractions

ENDICOTT, N. Y., JUNE 5 TO 10, FIREMEN'S CELEBRATION, 200,000 DRAWING

WANT Legitimate Concessions—Popcorn, Apples. SHOWS—Penny Arcade, Funhouse, Ten-in-One, Motordrome; any show of merit. HELP—Bingo Caller, Ride Help. We have New York and Pennsylvania finest route of fairs and celebrations. Answer this week, Johnsonburg, Pa.

P.S.: Johnny Lash wants Count Store Agent, also Bingo Caller and Clerks.

JOHN F. REID RESENT

Happyland Shows

THE BEST IN OUTDOOR AMUSEMENTS

WANT ONE OR TWO MORE SHOWS

GOOD OPPORTUNITY FOR **MONKEY SHOW**

Life Show, Mechanical Show, Wax or Crime Show, or any good Grind Show, Ferndale, Mich., this week; followed by Owosso, Benton Harbor, Kalamazoo, and then the **BIG JULY FOURTH SPOT, YPSILANTI, MICH. AND OUTSTANDING MICHIGAN FAIRS TO OCTOBER FIRST**

JOHN FRANCIS SHOWS

TAYLORVILLE, N.L., THIS WEEK; HARVEY, N.L., WEEK JUNE 5; GARY, IND., COMMENCING WEEK JUNE 12 FOR TWO ONE-AND-A-HALF MILLION DOLLAR PAY DAYS, ON THE ARMORY LOT

Want a Few Good Clean Concessions.

FOR SALE—GLASS HOUSE—FOR SALE

Have 12 Rides and Complete Midway Carnival with Shows and Concessions available for week July 4.

All address: **JOHN FRANCIS, Mgr.**, per route above

WANT — WANT — WANT

FOR OUR BIG ONE IN CAMDEN, N. J., WEEK OF JUNE 5. FIRST TIME IN YEARS WITH MANY OTHER FIRST-TIMS TO FOLLOW

Rides—Merry or any other Rides not conflicting with what we have. Concessions—All Hanky Panks, no "ex"; Shooting Gallery, Long and Short Range; Mug Outfit, Duck Pond, Scales, Novelties, French Fries, Ice Cream or Custard. Shows—Funhouse, Monkey, 10-in-1, Midget, Colored, or any other Show with own equipment. Come on or wire

PENN-JERSEY SHOWS

EMIL SOLOMON, Mgr.

915 WALNUT ST. PHILADELPHIA, PA. Phone 8 a.m. to 10:30 a.m. only. Kingsley 5-0855

ROSS MANNING SHOWS WANT

Can place Duck Pond, Slum Pitch, Ball Games, String Game, Glass Pitch, Scales or any other legitimate Concessions. This show has 10 Rides and 8 Shows playing first in at all spots. Will book Pony Ride. Can use Second Men on Rides-O who drive. All answer to

OIL CITY, PA., WEEK OF MAY 29.

ROSS MANNING, Gen. Mgr.

FOR SALE—HUTCHENS MODERN MUSEUM—FOR SALE

As my health has failed so much since the season opened I am forced to offer my show for sale. It is in the very best of shape. Top 22x125 ft., flameproof, in four pieces, made by O. Henry Tent Co.; Sidewall 8 ft. laps; three poles at each joint, wall in six pieces. Also Blade Box, Sword Ladder, Four Legged Girl Chair, Electric Chair and Slages with drapery. Pit 10x60 ft., 14 Electric Arches, Bowie on top of all pit posts. Everything in fine shape, plenty of extras. 14 Pole Front, complete with banners, ticket boxes, bally platform; also 28 ft. Fruehauf Trailer with K-7 Tractor. You have to see this show to appreciate it. Show is booked with Wm. T. Collins Shows. Have 10 Fairs, including North Dakota State Fair and Marshfield, Wis., Labor Day Week. Best cash offer gets this show. I now have 10 attractions, buyer can take over at once. ADDRESS: John T. Hutchens, c/o William T. Collins Shows, Breckenridge, Minn., this week; Fargo, North Dakota, next week; then per route.

WANTED—VOGT'S SOUTHERN AMUSEMENTS—WANTED

Concessions—Grab, Ball Games, Photos, Palmistry, Penny Pitch, Hoop-La, Lead Gallery. Shows—Manager with Talent for completely framed Girl Show, Manager for Snake Show. Ride Help—Foreman for No. 8 Ell, must drive. Will book Octopus, Spiffles, Tilt, Boloptape, 30%. White Black wants Agents for Count and Pin Stores.

A. B. VOGT
 Telle, Tex., May 29-June 3.

CETLIN and WILSON SHOWS

WORLD ON PARADE

WANT:—Long Range Shooting Gallery and all Hanky Panks open. Glass Pitch already sold.

CAN PLACE:—Talker for Micky Manson's 10-in-1. Bill Redman, answer.

CAN PLACE:—Little Dipper and furnish wagon for same if needed.

WANT:—Caterpillar Foreman. Also experienced Ride Help.

WANT:—One Cat Driver and two Mule Drivers.

Will place first-class Welder to join immediately. Address **Charlie Sheesley. All drunks save your time and ours as you will not last here. All address:**

CETLIN & WILSON SHOWS
 New Castle, Pa., this week; then Uniontown, Pa.

LAWRENCE GREATER SHOWS

WANT FOR BRIDGEPORT, OHIO, and all Bona Fide Celebrations and Fairs to follow. Will furnish route on request. CONCESSIONS: Custard, Long Range Gallery, Studio, Glass Pitch, Ball Games. All Hanky Panks open. Will book percentage with Hanky Panks. Reasonable. SHOWS: Have beautifully framed Atomic Show. Want Manager with props to run it. Want Motordrome with own outfit. Any worthwhile Grind Show. Have outfit for Monkey Show, want Man with Monkeys. Bob Bushar wants to hear from Pete Freeman. RIDES: Want to hear from George Horse. Can always use useful Ride and Canvas Help. Fiddle Brown can place Coupon Agents, Six Cats and P.C. Dealers.

WANT RELIABLE MECHANIC WHO CAN HANDLE FLEET OF INTERNATIONAL TRUCKS. WIRE.
 New Philadelphia, Ohio, week May 29; Bridgeport, Ohio, to follow.

DIAMOND JUBILEE

6 BIG DAYS - FARGO, NORTH DAKOTA - 6 BIG DAYS

Starting June 3-10. Fireworks, Parades, Pageants, Bands and Radio Shows. Can use a few more Hanky Panks. Want Hillbillies for Hillbilly Show, Monkey Show, Motordrome. Rides—Good proposition for Spiffles. Want man to take charge of Funhouse and Glass House combined. Good proposition. Can place Second Men on all Rides and must be able to drive Semis. No time to write, wire. Breckenridge, Minn., this week, Fargo next week.

WM. T. COLLINS SHOWS
 NOBLE C. FAIRLY, Bus. Mgr.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT HANKY PANKS. PRIVILEGE \$26.50.

WANT SHOWS. GIVE ME COMMITTEE MONEY.

WANT \$5 ELI WHEEL. Will Pay Cash. Have Transportation for Same.

All Replies Wire Western Union, **BILL GEREN**
 This Week, Columbus, Ind.; June 5 to 10, Shelbyville, Ky.

MERRYLAND SHOWS

Want Short Range, Hi Striker, Glass Pitch, Mug, Blower, Bumper, Punk Rack, and others not conflicting; ex. Want Mechanical Show of any kind, Funhouse, or 5-in-1. 16 Street Celebrations, including Frankfort Centennial, June 21-24; Greenville Streets June 28-July 1; Lake City, July 3-4; Cheboygan, Rogers City, then Gaylord Centennial, July 19-23; Beulah Water Carnival, July 26-30, and other Water Carnivals all on the Streets; State Cladolea Show, Mesick, Aug. 23-26. Get with a winner. No flats or MITT Camps. Booked solid till October. Wire and come on. Tekonsha, Mich., this week; Lawton, Nashville, on streets, follow.

C. "CRIT" CRITTENDEN, Mgr.

SMITH'S FUNLAND SHOWS

WANT Bingo, Photo, any Hanky Panks that work for stock. Shows with own outfits. Chairplane Foreman.

Contact at once. Wire, don't write. St. Marys, W. Va., this week.

CENTRAL STATES SHOWS

Business Is Good.

Can Place Additional Hanky Panks. What Have You?

Wire **MANHATTAN, KANSAS, This Week.**

W. W. MOSER

FOLK CELEBRATION SHOWS

WANT AT ONCE FOR HOME BUILDERS' SHOW

Location: New Mexico State Fairgrounds, Albuquerque, N. M., June 4-11 Inclusive.
Eight Big Days and Nights

Other Good Dates to Follow, Including Best July 4th Celebration in the West.

Can place first-class Cookhouse for remainder of season. Will sell ex on Novelties, Scale and Weight, Frozen Custard, Jewelry. Can place DEMONSTRATOR and PITCHMEN. Can place PENNY ARCADE and DIGGERS. Concessions—Ball Games, Long Range, Cigarette Pitch, Hoop-La, Glass Pitch, Bowling Alley, Knife Rack, Hi-Striker, String Game, Merchandise Wheels that work for stock. Other Concessions wire what you have. Shows—Can place 10-in-1, will furnish complete outfit for same to reliable man with good Show; Minstrel Show, Motordrome, Working World, Wild Life and other good Grind Shows wire. Rides—Can place Little Dipper and Dark Ride. Ride Help—Can place Ferris Wheel Foreman, Octopus Foreman, Merry-Go-Round Foreman, and good Second Men all Rides.

Wire or write Box 1005, Albuquerque, N. M.

GOLD MEDAL shows

CAN PLACE CAN PLACE

FOR 4 MORE STILL-DATES, THEN 14 FAIRS

CONCESSIONS—Sell X on Jewelry, Mug Joint, Novelties, Cook House, Buckets, Swinger. Can place 4 more Grind Stores. Must have Hanky Panks. Good opening Ball Games, Nickel Pitch, Snow Cone, Candy Apples, Pitch-Til-You-Win. SHOWS—Good opening for Snake Show, Penny Arcade. Have complete outfit for Girl Show. Good proposition for Motordrome.

Wire JOHNNY J. DENTON

Princeton, W. Va., this week, followed by Portsmouth, Ohio.

PENN PREMIER SHOWS

6 NIGHTS—COMMUNITY FAIR—6 NIGHTS

Easton, Pa., June 5-10, Holy Cross Park

CONCESSIONS: Can place Floss, Fish Pond, String Game, Jewelry, Derby Racer or any legitimate Concessions. All Hanky Panks, \$26.00. Nail Joint Agent wanted. Opening for one Skillo Agent, one Grind Store Agent. SHOWS: Can place Arcade or Wild Life. RIDE HELP: Want Wheel Foreman for Dual Wheels, Chairplane Foreman and Second Men that drive semis on all Rides. Top salaries every week. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS, Dover, N. J., this week; Easton, Pa., next week.

TURNER BROS.

WANT WANT WANT

Side Show, Motordrome, Fun House, Glass House, Monkey, Snake or any good Grind Show with own transportation. Good route and good proposition to any interested parties. Want a few more Hanky Panks, such as BasketBall, Ball Games, High Striker, Cotton Candy, Sno Balls, Candy Apples, Bumper. Want Second Men on all Rides that drive semis. All address:

CECIL TURNER, Mgr., Turner Bros.' Show

Ottawa, Ill., this week; Joliet, Ill., next week. Mobile Phone No.: ZA-52637.

Endy Bros. Shows

CAN PLACE

Pony Ride, Octopus, Hanky Panks, Ball Games, Penny Arcade, Fun House, Talkers, Grinders, Man and Wife to handle Poeling Show. Good opening for Monkey Show or Society Circus. Have equipment and wagons for same. Have a great route.

All answer Rahway, N. J., this week

PEPPERS ALL STATE SHOWS

Want Photo Gallery, Custard, Bumper, High Striker, Six Cats, Buckets, Darts, Long or Short Range Gallery, Cork Gallery, Pea Pool. Agents for Percentage. Can place other reliable Agents in Stores. Jimmy Galtis needs Count Store Agents and Line-Up Men. All people that have worked for me in the past please contact. Want Foreman for Tilly, also Second Men on all Rides. Only sober men need apply. Must have drivers' licenses. Want Girl Show with own equipment. Can place any Shows not conflicting with what we already have. Motor Drome, Snake Show and Mechanical City open. Can place one more Flat Ride.

All Replies to

CHARLEY GRIGGS, Mgr., Nashville, Ark., this week

P.S.: Our complete route of Fairs sent to interested parties only.

From the Lots

Bernard & Barry

SAULT STE. MARIE, Ont., May 27.—Opened to good business in fair weather here Monday (15) after a 500-mile jump from Hamilton, Ont. Three weeks of rain and cold weather, marked by a blowdown at Niagara Falls, preceded this date.

The show is the first into Northern Ontario and has seven more weeks in the mining territory before returning to Southern Ontario and Quebec to start fair and celebration dates in mid-July.

Manager Bernard B. Arent has been pleased with business here.

Show moves on 25 railroad cars and carries 11 rides, 7 shows, 40 concessions, 2 searchlights and a 58-foot chrome and neon entrance. All equipment is office-owned and operated.

Rides include Looper, Moon Rocket, Dipper, Tilt-a-Whirl, Flying Scooter, Ferris Wheel, Merry-Go-Round, adult train, Kiddie Aeroplane Auto Cars and ponies. Shows are Evening in Paris, Monkey Town, Wild Life, Motordrome, Creation, Arcodia and Kongo.

L. B. Lamb

PRINCETON, Ill., May 27.—Run from Carbondale to Danville, Ill., was made in record time with all trucks on the lot early. Saturday matinee in Carbondale was the best of the season so far. Carbondale newspaper and Station WCIL co-operated, as did the American Legion Post, sponsor.

Danville date was under the Past Commanders of Veterans of Foreign Wars Post. Visitors there included Cecil and Ray Turner, Mr. and Mrs. Whitie Richards and Mr. and Mrs. George Peterson. Twisto McCormack's son, who was bitten by a snake in a St. Louis hospital and is reported as improving. Small and McLenahan joined with Fly-o-Plane.—ERNIE MURRAY.

Baker United

BEECH GROVE, Ind., May 27.—Shows moved here from Huntington, Ind., after a so-so week, hindered by cold evenings. Saturday matinee, however, was satisfactory. Stand was under the sponsorship of the Huntington Jaycees who co-operated excellently, as did the press.

Opening here, Monday (15) under auspices of the V. F. W., brought good crowds and strong spending. Tuesday was lost to rain, but Wednesday's balmy weather brought them out in droves, with rides and concessions getting good business.

Royal Midwest

ELWOOD, Ind., May 27.—Run from North Vernon, Ind., was made in good time. Town lived up to past receipts, with weather the best of the season so far. Jack Sheaks has added a Hamster Circus, with new front. Jack Murphy added a fish pond. Mr. and Mrs. Nick have gone into the plaster business. Children's matinee Saturday (20) drew big business for rides, shows and concessions.

Shows garnered good flack and also participated in a merchant tie-in advertising campaign. General Manager Bill Harris has returned from a business trip. Visitors included W. R. Geren, of the Mighty Hoosier State Shows, and Bob Overstreet, of Interstate Shows.—G. MURPHY.

Stephen's

LA PLATA, Mo., May 27.—Shows opened here May 15 to warm weather and good spending crowds. The Ferris Wheel, with Kenny Spurgeon as foreman, led rides. Merry-Go-Round, with Chuck Zigler foreman, was second.

Dan Friend's Athletic Show topped shows, with the writer's Freak Show second. Fayburg's bingo did well.—DELMAR HARRIDGE.

AMERICAN EAGLE SHOWS

WANT FOR ROSICLARE, ILL., THIS WEEK; THEN RIDGWAY, ILL. (STREET CELEBRATIONS)

Fish and Duck Pond, Ball Games, Bottles, Hit and Miss, Jewelry, String Game, Basket Ball, Dart, any other legitimate Concessions working for stock. (No Rocket or Crystal) Have 20x40 Top, Danners, Bally, Stage, etc. for Girl Show for a reliable Couple with own Girls and Wardrobe. Drunks and Chasers, don't answer. Will book Chairplane or any Flat Ride. ALL REPLIES:

DANNY ARNET, Mgr.

per route

WANTED: Capable Pop-Corn Helper and Experienced Candy Floss Operators.

Mrs. Wagner can use Griddle Men and Waiters for Cookhouse.

Also "6 Cat" Agent, REPLIES TO AL WAGNER

CAVALCADE OF AMUSEMENTS DAYTON, OHIO—THIS WEEK

ILLIANA EXPOSITION SHOWS

Can place all Concessions that work for Cook. Will buy or book good Bingo. Want Diggers. Will book one more Major Ride. Can always use good Ride Help. Want Merry-Go-Round Man who can and will repair Horses. Now booking Shows and Rides for one of Indiana's best 4th of July Spots. Have good 4th spot and August Fair. Will give to show. No racket. Address all replies: Illiana Shows, T. J. Smith, Mgr., Walkerton, Indiana, May 29 to June 1st.

MAGIC CITY SHOWS

Playing two more weeks in Strawberry Country, than Kentucky.

Due to disappointment, can place small Cookhouse or Sit-Down Grab, few more Hanky Panks all kinds, \$17.50; also small lingo. Will book Concession Trailer with Popcorn, Floss and Apples. SHOWS: Can use Shows of all kinds with own equipment and transportation. Kid Rides for Kiddie-land. All replies: This week, O. O. "BUD" POINTE, Westmoreland, Tenn.

FERRIS WHEEL FOREMAN

WANTED

Top salary and bonus. Must drive semi.

Wolfe Amusement Co.

Rocky Mount, Va., this week

WANTED

FOREMAN FOR NEW ROCK-O-PLANE

Drunks and Chasers, save your time.

CHARLES CHANEY

c/o MOUND CITY SHOWS
Union Blvd. & Greer St. Louis, Mo.

Six 55 ft. Light Towers

10 mi. Searchlight

ROCCO & SON

10 RIDES—30 CONCESSIONS—4 SHOWS
Want Glass Pitch, Clothes Pins, Tilt, String, Basket Ball, or what shows you. Show—Contact for District Legion Convention, June 14 and for season. Contact immediately: 2434 N. Fairview Ave., Paul, Minn. Phone Nestor 9670

WANT WANT WANT

Pop Corn, Candy Apples, Duck and Fish Pond, Ball Games, Candy Floss or any Concession not conflicting. (Pelock wants Agents for Count Stores and Skillo. Can place Ferris Wheel and Chairplane Help; pay every night. Write, wire or come on.

I. K. WALLACE

Berkeley Springs Hotel, Berkeley Springs, W. Va. (Committees in Maryland and Pennsylvania, write for dates.)

MIDWAY OF MIRTH SHOWS

WANT

TILT-A-WHIRL FOREMAN (must drive semi and stay sober). CONCESSIONS: Will book Fish Pond, High Striker, Percentage Worker. No more Still Dates this season. Address: Barry, Ill., this week (on the streets) Winchester, Ill., next week.

WANT FOR BLUE STAR MOTHERS, MANSFIELD, OHIO, JUNE 5-10

Cork Gallery, Ball Games, Long Range, String, Glass, Darts, Novelties, Stock Concessions of all kinds, Milt Camp. Good proposition for Major Ride, Roll-a-Whirl, Auto. Shows not conflicting with Snake, Athletic, Unborn or Girl—Have Tent. Want Phonemen.

ROXIE HARRIS

Royal Midwest Shows, Marion, Ohio

ROYAL BLUE SHOWS

Featuring ZACCHINI CANNON ACT

WANT CONCESSIONS—Jewelry, Darts, Coke, Over Twelve, Pitch-Till-You-Win, Long Range, American Palmistry. Any Hanky Pank that does not conflict.

SHOWS—Want some one to take over back end with two or more shows.
RIDES—Flat Ride for Fairs, Ride Help—on all rides; Ferris Wheel foreman.

Concessions and Shows that book now will have preference on the following Fairs that we have contracted: Summersville, Marlinton, Clay, Sutton, Webster Springs, and Phillippi, we also play Widen, W. Va., and Marion, N. C. Write, wire or come on to Gauley Bridge, W. Va., this week.

D. W. CARTER, General Manager

P. S.: Butch and Eddie, contact Stanleys.

GOLDEN WEST SHOWS

WANT SHOWS AND RIDES AND LEGITIMATE CONCESSIONS

For a season of best fairs and celebrations, especially for Alameda County Fair at Pleasanton, biggest 4th of July Celebration in the entire State, Jackson, Calif., Celebration, this week; Marysville Horse Show and Rodeo next week; Grass Valley American Legion the following week. What have you? Wire or write

CHARLIE WALPERT

In Care Golden West Shows, Jackson, Calif., this week.

UNITED EXPOSITION SHOWS

WANT RIDE MEN THAT DRIVE (top salary sure every Tuesday). No drunks tolerated. **CAN PLACE A FEW MORE HANKY PANKS** (what have you?). **FROZEN CUSTARD AND PHOTOS OPEN** (Harry Madison, wire). Man who knows how to get money with a Mouse Game. Mrs. Vernon wants Counter Men for Bingo (salary and percentage). **SHOWS:** Will book any Independent Shows. Will make special proposition to Mechanical City. Want capable Athletic Show Manager who knows how to get money. (Athletic Ring on 4-Wheel Trailer, and Show is complete.) We are playing only the cream of the crop—factory towns. This Show is among the few that have made money this year—join now.

BOB NEELY WANTS SIDE SHOW ACTS

Jasde Odell, and Maxine, the Alligator Girl, wire collect. Magician who can pitch. Other Acts and Attractions. Also can place several Ride Men who can drive. Wire **BOB NEELY**.

All Others Address:

C. A. VERNON, Mgr.

South Beloit, Ill., this week; then per route.

T.J. TIDWELL SHOWS

WANT FOR BILLINGS, MONTANA, "GO WESTERN DAYS," MAY 29 TO JUNE 5; WITH HARDIN, MONTANA, RODEO TO FOLLOW; RED LODGE, MONTANA, THE 4TH OF JULY

Lead Gallery, Arcade, Jewelry, Hanky Panks. Shows—Wildlife, 5-in-1 or 10-in-1. What have you? Long season—good route.

T. J. TIDWELL, Mgr.

DE LUXE SHOWS

FEATURING EMANUEL ZACCHINI

WANT WANT

Can place good, capable Ride Foreman for Octopus and Chairplane. Excellent wages. Can always use good extra Ride Help. Must drive. Address all communications to **DE LUXE SHOWS**, Ansonia, Conn., week of May 29 to June 3.

DOBSON'S UNITED SHOWS

WANT! WANT!

Want for Celebrations and Fairs starting June 3.

SHOWS: Ten-in-One, Monkey, Glass House, Athletic Show with wild wrestlers, Monkey Speed Show, or what have you? Will book Penny Arcade and Rollo Whirl and will buy Monkey Speedway without transportation. Will book any non-conflicting Slum Stores. Tex Roberts wants Agents. Felix Knight, get in touch.

DOBSON'S UNITED SHOWS

Northfield, Minn., May 29-June 1; Rochester, Minn., June 3 to 11; then per route.

DAN-LOUIS SHOWS

FORMERLY W. S. CURL

WANT
For Montpelier, Ohio, CENTENNIAL, on the Streets, Week June 11. **SHOWS** with own outfit and transportation—committee money plus tax—nothing to office. Come on. **NO GIRL SHOWS.** Have good route for Fun House. **WANT CONCESSIONS—**Fish or Duck Pond, Ball Games, Bowling Alley, Hoop-La, Pitch-Till-You-Win or any other that we do not have. Will sell X on Custard or Ice Cream for the season, including Kentucky Fairs and Celebrations—July 4th in Kentucky. Address: Urbana, Ohio, this week; Franklin, Ohio, week June 3.
LOUIS T. RILEY, Gen. Mgr.; DAN C. STRATMAN, Asst. Mgr.

Don Franklin Shows, Unit #1

Chas. Vanderford's concessions no longer on this show

Can place the following concessions: Glass Pitch, Penny Pitch, Hoop-La, Country Store, Fish Pond, Coke, Darts, Heart Pitch, Slum Spindles, Bumper, String, Slum Blower, Bowling Alley, Basket Ball. All Ball Games open. Bottles, Cats, Whiskey Bottles, Slum Stores 20.50 until Fairs. Will sell X on Age and Scales, Custard and novelties.

Our two units have contracts for the following Texas Fairs: Wharton, Rosenberg, La Grange—fifth consecutive year. Fredericksburg, Junction, Boerne—fourth year. Angleton—third year. New Fairs added this year: Nacogdoches, Belleville, Brenham, Coleman, Rufugio and the Beeville Fall Fair and Rodeo. First change in about 38 years. We also have Lake Cisco July 4th for the fourth year and Cross Plains Reunion for third year.

Will Book Rides & Shows not conflicting on either unit. No Grift or Girl Shows.

Operator for complete Illusion Show. 120' Front, 83' Top.

Odessa, Texas, this week; Lamesa and Brownfield to follow.

All replies

DON FRANKLIN, Mgr.

Opening 1951 season at the San Antonio Exposition, February 16 thru 26



WANTED WANTED WANTED
FOR 4 WEEKS IN AND AROUND TOLEDO, INCLUDING 4TH ANNUAL FIREMEN'S FESTIVAL, SYLVANIA #2 FIRE DEPARTMENT. AND THEN THE BIG ONE, MT. CLEMENS, MICHIGAN, JULY 1-2-3-4.

Concessions of all kinds: Ball Game, Hi-Striker, Fish Pond, Mug Outfit, Balloon Dart, etc. Privilege \$17.50 includes light and insurance (still dates). Shows: Midgets, Illusion or any Show of merit, Rides: Book and Rides not conflicting with Merry-Go-Round, Wheel, Spitfire, Swings, Train, Auto and Airplane. Want Concession Help and Ride Help who drive Semis, Harbor View Firemen's Festival this week; Trilby, Ohio, to follow. All replies

GLEN D. WYBLE, Hiawatha Shows, Toledo, Ohio



WANT WANT WANT WANT WANT

LONG AND SHORT RANGE SHOOTING GALLERY. SLASHED PRICES—ALL HANKY PANKS, PHOTOS, BALLOON GART, BALL GAMES, STRING GAMES, FISH AND DUCK PONDS, PITCH-TILL-YOU-WIN, CORK GALLERY AND OTHERS. WILL BOOK MONKEY SHOW OR SIDE SHOW AND ANIMAL SHOW FOR COMMITTEE MONEY ONLY. WITH OR WITHOUT OWN OUTFITS. **WANT GIRL SHOW WITH AT LEAST THREE GIRLS.** Now booking to capacity crowds and readying for our trip back to our Fairs and FOURTH OF JULY CELEBRATION at Oakland, Md. Write or wire

W. C. KAUS SHOWS
NOW PLAYING MOUNT UNION, PA.

BEAM'S ATTRACTIONS

CLYMER, PA., FIREMEN'S FAIR, June 5-10

Want Long-Range Gallery, Glass Pitch, Hanky Panks. Sonny Broefuel, wire. Girl Show or Manager, Rider or man willing to learn for Mojordrome, Show Painter. Big Celebration. Johnstown, Pa., follows. Write or wire **STEVE DECKER, Barnesboro, Pa., this week**

BLUE GRASS SHOWS

WANT FOR NEW CASTLE, IND., WEEK OF JUNE 5, AND MORE GOOD ONES TO FOLLOW

Legitimate Concessions of all kinds. Fish and Duck Pond, Hi-Striker, Balloon Darts and Hanky Panks of all kinds.

Can offer attractive proposition to Fun or Glass House.

Address **C. C. GROSCURTH, Hamilton, Ohio**

SAM TASSELL SHOWS

Want Ball Game, Fish Pond, Cork, Glass, Rotary, Age and Weight or any Concessions working for stock. Rides and Shows of all kinds not conflicting. Help—Wheel, Merry-Go-Round, Chairplane.

SAM TASSELL, 5339 Walnut St., Philadelphia, Pennsylvania

PHONE: GRANITE 2-5852

P.S.: This show positively plays 49th and Marshall Road, Upper Darby, June 12.

TWIN CITY SHOWS

Want for 18 Celebrations and Fairs starting June 1, Golden City, Mo.

Coke Bottles, Candy Floss, Candy Apples, Snow Cone, Ball Games, Hoop-La, Heart Pitch, String Games, Frozen Custard or any other Book. Concessions not conflicting. **NO MITT CAMPS.** Attention, Celebration Committee! We have July 3, 4, 5 open. If you need a clean Show, contact us. B. W. McCrary wants two Hazle Workers who can work sober. Buddy Tibbets wants Athletic talent. No telephone calls—wire.

GEO. CRABIE, Golden City, Mo.

10 RIDES 6 SHOWS **LONE STAR SHOWS** 10 RIDES 6 SHOWS

UNION CITY, OHIO, MAY 29-JUNE 3

WILL BOOK FLASHY BINGO

Want Hunky Panks, \$21.50. Also Fish Pond, Duck Pond, Hoop-La, High Striker, Long Range Shooting Gallery, Pitch-Till-You-Win, Huckley Buck, and Basket Ball. Will book French Fries, Cotton Candy, Custard, also Mitt Camps. All Concessions open. SHOWS: Motordrome, Animal Show, Snake Show, good opening for Penny Arcade. Will book one Girl Show. Must have own equipment and not less than three girls. Joe Stoleman, contact.

Will book any Ride not conflicting with the 10 we own. Have one set of Kiddie Rides. Will turn over to reliable party on percentage. Can place Ride Help. Top salary. Must be licensed drivers.

J. R. McSPADEN, Owner; JOHN REED, Bus. Mgr.

All this week, Union City, Ohio; then as per route

Morris Hannum Shows

One of the Great Eastern Shows

HARRISBURG, PA., JUNE 5-10

ACROSS FROM THE FARM SHOW

RIDES—One Flat Ride. SHOWS—Motordrome, Wild Life, Arcade. CONCESSIONS—One Wheel, one Grind Store and a few more Hunky Panks. HELP—Capable Wheel Man come on. All replies to

MORRIS HANNUM

Yorktowne Hotel, York, Pa., this week;
then Harrisburg, June 5-10.

KIRKWOOD SHOWS

CAN PLACE

Set Kiddie Rides. You get front location every week. Show owns all the major rides. Want Side Show. Lew Alter, contact me. Can place Drome and Wild Life Show. CONCESSIONS—Place Age, Scale, Palmtree, French Fries, Custard, Long and Short Range, any and all Hunky Panks, \$25 for one, \$45 for two, \$60 for three. Will place Percentage Wheels and Grind Stores if you have Hunky Panks. Can always place useful Carnival Help. All address

RALPH DECKER

Bristol, Pa., this week, or phone Stacey Trent Hotel, Trenton, N. J.

DON FRANKLIN SHOWS NO. 2

FREE GATE—NO RACKET
CAN USE

For now and Fourth of July Celebration at beautiful Lake Cisco, Tex., followed by Plano, Tex., Bremen's Picnic, July 10 to 15; 6th Annual Old Settlers' Reunion, Cross Plains, Tex., July 19 to 22; seven bona fide fairs contracted to date, two pending. Legitimate Concessions only. Crab, Basketball, Bumper, Pitch-Till-You-Win, Bowling Alley, Custard, Hi-Striker, Photos, Hoop-La, Coke Bottles, Long Range, Jewelry, Spindle, Age and Scales, Penny Pitch, Pan Joint or any Concessions not conflicting. RIDES: Can use Merry-Go-Round, Spitfire, Rolloplane, Train, Octopus or Chairplane. HELP: Need experienced Bingo Caller and Counterman. Second Man for Tilt. All replies to

GUS TUCKER, Mgr., Luling, Texas

GREAT SUTTON SHOWS

SHOWS: Can place Manager for Circus Side Show, also Acts for same. Want 3 Dancing Girls immediately for Girl Show. Can place Live Pony Ride. Will also book Independent Shows of all types (committee percentages only).

CONCESSIONS: Will book Mug Joint, Scale and Age, Frozen Custard, Fish Pond. Also will place Percentage Joists providing you have Hunky Panks also.

FOR SALE: Have 14x28 Cook House for sale. All modern equipment and in good shape, or will trade for up-to-date Popcorn Trailer.

LEO ALLEN CAN PLACE GOOD, RELIABLE COUNT STORE AGENT (Steve Winn, answer). All contact **F. M. SUTTON JR., Mgr., Deatur, Ill., this week**

GRACELAND GREATER SHOWS

Nokomis, Ill., this week followed by Pane, Ill., June 5-10; then Roodhouse, Ill., American Legion Street Celebration, June 12-17.

WANT FOR THE ABOVE AND BALANCE OF SEASON—CONCESSIONS: Photos, Long or Short Lead Gallery, Jewelry, Age and Scale, Ball Games, String Game, F.C. with one or more Hunky Panks. Pop Pierce, contact George Carson and Russell Lundy, contact Dale. SHOWS: Penny Arcade, 5 or 10-in-1, Snake Show, Monkey Show. RIDE HELP: Chairplane Foreman, Second Man on all eight Rides.

Address **HARRY ALKON, Mgr., Nokomis, Ill., this week**

SPITFIRE FOREMAN WANTED

Semi driver. State experience and salary expected.

KING REID SHOWS

Ogdensburg, N. Y., this week.

Monroe Spending Off For Happyland, Tho Attendance Is Ok ay

MONROE, Mich., May 27.—Happyland Attractions, here for a 10-day stand starting Thursday (18) with the CIO as sponsor, enjoyed good weather over the first week-end (20-21) and fair attendance thru a free gate. Spending, however, was off.

Org moved in here from Royal Oak, Mich., where rides did okay in spite of cold weather. Concession biz, tho, was spotty.

Unit moves to a downtown Ferndale, Mich., lot next week for a six-day Elks celebration. Paroff Trio, high act, has been signed as a free attraction to join June 5 at Owosso, Mich.

Personnel follows:

Staff

John F. Reid, owner, manager; V. L. Dickey, assistant manager; Paul D. Sprague, representative; Edith Stage, secretary; R. J. Quick, electrician; B. W. Ellsworth, billposter; Lewis Miller, searchlight technician; John Simpson, nightwatchman and Billboards.

Rides

Merry-Go-Round, Arthur Danton, foreman; Loyd Dement, Don Bourdo, Caterpillar; Mason Gray Miller, foreman; James Miller, Clayton Young, Twin Ferris Wheels, Albert Smith, foreman; Robert Acker, Rolloplane, Lewis Miller, foreman; Frank Allen, Screwball, Harold Lucas, owner; G. B. Moore, foreman; Willard Shaffer, Kiddie rides, V. L. Dickey, owner; Bob Miller, Fred Gerard, autos; James Little, airplanes, Gerald Scribner, miniature train, Charles Darling.

Concessionaires

Popcorn, George Stravos; Penny Arcade, Sam Kaplan, Robert Gordon, diggers, Mildred Shaffer, Walter Rutkowski, cigarette gallery, R. J. Quick, W. O. King; shooting gallery, Don Garner, Bob Walker; Derby Racer, Don and Josephine Garner; string game, Mary Slivinski; balloon darts, Frank Slivinski; fish pond, Rita Allen; Eddie Miller; high striker, Dorothy Mayes; candy floss, June Miller; penny pitch, Burt Miller; B. L. Dickey, owner; Merle Lamson, Robert Alderton; big six, Frank McKay; color game, Bill Lamson; cigarette wheel, Mrs. Clyde Lamson; Paul D. Sprague; guess-your-weight, Kenneth Menefer; guess-your-age, Lucille Perry; six cat, Buster Kelly, Don Wallace; jewelry, Arthur Phillips; nail on hats, C. T. Pleasant; novelties, Irene Pleasant; Frank McKay; milk bottles, Margaret McKay; six rack, Alice Seeley; photos, Robert Reid; Mary Kelly; add 'em up, Cliff and Dolly Yorty; archery, Al Smith; add 'em up, Lillian Smith; Bill Abraham; toy wheel, Carol Abraham; grocery wheel, Al Slivinski; pitch till you win, Gertrude Slivinski; duck pond, country store, Marc Maseman; alum blower, Beatrice Maseman, Cookhouse, Homer and Marion Woods; Henry Dixon, chef; Roy Case, Claude Lauderdale, William Thompson, waiters; Alice Schuster, cashier, Orab, Homer Woods, Buster and Pat Anderson.

Shows

Funhouse, George Paucsek; "Hollywood Revue," Eddie Miller; Wall of Death Motordrome, Harvey (Lucky) Wayne Good and V. L. (Speedy) Thomas, co-owners and riders; Mrs. V. L. Thomas, tickets; Charles Thomas, mechanic; Sid Show, Professor McCafferty, manager; Willie McCafferty, talker; Jack Jones, Willie Kelly, tickets; Lawrence Kitch-enakow, lecturer; Eugene Williams, knife thrower; Tiny Cooley, fat boy; Musical Craw-fords; Zenda, sword swallower; Robert Jackson, fire eater; Funck and Judy; Robert Long, sword walker; Stove Pipe Jackson, ju band; Verna, annex.

Weather, Truck Woes Hit Imperial in Calif.

SUSANVILLE, Calif., May 27.—Imperial Exposition Shows, 13 weeks on the road, has had its battles with the weather and truck troubles. In Redding the show ran into a hail storm during the set-up, and four trucks were burned out on the road and had to be replaced in Quincy.

En route to Reno, Nev., the date just closed before moving here, the Side Show truck was wrecked when it went out of control 17 miles east of Quincy. Rolling down the mountain highway the vehicle gained a speed of 90 miles per hour. The driver attempted to jackknife into the bank but failed. The truck overturned, spilling 80 gallons of gasoline and equipment. Johnny (Tex) Brown, Side Show canvasman and ticket seller, suffered a torn ligament and was hospitalized for two days in the Nevada city.

The Redding storm blew down half of the 120 foot Side Show banner line and the penny pitch top.

Fems' Nights Pay Off for Hennies; St. Joe Bow Big

ST. JOSEPH, Mo., May 27.—Taking a cue from the success of ladies' nights at ball parks, Harry Hennies, owner of Hennies Bros.' Shows, has introduced that gimmick as an opening night still date feature.

The plan was first tried last week at Enid, Okla., with satisfactory results. Repeated here Monday (22), it provided the largest opening night turnout of the season.

Sold on the effectiveness of ladies' night, Hennies said he will continue the feature thru the remaining still dates.

The Hennies org has had bad weather almost continually since it left quarters. The first two days here provided good weather and near-satisfactory business. Then rain set in and continued on-and-off for the next three days.

The long run to this city from Enid was thru territory hard hit by tornadoes and heavy rains. As a result, the first wagon did not reach the lot until 9:15 a.m. Monday (22) but by show-time that night everything, excepting the light towers, was up.

WANTED

Man and Wife to operate small Girl Show on percentage. Will furnish complete outfit. Also want Dancing Girls for Girl Show.

F. W. MILLER

c/o WORLD OF PLEASURE SHOWS

Muskegon, Mich., this week; Lansing, Mich., week of June 5.

WANTED

General Agent and Promoter, also three Phone Men and three Banner Men for Air Show work. 24 weeks booked now. Steady work. No drunks

DIXIE AIR CARNIVAL

A. E. FULFORD, Dothan, Ala. Phone 43440.

WOLF GREATER SHOWS CAN PLACE

Funhouse or any Shows that do not conflict, also the following: Milk Bottles, Plunk Rack, Six Cats, Buckets, Swingtop, Slam Spindle, Basket Ball, Add Up Darts, Balloon Darts, Fish Pond, Bumper, Scales, Hoop-La. All Celebrations and Fairs. Reply: Wells, Minn., this week; then as per route.

