

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 28, 1950



Kay Starr hasn't been one to miss the bus, or the train, for that matter, judging by her continued climb in popularity. Hence, the above, showing her at the station as the train pulls out, appears misleading at first glance. However, Kay is only illustrating her current Capitol record, "Tell Me How Long the Train's Been Gone," a catchy tune which platter prophets predict as her biggest seller to date. In addition to her record successes, Miss Starr found time for a repeat performance for Columbia Pictures, a sequel to "Make Believe Ballroom." She's done guest appearances on such top airers as the Bing Crosby, Bergen & McCarthy programs and made her coast-to-coast TV debut on the Ed Wynn Show. For her first Hollywood appearance in a year, she opens *Ciro's* January 27.

WHOSE DISK JOCKEY PROMOTION IS PAYING OFF?

THE BILLBOARD Disk Jockey Monitoring Service (not published in *The Billboard*) tells how well tunes are being plugged among disk jockeys; how often records are being played by disk jockeys; what labels are being promoted and which recording artists are getting the plays.

- The **Billboard Disk Jockey Monitoring Service** is a *factual, comprehensive, confidential weekly report on actual disk jockey performance.*
- This exclusive service *does not* use radio log data, *does not* give mere promises of performance, *does not* use questionnaires of any kind. It is a weekly report of *actual, listened-to disk jockey programs in every section of the country.*
- And comprehensive, too! The **Billboard Disk Jockey Monitoring Service** covers, each week, all of the recorded shows of 16 different disk jockeys in every section of the country (four different DJs in four different cities every week). It delivers detailed information of invaluable aid to music publishers, record manufacturers and distributors, to recording artists, to every segment of the music-record industry whose interests are firmly linked with *actual disk jockey performance.*
- Subscriptions are offered for 13-week periods at surprisingly low costs. Weekly reports are personalized and sent air mail, special delivery, to reach subscribers Monday of the week following actual monitoring.

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**The
Billboard
DISK JOCKEY MONITORING SERVICE**
(Not Published in *The Billboard*)



PIX-ASCAP DIVORCE NEARER

MGM To Issue Pic Scores on 33 1/2 March 1

Four Pop Albums First

NEW YORK, Jan. 21.—MGM Records will begin to release 33 1/2 disks March 1, according to Frank B. Walker, diskery's general manager. The first MGM long-playing release will include four of the company's top pop albums formerly issued on 78 r.p.m. shellac and Metrolite Records. Three will offer musical scores from MGM pictures performed by the original casts in recordings taken directly from the sound tracks of the specific films. Among these will be Till the Clouds Roll By, featuring Jerome Kern songs sung by June Allyson, Judy Garland, Kathryn Grayson, Lena Horne, Tony Martin, Virginia O'Brien and Caleb Peterson.

Two other sound tracks to be recorded on 33 1/2 will be the Irving Berlin score from Easter Parade, done by Fred Astaire, Judy Garland, Peter Lawford and Ann Miller, and the score of the new MGM musical, Nancy Goes to Rio, featuring Jane Powell, Ann Southern and Carmen Miranda. The fourth album to be done on 33 1/2 will be David Rose's Holiday for Strings.

MGM's announcement to go 33 1/2 has been expected for months. The company's disks will be 10 inches and will play up to 30 minutes on a single disk. They will be pressed on non-breakable material and packaged in hard-covered envelopes. The suggested price is \$2.85.

MGM has made no mention of use of longhair material on 33 1/2. However, the company owns a flock of Musicraft classical masters and there is conjecture that some of this material will be used on MGM 33's.

Now They're Even Peddling Insurance by Coin Machine

BUFFALO, Jan. 21.—A new method for selling personal accident insurance policies thru coin-operated equipment was launched on an experimental basis in this area this week. Thirteen machines, developed by the Tele-Trip Policy Company, Inc., of New York, were placed in as many Western Union offices here and in surrounding cities.

The machines are used to validate policies underwritten by the Travelers Insurance Company, of Hartford, Conn., a type of short-term coverage long available at many railroad terminals.

To date, machine sale of insurance has been limited largely to air travel coverage, with Associated Aviation Underwriters, of New York, handling placement of units in a nationwide net of air terminals.

Blanks Scattered

In the new plan, blank policies are distributed in buckshot manner, but become valid only after being stamped by the machines located in the telegraph offices. Wide distribution is achieved by mailings to car owners, stocking "take one" racks in hotels and leaving adequate supplies where travelers normally congregate.

The prospective client holds on to the policy blank until he desires the coverage, then takes it to a Western Union office for stamping. A dial on the machine may be set for the length of coverage desired. Then the proper number of quarters is inserted and the policy is stamped with the time coverage. A stub is torn off the policy by the insuree and inserted in the machine to complete the process.

Twenty-five cents buys coverage for a day, returning to the beneficiary \$5,000 in case of death, and up to \$25 weekly to the insured for a full year in the event of certain types of injuries. Insurance for longer periods (See Now They're Even on page 91)

KLAC-TV Kicks Off Series of Nuptial Casts

HOLLYWOOD, Jan. 21.—First regular series of weddings on television was launched here Friday (30) by KLAC-TV, Coast indie outlet. Show, tagged Wedding Bells, kicked off as a weekly feature, with radio announcer Jimmy Wallington as emcee. Features included a 38-voice choir, expense-paid honeymoon trips and other loot for the couple.

Station claimed a beat in that the program is the first instance where a wedding is actually televised. No infringement on radio's Bride and Groom was seen, inasmuch as the radio show has never broadcast the actual wedding ceremony, airing only interviews before and after the knot has been tied. The KLAC-TV show is an offshoot of a wedding performed on the Al Jarvis tele airer some weeks ago which created considerable looker interest.

Doggone!

NEW YORK, Jan. 21.—A trainer of an animal act at the Palace was having a tough time getting one of the animals to do a trick. "No wonder he won't do it," said another actor on the bill. "He's sore because you promised him the Capitol."

Major Change In Me'bership Structure Due

Consent Decree Confabs On

WASHINGTON, Jan. 21.—The American Society of Composers, Authors and Publishers (ASCAP) is moving close to a settlement with Justice Department on a consent decree amendment to the Leibell decision. Authoritative ASCAP sources revealed that the society's negotiators with the Justice Department are ready to submit to an amendment which will bring about a profound change in ASCAP's membership structure to the extent of divorcing from the ASCAP roster all publisher-members affiliated with movie interests. Such a divorcement is recognized by ASCAP bigwigs as a major requirement of the Leibell decision, altho ASCAP's negotiators had hoped until recently to effect some sort of settlement sidetracking or greatly modifying this requirement.

ASCAP's relationship with the film industry has emerged as the major issue in the consent judgment (The Pix-ASCAP Divorce on page 13)

Has Eye on TV But It Must Be In Allen's Alley

HOLLYWOOD, Jan. 21.—There's tele in Fred Allen's future, but before it happens there'll be some important changes in video concepts. Here for a brief vacation, the comedian told The Billboard that he is looking forward to a video series but will not plunge into the new medium without assurance that his tele format is basically visual—not a rehash of radio ideas.

With a tolerant, albeit critical word for television thus far, Allen holds that comedy shows must conform to tele's specifications all the way. A straight, vaude-type offering such as the Milton Berle or Ed Sullivan shows, are fine for now and have contributed much to tele's growth. But for the long haul, repetitious variety act stanzas cannot be sustained. Informality, wide visual appeal, and attention to fresh, still undiscovered gimmicks, must be the basis for the conversion of any radio comic to video.

Live shows, rather than film are preferred comedy-wise, in order to afford proper timing and pace. Studio audiences, so long considered an in-

(See Allen Eyes TV on page 3)

In This Issue

Table listing various articles and their page numbers: Burlesque, Music Marriages, Music For What, etc.

New Theater TV Splurge Due

May Reach 60 Houses Before Summer End

Some Await FCC Okay

NEW YORK, Jan. 21.—This spring and summer are expected to see a tremendous upsurge in theater activity. A considerable number of houses are planning installations in a matter of weeks. This number may be multiplied considerably should the Federal Communications Commission (FCC) rule favorably on granting commercial channels for theater use in hearings which will get under way in about 10 weeks.

FCC decision or no, there probably will be about 20 new installations by midsummer. Should channels be set, this number may reach 60. Some conservative exhibitors are (New Theater TV Splurge, page 7)

"Frolic" Bolixed As Too Confusing

NEW YORK, Jan. 21.—A court case of considerable interest to the disk jockey fraternity was settled in Newark, N. J., Chancery Court Monday (16), when Station WPAT, Paterson, N. J., was restrained from using the word "frolic" as a disk program title. Dave Miller, formerly a disk jockey on WAAT, Newark, had been airing record sessions on that station under the title Home Town Frolic. Miller switched to WPAT and used the title, Dave Miller's Frolic.

WAAT claimed that it originated the title Home Town Frolic in 1938. The court, in issuing the restraining order, stated that WPAT's use of the word "frolic" would "confuse the public and advertisers," inasmuch as both stations service the same area.

The restraining order was issued on application of Joseph Schoenholz, WAAT counsel. John C. Barbour, WPAT counsel, opposed issuance of the order in argument Friday (13) but withdrew his objection later.

The WPAT Dave Miller show is now tagged The Dave Miller Show.

Equity, AGVA Battle Over GM's Show

Brandt War Continues

NEW YORK, Jan. 21.—A new battle between Equity and American Guild of Variety Artists (AGVA) flared up late Friday (20) involving jurisdiction which now threatens to spread out into the open.

The most recent difference began over the jurisdiction of the six-a-day show being put on at the Waldorf-Astoria General Motors show. The show, booked thru the William Morris office, has 12 actors and six models. The actors are Equity members; the models don't belong to any union. AGVA claimed that inasmuch as there are six shows daily, everybody in the show comes under its jurisdiction.

(See Rem Santa, AGVA on page 4)

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Sesqui Hunts Head--at 10 to 25G

Freedom Fair Loath To Hire Costly Pilot

Decision Due Next Month

WASHINGTON, Jan. 21.—In an effort to unsharpen plans for the Freedom Fair which has already been stalled from July 4, 1950, to the spring of 1951, the National Capital Sesquicentennial Commission is hoping to hire a general manager soon to run the multi-million dollar exposition. Sesqui officials acknowledge that fast preparations are needed to get the exposition back on the track even to meet the deferred target date for the opening, April, 1951, and the commission is combing the field for a person qualified to fill the job.

Carter Barron, executive vice-chairman of the sesqui commission, said he hopes that a choice for the job can be made when the commission next meets somewhere around February 1. Back from a month's rest in Florida, Barron is preparing to stage a press conference early next week at which he will touch off the commission's new avowed "goldfish bowl" policy of operations by giving an accounting of the commission's fiscal and business operations to date.

In addition, due for a discussion at the next full commission meeting is the question of scrapping some of the present building designs for the fair in order to meet mounting demands for open, nationwide competition for the work. Latest to file a request for open competition was the Washington Metro-
(See Freedom Fair on page 51)

Review

HOLLYWOOD ICE REVUE (Friday, January 20) MADISON SQUARE GARDEN, NEW YORK

Choreography and staging, Catherine Littlefield. Produced by Consolidated Enterprises, Inc., Chicago. Executive director, Arthur M. Wirtz. Production director and general manager, William H. Burke. Stage manager, Ray Gaynor. Skating director, Elizabeth Kennedy. Musical director, Jack Pfeiffer. Settings, Becker Bros. Studio. Properties, Studio Alliance. Musical arrangements, Paul Van Loan. Costumes: Billy Livingston, Grace Houston, Mme. Karinska.

CAST: Sonja Henie, Freddie Trenkler, Michael Kirby, Herman Marjoleich, Ron Elliott, John Farris, Jimmy Kelly, Paul Castle, Alex Lindgren, George Flaherty, Jack Strand, Helen Willey, Dorothy Jenkins, Rosemary Bilk, Gloria Doggett, Patty Early, Priscilla Fisher, Sharon Fitzpatrick, Marshall Chapple, Bill Bevan, J. P. Coney, Gil Dennis, Barbara Franklin, Catherine Husser, Elizabeth Kennedy, Irene Konowich, Joan Kowalkowski, Stephen Perry, Harry Gehl, Dick Golubski, Jean Kowalkowski, Virginia Leigh, Terry Lovelace, Jean Megginson, Kay Monroe, Bill Griffin, Jack Lewis, Frank Lucas, Mickey Michael, Eleanor Mouselle, Kit Norell, Marilyn Marshall, Ricky Polim, Sonia Rashkoff, Bruce B. Morse, Tommy Osborn, Bob Pearson, John Perry, Carol Richards, Scottie Robertson, Enolla Schramm, Glenda Southard, June Statler, Marvin Perryman, Stan Smith, James Treloar, Susan Strong, Suzanne Thompson, Janet Van Sickle, Marlene Wals, Clayton Tripp, George Wagner, Robert Walker, Howard Wentworth, Roy Carrington, Ethel Healy, Alex Lindgren, Tom Randolph, Johanna Schultz, Carol Williams, Scottie Robertson, Gordon Harris.

VOCALS: Ken Stevens, Rita Stevens, Audrey Caleb, Hawaiian Quintet: Andy Iona, George Ku, Danny Kuana, Mel Peterson, Al McIntire. Announcer, Ken Stevens.

The 13th edition of Sonja Henie's *Hollywood Ice Revue* may well be the most fabulous showcase yet designed for the blade queen's flawless technique and star "skatesmanship." It has flash, class and imaginative staging, with a smooth, swift pace and costumes worthy of Ziegfeld in his heyday.

Henie herself has never been better. Her performance is a shrewd blend of true artistry and a keen
(See *Hollywood Ice Revue* on page 47)

Low Facility Nut Gives Packard Plum to ABC

NEW YORK, Jan. 21.—The acquisition of the much sought after Packard video business by the American Broadcasting Company (ABC) this week stemmed directly from the ability of the web to sell its production facilities cheaply. Because of its newly built 65th Street video center, ABC now is in the position where it can underbid prices asked by other networks for their production facilities.

The deal was made by Young & Rubicam (Y&R), the sponsor's agency after getting a minimum figure from ABC for production and then asking the other webs if they could match it. When they could not, ABC received the business.

The Y&R decision was regarded as particularly significant in this period of increasing budget consciousness. Agency execs indicated that an important factor was their receipt of a "protected price" for production details. Thus, ABC has guaranteed to bring in the show at the same maximum figure each week. Y&R has had sad experiences in which some webs have come in from week to week with additional bills, not previously anticipated. Production on the Packard show runs about \$4,000, with a talent nut of \$7,000.

The ABC victory was racked up in the face of the bankroller's request for competitive bids from the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC). NBC didn't even enter the race, conceding it couldn't meet the ABC price. ABC execs are particularly elated about beating out CBS, inasmuch as the latter web pitched the identical 9:30
(See *Low Facility Nut* on page 48)

Hildreth Finds New Reason for Fighting Jim Crow

WASHINGTON, Jan. 21.—Melvin D. Hildreth, a prime mover in the Circus Fans Association of America, was named counsel of the Haitian Government in the United States this week. Hildreth, a Washington lawyer, directed the inaugural celebration for President Truman last year and was active in leadership of inaugural activities for the late President Roosevelt.

Hildreth, who has been an ardent foe of Jim Crow practices in Washington theaters, indicated that he will intensify his drive against Jim Crowism in amusement areas, pointing out that racial segregation not only is undemocratic but has a bad effect globally. "If a representative of the Haitian Government is refused admittance to our theaters," he said, "then that has a bad effect on Haitians, and their bases are vital to the defense of our Panama Canal."

Hildreth, past president of the Circus Fans Association and legal representative of Ringling Bros. and Barnum & Bailey Circus, is planning to fly to England Thursday (26) to attend the anniversary celebration of the Bertram Mills Circus at the London Olympia. He said that he plans to look into the nonsegregation policy maintained by English legitimate theaters. Hildreth is chairman of a citizens committee for return of legit theater to Washington.

Mar. 1 Deadline For McGee' Tele

HOLLYWOOD, January 21.—Deadline for completion of the Fibber McGee and Molly tele audition has been set for March 1, with the finished sample film to be viewed by Johnson's wax execs about March 15. Script is currently being polished by writers Don Quinn and Ed Helwig, under supervision of Norman Blackburn, Coast head-of-network tele programming for National Broadcasting Company (NBC).

Fibber audition will be filmed by a local vidpix firm still to be decided. Format will be developed to allow for studio audience reaction, a feature heretofore missing in other comedy film shows, notably *Life of Riley*. Blackburn and Jim (Fibber) Jordan hold that comedy shows such as the Fibber format must have audience laughs to pay off. Hence, gimmicks will be included to make the tele version of the veteran air stanza a show within a show.

Barring unforeseen hitches in production or sponsor-wise, Fibber should be tele-borne by September of this year at the latest.

Chi's Rialto Back On Burlesk Wheel

CHICAGO, Jan. 21.—The Rialto Theater returns to a burlesque policy January 27, with Phil Rosenberg, formerly with the Hirst and Mutual circuits, and Dick Zeisler, ex-manager of the Grand, St. Louis, as owners. The house will use a stock instead of traveling circuit policy.

Opening show cast will have Billy Reed, Al Rio and Dick Richards, comics; Arnetta, Melanie Le Beau and Renee Andrae, features; Mervin Harmon and Nat Osman, straight men; Billy Williams, tap dancer, and Heller and Holmes, dance team. Paul Markoff will handle production.

The Rialto will feature a 20-girl line and eight-piece house ork, batoned by Jack Vinocur. Milt Schuster, Chicago agent, will handle some of the booking. He has set Bettina, feature, to open February 3.

The Rialto last played burlesque December, 1945. Rosenberg and Zeisler purchased the Rialto from N. S. Barger.

Senate Defeat of Two Tries For Repeal of Excise Tax Leaves Backers Undismayed

Still Expect Cuts This Session; HST Call Awaited

WASHINGTON, Jan. 21.—Prospects for excise cutbacks this session continued to brighten this week despite Senate votes ostensibly defeating reductions on two occasions. Proponents of cuts explain the paradox by pointing out that "extraneous" political issues were paramount in both attempts to pass excise repealers as riders to the oleo tax bill. The narrow count by which the riders lost assures Senate passage of reductions when a clear-cut vote is taken on that issue alone, according to proponents.

Also reflected in the votes was the desire of many senators to give the House Ways and Means Committee a chance to hold hearings on excise repeal and get a bill to the Senate in the regular manner rather than by means of riders. Meanwhile, it made clear in debate that failure of the House committee to act on excises would result in the Senate's reviving the excise riders.

An excise rider to a bill repealing the oleo levy cost out by an 11-vote margin. This vote was heartening to tax-cut supporters, since a number of senators backing reductions, including Senate Finance Committee Chairman Walter George (D., Ga.) opposed the rider on the grounds that it was a device by dairy solons to

kill the oleo bill. A motion by GOP senators to take up a minor bill with an excise rider lost out on a strictly party-line count of 35-45. Democrats claimed the issue was not excises, but politics. Significant here was the vote against the bill by Sen. Edwin Johnson (D. Colo.) who actually sponsored the rider in committee.

Waiting for Harry

Another factor mentioned by several senators in explaining why they voted against the proposed cuts was that they preferred to wait until they were given an opportunity to examine closely the various tax recommendations of President Truman.

Outside of Congress, industry advocates of excise cuts stepped up their efforts. Forwarded to key legislators were copies of the resolution passed by the National Committee for Repeal of Wartime excise taxes, calling for action at the "earliest possible date." Showbiz figures signing the resolution included heads of such organizations as the Radio Corporation of America (RCA), Decca Records, Columbia Records, the League of New York Theaters, Warner Bros., 20-Century Fox, Paramount Theaters and Loew's, Inc.

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Roger S. Littleford Jr. Editor in Chief
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William J. Sachs Executive News Editor
(Cincinnati)
Dick Armstrong Executive News Editor
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Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati
Main Office & Printing Division
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUbar 6450
W. D. Littleford, Gen. Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, Gen. Manager Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CEntal 6-8761
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Phone: HOLlywood 9-5831
F. B. Joerling, Gen. Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443
C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
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B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
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The Billboard also publishes
Vend, the monthly magazine of automatic merchandising.

'YA GOTTA MERCHANDISE'--NBC

Hooper Admits Dicker To Sell Out to Nielsen

NEW YORK, Jan. 21.—C. E. Hooper this week confirmed reports that he has had discussions with A. C. Nielsen regarding acquisition by Nielsen of some of the Hooper radio rating services. Specifically, it is said, Hooper is willing to sell his two national network audience popularity rating services, the National Hooperatings and the U. S. Hooperatings. The first named are Hooper's semi-monthly ratings; the second are primarily audience measurement projections based on combined telephone and diary results.

Hooper stressed the fact that he would retain his city reports, which compare audience popularity of the stations in each of around 100 U. S. markets, and his entire organization as now constituted.

Nielsen's Peculiar Position

Hooper's statement occasioned two points of conjecture. One was the seeming incongruity of Nielsen's buying the Hooper operation in the light of continued criticism he has made of the entire Hooper coincidental telephone method. The second was the possibility that Nielsen might be buying the phono operation so as to be able to scrap it. This was buttressed by a Nielsen exec's comment in Chicago to the effect that were the sale to go thru, "the Nielsen system will not be changed."

Nielsen uses his patented audiometer, by which a tape reports the time a receiver, either radio or tele, is turned on, and the station to which it is tuned. An expansion plan announced some months ago by Nielsen has not materialized to the extent anticipated.

Hathaway Leaves B&B To Join Carlock

NEW YORK, Jan. 21.—Neil Hathaway, assistant account exec on the Prudential Insurance account at Benton & Bowles (B&B), will leave that agency with his boss and the account when Prudential and Mike Carlock switch to the new Carlock, McClinton & Smith Agency. This is likely to be around May 1, with Carlock exiting somewhat earlier to get things rolling and Hathaway remaining at B&B to service the account during the interim period.

Hay McClinton, former radio chief at N. W. Ayer, heads the agency. The third man is Paul Smith, well known in agency circles as Art Chief.

Knight & Russell Set H'w'd Agency

HOLLYWOOD, Jan. 21.—Veteran radio producer-writer Vick Knight and musical director Henry Russell joined forces to set up the Knight & Russell, Inc., ad agency in Hollywood this week. Knight, most recently producer of *Hollywood Calling*, over National Broadcasting Company (NBC), was formerly radio exec with Biow and Foote, Cone & Belding agencies. Russell is currently musical director for NBC's Western division in Hollywood.

Agency named Charles Walton, former general manager of Schlage Lock Company and industrial expert with Bendix Aviation, as industrial consultant to the new firm. Harry Lee was named director of research. Kaye-Halber; Television was listed as firm's first account.

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

Roi Tan Mulling Kayo of CBS's Joan Davis Show?

The Joan Davis radio show, aired Fridays on the Columbia Broadcasting System (CBS), is reported being dropped by Roi Tan Cigars (American Tobacco Company). The agency is Lawrence Gumbinner. No confirmation could be secured at the week's end.

Speidell Washes Out "Blondie"

The Speidell deal to buy "Blondie" from the American Broadcasting Company is regarded as colder than a witch's heart. The agency, Cecil & Presbrey, still is reported on the lookout for a show for the jewelry outfit.

Esso Dickers for Paul Winchell Video Show

A deal for Esso to star ventriloquist Paul Winchell in a half-hour TV show is being negotiated. The format would be variety with a new twist. Winchell was formerly on TV as a co-star with Dunninger for Bigelow Rugs. Marschalk & Pratt is the Esso agency.

Nedick's May Buy Half-Hour on Five-Station TV

Nedick's is now considering sponsorship of a new half-hour TV program on a five-station network—New York, Boston, Philadelphia, Baltimore and Washington. The format of the program is not yet disclosed and no web has been selected. Weiss & Geller is the agency. The account now uses spots.

Morris Sells Pinky Lee Show to RCA Victor

William Morris Agency last week sold the Pinky Lee show to RCA Victor, marking the first sale of its "Premiere Theater" tele stanzas which the agency preemed over KNBH-NBC, Hollywood, last fall. Bankroller begins airing the show locally January 26, with kinescope plans for national distribution in the offing. Show is one of a series of Morris tele packages, assembled by the agency and shown exclusively over KNBH. Deal worked out gave NBC first crack at airing shows commercially, with the network also providing the agency with a kine for sales purposes. Talent office, in turn, picked up all talent and production tabs. In addition to Lee, show will feature Carol Richards, Billy Bakewell and John Crawford. Regional kine syndication, including San Francisco, Salt Lake City and Seattle is in the talking stage by J. Walter Thompson Agency. Scripts will be written by Phil Shukin and Ed Tyler and produced by NBC.

CBS Pouring 6G Into Housewives Promotion

The Columbia Broadcasting System (CBS) is participating in an unusual promotion effort Tuesday (24) when it will pay \$6,000 of an \$8,000 talent nut for a show at the National Food Brokers' Association convention in Atlantic City. CBS is kicking in as a promotion move for its Housewives Protective League (HPL) subsidiary, largely supported on the air by food sponsors. Talent on the program includes Peter Lind Hayes and Mary Healy; Tony and Sally DeMarco; Jack E. Leonard, John Puleo and the Minevitch Harmonica Troupe; Bob Crosby, emcee; the Cordettes and Billy Graves and Company. Lester Gottlieb, of the CBS directorial staff, is producing the banquet program.

Reports Say Luckman Laved Into 'Surf' by P. & G. 'Tide'

NEW YORK, Jan. 21.—The resignation this week of Charles Luckman as president of Lever Bros., a company spending \$20,000,000 a year in radio and television, led to a welter of conjecture on two points: One, the real reason for his departure from his \$300,000 a year job, and two, the possible effects Luckman's leaving would have on the company's advertising agency set-up in New York, together with the effects it might have on the entire Lever Bros. selling-advertising plans and new personnel recently recruited for that effort.

Official announcements said an irreconcilable difference on future policy led to Luckman's exit, but in many radio quarters this was skeptically received. Lever Bros.' inability to get its product, Surf, launched on the meaty detergent market, in which Tide (Procter & Gamble) is overwhelmingly dominant, was offered as one possible factor. Another was reportedly a disadvantageous sales position in other products, other than Lux soap, in comparison to P. & G. and Colgate-Palmolive-Peet sales. Both reports were necessarily without confirmation.

Luckman recently transplanted all Lever activities to New York from

Cambridge, Mass., requiring extensive changes both in personnel and ad agency disposal. The mammoth international company now is building its own office structure in New York. Realignment of account execs for the many Lever products followed this move.

Luckman has had a meteoric rise in American industry, starting as a Pepsodent salesman, moving up as a division manager, becoming Pepsodent president and shifting to Lever Bros. when it acquired Pepsodent. Three directors of Unilever, the parent company, will take over his functions, for the time being at least. They are J. L. Heyworth, F. D. Morrell and Arthur Hartog.

Lever Bros. agencies and programs include J. Walter Thompson, Lux soap (*Radio Theater*) and *The Clock* (TV); Batten, Barton, Durstine & Osborne, with Bob Hope (*Surf, Spry and Lux*); Foote, Cone & Belding, *My Friend, Irma* (Pepsodent); Sullivan, Stauffer, Colwell & Bayles, *Big Town* (Lifebuoy); N. W. Ayer, *Surf*, and Young & Rubicam for Lipton's tea, with Arthur Godfrey. J. Walter Thompson also recently acquired Junior Miss from Needham, Louis & Brorby when that Chicago agency refused to open a New York office.

Madden App't Tips Mitt on Web's Plans

Trammell Asks Stations' Aid

NEW YORK, Jan. 21.—Indications are that the National Broadcasting Company (NBC) plans an unprecedented accent on merchandising within the next year or so. The conclusion is justified by two developments:

One is the appointment as an NBC veepee of Edward Madden, ad agency and business exec, who has a long background in merchandising.

The second is traced to remarks made by Niles Trammell, chairman of the NBC board, at last week's Stations Planning and Advisory Committee (SPAC) meetings. Trammell told the NBC affiliates that it was urgent that they begin planning extensive merchandising programs, not only as a follow-up on NBC's own promotional activities, but as a vital procedure in maintaining network and station position. Trammell told the stations that now is the time to plan merchandising appropriations.

As of yesterday (Friday) Madden's position with NBC had not been determined, but it is believed likely he will serve as vice-president and assistant to Joseph H. McConnell, NBC president. Madden's background includes a vice-presidency (new business) at McCann-Erickson, head of retail merchandising for Standard Oil of New Jersey, mail merchandising with the Reuben H. Donnelly Corporation and a term with the American Newspaper Advertising Network.

Folsom's Influence

Also pointing the road for NBC's major merchandising emphasis is the influence on the network of Frank Folsom, president of the Radio Corporation of America, NBC's parent company. Folsom is one of the top merchandising men in the country, and McConnell was his right-hand man as RCA exec-veepee before moving to NBC.

The NBC merchandising envisions close relationship and co-operation between its stations and dealers and distributors of products advertised on the web.

HOLLYWOOD, Jan. 21.—KFI, local National Broadcasting Company (NBC) affiliate, will embark on its biggest food merchandising tie-up in an effort to snag more national food accounts. Exclusive tie-up involves a group of 200 chain retail stores in the Los Angeles area doing an estimated \$200,000,000 biz annually, and will give the station a tremendous point-of-sale promotional boost.

Gimmick to be used will be a series of "KFI value weeks" thru which the station will plug special food values of each chain store. Food outlets, in turn, will feature KFI display material, offer bargains on KFI-advertised items, and exploit KFI talent via off-the-cuff personal appearances.

Station hopes the gimmick will help build audiences thru point-of-sale plugs, displays and newspaper plugs, and personal contacts between KFI and KFI-TV talent and the housewife-shopper. Biz-wise, the station feels that exploitation devices offered current KFI time buyers will prove enticing to those still not using outlet's facilities.

Larsen Takes Helm at WPIX; Stress on Solid Showmanship

NEW YORK, Jan. 21.—WPIX will place major stress on solid showmanship and a liberal expansion into daytime programming in 1950, according to G. Bennett Larsen, former veepee of WCAU-TV in Philadelphia, who this week became general manager and veepee of *The New York Daily News* video station.

"You can't build a successful TV

operation on a limited time schedule," said Larsen, who disagrees with the theory that daytime programming isn't profitable and cites the current thriving daytime schedule of WCAU-TV which he set up two years ago. "It's the commercial format that turns the trick," said Larsen, in explanation of the Philly station's impressive record on direct sales results for local daytime advertisers. "Visual selling calls for all-round showmanship, comparable to that of a regular pitchman. In fact, one of our best announcers at WCAU served his apprenticeship in just that capacity, and independent radio stations have used their own version of the direct sales pitch for years with wonderful results."

Altho he didn't state a specific date for the planned daytime expansion, or specify individual programming ideas, Larsen indicated it would take place soon with emphasis on fem appeal during the early afternoon and kiddie shows after school hours. Sports, of course, he added, will be regularly programmed in season. The station's current staff line-up will remain intact at present (about 110), but Larsen hopes soon to expand the talent department and is also mulling a disk jockey show. The latter is still in the speculation stage, but Larsen believes that if any New York station carries a record spinning session on video, WPIX, the only independent outlet here, is the most likely to do it. He also emphasized that WPIX's entire programming schedule would be consistently sparked with strong promotional backing, another factor he considers responsible for his success with WCAU.

U. S. - Cuban Kc. Outlook Gets Dimmer

State, NAB in Battle

WASHINGTON, Jan. 21.—In the wake of a government-industry meeting behind closed doors here this week, the outlook is gloomier than ever for settlement of the U. S.-Cuban kilocycle dispute at the forthcoming February 1 bilateral Havana meeting, on which hinges the drawing up of a new North American Regional Broadcasting Agreement (NARBA) affecting the future of American radio. At stake along with the NARBA is the security of a large part of the domestic broadcast industry.

It was learned authoritatively that the preliminary government-industry executive session this week exploded into a heated verbal battle between Justin Miller, president of the National Association of Broadcasters (NAB), and a high State Department official, with Miller charging the State Department with being resigned to backing down in opposition to Cuban demands for breakdowns of clear channels, degradation of regional channels and recognition of Cuban frequency-hopping made after expiration of the old NARBA.

The State Department official resented the charge and engaged in an angry exchange with Miller. The chief difference in viewpoints is that the State Department is apparently willing to compromise on at least some of the Cuban demands in an effort to continue amicable over-all relations with Cuba, while many of the broadcasters feel that accepting any radical departure from the old NARBA will result in hardship for a large number of U. S. stations. The broadcasters also resent the unauthorized moving in on U. S. priority frequencies by some Cuban stations.

Unofficial Confab

Conferences between U. S. and Cuban radio representatives, which are slated to begin in Havana February 1, are completely unofficial. The idea is to settle the U. S.-Cuban impasse which broke up the NARBA confabs at Montreal a month ago. The next NARBA conference is tentatively scheduled for sometime between April 1 and August 1. If Cuba and the U. S. are still deadlocked, however, the NARBA meeting may be called off.

Complicating the NARBA picture is the demand of Mexico that the old NARBA be kept into effect until 1953. In effect, Mexico boycotted the Montreal meeting and has given no indication that it will attend the next NARBA meeting.

The Cuban proposals call for station assignments in the island on a dozen U. S. frequencies. They also call for eliminating the clear channel classification from the NARBA. In its place, Cuba proposes "national channels" which would include all frequencies formerly called Class 1A, Class 1B and Class 2. Cuba would also raise the minimum power of regionals from 250 watts to 500 watts.

School's 'Audio-Aid' Now Sold by Dealers

NEW YORK, Jan. 21.—Sales of schools phonographs and sound equipment will be made thru exclusive dealerships from now on, according to an announcement from the Arthur Ansley Manufacturing Company. The Company's "Audio-Aid" equipment and products have heretofore been sold directly to the schools.

"Audio-Aid" products available for schools use are a professional portable with 5-watt output which can be used with a microphone and external speaker; a high fidelity table model with 10-watt output, dual speakers and tone controls, microphone mixing circuit and provision for an external speaker; a console designed for kindergarten use, and a high fidelity console with 15-watt triode, fixed bias amplifier and coaxial speakers. The latter piece of equipment is also available with a tape recorder and FM-AM tuner.

Into the Record

WASHINGTON, Jan. 21.—An unusual tribute to a radio show and its sponsor was read into the *Congressional Record* this week by Sen. Alexander Wiley, Wisconsin, in speaking about Ted Mack's *Original Amateur Hour* and Old Golds. The staff of the show has set up a special program for Constitution Hall February 2 on behalf of the District of Columbia Heart Association. Contestants on this "amateur" bill include many senators and representatives, as well as Vice-President and Mrs. Alben Barkley.

Senator Wiley noted that it is not customary to mention the name of a private business organization in the *Record*, but spelled out the name of this show and its bankroller because it has borne the cost of performances on behalf of many charities.

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

Shore Signed for TV, May Go Network

Willie Shore, nitery and theater comedian, may soon be on network TV if plans brewing in Chicago bear fruit. Dawson & Jackson package firm has signed Shore for a variety-situation comedy package. An auto company is reportedly interested in sponsorship and a net is interested for participation airing. Another package, titled "Caravants" and prepared by the Lawrence Advertising Agency, is said to be under consideration by a large camera company. In each case, however, purchase is still far from certain.

Chi TVA Draws Tentative Standards

Television Authority had its first Chicago meeting January 19. Local members of participating unions passed a resolution authorizing a committee (five from each union) to draw up recommended working standards and wage conditions. These will be considered at another membership meeting in about six weeks, and accepted stipulations will be referred to national headquarters. During discussion period some members (mostly from AGVA) brought up the point that standard acts could have their future killed by one TV network airing. Under consideration therefore, is a suggestion that standard acts be paid higher scales than actors, who could use fresh material constantly.

Railroad Group Probes Video

Television for railroads was discussed for the first time by the National Association of Railroad Advertising Managers in Chicago January 20 when the group held its annual meeting at the Sheraton Hotel. According to retiring President H. B. Northcott, of the Union Pacific, discussion of the medium indicates an awakening of the railroads to future possibilities of TV. Group saw some TV explanatory films and discussed campaigns and results of railroads using the medium. So far the Santa Fe, Union Pacific and New York Central have used travel films and spots.

Park to Chi NBC-TV as Producer

Ben Park, award-winning radio documentary producer, joins the Chicago NBC-TV staff February 1 as a dramatic program producer and adviser. He will help in the creation and production of new shows, and his joining NBC is considered to be indicative of the net's intention to do more drama-documentary from Chicago. Initially he will be assigned to "Saturday Square," hour show with unique human-interest content.

Mary Margaret McBride for Chi Airing

Mary Margaret McBride, famed New York woman's program conductor, will be heard for the first time in the Midwest next month when WGN, Chicago, begins airing her on an hour long, transcribed morning show, Monday thru Friday.

"Prize Party" Dies; WCBS-TV To Fill in With 2 Segs

"Messing's Prize Party" will be canceled by the bread sponsor after its January 24 telecast over WCBS-TV. The 7-7:30 slot that evening will be filled by two 15-minute shows—"Strictly for Laughs" and Paul Arnold's folk song show.

"Flag Down," Cabby's Saga, Sold to Video

Television rights to "My Flag Is Down," by James Maresca, have been acquired by Roland V. Haas and Marian Alden Burr. As published by Dutton, "Flag," a diary of a New York taxi driver, hit the best seller list and its 25-cent bantam reprint has sold around 800,000 copies.

Two Offices Skirmish for Peter Paul's Sugar

A minor war was reported brewing last week between the Brisacher Wheeler and the Platt-Forbes agencies. Cause was the Peter Paul candy account, shared by the two agencies. Brisacher last week was pitching "Date With Judy" at Peter Paul in an effort to snare all billings, and Platt-Forbes was said to be seeking something with which to counter. "Judy" negotiations are with the American Broadcasting Company, for the 3 p.m. Monday slot.

Indies Set Top Pubserv Series Via ECA "Orks of World" Rights

NEW YORK, Jan. 21.—Independent U. S. radio stations this week set a top public service when they obtained broadcast rights to *Orchestras of the World*, a 13-week series recorded in Europe by the Economic Co-Operation Administration (ECA). The program features the top symphonic orchestras of 13 Marshall-aid nations and will be aired in Europe on the networks of the various countries as part of the current ECA radio-film campaign to spell out the meaning of the Marshall plan.

This is the first time that non-network stations in New York have had access to this sort of talent, other than those musical aggregations available via recordings. The programs will run an hour and include a five-minute commentary for Americans on ECA's

meaning and progress. Clearance on the project was granted by James C. Petrillo, president of the American Federation of Musicians (AFM), at the personal request of Paul Hoffman, ECA chief. Radio details were set up by Ted Cott, vice-president of WNEW, New York, and head of the National Association of Broadcasters' non-network station committee, and Ed Gruskin, chief of the ECA radio section.

Orchestras already set include the national orchestras or symphonies of the following nations: Holland, Sweden (Stockholm Symphony), Norway, Denmark, Austria (Vienna Symphony), Greece, Italy (Rome Symphony), Germany (Berlin Symphony), Portugal, Belgium and Turkey. Negotiations are underway with the London and Paris symphonies.

New Theater TV Splurge Due

To Reduce or Not Is NAB's Confab Puzzle

What's BAB's Position?

WASHINGTON, Jan. 21.—A tug-of-war over National Association of Broadcasters' (NAB) structural future is moving toward a climax at the NAB board's upcoming meeting February 8-10, with members divided on whether the NAB should undergo streamlining to the extent of reducing some of its Washington operations or whether it should be maintained as a big-time Washington-centralized set-up. The board's finance and structure committees, which meet here next week (23-24), are expected to come up with some suggestions likely to call for slight budgetary increases rather than shrinkages, altho some internal changes will be recommended, too.

The finance committee appears to be paradoxically indorsing restoring some of the cuts made by the board at the last meeting, with the committee's action slated to take on added importance inasmuch as the last board session deferred budget matters to the upcoming February meeting. In all likelihood there will be a new dues bracket study.

BAB's Status

Some board members favor consolidation of some of the association's activities so as to trim costs and meet economic trends in AM and TV. NAB President Justin Miller's thinking has been in the direction of centralized authority at Washington, with large bureaus operating here and with any outposts reporting to the central office. The question of the Broadcast Advertising Bureau's (BAB) relationship is still unsettled and will be an issue at the next board meeting. The BAB is highly popular with the board despite criticism from some quarters of the BAB's sales methods plumping radio at the expense of newspapers. Some NAB-ers who own newspapers have been offended by this, but BAB chief Maurice Mitchell is generally regarded as doing a top job, and the feeling is that the BAB deserves full freedom of operation.

The recent withdrawal of Station WNEW and others from NAB membership is a factor in NAB's economic thinking. It is also having an effect among independent members of the NAB, whose cause had been championed by WNEW's Veepee Ted Cott, chairman of the NAB indie committee.

Pabst for St. Nick Bouts About Mar. 1

NEW YORK, Jan. 21.—The boxing bouts from St. Nick's which now are sponsored by Ballantine beer and ale will be bankrolled by the Pabst Brewing Company beginning about March 1. They are now on the Columbia Broadcasting System (CBS)-TV network, Wednesday evenings, 10-11 p.m.

Ballantine originally bought the sporting event in the belief it would give them an inside track on getting the TV sponsorship of the outdoor matches held during the warm months which generally receive high ratings. However, the fighters and their managers struck for a large percentage of the TV rights last summer and few bouts were televised. Prospects for outdoor fights on TV this season are not exactly rosy, and so Ballantine is pulling out.

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

NBC Mulls Thomas for Comedy Video Show

Comedian Danny Thomas and National Broadcasting Company (NBC) Coast tele toppers will huddle on plans to launch a network tele show starring the funster. William Morris Agency, Thomas's handlers, have been hot to groom the gagster in a TV show, but plans have been tabled until now. NBC TV program topper Norman Blackburn will work with Thomas on a format and script.

French Sardine Bites on "Hollywood Reel"

"Hollywood Reel," Coy Watson-Erskine Johnson production, became the first national tele show sold by a Coast ad firm when San Francisco's Rhoades & Davis Agency peddled it to French Sardine Company (Star-Kist) for airing in 14 national markets. "Reel" depicts Hollywood film celebs' activities and is narrated by movie columnist Erskine Johnson. Fifteen-minute seg is on film, with Watson serving as photographer-director. It will be carried for the first 13-weeks on KECA-TV, Los Angeles, 5:45-6 p.m., starting February 12. Days and times in the other 13 areas have not been set. Markets include WENR-TV, Chicago, and KGO-TV, San Francisco. Other cities include Cleveland, Washington, St. Louis, Milwaukee, Omaha, Buffalo, Pittsburgh; Columbus, O.; Syracuse, Seattle and Rochester, N. Y.

Coast NBC Skeds Precutting of Summer Shows

National Broadcasting Company's (NBC) first experience in pre-cutting summer shows during the regular season will begin in Hollywood shortly. Show selected is "Trouble With the Truitts," situation comedy series packaged by Frank and Doris Hursley. All 13 summer episodes will be tape recorded within the next two months and stored. "Truitts" is first of many such replacement shows planned by Coast programing chief Homer Canfield. It is expected that between 15 and 20 shows here and in New York will be handled this way, thus clearing the decks for work on fall shows during hot months as well as taking advantage of extra time and talent available now.

Bonafide Renews "Versatile Varieties" Sponsorship

Bonafide Mills, Inc., last week renewed its sponsorship of the "Bonny Maid Versatile Varieties" show on the National Broadcasting Company (NBC)-TV. Present format and cast line-up remains the same with Harold Barry as emcee, Jerry Jerome as musical director and Mark Hawley, director. The half hour program is produced by Basch Radio and TV Productions. The agency is Gibraltar Advertising.

Chi FM'ers Mull Package Time Sales

FM stations of Chicago will consider this week at a board meeting of the FM Broadcasters of Chicagoland a plan to have time on all FM stations in the area sold in a package to national and large local advertisers. If plan is put into effect it will be unique. Recently the org elected Edward A. Wheeler, of WEAW, president, replacing Ralph Wood.

Paramount Asks FCC To Lay Off Subsidiaries

Paramount Pictures filed a new plea with the Federal Communications Commission (FCC) last week urging that the temporary-license status of the various Paramount subsidiaries be lifted. Para claimed that the anti-trust action which forced a split-up of its theater and movie holdings was no longer any concern of FCC, since the corporate reorganization went into effect December 31.

NBC Testing Agency Reaction On Sat. Night Program Plan

NEW YORK, Jan. 23.—The National Broadcasting Company (NBC) today (Monday) will begin a series of advertising agency pitches designed both to present and test its proposed Saturday night 2½-hour television programing. The network's proposal, which brought a stormy protest from the DuMont network on the ground the NBC plan would monopolize local station time, has been in the works for months.

The NBC presentation, it is reported, will be spearheaded by Niles Trammell, chairman of the NBC network, and George Frey, NBC head of television sales. NBC's idea is that by selling participations on a rotating basis, advertisers with small budgets will be able to get into TV. The original bid to stations by the network asked if they'd be willing to take the show at regular network compensation rates, with the proviso that at least 15 stations okay the deal before NBC committed itself.

It is also reported that Joseph H. McConnell, NBC president, has discussed the Saturday night plan with

Washington authorities, the talks coming after the DuMont process. The fact that NBC now is going ahead on its agency pitch is thus interpreted as indicating the confidence the web has that it is not in violation of any government regulations.

If agency reaction warrants, NBC will go ahead with its deal; otherwise the whole proposition may be dropped.

CHICAGO, Jan. 21.—If the National Broadcasting Company (NBC) goes thru with plans for two and a half hours of local participation TV net programing on Saturday nights, Chicago will be the origination point of an hour-long (7 to 8 p.m.) variety show with a talent budget of about \$10,000.

Current plan entails the retention of Jack Russell, prominent local booker and vice-president of the Mutual Entertainment Agency, to locate and book all talent. So far it is planned to have a big name emcee (not yet picked), four or five semi-name acts and a large supporting musical group.

May Reach 60 Houses Before Summer End

Some Await FCC Okay

(Continued from page 3)

holding back on TV pending FCC action, altho those within range of the cable need no FCC approval to install equipment and show TV brought into their houses via cable. Only where microwave relay is used to bring shows to a house is the FCC approval necessary. Clearance with the originating station is always needed.

The result of this hypoed activity is apt to mean additional headaches as well as revenue to the broadcasters. Special events have been the staple of the few theaters so far equipped, but exhibitors are seeking regularly scheduled material which they can count on, week in and week out, to work into their schedules at specific hours. While broadcasters, local as well as web, can thus anticipate new sources of income, it will mean considerable groundwork will have to be done in the next brief period, determining how many and which shows are adaptable for theater showing, how to base charges and how to clear such showings with various unions.

Mostly in East

Most of the houses due to be equipped this year will be in the East: In New England, around New York, with some in New Jersey, Pennsylvania and a sprinkling in the Midwest and South.

Paramount, which now has TV in New York and Chicago houses, plans installations this summer in Minneapolis, San Francisco, Detroit and Boston. Fabian Fox, in Brooklyn, gets its permanent equipment later this month and, owning a string of about 35 houses, has long been reported anxious to equip others. The Pilgrim Theater in Boston has been a pioneer in the field for some time. The Radio Corporation of America (RCA) and 20th Century-Fox are continuing their joint experiments along this line, as well. Other regional chains, in the East and on the West Coast, either have been experimenting with TV or plan to begin shortly. Fox West Coast has indicated that after FCC approval, some 24 houses in California would be equipped, with a probability they will feature legit or vaude material originating on the stage of Grauman's in Hollywood.

WLW

700 ON YOUR DIAL

THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Daytime Tele To Be Major Factor in '50, Say Execs

NEW YORK, Jan. 21. — Daytime television will become a major factor in 1950, and a definite increase in the use of film also is to be expected, according to opinions expressed in a poll of television execs subscribing to *Ross Reports on Television Programming*. Encompassing replies by representatives of stations, webs, agencies, packagers, sponsors, film companies, researchers, unions and talent, among others, the poll showed also a leaning in belief that sports, vaude and mystery TV shows will decline, while dramas and location shows will increase.

Another significant prediction is that agencies and packagers will continue to take over production responsibilities from the webs in heavier proportion. However, some noted that use of network technical personnel

will make for a closer working relationship with the outside producers, with production tasks fluctuating back and forth.

The consensus was that the giant motion picture firms are likely to move into TV eventually, but not this year. Till there's more money in the industry the film moguls are likely to get the foot into the door by packaging more footage for the medium and permitting appearances of more stars.

Divided Over '49

Ross subscribers were evenly split on the question of program development during the past year. Some thought that the medium progressed faster than movies or radio at a proportionate period, and that better, more diversified and more smartly produced shows were replacing old film. Those taking the negative view maintained that the medium did not reach its potential, adapted too much good radio into bad TV and tended to play to the lowest common denominator. Writing and lack of sufficient budget for writers also drew some fire.

Respondents also felt that five-minute shows are unlikely to succeed after 7 p.m., and there will be fewer 15-minute shows after 8 p.m. The general opinion was that 15 minutes is the practical minimum, and 30 minutes the optimum. Color development was not believed holding back programing.

Predictions made for 1950 by those polled included continued records in sale of TV sets, lifting of the freeze, setting of color standards but no color transmission, lowering of set costs, demonstration of TV's sales potency and expansion of web facilities. The vast majority felt that advertisers will continue to assume the costs of TV.

Brief and Important

Last-Minute Digest of AM-TV News

Heln, Wood & Colton Takes Lionel Colton Tag

The station representation firm of Heln, Wood & Colton has changed its name to **Lionel Colton**, with Colton continuing as president of the operation. The company reps stations in up-State New York, New England and the South.

Fairbanks Buys Old TV Films for Resale

Jerry Fairbanks, Inc., last week purchased the rights to the 26 half-hour TV films made by Grant-Realm Productions and formerly sponsored by Lucky Strikes. Fairbanks has made a study which proves that only two out of 10 in the present TV audience saw the pictures when they were presented earlier. Using these statistics, the video film organization will try to sell the secondary rights to a national advertiser—something that hasn't been done before.

FCC Revamp Bill May Yield to Stronger Measure

The McFarland bill to reorganize the Federal Communications Commission (FCC) may be scrapped by the House in favor of a more comprehensive measure, it was indicated last week after Rep. **George Sadowski** (D., Mich.), head of the radio subcommittee of the House Interstate Commerce Committee, announced he was drafting a new measure. Sadowski added that, along with his new bill and the McFarland bill, his group would also consider the Sheppard measure, which would limit network broadcasts and ban radio equipment makers from owning stations.

KTLA's "Beany" Hits New York Market on WOR-TV

Paramount's KTLA, Hollywood, moves its first show into the New York video market when WOR-TV starts airing "Time for Beany," kid puppet show. "Beany" will also start on San Antonio's KEWL-TV February 1. In addition to KTLA and the above named, markets where show is also being viewed include San Francisco (WPIX), San Diego (KFMB-TV), Chicago (WBKB), Cleveland, Cincinnati and Dallas. From the standpoint of national audience, "Beany" becomes one of the strongest tele shows produced and sold via KTLA.

100G Suit Petition Vs. Marx, ABC Denied

The State Supreme Court Monday (16) in San Francisco denied a petition for hearing on a \$100,000 damage suit brought against **Groucho Marx** and the American Broadcasting Company by **Samuel S. Cohen**. Cohen, a Los Angeles postal clerk and former prizefighter, said he had been subjected to scorn, ridicule and contempt by a statement on Marx's program. A Superior Court dismissed the case in January, 1949, and the Appellate Court affirmed the judgment in November.

WOR-TV Departs Non-Pic Policy With "Comedy Carnival"

WOR-TV, New York, departs from its non-film policy Tuesday (24) with the preems of a new across-the-board film series "Comedy Carnival" at 7 p.m. The 15-minute sound movies specially edited for TV by the Atlas Television Corporation, will feature such big names as **Milton Berle**, **Bob Hope** and **Bing Crosby**. Tuesday also marks a new time expansion for WOR-TV, with "The Mystery Rider" airing half an hour earlier at 6:30, followed by "Time for Beany" at 6:45. Saturday's starting time moves back to 6:15 from 6:45 p.m.

CBS-TV Reprieves "54th Street Revue"

The "54th Street Revue" was once again reprieved last week by TV execs at the Columbia Broadcasting System (CBS). The program will continue to alternate with Ken Murray in the Saturday evening 8-9 p.m. slot, even after CBS-TV moves "Actors Studio" into the Friday night 9-10 time period now programed by the musical show on alternate weeks. The program's rising rating and its low budget aspect, have aroused the interest of two agencies.

FTC Says AM Ads Purer Than Press

WASHINGTON, Jan. 21. — Radio is twice as pure as the press in the matter of false advertising, according to the Federal Trade Commission's (FTC) annual report received by Congress this week.

During the fiscal year of 1950 the FTC staffers examined 493,528 air plugs and set aside 12,879—some 2½ per cent—for further investigation to see whether they contain false or misleading material. Approximately 5 per cent of the 285,924 newspaper and magazine ads examined were marked suspicious.

ALLEN EYES TV

(Continued from page 3)
tegral part of radio comedy shows, are not a must in video, despite opinions to the contrary, Allen holds.

Allen has a firm television deal with National Broadcasting Company (NBC), with no starting date in mind. He will meet with network tele programmers in March to lay plans for fall debut. As for radio, Allen's cold on the airwaves and considers a return to AM broadcasting on a regular-scheduled basis only remotely possible.

Fairbanks in Pic Pitch to 'Silver Theater'

NEW YORK, Jan. 21.—A test to determine whether film or live presentation is more economical will be made by *Silver Theater* in several weeks at the Jerry Fairbanks studios in Hollywood. The program, budgeted at about 10G per week, has been consistently running way over. Fairbanks has convinced International Silver, the sponsor, that the quality of the film will be good and that the show will be brought in at about budget price thru use of his new method.

In addition, the program will be able to employ free-lance Hollywood names which are much harder to come by in New York. If the film version is successful it may well start a trend in that direction. The show is on the Columbia Broadcasting System TV web Monday evening, 8-8:30. Frank Telford directs for Young & Rubicam.

Variety Film Sells Tele Rights to PRI

HOLLYWOOD, Jan. 21. — Irving Lesser, prexy of Producers Representatives, Inc. (PRI), bought video rights to nine feature length movies from Variety Film Distributors. Films, most of them old, but with substantial names, included *Make a Wish*, with Basil Rathbone and Bobby Breen; *Hawaii Calls*, with Ward Bond; *Breaking the Ice*, with Charles Ruggles and Dolores Costello, and *Way Down South*, with Ralph Morgan and Alan Mowbray.

Producers Representatives, Inc., represents numerous indie firms, among them Walter Wanger, Sierra Pictures, Horison Productions, Sol Lesser, John Huston and Sam Spiegel, Rampart Productions and United California Productions.

DETROITERS
have the
money now

TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV
has the
audience now

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS
are doing the
business now

1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV

WWJ-TV

NBC Television Network

FIRST IN MICHIGAN Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE F. HOLLINGSBERRY COMPANY
ASSOCIATE AM-PM STATION WWJ

Brief and Important

Last-Minute Digest of AM-TV News

WBBM Plans Video Shows Via WBKB

WBBM, Chicago CBS o.-and-o. station, is planning to originate some network shows on WBKB, video affiliate in the city. WBBM has an application in for a TV license but it is tied up in industry-wide freeze. Station execs are hoping to get some production experience before license granting and is talking about WBKB originations produced by CBS personnel. Definite decision on the plan has not been made yet, but it has been stated that station hopes to get originations under way in about three months. It is also reported that two present WBBM AM studios will be converted for TV origination. Norm Lindquist, TV director of the Malcolm-Howard Agency, Chicago, is moving January 16 to the Atlas Film Corporation in Oak Park, Chi suburb, where he will have a similar post.

WXYZ-TV Plans "Pat 'n' Johnny" for Afternoon

The 30-day experiment with early afternoon TV conducted by WXYZ-TV, Detroit, has proved so successful that the station plans to make the "Pat 'n' Johnny" show available commercially, starting Monday (23). This stanza, airing across the board, features disk jockey John Slagle and model Pat Tobin and includes music, a menagerie of animals for moppet appeal, demonstrations of gadgets and toys and interviews for the edification of the housewives. A baby contest introduced on the show drew over 54,500 pieces of mail in five days. Surveys have shown 30 per cent of local TV sets on during the show's time.

WELI, Shopping Monthly Launch Bally Gimmick

Station WELI, New Haven, Conn., launched a new radio promotion gimmick last week with the joint publication of a monthly shopping paper, WELI-Finest News, in co-operation with the New Haven outlets of First National Stores, a regional food market chain. The paper features radio and general entertainment news, with editorial offices at WELI and distribution thruout the New Haven area.

Strike Meeting Vs. CBS Called by Coast RWG

Western region of the Radio Writers' Guild (RWG) called a special strike meeting of Columbia Broadcasting System (CBS) contract writers in Hollywood for Monday (23). Group will discuss a threatened walkout against the web after a stalemate in negotiations. Guild and net have wrangled over terms of a new pact since May. Slated to attend the meeting were writers of over 20 top CBS comedy and dramatic programs—Jack Benny, Bergen-McCarthy, "Amos 'n' Andy"; "My Friend, Irma"; Burns and Allen, "Suspense," "My Favorite Husband" and "Life With Luigi" Milton Merlin, RWG Western region veepee, called the meeting upon his return from New York, where he conferred with the Guild executive council concerning deadlocked negotiations over CBS staff wages, hours, rights and job security.

Govt. Mulls 2 Compromises For Okaying Liquor Plugs

WASHINGTON, Jan. 21. — Two compromises permitting liquor ads and plugs but imposing heavy restrictions are being considered by the Senate Interstate Commerce Committee in its deliberations on the Langer bill, which would outlaw plugs completely. The Langer measure is given little chance of committee approval, but one of the compromises may be sent to the Senate floor.

One of the compromises under study would virtually limit all plugs of beer, wine and liquor to institutional advertising. TV ads would be permitted only to show the bottle and the label, with TV sound and radio both limited to "verbal descriptive matter" about the container and the label.

The second compromise would empower the Federal Trade Commission (FTC) to ban any commercials suggesting that beers, wines or liquor will benefit health or increase social or business standing, that they are traditional in American family life,

or should be a part of the atmosphere of the American home.

Even should a restrictive measure be reported by the committee, it is doubtful if it could pass both the House and the Senate this session. The appearance of such a bill on the Senate floor can be expected to touch off a lengthy debate on the whole liquor question which would upset the tight legislative schedule.

After failing to offer testimony at the open hearings, which were concluded last Saturday (14), the National Association of Broadcasters (NAB) filed a brief with the committee this week opposing the Langer bill. NAB emphasized that it was neither "promoting nor condoning" liquor ads, adding that the airing of such plugs is already subject to regulation by the FTC, the Alcohol Tax Unit and State and local laws.

Union To Rep CBS White Collar Crew

NEW YORK, Jan. 21.—The Radio Guild of the United Office and Professional Workers this week won the right to represent the white collar workers at the Columbia Broadcasting System (CBS) by a vote of 324 to 218 in a National Labor Relations Board (NLRB) election. The union has had contracts with CBS since 1946.

The negotiating committee of the Radio Guild meets Monday night (23) to finalize demands for wages and working conditions. Dickering with CBS is to resume next week.

CBS had refused to negotiate with the union on the ground it did not represent a majority of its staff.

THIS TONI HAS THE SPIN

PHILADELPHIA, Jan. 21.—Independent WPEN becomes the second local station to go on an all-night kick. Starting this week, the station goes around the clock in slotting an all-night spinning session from 2 to 7 a.m., sponsored by Frank Palumbo Motors, Ford-Mercury dealer. For the disk jockey chore, the nod goes to Toni Spaulding, hailed as the only all-night gal' disk jockey. She's an ex-nitery flack. Sponsor Palumbo also holds extensive nitery interests in town. The town's only all-nighter for many years has been Joe McCauley's Dawn Patrol on WIP.

a gambling man who's come to great good

EVERYBODY LOVES GAMBLING — WOR's John B., that is. For seven years his endearing patter and moments musicale have been ¾ timing waking listeners from Maine through North Carolina into a sales-making state of rising, beaming and buying.

John puts it this way: "I figure the majority of 29,000,000 don't want to be bothered by too much talk in the morning, so I sort of waltz them into waking up."

This sounds simple. And so are the results he clocks for WOR clients. Take for instance the sponsor who collected 4,316 orders after only 18 Gambling mentions.

And then there's the salty tale about what John Gambling did for a cracker manufacturer. John's "Rambling With Gambling" listeners showed a 60% greater preference for this cracker than did non-listeners. In pantry terms—one out of every four housewives listening to WOR's John bought the cracker he advertised a month prior to the time the sale was checked!

That's buying! And that's the man — John Gambling — who can do the same for you at a cost so small advertisers say he's the surest bet they ever placed a cent on.

WOR

that power-full station at 1440 Broadway, in New York



Believe It or Not

Reviewed Wednesday 8-8:30 p.m. EST. Sponsored by Ballantine Beer & Ale thru J. Walter Thompson via the National Broadcasting Company (NBC)-TV network. Producer-director, Harry Herrmann. Script, Sam Cauter. Cast—Naomi Campbell, Hazel Vincent Wallace, A. J. Herbert, Mercer Mac Cloud and Byron Russell.

If the succeeding shows in this series maintain the same standards as this one, the sponsor will undoubtedly find an audience for his message. Well titled *Murder in Duplicate*, the first program concerned itself with a slaying in Victorian England. The story began when a woman called in Scotland Yard to find her husband who had presumably run away with their savings. The inspector assigned to the case encountered a rum-soaked barrister who seemed to know that the husband had been murdered. Acting on the lawyer's tip, the inspector discovered the body in the recently spaded plot in the back yard of the couple's apartment. The detective's next contact with the lawyer elicited the name of the murderess. The *Believe It or Not* angle was that the informant knew the facts of the case because a similar crime down to the last detail had been committed 250 years previous and was already legal history.

Too Grisly

However, the discovery of the dead husband's arm protruding from the dirt was a grisly bit which might well have been omitted by imaginative direction. This kind of carelessness only creates jobs for censors.

Hazel Vincent Wallace effectively portrayed the murderess. And Mercer Mac Cloud interestingly characterized the forensic attorney.

Both the direction and the camera work were adequate.

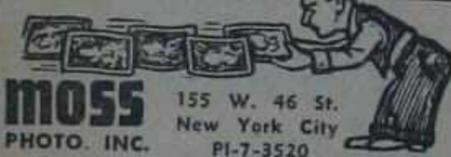
The sponsor spotted three different versions of his infectious *Ask the Man for Ballantine* film commercial during the program. Leon Morse.

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

8"x10", 5¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.

Write for free samples
and price list B-5



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155 W. 46 St.
New York City
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100 8x10 Prints
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50% Deposit. Balance C. O. D.

If you want reproductions that have satisfied customers from coast to coast order from QUALITY. We are sure to please you.

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Perkins St., Box 42 BRISTOL, CONN.
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Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
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8x10's, \$7.99 per 100; \$55 per 1000
Fan Mail Photos (5x7) \$36 per 1000 • Postcards \$23 per 1000
Mounted Enlargements (30x40) \$3.85
(No Negative Charge on 2 or more)

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COPYART Photographers
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165 West 46th St.
New York 19, N.Y.

"WE DELIVER WHAT WE ADVERTISE"



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

The Halls of Ivy

Reviewed Friday 8 to 8:30 p.m. Sponsored by Schlitz beer over the National Broadcasting Company. Producer-director, Nat Wolf; writers, Don Quinn, Walter Brown Newman. Cast: Ronald Colman, Benita Hume, Herbert Butterfield. Announcer, Ken Carpenter. Music, Henry Russell and ork.

The new NBC entry featuring Ronald Colman and his wife, Benita Hume, is a quiet little situation comedy revolving about the tribulations of a university president, as played by Colman. The dialog is all highly civilized, much more so than on the usual airshow. That may prove to be its weak point, because there is more dialog, period, than on the usual show.

The gentle humor of this stanza is fashioned perfectly into a delicate whole, but the show moves along at a trifle too casual a pace, with insufficient clash of personalities or emotions to keep the typical listener glued. The second show of the series, for example, had the chairman of the school's board of governors demanding the expulsion of the student editor of the campus paper for running an editorial caustically raking the board. It turned out that said editorial was a reprint of nearly 50 years vintage, penned originally by the chairman himself.

Is It Commercial?

This trivia, however, unquestionably was handled slickly and knowingly by Don Quinn and the staff. Whether it will have mass appeal is another question. Colman and Miss Hume fit their playing perfectly to the tenor of the scripting, doing a particularly good job on a flashback of their courtship days. But when 30 minutes of underwriting and underplaying have rolled by and the only sizable laugh can be charged to use of the word "stinker," it may be time to drag out the old formula question: "Is it commercial?"

Plugs for the bankrolling Schlitz beer were restrained, all leading off with the same catch phrase: "I was curious; I tasted it; now I know why Schlitz is the beer that," etc. Sam Chase.

Life Begins at 80

Reviewed Friday, 9:30-10 p.m. EST. Sustaining via the National Broadcasting Company. Director, Douglas Rodgers; moderator, Jack Barry.

Jack Barry's *Life Begins at Eighty*, an octogenarian counterpart of his *Juvenile Jury*, is a mentally stimulating tho visually static discussion program, leisurely paced and well seasoned with worldly wisdom and surprisingly racy repartee. Last Friday (13) line-up of "over-eighty" panel members included an astute lady minister; a dour-faced, self-styled "penny-pincher"; a naive, motherly-looking matron; a hearty ex-railroad man, and a salty old lady wearing a rakish rose-bedecked bonnet and a wicked leer. Judging by some of the blue material aired, the latter two set out to prove the validity of the show's title. The lady in particular displayed a remarkable talent for tossing off, with complete nonchalance, some of the most ribald smoking-room gags ever heard on TV. One of her yarns about a second honeymoon was so far over the borderline that Emsee Barry gulped and the lady minister raised here eyes heavenward in mute supplication.

This show is slanted toward a family audience and if Barry wants

The Show Goes On

Reviewed Thursday (19), 10 to 11 p.m. Sustaining on the Columbia Broadcasting System (CBS). Producer, Lester Cottlieb; TV director, Alex Leftwich; AM director, Bruno Zirato Jr.; writer, Louis Meltzer; music, Ray Bloch; emcee, Robert Q. Lewis; cast, Jose Pinera Trio, Phil Leeds, Francine Marcus, Wilton Clary, Phyllis Wood, Sid Raymond, Gloria Lane.

The new Robert Q. Lewis show is a full-hour combination of a talent audition and variety show. As such, it has more reason for being than others in the same categories. The stanza, in presenting each act, selects the talent to the type ordered by a talent-buyer from some facet of show business, that person then getting an opportunity on the air to buy the act, option it or pass it by. This factor in itself lends the show a peculiar type of interest, since average viewers doubtless are middling curious about how talent is procured.

Acts themselves are pretty much standards which have been kicking around for more than a little while. As such, they did little to distinguish the show. Top performance was registered by Wilton Clary, who had a replacement lead in *Oklahoma!* Auditioning before legit producer Tony Farrell, Clary registered roundly in warbling *Big Movie Show in the Sky*, from Farrell's own *Texas L'il Darling*. Comic Phil Leeds did an okay bit in front of Mrs. Jennie Grossinger. So did emcee Robert Q. Lewis, who talked himself into a cuff vacation.

Lewis Ad Libs

Lewis did a good job in holding the show together. He made with some fancy grade ad libbing, such as when he referred to himself as Arthur Godfrey's perennial replacement, who, having a show of his own, could now himself be replaced. "Only kidding, Mr. Paley," he hurriedly added.

Among the talent buyers who showed up were Lee Guber, Philly nitery boniface; Mrs. Grossinger; Guy Lombardo, on behalf of his Long Island beanery; Tony Farrell; Max Gordon, of the Village Vanguard; one Sam Glick, on behalf of the Piece Goods Buyers' Association banquet committee, and Chandler Cowles, producer of the Menotti operas. All professed to be pleased with the talent paraded before them. However, the interviews with these individuals was, in the main, at least as interesting as the performances by the job aspirants.

Talent included Clary, Leeds, a 16-year-old-girl accordionist, a rhythm trio, a female pianist, a mimic and a contralto. But the show rested mostly in the hands of emcee Lewis, whose efforts here may yet put him over the top. Possibly 60 minutes is a trifle long for this type of show with only three acts shown in the first half. If the routining could be speeded up, it might make a tighter, faster 30-minute stanza.

Sam Chase.

to stay on video he'd better practice stricter censorship on future telecasts. Senility and sex don't mix on TV. The same yardstick should be applied to the subject matter presented for discussion. The panelists are obviously a sagacious lot, fully capable of dishing out sound, sensible advice; but the adolescent queries submitted last Friday ("Why does a gal think two kisses mean marriage?", "Did you ever have a summer romance?", etc.) made a facetious answer practically mandatory. June Bundy.

Crosby's Night Shift

Reviewed Saturday 9-10 p.m. EST. Sustaining via the American Broadcasting Company (ABC). Producer-director, George Weist. Scripters, Frank Wilson-Bill Rayfiel. Announcer, Charles Woods. Emcee, Bob Crosby. Guests, Kitty Kallen, Earl Wilson. Cast—Milton Herman, Amy Seidell and Joe Bell.

While in conception it may have been a good idea to let Bob Crosby spread his personality around on a disk jockey show, the execution of the first program revealed a slackness that seemed fatal to audience interest. A studied effort to add a little variety to the usual platter spinning by including steady foils for Crosby's wit, guests and a record gimmick didn't pay off.

The foils were Babe, a bobby-soxer extraordinary; Jeffrey Bell, an intellectual radio engineer with a distaste for pop music, and Alvin, a picket. Poking fun at pickets who presumably are on strike, no joking matter, is not the way to engender goodwill between the nation's union men and the American Broadcasting Company (ABC). Also, the other banter between Crosby and his three stooges was flatter than a week-old open bottle of ginger ale.

Old-Hat Crosby

Much of the show's dullness can be attributed to the writing. Crosby tried a flip commentary on the news and a personal column, both of which were not funny. And Crosby's jive talk sounded out of date.

Several people in the studio audience brought records along. Because the stories connected with the records were interesting, the program livened up. The guest appearances of Kitty Kallen, Earl Wilson and finally a phone call from brother Bing also juiced up the show.

Choice of records was good. Most of the tunes were pops, but they were interspersed with a few novelties and a hillbilly number.

The program is called *Crosby's Night Shift*. It might be wise to call it *Bob Crosby's Night Shift* to make certain that nobody in the audience gets the idea he's listening to Bing. Or could anyone? Leon Morse.

Premiere Theater

Reviewed Friday 8-9:35 p.m. EST. Sponsored by Doubleday and Company, Inc., via WPIX, New York. Emcee, Warren Hull. Guest, Jon Gnagy. Film: "Pygmalion" with Leslie Howard and Wendy Hiller.

WPIX has snagged a prize programming plum in its new film series, which should garner the station many new listeners and considerable local prestige with prospective sponsors. Quality-wise, WPIX's current crop of flickers is even better than its Korda line-up of last season, and certainly infinitely superior to the usual ancient class C screenings offered on other video outlets.

The initial film in the series *Pygmalion*, with the late Leslie Howard and Wendy Hiller, has been playing around New York as a revival at top box-office prices, and the same holds true of *Major Barbara*, *Under the Red Robe* and other movies on the schedule.

Wisely eschewing an out-and-out commercial approach, the Bernard Shaw picture was presented in its entirety (total running time, 1 hour, 35 minutes) with a dignified quiet intro by host Warren Hull, who sketched in a brief background of play, playwright and players. Two live commercials for Doubleday Book Stores were cut in during the film, but these were so strategically spotted that they merely served as suitable intermission markers (albeit lengthy) and actually heightened the drama's general effectiveness. Ex-flicker actor Hull handled his emcee assignment with finesse and sparked a spontaneous-sounding pace when he posed as an amateur artist to help author Jon Gnagy plug his book *You Are an Artist*. June Bundy.

Queen for a Day

Reviewed Thursday, 8-8:30 p.m. over W6XAO (Don Lee), Hollywood. Sponsored by Alka-Seltzer thru Wade Agency. Produced by Bill Gordon for Don Lee, Jim Morgan for Raymond R. Morgan Agency and Forrest Owen for Wade Agency. Writer, Don Victor. Cast: Jack Bailey, emcee. Announcer, Fort Pearson. Contestants.

For almost a year (while still without a commercial license) W6XAO beamed a simulcast five-a-week tele airing of *Queen* from its Hollywood locale. At that time, Alka-Seltzer refused to pick up the tab for the tele version. Now, however, the bankroller bows in with a much-heralded TV version of the familiar daytime Mutual Broadcasting System audience show. Moreover, the sponsor bought the show for 39 weeks, electing to set up a separate tele version rather than attempt simulcast.

There are almost no basic changes in format or presentation as contrasted with the oft-crude but pioneering simulcast version. The stage has been dressed a bit, performers prettied up with make-up, and a few underdressed models have been added to the show. Otherwise, it's the same. Principal difference is that the tele station, producers and performers involved, having experience, now offer a show that is smooth, carefully produced and more entertaining.

Following the familiar *Queen* pattern, emcee Jack Bailey leads five contestants thru their paces. As usual, aspirants to the throne request silly and sometimes stupid rewards. As is expected, the studio audience is brought into the show for commercial as well as entertainment spots. The result is a show which finds favor with the housefrau.

Bailey is a smooth emcee. Experience has given him a keen sense of timing plus an uncanny insight into his subjects. He is thus able to put contestants at ease, draw out the humor and mold the show into a palatable parcel.

Camera lads were on their toes all the way and production was tasty yet basically simple. Commercials were, on the other hand, overdone. Not only was the stage plastered with Alka-Seltzer bottles, but three live plugs were included, two for Alka-Seltzer and one for vitamins. One commercial, delivered by Alka-Seltzer's radio newscaster, Glenn Hardy, sounded like a class valedictorian. Fort Pearson's sales persuasion was smooth.

Visually, this show offers infinitely more possibilities. Only conclusion therefore must be that inasmuch as the radio version has been successful, this show should be rated among top tele airers of its class.

Alan Fischler.

Art Baker's Notebook

Reviewed Thursday, 1:45 to 2 p.m. Broadcast Mondays thru Fridays sustaining on American Broadcasting Company (ABC). Producer-director, Richard Mulcahy; announcer, Reed Browning; cast, Art Baker.

Art Baker, a sort of latter-day Tony Wons, has been wowing the folks in Hollywood for better than a decade.

Feeling that such appreciation must be deserved, ABC now is airing Baker on the web, across the board. There should be a goodly potential audience for the stanza, since a little mellow sentiment during floor-scrubbing hours is likely to inspire the hausfrau to higher things.

Baker's philosophizing takes a decidedly non-controversial turn. That is, unless one gets easily upset over a question of who has the right of way on the arms of movie seats, Baker is all for a campaign, extending even to the floor of Congress, which would settle this vital point. He also chatted mellowly about his opening line, "It's a bee-oo-tiful day," and how some years ago, when he quali-

fied it, he got an outpouring of mail from brand new parents, ex-cons, enemies who had become friends, and a man who learned he wasn't really mortally ill, all saying that no matter what the weather, any day can turn into a beautiful day.

Pitch for Advertising

Baker also made a heavy pitch for the institution of advertising (he happens to be airing sustaining). His teaser phrasing was quite typical of his approach: "Don't you really, down deep in your heart, think radio commercials are sublime?" This was followed up by a low-pressure sales talk for the American way of life, mass production, brand names and the right to hiss commercials, all as part of his salute to "advertising recognition week."

The web evidently plans to salute the advertising plans of any sponsor picking up the tab for this show, judging by what went on here. There were four interruptions for free plugs, one building up Baker as receiving heavy fan mail from movie stars, one for *Care* and two for other ABC packages — *Date With Judy* and *Blondie*.

Sam Chase.

Gentlemen of the Press

Reviewed Tuesday (17), 8:30 to 9 p.m. Sustaining over the American Broadcasting Company. Producer, Frank LaTourette; narrator, Hank Weaver; correspondents this week, George Lederman, C. Declan McNamee, Mrs. Charlton Whitehead Barron, Charles Fernandez, Pat O'Hara.

This show, in essence, calls for a group of newspaper reporters to take turns telling the biggest story each has covered. Each man's story is transcribed in the studios of the network affiliate of the reporter's city, and they are assembled for the show, with Hank Weaver's narration tying the ends together from Hollywood. Altho some of the material on the initial show was intensely dramatic, a goodly portion was dissipated thru the coldly narrative style employed.

Moreover, one of the segments on the preem was handled in the form of a dialog between the reporter and the manager of the local station, and this was done in so obvious a form as to vitiate the inherent excitement of a good cops and robbers yarn. The only aid given to hype the material was in the form of organ background at the climax of each yarn. This proved insufficient. It would throw the basic idea of the airer completely out of kilter to dramatize each of the stories, of course, but that certainly would seem to be considerably preferable, if much more expensive, than to have 30 minutes of unadulterated talk.

Sam Chase.

PROGRAM COMMENT

Morgan Mellows

The "Henry Morgan Show" graduated into a new time slot last Sunday (NBC, 6:30-7 p.m. EST) and the change-over to a Sabbath schedule finds Morgan a bit mellower than usual. His satirical tongue is as sharp as ever, but the acid is tempered with some humility now and entertainment-wise the results are highly gratifying.

In token of this new found tolerance, Morgan started off last Sunday's (15) show with a good-natured cutting job on himself, anent the way the network has shunted his program around recently, cracking, "But they can't fool me. No matter how many times they change it, I always find it!" This opening monolog sparked the smartest pace of the entire half-hour.

Morgan's over-all format is essentially the same, including some rather contrived chatter with his nasal-voiced buddy Girard (Arnold Stang) and a lady cab driver; a hilarious take-off on "a typical conversation according to the French grammar books," and a funny tho over-long series of skits showing the way they do things in real life in comparison to Hollywood reel life. Guest Pearl Bailey's free and easy style of warbling on "That's Good Enough For Me" provided a neat contrast to Morgan's tighter, biting tempo.

Gag-wise, the script was consistently high-level, with the exception of one crack Morgan made to the gal cabbie during a discussion of "South Pacific" (i. e., "You know, from the back your Pinza is like a broad Martin." . . . "That's 'cause I drive a cab all day.")

"Stop Music" on TV

The TV version of "Stop the Music" (ABC Thursday 8-9 p.m. EST) moves along at a consistently smart pace for a show with as necessarily a repetitious format as this one. The hour-long giveaway's up-tempo is mainly sparked by emcee Bert Parks' exuberant mugging and Charles Henderson's showmanly production. It's loud, brash and much too plug-happy, but for sheer entertainment it's superior to other video giveaways. Incidentally, ork leader Harry Salter and his competent crew deserve some kind of merit award themselves for their patient umpteenth-time repeats of the current "mystery tune."

Top talent honors on the show go

The Hawthorne Show

After several false tele starts, Jim Hawthorne is finally on the right track. The zany disk jockey, who first attracted attention on a local radio show and later over American Broadcasting Company (ABC), have been given free reign on his new KLAC-TV five-a-week late evening strip show. Results at first glance show definite signs of catching on, with format paralleling most nearly the layout which scored on radio.

Hawthorne is a definite personality, sometimes snide, often times screwy and a bit weird. His form of humor is both natural and sophisticated, appealing to a wide range of tastes. He employs gimmicks to the limit, both visually and those manufactured by his creative mind. Such devices as murdering a record by speeding up the turnable, using pre-recorded voice tracks which interrupt his gabbing with totally unrelated sentences, and exhibiting a screwy assortment of home-made instruments, all give the airer zest and flavor. On the show caught, for example, he played a portion of a transcribed Dick Tracy radio drama, talking back to the characters as the action unfolded. Interspersed was a "School for Station Break Announcers," a bit with a player piano which failed to function, and horseplay with studio audience. All this is neatly wrapped up in a package which shows planning and thought. Looking a bit grotesque thru heavy horn-rimmed specs, Hawthorne brings something new and palatable to tele.

KLAC-TV's production boys can juice the show up with more adept camera work. Using only one lens box is annoying when switching shots. Either a Zoomar lens or a second camera is needed for smoothness.

to Betty Anne Grove, a pert, young comedienne with big-time sales ability (and looks to match) and to choreographer Mitzie Mayfair for her good-looking, well-costumed terpers. The three-couple line clicked big Thursday (5) with a stylized cakewalk and a high-kicking French can can number. Commercial-wise Admiral displayed quantity and Old Gold scored for quality. The set company's spots were blunt, bulky and low on imagination. In contrast, the cig firm's ingenious dancing cigarette pack and announcer Dennis James's sincere sales pitch seemed better than ever.

True or False

Reviewed Saturday, 5-5:30 p.m. EST. Sponsored by Anahist thru Foote, Cone & Belding via the Mutual Broadcasting System (MBS). Executive producer, Herb Rice. Producer-director, Bill Koblenzer. Announcer, Glen Riggs. Quizmaster, Eddie Dunn.

Back on the airwaves after a lengthy hiatus, *True or False* impresses as just another giveaway show. In a pleasing fashion, quizmaster Eddie Dunn investigates the contestants' backgrounds and then gives each a chance to answer true or false to questions on a variety of subjects. For each query answered successfully, the reward is \$5 until someone comes up with seven replies. Then he gets a crack at the jackpot.

The 13-year-old program was solidly successful for many years, but times have marched and so have several giveaway shows. They now offer a measure of entertainment, in addition to prizes. *True or False* might well overhaul its formula to inject some new hormones in the show.

Anahist, in its lengthy commercials, styles itself as the miracle drug for colds.

Leon Morse.

GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

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

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

Burrelles
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
163 Church St., New York 7, N. Y.
BARCLAY 7-5371

PHOTOS IN QUANTITY
New fully automatic equipment assures faithful REPRODUCTIONS of highest quality and uniformity.
FAST DEPENDABLE SERVICE
LARGE-QUANTITY PRICES — OR — SMALL-QUANTITY ORDERS
EACH IN LOTS OF 100
Still Lower Prices in Larger Quantities
Send for FREE SAMPLE and Price List
REPRODUCTO P.O. BOX 1861-Dept C NEW HAVEN, CONN.

CIRO'S EXCELLENT LIPSTICK
Beautifully Cased, Made especially for Patrons of Ciro's, Engraved on each case: "Ciro's, Hollywood." Sets for \$1.00. Twelve for \$7.20. Add 20% Fed. Tax or send retail sales number.
8433 SUNSET BLVD. HOLLYWOOD, CALIF.

NARDA WEARS ITS BLINKERS

Fair - Trading Clinker Fogs Rosy Outlook

Servicing Up for Probe

CHICAGO, Jan. 21. — A general feeling of optimism, tempered with an overtone of consideration of possible pitfalls for the industry in the next year, ran thruout the annual convention of the National Appliance & Radio Dealers' Association (NARDA) at the Congress Hotel here this week. The convention, largest in the association's history, was attended by over 500 dealers, manufacturers and distributors from 38 States and Canada. About 400 of this number represented dealer attendance.

In general, the dealers seemed most concerned with fair-trade pricing, discount structures, fear of future price cutting and servicing of re-

TV Fair-Trade Pricing Given Nod by NARDA

CHICAGO, Jan. 21.—The board of directors of the National Appliance & Radio Dealers' Association (NARDA) went on record in favor of fair-trade pricing for the TV industry followin' the annual convention of the association here this week. The membership also backed fair-trading with a resolution on the subject.

The approved resolution read "that NARDA solicit the co-operation of manufacturers in fair-trading their products in all States where fair-trade pricing is now legal and that NARDA continue to carry on an educational program on the operation and benefits of fair-trade pricing."

Even tho some members voiced off-the-record skepticism that fair-trade pricing ever would be effective in the highly competitive industry, a committee was appointed to formulate plans for presentation to manufacturers. This committee is expected to start approaching manufacturers within the next 30 days.

During discussion from the floor on fair-trade pricing, it became apparent that consensus of membership was: If some manufacturers won't enforce fair-trade pricing, the only alternate would be substantial revision of manufacturers' franchise set-ups. This would entail elimination of many dealers in some areas. Another substitute, it was said, would be voluntary action on part of manufacturers to prevent price cutting, but this was considered unlikely.

Webster-Chi Preps A Tape Recorder

CHICAGO, Jan. 21. — Altho still concentrating all promotional efforts on its line of wire recorders, Webster-Chicago is developing a tape recorder. W. S. Hartford general sales manager, disclosed this week that the company was at work on such a recorder but said it was "only in the planning stages."

Tradesters, however, believe the firm's development of a tape machine is far beyond the planning stage.

Comparative Prices On 1950 TV Sets

10-INCH TABLE MODELS	
Tele-Tone	\$ 129.95
Tele King	159.95
RCA Victor	169.95
Sylvania	169.95
Motorola	169.95
Spartan	169.95
Crosley	169.95
(7)	
General Electric	179.95
Westinghouse	179.95
Emerson	179.95
(remote control)	
12½-INCH TABLE MODELS	
Jackson	\$ 159.95
Philharmonic	159.95
Tele-Tone	169.95
Hallcrafters	179.95
(12-inch)	
Admiral	179.95
Olympic	179.95
(XL Series)	
Air King	179.95
Tele King	179.95
Motorola	179.95
Philco	199.95
Majestic	199.95
Sylvania	199.95
Sentinel	199.95
Spartan	199.95
Raytheon	209.95
Brunswick	219.95
RCA Victor	229.95
(with table)	
Emerson	229.95
General Electric	229.95
Crosley	229.95
(7)	
Westinghouse	249.95
16-INCH TABLE MODELS	
Jackson	\$ 199.95
Philharmonic	199.95
Brunswick	229.95
Tele-Tone	249.95
Olympic	249.95
(XL Series)	
Video Corp.	249.95
Tele King	259.95
Motorola	269.95
Majestic	269.95
Hallcrafters	279.95
Raytheon	279.95
Sentinel	279.95

Garod	279.95
Air King	279.95
Emerson	289.95
RCA Victor	299.95
Westinghouse	299.95
Philco	299.95
(w/table)	
12½-INCH CONSOLES (TV Only)	
Philharmonic	\$ 189.95
Admiral	199.95
(plastic)	
Olympic	229.95
(XL Series)	
Hallcrafters	239.95
A'miral	239.95
Majestic	249.95
Sylvania	249.95
Motorola	249.95
Air King	249.95
Emerson	249.95
Tele King	249.95
Spartan	249.95
Jackson	249.95
(w/doors)	
Raytheon	259.95
Philco	259.95
Zenith	269.95
RCA Victor	279.95
Arvin	279.95
Crosley	289.95
(7)	
General Electric	299.95
16-INCH CONSOLES (TV ONLY)	
Philharmonic	\$ 229.95
Tele-Tone	279.95
Air King	279.95
Olympic	279.95
(XL Series)	
Brunswick	289.95
Jackson	299.95
(w/doors)	
Raytheon	299.95
Motorola	299.95
Admiral	299.95
Majestic	299.95
Hallcrafters	299.95
Emerson	299.95
Garod	329.95
Philco	319.95
RCA Victor	319.95
Sylvania	319.95
(February)	

Note: The above listing is not, in any way, a complete listing of all sets being produced by all manufacturers. The leading sets in each line are the only ones listed. Manufacturers whose sets are not listed were eliminated because new models have not been introduced or pricing information is not yet definite.

Personnel, Products and Prices,

Denying rumors that the Garod line would be dropped in favor of his new Majestic brand, Leonard Ashbach, president of both firms, stated this week that the Garod sets would continue to be marketed and that the line would actually be broadened with the addition of more higher-priced sets. . . . Starrett announced that rebates would be made to all dealers holding Nathan Hale, Henry Hudson and Henry Parks models. The company also announced a new 12½-inch console, with doors, to retail at \$299.95. . . . Philco announced that Harold W. Schaefer has been named special assistant to Leslie J. Woods, vice-president and director of research and engineering. . . . A Stromberg-Carlson ad campaign will feature the "big-as-life" slogan. . . . The Harger & Blish Company has been named Central Iowa distributor for Capehart-Farnsworth. . . . Factory-sponsored service meetings will be held by DuMont in Davenport, Ia., January 24, Des Moines January 25 and Omaha January 26. E. A. Merriam, DuMont service chief, will be in charge.

Price reductions of about \$50 were made last week by Freed-Eisemann on three 16-inch TV console models. . . . The Charles S. Martin Distributing Company has been named Emerson distributor in the Atlanta territory. . . . Officers installed last week by the Association of Radio and Television Servicemen of New York include Max Liebowitz, president; Arthur Silverberg, vice-president; Jack Edel, treasurer; Jerry Maccherone, recording secretary; Noel Payne, corresponding secretary, and Sam Marshall, program director. . . . Noblitt-Sparks has appointed three new distributors for their Arvin line. The new wholesalers are the J. L. Perry Company, Nashville; Moore-Handy Company, Birmingham, and Economy Auto Store, Atlanta.

Pilot President Isador Goldberg is visiting Hawaii on a combined vacation-business trip. He's due back in about five weeks. . . . Pilot is expected to introduce a new 12½-inch table model receiver within a month, but the list price is still not set. . . . Gordon C. Knight has been named administrative assistant to the president of the Capehart-Farnsworth Corporation. Knight was formerly a management engineer with George Fry & Associates and personnel director of the RCA Service Company. . . . Harry J. Mayer has been transferred from his post as manager of technical products service of the RCA Service Company to new duties as New York district manager of the same company. Fred W. Waniker takes over Mayer's post in Chicago and William F. Hardman has been named special representative of the company in Washington.

NARDA Hears Dealer Musts For Smallies

Kintzel Relates Problems

CHICAGO, Jan. 21.—TV dealers in fringe reception areas or small towns have to eliminate free demonstration, maintain adequate service organization, forget about trade-ins and ignore price-cutting if they are to operate profitably, Harry Kintzel, well-known dealer of Allentown, Pa., told the convention of the National Appliance and Radio Dealers Association this week.

Said Kintzel, "Operating in a fringe area presents many problems which central city dealers are spared. In every sale we have installation charges to the customer of from \$49 to \$38, plus \$37.50 for a booster which is necessary to improve the picture for fringe area reception.

"From our beginning in TV over 27 months ago, it was obvious that

Mercury Distrib Centers Shifted

CHICAGO Jan. 21.—In an effort to fortify its distribution set-up nationally, preparatory to the start of a projected television set manufacturing subsidiary (The Billboard, December 10), Morry Price, Mercury Records' sales chief, this week announced a set of major shifts in distribution centers. In an effort to put all-out sales and promotion effort behind Mercury disks and the forthcoming Mercury video set line, Price had been contacting distrib points across the country for the past month in an effort to get distributors to drop all other major competing lines and confine their efforts to the Mercury push.

In the Florida territory, Mercury Distributors, Inc., owned by Manny Brookmire, ex-Capitol distrib chief there, has replaced Pan-American, of Jacksonville. Niagara-Midland, of Buffalo, has been replaced with Mercury Record Distributing, Inc., operated by Bernie Scherman, formerly with Niagara-Midland. This distributorship is company-owned. Allan Parker, ex-Decca New England rep, has opened his own ABC Distributing (See Mercury Distrib on page 39)

Disorder at Hand?

NEW YORK, Jan. 21.—The mercurial price drops in video receivers effected by most manufacturers has created much talk about industry-wide confusion. Most manufacturers, however, are predicting that "it will all simmer down" to good, healthy retail business for the first half of 1950.

Not everyone is certain, however, that the situation will "straighten out." Commenting on the condition of the video industry this week, Franklin Lamb, vice-chairman of the board of the Tele King Corporation, predicted, "Out of this chaos will come disorder."

PIX-ASCAP DIVORCE NEARER

Signature Set To Reorganize

HARTFORD, Conn., Jan. 21.—Signature Records, producer of Signature, Hi-Tone and Shelton disks, is set for reorganization and revitalization this week. The company, whose factory is in Shelton, Conn., has been injected with new capital and will be directed by Bill Friedman, former sales manager of the diskery, who returns to take over as general manager. Friedman has been sales manager of Savoy Records during the past seven months.

Present plans call for the continuation of the 39-cent Hi-Tone line and the regular 79-cent Signature and Shelton. The last named label specializes in hot jazz. Within three weeks Signature will come out with its first 33½ r.p.m. long-playing platters, these to feature instrumental productions by Ray Bloch's orchestra.

Friedman, who will team with Bloch on the artists-repertoire program, will take sole charge of sales and distribution. He'll also supervise the factory's contract pressing operation. Bloch will, for the present, handle the musical direction, concentrating on pop and orchestral production pieces. Bob Thiele, who founded the diskery several years ago, will work on repertoire with Bloch, but will concentrate on production at the plant.

Sinatra Mulled For Stem Revue

HOLLYWOOD, January 21.—Talks will begin next week to star Frank Sinatra in a Broadway musical, *Gugs and Dolls*, skedded for production this spring. Frank Loesser, composer of the *Dolls* score, was expected in Hollywood Monday (23) to go over the deal with *The Voice* and preview the musical score.

Sinatra has long wanted to take a flyer at a Broadway show but has

Victor Wax Whirl

HOLLYWOOD, Jan. 21.—Example of the speed with which a record company moves is RCA Victor's rush recording of Phil Harris on *Chattanooga Shoe Shine Boy*. Walt Heebner, Victor's Coast artist-repertoire chief, will cut Harris's version of the ditty tomorrow (Sunday), with pressings to hit the Coast markets by Tuesday, two days later. Victor's Indianapolis plant will immediately start pressing the Harris platter with similar speed in distribution to be followed in other areas. Victor wants fast follow-thru on Harris's *Shoe Shine* following his Sunday National Broadcasting Company broadcast of the novelty.

Decca Ties Up 'Arms and Girl'

NEW YORK, Jan. 21.—Decca Records has tied up the original cast rights to *Arms and the Girl*, Theater Guild musical which is playing at the Forrest, Philadelphia, preparatory to Broadway. Score of the show was composed by Morton Gould, a Columbia artist. Final inking of the deal was somewhat delayed by several obstacles, one of which is the fact that Pearl Bailey, a featured player, is contracted to Columbia Records.

Arms has a book by Herbert and Dorothy Fields. Cast includes Miss Bailey, Nanette Fabray, Georges Guetary, John Conte, Florenz Ames, Seth Arnold, Eda Heinemann and others.

heretofore been hampered either by film commitments or lack of suitable property. If the present deal is okayed, crooner would move his airshow to New York for the duration of the legit show.

Major Change in Membership Structure Indicated in Consent Decree Confabs

By Ben Atlas

(Continued from page 3)

Billboard, December 24). The Justice Department's anti-trust division has long frowned on the practice of certain publishers being both allied with movie interests and enrolled in a society which collects on performing rights. This practice was condemned as inequitable in the Leibell decision.

The question as to how ASCAP could meet the requirements of the decision on this score has plagued negotiators for months. Altho a final plan has not been arrived at in specific detail, the outlines of a general blueprint tentatively agreed to by ASCAP representatives embrace the idea of trimming the membership rolls of publisher-members who, as members of ASCAP, are in the position of representing "two sides on a legal or monetary question." This conclusion is now deemed inescapable by ASCAP.

The performing rights society's spokesmen are visibly in a conciliatory mood, and this has raised the prospect of an early, altho long overdue settlement of the consent decree judgment with the Justice Department. Tied in with the negotiations is the question of complete divorcement of the movie industry from music publishing interests (*The Billboard*, December 24).

The task of divorcement is recognized as a highly difficult one, involving numerous complications which are likely to be aired in a final amendment by the Justice Department. Paramount in all discussions of a final settlement, tho, are Judge Leibell's emphasis on the fact that major producers "have a financial

interest in the license fees ASCAP collects, because those producers own music publishing corporations which are publisher-members of ASCAP," and Judge Leibell's assertion that "the motion picture producers, tho their ownership of a number of music publishing corporations who have members of ASCAP, shared in the funds collected by ASCAP from all sources, including the licensing of motion picture theaters."

Other issues which have been under discussion for many months by the negotiators include the question of the writer's "take" in performing rights fees (see separate story), the question of what weight will be given to seniority, performance, etc. The traditional intra-ASCAP squabble between senior writer-members and "young Turks" has continued to be an obstacle to settlement, and ASCAP's negotiators are trying desperately to work out a solution satisfactory to all factions.

Because of progress made in recent months by ASCAP toward a plan to meet the major anti-trust charges of the Leibell decision, some ASCAP spokesmen are encouraged to believe that they might be able to reach a settlement with the anti-trust division in a matter of weeks unless some unforeseen development intervenes.

London Is Moving Offices; Blumenthal Will Manage Sales

NEW YORK, Jan. 21.—London Records is moving to new quarters here February 1. According to Dan Berne, the diskery's executive veepee, the new space at 521-539 West 25th Street is double the size of the present space and will house executive offices, warehouse, sales and distribution personnel and facilities under one roof.

This week Jack Blumenthal, London's warehouse and traffic superintendent, was promoted to general manager of London Record Sales, New York distributing operation. The post is a newly created one. Jean Burke, promotional assistant to D. H. Toller-Bond, left the diskery this week, with no replacement set at press time.

Vic Damone Into Music Pubbing

NEW YORK, Jan. 21.—Warbler Vic Damone is in the music publishing business with a firm incorporated under the name of Sandra Music. The firm will be a subsidiary of Shapiro-Bernstein, on whose premises Pubber Damone will have his offices.

Initial tunes and staff personnel have not yet been set.

full limit of the law.

"Of course, the foregoing also applies not only to any song using the name *Hopalong Cassidy*, but to any music or material containing any variation thereof, such as 'Hoppy' or 'Hopalong.'

"Yours very truly
"William Boyd."

RCA's New 45 Drive Set

All Phases of System Set For Nat. Bally

7-Inch Race On

NEW YORK, Jan. 21.—RCA Victor's new 45 promotion is set to break at the end of this month or the first week in February. The diskery, riding the high crest in both sales of 78 and 45, has blueprinted an extensive campaign plugging the 45 system in newspapers, national magazines, radio and television. The campaign will be built around the theme that 45 is sweeping the country. It will promote not only the doughnut disks, but also the self-contained player selling at \$29.95, the attachment selling at \$12.95 and all of the home instrument line which includes record players. In addition the merchandising line of the promotion, which will include elaborate display kits, will point up outstanding 45 disk items, such as Vic-

Cap Throws Weight Behind New Speeds

HOLLYWOOD, Jan. 21.—Capitol is throwing its promotional weight behind its new speeds, 45 and 33½ r.p.m., and will soon make available to dealers counter merchandisers showing off its slower speed wares. The Coast major has placed initial order of several thousand rotary metallic stands, one for each speed, designed to further hypo consumer interest in 45 and 33½.

Stands will be so designed as to attract customers to spin stand for look-see at Cap's latest releases in the non-conventional speeds.

tor's forthcoming band series.

The newspaper phase of the campaign, tentatively set for February 1, calls for space in 285 dailies. Lineage will differ, according to whether the newspapers serve "A," "B" or "C" markets, but it is known at this point that the average ad insertion will be 1,000 lines once a week for seven weeks in each of the dailies. The first ad will be factory-sponsored, with (See RCA Victor New 45 on page 41)

Waxers Warned On "Hopalong"

HOLLYWOOD Jan. 21.—William (*Hopalong Cassidy*) Boyd shook a legal finger at diskeries to remind them that he alone holds all rights to the *Hopalong Cassidy* name and that no records of material containing that name or its variations can be made without his written okay. Boyd is currently studying tunes by a dozen cleffers containing the *Cassidy* tag, of which he will select ones to receive his license.

Letter, now in the mails to all diskeries, states in full:

"Gentlemen:
"It has come to my attention that one or more *Hopalong Cassidy* songs may be offered to you for recording. This is to advise you that I control all of the *Hopalong Cassidy* recording and music publishing rights. Accordingly, before you record any *Hopalong Cassidy* song, you should first check with me and verify the fact that the recording of such song is authorized by me in writing.

"Any unauthorized publication or recordation of a *Hopalong Cassidy* song will be prosecuted by me to the

ASCAP PLAN A BOMBSHELL

'Young Turks' Fight It in 3 Hot Sessions

Trek to D. C. on Decree

By Jerry Wexler

NEW YORK, Jan. 21.—With the Young Turks a determined core of younger tunesmiths, providing heavy fireworks, the American Society of Composers, Authors and Publishers (ASCAP) writer classification board presented a revised writer plan to representatives of various groups of tunesmiths this week in three wrangling, temper-frayed sessions, some of them extending late into the night.

The meetings were called in an attempt to get membership accord on a new plan for presentation to the Justice Department, which had instructed the Society to come up with a scheme that would find general acceptance by members. The plan formerly under consideration, it appears, had provoked such an avalanche of protests from various writer interests, led by the cadre of high-bracket Coast tunesmiths, that the department felt obliged to nix it. The rejected plan, allotting 60 per cent for a five-year average of performances, 20 for current performances and 20 for seniority, had the grudging consent of the Young Turks, who wanted more for performances but were willing to settle in the interests of getting some kind of performance plan in the works. But the older and higher-income writers, fearful of what they term "too sudden dislocations," torpedoed the plan.

Young Turks Out

Now the Young Turks are disaffected, and the high-bracket tunesmiths have come into the fold. ASCAP brass left for Washington late in the week, reportedly to present the new plan as having "virtues" (See ASCAP PLAN on page 40)

NEW YORK, Jan. 21.—The Meyer plan for classification of ASCAP writers would reportedly operate as follows:

The current letter brackets would be replaced by number ratings from one to 100 in intervals of 25. Income would be figured 20 per cent on current performances, 20 per cent on seniority, with a 35-year limit on seniority. The combined seniority plus performance rating will establish the bracket of the writer, placing him in the slot whose seniority-performance income he matches.

Of the remaining 60 per cent, 12 per cent will be reserved for a pool for "writers the value of whose works is not reflected in performances"—standard writers and various special cases. This leaves 48 per cent, which will be determined by the earning of the class in which the seniority-performances showing places the writer.

To check extreme dislocations, writers in the 500-1,000 bracket cannot move more than 125 points (five slots) at one time. Below the 500 class, they cannot move more than 62½ points at a clip.

We don't blame you—most of the ASCAP members to whom this has been carefully explained don't understand it either.

Birdland Goes To Cooler Jazz; Garner on 88

NEW YORK, Jan. 21.—Birdland, which opened on the site of the defunct Clique with a Dixie-to-bop jazz cavalcade format, has dispensed with the two-beat in favor of the "cooler" brand of jazz.

The principal attraction in the new show is pianist Errol Garner, whose work appeals to a large and growing following of fans of both the hot and the cool. His keyboarding, an amalgam of the florid cocktail style, swing piano and a dash of bop, plus a wonderfully vital, humorous originality, holds Birdland audiences breathless. It's a good trick, particularly on his slow ballad jobs, as lacy as his rhythm numbers are peppery and stimulating. Drummer and bass man assist him in the rhythm department.

Mary Ann McCall Chirps

Vocal attraction is Mary Ann McCall, ex-Woody Herman thrush whose principal assets are beat, jazz-wise phrasing and tasty execution. She sells strong to the "hip" clientele, relying on musicality rather than mike-chewing or extravagant gestures. Her intonation has a strident quality and she isn't especially rangy, but she's dynamic.

The other attractions Lester Young and a rhythm section and a free-style bop group lead by ex-Woody Herman bary saxist Serge Chaloff, are for the cognoscenti. Young is playing some of his best tenor ever—and that means about the best there is. Drummer Joe Jones, a long-standing fave with fans, provides potent rhythm, abetted by a fine bassist, Irv Lang, and Dick Hyman, a versatile young pianist who is sure to be heard from. The Chaloff group devotes itself to uninhibited, free-style bop, with head-arranged intros and endings—a difficult diet for all but the extremist fringe of the bop-minded. Melody instrumentation—bary sax and trombone—is unorthodox even for bop groups.

Bill Williams, a local deejay, emcees the proceedings in a light, relaxed style. His delivery is winning, his ad libs sharp and timely.

As now set up, the spot depends on the purists, but will soon make a bid for the tourists with pop, name attractions. Meanwhile it is shooting for more midweek business by dropping the door charge for table sitters during the Monday-Thursday stretch.

Jerry Wexler.

"Nancy to Rio" Score on MGM

NEW YORK, Jan. 21.—To issue the sound-track version of the score from the forthcoming *Nancy Goes to Rio* flick, MGM Records obtained permission to use artists under contract to Columbia and Decca diskeries. The film, which MGM Pictures is releasing in March stars Jane Powell (Columbia) and Carmen Miranda (Decca), plus MGM regulars Ann Southern, Danny Scholl and the Georgie Stoll orchestra. Miss Miranda's own band, the Bando De Lua group, also participated in the tracking, and is featured in the album as well.

The set, which is being released well in advance of the picture, will be available on a long-playing disk as well (see other story, this issue).

Record Biz Pace Hits Peak; Sales High; Plants Full Blast

NEW YORK, Jan. 21.—The pace of the record business continues stronger than at any time in recent years. This is indicated by sales figures and a number of developments. RCA Victor, for instance, for the week of January 13, chalked up the following high totals on 78-r.p.m. disks: *I Said My Pajamas* (Tony Martin-Fran Warren), 55,000; *There's No Tomorrow* (Tony Martin), 43,000; *It Isn't Fair* (Sammy Kaye), 33,000; *Dreamer's Holiday* (Perry Como), 28,000; *Bibbidi-Bobbidi-Boo* (Perry Como), 27,000; *Lovely Bunch of Coconuts* (Freddy Martin), 25,000; *Echoes* (Sammy Kaye), 18,000; *Maria* (Tony Martin), 15,000; *Old Master Painter* (Phil Harris), 14,000; *I Wanna Go Home* (Perry Como), 14,000; *Ave Maria* (Perry Como), 11,000.

It's interesting to note that three Victor disks, *There's No Tomorrow*, *Dreamer's Holiday* and *Coconuts* cut late in 1949 and having reached their

sales peak this month, have already supplanted three of the diskery's 10 top sellers for 1949.

Other majors, Columbia, Decca and Capitol, are experiencing similar conditions. Decca claims it has some 20-odd hits. Columbia Records, Monday (23), reopens its Hollywood plant, according to Andy Schrade, veepee in charge of manufacturing on the Coast. The plant will rehire at least 40 workers initially, with perhaps more to follow. The move is a result of a healthy hike in business, which has given the plattery a rosier outlook during the past few months. The lack of Coast pressing facilities and the dependency on cross-country shipments from Eastern plants had slowed down deliveries and impaired distribution. At the outset, only 10-inch, 78-r.p.m. disks will be pressed at the plant.

Capitol, like RCA Victor, is finding it difficult to feed 45 disks rapidly enough to distributors and dealers. The Coast major, therefore, will again double its 45-r.p.m. plant production facilities for the second time—having already doubled them earlier this year. By March 1 Cap's plants will be equipped to produce 10,000,000 45 disks annually. In the meantime, Cap is still getting a production assist from RCA Victor.

Price Fixings Kill Tri-State Dealer's Org

PITTSBURGH, Jan. 21.—The Tri-State Retail Record Dealers' Association was ordered Wednesday (18) to disband and was fined \$5,000 on charges brought by the anti-trust division of the U. S. Department of Justice. The fine was then suspended by Federal Judge Frederick V. Follmer on condition the organization be dissolved within 90 days.

Fines of \$200 to \$2,000 were slapped on four district record firms and six individuals. All pleaded no defense to the indictments of conspiring to fix the prices of phonograph records. One case, that of Elmer Hamburg, of Hamburg Brothers, was dismissed at the request of the government.

Those fined \$2,000 each were Charles Feldman, manager of the record department, Hamburg Brothers, and the Ludwig Hommel Company. Fined \$600 was Samuel Shapiro, of the National Record Marts. Burton Radio & Appliance, McAllister's in McKeesport, Gardner's in Mount Lebanon, Universal Record Shop, Nick Lomakin, Harold Silverstein in Braddock, and Elmer Willett, manager of Stedford's, were fined \$300 apiece. The Record and Gift Center was fined \$200.

Prosecutor George W. Jansen asked fines much larger than those imposed, but Judge Follmer said disbanding of the dealer association was a severe penalty in itself.

Savoy Talent Pkgd. for Tour

NEW YORK, Jan. 21.—The Savoy Barrehouse Caravan, a touring concert package composed of Savoy disk talent, has been organized in Los Angeles and will hit the road February 10 under the guidance of Harold Oxley. First date on the one-nighter circuit will be played in Houston.

Artists included are Little Esther, the Johnny Otis band, the Robins, and blues singers, Redlight and Mel Walker. Altho all of the artists record for Savoy, the diskery isn't participating in the tour, according to Herman Lubinsky, Savoy topper.

Eckstine Smash At Box Offices

HOLLYWOOD, Jan. 21.—Billy Eckstine is off to a box-office whirlwind Coast tour judging by his initial turn-away dates here. At Pasadena, Calif., Saturday (14), he scored \$7,420 for the Gene Norman-promoted concert. Pasadena aud holds 3,000; tickets ranged from \$3.50 top to \$1.25. At Russ Auditorium, San Diego, Calif., he drew \$5,500 gross. Two dates totaled \$12,920 gross, with Eckstine in on a 50-50 split on both concerts. At both dates, bill included Art Tatum, Bobby Tucker, Jeanne Taylor, Wardell Gray and Just Jazz All-Stars.

At the Million Dollar Theater, Los Angeles, after three days of a one-week stand, estimated grosses for the week will top the \$20,000 mark. Eckstine's other Western dates include Rainbow Randevo, Sal. Lake City, January 27-28; two-week stand at Vancouver's (Wash.) Cave, starting January 30; San Francisco's Ciro's February 15 for two weeks, and Palomar Theater, Seattle, March 6, for one week. He will get \$7,500 per week for the Cave date.

The
Billboard
DJ
Monitoring
Service

Week
of
January
11-17

Monitored Leading
Jockeys in
PITTSBURGH, CHICAGO
DALLAS, LOS ANGELES

This service is available by subscription in 13-week periods. For further information write Miss Charlotte Summers, The Billboard, 1564 Broadway, New York 19, New York.

Hubbard 2-Weeker At Chi Oriental

CHICAGO, Jan. 21.—In a switch on the disk jockey vaude show, the Oriental, Loop Essaness house, has completed a deal with Eddie Hubbard, d. j. on the hour-long ABC Club (WIND, 10 p.m., seven nights per week) to head a two-weeker, opening February 23. While d. j. vauders have been tried in other spots, this marks the first time that one d. j. has carried the load. Hubbard, who was sold into the house by Al Borde, local percenter, will carry out an extensive promotion campaign for the next month. Working with the 35 ABC stores, five of which he polls nightly to get his top three tunes, Hubbard and his frau, the former Jackie Smith, once Mercury d. j. flack chief, intend to promote the show community-wise.

Hubbard and his spouse have also worked out a weekly ad deal with the ABC stores and record companies here. Each week, he selects a plug tune, which is aired nightly. From now on, the 35 stores, plus the record company whose tune is selected that week, will co-operatively carry ads in local dailies ballyhooing the ditty. Tentatively set to join Hubbard in the Oriental show are Jimmy Wakely, Patti Page and Herbie Fields' Quintet.

2-Week Gross For Jones 74G

HOLLYWOOD, Jan. 21. — Spike Jones, in the first two weeks of his 1950 tour, has amassed a total box-office gross of \$74,194.

Pasadena, Calif., gave with \$6,038; Long Beach, Calif., \$7,190; Phoenix, Ariz., \$6,686; Tucson, Ariz., \$5,701; El Paso Tex. \$5,543; Albuquerque, N. M., \$5,701; Oklahoma City, \$12,148; Enid, Okla., \$5,120; Bartelsville, Okla., \$5,178; Shawnee, Okla., \$4,479; Wichita Falls, Tex., \$5,206, and Bryan, Tex., \$5,204.

Balt. Maryland Burly Shuts, But Not Over Wages, Say Tootlers

BALTIMORE, Jan. 21.—Exorbitant wage demands were not responsible for the recent closing of the Maryland Theater here, the Baltimore local of the American Federation of Musicians asserted Tuesday (17).

According to a union spokesman, "Wages were not involved. The state of business was to blame. There were no negotiations."

Edward Kaplan, manager, had charged he was forced to close his burlesque house because the union's scale of \$90 a week for sidemen and \$135 for leaders was too high for him to realize a profit.

Kaplan declared Tuesday, "The musicians got two raises this year. We can't pay more than we did last year, especially since so few theaters are showing a profit."

"Last year we paid \$100 for a seven-day week. This year we played shorter hours, two shows a day. We couldn't continue to operate when salaries went up."

Kaplan reopened his house December 26 with *Minsky's Follies*, after it had been closed for several weeks. He hired a six-man pit orchestra to play for the one-week run of the show.

AFM Dedicates

HOLLYWOOD, Jan. 21.—New \$1,000,000 headquarters building here of Local 47, American Federation of Musicians (AFM) will be dedicated today. Over 20,000 AFM members and guests have been invited to inspect the new building, which replaces the downtown Los Angeles headquarters.

"Obscene" Disks Up to Senate

Diskers To Break From Barrier In "3d Man" Race; Radio Barred

NEW YORK, Jan. 21.—Diskeries champing at the bit with their recordings of the much-juggled *Third Man Theme*, finally will break from the barrier Monday (23). The latest, and apparently final, release date edict was handed down Friday (20) by Chappell, the publisher, who added that this release date for disks "will not affect the restriction against radio broadcasting of these musical compositions, which restriction has been imposed at the request of David O. Selznick, and which will remain in effect until further notice." Cognizant that many jocks have been spinning several versions of the piece in recent weeks, traders are inclined to doubt the effectiveness of the "restriction." The previous release date set by Chappell at the instigation of the Selznick office, which distributes the film here, had been set at March 1.

London Gets Rights

Meanwhile another phase of the international hassle was tugged to a

settlement when London Records acquired the exclusive record rights to the sound track music of the British-made film. The deal was set by Leonard R. Case, of Vanguard Films, and Dan Berne, of the London Gramophone Corporation. Louis T. Stone represented Selznick. The *Third Man Theme* is played in the flick by the zither wizard, Anton Karas. Copies of the Karas waxing on London seeped thru several months ago before the release date fracas got under way and led many untutored ears to believe that London had the sound track version all along.

Concurrently, the fourth man, orkster Art Mooney, had the wraps lifted from his MGM recording of *The Zither Serenade* (*The Billboard*, January 14), and this one, too, will hit the counters on Monday. Hampshire House, Mooney's publishing firm, which owns the tune, hopes to get the jump on the original, since there are no performance restrictions on this Buddy Kay-Guy Wood opus.

Merchandising Pays Off:

"Everything, Monk to Bunk" Pays Off for Record Shop

By Joe Martin

NEW YORK, Jan. 21. — As intriguing a sign as was ever displayed by a record shop hangs in front of the Jazz Record Center here on West 47th Street. It reads, "Everything From Bunk to Monk." According to Joe Clauberg, who owns and operates the shop, it has brought in many a veteran jazz disk collector.

Dedicated solely to the collectors of jazz records, Clauberg's little enterprise is nothing more than a one-flight-up loft, utilitarian rather than dressy. Lining the walls and also in the middle of the rectangular selling space are record bins containing a large assortment of labels and artists. In addition to used disks, the Jazz Record Center carries new jazz reissues and reissues in both single and album form. The operation, however, is not franchised by any of the leading disk companies, Clauberg explaining that he couldn't get a franchise without buying "across the board on their catalogs."

12 Years Old

The Jazz Record Shop started in 1938 as a small retail record operation in the Greenwich Village section of New York and moved to its present

Plan New Combos For RCA Platters

NEW YORK, Jan. 21.—RCA Victor's a. and r. chief, Joe Csida, will cut a number of disks with several new combinations. The planning includes etchings by Don Cornell, ex-Sammy Kaye vocalist, and *Kiss Me*, Kate warbler Lisa Kirk. They will be used as a duet. Csida will also couple Lisa Kirk and Fran Warren as a two-girl duet.

Victor's a. and r. chief, who had been scheduled to plane to Hollywood this week, canceled the trip inasmuch as a number of Victor artists whom he had intended to see are coming to New York. These include Tex Beneke and his manager, Don Haynes; Eddie Cantor and others.

location in 1943. At that time Clauberg decided to concentrate on the jazz market. The most complicated part of the jazz disk operation, he says, is keeping a supply of the hard-to-get collectors' items. Other record retailers are, at present, the best source of supply. Clauberg points out that many dealers do not realize the value of the old records they have hidden in storage rooms and basements.

In addition to phono records, the Jazz Record Center does an excellent business in books and magazines devoted to jazz. Some of the publications which the store sells in quantity are *The Record Changer*, *Playback*, *Le Jazz Hot* and *La Revue Du Jazz*, and included in the many small labels handled by Clauberg are Jump, Circle, Swing Society, Summit, Good Time Jazz, Rampart, Hot Jazz Club of America, Jazz Man, American Music, U.H.C.A., Trilon, Paramount and Melrose. The store also has a collection of old RCA Victor and Columbia catalogs that are available for purchase.

Regular Advertiser

Promotionwise, Clauberg does not depend solely on word-of-mouth advertising. He regularly buys ads in the various jazz publications and, at times, circularizes his steady customers with special mailing pieces. The biggest name attraction these days, whether in ads or on records, is Jelly Roll Morton, he says, altho it is extremely difficult to guess what the collectors will want.

Among the most valuable disks in the shop, according to Clauberg, are sides made by Cow-Cow Davenport, some Louis Armstrong recordings on Okeh and disks made by George Hannah and Iva Smith and issued on the Paramount label.

Aside from carrying as complete and varied a stock as possible, Clauberg's shop is a jazz center because of his policy of being truthful with his customers. No matter how good the condition of a record, Clauberg always differentiates between "new" and "new condition." It pays off, too,

Bill Goes to House Direct; Passage 50-50

Senate Group May Listen

WASHINGTON, Jan. 21.—The only chance for diskeries to get a hearing on the disk censorship bill rests in the hands of the Senate Judiciary Committee following this week's action by the House Judiciary Committee in reporting the measure favorably to the House without the formality of a hearing.

With the recommendation of the House group for its passage, the bill, which would ban interstate shipment of "obscene" disks, is given more than an even chance of passing the House. Once thru the House, the bill will automatically be referred to the Senate Judiciary Committee.

Tho there is a chance that the bill may be sidetracked in the House Rules Committee or licked in the House, diskers who want the bill aired should be prepared for its passage by the House and address their requests for a hearing to the Senate Judiciary Committee. The proper way to refer to the bill is by its number, which is HR 6622.

Awaits House Clearance

The storm over the bill brewing in New York disk circles (*The Billboard*, January 21) failed to reach the House Judiciary Committee before it voted unanimously to report the bill. HR 6622 is now out of the hands of the Judiciary group and has been turned over to the Rules Committee for clearance to the House floor.

The Rules group is in the midst of a turmoil between Chairman Adolph Sabath (D., Ill.) on one side and a majority of the committee members on the other over the power of the committee to block legislation. The desire of the majority to have the power to keep bills from the House, however, is due chiefly to animosity toward much of President Truman's social welfare program and is unlikely to be extended to a comparatively minor bill like the disk measure.

In the event the bill is enacted, the Department of Justice would have the power to examine any phonograph record shipped in interstate commerce and to bring criminal charges in a federal court against the recipient or the shipper of any disk deemed "obscene" by the agency. In practice, this censorship power would probably be used by Justice against only those disks on which a complaint is filed.

NEW YORK, Jan. 21.—Jack Pearl, acting president of the Phonograph Record Manufacturers' Association (PRMA), is going to Washington Thursday (26) to seek a hearing on the proposed disk censorship bill.

Wayne Signs Ex BMI Writer Pact

NEW YORK, Jan. 21.—Tunesmith Bernie Wayne signed an exclusive Broadcast Music, Inc. (BMI), contract. With other participants in the BMI writer plan, Wayne will receive an annual advance against performance money guaranteed.

Wayne has authored some of BMI's most popular tunes, including *You're So Understanding* and *Laughing on the Outside*. Currently he has tunes being published by BMI affiliates, Bobby Mellin, *Encore*, Blue Baron, *Happy Godday* and Paul Brenner.

MUSIC—AS WRITTEN

Columbia Pictures Recording "No Sad Songs"

Columbia Pictures' music department head, **Morris Stoloff**, has started soundtrack recording of the score for "No Sad Songs for Me," **Robert Rossen** production. Stoloff batons a 43-piece orchestra, playing an original score composed by **George Duning**, plus excerpts from Brahms's Symphony No. 1.

Houston's Rice Hotel to House Band Policy

Houston's Rice Hotel will become the latest Texas oil center hostelry to go to a house band policy, bringing in **Billy MacDonald** and His Highlanders for an indefinite stay February 28. . . . In other Houston spots are **Henry King**, on a six-month stand at the Shamrock; **Steve Kisler** is house band at the St. Austin, while Baker Hotel has been playing a local house ork. MacDonald and crew will appear at the Grove, Vinton, La., prior to moving into the Rice.

Hollywood Palladium's Vollmer on Band-Buying Trek

Hollywood Palladium's general manager, **Earl Vollmer**, is on an Eastern band buying hop. Hollywood's plush dancery still has an open date in April. **Freddy Martin** is holding its podium until February 26, with **Claude Thornhill** following for a six-week stand. Open date occurs after Thornhill, with **Les Brown** and **Russ Morgan** coming in for six weeks each immediately after the unfilled period. Vollmer is expected to return to Los Angeles via San Francisco, where he will bend an ear to the **Benny Strong** crew, now appearing at the Bay City's Mark Hopkins.

Katz Drops Yiddish on First Capitol Release

For his initial Capitol release, **Mickey Katz** is veering away from the Yiddish comedy material with which he had become identified while on the Victor label. Platter couples "The Wedding Samba" with "Music, Music, Music," Katz supplying a **Jack Pearl** accent on the latter. Katz had switched to Capitol where he felt he had a better chance to do non-Yiddish fare. Plans are for a 50-50 split between Yiddish and non-language comedy material. Katz felt he was chained to the Yiddish comedy type at Victor, inasmuch as English material would bring him too close to the Spike Jones sphere.

Birdland To Drop Week Night Table Admissions

Birdland, Broadway jazz boite, is stopping the admission charge for table sitters during the Monday-Thursday period in a bid for more mid-week business. Bleacher patrons will still be charged the door fee.

Disney Gets Rights to "Why" From Dana

Disney Music outbid a flock of pubbers for rights to "Why," a ballad adaptation of Drigo's "Serenade." The tune was acquired from Dana Music, trade interest having been touched off because of the Val Tino waxing on Dana.

Linke To Promote MacRae, Doris Day Disks

Dick Linke, former Eastern promotion chief for Capitol Records, who opened his own office in New York several weeks ago, is handling disk promotion in the East for **Gordon MacRae** (Capitol) and **Doris Day** (Columbia). He's also promoting Columbia disks in the metropolitan and New Jersey areas for Times-Columbia, New York distrib, and Alden Distributors, the new Columbia distrib for Jersey.

Katz Touring To Contact Distribs, Talent, Jocks

Irving Katz, Apollo Records' general manager, leaves Monday (30) on a four-week trip thru the South and back via Detroit. Then he intends to hop off for the Coast. He'll contact distribs, jocks and talent. Tell Music, Madison, Wis., and Midwest Distributors, St. Louis, are new Apollo distribs.

Bubis, Beasley Set Up Tennessee Records

Alan Bubis and **Bill Beasley**, who distribute London and other disk lines out of Nashville, have set up their own diskery, Tennessee Records. The label will specialize in hillbilly material. The first release is Rick Riddle's "Second-Hand Heart" and "Somebody's Stealin' My Baby's Sugar." Riddle has signed an exclusive with the company.

Don Gillis To Record in England for Decca

Don Gillis, composer and conductor, who produces the Toscanini-NBC Symphony broadcasts, has signed a recording contract with Decca Records, Ltd., British parent company of the local London label. Gillis will record in England, conducting some of his own works. Some of the waxings will be released here by London.

New York:

Baritone **Ricci Vallo** hit the road recently for a series of club dates which began with a week at Buffalo's Town Casino. The warbler recently opened at the Bowery in Detroit for a limited engagement. . . . **Tommy Dorsey** appointed chairman of the National Theatrical Committee of the Franklin D. Roosevelt Birthday Memorial. . . . **Harry Sultan's** Bruce Distributing firm has added Varsity LP's, Abbey and Command records for the up-State New York territory. . . . Oatune warbler **Gene Autry** teed off a 60-day tour with his variety show at Convention Hall, Hutchinson, Kan., Tuesday (10). In March he'll start on the first of six pictures for Columbia films. . . . Blues thrush **Valaida Snow**, former National disk artist, has signed an exclusive with Derby Records. She cut her first date last week with **Jimmy Mundy's** ork. Mundy has also signed with the label.

Sydney Goldberg, Decca's general sales manager, is on the Coast. . . . **Vic Pelle**, former professional manager of Laurel Music, has purchased a hotel in historic Oxford, Md., on the Eastern shore of Chesapeake Bay. Pelle has been conducting transcription dates here since Laurel's pre-Christmas staff slicing.

The Seton Hall senior prom, annual affair usually held at **Frank Dailey's** Meadowbrook in New Jersey, will be held this year at the Hotel

Commodore in Manhattan, according to **Jack Lane**. **Hal McIntyre's** ork has been engaged. . . . The combination of **Gene Krupa** and **Vic Damone** played a two-day week-end at the State Theater, Hartford, Conn., January 14 and 15, and topped \$17,000. Mark equals the previous record showings of **Frank Sinatra** and **Vaughn Monroe**. . . . **Crystalette Records'** first release on 45 r.p.m. disks will feature the **Kay Starr** album, "Starlight, Starbright" and a **Ralph Ford** organ album.

Orkster **George Towne**, who records for London, opens a three-week stay at the Columbus Deshler-Wallick Hotel March 13. . . . **Charlie Spivak** plays a one-nighter at the Roseland Ballroom February 1, with **Xavier Cugat** set for the following night. . . . **Earl Ferris** is how handling publicity for "Hit Parade" warbler **Jeff Clark**. Clark is set for a spring date at the Capitol Theater. . . . The **Three Beaus and a Peep**, vocal group appearing at the 10-day General Motors show at the Waldorf, join **Paul Whiteman's** Goodrich tire show on the American Broadcasting Company (ABC)-TV starting February 5. The group is managed by **Jimmy Rich**. . . . Pianist **Don Abney** has been renewed at the Sherry-Netherlands for the balance of the season. . . . Latin orkster **Xavier Cugat** hops off on a foreign tour in April. . . . Composer-pianist **Ernesto Lecuona** is appearing at the Tampa Terrace Hotel.

Columbia Records has signed **Phil Zito** and His International City Dixielanders, a New Orleans unit, to an exclusive dinking pact. . . . **Arthur Kenn**, former promotion chief for Times-Columbia, local disk distribber, has started his own merchandising and jock promotion office. He's handling exploitation now for **Ted Steele** and **Dick Collier**, both of whom cut for Columbia. Collier's "Laughing Polka" is being released both as a children's record and as an international series disk. . . . **Arthur Tracy**, "The Street Singer," whose rendition of "Marta" originally made the tune some years back, is in town touring the deejay circuit. He's a big real estate operator in Washington. . . . **Mickey Katz**, the Jewish Spike Jones, former Victor artist, has signed with Capitol Records. He's now on the Coast.

Jane Harvey, who recently concluded an engagement at La Rue's, has signed a pact with MGM Records. **George Shearing** opens at San Francisco's new Coronet Club February 2. His drummer, **Dezil Best**, out for 10 days with a sore throat, has rejoined the band. . . . **Billy Eckstine**, with a Metro movie deal inked, will pick up lucrative time while the script is set by the studio. He's set for one-nighters along the Pacific Coast, including two weeks at the Cave in Vancouver, Wash.

BMI will conduct its 11th annual Program Directors and Librarians Clinic Monday and Tuesday (23-24). . . . The Songwriters Protective Association (SPA) will hold its first annual dinner since 1946 Thursday (26) at the Park Sheraton. . . . Flack **Ed Weiner**, orkster **Art Waner** and ex-Ted Lewis drummer **Hal Gold** have penned "Its' the Little Things," with Regent Music pubbing. . . . **Irving Fields** is on a West Indies cruise. He opens at the Roxy in February.

Drummer **Buddy Rich**, after an absence of several years, has rejoined the **Tommy Dorsey** band. **Johnny Thompson**, former **Harry James** arranger, has also been signed to work for TD. . . . **Stanley Applebaum** (Stan Baum), former arranger for **Charlie Ventura** and **Benny Goodman**, has been commissioned to compose the "George Washington Carver Cantata" for baritone solo and instrumental accompaniment. The first performance will be given on Lincoln's birthday. The Hargail Music Press is publishing the work. . . . **Jerry Lipskin** has been named general manager of Admiral Records by the diskery's president, **Admiral Nicholas R. Carrano**. Carrano's commission was obtained thru the efforts of his press agent, **Col. Sid Ascher**. . . . Flack **Ellie Kofler**, of Dana Records, has made a tie-up with the Manischewitz Wine Company to "stimulate" sales on Dana's dinking of "Wine Polka." One hundred bottles of wine, courtesy of the winery, will be handed out to metropolitan deejays.

Jimmy Dorsey, opening at the Statler Wednesday (4), features nightly two-beat "Dixie by Dorsey" sessions. . . . **Ella Fitzgerald** opens a two-week engagement at Cafe Society Thursday (26). . . . **Mel Torme** goes into Bop City February 16. . . . **Gene Williams's** new sides are set for February 1 release by Mercury. . . . Flack **Ed Winer**, author of the "Damon Runyon Story," bows as a deejay with a midnight to 3 a.m. show out of the Hickory House over WINS. The show, to run from Tuesday thru Sunday nights, will start Tuesday (24).

Chicago:

Mercury has cut the first of a series of square dance albums by **Jim Lackey**, local park district square dance promoter. . . . **Jimmy Palmer's** ork walked out with \$223 overage plus a \$400 guarantee for **Roy Oldenburg** at the Palais Royale, Galena, Ill., January 14. . . . **Lawrence Welk** has several Chicago drive-ins using his patented "musical squeezeburger," a hamburger gimmick, which plugs the champagne maestro. . . . **Neve Wagner**, once with the **William Morris** office here as one-night man and more recently operating his own office in Richmond, Va., has linked with **Phil Brown**, who recently opened an office in Cleveland. Brown also worked out a reciprocal deal with Mutual Entertainment here last week. . . . **Miracle Records** has added the **Swanee Larks**, new group formed by **Ray Grant**, formerly with the **Vagabonds**. . . . **Doris Harris** has joined **Ray Pearl**, replacing chirp **Delores Benson**. . . . **Buster Williams**, Capitol distributor in Memphis and New Orleans, has opened his own pressing plant in Memphis. . . . **Overton Ganong**, sales manager of **Bullet**, has appointed the following new distributors: Southland, Atlanta; Mangold Distributing, Baltimore; Tempo Distributors, New York; Scott Crosse, Philadelphia and M. & R., Pittsburgh. . . . **Don Roth**, op of the **Blackhawk**, Chicago, reports that his first three weeks of the big name band policy with **Eddy Howard** is paying off excellent dividends and is dickering with other names of this caliber to follow. Howard is in for at least five weeks more with options.

Cincinnati:

Duke Ellington brings his ork into Cincinnati Garden for a concert February 4, with **Horace Heidt** following into the same 11,000-seat arena February 10 with his band revue and youth opportunity program. . . . **Cynthia Hayes**, singing pianist, opens at **Danny's Bar** February 6 for two weeks with options, with **Charley Tidwell**, crooning 88-er, moving into the new **Willin's Lounge** February 2, for a like period. Both set by **Sammy Leeds**, booker-agent, currently appearing with his own five-men crew at the Patio, 'neath Carew Tower.

DECCA is hotter than a FIRECRACKER!

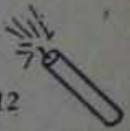
CHATTANOOGIE SHOE SHINE BOY
BIBBIDI-BOBBIDI-BOO (The Magic Song)
BING CROSBY

DECCA 24863



SHE WORE A YELLOW RIBBON
CHARLEY MY BOY
ANDREW'S SISTERS—RUSS MORGAN

DECCA 24812



I SAID MY PAJAMAS (And Put On My Pray'rs)
DEARIE
ETHEL MERMAN and RAY BOLGER

DECCA 24873



THE WEDDING SAMBA
THERE'S A LOVELY LAKE IN LOVELAND
GUY LOMBARDO

DECCA 24838



DADDY'S LITTLE GIRL
IF I LIVE TO BE A HUNDRED
MILLS BROTHERS

DECCA 24872



I'VE GOT A LOVELY BUNCH OF COCOANUTS
THE PEONY BUSH
DANNY KAYE

DECCA 24784



HAVE I TOLD YOU LATELY THAT I LOVE YOU?
QUICKSILVER
BING CROSBY and ANDREW'S SISTERS

DECCA 24827



THE WEDDING SAMBA
I SEE, I SEE (Asi Asi)
ANDREW'S SISTERS—CARMEN MIRANDA

DECCA 24841



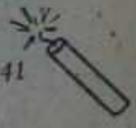
I CAN DREAM, CAN'T I?
THE WEDDING OF LILI MARLENE
ANDREW'S SISTERS—GORDON JENKINS

DECCA 24705



ECHOES
LAND OF LOVE
INK SPOTS

DECCA 24741



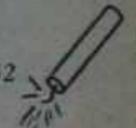
ENJOY YOURSELF (It's Later Than You Think)
RAIN OR SHINE
GUY LOMBARDO

DECCA 24825



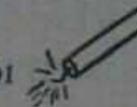
BLUEBERRY HILL
THAT LUCKY OLD SUN
LOUIS ARMSTRONG—GORDON JENKINS

DECCA 24752



THE OLD MASTER PAINTER
WHY WAS I BORN?
DICK HAYMES

DECCA 24801



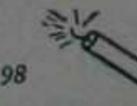
I'VE BEEN A FOOL (Thinking You Cared)
I ALMOST LOST MY MIND
LIONEL HAMPTON

DECCA 24864



MULE TRAIN
DEAR HEARTS AND GENTLE PEOPLE
BING CROSBY

DECCA 24798



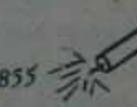
DON'T BE ASHAMED OF YOUR AGE
TENNESSEE BORDER No. 2
RED FOLEY and ERNEST TUBB

DECCA 46200



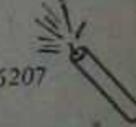
RAG MOP
FOR YOU MY LOVE
LIONEL HAMPTON

DECCA 24855



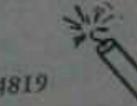
LETTERS HAVE NO ARMS
I'LL TAKE A BACK SEAT FOR YOU
ERNEST TUBB

DECCA 46207



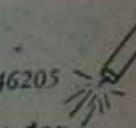
JOHNSON RAG
WHERE ARE YOU BLUE EYES?
RUSS MORGAN

DECCA 24819



CHATTANOOGIE SHOE SHINE BOY
SUGARFOOT RAG
RED FOLEY

DECCA 46205



PRICE .75 plus tax

AMERICA'S FASTEST
SELLING RECORDS!

DECCA RECORDS

ORDER
TODAY!





DIXIELAND!



POP BANDS!

		78 rpm	45 rpm
"Bourbon Street Bounce".....	SHARKEY	795	F795
"Daily Rag".....	PETE DAILY	805	F805
"Tiger Rag".....			
"Dill Pickles".....	PEE WEE HUNT	773	F773
"Battle Hymn Of The Republic".....	RED NICHOLS	829	F829

		78 rpm	45 rpm
"Sitting By The Window".....	RAY ANTHONY	794	F794
"I'll See You In My Dreams".....	RAY ANTHONY	819	F819
"Dear Hearts & Gentle People".....	BENNY STRONG	757	F757
"Save A Little Sunbeam".....	BENNY STRONG	802	F802
"If You're Irish Come Into The Parlour".....	BENNY STRONG	834	F834
"Blossoms On The Bough".....	JAN GARBER	771	F771

CAPITOL has



And the World's Finest Library of Children's Records!

NEW ITEMS including the new 1950 series of 75 cent unbreakable 10-inch records in full-color sleeves.

The World's Most Hilarious Recording!

FOR KIDS FROM 3 TO 93

The Great Gildersleeve doing the famous Dr. Seuss story

GERALD McBOING-BOING!

78 rpm CAS-3054 \$1.00 45 rpm CASF-3054 95c

Three New Singles In Full-Color Sleeves

(The 78 rpm 10-inch versions are 75c superflex)

	78 rpm	45 rpm
SMILEY BURNETTE—"Blue Bottle Fly" & "Smart Alec Crow".....	30129	F30129
"The Schnitzl Band" & "Bulgy The Bass".....	30132	F30132
"How The Fire Engine Got Its Siren".....	30060	F30060

BEST-SELLERS — CAPITOL CHILDREN'S RECORDS

CONTINUE TO DOMINATE the best seller lists. These were listed in latest Billboard Chart (Jan. 14, 1950).