WANT CARNIVAL

Any date this summer. V.F.W. Post, Beardstown, Ill. Contact:

JACK LINGLE

ROD AND GUN CLUB, BEARDSTOWN, ILL.

FOR RENT

At Atlantic Beach, N. C. The most prominent location for Carnival or Rides. Patronage from nearby military bases of Cherry Point and Camp Lejeune ensure additional business here. Get in now for full benefit of long season.

D. E. WILLIAMS

1786 Arendell Street—Morehead City, N. C.

WANTED

For Annual Homecoming and Celebration, July 1, 2, 3, 4, Eminence, Mo.

GOOD, CLEAN CARNIVAL OR INDEPENDENT RIDES AND CONCESSIONS. Contact

CHAS. C. SWINEY

Riverside Park, Eminence, Mo. (Phone 43)

STOCKTON, ILLINOIS

3 day annual Street Celebration, July 13, 14, 15. Want Concessions and Free Acts. 30 miles west of Freeport, Illinois, on Route 20. Sponsored by Stockton Lions Club.

FRANK C. NIEMEYER, Secy.

Phone 3 or 4

Cincy Icery Club Stages Two Shows

CINCINNATI, May 27.—Thirty-two members of the Cincinnati Ice Skating Club staged a repeat performance of a skating show April 30 at the Cincinnati Garden ice rink. The first show was presented April 28. The show was under the supervision of Louis Langefeld, manager of club sessions and president, and Mr. and Mrs. Edwin F. Erdman.

At the last monthly meeting held at the Garden the following officers were elected: Langefeld, president; Mrs. Lillian Erdman, vice-president; Ellen Brandewie, secretary, and Mrs. Langefeld, treasurer. Mrs. Erdman, chairman of the activities committee, is assisted by Martha Ruebusch and Bob Rottner. Club board members are the Langefelds, the Erdmans, Mr. and Mrs. Paul Murphy, L. Pierce Brintnall, Hank Allgeries, Walter Eberhardt, Martha Ruebusch, Bob Rottner, Evelyn Gruber, Ellen Brandewie, Bob Witherby, Nita Naegele, Ernest Faass and Edward L. Walters.

Forcier Opens at Winsted

WINSTED, Conn., May 27.—Roller skating got under way last week at Highland Lake Pavilion here under the management of Arthur Forcier. Improvements include an illuminated clock and an electric program sign. Forcier has added a floorman to supervise floor conduct and assist beginners. Opening night featured exhibitions by two amateurs.

OPPORTUNITY: FIRST TIME OFFERED!

Portable Banked Skating Race Track Equipment and Accessories

Track can be set up in approximately 6 hrs.; dismantled in 4 hrs. Electrical remote controlled 4-faced clock for time, scores, teams and advertising space. Also Penalty Boxes and Players' Benches. Patent search shows entire show, including track patentable and present protection adequate until actual patents are obtained. For outright sale or will accept experienced promotion minded partner financially able to put show on the road. Write

SCRIVENER-LEWIS & CO.
534 Burke Bldg., Rochester 4, New York
giving financial references

WE BUY AND SELL

New and Used Rink Roller Skates
Adequate make, size, condition and quantity.
Also best price.

JOHNNY JONES JR.
Agents for Chicago Roller Skates
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Large Crowd Thrilled at Finals Of N. Y. Garden Skating Carnival

NEW YORK, May 27.—With thousands of spectators sitting in on the near three-hour program, The News Welfare Association's first annual Roller Skating Carnival finals made a thrilled-filled debut at Madison Square Garden Wednesday (24).

From start to finish of the fast-moving spectacle, which was sanctioned by the Roller Skating Rink Operators' Association and for which all amateur skaters were eligible, spectators roared approval. The show opened with Senior Prom, an ensemble number featuring 48 couples in evening dress who wheeled thru a graceful routine to Strike Up the Band.

It closed with a thrill producer, the senior men's two-mile race, with a field of 12 outstanding speed specialists. Charley Brown, of Eastern Parkway, hanging off the lead for most of the 32 laps, spurred to the front with six to go and won by a comfortable margin over Harold Hand, Park Circle. Behind Hand were Johnny Capozzoli, unattached; Eddie Ennis, Bay Ridge, and Johnny Yack, New Dreamland Arena, who finished in that order.

The program included 15 competitive events—freestyle and skate dance as well as speed—and a galaxy of featured entertainers in eye-opening routines. Leading the bill were the Prestons, of ice skating, who transferred the complete ice routine to rollers. Other stars included Nancy Lee Parker, Detroit, two-time national senior figure skating champion; the adagio dancers, Coni Nicholas and George Joseph; the State championship fours team from Eastern Parkway, and the State intermediate pairs titlists, Gerry Nista and Vernie Bauer, Gay Blades.

One of the most pleasing events was the half-mile special, a no-holds-barred grudge meeting between the Roller Derby feudists, Toughie Braduhin, captain of the Brooklyn Red Devils, and Gerry Murray, captain of the New York Chiefs. The gold trophy, emblematic of the Roller Derby speed championship, went to Murray in an eyelash finish after a stirring eight-lap exchange of elbow and body blocks that at one time sent both sprawling.

In the team competition, honors

Idle Hour Biz Remains Good

PHENIX CITY, Ala., May 27.—Operating the year round, business remains good at Idle Hour Park Roller Rink here under the management of Albert Boneberg, reports Landrus the magician, a recent visitor. Attendance is averaging 200 week days, with around 400 on Saturdays and Sundays. Boneberg recently contributed \$400 to the March of Dimes, representing receipts from a matinee and an evening session. Rink has a 75 by 120-foot maple floor, gas heat and cooling systems and an organ. Its Silver Wing Roller Club has 72 members.

went to Bay Ridge, Brooklyn, with 34 points. Second place trophy was won by Eastern Parkway with 24 points.

Proceeds of the carnival were donated by The News Welfare Association to Catholic, Jewish and Protestant charitable organizations and to the Red Cross.

Results:

Boys' cub, 220 yards, Paul Saxton, Ventnor; Tony Mondl, Bay Ridge; Jimmy McKee, unattached. Boys' midget, 220 yards, William McLaughlin, Ventnor; Kenny Schaeffer, Eastern Parkway; Henry Beckman, Shore. Boys' junior, 440 yards, Ralph Conrad, Riverview Beach; James Bruhs, Bay Ridge; Arthur Donegan, Queens. Boys' junior, 660 yards, Norman Meyers, Riverview Beach; Edward Roth, Bay Ridge; Michael Wahlg, Wal-Cliffe. Men's senior, two miles, Charles Brown, Eastern Parkway; Harold Hand, Park Circle; John Capozzoli, unattached. Men's free style, Peter Gullo, Eastern Parkway; Gerry Nista, Gay Blades. Dandog, Robert W. Fitzgerald and Geraldine Badyna, Bay Ridge; Robert and Joan LaBriola, Eastern Parkway; Gerry Nista and Terry Archiopol, Gay Blades. Girls' cub, 220 yards, Betsy Stockford, Eastern Parkway; Margaret Klein, Eastern Parkway; Ida Matys, Bay Ridge. Girls' midget, 220 yards, Patricia Hanley, Bay Ridge; Lorraine deSabato, Queens; Hazel Young, Ventnor. Girls' juvenile, 440 yards, Elizabeth Jahn, Empire; Audrey Fraser, Bay Ridge; Arline Ellingsen, Bay Ridge. Girls' junior, 660 yards, Mickey Kadis, Empire; Margaret Conrad, Queens; Arline Brinton, New Dreamland. Girls' intermediate, Jean Becker, Riverview Beach; Joan Westenberg, Queens; Jean Meyers, Empire. Girls' senior, one mile, Margaret O'Connell, Bay Ridge; Elizabeth Steiker, Riviera Park; Evelyn Sherman, Shore. Women's free style, Joan Westenberg, Queens; Merry Ann McSweeney, unattached.

Hub Nurses Take Up Skating

MEDFORD, Mass., May 27.—Roller skating has been added to the recreational program of the Boston City Hospital nursing staff, Fred H. Freeman's Bal-A-Roue Rollerway having been decided as the site. Bal-A-Roue Manager James Price, and Katherine Reynolds, physical director of the hospital, have worked out a plan whereby the nurses will skate on certain nights each week. The Freeman family, which has been wintering in Miami, is expected to return here some time in June.

5 More Skateries Enroll in RSROA

DETROIT, May 27.—Operators of five rinks have joined the Roller Skating Rink Operators' Association, it was announced here this week by Fred A. Martin, RSROA secretary-treasurer.

The operators and their rinks are Virgil and Marie Romines, Midway Roller Rink, West Memphis, Ark.; Thomas F. LaFayette and Floyd W. Wireman C., and Allison W. Smith, Midway Roller Rink, Middletown, O.; Robert Bain, Main Roller Rink, Buffalo, and Bruce Miller, Westchester Skateland, Inglewood, Calif., and Valley Skateland, Van Nuys, Calif.

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TRADE MARK REG. U.S. PAT. OFF.

Approved by Mr. Perry Rawson's Laboratory

Built for Skate Dancers

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SIX SPECIAL FEATURES

1. 10 action with light sole-filled plate.
2. Soft red rubbers with flexible easy action.
3. Malleable iron trucks with non-bind action.
4. Overall width (of axle) 3.75 inches.
5. One-inch tread dance wheels impregnated for longer wear and better grip.
6. Axle nuts set beneath the wood of the wheel.

Mr. Rawson says: "This type of skate is the skate for dancing." He should know.

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95¢ each
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"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$4; add \$1 for four rag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

IT'S HERE—"THE GLORY OF MY WEDDING" by Louis Mauri; copies, Grimes Music Publishers, Shubert Bldg., Philadelphia, Pa.

SENSATIONAL GAGS, STORIES, SKITS, Monologues, Crossovers, etc.! list free. Edmund Bodals, Box 3350, Metro. Sta., Los Angeles 35, Calif.

AGENTS & DISTRIBUTORS

AAA SPECIALS—REPEATING ROLL CAPS. 5-gross case, \$13 per case; Pinwheels, 2-gross case, \$15 per case; 1/2 with order, balance c.o.d.; 1950 price list free; satisfaction guaranteed or your money back. Gent Novelty Sales, Box 4058F, Bridgeport 7, Conn.

ABC FIREWORKS—FULL LINE; 10 PERCENT less than any other; Philadelphia, Pa.

Fireworks, 903 5th St. N.W., Washington, D. C. j610

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ADVERTISING SPECIALTIES, FIRST LINE— 40% profit; nationwide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. j610

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(Continued on page 82)

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5¢ Items \$4.50 Gr. 15¢ Items \$12.50 Gr.
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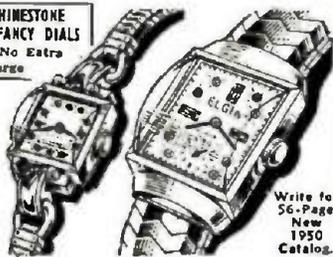
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with stainless steel stretch band
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lots of 6 (sample, \$2.95) Radium dial and hands, sweep second hand. Chrome case.



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Assorted styles, gold plated with imitation diamond, cameo and onyx. Terrific board numbers, priced right. **\$1.25**
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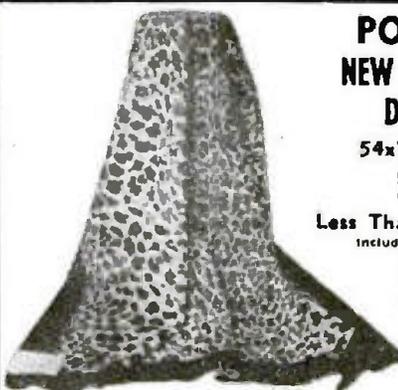
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\$9.95
25% with order—balance C. O. D.

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FOR PREMIUM HOUSES, PUNCH BOARD OPERATORS, PITCHMEN, WAGON JOBBERS Women go wild over this item. The latest in perfuming the air. A money-maker in any field. Outmoded all other vaporizers. High quality materials and finished in high lustre enamel. Used for perfuming or deodorizing the air and demodifying.

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Now, after many requests, we are ready to offer our special assortments which include a variety of jewelry, pocket watches, wrist watches, lighters, miniature pen and pencil sets, gun lighters, novelties, etc.

Sample Ass't #1 . . . \$500.00
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25% Deposit, Balance C. O. D.

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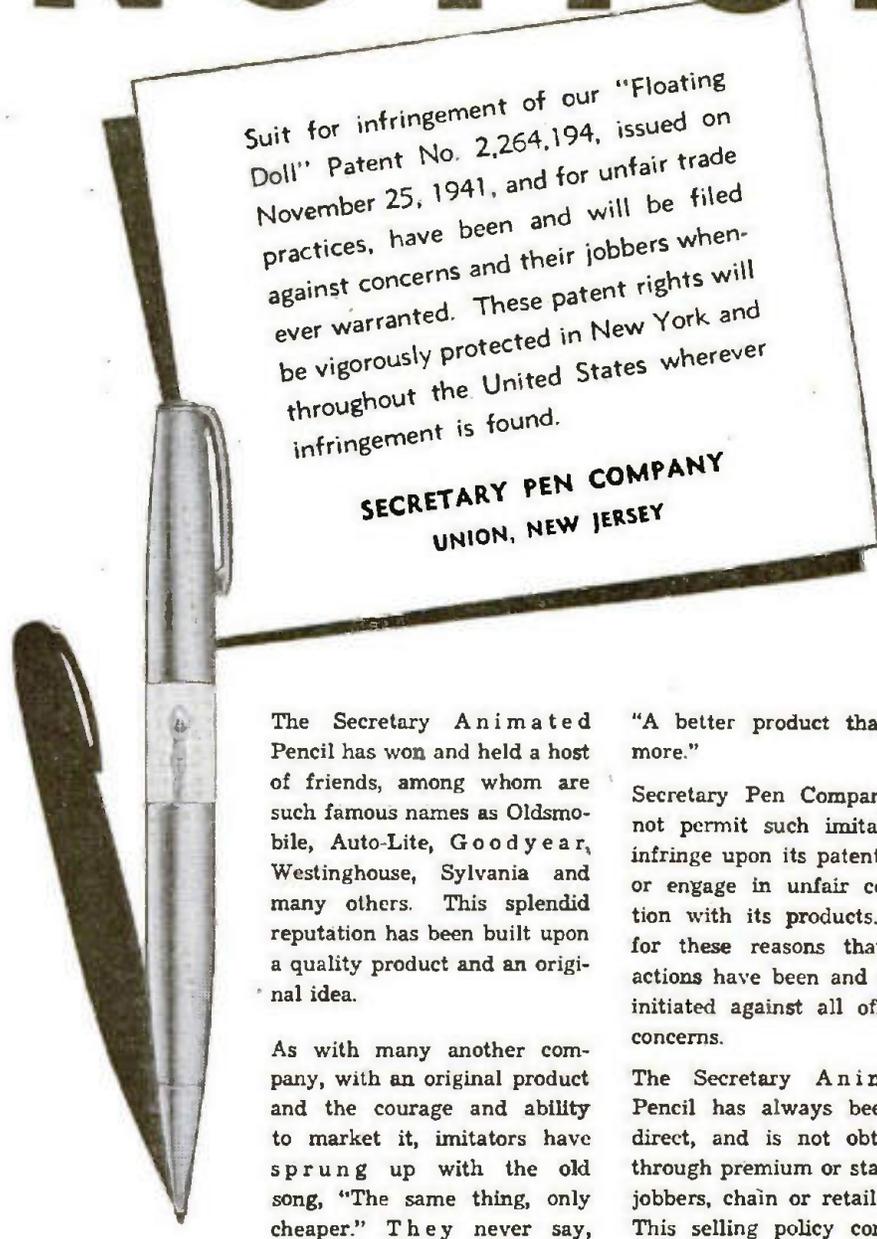


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(Continued on page 86)

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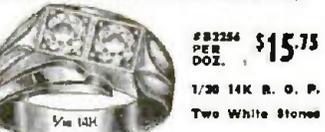
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A-1 TOP SOCIETY DRUMMER—SHOWS, LATS
essential; steady location. Call, wire or
write C. Drake, 708 Green Ave., Orange, Tex.

ACCORDIONIST—VERSATILE, WESTERN;
must read, sing baritone with trio; also good
vocal guitarist. Box 324, Billboard, Chicago. Je3

ACROBATS WANTED—TWO FAST GROUND
Tumblers for troupe; long fair season. Al
Ackerman, Route 5, Wayzata, Minn. Je10

FEMALE IMPERSONATORS WANTED—CO-
medians, singers, dancers; send photos and
full particulars. Trocadero, R. D. 2, Box 602,
Barberton, O. Je3

GIRL VOCALIST—PERSONALITY, APPEAR-
ance, experience necessary; state salary. Box
C-134, Billboard, Cincinnati, O. Je3

GUES YOUR AGE MAN—EXPERIENCED;
best location, Joseph Gordon, 203 Beach
101 St., Rockaway Beach, N. Y. Je3

HELP WANTED—MIDGETS AND DWARFS
for New York production; send photos; ex-
perience not necessary. Box C-130, Billboard,
Cincinnati, O. Je24

LEAD TRUMPET, LEAD TENOR AND SEC-
ond tenor, fiddle doubles preferred; also
second piano doubling accordion; must read;
locations only. Contact Society Band, Box
C-128, Billboard, Cincinnati, O. Je3

MUSICIANS—GIRL VOCALIST FOR COMMER-
cial, Dixie territory bands; Southern loca-
tions, one-nighters, good wages; must be cap-
able, sober, clean-cut. Write Box C-110, Bil-
board, Cincinnati, O. Je10

MUSICIANS—COMMERCIAL BAND, SLEEPER
bus, salary, Midwest and Canada; cut or no
notice. Buddy Bair, Box 111, Coloma, S. D. Je17

PIANO, ALTO, TENOR, M.C.A. COMEDY
combo, vocals, doubles, entertainers pre-
ferred; others write. Box C-129, Billboard, Cin-
cincinnati, O. Je3

RIGGING MAN FOR SINGLE HIGH ACT—
Give age, experience. Address Aerialist, care
Charles Zemeter, 54 W. Randolph, Chicago, Ill. Je3

SOCIETY BAND—TENOR SAX OR TRUMPET,
violin, vocal; doubles preferred; top society
band; state salary. Box C-133, Billboard, Cin-
cincinnati, O. Je3

WANTED FOR ROY ACUFF, DUNBAR CAVE
Amusement Park; Entertaining acts and
shows; Sundays only. Contact Ole Hamilton,
406 Madison St., Clarksville, Tenn. Notice:
Want High Dive or other sensational act July
2nd, 3rd and 4th. Je17

WANTED REPLACEMENT FOR MIDWEST
territory band; steady work. Write or wire
Elmer Hall, 321 S. Ceiburn, Grand Island, Neb. Je24

WANTED—MUSICIANS FOR REPLACEMENTS
in tenor-style band; localizing out of Des
Moines, Ia. Jack Cole, 623 Chicago Ave., Sa-
vanna, Ill. Je3

WANTED—EXPERIENCED CHAIRPLANE OP-
erator; man who can run clutch on Ferris
wheel, also who can drive trailers; all short
jumps; Virginia territory all season; top sal-
ary. W. T. Youst, Warrenton, Va. Je10
(Continued on page 88)

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**CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL
SUMMER SPECIAL, TO BE DATED JUNE 24, WILL CLOSE
WEDNESDAY, JUNE 14.**

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| Plastic Thimbles | 65¢ | Gross |
| Silver Wedding Rings | 45¢ | |
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| Screamer Whistles | 25¢ | |
| Cash Stone Rings | 99¢ | |
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| Pocket Combs | 98¢ | |
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| Heliders | 2.15 | |
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| Plastic Pea Shooters | 2.15 | |

JAPANESE PAPER PARASOLS

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|----------|--------|---------|
| Diameter | Doz. | Gross |
| 18" | 80¢ | \$ 9.00 |
| 22 1/2" | \$2.25 | 24.00 |
| 28" | 3.50 | 36.00 |
| 30" | 4.00 | 45.00 |
| 32" | 4.80 | 54.00 |

BATORS, GAMES and WHIPS

| | |
|----------------------|-------------|
| Red, white and blue | Gross |
| Whirling Bell Baton | 11.50 |
| doz. | \$130.00 |
| Red, white and blue | |
| Bell Batons, doz. | 13.50 |
| White Maple Cane, | 24.00 |
| doz. | \$225.00 |
| Crook-Handle Chestar | 22.80 |
| field Cane, doz. | 22.80 |
| Crook-Handle Bamboo | 10.50 |
| Cane, doz. | 10.50 |
| Long Lash Whips, | 13.50 |
| doz. | \$120.00 |
| Lash Whip with | 14.50 |
| Whistles, doz. | \$123.00 |

NOVELTY HATS Gross

| | |
|--------------------|---------------|
| Spanish Hats, doz. | \$24.00 |
| Chola Hat, doz. | \$23.25 |
| Ten Gallon Cowboy | 36.00 |
| Hat, doz. | \$324.00 |
| Large Coozie Hat, | 33.00 |
| doz. | \$330.00 |
| Medium Coozie Hat, | 22.80 |
| doz. | \$228.00 |

CARNIVAL SUPPLIES

| | |
|------------------------|--------------|
| No. 25 Dairy Cork | \$5.25 |
| Gun, ea. | 100 |
| Cork Gun Corks, per | 2.50 |
| 1000 | 64¢ |
| Dart Boards, doz. | 1.30 |
| Fort Weighted | 7.00 |
| Feather Darts, doz. | 1.20 |
| Dart Boards, gross. | 7.00 |
| 70¢, 10 gross | 2.28 |
| Worth Special Base- | 2.28 |
| balls, doz. | 2.28 |
| Hoopla Rings (3 1/2" | 70¢ |
| 7 1/2"), doz. | 4.95 |
| Penny Pitch Chart, | 63¢ |
| 4x4 square, each. | 4.95 |
| Wood Milk Bottles, ea. | 1.10 |
| Aluminum Milk | 1.10 |
| Bottles, ea. | 1.10 |

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|---------------------------|-------------|
| Tinselled Dolls with Hat, | 36.00 |
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| REAL FLASH! | |

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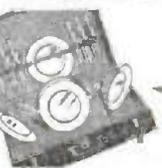
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| 32-Inch Bears, Assorted Colors | 33.25 | \$36.00 |
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| 20-Inch Bears, Assorted Colors | 2.00 | 21.60 |
| 14-Inch Bears, Assorted Colors | 1.10 | 12.00 |
| 30-Inch Drum Majors, Assorted Colors, Dolls | 3.25 | 36.00 |
| 26-Inch Drum Majors, Assorted Colors, Dolls | 2.25 | 24.00 |
| 17-Inch Drum Majors, Assorted Colors, Dolls | 1.10 | 12.00 |
| New Plush Striped Tigers | 3.50 | 39.00 |
| Plush Horses, Goats and Mules | 3.00 | 33.00 |
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INSTANTLY the barrel lights up, showing MISS MYSTERY in daring, natural full-color poses, the kind you and your customers ideal! Propel-repel pencil with plastic barrel and gold-plated top and point that really work! Actual size 5"
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Lay this colorful giant size mat on the door step and pick up \$1.00 cash deposit for yourself. We deliver and collect balance. No competition—fast seller. Any name to 12 long by 1 1/2 ft. wide—70¢ live rubber fingers. Make Your Own Business Now—No investment, no stock, no deliveries. Big Profit! Fast Cash!

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Send name, state color wanted, enclose \$1—pay postman \$2 on delivery plus postage and C. O. D. Make Big Cash Money first day. Money Back Guarantee—Act Now!

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Wheels are made in combinations:
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Beautifully finished red wheels, with white numbers.

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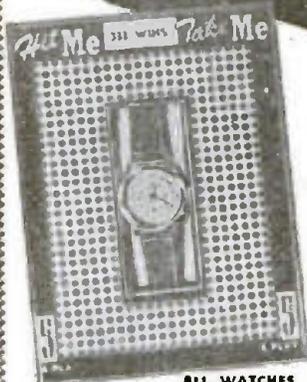
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1000 PIECES FOR \$6.75
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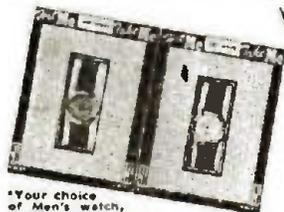


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5¢ per play. Complete deal, with board and guaranteed watch. You take in up to \$25.00—only...

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YOUR INCOME GUARANTEE
If winning number is punched in 50 or less plays; return the winning ticket and remainder of board unused plus \$1.50 and we will send you a complete new deal. **YOU CAN'T LOSE!**

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FASTEST SELLING LIGHTER EVER OFFERED!

Now! **\$18.00 DOZ.**
Virtually sells on sight! Big, flashy, chrome finish pistol gives instant flame when you pull the trigger! Fully automatic. Small enough to fit the pocket — yet large enough for realism. Lustrous, moulded black plastic handle grip. Stands 2 1/2" high and measures 3" long. Has removable table stand. Latch on this profit-maker now!

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| MISS LEGS | 7.00 DOZ. |
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| KING-TUT, The MYSTIC MUMMY | 3.60 " |
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| LIT-UP BATHING BEAUTY PENCIL | 7.00 " |
| FLOATING DOLL PENCIL | 6.80 " |
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| "MR. BEAK," plastic nose with specs | 3.00 " |
| RUBBER IN MASKS, assorted to clover | 7.20 " |
| HOLLYWOOD FILIGREE PEN & PENCIL SET, in case | 7.20 " |
| LARGE NUT CAN (Adams), with 3 snakes | 12.00 " |
| PISTOL LIGHTERS (Quality), imported | 12.00 " |

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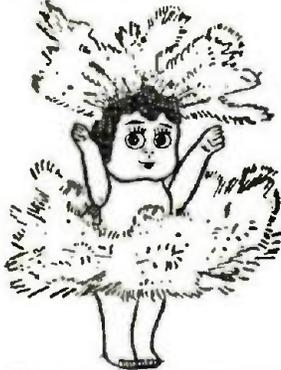
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SMALL SOCIETY ORCH.—JOBINO 150-MILE radius Cincinnati; union; dances, banquets, picnics. Ken White, P.O. Box 52, Sta. E., Cincinnati, O. Je10

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ALL AROUND MACHINIST, 53; RIDE AND supervisory experience; desires position as ride superintendent; Leo Wormer, Box C-131, Billboard, Cincinnati, O.

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AVAILABLE—QUARTET OF SINGING WAITERS for entertaining and service. 2158 406 E. 149th, Bronx. Je10

FORTUNE TELLER DESIRES WORK—ALSO do half and half; very attractive, catchy appearance; will work with white or colored shows. Phone 9335, Ross Davis, Avella, Pa.

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A-1 BARITONE AT LIBERTY FOR CIRCUS—Union; cut or no notice. Address Musician, 1641 Taylor St., Chicago, Ill.

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AVAILABLE JUNE 13—ALTO, TENOR, CLARINET, Fiddle; college graduate, 22, sober, reliable, union, references. Read anything; want permanent job Seymour Bass, Burton Hall, Oberlin, Ohio. Je3

AVAILABLE IMMEDIATELY—TENOR SAX, doubling bass clarinet; experienced on all chairs; transport and arrange; have car; location only; cut or no notice. Skes Elder, Room 707, Henry Grady Hotel, Atlanta, Ga. Je10

AVAILABLE—LEAD OR SECOND TENOR FOR vocal quartet; play guitar and clarinet. 2159 406 E. 149th, Bronx. Je10

BASS MAN DOUBLING VOCALS, BALLADS—Age 30, married, sober, reliable; combo preferred; will travel. Write Larry Colvert, Gen. Del., Eau Claire, Wis.

BASS MAN—SINGLE; PANTOMIME, COMEDY, vocal personality; read, fake; recent 19 months' road tour; consider all. Box C-113, Billboard, Cincinnati, O.

BASS—RECORDING TUBA DOUBLING STRING bass; fine equipment; wide experience commercial bands; formerly Art Kassel, Don Ried, Johnny Gilbert, others; have station wagon. Bob Beatty, 2040 West "O" St., Lincoln, Neb. Je10

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DRUMMER—25, NAME EXPERIENCE, DE-pendable, modern; now working, desire change; available two weeks' notice; possibly sooner. "Barton, 110 N.W. 10th, Okla-home City, Okla.

DRUMMER—GOOD BEAT, FINE EQUIPMENT, age 20, prefer to travel; available now. Phil Banister, Box 987, Bristol, Okla. Phone 402.

DRUMMER—35, SOLID BEAT; 18 YEARS' EX-perience clubs, dance bands, etc.; really fit in small combos; will travel, union. Write, wire Drummer, 1003 15 St., Boulder, Colo.

DRUMMER—DIXIE, 12 YEARS' EXPERIENCE, cut shows, new equipment; location preferred. 249 W. 8th St., San Pedro, Calif.

EXPERIENCED ORGANIST—HAMMOND; DE-sires position. Write M. Ekedahl, 14 1/2 Cowling St., Jamestown, N. Y.

FRANKIE DESMAN AND HIS HILLBILLY Band want to hear from radio stations; have small show for radio. Write Luther Wren, White Bluff, Tenn.

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HAMMOND ORGANIST—AVAILABLE ON TWO weeks' notice; male, 30, appearance, experienced. Address Organist, 1665 Pullan, Cincinnati 23 O. Je10

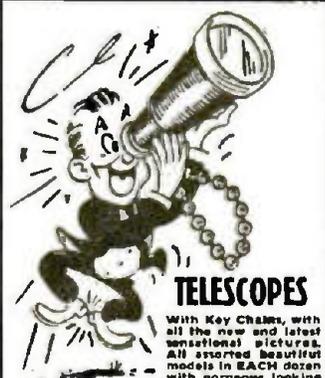
HAMMOND ORGANIST WITH CHIMES, GREAT organ for your hotel, club, bar; photos, record, experience; permanent. P. O. Box 208 Chicago.

LEAD OR JAZZ TENOR, CLARINET, VOCALS—Available June 10th. "Wally Walters," 115 24th St. North, St. Petersburg, Fla.

PIANIST—YOUNG MALE ENTERTAINER, available soon; vocal, novelty. Pianist, Box 40, Fouka Station, Richmond, Ind. Je10

PIANO MAN—13 YEARS' EXPERIENCE, LO-cation only. Vernon Korb, Fair Water, Wis.

RINK ORGANIST—TOP FLIGHT MAN; R.B.R.O.A. experience 2 years; fine library; sober, reliable; prefer year round job, steady; available after June 15th. Bud Butterfield, 1137 Potter St., Chester, Pa. Je10



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Nature Boy's Squirt Ash Tray, complete with box, ash tray and rubber hose and tube. Dozen—\$5.00.

All these items have the newest and latest pictures. They are terrific. Immediate delivery. 25% deposit—Money Order, Cash or Certified Check. Bal. C. O. D. Jobbers or Distributors, write or phone us.

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SPECIAL
Minimum Order, 4 Doz.—\$10.00.
One Gross—\$12.00.

Snappy Stie in the Shower, terrific number. Minimum Order, One Gross—\$12.50.

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25% Dep.,

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Brand new, imported Swiss 2 push button radium dial, sweep second hand, unbreakable crystal pushpin chrome case.



GOLD PLATED CASE 75c Extra
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CALANDER Watch, jeweled movement, automatic 31-day window, radium dial, antimagnetic, sweep second hand. Gross lots—\$3.65.

STAINLESS STEEL BANDS \$1.20 Doz.
BOXES \$5 Ea.
Orders under 6 watches add \$1.00 Ea.
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ROGER WILLIAMS MFG. CO., 39 Westminster St., Providence, R. I.

NOTICE

CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL SUMMER SPECIAL, TO BE DATED JUNE 24, WILL CLOSE WEDNESDAY, JUNE 14.

Get your ad in NOW for this all-important special issue.

SENSATIONAL! JUST OUT!

NEW COWBOY CLOCK

with SESSIONS Movement

Self starting electric clock. 14" high, base 11" long. Available in gold or bronze finish. Be sure your Western clock has the genuine SESSIONS movement.

\$7.25

Each in Carton of Six, Samples, \$3 ea.

25% with order, balance C. O. D.

WHOLESALE ONLY

B & H TRADING COMPANY, 30 W. 90th Street, New York

LOOK! FACTORY STOCK CLEAN UP!

800 Super Charged Flashlight Firecrackers, plus 120 pieces 104, 154, 204 each; Bombs, Rockets, Candy Fuses, Comets, etc. All Colorful and Novelty. All yours for..... **\$4.68**

Cash with order. Packed for express shipment.

Free—48 Gold Sparklers if order received by June 15th.

NATIONAL FIREWORKS FACTORY DISTRIBUTORS

ED. H. LUCE & CO. Cordova (Near Memphis, Tennessee)

COLLECTORS' DOLLS in Glass Stands



Height 3 1/2 inch, beautiful, 100% real Bisque; easy to display; easy to keep; as 12 different models.

SAMPLE, \$1.50
Full colors! Discounts.

IDEAL SALESBOARD PREMIUM!

Write for lists of other items including colored girls. Start Your Business.

THERON FOX 1296 Yosemite San Jose 11, Calif.



#553
14k gold plate
\$2.75 dz.
Send for price list
25% deposit on C. O. D.
Please state your business

RINGS—PEARLS—COSTUME JEWELRY
JOHN BERKOWITZ & SONS
113 E. Douglas Wichita 2, Kans.

IDENTIFICATION BRACELETS!

Alum./men, Nickel and Nickel Silver at low prices. Girls and Men's Nickel Silver Signet Rings, Rings for grab bags from \$9.50 to \$12.00 a gross. Hot numbers. Send \$2.00 for samples. Money refunded if not satisfied.

MILWAUKEE NOVELTY CO.
1012 N. 2nd St. Milwaukee 3, Wis.

STERLING VALUES mean GREATER SALES

No. 191-H

MEN'S IMIT. NEMATITE 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. D. D. **STERLING JEWELERS** 44 East Long Street Columbus 15, Ohio

To decorate bars - To give as gifts. Hand-painted in full color: Fifth, "Flash" & "Pinch Bottle" **MINIATURE "GAG" BOTTLES** Cherished Collector's Items!

Now Retailing at \$1 each Here's the ideal way for your customers to add a zesty touch to their bar or rumour-room. Realistic miniature bottles, containing non-alcoholic authentic flavors - but they'll want to leave the bottles intact. Hand-painted full color "gags" - not for Aunt Tillie! Send for \$30 list on your letterhead. **COLOR CATALOGUE** mailed FREE on request.

"Bottoms Up!"
"Both Posted!"
"Attraction!"
"Don't Drink Water!"
"Let It Ring!"
and many others!

Sells on Sight!
Also Gift Box Assortments - Miniature Specialties Co. Calumet Bldg, Miami, Fla.

Imported Swiss Stop **CHRONOGRAPH** with 3 Push Buttons Tells Time, Shows Date, Measures SPEED, Measures DISTANCE "Wonder" Watch. Used to time auto's, airplanes, horse races, athletic events.

BRAND NEW! TERRIFIC SELLER!

- Telemeter & Chrome Plated Case
- Medal & Tachometer & Unbreakable Crystal
- Attractive Dial
- Large Sweep Hand
- Mand and Numbers Glow in Dark
- Cross Let's Watch Only
- Lets of 100 \$2.95
- Lets of 12 \$2.15
- Lets of 6 \$1.35
- Gold Plated, 75c extra
- Plastic Band, \$1.10 Doz.

C. D. D. orders from non-rated concerns, 10% with order.

On orders under 6 watches, add \$1.50 aa. **SARO WATCH, KK-1474 S'way, N. Y. 19, N. Y.**

ALARM CLOCKS, \$1.25 ea. Pocket Watches, \$1.15 ea., ad. brands: Mickey Mouse Clocks, \$1.50 ea.; Wrist Watches, Earrings, \$2.88 gr. pr.; Gen. Lea Handbags, 15c ea.; Soap Boxes, \$4.50 gr.; Atomers, \$9.75 gr.; Flashlights, Toothbrushes, \$4.50 gr. up; Wallets, \$2.25 ds.; Hair-Cloth Shoe Brushes, \$1.75 dz. up; Boy's-Men's Ties, 70c dz. up; 3/4" Elastic, 10c yd.; Ribbons, \$4.50 gr. up; Binoculars, \$4.50 ea.; Hats, 75c pr.; Bathing Caps, rubber, \$2.88 gr. only \$2 ea.; Bobby Pins, \$1.44 gr. cde.; Barrettes, \$1.44 gr.; Bra's, alms., satins, \$1.40 dz. Laid Belts, \$6.50 gr. (res. 25c to \$1 ea.); Kleenex's Sanitary Belts, 15c ea. (reg. 49c ret.); 100 yd. Sewing Thread, 15c dz. up; Razors, \$4.50 gr. up; Binoculars, Opera Glasses, \$4.50 dz.; silver color, reg. \$5 ret.; Vacuum Bosties and Kits, Rubber Syringes, Rubber Powder Puffs, \$1.44 gr.; Infants' Hats, \$2 doz.; Thumbtacks, \$4.50 gr.; 100 to box; Pencils with eraser tips, \$1.19 gr.; Compacts, Costume Jewelry, 6,000 other items. 25% deposit on all C. D. D. orders.

PAUL COHEN CO. 641 Broadway New York 3, N. Y.

MIMEOGRAPH PAPER

- 8 1/2 x 11 Sub., 16 Lb., 48c Ream
- 8 1/2 x 11 Sub., 20 Lb., 85c Ream
- Finest Quality - White Sulphite
- 16 lb. packed 12 reams to Carton - \$8.16
- 20 lb. packed 10 reams to Carton - \$8.50

Minimum Order 1 Carton
Send Check or M.O. C. O. D. orders non-rated. All shipments F.O.B. Warehouse. Prompt Shipment and Satisfaction Guaranteed.

BROOKMAN PAPER CO. 36 W. 24th, New York 10. OR. 5-4672

TENOR, CLARINET; SEMI-NAME COMBO AND band experience; read and fake; arranges all styles; Double Violin; will travel (no one-nighters); age 24. Virg. Harwood, c/o Tacoma Music Co., 31 S. 11 St., Tacoma, Wash.

TENOR, BARITONE SAX, FLUTE, CLARINET; available after June 4th; experienced; reliable; 22; read anything; fake; Al Krul, 14001 Ashwood Rd., Cleveland 20, O.