NOW AVAILABLE ON ALL THREE SPEEDS!

	78 rpm	45 rpm	33 1/3 rpm
WOODY WOODPECKER AND HIS TALENT SHOW			
M. Blanc-B. May Ork (Record-Reader).....	DBX-3032	CBXF-3032	HX-3060
BOZO AND THE BIRDS			
P. Colvig-B. May Ork (Record-Reader).....	DBX-3033	CBXF-3033	HX-3064
BUGS BUNNY IN STORYLAND			
Mel Blanc-A. Livingston (Record-Reader).....	DBX-3021	CBXF-3022	HX-3063
LITTLE TOOT			
Don Wilson-The Starlighters (One Record).....	DAS-80	CASF-3001	HX-3065
BOZO AT THE CIRCUS			
Alan Livingston-Vance "Pinto" Colvig (R. R.).....	DBX-114	CBXF-3030	HX-3052
BUGS BUNNY AND THE TORTOISE			
Mel Blanc-Billy May (Record-Reader).....	DBX-93	CBXF-3036	HX-3067
BUGS BUNNY			
Mel Blanc (Three Records).....	DC-117	CCF-3004	HX-3063
THREE LITTLE PIGS			
W. Disney-Don Wilson (Record-Reader).....	DBX-3013	CBXF-3018	HX-3061
BOZO UNDER THE SEA			
P. Colvig-Alan Livingston (Record-Reader).....	DBX-99	CBXF-3031	HX-3065

COMING! Watch for the new  HOPALONG CASSIDY album - soon to be announced!



POPS! POPS! POPS! POPS!

	78 rpm	45 rpm		78 rpm	45 rpm
"The Broken Down Merry-Go-Round"			"The Bees & The Birds"	816	F816
"The Gods Were Angry".....WHITING & WAKELY	800	F800	"Rag Mop".....THE STARLIGHTERS	844	F844
"Slipping Around".....WHITING & WAKELY	40224	F40224	"Bibbidi-Bobbidi-Boo"		
"I'll Never Slip Around Again".....WHITING & WAKELY	40246	F40246	"Echoes".....STAFFORD & MacRAE	782	F782
"The Old Master Painter".....PEGGY LEE & MEL TORME	791	F791	"I Said My Pajamas (And Put On My Pray'rs)" WHITING & DeVOL	841	F841
"Diamonds Are A Girl's Best Friend"			"Yodel Blues".....STAFFORD & MERCER	793	F793
"Open Door—Open Arms".....JO STAFFORD	824	F824	"Tell Me How Long The Train's Been Gone"		
"Fairy Tales".....PAUL WESTON	826	F826	"A Game Of Broken Hearts".....KAY STARR	792	F792
"There's An 'X' In The Middle Of Texas".....MEL TORME	825	F825	"Whispering Hope".....STAFFORD & MacRAE	690	F690
"Sorry".....MARGARET WHITING	776	F776	"I've Got A Lovely Bunch Of Coconuts".....MEL BLANC	780	(NOT AVAILABLE ON 45 RPM)
"A Dream Is A Wish Your Heart Makes"...THE JUBALAIRES	845	F845	"Half A Heart Is All You Left Me".....GORDON MacRAE	842	F842
"Big Movie Show In The Sky".....PAUL WESTON	833	F833	"I'll String Along With You".....STAFFORD & MacRAE	768	F768
"Happy Times"					
"Scarlet Ribbons".....JO STAFFORD	785	F785			

the Hits!!!!



WESTERN and FOLK!

	78 rpm	45 rpm
"Slipping Around".....WHITING & WAKELY	40224	F40224
"I'll Never Slip Around Again".....WHITING & WAKELY	40246	F40246
"I Love You Because".....LEON PAYNE	40238	(NOT AVAILABLE ON 45 RPM)
"Anticipation Blues".....TENNESSEE ERNIE	40258	F40258
"Chattanooga Shoe Shine Boy".....TOMMY DUNCAN	40282	F40282
"With Men Who Know Tobacco Best (It's Women Two To One)".....TEX WILLIAMS	40276	F40276
"The Cry Of The Wild Goose".....TENNESSEE ERNIE	40280	F40280
"Give A Little, Take A Little".....HANK THOMPSON	40264	F40264
"Crocodile Tears".....TEX WILLIAMS	40253	(NOT AVAILABLE ON 45 RPM)
"Cocaine Blues".....ROY HOGSED	40274	F40274



RHYTHM and BLUES!

	78 rpm	45 rpm
"For You My Love".....NELLIE LUTCHER & NAT "KING" COLE	847	F847
"Bang Bang Boogie".....NAT "KING" COLE	818	F818
"That Did It"		
"Sugar Daddy Blues".....BUS MOTEN	831	F831
"I'll Get Along Somehow"		
"Gotta Gimme What'cha Got".....JULIA LEE	830	F830
"Don't Save It Too Long".....JULIA LEE	838	F838
"Vooney Vooney Vay"		
"Caldonia".....SUGAR CHILE ROBINSON	70056	F70056
"Numbers Boogie"		
"After School Blues".....SUGAR CHILE ROBINSON	70037	F70037

CAPITOL HAS THE HITS ON BOTH SPEEDS

78 rpm and 45 rpm



THE STARS... THE HITS... THE SALES
ARE ON M-G-M IN '50!



Thrilling New Sides*

LENA HORNE

I'VE GOT THE WORLD ON A STRING
IS IT ALWAYS LIKE THIS

M-G-M Non-Breakable 10615

Smooth New Hits!

RUSS CASE

A DREAM IS A WISH YOUR HEART MAKES
THE LITTLE GRAY HOUSE

M-G-M Non-Breakable 10604

Rippling Rhythm Coin Catchers

SHEP FIELDS

BE KIND AND MAKE ME LOVE YOU
LAST WEEK'S KISSES

M-G-M Non-Breakable 10611

Desmond Dynamite!

JOHNNY DESMOND

C'EST SI BON (It's So Good)
IF YOU COULD CARE

M-G-M Non-Breakable 10613

Sensational Show Single

ARTIE SHAW

WHAT IS THIS THING CALLED LOVE?
Vocal by Mel Torme & The Mel-Tones
THE GLIDER

M-G-M Non-Breakable 10612

Sock Sides by Rhumba King

NORO MORALES

110TH STREET AND 5TH AVENUE
PONCE

M-G-M Non-Breakable 10616

Sure-fire Find Single

JACK FINA

SPAGHETTI RAG
SHANGRI-LA

M-G-M Non-Breakable 10610

Another Sky-Rocketing Folk Hit!

HANK WILLIAMS

I JUST DON'T LIKE THIS KIND OF LIVIN'
MAY YOU NEVER BE ALONE

M-G-M Non-Breakable 10609

A New M-G-M Star

Margaret PHELAN

WHY DON'T WE DO THIS MORE OFTEN
I LIKE A MAN AROUND THE HOUSE

M-G-M Non-Breakable 10614

Catching On Fast

ARTHUR Guitar SMITH
Boogie

GUITAR AND PIANO BOOGIE
I'M ONLY TELLING YOU

M-G-M Non-Breakable 10608

Pressed on

METROLITE NON-BREAKABLE

under Normal Use

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

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

Based on reports received last three days of Week Ending January 20
The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

- | | |
|---|--|
| <p>1. DEAR HEARTS AND GENTLE PEOPLE</p> <p>Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V178120-3596, (45147-3102); B. Greco, London 558; B. Hannen-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523.</p> <p>Electrical transcription libraries: Kay Arden, Associated; Bob Crosby, Standard.</p> | <p>By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP)</p> <p>3</p> |
| <p>2. I CAN DREAM, CAN'T I?</p> <p>Records available: Andrews Sisters-G. Jenkins Ork, Dec 24703; I. Arden-H. Winterhalter Ork, Col 38612; T. Benke Ork, V178120-3553, (45147-3044); G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1076; The Blenders, National 9092; J. Livingston, Varsity 204.</p> <p>Electrical transcription libraries: Tex Benke, Thesaurus; Leith Stevens Ork, Standard.</p> | <p>By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP)</p> <p>1</p> |
| <p>3. OLD MASTER PAINTER, THE</p> <p>Records available: P. Harris Ork, V17813608, (45147-3114); R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra, Col 38650; P. Lee-M. Torme, Cap 791; J. Livingston, Varsity 232.</p> <p>Electrical transcription libraries: Bob Crosby, Standard.</p> | <p>By Beasley Smith and Haven Gillespie
Published by Robbins (ASCAP)</p> <p>2</p> |
| <p>4. DREAMER'S HOLIDAY, A</p> <p>Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V178120-3543; (45147-3036); E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kessel, Vocalion 55070; G. Olsen, Varsity 226; J. Livingston, Varsity 231.</p> <p>Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World.</p> | <p>By Kim Gannon and Mabel Wayne
Published by Shapiro-Bernstein (ASCAP)</p> <p>5</p> |
| <p>5. MULE TRAIN</p> <p>Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laion, Mer 5346; M. McGuire Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798; J. Culpeper, Vocalion 55074; A. Smith, MGM 10577; G. Autry, Col 20651; W. Herman-N. Cole, Cap 57-787; Maddox Brothers and Rose, 4 Star 1399; Val Tino, Dana 2059; R. Turner, Varsity 230; J. Curtis-The Prairie Sons, Dart 7001; B. Pandis, Process 523.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>By Hy Heath, Johnny Lange and Fred Glikeman
Published by Walt Disney (ASCAP)
From Republic's "Singing Guns"</p> <p>4</p> |
| <p>6. SLIPPING AROUND</p> <p>Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581, (33)2-216; E. Tubb, Dec 48173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 585; R. Turner, Varsity 216.</p> | <p>By Floyd Tillman
Published by Peer Intl. (BMI)</p> <p>6</p> |
| <p>7. THERE'S NO TOMORROW</p> <p>Records available: A. Dale, Harmony 1078; T. Martin, V178120-3582, (45147-3078); G. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.</p> <p>Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worth.</p> | <p>By Hoffman, Corday and Carr
Published by Paaton (ASCAP)</p> <p>7</p> |
| <p>8. BIBBIDI-BOBBIDI-BOO</p> <p>Records available: Aristokats, Dec 24807; P. Como, V178120-3607, (45147-3113); R. Robbins, Cap 57-778; J. Stafford, Cap 57-782; D. Shore, Col 38659; L. Welk, Mer 5347; Ilene Woods, Bluebird 30-0019; B. Crosby-J. Conlon's Rhythmaires-V. Schoen Ork, Dec 14863; Jimmy Durante, MGM 30226.</p> <p>Electrical transcription libraries: Lawrence Welk, Standard; the Satisfiers, Associated; Frankie Carle, Lang-Worth.</p> | <p>By Mack David, Al Hoffman and Jerry Livingston
Published by Walt Disney (ASCAP)
From the Walt Disney film, "Cinderella"</p> <p>8</p> |
| <p>9. JOHNSON RAG</p> <p>Records available: P. Bailey, Col178138673, (53)1-455; P. Bailey, Harmony 1088; J. Dorsey Ork, Col 38649; Hoyman Quartet, Rondo 207; G. Moore, MGM 10589; R. Morgan Ork, Dec 25442 and Dec 24819; A. Rey Ork, Cap 57-735; J. Teter Trio, London 503; J. Teter Trio, Sharp 5 2; C. Thornhill Ork, V178120-3604, (45147-3210).</p> <p>Electrical transcription libraries: Dick Jurgent, Associated; Al Trace, Lang-Worth; Claude Thornhill, Thesaurus; George Wright, Thesaurus.</p> | <p>By Hall, Kleinhauf and Lawrence
Published by Miller (ASCAP)</p> <p>9</p> |
| <p>10. I'VE GOT A LOVELY BUNCH OF COCONUTS</p> <p>Records available: M. Blanc, Cap 57-780; D. Kaye, Dec 24784; F. Martin Ork, V178120-3554, (45147-3047); P. Scala, London 449; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553; J. Livingston, Varsity 233.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>By Fred Weasherton
Published by Cornell (ASCAP)</p> <p>10</p> |

This week's

New Releases

... on RCA Victor

RELEASE 50-4

POPULAR

PERRY COMO

Please Believe Me—

"As Introduced by Perry Como on his NBC Chesterfield Supper Club"

Did Anyone Ever Tell You, Mrs. Murphy?
20-3684—(47-3211)*

RALPH FLANAGAN

Rag Mop

Vocal refrain by Harry Prime and the Band

You're Always There

Vocal refrain by Harry Prime
20-3688—(47-3212)*

BRADFORD AND ROMANO

Rag Mop

Chattanooga Shoe Shine Boy
20-3685—(47-3208)*

TOMMY DORSEY

Just for Old Times

Vocal refrain by Johnny Amoroso

When
20-3687—(47-3210)*

COUNTRY

TEXAS JIM ROBERTSON

I'll Walk This Weary Road Alone

I'm Back to Where I Started
21-0166—(48-0178)*

COTTONSEED CLARK (The Country Poet)

The Day That Pa Played Preacher

Ma's Galvanized Washing Tub
21-0048—(47-0177)*

BLUES

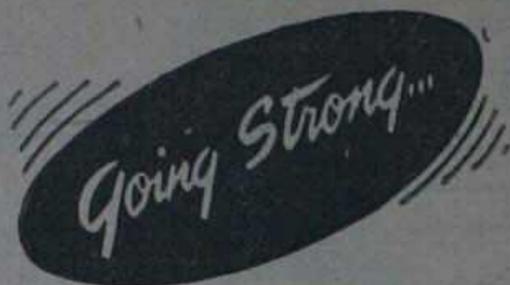
EDDIE WILCOX

A Touch of the Blues—Part I

Vocal refrain by John Leslie

A Touch of the Blues—Part II
22-0064—(50-0049)*

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



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



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

- \$ **A Lovely Bunch of Coconuts**
 Freddy Martin 20-3554—(47-3047)* 7
- \$ **Ave Maria**
 Perry Como 28-0436—(52-0071)*
- \$ **Bamboo**
 Vaughn Monroe 20-3627—(47-3143)* 7
- \$ **Dear Hearts and Gentle People**
 Dennis Day 20-3596—(47-3102)*
- \$ **Bibbidi-Bobbidi-Boo**
 Perry Como 20-3607—(47-3113)* 7
- \$ **Dreamer's Holiday**
 Perry Como 20-3543—(47-3036)* 7
- \$ **I Said My Pajamas**
 Tony Martin-Fran Warren 20-3613—(47-3119)* 7
- \$ **Mommy and Daddy Broke My Heart**
 Eddy Arnold 21-0146—(48-0150)*
- \$ **Marta**
 Tony Martin 20-3598—(47-3104)*
- \$ **Old Master Painter**
 Phil Harris 20-3608—(47-3114)* 7
- \$ **There's No Tomorrow**
 Tony Martin 20-3582—(47-3078)* 7



... and Coming Fast!

Hugo Winterhalter's

First RCA Victor Record

"THE FLYING DUTCHMAN"

with Orchestra and Chorus

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



JAN. FEB. MAR.

The

APRIL MAY JUNE

Swing's

JULY AUG. SEPT.

to

OCT. NOV. DEC.

"45"

"WHAT A DUET"
 "WHAT A TITLE"
 "WHAT A HIT"

TONY MARTIN
 and
FRAN WARREN

"I SAID MY PAJAMAS"

78 rpm 20-3613 **RCA VICTOR RECORDS** 45 rpm 47-3119

BETTER THAN "COCONUTS"

Tremendous

freddy martin's
"HOMETOWN BAND"

45 rpm 47-3120 **RCA VICTOR RECORDS** 78 rpm 20-3614

The **Billboard** MUSIC POPULARITY CHARTS
 PART II
Sheet Music
 Based on reports received last three days of Week Ending January 20

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			Publisher	
Weeks to date	Last Week	This Week		
7	1	1.	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
8	2	2.	OLD MASTER PAINTER, THE (R)	Robbins
16	4	3.	I CAN DREAM, CAN'T I? (R)	Chappell
15	3	4.	DREAMER'S HOLIDAY, A (R)	Shapiro-Bernstein
4	6	5.	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
7	7	6.	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
9	10	7.	JOHNSON RAG (R)	Miller
16	5	8.	SLIPPING AROUND (R)	Peer, Int.
3	8	9.	CHARLEY MY BOY (R)	Bourne
16	9	10.	DON'T CRY, JOE (R)	Harms, Inc.
1	—	11.	HAPPY TIMES (F) (R)	Harms, Inc.
2	15	12.	ECHOES (R)	Valando
1	—	13.	CHATTANOOGUE SHOE SHINE BOY (R)	Adams, Vee & Abbott
6	13	14.	THERE'S NO TOMORROW (R)	Paxton
22	11	15.	THAT LUCKY OLD SUN (R)	Robbins

ENGLAND'S TOP TWENTY

POSITION			English		American	
Weeks to date	Last Week	This Week				
8	1	1.	HARRY LIME THEME	Chappell	Chappell	Chappell
13	1	1.	YOU'RE BREAKING MY HEART	Chappell	Aigenquin	Aigenquin
8	3	3.	HOP SCOTCH POLKA	Leeds	Cromwell	Cromwell
8	5	4.	I'LL STRING ALONG WITH YOU	Feldman	Witmark	Witmark
33	4	4.	FOREVER AND EVER	Francis Day	Robbins	Robbins
20	5	4.	CONFIDENTIALLY	Chappell	Chappell	Chappell
2	10	7.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris	Morris
14	7	7.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds	Leeds
21	9	9.	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel	Laurel
17	11	10.	WEDDING SAMBA	Leeds	Duchess Music	Duchess Music
10	11	11.	MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds	Leeds
1	—	12.	MULE TRAIN	Chappell	Walt Disney	Walt Disney
9	13	13.	OUR LOVE STORY	Unit	J. J. Robbins	J. J. Robbins
7	10	14.	IS IT TOO LATE	Kassner	Dove Dreyer	Dove Dreyer
21	14	14.	LEICESTER SQUARE RAG	Norris	J. J. Robbins	J. J. Robbins
5	14	16.	WHY IS IT?	Cinephonic	BMI	BMI
8	7	16.	SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid	Al Gallice	Al Gallice
1	—	18.	JEALOUS HEART	E. H. Morris	Acuff-Rose	Acuff-Rose
1	—	19.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell	Cornell
17	19	20.	SHAWL OF GALWAY GREY	Connelly	Shapiro-Bernstein	Shapiro-Bernstein

*Publisher not available as The Billboard goes to press.

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City Zone State

Gordon Mackae

with THE STARLIGHTERS and
PAUL WESTON and His Orchestra



"HALF A HEART is all you left me"

Backed by

"Poison Ivy"

78 rpm Record No. 842 • 45 rpm Record No. F842

ANOTHER GREAT CAPITOL RECORD FOR 1950

Write or Wire Your Distributor Today!



The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending January 20

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last This to date Week Week	Record Title	Artist	Label
16	1	1. I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork.	Dec 24705-ASCAP
7	4	2. OLD MASTER PAINTER, THE	R. Hayes-M. Miller Ork	Mercury 5342-ASCAP
11	6	2. DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368-ASCAP
11	2	4. MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345-ASCAP
16	3	5. DREAMER'S HOLIDAY, A	P. Como	V(78)20-3543; (45)47-3036-ASCAP
8	5	6. DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby	Dec 24798-ASCAP
19	7	7. SLIPPING AROUND	J. Wakely-M. Whiting	Cap 57-40224-BMI
11	8	7. I CAN DREAM, CAN'T I?	T. Arden-H. Winterhalter	Col(78)38612; (LP)1-377-ASCAP
2	28	9. CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BMI
2	18	10. RAG MOP	Ames Brothers	Coral 60140-BMI
11	19	11. DREAMER'S HOLIDAY, A	R. Anthony Ork.	Cap 57-761-ASCAP
2	16	12. I SAID MY PAJAMAS	T. Martin-F. Warren-H. Rene Ork	V(78)20-3613; (45)47-3119-ASCAP
4	10	13. OLD MASTER PAINTER, THE	P. Harris Ork.	V(78)20-3608; (45)47-3114-ASCAP
3	—	14. SCARLET RIBBONS	J. Stafford	Cap 57-785-ASCAP
9	11	15. THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-ASCAP
6	9	15. OLD MASTER PAINTER, THE	D. Haymes	Dec 24801-ASCAP
3	24	17. BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107-BMI
10	12	18. I CAN DREAM, CAN'T I?	T. Beneke Ork.	V(78)20-3553; (45)47-3046-ASCAP
3	23	19. WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344
3	—	20. BIBBIDI-BOBBI-BOO	J. Stafford-G. MacRae	Cap 57-782-ASCAP
1	—	21. SITTING BY THE WINDOW	R. Anthony	Cap 794-ASCAP
4	14	22. OLD MASTER PAINTER, THE	F. Sinatra-The Modernaires	Col 38650-ASCAP
1	—	23. BAMBOO	V. Monroe	V(78)20-3627; (45)47-3143-ASCAP
2	—	24. DEAR HEARTS AND GENTLE PEOPLE	R. Flanagan	Bluebird 30-0016-ASCAP
4	13	25. OLD MASTER PAINTER, THE	P. Lee-M. Torme	Cap 791-BMI
4	22	26. DEAR HEARTS AND GENTLE PEOPLE	B. Strong	Cap 57-757-ASCAP
2	22	26. WE'LL BUILD A BUNGALOW	J. Long Ork.	King 15018-BMI
2	—	28. YOU'RE THE ONLY ONE I CARE FOR	J. Owens	Dec 24712
1	—	29. SITTING BY THE WINDOW	V. Damone	Mercury 5343-ASCAP
5	15	30. MARTA	T. Martin	V(78)20-3598; (45)47-3104-BMI
2	—	30. ECHOES	J. Stafford-G. MacRae	Cap 57-782-ASCAP
1	—	30. WEDDING SAMBA, THE	Edmundo Ros Ork.	London 499-BMI

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, January 13, 8 a.m., and ending Friday, January 20, 8 a.m.)

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

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

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Song	Artist	Label
All the Bees Are Buzzin' 'Round My Honey	Santly-Joy	ASCAP
Bibbidi-Bobbidi-Boo (F)	Walt Disney	ASCAP
Bye Bye, Baby (M)	J. J. Robbins	ASCAP
Charley My Boy	Bourne	ASCAP
Dear Hearts and Gentle People	E. H. Morris	ASCAP
Don't Cry, Joe	Harms, Inc.	ASCAP
Dreamer's Holiday, A	Shapiro-Bernstein	ASCAP
Echoes	Valando	ASCAP
Festival of Roses	Witmark	ASCAP
Happy Times (F)	Harms, Inc.	ASCAP
Hometown Band	Duchess	BMI
I Can Dream, Can't I?	Chappell	ASCAP
I Gotta Have My Baby Back	Peer	BMI
I Said My Pajamas	Leeds	ASCAP
I Wanna Go Home	Paxton	ASCAP
I've Got a Lovely Bunch of Coconuts	Cornell	ASCAP
Jealous Heart	Acuff-Rose	BMI
Johnson Rag	Miller	ASCAP
Marta	E. B. Marks	BMI
Old Master Painter, The	Robbins	ASCAP
Open Door—Open Arms	Leeds	ASCAP
She Wore a Yellow Ribbon (F)	Regent	BMI
Sitting by the Window	Shapiro-Bernstein	ASCAP
Slipping Around	Peer	BMI
Sorry	Henry Spitzer	ASCAP
Stay Well (M)	Chappell	ASCAP
There's a Bluebird on Your Windowsill	Mellin	BMI
There's No Tomorrow	Paxton	ASCAP
Way Back Home	Bregman-Vocco-Conn	ASCAP
Why Remind Me?	Barton	ASCAP
You're Always There	Bregman-Vocco-Conn	ASCAP

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

(F) indicates tune is from film; (M) indicates tune is from legitimate musical; (R) indicates tune is available on records.

Week of January 13 to January 19

Songs	Publisher	Tot. P.
All the Bees Are Buzzin' Around My Honey	Santly-Joy	54
Bibbidi-Bobbidi-Boo (F)	Walt Disney	112
Bye Bye, Baby (M)	J. J. Robbins & Sons	85
Charley My Boy	Bourne	99
Daddy's Little Girl	Beacon	56
Dear Hearts and Gentle People	E. H. Morris	180
Don't Cry, Joe	Harms, Inc.	61
Dream Is a Wish Your Heart Makes, A (F)	Walt Disney	70
Dreamer's Holiday, A	Shapiro-Bernstein	147
Echoes	Valando	59
Festival of Roses	Witmark	175
Happy Times (F)	Harms, Inc.	75
Hometown Band	Duchess	62
I Can Dream, Can't I?	Chappell	127
I Gotta Have My Baby Back	Peer, Int.	95
I've Got a Lovely Bunch of Coconuts	Cornell	99
Johnson Rag	Miller	66
Marta	Marks	88
Old Master Painter, The	Robbins	245
Open Door—Open Arms	Leeds	90
Quicksilver	E. H. Morris	56
River Seine	Remick	55
Sitting by the Window	Shapiro-Bernstein	161
Sorry	Spitzer	61
Stay Well (M)	Chappell	71
There's a Bluebird on Your Windowsill	Mellin	58
There's No Tomorrow	Paxton	88
Thousand Violins, A (F)	Famous	62
Way Back Home	Bregman-Vocco-Conn	104
You're Always There	Bregman-Vocco-Conn	73

Vox Jox

CHICAGO CHATTER . . . Eddie Hubbard is cutting a record for Sharp label, local diskery headed by Jimmie Martin, shortly before he goes into the Oriental (see other story in the Music section). . . . Bill Evans, free-lance d. j., has taken over the one-hour morning spot, vacated last week by Rush Hughes, who is forming a sales promotion and publicity service. Evans also doing a one-hour homemakers shot over WBB local video outlet, six times per week. . . . L. Burton has obtained the master, A Letter to Mother, from Bill Putnam, who released it on Universal. The Letter master has been coupled with My Jeweler's Window and is being released by Mercury. . . . Al Benson, leading Negro d.j., was featured last week in a stage revue at the Regal Theater.

FOLK FARE . . . Glenn Slayton, after 12 years of his two-a-day hillbilly show at WBHP, Huntsville, Ala., figures his broadcasts add up to 7,608. . . . John Woolen, WIRK, West Palm Beach, Fla., does an hour and a half of the rural stuff in morning and another half-hour each afternoon. . . . Fred Caldwell does a daily mountain airtel at KNOW, Austin, Tex. . . . Howard McCurry, WSTP, Salisbury, N. C., does a folk stint under the sobriquet of Country Boy. Little Jimmy Dickens is skedded to make a personal appearance with McCurry, who is billing the visit as "Country Boy Meet Country Boy."

GIMMIX . . . Chuck Cook, WEBR, Buffalo, has worked out a stunt with a super-market sponsor whereby housewife listeners get cards entitling them to free food samples and the opportunity to participate in a weekly recipe contest. Prizes, of course. . . . Hal Korman, WDHN, New Brunswick, N. J., is playing the word game with listeners to his request show. It's a variation of the parlor game of "Ghost," with each participant adding a letter. The winner is the one who ends the word, and gets a movie pass for the feat. . . . Al Owen and Allan Jeffreys, WFPG, Atlantic City, pulled Dan Austin's exploding package routine described in this column in the December 24 issue. . . . John Slagle, WXYZ, Detroit, is doing a TV show with Pat Tobin over the station's video outlet. The show is beamed at housewives and the odd wrinkle is that they don't have to watch it, but can just listen while they do housework. When anything of visual import comes up a bell is rung as a signal to look at the set. . . . Joe Monroe, KENT, Shreveport, La., is running a letter contest for listeners. Rules: Letters must be under 5,000 words and of an insulting character. . . . Jack Davis, WQUA, Moline, Ill., asks for requests in rhyme, which he then reads in the style of such celebs as Ronald Coleman, Jimmy Durante and Winston Churchill. . . . Bill Boykin, KSPI, Stillwater, Okla., had a local six-year-old "singing star" sing Rudolph, the Red-Nosed Reindeer when the record was unobtainable there. . . . Ralph Gwyn, KRLD, Dallas, pulled this unusual stunt with songwriter Harry Revel: Prior to Revel's appearance on the show Gwyn had listeners send in postcards with their names and phone numbers. Then, on the show, Revel phoned a few of them, took three or four letters from their names and composed tunes based on the corresponding musical notes. After playing the tunes on the piano he "analyzed" the caller's personality. . . . Jack Mills, KSIB, Creston, Ia., is running a contest to receive "the most useless thing in the world," with the one who sends in the winning item to receive Mills as the prize for a full day. One of the most intriguing items so far is a freshly removed gallstone, for which the owner has no use at all. . . . Gene Baker, KHJ, Hollywood, sings along with records, then salutes the year the tune was first published. . . . Bill Ryan and Tom Earley are turning their afternoon show at WKAP, Allentown, Pa., into an imaginary record shop called Shellac Shack. They will act as the proprietors with production man Ted Weider playing stock boy. Record promotion men will appear on the show and their requests will be handled as tho they were customers auditioning records. Also sound effects and tape interviews with name artists are in the works. . . . Jack McCormack, WWPB, Miami, has been asking for the shortest possible request telegrams. Some samples he received: T42, 4U, "1"—the latter standing for One Alone.

EASTERN BEAT . . . Mort Nusbaum, WHAM, Rochester, N. Y., started his second year as morning man there. Nusbaum also produces and emcees a weekly talent show, skedded for telecast soon over WHAM-TV. . . . Patti Page visited on Al Owen's WFPG Marine Ballroom show in Atlantic City recently. . . . Joe Travis, WALL, Middletown, N. Y., does four solid hours at the turntables daily from 1 to 5 p.m. . . . DeeJay Sid Dickler's five-year-old son, who helps his pop on the Disk Diggin' show at WMCK, Pittsburgh, is stealing the old man's thunder, judging from the amount of Christmas cards that were addressed to the tot. . . . Bernie Moore, WKNB, New Britain, Conn., has been

(Continued on page 26)

No Matter

**WHICH WAY YOU MOVE
YOU'RE A WINNER . . .
with these MERCURY HITS!**

<p>"MUSIC! MUSIC! MUSIC!" "CHATTANOOGIE SHOE SHINE BOY" TWO TON BAKER MERCURY 5369</p>	<p>"RAG MOP" "DADDY'S LITTLE GIRL" EDDY HOWARD and His Orchestra MERCURY 5371</p>	<p>"ENJOY YOURSELF" (It's Later Than You Think) "I AIN'T GONNA TAKE IT SETTIN' DOWN" LOUIS PRIMA and His Orchestra MERCURY 5361</p>	<p>"BROKEN DOWN MERRY-GO-ROUND" "TAG ALONG" PATTI PAGE & REX ALLEN MERCURY 6231</p>
<p>"KISS ME" "IN THE STILL OF THE NIGHT" VIC DAMONE MERCURY 5350</p>	<p>"HARMONICAT'S JINGLE" "TEA FOR TWO" Jerry Murad's HARMONICATS MERCURY 5353</p>	<p>"YOU MISSED THE BOAT" "MONDAY, TUESDAY, WEDNESDAY" KITTY KALLEN MERCURY 5357</p>	<p>"I'LL DANCE YOU" "YOU CAN DIE FROM A BROKEN HEART" EDDY HOWARD and His Orchestra MERCURY 5351</p>
<p>"GONE CITY" "U-BLA-BA-DU" MACHITO and His Orchestra MERCURY 5352</p>	<p>"CHARLESTON" "JA-DA" LOUIS PRIMA and His Orchestra MERCURY 5356</p>	<p>"SAME TRAIN" "RIDE ON MOSES" GOLDEN GATE QUARTET MERCURY 8162</p>	<p>"PEG O' MY HEART" "HARMONICA BOOGIE" Jerry Murad's HARMONICATS MERCURY 5365</p>
<p>"I ONLY KNOW" "NEW YORK, CHICAGO, AND LOS ANGELES" DINAH WASHINGTON MERCURY 8163</p>	<p>"TIN PAN POLKA" "I KNEW FROM THE START" JOE TARTO and His Barflies MERCURY 2090</p>	<p>"THEY AIN'T GONNA TELL IT RIGHT" "I WAKE UP EVERY MORNING" STEVE GIBSON-RED CAPS MERCURY 8165</p>	<p>"JAZZ ME BLUES" "OYE NEGRA" ADRIAN ROLLINI TRIO MERCURY 5359</p>
<p>"TELEPHONE SONG" "MARIANINA" SOFT WINDS MERCURY 5299</p>	<p>"SITTING BY THE WINDOW" "NICE TO KNOW YOU CARE" VIC DAMONE MERCURY 5343</p>	<p>"HALF A HEART" "PEGGY DEAR" EDDY HOWARD and His Orchestra MERCURY 5349</p>	<p>"WITH MY EYES WIDE OPEN" "OKLAHOMA BLUES" PATTI PAGE MERCURY 5344</p>
<p>"DON'T DO SOMETHING" "WAITING AT THE END OF THE ROAD" FRANKIE LAINE MERCURY 5332</p>	<p>"MANUELO TARANTEL" "I BEEPED" LOUIS PRIMA and His Orchestra MERCURY 5339</p>	<p>"BIBBIDI-BOBBIDI-BOO" "A DREAM IS A WISH" LAWRENCE WELK and His Orchestra MERCURY 5347</p>	<p>"CANASTA SONG" "SISTER KATE" CLYDE McCOY and His Orchestra MERCURY 5354</p>

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

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

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending January 20

PART IV



BEST-SELLING POP SINGLES

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

POSITION		Weeks to date		Last Week		This Week		Record Title		Artist	
19	1	1	1	1	1	1	1	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork	Wedding of Lili Marlene, The	Dec 24705-ASCAP
8	4	2	2	2	2	2	2	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Mule Train	Dec 24798-ASCAP
12	6	3	3	3	3	3	3	THERE'S NO TOMORROW	T. Martin	Thousand Violins, A	V(78)20-3592; (45)47-3078-ASCAP
12	3	4	4	4	4	4	4	MULE TRAIN	F. Laine-M. Miller Ork	Cherry Me Back to Old Virginia	Mercury 5345-ASCAP
8	9	5	5	5	5	5	5	OLD MASTER PAINTER, THE	D. Haymes	Why Was I Born?	Dec 24801-ASCAP
20	2	6	6	6	6	6	6	SLIPPING AROUND	J. Wakely-M. Whiting	Wedding Bells	Cap 57-40224-BMI
15	5	7	7	7	7	7	7	DREAMER'S HOLIDAY	A. P. Como	Meadows of Heaven, The	V(78)20-3543; (45)47-3036-ASCAP
9	8	8	8	8	8	8	8	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Speak a Word of Love	Col(78)38605; (LP)1-368-ASCAP
3	14	9	9	9	9	9	9	RAG MOP	Ames Brothers	Sentimental Me	Coral 60140-BMI
2	20	10	10	10	10	10	10	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Sugarfoot Rag	Dec 46205-BMI
7	7	11	11	11	11	11	11	OLD MASTER PAINTER, THE	R. Hayes-M. Miller Ork	Open Door-Open Arms	Mercury 5342-ASCAP
17	11	12	12	12	12	12	12	JOHNSON RAG	J. Teter Trio	Back of the Yards	London 501-ASCAP
14	15	13	13	13	13	13	13	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	Bluebird on Your Windowill	V(78)20-3554; (45)47-3047-ASCAP
4	17	14	14	14	14	14	14	OLD MASTER PAINTER, THE	P. Harris Ork	St. James Infirmary	V(78)20-3608; (45)47-3114-ASCAP
3	23	15	15	15	15	15	15	BLUES STAY AWAY FROM ME	O. Bradley Quintet	Fairy Tales	Coral 60107-BMI
2	25	16	16	16	16	16	16	WEDDING SAMBA	Edmundo Ros Ork	Too Much Tempo in My Rumba Beat	London 499-BMI
2	-	16	16	16	16	16	16	JOHNSON RAG	R. Morgan	China Doll	Dec 25442-ASCAP
19	12	18	18	18	18	18	18	DON'T CRY, JOE	G. Jenkins Ork	Perhaps, Perhaps, Perhaps	Dec 24720-ASCAP
2	-	19	19	19	19	19	19	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Oklahoma Blues	Mercury 5344
9	15	20	20	20	20	20	20	DREAMER'S HOLIDAY	A. B. Clark	Envy	Col(78)38599; (LP)1-360-ASCAP
11	10	21	21	21	21	21	21	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dear Hearts and Gentle People	Dec 24798-ASCAP
2	27	22	22	22	22	22	22	ENJOY YOURSELF	G. Lombardo Ork	Rain or Shine	Dec 24825
1	-	23	23	23	23	23	23	WEDDING SAMBA, THE	C. Miranda-Andrews Sisters	I See, I See	Dec 24841-BMI
1	-	24	24	24	24	24	24	BAMBOO	V. Monroe Ork	Little Golden Cross, A	V(78)20-3627; (45)47-3143-ASCAP
4	25	25	25	25	25	25	25	OLD MASTER PAINTER, THE	F. Sinatra-The Modernaires	Lost in the Stars	Col 38650-ASCAP
26	-	25	25	25	25	25	25	JEALOUS HEART	A. Morgan Ork	Turnabout	London 500-BMI
5	-	25	25	25	25	25	25	ECHOES	J. Stafford-G. MacRae	Bibbidi-Bobbidi-Boo	Cap 57-782-ASCAP
1	-	25	25	25	25	25	25	I SAID MY PAJAMAS	F. Warren-T. Martin-H. Rene Ork	Have I Told You Lately That I Love You?	V(78)20-3613; (45)47-3119-ASCAP
9	27	29	29	29	29	29	29	MULE TRAIN	Tennessee Ernie	Anticipation Blues	Cap 57-40258-ASCAP
3	-	30	30	30	30	30	30	I WANNA GO HOME	P. Como-Fontane Sisters	Hush Little Darlin'	V(78)20-3586; (45)47-3082-ASCAP
1	-	30	30	30	30	30	30	SENTIMENTAL ME	Ames Brothers	Rag Mop	Coral 60140
1	-	30	30	30	30	30	30	BIBBIDI-BOBBIDI-BOO	P. Como	Dream Is a Wish Your Heart Makes, A	V(78)20-3607; (45)47-3113-ASCAP

CHILDREN'S RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record Title		Artist	
85	3	1	1	1	1	1	1	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DA5-80, (45)CAF5-3001	
22	4	2	2	2	2	2	2	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX-3021	
85	6	3	3	3	3	3	3	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34, DBX-114	
16	5	4	4	4	4	4	4	BOZO AND THE BIRDS (Two Records)	P. Colvig, B. May Ork	Cap DBX-3033	
16	2	5	5	5	5	5	5	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc, B. May Ork	Cap DBX-3032	
41	7	6	6	6	6	6	6	BAMBI (One Record)	S. Temple-Chorus, P. Smith, Director	V Y-395	
39	-	7	7	7	7	7	7	JOHNNY APPLESEED (Three Records)	Dennis Day	V P-368	
83	10	8	8	8	8	8	8	BUGS BUNNY (Three Records)	Mel Blanc	Cap(78)DC-64, (45)CCF-3004	
23	-	9	9	9	9	9	9	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	V Y-341	
62	-	9	9	9	9	9	9	NURSERY RHYMES (Two Records)	Frank Luther	Dec CS-5	
12	1	11	11	11	11	11	11	RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Aultry	Col(78)38610, (LP)1-375	
5	9	12	12	12	12	12	12	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene Ork	V(78)Y-397, (45)WY-297	
64	8	13	13	13	13	13	13	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig, Alan Livingston	Cap DBX-99	
3	-	14	14	14	14	14	14	COWBOY SONGS (One Record)	B. Williams	Peter Pan 2227	
13	-	15	15	15	15	15	15	DUMBO (Three Records)	Shirley Temple	V Y-382	

CLASSICAL SINGLES

221	1	1	1	1	1	1	1	Clair de Lune	Jose Iturbi	V(78)11-8851, (45)49-0176
35	4	2	2	2	2	2	2	Bachianas Brasileiras	B. Sayao	Col 71760-D
208	4	3	3	3	3	3	3	Chopin's Polonaise	Jose Iturbi	V(78)11-8848, (45)49-0134
167	2	4	4	4	4	4	4	Jalousie	Boston Pops Ork, Arthur Fiedler, conductor	V12160
160	4	5	5	5	5	5	5	Warsaw Concerto	Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist	V(78)11-8863, (45)49-0252
7	3	5	5	5	5	5	5	Sleigh Ride	Boston Pops Ork, Arthur Fiedler, conductor	V 10-1484

CLASSICAL ALBUMS

9	2	1	1	1	1	1	1	Beethoven Symphony No. Three in E Flat Major, Op. 55 (One Record)	The Philharmonic Symphony Ork of New York, B. Walter, conductor	Col(78)MM-858, (LP)ML-4228
4	1	2	2	2	2	2	2	I Can Hear It Now, Vol. II (Five Records)	Edward R. Murrow, Narrator; F. W. Friendly	Col(78)MM-881, (LP)ML-4261
34	4	3	3	3	3	3	3	I Can Hear It Now, Vol. I	Edward R. Murrow, Narrator	Col(78)MM-800, (LP)ML-4095
1	-	3	3	3	3	3	3	Tchaikovsky's Fifth Symphony (Six Records)	Boston Symphony Ork, Serge Koussevitzky, conductor	V(78)DM-1057, (45)WDM-1057
3	-	5	5	5	5	5	5	Wagner: Siegfried, Act Three (Five Records)	E. Farrell, S. Svanholm	V 3319

POP ALBUMS

37	1	1	1	1	1	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza	Col(78)MM-850, (LP)ML-4180
21	2	2	2	2	2	2	2	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716, (LP)DLP-5006
14	3	3	3	3	3	3	3	THAT MIDNIGHT KISS (Three Records)	Mario Lanza-RCA Victor Ork	V DM-1330
46	4	4	4	4	4	4	4	KISS ME, KATE (Six Records)	A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200, (LP)ML-4140
2	-	5	5	5	5	5	5	EDDY ARNOLD SINGS (Three Records)	E. Arnold	V(78)P-260, (45)WP-260
9	8	6	6	6	6	6	6	STARLIGHT SERENADE (Three Records)	G. Miller Ork-R. Eberle	V P-255
26	-	6	6	6	6	6	6	DICK CONTINO (Four Records)	Dick Contino Accordion	Magnolia MA-501
124	8	8	8	8	8	8	8	GLENN MILLER (Four Records)	Glenn Miller	V P-148
6	-	9	9	9	9	9	9	GUY LOMBARDO TWIN PIANO (Five Records)	Guy Lombardo	Dec(78)A-512, (LP)DLP-5002
2	8	9	9	9	9	9	9	FAMOUS BARBERSHOP BALLADS (Four Records)	Mills Brothers	Dec(78)A-742, (LP)DLP-5051
12	-	9	9	9	9	9	9	OKLAHOMA (Six Records)	J. Roberts, A. Drake, H. DaSilva, C. Holm, L. Dixon, with Oklahoma Ork and Chorus, J. Blackton, Dir.	Dec 359

Dealer Doings

PHILLY . . . Raymond Rosen Company, distributor for RCA Victor, is spotlighting the 45's for the dealers' benefit in setting up display of player and platters at the Philadelphia Industry Exhibit sponsored by the Chamber of Commerce for the remainder of the year in the lobby of the Pennsylvania Railroad's 30th Street Station. Dick Andrews, ad and sales promotion manager for the Rosen Company, made a similar tie-in by providing the recorded music at the City Hall Street booths set up by the American Legion Variety Post in its toy collection. . . . Philadelphia dealers are linking with neighborhood movie houses to tie in the Frank Sinatra waxings with his On the Town movie.

WHO WAS FIRST? . . . A note from

I. Gregg Cozen, publicity manager of Cordel Records, Kansas City, Mo., says, "It looks as the RCA Victor is just a little too slow in advertising gimmicks. When a Toot, Toot, Tootsie sample record, featuring MGM artist Art Mooney, was played for me I immediately called a candy company for 10 boxes of Tootsie Rolls. Whether the customer bought the record or not—just for listening—we gave them a Tootsie Roll. Now RCA Victor in the January issue of Music Newsreel states that with every copy of Tony Martin's disk they are sending Tootsie Rolls. Maybe Herb Hendler, RCA's head of publications, would like to advance ideas? Latch on Herb."

DEALER ADS . . . Altho there is little or

no record advertising being placed in daily newspapers by retailers, the ads seen in a spot survey of the nation's newspapers seem to be placed by the same dealers time and again. . . . Liberty Music shops in New York broke with the first ads on Columbia Records' original cast recordings of Gentlemen Prefer Blondes. . . . Ferguson's Record Shop, Memphis, ran a small two-column-wide ad listing a group of "old favorite" singles at 79 cents. The store is open every week day from noon to 9 p.m. . . . The Lakewood Record Shop, Dallas, used a small ad to announce a special sale on 78-r.p.m. albums and singles at 25 to 30 per cent off.

VOX JOX

(Continued from page 24)

named to the radio committee for the local March of Dimes. . . . Don Stevens, WNAB, Bridgeport, Conn., is the father of a baby girl. . . . Jim Pansullo, WCCC, Hartford, Conn., has been taping interviews with patrons of legit theaters in the area for use on his disk shows. . . . Ivor Hugh, WCCC, interviewed opera star Patrice Munsel on a recent Luncheon Musicale stint. . . . Wes Hobby, WSKI, Montpelier, Vt., is engaged to Priscilla Demeritt, Natick, Mass.

WESTERN WAX WHIRL . . . Results

of Paul Bartell's semi-annual popularity poll on WFOX, Milwaukee, showed Frankie Laine, Doris Day, Gordon Jenkins, the Andrews Sisters and the Jack Teter Trio heading the list. Bartell takes a bow, too, on having picked the Teter Trio disking of Johnson Rag way back in August, 1949. . . . Nineteen-year-old Johnny Holmes who handles the early ayeem Timekeeper chores on KFSB, Joplin, Mo., still attends Joplin Junior College. In addition to the platter spinning and studying he finds time to participate in such school activities as basketball, stage production and radio plays. . . . Latest doings at WXYZ, Detroit, include Bill Silbert's selection as the "handsomest" deejay in town by a group of bobby-soxers. Mary Ann McCall, Lorry Raine and Rosemary Clooney recently guested on Silbert's show, and his appeal for a radio for a penniless shut-in listener drew 19 table model sets. The surplus radios were turned over to the city welfare department. . . . Bob Maxwell, WWJ, Detroit, received special commendation from the local police department for his work in promoting traffic safety. . . . At WKTY, La Crosse, Wis., John Hancock recently took the marriage vows, and Dick Hansen became the father of a little girl—the first baby born in La Crosse County in 1950. . . . 'Tis said that the only jockey who commutes to his job by plane is Bill Randel, of WERE, Cleveland. He flies from Detroit to Cleveland for his late afternoon show. Randel is also publicity man for the United Detroit chain of theaters. . . . Walter Kay, WJW, Cleveland, takes charge of the new Music Box daily one hour and 45-minute stanza there.

FLANAGAN FLASHES . . . The spinner

clan is lavish in praise of Victor orkster Ralph Flanagan these days. Some sample comments: "For the past month I've been giving all possible time to Flanagan stuff, which in my estimate is GREAT," from Jud Milton, KSJB, Jamestown, N. D. "I am plugging hard on Ralph Flanagan's new band and getting a lot of fine listener response," from Scott Douglass, KGIL, Sherman Oaks, Calif. "My New Year's resolution is to give this guy Ralph Flanagan every break I can. I'm nuts about his style; also like Harry Prime's vocals," from Jeff Davis, Thomaston, Ga.

Too Big For One Line...

RALPH

FLAN-

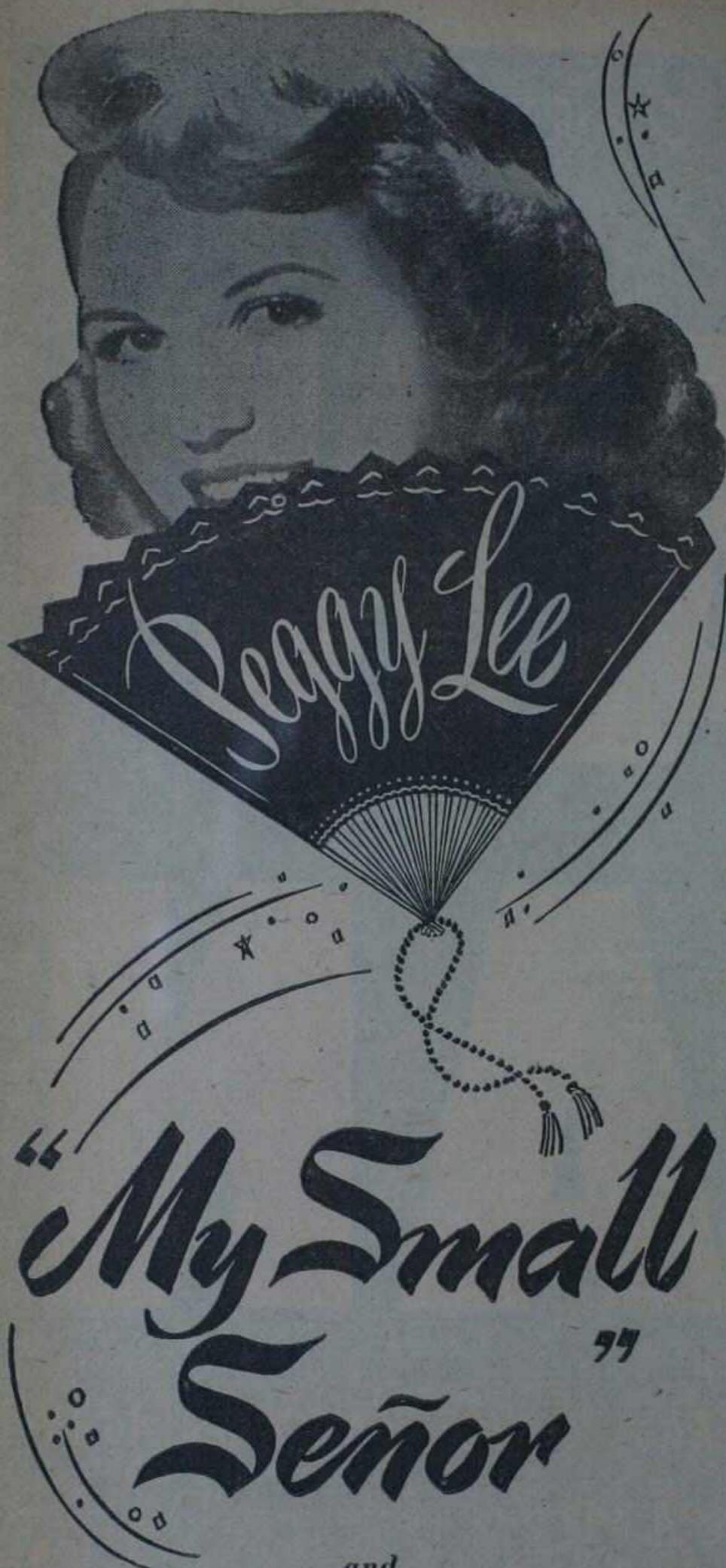
AGAN

AND THE BAND THAT MADE AMERICA "DANCE CONSCIOUS" AGAIN

Plays a Great Song for Dancing...

Leave It to Love

(45rpm) 54-0019 **RCA VICTOR BLUEBIRD RECORDS** (78rpm) 30-0024



“My Small Señor”

and

“When You Speak With Your Eyes”

with DAVE BARBOUR and the GUADALAJARA BOYS

78 rpm No. 801

on 45 rpm No. F801



The Billboard
MUSIC POPULARITY CHARTS
PART V
Juke Box Record Plays

Based on reports received last three days of Week Ending January 20

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks Last to date	This Week	Title	Artist	Label
18	1	1	I CAN DREAM, CAN'T I?	G. Jenkins Ork-Andrews Sisters	Dec 24705-ASCAP
9	3	2	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24790-ASCAP
11	4	3	MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345-ASCAP
7	5	4	OLD MASTER PAINTER, THE	D. Haymes	Dec 24801-ASCAP
20	2	5	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224-BMI
16	6	6	DREAMER'S HOLIDAY, A	P. Como	V(78)20-3543; (45)47-3036-ASCAP
11	9	7	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-ASCAP
1	-	7	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BMI (T. Texas Tyler, 4 Star 1411; B. Crosby-V. Schoen Ork, Dec 24863; B. Darnel-R. Ross, Coral 60147; Bradford & Romano, V(78)20-3685, (45)47-3208; T. Duncan, Cap(78)40282, (45)47-40282; S. Henderson Ork, Cap 850)
11	8	9	MULE TRAIN	Bing Crosby P. Botkin's String Band	Dec 24798-ASCAP
3	27	9	JOHNSON RAG	R. Morgan	Dec 25442-ASCAP
7	7	11	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col 38605-ASCAP
18	10	12	DON'T CRY, JOE	G. Jenkins Ork	Dec 24720-ASCAP (J. Desmond, MGM 10518; R. Flanagan Ork, Bluebird 30-8007; R. Clooney, Harmony 1071; B. Harrington, Vocalion 55051; F. Sinatra, Col 38555; C. Spivak Ork, London 513; J. Hall, V(78)20-3557, (45)47-3050; J. Livingston, Varsity 204)
12	22	13	JOHNSON RAG	J. Teter Trio	London 501-ASCAP
1	-	14	BIBBIDI-BOBBIDI-BOO	P. Como	V(78)20-3607; (45)47-3113-ASCAP
5	11	15	OLD MASTER PAINTER, THE	R. Hayes-M. Miller	Mercury 5342-ASCAP
6	12	16	OLD MASTER PAINTER, THE	S. Lanson	London 555-ASCAP
3	14	17	OLD MASTER PAINTER, THE	P. Harris Ork	V(78)20-3608; (45)47-3114-ASCAP
1	-	18	OLD MASTER PAINTER, THE	P. Lee-M. Torme	Cap 791-BMI
2	-	19	DEAR HEARTS AND GENTLE PEOPLE	B. Strong	Cap 57-757-ASCAP
12	19	20	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; (45)47-3047-ASCAP
3	16	21	JOHNSON RAG	J. Dorsey Ork	Col 38649-ASCAP
2	24	21	RAG MOP	Ames Brothers	Coral 60140-BMI (J. Willis, Bullet 696; Foggy River Boys, Dec 46214; D. Sausage, Regal 3251; Bradford & Romano, V(78)20-3685, (45)47-3208; R. Flanagan Ork, V(78)30-0025, (45)54-0028)
3	18	23	OLD MASTER PAINTER, THE	F. Sinatra-The Modernaires	Col 38650-ASCAP
1	-	23	WEDDING SAMBA, THE	Edmunda Ros Ork	London 499-BMI (C. Miranda-Andrews Sisters, Dec 24841; I. Fields Trio, V 20-3628; Z. Elman Ork-D. Drew, MGM 10622; C. Reyes Ork, Cap(78)836, (45)47-836; S. Reichtzeit, Banner B-580)
1	-	23	WEDDING SAMBA, THE	C. Miranda-Andrews Sisters	Dec 24841-BMI
9	22	26	DREAMER'S HOLIDAY, A	B. Clark	Col (78)38599; (LP)1-360-ASCAP
2	-	26	SHE WORE A YELLOW RIBBON	Andrews Sisters-R. Morgan	Dec 24812-ASCAP (J. Wayne, Col 38653; T. Tucker Ork, MGM 10572; J. Blaine, London 552; J. Culpeper, Vocalion 55074; E. Miller Ork, Rainbow 80033; R. Flanagan Ork, Bluebird 30-0009; L. Innis, Mer 6225)
1	-	26	QUICKSILVER	Bing Crosby-Andrews Sisters	Dec 24827-ASCAP
1	-	26	HALF A HEART IS ALL YOU LEFT ME	A. Morgan	London 571-BMI (E. Howard Ork, Mer 5349; J. Owens-J. Beus & a Deep, Dec 24874; A. Trace Ork, Col(78)38693, (33)1-474)
3	-	26	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344 (B. Eberly, Coral 60158)

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 headings "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

Tommy Dorsey

"that sentimental gentleman of swing"

January 11, 1950

Mr. Frank M. Folsom
Radio Corporation of America
30 Rockefeller Plaza
New York 30, New York

Dear Frank:

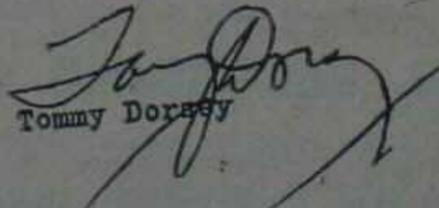
Many, many thanks for your congratulatory note on the signing of my new RCA VICTOR contract.

It has been a privilege and my pleasure to record for VICTOR exclusively and continuously during my entire career as an orchestra leader, and I hope that I may continue under the VICTOR banner as long as my music is accepted by the American public, whom I have endeavored to please musically through the years.

Also, please convey my thanks and appreciation to the entire RCA VICTOR "family", as each and every one has been instrumental in helping me to attain whatever success I now enjoy.

Once again, many thanks and my kindest personal regards.

Sincerely,


Tommy Dorsey

Sensational! Money Grabbing!

AMERICA'S GREATEST BLUES ARTISTS IN NEWEST RELEASES



Amos Milburn

"I'M JUST A FOOL IN LOVE"

"Tell Me How Long Has the Train Been Gone?"

Aladdin 3043

Charles Brown

"TORMENTED"

"Did You Ever Love A Woman?"

Aladdin 3044



Aladdin
RECORDS
HOLLYWOOD 27, CALIFORNIA

NOTICE—RECORD DEALERS

The selections and talent you want, on "plastic" retailing at 79c. Guaranteed safe delivery via (cheaper) parcel post in any quantity.

By THE DIXIE FOUR Quartet
(Heard from Coast to Coast)

- A Beautiful Life
- Dry Bones
- I've Found a Hidin' Place
- Hand In Hand With Jesus
- Hide Me, Rock of Ages
- Just a Closer Walk With Thee
- I'd Rather Have Jesus
- Take My Hand, Precious Lord

By DRIFTING PIONEERS

(Known for WGBF-WLW-Renfro Valley fame)

- Way Down Deep in My Soul
- Ezekiel Saw De Wheel
- Meeting in the Air
- We'll All Be There
- Looking for a City
- Leave That Liar Alone
- Lord, Build Me a Cabin in Glory
- Why Don't You Sit Down?

SOUTHERN DEALERS: We also have plenty of selections (without instrumental accompaniment) for the hundreds of thousands of "Church of Christ" people who prefer this type music for home, funeral, and radio use. Order or write us today.

GOSPEL RECORDING COMPANY

2401 ARLETH STREET TERRE HAUTE, INDIANA

NOTE: Choice territories open for reliable distributors

★ ★ NATIONAL'S SENSATIONAL NEW RELEASES! ★ ★

- ★ NATIONAL THE RAVENS 9101 "I'VE BEEN A FOOL" "I DON'T HAVE TO RIDE NO MORE"
- ★ NATIONAL BILLY ECKSTINE 9096 "THERE ARE SUCH THINGS" "WHAT'S NEW?"
- ★ NATIONAL CHARLIE VENTURA 9097 "CAN'T HELP LOVIN' THAT MAN" "ANNIE ANNIE OVER"
- ★ NATIONAL JOE TURNER 9099 "IT'S A LOW DOWN DIRTY SHAME" "NOBODY IN MIND"
- ★ NATIONAL FLORENCE WRIGHT 9090 "THE GAME OF BROKEN HEARTS"

ALL NON-BREAKABLE!



ORDER FROM YOUR NEAREST DISTRIBUTOR
BY NATIONAL DISC SALES • 1841 BROADWAY, N. Y. 33, N. Y.

The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI

Based on reports received last three days of Week Ending January 20

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 customers purchase country and Western records.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
21	1	1	SLIPPING AROUND Wedding Bells	M. Whittier-J. Wakely	Cap 57-40224—BMI
2	2	2	CHATTANOOGIE SHOE SHINE BOY Sugarfoot Rag	R. Foley	Dec 46205—BMI
20	4	3	BLUES, STAY AWAY FROM ME Goin' Back To the Blue Ridge Mountains	Delmore Brothers	King 903—BMI
3	2	4	TENNESSEE BORDER, NO. 2 Don't Be Ashamed of Your Age	E. Tubb-R. Foley	Dec 46200—BMI
3	10	5	TAKE ME IN YOUR ARMS AND HOLD ME Mama and Daddy Broke My Heart	E. Arnold	V(78)21-0146, (45)48-0150—BMI
3	8	6	MAMA AND DADDY BROKE MY HEART Take Me in Your Arms and Hold Me	E. Arnold	V(78)21-0146, (45)48-0150—BMI
10	5	7	MY BUCKET'S GOT A HOLE IN IT I'm So Lonesome I Could Cry	H. Williams	MGM 10560—ASCAP
10	6	7	MULE TRAIN Anticipation Blues	Tennessee Ernie	Cap 57-40258—ASCAP
5	—	9	I LOVE YOU BECAUSE Link in the Chain of Broken Hearts, A	L. Payne	Cap 57-40238—BMI
4	9	10	SUNDAY DOWN IN TENNESSEE Every Step of the Way	R. Foley	Dec 46197—BMI
6	11	10	ANTICIPATION BLUES Mule Train	Tennessee Ernie	Cap 57-40258

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Eddie Arnold's Favorite Sacred Songs Album—E. Arnold (3-30") V(78)P-261; (45)WP-261	I Gotta Have My Baby Back R. Allen (Petal From) Mer 6228
Beautiful Isle of Somewhere . . . V(78)21-0160; (45)48-160	I Hate To Leave You L. Payne (Find Them) Cap 40270
Evil Tempt Me Not . . . V(78)21-0159; (45)48-0165	I Love You Because T. Dover-Texas Rhythm Boys (I'll Keep) Macy's 105
Hills of Tomorrow . . . V(78)21-0161; (45)48-0167	I Wish I Had A Sweetheart J. Davis (I'm Drifting) Dec 46211
Lily of the Valley . . . V(78)21-0159; (45)48-0165	I'll Keep My Memory of You T. Dover-Texas Rhythm Boys (I Love) Macy's 105
Softly and Tenderly . . . V(78)21-0161; (45)48-0167	I'll Take a Back Seat for You E. Tubb (Letters Have) Dec 46207
When Jesus Beckons Me Home . . . V(78)21-0160; (45)48-0166	I'll Walk This Weary Road Alone Texas Jim Robertson & The Panhandle Punchers (I'm Back) V(78)21-0166; (45)48-0178
Broken Down Merry-Go-Round R. Allen-P. Page (Tag Along) Mer 6231	I'm Back to Where I Started Texas Jim Robertson & The Panhandle Punchers (I'll Walk) V(78)21-0166; (45)48-0178
Chattanooga Shoe Shine Boy T. Duncan (Never No) Cap(78)40282; (45)F-40282	I'm Drifting Back to Dreamland J. Davis (I Wish) Dec 46211
Chattanooga Shoe Shine Boy R. Foley (Sugarfoot Rag) Dec 46205	It Only Cost Three Cents D. Butler (Smoky Mountain) Dec 46208
Cry of the Wild Goose, The Tennessee Ernie (Donkey Serenade) Cap(78)40280; (45)F-40280	Letters Have No Arms E. Tubb (I'll Take) Dec 46207
Day That Pa Played Preacher, The Cottensed Clark (Ma's Galvanized) V(78)21-0048; (45)48-0177	Luvv' Lies Little J. Dickens (Rose From) Col 20662
Donkey Serenade, The Tennessee Ernie (Cry of) Cap (78)40280; (45)F-40280	Ma's Galvanized Washing Tub Cottensed Clark (Day That) V(78)21-0048
Dandera Waltz J. Byrd (Steelin' It) Mer 6233	Mean Woman With Green Eyes B. Willis & His Texas Playboys (She's Gone) MGM 10620
Each Night I Cry Over Your Picture A. Dexter & His Troopers (I Don't) Col(78)20661; (33)2-459	Mosey On D. Spriggins (Who Clipped) Cap(78)40279; (45)F-40279
Find Them, Fool Them, and Leave Them L. Payne (I Hate) Cap 40279	Never No Mo' Blues T. Duncan (Chattanooga Shoe) Cap(78)40282; (45)F-40282
Gods Were Angry With Me, The O. Bradley Quintet (When I) Coral 60153	No Place Like Home Texas Top Hands (Zeb's Guitar) Savoy 3024
Have I Told You Lately That I Love You G. Aubry (Someday) Col 20073	Petal From a Faded Rose, A R. Allen (I Gotta) Mer 6228
I Don't Suppose A. Dexter & His Troopers (Each Night) Col (78)20661; (33)2-459	

(Continued on page 107)

The Billboard

MUSIC POPULARITY CHARTS

PART VI



Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending January 20

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last	This to date	Record	Artist	Label
4	2	1	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V(78)21-0146, (45)48-0150—BMI
3	5	2	TENNESSEE BORDER NO. 2	E. Tubb & R. Foley	Dec 46200—BMI
6	3	3	MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—ASCAP
1	—	4	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
27	1	5	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
14	7	6	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
6	4	7	SUNDAY DOWN IN TENNESSEE	R. Foley	Dec 46197—BMI
2	8	8	ANTICIPATION BLUES	Tennessee Ernie	Cap 57-40258
5	—	9	BUT I'LL GO CHASIN' WOMEN	S. Hamblen	Col(78)20625, (LP)2-351
1	—	10	BLUES, STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI
13	6	10	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION	Weeks Last	This to date	Record	Artist	Label
8	2	1	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
2	1	2	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
8	4	3	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
6	6	4	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
8	3	5	ANTICIPATION BLUES	Tennessee Ernie	Cap 57-40258
1	—	6	RAG MOP	J. Willis	Bullet 696—BMI
3	8	7	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V(78)21-0146, (45)48-0150—BMI
8	7	8	MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
1	—	9	BLUES, STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI
2	9	10	DON'T BE ASHAMED OF YOUR AGE	R. Foley & E. Tubb	Dec 46200

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: PeeWee King (Victor), who has been troubled with bursitis, has added pianoman Gene Engles, of Indianapolis, to double accordion and piano to take the burden off King's ailing arm. King is now playing solovox and some accordion with the unit. . . . Bonnie Lou and Buster Moore (Mercury) are working with Eddie Hill (Decca) over WMPS, Memphis. . . . Murray Nash, Mercury h. b. a. and r. chief, will cut some Southern blues and rhythm sides soon, in addition to his country music duties. . . . Steve Sholes, Victor's rustic melody brass, cut PeeWee King, Ernie Lee and Homer and Jethro in Chicago last week. . . . Bill Cason's Arkansas Troupers now working at WWL, New Orleans, according to Cason's mentor, Jim Forrest. . . . Jack Hunt's Rhythm Ranch Hands, of KTHS, Hot Springs, have cut 10 sides for Harmony. They are touring for International Harvester. . . . Joe Morris and the Silver Dew Boys, WNAS, Columbia, S. C., has signed with 4 Star thru Ray Parker of Valley Hill Music, Hollywood.

Rosalie Allen (Victor) and d. j. at WOV, New York, currently at the Palace, New York. All her WOV shows are transcribed. . . . Bob Eaton (Decca), new at WSM, Nashville, is personally managed by J. L. Frank. . . . Bob Ross, ex-Victor Nashville rep and p. m., is reportedly taking a job with Hill & Range Songs as traveling field rep. His first task will be covering d. j.'s across the country. . . . The Blue Ridge Runners (Tru-Blue) are working at WESC, Greenville, S. C. Personnel includes Bob and Jim Edwards, singing duet and guitars; Curley Mullikan, accordion; Charlie Duvall, guitar, and Ansel Garrett, bass and comedy. . . . Billy Scott has moved from WRFD, Worthington, O., to WLW-TV, Cincinnati. . . . The Saddle Serenaders, KARM, Fresno, Calif., have cut four sides for the new Academy label. Dusty Dallas, of that station, is label's prexy.

Sadie Ashburn, of Fred's Music, Martinsville, Va., reports that Tommy Magness, ex-Acuff fiddler, has organized his own unit, the Tennessee Buddies, who are working at WDBJ, Roanoke, Va. . . . Jim Eanes (Capitol) is slowly recovering from an appendectomy and soon will return to work at WMVA, Martinsville, Va. . . . Toby Dowdy, leader of the Hi-Pointers (Mercury) WRUF, Gainesville, Fla., has taken over ownership of the Country Barn Record Shop, Tampa, with Bob Martin, WALT, Tampa, d. j. as manager. Daisy Mae and Old Brother Charlie Arnett have dropped out of the firm. . . . Eddie Dean (Mercury) and Dearest Dean, have written a pop number, "Second Hand Romance" which already has been cut by Steve Gibson and the Redcaps on Mercury. . . . Earl Heywood (Vic-

(Continued on page 34)



LEON PAYNE

Just Released

"FIND 'EM, FOOL 'EM, AND LEAVE 'EM"

(Written by Leon Payne—BMI)

coupled with

"I HATE TO LEAVE YOU"

(Written by Leon Payne—BMI)

CAPITOL RECORD 40270



SKEETS YANEY

Just Released

"GO ON LITTLE GIRL, HAVE A CRY"

(Written by Fred Rose—ASCAP)

coupled with

"OZARK VALLEY WALTZ"

(Written by Fred Rose—ASCAP)

COLUMBIA RECORD 20649



REDD STEWART

Just Released

"BABY DARLING"

(Written by Pee Wee King and Gene Stewart—BMI)

KING RECORD 827



ZEB TURNER

Just Released

"WHY DON'T YOU HAUL OFF AND GET RELIGION"

(Written by Claude Boone—BMI)

KING RECORD 845

PLACE YOUR ORDER WITH YOUR RECORD DISTRIBUTOR **NOW!**

Acuff-Rose
PUBLICATIONS

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

2 MORE GREAT LONDON RECORDS!



ANNE SHELTON'S

"SYMPHONY OF SPRING"
and
"TAKE CARE OF LOVE"

NO. 579
75c plus tax

"MY LOVE LOVES ME"
and
"ROCKABYE RANCH"

NO. 532
75c plus tax

LONDON

RECORDS

The Billboard MUSIC POPULARITY CHARTS PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending January 20

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.

POSITION		Weeks Last This to date Week Week		Record	
12	1	1		1.	FOR YOU MY LOVE.....L. Darnell.....Regal 3240 Lost My Baby
17	2	2		2.	SATURDAY NIGHT FISH FRY.....L. Jordan.....Dec 24725—BMI (Parts I and II)
2	4	3.		3.	I ALMOST LOST MY MIND.....Ivory Joe Hunter.....MGM 10578 If I Give You My Love
11	3	4.		4.	I'LL GET ALONG SOMEHOW.....L. Darnell.....Regal 3236 (Parts I and II)
16	15	5.		5.	NUMBERS BOOGIE.....Sugar Chile Robinson.....Cap 57-70037—BMI After School Blues
7	9	6.		6.	GUESS WHO?.....Ivory Joe Hunter.....King 4306—BMI Landford Blues
3	12	7.		7.	SCHOOL DAYS.....L. Jordan.....Dec 24815 I Know What I've Got
1	—	7.		7.	SITTIN' ON IT ALL THE TIME.....W. Harris.....King 4330—BMI Baby, Shame On You
2	10	9.		9.	I'VE BEEN A FOOL.....The Shadows.....Lee 300 Nobody Knows
5	—	10.		10.	LONESOME CABIN BLUES.....Mercy Dee.....Sphre 11-001 Baba-Du-Lay Fever
15	—	11.		11.	SNEAKIN' AROUND.....R. Render.....London 17000—BMI The Gal I Love
3	10	12.		12.	AFTER HOUR SESSION.....J. Colley.....Atlantic 888 Rumboogie Jive
7	6	13.		13.	BOOGIE AT MIDNIGHT.....R. Brown.....Deluxe 3300 The Blues Got Me Agoin
3	7	14.		14.	I QUIT MY PRETTY MAMA.....Ivory Joe Hunter.....King 4326—BMI It's You, Just You
5	4	15.		15.	BIG FINE GIRL.....J. Witherspoon.....Modern 20-721 No Rollin' Blues

WARNING!

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MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This to date Week Week		Record	
9	1	1.		1.	FOR YOU MY LOVE.....L. Darnell.....Regal 3240
4	3	2.		2.	I ALMOST LOST MY MIND.....Ivory Joe Hunter.....MGM 10578—BMI
10	2	3.		3.	I'LL GET ALONG SOMEHOW.....L. Darnell.....Regal 3236 (Parts I and II)
3	9	4.		4.	I QUIT MY PRETTY MAMA.....Ivory Joe Hunter.....King 4326—BMI
17	4	5.		5.	SATURDAY NIGHT FISH FRY.....L. Jordan.....Dec 24725—BMI (Parts I and II)
2	7	5.		5.	SCHOOL DAYS.....L. Jordan.....Dec 24815
8	—	7.		7.	GUESS WHO?.....Ivory Joe Hunter.....King 4306—BMI
10	9	8.		8.	BOOGIE AT MIDNIGHT.....R. Brown.....Deluxe 3300
3	13	8.		8.	SITTIN' ON IT ALL THE TIME.....W. Harris.....King 4330—BMI
3	—	8.		8.	HOMESICK BLUES.....C. Brown.....Aladdin 3039
2	—	8.		8.	LITTLE SCHOOL GIRL.....Smiley Hogg.....Modern 20-704
1	—	12.		12.	SPARROW'S FLIGHT.....J. Sparrow.....Mellotron M-233
10	15	13.		13.	WHY DON'T YOU HAUL OFF AND LOVE ME?.....Bull Moose Jackson.....King 4322—BMI
5	9	13.		13.	CRAWLING KING SNAKE BLUES.....J. L. Hoodler.....Modern 714
3	—	13.		13.	PAGE BOY SHUFFLE.....J. Thomas Ork.....King 4299—BMI
1	—	13.		13.	BIG FINE GIRL.....J. Witherspoon.....Modern 20-721
1	—	13.		13.	IF IT'S SO, BABY.....The Robins.....Savoy 726

ADVANCE RHYTHM & BLUES RECORD RELEASES

Ain't It a Crime J. Lee (Don't Save) Cap 1701838; (45) F838	I Want a Short, Squat, Big Fat Papa P. Watson (11 Dec) Dec 48131
Bobby's Bounce E. Hawkins Ork (I'm Glad) V 78120-3634; (45) 47-3150	I'll Be Glad, Glad, Glad P. Watson (11 Wm) Dec 48131
Bye Bye Ruberia "Fat Man" Robinson Quintet (Was 1) Dec 48130	I'm Glad I Made You Cry E. Hawkins Ork (Bobby's Bounce) V 78120-3634; (45) 47-3150
Doin' the New Low Down B. (Bojangles) Robinson (Keep a) Col 30183	Information Blues R. Milton & His Solid Senders (My Sweet-heart) Specialty SP 349
Don't Save It Too Long J. Lee (Ain't It) Cap 1701838; (45) F838	Jesus Loves Me M. Knight-A. Miller-S. Price Trio (Whispering Hope) Dec 48126
Frisco J. Crawford Ork (Snaback) Regent 1013	Just a Crazy Song B. (Bojangles) Robinson (Hi-Hol Doin') Col 30184
Hi-Hol Doin' the New Low Down B. (Bojangles) Robinson-D. Redman Ork (Just a) Col 30184	Just Tell Me Baby Big Macco (One Sunday) Specialty SP 348
I Can't Remember D. Gillespie Ork (Tally-Ho) Cap 1701838; (45) F839	

(Continued on page 107)

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Billboard TRADE SERVICE FEATURE

RATINGS (100-Point Maximum)

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

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

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

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
NAT "KING" COLE Capitol 818	It Was So Good While It Lasted Nat has full band backing for his sentimental styling of a pretty ballad. Nothing startling but a very pleasant side.	74--75--74--73
	Bang, Bang Boogie Smart, tricky, bongo-boogie affair is neatly turned by Nat and the trio. Treatment is stronger than the material.	76--77--76--75
JO STAFFORD Capitol 808	Just One of Those Things Cap's new standard series offers one of the rare vocal versions of the breezy Cole Porter opus. Great for steady sale and jock whirling.	76--80--76--73
	Fools Rush In Another fine standard for the legion of Stafford fans.	74--78--74--71
RAY ANTHONY Capitol 819	By Baby Is Blue Nothing too consequential here, altho the side is fine for dancing.	68--68--68--68
	I'll See You in My Dreams Good, more typical Anthony here, and again . . . highly danceable. A mellow-toned relaxed instrumental.	74--75--73--73
ALVINO REY Capitol 820	The Third Man Theme Song Altho Rey's steel guitar approximates the zither tone, there are more imaginative versions of the much-bally-hooded opus ready to roll when the release date finally arrives.	74--72--74--75
	Steel Guitar Rag Not too much spark in this version of the big country instrumental.	69--68--68--70
JOHNNY SMITH-JUBALAIRES Capitol 821	The Pal That I Loved Stole the Gal That I Loved Mellow, but overly-subdued rendition of a pleasant Mills Brothers-type song.	71--72--70--70
	Blue Ribbon Gal Harmony, handclapping, and tonky piano go into an adequate coverage of the old-fashioned ditty.	71--72--70--70
HARRY JAMES ORK Columbia 38682	Truly The Skylarks sing the Johnny Mercer lyric, with an unbilled gal featured. The tune is tough, and the cleffing does nothing special for it.	69--70--70--68
	Doncha Go 'Way Mad Easy-going bounce tempo, and the bright James aggregation make this a good dance side despite the light-weight material.	68--68--70--66
PAUL WESTON Capitol 826	Fairy Tales Altho late, Weston and the Jud Conlon Singers turn in a highly competent job with the tune that's been around for some months and showing signs of happening.	77--79--77--76
	Am I Wasting My Time The vocal effort is weak here.	70--70--70--70
ARTHUR GODFREY (Archie Bleyer Ork) Columbia 38680	California Is Wonderful (If You're a Grapefruit) The radio comic's easy, informal delivery makes the innocuous novelty pleasant fare for his numerous followers.	74--74--75--72
	I'm Goin' Back to Whur I Come From Carson Robison novelty is an excellent vehicle for Godfrey's corn-fed spoofing. Should find a big market.	84--84--84--84
ARTIE SHAW ORK-MEL TORME MGM 10612	What Is This Thing Called Love? In a fine-quality pressing, this reissued Musicraft master, featuring Torne's fine vocal group, and a great Shaw unit, should see plenty of action.	80--83--80--78
	The Glider Full, live, big-band instrumental of the pre-bop era still generates some excitement.	75--77--76--72
SHEP FIELDS ORK (Thelma Cracen) MGM 10611	Be Kind and Make Me Love You Old-timey tune is a light-weight vehicle for the rippling rhythm merchant.	74--74--74--74
	Last Week's Kisses Buoyant, dancey rendition of a catchy pop-corn tune.	74--74--74--74
PETE DAILY'S BAND Capitol 805	Big Bass Horn Blues Effect here is reminiscent of the old Clarence Williams blues, sides with a tuba solo the high-light. A gone sound for the unregenerate "moldies."	75--77--75--73
	Daily Rag Lively, attractive two-beat instrumental swings gaily. Tuba man blows a storm in back.	72--72--72--72
BENNY STRONG ORK Capitol 802	Save a Little Sunbeam Pollyanna ditty in the "Powder Your Face" groove gets a real big job—happy vocal by Strong, unison response from ork, shuffle beat, etc.	81--81--80--82
	Who's Your Little Who-zis! Coy oldie is revived here in an effective micky reading.	77--77--77--77

(Continued on page 100)

VERA LYNN'S

IT'S THE LITTLE THINGS
VERA LYNN'S
IT'S THE LITTLE THINGS
VERA LYNN'S
IT'S THE LITTLE THINGS
VERA LYNN'S
IT'S THE LITTLE THINGS

Walter Winchell
In New York

1950rchids:
...Vera Lynn's platter of "It's the Little Things"

London Record No. 581

IT'S THE LITTLE THINGS
VERA LYNN'S
IT'S THE LITTLE THINGS

LONDON

RECORD NO. 581

75c plus tax

PAUL WESTON

and his Orchestra and the
JUD CONLON SINGERS



"Fairy Tales"

and

"AM I WASTING MY TIME"

78 rpm No. 826

or 45 rpm No. F826



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

THE BILLBOARD PICKS:

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

THE CRY OF THE WILD GOOSE.....Frankie Laine.....Mercury 5363

The high-riding warbler takes off in an exciting flight of folk fancy, drawing again on country source material. Harry Geller's orking, featuring the horn sound that's becoming a Mercury trademark, is furious and effective. Worth watching is Tennessee Ernie's Capitol etching, done in authentic rural idiom.

DEARIE.....Ethel Merman & Ray Bolger.....Decca 24873
Two pros show their mettle in a splendid, nostalgic performance. Material is a sort of cavalcade of the glories of show business' past. A really thrilling performance. George Towne's version of "Dearie" for London could also do some biz.

BROKEN DOWN MERRY-GO-ROUND.....Margaret Whiting & Jimmy Wakely.....Capitol 800
The team applies its well-blended talents to an engaging little ditty that's more pop in character than the folk fare they've been occupied with of late.

OPEN DOOR, OPEN ARMS.....Jo Stafford, Starlighters, Paul Weston Ork....
.....Capitol 824
The thrush, vocal group and ork combine in a haunting, hushed sound that has the "Whispering Hope" touch. A standout rendition of a potentially strong sentimentalizer.

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. BECAUSE.....Buddy Johnson.....Decca 24842
2. SAVE A LITTLE SUNBEAM.....Doris Day-Ray Noble.....Columbia 38676
3. CHATTANOOGIE SHOE SHINE BOY.....Bing Crosby.....Decca 24863
4. OPEN DOOR—OPEN ARMS.....Andrew Sisters.....Decca 24822
5. IT ISN'T FAIR.....Sammy Kaye.....Victor 20-3609
6. LOST IN A DREAM.....Billy Eckstine.....MGM 10602
7. QUICKSILVER.....Doris Day.....Columbia 38638
8. BROKEN DOWN MERRY-GO-ROUND.....Margaret Whiting-Jimmy Wakely.....
.....Capitol 800

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. SITTING BY THE WINDOW.....Vic Damone.....Mercury 5343
2. BROKEN DOWN MERRY-GO-ROUND.....Margaret Whiting-Jimmy Wakely.....
.....Capitol 800
3. SORRY.....Frank Sinatra.....Columbia 38662
4. QUICKSILVER.....Andrew Sisters-Bing Crosby.....Decca 24822
5. HALF A HEART.....Eddy Howard.....Mercury 5349
6. IT ISN'T FAIR.....Sammy Kaye.....Victor 20-3609
7. OPEN DOOR—OPEN ARMS.....Andrew Sisters.....Decca 24822
8. THIRD MAN THEME.....Anton Karas.....London 536

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. ENJOY YOURSELF.....Guy Lombardo.....Decca 24825
2. BLUES, STAY AWAY FROM ME.....Sonny Burke.....Decca 24832
3. MARTA.....Tony Martin.....Victor 20-3558
4. THERE'S A LOVELY LAKE IN LOVELAND.....Art Mooney.....MGM 10588
5. HALF A HEART.....Eddy Howard.....Mercury 5349
6. PEGGY DEAR.....Eddy Howard.....Mercury 5349

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. STAMPEDE.....Roy Rogers.....Victor 21-8154
2. BROKEN DOWN MERRY-GO-ROUND.....Margaret Whiting-Jimmy Wakely.....
.....Capitol 800
3. SUGARFOOT RAG.....Red Foley.....Decca 46205
4. A-SLEEPIN' AT THE FOOT OF THE BED.....Little Jimmy Dickens.....Columbia 20644

FOLK TALENT AND TUNES

(Continued from page 31)

tor), heard daily over CKNX, Wingham, Ont., reports that the AFM local in Toronto, has cut out live d. j. appearances by AFM members in their vicinity. Toronto local's action marks the first such ban in Canada, but several U. S. locals have the same no d. j. interview law.

Mike Prinzi, Detroit agent, is booking location jobs for h. b. leaders and units at the Roosevelt Lounge there. Spot currently has Dick Thomas (Decca). . . . Lee and Juanita Moore have moved from WNOX, Knoxville, to WWVA, Wheeling, W. Va.

Disk Jockey Doings: Gene Bollinger, WEGO, Concord, N. C., worked out a new title, "As You Like It," for his daily h. b. show in a contest, in which listeners were asked to send in titles. New record label in that area is Cam, a Charlotte diskery. . . . Buddy Starcher (Columbia) is doing a daily show over WBIG, Philadelphia, as well as WCAU. . . . Harry (Mushmouth) O'Connor, of KMAC, San

(Continued on page 107)

He'll put you in a dither
with his zither!

ANTON KARAS'

ZITHER SOLO

"The 3rd MAN THEME"

NO. 536 (78 RPM)

75c plus tax

NO. 30005 (45 RPM)

75c plus tax

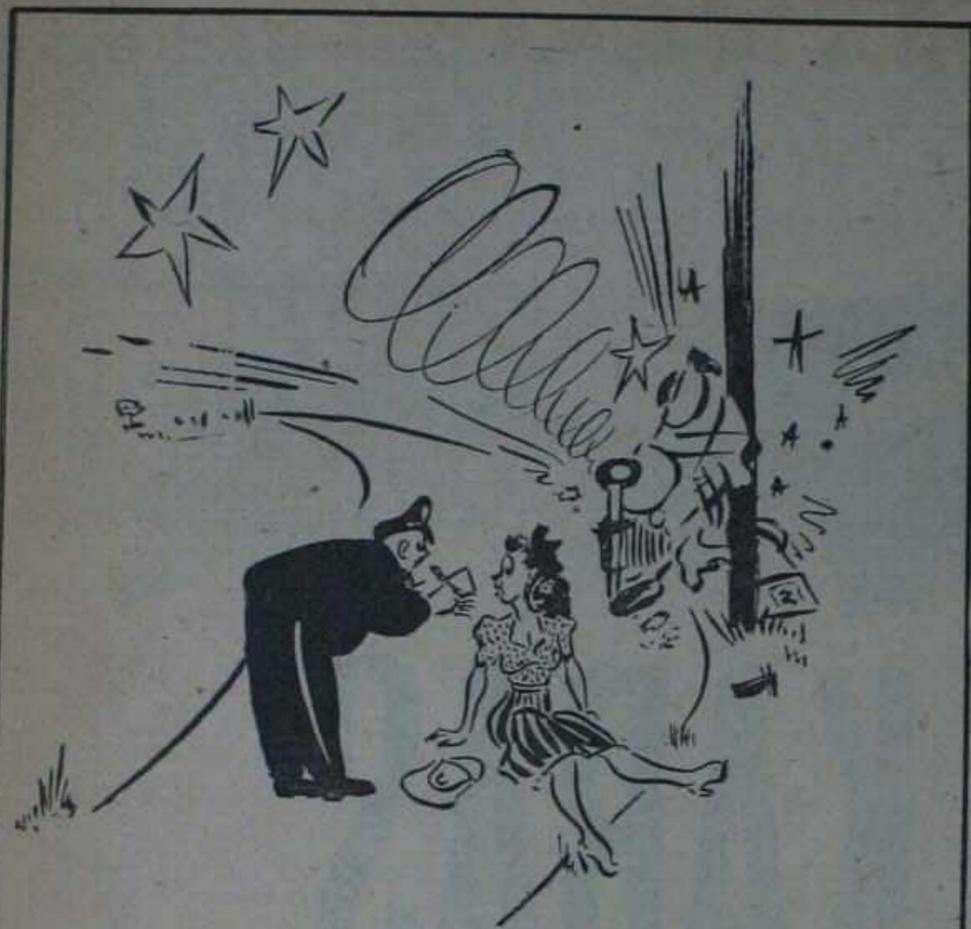
**THIS SENSATIONAL
HIT RECORD HAS
ALREADY SOLD OVER
550,000 COPIES
IN ENGLAND**

The original sound track version from the Carol Reed Motion Picture Production "THE THIRD MAN," by Graham Greene, Presented by David O. Selznick and Sir Alexander Korda and starring Joseph Cotten, Valli, Orson Welles and Trevor Howard.

NOW AVAILABLE from all London Distributors!

London

RECORDS



So long . . . it was nice knowing you—but Tony Martin's "Marta" is the gal for me!

45 rpm
47-3104

RCA VICTOR RECORDS

78 rpm
20-3598

TWO TOP BULLET RECORDINGS

— WESTERN —

The Original

RAG MOP

Coupled with

NEAR ME

Johnnie Lee Wills & His Boys

Bullet Record 696

— RACE BLUES —

RAG MOP

Coupled with

CHATTANOOGA SHOE SHINE BOY

Chuck Merrill

Bullet Record 322

VOLUNTEER MUSIC SALES

421 Broad St.

Nashville, Tenn.

The Billboard

MUSIC POPULARITY CHARTS

PART
X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- Apert
- P. Smith Quartet (Together) Discovery 120
- Baby Just for Me
- F. Laine-C. Fischer Ork (Satan Weeds) Mer 5358
- Bamboo
- R. Anthony (Count Every) Cap 859
- Bibbidi-Bobbidi-Boo
- J. Durante-M. Durso Ork (Take an "L") MGM 30226
- Big Movie Show in the Sky, The
- The Modernaires (Vocal Blues) Col(78)38692; (33)1-473
- Big Movie Show in the Sky, The
- P. Weston Ork-J. Conlon Singers (Little Gray) Cap(78)833; (45)F833
- Blue Danube and Other Strauss Waltzes Album—H. Horlick Ork
- Dec(33) DL5103
- Acceleration Waltz
- Blue Danube Waltz
- Enjoy Your Life
- Kiss Waltz
- Morning Papers
- Southern Roses
- Where the Citrons Bloom
- Voices of Spring
- Boys From the County Mayo, The
- M. & M. Carton (Girl From) Dec 12277
- Broken Down Merry-Go-Round
- E. Wilson-O. Thomas (Gods Were) Dec 24880
- Face in the Crowd, A
- V. Young Ork-B. Shaley (Vocal Tough) Dec 24847
- Ella Fitzgerald Souvenir Album—E. Fitzgerald
- Dec(33) DL5084
- Baby, Won't You Please Come Home
- Cabin in the Sky
- Can't Help Lovin' Dat Man
- I Can't Believe That You're in Love With Me
- I Got It Bad
- I Must Have That Man
- I'm the Loneliest Gal in Town
- The One I Love
- For You My Love
- P. Bailey-T. Pastor Ork (Mamie Is) Col (78)-38694; (33)1-475
- Gentlemen Prefer Blondes Album—Original Broadway Cast
- Col(33)ML4290; (78)MM-895
- Gods Were Angry With Me, The
- E. Wilson-O. Thomas (Broken Down) Dec 24880
- Half a Heart Is All You Left Me
- J. Owens-3 Beaus & A Peep (Monday, Tuesday) Dec 24874
- Half a Heart Is All You Left Me
- A. Trace Ork (Philosophy) Col (78)38693; (33)-1-474
- Harmonical Jingle
- J. Murad's Harmonicals (Tea for) Mer 5353
- Hey-Ho Virginia Reel
- The Honeydewers (Sweetheart Semicon) Bluebird 30-0122
- High on the Eiffel Tower
- B. Harrington-3 Beaus & A Peep (It Isn't Fair) Coral 60116
- Hills of Home, The
- T. Martin (Donkey Serenade) Dec 25471
- How Can You Buy Killarney
- B. Crosby-V. Young Ork (Eileen) Dec 24866
- Huckleberry Boogie
- The Pinetoppers (Pinetopper's Blues) Coral 64029
- I Can't Go On Without You
- J. Lord-J. Dell Ork (Ted) Mel Metro MB011
- I Didn't Kiss the Blarney Stone (But I Kissed The Girl Who Did)
- Ames Brothers (Clancy Lowered) Coral 60154
- I Love Her Oh! Oh! Oh!
- Ames Brothers (Music Music) Coral 60153
- I Said It Before
- J. Sellers (I Won't) Slate 8000
- I Said My Pajamas
- H. Babbitt-M. Tilton (Let's Get) Coral 60150
- I Said My Pajamas
- E. Merman-R. Bolger (Dearie) Dec 24873
- I Still Care
- F. Carle Ork (Whistling In) Col 38690
- I Wish I Had a Sweetheart
- D. Haymes-P. Botkin's String Band-The Cass County Boys (Don't Throw) Dec 24845
- I Won't Believe You Anymore
- J. Sellers (I Said) Slate 8000
- If You're Irish Come Into the Parlour
- B. Strong Ork (Elsie Schultzenheim) Cap(78)-834; (45)F834
- I'll Dance You
- E. Howard Ork (You Can) Mer 5351
- I'm Disillusioned
- C. Linton (Sweet Suburban) Empey 305
- It Isn't Fair
- B. Harrington-3 Beaus & A Peep (High On) Coral 60154
- It's So Nice To Have A Man Around the House
- D. Shore-H. Zimmerman Ork (More Than) Col 38689
- Ja-Da
- L. Prima Ork (Charleston) Mer 5356
- Just for Old Times
- T. Darsey Ork (When) V(78)20-3687; (45)-47-3210
- Kau-Ipo-I-Ka-Hee-Pan-One
- Harmony Hawaiian Quartet (On The) Rondo R-209
- Lady Play Your Mandolin
- F. De Vol Ork (Sing A) Cap(78)835; (45)F835
- Leave It to Love
- H. Winterhalter Ork (My Foolish) Col(78)38697; (33)1-478
- Let the Rest of the World Go By
- T. Wood (Eyes That) Silver 304
- Let's Get Away From It All
- M. Tilton-H. Babbitt (I Said) Coral 60157
- Letter to Mother, A
- L. Burton (My Jeweler's) Mer 5341
- Little Gray House, The
- P. Weston-Jud Conlon Singer (Big Movie) Cap (78)833; (45)F833
- Lord's Prayer, The
- C. Dennis (Perfect Day) Cap 796
- Lost Love
- C. Hayes Ork (Wedding Samba) Cap(78)836; (45)F-836
- Luana
- Harmony Hawaiian Quartet (WHI Hula) Rondo R-208
- Mamie Is Mimi
- P. Bailey-T. Pastor Ork (For You) Col(78)38494; (33)1-475

The following abbreviations are being used throughout the list of Advance Record Releases:

- Cap—Capitol
- Col—Columbia
- Dec—Decca
- Mer—Mercury
- V—Victor

All other labels will continue to be spelled out. Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- By the Waters of Minnetonka
- J. Gray Ork (Crew Cut) Dec 24844
- Chain Gang
- Bob Crosby Ork (Et-Stacy) Dec 40145
- Charleston
- L. Prima Ork (Ja-Da) Mer 5356
- Chase, The
- J. Germain (Night Music) Dial 1037
- Chattanooga Shoe Shine Boy
- Bradford & Romano (Rag Mop) V(78)20-3685; (45)47-3206
- Chattanooga Shoe Shine Boy
- S. Henderson Ork (Daddy's Little) Cap 850
- Clancy Lowered the Boom
- Ames Brothers (I Didn't) Coral 60154
- Concert in the Park Album—Decca Band-J. Collins, Dir.
- Dec(33) DL5079
- Black Horse Troop, The
- Blue Danube Waltz
- El Relicario
- Missouri Waltz
- New York Hippodrome
- Pan Americana
- Ta-Ra-Ra-Boom-De-E
- The Band Played On
- Count Every Star
- R. Anthony (Bamboo) Cap 859
- Crew Cut
- J. Gray Ork (By the) Dec 24844
- Daddy's Little Girl
- B. Eberly (With My) Coral 60158
- Daddy's Little Girl
- S. Henderson Ork (Chattanooga Shoe) Cap 850
- Dearie
- R. Bolger-E. Merman (I Said) Dec 24873
- Detour Ahead
- Wannerman Ork (Not Really) Cap(78)837; (45)-F837
- Did Any One Ever Tell You, Mrs. Murphy?
- P. Como-M. Ayers Ork (Please Believe) V(78)20-3684; (45)47-3211
- Donkey Serenade, The
- T. Martin-V. Young Ork (Hills of) Dec 25471
- Don't Throw Cold Water on the Flame of Love
- B. Garrett-The Melody Rangers-H. Mooney Ork (Poison) MGM 16621
- Don't Throw Cold Water on the Flame of Love
- D. Haymes-P. Botkin's String Band (I Wish) Dec 24845
- Ec-Stacy
- Bob Crosby Ork (Chain Gang) Dec 40145
- Eileen
- B. Crosby-V. Young Ork (How Can) Dec 24846
- Elsie Schultzenheim
- B. Strong Ork (If You're) Cap(78)834; (45)-F834
- Eyes That Say I Love You
- T. Wood (Let the) Silver 304
- Girl From Donegal, The
- M. & M. Carton (Boys From) Dec 12277
- Ja-Da
- L. Prima Ork (Charleston) Mer 5356
- Just for Old Times
- T. Darsey Ork (When) V(78)20-3687; (45)-47-3210
- Kau-Ipo-I-Ka-Hee-Pan-One
- Harmony Hawaiian Quartet (On The) Rondo R-209
- Lady Play Your Mandolin
- F. De Vol Ork (Sing A) Cap(78)835; (45)F835
- Leave It to Love
- H. Winterhalter Ork (My Foolish) Col(78)38697; (33)1-478
- Let the Rest of the World Go By
- T. Wood (Eyes That) Silver 304
- Let's Get Away From It All
- M. Tilton-H. Babbitt (I Said) Coral 60157
- Letter to Mother, A
- L. Burton (My Jeweler's) Mer 5341
- Little Gray House, The
- P. Weston-Jud Conlon Singer (Big Movie) Cap (78)833; (45)F833
- Lord's Prayer, The
- C. Dennis (Perfect Day) Cap 796
- Lost Love
- C. Hayes Ork (Wedding Samba) Cap(78)836; (45)F-836
- Luana
- Harmony Hawaiian Quartet (WHI Hula) Rondo R-208
- Mamie Is Mimi
- P. Bailey-T. Pastor Ork (For You) Col(78)38494; (33)1-475

(Continued on page 104)

The Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART XI

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

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES
(100 points—the maximum)

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

THE CATEGORIES

1. Production Idea (grouping of selection continuity)15	Max. Pts.
2. "Name Value"15	
3. Caliber of Material15	
4. Manufacturers' Distribution Power10	
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plugs)10	
6. Interpretation15	
7. Record Quality5	
8. Manufacturers' Production Efficiency5	
9. Packaging (art work, binding, wrapping)10	

A SONG JAMBOREE—Nelson Eddy-Robert Armbruster Ork (1-10") **80**
Columbia (33) ML 2091

The Wreck of the Julie Plante; Tower of Babel; The Cork Leg; Captain Stratton's Fancy; Riders in the Sky; The Laughing Song; Sailorman; Shadrack.

"Eight Genial, Joyous Character Song Novelties" is the subtitle of the presentation, and it's as apt as could be. The tunes, robust, outdoor, man-of-action things are perfect material for Eddy, and he does them with great gusto and enjoyment. His own good humor comes thru irresistibly, and it's likely that children will cotton to this dinking as readily as grown ups.

JUKES Not suitable. **JOCKS** Fine light fare.

BRAHMS: SONATA NO. 3 IN F MINOR OPUS 5—Julius Katchen (1-12") **65**
London (33) LLP 122

The 24-year-old American pianist has picked himself a tough chore here. For this early Brahms work, while a solid hunk of romantic music, lacks anything like popular appeal. For the effort it requires from the performer, it fails to exploit the pianistic medium as some of his much-later works do. Actually this would require a Horowitz to really bring it to life, and while Katchen promises to develop in the "Grand Manner," he doesn't make this more than an adequate rendition for the collectors of "complete Brahms." Possibly better surfaces would help.

JUKES Not suitable. **JOCKS** Restricted to connoisseurs' corner.

BACH: BRANDENBURG CONCERTO NO. 6 IN B FLAT MAJOR, AND BACH: BRANDENBURG CONCERTO NO. 4 IN G MAJOR (1-12") **75**
K. Münchinger, Cond. Stuttgart Chamber Ork. London (33) LLP-144

Superb in all respects are these waxings of the fourth and sixth Brandenburg Concerti, backed on one 12-inch LP. The soloists, in the fourth, Reinhold Barchet, violin, and Andre Pepin and Alphonse Roy, flutes; in the sixth, Heinz Kirchner and Franz Beyer, violas, and Siegfried Barchet, cello, perform with the chaste fire that is the essence of Bach. They exhibit the ultimate in teamwork and sublimation of self, combining their talents in the wonderful Bach counterpoint with great feeling and intelligence. Conductor Karl Münchinger ties their work in with the string orchestras in masterful integration. The balance is superlative, and the fidelity of this recording a revelation in musical reproduction. A signal release for Bach fanciers, who will surely agree that the London firm should follow thru with the remainder of the Brandenburgs by the same performers.

JUKES Not suitable. **JOCKS** Eminently suited for classical segs.

BARTOK: MUSIC FOR STRING INSTRUMENTS, PERCUSSION AND CELESTA—Los Angeles Chamber Symphon, Harold Byrns, Dir. (1-10") **75**
Capitol L-8048

Here is a brilliant work of modern music, recorded for the first time by the Los Angeles Symphony, an orchestra of virtuosos residing in Southern California who are dedicated to performing little known masterpieces. This, their initial recording, is indisputably a success d'estime—and it will probably prove a commercial success as well, loaded as it is with sure appeal for the growing body of record-collecting fanciers of contemporary music. The instrumentation here is probably without parallel—certainly, Bartok's utilization of the percussion section is pioneer composing. As was his custom, he uses passages of the most unearthly abstraction along with ingeniously metamorphosed folk dance material. The unusual intonations of this orchestral combination are as original and stimulating as the complex rhythms underlying them. Yet the unconventionality is not mere caprice or ostentation—the self-imposed Bartok discipline is evident thruout, as is the wild beauty and sense of high seriousness which are bringing him posthumous recognition.

JUKES Not suitable. **JOCKS** Ultra-highbrow 1948 CBS USA.

BARTOK: ROUMANIAN DANCE; BAGATELLE NO. 2; BURLESQUE; SUITE, OPUS 14; ALLEGRO BARBARO—Bela Bartok (1-10") **70**
Bartok (33) BRS 003

The late composer demonstrates how Bartok should be played. Students and professionals will cherish this selection of Bartok's piano works played by himself—unfortunately, there are not too many recordings of Bartok performing. One side offers four short pieces from his earlier, more iconoclastic period, with the accent on brilliant dissonances, barbaric rhythms and flashing colors. Second side, a Suite in four movements, is out of a later period in Bartok's development (1916), shows more of his original discipline and integration of his genius into his own special formalism. Both sides are unfailingly stimulating, always drenched with the special kind of barbaric beauty that is becoming more and more known as the Bartok trademark.

JUKES Not suitable. **JOCKS** Excellent for specialists in contemporary music.

SONGS BY SINATRA, VOL. 1—Frank Sinatra (Axel Strodahl Ork) (1-10") **78**
Columbia (33) CL 6087

I'm Sorry I Made You Cry; I Concentrate On You; How Deep Is the Ocean; That Old Black Magic; Over the Rainbow; All the Things You Are; She's Funny That Way; Embraceable You.

LP disk features reissues from an earlier shellac set. The selection here is sure-fire for the true Sinatra followers, and also for anyone who goes for these especially melodious standards. Sinatra is at his best here.

JUKES Not suitable. **JOCKS** Disk embodies a fine pop program.

BEETHOVEN: CONCERTO NO. 5 IN E FLAT MAJOR FOR PIANO AND ORCHESTRA, OPUS 73—Clifford Curzon—London Philharmonic Ork, G. Szell, Cond. (1-12") **80**
London (33) LLP 114

Curzon performs the triumphant Emperor Concerto with great dash and verve—as well as the full measure of keyboard virtuosity the work calls for. Szell does a grand podium job, bringing the splendidly playing orchestra thru an admirably integrated performance. The orchestra is heard, full and resounding, but never dominates the soloists—an optimum solo-ensemble balance. And for the excellent recording job, London rates a bow. The combination of full-range technique with LP recording as evinced here, is producing the superior reproduction that had been hoped for from London. Considering Curzon's growing reputation here, the fact that the Emperor is probably the most demanded of Beethoven's concerti, and the fine technical recording, this dinking makes a likely competitive item.

JUKES Not suitable. **JOCKS** Longish but excerpts can be used.

FRANCAIX: CONCERTO FOR PIANO AND ORCHESTRA, AND FRANCAIX: SERENADE FOR TWELVE INSTRUMENTS—The Berlin Philharmonic Ork, Leo Borchard, Dir., and Hamburg Chamber Ork, Eugen Jochum, Dir. (1-10") **70**
Capitol Telefunken (33) L-8051

Francaix, a gifted young contemporary French composer, is of that school of modern writers which utilizes traditional harmonies and melody patterns. His Concertino is a small Gallic gem, bright, flashing, colorful. It draws on French source material—country dances and folk tunes, processing them in a compact, resourceful, neo-classical idiom. With the composer at the keyboard, playing the solo lead with verve and disciplined high spirits, the Berlin Philharmonic responds in kind. Horn and trumpet work, as written and as played, lend great exuberance. Flip side, played by five strings and seven wind instruments, has something of the same folk charm and simplicity, but is diffuse and amorphous in spots, compared with the keen-edged Concertino.

JUKES Not suitable. **JOCKS** For both light and modern classical shows.

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by ENOCH LIGHT and his orchestra
Vocal Refrain by Cloverleaf Four

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"Should top 'Four Leaf Clover'." | ROBERT SNYDER WOKO Albany, N. Y.
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"Enoch does a wonderful job." |
| AL EBEL WIBU Madison, Wisc.
"It's really terrific" | GEORGE R. BARRON KCRT Trinidad, Colo.
"Could be another 'Four Leaf Clover'." |
| EVAN H. HUGHES KVOL Lafayette, La.
"We were quite impressed" | GLEN WILLIAMS WGGH Marion, Ill.
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| DICK MILLER WHUC Hudson, N. Y.
"Very sprightly and pleasing" | W. F. CRUTCHLEY WPAQ Mount Airy, N. C.
"The 'Four Leaf Clover' of this Winter" |
| RAY STARR KWVL Waterloo, Iowa
"Thank you for such a fine disc" | HARRY NIGOCIA WJBW New Orleans
"Truly Enoch Light's greatest" |
| JOHNNY ANDREWS WEEU Reading, Pa.
"Should be a national hit" | BOB CARROL KWAT Watertown, S. D.
"Have had innumerable requests for it." |
| BOB COLEMAN WKIN Kittanning, Pa.
"Top-notch rendition" | |
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"First class rhythm number" | |

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MUSIC POPULARITY CHARTS

PART
XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 46—SIGMUND ROMBERG (Part D)

Forty years ago, when Sigmund Romberg came to this country from Hungary after completing an engineering course at Bucharest University, he had visions of spanning our broad rivers with majestic bridges. The fates that shaped his destiny, however, ruled that he was never to supervise the pouring of a single pier or the stringing of a solitary cable. They decreed instead that he should bridge the future years with enduring songs and become the most prolific of all musical comedy composers.

In 1909, however, a musical career was as far removed from Romberg's thoughts as New York is from Nagykanya, where Sigmund was born July 29, 1887. It was only after he discovered, on his arrival in America, that engineers here were the proverbial dime-a-dozen that he turned to his avocation, music, in order to earn a livelihood. He obtained a job as a pianist in a small Hungarian restaurant where the pay was small but the food both free and nourishing.

Since he was an accomplished musi-

cian, Sigmund Romberg was well qualified for such a menial musical chore. He had studied piano under his father, taught himself to play the violin, cello, trumpet and drums, and while in his teens, directed school orchestras and bands and composed a march that he dedicated to the Grand Duchess Clotilde.

After spending five years in the atmosphere of red-checked tableclothes and pungent kitchen odors, Romberg finally was rescued from the Hungarian goulash circuit by the Shuberts who, while not in the market for an ambitious bridge-builder, were hard-pressed for composers to work on their Broadway production line. So they commissioned the unwanted civil engineer from Hungary to write the music for a Winter Garden revue, *The Whirl of the World*.

This proved to be the beginning of a beautiful and highly profitable business friendship. Since that epochal January night in 1914 when *The Whirl of the World* opened, Sigmund Romberg has written for the Shuberts 40 shows in which these stars among others have appeared: Al Jolson, Ed

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.

Wynn, John Charles Thomas, Marilyn Miller, Clifton Webb, Nora Bayes, the Dolly Sisters, Vivienne Segal, Eleanor Painter, Peggy Wood, Leon Errol, Willie and Eugene Howard and the exotic Gaby Deslys who commanded a weekly salary of \$5,000—a record for her era.

79 Musicals

What makes the Romberg story all the more amazing is the fact that these 40 Shubert productions represent only half of Sigmund's total output, which now stands at 79 musicals in which 2,000 songs have been incorporated. Victor Herbert, who cannot be classed among the musical idlers, is credited with but 35 operettas, while Rudolf Friml, the third member of a triumvirate chiefly responsible for transplanting the Viennese operetta to the American stage, called it a day after the final curtain fell on his 21st Broadway production.

While a graduate of the school of music founded by Johann Strauss, Sigmund Romberg, unlike Herbert and Friml, violated some of its cherished traditions and added a bit of American indigo to his Blue Danube music by combining jazz with the valse in his scores.

In amassing such a record total of

musical productions, Romberg also has amassed a comfortable fortune that now enables him to live in regal style in Beverly Hills, Calif., where he is regarded as something of a bon vivant and banks royalty checks that are the envy of his younger contemporaries.

Two of Sigmund Romberg's most constant and richest sources of income are *Blossom Time* and *The Student Prince*. He estimates that *Blossom Time*, now 28 years old, has been played 5,000 times, and *The Student Prince*, which once had nine companies playing it at one time, has had 4,600 performances since he wrote it in 1924. As far as Romberg can recall, both of these shows have been presented somewhere in the world at least once a year, and sometimes much oftener, since their premieres.

When you add the returns from these perennial favorites to the revenues he receives annually from *Maytime*, *The Desert Song* and *New Moon*, you can reasonably assume that Sigmund Romberg, the frustrated bridge-builder, has no reason to regret putting aside his transit and slide-rule 35 years ago in order to concentrate at the keyboard of his Steinway.

(Continued next week)

SIGMUND ROMBERG'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Stage Musicals

1914—THE WHIRL OF THE WORLD

Book and lyrics by Harold Atteridge, and presented by a cast headed by Eugene and Willie Howard, Ralph Herz, Bernard Granville, Lillian Lorraine, Roszika Dolly and Walter C. Kelly.

COME ON IN, THE DANCING FINE
A BROADWAY IN PAREE
NOBODY WAS IN LOVE WITH ME
THE WHIRL OF THE WORLD
A DANCING ROMEO
LIFE'S A DRESS PARADE
HELLO, LITTLE MISS U. S. A.
TWENTIETH CENTURY RAG
THE NOBLE CAUSE OF ART
WE FORGOT THE NUMBER OF THE HOUSE
ALL ABOARD
RAGTIME PINAFORE
HOW DO YOU DO—GOOD-BYE
EVERYBODY MEANS IT WHEN THEY SAY
GOOD-BYE
A LOVELY TRIP
I'LL COME BACK TO YOU
EARLY HOURS OF THE MORN
GOOD-BYE, LONDON TOWN
OH, ALLAH
MY CLEOPATRA GIRL
RAGTIME ARABIAN NIGHTS

1914—DANCING AROUND

With Harry Carroll. Book and lyrics by Harold Atteridge, and presented by a cast that included Al Jolson, James Doyle, Harland Dixon, Bernard Granville, Lucy Weston, Georgia O'Ramey and Melville Ellis.

THE ARMY CLUB
WHEN TOMMY ATKINS SMILES AT ALL
THE GIRLS
NEVER TRUST A SOLDIER MAN
MY RAINBOW BEAU
I WAS BORN ON THE ISLE OF MAN
THERE'S SOMETHING ABOUT YOU
MY LADY OF THE TELEPHONE
By Jean Gilbert
THE CALL OF THE COLORS
SOMEBODY'S DANCING WITH MY GIRL
THE AFTERNOON TEA

SONGWRITERS COMING UP!

SIGMUND ROMBERG (Part II)
In Subsequent Issues *The Billboard*

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DUKE ELLINGTON
J. FRED COOTS
HOAGY CARMICHAEL
HARRY RUBY
FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY HILL

SEEKING FOR SIGFRIED
A FASHION SLAVE
VENETIA
HE IS SWEET, HE IS GOOD
THE SHUFFLING SHIVEREE
WHEN AN ENGLISHMAN MARRIES A
PARISIAN

I WANT TO BE IN NORFOLK
OH, YOU JOHN
IT'S A LONG WAY TO TIPPERARY
By Harry Williams and Joe Judge
OH, TENNESSEE, I HEAR YOU CALLING ME
By Jeff Godfrey and Harry Robe.

1914—THE PASSING SHOW OF 1914

Book and lyrics by Harold Atteridge, and the musical comedy debut of Marilyn Miller in a cast that included Frances Demarest, George Monroe, Lew Brice, Bernard Granville, Jose Collins and Nat Nazzaro Jr.

OMAR KHAYYAM
WORKING FOR THE PICTURES
THE MAUDE ADAMS OF THE SCREEN
THE MIDNIGHT GIRL AT THE MIDNIGHT
CABARET
THE SARI DANCE
KITTY MCKAY
DREAMS OF THE PAST
EUGENIC GIRLS
THE GIRL OF TODAY
ON A MODERN WEDDING DAY
BOHEMIAN RAG
THE SLOPING PATH
DON'T HESITATE WITH ME
GOOD OLD LEVEE DAYS
THE GRAPE DANCE
YOU CAN'T GO WRONG WITH US
CALIFORNIA

1915—HANDS UP

With A. Ray Goetz. Book and lyrics by Edgar Smith, and presented by a cast that included George Hazzell, Alice Dovey, Maurice and Florence Walton, Bobby North, Ralph Herz, Irene Franklin, Burton Green and Will Rogers.

CUTE LITTLE SUMMERTIME
THE BEST LITTLE SWEETHEART OF ALL
ESMERALDA
GINGER
PIRATE'S RAG
TIFFANY GIRL
CLING A LITTLE CLOSER
ORANGE BLOSSOM TIME IN SAN JOSE
POPULAR RAG
SING SING TANGO TEA
THE LEVEE ALONG BROADWAY
TING-A-LING
COME ON IN, THE WATER'S FINE
HOW DO YOU DO—GOOD-BYE
I'M SIMPLY CRAZY OVER YOU
By William Jerome, E. Ray Goetz and Jean Schwartz.

1915—MADE IN AMERICA

With Harry Carroll. Book and lyrics by Harold Atteridge, and presented by a cast that included Harry Carroll, Blossom Seeley, Harry Fox, Lew Price, Hal Forde, Nora Bayes, Joe Jackson, Mile. Dazie, Yanssi Dolly and Yvette Harms, Inc.

HAVE A RESTAURANT OF YOUR OWN
THE GIRLIE FROM THE CABARET
SISTER SUSIE STARTED SYNCOPATION
IT'S ALL FOR YOU
TIMES SQUARE ARGUMENTS
GARDEN OF PARADISE
OH, THOSE DAYS
I'M LOOKING FOR SOMEONE'S HEART
CASTLES IN THE AIR
WHEN GRANDMA WAS A GIRL
DANCING AROUND THE U. S. A.
DIANA
EVERYBODY'S MOVING UP TOWN
MANHATTAN MAD
MADE IN THE U. S. A.
By Harry Carroll
HERE'S A BALE OF COTTON FOR YOU
By Harry Carroll
THERE WAS A TIME
By Harry Carroll
THERE'S A LITTLE BIT OF EVERYTHING ON
BROADWAY
By Leo Edwards
THE STOLEN MELODY
By Phil Schwartz and Nora Bayes

1915—THE BLUE PARADISE

With Edmund Eysler. Book and lyrics by Edgar Smith, and presented by a cast headed by Cecil Lean, Cleo Mayfield, Vivienne Segal, Ted Lorraine and Frances Demarest. G. Schirmer, Inc.

AUF WIEDERSEHEN
(Available on the following records: RCA Victor 4284, Nelson Eddy; Columbia 4341-M, Andre Kostelantetz.)
HERE'S TO YOU, MY SPARKLING WINE
I'M DREAMING OF A WONDERFUL NIGHT
I'M FROM CHICAGO
JUST WIN A PRETTY WIDOW
MY MODEL GIRL
ONE STEP INTO LOVE
TO PARADISE WE'LL GAILY TRIP
VIENNA, VIENNA
WALTZ OF THE SEASON
TOAST TO A WOMAN'S EYES
VIENNA, HOW D'YE DO?
WE WISH YOU A PLEASANT JOURNEY
THERE'S ONLY ONE WHO RULES MY HOUSE
THE TUNE THEY CROON IN THE U. S. A.
By Cecil Lean
OLD BLUE PARADISE
I HAD A DAY

1915—A WORLD OF PLEASURE

Book and lyrics by Harold Atteridge, and presented by a cast that included Kitty Gordon, Stella Mayhew, Clifton Crawford, Lew Heltz and the Morconi Brothers. G. Schirmer, Inc.

THE GOOD FELLOWS' CLUB
FIFTH AVENUE

THE EMPLOYMENT AGENCY
IN THE WAR AGAINST MEN
MISS INNOVATION
GIRLIES ARE OUT OF MY LIFE
I'LL MAKE YOU LIKE THE TOWN
I COULD GO HOME TO A GIRLIE LIKE YOU
SYNCOPIATION
AT THE TOY SHOP
REMINISCENT ROSY-POSY
THE MELTING POT
THE RAGTIME PIPE OF PAN
IN ARABY
GIRL OF THE FAN
TAKE ME HOME WITH YOU
FASCINATION
THE GREATEST BATTLE SONG OF ALL
RAGTIME CARNIVAL
THE JIGAREE

1915—RUGGLES OF RED GAP

A comedy with music, founded on Harry Leon Wilson's Saturday Evening Post story, by Harrison Rhodes, with lyrics by Harold Atteridge and starring Ralph Herz in a cast that included Louise Clesser Hale, George Hazzell and Johnny Howard. G. Schirmer, Inc.

EVERYBODY HUM WITH ME
THE IMP OF MONTMARTRE
SING ME A SONG OF LOVE
WHEN THE COLORED REGIMENT GOES OFF
TO WAR

1916—ROBINSON CRUSOE, JR.

With James Hanley. Book and lyrics by Harold Atteridge and Edgar Smith, and starring Al Jolson in a cast that included Kitty Doney, Lawrence S. Orsay, Helen Shipman and Barry Lupino. G. Schirmer, Inc.

SIMPLE LIFE
YOU'LL HAVE TO GALLOP SOME
WHEN YOU'RE STARRING IN THE MOVIES
DANCE A LITTLE MORE
PRETTY LITTLE MAYFLOWER GIRL
HAPPY WOTTENTOTS
MY VOODOO LADY
DON'T BE A SAILOR
SAILOR'S FLING
MY PIRATE LADY
ROBINSON CRUSOE
SPINNING A YARN
By John Golden
HUNTER'S FOX TROT BALL
MINSTREL DAYS

1916—OUR PASSING SHOW OF 1916

With Otto Muttan. Book and lyrics by Harold Atteridge, and presented by a cast headed by Fred Walton, Stella Hoban, Frances Demarest, Ed Nyon, Herman Timberg, Jack Boyle, Wm. Fallick, the Ford Sisters, James Huxley, Mack and Swar and Florence Moore. G. Schirmer, Inc.

THE CRAZY DANCE
LET CUPID IN
THE MAKING OF A GIRL
By George Gershwin
RAGGING THE APACHE
RAGTIME CALISTHENICS
ROMEO AND JULIET

(Continued next week)

NARDA Told "Must" Policies For Dealers on Tele Fringe

(Continued from page 12)

we were going to have to become tough in this new business if we wanted to make any money. At discounts of 25 to 28 per cent, you couldn't fool around like you did in radio with 40-10-5 and 2 per cent gross discounts."

With this realization, Kintzel set up the following policies which he relayed to the convention.

1. No free demonstration. Instead Kintzel charges for surveys to find out if his potential customer can get good reception.

2. No trade-ins. This he claimed was necessary because it was impossible to give customers fair trade-in values during period of falling prices.

3. Get adequate down-payments. His minimum down payment is between \$75 and \$100, which he feels is necessary to cover antenna installation costs and small amounts for delivery. Further, he reasons, customers often lose interest in TV, and if they don't have a large down payment, they allow repossession.

4. Maintain an adequate service organization. In line with beliefs of other dealers, this, he claims, is the most important policy of all. Poor service would ruin any dealer, he said, because it always loses him future customers, the backbone of any business.

Kintzel closed his address by blasting the manufacturers and distributors and thereby also sounded a

Mercury Distrib Centers Shifted

(Continued from page 12)

Company, Boston, to replace Mercury Distributors of Boston. In addition, Malverne Distribution, New York, is opening a branch at New Haven, Conn. Birmingham Record Sales has been dropped and Heath Distributing, Atlanta, is taking over that territory. Robins Record Distributors, Columbus, O., is opening a branch office in Cleveland February 1. In Oklahoma City, J. J. Wantland, of Oklahoma Record Company, has taken over the Mercury territory.

Al Siegel, Mercury production and sales chief in Canada, has added three branch distributors, all independently owned to his Mercury Record Sales of Canada, Toronto. In addition to the three branches Siegel owns in Toronto, Montreal and Vancouver, Siegel has appointed distributors in Calgary, Winnipeg and Saskatoon.

Rosen Distrib Nixes Philly TV Set Sales

PHILADELPHIA, Jan. 21.—With the town's TV dealers running rampant with "television riot" sales at prices far below list, Raymond Rosen & Company, local RCA Victor distributors, served notice on dealers that there will be no co-operative advertising allowances paid on RCA Victor products unless clearance has first been granted by the distributing firm.

"No advertising on clearances, mark downs, free giveaways or special price offers, inferred or otherwise, on RCA Victor products has our approval," said Dick Andrews, advertising and sales promotion manager for the Rosen company in a communication to all its dealers. "This type of advertising is in direct violation of our advertising policy."

Andrews also advised that unless there is another notice otherwise, there will be no dealer advertising break on the new RCA Victor line.

keynote for many dealers who did not have a chance to express their views except in private conversations.

"We believe," he said, "that the manufacturers have not given the proper consideration to the retail dealer in their over-all TV program. To be more specific, we believe that the manufacturers, in setting up the price scale on all levels of distribution, have favored themselves and the distributors and short-changed the retailer. Who holds the bag on the end of the line? The manufacturer gets his cash on delivery, the distributor in five to 15 days and we are responsible up to 24 months if we go that far and carry our own paper."

NARDA Checks Optimism Over Trade Outlook

(Continued from page 12)

receivers. In view of interest in the servicing angle and because it did not get much discussion at the convention, NARDA has scheduled for June another meeting at which servicing problems will receive principal consideration.

Principal interest of the group was television. Radio received hardly a mention, indicating to many observers that much of the talk about the need for heavy radio production is based on improper logic and hasty analysis of public demand. Even dealers in areas that won't have TV until the freeze is lifted had more interest in TV than in radio and said that their customers were holding off buying radios while waiting for television.

On discount structures, the dealers were outspoken that present average of 28 per cent was far from sufficient. They claimed costs of selling were too high for such a wholesale price structure. One thing that came out clearly was that dealers want the industry to return to the prewar practice of a 2 per cent discount for cash payments within 10 days. Most agreed they were paying cash within 10 days now anyway as a regular practice and, consequently, could not see why they could not get the discount to which they felt they were entitled.

Some of the more realistic dealers, such as Mort Farr, of Upper Darby, Pa., stated they realized TV discounts could never go as high as 40 per cent generally in line with discounts some top volume dealers are now getting, but they were firm in their belief that there must be a general upward adjustment.

Of interest to the dealers was the announcement of new discount structures by Starrett during the convention. When it introduced its complete line this week, the TV manufacturer showed a 12½-inch table model for \$199 on which there was a 28 per cent plus 2 per cent for cash discount. On higher priced sets, however, the discount was around 35 to 36 per cent.

Regarding price cutting by manufacturers, the dealers expressed the sentiment that the price war during the Winter Market was ill-advised and harmful to the industry. It was felt, also, despite contrary fears of some, that prices had just about reached their low point for a year or two, except for reductions of large manufacturers trying to jockey to get lowest prices among models most preferred by the public. Even this was expected to be slight, however.

It was the feeling of the dealers that henceforth, instead of price cutting, the industry would try to hypo sales thru over-all improvements in picture and tone quality, cabinet design and increase of profit for dealers.

Announcement...

THE CONTROVERSIAL ZITHER SERENADE

WRITTEN BY

BUDDY KAYE and GUY WOOD

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PAUL CASE

ASCAP Plan a Bombshell; "Turks" Fight It in 3 Sessions

(Continued from page 14)
tually unanimous" approval by the membership. The opposition group, none of whom is in a higher bracket than C, informed the Justice Department in haste and indignation Friday (20) that they are dead against the new plan, and that the facade of unanimity is the grossest of exaggerations.

Viewpoints on what the young opposition group's protestations can mean in affecting the new consent decree differ sharply. Their own feeling is that they are being had, and that the department will give ready ear to their evidences of inequity. The ASCAP brass believes, or says it believes, that the department will brush them off as impossible malcontents, an insignificant minority frustrating the now otherwise unanimous will of the Society.

Pitch for Unanimity

However, at this week's meetings, the old guard spokesmen made a desperate pitch to the writers for unanimity. The Young Turk holdouts, such as Redd Evans, Pinky Herman, Sammy Gallup and John Redmond, were charged with endangering the existence of the Society, conspiring to break up ASCAP, selfishness and unreasoning obstinacy. In the heat of a Thursday (19) night debate, Evans walked out on the meeting, which then took a vote on the new plan. Herman, Gallup and Redmond were the only nays.

The meeting was attended by Wolfie Gilbert and Bob McGimsey for the Coast scribes; Leonard Zissu for the Screen Composers' Association; Jacques Wolf, John Tasker Howard and J. Walter Kramer for the standard writers; Evans, Pinky Herman (the latter now allied with

the Young Turks); and, of course, Fred Ahlert, Edgar Leslie, Paul Cunningham, Stanley Kramer, and other classification board members. Other interested writers, not invited, turned up when the word got around that a new plan was being proffered. The board, who felt they had achieved a signal victory in winning over Gilbert and McGimsey for the Coast writers, who had been hotly opposed to any change, was especially exasperated with the oppositionists, none of whom is a "name" writer—but many of whom are members of some years' standing and productive of a sheaf of fair copyrights.

Atmosphere of Urgency

A feeling of urgency and need for fast action dominated the meeting, and it was re-iterated at every turn that the department was about to get in gear on a new consent decree and was anxious to get a final plan of writer classification.

The Young Turks were rallying a growing group of middle-bracketers to their camp Friday, after word of the Meyer plan broke on Broadway. Their protest to the Justice Department said that ASCAP now "seeks to perpetuate objectively all the inequities that have accrued over the years." Their stand is that the new plan cushions the old-timers against descent and makes it next to impossible for young members to improve their position. At press time, the protesting group was formulating plans for a visit to Washington to present its case and prevent a hasty acceptance of the Meyer plan.

Tho the writer classification issue is not considered the paramount obstacle, tradesters feel that difficulty in this area could hold up formation of a new consent decree.

Chalk Prices Rise, But Anagnos Continues His Sidewalk Plugging

NEW YORK, Jan. 21.—Advertising expenses doubled for Alexander Anagnos when the price of chalk went from a nickel a stick to a dime two weeks ago, but he's pursuing his one-man promotional campaign with undiminished vigor.

Anagnos's goal is to interest a publisher or a record company in his song, and the method he's chosen is to chalk the title on the sidewalks of New York—and of parts of Brooklyn—in hopes that the words make an indelible impression on passers-by. The words, and they have aroused considerable mystification among Gothamites, are *An Onion and You*—just the four words, with no explanation or elaboration. Each morning they reappear in fresh white letters near virtually every fire hydrant and lamppost of downtown New York.

New Plot Sequence

Anagnos, a personable and shy young man of 26, tells a simple story about his unusual pursuit. "Hardly anybody knows that *An Onion and You* is a song yet, but a lot of people are conscious of the words by now and wondering what it means," he says. The first half of this story is that of a thousand other amateur tunesmiths—a song, continuous rounds of the offices in the Brill Building and the record companies, and utter inability to get past secretaries. That's usually the whole story, but Anagnos took it from there and writes an entire new plot sequence.

He began by hiring a sandwich man at 75 cents an hour to proclaim his song title on placards, but being a student painter attending the Art Student's League on the G. I. Bill, he couldn't afford that very long. After printing copies of the tune himself, and recording and pressing records on his own label, he began the chalk exploitation.

"I used to get up every morning at six and chalk my way around town before people got out. Now I don't care who sees me. It's not that I like to do it—I actually hate it."

And seeing and speaking to the

reticent young fellow, it's clear that he does. "But I'm not going to quit till I put this thing over," he says. "It cost me \$700 to publish and record the song—all the money I had saved." He figures he's chalked the title 5,000 times, with special emphasis on the sidewalks in front of the major diskeries. "I carry copies, and I've managed to sell about 300 to people who stop to talk to me. It helps pay for some chalk." While doing his chalking he has been commended, cursed, kicked by an old woman, and approached by various sectarians to scribble soul-saving messages while on his rounds.

Anagnos has been invited to appear on various disk jockey programs, and one human-interest type commentator devoted half of his program to the cryptic chalked words.

But best of all, an important publisher heard his story this week, and he's had the promise of a record from a major waxery.

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Biggest HIT
EVER!

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the
JOHNNY OTIS
QUINTETTE

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CROSSING
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RCA Victor New 45 Drive Set; All Phases To Get Nat'l Bally

(Continued from page 13)

succeeding ads being placed on a co-op basis. Copy will contain dealer signatures. The above amount of black and white newspaper space is already in the works, but it is understood that additional co-op advertising may be set before the schedule is completed.

National Mag Bally

Supplementing the newspaper lineage will be a national mag campaign, with ads already set for *Collier's*, *Saturday Evening Post*, *Look*, *Ebony* and others.

Air time on AM radio will be sparked by commercials on the *Screen Directors' Playhouse*, National Broadcasting Company (NBC) show which is aired over 170 outlets. All commercials will boost 45. Similarly, NBC's TV show, *Kukla, Fran and Ollie*, aired over 54 stations, will tie into the campaign. In addition RCA has recorded a special series of spot announcements containing testimonials by Hollywood stars. These will be used thruout the country.

Buttressing the newspaper, mag, AM and TV facets of the promotion will be dealer display kits keyed to the type of store carrying the line. Also, Victor will publish an eight-page newspaper, headed "RCA Victor Good News," which will give all phases of the promotion. This will be distributed to retailers by Western Union. In the second quarter of the year another edition of this sheet will be published.

Specialty Waxery Inks Liggins Unit

HOLLYWOOD, Jan. 21.—Joe Liggins and His Honeydrippers, once one of Exclusive Records' top sellers, was inked to a long-term pact by the Specialty label. Specialty Prexy Art Rupe is currently negotiating for the Liggins exclusive masters. Should he be unable to come to terms for the past platterings, Rupe said he intends to recut the Liggins best sellers. In joining Specialty, Joe finds himself with the same label as his brother, Jimmy Liggins.

Joe Liggins's initial release under the Specialty banner will be *Rag Mop*, backed by an original *Ramblin' Blues*. According to Rupe, Liggins's version of the fast-selling *Rag Mop* ditty will be aimed especially at the rhythm and blues market.

Kalban Quits Mills; Marks Takes Post

NEW YORK, Jan. 21. — Bernard Kalban, director of publicity and advertising for Mills Music during the past four years, resigned this week. Melvin Marks, Kalban's assistant, succeeds him.

Kalban exits to become manager at the Ethel Smith Music Corporation, co-ordinating the organist's publishing and personal appearance activities.

International Set

PHILADELPHIA, Jan. 21.—It was almost like looking a gift horse in the mouth when Jimmy Carmine, executive vice-president of Philco Corporation, last week presented a radio-phonograph combination set to Paul-Henri Spaak, former Belgium premier, who was in town. Carmine explained to Spaak that "this export model has a three-speed record player."

"That's fine," said the Belgium statesman, "but tell me, does it translate?"

It's estimated that this phase of the 45 promotion will carry the diskery into May—or in other words, cover the spring selling season.

Columbia Promotion

An interesting facet to the small disk situation is that both Victor and Columbia are now engaged in what might be considered twin promotions—Victor on 45 and Columbia on its seven-inch microgroove. The Columbia campaign, first broken in *The Billboard* weeks ago, includes a national mag campaign, window displays, special ads in *The Saturday Review of Literature* and other sheets, co-op advertising, radio time and other items.

In line with Columbia's new promotion drive on seven-inch 33 1/3 r.p.m. disks, dealers are being offered any of three package deals with 100 per cent exchange privileges. One unit, to cost the dealer about \$50, contains a mixture of pops and standards, in both the 63-cent and 89-cent varieties. A second unit, to cost about \$100, has similar material, exclusive of hillbillies, but in larger quantities per selection. Each group contains about five current pop titles, with the balance made up of regular catalog items.

Decca Pulls Out Stops for Bing's "Shoe Shine Boy"

HOLLYWOOD, Jan. 21.—Graphic example of the speed at which the record biz is operating these days was shown in the story behind the waxing of Bing Crosby's *Chattanooga Shoe Shine Boy*, backed by Bibbidi, Bobbidi, Boo. Event, from decision to wax to pressing finished product, turned out to be one of the fastest recording stints ever done by Decca—and possibly any other diskery.

Facts, which came to light last week, revealed that the date was first set up at 11 a.m. P.S.T. January 3 when Decca a. and r. chieftain Dave Kapp long distanced Sonny Burke, Coast recording director. Burke, knee-deep in three disk dates already set up for that day (Mills Brothers, Jon and Sondra Steele and Ken Darby) was told to record Crosby as well. This was first inkling that Der Bingle was to do the tune.

By mid-afternoon orkster Vic Shoen and vocal arranger Jud Colon had completed separate orchestrations and copied parts. To make matters tougher, no lead sheets of *Shine Boy* were available, forcing the arrangers to copy tune note for note from other disks.

Crosby hit Decca dinking studios at 6 p.m. that evening and completed the sides two hours later. Burke then called Kapp in New York, played dubs for him over the phone and air expressed masters to Gotham. Acetates were played by New York disk jockeys the next afternoon. By Friday pressings were processed, labeled, packed and shipped to Decca distributors.

Total elapsed time from the first word of the date to beginning of the recording session—seven hours.

Anita O'Day Sides Bought by London

NEW YORK, Jan. 21. — Manny Kopelman, indie recording producer, last week sold four sides by chirp Anita O'Day to London Records. The wax, cut in Chicago, includes *Blues for Bojangles* and *Your Eyes Are Bigger Than Your Heart*. The sides will be released immediately.

Kopelman has also inked the Judy Kane-Chris O'Brien duo, orkster Jimmy Tyler and warbler Jimmie Wood to exclusive recording deals.

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Is 10% Enough? Who Gets 5?

AGVA, ARA Prep War on Commissions

Confabs Coming Up

NEW YORK, Jan. 21.—That old problem about whether or not 10 per cent commission is enough and whether or not exclusive bookers are entitled to get their customary 5 per cent will be at least two major points batted around in the forthcoming confabs between the Artists Representative Association (ARA) and American Guild of Variety Artists (AGVA).

According to well-placed insiders the question of the 10 per cent was casually thrown out by Milt Krasny, of the General Artists Corporation, speaking for the ARA. He intimated that the agents' org would ask for 15 per cent and agree to pay the bookers out of that. Henry Dunn, AGVA topper, replied that when and if the question comes up, his position will be that even the 5 per cent booking fee was too high.

The problem of the 10 and 5 per cent has been kicked around between the two orgs for a long time. Originally it was suggested that agents sharing in a deal split their commissions any way they saw fit, so long as the total didn't go above 15 per cent. ARA objected, and the final decision made two or three years ago was for agents to keep their full 10 and the booker to get an extra 5 per cent.

In actual practice, however, this rule is honored in the breach rather than in the observance. With the possible exception of the Music Corporation of America (MCA) practically every office and indie splits and does it quite openly. In fact there are many outside agents who insist on a full 10 even though the act isn't theirs, or the act doesn't work.

Should the originating commission rate be raised to 15 per cent the feeling is that the exclusive booker will not share in it but get his on top of the 15. And where a booker insists on a full 10 (or 15 if the figure is raised), it is quite possible that acts (See IS 10% ENOUGH? on page 45)

GM Pulls 'Em In, Stem Loses 'Em

NEW YORK, Jan. 21.—The General Motors cuffo auto show at the Waldorf-Astoria has been blamed for the fall-off in theater biz, with potential theater customers apparently more interested in hydromatic shifts and convertibles than in hoofers or singers.