TRIO AND GIRL VOCALIST AVAILABLE May 29; bass, guitar and piano; radio and club experience; music designed for dining and dancing. Sam Traino, 1046 S. State St., Syracuse, N. Y. je3

TRUMPET—EXPERIENCED; FOR POLKA OR all-time orchestra; disappointment cause of this ad. Address: Cornettist, 2122 Sprague St., Omaha, Neb. je3

TRUMPET — AVAILABLE IMMEDIATELY; read anything, good sound, young, sober, dependable; experienced; jazz and semi-name bands. Charlie Jones, Yale Music School, New Haven, Conn. je3

TRUMPET — EXPERIENCED; COMMERCIAL, jazz, fake, shows, Latin; prefer location Gulf or Atlantic Coast district. S. Sayers, 641 Meridian Ave., Miami Beach, Fla. je10

VODELING COWBOY SINGER WITH GUITAR; Eastern area. Vincent Kurzeja, 174 Weed Ave., Hawthorne, N. Y. Pleasantville 2-1109J. je10

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAP- eze, ladder, platform, rolling globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. je1

BALLOON ASCENSIONS PARACHUTE JUMP- ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. je10

BIG 5 PEOPLE ACROBATIC AND BALANCING act; beautiful stage display; for Illustrated literature. Lehmbeck's Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind. je10

"BOOK" CHARLES LA CROIX, FLASHY PLAT- form trapeze act for all types of outdoor events. For all particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. je10

DOR-ACE KLOWN'S FEATURING RIEDDIE, King of Sill-Walkers, for all occasions. 4146 McPherson, St. Louis, Mo. je10

HIGH SWAYING POLE ACT, FEATURING trapeze routine and gymnastic feat. Time open. Box C-84. c/o The Billboard, Cincinnati 22, O. je29up

SENSATIONAL, HIGH FIVE DIVE—25 YEARS of inspiring results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. je10

SOUND CAR AND ONE MAN 4-ACT VAUDEVILLE show; available for celebrations in Mid-western States. Walter Banks, 623 South Roberson, Springfield, Mo. je10

STILT WALKING AND OUTDOOR ENTERTAINMENT, Joe Tree, 2528 S. Homan Ave., Chicago, Ill. je10

4 DIFFERENT ACTS FOR FAIRS AND CELE- brations Wisconsin and Northern Illinois; few dates still open. 7435 Superior Ave., Shobogan, Wis. je3

VAUDEVILLE ARTISTS

CALVERTS SOCIETY PUPPETS (STRINGLESS); want summer bookings; set-up and act fits in anything, anywhere. Calvert, 80-50 Cornish Ave., Elmhurst, N. Y. Illinois 7-8374. je10

CHANGE SPECIALTIES AND MAGIC FOR TWO weeks; material for full night's show; consider partner with outfit. Jimmie and Mary Burke, 3508 East Broadway, North Little Rock, Ark. je10

COMEDIAN—CHANGE TWO WEEKS; PUT ON acts and make them go; use banjo for songs; name your best in first letter for reply. Burt Leala, Columbus O., Gen. Del. je24

FEMALE IMPERSONATOR—OPEN FOR NIGHT club booking; singer, strip, send photos salary, \$125 net; best in wardrobe; transportation one way. Wesley Davis, 411 S. Wabash, Chicago, Ill. WA 2-4664. je24

FEMALE IMPERSONATOR, VENTRILOQUIST (or straight); two-figure comedy routines and duets; good wardrobe. Eddie Burke, Aurea Vista Hotel, Riverside, Calif. je3

HYPNOTIST EDMUND BREDA—TWO HOUR stage show; using only volunteers from the audience; work percentage or flat for theaters, clubs, high school assemblies, colleges and resorts. 390 Utah Ave., Duquesne, Pa. je3

MAGICIAN - VENTRILOQUIST - COMEDIAN; first class show guaranteed; have assistant; would like summer work; will travel; no circuits or carnivals; further information and pictures sent on request; available June 1; all inquiries answered. Highland Street, 908 Morgan St., Booneville, Mo. je3

SALARY UNIMPORTANT! — COMEDY M.C. wants work in summer resort. Write: Floyd Somner, 27 Baruch Pl., New York City 2. je3

REDUCED TO ROCK BOTTOM Rubber **SORE FINGER** With Gauze

1 dozen to counter display. Each box ordered. Sample order of 2 doz. (minimum order) shipped prepaid. \$4.50; 6 doz. \$12.00; 12 doz. \$21.00; 2 gross or more, \$19.00 per gross.

We pay postage when check or money order accompanies order. All orders, 25% deposit, balance C. O. D. plus postage.

DON'T DELAY — ORDER TODAY

FLINT HILLS SPECIALTY CO. BOX 88 BURLINGTON, IOWA

MERCHANDISE Advertisers

a peak issue at a peak time

The **Billboard** Summer Special

dated **JUNE 24** ad deadline **JUNE 15**

Merchandise business is at its peak during the summer months when fairs are held, circuses and carnivals are on the road, and souvenir stands, gift shops, resorts, newsstands and arcades are jammed. This means large-scale orders for merchandise suppliers. Reach these buyers at the time when they are ordering for this peak season. Reach them in the big issue of the summer season . . . The Billboard Summer Special.

Send your copy and reservation to any of the six offices listed below.

THE BILLBOARD PUBLISHING CO.

- New York 19, N. Y. 1564 Broadway Plaza 7-2800
- Chicago 4, Ill. 188 W. Randolph St. Central 6-8761
- Cincinnati 22, Ohio 1564 Patterson St. DUbar 6450
- Hollywood 28, Calif. 6000 Sunset Blvd. HOLLYWOOD 5831
- St. Louis 1, Mo. 890 Arcade Bldg. CMemur 0443
- Detroit 1, Mich. 1009 Fox Theater Bldg. RANDolph 1100

NEW-CANARY COTTAGE CLOCK-NEW



**Rich Looking • Bright • Dependable
CONTINUOUS ACTION**

All plastic, house-like body has white "shingled" roof and red or green house with matching chimney. Twin yellow birds always are in motion bobbing in and out of decorated attic window. Dependable United self-starting electric clock manufactured under Westinghouse license. A clean and smart-looking sales winner!

#105-B—10 1/2" High, 10 1/2" Wide

\$3.90 Ea. in Doz. Lots

Samples, \$4.50 Each

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

25% Deposit, Balance C. O. D. If not for resale, add Federal Excise Tax.

MERCHANDISE TOPICS

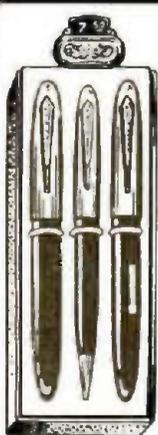
Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

The National Association of Variety Stores will sponsor a 5-cent to \$5 merchandise fair in Dallas, July 16-18. First exhibit of its kind in the region, retailers may attend even though they are not association members. . . . Jarco has announced Sidmar Trading's Light-cr-Matic, a \$1 item. It's a cigarette lighter, flashlight and pencil combined. . . . Leo Stein is showing the Frey Company's metal hammer-screwdriver combination that sells for 79 cents. All with brass handles, four sizes of screwdrivers nest inside the alloy tool steel hammer. . . . Another 79-cent retailer is the metal screwdriver, Handy-Lite. The 8-inch tool has a built-in flashlight—marketed by Harry Richmond. . . . and at 59 cents, Dural Tool Corporation is offering a flexible tempered alloy steel folding rule, six feet long and guaranteed not to break. . . . According to trade reports, an electrical device to defrost refrigerators is gaining interest. The unit—offered by several firms—is said to be suitable for any electrical refrigerator. . . . Charlie Brand (Chas. Brand Novelty Corporation) says his new Roll-A-Race game embodies the thrills and excitement of a day at the races. . . . Joe Kopper, of Target Arms, believes he offers, for the first time to Billboard readers, nationally advertised rifles at factory prices. . . . To accompany their Minute-16 camera now on the market, Universal Camera Corporation has announced a new cowhide, holster-type carrying case to retail for \$2.

The carded key chain, Snap-E-Photo Fob, retails for 25 cents. Allowing for insertion of any photo, the reverse side of the fob features fancy initial in stamped gold. . . . As \$1 sellers, Walter Simon is showing his new line of miniature hand carved pipes. . . . M. Pressner has introduced a new carded plastic cigarette holder-pipe. . . . Another new miniature pipe is Ductite—25-cent retailer by Barker Wood Corporation. The pipes feature briar bowls, carved shanks, ferrules and plastic bits. . . . Add one more outlet to the consumer market. Cole Cutler (Cutler & Company now has a second son. Vital statistics: birthday, Sunday, May 21; weight, 7 pounds; name Lloyd. . . . Oxford Drug Sundries is looking for trade buyers. They have Eastman Kodak Verichrome film (June, 1951, dating. . . . Toycraft's Touch-It trains feature train cars that join together by permanent magnet couplings. . . . Tootsietoys is bringing out a new line of 4-inch miniature rubber-tired toy cars and trucks—15-cent retailers. . . . Ideal Novelty's new 14-inch bear, Paddy, actually plays ball with a youngster. Hidden magnets in the stuffed toy allow the animal to catch the ball—\$4.98 seller. . . . At 65 cents Knickerbocker Plastic Company is marketing a 250-shot, plastic repeater water pistol. . . . Bergman-Jarrett Company, Inc. has moved their ad agency to 33 West 46th Street. . . . A. & H. Doll Manufacturing is a new client of the Weinberger-Myers Advertising Agency. . . . Designed for used car lots, etc. a 40-foot pennant stringer with 32 colored metal pennants is a new item developed by United Sound & Signal Company. . . . Blevens Popcorn is marketing equipment for less than \$100 which will convert regular popcorn machines into units that can produce a candied popcorn confection such as banana, strawberry, black walnut, etc. . . . Louis Stadler is selling front auto plates for \$1 each with two or

three decal initials, or the words "Empire State." . . . As a \$3.49 seller, Topper coffee-utility tables are offered to the trade. The folding tables are manufactured in five designs. . . . Pilgrim Products has a disposable rain cape for 50 cents. The 26 by 48-inch cape folds into packet 4 by 7 inches. Camillus Cutlery is marketing its Dick Tracy pocket knife that glows in the dark (phosphorescent plastic). Knife features Dick's picture, a whistle and a magnifying glass for 98 cents retail. . . . Stop-R, a 19-cent item, is reported to conserve pressure in carbonated drinks. A wing nut mechanism seals by expanding the rubber inside the neck of the bottle. . . . This year, North American Glass will offer Christmas tree ornaments with assorted Walt Disney characters. . . . Paddy's Cookie Jar looks like a freshman college boy. The flashy plastic jar is about 10-inches high and sells for \$1.98. . . . Next August 7-9 the first United States International Trade Fair will be held in Chicago. A non-profit venture, merchandise from over 40



\$4.25 DOZ.

\$47.00 GR.

"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

"THE WOLF PACK"



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

\$12.00

DOZ. PACKS

SAMPLE PACK, \$1.50



"DREAM GIRL" LITE-UP PENCIL \$4.60 DOZ. \$52.80 GR.

- CAMERA LITER \$8.40 DOZ.; \$96.00 GR.
- HOPALONG CASSIDY BUTTONS \$3.00 PER C.; \$25.00 PER M
- 2 PC. MIDGET FILIGREE SET IN CASE \$5.25 DOZ.; \$60.00 GR.
- ALL GOLD PLATED PEN SET \$5.50 DOZ.; \$43.00 GR.
- 4-piece Pen & Knife Set, \$3.75 dz.; \$45.00 gr.
- 5-way Pen Set w/lighter & flashlight, \$4.50 dz.; \$76.00 gr.
- 1950 FREE CATALOG NOW READY, WRITE FOR SAME.

KIM & CIOFFI

912 Arch St., Philadelphia 7, Pa. Market 7-2283



REVOLVING BOP-EYES

IT'S NEW! IT'S A HOWL! Plastic Popping Eyeballs in 4 beautiful colors can be rotated to every comic position. Clear Vision. Unbreakable. Mounted on heavy spectacle frame. Funniest novelty in years.

IT'S HOT! HURRY!

\$3.60 PER DZ.—mounted on attractive cards (3 dz. minimum order). \$40 PER GROSS (shipping weight 8 lbs. per gross). Sample 50c.

25% with order—Balance C.O.D.

DOMESTIC ARTS & CRAFTS

51 Hamilton Ave., Brooklyn 31, N. Y.

**DON'T BE MISLED!
BE SURE YOUR WESTERN HORSE CLOCKS HAVE SESSIONS MOVEMENTS**

\$7.25 EACH in Cartons of Six

\$8.00 each for samples 25% with order, balance C. O. D. 10x17 inch gold or bronze horseshoe horse electric clock with genuine self-starting "Sessions" movement.

WHOLESALE ONLY

HERBERT STEHBERG, 1104 COMMERCE ST., DALLAS, TEXAS



SHIP LAMPS



Size 13"x13"
Gleaming Chrome-Plated Sails, Masts and Flags.
Soft glow indirect lighting.
Separate switch control.
Shipped set up, complete with bulb, ready for use. Individually boxed \$3.00 each

SYLVAN COMPANY
747 Milwaukee Ave. Chicago 22, Illinois

WM. A. ROGERS SILVERWARE

- by Oneida, Ltd., Silversmiths
- Solid Handle Hollow Handle KNIVES
- 24 Pc. Serv. 4 .. \$4.30 \$ 7.30
- 34 Pc. Serv. 8 .. 8.00 9.25
- 30 Pc. Serv. 6 .. 12.40 16.00
- 42 Pc. Serv. 12 ..
- Wm. A. Rogers Anti-Tarnish Chests, \$1.50—\$1.75—\$2.60—\$3.00.

EUREKA WATERLESS COOKWARE \$7.90

14 pc. extra heavy gauge virgin aluminum.
Oyster folder showing \$49.95 price.
32 page cook book in color.
GUARANTEE!
Over 35,000 sets sold this year at \$8.50. Due to the amazing increase in our volume, we can offer this set at the all-time low price of \$7.90.
Immediate Delivery—Continuous Supply.
\$25 minimum order.
25% Deposit, Balance C. O. D.
H. B. DAVIS CO., Dept. B-43
529 Hudson St. New York 14, N. Y.
Lots of Free Parking!

PACKED WITH VALUE

- Wolf-Pack Art Deck \$12.00 Dz. \$135.00 Gr.
- Nail-Thru-Finger 4.50 Dz.
- Playful Poodle (runs around, sits up and begs) 60.00 Gr.
- Bezoaka Blowgun (approx. 19,000 shots) 3.00 Gr.
- Multi-Color Rubber Beach Balls 6.68 Dz.
- Blow-Up 9" to 22" 72.00 Gr.
- Hopalong Cassidy Bracelet 4.50 Dz.
- Hopalong Cassidy Button, with hanging gun 8.00 Gr.
- Aviator-Type Sunglasses, with case—carded \$6.50 Dz. 72.00 Gr.
- 25% Deposit, Balance C. O. D., P. O. B. Chicago.

EAGLE SALES CO.
3542 W. Roosevelt Rd. Chicago 24, Ill.

GIVE TO THE RUNYON CANCER FUND



These Items Sell FAST!

Here are just a few of our many FAST PROMOTIONAL items. Come in or write for our list.

- Plastic Cups & Saucers, 4 of each, assorted colors. In litho box. \$6.00
- Picnic Set #1. Has 4 cups and 4 large divide dinner plates. Comes packed 4 colors in carrying case . . . set \$1.25. dz. set 14.40
- Picnic Set #2. Same as No. 1 but with pint size vacuum bottle. set \$2.20. dz. set 23.00
- Vacuum Bottles, U.S.A. make. Unbreakable Polystyrene cup. None better made . . . ea. 90¢. dz. 9.00
- Roll Film No. 127, 8 exposures. A knockout value ea. 7¢. 1000 lots .05
- Mr. Beak (Big Nose), realistic flesh-like plastic mounted on superior frame . . . dz. \$2.75. gr. 30.00
- Waste Basket, Metal Top and Bottom, ass'd. decorations. dz. 2.20
- Wood Saled Bowls, 8" wax finish, irreg. dz. 3.00
- Slippers—Heavy, hard plastic soles. \$1.25 retail value . . . dz. 4.50
- Oily Nail Polish Remover, 2 oz. bottles. New, unique package. dz. 66¢. gr. 7.20
- Needle Books, "Century of Progress." Big assort. with needle threader dz. \$1.00. gr. 8.75

ORDER FROM NEAREST BRANCH
UNIVERSAL MDSE. CO.
 741 MAGAZINE ST. 5400 SO. SANTA FE
 NEW ORLEANS LA. LOS ANGELES CALIF.

SPRING SPECIALS

- Two-Blade Photo Jack Knives . . . \$ 3.25 Dz.
- One-Blade Key Chain Photo Knives . . . 2.75 Dz.
- Two-Blade Jack Knives, fine quality . . . 2.25 Dz.
- Extra fine quality Pinking Shears . . . 16.50 Dz.
- 4-Piece Knife, Pen & Pencil Set 5.75 Dz.
- 3-Piece Pen & Pencil Set 3.90 Dz.
- Pistol Lighter 12.50 Dz.
- Perfume Atomizer (close out) 1.20 Dz.
- 50 Gold Eye Needlebooks & Threader . . . 7.00 Dz.
- Army-Navy Needlebook 2.75 Dz.
- Midwest Photo Camera 18.00 Dz.
- Basket Weave Watch Bands—Chrome 2.75 Dz.
- Basket Weave Watch Bands—Gold Plated 3.25 Dz.
- Sterling Silver Barettes 2.50 Dz.
- Chrome Non-Rust Thumbtacks, 75 to Box 50¢ Per Dz. Boxes
- Retractable Ball Pen with Key Chain \$1.50 Dz. 25% deposit with order.

Deval Sales Company
 2 E. 46th St., Dept. "B," New York 17, N. Y.

Imported Miniature 'COLT' Automatic Pistol Lighter
 Can be used as a Table or Pocket Lighter. Actual size of Lighter, 1 1/2" x 2". Comes complete with detachable base, individually boxed, chromium plated. Limited Quantities.
 Price \$7.20 per dozen—postpaid Florida. Sample \$1.00
 25% Deposit—Balance C. O. D. Order immediately.
A. KIMMEL
 IMPORTER
 1750 Alton Road Miami Beach 39, Florida Phone 5-3167

Sensational New Low Prices!
7-JEWEL SWISS WATCHES
 LADIES' OR MEN'S

\$7.95

Genuine Swiss Movements Precision Re-built and **GUARANTEED LIKE NEW!**

Ladies' or Men's in Lots of 3 or More

- 7-jewel \$7.95
- 15-jewel 8.95
- 17-jewel 9.95

25% deposit on all C.O.D. orders.

Gold Plated Expansion Band, 90¢ additional
 Beautiful Rhinestone Dial, 15¢ additional

WRITE FOR New Value-Packed Catalog—ORDER TODAY!

Cel-Max Wholesale Jewellers
 119 S. Main St. P. O. Box 473 Memphis, Tenn.

countries will be exhibited. The show has as its slogan "World Trade, World Prosperity, World Peace."

Los Angeles:

J. R. Kramer Manufacturing Company announces production of its new Slave Girl Good Luck Key Chain. This item includes a key chain with a molded elastic plastic slave girl, available in colors. Kramer said it also has the kid's plastic nose in three styles and the sore finger. A new two-color display card is offered with the big noses. . . . Ben Goldfarb, of Acme Novelty Company, reports good sales on the 11-inch gold horse with removable saddle and blanket. . . . Lou Rubin, of SATIS-factory Sales, to Chicago to attend the Punchboard, Tickets and Novelty convention at the Sheraton. After a trip to New York, he will return to the Coast. In the meanwhile his brother, Herman, will hold down the fort at headquarters here. . . . Pico Novelty Company, headed by Harry Hesselein and Bob McDearmon, is about to pop with what they predict will be a hot 10-cent item. It is to be called Jake the Snake. . . . Gene Hoffman, of Wholesale Specialty, has been named to handle the Electrotoaster in 11 Western States. The toaster features a patented automatic silent pop-up and chrome shutter. The item, Hoffman said, is designed for the popular priced field. . . . Martin Israel, of Normandie Sales, is on the road for his firm. One of the top items at this time is the Cowboy Lighter, which the firm is featuring.

Here and There:

A new space-saving, fold-away clothes line hanger is being marketed by Space Saver Industries, Detroit, under the name of Kay-Kay. Unit mounts on the basement ceiling, folding to the ceiling when not in use. It permits up to 140 feet of line to be mounted in a space of about 4 by 10 feet. . . . G. H. Meiser & Company, Chicago, has announced its new Enginair spray set, a unique paint spraying unit that eliminates the need of the usual motor and compressor. The portable set costing under \$25 has a professional capacity and efficiency, it is said. . . . Murray Roth and Dave Berk, of Gem Sales Company, Detroit, report that their new 72-page illustrated catalog will be placed in the mail this week. . . . Announcement of the Klamp-On iron rest is good profit news for dealers, according to the manufacturer, Arrow Aluminum Products, Inc., of New York. Equipped with sturdy six-foot flexible cord, plug and socket, the item is quickly and simply attached to any type ironing board and accommodates any make of iron. . . . Solving the frustrating problem of lost keys, Three Point Industries Manufacturers, Chicago, has announced a container which magnetically attaches itself to any automobile or truck metal surface, thus providing a means of secreting extra car, garage or house keys within instant reach. The item's called Hide-a-Key, retailing for \$1.

The Cook boys, of Cook Bros., Chicago, are in the market for larger headquarters. They handle a complete line of horse clocks, horse lamps, hula lamps and other items.

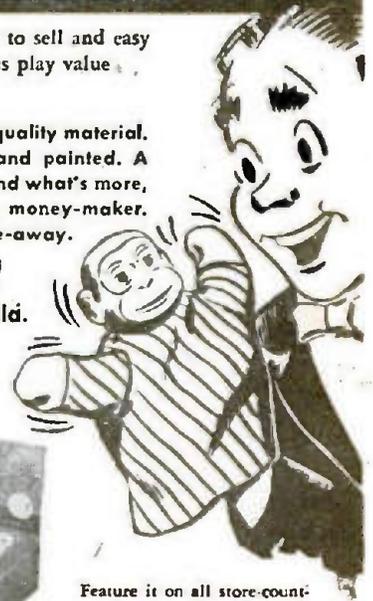
Pepo MONKEY HAND PUPPET

Here's a "live" item that's easy to sell and easy to demonstrate. Has tremendous play value . . . does practically everything!

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Pipes for Pitchmen

By Bill Baker

ARTHUR BURNS... former partner of Chet Greeley, of Gardiner, Me., has quit the road in favor of opening a grab stand in Augusta, Me.

BIG AL WILSON... left Oklahoma City last week for Kansas City, Mo., where he'll open with combs and pens under a contract with Katz Drug Stores. He says that the chain has some good spots and that the big show, lasting for a month, will be the Centennial Thrill of a Century in Kansas City.

CHET GREELEY... last week left his familiar haunts in Maine for the potato country where he will work peelers.

ELEANOR DAVIS... is working pens in the Greene store at Oklahoma City to sock returns. She'll go on tour about June 1.

W. F. McDONOUGH... widely known in Pitchdom, continues to make his headquarters in Gardiner, Me.

"DOES ANYONE remember the old senator, the fellow who used to give out free razor blades?", queries that old pitch ace, T. D. (Senator) Rockwell, from Los Angeles. "I've been looking over the column lately but it seems like no one wants a pipe from the old Senator. It's just a case of out of business, out or mind, I suppose. I haven't done any pitching for five years and have been located here for that length of time. From the way things look, I'll remain here another five years. R. Guild Stewart, pitcher of note from Portland, Ore., is still peddling tom-toms and doing okay. Michaelson, who formerly handled the Hi-Volt and Stromberg condensers, is off the road and making plans to build a new home out here."

SAM FREED... is still in New York working trade papers to reported good business.

JOSEPH H. GARFUNKEL... former auction jammer, and now with American Jewelers Outlet, New Orleans, advises from the Crescent City that he witnessed a demonstration in McCrory's store there that proved a real money maker. Garfunkel says that the worker passed out at least 10 bottles of the stuff he was purveying with each pitch. He says the pitch consisted of a large bottle of white liquid, cake of soap, small bottle of corn medicine and literature on its use. All went for \$2, he said.

GEORGE DIXON... in his syndicated column, Washington Scene, under a Pittsburgh dateline of May 16, is convinced that after 10 days of touring the country with old Doc Truman he "passed up the greatest get-rich-quick opportunity of my life. I should have had some snake oil along to sell to the suckers. I'm tellin' you, I would have come off that train bowlegged with money. The suckers would have thrown it at me."

"This has been a medicine show, if there ever was one." Commenting further, Dixon said: "The old Doc had never been given the credit he deserves for being a showman. The

Billboard should do a piece about him in its Pipes for Pitchmen. And, if he'd set the act to music, he'd leave his audiences swooning."

"WHO SAID YOU CAN'T have three red ones in a row?" asks Doc Hubert Potter from Stuart, Fla., where the Sure-Lax Medicine Company headquarters are located. "Doc B. W. Ward, owner of the firm, tells me he has just finished working four red ones, Vero Beach, Belle Glade, Fort Pierce and Pahokee, Fla. The show now has four comics, George Chavers, Harry Brock, Eddy Lemon and Kid Lewis. Also in the line-up are two singers and a four-piece orchestra. Show has all new canvas and a new concession top. Robert Ward looks after the booking. Doc Ward is headed for Wisconsin for the summer." Visitors during the winter here included Doc and Mrs. Millerhaus, of Celtona Medicine Company, who were en route to their home in Cincinnati; Dr. Ross Dyer, Pat Smith and Dr. H. B. Maxey."

MRS. ANNA HERBER... is in Albuquerque, N. M., framing an embroidery needle layout which she plans to take on the road soon.

ROY CRANDELL... and William X. Reno, well known in pitch circles, have their new copper stand clicking on the Volunteer Shows, currently playing Tennessee spots.

STEVE McCLAIN... grabbed a winner at the Greer, S. C., Home Show when he sold out his novelty stock the first two days of the event.

A NEW SWITCH... has been added to Pitchdom's operations. Sid Givot, well-known kitchen gadget worker, who has had that layout at fairs and in stores for many years, currently is pitching a Sun-Foto device via WGN-TV, Chicago, to lucrative takes. Givot buys Class B spot announcements wherein he makes his pitch and receives mail orders at the TV station. A recent nine-day gross totaled \$3,000, of which about 80 per cent went to clear the nut. Givot figures that his operation gives him 40 per cent of the total net as compared with the 20 or 25 per cent take he corrales when working the same item in stores or at fairs. He says that the B spots cost him about \$40 for each three minutes and he uses two announcements a day.

GEORGE H. BROOKS... veteran pitchman, blasts the following from St. Louis: "Came here in April from Hot Springs and worked the eight-day home show for my old friend, Heavy Lewis. I met a number of pitchmen here but can't recall their names. Kitchen gadgets, amber combs, Mickey Mouses, trick cards, sharpeners, tools and jewelry seemed to go best here. Following the home show I started at the Police Circus April 28 and worked circus books and balloons. Business was good for the event, which ended May 14. Worked the Armed Forces Parade in Forrest Park May 20 with popcorn, peanuts and flags and pennants. It drew big crowds but little spending was done.

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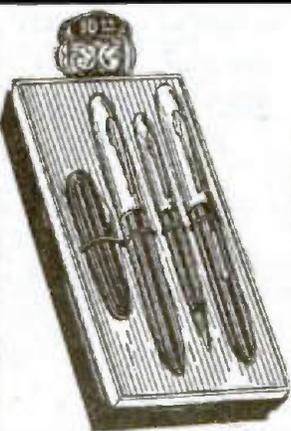
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DRESSING ROOM GOSSIP

Seal Bros.

In Whitefish, Mont., the horse truck caught fire, but everyone pitched in with buckets and fire extinguishers to extinguish the blaze. Four of the horses got loose and were rounded up later. Fire came right after the night show. Frank and Bernice Dean joined at Coeur d'Alene, Idaho, and the La Zella Family joined at Mullan. The weather changed again so we're back with bonfires.—MAURICE MARMOLEJO.

Cole Bros.

Everyone is Hopalong Cassidy conscious. Ray Huttick and Eddie Mader have changed their names to Skip-a-Long Huttick and Jump-a-Long Mader. Dorita Konyot celebrated her birthday May 18. Six Footh is working in the pie car. Lou Childers joined in Detroit. Barbara Petry is out of the hospital, recuperating from her illness. Betty Peterson, Dolores Mummery, Louise Peterson, Dolly Dale and myself were guests of John Carille, of *The Detroit News*, at the Four Dukcs, where Betty's sister, Pat, is working.

Arthur Wallenda is the most popular person on the show. He has a portable television set. Mr. Russell says he wouldn't miss the floorshow in the pie car, especially the quartet under the direction of Al Hiltensmith. Between shows Dolly Dale and Kay and Tommy Hanneford have been practicing tight wire. Louise Peterson has been giving ballet lessons to Cora Davis's daughter, Holly, in exchange for lessons in cloud swing.

Don Haigh, the English clown, found his only relative in America when we were in Detroit. Many friends of Willie Downing's on this show called on him at Eastlawn Sanatorium in Northville near Detroit and report that he is much improved after being confined there for nearly two years. He expects to leave there shortly. Willie would like to hear from friends. Eddie Howe hosted his family for the opening night performance in Detroit. Earl Shipley and Happy Kellems are winning new laurels as singing troubadours during the come-in.

Visitors included George Caron, Mrs. Arthur M. Wirtz and family, Mrs. William Horstman, Don Lang, Ted Kewis and Company, Talulu Bankhead, Bert Wheeler, Tommy Bartlett, Les Lear, Bob Cunningham, Nick Landes, Ray Miltom and Jack Mills.—ZAHRA KADER.

Dales

This org was the first American circus to cross the Canadian border this year. New acts are the De Marco Troupe, teeterboard performers, and Jackie Larkin, furniture mover. With regret we parted from the Wilsons in Warren, Pa. Gil was forced into convalescence because of his recent heart illness. They will return to the show as soon as he is well again.

Elmer Jones, of the Elmer Jones two-car show fame, visited with Billy Dick and Harry La Roy in Warren. Our Sunday off in Indiana, Pa., the week before saw the personnel visiting the Biller show. Andy and Mabel Kelley and Betty Biller reciprocated. The Pettuscs celebrated their 10th wedding anniversary. Marie was gifted with a portable washing machine. All the small fry in the back yard are doing miniature cloud swings on the guy ropes.

The Dave Elmans travel in style. The back of their panel truck is rigged up not only with a light plant but a special tank and water-pressure system. Leo Dales has brightened up the back yard with his new pie car. Recent visitors have included the parents of Marge Carter; Dorothy Oliverio, Fancher Pierce's niece, and Alice Locke, his sister. In Galt, Ont., personnel from Gray's carnival caught the matinee.—BILLY BARTON.

Burling Bros

Charles LaBaird and Buck Leahy have missed direction arrows twice recently. Show had a three-quarter matinee and a full night house at South End, Pa. June Shill is sporting new wardrobe in her ladder number. Shorty Morris joined clown alley in Derby, Pa. Recent visitors were Nellie King, James White and Art Young.—BUCK LEAHY.

Siebrand Bros.

Four split-week dates have kept everyone busy making and getting ready to make the long jumps. One into Provo, Utah, was a dilly, with all kinds of detours, mountains, etc. No accidents were reported, altho Tommy Fatine got stuck temporarily in a sand trap.

Jack (Koko) Fairburn is making a new prop gun for his gags. Rosa Fatine and Betty Hodgini are thinking up new patterns to try on the Fatine's newly purchased sewing machine.

Visiting the Hodginis in Cortez, Colo., was Mr. McBride, formerly of Bud Anderson's and Arthur Bros.' Circus.—JOE HODGES HODGINI.

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10 PC. KITCHEN SET (PHOTO)
EA. \$2.65
Attractively Boxed. Stainless Steel. Quality Throughout.

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| 3 Pc. Cleaver Set, Boxed | Each | 1.90 |
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| 24 Pc. Silverplate, 18% Nickel Silver Base | Each | \$2.90 |
| 24 Pc. Silverplate, Quality Steel Base | Each | 1.90 |
| 24-Pc. All Stainless Steel Sets | Each | 2.25 |

Prices quoted for sets in 26—34—52—72—102 pieces.

WRITE FOR CATALOG
(Minimum order 12, F.O.B. N. Y.)
Add 50¢ to each price for samples.
Attractive deals in 3 to 102 pc. sets for every type of operation. Address:
THOMAS A. WOLFE, Inc.
Dept. CB, 1133 Broadway, New York 10, N. Y.
"The House of Cutlery"

NEW ELECTRIC BIRD CAGE
"It's Different!"
All chrome construction, precision timed. Miniature Blue Bird dances a constant jig when clock is in operation. Operates on 110 volts, AC current.
\$5 each \$56 dozen

Genuine Mother of Pearl (grips) PISTOL LIGHTER

FOR IMMEDIATE DELIVERY. Practically sells on sight. AUTOMATIC, flashy chrome finish. 2 1/2" long by 2" high.
Pull trigger, it lights every time. Has removable table stand.
\$20.00 doz. Sample \$2.50

REDUCED PRICES!
On Black Manded Pistol Lighters (Continental and other makes)—\$7, \$8, \$10, \$12 and \$16 per doz. 5 samples—\$6.00.

SUNGLASSES:
All-American air force type. Fine quality. Complete with beautiful case. \$5.00 doz.; \$65 gross, sample \$1.
Also American make pistol lighters in Pearl and genuine stag handles. (DZAMAN.)

THE WOLF PACK
Cuties, Worlds Nudies—82 Beauties in natural colors, plastic finish. \$13.00 doz.; 5 samples \$3.00.

Mystic, Nudie, Cutie Pencil (with light) \$5.50 doz.; \$5.25 in 4 doz. lots; samples \$1.
Send for current price list.
25% deposit, balance C. O. D., plus postage.
We prepay with full remittance.

UNITED ENTERPRISES
175 FIFTH AVE. NEW YORK, N. Y. Suite 1810
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PISTOL LIGHTERS
Immediate Delivery
Low Price
Quantity Users Invited
BOX 540
Billboard, 1564 B'way, N. Y. C.

CLOSEOUT BARGAINS
3 Piece Costume Jewelry Sets, attractively boxed, \$4.75 per doz. sets.
3 sampler sets, \$2.00, postage prepaid.
5¢ TO \$1.00 GIFT ITEMS
Jewelry, Toys, Notions, Cosmetics and Novelties.
100 assort. pieces for \$3.50; 1000 pieces, \$28.00.
25% deposit with order, balance C. O. D.
MAJESTIC SALES CO.
Municipal Bldg. Seattle 1, Wash.

4 hits

HIT NO. 1
SORE FINGER
From: Sure Finger
Item No. 142-J
Dollars Cost: \$1.00 per doz.
Packings: 24 doz. to Counter
Sample: 50¢ postpaid

HIT NO. 2
BIG NOSE
From: Big Nose
Item No. 143-J
Dollars Cost: \$2.00 per doz.
Packings: 3 doz. to Counter
Sample: 50¢ postpaid

HIT NO. 3
SLAVE GIRL KEY CHAIN
From: Slave Girl Key Chain
Item No. 144-J
Dollars Cost: \$3.00 per card (20)
Packings: 2 doz. to Counter
Sample: 50¢ postpaid

HIT NO. 4
KID'S COMIC NOSE
From: Kid's Comic Nose
Item No. 144-J
Dollars Cost: \$2.00 per doz.
Packings: 3 doz. to Counter
Sample: 50¢ postpaid

• IF YOUR JOBBER IS TEMPORARILY OUT OF STOCK—ORDER DIRECT.
TERMS: CASH—OR 75% WITH ORDER, BAL. C.O.D. ALL PRICES NET F.O.B. SHIPPER.

• BEAUTIFUL, 3 COLORED DISPLAYS—SALES GETTERS—INCLUDED WITH MINIMUM PACKING QUANTITIES.

• JOBBERS AND DISTRIBUTORS PACKS GIVEN UPON REQUEST AND SHIPPED OPEN ACCOUNT IF BILLED.

NOTE: ALL PREVIOUS PRICE LISTS NOW CANCELLED.

ONE SET OF SAMPLES \$2.00 Postpaid OF ALL FOUR HITS FOR

J. R. KRAMER MFG. CO.
SULVER CITY, CALIF.

E-X-P-A-N-S-I-O-N bracelet and necklace sets

... with Cloisonne picture lockets. Hand polished gold plated finish. In fancy box on satin pad.
\$13.50 Doz.

ALSO AVAILABLE IN:
• genuine ocean Mother-of-Pearl
• hand painted floral designs
• hand painted souvenir names
• fancy embossed designs

Expansion bracelets and necklace sets have been best selling gift items for 50 years. They retail in jewelry stores from \$5.00 to \$10.00 each. Our prices are in line with consumer purse strings.

MONEY-BACK GUARANTEE
On FIRST sample order of six assorted styles for \$6.75, postpaid or C.O.D. Order now for immediate delivery.

Originalities of New York
104 FIFTH AVENUE NEW YORK, N. Y.

SENSATIONAL NEW GUN THAT SHOOTS COLOR BUBBLES TERRIFIC PROFIT PLAN

From Manufacturer to Agent

Kids from 6 to 60 go wild over this gun. Nothing like it on the market. It's the perfect sight-selling demonstrator. Field test reveals 8 out of 10 sales are made on sight. Be first in your town with this sale-tested winner. Bend \$4.80 for first trial dozen. Then prepare for real action. After you have sold your first dozen, write for the sensational 10 gross lot profit plan for crew managers, distributors and big quantity buyers. Hurry!—Be First!

VIKING PRODUCTS CORP. 27-A So. Howard St. Baltimore, Md.

BUY IN THE MIDWEST—SAVE THE FREIGHT
OUR NEW CATALOG NO. 511

Containing more than 500 more new items for the carnival concession trade is now being mailed out. You must tell us your line of business and what concessions you operate or catalog will not be mailed.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

GOOD PISTOL LIGHTER
WHILE THEY LAST **\$15.00** doz.

SAKUTE BODY WITH TROPOD AND RELEASE WHICH CAN BE RE-MOVED FOR USE AS POCKET LIGHTER

CAMERA LIGHTER \$14.40 doz.

| | |
|----------------------------------|---------|
| 210 Bowers Lighters, 1 gr. | \$72.00 |
| 4 5¢ to 4 10¢ Brass Trick, 1 gr. | 60.00 |
| 10 gr. #9 Balloons | 15.00 |
| 10 gr. Ex. Matches | 27.50 |
| 10 gr. Roll Caps | 20.00 |
| 5 gr. Auto Bombs | 60.00 |
| 25 cards Ex. Matches (36) | 25.00 |
| 10 gr. Balloon Stricks | 5.00 |
| 1 gr. Plastic Cigarette Case | 8.00 |
| 1 doz. Elec. Kitchen Clock | 24.00 |
| 1 gr. BEE Cards | 69.00 |
| 1 gr. Beaks, Eyebrows & Moust. | 30.00 |
| 1 gr. 15 Brod'l Puzzle | 48.00 |
| 1 doz. Pee Wee Pete Soda Dis. | 18.00 |
| 1 doz. Doll Pencil Flashlight | 5.00 |
| 1 doz. 2 Picture Pencil Light | 6.00 |
| 1 gr. Compass Key Chain, large | 12.00 |
| 1 gr. Twinkle Flash Light | 45.00 |
| 1 doz. Shmoo & Coo Coo Clock | 21.00 |
| 1 doz. Park Storm Lighters | 4.80 |
| 1 doz. Sparky Voice Dog | 12.00 |
| 1 doz. Fl. Girl or Boy Pencil | 3.60 |
| 1 doz. 5 Piece Pen Set, G Col. | 13.20 |
| 10 cards Disc Films | 9.00 |
| 1 gr. Plastic Harmonica | 8.00 |
| 1000 4 1/2" Beaded Key Chain | 10.00 |
| 1 gr. Min. Pipe Tie Clasp | 21.00 |

DEPOSIT WITH ORDER, BAL. C.O.D.
WRITE FOR COMPLETE CATALOG

BORDER NOVELTY CO.
5 West Jefferson Ave., Detroit 26, Mich.

Get them UP! 7 PIECE CORDIAL SET

SENSATIONAL NEW PRIZES... EVERYONE WANTS!