The GM show opened Thursday (19) a.m.—after a heavily attended press preview—and for the first day it drew 35,000 people. Attendance hits its peak in the evening hours after dinner. It also hits the theaters because the peak hours coincide.

Friday, up to 4 p.m., the GM people estimated that 15,000 visitors had queued up for a gander at the new cars. Buying, however, wasn't as brisk as the seeing GM claims it took plenty of orders for Buicks, Oldsmobiles and Pontiacs, tho a pin-down brought the reply that "one of our Buick salesman took orders for seven cars." The only division where no orders were taken was in Chevrolet because deliveries, GM said "are way behind orders."

IN SHORT

Fred Pitzer, president of Circus Saints and Sinners, will become the gag detective for the Comedy Writers' Guild. George Lewis, of the Gag-writers' Institute, wants comics and straightmen for TV shows. No dough, but a chance to show.

Sid Caesar will get \$2,250 at the Waldorf when he follows Dinah Shore. His salary at the Chi Palmer House will be \$3,000. . . . Merriel Abbott is in town and every booker is on her trail. . . . One of the Smith brothers who run the Toronto Prince George Hotel is also here on a buying visit, with Freddie Fields doing the romancing.

Kitty Kallen will make her first West Coast appearance at the Los Angeles Mocambo March 14 and then goes on to the Las Vegas Last Frontier. . . . Frank Sinatra's set for the Capitol April 8. Jack E. Leonard will be on the same bill. . . . Mindy Carson had \$15,000 spent on her in advertising at the Copa, where she got her first break. Her salary was \$350. . . . Jimmy Carroll, who goes into the Pierre February 28, has his fingers crossed.

A typo in a recent mention here had Jane Russell at the Rio, Boston, when it should have read RKO-Boston, and MCA's Dick Mascott was worried, so, all right, Richard, here's the correction.

The Fabian-operated Brooklyn Strand is mulling a return to flesh on a spot policy, with Henny Youngman to head a five-act unit next spring. . . . Ringling circus has just been placed on AGVA's national unfair list. . . . Julie Oshin, on the stand-by show at a benefit at Madison Square Garden, told the agent after he got his money, "The next time you want me to stand around here and see these shows you'll have to pay me more dough."

Sergio Orta's coming back to the Havana Madrid in about six weeks. . . . Larry Daniels has quit as a performer. He's now with Marcel Ventura in the personal management end. . . . Henny Youngman said he's going to the Coast to see all his ex-writers to get them to write a revue which he hopes to put on next spring. . . . Vincent Travers goes to Europe February 14. He'll stay until July 1.

New Equity, AGVA Battle Flares Up Over GM Show

(Continued from page 3)

Under reciprocal rules of Equity and AGVA, either union will give a performer a special permit for short-term employment with no extra charge, and AGVA said it was planning to do so in the case of the 12 Equity people at the auto show. But it insisted that the models, all of whom do lines, become AGVA members. Myron Kirk, of the Kudner Agency, handling the show, phoned AGVA and said that the agency would pay the dues for the models.

At this point Equity entered the picture and flatly told AGVA that if it attempted to move in, it would pull all its members out of the auto show. Rather than throw these people out of work, AGVA said, it agreed to lay off the Equity people and just limit its jurisdiction over the models.

Other Jurisdictions

The question of jurisdiction, which seemed to be temporarily settled when the parent body of the actors' union, Associated Actors and Artistes of America (Four A's) ruled that Equity had jurisdiction over the George Brandt tabber, *Respectful Prostitute*, is another point that has arisen again. The Brandt people are now putting *Ladies Night in a Turkish Bath* into rehearsal and expect to follow "with *Jazz Singer*. Brandt has already said if he has to continue under Equity rather than AGVA he will throw both shows out. It is pointed out, however, that such threats are common in negotiations and little stock is placed in it.

What is more important is that the American Federation of Radio Artists (AFRA) national board which holds the balance of voting power in the Four A's has agreed that ". . . Equity has jurisdiction of all dramatic shows presented by the Brandt houses." Meanwhile, it denied the original Equity demand that AGVA be ordered to desist from usurping Equity's

jurisdiction. AGVA interprets this that Equity's jurisdiction is limited only to dramatic shows, and if any music is included, it plans to move right in again.

The first blow-off based on the compromise resolution came in the General Motors show. The second one is expected when Brandt puts the *Jazz Singer* in rehearsal. AGVA will have additional ammunition in the latter case if Georgie Price, an AGVA board member, goes into the show as has been planned.

Philly Clubs' A.M. Show Kick

PHILADELPHIA, Jan. 21.—In an effort to hypo patronage, town's niteries are turning to daytime radio audiences, with shows originating from the gay places during the day. Until now only Frank Palumbo's Theater-Restaurant attracted daytime attention, it being the originating point for a Wednesday Kitchen Kapers women's radio program via WIP. Two more niteries went on the daytime radio kick last week.

Starting Saturday (14) and every Saturday from 10 to 10:30 a.m., Ciro's, midtown musical spot, will originate the *Irish Breakfast Club* via WDAS, with Will Regan emcee. Morning session will feature Irish music and dance contests, with the hausfraus getting coffee and doughnuts for their effort, apart from competing for prizes offered on the show. Another daytime audience participation show, to be called *Prince Charming*, and also slanted for the fems, is being whipped together by WFIL for weekly airings from the Click. Daytime audience participation shows are being considered by other niteries.

Philly's WB Weighs 2-Day Nabe Vaude

Starts Negotiations

PHILADELPHIA, Jan. 21.—With the box office down at both the downtown and nabe movie houses, Warner Bros.' Circuit is again giving serious consideration to the addition of stagershow to the picture fare. The plan calls for continuing the circuit's Earle, downtown house, with a straight film-flesh basis, with spot shows for the remainder of the season, but to use stagershow in at least three key nabe houses for two days a week.

The chain began negotiations with the stagehands' union for two-day stands at three nabe houses, with the Midway Theater one of three definitely set. At the Earle, where Negro band shows predominated when the stage was lit, the bill this week offers a straight variety fare with screenland's Shelley Winters in the lead along with Liberace, Jerry Paris and the Bobby True Trio. Lionel Hampton's band holds forth next week.

With the Earle on a regular run and three nabes set, it will mark the first real break for a vaude revival in this area. The possible re-entry of Warner is expected to force Paramount to use flesh in its competitive houses. Paramount at present uses its Towers for a one-day show as a break-in for bills going into the New York Paramount. The movie chain operates two other major key nabe spots here—Roosevelt and Nixon. The only other fleshier is the indie, Carman, with a straight five-act policy.

Chi Frolics Ops Snare Carousel

CHICAGO, Jan. 21.—Return of the Carousel to a name act policy will probably take place around March 1. Ben Orloff and Irv Singer, currently operating the Silver Frolics, Thursday (19) inked papers and turned over a sizable portion of the purchase price to current ops Burt and Chuck Jacobson, who have been operating the nitery as a strip joint. Orloff and Singer are to lose their Silver Frolics lease in April.

Orloff and Singer intend to change the name of the Carousel to the Silver Frolics. They will return to a dine and dance policy with a variety floorshow, featuring top comics. Sid Harris, of Mutual Entertainment here and Frolics booker, will visit New York soon to select acts for the opening.

What's Bruin?

NEW YORK, Jan. 21.—Beebe's Bears, the act that just wound up at the Pausce, was hired by the Columbia Broadcasting System (CBS) for Abe Burrow's *Almanac*, a TV seg. The show went on Wednesday (18) and Rosie the bear whined her way thru in good style. But before the bear went on, somebody in CBS phoned Beebe. "Can you tell me," she asked politely, "what's the bear's Social Security number? We can't make out the contract until we know."

Palace, New York
(Thursday, January 19)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily; five on weekends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The new bill has considerable flash, tho the over-all pace is too placid for the Palace.

The Wong Sisters, a couple of well-costumed Oriental gals, opened the show with some up-tempo acro-terping. They are both lookers and their flash finish (a flying combo tumble hold) sparked the show's fastest pace.

Eccentric tap dancer Johnny Barnes followed at a slower gait, but his loose-jointed, homespun antics rated a friendly reception, and his take-off on the late Bill Robinson earned him a big walk-off hand.

Pamberger and Pam

Pamberger and Pam, an English act, probably killed them at the London Palladium, but opening drew only mild chuckles. The turn gained stature, tho, with the entrance of Pam, a tall sexy brunette in a strapless silver lame gown. The gags were still on the British side, but the pair's double entendre material apparently knew no "slanguage" barriers, judging by the house's enthusiastic response, and the rip-away-clothing finish garnered sizable yocks. Pamberger also scored personally with some showmanly tho only fair pianistics on *Bumble Boogie*.

In the four spot, prairie yodeler Rosalie Allen, wearing full range regalia and plunking a guitar, warbled a few Western numbers. Vocally, the gal is competent and as a yodeler she ranks with the best, but she fails to project the warmth of her radio personality. It might help if she'd drop the guitar, since the ork backs her anyway.

Kahne Goes Over

For a freak act, Harry Kahne, the mental gymnast, pulled a tremendous (See *Palace, New York, on page 45*)

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VAUDEVILLE REVIEWS

Paramount, New York
(Wednesday, January 18)

Capacity, 3,654 seats. Price range 55 cents-\$1.20. Number of shows, four daily; five Saturdays. Chain booker, Harry Levine. Show played by the Jerry Wald ork.

The new show is full of comedy, with each act socking it across for hefty yocks. In fact, any of the first three acts worked well enough to be next to closing on almost any bill.

The show teed off with Dorothy Claire, blond canary who opened big with *This Is Where Love Walks In*, ending it with funny patter that got giggles. Working with her own conductor, she then went into *Diamonds Are a Girl's Best Friend* with some special lyrics by Frank Warren, and finally wound it up with bits from Martha Raye, Sophie Tucker and Ethel Merman, exiting to a big hand.

The Jaywalkers came on next and came as close to stopping the show as we have seen at the Paramount. The act has been around for about a year working split weeks and one-nighters, getting nowhere. Here they were a solid hit. The act consists of three boys, Morris Carson (ex-Fountaines), Jimmy Jones (ex-Del Rios) and Jimmy Walker. Tho basically an acro turn, the boys throw in so much comedy that their lifts and tricks are superfluous. A slow-motion fight bit fractured them; an (See *Paramount, New York, page 45*)

Radio City Music Hall, New York
(Thursday, January 19)

Capacity, 6,200. Price policy, 50 cents-\$2.40. Four shows daily. House booker and producer, Leon Leonidoff. Show played by Music Hall Symphony Ork.

This is probably one of the most skillful shows assembled by the house staff. Its central theme is built around the music of Jerome Kern, a heroic statue of whom dominates the first part of the bill. The house uses all its mechanical gadgets on this one. The ork starts onstage, then is moved downstage, lowered into the pit and the curtain rises to show various ballet groups assembled for a series of flashy sequences that moves the kids thru and across the full stage for flash effects.

First on was the Glee Club, led by Kay Holley on the piano, later joined by Jessica Heist, soprano, for a Kern medley. This segued into the mass ballet, for which the apron as well as the stage was used. Out of this came Helene and Howard, who started straight in their standard dance act and got gasps when they suddenly switched into their knock-about routines.

Showboat Motif

The second portion started as a river showboat scene, with Bob Wil- (See *Radio City, New York, page 45*)

Strand, New York
(Friday, January 20)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer. Show cut by Dave Schooler's house band.

Mimi Benzell, ex-Met coloratura, in her first theater date since she hit at the Pierre, started off badly when the kids in the leather jackets gave her scant or ribald attention. But after her initial number she got over the heads of the kids to reach and register solidly with the adult trade. When she finally finished her Jenny Lind number she was so far ahead she almost stopped the show. To get it moving, Dave Schooler was forced to explain she'd be back later.

Gordon MacRae, who closed the bill, showed a tremendous amount of assurance and stage poise since last caught at this house. His choice was good. All semi-rhythm numbers; his delivery was excellent and the hand he finished to was deserved. In his duet with Miss Benzell it was a little (See *Strand, New York, on page 45*)

Capitol, New York
(Wednesday, January 18)

Capacity, 4,827. Price range, 55 cents-\$2.20. Number of shows, four daily; five Saturdays. Loew chain booker, Sidney Piermont. Show played by Bobby Sherwood's ork.

The addition of Sam Levenson took this bill out of the run-of-the-mill category. The heavy set, stocky, bespectacled ex-school teacher, long a standard act in the club date field, got terrific yocks with his yarns about life when he was a kid compared with the sort of life the present generation has. His shy unaffected style, a combo of laughs and tears, hit the bell all the way. In his first theater date Levenson showed them a routine which killed them on the bar-mitzvah route, and was equally effective on the big time.

The show started with Bobby Sherwood's band doing an arrangement of *Mule Train* with a *Donkey Serenade* intro. The band looked good, did a clean enough job, and Sherwood made a good easy-speaking emcee. The outfit's biggest number was a comedy thing built around noisy bands and the use of ear-muffs to stifle the sounds. The bit was cute.

tho the reaction was only so-so.

Fancy Tricks

The first act was the Jiveys, a tall, thin, dark chap with a mustache and a well stacked blonde with whistle-worthy gams. The routine consisted of trick balancing involving a teeterboard on a length of pipe with occasional juggling tricks that rated good hands. A head to head balance, with the male as understander, was particularly effective. In this one, three rubber balls were used inside an unfolding tin pipe. Once the gal got aboard the pipe was whisked away and the head to hand stand atop three (See *Capitol, New York, page 45*)

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WILLIE SHORE

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Delegates to the Annual Convention to be held in Philadelphia on June 3, 6 and 7, 1950, will be nominated at the membership meetings to be held in each Branch on March 8th. Be sure to attend the meeting of the Branch in whose area you will be working on that date. Maintain AGVA as a democratic organization by exercising your right to vote.

Nominations may also be made by petition signed by at least twenty (20) members in good standing filed with the National Office prior to April 4, 1950. Petition forms will be available at every Branch Office.

For the purpose of determining the voting strength and the number of delegates to which each Branch Area is entitled, members may transfer to any Branch they may choose—such transfers to be filed with National Office prior to February 15, 1950. Transfer forms are obtainable at every Branch Office.

If you did not receive your printed notice which explains the nominating procedure in detail, please secure one from the nearest Branch Office.

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NIGHT CLUB REVIEWS

Cotillion Room, Hotel
Pierre, New York

(Tuesday, January 17)

Capacity, 265. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive, with Stanley Melba buying. Publicity, Nola Luxford-Don Coplin. Estimated budget this show, \$1,200. Estimated budget last show, \$1,300.

According to the management, the room was sold out four days ahead of the opening of Rosita Serrano. Preem night was jammed with South Americans to whom Miss Serrano, a Chilean, is apparently well known.

Miss Serrano, tall, well-built brunette, showed a poised and assurance gained thru many years of experience. Her English was limited, tho she had enough show savvy to make that lack almost a routine, a situation which brought extra applause bonuses.

Linguistics

The gal showed a well-trained soprano voice, occasionally permitting it to become a semi-gargle which gave it a strange quality. After each song she threw in a little milking, "You are not tired of me, no?" or "You like me so far, yes?" which threw the crowd into ecstasy. Her material consisting of Spanish, French and polyglot, all sold unusually well. The gal has a vibrancy and a fire that made every song alive, even if the lyrics were not understandable. She has some wonderful arrangements and material, shifting each for consummate effects. Occasionally she used four boys to back her on vocals; at other times she used a guitar to accompany herself. Her use of her hands and arms was amazingly reminiscent at times of Edith Piaf.

At her finish she was deluged by flowers and terrific applause. If the future reservation list is any indication, the gal should do big business.

The Stanley Melba band, augmented for Miss Serrano, backed her beautifully. Ralph Lane's Latin band did the relief chores in good style.
Bill Smith.

Blackhawk, Chicago

(Thursday, January 19)

Capacity, 300. Price policy, 50 cents and \$1 cover charges, with \$1.50 and \$2.50 minimums. Shows at 8:30 and 11:30. Producer, Art Peterson Jr. Publicity, Lee Schooler. Estimated budget this show, \$3,300. Estimated budget last show, \$2,100.

This third attempt at a miniature legit-type musical, using an ork as nucleus, comes off better than any of its predecessors because of the Eddy Howard ork. Howard has boosted biz here.

Show's format is simple, with the locale a typical Arizona dude ranch and the plot slow and easy. Howard has racked up a couple of Western Mercury disk hits, *Single Saddle* and *Ragtime Cowboy Joe*, which fit perfectly into the revue. In addition, the warbler gets in several other of his top wax numbers, all to excellent response. The Howard ork (five brass, five saxes and three rhythm) is an exceptionally versatile crew, doing everything in the show well. Ork performs stellar service for the dancing periods also.

Jack Tygett and Janet Campbell, who looked bad in the last revue, are given better numbers and show great improvement in this show. Their challenge and muscle dances work in well and are expertly done. The three line gals also have smarter vehicles in which to show their ballet-type work. Sammy Shore is the biggest improvement. While crude at times, he shows flashes of brilliance. In one portion of his comedy specialty, *Western Gold*, Shore has some excellent material and puts it across. Jean Stanley, blond model type, will bear watching. She's in her first pro job, has loads of look and a sparkling type of animation. Johnny Sippel,

Lookout House, Covington,
Kentucky

(Monday, January 16)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, Frank Sennes, exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

This comedy-laden stanza, sparked by Bert Wheeler and the Slate Brothers, with Sandra, is a smart show-piece. The diminutive Wheeler's yock-jammed bag still packs a powerful wallop and he dishes out its ingredients with a finesse that holds the audience in his palm. Even his dated bars come out with a new richness and polish when presented in conjunction with the Slaters.

Sharp projection characterizes his nostalgic beatings of *Sidewalks of New York* and *Is This Worth Fighting For?* as a background for a conglomeration of situations by the brisk-clearing Slaters and for some of his own fancy soft-shoeing. His *My Gal Sal*, accompanied by the statuesque Sandra, left diners rocking.

In their own slot the Slaters combine top-drawer hoofing with varied character impressions to meaty hands; but their best-score comes via their zany work with Wheeler.

Marion Francis, comely red-haired canary, proves a strong contender for top laurels. Shapely gal passes the eye test easily and her sage song selection backed by a warm, vibrant voice brings hushed silence on *Do I Love You? I Can't Say No, If I Could Be With You and a Jivey Take Me Out to the Ball Game*. Gal possesses plenty of assurance and sells solidly.

Smartly groomed, Randolph the Magician, caught on immediately with deft cigarette manipulations, a

(See Lookout House on opp. page)

Follow-Up Review

BLUE ANGEL, NEW YORK: The club has two new acts. The first, Francis Linei, is a Freshman, a short, likable guy who sings with an infectious rhythm beat that is reminiscent of Charles Trenet. Most of his stuff is in French, but frequently he breaks into English with a tempo change that is startling as well as effective. He needs more attention to his wardrobe, but outside of that he should develop nicely into more than just another Gallic warbler.

The second act is Marion Bruce, a tall, slim, dark-skinned gal who sings in a low intimate voice that is attention-compelling. The gal was particularly good on blues.

Bill Smith.

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Desert Inn Set For Las Vegas

NEW YORK, Jan. 21.—Desert Inn will be the newest club to open in Las Vegas, Nev. The spot, to be operated by a syndicate headed by Sam Tucker, who also operates Beverly Hills Country Club, Newport, Ky., is expected to open some time in March.

The no show has been definitely set, Frank Sennes, who'll do the booking, is angling for Bob Hope at fancy dough. The budget is expected to run high in order to compete with established niteries in the area.

PALACE, NEW YORK

(Continued from page 43)

response from the audience. His upside-down writing gimmicks, mathematical juggling and astute timing held the attention from start to finish. A huge map of the United States and Betty Coleman, his decorative blond assistant, helped dress up the act.

Manor and Mignon, a smart dance team, supplied the class on the bill. The duo's initial number was marred by faulty ork backing, but they carried off the missteps with poise, and displayed a fine style and technique with their terp-impression. The platinum blond Mignon was particularly show-wise, both as a terper and a personality.

Comedian Steve Evans, by now a Palace regular, held down the next-to-closing spot, and the audience brought him on with a big ovation. He ambled thru impressions of Will Rogers and John D. Rockefeller with a practiced assurance, then encoored with his sure-fire drunk act, and another brief mimic routine about audience reactions. The house howled thruout and the bow-off applause was tremendous.

Marie Louise and Charles, a flash trapeze act, closed the show, and the curvacious fem performer garbed in a brief strapless black outfit, was the best looking gal on the bill. The turn itself is short and comparatively simple until the surprise finish, when Marie Louise hangs by her neck from a strap while swinging back and forth at fast tempo. The ork provided a skillful build-up to the gasp trick and, applause-wise, the audience was appropriately appreciative.

Pic, *There's a Girl in My Heart*.
June Bundy.

Eigen's "Search" Stunt Paying Off

NEW YORK, Jan. 21.—Ever since disk jockeys started to do their stuff from cafes there's been plenty of discussion as to whether or not they paid off. Here and there one of the spinners came up with a gimmick that made him box office.

The latest gimmick to catch on is Jack Eigen's *Search in the Night*, which is broadcast from the Copa lounge. Eigen has an envelope placed in some remote spot, then announces general clues as to its whereabouts. The finders who can identify the contents of the envelope get either a watch or a radio. In most cases the finders rush to the Copa to collect, sometimes bringing parties with them. Usually they spend a couple of bucks before they get the prize.

Where the finder is not accessible to the Copa, the prize is mailed to him.

A few weeks ago Eigen announced an envelope was placed in front of a building on Queens Boulevard, Long Island. Within a short time the street became loaded with radio-blaring cars, including a couple of police squad cars, all looking for the envelope. Similar mad rushes to get something for nothing have occurred in Hackensack, N. J., and other outlying sections. Eigen uses the *Search in the Night* stunt at regular intervals, planting it in the areas covered by WMGM.

Its immediate cash pay-off is problematical. But as a gimmick to plug the Copa and incidentally, Eigen, it has its merits.

CAPITOL, NEW YORK

(Continued from page 43)

balls got a big mitt.

Betty Reilly, sporting a wardrobe which set off her swivel hipped punchy song selling style, came in with practically a new act. Having done a flicker since her last job here, she used some material based on take-offs—a Bette Davis doing an Al Jolson plus a Frankie Laine. Her best, however, was the *Wedding Samba*, a natural for her. The audience went mad about her, calling her back for almost a show-stop.

The Ink Spots opened with *Feets Too Big* to which Kenny and Butterball did a jitter. From then on it was in the customary Ink Spot vein, *No Orchids for My Lady*, *Maybe*, finally ending with their perennial, *If I Didn't Care*. Kenny still holds a note longer than almost any guy around, and the customers loved it.

Pic, *Ambush*. Bill Smith.

IS 10% ENOUGH?

(Continued from page 42)

may be forced to pay 25 to 30 per cent.

It has long been a major complaint by many agents that the present 10 per cent isn't enough under present conditions. They claim that it costs about 8 per cent to book an act, and in the past year it has risen to almost the full 10, what with increased traveling, phones and sales costs.

AGVA insiders argue that any raise would be at the expense of the small act, and the org will fight it all the way. Before the problem of higher commissions will be resolved, both sides expect many more meetings and possibly some high pyrotechnics.

LOOKOUT HOUSE

(Continued from opp. page)

raft of paper tears, silk productions and a frying duck-egg baffle. His disappearing radio mystifier brings long rounds of applause at the blow-off.

The Donn Arden Dancers (8) back after a month's hiatus, take up where they left off in three eye-catching turns that offer the usual lavish costuming, imaginative routing and excellent execution.

Bob Snyder's ork still turns out its dance tunes with the same excellence that characterizes its show backing.
Bob Doepker.

Stem Houses Down to 332G; MH 100G, Roxy 60, Cap 52

NEW YORK, Jan. 21.—The final weeks of long runs in practically all the combo houses saw grosses down still farther. The only exception was the Paramount, which wound up a six-day week with a comparatively high figure. Against that, however, the Strand melted way down. Total for the six flicker-flesh last week was \$332,000 vs. \$401,000 the previous week.

Radio City Music Hall (6,200 seats; average \$134,000) got \$100,000 for its sixth and final week with the Christmas show and *On the Town*. The show started with \$150,000 and in succeeding weeks went to \$155,000, \$172,000, \$177,000 and \$120,000. The new show (reviewed this issue) has Bob Williams, Helene and Howard and *My Foolish Heart*.

Roxy Draws 60G

The Roxy (6,000 seats; average \$78,000) pulled \$60,000 for its first stanza with Andy and Della Russell and *The Whirlpool*.

The Capitol (4,627 seats; average \$55,000) collected \$52,000 for a 10-day finale week against \$65,000 for the previous frame after a preem of \$112,000 and deucer of \$80,000. The bill had the De Marcos, Eddie Duchin's ork, Mitzie Green and *Adam's Rib*. The new bill (reviewed this issue) has the Ink Spots, Sam Levenson, Bobby Sherwood's ork and *Ambush*.

The Paramount (3,654 seats; average \$73,000) finished its three-weeker (the last week was an abbreviated

one) with a satisfactory \$65,000. The bill had Russ Case's band and *Samson and Delilah*. The show opened to \$132,000 followed with \$125,000 and \$85,000. The new bill (reviewed this issue) has Bill Lawrence, Jean Carroll, Jerry Wald's band and *Thelma Jordan*.

Strand Off to 35G

The Strand (2,700 seats; average \$22,000) bogged down to \$35,000 for Vaughn Monroe's band and *Inspector General* in its third and final week. The new show (reviewed this issue) has Gordon MacRae, Paul Gray, Mimi Benzell and *Hasty Heart*.

The Palace (1,700 seats; average \$20,000) did \$20,000 for George Dunn, Keaton and Armfield, six other acts and *The Nevadan*, against \$21,000 the week before. The new bill (reviewed this issue) has Rosalie Allen, Steve Evans, six other acts and *There's a Girl in My Heart*.

STRAND, NEW YORK

(Continued from page 43)

amusing to see each one do little bits trying to steal the act. Neither one succeeded. They were both good.

Paul Gray fractured them with his pedantic delivery and sneaker gags. He started slowly and at times seemed to lack assurance, but he wound up way ahead.

Walter Long, young presentable hooper, did a good job on regular as well as soft-shoe taps. His challenge bit with the drummer was equally effective.

The Mitzi Mayfair Dancers, three boys and three girls, started off okay with a fast routine. But in their later spot they meant little except to fill time between acts.

Pic, *The Hasty Heart*.

Bill Smith.

PARAMOUNT, NEW YORK

(Continued from page 43)

operating room bit killed them. When they finished, the applause was deafening.

Jean Carroll was better than ever. Her dress buying routine kept the yocks coming one on top of the other. Even her throwaways, and she used some that could be built into entire routines, registered boff. Her race track finale got her off in good fashion, tho she could've done more to judge by the audience reaction.

Bill Lawrence was the only disappointment on the bill. Tho he came on to squeals of joy from the teenagers, he walked off to almost a hush. But he does best in an intimate room, and the Paramount's far from intimate. His choice was good, opening with *S'Wonderful* followed by *But I Can Dream, I Get a Kick Out of You* and finally finishing with *Old Devil Moon*. What the boy needs is lessons in salesmanship. Also the preceding acts were too strong for him to follow.

The Jerry Wald band did a fine backing job. In its own spot it socked across the *Wedding Samba*, tho its biggest was *Rumbolero* done in exciting fasion. For this date Wald has added a bongo to his outfit.

Pic, *Thelma Jordan*.

Bill Smith.

RADIO CITY, NEW YORK

(Continued from page 43)

liams as the outside talker. The set, in front of an exterior scene, had the cast in period costumes, high beavers on the males and the gals sporting parasols.

The mechanical stage revolved showing the inside of the boat, a stage, boxes and customers. On this one Bob Williams got terrific yocks for his dog act, introed as the "mascot of the boat." When he finished, the Rockettes came on for the always eye-filling precision terps, while Harold Norman gave out with *Whose Baby Are You?* The finale brought on Grant Garnell, in blackface, to do the Kern classic, *Old Man River*.

Shirley Van, hooper, working in the beginning of the show, was adequate, tho the production seemed to miss.

Pic, *My Foolish Heart*.

Bill Smith.



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D. C. Belasco Bows April 15

WASHINGTON, Jan. 21.—The Belasco Theater will open April 15 under the sponsorship of the American National Theater and Academy (ANTA), with *Mister Roberts* likely to be the first production, a spokesman for Sen. Ralph Flanders (R., Vt.) said this week as ANTA lawyers in New York had under discussion a lease for the theater reportedly entailing a rental of \$230,000 for 10 years.

ANTA and the Public Buildings Administration (PBA) are agreed on general terms for the lease, and its signing will be a formality, the spokesman added.

Besides the rental fee, ANTA reportedly will have to pay about \$500,000 for repairs to the building, for new equipment, and for moving government files now in the Belasco. The spokesman said ANTA would have to borrow the funds and expected to pay back the money within 10 years by subscriptions.

The lease contract contains a clause permitting the government to reclaim the Belasco on notice of one year. No mention is made of reimbursing the theater organization for renovation costs if the lease is canceled. This clause caused ANTA to reject a similar lease offered it a year ago. Since then, however, a majority of the Senate has pledged support for a bill to reimburse ANTA if the lease is canceled.

"Roberts" Does 10G In 2 Des Moines Days

DES MOINES, Jan. 21.—Mister Roberts cracked a world attendance record for a non-musical show with a two-day stop at KRNT radio theater here January 10-11.

The show played to a 4,100 house for a \$10,001 net take (without taxes) for the first night's performance. This broke the previous world mark and a KRNT record set by Helen Hayes in *Harriet* in March, 1945.

Roberts played a matinee the second day to 1,200 customers and a \$3,119.50 gate (without taxes) and that evening ran up a still higher mark of 4,139 pew-buyers for \$11,167.50. The total attendance for the two days was 9,439, with the total net \$24,288, without taxes.

Library Theater Review

THE FLASHING STREAM

(Saturday, January 14)

LENOX HILL PLAYHOUSE

A drama by Charles Morgan. Directed by Marie Donnet. Setting by Eugene Walter. Producer, Alfred Christie. Stage manager, Audrey Hilliard. Presented by The Players' Repertory Company under sponsorship of the Equity Library Theater.

Commander Henry Carr, R.N. Lawrence Abbot Denham (Marines) De Forest Cole
Lieut.-Com. Peter Brising, R.N. David Martin
Com. Edward Ferrers, R.N. Dennis Allen
Lieut.-Com. Richard Sandford, R.N.

Tom Cound
Lady Helston Marie Donnet
Rear Adm. Sir George Helston, Bart., C.B., R.N. Louis Girard
The Right Hon. Walter Harrowby, P.C., M.P. James Arnton
Karen Selby Miranda d'Ancona
Capt. Winter, D.S.C. Harry Basch

The Equity Library Theater proves, thru Charles Morgan's *Flashing Stream*, that some plays get old fast and should never be revived. Tho this script is earnestly presented, efforts are defeated by outworn material.

Developing a theory that mathematics and truth are synonymous and that followers of absolute truth are plagued with reasoners, Morgan has written *Stream* as an overdone melo love story, flavored with Biblical quotes and ambiguous double talk, probably intended for poetic dialog.

Sides and Asides

Gloria Alexander in "Ear" Before Tour

Gloria Alexander took over the original Carol Channing role last week in "Lend an Ear" at the Mansfield for a pre-tour break-in. She will do all the Channing numbers on the road. "Ear" wound up its Stem run Saturday (21) and reopened Monday (23) for a week at the Shubert, New Haven, Conn. A week in Baltimore is the next stop, followed by three weeks in Philadelphia and two in Boston. A cross country tour follows, including the West Coast.

Walston for Billis Role in "Pacific" Nat'l Co.?

Bill Tabbert, of "South Pacific," has been out of the cast for the past week and will need at least another to recuperate from a nose operation. His understudy, Alan Gilbert, is subbing in the Lieutenant Cable role during his absence. Incidentally, 45th Street rumors give Ray Walston the inside track for the Myron McCormick part of Luther Billis, when the national "Pacific" company takes off westward in the spring. Walston is now occupied with Garson Kanin's "Rat Race."

"Detective" Cast, Crew Get Replica Badges

The cast and crew of "Detective Story" are all sporting miniature New York Police Department detective badges. Replicas were presented backstage Sunday (15) after a Sunday night benefit sponsored by the Detective Benevolent Association. Producers Howard Lindsay and Russell Crouse and author Sidney Kingsley received pint-sized commissioner's badges from Police Commissioner William P. O'Brien. In return, star Ralph Bellamy presented the detective association with a scroll, signed by all members of the play's cast and crew.

Jogeyans Signed for Menotti's "Consul"

Dutch bass-baritone George Jogeyans, who made an American debut last fall with the City Center Opera Company, has been signed for a top role in the Gian-Carlo Menotti opera-drama, "The Consul." Producers Chandler Cowles and Efrem Zimbalist Jr., have engaged Horace Armistead to do the sets. Armistead was responsible for the backgrounds of the previous Menotti opus, "The Medium." "Consul" starts its break-in at Philadelphia's Forrest Theater week of February 13.

Workshop Registering for Spring

Registrations began last week for the spring term of the Dramatic Workshop and Technical Institute at the President Theater. Courses are offered in drama, musical plays, film, radio and television. All are approved under the G.I. Bill of Rights. Full time, part time and evening classes are available. Sessions start February 7.

Schonzeit To Produce "October Week"

Louis Schonzeit, owner of Mackay's Ticket Agency, is back in the production ranks again. The broker has signed contracts with Charles Knox Robinson for the launching of the latter's play "October Week." Rehearsals are skedded for an August start. Robinson was a co-author of "Sailor Beware" of happy memory. Schonzeit's first producing venture was "The Stars Weep" of a couple of seasons back. "Stars" expired in Boston before attaining a Stem unveiling.

Cookson's "Innocents" Set With Duggan Addition

Final casting for Peter Cookson's production of "The Innocents" was completed last week with the signing of Andrew Duggan. Beatrice Straight, Isobel Elsom, Irish Mann, David Cole and Ella Playwin are rehearsing under direction of Peter Glenville. "Innocents" opens cold at the Playhouse February 1, after four paid previews.

Logan Gives Old Customers a B.-O. Break

Some 30,000 mail-order pew-buyers for "Mister Roberts" will get first crack at tickets for "The Wisteria Tree" which Joshua Logan unveils at the Martin Beck March 8. Application forms were sent out last week to "Roberts" patrons offering choice locations prior to advertising solicitation. Returns received before Wednesday (25) will get first call over orders received via advertising or brokerage allotments. Prospective buyers are urged to pencil in several alternate dates on their applications. Evening b.-o. tariffs will run \$1.80 to \$4.80 Monday thru Thursday with a hike to a \$2.40-\$6 span on Friday and Saturday. Wednesday and Saturday mats scale from \$1.20 to \$4.20. There will be no theater parties.

Julie Wilson Quits "Kate" Road Company

Julie Wilson has left the National Company of "Kiss Me, Kate," now in Chicago, because of previous night club commitments. Betty George, last seen locally in "As the Girls Go," took over her assignment. Miss Wilson, however, will pinch-hit for Lisa Kirk in the New York company January 30 thru February 13, while Miss Kirk is on vacation. That will be Miss Wilson's Stem stage debut.

A commander in the British Navy is the follower of truth, a mathematical genius inventing a secret weapon. Karen Selby, another two-plus-two wizard, is his co-worker and lady love, tho they go thru the play not touching one another lest emotions interfere with their work. A jealous lady of title gums the works by sneakily forcing a rush on the experiment's trials, causing failure. At the very last minute Miss Selby lies to the reasoners — admirals and lesser brass — and gets an okay on more experiments by telling them that Ferrers's math was wrong. The genius, who has loused himself up and spoiled any chance of new experiments by refusing to admit error, now starts to go mad. However, the

gal tells him that she took a bit of liberty with truth to save him. So he snaps back to sanity and their math.

James Arnton is the most successful in the cast, probably because he refuses to take matters too seriously. Dennis Allen surmounts a difficult wordy role with some success, and David Martin is excellent.

Director Marie Donnet plays the other woman. As a director she should have done some editing and rewriting to make her script more palatable. She's a fine actress. Eugene Walter's set is excellent.

There's a lot of good talent in this ELT production, but a bad script can defeat a showcase's purpose. Let the tired plays sleep. Dennis McDonald.



BROADWAY SHOWLOG

Performances Thru
January 21, 1950

DRAMA

	Opened	Perfs.
Caesar and Cleopatra.....	12-21, '49	36
(National)		
Death of a Salesman.....	1-10, '49	396
(Morosco)		
Detective Story.....	3-23, '49	348
(Hudson)		
I Know My Love.....	11- 2, '49	94
(Shubert)		
Mister Roberts.....	2-18, '48	409
(Alvin)		
That Lady.....	11-22, '49	78
(Martin Beck)		
The Cocktail Party.....	1-21, '50	1
(Henry Miller)		
The Corn Is Green.....	1-11, '50	13
(City Center)		
The Enchanted.....	1-18, '50	3
(Lyceum)		
The Man.....	1-19, '50	4
(Fulton)		
The Member of the Wedding.....	1- 5, '50	20
(Empire)		
The Rat Race.....	12-22, '49	36
(Barrymore)		
The Velvet Glove.....	12-26, '49	32
(Booth)		

MUSICAL

Alfie and Ticking.....	1-17, '50	7
(Winter Garden)		
Dance Me a Song.....	1-20, '50	3
(Royale)		
Gentlemen Prefer Blondes.....	12- 8, '49	32
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	442
(Century)		
Lost in the Stars.....	10-30, '49	96
(Music Box)		
Miss Liberty.....	7-15, '49	219
(Imperial)		
South Pacific.....	4- 7, '49	332
(Majestic)		
Texas L'il Darlin'.....	11-25, '49	67
(Mark Hellinger)		
Touch and Go.....	10-13, '49	126
(Broadhurst)		
Where's Charley?.....	10-11, '48	536
(St. James)		

ICE SHOWS

Howdy, Mr. Ice of 1950.....	5-16, '49	324
(Center)		

CLOSED

Diamond Lil.....	2- 5, '49	190
(Plymouth)		
January 21, 1950		
Lend an Ear.....	12-16, '48	460
(Mansfield)		
January 21, 1950		

COMING UP

(Week of January 23)

Design For a Stained Glass Window.....	1-23, '50	
(Mansfield)		
The Happy Time.....	1-24, '50	
(Plymouth)		
The Devil's Disciple.....	1-25, '50	
(City Center)		
As You Like It.....	1-26, '50	
(Cort)		

ROUTES

Dramatic and Musical

All You Need Is One Good Break (Locust 84.) Philadelphia.
An Old Best-Up Woman (Wilbur) Boston.
Arms and the Girl (Shubert) Boston.
Ballet Theater: Colorado Springs, Colo., 30.
Boulder 24; Denver 27.
Ballet de Paris (Shubert) Philadelphia.
Barretts of Wimpole Street (Nixon) Pittsburgh.
Blackstone (Poche) New Orleans.
Blomson Time (Great Northern) Chicago.
Brigadeon (Klein Memorial) Bridgeport, Conn., 25; (Dushnell Auditorium) Hartford 26-28.
Come Back Little Sheba (Playhouse) Wilmington, Del., 26-28.
Death of a Salesman (Krieger) Chicago.
Detective Story (Blackstone) Chicago.
Diamond Lil, with Mae West (Ford) Baltimore.
Harvey (Victory) Dayton, O., 24-26; (Columbia) Evansville, Ind., 27-28.
Inside U.S.A. (Metropolitan) Seattle.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Shubert) New Haven, Conn.
Light Up the Sky (Studebaker) Chicago.
Mad Woman of Chailot (Plymouth) Boston.
Man Who Came to Dinner (Orpheum) Springfield, Ill., 25; (Fischer) Rockford 26; (Parkway) Madison, Wis., 27-28.
Merry Widow (Forrest) Philadelphia.
Mr. Barry's Etchings (Eringer) Buffalo.
Mr. Roberts (Davidson) Milwaukee 21-Feb. 13.
Now I Lay Me Down to Sleep (Grand) London, Ont., Can.
Oklahoma (Biltmore) Los Angeles.
Philadelphia Story (Mayfair) Portland, Ore., 23-28.
Private Lives, with Tallulah Bankhead (American) St. Louis.
San Carlo Opera Co. (Boston O.H.) Boston.
Schwartz, Maurice (Colonial) Boston.
Street Car Named Desire (Ehring Mosquet) Richmond, Va.
Street Car Named Desire (Royal Alexandra) Toronto.
Student Prince (Lyceum) Minneapolis 23-28.
Yes M'Lord (Walnut St.) Philadelphia.

ELT Gets Box Office And Will Pay Casts

NEW YORK, Jan. 21.—At long last Equity Library Theater is to be able to charge admissions. Via clearance with the fact finding committee of the legitimate theater and the co-operation of the community centers of the board of education, ELT will present four plays on alternate weekends at the Clinton Community Center in the Bronx, beginning February 17. Tickets will be pegged at 50 cents and everybody involved in the venture will get paid. The bills include *My Heart's in the Highlands*, *St. Joan*, *The Great Big Doorstep* and *Lucky Sam McCarver*.

The org's regular free showcase activities will continue at the Lenox Hill Playhouse.

HOLLYWOOD ICE REVUE

(Continued from page 4)

sense of the commercial. The latter is best personified by her now-famous hula, which brought down the house on opening night, as always, and sparked the biggest hand of the evening. The kittenish skater took encore after encore, milking each turn with the consummate skill of an ace showman and playing to the gallery and ringside with equal facility. However, her unerring grace and technical perfection were spotted best in a white ballet number with a *Liebestraum* backing. Wearing a series of glittering costumes, she staged a spectacular entrance for each of her six numbers (via a revolving stage) and closed the show with a high stepping *Strut-ter's Ball*, a garish minstrel affair, a sock finish by virtue of sheer gaudiness. Henie teamed up expertly with Michael Kirby on her opening number, a spins and spiral medley, but aside from this and a brief whirl in the finale Kirby had nothing to do and it's difficult to reconcile his billing with his relatively small part in the show.

"Nursery" Finale

From the kids' point of view the first-act finale, a fantasy tagged *Nursery Memories*, was probably the most exciting portion of the presentation. The rink was overrun with a menagerie of kittens, lambs, bears and other refugees from Mother Goose, while Henie performed a standard French doll terp routine on skates. In contrast, she cavorted about in a lively French number earlier in the show.

Comedy honors, of course, went to Freddie Trenkler, undoubtedly one of the finest ice clowns in the business. His slapstick hockey routine drew the biggest yocks from the crowd, but his real talent for blending a wistful Chaplin-like pathos with skating was best revealed in a skit he did with a trio of cops. John Ferris and Jimmy Kelly also scored in the comedy department with a skillfully grotesque take-off on a Charleston dancing couple of the 1920s. Pint-sized Paul Castle garnered his share of laughs as a slightly-out-of-season Santa Claus, and came off well in the gasp division with a series of running hurdles. Gasp laurels also went to Mickey Michael and James Treloar for their acro-balance routine in *West of the Pecos*. At one point the boys were practically skating on the bias.

Miss Williams's Ropes

Carol Williams a rope-spinning ice charmer, was also featured in this number, which is something of an innovation for a Henie show. However, Miss Williams spins far more than she skates.

Another pair of newcomers, Herman Maricich and Ron Elliott, gave a showmanly account of themselves with a synchronized duo turn.

Production-wise, Catherine Littlefield's slick choreography was the mainstay of the show. It, plus excellent lighting and lush costuming, made the line (24 boys and 24 girls) look much better than they actually were. Unfortunately, tho, nothing could disguise the chorus's faulty

BROADWAY OPENINGS

THE ENCHANTED

(Opened Wednesday, January 18)

LYCEUM THEATER

A comedy by Jean Giraudoux. Adapted by Maurice Valency. Staged by Georges S. Kaufman. Settings by Robert Edmund Jones. Music by Francis Poulenc. Dances by Jean Erdman. Musical supervision by Albert Hague. General manager, Jesse Long. Stage manager, Al Boylan. Press representatives, Karl Benstein and Harvey Sabinson. Presented by David Lowe and Richard Davison.

The Mayor	Charles Halton
The Doctor	Russell Collins
Isabel	Leueen MacGrath
Gilberte	Carolyn Grier
Daisy	Judith Licata
Lucy	Mimi Strongin
Viola	Leah Chernin
Denise	Patricia Wright
Irene	Betty Richardson
Marie-Louise	Henrietta Catal
The Inspector	Malcolm Keen
The Supervisor	Wesley Addy
Armande Mangebois	Francis Williams
Leonide Mangebois	Una O'Connor
The Ghost	John Baragrey
First Executioner	Joe E. Marks
Second Executioner	James O'Neill
Monsieur Adrian	John O'Hare
Papa Tellier	Roland Wood

Where O'Neill belabors the human race with a hammer, Jean Giraudoux tickles it with a feather—and sometimes the latter approach carries an equal impact. The Frenchman has a wonderful way of tossing harpoons into the stupidity, crassness and hide-bound selfishness of modern society and making its protagonists look ridiculous. Fantasy is his best weapon and with *The Enchanted*, fantasy rules again at the Lyceum. This time it is not the little mad who are able to sift the wheat from the chaff, but the young and unworldly. And this time Giraudoux is concerned with ghosts—or rather a ghost.

The tale is of a little teacher in a French provincial town who likes to meet a phantom in the woods. Nobody particularly minds this harmless hobby, except a government inspector who reads sinister consequences to the state into its outcome and proceeds to invoke the forces of law and order for the exorcising of the plaguing spirit. Roughly, the premise appears to stem from a desire on the girl's part to call back the dead in order to teach the world how to bring full richness and understanding to the art of living. But the lass finally falls in love with the town's handsome supervisor of weights and measures and her ghost is exorcized at long last and with great difficulty, after she has almost followed him over the brink in order to learn the secret.

It is all told with skill and charm, albeit with some metaphysical confusions. It is not a play with which to let the attention wander or a pew-sitter will be frantically back-tracking to pick up lost threads of significance. But it is over-all delightful and rates as good or better success span as the author's *Mad Woman of Chaillot*.

Leueen MacGrath gives the girl a sensitive loveliness. Malcolm Keen is splendid as the bigoted, government stuffed-shirt. Russell Collins turns in one of his best performances as a metaphysically minded doctor. Wesley Addy makes the provincial lover a proper man indeed, when it comes to saving his sweetheart from ghostly interference, and Charles Halton's kindly mayor is excellent. Una O'Connor is fine in another character bit as an ear-trumpeted old crone.

George Kaufman has staged it all with loving care. Jones's sets and costumes are off his best fantasy shelf and are quite right for the mood of ghostly doings. *Enchanted* should delight a great many people. In fact, it's hard to see why anyone could dislike it.

Bob Francis.

timing. This ragged effect was the only discordant note in the entire production, and some of the blame may rest with the ork backing, as evidenced by the fact that even Henie's rhythm tempo seemed to improve when the beat-wise Hawaiian quintet took over the stand.

June Bundy.

ALIVE AND KICKING

(Opened Tuesday, January 17)

WINTER GARDEN

A revue. Lyrics by Paul Francis Webster and Ray Golden. Music by Hal Borne, Irma Jurist and Sammy Pain. Additional music and lyrics by Sonny Burke, Leonard Gershe, Billy Kyle, Sid Kuller and Harold Rome. Sketches by Ray Golden, I. A. L. Diamond, Henry Morgan, Jerome Choderov, Joseph Stern, Will Glickman, Mike Stuart and others. Dances by Jack Cole. Sets and costumes by Raoul Peine Du Bois. Staged by Robert H. Gordon. Musical direction and vocal arrangements by Lehman Engel. Orchestrations by George Bassman. General manager, Michael Goldreyer. Stage manager, Michael Ellis. Press representatives, George and Dorothy Ross. Presented by William R. Katz and Ray Golden.

CAST—David Burns, Lenore Lonergan, Jack Gilford, Carl Reiner, Jack Cole, Bobby Van, Dolores Starr, Jack Russell, Mickey Deems, Eve Lynn, June Brady, Gwen Verdon, Margery Oldroyd, Madelaine Chambers, Louise Kirtland, Sam Kirkham, Arthur Maxwell, Patricia Bybell, Rex Thompson, Jack Cassidy, Ray Stephens, Marie Groscup, Rae Abruzzo, Laurel Shelby, Earl William, Ray de Witt, Jessie Elliott, Graham Lee, Margaret Baxter, Sylvia Chaney, Jean Bal, Bryn Corey, Jay Harnick, Velerie Camille, Ruth Davis, Jean Harris, George Bockman, Kenneth Davis, Marc Hertzens, Paul Olson, Jack Miller.

Alive and Kicking turns up in current revue ranks crediting a lot of vet talent with a hand in its making. The efforts of such a combination should add up to a fast, polished Stem revue. *Kicking* doesn't. Most of what it has to offer has been done before, for better or worse. At a time when freshness and originality are musts in Stem competition, *Kicking* looks to be out on a slender limb.

Not that the revue hasn't some compensations. There is one amusing sketch by Jerome Choderov which really carries thru for a laugh black-out, in which David Burns, Lenore Lonergan and Carl Reiner harpoon author-lecturers on the women's club circuit. Jack Gilford gets a quota of chuckles out of another by Joseph Stein and Will Glickman demonstrating the easy way of giving up tobacco. Harold Rome has contributed words and music for two laugh specialties—*Cry, Baby, Cry*, a travesty of Pollyanna weather songs, tried amusingly by Misses Lonergan, Rae Abruzzo and Laurel Shelby, and a walloping back-hand salute to a type of visiting Gallic chanteuse, called *French With Tears*. The last, as chanted by the sandpaper-voiced la Lonergan, gives the show a real lift.

Competent Singing

Other songs are done by competent voices. Two or three, notably *I Didn't Want Him* (Leonard Gershe-Irma Jurist), *Propinquity* and *One, Two Three* (Paul Webster-Ray Golden-Sonny Burke) have possibilities. Jack Cole and his sensational troupe add dance patterns ranging from pseudo-Oriental fantasy to the hottest of jazz. Young Bobby Van makes a promising individual terping debut, altho his soft-shoe steps and mannerisms are obviously straight out of the Ray Bolger school. But who can blame a youngster for imitating the best?

However, *Kicking* is a show of moments, and the moments are too few. Comedians like Burns, Lonergan, Gilford and Reiner can be excellent. *Kicking* doesn't give them half a chance, since in most cases their material runs out fast enough to leave them high and dry. Too much emphasis has been put on Cole's dance patterns. Good they are, with terrific assists to the star from Gwen Verdon and Marie Groscup, but any revue can become top-heavy with too much of a good thing.

Direction Is Off

Who is responsible for turning out such over-all middling entertainment is a question. Certainly the program lists more than enough contributing talent to have provided a better choice of material, and scant credit is due to a director of Robert Gordon's ability, if he had the last say. In addition, Raoul Peine Du Bois's sets and costumes are far from off his top 'elf. From an orchestra pew it looks as tho too many people had fingers in the pie and nobody came up with a plum.

Bob Francis.

DANCE ME A SONG

(Friday, January 20)

ROYALE THEATER

A revue. Songs by James Shelton, Herman Hupfield, Albert Hague, Maurice Valency and Budd Gregg. Sketches by Jimmy Kirkwood, Lee Goodman, George Oppenheimer, Vincente Minelli, Marya Mannes, Robert Anderson, James Shelton and Wally Cox. Staged by James Shelton. Settings by Jo Mielziner. Costumes by Irene Sharaff. Dances by Robert Sidney. Musical direction by Tony Cabot. Orchestrations by Robert Russell Bennett. Business management, Forrest Haring and J. H. Del Bondio. Stage manager, John E. Sola. Press representative, Tom Weatherly. Presented by Dwight Deere Wiman in association with Robert Ross.

CAST: Tony Albert, Cynthia Rogers, Donald Saddler, Cliff Ferre, Scott Merrill, Babe Hines, Erik Rhodes, Marion Lorne, Ann Thomas, Tina Prescott, Wally Cox, Alan Ross, Jimmy Kirkwood, Bob Scheerer, Biff McGuire, Bob Fosse, Mary-Ann Niles, Francine Bond, June Graham, Carmina Canino, Marian Horosko, Dusty McCaffrey, Douglas Moppert, Heidi Krall, Joan McCracken, Lee Goodman, Hope Foye, Marilyn Gennaro, Don Little, Robert Sola.

The first act of *Dance Me a Song* carries the earmarks and much of the fond memories of Dwight Deere Wiman's *Little Shows*. *Song* follows the same general revue pattern of gayety and freshness, featuring no names and comprising a lot of comparatively unknown faces and talents. If its second stanza kept pace with its first, *Song* could be a honey of a show. However, even with a bad second act let-down, it still has enough originality and showmanship to make one or two of the more recent entrants into the current Stem revue sweepstakes look like tripe.

Most of the charm of *Song* stems from its complete unpretentiousness—an impression of a lot of nice kids having a good time and projecting it over the foots. It is just unfortunate that all the best of it is packed into the early part of the evening. With a more balanced programing of material, perhaps a better over-all effect could be achieved. But it has tuneful songs, sketches which really build to good black-outs, excellently contrived dance patterns and a galloping pace, all of which add up to a pleasantly rewarding, if not a knockout, evening's entertainment.

Gals Pull Laughs

There is no question that a comedienne of Ann Thomas's ability should be given more to do. She has only one spot in the first act, an hilarious bit as a telephone operator fond of judo, plus a bit of chucklesome ensemble needling a movie radio commentator. The second sessions gives her only a not-too-good song, which she betters by delivery. Joan McCracken fares better with an opportunity for a really lovely dance duo with Bob Scheerer and a fine travesty on Lynn Fontanne early in the show, a second stanza follow-up in a ballet which is not so good and a shot at the key song. Miss McCracken, as usual, distinguishes herself, but it takes an unknown Stem player to carry off comedy honors. This reporter has never seen young Wally Cox at his nitery chores, but revue-wise he will back him to toss any customer in the aisles with his deadpan miming. Cox is quite wonderful.

Plenty of Youngsters

Song has, moreover, plenty of other youngsters who acquit themselves admirably. There is Hope Foye, who has an outstanding way with a torch song Biff McGuire can do likewise with a ballad. Bob Scheerer is as nimble as he ever was in *Lead an Ear*, and Cliff Ferre and Bob Fosse step right along with him. Excellent also on the terp side are June Graham and Mary Ann Niles. Lee Goodman and Jimmy Kirkwood team up for good clowning effect in a couple of sketches.

Wiman has not stinted in giving his show all the best, production-wise, for an intimate revue. Jo Mielziner has drawn up tasty back-grounds, and Irene Sharaff's costumes are original and eye-filling. While *Song* doesn't carry thru its original promise, it is still more than sufficiently fresh and colorful to warrant the tariffs at the Royale's box-office.

Bob Francis.

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Magic

By Bill Sachs

BLACKSTONE played to capacity houses at the Henry Clay Auditorium, Lexington, Ky., January 16-17, sponsored by the local Lions' Club. The Blackstone date was well heralded, with even a board on the court house lawn being plastered with a 24-sheet. During the Lexington, Blackstone was made a Kentucky colonel by Gov. Earl C. Clements. Blackstone and Betty Stollie were guests at the home of Lieut and Mrs. Lee Allen Estes during their Lexington stay. . . . George L. Hall (Meliso), clown magician, now working with his unit out of his headquarters at Wood River, Ill., reports that he will reopen under canvas in April to work the Illinois territory. . . . Charlie Hilderra, clown conjuror, who will be with the Mills Bros. Circus the coming season, tells of catching Virgil's excellent performance recently at the high school auditorium at Pacific Grove, Calif. "His whole show is very fine," writes Hilderra, "but his multiplying can-

dles and Chinese Linking Rings were especially well received. Due to indifferent advertising by the sponsors, however, he did not have the turnaway house he deserved." . . . Seymour, comedy trixster with headquarters in Little Rock, Ark., has just concluded three weeks of nitery, school and radio dates in Texas and is slated to begin another swing thru the Lone Star State March 5. This makes his third year thru Arkansas, Texas and Oklahoma.

JOHN C. GREEN, 84, the world's oldest active pro magician, who December 12 began his 10th annual tour thru the Canadian West, reports that he has closed down his show from January thru March for the first time in his career, due to competition of the winter sports in that sector and the fact that that area is being pelted with its coldest weather in the last 50 years. Since his opening up there he says the thermometer has run the gamut from 15 to 45 below zero, with no warm weather in sight for a long time. He will resume with his full-evening show April 1. . . . LuBrent sailed Saturday (21) on the New Amsterdam for a several weeks' cruise that will have him touching at Havana; Cristobal, Canal Zone; Kingston, Jamaica, and Cartegnas in South America. LuBrent's brother, Tony, is back in the army air corps at Newburg, N. Y., as first lieutenant. . . . Bill Neff (Dr. Neff) writes from his headquarters in Indiana, Pa.: "I was much interested in your recent item concerning Paul Stadelman's polka-dot paint routine and his rights. It is time something is done about these copyists, infringers and pirates who have no sense of fair play. I have been stolen blind thru the years and have taken it on the chin and kept quiet. For over 10 years I have been using a rope effect which I originated in the 1930s and which has fooled many magicians from coast-to-coast. Just recently a culmination of a deal with Percy Abbott to market the effect was somewhat upset by a local amateur who tried to market an inferior copy. I, too, expect to prepare a case against him and am receiving numerous statements from magicians all over the country who have seen only me perform the trick."

Burlesque

By UNO

ROSE LaROSE, originally slated for the Hudson, Union City, N. J., January 23, opened instead at the State, Canton, O., January 20, after a week at the Gayety, Columbus, O. Her subsequent itinerary takes in St. Louis, Norfolk, Boston, Cincinnati and Indianapolis. Rosita Royce follows Miss LaRose into the State, Canton, January 27, with other new principals including Cliff Cochran, Harry Seymour and Rosalie Hanley. . . . I. B. Hamp, who has been hospitalized in Detroit with pneumonia, recently rejoined his unit at the Grand, St. Louis. . . . Jack Birmingham, former advance agent for Columbia Wheel and outdoor shows, has brought back burlesque to New Orleans via the French Casino Theater Club. The show, now in its eighth week, is labeled "Broadway Vanities" and includes Johnny Caneallas, emcee; Pat and Connie Patterson, Derby Derkin and Connie Lou. Show girls are Dotty Frazier, Peggy Lee, Marie King, Tony Ray, Vilura Nichols, Sue Martin and Sunny Larkin. . . . Bob Collins, comic, is now associated with the Nugold Productions, New York. . . . Gail Garber is in St. Albans, L. I., N. Y., Naval Hospital for an operation. . . . Irving Becker will manage the road tour of Mae West in "Diamond Lil," which starts January 23 at the Ford, Baltimore.

MARGIE HART is playing a prominent part in "Light Up the Sky" at the American Theater, St. Louis. . . . Ceegon and Her Oil Bath headlines at Pete Amormino's Merry-Go-Round, Tampa, where other principals are Lenore Walton, emcee; Elaine Forest, vocalist, and the Aristocrats, dancers. . . . Mickey Owens is introducing burly, under the name of "Parisian Follies," at the Harmony Club, Carlstadt, N. J., with a company consisting of Debra Dante, Jungola, Lena Landi, June Effel, Joan King, Lee Anthony, Betty Blake and Struttin' Sam's ork, with Norma Jones at the piano. Owens also plans to take over the Rio Casino, Boston, and Copa, Baltimore, which he will operate in conjunction with the Gay Cafe, New York. Recent Owens placements are Charmaine DuVal, C-Note Club, Pawtucket, R. I.; Saint Satan, Sude and Alfreeda, Red Barn, Miami, and Aida, Copa Lounge, Baltimore. . . . Marty Knopf, treasurer of the Hudson, Union City, N. J., is mourning the death of his older brother, Jacob, January 14 in Philadelphia. . . . Billy (Zoot) Reed, comic, is convalescing from an operation at St. Luke's Hospital, St. Louis. . . . Honey Lee, with the Hyatt-Ascol unit on the Hirst Circuit, is back in burly after nine years' absence during which, as Honey Lee Walker, she produced and operated girlie groups with various carnival orgs. . . . Elinore Sheridan was called in to replace Anne Perri as featured strip in the last two shows of the week, January 14, at the Hudson, Union City, N. J. . . . Sammy Smith replaced Al Rio in the Silk-LaMont unit, booked for the Rialto, Chicago. . . . Princess Ming Toy, dancer, closed 20 weeks as featured Side Show attraction at Hubert's Museum, New York, and is vacationing with her mother in Wilmington, Mass.

LOW FACILITY NUT

(Continued from page 4)
p.m. Thursday time slot, where it would have followed Arthur Godfrey.

The show tees off about March 23. Another Y&R account, Goodyear, had an option on the time slot but relinquished it. Basically a variety show, with Edward Everett Horton in its cast, it was originally titled *Manhattan Towers*, but will get a name with more national audience appeal. The package is owned partially by Y&R, Monte Proser and the Music Corporation of America (MCA). Edward Durrell Dowling will produce.

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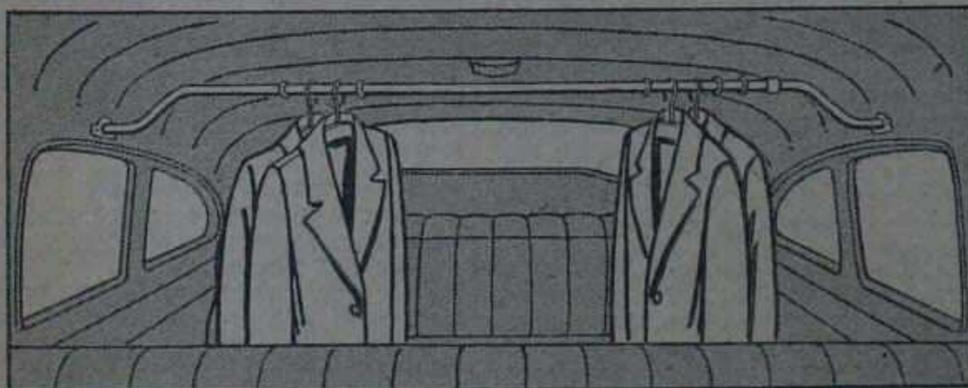
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REP RIPPLES

ORVILLE TOWNSEND is showing pix to sponsors in the Columbia Falls, Mont., area and will add flesh later. Townsend advises that Mayer's School Show has been working that area recently to good returns. Mayer is presenting a magic-novelty turn. . . . **Granite State Players** have been working sponsored dates to successful results in Berlin, N. H. Manager of the unit is **David Holden**, who has been producing amateur shows in that sector for many years. . . . **Statler's Minstrels** have been playing around New Orleans for sponsors. Unit has six in its cast. . . . **Spicer's Show** reports good business in Ontario. . . . **Tyler's Wax Show** has been operating in stores in the Enid, Okla., sector. Following a brief vacation the unit will prep for its spring opening under canvas. . . . **Harry Gilkerson** writes from Hood River, Ore., that "I'm doing okay with pix and my novelty show. I'm dickering to buy a wax show and figure to use it this summer. I'm playing halls and schools at the moment." . . . **Will C. Dodd** comes thru with the Hi-Henry Minstrel roster in answer to a recent query in this corner. Dodd does not give the year the following were with the org, but here it is: **Arthur Deming, Charles Kenna, Harry Leighton, Crowley and Foley** and **Charles Whalen**. Deming and Kenna were featured ends; Leighton was a balladist, and Whalen, Crowley and Foley were dancers. . . . **Faukner Players** are a new group for the Atlanta sector. . . . **Thomas M. Sander** writes that he has a month's booking ahead for his religious pic show, with most of the dates in Western Connecticut. . . . **The Dolby Family** has been playing to good business with its four-cast flesh trick around Montgomery, Ala. Unit is playing sponsored dates for the most part. . . . **Wills School Assembly Show** is in Western Missouri where business has been fair. Show presents flesh and pix. . . . **Clark Hansell**, recalling the Elmer Stock Company, writes that its leads included **Leigh DeLacey** and **Walter Woods**. He wonders if any members of the show are still around. . . . **Russell E. Story** is promoting amateur shows around Binghamton, N. Y.

Semi-Pro Playtime Group

Books Pennsy, Md., Spots
HARRISBURG, Pa., Jan. 21.—C. Edwin Shade, is co-director of the Playtime Theater here, which is booking productions in Eastern Pennsylvania and Maryland. Unit is a semi-pro children's theater group, with *Aladdin and the Wonderful Lamp*, a three-set fantasy, and *The Ghost of Mr. Penny*, a two-set modern dress comedy, its features. Shade says that the unit soon will present a three-set version of *Red Riding Hood*.
 He added that the shows are portable and have been successful. Group's *Aladdin* is to be presented in two charity performances in this city's Forum on Washington's Birthday.

Mrs. Dolgin Directs Drama

NEWINGTON, Conn., Jan. 21.—Mrs. Joe Dolgin, wife of the general manager of the Pike Drive-In Theater, here, will serve as co-director of a drama, entitled *With Wings, As Eagles*, to be produced in Hartford, Conn., this spring.

WARWICK, R. I., Jan. 21.—William Deitch, who operates the Palace Theater, Thornton, R. I., and Gem Theater, Arctic, R. I., has announced plans for construction of an 800-car capacity drive-in theater here.

ST. PETERSBURG, Fla., Jan. 21.—The Silas Green Show chalked up a winner at its local engagement, playing to a capacity house Monday (2).

BARBARA BROOKS, widow of Tom Brooks, who shot himself fatally in an accident four years ago, is now associated with United Productions, Kansas City, Mo., producing firm of which **Madge Tomlinson**, former rep and stock performer, is personnel director. Barbara's parents-in-law, **Jack and Maude Brooks**, have operated their tent rep org in Iowa for many years. . . . **Ken Cantrail**, nephew of **Carl Park**, veteran tab and rep performer, was in Cincinnati recently as a member of the cast of "As You Like It." In a call to The Billboard, Cantrail reported that Uncle Carl was presently around Grinnell, Ia., but would be under canvas in Michigan this summer with the **L. Verne Slout** tent. . . . **Doug and Lola Couden**, after a year's sojourn at Capistrano Beach, Calif., were smitten with the yen for the road and are back playing schools again with their novelty turn. They have their trailer headed eastward and are signed with **L. Verne Slout's** tent opening in Michigan in May. . . . **Fran Otis** pens the following from Buffalo: "I got a kick out of **Eddie Anderson's** recent note in the column. Eddie was with me on Tom Finn's show one season. Finn was the perennial showman of Hoosick Falls, N. Y., with his London Novelty Show, Tom Show and other units. What has become of **Charlie Hammond**, hoop roller and juggler, who was on rep shows with me?" . . . **Bird's Show** reports good business in Central Texas. . . . **Albert Bennett** has a solo school and hall show around Emden, Mo.

W. L. Main Picks Minstrel Greats

CINCINNATI, Jan. 21.—Walter L. Main, retired circus owner, in a letter to *The Billboard* this week, recalled reading the obituary of **LeRoy (Lasses) White**, noted minstrel, in a recent issue which in turn stirred memories of the minstrels he (Main) enjoyed most over the years.
 "Among the greats," Main pens, "were **Bob Hunting, Barlow, Wilson, Primrose & West, Bill Cleveland's John Van Arnam, Gordon's and Duncan Clark's Female Minstrels**. Of the numerous Negro orgs, I believe **Billy Kersands** topped the list.

"I never owned a minstrel, but in 1919 while I was sojourning in Norfolk, where **Leon W. Marshall's** show was organized, his agent fell down and I gave him a route which he followed and was successful. The first minstrel I ever saw was **Happy Cal Wagner's** outfit at the opera house in Ashtabula, O.

"The roster of the Commonwealth Minstrels was made up of citizens of Ashtabula and all were musicians. They also furnished a band for **Hamilton's Circus** and produced the concert. My father, **Bill Main**, was the show's agent and they were quartered in Windsor, O. I walked 11 miles to their opening there."

Savannah Drive-In Debuts

SAVANNAH, Ga., Jan. 21.—The Hi-Way 80 Drive-In Theater, owned by **Dixie Drive-In Theaters**, of which **Harris Robinson** is president, held its formal opening here Wednesday (18). New outdoor theater's area is paved, and the huge screen, which is said to be one of the largest in the South, has a picture area of 2,000 square feet. The snack bar, located in the center of the parking area, will serve cold drinks, ice cream and short orders.