Gleaming chrome-plated miniature with a cork works just like the real thing—spigot and all! Holds a full quart. Six miniature glass steins hook right onto the sides to make a unique arrangement. This gorgeous set is an eye-catcher that means real business!

In lots of 6 **\$4.25** ONLY
25% Whn Order
Sample \$5.00
Cash With Order

ROBEL SALES CORP.
244 Canal St., Dept. Q-1, New York, N. Y.

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.

NOTICE

CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL SUMMER SPECIAL, TO BE DATED JUNE 24, WILL CLOSE WEDNESDAY, JUNE 14.

Get your ad in NOW for this all-important special issue.

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postal, 8416 N. Newgard Ave., Chicago, Ill. j58

A SPECIAL SALE OF USED CANDY BAR VENDERS, Scales, Aspirin Vendors, Lotion Machines and other equipment; free list. Adair Co., 6926 Roosevelt, Oak Park, Ill. j63

DAILY RACES, \$29.80; VICTORY SPECIALS, \$29.50; Longacres, \$29.50; Batting Practices, \$29.50; Sky Fighters, \$29.50; A.B.T. (opn'way), Challengers, \$7; 12 1/2 Size Balls, \$27.50; Bola Scores, \$29.50. Arthur Amusements, 650 E. 35th St., Savannah, Ga.

CIGARETTE MACHINES—THE BEST BUYS IN reconditioned cigarette machines are at Central; write for details; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3987 Fairfax St., Philadelphia 4, Pa.

CIGARETTE-NYLON MACHINES—WRITE FOR catalogue; all makes and models are refurbished to work and look like new; all work guaranteed; we buy and sell mirrors, parts, locks, quarter conversions, king-size chutes; new ideas developed. Steiner Mfg. Co., 263 Hudson Ave., Brooklyn, N. Y., founder Uneda-Jak Products Corp., famous for "E", "A" and 300 models. Established 1927.

FOR SALE—TOM THUMB PENNY PEANUT Vending Machine; used only 2 months, \$8; postpaid. Earl Sticker, Blackhear, Ga.

FOR SALE—GLIDERS, CLEAN, \$50; DALE Guns, \$50; Shuffle Alley, \$119.50; Total Rolls, Advance Rolls, Big City, \$18 each. Metro Coin, 2788 Madison, Chicago, Ill.

LOW PRICES—14 CARD VENDORS, \$15; GUNS, \$35; Bowling Alleys, \$95 and up; Peanut and Gum Vendors, like new, \$9; Penny Weighing Scales (write); Popcorn Machines, coin and non-coin-operated (write); Shoe Shine Machines, \$25; Juke Boxes, \$75; hundreds of other items; write us your needs. Logan Distributing Co., 2330 Milwaukee Ave., Chicago 47, Ill. j63

MERCURY ATHLETIC FLOOR DELUXE, thirteen play scales three months old, like new; bump-proof, streamlined, excellent money-makers, sold regularly \$129 each, sacrificing only \$47.50 each guaranteed; also Mercury counter Glippers, excellent condition, regular \$59.50, only \$12 each; money back if not satisfied; buy one, you will want more later. C. Rozinski, 4796 Garland, Detroit 13, Mich.

SHOCKER, \$10; TEXAS LEAGUER, \$25; AIR Raider, \$25; Basketball, \$10; Deluxe Card Vendors, \$10. F. Shaffer, Washington, Ind.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

TEN OR MORE STAINLESS STEEL 10¢ OPERATED E-Z Shoe Shine Machines with wax applicator, perfect condition, \$50 ea.; try one for \$75. E-Z Shoe Shine Machine Co., P.O. Box 652, Concordia, Calif.

WILL SELL CHEAP (ON ACCOUNT OTHER BUSINESS); 25 Automatic Shoe Shine Machines. Call 1 p.m.-8 p.m. 1638 Broadway, N.Y.C. Rm. 406, Circle 8-3064.

1 LIGHT LEAGUE, \$38; J.D. GOTTIEB GRIPS, \$18 ea.; 9 Challengers, \$18 ea.; 30 Seeburg W-156 5¢ wireless, \$22.50 ea.; 3 Seeburg W-4156 \$10-25¢ wireless, \$35 ea.; 2 Seeburg WS-22 5¢ wireless, \$8.50 ea.; 6 tear drop Speakers, \$18 ea.; 2 Seeburg Hildways, \$27.5 ea.; 1 War. wall boxes, late model, \$50 ea.; 1/3 down, bal. C.O.D. Wilson Music Co., Whiteville, N. C.

4 EXHIBITS ROTARY MERCHANTISERS—Clean, like new, push button type, \$195 each. Acme Amusement Co., Inc., 3210 Boardwalk, Wildwood, N. J. Phone 22616.

5 ATHLETIC SCALES—DELUXE MODEL; IN A-1 condition, \$40 each. Ray Tibbets, 502 18th Ave., Menomonic, Wis.

5 POP CORN SEZ MACHINES—LIKE NEW, just off locations, \$50 each; also 1 Century Inboard Motor Boat, 52 H. Gray Marine Motor, Russ Thompson, Worthington, Ind.

14 PACKARD WALL BOXES, 8 BAR BRACK-ets, one Packard Paradise Revolving Speaker, \$220. J. H. Cookus, 1725 So. Charles St., Baltimore 30, Md.

16MM. "SOUNDIES" USED PRINTS FOR PANOR-am Projection; only complete stock in existence; price as low as \$13.99 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. BBA, Davenport, Iowa. j617

25 POPCORN SEZ MACHINES—EITHER 5¢ OR 10¢; like new, \$69.50 each. Carline Popcorn Co., 39 Skyline Dr., Duquesne, Pa. Phone Duquesne 3922.

FINEST IN THE COUNTRY

SAVE YOUR MONEY

WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE

PUNCH BOARDS PUSH CARDS

EMPIRE PRESS, Inc.

466 W. Superior Chicago 10

Mohawk 4-4118

WE ARE MANUFACTURERS OF ALL Kinds—PULL TICKET GAMES • TIP BOOKS • Buy Direct From Manufacturer at Very, Very Reasonable Prices. Columbia Sales Co., 102 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

SALESBOARDS—JAR TICKETS NEW LOW PRICES ALL ORDERS SHIPPED SAME DAY RECEIVED

| Moles | Play | Description | Net Price | Profit |
|-------|------|---------------------------------|--------------|--------|
| 300 | 25¢ | QUARTER COLORS, THICK..... | Def. \$15.00 | \$ 30 |
| 400 | 5¢ | LUCKY LUCKE, THICK..... | Def. 7.00 | 60 |
| 1000 | 5¢ | 5¢ CHARLEY, THIN..... | Def. 17.00 | 75 |
| 1000 | 25¢ | J.P. CHARLEY, THIN..... | Avg. 52.00 | 80 |
| 1200 | 25¢ | TEXAS CHARLEY, THICK..... | Avg. 102.98 | 150 |
| 1600 | 5¢ | SOUTH PACIFIC, GIRL BOARD..... | Avg. 24.89 | 175 |
| 1800 | 5¢ | HOLD THAT LINE, GIRL BOARD..... | Avg. 22.20 | 175 |
| 1000 | 5¢ | BLAMING GIRL, GIRL BOARD..... | Avg. 27.88 | 175 |
| 1000 | 10¢ | TEN CENT SAWBUCKS..... | Avg. 45.00 | 175 |
| 1000 | 25¢ | SIX TWO BITS..... | Avg. 114.28 | 175 |

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST Stating your requirements. Large stock. Plan Tip Definite. Jackpot Boards, Coin Boards, Super Giant Moles. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

A REAL BONANZA FOR OPERATORS, DEALERS WITH THIS BRAND NEW FAST-ACTION BOARD



Special key un-locks back to put pellets back into play after all have gone through chute.

When chute is full from play, key releases played pellets into reserve hopper. No loss, no tampering!

PERPETUAL . . . NEEDS NO REFILLS! LASTS INDEFINITELY! PAYS BIG!

Buy this money-making Bonanza game once, and you're set. The game plays and replays without one cent extra expense. Sturdily built of half-inch plywood, it will last indefinitely. YOU control the repeats . . . with each repeat your profit increases. Bonanza is a fascinating new game that captivates your customer. What color will come down the chute next? 80% payout gives the customer a good run for his money. You can sell the games outright to retailers, or put them out as an operator. Hundreds already in play in the West . . . be the first to cash in on this new game in your territory. Cash or cigarette payout.

THE PAYOUT!

5900 pellets at 5¢ per play
TAKES IN . . . \$295.00
PAYS OUT . . . 210.00
PROFIT. . . . \$ 85.00

OPERATORS, JOBBERS: SEND FOR SAMPLE NOW!

No need to buy a pig in a poke. Special operator or jobber sample price \$15. Complete details sent with sample or on inquiry. A real deal for operators and jobbers. Specify whether you want cash or cigarette payout. Don't delay. Ready for immediate shipment. Game shipped ready to put in play immediately. No mechanics, no set-up. Completely fool-proof.

A and Z DISTRIBUTORS

Division of Universal Sales Co.
 1708 YESLER WAY SEATTLE 22, WASH.

Communications to 188 W. Randolph St., Chicago 1, Ill.

ACMMA SETS '51 APRIL MEET

Jones Re-Elected Prexy, as 1st Show Ends; Attendance Passes 2,100; Buying Brisk

Set Board of Directors and Officers for Coming Year

By Norman Weiser

CHICAGO, May 27.—Adjudged a success from attendance, buying and social viewpoints by the more than 2,100 coinmen in attendance, the first ACMMA-sponsored All-Industry Coin Machine Show came to a close Wednesday afternoon (24) with the election of officers for the coming year, and the decision to hold the 1951 show at the Hotel Sherman here April 9, 10, and 11. Only two short business meetings were held during the course of the three-day show. The first, convening Monday (22), elected Herbert B. Jones, Bally Manufacturing Company, and Vincent C. Shay, president, Bell-o-Matic, to the board of directors for three-year terms; G. F. Haley, Buckley, and Rex Shriver, H. C. Evans & Company, two-year terms, and D. W. McClay, O. D. Jennings Company; William J. Ryan, Universal Industries, and John Conroe, J. H. Keeney & Company, one-year terms.

The second business meeting, held Wednesday (24) and attended by the board of directors, elected Herb Jones to another one-year term as president; William J. Ryan, vice-president; Vincent C. Shay, secretary; D. W. McClay, assistant secretary; G. F. Haley, treasurer, and John Conroe, assistant treasurer.

Buying Brisk

Most exhibitors reported that buying had been brisk, altho there appeared to be a heavy turnout of distributors and jobbers. A surprising amount of new equipment was unveiled, and the crowds remained heavy thruout the exhibit hours.

Too, operators and distributors divided their time between the exhibit (See ACMMA Sets on page 123)

Census Report Shows There Are 700,000 Potential Locations

WASHINGTON, May 27.—The nation has approximately 700,000 retail locations for coin machines, according to data from the 1948 Business Census released by Census Bureau today (27). Eating and drinking outlets comprise the largest group, while gas stations make up the second largest category.

Most of the better types of locations showed gains over 1939 when the preceding census was taken. Service stations, however, declined to 188,305 from the 241,858 in operation in 1939.

The number of eating and drinking places showed a slight increase with

346,555 in operation, compared with 303,386 in 1939. Of the number in existence in 1948, nearly half, 152,351, were bars and taverns serving little or no food.

The number of drugstores in the county fell off from 57,903 in 1939 to 55,851. Most of those going out of business, however, were those dispensing drugs chiefly, with no accent on soda fountains and the like.

Movies and other amusement spots totaled 49,607 in 1948 as compared with 44,917 in 1939. The number of general merchandise stores increased from 50,267 to 52,604, altho there was a decline in the number of department stores from 4,074 to 2,590. Cigar stands also showed a decline, dropping from 18,504 in 1939 to 14,514 in 1948.

The number of tourists courts and camps showed a substantial rise from 13,521 in 1939 to 25,874 in 1948. Hotels increased from 27,987 to 29,086.

Johnson Bill Hearings Set To Resume in D. C. June 1

WASHINGTON, May 27.—The House Interstate and Foreign Commerce Committee will resume hearings next Thursday and Friday (1-2) on the Johnson and Preston bills. A committee spokesman voiced likelihood that the hearings will not extend beyond next week inasmuch as four days of hearings have already been held on the measures (The Billboard, May 13).

The line-up of witnesses for next week's sessions includes J. Bond Smith, representing the Hamilton Manufacturing Company, punchboard makers, and A. U. Krebs, representing the federation of shipping. Both will oppose the legislation. The committee disclosed that the council of State

Governments and the United States Conference of Mayors and at least two other organizations have filed notice that they want to be heard when the hearings resume. According to the current schedule, it is believed that all of the witnesses can be packed into the designated two days. Should the line-up of witnesses continue, however, the committee would face a tough problem since it is already handicapped by a serious backlog of business to be disposed of before adjournment of Congress.

State Government's Side

The witnesses for the council of State governments and the United (See Johnson Bill on page 122)

Arcade License Test Cases Set For N. Y. Airing

NEW YORK, May 27.—Two court cases aimed at forcing the city to issue licenses for arcades housing long-accepted coin games were shaping up this week, with one scheduled for a hearing June 6 and the other probably to be set for later in the month.

Since March 16 arcades here have been operating without licenses. Following labeling of standard arcade equipment as "gaming devices" by the License Department, industry representatives succeeded in getting stay orders until the controversy is decided by court order (The Billboard, April 29).

The case brought by Attorney Joseph Goldstein in behalf of Coney Island Arcades will be heard before Official Referee Peter P. Smith in Brooklyn Supreme Court June 6.

A date for hearing the case of A. Joseph Geist, of Rockaway Playland, against the License Department, has not yet been set. But Thursday (25), in Jamaica Supreme Court, Percy A. Stoddart was named official referee to hear the arguments of the litigants. It was felt he would schedule a hearing before the end of June.

Luck Strikes Twice For Blenker Firm

CHICAGO, May 27.—The Blenkers, of Blenker Amusement Company, Junction City, Wis., proved that when they are having a run of luck good things happen in bunches. Joe Blenker won the Cadillac door prize at the ACMMA banquet Tuesday (23) night. The next day Agnes Blenker was informed by Seymour Golden, of Coin Machine Service, she had won a clock, one of the nine prizes given by the firm during the show. A total of 1,158 persons registered for the booth prizes.

Other coin machine service clock winners were Roy G. Tweed, Silver King Corporation, Waterloo, Ia.; Irene Obstorczyk, Western Novelty (See Luck Strikes on page 117)

CMI Cancels June Convention

Deny, Org Will Be Dissolved; Notify, Exhibs

Officers Reach Decish

CHICAGO, May 27.—Climaxing rumors which started during the American Coin Machine Manufacturers' Association convention this week, officers of Coin Machine Institute (CMI) officially announced Thursday (25) that the CMI convention and show scheduled for June 28-29 in Chicago had been canceled.

Announcement of the cancellation was made in the name of the board of directors by CMI's director of public relations, John Pickering. He explained that the board believed the show would be an "unreasonable burden" for the industry since it would be the third coin machine show to be held in Chicago this year.

Other rumors circulating in Chicago (See CMI Cancels on page 117)

ACMMA Convention Notes

Visitors began pouring into Chicago over the week-end for the opening of the ACMMA Show at the Hotel Sherman Monday morning (22). Preceding the actual show were two manufacturer distributor meetings which were held Sunday night. The Rock-Ola Manufacturing Company held its first distrib meeting in 16 months at the Stevens with David D. Rockola, president; J. Raymond Bacon, executive vice-president, and Art Weinand, vice-president and director of sales, hosting a crowd of more than 200. At this meeting the Rock-Ola Rocket 50, a 50-selection phono was unveiled, and met with enthusiastic response from the visitors who had come from all over the United States, Canada and Mexico to attend.

AMI also held a pre-show meeting of its distributors, with John Hadcock, president; John Stewart, assistant sales manager; Ed Ratajack, Western sales rep, and Jack Mitnik, Eastern sales rep, meeting with the firm's distributors from all parts of the country. Of prime interest at this session was the firm's unveiling of a new wall speaker, bar box

bracket and its conversion unit for new speed, seven-inch records. (See Convention Notes on page 116)

Ride 'Em Hoppy

CHICAGO, May 27.—One of the top eye-catchers at the ACMMA show here this week, and an item that garnered considerable space in local newspapers as a result of the display, was the mechanical horse, Crusader, unveiled for the coin machine industry by the Memphis Metal Manufacturing Company, Inc.

Unit, which accommodates adults as well as kids, was constantly surrounded during the three-day showing, with a model on hand to pose for publicity pix, when the ops and their guests gave her a chance at the metal nag.

Unit lists for \$850 without coin box and \$895 with. It can be used in Arcades, other types of amusement locations and in the home as a weight reducer.

Show New Lines at ACMMA Meet

Special Boston Vend Battery In Public Eye

Radio, Press Plugs

BOSTON, May 27. — William Filene's Sons Company's 14 multiple-product merchandisers installed in the newly opened Greyhound Bus Terminal here last week (*The Billboard*, May 27) received many radio and newspaper plugs.

The special vending section, named U-Serv-U Automatic Vending Center, was promoted on Arthur Godfrey's morning radio show, in New York newspapers (*Times* and *Journal of Commerce*) and by several local radio stations. The unveiling of the batteries of merchandise venders was timed to coincide with the Mid-Century Boston Jubilee celebration May 18-22.

Merchandise for men, women and children is offered, with the women's section on one side of the waiting room, the men's and children's section on the other. With the exception of nylon hose which is sold in a vender made by Vendomatic Machine Corporation, New York, none of the items has ever been mechanically sold before, the company said.

Machines were manufactured for Filene's by Glascock Bros.' Manufacturing Company, Muncie, Ind. John Drum, executive vice-president; James Yingst, engineer, and Charlton Wilder, Cincinnati, who worked on the design for over a year, were present for the unveiling.

Kept Under Wraps

The machines, which will sell for around \$400 f.o.b., were kept under wraps for the past year, during which time Filene's officials and Glascock engineers were working on them. Filene's has the sole New England rights, it was said.

The Glasco machines are of gray sheet steel, 36 inches wide, 49 inches high and 30 inches deep, mounted on (See Special Boston on page 103)

Kool-Sleep Appoints Four Distributors; Effects First Sales in East

CHICAGO, May 27.—Kool-Sleep, Inc., Cambridge, O., announced that its coin-operated room cooler, shown at the ACMMA convention here this week, was to be priced at \$68.85, with a \$58.02 tag on the non-coin model. Russel F. Craig, president, also reported the appointment of the first four distributors for the two-model line.

Following introduction in the South, Craig stated between 200 and 300 coin and non-coin cooler units were now in operation, mainly in Alabama, Georgia and Tennessee. First Eastern placements are being effected thru Rhode Island and New York, he said. The coin-operated coolers are said to average between 75 cents and \$1 per night in locations such as hotels and motels.

Both models are 28½-inches high, 24 inches wide and 15 inches deep. Approximate shipping weight for the coin model (C 15-50) is 34 pounds; non-coin unit (15-F49PS) weighs 32 pounds.

Distributors named are J & R Distributing Company, Pittsburgh; New York Distributing Corporation, New York; Kelley Music Store, Chattanooga, and Birmingham Music Company, Birmingham.

Elect H. Milner Chairman Of Region 9 at NAMA Meet

DALLAS, May 27.—Herman Milner, of Milner Mechanical Merchandising, Austin, Tex., was elected chairman of Region IX, National Automatic Merchandising Association (NAMA), at its meeting at Baker Hotel here Sunday (21).

Milner succeeds Tom Vaughn, New Orleans Cigarette Service Corporation, New Orleans. Gibbs McDaniel, City Wide Cigarette Service, San Antonio, was named regional vice-chairman.

Harold Gallarneau, of Gallarneau Bros., Amarillo, Tex., was elected chairman of the regional membership committee and also Texas chairman. Other State chairmen and committeemen named were Roy Kumpe, Arkansas Canteen Service, Little Rock; Tom Vaughn, New Orleans Cigarette Service Corporation, New Orleans; Bert C. Strong, Bert C. Strong Company, Oklahoma City.

Nominating committee chairman was Ruby Wait, Galbreath Sales, Houston. Torry Gomila, New Orleans Canteen Service, also was on nominating committee.

Speakers

Speakers at luncheon feature of one-day meeting were Carl Boyle, manager, fountain division, Dr. Pepper Company, Dallas, who spoke on *Merchandising of a Location*, and C. S. Darling, executive director of NAMA.

Taking part in discussion of *What Are Minimum Sales Needed per Week to Show Profit* were Harold Rheder and Robert Rowland, of Dallas (candy); G. A. Methvin of Beaumont and James N. Jory of San Antonio (cigarettes); W. H. Mason III, of

Houston (beverages, cup); Joseph R. Dobson, of Dallas (beverages, coffee); and John Horn, of Abilene (penny-bulk).

Darling, L. L. Cavanaugh, NAMA public relations director, and Fred L. Brandstrader, NAMA legislative counsel, spoke during the afternoon on legislation in Region IX, automatic merchandising operating costs, group insurance plan for operators and the 1950 Chicago convention and trade show.

Vaughn presided, assisted by Harold Crowther, Dallas Cigarette Service, Dallas, chairman.

Aut'matic Cuts Prices; Intros New Cig Mch.

Show Drink Units

CHICAGO, May 27.—Cuts in cigarette machine lists and the introduction of a new low-cost model were announced by the Automatic Products Company at the ACMMA convention here this week.

The De Luxe Smokeshop is now offered at \$239.50; it formerly sold for \$249.50. A slash of \$20 was announced on the price of the De Luxe Lite Up, which now lists at \$249.50. Both prices include changer, offered as optional equipment at \$10.

The new model, which retains the high capacity (612 packs) and operational features of the Smokeshop, carries a price tag of \$219.50 without changer. The only visible difference is replacement of chrome trim with a hammerloid finish.

Sam Kresberg, executive vice-president, attributed the price reduction to manufacturing economies gained thru stepped-up production recently instituted at the Minneapolis plant. He reported permanent dies are now being used thruout the production process.

Firm also showed three Refreshomat units, fitted to dispense Nehi, Orange-Crush and Frostee pre-mix drinks respectively.

Lyon Names Rep For Two States

LOS ANGELES, May 27.—Automatic Enterprises will represent the Lyon Industries, Inc., in the territory south of Fresno, Calif., and in Arizona.

R. E. Smith, who is in partnership with William E. Breen, said that arrangements are being made for the selling of the 1,400-cup capacity single and dual drink machines in the area assigned. To take care of the sales, Automatic Enterprises was set up as a part of the William E. Breen Company, an operating firm.

Candy, Cup, Bottle, Juice, Ice Venders Shown by Mills

CHICAGO, May 27.—Mills Industries had its entire line of automatic vending machines, as well as its automatic ice maker, on display at the ACMMA convention here this week. The display included bottle and cup drink machines and the Mills candy vender which has not yet been placed in production.

The candy machine—an eight-column 148-bar machine—is currently being tested on location in Chicago and New York and will shortly move onto test locations in other cities. Attendants at the Mills booth said no definite date had been set for production, but added it probably would be some time this fall.

Standard equipment on the candy

machine is a built-in mouse trap covering the delivery tray. Each column is provided with automatic "Out" signs which enable the customer to pick another bar or secure return of coins. For ease of servicing, the door of the machine swings aside, completely exposing the mechanism and the display racks.

When the machine is placed in production, it will mark the first time Mills has built a candy machine since the Model 450 was introduced shortly before the war.

Also exhibited at the Mills booth was the firm's frozen beverage dispenser, vending Minute-Maid orange juice. This machine is also undergoing extensive tests in Chicago and in the East.

Bulk Venders Top New Unit Presentations

Charm Machines Boom

By Fred Amann

CHICAGO, May 27.—With 14 of the 27 vender, service machine, parts and supply firms at the ACMMA convention introducing new lines this week, the association's first annual meet took on the aspect of a preview of operational trends during coming months. Heaviest new equipment showings took place in the small vender field, with all six exhibitors debuting new machines, totaling eight venders in all. And with three of these new nickel all-charm machines, a stimulus in this field was seen with the "prize" element removed.

On the heavy equipment front, three manufacturers held first showings of production line models of a new refrigerated fruit vender, orange juice and hot tea machine (Fruitomatic Manufacturing Company, Inc.; Mills Industr' Inc.; the Bert Mills (See Show New Lines on page 105))

Geo. Seedman In Dual V.-P. Role for Rowe

Cig Route, Co. Exec

NEW YORK, May 27. — George Seedman was elected vice-president of the Rowe Service Company, Inc., of Los Angeles, at a special meeting of the Rowe corporation board of directors here Wednesday (17). The parent company acquired a majority interest in the West Coast operation earlier this year (*The Billboard*, February, 18).

Robert Z. Greene, president, also announced the election of Seedman as vice-president of the Rowe Manufacturing Corporation, producers of electric and manual cigarette venders. Seedman, who will make his home in California, stated he will continue active in the affairs of the National Automatic Merchandising Association. He was elected president of the trade group last November.

Special Ops' Trailer Debuted at Convensh

CHICAGO, May 27. — A steel Carry-All Trallette priced at approximately \$550, designed for venter operator use, was shown by the Morrison Steel Products Company, Inc., Buffalo, at the ACMMA meeting here. Trailer, which weighs 900 pounds and has a 2,500 pound axle load capacity, features three separately locked compartments on each side, each offering outside access.

It has a 32-cubic foot compartment area and a 25-square foot floor area. It is available with a canvas top (at the \$550 price) or a sliding metal roof.

Firm announced first shipments of the trailer to its automotive dealer distributors this week.



VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new boy view display compartment plus side display windows.

Stands may be purchased separately for single, double or triple units. Packed and sold 4 stands to a carton . . . \$20.00 per carton.

See SUPER MARKET Today at Your Distributor

VICTOR VENDING CORP.

5701-13 W. GRAND AVE.

CHICAGO 39, ILLINOIS

N. Y. Court Rules Charms Illegal In Gum Venders

ALBANY, N. Y., May 27. — The State Court of Appeals ruled Thursday (25) that gum or candy bulk venders stocking charms in addition to confections are illegal, capping a series of court tests which ran over two years.

In a unanimous decision, the court held that ". . . it is immaterial that there was no proof of a difference in intrinsic value between the various objects obtainable from the machine." Ruling that use of such venders involve an "element of chance," the court agreed with a lower court dissent that ". . . to the avid eyes of a child, the trinket is a treasure."

The litigation began after the arrest of Sydney Seigel, of Brooklyn, who later received a suspended sentence for keeping a "slot machine" in his candy store. This verdict, handed down by Judge Irwin Davidson, of the Court of Special Sessions, was later reversed by the appellate division. The Kings County district attorney carried the case to the State's highest court.

Thursday's decision was not believed applicable to venders which offer charms alone for sale.

Century Changes Name; Expands Coast Operation

LOS ANGELES, May 27.—Century Vendors, Inc., is the new title for the David Feldman-William Bayer concern formerly known as the Century Milk Dispensing Company. In assuming the new name, the company has incorporated with a capital stock of \$200,000.

Along with the incorporation, Feldman announced that the firm is expanding its operation to cover California, Arizona and Nevada. The number of vending is being increased to include beverages, candy, coffee, cigarettes, scales, cuffs and shoe shining machines.

Firm has large scale operations at the Norton Air Force Base in San Bernardino and the Las Vegas Air Force Base. To take care of these, Feldman said that in the future they will be serviced around the clock by resident routemen. In the past they were serviced by traveling representatives.

VICTOR'S AMAZING NEW TOPPER
Special June Offers

| | |
|---|---|
| 1 Case (4) Foppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globe) \$52.00. | 1 Double Unit Topper with Plastic Globe 1 Case PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$36.00. |
| 1 Triple Unit Topper with stand, plastic globe, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25 | 1 Samp. Topper, \$11.25 |

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$16.95 EA. WRITE FOR INTRODUCTORY OFFER

| | |
|--|---|
| BAIN-BLO GUM 140, 170 or 210 count, in 25¢ cartons, 27 1/2 lb. in lots or 150 or more with freight prepaid, 25¢ lb. less 7%. | PISTACHIOS 25 lb carton Large 55¢ lb. Small 50¢ lb. Full Cash With Order. |
| COLORED BALL GUM —All Sizes 25¢ or 40¢ carton, 23 1/2 lb. 100 lots, 13¢ lb. with freight prepaid. | Plastic Auto-graphed Baseballs, 85¢ 00 per M Metal plated, \$8.00 per M. |
| FULL CASH WITH ORDER | Write for our FREE Complete Charm List. |

173 Depot, P. O. B., Brooklyn, N. Y. Balance C. O. D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 411 SAC KANAN ST. BROOKLYN 12, N. Y. Phone: Dickens 2-7972

NEW GUNS NEW

THEY'LL DO A BANG-UP JOB FOR YOU! NOW! THE HOTTEST CHARM ON THE MARKET!

(Same Size as Illustr.)

| | |
|-------------------------------------|--------------|
| PLASTIC (6 Bright Colors) | \$4.25 per M |
| NICKEL PLATED | 6.50 per M |
| SILVER PLATED | 7.50 per M |
| GOLD PLATED | 7.50 per M |
| NEW INLAY FINISH | 8.25 per M |

Large Assid. SPORT CHARMS
(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)

| | |
|-------------------------------------|--------------|
| PLASTIC (6 Bright Colors) | \$3.75 per M |
| COPPER PLATED | 6.00 per M |
| COLD OR SILVER PLATED | 7.00 per M |

ALPHABETO CHARMS
(A to Z and 10 Numerals)

| | |
|-------------------------------------|--------------|
| PLASTIC (Assorted Colors) | \$2.00 per M |
| COPPER PLATED | 4.00 per M |

EXCELLENT FOR 5¢ ALL-CHARM VENDORS OPPORTUNITY FOR DISTRIBUTORS Order now! Don't delay! Empty your machines!

PAUL A. PRICE CO. Dept. B
220 Broadway, New York 7, N. Y.

ATTENTION —25¢ & 30¢ 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 Cols., 350 Pack Cap. | 100.00 |
| 8 Col., Model E, 240 Pack. Cap. | 62.50 |
| ROWE PRESIDENT, 10 Col. | 97.50 |
| Rowe Royal 10 Col., 400 Pack Cap. | 87.50 |
| Rowe Royal 8 Col., 308 Pack Cap. | 85.00 |
| Rowe Imperial, 6 Col., 180 Pack Cap. | 60.00 |
| Special 4 Col., 100 Pack Cap. | 32.50 |

CIGAR MACHINES

| | |
|--------------------------|---------|
| 7 Col., 175 Cap. | \$27.50 |
| 1 Col., 50 Cap. | 17.50 |

CANDY MACHINES

| | |
|---|---------|
| ROWE, 120 Bar Cap. | \$75.00 |
| CANDYMAN, like new, 72 Bar Cap., Enclosed Base. | 62.50 |
| VENDIT, 150 Bar Cap. | 57.50 |
| U-Select-It | 35.00 |
| UNEEDA 105 Bar Cap. | 75.00 |
| UNEEDA, 40 Bar Cap. | 23.50 |

SALE NATIONAL CANDY VENDER \$100.00
9 Col., 162 Bar Cap.

SALE \$62.50
DuGrenier
MODEL W, 9 Col., 208 pack cap.
7 Col., 235 pack cap.
\$59.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
164 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH
1¢ or 5¢ MODEL

Not and Charm Vendors hold 3 lbs. Nuts. Ball Gum Vendors, 600 Balls Gum Fully guaranteed. 1/3 Deposit Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

LOYD MFG. CO.
VALLEY STATION, KY.

BIG PROFITS, NO SELLING \$28.95 returns you \$105.00

Every \$1000 invested thereafter returns \$52.50. Here's how: Rush your order for one Silver-King Ball Gum Vender and 10,000 balls of Gum. Place in any store, gas station, restaurant.

PROFITS START AT ONCE
Vending Machines Take In **CASH DAY-NIGHT**
Send \$10.00 deposit, machine and 50 lbs. gum will be shipped AT ONCE, pay \$18.95 balance on delivery plus express charges, or write today for "FREE" details on starting a route of these FAST MONEY MAKERS.

SILVER-KING CORP., Dept. 000
622 Diversy Pkwy. CHICAGO

Here is the New, Flexible

ALKUNO CRACKER VENDOR

Four Columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2". Has large merchandise display and self-illuminating Plexiglas sign.

MODEL 700
Metal Cabinet and Base.
Ht. on Base, 60".
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

ALKUNO & CO.
908 Concord Ave.
New York 45, N. Y. Melrose 8-7357

"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
129 E. Armstrong St. Morris, Illinois

ADVANCE DUPLEX-E

SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line including HERSHEY BAR VENDOR IMMEDIATE DELIVERY

Order Sample Today!

Write for Quantity Prices!

LISTO SANITARY NAPKINS

Sample and Prices on Request. Manufacturer and Distributor

J. SCHOENBACH

1443 Bedford Ave., Brooklyn 25, N. Y.



NEW CHARMS

READY FOR YOU NOW

They're Really Beauties, Too

KNIFE (Scout). Per 1000 . . . \$10.00

BASEBALLS, 1/2", with team names, white with black seams. Per 1000. 6.50

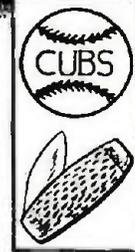
BASEBALLS, 3/4", white with black seams. Per 1000. 8.00

All Postpaid. Write now to get on our mailing list.

Charms, Inc.

MANUFACTURERS AND DISTRIBUTORS

BRILLION • WISCONSIN



Special Boston Vend Battery In Public Eye; Press, Air Plugs

(Continued from page 101)

wooden bases which are 20 inches high and also serve as storage compartments. They have A.B.T. slug ejectors and are equipped with interchangeable panels. There are 33 teeth on the totalizer, and with nickels only they will run from 5 cents to \$1.65, with dimes only from 10 cents to \$3.30 and with quarters only from 25 cents to \$8.25.

Product Size Limitations

The venders will take packages as large as 8 1/2 by 11 inches by 1 1/2 and as small as 3 by 3 by 1/4. Each Glasco machine has three windows and three compartments, allowing three different pieces to be vended by each machine. There are inner-locks on the knobs and three switches on the totalizer. Glass show windows are 7 by 14 inches. When non-operation is desired a switch is flipped and any coins inserted are immediately rejected.

The hosiery vender is manufactured by Vendomatic, 34 W. 33d Street, New York City, and has shelves of pre-packaged women's hose in two shades, from 9 to 10 1/2 in neutral taupe on one side, and from 9 to 10 1/2 in neutral beige on the other. Quarters are taken by this machine for the \$1 price. While the Glasco machines will vend women's hosiery also, such merchandise was not placed in those machines.

Instructions on the Glasco machines read: "Determine price of article desired; insert coins; watch amount shown on dial; push button for package."

Type of Merchandise

The Glasco venders stock: Women's nylon panties, \$1.65; simulated pearl earrings and necklaces, \$1.20 each; women's white nylon gloves, \$1; rayon foulard neckties in solid blue, maroon and black, \$1; men's hose, 75 cents; men's T shirts, \$1.25; men's shorts, \$1; baby pants, \$1; plastic toys, 85 cents; rubber doll, \$1; plastic blocks, \$1; gift soap box, 50 cents; canasta set, \$1.35; candles, 85 cents; men's handkerchiefs, two for 50 cents; stationary for \$1; playing cards, 75 cents; Hopalong Cassidy wallets, \$1.20; plastic baby rattles, 85 cents and a six-in-one utility tool, 80 cents.

Three panels are devoted to men's shorts, three sizes—34, 36, 38, and to T shirts, small, medium and large; ties, red, blue and black, and women's nylon panties, sizes 5, 6 and 7; two compartments to nylon gloves, sizes 6 1/2 and 7.

Merchandise is well displayed and lighted, and can be interchanged at will. Tests are being made to see what items are most sales-worthy. The first day found women's hose, men's T shirts and men's hosiery, handkerchiefs and ties best sellers. Selection of items was decided by

consultation by Filene buyers as to their best selling items which, because of physical dimensions and simplicity of style, sizing and color range, could be packaged and sold in such machines. A heavy share of patronage is expected from office workers. One uniformed attendant is planned.

Only Northwestern MODEL 49 SPECIAL

GIVES OPERATORS SO MUCH . . .

- CUTS SERVICING TIME IN HALF
- MAKES MORE MONEY
- SELLS MORE MERCHANDISE
- NEW SANI-CARRY GLOBE
- ULTRA MODERN DESIGN
- MAXIMUM MERCHANDISE DISPLAY
- 1¢ OR 5¢ VENDS ALL PRODUCTS WITHOUT ADDITIONAL PARTS
- EFFECTIVE SLUG PROTECTION
- ROTARY DELIVERY
- MECHANICALLY SIMPLE
- ALL PARTS INTERCHANGEABLE



PRICES

Less than 25 \$13.75
Less than 100 13.55
100 or More 13.35

1/2 Deposit—Balance C. O. D.

CAN BE PURCHASED ON "RAKE" 24 PAY PLAN
Write for Circulars and Price List "V" on Complete Northwestern Line.

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

RAKE COIN MACHINE EXCHANGE

609 Spring Garden Street LOMBARD 3-2676 Philadelphia 23, Pa.
Pittsburgh Office: 2120 Fifth Ave. COURT 1-3842 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.
540 2ND AVE., N.
BIRMINGHAM 4, ALABAMA



SANDY MAC TIGHT has switched all his business to **ROY TORR** because Torr pays the freight on ball gum, candy, charms and almonds. Torr sells machines on time payment, too, **AND THAT IS SOMETHING!** YOU, too, better switch to **ROY TORR-LANSDOWNE, PA.**

CALIF. TINY VENDING ALMONDS, 88¢ LB.

French Fried and Packed Right at the Orchard. **900/1000** Count Per Lb. Vacuum Packed in 5¢ Tins, 8 Tins to Case

Write for Quantity Prices **STANDARD SPECIALTY CO., 5115 E. 14th St., Oakland 1, Calif.**

**New Low Price
SILVER
KING
CHARM
KING**



2 GREAT VENDORS
Sample, \$12.95
2 to 3, \$12.50
1 to 5 Cases, \$41.00 Case.
4 Cases or More, \$40.00 Case.
Packed 8 to Case.

CAMEO VENDING SERVICE

432 West 42nd Street New York 18, N. Y.

**Cig Tax Cut May
Go Up in Smoke**

WASHINGTON, May 27. — In a close decision which may be reversed later, the House Ways and Means Committee recently voted to cut the tax on cheaper cigarettes. The group agreed 13 to 12 to reduce the present cigarette excise of \$3.50 per thousand to \$2.45 for smokes retailing at 12 cents per pack or less, exclusive of State or local levies. The committee refused to lower the tax on cigars. The ciggie decision was opposed by Rep. Robert Doughton (D., N. C.), chairman of the committee. He can be expected to make every effort to get the group to reverse itself in the final votes on excises.

**Spacarb of D. C.
Buys Operation**

WASHINGTON, May 27. — Bayne Phipps, president of Spacarb of Washington, Inc., announced the acquisition of the beverage cup vending operations of Automatic Fountains, Inc., May 15. Spacarb took over most of the personnel of this division and moved the operation to its quarters at 419 13th Street N. E. Phipps emphasized that the purchase was limited to Automatic Fountain's beverage vending operations, including good will. No changes in the present set-up are contemplated. The move makes Spacarb one of the largest operations in the beverage vending field locally. Now in its 11th year, the firm is exclusive distributor for Spacarb, Inc., in Maryland, Virginia, and the District of Columbia.