SAVANNAH, Ga., Jan. 21.—New Hi-way 80 Drive-In Theater held its formal opening January 18. **Harry Herr Jr.**, is manager. He formerly managed the Victory Drive-In Theater here.

High Operations Costs Keep Conn. Drive-Ins to Minimum

HARTFORD, Conn., Jan. 21.—The Connecticut area, with nine outdoor motion picture theaters in operation, has far less than its quota of drive-in theaters, according to **William J. Hutchins**, of the National Theater Supply Company. He observes that with nine drive-ins operating today, the problems of high building costs, zoning restrictions and few suitable sites are keeping at least a dozen more from going into the business.

Hutchins notes that thruout Connecticut, public feeling is about 50-50 on the drive-in issue, but that community-wide campaigns are forcing potential drive-in operators to seek sites on a highway, but far out in the country.

He says that there are few good sites available because of strict zon-

ing laws in Connecticut, whereas "one can build a drive-in almost anywhere in New York." He also points out that drive-in theaters, licensed by Connecticut State Police, must meet State building codes which require steel towers and other special construction, which brings the cost of a drive-in theater in Connecticut to \$100,000, plus the value of the land. Outside Connecticut, however, he adds, a standard construction cost for a drive-in would be about \$30,000.

A REAL BUY IN THEATRE EQUIPMENT!

1 Mahogany Candy Counter Stand (large); 2 Candy Vending Machines of 8 selections each; 1 Pop Corn Warmer Machine; 2 Diehl Fans on stands; 3 Leather Settees with cushions; 1 stainless steel Mirror Frame 65 1/2"x66"; 2 Shadow Box Frames with hinge doors 54"x96", two 50"x86", two 44"x94", two 46"x96", two 31"x94", two 42"x74"; 5 stainless steel Formica Doors; 150 new plush back leather Seats, ideal theatre chairs.

Must Be Sacrificed Immediately!

I. Zetkin, 170 Nassau St., N. Y. C. or Telephone WO 4-2224

Stratford Council Votes Planning Bd. Okay for Drive-Ins

STRATFORD, Conn., Jan. 21.—An ordinance prohibiting open-air theaters unless approved by the town planning board was adopted unanimously by the Stratford town council at a special meeting in municipal building here this week.

The council action followed a public hearing conducted by the ordinance committee at which many persons spoke for and against the ordinance. Until this week's action there were no regulations governing open-air theaters in the town and the planning board recommended immediate adoption of the ordinance because of two petitions for approval of location for such theaters are now pending before the State Police.

One petition seeks approval of a site on the Great Meadow Road near Honeyspot Road, and the second, an okay for a location on South Main Street, opposite the Bridgeport Municipal Airport.

WANTED

General Business or Juvenile Man, double drums. Tab. stock now, tent for summer. Other people write.

Rod & Boob Brasfield

Forrest Hotel Cadsden, Ala.

CLOSEOUT SALE

35MM. PROJECTORS AND FILM (Sound or Silent)

Perfect to good running Westerns and Features, \$10.00 and up. Late Musical Westerns, \$35.00 each. Programs rented, \$7.50. Pair of Holmes Projectors, \$675.00. Shipping Case, 2,000 ft., for \$4.00 each. Silent Features, \$15.00. Shorts, \$3.50. Poster supply. Free lists. **SIMPSON FILMS**, 155 High St., Dayton, Ohio

16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each, advertising loaned free. Write for catalog. Complete new 35mm. drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.

ACE CAMERA SUPPLY

150 N. 17th St. Tel.: 2487-J Florence, S. C.

BOOK YOUR SOUND FILMS NOW

For a Bigger "Take" This Summer

SWANK OFFERS

- A WIDER, BETTER SELECTION—MORE THAN 2000 TITLES
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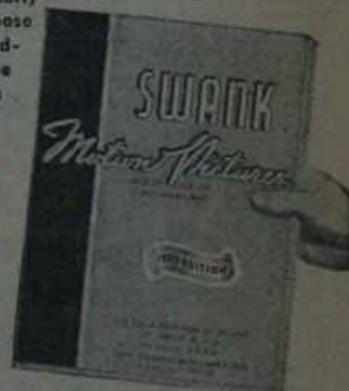
Now's the time to line up films for your summer circuit—with SWANK! Early planning pays off, and when you choose from Swank's huge library—the Midwest's finest—you get films that are tailored to please. Add the savings from Swank's Quantity Purchase Plan and you can see why Swank is first choice with successful showmen.

Projectors, Screens for rent too—all the equipment you need—at prices you can afford.

SEND TODAY for Swank's 1950 Catalog and plan your shows early.

SWANK MOTION PICTURES, Inc. Roy Swank, Pres.

614 N. Skinker Blvd. St. Louis 5, Missouri Phone: Parkview 3630



THE FINAL CURTAIN

ALLEN—Jimmie, widely known in outdoor show circles, January 8 in a Harlingen, Tex., hospital of injuries sustained in an auto accident in that city. Burial in Hugo, Okla., January 11. Survived by his widow, Onida; three sons, Jimmie Jr., Ronnie and Hugo; two daughters, Phyllis Ann and Gwendolyn; his mother, Mrs. Rosie Allen; five brothers, Cecil, D. V. and Billy Allen, Hot Springs; Roy, Shreveport, La., and Charlie, Florida, and three sisters, Mrs. Johnny Martin, Alexandria, La.; Mrs. Eddie Moran, Monroe, La., and Mrs. George Hall, Hot Springs.

ANDREWS—Lyle D., 79, theater owner and producer, January 17 in Hempstead, L. I. Starting his career as an usher, he became a box office boy and later treasurer for the Casino Theater. He left to work the box office of the old Garden Theater for Charles Frohman, later associating himself with Oscar Hammerstein I as general manager of the Victoria Theater and the Manhattan Opera House. With Lew Fields, Andrews produced *Peggy*, and in 1918 he built the Vanderbilt Theater, now a radio studio for the American Broadcasting Company. Many hits have played his house, including *Irene*, *My Girl*, *Lady Fingers*, *The Girl Friend*, *Connecticut Yankee*, the *Vanderbilt Revue* and *Merry, Merry*. His widow, Nina Ogden Andrews, survives.

ARNOLD—Harry, 51, carnival concessionaire, at the home of his sister, Mrs. R. J. Gooding, Columbus, O., January 8. He was a brother of Russell Arnold, also a concessionaire, who died recently. Arnold had been with such orgs as Royal American, Beckmann & Gerety, James E. Strates, Penn Premier, Prell's World's Fair, Lawrence Greater and Johnny's United shows and Johnny J. Jones and the late John Gecoma's Bright Lights expositions. For the past several years he was with his sister on the F. E. Gooding Amusement Company. Burial in Columbus.

ARNOLD—Russell, 54, carnival concessionaire, recently at his home in Columbus, O. Arnold had been with W. S. Curl Shows, Caravella Amusements and F. E. Gooding Amusement Company. A sister, Mrs. R. J. Gooding, of the Gooding org, survives. Burial in Columbus.

BAPTISTA—Carlos, 50, former legit juvenile and operetta and revue comic, January 7 in Lisbon, Portugal.

CASTRONOVO—Vincent, 64, president for 26 years of Local 198, American Federation of Musicians (AFM), January 9 in Providence. He was a trombonist with the Emery Theater orchestra in Providence, played in Reeve's band, Poultry's band in St. Augustine, Fla., and at the St. Louis Exposition in 1904. For the last 25 years he has been a delegate to AFM conventions and in 1934 was one of five AFM delegates to the American Federation of Labor convention. A brother and four sisters survive. Burial in St. Francis Cemetery, Pawtucket, R. I.

COHAN—Morris I., 68, manufacturer of tights and leotards for many circuses and ballet and musical companies, January 19 in Miami Beach, Fla. His widow, son and daughter survive. Burial in Montefiore Cemetery, Queens, L. I., N. Y.

COONEY—Mrs. Helen, former dancer known as Helen Murphy, January 7 at her mother's home in Atlantic City. She was also the director of the beach patrol beauty contest at the resort for many years. Other survivors include two sisters. Burial in the Pleasantville (N. J.) Cemetery January 10.

COULTAUS—Charles B., 67, chartered public accountant and executive with Tilyou's Steeplechase at Coney Island, N. Y., since 1925, January 16 in Glen Cove, L. I. He was associated with the Tilyou Corporation and the Tilyou Realty Company of Brooklyn for 27 years.

CROFT—Peter, 58, former puppeteer, January 15 in New York. His son, Sid Croft, puppeteer with *Howdy, Mr. Ice* of 1950, survives.

DELAVAN—Fred, 60, newsreel movie cameraman for over 30 years, January 10 at his home in Philadelphia. He was associated with Paramount, 20th Century-Fox and Pathe News. His widow, Frances, and a

daughter survive. Burial in Philadelphia January 13.

GRADY—Everett John, 52, executive vice-president and director of Ruthrauff & Ryan, ad agency, January 17 in New York. His widow, a sister and a brother survive.

GUERRA—Maria de Lurdes Rodrigues, 18, ballerina formerly with the San Carlos Opera Company and more recently a dancer in vaude with her brother, Bel, January 6 in Lisbon, Portugal.

HANKINSON—Benjamin, 69, former tight-wire walker with Barnes Bros. and other circuses, billed as Zarelli, King of the Wire, at his home in Lisle, Ill., January 16. (Details in General Outdoor Department.)

HANNON—Hugh A., 68, former minstrel and vaude performer, January 10 in New Castle, Pa.

HOFFMAN—Mrs. Anna, 87, mother of former Metopera singer Freda Newman, January 13 in New York. Two other daughters survive.

HORNIBROOK—T. Alex, 72, president of the 1940 Calgary (Alta.) Exhibition and Stampede, Ltd., in Rochester, Minn., January 4. Survived by his widow, a daughter and a son.

JACKSON—Willis F., 81, former manager of the Walnut Street Theater, Cincinnati, January 13 in Springfield, O. He had also been connected for many years with the L. J. Carter Attractions out of Chicago. Two sisters and a brother survive. Burial in Springfield.

KUGEL—Lee, 75, legit press agent, manager and producer, January 16 in West Palm Beach, Fla.

LEITHMANN—Mrs. Bessie I., musician, January 10 in Lankenau Hospital, Philadelphia. She was formerly associated with the Christensen School of Music and the American Studio of Popular Music in Philadelphia. A daughter survives. Interment in Hillside Cemetery, Philadelphia, January 13.



IN MEMORY OF MY DEAR WIFE AND OUR MOTHER

WHO DIED JANUARY 17, 1946

The poet has never lived
Who can put into words
The feeling in our hearts
Since you went away.
You took a part of us all with you,
And we are living for the day
When God will reunite us
In His Great World above.
So while waiting we are clinging to
Your memory and your love.

B. J. LOROW and FAMILY

MACETTE—Melanie, 62, former teeterboard performer, January 18 in Lancaster, N. Y. Funeral services and burial January 21 in Lancaster. Surviving are her husband, Lewis, and four sons, Sylvester, movie actor known as Richard Talmadge; Albert and Victor, all of Hollywood, and Charles, Lancaster. Mrs. Macette was a member of the Mecetti Troupe years ago and performed with several circuses, including Ringling Bros. and Barnum & Bailey. She also was prominent in vaudeville.

MAIER—Rev. Walter A., 56, Lutheran minister who helped found KFYO, St. Louis, and over which he broadcast the *International Lutheran Hour*, from the Concordia Seminary, January 10 in St. Louis.

McKEE—Pat R. (Frank R. Crandall), 53, movie actor, January 9 at his El Monte, Calif., home. Survived by his mother and a sister.

MURRAY—Edward F., 51, retired vaude and film singer, January 4 at his home in Milwaukee of a heart attack. In vaude he was a member of the Eton Boys, vocal quartet. His film roles included *Goldiggers on Broadway*. As a serviceman in World War I he appeared on Broadway as a singer in *Yip-Yip-Yaphank*. Four sisters and a brother survive.

ORIA—Manuel Herrera, 51, director of Spanish and South American tours and of the Teatre Fontalba for 20 years, January 1 in Madrid. He also co-managed the Teatro Lope de Vega in Madrid. His brother survives.

OGDEN—John E. (Doc), 74, former well-known Side Show manager, January 20 at his home in Columbus, O. He was with Dr. Kahn's Museum in New York in 1893; managed the Side Show with the Sig Sautelle Circus, 1896-'98; Great Wallace, 1899; owned med shows in 1900; was Side Show manager for Sells & Downs, 1902-'05; Cole Bros., 1906-'09; Howe's Great London, 1910; Frank A. Robbins, 1911; Hagenbeck-Wallace, 1912-'14; J. Augustus Jones, 1916-'17; Walter L. Main, 1920-'21; Sells-Floto, 1922; worked independent promotions, 1924-'26, and managed the Side Show for Robbins Bros., 1927-'28. For the past 10 years Ogden was associated with the Mutual Benefit Health & Accident Association, Columbus. His widow, Marion, and two sons, John E. Jr. and Harry E., survive. Burial in Columbus.

RITTER—Nellie, 75, wife of James C. Ritter, owner of the Rialto and Rivola theaters, Detroit, for many years, and a former president of the national Allied States Association of Motion Picture Exhibitors, January 12 in Detroit of a stroke. Other survivors include a daughter, Eleanor, and a son, Delno, manager of the theaters. Interment at Utica, Mich.

RYAN—James A., 53, news director of Station KROS, Clinton, Ia., recently in that city of a heart attack. For over 20 years he was sports and city editor of *The Clinton Herald*. Survived by his widow, Thelma; a daughter, Marjorie, of Clinton, and a sister, Margaret, New York.

SCHLOSSMAN—Paul J., 73, pioneer Muskegon, Mich., movie exhibitor, November 8 in that city. He purchased the three Carl Ray houses in Muskegon in 1913 and later built the Michigan and Regent theaters there. In recent years he had operated under a partnership agreement with the Butterfield Circuit. At the time of death he also operated the State in Muskegon; Strand, in Muskegon Heights, and the Robin Hood and Grand in Grand Haven, Mich. Survived by his widow and daughter. Burial in Muskegon.

SCHWANZ—Richard, 45, formerly with Johnny J. Jones Exposition and Royal American Shows, in Tampa January 4. Burial in that city.

IN DEAR MEMORY

Of My Darling Husband

EARL G. SHEAHAN

Who went home 5 years ago, Jan. 31, 1945.

"If thinking of you every hour is forgetting,
Then, indeed, I have forgotten you."
Your loving wife,

BERTHA SHEAHAN

STACK—Garrett M., 64, publisher and editor of the *Poultry Billboard*, January 13 in Guilford, Conn. He was a life member of the American Poultry Association and his chickens were frequently on exhibition at shows thruout the country. In his youth he served for a time as chief steward of the 101 Ranch Wild West. Survived by his widow, Pauline, and five children. Burial in Quaker Cemetery, Still River, New Milford, Conn., January 14.

STANLEY—Martha, 82, playwright, January 15 in Hollywood. In collaboration with Adelaide Matthews she wrote such Broadway shows as *Nightie Night*, *Scrambled Wives*, *The Teaser*, *Puppy Love* and *The Wasp's Nest*. Mrs. Stanley's solo works were the hit, with Alla Nazimova, *My Son*, and *Let and Sublet*, produced as her last Broadway venture in 1930. A sister survives.

STEVENS—J. Frank, vice-president and treasurer for 15 years of the Samuel French Play Publishers and Authors' Representatives, January 18 in New York. He had been with the firm for 40 years and between 1927 and 1947 headed the Hollywood office. He was a member of the Friars and Lambs clubs. His sister survives.

SWEET—Reginald L., 64, pianist and composer, January 12 in New York. He made an opera out of John M. Synge's play, *Riders to the Sea*. His brother survives.

VENEZIANI—Carlo, 66, Italian author and playwright, January 17 in Milan. He had undergone an operation.

WHEELLOCK—Louis W., 79, former advertising man with the N. W. Ayer agency, January 10 in Swarthmore, Pa. His widow, son and two daughters survive.

WILLOUGHBY—Thomas H. (Cotton), 39, outdoor trouper for 30 years, January 5 in Veterans' Hospital, Lake City, Fla. Survived by his widow, Ivy; his parents, Mr. and Mrs. H. D. Willoughby; three sisters and three brothers. Burial in Savoy, Tex.

ZIMBALIST—Mrs. Emily McNair, 28, actress, and daughter-in-law of concert violinist Efrem Zimbalist and wife of Efrem Jr., actor, director and producer, January 18 in a Brooklyn nursing home. Her parents; a son, Efrem III, a daughter, Nancy Alma, and a sister also survive.

Marriages

ARMITAGE-HART—John Armitage and Patricia Weiss Hart in Vienna January 7. Bride is the daughter of Lewis Allen Weiss, chairman of the board of the Don Lee Broadcasting System.

FISHER-PHILLIPS—Hal Fisher, WBBM news writer, and Mildred Phillips January 7 in Chicago.

KLING-GILMOUR—Heyward Fisher Kling, Milton Berle's TV writer, and Jean Campbell Gilmour January 9 in Saratoga, N. Y.

MILLER-JENNESS—Paul Miller, with Beams Attractions, and Myrna Jenness, Erie, Pa., January 14 in Bloomsburg, Pa.

Births

A son, Richard L., to Mr. and Mrs. Vincent J. Chouinard in Detroit, December 21. Father is an independent carnival concessionaire.

A daughter, Christine Paula, to Mr. and Mrs. George Youman recently in Elmont, N. Y. Parents are with the act of the Youman Brothers and Frances.

A son, Arnold, to Mr. and Mrs. Ray (Missouri) Williams recently in Enid, Okla. Father has been a ride operator with the Central States Shows the past several seasons.

A daughter, Laura Martha, to Mr. and Mrs. Ralph Lockett December 26 in Mercy Hospital, Bakersfield, Calif. Father is on the staff of the Johnny J. Jones Exposition.

A son to Mr. and Mrs. Hyatt Dehn at Cedars of Lebanon Hospital, Los Angeles, December 27. Mother is Ginny Simms, singer.

A daughter, Marcia Lynn, to Mr. and Mrs. Byron Millenson December 25 in Wilmington, Del. Father is on the sales staff at WDEL, Wilmington.

A daughter, Joanne, to Mr. and Mrs. William Sheehan recently in Hartford, Conn. Father is a WDRG, Hartford, staff announcer. Mother is the former Rosemary Mansworth, previously a WDRG staffer.

A son, John Raymond, to Mr. and Mrs. Kenny Jagger in Alice Horlick Memorial Hospital, Racine, Wis., January 3. Father is an organist.

A daughter, Marilyn, to Mr. and Mrs. Steve Pavlekovich, recently in Detroit. Father is an orchestra leader and part owner of Blue Danube Records Company, Detroit.

A daughter to Mr. and Mrs. Milton Korf January 8 in Chicago. Father is a WBBM engineer.

A daughter to Mr. and Mrs. Smokey Moak January 12 in Chicago. Father performs on WENR-TV.

Crosby Kelly Exec Manager Of Chi Annual

Was Formerly Ford Exec.

CHICAGO, Jan. 21.—Crosby M. Kelly, 32, of near-by Hinsdale, who until recently was with the Ford Motor Company, Friday (20) was named executive manager of the permanent Lake Front Fair to be launched here this year. The exposition is to be presented on the site of the Chicago Railroad Fair, success of which led to plans for the permanent exposition. Maj. Lenox R. Lohr, producer of the Railroad Fair, will not be active in the management of the new event, but has consented to act as consultant.

Tentative date set is June 24 thru Labor Day. Kelly said it is hoped to approximate the same gate during that time as the Railroad Fair, which ran 25 days longer and drew 2,732,618 in '49. A 25-cent gate, the same as that for the Railroad Fair will prevail.

To Present Pageant

Three or four main amusement attractions, one of which will be a pageant, will be presented. Kelly indicated that ice or water shows or possibly both will be offered but said that no contracts for these types of attractions have been closed. An increased number of sponsored days are planned.

The fair will operate without kiddielands, Kelly said, but there may be one or two rides and the fair definitely will offer some entertainment aimed at the moppets.

Have \$750,000

Kelly disclosed that \$750,000 of the \$1,000,000 needed to underwrite the fair already has been raised and the fair commission foresaw little difficulty in raising the remainder. Some of the buildings left from the Railroad Fair will be replaced by new temporary buildings. No permanent structures will be erected this year, Kelly said.

He expressed the hope of obtaining the same staff that handled the two-year railroad exposition here. Fair (See Name Crosby Kelly on page 57)

Benj. Hankinson

Dies at Lisle Home

LISLE, Ill., Jan. 21.—Benjamin Hankinson, 69, former tight-wire walker, who retired from show business in 1927 to enter the lumber business, died in his home here Tuesday (16).

Funeral services were held Thursday (19) in Naperville, Ill., with burial in that city. Surviving are two sons, Harry and Julius, who were in the lumber business with their dad in Lisle. Mrs. Hankinson died three years ago. Another son, Nathan, died in 1938.

Born in St. Thomas, Ont., February 26, 1880, Hankinson started his show biz career as a contortionist at the age of 14. He came to the U. S. when he was 19 and was with several circuses, including Barnes Bros. and appeared at various fairs as a free act for a number of years. He also worked both the Pantages and Keith-Orpheum vaude circuits. He was billed as Zarelli, King of the Wire. He married Ella Hurst in Peoria, Ill., in 1904. Mrs. Hankinson worked the act with her husband. In later years their son, Nathan, also was a member of the act.

Sesqui Hunts Head--at 10 to 25G



CROSBY M. KELLY, 32, formerly with the Ford Motor Car Company, has been named manager of Chicago's new permanent Lake Front Fair.

Michigan Assn. Renews Request For Tax Repeal

DETROIT, Jan. 21.—The Michigan Association of Fairs, at its 65th annual convention here this week, renewed its opposition to the 20 per cent federal admission tax. A resolution urging repeal of the tax was passed, marking the third successive year the association has taken such action.

Delegates also voted for continuation of the association-sponsored fair managers' course. Tentative plans call for the third course to be held in East Lansing in the spring.

In another resolution, the convention requested the Michigan Legislature, which will hold a special session in March, to appropriate enough money to provide at least 50 per cent of premiums disbursed by the fairs.

A plan to solve the intra-fair press problem was turned over to the association secretary, who will issue a special pass to member fairs good for gate admission at other annuals.

Fred Pittera in Italy Lining Up Exhibits for N. Y. Travel Fair

NEW YORK, Jan. 21.—Fred Pittera, fairs and expositions promoter, is making his headquarters in Rome, lining up exhibitors for the World Premier Trade & Travel Fair of Italy to be held in Grand Central Palace, New York, June 19-July 2.

Pittera handled the International Exposition of New Inventions at the Grand Central Palace and last summer put over the Stamford (Conn.) Exposition of Progress, where he was show director. He also did much of the spade work for last year's Westchester County (N. Y.) Fair, as managing director, but quit that promotion to join the Stamford group.

Pittera has been in Italy for several months and appears to be putting over his project. Backing the trade and tourist fair are the American Chamber of Commerce for Trade With Italy and New York's Italian-

Strikes Twice!

ATLANTIC CITY, Jan. 21.—A two-alarm fire early Tuesday (17) caused \$300,000 damage to six Boardwalk stores. The same six suffered the same 300G fire loss on October 11. The two-story frame building, housing stores and restaurants on the ground floor and an unused casino on the second floor, was called a complete loss by Fire Chief Farley.

Arthur Wirtz Seen as New Cole Owner

Two Court Suits Started

By Hank Hurley

CHICAGO, Jan. 21.—All signs this week pointed to Arthur Wirtz, head man of the Chicago Stadium, and his associates, as the purchasers of Zack Terrell's interest in Cole Bros.' Circus.

Efforts to get official confirmation, however, failed. Terrell continued tight-lipped and Wirtz, who last week, in denying he had purchased the Cole show, said, "I am not at all interested in buying Cole Bros.' Circus or any other touring circus," was out of the city and could not be reached for confirmation or denial.

It is generally known the Cole circus is wrapped up in various complications of a legal and financial nature. This, apparently, is the reason for the delay in officially announcing that Wirtz and his associates had purchased Terrell's interest in the show.

When all legal difficulties are ironed out the announcement regarding the purchase by Wirtz and associates will be made, probably within three weeks.

Evidently the ball was started rolling (See Arthur Wirtz Seen on page 58)

Freedom Fair Loath To Hire Costly Pilot

Decision Due Next Month

(Continued from page 4)

politan Chapter of the American Institute of Architects (AIA) which declared that the commission ought to conform to AIA rules calling for open bidding and with the winner to be decided by a competent, neutral jury. The commission has had the Bryne Organization, Inc., of Washington, as its architectural, engineering and management consultants. Theodore W. Dominick secretary of the Washington chapter of AIA, said that the AIA was denied a chance specifically for entering competitive designs for the "U. S. A." set of buildings for the exposition.

The AIA plea for open bidding has received strong support from Sen. Matthew M. Neely (D., W. Va.), chairman of the Senate District Committee, which is studying the commission's activities. Neely said he was conferring also with others in the Senate who are members of the sesqui commission. They are Sens. Kenneth McKellar (D., Tenn.), Spessard L. Holland (D., Fla.) and Margaret Chase Smith (R., Me). The full commission originally was slated to meet this week, but the sessions was called off with the exact date still not yet set. The meeting will formally okay a recommendation made by the commission's executive committee to defer the fair until next year.

Detailed plans for the midway area of the exposition will depend greatly on the choice and qualification (See Sesqui Hunts Head on page 57)

Fire Levels Korie Show; Haiti Flop Rumors Discounted

PORT AU PRINCE, Haiti, Jan. 21.—Fire of undetermined origin destroyed Jack Korie's Side Show on the midway of the Bi-Centennial International Exposition here Saturday afternoon (7). Korie said that fast work on the part of ride boys and his workmen prevented the fire from spreading altho sparks from his show ignited the Merry-Go-Round top and destroyed it. Damage to the Side Show was estimated at \$3,600 by Korie.

Korie says that, "altho reports have indicated the exposition here to be a flop, I disagree. The week prior to the holidays was slow, but that would hold true anywhere. The natives are not flushed but spend freely what they can for the type of entertainment that appeals to them. The Side Show not only appealed to them but since the fire they have been very demonstrative in their feelings regarding the loss of the show."

"The cost of building materials is high here and as yet I have not decided if I will rebuild or return to the States. During the holidays all rides, shows and concessions reported excellent business. There are types of concessions which haven't gone over as well as some others, but all have made a living."

language newspaper, *Il Progresso Italo-Americano*.

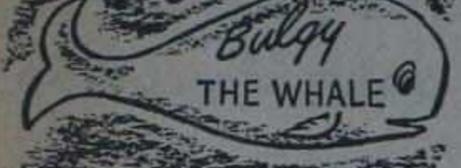
Officers of the fair's honorary and co-ordinating committee are honorary president, James C. Dunn, Ambassador to Italy; honorary vice-president, Mayor William O'Dwyer, of New York; president of the co-ordinating committee, Prince Don Francesco Chigi della Rovere, Rome; executive director general, Fred Pittera, and secretary general, Dr. Carmela Camilleri.

While the fair will feature trade exhibits, it will also put on fashion shows and other special events, and will have a restaurant providing typical Italian dishes. Sections will be devoted to exhibits from Italy's tourist centers and its art, amusement and movie activities.

The Ivel Construction Corporation of Corona, N. Y., has the contract to build stands and decorations.

3 NEW KIDDIE RIDES

by *Eyerly*



KID-O-PLANE

Write for Literature



SALEM, OREGON

J. LEE CUDDY, Sales Representative

See Eyerly's New Rides at Florida State Fair, Tampa, Jan. 31-Feb. 11.

Close-Ups:

Gallagan Goes Big Time With "Let-'Em-Have-Stock" Theory

By Bob Doepker

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

"GIVE patrons playing your stands an even break! Educate them to the fact that when they play your concessions they are going home with new merchandise and you've not only earned repeat business but untold thousands of friends as well." That's the theory behind the operations program set up by the hulking and shy but highly respected John Gallagan, widely known concessionaire, who in 1950 begins his 25th season of supplying carnival and fair midways with bingos, corn games, scales and a raft of other concessions. That this theory has paid John off handsomely is evidenced by the fact that he has built his concession layout up to its present standards, which this season will total four units, representing some 40 stands, since his entrance into the concession field as a precocious youth of 15 when he operated a grab stand for Eddie Madigan, cookhouse operator, then with the Johnny J. Jones Exposition, at the Edmonton, Alta., Exhibition.

Born in Edmonton in 1907, the son of Nicholas and Lillian Gallagan, John was left an orphan at the age of 11 when his father, who had operated a general store in conjunction with his Methodist missionary work there for 15 years, passed away. John's mother had preceded his father in death by two years. According to the terms of the elder Gallagan's will, John was enrolled in the Methodist Mission at Smokey Lake, Alta., where he attended school during the fall and winter and worked at odd jobs each summer.

It was by sheer chance that he obtained work with the Madigan combo. He was a youngster who easily learned the whys and wherefores of each endeavor he undertook. His throness and likable personality caught on quickly with those with whom he was associated. He executed his job so competently with the Madigan outfit that Bill Bailey, then with Madigan, booked him for the same job the following two summers.

Own Biz at 18

When he was 18 years old, John was brought to the United States by Bailey and operated a griddle stand for a few weeks until he became man-

(See Gallagan Goes Big on page 67)



JOHN GALLAGAN

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.10. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, 25, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10¢ each

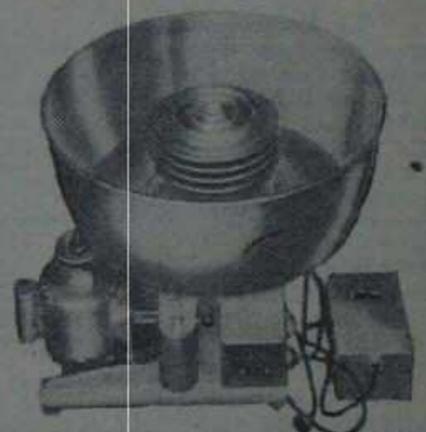
3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

- LIGHT WEIGHT BINGO CARDS**
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded.
3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra. 30¢
Ping Pong Balls, printed 2 sides. . . . \$15.00
Replacements, Numbered Balls, Ea. 40¢
3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
M. W. Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5 M. 1.50
3,000 Leatherweight Bingo Sheets, Large size, 5 1/2 x 3, 5 colors, loose, no pads, M. 1.75
Adv Display Posters, size 24x36. Each 10¢
Cardboard Strip Markers, 10 M for 75¢
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 3/8ths size \$2.00 M
Cork Markers, 1/2 inch diameter, M. 75¢
Round White Cardboard Markers, 1000 to 1 lb.25
Arlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90¢. Send for illustrated circular. For. 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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30 FT. SEMI-TRAILERS

(Inside width 90", height 85 1/2")
Fruehauf frameless closed vans. Drop frame. 4 sliding windows each side. Fully lined inside and insulated. Rear and side doors. Perfect for lunch wagons—any type display. War surplus — regular value \$4-\$5000. While few last!

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With switchboard, lights, cables, microphones, amplifiers, record players, maroon velvet drapes for masking, curtain track, platform (12'x30'), floor cloth, steps, traveling crates, useful drops and flats. Proscenium opening 8' high, 20' wide. Ideal for hotel ballroom or tent. Excellent condition. Used for only one convention show. Must sell for cash and quick. More details on request.

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- ★ KIDDIE PONY BUGGY RIDE ★

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Talent Topics

Don Dorsey and Billy Barton renewed acquaintances recently when Billy followed Don into Blinstrub's Village, Boston. Don left to fulfill contracts with Orrin Davenport in Toledo. While in Boston, Barton visited Dwight and Jean Moore, whose dog act graced the Polack show for a number of years. Moore is in Boston for Al Martin. . . . Jake J. Disch, Clown Cop Corrigan, reports he caught the Irvings, teeterboard act, on recent TV show. . . . **Lew and Elsie Christensen**, aerialists, who make their home in Sheboygan, Wis., are playing indoor acts. . . . **George Bink** is bringing out a single dog act. . . . **Leo Demers**, acrobat, billed as Tarzeno, is wintering in Cudahy, Wis. At one time he was a member of the Devertel Bros.' acro act. . . . **Robi**, formerly with the Latin Quarter attraction on Lawrence Greater Shows, is vacationing with relatives in Northwestern Pennsylvania. He recently discussed with **Carmen Del Rio** the possibility of working on the Wallace & Murray Shows in 1950, he reports.

Marie Louis and Charles, aerialists, are on the new bill at the Palace Theater, New York. . . . **The Juvelys**, equilibrists, are at the Capitol, New York. . . . **Torres Duo**, aerialists, are at the Empire, Newark, N. J. . . . **The Trampo-Looneys**, trampoline, are at the Olympia, Miami, while the **Ruddells**, another trampoline act, have been held over with "Minsky's Follies" at the Colonial Inn, Hallandale, Fla.

A. E. (Jack) Klein, announcer with Polack Bros.' Circus for four years, will handle mike duties at the Minneapolis Shrine Circus March 2-11. . . . **Ernie Wisell** and his "Phunny Phord" will return to the Eastern unit of the Polack Bros.' Circus February 1, in Lansing, Mich., for the remainder of the season. . . . **Billy Barton**, cloud swing, has signed to make fair dates for the Charles Zemater Agency, Chicago.

Berosini Troupe, now on the Circo Atayde Hermonos, Mexico City, will bring their high-wire act to the Polack Bros.' Circus, Eastern Unit, March 6, at Roanoke, Va. With the Western unit the past two years, the act will supplant the **Great Veno**. Also skedded to join the Eastern Unit are the **Five Harstons**, teeterboard, who will replace the **Boginos** February 1. . . . **Arsene Gautier Jr.** will bring his animal act to the Eastern Unit, having recently completed an engagement at Radio City Music Hall, New York.

Al Ackerman, manager of the Six-Tip-Tops, was among those attend-

ing the annual convention of the Minnesota Federation of County Fairs, Minneapolis, January 12-13. . . . Acts signed for the Sportsmen's, Vacation and Trailer Show, to be held in Los Angeles April 6-16, include **Larry Griswold**, comedy diver; **Orin Benson's** retrieving dogs; **Lew Bohan and Jumbo**, seal act; **Don Allen**, trick fly-caster, and **Peejay Ringens**. Show again will be emceed by **Chief Needahbeh**.

Vernon, of **Vernon and Bumpy**, father-son novelty balancing act, recently became the father of a girl, **Susan Sheryll**, the family's fifth child and first girl. The act will play fairs this year for the Barnes-Carruthers Theatrical Enterprises, Chicago. . . . **Don Dorsey**, aerialist, is with Orrin Davenport's indoor circus for a 16-week period. . . . **Sam Howard**, of the water show bearing his name, recently returned to Coral Gables, Fla., from Nassau, where he contracted to provide the high-dive rigging for the professional high-diving championship to be held February in the British Colonial Hotel pool. The event will mark the first postwar title diving event to be held in Nassau.

North's Show Friends Combine in Tribute

CHICAGO, Jan. 21. — All show folks in the Chicago area combined to give Charles T. North, 57, known professionally as **Chick Thomas**, vaudeville performer, a fitting funeral here Wednesday (11). A previous story in *The Billboard* (January 21) reported Show Folks of America and the America Guild of Variety Artists (AGVA) claimed the body and arranged for the funeral.

Wade Booth, of the agency bearing his name, was the first notified by the Missing Persons Bureau that North's body was in the county morgue. Booth claimed the body and made all funeral arrangements.

The Veterans Administration took care of the expense of the undertaker, the U. S. government supplied the marker and Holy Name Cathedral supplied the plot in Mount Carmel Cemetery. Flowers were provided by Show Folks of America, AGVA and North's half-sister, Mrs. Elizabeth Brazeal, Atlanta.

Represented at the funeral were AGVA, American Federation of Musicians, Entertainment Managers' Association of the Artists' Representative Association, Show Folks of America, American Legion, Catholic War Veterans, and various organizations of the theater.

"Big-Ride" Performance!

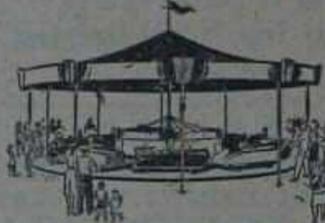
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SKY FIGHTER
A sensational aerial ride! Combination of hydraulic lift and fluid drive simulates natural air flight. Electrically operated guns.



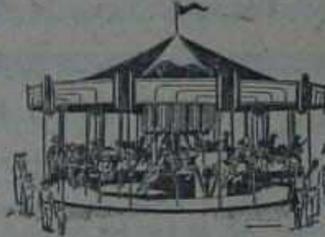
LITTLE DIPPER
The thrilling roller coaster that's safe — even for tiny tots. New, bigger cars hold children, teenagers and adults. Portable.



KIDDIE AUTO RIDE
Trim roadsters and colorful fire trucks bring the kids back again and again! Cars are cast aluminum. Fluid Drive mechanism.



KIDDIE BUGGY RIDE
Eccentric wheel under ponies gives this "flat" ride plenty of action. Buggies and ponies are brilliantly decorated. Fluid Drive.



KIDDIE MERRY-GO-ROUND
Always a money-maker. Built like famous AH "Ideal" Carrousel. Has 20 jumping, all-aluminum horses, 2 chariots. Fluid Drive.



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Safe, thrilling, high-capacity. Fluid Drive mechanism. Tank in 6 sections and boats are built of strong, lightweight aluminum.

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Out in the Open

Jim Conway, after playing St. Louis and New Orleans with Tom Packs show and working stock for Big Bill Blomberg, is riding instructor at the Audubon Stables, Audubon Park, New Orleans. Conway managed Blomberg's No. 2 Unit which played a string of fairs and a number of television shows the past season. . . . Nicholas Lombardo, former novelty concessionaire with circuses and carnivals, has been employed by General Foods Products Company since his retirement from the road in 1926. He's currently making his home in Mt. Morris,

N. Y. Lombardo had balloon concessions with such orgs as the Walter L. Main Circus, Pawnee Bill's Wild West Show, Barnum & Bailey Circus, Campbell Bros.' Consolidated Circus and Miller Bros.' 101 Ranch Wild West Show.

T. W. Calton, president, Rutherfordton (N. C.) Fair, and F. E. Patton, county agent, were special guests at the annual meeting of the South Carolina Association of Fairs, Columbia, Wednesday (18).

William de L'horbe Jr., sales manager of the National Amusement Device Company, Dayton, O., escaped serious injury Sunday (15) when his car turned over on a highway near Fort Wayne, Ind., and rolled 325 feet. He suffered a scalp wound, requiring two stitches, and minor body bruises. His car and all his personal belongings were a total loss, inasmuch as the highway was under several feet of water. . . . C. Stuart McLean, for many years associated with Danbury Agricultural Society and Danbury, Conn., Fair, has been elected to the board of directors of the Danbury National Bank.

L. A. Fair Head Names Staffers

Torg Thompson, picked as asst mgr., to design layout, supervise exhibits

LOS ANGELES, Jan. 21.—Appointment of an assistant managing director, regional managers and publicity director for the World Transportation Fair, to be held here June 2-September 3, 1951, was announced this week by Ira W. Curry, managing director. Named as assistant managing director was Torg Thompson, of Dallas. Thompson will be responsible for the design and layout of the fairgrounds as well as supervising and construction of exhibits, Curry said.

The Midwest area will be in charge of Michael O. Daniels, for the past three years sales manager for Curry National Home Shows. The Eastern area will be in charge of Larry Jones.

Branch offices have already been opened in Oakland and San Diego, Calif.; Dallas, Houston and St. Louis. During the next few weeks additional headquarters will be opened in Seattle, Kansas City, Detroit, Cincinnati, Philadelphia, Chicago and New York.

Curry, producer of more than 40 trade shows thruout the country, has set aside 30 acres of the 236-acre fair site for a midway.

Publicity director will be Eric W. Coster, for the past three years associated with the Curry organization on the West Coast.

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All Orders Subject to Priorities for Military Requirements

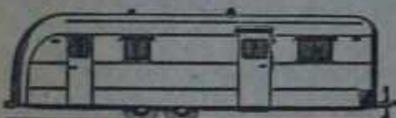
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Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

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MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.	HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.	ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.	RALPH COBB 316 S. Church St. Charlotte, N. C.
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SHOWMAN'S SPECIAL
AT THE TAMPA FAIR

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AMERICAN DERBY

New 1950 Models now available! Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.

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FOR SALE MERRY-GO-ROUND

30 ft., 20 jumping horses and 2 chariots, new ride. Price \$5500.

These rides are all portable, with a portable ticket box. With loud speaker and calliope records, as music goes with each Merry-Go-Round. Delivered within 1000 miles and erect same for the price mentioned above. These rides will meet anyone's approval in the show or park business. Cost less to operate than any other Merry-Go-Round built. I have been in the show business for 50 years.

FOR SALE MERRY-GO-ROUND

26 ft., 20 jumping horses and 2 chariots, new ride. Price \$7300.

FOR SALE FERRIS WHEEL

40 ft. high, with 12 seats. Cable drive, new. \$4500.

JAY WARNER

BOX 181, BAY ST. LOUIS, MISS. PHONE 9121.

Weller Heads Chenango Fair

NORWICH, N. Y., Jan. 21.—At the annual meeting of the Chenango County Agricultural Society Tuesday (17), officers were elected and the date of the 103d annual Chenango County Fair was set for August 21-26.

Dr. J. Leo Weller was elected president, succeeding Frank Zuber, who resigned as director and president, because of his health, after more than 35 years. Zuber was named honorary president and the directors passed a resolution extending their appreciation. Other officers elected were Melvin C. Eaton, vice-president; Charles E. Baker, treasurer, and O. L. Brown, secretary.

The annual report showed total receipts of \$43,208.37 and disbursements of \$43,153.13. Gate receipts of the 1949 fair were day (without tax), \$2,971; night (without tax), \$3,124. Grandstand receipts were day (without tax), \$1,990.50; night (without tax), \$2,780.08. Concessions, midway and privileges brought in \$3,898.78.

Grass Valley, Calif., Master Plan Okayed; To Start 130G Bldg.

GRASS VALLEY, Calif., Jan. 21.—A master plan for the Nevada County Fairgrounds has been approved by the State Department of Architecture calling for a \$130,000 main exhibit building to be started within 90 days.

The announcement was made by Loyle Freeman, fair manager, following the directors' approval of the new building layout. Other construction will include a domestic arts structure and possibly a grandstand, to be completed before the 1950 fair date in late August.

A delay in accepting the layout was due to the fair directors' insistence that the new buildings be spotted in specific locations so that large evergreen trees, which cover over two thirds of the 74-acre site, would not have to be removed.

Unexcelled Holdings Sold

NEW BRUNSWICK, N. J., Jan. 21.—A 275-acre tract of land with 30 small buildings on Route 1 here has been sold by Unexcelled Chemical Corporation, pyrotechnics manufacturers, to Postwar Properties, Inc., a New York syndicate. It is reported that the property will be subdivided for development purposes.



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4-p. God Fish Pamphlet, 8 1/2x11. 12 Signs.
Any Quantity Each 115c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-p., 8x5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample, 10c
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Samples of each of the above 4 items for . . . 25c
No. 1. 45 Pages Assorted Color Covers . . . 50c

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 20c
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2x11 25c
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 40c
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Graph Charts, 1x17. Sample 5c. Per 1000. \$7.50
MENTAL TELEPATHY. Booklet of 21 P. 25c
Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% Deposit. Our name or address do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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Dixie Dottings:

Hamid Awarded 3 State Annuals; Shapiros Show 100G Print Plant

RALEIGH, N. C., Jan. 21.—George A. Hamid and his son, George Jr., contracted to furnish talent to three State fairs, North Carolina, South Carolina and Georgia, during the week of October 16. It will be the first time that the Hamid booking office has supplied three State annuals during the same week.

Bernie and Tillie Shapiro played host to a number of show and fair execs at their new \$100,000 plant in Atlanta, during the meeting of the Georgia Fairs Association. The Shapiros, owners of the Southern Poster-Printing Company, furnished all shows and agencies with lobby cards at the Georgia and South Carolina meetings, besides holding open house in a palatial set-up at the Piedmont Hotel, scene of the Georgia meeting.

Bernard (Bucky) Allen, concessions manager of the World of Mirth Shows, representing that org on the fair meeting route, got involved with a tongue-twister when he was introduced to Gov. Herman Talmadge of Georgia by Ed Mertens and other members of the board of the Augusta (Ga.) Exchange Club Fair. Altho rehearsed to refer to the governor's father's famed red galluses, the best Allen could up with when confronted with the governor was "galoshes." These, he later said, were more familiar to a Yankee.

Sam E. Prell, owner of Prell's Broadway Shows, had a lot of folks excited when he claimed to have received a free banquet ticket at the Georgia meeting from a fair exec, I. V. Hulme, Elberton manager. Sam later explained that he had won the ticket fair and square in a coin-tossing maneuver.

J. Cliff Brown, operator of the Sumter Fair, announced the formation of a new annual at Florence, S. C., the Eastern Carolina Agricultural Fair. Brown is also contemplating the establishment of another annual, but this may not materialize until 1951.

James E. Strates, owner of the shows bearing his name, said in a talk before South Carolina execs, that the gross for his org during a 30-week season ranged from \$1,000,000 to \$1,500,000. Statisticians in the audience reasoned that the Strates' grosses had been exceeding the million-dollar mark for 10 years. Going further, they opined that Jimmie probably was able to hold on to about 10 per cent of his gross earnings and

this, they said, would make him a millionaire. Jimmie had no comment on this score.

Judge Jerry Hughes, operator of the Orangeburg (S. C.) Fair, suggested two night shows with fireworks between stagings as a remedy for the decline in afternoon grandstand attendance. Two night shows were necessary at several Carolina spots last year to handle the overflow audiences.

George Adams, of the Georgia State Fair, Macon, is looking for a human fly to help publicize the Macon March of Dimes campaign which he heads.

Multiple interests kept Mike Benton, manager of the Southeastern Fair, Atlanta, from attending all of the Georgia association business sessions, but he was on hand at the banquet to supervise the presentation of talent, as usual.

New Event Set For Florence

COLUMBIA, S. C., Jan. 21.—A new annual, known as the Eastern Carolina Agricultural Fair, will be staged in Florence, S. C., the week of November 6, it was announced here by J. Cliff Brown during the annual meeting of the South Carolina Agricultural Fairs Association Wednesday (18).

Officers of the new event are A. E. Creamer, chairman of the board; J. T. Lazar, secretary-treasurer, and J. Cliff Brown, manager.

The new fair will be staged on an air base located on a main highway just outside of Florence. Attractions will include a grandstand show and the Cetlin & Wilson Shows on the midway.

It is expected that the new fair will replace the Pee Dee Fair, which has been staged in Florence for a number of years.

Woodland Bldg. Plans Drawn
WOODLAND, Calif., Jan. 21.—Architects are putting final touches on plans for a 200 by 80-foot building to be erected on the Yolo County Fairgrounds here, Manager Stuart Waite announces. If an early approval can be obtained from the State board of finances the \$110,000 exhibit structure will be completed in time for the 1950 fair.

—IT WON THE AWARD!



Little Chief Fire Engine — The New Kiddie Ride!

AWARDED THE EDWARD L. SCHOTT TROPHY FOR THE MOST MERITORIOUS NEW DEVICE OR RIDE EXHIBITED AT THE ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES . . . CHICAGO, NOVEMBER, 1949!

- Its glossy red finish and authentic fire engine accessories make it a ride of unique glamour . . . no wonder the committee unanimously voted the Little Chief the winner!
- Rides 16 kids — out-grossed all other kiddie rides at 1949 Chicago Railroad Fair. Safe, dependable, amazingly cheap to operate—3 gallons a day will do it!
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- The Little Chief is 17' 7" long overall with specially built Fire Engine Body (Design Patented), Standard Crosley Chassis, Cab and Motor with Wheel base lengthened to 133", 4 Cylinders, 26.5 Horsepower. Parts obtainable from Crosley dealers throughout the country.

Can Also Be Used Like Sound Truck

With a striking, two-faced 4' x 6' removable sign mounted between the seats the Little Chief quickly becomes the most powerful advertisement ever offered the amusement field. Run it around the streets like a sound truck—it sells your carnival, your park and itself as a ride! No other ride gives its operator this money-making extra. Sign lettered to your specifications—is free.

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Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

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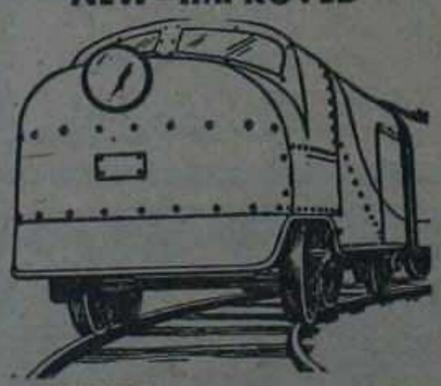
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Mills Show Signs Foreign Acts; New Tops, Equipment Is Added

CIRCLEVILLE, O., Jan. 21.—Offering tangible evidence that the 1950 edition of Mills Bros.' Circus, which begins its second decade of operation this spring, will be the finest yet toured by them, Jack and Jake Mills today announced the signing of imported features.

Visiting winter quarters here, the brothers listed Wimpey, clown headliner from Bertram Mills' Circus, London, plus other foreign acts, most of them signed thru Hans Lederer.

Other British acts signed are the Sayers, with comic midget auto; the Bakers, comedy hat jugglers, and a new 13-person Wilaby girls acrobatic unit, being trained by Digger Pugh.

Also inked are the Ming Sing Stars, Chinese jugglers, contortionists and acrobats; Hanel Family, Bulgarian horizontal bar quartet now in second season with the Boswell Circus, South Africa; Valencianos, Swiss perch and trampoline, with Urzala, single traps; Rosita and Torres, Cuban iron jaw and revolving trapeze duo, this winter with Santos y Arigas, and the Semmlers, Australian Risley act. Mills is negotiating for an all-girl German acrobatic unit.

Two enlarged aerial ballets will be highlights, along with high-jumping horses. Burt Wallace has broken several jumpers and also is drilling several new Liberty and menage horses, plus three ponies, all purchased this month. A five-gaited Palomino was bought last week.

Goody Heads American Acts

Ray Goody, wire walker, heads the American acts and will be featured in a major production number. New spec and production costumes are being purchased in New York, Jake Mills stated. Four American jockeys have been signed.

The new 120 with three 40s big top is completed, George Johnson, of U. S. Tent & Awning, informed Jack Mills. New menagerie, Side Show, marquees, cookhouse and other tents will be done by the end of February. U. S. also is making new Coca-Cola

midway tents for the show.

Superintendent Charley Brady and Purchasing Agent Sammy Burnstein have trucked in new poles. A pole truck will be added. New elephant truck is under construction; three new light plants have been delivered; White Horse Cabinet Company of Pennsylvania is constructing a new cookhouse refrigerator, and Brady's crew completed the show's largest sleeper January 17. A seven-compartment cage semi is being built. A dog-faced baboon, mandrill, lions and bears will be added to the menagerie. A second stake driver-puller will be added.

Burt and Jeannette Wallace are residing in their new Whitley trailer here. Harry Mills drove to Indiana this week and returned with a new Whitley. Electrician Leonard purchased a Whitley and truck before leaving for Florida.

Jake Mills leaves Monday (23) on a trip to obtain several busses for conversion into sleepers for augmented personnel.

Department Heads Named

Department heads named so far are headed by Brady, general superintendent; Mrs. Brady, reserved seats, and Leonard, electrician. Others are Harry Mills, concessions; Mark Roe, steward; Burnstein, purchasing agent; Larry Benner, Side Show; Don Mann and Ray (Red) Haddix, mechanical; Glenn Ingalls, tires; William (Shorty) Douglas, front door; Bob Mills, band leader; Wallace, equestrian director, with wife, Jeannette, training dogs; Howard Ahrhart, general agent, and Fred Stafford, press.

Ahrhart has inked several Shrine,

Showfolks on Hand For Allen Funeral

HUGO, Okla., Jan. 21.—Numerous showfolk friends attended funeral services in the First Methodist Church here Wednesday (11) for Jimmie Allen, who died in a Kingsville, Tex., hospital Sunday (8) of injuries sustained in an auto accident while en route to fill an engagement in Harlingen, Tex.

Allen, who broke into show business on a circus owned by his father, had been associated with such orgs as Harry Craig, Victory United, Capell Bros., Bill Pike's, Greater United and Casey Smith shows and the Cavalcade of Amusements and Dailey Bros.' Circus.

Attending the services were Mr. and Mrs. Johnny Hayes, Mr. and Mrs. Joe Starr, Mr. and Mrs. R. W. Smith, Bill Rollins, Roy C. Moore, Daniel A. Vann, Mr. and Mrs. Bill Harry, Mrs. Gid Roberts and daughter, Mrs. Anna Tyner, Mr. and Mrs. L. R. McNeece, Mr. and Mrs. Roy Logston, Mr. and Mrs. Fred Kuhn, Mr. and Mrs. Eva Heron, Mr. and Mrs. W. R. Heron, Mrs. Laura Lamb, Mrs. Archie Lamb, Mr. and Mrs. C. V. Raper, R. H. Mahon, Mr. and Mrs. Herman Schwartz, Mr. and Mrs. Bobby Decker, Mr. and Mrs. Henry Gibson, Doc Ellington, Mr. and Mrs. Casey Trussell, Fred Oliver, J. T. Clark, Mr. and Mrs. Sid Galbreath, Mr. and Mrs. Frank Smith, Paul J. Osbourne, Bob, Jack, Doc and Mayme Capell and Charles and Kenneth Guyton.

Pallbearers were Dan Sherwin, Ed Whalen, Buster Doss, Mickey Price, Herman Schwartz and Bobby Decker.

New Conn. Auto Race Group

MANCHESTER, Conn., Jan. 21.—Articles of incorporation have been filed with the town clerk's office here by the American Hot Rod Racing Club. Incorporators are George Kanehl, Walter Skukowski, Robert L. Smith Sr. and Zigmund Kertenis. The organization will promote auto racing during the 1950 outdoor season.

police, firemen and Lions' dates. As in the past, all dates will be sponsored.

Stafford is realigning the press staff and is in Cleveland preparing material. He will have four agents.

Promotion, under H. C. Willard, opened strong in Columbus, O., and several other crews, including H. R. Marteney's, are starting elsewhere in Ohio. Promotional managers will be added, including Jack Lampton, former Gooding and World of Pleasure general agent.

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MODEL 120 FLOSS MACHINE DIRECT DRIVE \$275

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CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20
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Carnival Routes

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2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Glades Am.: Dania, Fla.; North Miami 30-Feb. 4.
- Hames, Bill: Fort Worth, Tex., 27-Feb. 5.
- Midwestern Expo.: Arkansas Pass, Tex.
- Miller, Ralph P., Attrs.: Indian Village, La.
- Orange State: Miami, Fla.; (Fair) Pompano 30-Feb. 4.
- Prell's Broadway: Punta Gorda, Fla.; Fort Myers 30-Feb. 4.
- Royal American: (Fair) Tampa, Fla., 31-Feb. 11.
- Royal Expo.: Mulberry, Fla.; Lake Wales 30-Feb. 4.
- Strates, James E.: (Fair) Largo, Fla. Texas: Edcouch, Tex.

NAME CROSBY KELLY

(Continued from page 51)

offices were established this week at 185 North Wabash Avenue. Theme of the fair probably will be "American Parade," with tentative plans calling for a dramatic depiction of achievements of agriculture, commerce, industry and science.

Staged Ford Premiere

A graduate of the University of Arizona, Kelly held various positions with the Ford company. He started in the engineering department and moved up as director of the firm's merchandising school. While holding this position, he staged the New York premiere of the 1949 Ford line, and the six-day event drew 250,000 people.

Kelly's wife, Hannah Lee, a singer known professionally as Lee Childs, has appeared as soloist on a number of network radio programs, several Broadway shows and did some work in the movies.



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- Davenport, Orrin: Grand Rapids, Mich., 23-28; (Detroit 30-Feb. 12)
- Davies, Ayres & Kathryn: Vandalia, Ill., 24; Madison 26; Collinsville 27; Mascoutah 28; Madison 30.
- Davies, Ayres & Kathryn: Vandalia, Ill., 24; St. Jacobs 25; Madison 26; Collinsville 27; Mascoutah 28; Madison 30; Edwardsville 31; Greenville Feb. 1; Roxana 2; Christopher 3; Fairfield 4.
- Hamid-Morton: (Orange Bowl) Miami, Fla., 27-31.
- Polack Bros. (Eastern): Flint, Mich., 23-28; Lansing Feb. 1-4.
- Polack Bros. (Western): Hammond, Ind., 23-29; (Air Force Base) Rantoul, Ill., Feb. 1-4.
- Rogers Bros.: Naples, Fla., 30.
- West Bros.: (Cathedral High School) Lafayette, La., 25-28; (City Auditorium) Beaumont, Tex., 27-28.

Misc. Routes

Send to
2160 Patterson St. Cincinnati 22, O.

- Henic, Sonja, Ice Show (Madison Square Garden) New York, thru Feb. 8.
- Ice Capades (Uline Arena) Washington, D. C., 23-Feb. 1.
- Ice Pollies (The Arena) Cleveland, O., 23-29; (Maple Leaf Gardens) Toronto, Can., 30-Feb. 3.
- Miller's, Irvin C., Brown-Skin Models (Largo Fair) Largo, Fla., 23-28.
- Roller Skating Vanities (Auditorium) Oakland, Calif., 24-29; (Auditorium) Stockton 31-Feb. 5.

Nat'l Dairy Cattle Congress Adds Day

WATERLOO, Ia., Jan. 21.—For the first time in its 38-year history, the National Dairy Cattle Congress here will run eight days this year instead of the usual seven, E. S. Estel, secretary-manager, announced. He said the extra day is being added to accommodate the increasing number of State and national activities featured in recent years. Dates are September 30-October 7.

SEQUI HUNTS HEAD

(Continued from page 51)

cations of the sesqui's fair manager, it is pointed out. The commission is looking for a man experienced in all phases of fair activities, including managerial ability and knowledge of how to stage business and industrial exhibits as well as how to handle the amusement area. Several persons have been considered for the job in recent weeks, but all have been disqualified for reasons ranging from lack of experience to excessive salary demands.

The budget allotment for the manager's salary is "flexible," a sesqui official explained but "in all events it will not be a relatively high figure." The guess is that the commission is considering spending as low as \$10,000 a year and as high as \$25,000 as salary, with all efforts to get an agreement on the smaller figure. The difficulty is that qualified candidates are hard to find in this range. There is considerable talk of borrowing someone from private industry.

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Medium size Sailor Girls, Ships, Animals, assorted. Packed 48, ea., 9¢. Best workmanship, fine finish, new cartons. Inventory must go! At least 80% deposit with order, balance C.O.D., F.O.B. Milwaukee
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POLACK CLICKS IN SAGINAW

Opening Show Draws Despite Poor Weather

New Seating Set-Up Helps

By Haviland F. Reves

SAGINAW, Mich., Jan. 21.—Polack Bros.' Eastern Unit, making its 1950 bow here Sunday (15), got away to a fast start and business thruout the week kept pace. Opening crowd in the 2,400-seat Saginaw Auditorium was near capacity, the best opening turnout in six years Polack has played here. This was a surprise, inasmuch as the weatherman turned on snow and sleet to make driving hazardous.

The advance sale as of Sunday, according to Mr. and Mrs. Ansel (Buck) Waltrip, who handled the promotion, was \$3,400 ahead of last year for the week. The Waltrips will rejoin the Western Unit after the engagement here.

Outstanding innovation this year was the construction of bible backs, in the form of a series of elevated platforms with low risers, each holding one row of the folding-type theater chairs, around three sides of the main floor. This gave first-floor patrons a good view, in contrast to other years when rows of seats were on the floor with a section of blues at the back. Too, the new arrangement increases the gross potential, since first floor seats may be sold as reserves instead of general admission, as in the past.

The new main floor seat set-up was first introduced by Waltrip at the Parkway Armory in Utica, N. Y.

Prices Remain Same

General admish went for \$1.20 and the reserves for \$2.20 and \$2.40.

Mrs. Bessie Polack, wife of the late Irving J. Polack and co-owner with Louis Stern, of the show, came from her Van Nuys, Calif., home for the opening. She plans to travel thruout the season with the Eastern Unit.

Another innovation was the scheduling of matinees Monday thru Friday at 4 p.m., so that school kids would have ample time to make it from school to the show. Coupon tickets were distributed freely in Saginaw schools. In schools thruout (See POLACK CLICKS on page 60)

Heavy Advance Sale Registered for H-M Miami Shriner Date

MIAMI, Jan. 21.—Advance sale for the second annual Hamid-Morton Circus here under auspices of Mahi Shrine for the benefit of underprivileged children is well ahead of the corresponding period of 1949, reports Tex Sherman, publicity director. The show will be held January 27-31 in the Orange Bowl.

Billing, utilizing everything from cutouts to 24-sheet boards, has been unusually heavy. An area north to Fort Lauderdale and south to Key West has been covered by Red Goehrmann and his crew. Paul Brunn, managing editor of *The Florida Sun Star* and a member of the publicity committee, has been doing a good job. Local radio stations have been generous with free spot announcements, and liberal space has been given the show by *The Miami Herald* and *Evening News*.

Executive staff includes Col. Robert

Arthur Wirtz Seen As New Cole Boss

(Continued from page 51)

ing this week to untangle all legal difficulties. In Indianapolis Wednesday (18), three creditors of Cole Bros. Circus, Inc., filed a petition in Indianapolis Federal Court, alleging the amusement firm (Cole Bros. Circus, Inc.) is bankrupt. The creditors, Argus Ticket Company, Globe Poster Corporation and Chicago, Rock Island & Pacific Railroad Company, all Chicago, listed \$12,761.12 as the total amount due them.

In Florida a suit was filed in Circuit Court Tuesday (17) by the United States Printing & Lithographic Company, Erie, Pa., asking Cole Bros. Circus to pay a \$5,455.71 printing bill. The suit alleges the bill was due November 25, 1949.

Toledo Show Draws 21,003 First 5 Days

Rain Hurts Opener

TOLEDO, Jan. 21.—Thru the first five days, Sunday (15)-Thursday (19), the Orrin Davenport Circus, playing the Sports Arena here under auspices of the O-Ton-Ta-La Grotto, drew 21,003 paid admissions. Total paid attendance last year was 38,978 for seven days. This year an extra show has been added, with a matinee scheduled Sunday (22).

Show was hit by rain opening day (15). As a result, night attendance was held to 1,670, with the matinee drawing 2,465.

Paid attendance figures thru Thursday night (19) follows:

	Matinee	Night
Sunday (15).....	2,465	1,670
Monday (16).....	No Matinee	2,102
Tuesday (17)....	2,277	1,583
Wednesday (18)..	2,954	2,186
Thursday (19)....	3,134	2,632
Totals	10,830	10,173

With a weather break over the week-end the show may equal last year's total count, inasmuch as org will have the benefit of an extra performance. The Sports Arena, for a circus seats 5,500.

Sellout Friday

Arthur Hilt, chairman of the circus committee, reported Friday (20) that a sellout was registered for Friday night's performance. This would indicate the show, which Hilt said was much stronger this year, was building from the attendance angle. Thursday (19) registered the biggest crowds of the week, the matinee drawing 3,134 and the night show (See Toledo Draws 21,003 on page 60)

Morton, director; Carl H. Sonitz, advance director, and Joe Basile, band leader.

Newsboys and underprivileged children from Dade and Broward counties will be guests opening night to see a show headed by the Hamid-Morton elephants, Cooper's Liberty act, Three Barretts, Loof Rio, Great Atterbury, the Ricardos, Four Angels, Flying Hartzells and Daring Dick Clemens and his wild animal act. Sa-So heads a line-up of 20 clowns which features Charlie Bell, Billy Rice, Jolly Thomas and Joe Thompson.

Herb Walters and G. W. Cole To Launch New Truck Show

HUGO, Okla., Jan. 21.—Herb Walters, for many years connected with rep shows and the moving picture industry, and G. W. Cole, in the rodeo end of show business in recent years, have combined to launch a motorized circus this season under the name of Cole & Walters Circus.

Show is being built from the ground up in winter quarters on Kirk Road, east of Hugo. It will be transported on 19 semi-trailers, with four straight-job, cab-over-engine units pulling four four-wheel trailers. Big top will be a four-pole, 80-foot affair with three 40's. A combination Side Show and menagerie tent will be a five-pole with two 20's and two 30's. Show will carry a concession department, two pit shows and a cookhouse to take care of 80 persons.

Menagerie and Side Show line-up will include 3 bulls, 11 cages of animals, including a zebra, lamas, buffalo, camels, hippopotamus and 17 head of horses, mules and ponies.

All equipment will be built of steel construction and will be modern thruout and will include two air-

driven stake drivers and hydraulic-powered canvas spools.

The advance department will carry, in addition to an agent and a press representative, six billers and three motorized units, including two new Chevrolet panel jobs and a semi-trailer for supplies.

Members of the staff and various department heads will be announced later.

Eagles, Parks Ink Contracts, Beatty Reports

EL MONTE, Calif., Jan. 21.—Paul Eagles has been signed for the third consecutive year as general agent for the Clyde Beatty Circus, Beatty announced in winter quarters here. Also inked for another season was Ora Parks, general press agent. Parks, now vacationing in Marion, Ind., will start his second season with the show February 1.

Set so far in the advance crew by Eagles are C. S. Primrose, contracting press; William Oliver, car manager, and Tom Plank, 24-hour man.

West Org Opens One-Day Stands

GALVESTON, Tex., Jan. 21.—West Bros.' Indoor Circus, which opened the 1950 season here Monday (16) with a three-day stand, then moved to Texas City for two days, is now en route to Louisiana for two weeks of one-day stands. Following the one-day stands the show will return to Texas.

R. W. Brandon is co-owner of the show and in charge of promotion. Julien West is manager.

Line-up of acts includes the Six Gallaghers, teeterboard; Widaman's dogs, ponies and monkey circus; Hans Claire, chair and hand balance; Widaman's elephant, handled by Zetta; the Craig Trio, rolling globes; Clark's bears; Miss Arzetta's dogs; the Aces, roly boly and hand balancing; the Wallace duo, comedy revolving ladders, and the Jacksons, trampoline and bars.

Members of clown alley are Laurence Cross, Frank de Rue, Roy Adkisson, Happy Johnson, Wally and Sophie Wallace and Verne Corriell.

The six-piece band is under direction of Charles Cuthberg, who also doubles as emcee.

Triskas Top Medrano Bill

PARIS, Jan. 21.—Holiday bill at the Cirque Medrano featured the high wire act of the Triskas, which has been booked to appear with the Hamid-Morton Circus in America this season.

Also a feature were the Craddockes, acro-comedy trio which recently completed engagements in the United States and England. They are sons of one of the Fratellinis, famous French clowns, who have been top gagsters at this circus for several seasons.

Christian's Dogs, with Ringling-Barnum two years ago; the Hal Yaffs, comedy bike act; Tony and Vicky, dance duo; Boris Borsuks, magician, and the Capellinys, roller-skaters, are also on the program.

Ringling Quits N. Y. Offices

NEW YORK, Jan. 21.—Ringling Bros. and Barnum & Bailey is giving up its offices at 10 Rockefeller Plaza, in Radio City. Waldo T. Tupper, general agent of the circus, who has been making his headquarters at the New York office, is moving to Chicago quarters of the show.

Harry S. Dube, publisher of the Ringling programs, will take over the vacated Ringling offices, which have more space than his present quarters on Sixth Avenue, but the two moves are not related.

Lewiston, Idaho Round-Up Re-Elects Zirbel, Sets Dates

LEWISTON, Idaho, Jan. 21.—The 16th annual Lewiston Round-up has been scheduled for September 8-10.

Directors last week set the dates to follow the Pendleton, Ore., and Ellensburg, Wash., rodeos, and re-elected Don B. Zirbel to a second term as show president.

William Gray, of Craigmont, Idaho, was elected vice-president; Jack P. Sorey, Lewiston, treasurer, and Joe M. Skok, Lewiston, secretary.

W. T. Tupper Moves Headquarters to Chi

NEW YORK, Jan. 28.—Waldo T. Tupper, general agent of Ringling Bros. and Barnum & Bailey Circus, announces he will move his headquarters to Chicago after the New York engagement of the show this spring, to provide a more central working location.