**Victor Bows
Its Revolving
Stand Bulker**

Also All-Charms Model

CHICAGO, May 27. — Victor Vending Corporation announced a trio of additions to its bulk vender line this week, with a four-machine Revolving Super-market model heading the list. Other new items are special tubular stands for one, two or three machine mounting, and a new nickel all-charm vender. The Super-market unit, including revolving stand and four Topper Deluxe venders with new plastic side windows in cabinet-type heads, lists for \$59.50. Harold M. Schaefer, president, stated. Stand, with red column and black base and top platform, is 30 inches high and 10 inches in diameter. Base is 16 inches in diameter. The tubular, non-revolving stands for one to three machine mountings are the same diameter, but two inches shorter (28 inches high). Designed to accommodate any type bulk vender, they are packaged four to a case, with a case price of \$20. Victor's third new item, a 5-cent Charm Vender, is priced at \$13.95 per machine in four-machine cases. The \$55.80 list per case applies to orders for four or more cases.

Get Yours Now!

FREE

WITH



SUBSCRIPTION

**It Staples, Tacks
DOES 50 JOBS!**



the pure "n pocket stapler that does a man-sized job!

Goes everywhere — has 50 time-saving uses in home, school, office, travel. Sturdily constructed of chrome-finished steel with durable red Tenite top. Has famed Swingline split-second loading and tacking features.

Complete with 1000 Genuine "Tot 50" Staples in plastic gift box.

Vend Magazine
2160 Patterson St.,
Cincinnati 22, Ohio

Please send me FREE "Tot 50" Swingline Stapler with 1,000 genuine "Tot 50" Staples PLUS one year subscription to VEND Magazine for which I enclose ONLY \$3, the regular subscription price of VEND.

63-V

Name _____

Address _____

City _____ Zone _____ State _____

Occupation _____

Northwestern

NEW REDUCED PRICES

- MODEL 49 SPECIAL \$13.75
FACTORY FRESH Vendor Confidant
Tosney 1.8
Almonds 654
Jumbo Pistachios 664
Spanish #1 Peanuts 344
Blanched Virginia 394
M&M's 354
Cashews, Whole 664
Boston Beans, 2 1/2" Rainbow Beans, 2 1/2" Pine Nuts 366
Ball Gum Bubble 277



Parts—Supplies—Charms—Write for List
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 4, Calif.

**Only Northwestern Sales & Service Co.
Offers 30-Day Money Back Trial!!!**

ON **Northwestern** MODEL 49 SPECIAL

Order this famous Northwestern vendor today. Operate it for 30 days. If you don't agree that it cuts your service time and costs in half—that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose by this sensational offer and we know we'll gain another satisfied customer.

PRICES
LESS THAN 25 \$13.75
•
LESS THAN 100 \$13.55
•
100 OR MORE \$13.35



TIME PAYMENTS AVAILABLE—TRADE-INS ACCEPTED
NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

435 West 42nd Street
New York 18, N. Y.
CHickering 4-0142

4105 16th Avenue
Brooklyn, N. Y.
CEDney 8-3600

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.



**Northwestern's New
Gum Vender Has
10 Rotating Columns**

CHICAGO, May 27. — King & Company, Midwestern area distributors for the Northwestern Corporation, featured the latter's 10-column penny tab gum vender in its booth at the ACMMA convention here. The vender, announced last week (The Billboard, May 27), lists for \$19.95 and provides selectivity via a rotating column arrangement. As the desired flavor is moved into view, proper vending position is indicated by an embossed arrow at the top of the unit which lines up column and delivery chute. A full view plastic globe houses the 10 columns mounted on a common axis. Each column stocks 50 pieces of gum. Unit uses the same vending mechanism as the Model 49. Also shown was the Model 48 with a special vending plate to accommodate 15/16 inch ball gum, 1-inch jaw-breakers and 3/4-inch ball gum.

BUY DIRECT

from manufacturer

**DOUGLASS AUTOMATIC
SHOESHINE MACHINE**

\$125.00

F. O. B. Los Angeles

NEW, IN ORIGINAL CRATES

Terms: 1/3 down, bal. C. O. D.

KINCO (INC.)

4180 E. Washington Blvd.
Los Angeles 23, Calif.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn., 9 5/8 100 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000 22.25
Metal Colored Charms, small, 1,000 4.25
Plastic Charms, large, 1,000 2.95
Copper & Nickel, large, 1,000 5.50
Silver Wedding Rings, 1,000 8.95
Toy Watches, 2 gross 2.50
Stones 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.

VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.



1 to 23, \$13.95 each; 24 to 47, \$12.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball feature—16 or 5¢ play. Real Money Maker! 72" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.



\$32.50 EA.

1¢ OPPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
715 Enser St. Baltimore 2, Md.

How a Doc Put the Pop in Soda Water

CHICAGO, May 27. — The credit for putting the "pop" in carbonated soda drinks is most often given to one Dr. Philip Physick, a Philadelphia physician, back in the middle 1850s. He made it a practice to prescribe fruit juices mixed with carbonated water as a tonic for his patients.

With the good doctor's patients swamping him for refills, the demand for pop spread and eventually many drug stores set up soda fountains to serve the "new tonic." The name "soda pop" came into being with the bottling of the product and was derived from the popping noise.

As there were no vacuum capping machines, an ingenious method was used to make the bottles air-tight. They were made with a rubber gasket at the neck, while inside the bottle itself (placed during the manufacturing process) was a glass marble. When the carbonated liquid was put in, gas pressure forced the marble up against the rubber gasket and held it there, creating an effective seal. To open the bottle, a rod was inserted into the neck to push the marble away from the gasket, causing the gas to escape with a "popping" sound and the marble to settle to the bottom.

Show New Lines At ACMMA Meet

(Continued from page 101)

Corporation). A new outdoor-type automatic shoe shiner was shown by Atlas Tool & Manufacturing Company and this, coupled with Northwest Engineering & Manufacturing's new lightweight shiner, also shown, may indicate renewed operator interest in the coin-shine field.

Other New Lines

Other first showings were held by Leaf Brands, Inc., with a special vender pan candy; Twintex Vendors Company, new sanitary dispenser; Deutsch Lock Company, Inc., featuring a new two-key type lock, and Morrison Steel Products, Inc., introducing its operator-designed trailer. (See separate stories in this issue for details of all new equipment.)

The six companies displaying new equipment in the small vender field were Andrews Manufacturing Company, two penny bulk vendors; First Distributor, penny and nickel ball gum vender; Gaylord Manufacturing Company, animated penny ball gum vender; the Northwestern Corporation, 10-column penny tab gum, jumbo ball gum and charm vendors; Oak Manufacturing Company, Inc., nickel charm unit, and the penny King Company, introducing Victor Vending Corporation's nickel all-charm vender.

First Distributors Offers Ball Gum Unit

CHICAGO, May 27.—First Distributors here debuted its own ball gum vender, Mercury, in conjunction with a special merchandising program, during the ACMMA exhibit. Officials Joe Kline and Wally Finke said that the sales plan included the machine, priced at \$12.95 for six or more units, and a prize board assortment of merchandise. Latter is given as awards for winner balls, which are plastic shells. Machine, set for nickel operation with the prize board, may be converted to penny sale when used as a straight merchandiser.

Under the sales-prize program, the machine and the award merchandise lists for \$29.45, including 50 plastic winner shells. Vender features aluminum-zinc mechanism and a plastic globe.

Ice Cream Cone Vender Set by Magicone Corp.

CHICAGO, May 27. — Formative plans for the Magicone Corporation were announced this week by one of the stockholders, upon completion of a redesigned pilot model of a coin-operated ice cream cone machine. The vender, called Magicone, was designed by Robert G. Tarr (The Billboard, October 8, 1949), who subsequently sold a half-interest in the patents to Jack Webb. Latter also heads the American Citrus Corporation here, which is currently building a canned juice vender.

The new corporation will be activated within 30 to 60 days, when it is expected that a total of 15 stockholders will have invested capital. It is planned to retain ownership of the Magicone vender, placement being made by a lease arrangement with dairies and ice cream manufacturers in various parts of the country. Latter, in turn, will rent machines to independent operators or place the units themselves. The dairies and ice cream firms will be licensed by Magicone to place equipment within a certain area.

The vender, which has an automatic scoop set to deliver 1 1/4 or 2 1/4-ounce portions, has eight cone tubes each holding 25 cones. Ice cream is scooped from a five-gallon container; storage space is provided for two additional five-gallon containers. Temperatures ranging from zero to 10 degrees above zero are maintained within the machine.

The vending cycle may be seen thru an insulated glass front panel. An empty cone drops into a carrier which moves it under the ice cream container. A scraper in the neck of the delivery spout then oscillates to deliver the correct portion of ice cream into the scoop. Latter then drops the ice cream on the cone, which is carried into reach-in delivery position for the customer.

Firm also will market a non-coin ice cream dispenser for use by ice cream stores, soda fountains, etc., called Saniscoop. It will deliver ice cream into conventional fountain dishes held in place by an attendant.

Atlas Tool Intros New Outdoor Model Shoe Shine Machine

CHICAGO, May 27.—A new shoe shine machine, Shine-A-Matic, was introduced at the ACMMA show here this week by Atlas Tool & Manufacturing Company, St. Louis. Feature of the shiner, priced at \$285, was its special hinged control cover panel permitting permanent outdoor placement, according to George A. Delf, and Walter Gumersheimer officials.

The shiner, which uses a neutral liquid wax for brown, tan or black shoes, is 18 inches square and 43 inches high. The hinged top covers coin chute and carries printed operating instructions for the customer. It is set for two-minutes of operation for a nickel.

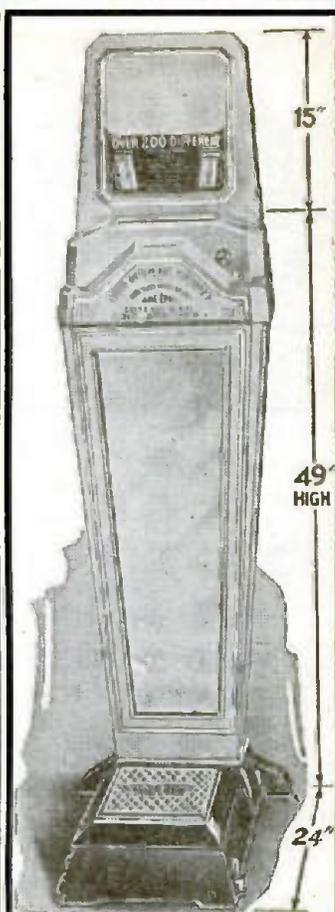
Charvane Company, St. Louis, has been named national distributor for the unit.

Atlas Tool also displayed its Col Snac ice cream bar vender (introduced last December) and its Super-Selector Candy Vender.

Leaf Aims Pan Candy Line for Bulk Units

CHICAGO, May 27.—A new hard-pan coating, higher count and smaller size on its L & L Leaflets, designed especially for bulk vendors, was announced at the ACMMA show this week by Leaf Gum Company. Price is 3 1/4 cents per pound.

Leaf Gum formerly made the L & L's available only in a larger size as a non-vender item.



WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$43.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
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So Round So Firm So Good

BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

write for FREE samples

TOPPS CHEWING GUM
Incorporated
237—37th Street, Brooklyn 32, New York
South 8-8900

WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated)
Lots of 100, \$10.00
Sample, \$11.25.
Victor's Universal

JUMBO
1" Ball Gum Vender. Best Location-Getter in Years!
Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcmet 7-1448

Bunte Bros. Earnings

CHICAGO, May 27.—Bunte Bros. reported a net income of \$68,984 for the year 1949, equal to 28 cents per common share. This is over an \$11,000 increase in net earnings in 1948 and a 5-cent rise in common share returns. Firm's 1948 net income was \$57,117.

NOW!

Bigger Profit

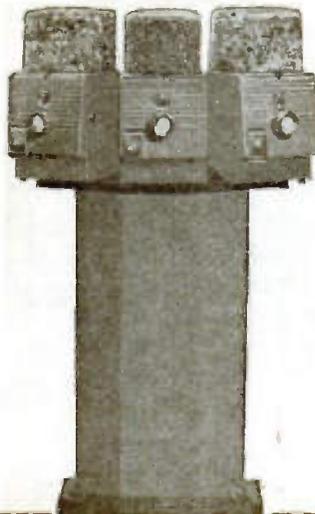
FROM EVERY LOCATION

With the New

Northwestern

CABINET STAND

FOR MODEL 49



WRITE FOR DETAILS

OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

How about that--?



New Postwar Quality Bubble Ball Gum

Ball-Gum, Inc. is now manufacturing and shipping ball gum of a quality never before available. Postwar advances in machine design and the availability of improved, high-grade ingredients make this possible.

Upholding the integrity of our slogan, "Specialists in the Manufacture of Ball Confections," Ball-Gum, Inc. is going "all-out" to help solve your problems and increase your profits with better ball gum and more count to the pound.

Ball-Gum products available in all the standard sizes as well as special "made to order" items.

Write for samples and quotations.

BALL-GUM inc.

2410 WESS 19TH ST. CHICAGO 9, ILLINOIS

Supplies In Brief

Cigarette Info

WASHINGTON, May 27.—Demand for cigarette tobacco is expected to be fairly strong the balance of this year, according to the Agriculture Department. Prices of the 1950 crops of flue-cured and burley are likely to average above their support levels, which will be a little higher than those of last season. The 1949 season average price of flue-cured was a little over 47 cents per pound and the support level was 42½ cents, while for burley the 1949 pound season average was close to 45 cents. Its support level was 40.3 cents.

Cigarette consumption in the first quarter of this year was a little less than 3 per cent above the average of the record first quarter total of last year. Domestic use of cigarettes is expected to continue high during the year as a whole. Cigarette exports have been dropping and in January-February were about a fourth less than in the same period last year. Smoking tobacco consumption in the U. S. this year has exceeded that of early 1949, and for 1950 as a whole may be above that of last year. Much of the cigar tobacco has been bringing lower prices than last season, although some types have been averaging the same.

New Candy?

WASHINGTON, May 27.—A new type of candy made from sweet potatoes is acceptable to a large proportion of U. S. consumers, Agriculture Department has reported on the basis of a survey it took in conjunction with an Alabama agricultural experimental station.

Tabbed "Alayam," the candy is a brittle composed of sweet-potato puree, finely-ground coconut and sugar. Agriculture said more than half of the people tested liked the candy and more than one-third said they would buy it if it were placed on the market.

New Peanut Supply

INDIO, Calif., May 27.—The trade may be in for another source of peanut supply with this section looking for a crop to replace 1,214 acres formerly devoted to cotton.

Orville Sorrell, executive of the Production Marketing Administration committee, said that 624.4 acres had been allotted for peanuts and that the proceeds may reach \$250,000. Experiments in peanut growing were conducted last year and showed nice yields from 2,500 to 5,500 pounds.

SENSATIONAL MODEL 49



\$13.75 SINGLE MACHINE

1c OR 5c

SHIPPED FROM BOSTON STOCK

We roast a special Nut Mixture for 5¢ machines, 45¢ a lb. 30 lb. ctns. F. O. B. Boston. Everything for the bulk operator at lowest market price at time of shipping.

NORTHWESTERN SALES AND SERVICE
1198 Tremont St. Boston 20, Mass.

Distributors Named By Gaylord Co.

CHICAGO, May 27.—With the initial display of its animated ball gum vender at the ACMMA convention this week, Gaylord Manufacturing Company, Clawson, Mich., announced the names of seven distributors who are introducing the penny unit in their areas. Officials Harris Gaylord and Norman Laporter stated that with production already under way, 30-day delivery on the clock-work actuated vender, Scoopy (The Billboard, May 27), has been made possible.

The vender, which lists for \$42.50, can be counter, wall or stand mounted. A 2½-foot metal table type stand is offered for \$6.50.

Distributors are Empire Coin Machine Exchange and Logan Distributing Company, which share the Chicago area; Service Sales, Pittsburgh, for that area; Badger Sales, Los Angeles, and Ray Coin Machine, Philadelphia, for their respective cities, and Master Sales & Service, Dallas, for Texas.

Fruit-o-Matic In Production

CHICAGO, May 27. — Fruit-o-Matic Manufacturing Company, Inc., Los Angeles, announced the start of the first 100 machine production run on its refrigerated fruit vender with its showing at the ACMMA convention this week. J. C. de Graaf, sales manager, said the machine will be sold on a direct basis at \$795. Between 30-45 day delivery is promised.

Angelus Leaves Alco - Deree Co.

CHICAGO, May 27.—Nick Angelus, formerly sales manager for the Alco-Deree Company here, has left the company and will shortly announce a new connection in the vending field.

William Deree, president of Alco-Deree, said this week that his firm has not as yet replaced Angelus.

BASKET BALL

Newest Counter Game on the Market

Precision Built by

VICTOR

So you know it's good!



Sample **\$32.50**

YES! It can be bought on Time Payment.

In lots of 10 from

ROY TORR LANSDOWNE, PENNA.

IT'S SENSATIONAL THE NEW ACORN 5¢ ALL CHARM VENDOR Immediate Delivery

EMPIRE COIN MACHINE EXCH. 1012 Milwaukee Ave. Chicago 22, Ill.

Topper Deluxe Single, \$12.95
Topper Standard with Plastic Globes, \$11.25
JUMBO 1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill. \$13.95

VICTOR'S Victory Basketball Game First new counter game since the war — Plenty of action — return ball feature — 1¢ or 5¢ play — REAL MONEY MAKER! 22" High, 18" Wide, 5" Deep. Simple mechanism — guaranteed trouble-free. Orders Filled as Rotation Received. \$32.50 EA.

CHAMPION NUT & CHOC. 1194 TREMONT STREET BOSTON, MASS.

THE BIG MONEY MAKER FOR 1950

Sensational New **ACORN 5¢** ALL CHARM VENDOR

Perfect follow up to the famous Acorn All Purpose Vender. Designed to sell, and sell, it has unlimited possibilities and opens tens of thousands of new locations.

Order Today Complete details on request

DAK Mfg. Co., Inc. 11411 Knightsbridge Ave. 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. 3 Atlantic 1-4478-6479

Pacific Coast Dist. OPERATORS VENDING MACHINE SUPPLY CO. 1023 S. Grand Los Angeles 15, Cal.

10 NEW ITEMS! NEW LOW PRICES

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| 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.

POPCORN

Find out about the original "Pop" Corn SEZ PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.



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PHONE
'POP' CORN SEZ CO.
8329 Delaware Ave.
UPPER DARBY, PENN.
Phone: Allegheny 4-1019

Rush Your Order Today

VICTOR'S

NEW TOPPER

1 to 5 Cases
\$43.00 Per Case
(\$10.75 Per Machine)

6 to 11 Cases
\$42.00 Per Case
(\$10.50 Per Machine)

22 Cases or More
\$40.00 Per Case
(\$10.00 Per Machine)

R. H. ADAIR COMPANY
6926 W. Roosevelt
Oak Park, Illinois
Phone: BUild 4-9219

FREE—FREE

Two weeks' FREE TRAINING in servicing and operating routes of Victor 1c venders with each purchase of 100 or more TOPPERS at \$10 each. Terms: Complete Victor line on display.

Lowest prices on ball gum, nuts, candies & charms.

BERNARD K. BITTERMAN

3002 Truman Road
Kansas City 1, Mo.

"POP" CORN SEZ AUTOMATIC VENDORS

NEW OR RECONDITIONED
LOW PRICES—FACTORY
GUARANTEE. IMMEDIATE
DELIVERY.

AUTO-VEND, Inc.

5210 BONITA

DALLAS, TEXAS



Build Plant To Can Fresh Milk; Employ Brand New Process

CHICAGO, May 27.—A new method of processing milk so it can be canned, as are soups and juices, will be used commercially for the first time by Med-O-Milk Company when it begins operation about October 1. The process was perfected last year by Dr. Roy E. Graves and an Indiana farmer, John Stambaugh (*The Billboard*, January 28).

The firm plans to build its first plant in East Standwood, Wash., at a cost of \$150,000. It will have a capacity of 20,000 quarts of milk per day.

Graves and Stambaugh claim the milk, canned under their process, will retain its natural characteristics and fresh flavor for as long as six months.

Earlier plans to vend the canned milk thru venders, manufactured by the American Citrus Corporation here, failed to materialize. It was revealed that initial output of the East Standwood plant will be mainly routed to Alaska, where the current price on air freighted milk is 60 cents a quart. Under the new process, which permits shipment by water, it is expected to cut this cost by at least 20 cents a quart.

Hamilton Bows 2 New Scales, Stamp Vender

CHICAGO, May 27. — Two new scale models and a folder type stamp vender were featured in the special traveling van display of the Hamilton Scale Company, Toledo, which stopped here this week. Howard Aylor, president, stated the new additions round out firm's multiple line of scale-vender and scale-service machine combinations.

The new ASPW scale, at \$139.50, has a cabinet type column which provides space for slide rails in which the location can place cardboard posters promoting special sales, merchandise, etc. Because of easy slide-out action, posters may be changed as desired. Idea is to promote location good will, offer free space for location-tailored ads. Second scale, Model APWB, comes equipped with two penny bulk venders bracketed to each side of the upper column. Price, including twin venders, is \$119.50.

The stamp vender, equipped with four vacuum cup pads for counter mounting, vends penny and 3-cent stamps and is priced at \$32.50. It features an anti-jackpot coin chute, cast iron base. It is 14½-inches high and has a base 8¾ by 8¾-inches.

New Sanitary Vender Offered by TwinTex

CHICAGO, May 27. — TwinTex Vendors Manufacturing Company, Blue Island, Ill., introduced a new small size sanitary vender as a companion unit for its larger unit this week. Called the Pure-Nap No. 5, it vends five napkins and stocks five additional napkins in a reserve compartment. Price is \$12.

Unit, 8½-inches high, 7¼-inches wide and 5-inches deep, vends thru a chute at the top, lever action releasing one napkin in the horizontal row of five. Latter are delivered thru spring action.

Firm's large unit, with 28 to 32 napkin capacity, continues to be priced at \$25 in lots of 10 or more. Both venders may be had with nickel or dime mechanisms.

According to company officials, the new model was designed for use in such low capacity locations as filling stations, beauty parlors, small factories and offices.

Ops Boosting Bulks Sales Via Charms Route

CHICAGO, May 27.—Bulk vending operators are making increasing use of charms to stimulate juvenile business in those territories where the practice is permitted. This was made clear at the ACMMA confab here this week as charm manufacturers reported sales on the upswing.

Producers of the miniatures also looked to the spread of all-charm venders to boost their potential still further. Both Oak and Victor have introduced such machines recently.

The Penny King Company, Pittsburgh, which recently completed its first year in the field, showed its new bat, ball and glove charms. The firm is offering 22 different series. Shown also was Victor's new all-charm vender (see separate story).

Karl Guggenheim, Inc., New York, featured miniatures of Warner Bros.' cartoon characters highlighted by a new inlaid finish. With color in the indentations, details of the charms are brought out more clearly.

Fruit-O-Matic Skeds Showing in Six Cities

LOS ANGELES, May 27.—Fruit-O-Matic Manufacturing Company announced five follow-up showings of its refrigerated fruit vender after the unit's introduction at the American Coin Manufacturers Association (ACMMA) convention in Chicago this week.

Subsequent showings have been set for Detroit, May 26-27, Hotel Statler; Cleveland, May 29-30, Hotel Statler; Philadelphia, June 1-2, Hotel Ben Franklin; New York, June 5-9, Hotel Statler; and Boston, June 12-13, Hotel Statler.

Eco Develops New Hydraulic By-Pass

NEWARK, N. J., May 27. — Eco Engineering Company, manufacturers of pumps for cup venders, announced this week perfection of a hydraulic by-pass said to insure constant pressure within a machine regardless of variations in water feed-line pressure.

The improvement is now incorporated in production models of the pump as standard equipment, executives said.



EMPTIES
MACHINES
FASTER!

Rain-Blo
BALL BUBBLE
GUM

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.



GET *
NEWER
CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.

415 Neptune Street, Pittsburgh 20, Pa.

"MASTER"

TWO MACHINES IN ONE

Exclusive Reg. Trademark of the Norris Mfg. Co., on Coin-Operated Vending and Amusement Machines. Infringements will be vigorously prosecuted.

The MASTER No. 2 Combination PENNY-NICKEL Vender (Service of two machines for the price of one.)

Vends all bulk merchandise, peanuts, pistachios, candy, ball gum, marbles, etc. Fully adjustable vender, no parts to change. One play for penny, five plays for nickel. One slot. Featuring new non-breakable ratchet dog. Machines are all steel construction, porcelain enamel, in choice of three colors.

Also available the MASTER 1c Novelty Vender.

For circular and further particulars write direct to the factory.

THE NORRIS MANUFACTURING CO.

553 WAGER ST. COLUMBUS 5, OHIO

"YOU WILL NEVER BE HAPPY UNTIL YOU OPERATE MASTERS"



OPERATES WITH EITHER
PENNY OR NICKEL

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

ROCK-OLA PREPS ROCKET 50

Firm Previews 50-Selection Phono at Distrib Meeting; Pilot Run Set for July 15

Unit Will Be Competitively Priced; Handle New Speeds

CHICAGO, May 27.—A new 25-record 50-selection phonograph, the Rocket 50, was unveiled by the Rock-Ola Manufacturing Company at a special distributors' meeting Sunday (21) at the Stevens Hotel here. While the finished product, according to Art Weinand, vice-president and director of sales, is "not here yet," David C. Rockola, president, told approximately 200 visitors from the United States, Canada and Mexico that tooling was 96 per cent completed or in the works and would be finished by June 15. The first pilot run, he said, would start July 15 and production on the new machine would be under way by August 1. The Rocket will be introduced to operators during a National Rock-Ola Days celebration, probably in August.

The meeting, which marked the first time the Rock-Ola distributing network had gathered officially in more than 16 months, also was the occasion for the introduction of a new 5, 10 and 25-cent 20-record Hit Parade wall box. A statement of future policies of Rock-Ola was made by J. Raymond Bacon, executive vice-president, and Weinand.

With the Rocket 50 mechanism holding the limelight at the meeting, the session opened with a cocktail party in the lower tower at the Stevens. While the cabinet for the new phonograph was not displayed, the distributors were given a briefing on the mechanism by plant experts.

Rocket Features

Marking more than a 100 per cent increase in the number of selections offered as compared with the Magic-Glo phonograph, the Rocket 50 will handle both sides of a record from a single tone arm with a forked head. Attractively designed so as to offer patron visibility and easy selection of tunes, the Rocket 50 is 58 3/4 inches high, 29 3/4 inches wide and is 26 1/2 inches deep. Weight of the finished piece is 385 pounds.

While no price was announced, Rockola, in covering this phase of the new phonograph said it "will meet competition."

Adjustments to handle the new speed 45 and 33 1/2 r.p.m. records have been incorporated in the mechanism of the Rocket, Rockola said, and all that will be required to convert the machine to either is a motor exchange.

In order to introduce the Rocket 50 simultaneously in all distributors' territories, a National Rock-Ola Days (See Rock-Ola Previews on page 111)

Rock-Ola Awards

CHICAGO, May 27.—David C. Rockola, president of the Rock-Ola Manufacturing Company, interrupted his talk to the firm's distributing company heads Sunday night (21) to award David L. Romero, Mexico City, and Ken Wilkinson, San Antonio, with 14-carat gold wrist watches.

The awards, said Rockola, were made because of the outstanding sales achievements of the men in their respective areas. United Amusement, the firm which Wilkinson heads, was reported to have sold more Magic-Glos than the next four distributors combined. Romero was cited for the job he had done despite the rigid import restriction in Mexico during recent years.

Kegler Champs

KANSAS CITY, Mo., May 27.—A five-man bowling team representing the United Amusement Company here has won the city championship, Carl Hoelzel, manager, announced this week. Rolling up a record score of 3,386 points, the team outclassed 540 other quintets competing in the Greater Kansas City Classic League to come up with the crown.

Keglers who now hold the championship include Wayne Sherk, Melvin Bergman, Bill Ladesic, Al Sachen and Warren Jacoby.

Wurlitzer Co. Reps Gather In Chicago

Sales Outlook Optimistic

CHICAGO, May 27.—With 27 of its distributors in town for the ACMMA Show this week, the Rudolph Wurlitzer Company held an unscheduled meeting on Tuesday at the Palmer House, with R. C. Roling, president; L. Hahn, treasurer; Ray Haimbaugh, vice-president; Ed Wurgler, general sales manager, phonograph division, and A. D. Palmer Jr., advertising and promotion director, in attendance.

While discussions were held covering the sales policies of the firm, special attention was given to the 1250s, with a model set-up in the meeting room at the hotel. It was pointed out that several minor refinements had been made in the model since it was introduced. These include a new metal used in the trays, etc.

Wurgler, following the meeting, said reports from those distributors in attendance at the meeting, as well as written reports from those unable to attend, were all optimistic, and that the outlook for the balance of the year was excellent.

Wurlitzer officials remained in Chicago thru Wednesday (24) to hold further informal talks with distributors.

WMG Completes Officer, Director Slate for 1950

WASHINGTON, May 27.—In line with the recently announced consolidation of operator orgs in this city under one general group which would retain the Washington Music Guild (WMG) name, but would include operators of various types of equipment, the association has elected officers and directors for the coming year. Hirsch de La Vize, former head of the WMG, retains that post under the new set-up.

Other officers and directors named are as follows:

Leonard Abrams, vice-president (music); Ira Byram, vice-president (amusement); John D. Cokinis, secretary; Evan Griffith, treasurer, and Teddy Crawford, sergeant at arms. Directors are John H. Phillips, Walter Hendrix, Horace H. Biederman, James H. Smith, Charles W. Bowles, David M. Hirsch, John N. Deoudes, Simon Davis, Don Epstein, Myron Loewinger, Edward B. MacManus and Kenneth Keefe.

Juke Aids Drive

BOSTON, May 27.—Irwin Margold, general manager of Trimount, is behind a drive in Revere to establish a community center, being sparked by Rabbi F. F. Greenberg. Irwin has loaned a Seeburg-100, which will go on location in the Stop & Shop in Revere, with placards explaining that all receipts go to the fund.

AMI Shows Conversion, New Speaker at Distrib Meeting

CHICAGO, May 27.—AMI, at a distributors' meeting Sunday (21) at the Bismarck Hotel here, unveiled a new eight-inch remote speaker, the Amivox, offered proof that it was ready for the new speed records thru a new conversion unit which could be used on the A, B or C models, showed for the first time its new Bargrip bracket and previewed for the distributors a new arrangement of selector buttons for the Model C phonograph.

Meeting, which included a dinner, was the first official gathering of the firm's distributors since last December when the Model C was shown at the plant in Grand Rapids, Mich. Hosting the meeting here were John Haddock, president; John Stewart, assistant sales manager; Ed Ratajack, Western sales representative who headquarters in Chicago, and Jack Mitnick, Eastern sales representative.

Conversion Unit

While reports had been making the rounds for some time that AMI had developed a conversion unit, the distributors had their first look at the piece at the meeting. Actually, with only a few minor changes and adjustments, all of which can be

handled by a serviceman while the machine remains on location, the three AMI postwar models can be converted to play seven-inch records at either 45 or 33 1/2 r.p.m.

The basic changer mechanism is not removed from the box, and when the adjustments are completed, the machine will handle both sides of the records, thus maintaining the 40 selections. No price for the conversion was announced, but it will be competitively tagged, it was said.

Production has not been set as yet, but tools and dies are completed, and Haddock advised that the factory will be ready to start when the demand arises for the units.

Amivox Speaker

Unveiled for the operators was a new eight-inch remote speaker, enclosed in a 15-inch shell of durable spun aluminum finished in gray metallic lacquer to match the AMI phonograph and wall boxes.

The speaker has been in the experimental and development stages for many months, Haddock said, and the result is a speaker which is true in both bass and treble clefs, light in weight, sturdy enough to

(See AMI Unveils on page 111)

Conn. Ops To Air Beefs During Arguments Court at Weekly Meets

HARTFORD, Conn., May 27.—The Connecticut State Coin Association, Inc., of which Abe Fish, of General Amusement Game Company, of Hartford, is president, is going after complete industry harmony in Connecticut.

Fish this week revealed that the association has organized an "Arguments Court" for the specific purpose of hearing complaints raised by coin operators in the State.

Sessions of the court are conducted during the association's weekly meetings at Hotel Bond, Hartford. Fish is serving as president of the court, with three judges who are announced just prior to argument hearing time at the meetings.

"These courts," said Fish, "have already settled several arguments by coin machine operators in Connecticut."

The controversies, he disclosed, have been primarily concerned with coin machine locations.

One restriction set up by Fish on the appointment of the three judges, on the weekly court is that none

may be a resident of the town in which the coin operator whose case is being heard resides.

Under the organization of the State coin group, each town has a town association, with the over-all groups as members of the State association.

Hear Two Cases

Two complaints, both concerned with coin machine location choices, were heard by the court during the association's meeting Thursday night (18) at Hotel Bond, Hartford, with Joseph Naclerio, Frank Marks and George Savelli as the judges.

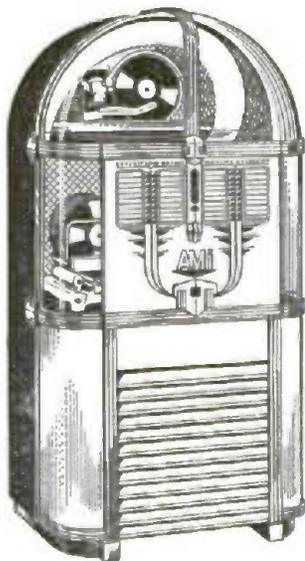
Fish, meanwhile, announced that State organization memberships have reached 60. The newest members are Frank Avella, New Britain Novelty Company, New Britain, Conn.; Vincent Danofrio, Select Music Company, Danbury, Conn.; Joseph Palmucci, Valley Music Company, Ansonia, Conn., and Joseph Zdonczyk, Del Amusement Company, Waterbury, Conn.

(See Conn. Ops on page 111)



NOT "played by ear!"

The new amplifier and sound system on Model "C" assure a true-tone reproduction of every selection from the highest note of the violin to the deepest bass of the drum. Bass and treble are tone-right for good listening up and down the scale. The new automatic built-in bass control saves highs where basses are favored, basses where highs are favored—highs and lows are always correct regardless of volume.

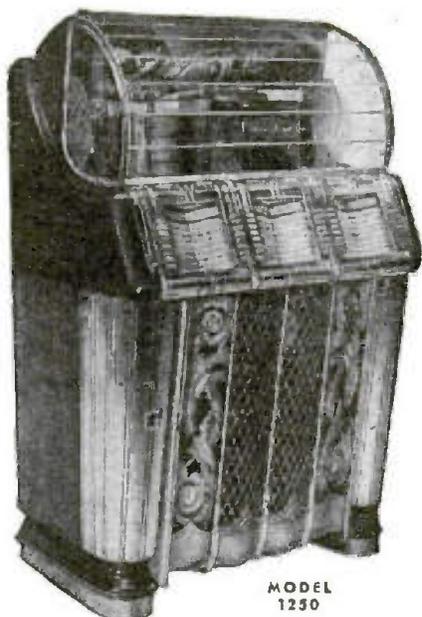


New amplifier, new pick-up, new needle; optional booster amplifier for special multi-speaker hookups. The "C" knows its public and the public knows its music and that's why they are so happily married!

AMI Incorporated

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Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

What Makes Phonograph Value?



**Price alone does not make phonograph value
...it's what you GET for what you PAY!**

Today you can buy a phonograph for a little less than the price of a Wurlitzer 1250. And you can buy one that costs a lot more.

Which one offers the *greatest* dollar value? The one that offers the *most* and the *best* money-making features for the money *invested*. Features that mean a higher weekly *dividend* on your investment ...a quicker return of your *entire* investment... PLUS features that protect that investment *well* enough and *long* enough so it *can* pay for itself and produce a handsome profit besides.

On that basis we say

FOR SHEER DOLLAR VALUE, THE WURLITZER 1250 OUTSHINES THEM ALL! HERE'S WHY!

IT'S THE ONLY PHONOGRAPH THAT PROTECTS YOU AGAINST OBSOLESCENCE. An \$8.75 kit and just a few minutes time adapts it to play 33 $\frac{1}{3}$ or 45 RPM records. No need to buy an entirely new and costly record changer mechanism.

IT'S THE ONLY PHONOGRAPH THAT PLAYS 48 TUNES ON 24 RECORDS. Enough tunes to satisfy everyone yet no increase in record costs. And you can make any

number of those tunes top tunes by placing two seven inch records in a tray.

IT'S THE ONLY PHONOGRAPH THAT CAN GIVE YOU THE HIGH FIDELITY OF THE NEW SPEED RECORDS. Combines the finer tone of LP records with the tonal superiority of the Cobra Stylus.

IT'S THE ONLY PHONOGRAPH THAT OFFERS ZENITH COBRA RECORD ECONOMY. 50% saving in record and needle wear.

In addition, the Wurlitzer 1250 saves you money because it does not obsolete current Wurlitzer Wall and Bar Boxes. It saves you money through service accessibility that conserves the serviceman's time.

FEATURE FOR FEATURE, POINT FOR POINT, THE WURLITZER 1250 OFFERS YOU THE INDUSTRY'S GREATEST DOLLAR VALUE. THERE IS NO ECONOMY IN BUYING A PHONOGRAPH FOR LESS MONEY. THERE IS NO REASON TO PAY MORE.

If you want Value for your Money your Best Investment is the

WURLITZER *Twelve Fifty*

SEE YOUR WURLITZER DISTRIBUTOR NOW!

R. & B. BLUE NOTES

(Continued from page 34)

Jackson is being booked by Joe Glaser's Associated Booking Corporation and is being financially supported by Lionel Hampton. . . . Tenorist Johnny Sparrow sliced new wax for the National diskery. . . . Erskine Hawkins's ork is due to headline the next bill at the Apollo Theater, New York, beginning June 2. . . . Illinois Jacquet popped into New York for a Victor recording session and to complete his deal to go into Bop City in mid-July.

Gotham Records has completed a deal to take over about 300 masters from the Miltone diskery, a West Coast independent. These include sides by Roy Milton and Camille Howard (see complete story elsewhere in Music Department, this issue). The Gotham firm, bossed by Ivan Ballen, also inked a batch of new talent. Three new religious waxers include the Antioch Female Singers, the National Gospel Twins and Brother Rodney. Label also took on veteran Lil Armstrong, Charlie Gonzales and former Lionel Hampton balladeer Roland Burton. . . . Leslie Scott, who formerly waxed for the Victor rhythm and blues department with Coleman Hawkins's ork support, last week became a permanent member of Xavier Cugat's organization following a show-stopping performance with the Latin maestro on his New York Strand Theater show. . . . The Orioles take off for the group's first extensive tour of the Southern one-nighter belt June 2, with an initial date at Suffolk, Va.

The Gale Agency has a four-cornered rhythm and blues package heading for a summer Midwestern and Southern one-nighter and theater tour. Package features blues shouter Wynonie "Mr. Blues" Harris, thrush Annie Laurie, Stick McGhee and his "Spo-Dec-o-Dee" boys and Eddie Durham's band. It kicks off the trip in Augusta, Ga., June 2. . . . Malverne Distributors of New York, which handles the Mercury line, takes over the Regal label's rhythm and blues product June 1. . . . Al Jackson, of the Patterson and Jackson comedy turn, exercised his blues-shouting ability for a Roost Records' slicing session prior to the team's sailing for an English vaude date last week. . . . Regal Records' Dave Braun uncovered a new young blues shouter, Sammy Cotton, on his recent Southern talent tour and has sliced sides with the guy for quick release. First platter pairs "Heart Full of Pain" with "Cool Playin' Mama."

RHYTHM & BLUES RECORD REVIEWS

(Continued from page 35)

| | | |
|--|---|----------------|
| BROWNIE MCGHEE Savoy 747 | Brownie's Worried Life Blues Brownie paces unexcitingly thru a routine blues with combo backing. | 66--66--66--66 |
| | C. C. Baby Brownie and combo get drive and interest into a of "Hey Lewdy Mama" at a sparkling medium tempo. | 78--78--78--78 |
| THE MAXIM TRIO Swing Time 214 | Don't Put All Your Dreams in One Basket Slow, easy ballad job by instrumental trio and Nat Cole-styled warbler. | 67--68--67--66 |
| | Ain't That Fine? Lightweight jump blues novelty, with warbler sounding very much like Cole. | 62--62--62--62 |
| LOWELL FULSON Swing Time 147 | Mama, Bring Your Clothes Back Home Fulson chants a hard-hitting blues style with a kind of breathless enthusiasm; combo supports in topnotch fashion. | 81--81--80--82 |
| | Cold Hearted Woman Fulson and combo rock a medium jump boogie blues with great drive and spirit. | 77--77--76--78 |
| LOWELL FULSON'S COMBO Swing Time 194 | Rocking After Midnight Crisp, hard-hitting treatment of the "Good Rockin'" theme. Warbler and group have style and distinction. | 74--74--73--75 |
| | Everyday I Have the Blues Easy-rock slow blues moves persuasively, could latch on in a big way. | 84--84--84--84 |
| JEWEL KING Imperial 5074 | Keep Your Big Mouth Shut Fly novelty ditty is done pertly by Miss King, who sings with verve and persuasiveness. | 77--77--76--78 |
| | Passion Blues Turns pours it on in a slow, torchy blues job. | 78--78--78--78 |
| TOMMY RIDGLEY Imperial 5074 | Boogie Woogie Mama Warbler does well enough on an ordinary shout boogie with jump combo backing. | 61--60--61--62 |
| | Lonely Man Blues Ridgley gets conviction in a slow blues. | 66--66--66--66 |
| SMILEY LEWIS Imperial 5072 | Slide Me Down Shouter impresses on a slow blues, with engaging plunger trumpet in back, done to a sock beat. | 74--74--73--75 |
| | Growing Old Medium blues-in-rumba, forcefully chanted and backed. | 71--71--70--72 |
| THE ORIOLES (Sid Bass Ork) Jubilee 5024 | I Wonder When Group does one of their top performances here on a promising torcher. Orking is rich, with full fiddle effects. | 85--85--85--85 |
| | Moonlight Ordinary ballad side by comparison with the stand-out flip job. | 71--71--71--71 |
| TAMPA RED Victor 20-0084 | 1950 Blues Slow boogie blues rocks, with male duo harmonizing underneath Red's lead. Guitar, kazoo and piano enhance. A good Southern side. | 74--74--74--74 |
| | Love Her With a Feelin' Red takes the vocal solo, in slow tempo and beat much like flip, tho not too quite as impressive effect. | 70--70--70--70 |
| MR. GOGGLE EYES Domino 350 | Cryin' for You Quality blues chaps in a crying style, with fine backing. More projection of voice in the recording might have made this a real stand-out. | 70--70--70--70 |
| | Rock My Soul Jumper here is subject to same criticism. | 66--66--65--67 |
| PEE WEE KING Victor 21-0332 | Birmingham Bounce Earlier versions of the tune are stronger, tho King's sizable following can be counted on for fair coin. | 73--70--73--75 |
| | What, Where and When Blues-based song side, effectively chanted by the male trio, has plaintive, retentive qualities. Could pop out. | 80--80--80--80 |
| AL ROGERS MGM 10709 | Shuffle-Boogie Belthop Freshly projected would be follow-up to "Chattanooga Shoe Shine Bmy" is unlikely to make a dent. | 61--62--60--60 |
| | It Wouldn't Be the Same (Without You) Fair-enough ballad try by the warbler. Nothing spectacular here, however. | 67--68--67--67 |

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:

FIRST DATA ON 3-SPEED SALES. A tabulation of comparative figures on the three speeds indicates trend in disks (Music Department).

COLUMBIA STARTS PLUGS FOR LP DANCE DISKINGS. The diskery will launch all-out push on "dance date" series (Music Department).

"SUMMER SLUMP BLUES" IS EVEN BLUER. Sheet and disk sales hit rock bottom in current slump (Music Department).

DISK TAX DOWN, ADMISH UP. The Internal Revenue Bureau lists comparative figures on taxes for months of April, 1949, and '50 (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Rock-Ola Previews Rocket 50; Pilot Run Set for July

(Continued from page 108)

celebration has been planned. Rock-ola told the firm reps that the actual dates will be set so as to assure distributors that deliveries on orders written during the celebration can be made immediately.

Actually, said Rockola, the Rocket 50 has been in the works since 1944 when the initial designs were started. In all, four models were made before all facets of the Rock-Ola organization were completely satisfied with the finished product. Close to a half million dollars was spent in the development of the unit.

Rockola's address at the dinner, which followed the official unveiling of the Rocket 50, was preceded by a talk by Art Weinand, who outlined sales policies to the distributors. Weinand covered the various phases of the Rock-Ola program, including shuffleboards (see separate story) and games as well as the non-coin activities of the wood shops.

Acting as emcee at the dinner was J. Raymond Bacon, executive vice-president and general manager, who introduced firm officials and the two speakers.

CONN. OPS TO AIR

(Continued from page 108)

"Each and every operator," Fish told last week's meeting, "is trying to increase his standard of living. In his effort to improve his own standing, however, he should not neglect the basic aim of the Connecticut State Coin Association: Increase the respect of every community in this State for coin machine operators and the coin machine industry."

"You can increase respect for this industry," he continued, "by participating in every worthwhile charitable drive in your individual community. And when you do participate be sure to stress the fact that the money for the drive is coming from one of this country's greatest amusement fields, the coin machine industry."

"Such participation," Fish pointed out, "will aid the individual coin

AMI Unveils New Speaker at Distrib Meeting

(Continued from page 108)

withstand rough usage and attractive in its modern design.

The speaker, Haddock said, is now in production at the factory, and distributors will receive their first shipments next month.

A new arrangement of buttons on the Model C selector panels also was shown the distributors. Previously, the phonographs came equipped with banks of red push buttons. In the new set-up the red buttons are alternated with grey ones, thus making each button stand out by itself and allowing for certain selection of tunes by the patron.

Included in the AMI accessory line is a new bar bracket, to be known as the AMI Bargrip, which was introduced at the distrib session and shown at the ACMMA convention.

Particularly suited to locations where the back of the box is exposed, the unit is so designed as to allow for installation in a matter of a few minutes without causing damage to the bar or counter. Unit is made of polished solid-cast aluminum and includes solid clamp plates, backed with rubber bumpers.

operator and the over-all coin machine industry."

Fish urged the 60 coin operators in attendance at last week's meeting "to plug this industry consistently. You'll find that it will pay off for you and for your industry."

WANTED TO BUY FOR CASH

100 RECORD SEEBURGS
A.M.I. MODEL B
ROCK-OLA MODEL 1428
SEEBURG MODEL 1-48
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Shuffle Far From "Dead Issue"

Rock-Ola Reveals Plans at Rep Meet; Other Firms Set Sights on Long-Range Pgm.

New Boards, Accessories Included in Future Activities

CHICAGO, May 27. — Rock-Ola Manufacturing Company distributors, at a special meeting Sunday (21), were told that the firm has a long-range program set for its Standard shuffleboard activities. Art Weinand, vice-president and director of sales, backed up the statement by revealing the firm had spent more than \$50,000 in developing its Skil-Grip weight which will be introduced to the industry this week.

The statement of policy regarding the shuffleboard activities of the firm, which assured distributors of continued production by Rock-Ola of Standard shuffleboards as well as accessories, was preceded by the assertion that "shuffleboard is not a dead issue." In the future, further developments will be made in the shuffleboard line by Rock-Ola, officials stated, and the shuffleboard phase of the firm's activities will continue to play an important role in the distributor picture.

Other Firms Active

Following the official opening of the ACMMA-sponsored All-Industry Show Monday (22), it soon became apparent to visitors that shuffleboard, far from being a "dead issue," was settling down to a set pattern.

American remains the most active of the major manufacturers promotion-wise, with its U. S. championship meet topping the current season's activities (see separate story) and already is at work on promotion plans for the 1950-'51 season which will start after a summer hiatus.

National Shuffleboard, Orange, N. J., also exhibited at the show. Harry Kotler, vice-president, and Sol Lipkin, league and tournament head,

were on hand for the show. Both reported National planning was on a long-range basis, and that production of boards, the new conversion unit, which was introduced at the show, and accessories, would continue.

John Dietz, Valley Shuffleboard official, reported that firm was "in the shuffleboard business to stay." (See Rock-Ola Maps opp. page)

MSA Skeds Meet With Union To Set Up Operator Pacts

DETROIT, May 27. — Important steps toward labor organization in the shuffleboard field were slated to be taken at a special meeting of the Michigan Shuffleboard Association (MSA) this week-end. Fred Chlopan is executive director. Principal speaker at the gathering will be William Bufalino, business manager of Service Drivers and Helpers Local, Teamsters Union, which now has contracts with operators of various types of coin machines here.

A preliminary meeting was held by MSA directors with officers of the union, to go over the various problems involved.

A goal of active attendance by members at all meetings has been set by Chlopan, who pointed out to operators that "only licensed shuffleboard operators may join the association. This requirement insures the functioning of MSA being in the hands of the shuffleboard operator at all times. It is not enough to delegate

Happy Birthday

CHICAGO, May 27. — Sol Lipkin, National Shuffleboard, Orange, N. J., found a throng around the National booth at the ACMMA Show when he arrived Wednesday (24) morning for the last day's exhibits. As he walked over to the booth, a chorus broke out with Happy Birthday.

Seems several National distributors had been with Sol early that morning when he picked up his mail, and opened birthday cards from his wife and two boys back home. It was these distributors who arranged the impromptu birthday celebration, which included coffee and donuts.

SBLA Plans To Continue Thru Summer

Resume Tele in Fall

PHILADELPHIA, May 27.—Altho the television series of tournaments on both WCAU-TV and WFIL-TV have been completed, competitions will continue thru the summer months in the Shuffle Bowling League of America (SBLA), it was announced by Angelo Musi, commissioner for the league which has been promoting the play in this area. It is expected that a new series of television tournaments will be launched in the fall.

In the meantime the tournaments are being staged on a daily, weekly and monthly basis, with appropriate merchandise prizes and trophies to winners at the Variety Corner, amusement machine arcade center in the midtown district. Winners at the individual machine locations compete with other winners at the Variety Corner for the daily prizes offered, with the daily winners competing against each other weekly and then monthly for the more elaborate gifts offered by the league.

Mike Morelli, a former semi-pro football star, won a 1950 Oldsmobile by emerging on top in the 28-week television competition. Morelli won the singles championship on the final telecast in the series, receiving his award from Al Rodstein, president of the league; Angelo Musi, commissioner, and Lou Brissie, Philadelphia Athletics' pitcher, who appeared as a guest on the play-off show.

National Shows New Conversion At ACMMA Meet

CHICAGO, May 27.—Following an extensive test period, the National Shuffleboard Company introduced its bowling conversion unit here this week at the ACMMA convention. A double-faced device, featuring light-up pins, it fits onto the center of a standard shuffleboard, permitting simultaneous play from either end of the board.

The conversion is of the rebound type. Scores are not accumulated automatically, the player recording his skill on a regulation bowling sheet. One to four persons may play at the same time from either end of the board. Harry Kotler and Sol Lipkin, executives, said the unit will be offered at a competitive price, to be announced soon.

Specialists Unveil Baseball Conversion

CHICAGO, May 27.—Shuffleboard Specialists debuted a baseball conversion unit for use on early model shuffle games at the All-Industry Coin Machine Show at the Hotel Sherman here this week.

According to Phil Cohen, firm head, the baseball unit is designed so that it can be hooked up on location in a short time. It features a backglass with animated base runners and automatic scoring.

Shuffleboard Specialists also exhibited its new low-priced shuffleboard and the Nation Wide two-player Baseball game. Julian Crumb assisted Cohen in the firm's booth.

U. S. Meet Begins in Peoria

ASLI Event Draws Champs Of 15 States

Vue for \$10,443

By Tom McDonough

PEORIA, Ill., May 27.—Peoria took on a World's Series atmosphere this week-end as 45 State championship teams and fans—the hundreds converged on the Armory here for the United States championship tournament, sponsored by American Shuffleboard Leagues, Inc. (ASLI). By tomorrow night (28) the men and women players in the four divisions will split up a total of \$10,443 in prizes in addition to winning valuable trophies.

Howard James and Ken Poulsen, American's tournament head and field director, respectively, have been (See U. S. Meet, opp. page)

Royal Products Intros Folding Pin Conversion

CHICAGO, May 27.—Royal Products this week unveiled its new conversion unit for shuffle novelty games which introduces for the first time in this type of equipment pins which fold own instead of disappearing.

Giving an even closer illusion of bowling to the game, the Royal conversion, called Shuffle Strike, comes complete with cabinet, backglass and the folding pins. Easily installed, the game is played with weights which, passing over contacts on the board, cause the upright pins to fold back and down, as if struck by a bowling ball.

Al Sebring, Royal official, announced the conversion is now in production and deliveries will start immediately. Shuffle Strike will list for \$79.50, Sebring said.

Purveyor Board, Lights, Weights Given Three Ops

CHICAGO, May 27.—With more than 1,000 visitors registering for the chance to win one of three prizes given by Purveyor Shuffleboard at the ACMMA Show this week, Herbert Perkins, firm president, reported the following winners had been drawn from the drum Wednesday by Betty Naylor, one of the models who assisted in the booth during the convention.

Winner of the new 1950 Sportsman Shuffleboard was S. O. Baird, Hawkeye Enterprises, 621 Cedar Street, Boone, Ia.

Second door prize, a set of clamp-on lights for a shuffleboard, went to William Bium, Dubuque Coin Machine Company, 1456 Ohagen Street, Dubuque, Ia.

Third prize, a set of weights for use on shuffleboards or shuffle games, was won by Mrs. S. Vaillancourt, Sid's Amusement Company, 408 Wlckham Boulevard, Racine, Wis.

Turning Back the Clock

10 Years Ago This Week

CHICAGO, May 25, 1940.—An upsurge of music operator interest in the production of private record labels was evident. For the most part held to experimental pressings, it was being tried by large to fairly large operations. Disking costs were considered too high if the final product was to be used on only a limited number of machines.

One of the largest operators in Detroit declared that the costs varied with the talent used, "it only costs about \$300 to take a gamble on a record." This, however, was based on straight recording costs only.

Despite the pro and con aspect of private diskings a number of operators took a flyer as platter makers. Most of these were Detroit firms, with one of the most successful being Harry Graham, head of Marquette Music Company. He sold his own commercial pressings to operators in three surrounding States, and reported one release upped gross earnings of his machines by at least 15 per cent.

Dave Gottlieb, president of Coin Machine Industries, Inc., announced a coin machine picnic in Chicago's Riverview Park. Employees and officials of machine manufacturers, with their families and friends, were invited to the CMI sponsored event. Personnel of non-member manufacturers were also invited.

Victor Vending Corporation, Chicago, announced its entry into the counter game field (firm made a similar announcement early last month). Harold Schaeff, president, also reported firm's completion of the move into the new Grand Avenue quarters.

Morrie Ginsburg, Atlas Novelty Company, reported the appointment of Howard Freer as advertising and public relations head. Charley Mayer formed the Allied Novelty Company in Chicago.

15 Years Ago This Week

CHICAGO, May 25, 1935.—Carnivals were credited with leaving hinterland inhabitants coin game conscious. With most carnivals including Penny Arcades as featured attractions, people who had never had the opportunity to play coin-operated amusement games, flocked to the coin chutes in growing numbers in rural areas.

Carnival men noticed that many of the customers returning nightly, during a week run, made it a point to visit the coin equipment during their visits. The majority of carnivals had pin games, penny vending machines, arcade type pieces, etc. A regular staff in each carnival was maintained to provide coins, service the equipment.

The after effect of such a "coin game and carnival" visit was invariably noted to be greatly increased interest of the populace and resultant rise in number of coin games in neighboring towns. Drug and confectionery stores were the chief type of new locations springing up in the path of the carnivals.

From Paris, came word thru Rene Godin, editor and publisher of La Revue De L'Automatique, French coin machine publication, of the completion of plans for the first exhibit of coin equipment. He stated that 35 exhibitors were ready to show machines, many of them new models, with one display set up by an American manufacturer. Latter was planned by William Rabkin, of International Mutoscope Reel Company.

The Milwaukee pinball tournament, first to be held, was held for a three-day period by the Skill Games Board of Trade of Milwaukee, with all proceeds donated to a Home for the Blind. Isadore Jay, local coinman, was in charge of the event, which was held in the Futurist's Ballroom.

American Co. Takes Trades On New Sales

CHICAGO, May 27. — American Shuffleboard Company launched a new trade-in plan here this week aimed at boosting sales of new boards and, at the same time, removing old and reportedly obsolete units from the market.

The company offered \$150 as a trade-in allowance for any old table, "regardless of age, size or condition," toward the purchase of a 1950 Custom De Luxe Model, listing at \$643, or a new cushion rebound at \$640. At the ACMMA meet, William H. Rabb, general field supervisor, declared the old boards would be broken up and scrapped.

Firm also offered last year's long-board model at a substantial reduction. The boards which formerly sold at a \$643 list now carry a \$494.50 price tag.

Rock-Ola Maps Shuffle Plans At Rep Meeting

(Continued from opp. page) Firm also is active producing other types of wood products, but expects its shuffleboard division to continue producing the two new models which were unveiled at the show.

Purveyor Report

Purveyor Shuffleboard, according to Herb Perkins, president, has enjoyed a steady increase in sales during the first four and one-half months of the current year. Production schedules on the 1950 Sportsman, which were projected last fall, are being adhered to, and deliveries are being made daily from the firm's plant in Michigan, he said.

Purveyor also will continue to produce its accessory line, including lights, for the industry.

Shuffleboard Specialists, according to Phil Cohen, president, and Julian Crum, will continue to produce the low-price board which it has featured this year.

Puck Patter

Chicago:

Ken Poulsen, American Shuffleboard Company, arrived in Peoria, Ill., Thursday night (25) to help Howard James with final details on U. S. Championship meet which began in Peoria May 27. Several firms in town for the ACMMA planned to send reps to Peoria to see how a country-wide meet is held.

Bud Beasley and Col. L. Lewis were convention visitors. Beasley had a long pow wow with Harry Kotler and Sol Lipkin, of National Shuffleboard Company. . . Orville Adams, head of Adams Coin Machine, was in from his Michigan Upper Peninsula retreat all week. When he left Chicago he headed for Indianapolis to be in on the 500-mile auto race Decoration Day. Adams has had a lot of success with leagues in Michigan. . . Conversions were more in evidence than ever at the ACMMA convention. One of the surprises was the Shuffle Tournament made by Universal Industries. It makes one regular length shuffleboard into two shuffle games with fly-away pins and rebound action.

Sol Lipkin, National, breathed a sigh of relief Wednesday (24) when he was informed the CMI was officially off. He was wondering whether to ship his ACMMA show board back to the plant in New Jersey or store it in Chicago for a month. The show cancellation solved his dilemma.

U. S. Meet Begins in Peoria; ASLI Event Draws Champs

(Continued from opp. page)

here several days putting the final details on the U. S. championships and building interest thru feature stories in the local press, interviews over four radio stations, a full scale motor parade hell Friday (26) noon and also by tours of the leading locations and night clubs with an official party of civic leaders Friday night.

Mayor Helps

One of the promotional breaks James and Poulsen received here was the full co-operation of Mayor Joe Malone, who made good his promise of two weeks ago at the Illinois State finals here that the city would go all out during the U. S. championship meets and that all visitors would receive a ample of Peoria's hospitality. Mayor Malone not only took part in the tournament parade Friday, but at the City Hall the same day presented American tournament officials with the key to the city. He also put in several appearances today during official play and made a rousing speech of welcome just before action got under way 9:30 a.m.

One of the pre-tournament highlights took place Friday night when a total of 50 shuffleboard referees, who are handling the championships, met to iron out rules. Since the referees were from all parts of the country it was necessary to run thru all established rules to make certain that uniform rulings would prevail at the tourney. Following the referees' meeting, the joint management and grievance committee met to discuss previous tourney problems. In this group were John Weise, Ogden, Utah; Howard Conlon, Schenectady, N. Y.; Blayton Beede, Peoria; Bill Raab, Newark, N. J., and Poulsen. Beede was elected chairman of the committee.

20 Boards

For the event, which won national recognition, American had 20 of its finest boards on hand, including long boards and the cushion type. First prize in the men's long board meet was set at \$2,500. In the women's long board meet, \$1,000 awaited the best team. The men's cushion board championship team will receive \$900, while the top women's unit in the cushion boards will win \$449.50. The remaining \$5,594 will be distributed among teams which finish high in their divisions. Since the majority of teams are entered in the men's long board event, 12 big prizes will

be shared in this division. James and Poulsen worked out a simplified use of the double knock-out system for the U. S. championships. This helps teams which get off to a bad start to recover and get back into competition. Tho the top team in each division will have gone thru the meet unbeaten, teams which lose a team match early in the tourney can get back in the high money brackets by beating all other fors they meet. Two losses, or double knock out, ends a team's competition in the tournament.

Valley Unveils 2 New Boards At Trade Show

CHICAGO, May 27.—Valley Shuffleboard this week unveiled its new anniversary model full-length shuffleboard and a new 3 by 12-foot cushion model at the ACMMA show here.

John Dietz, Valley executive, who headed the firm's delegation to the convention, said the firm was now in production on both models, and that it would continue to handle sales direct to operators in those territories where no distributor was appointed. Actually, firm's distributor set-up is confined mostly to the Midwest area at this time.

The new cushion model comes equipped with an overhead scorer, and can be assembled in 15 minutes.

The anniversary model measures the regular 22 feet, has a maple playfield and is atmospherically sealed.

UNIVERSAL SETS

(Continued from opp. page)

unit fits over the middle part of the playfield and has two scoreboards and two mechanisms. Play at one end of the table does not interfere with the game in progress at the other end.

Scoring in the game is similar to bowling. Main differences are that player automatically chalks up 30 points for a strike and 20 for a spare. Each plays 10 frames during a game.

Shuffle Tournament was introduced this week at the ACMMA convention at the Hotel Sherman. Mel Binks and Bill Ryan were among the Universal officials on hand to point out the features of the conversion.

\$150 SHUFFLEBOARD With NEW MAPLE OR MASONITE TOP



NEW MAPLE TOPS, \$125
1" MASONITE (Die-Stock) TOPS, \$100

Rebuilt United Shuffle Aley, like new, \$119.50
Best New ELECTRIC SCOREBOARDS... \$95
"Rebuilt 18"x22" Shuffleboards, new tops, \$75

SHUFFLEBOARD Specialists
7126 S. STONY ISLAND AVE. • MI 3-1032-3 • CHICAGO 49, ILL.

MERCURY OR OHIO SHUFFLEBOARDS

USED, IN GOOD CONDITION, 16 TO 22 FT.
Send 1/2 Deposit, Balance C. O. D.

OAKDALE SALES
2860 N. CLARK ST. CHICAGO, ILL.

\$150.00
DEL. YOUR CITY FREE

COINMEN YOU KNOW

Milwaukee:

In Brodhead, at the C. S. Pierce Music Company stronghold, things are moving at a fast pace these days. Clinton Pierce, now mayor of Brodhead, organized the Brodhead Annual Farm Night, May 18, at the city high school gym. Six top professional acts were presented gratis to over 3,000 residents of the town and surrounding countryside. The event was sponsored by the local Chamber of Commerce. Meanwhile both C. S. and Stanley Raight, who recently completed 20 years with the firm, are prepping for their jaunt in June to the National Shrine Convention in Los Angeles. . . . Another busy man at the C. S. Pierce firm is routeman John Trutman, who will be married Saturday (3).

Freddy Mueller and Ralph Stronina, veteran routemen with the George Schroeder Company, are all smiles these days after registering the catch of the largest walleye of the season thus far at Fox Lake. Ralph's hook connected with the finny beauty, but Freddy helped him land it.

New location of Johnny O'Brien's Mercury Wax distrib will be just two doors from the L. R. Distributing Company. Les Reder now looks forward to some fast record service on all of O'Brien's latest hits for his music boxes.

Music ops, who stop in regularly for disks at the Wells Street radio doctors, are getting ready to wish "Stu" Glassman best wishes on his forthcoming June wedding.

Casper Reda has just gotten back from a week of fishing in Canada. Casper is numbered among one of the most avid local sportsmen in the coin machine business. . . . Over at the Hastings Distributors showroom on Bluemound Road, new blood has been added to the working force with Jack Hastings, Sam's boy, now also punching the time clock every day and learning the business.

Ed Brede is reportedly continuing to show steady improvement healthwise. Ed is able to get down to the office a bit more often nowadays to keep in touch with the music business. Meanwhile, over at the Brede stronghold, routeman Gene Shaw is looking forward to participating in the CAC breakfast flight to Shawano, Wis., on a Sunday morning. An expert qualified pilot, Gene flies his own craft on all CAC sponsored flights.

Waiting for the stork to call most any day now is Art Wisch, music op. Big Art was quite a football player about 10 years ago when he played on Milwaukee's All-City gridiron squad. He also played for Tulane and Wisconsin before giving up the game. . . . Raymond W. Ziegler, son of the president of the George Ziegler Company, candy manufacturers, and a great-grandson of the founder of the company, was recently placed in charge of marketing activities. He also was recently named executive vice-president of the firm by the board of directors.

Detroit:

Ben Okum, owner of the Okay Vending Company, is taking over the distribution of Mercury records in this area, under the firm name of Mercury Distributors. . . . Louis Fisher, owner of the Fisher Music Company, has moved his headquarters, formerly on Sturtevant Avenue, to the Northwest section on Hartwell Avenue.

The Juke Box Company, music route, founded in 1942 by Roy Small, is being formally taken over by Bernice Small. . . . Mrs. Mark J. Linkner, wife of a local operator, hit the dailies last week when she found a pair of red birds trying to eat up her son's Argyle socks on the washline.

Indianapolis:

The Janes Music Company has postponed the opening of its new building from June 1 until July 1. Shipment of materials by rail were delayed by the recent strike. . . . The Calderon Distributing Company reports an excellent response on the new Williams game from operators. Maxine Anderson, stenographer at Calderon, is on the sick list. . . . The candy industry has joined the war on high taxes. Stickers for attachment to mall reads as follows: "Don't blame the candy industry for high prices. Candy bars, 7 cents, taxes, 3 cents. You pay 10 cents." . . . The Metro Electronic Company, manufacturers of amusement devices, 2158 Union Street, is in receivership. Signey Horn, Indiana Trust Building, has been made receiver for the concern.

The most popular records on juke boxes at present are "Nola" and "I'll Sail My Ship Alone." . . . Mrs. Lottie Berman, Sicking, Inc., returned to the city after her visit at the ACMMA show, and found business moving right along on Chicago Coins and Genco Games. . . . Used records in several of the retail outlets are being sold at low prices. There seems to be an accumulation of used merchandise and alert dealers are cleaning up their stocks before summer.

Sam Weinberger, Southern Automatic Music Company, spent the week in Chicago attending the ACMMA Show. . . . Irving Schwartz, Midland Music Distributors, Inc., visited the Chicago show, and will return by way of Northern Indiana, visiting operators en route. . . . Coinmen visiting distributors included George Talbert, operator, La Fayette, Ind.; Vic Kilmer, Kilmer Music Company, Muncie, and Titus Raney, Greensburg, Ind.

Houston:

Black Ace Amusement Company, with offices and showroom at 901 West Moyamensing Avenue in the South Philadelphia sector, has been set up by Joseph Tamitsky and Fred Ingenito. . . . At near-by Atlantic City, Toomey Vending Company installed the cigarette machines and Music Box the installations at the redecorated and enlarged Sea Shell Bar and Restaurant. . . . Servase, Inc., has been set up here on Chestnut Street for the installation of automatic laundries featuring the Frigidaire Auto Washer. . . . Annual meeting of board of directors of Raymond Rosen & Company, local RCA Victor distributors, finds Raymond Rosen continuing as president. Bernard E. Naris was elected treasurer while Joseph Wurzel was moved up as vice-president along with Thomas Joyce. Jack S. Rosen was elected secretary.

Sam E. Ayo, part owner of Standard Music Distributors, did not attend the coin machine show this year. It was the first one he has missed.

David Harrington, son of C. O. Harrington, owner of the Harrington Amusement Company, graduated from Allen Military Academy, Texas, this month. Graduation carries the rank of second lieutenant.

Audrey N. Daly, local song writer, had her two latest numbers "I Won't Tell Anyone" and "Are You Happy?" accepted by Southern Music Publishing Company, Inc., New York. The numbers were recorded by Richard Paine and His Allstars for the Ayo Label. The disk was released May 22.

Washington:

Marvin Maddox, of Watling Sales & Service, with Mrs. Maddox and their son drove to Chicago for the American Coin Machine Manufacturers' Association exposition. Young Maddox will remain in Chicago for about a month, working at the Watling factory, while his mother and dad embark on a two or three-week vacation. They plan to drive as far south as Alabama—a sort of "second honeymoon," explains Maddox.

Sidney Lotenberg, of Westaway Vending Company, will give a talk on "How to increase business and lower overhead" at the forthcoming (June 9) National Automatic Merchandising Association Region III meeting in Baltimore. Mr. and Mrs. Lotenberg spent a late May weekend in New York "renewing old vending machine acquaintances." Other New York visitors from this area included the Bill (Washington Music Guild) Schwarzes. Into a short space of time they managed to squeeze in a couple of shows, a movie a visit to a night club, and stop offs at Broadway restaurants.

Ellis Demp, assistant manager of the Canteen Company, is back at work again following a siege of the mumps!

John H. Phillips, of Phillips Novelty, calls the new set-up of the Washington Music Guild "one of the greatest things that could have happened to the industry in Washington." He says the set-up compares favorably to the associations in Baltimore and Philly.

Several new vending machines for soft drinks, coffee, ice cream, and candy have been installed at the Washington National Airport, reports business manager David A. Robb. The new machines made their bow in the past few weeks.

A new staff member at Northern Virginia Music Company is Tommy Brand, in the scale division, according to Eddie Renner. Renner says the top hillbilly number in his machines is Moon Mulligan's "I'll Sail My Ship Alone" waxing, while on the sweeter side, Eddie Miller's "Juke Box Annie" and the Ames Brothers' "Sentimental Mc" get the nod.

William A. Jeunette and Ruth L. Crum have opened the Columbia Laundromat on Columbia Pike, Arlington, Va., with a line-up of equipment including 20 Westinghouse washing machines, two driers, and two extractors. Opening day drawing for a door prize is being followed up by weekly drawings for six free washes as get-acquainted promotion stunts.

Cincinnati:

Abe Salman, who operates Globe Games; Nat Barfield, of the B&W Novelty Company, and Bill Bigner, associated with his father in Bigner, Inc., attended the convention in Chicago.

Due to the holiday Tuesday (30), the board of directors of the Automatic Phonograph Owners' Association postponed their meeting until June 13.

Bill Broerman has disposed of his phonograph route to Fred Engel and Dave Tavel, both members of the association. . . . The regular monthly meeting of the Automatic Phonograph Owners' Association will be held June 13 at the Hotel Gibson, at 9 p.m.

Lawrence Kane, legal counsel for the association, is recuperating at his home in Indian Hill after a stay in the Jewish Hospital.

Chicago:

Manufacturers' plants were well provisioned last week as ACMMA Show visitors made the rounds. Leading firms, together with their top personnel, made it a point to keep their doors open from morning thru the late afternoons, then repaired with their guests to the Sherman for the evening hours. In all, the factories reported large turnouts, with visitors including distributors and operators, the latter spending money to line up their equipment for the coming months.

World Wide Distributing held open house festivities during the week, not only to greet out of towners, but to unveil its newly redecorated quarters. Al Stern, World Wide head man, reported the firm's volume of business has been stepped up so much in recent months that he is expanding his shipping department facilities and personnel. Monty West, sales manager, acted as a host during the open house days, then visited the Sherman at night.

Seymour Golden, head of Coin Machine Service Company, folded up his ACMMA exhibit after what he termed "a most successful show," then headed for home Wednesday night. On Thursday (25) Seymour's daughter had her tonsils removed, so there was no rest until the long week-end. Coin Machine Service featured its prize merchandise and shuffleboard wax at the show.

Los Angeles:

William R. Happel Jr. and Mrs. Happel returned over the week-end from Chicago where they attended the show. Bud Parr, of General Music Company, flew back home from the show and arrived Wednesday (24). Charlie Robinson, of C. A. Robinson & Company, also returned from the show. . . . Lucille and Paul Laymon, of Paul Laymon Company, may not return home from the show for several days. They are planning to drive back after picking up a new car in Detroit. . . . Al Silberman, of Badger Sales Company, back at his desk following a flying trip to Tucson.

Bill Leuenhagen reports he is taking over the adjoining store and will increase the size of his record bar. Sales are handled by Mary Solle. . . . Bill Sparrow, Santa Barbara operator, down for a few days on a buying trip. . . . Al Reisz, who is an old-timer in the operating field here, has renewed his business and was seen shopping along coin row. . . . Lena Koch, who is active in the shuffleboard field in San Diego, in town purchasing some of the new shuffleboard games. . . . Earl Wilson in town from Las Vegas. . . . Al Anderson a visitor from Shafter.

The many friends of Tom Brody, of Lomita, were glad to see him in town after a long absence. . . . Frank Lamb is recuperating from a recent illness. . . . Jack Leonard, head of Badger Sales parts department; Mrs. Leonard and the children off to Las Vegas for the Decoration Day holidays. . . . Anton Jopperton, of Revere, is anticipating the chance to get in some good fishing and also looking forward to the hunting season. . . . Fred Allen in town from Bakersfield. . . . Lee Wirt, a visitor from Montebello. . . . Sam Rowe came in from Upland to look over the coin row stocks. . . . M. W. Shouler, of Bell, one of the Pico buyers. . . . J. B. Herren, who handles the Auto-Photo sales with Fred McKos, in San Francisco on a business trip.

Phil Bradley in town from Covina. . . . Walter Ross, sales manager, and Loy Schober, of Gillespie Games Company, Long Beach, making the rounds. The firm is busy manufacturing the Wishing Well. . . . Jim Murphy down from Inyokern.

New York:

The passing of Bill Goetz Saturday (20) saddened all coinmen here and in many other parts of the country where the president of the Capitol Automatic Music Company was well known. Many came to pay their last respects. Among those who crowded the Rockville Center funeral parlor Monday in tribute to Goetz were Al Denver, president of the Automatic Music Operators' Association (AMOA); Nash Gordon and Dorothy Wolk, of the AMOA staff; Frank Calland, Barney Schlang and Harold Henry, of Local 788, the jukemen's union; Al (Senator) Bodkin, of Forest Hills; Sid Levine, attorney, and Joe Hahnan, of Gordon Amusement.

Jim Sherry, of Sherry Muse Music, starts a four-month vacation from route headaches June 9, when he flies to Europe to visit relatives in Greece and see the sights in Italy and England. . . . Dick Steinberg, executive director of the Music Guild of America, sent out the first batch of the org's new multi-colored title strips to member ops last week.

The Q-Ball television show Thursday (25) had boxers Kid Gavilan and Paddy Young as guest contestants playing a match on the coin pool tables. The show is aired weekly over WOR-TV. . . . Harry Berger, of West Side Distributors, has been named to handle Scientific's new Cue Champ table, turned out by Max Levine at his Brooklyn plant.

George Seedman, who was named head of Rowe's cigarette route in Los Angeles last week (see separate story), leaves for the West Coast June 6. Meanwhile, Bern Bernard, Rowe exec, has been in Chicago checking in the firm's milk vender operation in that city. He will return next week.

Hartford, Conn.:

Jim Smith, sales promotion chief for Stern & Company, Hartford, area distributors of Columbia records, is back at his desk, after several weeks in the Hartford Hospital.

One-Man Shoe Shine Route Possible With New N'west Model

CHICAGO, May 27.—Fred M. Van Doren, Northwest Engineering & Manufacturing, Inc., Minneapolis, announced discontinuation of firm's senior model shoe shiner this week, with future production and sales accent to be placed on the recently introduced lightweight Shinemaster coin and non-coin models. Firm displayed the new model at the ACMMA show.

Van Doren stated the 62 pound shiner priced at \$169 in quantities of six or more, was being stressed because it lent itself to a one-man operation. It can be transported in the back seat or trunk of the average passenger car. Too, it offers the added benefit of conserving location space, it was pointed out.

The non-coin model is being pushed as a rental or as a location-owned unit for businesses employing uniformed male employees, such as hotels, laundries, wholesaler bakeries, etc. Such placement is also seen as gradually building a larger customer potential for the coin-operated units on public locations.

Northwest Engineering official, Angus Grant, declared that surveys disclosed 80 per cent of shiner customers wore brown or tan shoes, with 10 per cent having black footwear.

Propose Cig Tax in L. A.

LOS ANGELES, May 27.—A cigarette tax was suggested to the city council by Mayor Bowron here Wednesday (24) when the tentative \$102,843,331 budget for the coming fiscal year was presented. Councilmen were offered the alternative of the smoke assessment or a 10 per cent amusement tax.

New Pool Game By Scientific In Production

NEW YORK, May 27.—Scientific Machines has placed its newest unit, Cue Champ, on the production lines, with initial deliveries already on the way to distributors this week.

Max Levine, president, declared the game, utilizing the play element of Belgian pool, will be marketed thru regular coin machine channels. An earlier unit made by Scientific was sold exclusively thru the Q-Ball Corporation of America to franchise operators in exclusive territories.

While no price was quoted on Cue Champ, Levine said it would be offered at a competitive list. Production will still be continued on Q-Ball.

Shipman Intros New Twin Vender Gum, Candy Units

LOS ANGELES, May 27.—Shipman Manufacturing Company has brought out a new line known as Twin Venders and candy bar, gum and mint venders and a table stand are being offered as a package deal, Jack Olson, sales manager, announced.

The candy bar Twin Vender has two magazines, two coin chutes with coin returns and is adjustable to vend the various sized bars. It has a capacity up to 100 bars, depending upon the thickness of the merchandise. This machine is 9 1/2 by 7 by 20 inches and features two free working levers.

Gum Unit

The Twin Vender for gum can be adjusted to handle 5-cent packages of gum and mints, such as Life Savers. The capacity, when gum alone is used, is 60 packages. If mints are used, the capacity is 30 gums and 24 mints. This machine also has two coin chutes with return features and two free levers.

Both machines have three-color fronts with baked enamel lettering. The finish is gray hammer-tone.