To take care of the expanded activities of the Chicago office, new and enlarged quarters will be occupied in the 139 North Clark Street Building.

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UNDER THE MARQUEE

Bill Gardner, owner of Gardner Bros.' Circus, is recovering from an illness in his Toronto home. . . . Eddie Howe reports he will be with Cole Bros.' Circus again this season as contracting press agent.

Its difficult to tell whether more troubles are caused thru a beginner's ignorance of his duties or by what he thinks he knows.

Joe and Wally Beach, of Springfield, Mass., visited Roberta's Circus, Monroe and Grant, the Murphy Sisters and the Lambers while the acts were appearing at the Court Square Theater, Springfield. He also visited the Eriksons at Valley Arena Gardens, Hioyoke, Mass. . . . Francis Lacoune, Springfield, Mass., visited Roberta's Circus at the Court Square Theater, that city.

This is the time of the year when arm-chair experts in quarters can tell what won't work, but little about what will."

Iris Gaskill, dancer on Biller Bros.' Circus, has a role in the Civic Theater production of "Two Blind Mice" in Fort Wayne, Ind. She is planning new wardrobe for the coming season. . . . Lu-Brown Bobby Burns, circus agent, is still vacationing at Daytona Beach, Fla., and passes much of his time at the Eks' Club. . . . Billy Osem pens that Frank Cain, Gene Lewis and Kenneth Waite opened with Clyde Bros.' Indoor Circus at Jackson, Miss., January 16. . . . Wyatt Davies, clown, is in New Orleans visiting Frank Doyle and Bert LaDeil.

Nations still believe all showmen are millionaires, and collectors back it up.

Fred Bailey Thompson, still comfortably settled on his pecan and peach ranch at Clarkston, Ga., type-writes under date of January 18: "Have hit the 61 mark but can still cover any circus lot the younger press boys can, altho, of course, I'm not looking for a job. I still make the various circus backyards whenever one gets into the territory. I haven't done so bad since I left the sawdust trail, as I have had some 40 stories published in various magazines about the best people on earth—the circus folk."

Old-timers had simple things. One trouped for 45 years without knowing he'd had tough sledding.

Phil Wallenda Gets Shreveport Ovation

SHREVEPORT, La., Jan. 21.—Phil Wallenda, severely injured in a fall here last year while performing with the Great Wallenda Troupe at the annual Shrine circus, was the center of attraction at the opening show of the 1950 Shrine Circus here Saturday (14), presented by Ward Bros.' Circus.

Wallenda assumed his key position in the human pyramid part of the act and left the stage to thunderous applause.

Other featured acts include Shiek, the wonder horse; George Learch, slack wire; Norman Davenport's elephants; the Noble Trio; Bloomberg's Liberty horses; Rietta, sway pole, and Walter Jennier's seal.

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Billposter with panel or station wagon, high type Contracting Agent, Bannerman, Lecturer, Men for farm paper, Grooms and turers, Men that drive trucks. Year round work. All Concessions for lease.
FRANK KETROW ANIMAL ODDITIES EXHIBIT
Whittier, Calif.

A. Hymes will handle the novelties and programs at the Frank Wirth Shrine Circus, Hartford, Conn., week of February 19. . . . Jack Lewis will be in advance department of the Kelly-Miller Circus. . . . A. J. Duffy, formerly with Dailey Bros.' and Austin Bros.' circuses, will be in the advance department of the Cole & Walters show. . . . H. (Dusty) Rhodes again will be on the advance of Kelly-Miller, his third season. . . . Mr. and Mrs. Buck Reger, on their way to Sarasota, Fla., visited J. Alex. Brock in Tampa, who is getting his props ready for the coming season. They called on Walter Guice.

Like farm hands, showmen can't get used to calling supper "dinner" when its served in a cookhouse.

Roy Barrett, clown, starts a string of school dates for James M. Cole at Naples, N. Y., February 1. He closes with a four-day stand for the Syracuse Shrine Circus, which date ends April 16. All other dates are one and two-day stands. . . . R. E. (Doc) Ogden, well known Side Show manager formerly with Martin Downs, Cole Bros.' Circus, King Bros. and Hagenbeck-Wallace circuses is seriously ill at his home in Columbus, O. . . . Matt Lawrish is equestrian director with Horne Bros.' United Circus, formerly the John W. Pawling London org. . . . George Hanlon, legal adjuster with Pawling last season, is wintering at his home in Columbus, O. . . . Eddie Harris, clown with King Bros., the (See Under the Marquee on page 84)

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(Continued from page 58)

the county, teachers sold tickets, both adult and children's.

Show, as presented here, is practically new thruout, with Cheerful Gardner, back with the Polack bulls, among the few survivors. The Berosinis, Natal, the Seven Boginos and the Four Sidneys all were with the Polack Western Unit last year. Slated to join next week at Flint, Mich., next stop for the Eastern Unit, are Gautier's Tally-Ho, held over for a third week at Radio City Music Hall; the Berosini Troupe (7), high wire, which recently closed with Circo Atayde, Mexico City, and Ernie Wiswell and his comedy car, who recently closed a theater engagement in Erie, Pa.

Runs Two Hours

The show ran just short of two hours, excluding the half-hour work-out by the clowns and a 20-minute intermission.

Production was almost entirely on the auditorium stage, built like a large theater, with heavy animal acts and the clowns working the front center of the auditorium floor, within and without ring.

Nate Lewis does his usual good job on announcing chores and Henry Kyes, bandmaster, does a bang-up job from the musical angle. Ethel Robinson, Chicago, who books all Polack acts, both Eastern and Western, has done a great job in the selection of acts.

Set Fast Pace

The Four Bennies set a fast pace in the opener with some fast tumbling, including a two-man cartwheel series, and novelty juggling. Act was reduced to three by the injury of Bruno Bogino, who suffered a new injury in rehearsals. He is in St. Mary's Hospital here but will be released next week. He will not re-join the act for about a month. The Bennies also double as the Seven Boginos, reduced to five by the absence of Bruno and his wife. Mrs.

Bogino recently became a mother. The Seven Boginos have a rapid-fire Risley number with a diversified routine.

The aerial ballet uses four attractive girls, gaily costumed. Eight girls, a record for the unit, will be used in the ballet starting next week. The ballet is an effective introduction to Elly Ardelty, who gives a spectacular display of control and balance on the trapeze, including chair and ladder positions.

Cheerful Gardner's name assures a well controlled turn with the bulls (4). Now in his 72d year, Gardner remains quick in step. He is assisted in the act, which features Irene Lafferty, by Mrs. Gardner and a male helper. He has India, the plank-walking bull, doing two new tricks, a baby pick-up and a foot mount.

Joannidis, working atop a slack wire, has an involved multiple motion juggling routine with balls, rings and other objects and displays excellent co-ordination.

Sidneys Give Variety

The Four Sidneys have a variety of bicycle, small wheel and unicycle displays, stressing skill rather than comedy. Act is climaxed with the three girls posed in a 30-foot palm tree which Sidney carries around the stage while riding a bicycle.

Albert Fleet's chimpanzees (2) do a variety of slack wire, comedy and wheel work.

Alexander Konyot, in Spanish garb, gives a beautiful demonstration with his horse, Kalarama Jr., including multi-gaited horsemanship, dance steps and specialty work.

The Tong Brothers (3) present a fast-moving display, with variety the keynote.

Natal, in gorilla costume, wins applause with his ape-like capers, and is exceptionally effective indoors.

The Montes De Oca Duo does a flashy trampoline turn, with the girl doing some attractive leaps to her partner.

"One-Man Wallenda"

The Great Veno does virtually a one-man Wallenda act on a tight wire suspended on a single pole, working over the audience. He does bicycle, chair, and various acro work, all unassisted, featuring a back and forward trip in a blindfold sack with his feet in baskets.

The clowns, with Gene Randow producing clown, set the mood for the audience in their half-hour come-on, and do two walkarounds and three numbers. The Scotch band is an attractive new production, winding up in a burlesque bell-ringing boxing bout. Working the alley are Dime Wilson, who does a featured table rock; Georgetto Brothers (2), Ed Raymond, Dennis Stevens, and Ruby and Jack Landrus. Linda Wilson, 4-year-old daughter of Dime, is being used for the first time in the reducing machine number.

Staff Listed

Executive staff includes Mrs. Bessie Polack and Louis Stern, co-owners; Sam Polack, manager; Kris Krinkel, assistant manager; Nate Lewis, equestrian director; Henry Kyes, musical director, and William H. (Bill) Green, publicity director.

The concession department, under Fred Proper as manager, includes George Cutschall, assistant; Mack Langford, No. 1 stand; Tex Hayes, popcorn; Harry (Bing) Bernstein and Ernest Hitchcock, novelty stands; Terry Peers, candy floss operator, and Benny Schweitzer as butcher; Stanley Orr, hot dog stand with Al Hyman, Paul Maher, Joe Easton, Bob Heller and Albert Starkey, vendors, and Ruby Cutschall and Rosie Harrison, novelty checkout.

Bobbie Harrison is prop boss and master rigger, with the crew consisting of John Donovan, Chester Stanley, Raymond Sels, Alpha Omega Wiggins, Allen T. Lett and Pappy Cornell.

Dressing Room Gossip

Polack Western

The 1950 season's opening in Fort Wayne, Ind., January 12 was a big one. Performance ran smoothly and plenty of new wardrobe was in evidence. The clowns, comprising the same line-up as last year, came up with new wardrobe, walk-arounds and gags.

Show has many new faces this year. Acts include Rudy Docky's Basket Ball playing Dogs; Woolford's Dachshunds, the former Nana Loyal; Lagage, one-arm swings; Alfredo Landon's Midgets, Melitta and Wicons, Hubert Castle, Mike and Nino, Shyrettos, Linon, Sikorska Duo, Emil Pallenberg's Bears and Loyal Repenski troupe. All were booked by Ethel Robinson, of the Ethel Robinson Booking Attractions, Chicago.

Visitors from Peru, Ind., included Mr. and Mrs. Fred Joung, Mr. and Mrs. Nick Carter, Phil Hetzner, Mr. and Mrs. Walter O'Brien and family, Mr. and Mrs. Bill Blue, Terrell Jacobs, Mr. and Mrs. Joe Kennedy, Bill Hamilton, Leroy Bowls, Gerald Powell, Mr. and Mrs. Bob Tillet, Mr. and Mrs. Claude Johnson, Dr. and Mrs. Allen W. Porter, Fred and Mac Senner, Joe Hoffman and Lyman Dunrock.

Other visitors included Jack Klippel; Nate Lewis, who helped Arthur Springer announce the new acts; Jeep Milan, Mike and June Koculik, Bob and Ann Porter, Jack Harris and Claire Levine.

Visitors from the Orrin Davenport Circus, playing Toledo, were Bob Eiseman, Riley Micham, Bill Johnson, Ray Anderson and Charles Davis. Dropping into the Freeman Manor to say hello prior to opening were Harold Ward, Eddie and Dottie Ward, Hubert Castle, June and Mike Kucuk, Jeep Milan, Millie Keathley and Jack Harrie.—FREDDIE FREEMAN.

Biller Bros.

Horses, ponies, elephants, Ki-Gor's lions and show props went to Chattanooga where show's equipment and performers were used at the three-day Moose Circus in City Auditorium. Also going to Chattanooga were Rita and Betty Biller, Gladys Fox, Larry and Mary Carlton, Pete Marsh, Bob Allen, Dean Pearson, Prince Ki-Gor, J. D. Clayton, Fats Revel, Buck Shurr, Smoky Jones and Cotton West. Walter and Thelma Symph are in quarters here.

Manager Arthur Sturmak has returned from an extensive business trip and has completed plans for the overhauling of equipment following its return from Chattanooga.

On two successive Sundays the weather has been warm and on each occasion over 1,000 visited quarters to watch Prince Ki-Gor work the lion act and see Smokey Jones and Cotton West put the elephants thru new routines. Recent visitors included Hyman and Bernard Sturmak, Enoch Bradford, Tony Diano, Mr. and Mrs. Joe Hayward, Fred Logan, Fred Stone, Mrs. William J. Milton and Mrs. G. L. Thornton.—C. B. SCHULER.

Ameri-Congo

Ameri-Congo Animal Expedition, Howard Ingram, manager, opened at Fort Myers, Fla., January 13 to a good take. Show was sponsored by the March of Dimes committee. A baby elephant has been received. Si Rubens, owner of Rogers Bros.' Circus, was a visitor. Next spot will be Sarasota for the March of Dimes, Mrs. Ringling having donated the lot. Eddie Mellon, on the advance, has left and Ingram has been pinch hitting. Bradenton and Key West, Fla., will follow. Larry Davis handled the billing for these dates. Leo Cozazzo presented his Monkey Show at Sarasota for the Sara Circo Club. A recent party was attended by Al F. Wheeler, former circus owner, and Herb Duval, of the Ringling show.—M. BAILEY.

Ward Bros.

Sponsored by El Karabah Shrine Temple in Shreveport, show opened a seven-day run January 14. Saturday morning a parade was held on downtown streets. Program includes the Wallendas, the Noble Trio, Cloyd Harrison bicycle troupe; Frazier Family; Bill Blomberg's Liberty horses, dogs and ponies; Norma Davenport, five elephants; Henderson Troupe, balancing and juggling; Walter and Ethel Jennier; Bozo Harrell and Company.

Clown alley has Bill Irwin, producing clown; Chic Dale Frazier Trio, Guenther Wallenda, Bozo Harrell and Brownie Gudath. A feature clown number is Brownie's Atomic Rocket. Aerial ballet comprises Helen Wallenda, Yette Wallenda, Edith Wallenda, Mrs. Phil Wallenda, Rose Beebe, Vivian Raye and Norma Davenport. Ethel Jennier is the feature finish. George Poughe and Archie Gayer are the managing directors, with Gayer in charge of program and personnel. R. M. Harvey is general agent; Bill Blomberg, equestrian director; Jack Bell, band leader; Jack Shaw, props, assisted by Pete Raye.

Norma and Rosemary Davenport add plenty of pep to the trampoline display. Bill Blomberg in his high silk hat and red ringmaster's coat, could be a page from Charles Dickens. Rose Beebe has made some new costumes for the Wallenda ladder number. Carla Wallenda here to fill an emergency for Papa Carl. Guenther Wallenda tried a new make-up.—DICK LEWIS.

Gran Circo Americano

Biz, which had slowed down, gave a quick spurt when admish was slashed for the final week in Port of Spain, Trinidad. Last week was the occasion for a number of farewell parties, dilly being the one given by Eva Scott and Saucy Darwent for the following guests: Phil and Bonny Bonta, Earl Dean, Robert Vinson-haler; Tom, Betty and Joe Hodgini; Robert Quesnel, Mike Darwent and Jimmy Harrington. Local army men also came thru with a get-together thrown by Jim Quidon and Al Barnes. Boat trip for personnel was postponed twice because of bad weather. Show opened at Oranjestad, Aruba, N. W. L., January 17. Ernesto Bermal is distributing handbills and operating sound truck.—JOE HODGES HODGINI.

TOLEDO DRAWS 21,003

(Continued from page 53)

getting 2,632. Show prices range from \$1 to \$2.50.

Show moves into Grand Rapids where the Wallenda troupe will join, for the week of January 23. The Wallenda group was unable to show here because of the low ceiling.

Jacobs Cancels

Davenport has put together a strong line-up of acts this year, featuring many acts from the Ringling Circus. Lou Jacobs, inked for clown alley, was forced to cancel his appearance here because of illness. Other members of clown alley are Earl Shipley, producing clown; Fel'x Adler, Paul Jerome, Myron Orton, Prince Paul, Jimmie Armstrong, Frank Saluto and Charlie Bell.

Izzy Cervone has the band, Charley Jones the props and Harry Thomas is equestrian director and announcer. The line-up of acts.

Display 1.—Tournament. 2.—Ernie Burch and Flo White, Ring No. 1; Myron Orton and Prince Paul, Ring No. 3. 3.—Joe Walsh, wild animals. 4.—Clowns. 5.—Margas Eblers, trapeze. 6.—Clowns and Charley Bell and his rabbit. 7.—Francis Brunn, juggler; the Martella, rollo-bollo. 8.—Charles Peterson's dogs. 9.—Clowns. 10.—Unus, one-finger stand. 11.—Clowns. 12.—Cheslan Moreskowski, Liberty horses. 13.—Clown car gag. 14.—Gutta, gorilla parody. 15.—Earl Shipley's clown band. 16.—Clouster's bears. 17.—Clowns. 18.—Don Dorsey, trapeze. 19.—The George Hanneford Family. 20.—The Great Boharas, teeterboard. 21.—Hugo Schmidt, elephants. 22.—Clowns. 23.—The Flying Conellos.

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Rwy. Freight Hike Resisted

WINNIPEG, Jan. 21.—The Western Canadian Class A Fair Circuit at its annual winter meeting here Monday thru Wednesday (16-18) again awarded the grandstand contract to the Barnes-Carruthers Theatrical Enterprises, Chicago, and the midway contract to the Royal American Shows.

Fred H. Kressmann made the presentation for the B-C office. On hand for the Royal American Shows were Carl Sedlmayr Sr., Carl Sedlmayr Jr. and General Agent Bob Lohmar.

The A Circuit and the B Circuit, which met at the same time, went on record in opposition to a proposed 50 per cent raise in freight rates. Delegates voted to send a delegation to confer with the heads of the two Canadian railroads and express the objection to the proposed rate hike.

The B Circuit had closed for its grandstand attraction months before the meeting here, with the Gus Sun-
Irving Grossman Agency again getting the contract. The Wallace Bros. Shows of Canada, operated by J. P. (Jimmy) Sullivan last year, were awarded a five-year contract to supply the midway attractions to the B Circuit.

A's Elect McCannel

D. A. R. McCannel, Regina, was elected president of the Class A Circuit. Other officers are Alex McPhail, Brandon, vice-president, and Mrs. Letta Walsh, Saskatoon, secretary-treasurer.

W. H. Wilkinson, Yorkton, was elected president of the Class B Circuit, with J. E. Wilkinson, Moose Jaw, as first vice-president; John Wilson, Carman, second vice-president, and George K. Ross, Lloydminster, third vice-president. Keith Stewart, Portage La Prairie, was re-elected secretary.

Fair men in attendance included C. B. McKee, T. H. McLeod, Jack Gordon, W. A. Small, J. F. Lunney, Fred Robinson, D. A. R. McCannel and F. G. England, all of Regina. H. W. Maddison, James Paul, Lee S. Williams, L. M. Rye, Fred Kemp, William Muir, Jack Deltombe, Mayor Sidney Parsons and Alderman S. Bowcott, all of Edmonton; S. N. MacEachern, A. M. Duncan, John East, J. H. Warren, Dr. F. G. Salisbury, A. M. McIntyre and Mrs. Letta Walsh, all of Saskatoon; J. B. Cross, J. Charles Yule, A. H. McGuire, E. D. Adams, Gordon Love and N. J. Christie, all of Calgary; A. McPhail, S. C. McLennon, J. E. MacArthur, W. A. Cameron, William Davidson and A. Whitby Kerr, all of Brandon.

Also John Wilson and Earl Collins, Carman; E. J. Sharpe and N. W. Symonds, North Battleford; A. M. Brownridge, J. C. Hyde, A. W. Smith, F. A. Brydon, J. T. Trimble, Joseph Trimble and Keith Stewart, Portage La Prairie; S. L. Small, E. K. Sherwood, D. F. Kelly and Dorothy Read, (See Royal American, B-C, page 63)

Extend Atlanta Run To 10 Days in 1950

ATLANTA, Jan. 21.—The Southeastern Fair will be extended to 10 days in 1950, President Mike Benton announced at the annual meeting of the Georgia Association of Fairs here Monday (16). The 1950 dates are September 27 thru October 7.

The Johnny J. Jones Exposition will furnish all midway attractions.



Meetings of Fair Assns.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 30. J. O. Knapp, Morgantown, secretary.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

Western New York State Fairs' Association, Hotel Lafayette, Buffalo, February 3. Glenn W. Grinnell, Batavia, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, Secretary.

Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29, at 2 p.m.

5 Ia. Annuals, 1 in Minn. Set Chuck Wagon

CHICAGO, Jan. 21. — Chuck Wagon Days, a new United States Grandstand attraction, already has been signed by five Iowa fairs and one Minnesota annual, Sam J. Levy, of the Barnes-Carruthers Theatrical Enterprises, this city, the show's booking rep, announced.

Iowa annuals which have contracted the attraction are: Donnellson, Cedar Rapids, Algona, Davenport, West Union and Osage. The Minnesota fair is New Ulm.

Produced by Red Breckenridge, the show consists of 16 events, including chuck wagon races, Roman standing races, chariot races and performing high school horses.

The Staples Rodeo, also booked by the B-C office, recently was booked into fairs at Benton, Rock Rapids and Denison, Ia.; Austin, Faribault and Grand Rapids, Minn., and Jefferson, Wis.

Levy also announced that his office this week inked two new Michigan fair dates, Coldwater and Midland.

S. C. Execs Hear Midway, Talent Ops Voice Theories

COLUMBIA, S. C., Jan. 21.—Midway and grandstand attractions rated maximum attention at the annual meeting of the South Carolina Association of Fairs at the Hotel Jefferson here Wednesday (18).

James E. Strates, owner of the shows bearing his name, and Jack Wilson, co-owner of the Cetlin & Wilson Shows, represented the carnival industry in talks, while talent agencies were represented by Gus Sun Jr. and George A. Hamid and his son, George Jr.

Adopting the premise that amusements were necessary to the well-being of any fair, Strates said that the industry had done a good job for the last 15 years in expanding and improving its offerings, but added that the end of achievement was not yet in sight. He said the show owner had the job of satisfying the fair officials, the public and law enforcement officials.

\$1,500,000 Gross

Terming the \$1,500,000 gross of his organization in a 30-week period as "big business," Strates also said that the operation of a big carnival was an expensive proposition, since he had

Gov. Williams Urges Michigan Execs To Offer Competition In Farm Product Packaging

Tells State Convention Contests Would Aid Farmers

DETROIT, Jan. 21.—At the 65th annual convention of the Michigan Association of Fairs (MAF) in the Hotel Fort Shelby here Sunday thru Tuesday (15-17), Gov. G. Mennen Williams called upon Michigan fair men to urge farmers in their area not only to produce but to properly market their products. Calling the delegates good promotion men, he pointed out they could do more than anyone else to reach the farmers of the State. Packaging competition for all types of farm produce, in addition to competition for quality and quantity, was proposed by Williams as a specific way for fairs to aid the farmer.

Kell Is Named Mich. President

Richter, Sellers, Parish, Pratt, Buell elected v.-p.'s; Kelley renamed sec.-treas.

DETROIT, Jan. 21.—William Kell, of Wilson, was elected president of the Michigan Association of Fairs at its annual convention here Sunday thru Tuesday (15-17). He is the first representative from the Upper Peninsula to attain that position. He has been a member of the Upper Peninsula State Fair for about a decade and vice-president of the State Association for four years.

A veteran farmer, Kell also has been a dealer in draft horses, a breeder and dealer in Hereford cattle, and is known for his presentation of horse pulling contests. A past president of the Wilson Lions' Club, he served on the draft board during World War II.

Vice-presidents named at the confab were: Paul F. Richter Jr., Hartford; Harold Sellers, Cheboygan; Clinton D. Buell, Kalamazoo; Irving L. Pratt, Ludington, and H. D. Parish, Midland. Harry B. Kelley, Hillsdale, perennial secretary-treasurer, was re-elected.

Speaking on State aid to the annuals, Clarence Bolander, in charge of fairs for the State Department of Agriculture, assured the representatives that at least half of the 10 per cent slash in premium aid will be restored and indicated a full restoration was possible.

3,000,000 at '49 Events

Summarizing the activity of all fairs in the State last year, Bolander said that 165 fairs and similar expositions shared in State aid. Total attendance was over 3,000,000, slightly higher than in 1948. Total State aid during the year was \$361,068.09, he said.

Clarence J. Figy, Michigan Director of Agriculture, in clarifying the present view on granting aid to newly established fairs, said the present policy is against outright grants to a fair being started in a community already served by a similar event.

175G Asked in Budget

Figy announced a budget of \$175,000 had been set up for this year's aid program and is awaiting action by the special session of the Legislature. He also added that an educational program is being set up in packaging and merchandising of farm products much in line with the suggestion of Gov. Williams.

Other speakers included Harold P. Lindsay, manager of the Upper Peninsula State Fair, Escanaba, and Paul Greely, secretary of the Michigan Showmen's Association.

Lloyd Honeywell, Mount Pleasant, was elected a director of the Michigan Harness Horsemen's Association, at its annual meeting.

Wind-up of the convention was the annual banquet, at which Woodie Varner, of the farm management department of Michigan State College, served as toastmaster. Speakers included James M. Brown, dean of men at Michigan State Normal College; Mayor Albert E. Cobo, of Detroit, and William Kell, Wilson, who was elected president of MAF for this year.

Sam J. Levy, of the Barnes-Carruthers Theatrical Enterprises, Chicago, emceed the floorshow which included Eddie Casper and his ork; Spinning Wheels, skaters; the Cowans, comedy knockabout; Antonio and Conchita, singers; Three Sherwoods, dancers; Trixie McCormack, unicyclist; Bob McElroy, ventriloquist, and the Moore Brothers, acrobats.

Bloomsburg '49 Net: 37G

BLOOMSBURG, Pa., Jan. 21.—The 1949 Bloomsburg Fair chalked up a net profit of \$37,710, according to Treasurer J. Howard Deily. Grosses reported by Deily included: Grandstand day receipts, \$32,740; grandstand night receipts, \$29,607; concessions on the grounds, \$30,816.

A total of 146,279 paid admissions made the 1949 annual the third biggest in the fair's history, topped only by 1946 and 1948.

Unit Supervision Urged
Sun's statement that there was nothing new to offer, altho the avail- (See S. C. Execs Hear on page 62)

Washington Moves Up Annual Meet Dates; Votes Removal Of Excise Tax on Admissions

36-Inch Snowfall Cuts Attendance 50 Per Cent

SPOKANE, Jan. 31.—Hitting back at a 36-inch snowfall that crippled all transportation and cut attendance 50 per cent, Washington Fairs Association members voted unanimously to meet in late November or early December and picked Seattle for its second 1950 meeting. A second vice-president was added to the official slate and Milton Loney again was named to serve his 10th term as president. The 12th annual meeting concluded its two-day session at the Davenport Hotel here yesterday (20).

Perry Woodall, of Central Washington Fair, Yakima, was re-elected vice-president, and Charles Meenach, State 4-H Fair, Yakima, secretary-treasurer. H. R. Hubbard, Bremerton, was named to the newly created post of second vice-president. He also was named to serve a three-year term as a director along with Dr. A. E. Rosco, Lyndon. Other directors include Milton Loney, Walla Walla; Woodall, Yakima; Alva Ruack, Pomeroy; Max Schmuck, Port Angeles; F. E. Wainscott, Waterville; Fred Magin, Davenport, and Meenach.

Seattle Selected

At the invitation of Ed Heinemann, field secretary of the Washington Horse Breeders Association, Seattle was named for the next meeting without opposition. Under the new meeting schedule, this convention will be held "after Thanksgiving and before December 10." According to Heinemann, the dates will probably be December 7-8, a Thursday and Friday, as is the policy. The setting of the dates, however, was left in the hands of the executive committee.

Washington's fair managers went on record as favoring the removal of the excise tax on general admission tickets to fairs. Secretary Meenach read a letter from Sen. Harry P. Kane, who went on record as favoring abolishing the tax. The senator urged fairmen to write their representatives immediately for, he said: "People are in sympathy with the movement." The legislator pointed

out that any action would have to have the backing of the House as it handles revenue matters.

C. W. (Red) Beck, Kipsap County Fair, Bremerton, reported on committee meetings with a group being named to study State laws on fairs and to seek some equalization on the amount of money given large and small fairs. The survey will be presented before the meeting of the Legislature.

Awards Move Defeated

The move on standardizing of premiums and the appointment of a committee to study maximum awards was defeated in committee. The move to have Class B, C and D fairs follow a recommended livestock classification was approved and the guides will be mailed to all fair managers in those classes. However, it was pointed out that any fair may include livestock classes peculiar to their sections.

Woodall, of the Central Washington Fair, urged that all fairs secure a copy of the liability insurance policy carried by the carnival and submit it to their attorney to assure them of complete coverage in the event of accidents.

In the opening talk of the first afternoon's session, Bob Wilson, research fellow, State College of Washington, speaking on *Facts About Washington Fairs*, revealed that last year 531,000 attended annuals. This represented between 20 and 25 per cent of the population. Eastern Washington attendance, Wilson revealed, was about 38 per cent of the population and Western Washington about 14 per cent. His figures showed receipts by classification, including both gate receipts and State aid average, \$57,000 for Class A (district fairs with five-county representation), \$9,600 for Class B, and \$4,500 for Class C. No report was made on D fairs. (Class B are county fairs and C and D community events sometimes not offering general exhibits).

Sverre Omdahl, State director of agriculture, also was an opening-day speaker. He stressed the fact that successful fairs are those which secure the support of the community.

Allocation Problem

Pointing out that it was a problem to allocate State funds because of the difficulty in estimating the size and value of a fair, Omdahl said that the 1949 allotment was \$187,205 compared with \$207,093 in 1948. The decrease resulted from smaller revenue from pari-mutuel betting, the director declared.

Carnival and booking agencies said their pieces early in the meeting and settled back to sign contracts. Represented were Meeker Shows, Ralph Meeker and George French; Ziegler Shows, George Hiscox; Imperial Exposition, Monroe Eisenman, and Redwood Empire Shows, Anthony Maseth. Booking agencies included John Billsbury, Hollywood; Bert Levey Circuit, Seattle, and Jerry Ross, Seattle. Abel & Nelson was represented by Bert Nelson, who arrived late because of a snowslide.

No Class C Winners

The trophy awarded the Class C fair winner in the publicity competition by the Eddie Burke Attractions, San Francisco, could not be given. There were no winners in this class. The trophy will be offered again next year.

Other speakers on the two-day program included Harry Bidlake, Lower Columbia District Fair, Longview, *Improvement and Maintenance of Fairgrounds* (panel discussion); Ed

Georgia Execs Mull Shifting Audiences and Kid Patronage

ATLANTA, Jan. 21.—Combating the shifting of audience attendance from days to nights and the perplexing problem of trying to cater to hordes of school children in only two or three hours, rated top attention from fair execs attending the 37th annual meeting of the Georgia Association of Agricultural Fairs at the Piedmont Hotel here Sunday and Monday (15-16).

The early attendance of school children could be solved by securing a full holiday for the moppets, instead of the half-holiday now in effect in most areas, it was reasoned. However, the justification would have to take the form of improved presentations, and it was agreed that better annuals would result in a more co-operative attitude on the part of school officials. The half-holiday imposes a particular hardship on carnival ops who found themselves faced with handling a full day's biz in only a few hours.

Better Planning Needed

The sparse daytime attendance at annuals could also be remedied with better planning and the presentation of compelling events, it was agreed. Various execs warned that if the deterioration of day play was allowed to continue, the annuals affected would turn into strictly night events, or carnivals. The basic qualification of a fair, agriculture, could only command interest in the daytime and must be preserved if the industry is to grow, it was said.

R. T. Reagan, Eastman, was elected president; Otis Hughes, Macon, vice-president, and Tilly Shapiro, Southern Poster-Printing Company, Atlanta, secretary-treasurer. Mike Benton, head of the Southeastern Fair, Atlanta, was re-elected chairman of the board.

George W. Adams, Georgia State Fair, Macon, emphasized the often-voiced admonition that a fair must have something to sell to be successful. Adams said that a fair must first have a well-rounded, diversified program that would appeal to all classes. Once this goal had been attained, he said, it would still be necessary for the fair to be properly promoted and sold.

Modern Ad Methods

While favoring the use of all media in advertising a fair, Adams said the speed of modern travel minimizes the importance of billboards and similar advertising. He also said that short newspaper items were as good and better than lengthy yarns, and pointed to the brevity and effect of radio advertising to substantiate his reasoning. The best advertising of all, he said, resulted from the participation of as many people as possible in the planning and staging of annuals, since this led to word-of-mouth advertising.

The basic importance of agriculture in the staging of a fair was brought out by W. A. Sutton, State 4-H Club leader, who said that many annuals had died because they had

Heineman, Washington Horse Breeders' Association, *Public Support of Fairs*; Al Shaw, head of dairy department, State College of Washington, *Pullman, Judges and Their Problems*; Vernon Carey, manager, Spokane Division, *Pacific National Advertising Agency, Selling Your Fair*; Ruch McCammon, State extension agent, State College of Washington, *Women's Participation in Fairs*, and William Coon, manager, *Armour & Company*, and Al Bond, radio specialist, *Agricultural Extension Service, Influence of Fairs on the Community*. Cal Anderson, extension editor, State College of Washington, directed the premium book and publicity competition.

A buffet supper in the Round-Up Room of the Desert Hotel Thursday highlighted the social program.

not been founded on sound principles.

Terming fairs "the great pageants of American achievement," George A. Hamid Jr., justified the inclusion of free acts because they added prestige, entertainment and revenue. Hamid said the presentation of a free act by the contracting carnival did not eliminate the fair's responsibility of presenting adequate attractions for the entertainment of its patrons.

Importance of Midways

Substantiating his claims with historical references, Floyd Heth, of the L. J. Heth Shows, said that carnivals meant the difference between profit and loss for most annuals. As such they serve a vital need, he said, and this they managed to fulfill despite being burdened at times with the full responsibility of making a fair. He emphasized the necessity of catering to children, whom he alluded to as "our future patrons." He also advocated the limiting of grandstand entertainment to two hours and pleaded the case of show owners in asking that fair execs be less demanding so that it would be possible for show owners to hold more of the gross. I. V. Hulme, secretary of the Elberton Fair, also warned execs that it was unfair to overcharge on carnival contracts.

A banquet, held in the plush Variety Club on the Atlantan Hotel roof, was attended by over 100. Talent appearing in the floorshow included Star Raymond, emcee; Del Breese, magician; Joann Ritley, tap dancer, and Josh Kitchen's monkeys and chimps. Talent costs were borne by attending showmen.

S. C. Execs Hear Ops Voice Theories

(Continued from page 61)

able talent could be presented in new and different way was refuted by George A. Hamid, who said that his firm had imported 39 acts from Europe in 1949 alone. Hamid said that each fair should have a committee whose duty it would be to see that the annual received the most from the show it had purchased. Without proper supervision, he said, many annuals were "paying the bill and not getting full value." George A. Hamid Jr. urged execs to use several attractions that would have a direct appeal to children.

All officers and two directors were re-elected. They are Paul Black, Spartanburg, president; J. Cliff Brown, Sumter, vice-president; Tom Moore Craig, Spartanburg, secretary-treasurer; Judge J. M. Hughes, Orangeburg, chairman of the board of directors, and H. L. Kirby, Union, director.

Voted in as new members of the board were D. D. Whitcover, Darlington, and Howard McCravy, Spartanburg.

Favor Tax Repeal

Association members also went on record as favoring a reduction of excise taxes on all amusement admissions up to \$1.

R. J. Pearce, fair designer, Raleigh, N. C., told the gathering that it was now possible to construct a building costing as much as \$30,000 and to pay for half of the cost in the first year of operation. This, he said, could be accomplished during the week of the fair, leaving 51 weeks during which it could be put to other profitable use.

A suggestion that the association study the organization of a fair management school was referred to the executive committee.

Other speakers included Mayor Frank C. Owens, of Columbia; R. W. Bailey, county agent; W. E. Gore, assistant State superintendent of agriculture, and Carlisle Roberts, Columbia attorney.

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(Continued from page 61)

Prince Albert; J. Richards and D. W. Robertson, Red Deer; E. P. Rae and W. H. Eckel, Estevan; Matt Alsager and George K. Ross, Lloydminster; T. Casson and J. Leach, Vererville; J. E. Wilkinson, W. H. Johnstone, J. C. Poston and Mrs. V. Hyland, Moose Jaw; L. G. Holdstock, Roy Schultz and F. C. Zabel, Weyburn; W. H. Wilkinson, P. Tinker and E. E. Lamson, Yorkton; C. G. Willis, R. R. Dunbar and L. Robson, Melfort; A. W. Shackelford and C. E. Parry, Lethbridge; S. C. Heckbert, Vermillion, and W. Walker, Fort William.

Carnival men present included J. P. (Jimmy) Sullivan, Wallace Bros. Shows of Canada; Harry Hennies, Hennies Bros. Shows; William T. Collins and Noble Fairley, W. T. Collins Shows; Curtis L. Bockus, James E. Strates Shows; E. J. Casey and J. C. Baillie, E. J. Casey Shows, and J. W. (Patty) Conklin.

Concessionaires included: W. R. Hand, T. W. Hand Fireworks Company; J. Godin, Interstate Fireworks Company; Frank P. Duffield, Thearle-Duffield Fireworks Company; William King and J. Barabash, King Show Print Company; Pat B. Marks and F. L. Marks, caterers, and E. S. (Ted) Webb, frozen custard concessionaire.

Attraction representatives on hand included George B. Flint and Ben E. Young, the Boyle Woolfolk Agency, Chicago; Irving Grossman, Irving Grossman Agency, Des Moines; L. N. Fleckles, Voorhees-Fleckles Agency, Chicago; Mrs. Ernie Young, Ernie Young Agency, Chicago; Frank Winkley, Auto Racing, Inc., St. Paul; Sidney Epstein, William Morris Office, Chicago; Douglas Lott, Lucky Lott Motor Thrillers of Canada; Charles Lajoie, Congress of Hollywood Daredevils, and L. E. Brewer, rodeo producer.

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ALL NEW THIS YEAR

N.C. Ag. Commissioner Warns Annuals To Get in Line Or Miss Out on Tax Exemption

Promotions Face Hard Road; Dorton Re-Elected

By Jim McHugh

RALEIGH, N. C., Jan. 21.—L. Y. Ballentine, State Commissioner of Agriculture, backed by legislation in effect for the past year, warned execs attending the 17th annual meeting of the North Carolina Association of Agricultural Fairs at the Sir Walter Hotel here yesterday (20) to get their annuals in line with department regulations or to get out of the business.

The State Department of Agriculture has a big stick in the power to approve or reject applications by annuals for exemption from all State, county and city license taxes. If a fair is accepted as a bona fide agricultural endeavor by the department, then only the formality of a letter of application is necessary to secure for it exemption from taxes.

All Annuals Checked

In 1949 the department checked every annual operating within the State. While the relative degree of "good" or "bad" is not tabulated in percentages, Ballentine said that there was no problem of interpretation. Recommendations for the improvement of every fair in the State were made by department inspectors and these will be forwarded to each annual, Ballentine said.

The move to eliminate highway promotions operating with a pay gate and carnival and relatively few, if any, exhibits and which run under the guise of "fairs" was started a year ago. Sparking the move were Dr. J. S. Dorton, head of the State Fair, Raleigh; Southern States Fair, Charlotte, and Cleveland County Fair, Shelby, and president of the State association; Gov. Kerr Scott, a former secretary of agriculture and the present secretary of agriculture, L. Y. Ballentine.

Fair Ops Get in Line

Their efforts have been successful and the heat is on. Fair ops voiced their desire to get in line, stimulated no doubt by the forcefulness of the warnings. Ballentine emphasized that the department's interest in fairs was not designed to eliminate the operation of annuals. The general improvement of the industry would lead to more and better fairs, he said.

Requisites for the staging of a successful fair include, Ballentine said, the use of permanent grounds, one or more permanent buildings, sufficient sanitary facilities and year-round use of the grounds and buildings.

Eventually, the development of district and community fairs will lead to the State annual becoming a fair of winners, Ballentine said. He predicted that within two years excursion trains would be necessary to transport the patrons crowding into Raleigh for the State fair and said that it would soon be necessary for that event to extend its run to 10 days or two weeks.

Full School Holidays

Dr. Dorton said the improvement of fairs would lead to full-scale sanction by the State Department of Education and he predicted that school children would be given a full holiday on a State-wide basis to attend the annuals with the teachers and would receive full school credit.

All officers were re-elected. They are Dr. J. S. Dorton, Shelby, president; J. H. Corey, Greenville, and Jack Jackson, Cherokee, vice-presidents, and Mrs. Clyde Kendall, Greensboro, secretary-treasurer. Re-elected directors were W. M. Oliver,

Reidsville; C. M. Hight, Henderson; Arthur B. Corey, Greenville; Curtis A. Leonard, Lexington; W. B. Burchett, Enfield, and Dr. A. H. Fleming, Louisburg.

Gov. Kerr Scott said the \$2,000,000 rebuilding of the State fair, now in the planning stage, upon completion would make it a leading annual in the South, and possibly in the entire nation.

Tax Exemption Easy

W. C. Pickett Jr., director of the license tax division, told execs what they must do to qualify for license tax exemption. Annuals were told that they must apply in writing, listing all shows and rides, to the director of license taxes, 60 or more days prior to the opening of the annual. The application will be referred to the department of agriculture for approval. If approved, the annual will receive a letter of exemption which will be good for one year only. The fact that application must be made each year, with the exemption contingent on approval from the department of agriculture, provides for continuous control by the aggie group.

While there are 198 fairs in the State, the association represents only 22 paid members. However, the meeting here was exceptionally well attended with delegates overflowing the spacious meeting room at both morning and afternoon sessions. A survey of members in advance of the meeting resulted in the elimination of the annual banquet, a decision that also met with the approval of the many showmen present.

Other programed speakers included B. Arp Lowrance, Southern States Exposition, Charlotte; William E. Ensor Jr., secretary, the Cherokee Indian Fair, and C. M. Hight, secretary, Henderson Fair.

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W. O. King Takes Over Rides At Jefferson Beach; Plans Construction of Kiddieland

Manufacturer Earmarks 20G for Improving Moppetland

DETROIT, Jan. 21.—W. O. King, head of King Amusement Company, ride manufacturers operating in Mount Clemens and New Haven, Mich., this week, at the Michigan Association of Fairs meeting here, announced that he had purchased 18 rides at Jefferson Beach and will head the ride operation there. Deal includes all rides in the park with the exception of the Roller Coaster and Merry-Go-Round. Devices were purchased outright, King said. In addition, he signed a 10-year lease on the ride operation in the park. King said he plans construction of a new Kiddieland at the spot

Rikers Report Luna Park Sale To Drive-In Org

NEW YORK, Jan. 21.—Riker & Company, Inc., real estate brokers of New York, have announced the sale of the burnt-out site of Luna Park, Coney Island, to Ball Park Movies, Inc., of Eastern Parkway, Brooklyn. The plot of approximately eight acres was held at \$500,000 and sold subject to a mortgage of \$125,000. Buyers were represented by the law firm of Furst, Schwartz, Schwager & Landau, while the sellers were taken care of by McLaughlin & Stern.

The project for improvement of the rubble-cluttered spot with a drive-in movie and auto parking lot was announced some time ago and the new owners filed plans for some of the project's contemplated structures about three weeks ago. Plans are said to include a new swim pool, but details are not available.

Since the big 1944 fire, first of a series of blazes which wrecked the fun spot, the site of Luna Park has been an eye sore until recently when most of the site was cleared of charred remains of buildings and rides. From time to time projects for the spot have been announced but never have materialized.

"Kiddielands Are on Increase On West Coast"—Huedepohl

CHICAGO, Jan. 21.—Paul Huedepohl, executive secretary of the National Association of Amusement Parks Pools and Beaches (NAAPPB) is back in Chicago after inspecting California parks. During his stay he visited John Lorman's Ocean View Park, Venice; Ocean Pier; Pat Murphy at the Long Beach Amusement Company; Pop Ludwig's Virginia Park, Long Beach, and numerous Kiddielands in the metropolitan area.

Kiddielands are on the increase on the West Coast, Huedepohl said. A new section at the end of the Ocean Park Pier is being readied for the moppets; Ocean View features kid rides and the Nu-Pike area, operated by the Long Beach Amusement Company, is building a zoo in its Kiddieland.

Nix Application for Rink, Dance Hall Near Danbury

DANBURY, Conn., Jan. 21.—State Police Commissioner Edward J. Hickey has rejected the application of Carlo J. Rose for permission to establish a roller rink dance hall at an amusement park on the south shore of Lake Candlewood, near the Danbury line.

The commissioner ruled that the proposed structure would not be consistent with public welfare and safety of the community. The proposal was opposed at a public hearing earlier in the week by residents of the area.

and has earmarked \$20,000 for improvements. He plans to add 12 new kiddie rides. The Kiddieland location will be moved to the front of the park so kiddie customers may enter at the front of the park instead of walking thru the funspot's adult part.

King, whose company turns out eight different rides in the Mount Clemens and New Haven plants, mainly kiddie rides, also plans to use the Kiddieland as a demonstration point for his equipment. King will manage the adult rides and the Kiddieland. He said that the Kiddieland will operate seven days a week, while the major park operation will, as in past years, work nights only except on week-ends.

King operated some rides at Jefferson Beach from 1936 to 1941. He moved back into the picture at Jefferson Beach last year as the builder and operator of the Scooter.

Harry Lewiston Contracts

Three Shows for Edgewater

DETROIT, Jan. 21.—Contracts for three shows for Edgewater Park, recently taken over by the Wagner family, were signed Thursday (12) by Harry Lewiston, veteran freak and specialty show producer. Lewiston, away from outdoor show business the last five years while concentrating upon operation of the Playland Arcade and the Monroe Theater here, returned to the field with the new contract signed by Cy Wagner on behalf of the park management.

A new building, 134 by 60 feet, which will include a major Freak Show and two others, Lewiston said.

Tony Moreno, associated with Lewiston for a number of years, will be general superintendent of the park's show operations.

New Theater for Blackpool

LONDON, Jan. 21.—Blackpool, England's biggest shore resort is to get another large theater shortly, with a 2,000-seater playhouse skedded to replace the old North Pier Pavilion. Blackpool has a large group of big theaters, several operating year round, presenting circus, vaudeville, ice revues, legit, opera and movies.

Delaporte To Debut Playland Kiddieland, Dallas, March 17

DALLAS, Jan. 21.—John Delaporte, for 22 years in outdoor show business, announces his new Playland Park, kiddie funspot, will bow here March 17.

Grading and building on a plot 250 by 350 feet in the 7300 block of Gaston Avenue, on Highway 67, five miles from the heart of downtown Dallas, is nearing completion.

Modern park will open with seven Kiddie rides. A 30-foot neon entrance arch is being constructed. Delaporte

Cincy Zoo Crawlin' Junk Yard on Mend

CINCINNATI, Jan. 21.—Cleopatra, the Cincinnati Zoo's 600-pound crocodile, suspected of having swallowed a soft drink bottle December 7, Thursday went under the knife of Dr. Carl A. Pleuger, zoo veterinarian, and at the week's end was reported recovering.

After opening the reptile's abdomen, Dr. Pleuger removed six bottles, three of which were broken; 39 stones, some as big as a baseball; a two-inch elephant chain, a 30-30 shell, a .38 caliber bullet and a plastic whistle. The operation took 40 minutes. The reptile was lashed to a table for the operation after having received anesthetics that morning and the night before.

Ocean Beach, Conn., Bids Open Feb. 8

NEW LONDON, Conn., Jan. 21.—Beach board officials will open bids February 8 on concession space of the ground floor of the recreation building at city-owned-operated Ocean Beach Park.

Bids, it was announced, may be submitted on all or part of the space, on a flat fee or percentage basis, and on three or five-year terms. The beach board has indicated preference for bids on part of the space, on a flat fee basis, for three years.

Vancouver's Stanley Zoo Threatened With Closing

VANCOUVER, Jan. 21.—Vancouver's Stanley Park Zoo may be closed within two months. P. B. Stroyan, park superintendent, and Frank Beebe, zookeeper, say they will recommend closure if drastic changes in existing conditions are not made immediately.

Main reason for the projected shutdown is lack of funds which has hamstrung the zoo's development. Tentative arrangements already have been made to ship the zoo population to Calgary and turn present quarters into a bird park.

A civic grant of \$200,000 from the 10-year-plan was made to the zoo, but \$50,000 of this amount placed on the books for allocation this year has remained unused while commissioners and officials wrangled over the use to which it should be put. Stroyan and most of the 1949 board members say, any zoo built in Stanley Park should be constructed on the model of large U. S. zoo's at a cost of between \$1,000,000 and \$5,000,000.

Attendance at Chi Lincoln Zoo Up 500,000—Perkins

CHICAGO, Jan. 21.—Chicago's Lincoln Park Zoo drew 3,750,000 this year, 500,000 more than a year ago, Director R. Marlin Perkins reports.

Perkins credited, among other things, a weekly television program for the increase in visitors.

says the funspot will have only one ticket box in the park, all tickets, rides, concession, etc., being sold from one booth. Rides will go for 9 cents each or three for 25 cents.

Delaporte plans a 30-week operation. In past years, Delaporte has been with the Rubin & Cherry Exposition, Johnny J. Jones Exposition, Royal American Shows, Ocean Park, Santa Monica, Calif., and Mission Beach, San Diego. Since 1943 he has managed Playland Park, San Antonio, for James E. (Jimmie) Johnson.

Watkins Chimps Stay in Caracas

Huge Coney Island operates week-ends with rides, zoo, outdoor theater, burial plot

CAPACAS, Venezuela, Jan. 21.—Irah Watkins and his chimpanzee who opened at Coney Island December 24, are being held over indefinitely—and liking it, since the park operates only on week-ends, with two shows on Saturdays and three on Sundays.

Coney Island is owned and operated by Samuel Bakerman and J. A. Borges Villegas, who also operate a second Coney Island at Los Pales Grandes and have a couple of carnivals and aqua-skating shows on tour in Venezuela. Paradoxically, the park owners also own a cemetery and not only sell burial plots but sell lights to be placed over the graves—and collect a service charge for keeping the lights in order.

According to Watkins, the local Coney Island does a tremendous business over the week-ends. As proof he cites the case of a patron who came to the park office to get a refund on a ticket for the Merry-Go-Round, since he had been in line for two hours and apparently everybody was staying on for repeat rides.

In addition to a large layout of rides, games and concessions, the park has a big \$30,000 open-air theater, which is well-equipped for presenting all types of circus and vaude acts; but has excellent dressing rooms and showers and good quarters for performing animals under the stage. The park also has a well-stocked zoo. Ride prices average the equivalent of 35 cents, and all do a brisk business as do shows and concessions.

Acts on Bill

The open-air theater has a five- (See Watkins In Caracas, opp. page)

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WATKINS IN CARACAS

(Continued from opp. page)

piece band and presents five or six acts at each show. On the bill with the Watkin's chimps were La Tosca, bounding rope, and the Wong troupe, a six-person acro unit, all brought in from the United States at big expense. In addition there were three domestic acts on the bill.

Apparently the principal drawback to importing acts is the question of transportation from the United States. Irah Watkins and his son, Buddy, with their chimps, left New Orleans December 11 by boat, which was scheduled to make Caracas in five or six days but actually took 11 days. As Watkins only had a seven-day supply of food for his chimps, the ship's captain made an unscheduled stop off the island of Grand Cayman and sent a boat in for supplies.

Upon reaching Caracas December 22 the ship was unable to dock because all space was occupied and nine boats were waiting their turn to unload. The skipper solved this problem by hoisting a distress signal, which brought out port officials who went into a huddle with the captain and Watkins and then contacted the park owners. This resulted in a tug and barge being sent out to get Watkins and his chimps.

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Bonnie ("Oh, Johnny") Baker, Western Canada's A Circuit Inked by Royal American

Song Stylist Signed To Follow Gypsy Rose Lee, Sally Rand

CHICAGO, Jan. 21.—Bonnie (*Oh, Johnny*) Baker will be featured on the Royal American Shows in its 1950 tour, Carl Sedlmayr Sr., org's owner, announced here Friday (20) upon his return from Winnipeg, where his shows again were awarded the Western Canadian Class A fairs midway contract. The song stylist, who will head a Girl Show, follows in the Royal American spot which was held down last year by Gypsy Rose Lee and in 1948 by Sally Rand. Both Gypsy and Sally were big grossers and garnered much publicity, not only for the show but for the fairs it played. A paucity of nationally known names in the strip field partly influenced Sedlmayr's decision to turn to a singer. In Bonnie, Sedlmayr said, he believes he has obtained someone with a national rep who will hold up her end in entertainment and in ability to pull customers.

He points out that Bonnie Baker not only gained nationwide fame with her rendition of *Oh, Johnny*, but that she has been active in three fields, motion picture, stage and recording.

There is little doubt, however, that a singer won't be able to build the grosses of a Gypsy Rose Lee or Sally Rand on a midway. As a result, other units in the usually powerful back-end of the Royal American should get stronger attendance than in the past two years. The cost to the RAS for Bonnie also will be substantially less than what it was for either Sally or Gypsy.

Jingles, fashioned like those she has been singing for radio accounts, will be used by Bonnie in her show on the Royal American, according to her agent, Frank Taylor, who closed contracts with Sedlmayr.

The Royal American owner left here today for Tampa, winter quarters of his show, to supervise the make-ready for the RAS stand at the Florida State Fair in that city, starting January 31. He was accompanied on his trip to Winnipeg by his son, C. J. Sedlmayr Jr., and by Bob Lohmar, RAS general agent.

NSA Ladies' Auxiliary Picks Committee Heads

NEW YORK, Jan. 21.—At the regular Wednesday (11) meeting of the Ladies' Auxiliary of the National Showmen's Association (NSA), presided over by President Mrs. Ethel Shapiro, chairman and members of their various committees for 1950 were appointed.

Committee chairman: Membership, Mrs. Bess Hamid; ways and means, Mrs. Lillian Wallenstein; publicity, Blanche Henderson; entertainment, Mrs. Mollie Spitz; relief, Mrs. Blanche Kassow; kiddies fund, Mrs. Midge Cohen; sick committee, Mrs. Mildred Peterson.

On the board of governors are: Bess Hamid, honorary chairman; Quenette Van Vliet, chairman; Ruth Gottlieb, vice-chairman; Dorothy Packman Goldberg, Edna Lassures, Jean Dellahate, Ida Harris, Helen Rothstein, Pearl Meyers, Midge Cohen, Flo Barth, Dollie Udowitz, Dode Allen, Vi Lawrence, Ross Lange, Blanche Henderson, Anna Halpin, Helen Young, Dolly McCormick, Cele Foreman, Rae Gruberg, Veronica Zucchi, Jeanne Grey Torres, Mollie Decker, Ethel Shapiro, Magnolia Hamid, Margaret McKee, Ann Brown, Jeanette Finkel, Sidone Silvers, Betty Schatt, Lydis Nall, Martha Susskind, Tess Jampol, Blanche Kassow, Mollie Spitz, Lillian Wallenstein, Flora Elk, Fay Goldman, Mildred Peterson, Jane Tubis, Mildred Ford, Agnes Burke, Frances Simmons, Esther Eichel.

Happyland Org Inks Midway At 5 Michigan Fairs, 3 Celes

DETROIT, Jan. 21.—Midway attraction at five Michigan fairs and three celebrations will be provided by the Happyland Shows, the org announced here this week at the Michigan fairs convention.

Annuals signed were those at Caro, Bax Axe, Traverse City, Cadillac and Allegan. Celebrations are July 4, Ypsilanti; Wayne Homecoming, and the Pontiac Elks' Festival.

MSA's Party Pulls 450; Tees Off Convention

DETROIT, Jan. 21.—Annual kick-off of the Michigan Fair Association convention here this week was provided by the Michigan Showmen's Association (MSA) with a party for fair secretaries, board members, their wives and guests Sunday night (15) at the MSA clubrooms. Event was attended by about 450 guests, including representatives of major shows and civic officials.

Guests included Fred Nicholson, Macomb County prosecuting attorney; Dr. Eugene Keyes, former lieutenant-governor; James D. Friel, manager, Michigan State Fair; Charles J. Figy, State Director of Agriculture; Gerald K. O'Brien, Wayne County prosecuting attorney, and Sen. Harold Tripp, of Allegan. Bob Morrison, club president, was emcee. Entertainment included Jimmy Pilgrim's orchestra for both stagemusical and dancing; Guy Gibby and Rosemarie, June Anne Fritz, Margaret Schwartz, and Mr. and Mrs. Timmie Gallo.

Edward Bennett was general chairman of the event, with Morrison as co-chairman. Also on the committee were Max Kahn, Sam Bird, Ben (Frisco) Landsberg, Nat Golden, Harry Stahl, Bob Templeton, Charles Westerman, Charles Schimmel, Fred Silber and Jack Dickstein. Victor Johnson was in charge of food service, provided in buffet style. The Ladies' Auxiliary of the MSA lent its assistance and raised \$135. R. C. McCarter, general agent, Cetlin & Wilson Shows, won a wrist watch in the process.

Tables for the evening were reserved by the W. G. Wade Shows, Cavalcade of Amusements, Cetlin & Wilson, Johnny J. Jones Exposition, Happy Holidays Shows, Playland Shows, Joyland Midway Attractions, Happyland Shows, Gooding Amusement Company, Lee's United Shows, World of Pleasure Shows, Sam (Pork Chops) Ginsburg, Majestic Greater Shows, and John Mulder Concessions.



LESTER K. CARTER AND MRS. NELLIE WEBER are the 1950 presidents, respectively, of the Heart of America Showmen's Club, Kansas City, Mo., and the club's Ladies' Auxiliary. Both are members of long standing in their organizations.

Detroit Midway Award Deferred

DETROIT, Jan. 21.—Action on the award of the 1950 Michigan State Fair midway contract was deferred until Tuesday, January 24, when three sessions of the State Fair Board of Managers here this week failed to net a decision.

The board met in the Fort Shelby Hotel during the annual convention of the Michigan Association of Fairs. Contenders were Floyd E. Gooding, holder of the contract for all three postwar fairs; Ray Marsh Brydon, show supplier, who provided the bulk of the shows for Gooding at the fair last year; the Cavalcade of Amusements, represented by Al Wagner and Louie Berger, and the Endy Bros. Shows, repped by Dave Endy.

Izzy Cetlin, of the Cetlin & Wilson Shows, and Harold (Buddy) Paddock and Pat Purcell, of the Johnny J. Jones Exposition, also were on the scene, but their attendance was chalked up to good will.

Sober To Head Keystone Again

SUNBURY, Pa., Jan. 21.—At the annual meeting of the stockholders of Keystone Attractions, Inc., here Sunday (15), Mel Sober was re-elected president and general manager. H. L. Martz was re-elected secretary and also voted in as treasurer. John Cole will be lot superintendent and Red McKinley was appointed chief electrician.

Keystone Attractions will carry two major and three kiddie rides, several shows and a score of concessions, including bingo. Concessionaires include Mr. and Mrs. Kader Barnhill (2); Mr. and Mrs. Hugh Gross, French fries; Mrs. John Cole, popcorn; Mr. and Mrs. Charles Schumacher, ice cream and chocolate dips; Filbert and Cole (2); Martz and Sober, cookhouse; Mel Sober (2); Casper Hinkle, ball game and mechanical show; Mr. Soles, kiddie swings, Hi-Striker and sound truck. Charlotte Hauck will have the Models of 1950, with Charles Filbert, talker.

Tentative opening date is set for April 15, in or near Sunbury, Pa., shows' winter quarters. Org will play Central Pennsylvania, Maryland and Virginia.

Royal Midwest Contracts Iroquois, Ill., Celebration

FINDLAY, O., Jan. 21.—Royal Midwest Shows have signed to provide the midway at the 100th annual celebration at Dunning Park, Iroquois, Ill., July 2-4, it was announced at org's local quarters. Cele will feature free acts, fireworks, dancing, baseball, foot races and a queen contest. Clint Owens and Frank Hill, secretary-chairman, respectively, signed for the celebration committee. Bill Harris, general manager, for the shows.



LESTER K. CARTER AND MRS. NELLIE WEBER are the 1950 presidents, respectively, of the Heart of America Showmen's Club, Kansas City, Mo., and the club's Ladies' Auxiliary. Both are members of long standing in their organizations.

Serfass Buys New Set-Ups

Penn Premier Shows are rebuilding, after fire, with new rides, equipment

SANFORD, N. C., Jan. 21.—Lloyd Serfass, owner-operator, Penn Premier Shows, which were almost wiped out by fire at winter quarters December 8, is rapidly assembling rides, shows and equipment here and getting the shows set for the 1950 tour.

Serfass has a crew of 25 at quarters. Miles Detrick is in charge of construction work and Roy (Red) McGee has charge of all transportation and bringing in equipment. The main entrance front already has been half completed. Walter Roberts is handling all quarters scenic work.

New and used rides and equipment are being purchased wherever available. Already acquired is the equipment of Bullock Amusement Company, Charlotte, N. C., including five rides, an Octopus, complete with rolling equipment, from Bud Morgan; a Comet, from Sam Messing; a Ferris Wheel, from Robert Emerson; a new Rollo-Whirl and Looper, from Ralph Tinsley, and five new kiddie rides, from the Allan Herschell factory. Serfass also has leased four other rides.

Equipment already lined up includes five army trailers, which have been delivered and are being repainted; five tractors and trailers and two transformers from Sherman Husted; two transformers from Sam Prell, and two army searchlights. New light towers will be purchased from Downey Brothers, and new tractors will be supplied by Berman International Garage, Pennsylvania. The shows will roll on 39 tractors and trailers.

Shows Set

Shows set are a Circus Side Show, Jungland Show and Monkey Show, managed by Joseph Milton; Motor-drome, owned by William Collier; new Minstrel Show, owned by Sherman Husted; two Girl Shows, managed by Jack Chickerelli, and a new Funhouse, managed by Lew Simms. Three large panel show fronts are under construction.

Equipment is being delivered daily and the shows will make their scheduled opener April 1 near Philadelphia, with not less than 16 rides and 12 shows, it was reported. Serfass already has contracted his fair dates, which will take the shows over the same itinerary as last season.

Cal-Mo's Four-Day Stand In Liberty, Mass., Okay

OSYKA, Miss., Jan. 21.—Cal-Mo Shows moved in here Sunday (8) following a successful four-day engagement in Liberty, Miss., and set up Monday (9) in the rain. H. E. Black is en route to Pittsburgh, and Sparky, the Clown, has added a hoop-la to the midway.

Russ Dietzel returned here from a holiday vacation with his photo gallery. Recent additions to the midway included Bill Nelson and Mr. and Mrs. Curley Wray.

Morris Lipsky, Joanne Gordon To Be Married in St. Louis

ST. LOUIS, Jan. 21.—Morris Lipsky, co-owner of the Johnny J. Jones Exposition, and Joanne Diane Gordon, New York, will be married here Sunday, January 27.

The reception following the ceremony is to be held in the Hamilton Wilshire Hotel.

Two Annuals Ink Wolfe

COLUMBIA, S. C., Jan. 21.—Ben Wolfe, owner, Wolfe Amusement Company, has been awarded midway contracts for the Greenville (S. C.) Colored Fair and McCormick (S. C.) Fair.

Gallagan Goes Big Time With "Let-'Em-Have-Stock" Theory

(Continued from page 53)

er of the cookhouse operated by Wiley. He later joined the D. D. Murphy Shows, where he operated a own ice cream stand, touring with shows in the summer and returning to Edmonton each winter. He remained with the org until 1931 when it folded, but by this time he had acquired a number of concessions, including corn games, bingoes and scales.

Forms Lumber Firm

At the age 19 Gallagan inherited a goodly sum of cash under the provisions of a trust fund set up by his father and he and two of his Edmonton friends formed a company in British Columbia, with its chief enterprise the lumber business. The firm employed 200. John speedily learned the art of scaling lumber, a highly important part of the operation. After the first year the business seemed well on its way to becoming a success. Altho he retained his concessions, he remained off the road for the initial year of the new firm's existence.

\$43,000 Plaster

However, fate, in the form of the coldest winter ever experienced in that part of Canada up to that time, forced the venture to fold in its second year of operation, with Gallagan and his partners forced to meet a payroll totaling \$43,000. "It was so cold that winter," John recalls, "that the water in the creek used to operate the mills froze solid, breaking the teeth in the saws. But the pay-off came when one of my partners tossed some water into the air only to have it come down in icicles."

Since lumber camps are notorious for their big poker games, particularly when their employees are not working, John grabbed a chair and sat in on one of the games in progress, permitting the players to use the checks, with which John had paid them off, as collateral. By sheer luck and the extreme concentration which marks all of his activities, Gallagan picked them to the tune of \$43,000 which the employees held against the firm and squared the plaster for himself and partners.

Big Break

Following the filing of bankruptcy for the lumber firm, Gallagan returned to the United States, picked up his concessions and again took to the road with the Murphy org. During the shows' stand in Columbus, O., he met and married the former Ann Lako, of that city. By John's own admission, his marriage has proved the best thing that ever happened to him. He's the first to admit, and at

the slightest provocation, that she is a much better business head than John had ever hoped to be.

John claims for her the faculty of being able to tear down and set up any concession, and on many occasions she takes complete control of an entire unit. "She is," John says, "the hardest worker I've ever seen and her good-will propensities have gone a long way toward my success. It's not unusual for us to play spots from year to year where our patrons come out to see what new items we have in stock (we try to come up with something new each time we start the new season), play our concessions and then bring out a buffet supper after the shows have called it a night. This friendliness on the part of our patrons I attribute in a great measure to Ann."

Following a successful 1931 tour, John and his new bride found the going extremely difficult in the early spring of 1932 when business was so bad for them that they were forced to use the corn game truck as their living quarters. He even recalls that during their engagement at the Donaldsonville, La., Fair that year it rained so hard and long that they awoke to find the truck flooded and their feet wet.

Star Shines

Beginning in 1933, however, the Gallagans' star of prosperity began to shine and they continued to book their concessions with various orgs, primarily Eddie Roth's Blue Ribbon Shows and Eddie Hock's Imperial Shows, where they had rides and concessions operating for a number of years. In the meantime, Gallagan continued to set concessions at fairs in Indiana and his stands have been on the midway at fairs in Booneville and Corydon since 1934. He also holds the exclusive concession contract at the Tennessee Valley Agricultural and Industrial Fair, Knoxville, where he has had stands in operation since 1931. He also has successfully operated rides at Chilhowee Park, Knoxville, and at Ideal Beach, Ind., for many years.

Sixth Year With Gooding

This season will mark his sixth with the Gooding Amusement Company, where he has operated bingoes, corn games and varied other stands. Still expanding, Gallagan also has booked one of his concession units with the Buff Hottle Shows for 1950. His other two units, following their usual seasonal custom, will play a well-planned string of fairs and still dates.

For the past 15 years the Gallagans have made their home in Knoxville and out of their marriage have come a son, John Jr., and a daughter, Frances. The 13-year-old John Jr. is attending school at Knoxville Junior High after several years at Castle Heights Military Academy, Lebanon, Tenn. Frances is in her first year of elementary school in Knoxville.

Not a "joiner" as the term implies, John holds memberships in various showmen's clubs and civic and fraternal organizations. Among them are the Showmen's League of America, where he has been a member of the board of governors and has been active in its membership drives for many years; Hot Springs Showmen's Association, where he also is a member of the board of governors; Michigan Showmen's Association, International Showmen's Association and American Carnivals Association. He's an honorary member of the State of Indiana Sheriffs' Association; honorary citizen of Boys Town, Neb., and a life member of the Shrine's National Crippled Children's Fund. He's also a 32d degree Mason and belongs to all the branches of Masonry, which includes the Blue Lodge, Grotto, Scottish Rite and the Shrine, and an honorary member of the Ohio Magistrates' Association.

STATE FAIR SHOWS

NOW BOOKING FOR 1950 SEASON. SHOW OPENS MARCH 18, SOUTHERN KANSAS. NOW HOLDING CONTRACTS FOR EIGHT FAIRS, FIVE MORE PENDING, WITH THE BEST JULY 4 IN THE WEST.

SHOWS: Have complete Side Show, 10 Banners and Wall Line, Ticket Boxes. A good proposition for a reliable showman who can and will put something in it. Also have new 20x30 Top and Banners for Girl Show for the right man. (Girl Show Frenchy, contact.) Have complete Monkey Show, good deal for capable showman who will take care of some. **RIDES:** Can place capable Foremen and Second Men for following rides: Tilt-A-Whirl, Eli #5 Wheel, Allan Herschell Merry-Go-Round, Grunner Mix-Up, Allan Herschell Kiddie Rides. Top salaries and good treatment.