The table is constructed of 14-gauge steel and sturdily built, according to Olson. The machines may be placed on the 14 by 17 inch top with suction cups or bolted. This stand, with two shelves, was designed for locations where the equipment is moved indoors frequently. The table stands 29 inches.

While the three pieces are being sold as a package, each is available separately.

Andrews Mfg. Shows 2 New Bulk Venders

CHICAGO, May 27.—Andrews Manufacturing Company, Inc., Clawson, Mich., introduced two new penny bulk vender models at the ACMMA meet, one featuring large capacity and the second selectivity with interchangeable compartments.

The non-selective unit, priced at \$19.75, displays merchandise on three sides, is adaptable for counter, stand or wall mounting. Coin mechanism is on inside of service door in the base. Unit is finished in various baked enamel colors with chrome trim. A three-foot metal stand base lists for \$6.50 and is available for both models.

New selective vender, called Two-some Penny Merchandiser, lists for \$29.75 and vends pan candies and nuts. Interchangeable compartments offer view of merchandise thru front glass panels. Vending action is effected by a delivery wheel for each compartment.

Firm officials are Mrs. A. K. Andrews, president, and William Andrews, sales manager.

Fischer Intros Pool Game Rack

CHICAGO, May 27.—Fischer Sales & Manufacturing Company, Tipton, Mo., introduced a light-up rack assembly on its coin pool game, Cue-Eit, at the ACMMA show this week. E. L. Fischer, firm head, reported the new rack will be sold independent of the game itself, listing at \$15 with light and \$10 without light.

The Cue-Eit game itself remains unchanged; 72 inches long, 33 inches high, 37 inches wide. Shipping weight is 210 pounds. Table is equipped with a time clock, offers dime per person play, and accommodates up to four persons at one time.

Show Quiz Bank At Convention

CHICAGO, May 27.—Quiz Bank, Telequiz Sales new product, was given its first national trade showing this week at the All-Industry Coin Machine Show here. Firm also displayed the latest model Telequiz unit.

Quiz Bank was designed for nickel play. A question and answer game, player has a choice of several thousand questions on a wide variety of products. After depositing coin, player selects question by pressing a button. Then he tries to pick the correct answer of a group of possible answers.

Joe Beck and Leonard Sheehan were in the Telequiz booth on the exhibition floor.

Topps Announces New Price Sked for Bozo Ball Gum Line

NEW YORK, May 27.—Topps Chewing Gum recently placed into effect a new price schedule for Bozo ball gum, offering the bulk vender product to large-scale purchasers at direct-factory prices thru an expanding net of distributors, according to Charles Zubrin, merchandising director.

Operators buying 150 pounds or more will pay 25 cents a pound east of the Mississippi, with 27 cents a pound charged to Western route owners.

At the same time Zubrin said that the ball gum is being shipped in a new plastic wrap to insure freshness. Each 25-pound pack is wrapped in polyethylene, a DuPont product said to be moisture proof.

Plan New Reps

There are now about 25 distributors in the Topps chain. But the company is negotiating with a number of new outlets. Zubrin declared 100 distributors may be appointed in all before the desired penetration of the market is reached. A co-op ad program for the trade press, the cost to be met jointly by Topps and participating distributors, is being blueprinted.

Bozo ball gum, a bubble-blowing item, comes in nine flavors. It is available in different sizes, either 140, 170 or 210-count per pound.

Auto-Photo Machine Set for National Sale

CHICAGO, May 27.—Auto-Photo Company, Los Angeles, introduced its "four pose" coin-operated photo machine to Midwest, Southern and Eastern markets at the ACMMA show this week. Unit has been marketed and in use for the past three years on the West Coast, according to Joseph Winegarden, official. Price is \$2,375.

Machine operates for a quarter, takes four different pictures at a single sitting.

Groetchen Tool Intros Corona at ACMMA Show

CHICAGO, May 27.—The Corona bell was introduced by Groetchen Tool & Manufacturing Company at the ACMMA show here this week. Other products shown in the firm's booth included the Columbia line, Skill Test, Camera Chief and the Groetchen reel counter units—Wings, Pok-o-Reel, Yankee, Klux and Atom.

The Corona was billed as four machines in one as it can be changed over from penny, nickel, dime or quarter play on location. It measures 15 by 12 by 17 1/2 inches and has a club handle. Metal cabinet has a hammerloid blue finish. It is available with 10 or 20 reel stops.

Andy Vordick, sales manager, and Harry Kay represented Groetchen on the convention floor.

W. A. Goetz, Vet Phono Op, Dies

NEW YORK, May 27.—William A. Goetz, pioneer phonograph operator, died here Saturday (20). He was 62.

Goetz, president of the Capitol Automatic Music Company, was also a director of the Automatic Music Operators' Association. He became active in the coin machine business long before the era of the automatic phonograph. More than 30 years ago he was an established operator of coin pianos. Capitol was reportedly one of the largest juke box routes in this area.

Interment was at the Gate of Heaven Cemetery, Westchester. Survivors include his widow, Helca; four sons, Vincent, William Jr., Raymond and Richard, and a daughter, Marilyn.

Vital Statistics

Births

A daughter to Mr. and Mrs. Louis Fisher in Detroit, recently. Father is owner of the Fisher Music Company.

A son, Brian Joseph, to Mr. and Mrs. Joseph Mikos May 16. Father is associated with Monarch Coin Machine Company, Chicago.

Deaths

William A. Goetz, 62, veteran amusement machine exec, May 20 in Long Beach, N. Y. He was president of the Capitol Automatic Music Company.

Joe Gulliaue, operator, suddenly Wednesday (24) following a heart attack suffered at his home at McCook Lake, S. D. Funeral was held Friday (26). Surviving is his widow, Rose.



Sensational . . . Different . . . Jet-Designed Game!
The Pacemaker at the Chicago Coin Machine Convention.
FLYING SAUCERS
Packed With Profits! Pulls Crowds!
Compact! Costs Less Than \$200!
WIRE-WRITE-PHONE
INTERNATIONAL MICROSCOPE
44-02 Eleventh St. L. I. C. N. Y.

Record Reviews

(Continued from page 37)

| ARTIST | TUNES | COMMENT | POPULAR | OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR |
|---|---|---------|----------------|----------|-------------|----------|----------|
| DOTTIE O'BRIEN-JAN GARBER DRK Capitol 1044 | I Wanna Be Loved Vocalists isn't in a class with the Andrews, Fontane, and Eckstine versions, but Garber maintains a good medium-slow dance beat throughout. | | 74--72--74--75 | | | | |
| | Remember Me Bouncy schottische ditty, with a hillbilly flavor, is orked in typical Garber dance style, the Miss O'Brien overworks on the vocal. | | 68--67--68--70 | | | | |
| FRANK SINATRA (Axel Stordahl Ork) Columbia 38829 | There's No Business Like Showbusiness Standard, which may get some fresh whirling thru "Annie Get Your Gun" flick plugging, isn't too convincing in this version. | | 67--66--68--68 | | | | |
| | Poinciana Like the flip, this appears to have been cut some time ago. Frank's fine, sensitive effort is lost in poor balanced cutting. | | 68--69--68--68 | | | | |
| FRANKIE YANKOVIC Columbia 38824 | I'm Gonna Get a Dummy The old college song, "I Got The Leg From Some Old Table," is paraphrased in this polka novelty. Also issued in the pop series, most action is likely with Yankovic regulars. | | 69--68--68--71 | | | | |
| | When You're Away Typical Yankovic waltz effort with ordinary lyrics, is for his regular international following. | | 71--70--72--72 | | | | |
| STUART FOSTER (Robert Gunders Ork) Eastly P-102 | I Would, If I Could, But I Can't Beautiful warbling by the ex-TO vocalist is buried in unprofessional lyrics and unsympathetic orking. | | 52--55--52--50 | | | | |
| | I Cross My Heart Same comment, only more so. Fine bit of crooning, however. | | 48--48--50--45 | | | | |
| BOBBY COLT (Raymond Scott Ork) Admiral 1008 | Dig That Coal Excellent production by Colt, Scott and Co., but the market for this pretentious affair will be hard to spot. | | 61--64--60--60 | | | | |
| | Baby, Won't You Say You Love Me? The "Wabash Avenue" picture has yet to show signs of arriving despite a strong Eckstine version. If it happens, this version merits some spinning. | | 70--71--70--70 | | | | |
| BOBBY COLT (Raymond Scott Ork) Admiral 1007 | I'm Sorry I Made You Cry More vocal presence would help, as Colt does a convincing job with the sentimental oldie. Humming chorus is effective. | | 69--70--68--70 | | | | |
| | When You Were a Tulip Standard coupling makes for a fair juke value. This one's handled in infectious old-timey style, with gang chorus and 1923 Whiteman orking. | | 72--73--70--73 | | | | |
| JO STAFFORD-GORDON MacRAE (Paul Weston Ork) Capitol 999 | Driftin' Down the Dreamy Ol' Ohio Old-fashioned type waltz tune fails to impress as another "Cruising Down the River" in this restless conception. | | 72--72--71--72 | | | | |
| | Where Are You Gonna Be When the Moon Shines Infectious ditty gets an easy, relaxed dueling here. Should get around, and could be a big one if the tune clicks. | | 81--81--81--81 | | | | |
| BENNY STRONG ORK Capitol 1003 | Last Night on the Back Porch Recently oldie gets typically bright, smilley, danceable treatment by Strong and crew. Includes the gang spelling treatment. A contagious side. | | 83--83--81--84 | | | | |
| | Tessie Another old-fashioned opus is sold strong by Strong. Happy, dancey stuff, with a just-right portion of corn. | | 77--78--76--77 | | | | |
| RAY ANTHONY ORK (The Skyliners) Capitol 1051 | Mama, Teach Me To Do the Charleston New lyric is added to "The Charleston," and Anthony's rhythmic, full-flavored Dixie-singed rendition, should make this mighty useful to the new generation of Charleston dancers. | | 81--81--81--80 | | | | |
| | Francie (Ronnie Deauville) Deauville's Sinatra styling, and Anthony's Miller-styling get all that's to be gotten from an innocuous tune. Fair enough dance stuff. | | 72--73--72--70 | | | | |
| JACK TETER TRIO London 689 | Kansas City Kitty Altho bright, this is a minor effort by the Johnson Riggers. | | 63--62--63--66 | | | | |
| | Just a Little Nightcap Tavern ditty is retentive and has a pleasant recitation. May see some fair Midwestern duty. | | 69--68--69--72 | | | | |
| LES PAUL (Mary Ford) Capitol 1014 | Jealous Mary Ford makes up her own trio in another trick recording by Paul. Intriguing effort, with a fine, live sound. | | 74--76--72--71 | | | | |
| | Nola Paul accompanies himself on Spanish guitar as he solos on steel, and vice versa in a recording montage. | | 75--76--74--75 | | | | |
| RAY ANTHONY ORK (Ronnie Deauville) Capitol 1040 | Scattered Toys Pretty family-type tune is smoothly orked in dance tempo, and gets an effectively intimate vocal by Deauville. Could be big. | | 82--83--82--82 | | | | |
| | Skip to My Lou Folk tune makes a strong Miller-styled instrumental for the incoming Anthony dance crew. | | 84--85--84--84 | | | | |
| DAVID & DOROTHY PAIGE (Richard Bloch Drk) Admiral 1010 | I'm in the Mood for Love Nothing special in this duet rendition of the standard. More clarity would help too. | | 61--61--59--63 | | | | |
| | Paradise Coupling of two standards would make this a handy juke item, if the renditions and recording were stronger. | | 57--55--57--58 | | | | |

ACMMA Convention Notes

(Continued from page 100)

Opening day of the convention found ACMMA officials, including Herb Jones, president; D. W. McClay, assistant secretary, and Grant Shay, publicity chairman, on hand to greet the early arrivals. Shay's work in promoting the show was lauded by all comers, including exhibitors and their guests. Crowds swarmed in shortly after the doors were thrown open, remained heavy thru most of the day and increased after the dinner hour. Most open-house activities at the plants reported heavy turnouts from Monday morning on thru the three-day meet.

Vince Shay, Bell-o-Matic president, a member of the board of directors of ACMMA and also chairman of the hospitality committee, was also singled out for commendation by many of the visitors, who had merely dropped Vince a note that they were coming, then had arrived to find their hotel reservations in order, and a heavy program of social activities set-up for them. Highlight of the first day was a night baseball game which several hundred ops attended as the guests of Shay and Ray Moloney, Bally's president, and another who did an outstanding job in behalf of the visitors.

William Eckelman, of Vibro Vita, Ridgefield Park, N. J., spent most of his time at the show hob-nobbing with the shuffleboard crowd. He had several lengthy confabs with Sol Lipkin, of National Shuffleboard, and Joseph Cacciarelli, head of the Waxola Chemical Company. Eckelman, a puck manufacturer, was congratulated on being awarded a solid-gold, life membership card by the New Jersey State Police Benevolent Association. Only 10 have been awarded in the past 75 years.

A. M. Anderson, of Breuer Electric, reported ops showed marked interest in the product he offered, a thin-nozzled vacuum cleaner to reach into normally inaccessible machine corners. Sam Rabinowitz, head of Tap Mixers Service, said music and game ops were doing a solid business renting his carbonator unit to locations on a weekly fee basis.

Hymie Rosenberg, former New Yorker, who now calls Florida home, was in to talk things over with old cronies. He has given up most of his coin machine interests, and is currently active in the toy and novelty business. William H. Raab, general field supervisor for American Shuffleboard, left for Peoria at the close of the show to lend a hand at the U. S. Championship tourney, run off Saturday and Sunday (27-28).

Most top New York distributor and jobber orgs sent reps to Chicago for the convention. Among those who attended were Al Simon, Chicago Coin factory agent; Harry Berger, West Side Distributing; Milly Green, American Vending; Dave Stern, of Seacoast, who added the Kool-Sleep air-conditioner to his string; Meyer Parkoff, of Atlantic New York; Bert Lane and Harry Pearl, of Q-Ball fame; Dave Lowy and Dave Wellach, Keeney agents, and Sid Rubenstein, of Pioneer Vending.

Also, Charlie Aronson, Brooklyn Amusement; Eddie Correston, Palisades Amusement; Barney Sugarman, Runyon Sales; Lew Jaffe, Eastern Electric; Teddy Blatt, attorney; Joe Munves, of the arcade and parts biz, and Charlie Zurbin, Topps Chewing Gum merchandising director. Blatt hurried off for a Florida vacation, and Zurbin flew back to New York to ready his exhibit for the confectioners' show.

Increased trade interest in penny vending equipment brought out Oak Manufacturing Company, Inc., representatives in force at the ACMMA convention last week. Hosting at the Oak booth were Sid Bloom, Dan Cohan, Baltimore area distributor, Meyer Abelson, Eastern distributor,

Norman Eppy, Cincinnati sales outlet, and Dave Stern, Seacoast Distributors, Elizabeth, N. J. Firm's new nickel all-charm vender was a major target of visitor interest.

Angus Grant and Fred M. Van Dorn, officials of shoeshine machine maker Northwest Engineering & Manufacturing, Inc., Minneapolis, were happy with the operator attention paid to their new light-weight model. Tom King and Paul Crisman, heading King & Company, Chicago, did major host stints in their booth, which featured Northwestern Corporation equipment. Chief attraction was the new 10-column penny tab gum vender. Also on tap lending a sales-aiding hand were Northwestern officials W. P. Bolen, president, and W. R. Geiner, sales manager. Topping off the exhibit personnel at the King booth were Northwestern distributors Moe Mandel, of New York, and Ed Flannagan, Boston.

The five-man J. H. Keeney & Company convention team had a double coverage job at the ACMMA confab and at the firm's own open house showing at its plant. On hand, at various times at the Hotel Sherman exhibit and the factory showroom, where refreshments were the order of the day in addition to equipment displays, were Roy McGinnis, president, John Conroe, vice-president, Al Ostrowsky, Paul Husted and William Gee.

New to the coin machine industry, with a new type of coin-operated room cooling equipment, were conventioners Russell F. Craig, president, and Vern Ruben, sales manager, of Kool-Sleep, Inc., Cambridge, O. Boys kept their own display "cool as a cucumber" with their Kool-Sleep units in continuous operation.

J. C. de Graaf, sales manager of Fruit-o-Matic Manufacturing Company, Inc., Los Angeles, and service manager Paul Oahey made up for lost time when their refrigerated fruit vender arrived on the convention floor a day and a half late. Firm is now in production on the first 100 assembly line models.

George Sylvan and Ben Friedman, George Sylvan Electric Company, Chicago, passed out large quantities of hot frankfurter sandwiches to show visitors. The steamed franks were done to a turn on the firm's new Chef-Master Hot Dogger, a non-coin unit. The unit, which also steams tamales, lists for \$73.50.

Al Sebring, Royal Products, Inc., Chicago, presented several units of his stand type coin changer in his ACMMA booth. Walter Gummer-shelmer and George A. Delf, Atlas Tool & Manufacturing Company, St. Louis, was kept busy explaining the firm's line of ice cream, candy vendors and the new outdoor shoe shiner to convention visitors. Delf stated quantity production was scheduled to start on the ice cream unit shortly.

Several firms which did not display at the ACMMA show, had suites in the Sherman and other Loop hotels. Among these was Exhibit Supply Company, represented by Frank Mencuri and Ed Hughes. Visitors at the United Manufacturing suite Wednesday (24) included Mr. and Mrs. Fletcher A. Blalok, New Orleans; Sam Taran, Miami; Bill Greco, St. Paul; Claude Coakley, Fort Worth; Mr. and Mrs. Raymond Williams, Dallas; Del Parker, Oakland, Calif., and Mr. and Mrs. Lou Casola, Rockford, Ill. Among the greeters for United were Billy DeSelm; Ray Riehl, Mr. and Mrs. Johnny Casola and Paul Federman.

Larry Gordon, general sales manager for Citation Novelty Company, Baltimore, was a busy beaver just after the convention closed Wednesday (24). He had his console moved to an upstairs suite at the Sherman and was still showing its operation into the wee hours of the morning. The Empire Coin Machine Exchange delegation at the show was led by Gil Kitt, Ralph Sheffield and

Stanley Levin. Meanwhile, Howie Freer and Jerry Bremner were handling the droves of visitors at Empire's showrooms on Milwaukee Avenue. Kitt said that there was unusual interest in one ball products on the convention floor.

First Distributors with Joe Kline and Wally Finke alternating in the booth reported steady reception of its Mercury ball gum vender which has a premium set-up. . . Atlas Novelty played host to a stream of visitors all week, most of whom were in town for the convention. Joe Glasberg reports that two of the staff Most Jacobs and Mike Blumberg, were holders of Irish Sweepstake tickets which won a few pesos. They were notified early last week that 100 pounds sterling was en route to them. Eddie and Morrie Ginsberg report music inquiries on the upswing.

Among the central meeting spots at the conclave was the Bull Fight room of the Sherman which was taken over by Bell-o-Matic for the first two days. Grant and Vince Shay offered firm customers tickets to the White Sox-Red Sox game at Comiskey Park, Monday (22). Those that took up the Shays on this offer were rewarded by a 10-inning struggle which ended after midnight.

Charlie Pieri, Keeney's new sales manager, and Mrs. Pieri met a lot of old friends at the show. Keeney's display included its de luxe cigarette vender; Bowling Champ, a shuffleboard conversion; Double Bowler and Duck Pins, which feature fly-away pins; the Keeney penny loader and a shuffleboard scoreboard. Meanwhile out at the plant the upright console Pyramid and Silver Bell, the two-way console, were shown. Firm had open house festivities each day of the show. . . The Jennings plant was another spot where good fellowship prevailed. With Hank Strong and Harold Jeske on hand, firm served buffet meals. Among callers were Frank Hawkins, Tucson, Ariz., and Art Rudd and Bill Lipscomb. In from the State of Washington, Hymie Zorinsky, H. Z. Vending, Omaha, also made this stop.

Among the largest show delegations were from Baltimore, Los Angeles, San Francisco, New Orleans, Fort Worth, Dallas and New York. . . Herb Jones, Bally exec and president of ACMMA received congratulations from all sides Tuesday night and Wednesday (23-24) for the fine way he handled banquet announcements.

Jack Howard, of Minneapolis Securities—financing company handling juke box distributor paper—checking the booths and looking over new equipment. . . Baltimore probably had the largest delegation of operators from any single city outside Chicago. They came in with Irvin Goldner, president of the Amusement Machine Operators' Association of Greater Baltimore—25 of them.

Frank Doyle, sales manager for Coan Manufacturing Company, Madison, Wis., in town for the three-day convention and taking a look around altho his firm did not exhibit. . . Roy Cresswell, president, Auto-Vend, Dallas, looking over the new vending machine products displayed. Gordon Haase, head of Arctic Vendors, likewise stopped off in Chicago for the show on the way back from the West Coast.

Bob Foushee, formerly with National Rejectors in St. Louis, has joined George Delph and Walter Gummersheimer at Atlas in St. Louis. Bob will head up the service department for Atlas, which is manufacturing ice cream, candy and drink vending machines. . . Mike Hammergren, president of Super-Vend Sales Corporation, flew out of Chicago immediately after the show closed. Went to Dallas where Texas Engineering & Manufacturing Company is building the three-flavor cup drink machine on contract.

Howard Pretzel, formerly with Coin Machine Acceptance Corporation and more recently with Bally, doing the show with Gordon Sutton, Chicago distributor. . . Lou Gottlieb, of Philadelphia, caught three

conventions in Chicago—he had business at both the National Restaurant and Radio Parts Manufacturers conventions in addition to ACMMA.

Chicago Coin officials, led by Sam Wolberg, played host to convention visitors at the plant and reported a steady stream of traffic. Ed Levin will be in Miami June 1 for the graduation of his son, Arthur, from the University of Miami. While an undergraduate, Arthur operated a route of 26 juke boxes which helped to pay his way thru school. Sam Lewis reports strong response to the new parts catalog put out for Chicago coin games.

Among the busy spots on the convention floor was the Precision puck booth manned by execs Herbert Smedberg and Nels Malmgren. Both reported a number of inquiries from firms which they never knew existed. . . The Hollycrane display, sponsored by Como Manufacturing, was another center of activity. Firm also showed a baseball and bowling game.

Among the largest gatherings of operators at plants during the ACMMA show was the one at Bell-o-Matic headquarters. Vince and Grant Shay, Midge Ryan, Bill Nixon, Frank Lorden and other top staffers showed visitors a good time. Missing from the open-house festivities was Johnny Kelly, who was recovering from surgery, but his many friends kept phoning to cheer him up and let him know that his presence was sorely missed.

CMI Cancels June Convensh

(Continued from page 100)

cago this week had it that CMI would be dissolved by its own members. Asked about this, Sam Wolberg, vice-president of the association and its acting head in the absence of President Harry Williams, said there was "never any thought that CMI would go out of business."

The decision to call off the show was made at a meeting held here Tuesday (23). Exhibitors at this week's ACMMA show, who had planned to show at the CMI meeting, were informed late Wednesday that the show would not be held. Plekering said CMI was in the process of returning contracts and deposits to those firms which had already signed up for the CMI Exposition.

A letter also was sent to members of the association and to other operators and distributors informing them of the cancellation. Plekering said that approximately 225 hotel reservations had been made at the Stevens in anticipation of the show.

King Pin Unit At ACMMA Show

CHICAGO, May 27. — King Pin Equipment Company, Kalamazoo, Mich., displayed its Shuffle Shoes conversion unit for shuffleboards at the All-Industry Show here this week. Operators were advised that price of the unit, which includes the stakes for both ends of the board, and a complete set of horse shoes, had been cut from its original list of \$24.50 to \$18.50.

Firm also displayed its levelizer for shuffleboards. Unit will straighten warped boards, firm claims, and will keep them true for play.

LUCK STRIKES TWICE

(Continued from page 100)

Company, Great Falls, Mont., Ronald L. Meline, Meline Music Company, Rockford, Ill.; William Zeleo, Sher Vending Company, Columbus, O.; John Emiling, Erie, Pa., and John Nimitz, Admiral Coin Service, Park Ridge, Ill. Other convention visitors who won prizes from the Golden firm were Mrs. Roy E. Fankhouser, Cleveland & Chicago Amusement Company, Cleveland (nut bowl set), and Jack J. Parris, Automatic Vending, Erie, Pa. (picnic set).

Record Reviews



| ARTIST LABEL AND NO. | TUNES COMMENT | RATING OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR |
|--|---|--------------------|----------------|----------|----------|
| POPULAR | | | | | |
| LIONEL HAMPTON ORK (Freddie Hampton-Raymond Johnson) Decca 27043 | Birmingham Bounce Hampt has never made a better nor more exciting big band record. Ditty, a country boogie is treated to a mess of Hampt's two-finger piano as well as acceptable lyrical rendition. Should score as a, b, but figures strongly as a pop item. | 85--86--85--85 | | | |
| DAVID ROSE ORK MGM 30237 | Cannon Ball Express (Sonny Parker) The beat is there but the material and spirit fail to measure up to the topside's quality. | 71--71--70--72 | | | |
| DAVID ROSE ORK MGM 30237 | American Hoe-Down Delightful exercise for strings to one of the finest Rose items since his "Holiday for Strings." Certainly the spinners will cotton to it. Could be a strong contender. | 83--86--82--80 | | | |
| CLIFF STEWARD (Johnny Blowors Ork) Coral 60220 | Time and Time Again Neat etching of a lovely waltz from the "Nancy Goes to Rio" Ricker spots choral vocal in tasteful Rose backgrounds. Tempo drags. | 69--70--70--67 | | | |
| CLIFF STEWARD (Johnny Blowors Ork) Coral 60220 | Ten Little Fingers and Ten Little Toes Gang-sing, ragtime-ish effort in the piano roll groove is a spirited and lively slicing which should delight tavern dishing devotees. | 80--80--78--82 | | | |
| DICK HAYMES-ARTIE SHAW Decca 27042 | Alabama Jubilee Plenty of spirit and vinegar in this resounding two-beat workout. | 73--73--70--77 | | | |
| DICK HAYMES-ARTIE SHAW Decca 27042 | If You Were Only Mine Haymes pours his full bary tonals into this lovely revival. Shaw, heading a studio strings-and-woodwinds crew, lays on a chunk of his distinctive clarinet. A sturdy disk. | 79--80--78--78 | | | |
| PHIL NAPOLEON & HIS MEMPHIS FIVE Columbia 38020 | Count Every Star The warbler is more effective in a restrained and warm performance of this slowly growing ballad. Shaw does a neat turn. If song keeps building, this dishing will draw plenty of action. | 86--86--86--86 | | | |
| PHIL NAPOLEON & HIS MEMPHIS FIVE Columbia 38020 | Copenhagen This fly modern-day revival of the Napoleon two-beat group delivers an arresting slicing of this sturdy standard. | 68--68--68--68 | | | |
| OLSON BROS. Regent 179 | Sioux City Sue Not the hit of some years ago, this is a medium time two-beat deal with a fair lyrical expression voiced by Jimmy Brown. Not much substance here. | 67--68--66--68 | | | |
| OLSON BROS. Regent 179 | Fried Chicken Rag Piano duo knocks out an original ragtime in exciting style. Recorded in Europe. Tavern juke item. | 81--82--80--82 | | | |
| BILL DARNEL (The Heatherstones-Ross Ork) Coral 60220 | Tomptation Rag This delightful slide fits snug as a bug into the twin piano styling of this Continental duo. Refreshing etching which could pick up action, particularly in the Midwest. | 81--83--78--81 | | | |
| BILL DARNEL (The Heatherstones-Ross Ork) Coral 60220 | M-l-s-s-i-s-s-l-p-p-l Darnel's been threatening to come up with a big one and this pulsating rendition of this boogie letter-twister figures to be it. | 89--89--88--89 | | | |
| DICK MERRICK-CATHY ALLEN (The Foursome Quartette) Admiral 1009 | Gone Fishin' Worthy backing is a neat rendition of a sturdy ballad in the "Lazy Bones" groove. If tune clicks, Darnel should have a strong two-faced platter. | 80--80--80--80 | | | |
| DICK MERRICK-CATHY ALLEN (The Foursome Quartette) Admiral 1009 | Along Fraternity Row Nothing here to merit attention. Recording, conception, and rendition are sub-par. | 51--52--52--50 | | | |
| CHARLIE SPIVAK ORK London 633 | Five Foot Two, Eyes of Blue (Paul Taubman-Tony Colucci) The organist, who now owns the swank Penthouse Club, teams up with banjoist Colucci for a jazzy, razz-ma-zazzy instrumental version of the oldie. Could get big Midwestern play. Good recording. | 74--74--73--77 | | | |
| BOB HOUSTON (H. Lavino Ork) Celebrity 7120 | Let's Cheo Cheo to Idaho Novelty trifle gets one of those big brassy, nervous arrangements, with warbler struggling manfully to be heard. | 62--62--61--63 | | | |
| BILLY BANKS (E. Schoebel Ork) National 9133 | April in Paris Slow-moving attempt to create a mood doesn't come alive. | 57--59--56--56 | | | |
| BILLY BANKS (E. Schoebel Ork) National 9133 | In the Valley of Golden Dreams Sweet, simple waltz ballad impresses, getting a heart-felt selling job from Houston plus fitting ork and chorus work. | 74--72--74--76 | | | |
| ELIZABETH PALMER (L. Detoro Ork) Sonata 1051 | Mamma Mia One of several adaptations of "Santa Lucia" is addressed to mother. Feelingly sung. | 63--61--63--65 | | | |
| ELIZABETH PALMER (L. Detoro Ork) Sonata 1051 | Train's Comin' Cafe warbler Billy Banks sings with much earnestness but utterly fails to convince that this novelty ditty means much of anything. | 45--45--45--45 | | | |
| ELIZABETH PALMER (L. Detoro Ork) Sonata 1051 | Maple Leaf Rag (Elmer Schoebel Ork) Dismal Dixie effort, combo is ragged and spiritless. | 40--40--40--40 | | | |
| ELIZABETH PALMER (L. Detoro Ork) Sonata 1051 | Alexander's Ragtime Band A splendid new thrush is heard thru a poorly recorded job—she displays excellent spirit, phrasing and intonation. | 62--60--62--64 | | | |
| ELIZABETH PALMER (L. Detoro Ork) Sonata 1051 | I Wanna Tell Ya, I'm in Love Miss Palmer struts handsomely thru an okay little rhythmic job with boppish ork support. | 58--56--58--60 | | | |

(Continued on page 118)

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Record Reviews

(Continued from page 117)



| ARTIST LABEL AND NO. | TUNES COMMENT | RATINGS |
|---|--|----------------|
| POPULAR | | |
| TODD MANNERS (Macklin Marrow Ork) MGM 10710 | Heaven Is Where You Are Lilting waltz ditty is engagingly sung, brightly orked. | 72--72--72--72 |
| | Viols From Nowhere Pretty neg beguine from Mike Todd's "Peep Show" gets a neat go from Manners, aided by bright, un-complicated Marrow orking. | 72--72--72--72 |
| JOHNNIE JOHN- STON-JOAN ED- WARDS (Archie Bleyer Ork) MGM 10711 | Darn It, Baby, That's Love Miss Edwards, who wrote the tune with Lynn Duddy for "Tickets, Please," projects with musicomedy verve, winningly partnered by Johnston. The name waxings of ditty haven't made a dent, this happy job may snig play. | 75--75--75--75 |
| | You Can't Take It With You Another Edwards-Duddy ditty from the same show, this novelty is a "Yes Indeed" hasn't substance or charm comparable to flip. | 65--69--68--67 |
| TOMMY TUCKER ORK (Judy Valentine- Don Brown) MGM 10721 | Chocolate Ice Cream Cone Thrush delivers an engagingly pert job in little-girl style, with Brown filling in on straight line. Tune shows signs of stirring; side may latch on. | 80--80--80--80 |
| | Tiddley Winkie Woo Don Brown and trio get off an undistinguished job of another upcoming novelty. | 61--62--61--60 |
| ART LUND (LeRoy Holmes) MGM 10713 | Birmingham Bounce Lund gets strong beat and drive in his warbling of the arriving country boogie ditty. Backing is fittingly jump'n' jazzy. | 77--78--77--76 |
| | Maple Leaf Rag The honored oldie is duked out with a new lyric that doesn't add to its charm. Lund works hard. | 65--65--63--67 |
| BUDDY CLARK (Nathan Van Cleave Ork) Columbia 38491 | I Wanna Be Loved Reissue of the late, great crooner's version of the revival smash should pick up coin wherever it's spotted. | 78--78--78--78 |
| | If You Were Only Mine Another revival, which has yet to break thru, is also a reissue. Not one of Clark's best sides, due perhaps to pedestrian over-all conception. | 72--72--72--72 |
| TONI HARPER Columbia 38823 | Get Goin' Engineer Fetching rhythm rendition by the little Miss, the material isn't especially striking. | 71--73--70--70 |
| | Is That All I Mean to You? Highly sexy stuff for moppets. Actually, this out-er-than-Ella dishing has rhythm-blues potential. | 81--84--80--80 |
| CHILDREN | | |
| ARNOLD STANG (Ernie Evans Ork) Admiral K-206 | The Clock That Went Tock-Tick Amusing-cartoon-class story is perfect meat for the silly voiced radio comic. Kids should go for a clock with the hic-cups. | 81--81--80--NS |
| | Beezy, the Sneazy Bee Another original by Selma Rick, this one about a bee who's allergic to flowers. Intriguingly different stuff for grade school tots. | 81--82--80--NS |
| ARNOLD STANG (Ernie Evans Ork) Admiral K-205 | Shloimy, the Subway Train Stang's off-key singing and funny voice are sure to amuse, the material here is mainly of local interest, taking the kids on a Brooklyn travelog. | 71--71--71--NS |
| | The Hippy Hippo Story of a hippo who goes on a diet proves that a hippy hippo is a happy hippo. Good production. | 76--76--76--NS |
| SCOTTY MacGREGOR Junior J-55 | Oh, Susanna and De Campdown Races MacGregor, with organ accompaniment, warbles the Stephen Foster standard, fairly straight, with good rhythm, which tiny tots should like. | 74--74--75--NS |
| | The Blue Tail Fly and Clementine Good-natured warbling of two contagious folk songs. Low price and bright packaging make for a good chain and department store item. | 72--71--73--NS |
| SCOTTY MacGREGOR Junior J-56 | The Hunter and the Rabbit and Dixie Little story and the catchy standard are grouped for a pleasant enough side. | 69--68--70--NS |
| | Whoopic-Ti-Yi-Yi and a Frog, He Would a-Whooping Go Mac turns in one of his best efforts on the parlayed cowboy and folk tunes. For the cowboy conscious kid market. | 77--77--77--NS |
| COUNTRY & WESTERN | | |
| ARTHUR (GUITAR BOOGIE) SMITH MGM 10714 | I'm Afraid of Wimmin' Novelty etching for the country juke which should find favor pop-wise as well. Smith tails the reason for the titular predicament in a winking whimsical style. | 81--82--80--82 |
| | I. H. Doogie The "Guitar Boogie" man does just that here. This is a medium time boogie spotting Smith's expert guitar work with a firm background beat set by his group. | 78--78--77--79 |
| JIMMY SELPH Capitol 1057 | Stars and Stripes Forever Country warbler handles the vocal edition of Sousa's standard more as a song than a march. Organ, accordion and guitar dominate the orking. Will have stiff competition from the Elton Britt version. | 79--78--78--78 |
| | S-u-n-d-a-y Sacred novelty, with recitation, forces its idea and lacks direct appeal. | 64--66--65--60 |

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Record Reviews

| ARTIST LABEL AND NO. | TUNES COMMENT | RATINGS OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR |
|----------------------|---------------|------------------|-------------|----------|----------|
|----------------------|---------------|------------------|-------------|----------|----------|

| RELIGIOUS | | | | | |
|--|---|----------------|--|--|--|
| THE ORIGINAL GOSPEL HARMONETTETS Victor (45) 50-0082 | He's All I Need Fem soloist and group stride thru and build an effective gospel shout. Odessa Edwards is the soloist | 75--76--74--NS | | | |
| | I Thank You Lord Mildred Miller, the soloist on this side, reveals intensity and power. Moderately paced chant fails to catch fire, however. | 73--74--72--NS | | | |

| | | | | | |
|---------------------------------------|--|----------------|--|--|--|
| THE FIVE TRUMPETS Victor (45) 50-0080 | When the Saints Go Marching In With an intense tenor lead backed by a percussive figure underneath, the group projects with fervor. | 70--70--74--67 | | | |
| | Preach My Word Group gets the glory feeling into an effective, smartly arranged spiritual. | 70--67--70--64 | | | |

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|-----------------------------------|--|----------------|--|--|--|
| FREDDIE EVANS Victor (45) 50-0079 | I Walked Away Evans warbles a hymn reverentially in rich baritone voice with piano support. | 65--65--67--63 | | | |
| | Just Jesus Impressive gospel job, male-female harmony of standout quality and beat, with piano backing. A standout vocal sound. | 74--74--76--72 | | | |

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|-------------------------|--|----------------|--|--|--|
| CARL STORY Mercury 6256 | When He Reached Down His Hand for Me Mixed group twangs a routine sacred item in fair back country style. | 62--62--64--61 | | | |
| | New Jerusalem Way Spirit and righteous feeling in this likely gospel job. For the linsey-woolsey trade. | 67--67--69--65 | | | |

| LATIN AMERICAN | | | | | |
|--------------------------------|---|----------------|--|--|--|
| MACHITO ORK Continental C-9022 | Rhumba Rhumbero 12-inch side provides a fair hunk of long-length rhumba fare, at a moderate tempo. Danceable, tho melodically dull. | 71--69--72--NS | | | |
| | Cielito (guaracha) Brighter-paced side, a Chano Pozo original, features a more fervent group effort and some mambo figures. Sharper recording would have helped. | 72--70--73--NS | | | |

| | | | | | |
|-----------------------------|---|----------------|--|--|--|
| PEDRO VARGAS Victor 23-1577 | Una Cualquiera Vargas' honey-dripping tones show to fine advantage in an expressive song by Augustin Lara. | 78--80--78--77 | | | |
| | Suerte Loca Another Lara song, this time with the composer himself conducting. It's a bright, full-flavored opus in the Old Spain tradition. For Mexican tastes. | 75--76--75--74 | | | |

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|---------------------------------|---|----------------|--|--|--|
| JULIO ANDINO ORK Victor 23-1576 | Mo Mata O Lo Mato Yo (guaracha) Lively rhumba is for experienced dancers. Okay chanting takes up most of the side, and the rhythm is excellent throughout. | 73--73--74--72 | | | |
| | Dame Un Besito Aqui (guaracha) There's more here for the mambo addicts. Orking is better than the singing, tho again, there's powerful rhythm throughout. | 73--73--73--72 | | | |

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|------------------------------|--|----------------|--|--|--|
| GUILLERMO ABRONTE Lima L-632 | Dejame Hablarle (bolero) The dramatic vocalist's tone isn't caught properly in this cutting, but the bolero dance beat is steady and prominent. | 71--72--71--69 | | | |
| | Mas Abajito (guaracha) Bright, well-recorded effort by a typical tropical group, makes for fine dance fare, with flavor. Solo chanter is excellent. | 77--78--78--76 | | | |

| | | | | | |
|---------------------------------------|--|----------------|--|--|--|
| NINO RIVERA-ELENA BURQUE Lima L-01503 | Hotchto & Lejano Amor (mambo and bolero) Long-playing 78 r.p.m. side has two complete numbers. Both are danceable, tho the playing and singing are only fair. Too long for profitable juke play. | 64--65--66--60 | | | |
| | La Rumba Tiena Compas Quien Es Elena (guaracha) Fine grooving necessitates limitation of the volume here, but it's still a big-value side, with good material, lively performances, and authentic flavor. | 73--78--77--65 | | | |

| HOT JAZZ | | | | | |
|---------------------------------|--|----------------|--|--|--|
| EDGAR HAYES ORK Brunswick B0147 | Satan Takes a Holiday This dishing dates back to 1937 but sounds surprisingly fresh today. It's a jazz-tinged, highly danceable rendition of this delightful oldie. | 73--74--72--73 | | | |
| | Sophisticated Swing From the same period, this fine dance recording of this melodic standard also sounds remarkably fresh. Pairing could pick up buyers if any promotional effort is put into the disk. | 73--74--72--73 | | | |

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Airports Become Important CM Centers Under New Plan

WASHINGTON, May 27.—Already one of the better types of coin machine locations, airports will take on new importance under the three-year airport development plan devised by Civil Aeronautics Administration (CAA). For the 1950-'53 period, CAA is calling for construction of 2,777 new airports and improvements for 2,316 fields. Total cost is figured at \$357,300,000, with Uncle Sam slated to kick in with \$185,300,000 of that amount.

Of chief interest as locations are fields of Class 3 and up. The smaller airports serve only as feeders and so fail to provide much transient trade. The national airport plan calls for

construction of 168 new fields, Class 3 or larger. Of these, 25 are slated for large cities or important junction points on truck routes.

Along with the increasing number of airports, the number of air passengers is expected to climb. Air traffic last year set an all-time record of 6,744,425,000 passenger miles — six times the figures for 1940. Passenger miles this year are expected to pass the seven-billion mark.

The following cities are on the CAA list for new large-size airports: Los Angeles (2), Fort Collins and Kremmling, Colo.; Rockford, Ill.; Shreveport, La.; Grand Rapids, Mich.; Kansas City and St. Louis, Mo.; Albuquerque, N. M.; Binghamton and Utica, N. Y.; Asheville and Rocky Mount, N. C.; Cincinnati and Toledo, McAlister, Okla.; Greenville, S. C.; Abilene, Houston and Wichita Falls, Tex.; Washington, (to be located in Virginia), Huntington, W. Va., and Thermopolis, Wyo.

Existing large-size airports in some 50 cities are slated to receive funds to enlarge the size of the field, so that larger planes can be accommodated. New buildings are to be constructed on large airports in some 200 cities and communities under the national airport plan.

Citation Bows Dice Console; Sets Distrib

CHICAGO, May 27.—Citation Novelty Products, Inc., of Baltimore, unveiled its coin unit, Natural, at the ACMMA convention this week and began setting up a distributor organization to market the pay-out dice console.

While the model shown was handmade, the unit was said to be on the production line and will be available for delivery soon. Larry Gordon, general sales manager, said it will sell for "less than \$1,500."

As many as 14 coins may be bet per throw of the dice, with the possible automatic pay-off as high as 30 to 1. The dice are thrown onto a padded table, viewed by the player thru a glass display panel. The machine may be fitted for nickel and/or quarter play.

The console occupies 48 by 26 inches of floor space. It weighs about 210 pounds. Finish is blond mahogany, inlaid with contrasting natural wood.

Citation occupies its own plant in Baltimore. Philip Patenaude is president.

Hold Three-Day Service School At Bally Plant

CHICAGO, May 27.—Marked by heavy attendance of operators and servicemen from all parts of the country, Bally Manufacturing Company held its May service school at the plant here Thursday, Friday and Saturday (25, 26, 27).

With Bally engineer Bob Breither in charge, the first day was set aside for one ball games, the second day for consoles, including Clover-Bell, and the final sessions today stressed schematic instruction and trouble shooting on Bally shuffle games, including Shuffle Champ, which features rebound action and fly away pins.

Bally's next service school will be held at the plant June 12, 13 and 14. Operators planning to attend should drop a post card to Breither, care of Bally, 2640 Belmont Avenue, Chicago 18.

One for the Books

CHICAGO, May 27.—The hobby Mr. and Mrs. Lou Morris, St. Louis game and phonograph operators, have long pursued is to handicap horses and back their predictions with small wagers, never more than \$5. Here for the ACMMA meet this week, they brought their hobby along.

On Monday (22) they spent the afternoon at Lincoln Fields. They won the daily double, which paid off at \$149.80. That night they took in the Maywood harness races. Result: They picked the daily double again. This time the pay-off was \$60.

Universal Gives ACMMA Vistors Winner Preview

CHICAGO, May 27.—Operators in Chicago for the All-Industry Coin Machine Show and distributors of Universal Industries' equipment this week were given a preview of the new one-ball game Winner at the firm's plant here.

Built around established features, Winner also introduces a series of new ideas. One of these is the entry flash which is composed of several parts: The Daily Double, which when lit returns the ball after a favorable play yet retains odds at same level for start of next game; added selections such as boot, saddle and No. 4's, which advance for better odds and stay lighted until a score is made from these lights; lights feature race, which gives the player more opportunity to make selections in the feature race, and an advance odds idea which offers incentive for continuous play.

Other highlights of Winner are its mystery advancing odds and added entries for carry-over play, spell name, A-B-C-D Bumpers, and the feature race which advances odds across the board. Operating features include illuminated playfield with indirect lighting, automatic ball lift, new armor plating and a new type kick board to preserve the fore part of the cabinet.

Universal President Mel Binds and Bill Ryan, general manager, are completing plans for quantity production on Winner, which will mark the opening of the firm's long range expansion plans.

Purveyor Intros Atom-Jet, New Control Pin Unit

CHICAGO, May 27.—A new remote control pin game, the Atom-Jet, was unveiled at the ACMMA show here this week by Purveyor, national distributor of the unit. Game, which can be played in a variety of ways, features a box, measuring three by four feet, which can be mounted on a wall, behind the bar, or almost any place within a location. Players remain seated at the bar, using a bar box, but have the same sensation as playing a regular pin game thru the use of a regulation plunger.

Atom-Jet, according to Herb Perkins, head of Purveyor, can be played for high score, as tic-tac-toe, can be used with colored balls, or any one of a number of ways. Player, by activating the plunger, sends a ping-pong ball up a runway and around the playfield, which is dotted with nine numbered receptacles. In all, player uses 10 balls before completing game.

Game is set for nickel play, and has a free play register and meter included. Game, plus two bar boxes, lists for \$369.50. Additional bar boxes can be purchased, Perkins stated.

Pool Featured In Gottlieb's New Five-Ball

CHICAGO, May 27.—Bank-A-Ball, a new five-ball game with a pool theme, is in production at the D. Gottlieb & Company plant here. It depends upon player controlled flippers to initiate action and has no plunger.

With the aid of the Gottlieb-designed oscillating range finder and turret shooter, player tries to hit the 15 numbered targets in Bank-A-Ball play. When this series has been made, regardless of numerical order, kick-out pockets along sides of the playfield light up for free plays.

Top of the playfield has a row of seven numbered targets including what corresponds to the 8-ball in pool. As each new ball is put into play, the patron tries to knock out specific targets in the upper area. Once the ball is in play, the player must catch ball on flippers to keep it in play. By timing the flipper movement accurately, it is possible to make several numbers on each ball.

There are no conventional bumpers in Bank-A-Ball. When simulated pool shots are made the number goes out on the playfield and lights up in a rack on the backglass which features animation. In addition to pool point scoring, the Gottlieb product totals high score up to 4,900,000.

United Unveils Baseball Game, Shuffle Slugger

CHICAGO, May 27.—United Manufacturing unveiled its new baseball game, Shuffle Slugger, at the ACMMA Show. The unit, featuring the regular shuffle game playfield, has an animated backboard wherein player, by pressing a button, literally pitches a ball to the batter's position where a bat is activated by the thrown puck.

Shuffle Slugger is a two-player game, and registers singles, doubles, triples, home runs and outs. Player receives three throws to an inning, or if two players are competing, three throws to a half-inning.

Players move around the bases according to the patron's skill, with hits being registered via lights to the proper position.

Game features the United drop coin chute, and is now in production and being delivered.

After the Show

The Hit of the Show Was "HIT-A-HOMER"



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CM Tax Report

WASHINGTON, May 27. — Coin machine tax collections showed a pick-up in April, but receipts for the first 10 months of the 1950 fiscal year lagged \$837,323 behind the same period in the last fiscal year, Internal Revenue Bureau said this week. April collections totaled \$297,757, compared with \$277,284 for April, 1949. For the first 10 months of the current fiscal year, the bureau collected \$17,738,303. For the same period last year, collections were \$18,575,626.

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Johnson Bill Hearings Set To Resume in D. C. in June

(Continued from page 100)

States Conference of Mayors are expected to suggest some "clarifying" amendments to the Johnson and Preston bills. Both of these organizations gave considerable encouragement to the general aims of the legislation in conferences staged here earlier this year by Attorney General J. Howard McGrath. Officials of these organizations have been showing some anxiety over the prospect that the legislation as presently drawn might overstep constitutional bounds and invade local "home rule." Nevertheless they are still avowedly in support of the general objectives of the legislation.

It is uncertain whether the House Interstate and Foreign Commerce Committee will be able to reconcile the differences registered in testimony at the hearings, particularly since the committee will have not much more than a couple of months to deliberate on the Johnson and Preston measures along with almost a dozen other issues, several of which are deemed as taking priority over the anti-gaming bill measures. The committee has already scheduled hearings on proposed amendments to

the Railway Labor Act and has arranged for executive sessions on such important matters as revisions to the "Trading With the Enemy Act," federal aid to medical education and aircraft legislation. Congressional leaders are hoping that adjournment of Congress can be brought about by August at the latest, and some are urging a much speedier wind-up—June or July, if possible.

All-Day Sessions

Next week's hearings will be held in the committee's chamber in the new House office building. Morning sessions, starting at 10, have been scheduled, but it is likely that the sessions will run into the afternoon if the line-up of witnesses continues to grow. Technically, three bills are under discussion—the Senate-passed bill sponsored by Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee, the identical House bill sponsored by Representative Preston (D., Ga.) and Preston's original bill which was introduced prior to the Johnson measure and which is considered as "less specific" than the later measures.

Calendar for Coinmen

May 31-June 3 — National Candy Wholesalers Association (NCWA), annual convention, exposition, Hotel Commodore, New York.

June 1—Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.

June 2 — National Automatic Merchandising Association (NAMA), Region XI (Northern California, Nevada, Utah, Wyoming) annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California, New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland.

June 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

June 5—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 6, 20 — Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

June 6—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

June 7—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

June 8, 15, 22, 29—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

June 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

June 8 — Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

June 8 — Summit County Music Operators Association (SCMOA), monthly meeting, The Akron Hotel, Akron.

June 9 — National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia) annual meeting, Erroll Eckford, chairman, Emerson Hotel, Baltimore.

June 12—California Music Guild (CMG), monthly meetings, 311 Club, Oakland.

June 13, 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

June 14, 28—Music Merchants Guild (MMG), semi-monthly meetings, Narragansett Hotel, Providence.

June 14—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Wing and Fin, Fox Lake, Ill.

June 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

June 26—Phonograph Owners Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

June 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

June 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

June 29 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

July 3-16—Amusement Machine Operators of Greater Baltimore (AMO) bi-monthly meeting, Mandel-Ballow Restaurant, Baltimore.

July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

Nation Wide Bows 2-Player Baseball

CHICAGO, May 27.—Nation Wide Novelties introduced its two player shuffle Baseball game at the Hotel Sherman here this week.

Using a puck to initiate action, player has nine innings in which to score runs. Aimed at targets marked single, double, triple and homer, errant pucks hit markers "out" or "foul." Flashing lights behind hit markers tell players which ones to aim at on a given play. Backglass features animated base runners according to action on playfield.

Charlie Gillard and Nick Wurtz handled the showing which took place in a hotel suite. Unit also was shown by First Distributors and Shuffleboard Specialists on the convention floor during the ACMMA show.

The Play - Write Bows at ACMMA

CHICAGO, May 27. — Play-Write Sales, Inc., of Wadsworth, O., held the first national trade showing this week of its reel counter game at the All-Industry Coin Machine Show here. Known as The Play-Write, the unit can handle up to eight plays per minute.

The game is patented in the United States and Canada. The Play-Write requires no federal license and can operate at penny, nickel, dime and quarter. It is manufactured without a coin chute.

To play, patron writes down in space provided on face of game whatever numbers he thinks will win. He then pulls the club handle and numbered reels spin and then stop. During this action numbers written by patron are automatically recorded and appear just above winning numbers.

Hanson Named Abco Sales Mgr.

CHICAGO, May 27.—Ed Hanson, formerly associated with Grotchen Tool & Manufacturing Company, this week joined Abco as sales manager. Hanson, who recently developed a new amusement game, Hit-a-Homer, said this piece, which operates on penny or nickel play, is now in mass production at Abco, and the first 1,000 pieces are being shipped this week.

Hit-a-Homer was introduced at the ACMMA Show at the Sherman this week.

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NEW! DIFFERENT!
THE MOST AMAZING GEARED-FOR-
PROFIT GAME ON THE MARKET!

The Sensation of the Chicago Coin
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Expert Mechanic for Pinballs, Including One Balling Phonographs and Shuffle Alloys. Single man with car preferred. Please do not apply unless you are thoroughly experienced and can fully qualify. Applicant must be sober, honest and intelligent. References required.

MANNA DISTRIBUTING CO.
404 Mohawk St., Utica, N. Y. Phone 8-5729

ACMMA Sets '51 April Meet; H. B. Jones Re-Elected Prexy

(Continued from page 100)
 floor at the Sherman and the numerous open-house parties held by manufacturers, exhibitors and non-exhibitors alike, during the three-day period.

Upper floors in the hotel received a steady play as visitors toured the suites maintained by most manufacturers where new equipment and refreshments were both on hand.

Laud Jones-Shay

Special commendations were given Herb Jones, first ACMMA president who was re-elected, and to Grant Shay, publicity chairman of the show, for their efforts in promoting and planning the first all-industry event.

Also commended was Vince Shay, hospitality chairman, for the manner in which reservations were handled, and the way the social program was conducted.

The banquet, held Tuesday night in the Grand Ballroom, was a sell-out days before the convention opened. Only business at this affair was the introduction of the officers and directors by Herb Jones.

At the conclusion of a star-studded floorshow, a Cadillac was given away, with Mrs. John Watling drawing the name of Joe Blenker, Junction City, Ia., from the barrel.

Distrib-Mfr. Meets

Covered in separate stories in this issue are complete stories on the numerous manufacturer meetings which were held with their distributors. Because of the large distributor turnout, these sessions actually opened the convention, starting Sunday night, when Rock-Ola and AMI held formal

gatherings, and running thru Wednesday as other plants and manufacturers held either formal or informal gatherings with their distributors.

Move Dates

The one minor complaint which was voiced concerning the convention, and which was quickly remedied for the coming year, was the show date. Many ops and distributors said that May was too late for most late spring and summer buying, and too early for fall and winter purchases.

With this in mind, the board of directors, at its final get-together Wednesday, voted to push the show up to April 9, 10 and 11 next year. These dates, ops and distributors alike said, would bring about more buying.

Mutoscope Bows New Card Mach. At ACMMA Meet

CHICAGO, May 27.—A new card vender, listing at \$45, has been placed in production by the International Mutoscope Corporation. The New York firm showed the machine for the first time at the ACMMA convention this week. It is ready for immediate delivery, according to Herb Klein, sales manager.

Capacity of the new unit is 500 cards in each of two columns. The machine may be adjusted to deliver 1-3 cards, upon insertion of one or two pennies, a nickel or a dime. It measures 28½ by 16 by 10 inches. A base, offered at \$15, raises the vender 65 inches off the floor.

Klein said a deal had been closed with a scenic card manufacturer calling for the outright sale of a substantial number of venders. These will be used to push the firm's product exclusively. However, the machine will also be marketed thru regular distributor channels to reach the operator and arcade market, he declared. Operator buyers get 5,000 cards free with each order. A full line of cards is carried by Mutoscope.

The manufacturer also made use of the convention to showcase its Flying Saucers machine, announced last week (The Billboard, May 27), and several standard arcade pieces.

Globe Intros Count-Sorter

CHICAGO, May 27.—A new coin sorting machine that will automatically count assorted coins of all denominations, and rack up the totals, will be offered within 30 days by Globe Distributing Company here. Jimmy Johnson, president, showed a model of the device at the ACMMA meet this week.

Firm also unveiled an electrified version of its standard counter, listing at \$279.

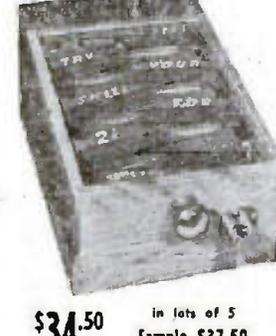
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Abco's HIT-A-HOMER and TILT TEST



\$27.50

5 simulated baseballs scoring homers, walks, strike-outs. Free play feature. Score totalized automatically. 1¢ or 5¢ play.



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in lots of 5
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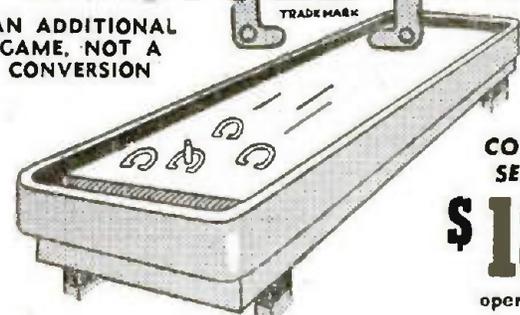
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Keeney's Bowling Champ is putting shuffleboard operators back in business all over the country! Collections are absolutely amazing! Terrific appeal! Closest thing to actual bowling ever devised! One or two can play—Automatic scoring—Ingenious puck return. Easily installed on any regulation shuffleboard! No marring or cutting of board. Shuffleboard play can be resumed at any time. The sensation of the ACMMA show! Install Bowling Champ on your shuffleboard now and reap the harvest. Do it NOW! Write or phone us NOW! Also Delivering: Keeney's Double Bowler, 9½ ft. and Duck Pin, 8 ft.—fastest games of all! Rebound—Twin play—Fly-away pins—Gorgeous cabinet—Deluxe throat!

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| Maryland | .. 42.50 |
| Samba | .. 42.50 |
| Bend Leader | 890.00 |
| Barnacle Bill | 52.50 |
| Big Top | .. 84.50 |
| Keene's Line Up | .. 77.50 |
| Rock-Ola Shuffle Lane, 9½" | .. 179.50 |

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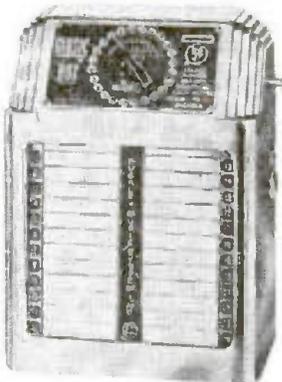
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| Battling Practice 75.00 | Cateline 45.00 | A. B. T. Electric Skill |
| Chi Coin Basket Ball 175.00 | Dallas 95.00 | Guns, new 49.50 |
| Chi Coin Hockey 81.00 | Floating Power 95.00 | Silver King Target |
| Chi Coin Kickst Skee | Gondola 95.00 | Gum Vendor, new 32.50 |
| Bell 139.00 | Grand Award 75.00 | Silver King Target |
| Chi Coin Pistol 135.00 | Leap Year 37.50 | Gum Vendor, used 19.50 |
| Chicken Sam (conv.) 95.00 | Major League 19.50 | A. B. T. Challengers, |
| Evans Ten Strikes 69.00 | Mamelle 35.00 | used 20.00 |
| Exhibit Dale Gun 100.00 | Montefrey 47.50 | Acme 14 Shockers, new 19.50 |
| Exhibit Silver Bullets 185.00 | Paradise 59.50 | Five Jacks, 1s, new 59.50 |
| Game 100.00 | Puddin' Head 65.00 | Kickers & Catchers, |
| Heavy Hitter 50.00 | Sally 49.50 | new 32.50 |
| Jack Rabbit 100.00 | Smarty 13.00 | Three of a Kind, new 18.00 |
| Keeney Air Reider 100.00 | Summertime 49.50 | Punch A Ball, new 18.00 |
| Life-A-League 100.00 | Trade Winds 55.00 | Tilt-Test new 22.50 |
| Mother-in-Law Gun 95.00 | Write for complete list. | 20 Used A. B. T. Elec- |
| Microscope Football 275.00 | | tric Guns, each 32.50 |
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| USED ALLEYS | CONSOLES | MUSIC |
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| Keeney Pin Boy 150.00 | Gold Nugget, 5¢-25¢ 265.00 | Wurlitzer 71 115.00 |
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| Chi Coin Used Alleys 150.00 | Mini One Balls, new 265.00 | Wurlitzer 400 95.00 |
| Universal Used | 5¢-10¢-25¢ 265.00 | Wurlitzer 750 150.00 |
| Alleys 150.00 | Baker's Racers 185.00 | Wurlitzer 500 165.00 |
| Evans Ten Pins | Super Bonus Balls, 5¢ 165.00 | Wurlitzer 1015 235.00 |
| (floor sample) Write | | Seeburg Hi Tone 150.00 |
| Range 49.50 | | Seeburg 1944 265.00 |
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| 5¢ Black Hawk, New 110.00 | Big Top, 5¢, P.O. 22.50 |
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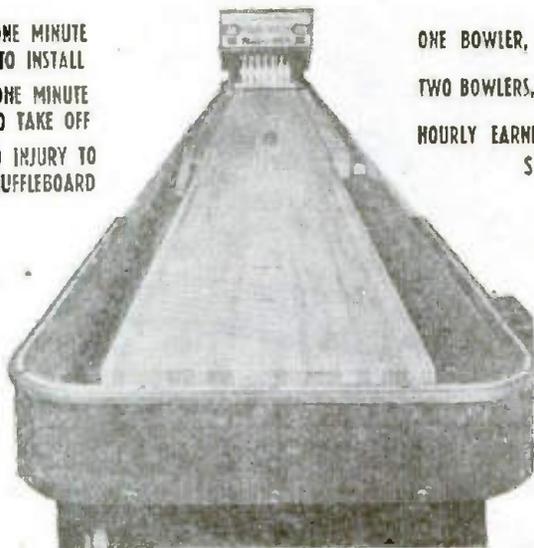
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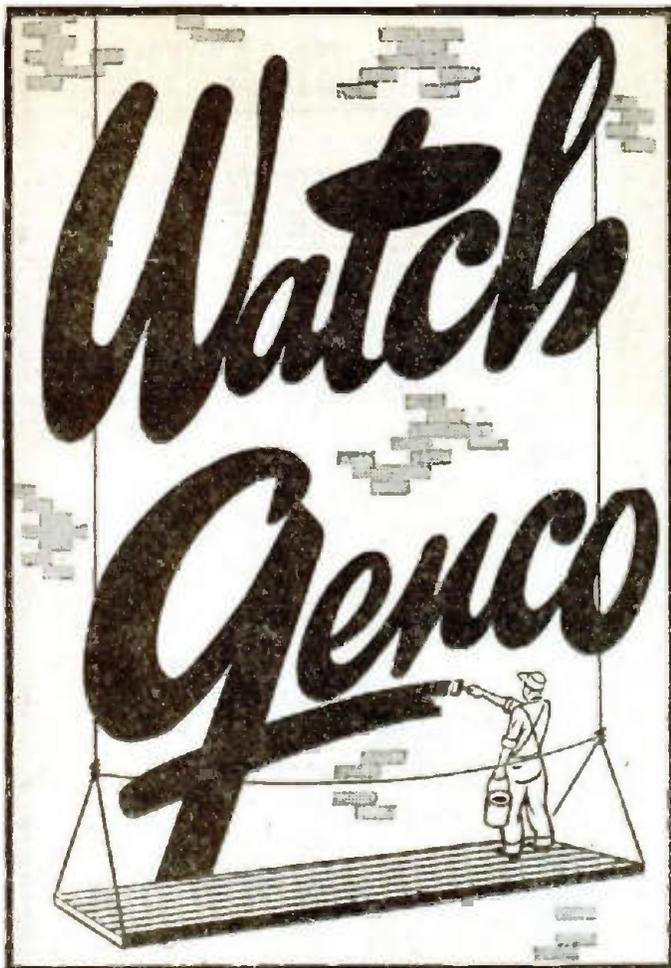
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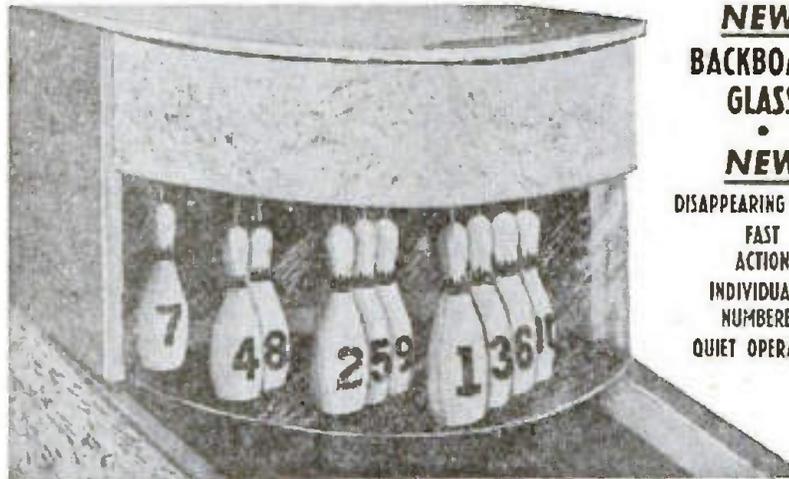
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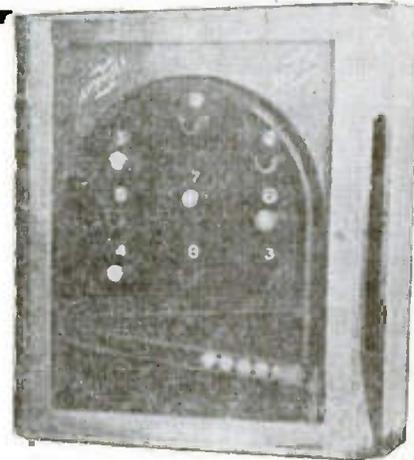
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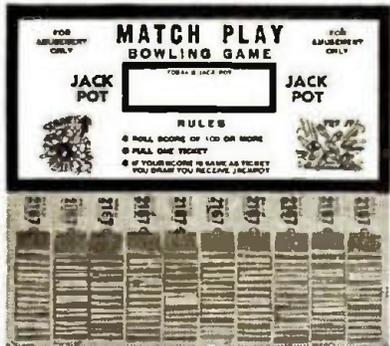
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8 1/2 "x9 1/2 "x8 "

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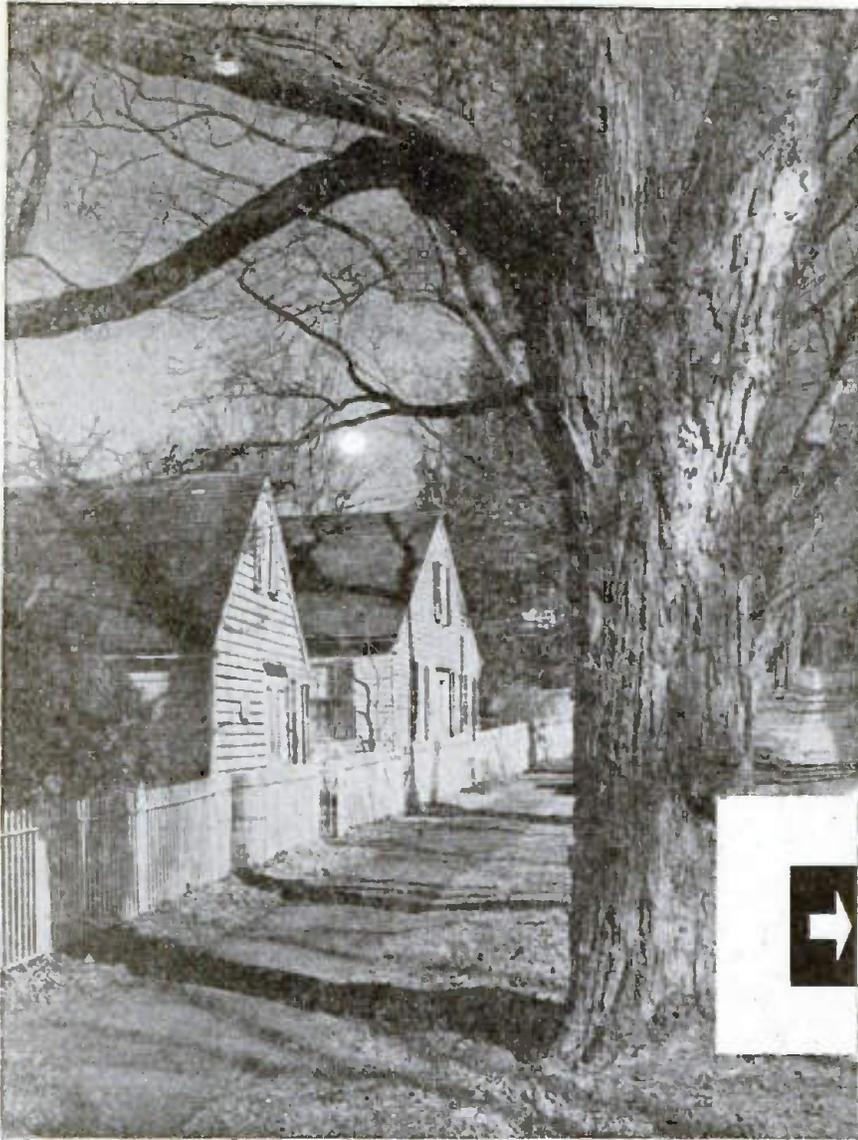
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The Bell machine does two jobs: It provides money for the club's own maintenance; it provides for the charitable contributions that the club has elected to make. These clubs need Bell machines, for this revenue could never be gathered from special assessments. It is a known fact that clubs could never replace this Bell money that way. The Bell type machine is the only coin operated unit in the world that constantly contributes huge sums of moneys to worthy charities in 20,000 Smalltowns, U.S.A.

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UNITED SHUFFLE ALLEY \$134.50 With Lighted Pin Conversion Installed 149.50 BALLY SHUFFLE BOWLER, 9 1/2 Ft. 149.50 GENCO BOWLING LEAGUE 9 1/2 Ft. 144.50 UNITED SUPER SHUFFLE ALLEY 189.50 UNIVERSAL TWIN BOWLER 189.50 CHI COIN BOWLING ALLEY 189.50

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DISAPPEARING PIN CONVERSION For UNITED, BALLY, GENCO, CHICAGO COIN and UNIVERSAL. SPECIFY GAME.

For CHICAGO COIN and UNIVERSAL \$23.75

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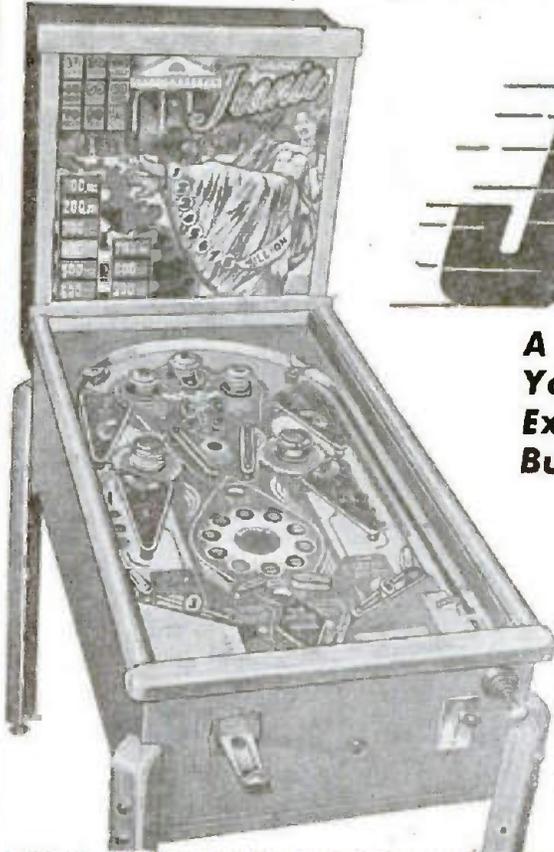
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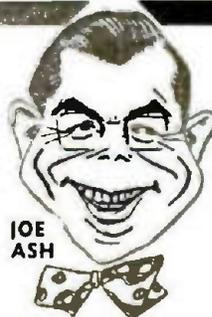
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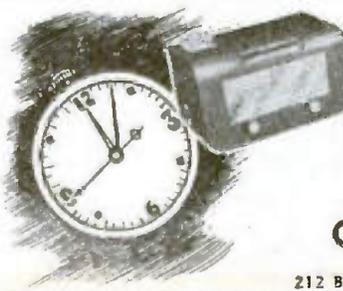
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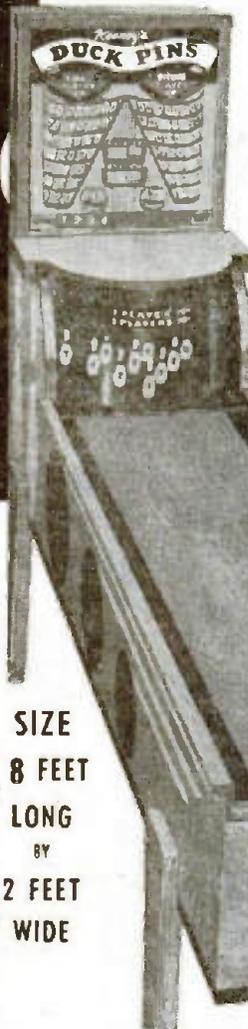
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2-PLAYER
BOWLER OF
TODAY!



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SCORES 4-7 and
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BY
2 FEET
WIDE

SIZE
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LONG
BY
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WIDE

EASY-TO-READ SCORING FOR BOTH PLAYERS!

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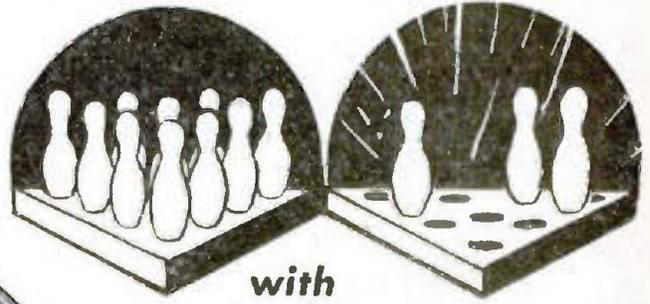
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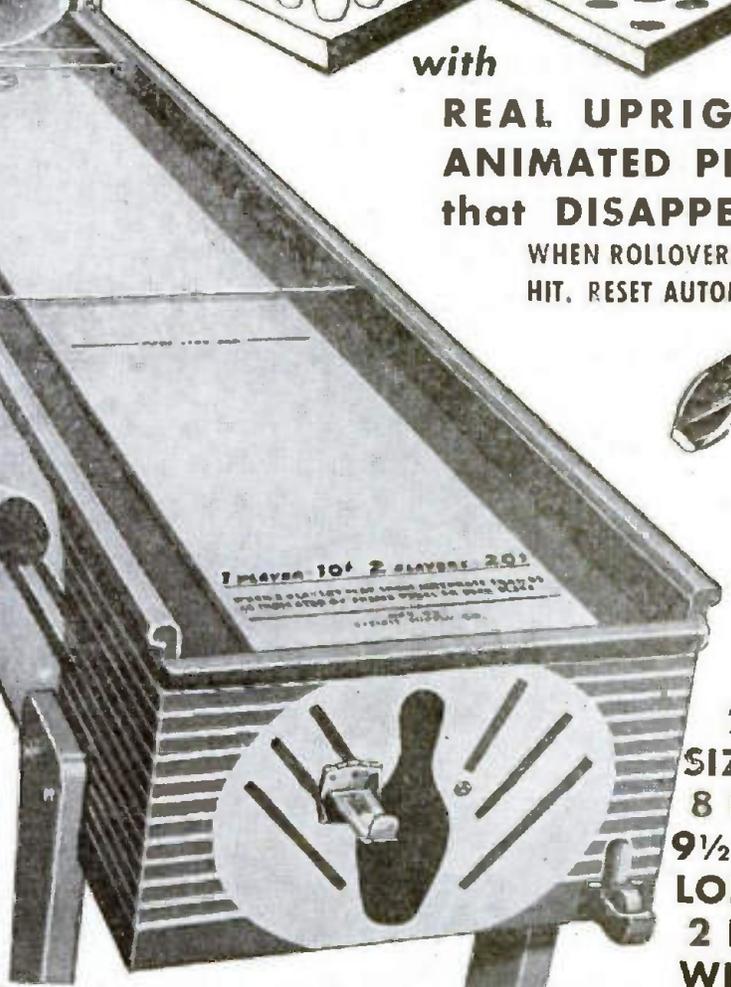
1 OR 2 PLAYERS 10¢-20¢

BUILT FOR
FAST PLAY
BIGGER
EARNINGS



with
REAL UPRIGHT
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WHEN ROLLOVERS ARE
HIT. RESET AUTOMATIC

SWIFT ACTION
TOTALIZER
THAT RECORDS SCORE
FOR 1 OR 2 PLAYERS
ALL MECHANISM
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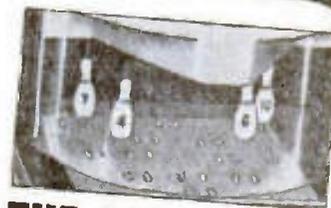
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Puck rebounds right into player's hand
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Scores exactly like official bowling



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KENTUCKY
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Super **TWIN BOWLER**

2 PLAYERS OR ONE
SCORES TOTALED SEPARATELY
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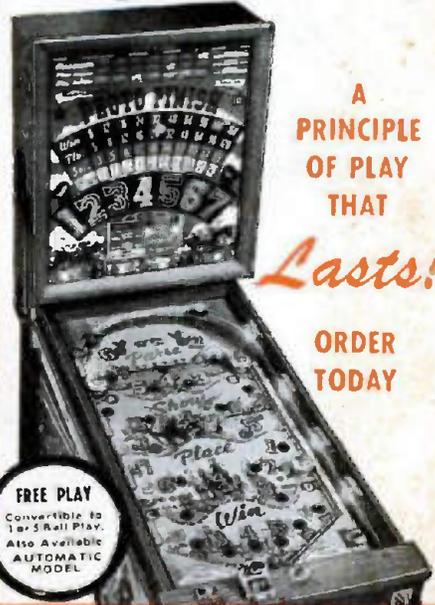
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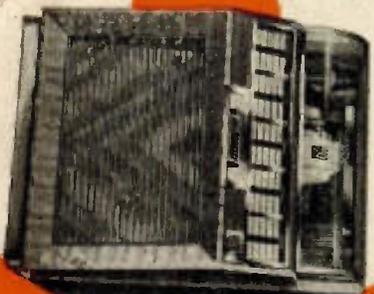
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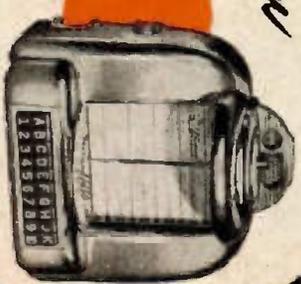
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