CONCESSIONS: Will sell "Ex" on following: Diggers, neat Cookhouse that will cater to show people, privilege in Tickets, Popcorn, Peanuts, Floss, Ball Game, Pan Game, Glass Pitch and two Mitt Camps. (Green Youngs and Frank Michil, contact.) Will book any Hanky Park not conflicting and up to our standards. Will carry one of a kind only, so let me hear from you. Following agents and others who have been with me in the past get in touch at once: Bob Bennington, Sammy Epple, Blackie Thorp, Billie Allen, Bob Robertson Woodie, Buddie Dennis, Sam Lyons, Eli Webber, Fouts Rice and Gene Fisher.

Show will carry two Skilles, one Rolldown, one Razzle and one Pin Store office owned. Can place good Man for Race Horse Derby, must know your business. **NOTE!** We carry 6 Rides, 4 Shows, 12 Concessions, all office owned. We use radio, newspapers, billboards (24 sheets), 4 army floodlights, special Kiddie Matinees, so if you are looking for a show to prosper and grow with, make a good living and mind your own business, this is it. Agrators and drunks will not last the second spot. Show will play Kansas, Colorado, Wyoming and New Mexico. Winter quarters at Perry, Oklahoma, open Feb. 15, Fairgrounds. (Emmitt Bufkin, Legal Adjuster, 'Nuff Said.)

Write or wire: Scott Lamb, Mgr., Box 29, Garland, Tex.

P. S.: Can Place Fast Stepping Banner Man

L.B. "JUST A GOOD CLEAN SHOW" FAIRS
CELEBRATIONS Lamb SHOWS

19 Fairs—Open March 27 . . Close Nov. 11—19 Fairs

WANT

SHOWS—Monkey Show, Snake Show, Fat Show or any show not conflicting. Good proposition for Funhouse. Will furnish complete Side Show for party with show to put in it.

RIDES—Will book One Flat Ride with own transportation.

CONCESSIONS—Hanky Panks of all kinds. "No Mitt Camps."
HELP—Want Foremen and Second Men for all rides, must stay sober and drive truck. Want Man for bingo, must call **YELLOW SAVAGE**, get in touch with me.

ALL WRITE

L. B. LAMB, Malvern, Ala.

(Malvern is 10 miles out of Dothan, Highway 12.)

JOHN FRANCIS SHOWS

WANT CONCESSIONS AND SHOWS WITH OWN OUTFITS THAT DO NOT CONFLICT.

FOR THE BEST ROUTE OF INDUSTRIAL CITIES THROUGH ILLINOIS AND INDIANA UNTIL FAIR TIME, THEN ILLINOIS AND WISCONSIN FAIRS. CAN PLACE DIGGERS, DERBY GAME AND SEVERAL HIGH CLASS GRIND STORES.

CELEBRATION COMMITTEES AND FAIR SECRETARIES IN OKLAHOMA AND ARKANSAS

We carry 10 late Major Rides and 3 Kiddie Rides, our own Diesel Light Plants developing 250 KVA, 6 beautiful Light Towers. We have some open time after Sept. 15 in Oklahoma and Arkansas. Will be at Little Rock and Oklahoma City during the Fair Meetings. Would like to talk to interested parties.

ALL ADDRESS: JOHN FRANCIS, Mgr.

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Wants Harry Lewiston Wants

Novelty Acts — Freaks — Specialty Acts For Edgewater Park, Detroit

(Presented in Building)

Then on Road FROM NOW ON, I don't intend ever to close, Winter—Summer. To those who can come up to my standards I can offer Lewiston Brand of **FAIRNESS, TREATMENT, NO LAYOFFS, etc.** Will open early April, from then on **NO LAYOFFS**

If following people not contracted, please write: Tiny Cowan, Jo Anno Beach, Grace McDaniels, and those who have worked for me. Interested in Glass Blower, Tattooer, Man or Woman who does tattooing. DeLenn, Eddie Hagen, Thelma, **WRITE.**

Please state all in first letter. Address:

HARRY LEWISTON, 200 Monroe Ave., Detroit 26, Mich.

FOR SALE

75 KW. GENERAL MOTORS DIESEL LIGHT PLANT

110-220 AC. This is a beautiful plant; chromium plated, late model, low speed, 1200 revolutions, just like new. Complete with all automatic controls, switchboard panel, mounted on a special built cab-over-engine Ford truck, with folding light tower on top. This plant and truck cost \$10,000, will sacrifice for \$5,500. Terms to responsible person with reference. Plant can be seen at my home, Charlotte, North Carolina, Route 1, Box 29. Phone 3-0234.

J. S. BULLOCK

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WITH CONCESSIONS, AT LIBERTY

Due to disappointment. Have nice looking Stores and capable Help.

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SELL OR TRADE

WITH OR WITHOUT TRANSPORTATION. Over 50 machines. Extra parts.

JOE FREDERICK

2263 Newton Detroit 11, Mich.

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Booking Shows, Rides and Concessions for the 1950 tour. Winterquarters Address: Box 1817, Crystal River, Fla.

BARGAIN! BARGAIN!

—Double Head **CANDY FLOSS** Machine, new Pen and Motor. Makes fine Floss.
 —5'x5' Panel Bottom Stand, Canvas Top and Awnings, good shape, Machine and Stand, \$165.00

CECIL JOHNSON

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FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANOY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
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Write for Catalog

H. C. EVANS & CO.
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WANTED CARNIVAL-RIDES-SHOWS 4th Annual V-J Day Jubilee Celebration

August 9-10-11-12

Held on large High School Athletic Field, one block from main intersection. Fireworks. Big prize drawings nightly. Industrial and Merchants' Exhibit. Huge Parade. Reply to:

W. R. MONROE
c/o The Johnson Corporation
Three Rivers, Michigan

Oakes' Concession Games

are manufactured to make more money for you.

Thousands of Satisfied Customers . . . You also will be satisfied.

1950 CATALOGS will be out after March 15th. Get on our mailing list.

Ask about our new
HIGH STRIKER

RAY OAKES & SON, INC.
8432 W. 44th Place Lyons, Ill.
Phone: Lyons 4811

RIDES RIDES RIDES At Liberty For FAIRS AND CELEBRATIONS

Would consider joining another show for Fair dates or could take care of any Fair needing 7 to 8 Major Rides and 4 to 5 Kiddie Rides. All Rides in best of condition. WILL BUY five late Kid Rides for Kiddie Land. Rides must be in good condition. Send pictures of same. Will attend Pennsylvania Fair meeting. Write

THOMPSON BROS.

1906 4th. Altoona, Pa.

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It's time to mail us your permanent address. For 23 years we have been supplying the amusement trade with fine Pop Corn, both giant sized Yellow, medium sized Hybrids and White Hulled. Also Hoosier Pride Seasoning, Popcorn Pans, Boxes, Bags, and Salt. Also Star, Excel, and Pop-a-Lot Machines. May we hear from you now?

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Open all year round

Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave. S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 3626.

MIDWAY CONFAB

Whitey Wood, cookhouse and grabstand worker for over 30 years, is confined in the State Hospital, Rome, Ga., where he suffering with tuberculosis. He'd like to read letters from friends. . . . Fire, reportedly caused by faulty wiring, destroyed the apartment of Frances Ray in Moorehouse, Mo., New Year's Day. She was overcome by smoke and is still suffering the effects. Damage was estimated at \$1,000. Ray Ass-ness, of Badger State Shows, was visiting Alvin Ray Jr., at the time of the fire. He lost his clothing, as did the Rays. The Rays operate the Ray Cafe in Moorehouse. Recent visitors also included Harry Wellington, who was en route to Belton, Tex., and John McKee.

Zora Blaire and Edward Bates Smith are in Dallas designing and making new wardrobe for the 1950 tour. The former again will operate a Girl Show for W. H. Kennedy Jr., the coming season. . . . Following a successful season with his Side Show on Alleghany Exposition and Page Bros. Shows, Karl Alzora headed for winter quarters in Sparks, Ga. He recently purchased a house trailer from Louis Augustino, former Side Show operator on Virginia Greater Shows.

W. G. Wade has placed orders for two new Caterpillar light plants with the Fabick Tractor Company, St. Louis. Mildred Miller, show's secretary, planned to Tampa after attending the Michigan fair convention, to which she had planned from New Orleans. . . . Fats Norton Nathansen, World of Pleasure Shows, left Detroit Wednesday (18) for Tampa to work grab stands at the Florida State Fair. . . . Cameron Murray, manager Wade's No. 2 Unit, and Mrs. Murray are in Milwaukee on a vacation. . . . Al Kelly Dear, brother-in-law of John Quinn, owner, World of Pleasure Shows, served as chief electrician for the exhibit of 1950 Kaiser-Frazer cars at Kaiser-Frazer's Willow Run (Mich.) plant. . . . Sam Solof, formerly with Happy Holiday Shows, is joining the World of Pleasure Shows as assistant to lot superintendent John Moran. . . . W. O. King is building a new portable Scooter which will be booked on the Happyland Shows this season.

J. O. Green, general agent, Snapp Greater Shows, visited the club-rooms of the International Show-

men's Association, St. Louis, recently while en route to his home in Joplin, Mo., from the fair meeting in Milwaukee. . . . Harry Alkon left St. Louis recently for Detroit and the fair meetings there. . . . Meyer Levenson, general manager of Anthracite Shows, is in Jefferson Hospital, Philadelphia, where he has been a patient since before the holidays. He'd like to read letter from friends. . . . T. E. (Shorty) Davis, formerly with Bruce Greater, John H. Marks, Willie Glick's Exposition and Cetlin & Wilson Shows, is at his home, Apartment 85, B. W. H. P., Goldsboro, N. C., recovering from a heart attack sustained December 11. He would like to read letters from friends.

Mr. and Mrs. Vincent McCabe, concessionaires, vacationing in Mississippi City, Miss., again will have bingo and other concessions on Sun-set Amusement Company in 1950. McCabe reported good business at the Christmas store he operated in Kansas City, Mo., for six weeks. . . . Mr. and Mrs. Ed (Slim) Johnson, Midwest Merchandise Company, Kansas City, Mo., and their daughter recently left for a vacation in Tucson, Ariz., where they will remain until about March 5.

Sal Dima was tendered a surprise party in celebration of his birthday recently at his home in Brooklyn by his wife, Ida and sister, Josie Dima. Guests included Babe Montana, Marco Furinick, Anthony (Sonny) Lovaglio, Nancy Montana, Joseph Wise, Connie Dima, Frances and William Rollo, Mr. and Mrs. Anthony Cafarella, Mr. and Mrs. Mike Coichetti and Carl Rex. . . . Le-Ola, who has had her Congress of Wonders on the Morris Hannum Shows for the past two seasons, is in New York where she purchased new wardrobe for her unit. She has added two new acts for the 1950 tour. Jerry Lipko will handle the inside, with Lady Wilma presenting her snakes. Le-Ola will return to her Portsmouth, O., home soon to make ready for the coming season.

Joe Pearl, mail man and The Billboard sales agent on the Johnny J. Jones Exposition, has been confined to his hotel room in Tampa with a blood clot on his knee. Joe says that he's unable to do much walking but that he expects to be fully recovered in a few weeks. . . . Frank Zorda,

FAIR SECRETARIES

KANSAS ✓ MISSOURI ✓ ARKANSAS

Dear Mr. Fair Secretary:

Would you be interested in booking one of the most Beautiful Shows in America? We would like to have the opportunity of having our representative call on you. We have combined two Shows in one for the larger Fairs in 1950, therefore we have to offer to the above States one of the finest and most up-to-date Motorized Carnivals, featuring Rides and Shows of the latest design, all colored fluorescent lighting. Our Shows are built on Semi Trailers, are clean, very flashy and attractive. Our Concessions use merchandise and work any place. By combining the two Shows in one, will feature the Twin BIG ELI Ferris Wheels and Merry-Co-Rounds. Contact us at our main office.

PARADA SHOWS

Caney, Kansas
Box 125

H. C. SWISHER, Owner-Mgr.

Caney, Kansas
Phone 468-W

CHURCHES, LION CLUBS, BAZAARS, we can furnish Rides for you. Have Merry-Co-Round, Ferris Wheel, Octopus, Spit Fire, Loofer, Kid Rides. Remember, we are headquarters for Riding Devices for this District.

T-E-N-T-S

CARNIVAL CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

309 E. 9TH ST.

(Phone: Harrison 5667)

KANSAS CITY 6, MO.

CONCESSION HELP

Want Agent for Grocery Wheel, Stock and P. C. only. Man to take care of my personal Store, must be able to handle timber, good proposition. These are the only Stores of their kind booked on the SUNSET AMUSEMENT CO., which carries 18 Major Rides and is equivalent to a 40-Car Railroad Show. Seams opens April 20. Bellief Callor for Stamp wanted.

CONTACT: VINCE McCABE
P. O. BOX 352, MISSISSIPPI CITY, MISS.



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For Carnival Installations.
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AS LOW AS \$2.10 EACH
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HILDRETH PULLER AND
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Price must be right for cash.
No junk.

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SIDESHOW PIPE BANNER LINE

At least 140 ft., 16 ft. or 18 ft. high.

CHARLES H. HODGES

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WILL PAY CASH

FOR SEVERAL CALLIOPES

Sell full information, price and condition

Robert F. (Cowboy) Wood

Winter Quarters
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Producing America's Best SHOW BANNERS

Order Now for 1950 Season
SNAP WYATT STUDIOS
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SHOOTING GALLERIES

And Supplies for Eastern and Western Type
Galleries, EST. 1927. WRITE FOR CIRCULAR

H. W. TERPENING
127-129 Marine St. OCEAN PARK, CALIF.

ATTENTION—JEAN ANDRE'

And all my friends, I would like for you to
call on me or write to me at Walt's Corner
508 E. Adams, Peoria, Ill. Phone 4-9565.

JULIUS LIBERMAN
(Formerly of Charleston, S. C.)

SCOTLAND RIDES

WANT FOR 1950
Cotton Candy, Snow Cones, Photo Gallery, Clip-
ette Gallery, Duck or Fish Pond, Sports booked
independant. All celebrations sponsored by
benefit organizations—no still sales. All book
fide spots played in town. Attention, Organiza-
tions—A few dates open. Write SCOTLAND
RIDES, General Delivery, Elmore, S. C.

SHOWMEN
 COME TO ME FOR A BETTER DEAL
DICK HAVINS
 DEALER
 COLUMBIA—COLONIAL
 SUPREME—PALACE
 6% Financing—Up to 4 Years To Pay
20th CENTURY
TRAILER SALES AND PARTS
 Austin Highway at Military Dr.
 Rt. 11, Box 374-A, San Antonio, Texas
 Phone: University 6-2951

Lawrence Greater Shows
 America's Most Progressive Carnival
 Now booking Dates, Shows,
 Attractions and Concessions
 for 1950. Need Foremen for
 all Rides, useful Show People
 in all departments. Replies to
 Suite 7-J—333 West 57th Street
NEW YORK CITY
 Winter Quarters: Spence Field, Moultrie, Ga.

VOLUNTEER SHOWS
 Opening middle of April, near
 Nashville, Tenn.
 Want Bingo, Mug Outfit, Hanky Panks of all
 kinds. Shows with own outfits. Rides not
 conflicting.
GLENN HOCKETT, Mgr.
 General Delivery TAMPA, FLA.

FOR SALE
 ONE OF FLORIDA'S LEADING ATTRACTIONS
 Fabulous and nationally known. Long estab-
 lished. Exceptional opportunity to make a
 fortune. Terms. BOX D-304, c/o The Bill-
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SEE OUR AD
 In Parks and Pool section,
 page 65
EARL & SHERMAN HUSTED

KIDDIE RIDES
 HAVE GOOD LOCATION FOR 3 KIDDIE
 RIDES, PERCENTAGE BASIS.
ELMER'S DRIVE IN
 BOX 1174, BURLINGTON, N. C.

BLUE GRASS SHOWS
 NOW BOOKING
 SHOWS — RIDES — CONCESSIONS
 P. O. BOX 621, OWENSBORO, KY.

LOOK LOOK LOOK
 FEBRUARY 11 TO FEBRUARY 21
1950 BIG MARDI GRAS CARNIVAL
 Strong auspices (Little Sisters of the Poor). Thousands of people behind this. First show
 ever on Canal Street (across the street from Jung Hotel).
 Will book Rides of all kinds. What have you to offer? Want well-flashed Motor Drome.
 One large Flashed Side Show. Concessions of all kind, Hanky Pank, Eats, Drinks, Cotton
 Candy, Pop Corn and all kinds of Novelties. Bazaar Committee.
R. A. BARKER, BOB MEYER
 All Mail and Telegrams: 820 S. CLAIBORNE ST., NEW ORLEANS, LA.

PAGE BROS.' SHOWS
 Opening Saturday, April 8th, Springfield, Tenn.
 Want Popcorn, Long and Short Lead Galleries, Mitt Camp, Scales, Arcade, Custard, Cotton
 Candy, Snow Ball, French Fry, Hit & Miss Ball Game, Milk Bottle and Hanky Panks of all kinds.
 Operator for Monkey Show, Funhouse, Girl Show and Side show. Have complete outfits.
 Ride Help on all Rides, must drive.
 General Delivery, Tampa, Fla., until Feb. 15, then Box 244, Springfield, Tenn.

CATERPILLAR RIDE FOR SALE
 1949 Model. Used only 7 months. Good as new. WILL SELL FOR \$9,000.00.
 2 CHEVBOLET TRUCKS AND TRAILERS FOR RIDE. WILL SELL ALL FOR \$14,000.00.
 Rides stored in Goldsboro, No. Car. Trucks in Shreveport, La.
 Address **EUGENE HADDAD, 1513 Pierre Ave., Shreveport, La.**

veteran Side Show operator, is win-
 tering at his home in Atlanta. Zorda
 has been in the business since 1915
 when he joined the Solomon & Dor-
 man Shows, which Walter B. Fox
 general agented. He's been with
 such orgs as Sol & Rubin Shows,
 Mighty Sheesley Midway, Cash Mil-
 ler's Museum, Morris Miller's Freak
 Show, F. E. Gooding Amusement
 Company and Frank West's Shows.
 Zorda has been with Cash Miller
 since 1933. . . . Ginger Patterson, Mr.
 and Mrs. Charles Jaynes and Less
 Howell had their concessions on
 American Midway Shows at La
 Feria, Tex. and were booked to play
 the Mission (Tex.) Citrus Fiesta. At
 close of the latter Howell was slated
 to join the Bill Hames Shows in Fort
 Worth.

Ralph Lockett, J. J. Jones Ex-
 position exec, phoned The Billboard
 a "hello" while in Cincinnati for
 a few hours on business the other
 day, while en route to Pittsburgh.
 Mrs. Lockett and their new heir are
 still with Mrs. Lockett's mother in
 California but will head eastward
 to rejoin Ralph in a few weeks. . . .
 Buck Saunders, press agent with
 Thomas Joyland Shows, and Jack
 Lampton, head of the promotion de-
 partment of the Mills Bros.' Circus,
 mingled with the showfolk during
 the convention of the Ohio Fair
 Managers' Association at the Desh-
 ler-Wallick Hotel, Columbus, O.,
 January 11-12. They were accom-
 panied by their wives. . . . Jack Kap-
 lan also was in Columbus, O., for
 the Ohio fair managers' meeting,
 representing the Showmen's League
 of America, Chicago. . . . Donald
 Lewis Degler, month-old son of Mr.
 and Mrs. Allen Degler, ride owners
 and operators, made his showbiz de-
 but at the Ohio fair men's conclave.

J. D. Easdale, legless motordrome
 rider formerly with the James E.
 Strates Shows, is at his home in
 Springfield, Ill., recovering from a
 recent operation. He remained off
 the road last season, but expects to
 return in 1950. . . . Madam Hester
 is operating her palmistry booth in
 Jessup, Ga., where she is perma-
 nently installed in a new trailer pur-
 chased recently from Dick Harris
 in Tampa. . . . Curtis Bottomley, Al-
 ligator Boy, has signed for 1950 with
 Linda Lopez's Side Show where he
 will present his glass dance and
 shooting act. He recently concluded
 a series of night club engagements
 in Kentucky.

Gean Nadreau is vacationing in
 Charlotte, N. C., at the home of his
 stepdaughter, Mrs. Robert Cook. . . .
 Bernie Smuckler, general manager,
 Alabama Amusements Company,
 was made a lifetime member of the
 Abba Temple of the Shrine, Mobile,
 Ala., recently for his work in behalf
 of the Shrine's fund crippled chil-
 dren fund. Smuckler's org will pro-
 vide the midway at the Mardi Gras
 celebration which opens February
 13 at Mobile.

THOMAS Joyland SHOWS
 "A SHOW WITH A WORTH-WHILE REPUTATION"
WANT WANT
 SHOWS—Sideshow, Fun House, Monkey Show, Glass House, Girl
 Revue, Fat Show, Illusion, Arcade, Mouse Circus, Wild Life.
 CONCESSIONS—Basket Ball, Derby, Short Range, Hoop-La,
 Huckley-Buck, Coca Cola, Arcade, Jewelry, Novelties.
 RIDES—Rock-o-Plane, Rolloplane, Fly-o-Plane, Little Dipper,
 Kiddie Merry-Go-Round.
 RIDE HELP—Can place Ride Foremen and Second Men who drive
 Semis. Especially want Spitfire and Caterpillar Foremen.
 WANT Man to handle front gate and towers.
 AGENTS—Can place Concession Agents on Hanky Panks.
SEASON OPENS MIDDLE OF APRIL
 Address **L. I. THOMAS, MGR.**
 Box 1593, Riverside Station, Miami 35, Fla.

SACRIFICE SALE
24 Unit—DERBY RACE GAMES—\$8,500.00 Each
WITH TRUCK AND TRAILER
 These are the Original All-Aluminum Derbies built by Electro Manufacturing
 Corporation in 1948. All equipment new and built at a cost of more than
 double the asking price.
 You have seen these Derbies in operation with the major shows and largest
 fairs in America. Grosses have been phenomenal!
 Reason for Selling: We are getting out of the Carnival Business.
 No expense was spared in the original construction of these games, and
 they have been constantly improved since. We will unconditionally guarantee
 them to operate 100% perfect.
 Completely equipped—ready for operation: Leather seats, mounted on
 aluminum bases, public address system, with speakers and mikes, interior
 fluorescent lighting, tools, hydraulic jacks, canvas, spare parts, etc.
 Liberal terms may be arranged with responsible buyers.
 May be inspected in operation at Ft. Worth, Texas, Stock Show, Jan. 27-
 Feb. 5; San Antonio, Texas, Stock Show, Feb. 17-27, or at Miami, Florida.
 We also have for sale two 15-Unit Derbies mounted on trailers, without
 trucks. Both in excellent condition and completely equipped.
CONTACT DOUG WISER, ELECTRO MANUFACTURING CORPORATION
 1910 SIXTH AVENUE LOS ANGELES 16, CALIF.
 Phones: RE 3-3058 and RE 2-4109

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WANT FOR
SAN ANTONIO LIVESTOCK EXPOSITION
 FEBRUARY 17 THRU 26. TEN BIG DAYS AND NIGHTS, TWO WEEK-ENDS AND
 WASHINGTON'S BIRTHDAY—TWO KID DAYS
 Booking RIDES, SHOWS and CONCESSIONS for above and two midway units for 1950 season.
 Have excellent locations at San Antonio for Pitchmen, Gadget Workers, Direct Sales, Novelties,
 Jewelry, Monogrammed Hats. Place Photos with Western Props, Arcade, Hanky Panks, two
 Grab Stands, one Coffee and Hot Doughnut Stand, Chocolate Dip, French Fries, Root Beer
 Barrel.
 SHOWS—Place Monkey, Fat, Midget, Mechanical, Glass House, Alex Tolliver, contact
 at once.
 RIDES—Can place Major Rides not conflicting on both units. #1 Unit opens Alice, Texas,
 Stock Show; #2 Pleasanton, Texas, following San Antonio.
 All Concessions on #2 open except Eats and Bingo. All write GUS TUCKER, Mgr., Boerne, Tex.
 #1 Unit can place Watch-La, Hoop-La, Hi Striker and other Hanky Panks, Ride Help, useful
 Show People. Replies, write only.
DON FRANKLIN, Mgr.
 WINTERQUARTERS, FAIRGROUNDS, BOERNE, TEX.

WALLACE & MURRAY
WANT FOR 1950 SEASON—OPENING AUGUSTA, GA., MARCH 16 TO 25
 Colored location, then Green Street Lot, catching Soldiers' Pay Week.
 THIS SHOW WILL PLAY 15 FAIRS AND 3 CELEBRATIONS.
 RIDES—Have 7 Rides. Will book two non-conflicting Rides. SHOWS—Have Minstrel Show,
 Motordrome, Girl Show, Posing Show and Side Show. Will book other non-conflicting Shows.
 Want Managers for Side Show and Posing Show. We have complete outfits. HELP—Want
 Help for all Rides. Must be sober, reliable and drive semis. CONCESSIONS—Will book Flashy
 Bingo, also reliable party with six joints. Must have some Hanky Panks. Also will book
 Frozen Custard, Photos, Long and Short Range Galleries, Fish Pond, Duck Pond, Ball Games,
 Dart Joint, Glass Pitch, Pitch-Till-You-Win, Scales and Age or any Slum Concessions. Will
 book Six Cat, Buckets and Swinger exclusive, also two Mitt Camps. All answer to
AL WALLACE, Mgr.
 Box 9146, Tampa 4, Fla., until Feb. 10, then Box 896, Augusta, Ga.

Used Everywhere for Over 35 Years
ROLL TICKETS 100,000
 PRINTED TO YOUR ORDER \$27.00
Keystone Ticket Co. DEPT. B
 SHAMOKIN, PA.
 10,000 5 9.00
 20,000 11.00
 50,000 17.00
 Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

BOGLE & REESE SHOWS, INC.

17 — FAIRS AND CELEBRATIONS — 17
EARLY APRIL OPENING

CAN PLACE

CONCESSIONS—Everything open except Popcorn and Diggers. Privilege reasonable. Deposit required. Especially want Cook-house. Will sell Ex on Bingo if you have other concessions or ride.

RIDES—Will book for season any Kid Ride except Airplanes and Ponies. Especially want one major ride, Tilt or Octopus preferred. Wire for proposition.

SHOWS—Any show with own equipment.

HELP—Combination Mechanic and Electrician, man to take charge of Penny Arcade, man and wife to handle Funhouse and Unborn show.

WANT—Free Act till Fairs—Write at once. Write, do not phone.
F. C. BOGLE—ARMA, KANSAS

FOR SALE

Unborn Specimens, cheap—Evans English Pool Tables and Balls. Complete Arcade, Tent, Truck, Front, etc. Terms if booked on this show.

CLIFFORD'S UNITED SHOWS

Now Booking for Season of 1950

Want Hanky Panks, Long Range, Mug joint.

Will Book Spit Fire.

HOWARD J. CLIFFORD

11829 Darlington

West Los Angeles, 24

JAMES H. DREW SHOWS

WANT FOR 1950

Ride Help for new Wheel; new Herschell Merry-Go-Round; new Herschell Auto; Chair-a-Plane and Looper. All equipment on this show is new and modern.

Want Shows. We have none. Will place Snake, Animal, Glass, Fat, Mechanical, Fun House, Illusion. Special opening for Monkey Show and Drama. Art Spencer, write.

All kinds of legitimate concessions wanted: Shooting Galleries, both Long and Short Range; Arcade, Ball Games, Cars and Bicycles, Cane Rack, Knife Rack, Photos, Dart Shows, Glass Pitch, Teddy Bear Pitch, Bowling Alley, Novelties, Apples and Floss, Taffy and Potatoes, Palmistry, Age and Weight, etc., etc. Will carry one of a kind; must be legitimate.

This show will play five choice dates. Then we have a solid route of fairs and celebrations in West Virginia, Ohio, Indiana, Kentucky and one of the largest 4th of July celebrations in Middle West lasting five days and nights. All who have spoke to us about being connected for 1950, now is the time to write. Wonderful opportunity for Legitimate Concessions. Everybody address.

JAMES H. DREW SHOWS

404 HICKLAND AVE.

SHELBY, N. C.

JIMMIE CHANOS SHOWS

NOW BOOKING FOR COMING SEASON

Want legitimate Concessions: Pop Corn, Cracker Jack, Pitch Tilt U Win, Ball Games, Basket Ball, High Striker, Hoop-La, Bumper, Balloon, Photo Gallery, American Palmistry or any other legitimate concessions.

Want Girl Show with or without equipment; must have three or more Girls. Can have two Shows if you want them. Want Man to take charge of Athletic Show; must have Bowers and Wrestlers, Monkey Show, and a good proposition for Tee-in-One with own outfit. Will book Penny Arcade.

Want Ride Help: Ferry's Wheel Foreman, Merry-Go-Round, Roll-a-Plane, Digger, Caterpillar, Flying Scooter and capable Foremen for three Kiddie Rides and Chairplane, prefer those who drive scenic, Drunks and chasers, don't answer. This show has no gate and no racket. Boys who worked for me last year answer.

Show opens last part of April in Indiana. All replies to

JIMMIE CHANOS

81 N. W. 70TH ST.

MIAMI 28, FLA.

Ops Dicker for Dixie Spots But Ignore Auction Blocks

COLUMBIA, S. C., Jan. 21.—There was little action by the midway fraternity at either the South Carolina or Georgia fairs associations meetings. Much of the necessary maneuvering leading to the inking of contracts had been accomplished in advance. As a result, celebrations, when called for, were limited because, as one of the brethren put it, "the boys are troubled with the shorts."

While money is undeniably shorter than at any time during the past several years, there is enough still remaining so that the owners and their hirelings don't find it necessary to forego any of the luxuries to which they have become accustomed. However, indications are that fair execs are not going to benefit to the extent that they have in the recent past.

Auctioning Diminishes

Apparently the trend has changed. Last year and the year before the opposition, having knowledge of the bid for any particular spot, thought nothing of approaching the key man or group with the offer of an extra G-note. As things stand now the Grand could mean the difference between a Cadillac and a Buick or a month of comfort in Florida. As a result, ops are content to let the contract ride and to concentrate on the execs who have by-passed the use of the auction block.

However, the real battling ground, insofar as Eastern orgs are concerned, is centered in North Carolina and Virginia, and there is the possibility that owners might be saving their ammunition.

The biggies, as usual, were well set before attending the meetings here and at Atlanta. The only serious competition they became involved in was over the Anderson (S. C.) Fair. In a three-way battle with the Cetlin & Wilson Shows and the James E. Strates Shows, the World of Mirth Shows emerged the victor. Each organization has a well-rounded route which should prove profitable.

Jones, Endy Represented

Morris Lipsky, co-owner of the Johnny J. Jones Exposition, was in Atlanta. The org has the best route ever during his tenure, Lipsky said. The schedule, which still lacks a Labor Day spot, includes the Southeastern Fair, Atlanta. Bobby Kline, representing the Endy Bros. Shows, is making Eastern meetings for the first time in a long while. Kline ducked the business sessions to make numerous side trips which the lobby chair-sitters claimed knowledge of in advance.

Bernard (Bucky) Allen, concessions manager, represented the World of Mirth while Owner Frank Bergen, susceptible to the rigors of travel, remains at his Richmond, Va., home. Jack Wilson fronted the Cetlin & Wilson Shows while his partner, Issy Cetlin, and their agent, R. C. McCarter, prowled the Midwestern meetings, including Indianapolis and Detroit. Jimmie Strates represented his org at the Columbia and Augusta meeting, but will be joined in Raleigh by his agent, Curtis L. Bockus, returning from the meetings of the Canadian A Circuit.

Most Truck Orgs Set

Many of the truckies are doing as well as the railroad orgs, in that they have their routes pretty well set before embarking on the round of meetings. Sam E. Prell, owner-operator of Prell's Broadway Shows, who last year found it necessary to form two units to play the 32 fairs he had booked, said that he expected to play just as many fairs, and possibly a few more, in 1950.

Joe Fontana, general agent, and Floyd Heth, manager of the L. J. Heth Shows, are set with their route.

Show Reps Listed

Carnival and attractions representatives attending the Georgia meet-

ing included Morris Lipsky, Johnny J. Jones Shows; Bernard (Bucky) Allen and Howard Ramsey, World of Mirth Shows; Bill Dellar and M. L. Creson, Lee Amusement Company; John McSpaden, Lone Star Shows; Bill Hunter and R. E. Stewart, Shan Bros.' Shows; Sam Numis, Numis Speedways; Tommy Thompson, Tommy Thompson Shows; Earl D. Becker, Blue Grass Shows; Fred Cantrel, Kirkwood Shows; Joe Fontana and Floyd Heth, L. J. Heth Shows; J. A. Sparks and C. C. Leasure, Sparks Shows; J. L. Keefe and O. L. Collier, Capital City Shows; Herb Shive, Lawrence Greater Shows; Joe Duncan, C. A. Stephens Shows; H. B. Rosen and O. P. Johnson, Interstate Shows; W. E. Bradley, Bradley Concessions; Sam Prell, Prell's Broadway Show; William Hammocree, Silver Slipper Shows; A. T. Vitt, fireworks; George A. Hamid Sr., and George Jr., grandstand attractions, and F. A. Conway, Interstate Fireworks.

Attending the South Carolina meeting were Mr. and Mrs. Sam Levy, Lawrence Greater Show; Bucky Allen and Howard Ramsey, World of Mirth Shows; Jack Wilson, Cetlin & Wilson Shows; James E. Strates, James E. Strates Shows; Ralph Decker and Stan Reed, Joseph J. Kirkwood Shows; F. E. Spain and M. H. Spillers, Marion Greater Shows; Sam E. Prell, Prell's Broadway Shows; Ben Wolfe, Wolfe Amusement; Clyde Smith, George Clyde Smith Shows; Tommie Thompson, Johnny J. Tinsley Shows; Whitey Johnson, Dumont Shows; Frank Harrison, Harrison Greater Shows; Johnnie Hobbs, B & H Shows; Mrs. Connie Raftery, Raftery Shows; Mark House, Mighty Page Shows; Sam Fagelman, Sam's Funland; Johnnie Bullock, Bullock's Amusement; Allan Travers, John H. Marks Shows; Del O'Neal, hell drivers; Joe Corey, general representative, and F. A. Conway, Interstate Fireworks.

EAST COAST SHOWS

Opening small unit Saturday, Jan. 28th, Waycross, Ga. Will move to N. Y. State as weather permits. Some Hanky Panks open. Present rates, \$10.00. Can use two Kid Rides or Fall-a-Whirl for committee and tax money. All replies:

HAROLD RALEY
Waycross, Ga.

FOR SALE-BINGO

Complete with stock, P.A., cash, 1942 Federal Truck, both \$200; 1 Ev. A.C. Light Plant on 2-wheel trailer, \$120; '38 Dodge Panel, \$20; '41 Dodge 1-Ton, 7th issue car body, \$20; Mag Outfit Top, 2 Camera Boxes, \$20

TOMMY MIDDLETON
Flagstaff, La.

WANTED CARNIVALS AND CIRCUSES

For V.F.W. Lot for coming season. Contact **WM. GABBARD JR.—HARRY SADDLER**
254 E. Main St. or c/o Hatcher Federal Home Glasgow, Ky. Glasgow, Ky.

SENSATIONAL STARTLING! NEW! Free Act—"KARMA"
Guaranteed to pack your midway with the most profitable attractions of the future. For information contact **DON RAMOS**
1814 S. Wabash Chicago 16, Ill.

HAPPYLAND SHOWS
Now Booking for 1950
3633 SEVEN BURN DETROIT 14, MICH.
Phone WAshing 17924

WINTER QUARTERS

Byd O. Kile

BATON ROUGE, La., Jan. 21. — Department opens February 15 with Earl Brown in charge. Art Gardner heads the carpentry section. Jack Hotzell again will be chief electrician. Other personnel remains the same.

Two tractors, one semi van and a combination power plant-transformer truck are scheduled for delivery in February. Org. which will tour thru Louisiana, Arkansas and Texas, also will have new light towers. Show will carry a free act, operate with a free car and use its own sound car.

Mr. and Mrs. Kile returned from the Louisiana fair convention with the report they had signed six fairs and no celebrations in that State. They also plan to attend the Arkansas convention.

The writer, who has been on vacation, will join February 1 to handle public relations.—I. M. HOLMAN.

Page Bros.

SPRINGFIELD, Tenn., Jan. 21.—A number of fairs were booked at the Kentucky and Tennessee fair association meetings. A new one for the 1950 tour is the Warren County Fair, Minnville, Tenn.

Mr. and Mrs. W. E. Page plan to attend the Florida State Fair at Tampa and remain there about four weeks before returning to quarters. General Agent V. L. Collier has returned to his home in Tampa. He'll vacation there briefly and then come back to Springfield.

Rewer's United

HOUSTON, Jan. 21.—Shows are in local quarters preparing for an early 1950 opening. Org's first fair is the annual at Humble, Tex., April 27-29.

Red Smith is in charge of quarters work. All rides are being repainted and all other equipment is being overhauled. Most of the personnel have returned after spending the holidays at their homes.—R. D. REWER.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Jan. 21.—A new edition of the Outdoor Safety Standard, revised to December, 1949, now available. Members desiring copies should communicate with the association's offices.

It is anticipated that action on the reduction of federal excise taxes will be taken within the next 60 days with whatever changes are enacted, to become effective July 1. Additional support in favor of the reduction of admission taxes has come from the common council of Buffalo and from Senator Wiley of Wisconsin.

A research service indicates the development of the following items of interest to the industry: Drip-proof method of applying paint; a cleaner pre-cleaning metals; welding control equipment; an instrument for locating defects in electrical wire; a fountain type sound speaker which eliminates blaring volume without detracting from audibility, and a publication relating to the handling of stainless steel.

Leasure Joins Sparks

ATLANTA, Jan. 21.—C. C. Leasure has joined the J. A. Sparks Shows as general agent. It was announced here at the annual meeting of the Georgia Association of Agricultural Fairs Monday (16). He formerly served in a similar capacity with the Johnny J. Denton Shows.

Coleman Bros.

MIDDLETOWN, Conn., Jan. 21.—Repainting and redecorating work has been going forward since Christmas, under direction of Ride Superintendent John Pesecki. Owner Richard Coleman reports his rides did well at the Heim Carnival, Savage, Md.

Mr. and Mrs. Francis Coleman with their son, Richard, are on a two-month vacation in Miami. They plan to visit with Mr. and Mrs. William (Bam) Storey, cookhouse owners on the shows. The Storeys make their home in Attalla, Ala. Robert Coleman was gifted with a new car by his dad.

Present plans call for the shows to open their season here with a 10-day engagement beginning April 20. Current route calls for the org to play Connecticut, Massachusetts, Rhode Island, New Hampshire and New York, ending at Belchertown, Mass., October 12. Phoebe and Virginia Harrison and Mr. and Mrs. Elisha Cooper, who have been with the shows for the past 18 years, have their palmistry booth at the entrance to the show lot here.

A new Little Dipper has been purchased from the Allan Herschell Company and will be added to the ride line-up.—DAVE ALTMAN.

Virginia Greater

SUFFOLK, Va., Jan. 21.—Manager Rocco Masucci returned to quarters after the holidays to confer with William C. Murray. Masucci outlined the preliminary work to be started during the next few weeks until he returns from fair meetings in the Carolinas, Georgia and Virginia, when work will get under way on a stepped-up scale.

Shows' 25 trucks will be repainted and several overhauled. Several rides will be overhauled and repainted.

Expected here in time for the shows' April opening are an Octopus and a Tilt-a-Whirl. Three new wagon panel fronts are to be added and three other fronts will be repainted and repaired with added lighting effects.

Royal Empire

DETROIT, Jan. 21. — Owners Sammy Stone and C. J. Bennett state that work in quarters here will start February 1. Rides will be repainted, three show fronts will be built and motors and trucks overhauled. Work will be under direction of Stone. Org will carry 3 major and 3 kiddie rides, 3 shows and 25 concessions. Opening will be early in April. Recent visitors were Stanford Baker, Ed Horwitz, D. Murphy, Lewis Molton, Bob Horentani, Chinzard brothers, Sammy Burd and Jack Sandler.

John Francis

ST. LOUIS, Jan. 21.—Owner John Francis returned from the fair meetings in Milwaukee and Minneapolis and reported that shows are booked solid for the summer. Several fluorescent light towers are to be added this season.

Les Henderson, winter quarters foreman, is equipping a new factory-built trailer to handle three light towers. Three new show fronts are nearing completion.

Bombs Away!

NORTH BERGEN, N. J., Jan. 21.—Thieves, believed to be kids, broke into the warehouse of the International Fireworks Company last Saturday night (14) and stole 10 powerful aerial bombs. Police have sent out an alarm that the bombs are extremely dangerous, capable of wrecking a building.

Mighty Hoosier State

GREENSBURG, Ind., Jan. 21. — W. R. Geren, owner, and Floyd McCarty, agent, report the 1950 route complete except for three weeks. Owner Geren recently signed the annual homecoming celebration at Camden, O., for the week of July 4. Geren reports he signed six fairs at the January 2-4 meeting of fairmen in Indianapolis. Fairs and celebrations start the first week in June and continue thru October 1.

Work in quarters here starts March 15. The show opens in Greensburg April 21. It is scheduled to carry 11 office-owned rides, 40 concessions, 6 to 8 rides, a free act and pay gate.

Mr. and Mrs. Geren leave January 29 for a month's vacation in the South. They plan to attend Florida State Fair, Tampa.

Mid-Way of Mirth

TRENTON, Ill., Jan. 21.—Jimmie Rogers is supervising work here with each foreman getting his ride into shape for early March opening. Calvin Landrum is busy on the Ferris Wheel, Melvin Rogers on the Spitfire, while the Tub of Love has been sent to the factory for an overhaul. The Merry-Go-Round and Tilt-a-Whirl will follow these rides thru the paint shop.

Lucky and Mrs. Thomas, who will have an animal circus with the org this year, are wintering in Louisiana. Mr. and Mrs. W. B. Reese are wintering in Albany, Ga.

Esther Speroni hosted 35 for dinner during the holidays, which included winter quarters personnel and visitors. George Barrett and family were recent visitors.—ROSIE DAVIS.

WANT CARNIVAL FOR WEEK—LIONS' CLUB ANNUAL EVENT
Early June preferred; August considered. Only first-class Carnival considered.
LIONS' CLUB
W. H. Farnham Jr., Chrm.
Whitewater, Wis.

WANT TO BUY
50 Kw. Transformer or Transformer Truck and Ground Cable. Kid Rides, 4 Light Towers; complete Bingo, top and frame. Must be bargain for cash. Will sell or trade Photo Studio, in 18-ft. trailer, A-1 outfit. Heavy duty 2-wheel, all-steel Van Type Trailer, 10 ft. long; Chairplane, all in good shape; 8x10 Concession Tops and Frames. Cheap. Make your offer now. Write
FLOYD O. KILE
P. O. Box 83 Baton Rouge, Louisiana

MIDWAY OF MIRTH SHOWS WANT
TILT-A-WHIRL FOREMAN (Glenn Ford, get in touch with us)
SECOND MEN FOR OTHER RIDES. Must be sober and drive Semis. CAN PLACE A FEW SLUM STORES.
Address: Trenton, Ill.

COUNTRY STORE WANTED
Must be large. Give full particulars in first letter. Address:
BOX 172
c/o Billboard, 390 Arcada Bldg., St. Louis 1, Mo.

SRADER SHOWS
Now Booking for 1950
Shows and Concessions. Rides that do not conflict. Open in April. Address:
BOX 1895, Wichita, Kansas.

World of Pleasure Shows
Now Contracting for 1950
RIDES—SHOWS—CONCESSIONS
JOHN QUINN
11270 Culf Blvd. St. Petersburg, Fla.

CHARRO DAYS FIESTA
BROWNSVILLE, TEXAS, FEBRUARY 11 TO 19 INCLUSIVE
DOWNTOWN PARADE GROUNDS
Can place Shows, Rides, Stock Concessions, Demonstrators. (No Stores or Gypsies.) (No Games on Streets this year.)
Address all wires and mail:
AMERICAN MIDWAY SHOWS
HARLINGEN, TEXAS.

PALMETTO EXPOSITION SHOWS
Opening Darlington, S. C.
Two Fridays and two Saturdays, Feb. 10-15; followed by Florence, Kershaw and Lancaster, all South Carolina.
Now booking Rides, Shows and Concessions. All people contracted by on hand. Leaving winterquarters Feb. 6. All replies to MILTON N. McNEACE, Chemees, S. C., until Feb. 6; then Darlington. Contact
JOHNNIE RIDDICK
West Washington St., Columbia, S. C., until opening; then Darlington.
P.S.: Johnnie Riddick wants Musicians, Comedians and Performers. Salary paid from office.

DROME RIDERS WANTED
Would like to hear from Riders, Male and Female, for the coming season with HENNIES BROS.' SHOWS. Can assure capable Riders a worth-while proposition.
Contact
DEL CROUCH
4140 Fredericksburg Road San Antonio, Texas

FOR SALE
One Ell #12 Wheel, V-type clutch, Le Roi motor and transportation. One Mix-Up, 2 Kiddy Rides and Trucks. One-Ton Truck with 37½ Kw. Transformer. One 32-Foot Baby-Q 1948 Merry-Go-Round. Contact
ED WHALEN
BOX 341, HUGO, OKLA.

ORANGE STATE SHOWS WANT
Per Vero Beach Fair, week Feb. 6; Stuart Fair, week Feb. 13; Key West Fair, Feb. 20 to Mar. 4; Dania Tomato Festival, week March 4; Pahokee Bean Festival, week March 13.
Want Merry-Go-Round and other major Rides, also Shows, Hunky Punks, legitimate Concessions all kinds. Write or wire
LEO BISTANY, Manager
77TH STREET HOTEL MIAMI, FLORIDA

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Jan. 21.—Past President J. C. McCaffery was in the chair at the Thursday (19) meeting. With him at the table were Treasurer Walter F. Driver and Secretary Joe Streibich. Applications were presented by H. B. Rosen, Robert Lewis and E. J. McKeon. Charles Zemater and Andre Dumont are additions to the committee for the Buffalo Bill birthday party.

Sick list includes W. C. Deneke, Pete Andrish, Ralph Wibberly, William E. Saunders and W. O. Perrot. Sam Brody is up and around but a bit weak. Elmer Byrnes is showing improvement. Ned Torti has his left leg in a cast and the right arm in a sling.

Mr and Mrs. Jack Weiner are back in town. Jack Hawthorne and Petey Pivor are planning a trip to Florida. Earl Scoville and Sid Erber visited the meeting.

Letters are being sent out in order to get a final check on the Buick award in the Ways and Means drive. The banquet and ball will show a profit of about \$4,600. A donation to the March of Dimes was voted. Bernie Mendelson is a committee of one to arrange for birthday and get-well cards to be sent as occasion calls for them. Norman Thorne was host to several prominent showmen at the League rooms. Jack Kerschner and Manny Walker were with us after long absences. The slate of new committees is about completed and will be published next week. Dr. Benjamin Mach visited. Attendance has been a bit light because of the fair meetings. Mailing of dues notices has brought a good response.

Arizona Showmen's Assn.

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Jan. 21.—There were 52 members at the Monday (16) meeting at which the following officers were installed: Loyd (Mickey) Wilson, president; Larry Nolan, first vice-president; John Mason Stone, second vice-president; Mrs. Inez Carroll, third vice-president; B. A. Yeakle, secretary, and Don Hanna, treasurer. President Wilson will announce committee appointments at the next meeting.

Memorial services were held Sunday (15) at the showmen's plot in Greenwood Cemetery, Larry Nolan officiating. Fifty-one members watched the placing of wreaths on graves.

The recent bingo party was a success. Those in charge were Mrs. Inez Carroll, Mrs. Betty Wilson and Mrs. Larry Nolan. A drawing for prizes donated by members will be held during the fall bazaar.

Word was received that Jewell Taylor died in a Mayfield, Ky., Hospital.

FOR SALE

To Settle an Estate

TILT-A-WHIRL

with 2 Trailers, no Tractors. Ready to set up and operate.

MANAGER

BOX 782

MUSKOGEE, OKLA.

FOR SALE

1949 ROLL-O-WHIRL

In perfect condition. Used one season.

H. WELLS

BOX 782

MUSKOGEE, OKLA.

CARNIVAL COMMITTEES

NEW RIDES FOR 1950 SEASON

Adult size Merry-Go-Round, Kiddie Auto Ride and No. 5 Ferris Wheel.

R. S. MYERS
345 High St.
Hanover, Pa.

ALVIN STEFFY
2180 Farfield Ave.
West Lawn, Pa.

L. J. HETH SHOWS

NOW BOOKING

SHOWS—RIDES—CONCESSIONS

P. O. BOX 5415, NORTH BIRMINGHAM, ALA.

CLUB ACTIVITIES

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 21.—Chairman Charles Walpert, of the Hi-Jinks Committee, reported a generous response to letters sent to members requesting that tickets to the annual Hi-Jinks, February 6, be purchased to help the depleted sick and welfare fund. Many local night clubs have responded to Walpert's plea for acts at the benefit. A six-piece orchestra under the direction of John Lobo has been engaged.

President Joe Krug presided at the meeting Monday (16) with Treasurer Al Weber, Vice-President M. J. Doolan, Chaplain Jack Huges and Secretary Louis Manley also on the rostrum. Jerry Mackey, Al Cohn, Tony Spring, Frank Warren, Harry Rawlings, Doc McCullough and R. J. Brennecke were invited to the rostrum.

R. E. Bellows, Eugene, Ore., was voted membership.

Newton Stone won the drawing and donated his winnings to the welfare fund.

Ladies' Auxiliary

Regular meeting Monday (16) was presided over by President Lille Schue. Also on the rostrum were Opal Manley, first vice-president; Lucille Dolman, third vice-president; Merosa Herman, secretary, and Peggy Forstall, treasurer. Invited to sit on the rostrum were Rita Brazier, Margaret Griebler and Marlo LaFors.

Guests included Georgia Stribling, Lill Saulnier, Jane Houghtaling and May Moore.

Letters were received from Patti Cooke and the All Nations Foundation for Boys.

On the sick list are Lucille King, who is hospitalized in French Hospital, Los Angeles; Helen Vaughn, Edith Walpert and Helen Anderson. Patti Cook, severely injured in an auto accident three weeks ago, is reported improving and will be home soon.

Pillow cases, donated by Grace Merkle, were won by Vivienne Jacobi. The bank award went to Marlo LaFors. Door prizes, donated by Virginia Kline, Stella Linton and Marlo LaFors, were won by May Moore, Lydia Trippe and Ann Doolan.

Called on for short talks were Ritz Brazier, Marlo LaFors, Freda Brown, Barbara Trent, Ida Chase, Gladys Mackey and Margaret Griebler.

Peggy Steinberg's suggestion for a bingo party was approved. Party will be held Friday (27). Nina Rogers and Mary Taylor were named to head the refreshments committee.

Ritz Brazier and her husband are planning a trip to South America. Nina Rogers returned from a trip to Utah. Madge and Marion Buckley, Betty and Cal Lippes and Jewel and Bill Hobday returned to their vacation spot in Arizona. Theo Forstall is expected home soon.

Miami Showmen's Association

236 W. Flagler St., Miami

Ladies' Auxiliary

Regular meeting was held January 11, with President Martha Weiss presiding. She was installed January 9. Committees appointed for 1950 were: Ways and means, Rose Lang and Virginia Feldman; entertainment, Peggy Heiman and Babs Geffen; house, Agnes Grosso and Anne Dernoga; refreshments, Thelma Oison and Lillian Riley; reception, Bea Felici and Doris Kimmerer; relief, Ethel Weir and Ella Dodson; press, Ada Cowan, Hilda Roman and Betty Endy; membership, Sidney Thomas and Kitty Glosser.

The softball team, captained by Estella Bell, will play the Greater Tampa Showmen's Association Ladies auxiliary in Miami February 19.

National

Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 21.—Clubrooms during the fair meetings are quiet, because the boys have gone to all the important confabs. The membership drive is off to a good start.

Eddie Davis is at Bryn Mawr (Pa.) Hospital and Herman Robinson is in Fort Howard Hospital, Baltimore. John Nichols is recuperating from an operation in St. Raphael's Hospital, New Haven, Conn., and expects to be discharged soon. Herman Moskowitz is much improved, but confined to his home. Thomas Pell has just been discharged from the hospital. Fred Perkins expects to be admitted to the Massachusetts General Hospital in Boston soon. Don't neglect to send cards or letters to all sick members.

Recent club visitors were George Bernert, Gerald Snellens, Harry Yeslovsky, William S. Mayer, Louis D'Onofrio, Max Tubis, Ben Merson, Morris Gurto, Murray Friedland and Alfred Rauchfuss.

Letters were received from Homer L. Wood, Harry Moore, Mickey Percell, John J. Carlin and James H. Lamb.

Ladies' Auxiliary

At the club's last meeting six past-presidents announced that they will act as hostesses at a card party, to be held in the NSA clubrooms, on Valentine Day. Proceeds go to the Bess Hamid Sunshine Fund. It also was decided to sponsor a Donor's Luncheon, March 18, at the Commodore Hotel.

Rose End is still in Montefiore Hospital, Bronx, and Frances Fournier is back in Binghamton (N. Y.) General Hospital. Bea Cohen, who was in Lenox Hill Hospital, New York, is recuperating at home.

President Shapiro, Treasurer Sidone Silvers and Past-President Anna Halpin motored to Asbury Park, N. J., to visit Mack Harris, who has been ill, and Asbury Park members. Bess Hamid and Dolly McCormick left for a trip to New England, their first stop being a visit with ailing Mary Sibley, Dorchester, Mass.

Hot Springs Showmen's Association

310½ Central Avenue, Hot Springs

HOT SPRINGS, Ark., Jan. 21.—Bob Stevens, vice-president, presided at the last meeting in the absence of President Harry Hennies.

Robert Gloth was voted into the membership.

While plans have not been completed, there is a possibility that the club may have new quarters in the near future. New chairs for the clubrooms have been ordered.

The Ladies' Auxiliary now serves Sunday dinners and word of the excellent food is spreading.

Recent visitors included Mr. and Mrs. Joe Murphy and Mr. and Mrs. Charles Moss, all of Dallas, and Mr. and Mrs. Mike Barnes, of Chicago.

Ladies' Auxiliary

The auxiliary celebrated its first anniversary January 13. President Viola Fairly entertained at her home, which was beautifully decorated with flowers and colored lights.

A buffet lunch of fried chicken, salad, cake and beverages was served.

Prize of the evening was a box of toilet articles won by Esther Reader.

Present were Peggie Chapman, Pearl Wyte, Millie Olephant, Grace Goss, Elwanda Weaver, Daisy Hennies, Iva Weaver, Marie Obluck, Edith Kelly, Martha Moss, Sally Murphy, Wilda Barber, Ethel Cutler, Alice Hennies, Martha Renaud, Barbara Kling, Vivien Zimdar, Elsie Powell, Jackie Wilcox, Caroline Holt, Leona Crowe, Frances Keller, Bea Dwyer, Bertha Dutcher, Rose Cutler, Lucy Jackson, Betty Harris, Doretha Blake and Esther Reader.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Jan. 21.—President Oaks resided at the first meeting of the year, with Bessie Mossman first vice-president; Claire Soper, second vice-president; Joseph Glickman, third vice-president; Ir Coffey, financial secretary, and Lillian Lawrence, treasurer, also on rostrum. In attendance were Past Presidents Jeanette Wall and E. O'Shea Stenson and Bille Mal Isabelle Brantman, Marguerite Sapiro, Emma A. Atzel, Opal Rossi, Clara E. Barker, Katie Owen, Veronica Potenza, Ann Sleyster and Eva Levey Leroy.

Josephine Glickman, who is corresponding secretary, replacing Jeanette Wall, resigned, read correspondence from the Reverend Lav Anna Lee Wilkins, Trixie Ethel Shapiro; Ladies' Auxiliary Showmen's League of America, Dorothee Bates, Hazel Macdonald, Winona Woodward, Isabel and Isabelle Brantman, Myrtle Hutt, Est Weiner, Irish and Hattie Hoyt, D. Davis, Lucille Kraft, Mother Owen, Fred C. Murray, Boots and B. Paddock and E. J. Casey Shows.

The Showmen's League of America thanked members who attended its Christmas party for an entertained children. Thanks also were received from St. Hedwig's orphanage for the club's donation. Bessie Mossman provided the luncheon. Awards went to Edith Streibich and Opal Rossi.

President Oaks named these officers and committees for 1950: Ed Streibich, chaplain; Katie Owen, club mother; Isabel Brantman, sentinel; Betty Sapiro, hostess; Josephine Glickman, corresponding secretary; finance, Pat Seery, E. Stenson, Jeanette Wall, Pearl Glynn, Lucille Hirsch, Betty Brock and Anne Young; Ways and Means, Ann Sleyster, Opal Rossi, Rebecca Lotsey, Billie Lou Foren, Dorothy Golz, Molly Foster and G. Lynn; house, Rebecca Lotsey, R. Clinton, Eva Leroy, Billie Billik, press, Lillian Lawrence, Kath Robertson, Hattie Hoyt; bond, Claire Soper and Kathryn Robertson; membership, Charlotte Wright, Veronica Potenza, Daisy Davis, E. Lassures, Alma Richards, Ruth Matone, Emily Baily, Agnes Barr, Marge Fries, Emma Atzel, Ann Doolan, Mae Taylor, Frances Berg, Maxine Wood and Orpha Shepley; forget-me-not-fund; Pat Seery, E. Stenson, Pearl McGlynn, Jeanette Wall, Edith Streibich and Ann Sleyster.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 21.—President Ida McCoy presided at the regular meeting. Treasurer Norma Lang was on the rostrum, as were Sally Prevost, acting secretary in absence of Gertie Lang, and D. Davis, acting chaplain in the absence of Minnie Quillan.

A donation was received from Goldie Fisher, president elect. Minnie Quillan donated a prize and L. Graber donated the door prize. Members include M. L. Schantz, Isabelle Lee, Penny Chaney, J. Gordon, Mary Henderson, B. Bazinet, Mary Nicholas, George Beyer, M. E. Regan, Iva Rogers, Ella Lenz and Lois Brown.

On the sick list are Adele Volk, Gertie Lang, Florence Cobb, Minnie Quillan, Louisa Hanasaki and N. Gudenka. Charley and Floella Char sent in a good catch of fish from Biloxi, Miss., and all partook of fish fry which followed the meeting.

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MUSKOGEE, OKLA.

Harringay SRO At London Date

Tom Arnold prunes 4-hour opener to normal size; most of acts imported

LONDON, Jan. 21.—Tom Arnold's third annual Harringay Arena Circus, which launched a six-week run December 21, drew a 9,000-capacity house opening night and business has continued good since. The show, which ran almost four hours at opener, has been pruned to normal length. While it features several good English animal acts from the Chipperfield Circus, most of the numbers are made up of foreign performers, with the wire-walking Alzanas, who are British, the principal exception.

Heading the foreign contingent are the Danish circus owners, Ernst and Albert Schumann, with their horses; Gilbert Houcke, of the French circus dynasty, the Houcke-Rancys, with a group of tigers; the Enrico Caroli troupe of European bareback riders, and the Kimris, French aerial novelty. Chipperfield Circus provides elephant, zebra and dog acts.

Grand Parade

The program opens with the grand parade of performers and animals, followed by the solo horse number of ballerina Mlle. Carlotta. A host of joeys takes over for a brief session of gags preceding a neat canine act, Paul's Peerless Poodles, presented by Johnny Chipperfield.

First big number is that of Ernst and Albert Schumann, who present a series of horse numbers with Liberty horses, black Trackener stallions, gray Percherons, Belgian dray horses and Shetland ponies.

The Georgys Troupe (3), from Belgium, and the Two Myrons, from Australia, appear simultaneously in novel perch routines. An equine novelty, Chipperfield's Zebras in Liberty formations, is an unusual number.

Ex-Ringling Feature

Chrysis de La Grange, a former Ringling-Barnum feature, is presented in an aerial ballet, *The Girls in the Moon*. Girls in this number were trained by Elsie Alzana, who was with the Ringling circus the past three seasons. A Wazzan presents his Mogador Troupe of 14 Moroccan Boys in a speedy acro-tumbling melange. First aerial thrill act is that of the Kimris in their aerial novelty, which is familiar to American circus and fair fans.

The Original Enrico Caroli Troupe of bareback riders, one of Europe's best riding acts, features Enrico Caroli in backward somersault from horse to horse.

Gilbert Houcke opens the second half with his six Royal Bengal tigers. Coll's chimps follow in a medley of tricks. Albert Schumann scores in classy high school horse routine. The Mysterious Ball consists of a large white globe propelled up a spiral track sans visible motive power, opening at apex of the spiral to permit exit of a girl. Three Francescos, members of the Caroli troupe, present a good musical clown entry.

Chipperfield's Bulls

Chipperfield's elephants (10), presented by Wenzel Kossmeier, are one of the best herds of bulls in England. Three Norbertys, recently with the Hamid-Morton Circus in America, offer their aerial novelty. Albert Schumann directs the equine Carousel, *Desert Fantasy*, in which 40 liberty horses participate.

Show's highlight is the Alzanas, with Harold Alzana featured on the high. He has been with Ringling-Barnum the past three seasons. Caroli troupe stage an audience-participation gag, *Lesson in Riding*, for the finale.

The Circus is produced and directed by Clem Butson, a veteran of Blackpool's Tower Circus. Francis S. Gentile is managing director of Harringay Arena, assisted by Percy

Flashbacks

10 Years Ago

John Ringling North announced from Paris that he had contracted Elly Ardely, Vasconcelos and Los Asevera for Ringling-Barnum. . . . Ruby Woods, Yankee-Patterson performer, underwent a major operation in Los Angeles. . . . Lou C. Demore was signed to manage Cole Bros.' Side Show. . . . Raymond T. Lapham was elected president of Boston Garden, succeeding his father, the late Henry Lapham.

The Chicago Shrine Circus draw was only fair. . . . Jack M. Suckstorff, secretary of Rocky Mountain Association of Fairs, resigned as secretary-manager of the Sidney, (Mont.) Fair. . . . E. L. (Ernie) Richardson resigned as general manager of Calgary (Alta.) Exhibition, having been connected with the fair since 1903. J. Charles Yule succeeded him.

Milton Danziger, Eastern States Exposition, Springfield, Mass., retired as chairman of the government relations committee of the IAFE.

Clarence Harnden was named secretary of Saginaw (Mich.) Fair to succeed the late William F. Jahne, who died after holding the post many years. . . . Frank Kingman was re-elected secretary of Brockton (Mass.) Fair. . . . Fred W. Pearce, Detroit, was re-elected president of the American Museum of Public Recreation. . . . Dee Lang's Shows were awarded the Red River Circuit of Minnesota fairs for the fifth successive year at the Minnesota State Fair meeting in St. Paul.

Capt. John M. Sheesley was in a Houston hospital recovering from a serious operation. . . . Harry L. Small was signed to pilot the John R. Ward Shows. . . . Max Gruberg signed Jack Lynch as general agent and Bill Donley as press agent for his World's Famous Shows.

Leo Lipka was elected president of the Michigan Showmen's Association, Detroit. . . . Eli Bridge Company, Jacksonville, Ill., celebrated the 20th anniversary of the opening of its plant there. . . . William Glick's Ideal Exposition Shows were awarded the midway contract for Ronceverte (W. Va.) Fair.

Deaths: William Manning Booth, concessionaire; Mrs. Caroline Brungs, circus performer; John J. Carmody, harness-race promoter; Mrs. Harry R. Cole (Belle Carter), circus performer; Rufus C. Dawes, head of Chicago's A Century of Progress; Louis Eisman, circus and carnival man; George Arthur Harrison, ticket seller.

25 Years Ago

The Ohio Fair Circuit and the Ohio Fair Boys ceased to exist as separate organizations. They combined in a meeting at Columbus. Name was the Ohio Fair Managers' Association. Myers Y. Cooper was made president. . . . W. J. (Doc) Allman was elected president of the Heart of America Showman's Club, Kansas City, Mo., and Mrs. Viola Fairly headed the Ladies' Auxiliary. . . . Robert E. Hickey returned to the John Robinson Circus as general press representative.

Frank Regan was re-engaged as advance press agent of Hagenbeck-Wallace Circus. . . . Milton Grimes signed with the Mighty Haag Shows

Nicklin, general manager, and Tom Stenner, director of press and publicity. Circus execs include William Newman, manager; Harold Holt and David Bentley, equestrian directors, and Fred Gratton and Torrington Douglas, press representatives. Charles Shadwell fronts the circus band.

Menagerie is housed in a separate building, specially constructed to stable the horses and performing animals and to display the menagerie groups. Extra admission is charged for this exhibit.

as principal trainer. . . . Bill Backell was contracted to manager the John Robinson No. 1 car. . . . Frank Braden and Ora Parks were engaged to handle press on Miller Bros.' 101 Ranch Wild West Show. . . . J. Raymond Morris was re-engaged as manager of the No. 3 car of Ringling-Barnum.

Paul Davis was elected president of the Billers' Alliance at Springfield, Mass. . . . F. A. Chapman was elected president and Charles Howell secretary-treasurer of the Michigan Association of Fairs. . . . Work was started on an amusement park at Agua Caliente Springs, Calif. Eddie Perkins was manager. . . . John H. Rutter was elected secretary of York County Fair, York, Pa., to fill the vacancy caused by the death of H. C. Heckert. . . . Pacific Coast Showmen's Association monument at Evergreen Cemetery, Los Angeles was unveiled, Chaplain E. E. Garner delivering the eulogy.

Walter Lankford's band was signed by the D. D. Murphy Shows. . . .

Al Fisher signed as general agent of the Abner K. Kline Shows. . . . Joe Galler sold his theater at Corco, W. Va., and returned to the carnival field. . . . Charles Gardner resigned as secretary of Ak-Sar-Ben, Omaha.

Vic Robbins, bandmaster of Sells-Floto, was playing with Edgar A. Ball's Concert Band and Dale Troy's Palais Players in Orlando, Fla. . . . F. Percy Morency was engaged by West's World's Wonder Shows. . . . Act of Powers' New York Hippodrome elephants was signed by Wirth & Hamid.

Deaths: Harry B. Davis, concessionaire; J. Harvey Morton, circus musician; Fred Smith, billposter; James Winters, carnival special agent; Herman Whitney, bareback rider.



Coming Events

ALABAMA

Mobile—Mardi Gras. Feb. 18-21. Iris Bethune, Battle House.

ARIZONA

Glendale—Glendale Rodeo, Feb. 18-19.
Tucson—Tucson Rodeo, Feb. 23-28. Ed F. Echols, Chamber of Commerce.
Williams—Ski Carnival, Feb. 11-13.
Yuma—Silver Spur Rodeo, Feb. 11-12. Charles Mahery, c/o Daily Sun.

CALIFORNIA

Cloverdale—Citrus Fair, Feb. 18-22. E. J. Groom.
San Francisco—Auto Show, Feb. 16-19. I. S. McCulloch, 935 Market St.
San Francisco—Western Gift Show, Feb. 5-9. Kay Leber, 1355 Market St.

CONNECTICUT

Hartford—Shrine Circus, Week of Feb. 19. Frank Wirth.

FLORIDA

Delray Beach—Gladioli Festival & Fair, Feb. 20-25. Mike Machek.
Quincy—W. Fla. Livestock Show, Jan. 30-Feb. 1. A. G. Driggers.

ILLINOIS

Chicago—Chicago Merchandise Fair, Jan. 30-Feb. 3. W. J. Kenny, 200 Fifth Ave., New York.
Chicago—Auto Show at Int'l Amphitheater, Feb. 18-25. Edward L. Cleary.
Chicago—Outdoors Show at Navy Pier, Feb. 10-19. Dick Joiner, Tribune Tower.
Chicago—World Hobby Expo. at Navy Pier, Feb. 18-19. Chas. Smitow, 331 Madison Ave., New York.
Chicago—Gift Show, Jan. 30-Feb. 1. George F. Little, 220 Fifth Ave., New York.

LOUISIANA

New Orleans—Mardi Gras Carnival, Feb. 17-21. G. E. Schneider.
St. Francisville—W. Feliciana Parish Fair, Feb. 17-18. C. L. Flowers.

MASSACHUSETTS

Boston—N.E. Sportsmen's Show, Feb. 4-12. Sheldon Fairbanks, 929 Park Sq. Bldg.
Boston—N.E. Home Show, Feb. 27-March 4. Sheldon Fairbanks, 929 Park Sq. Bldg.
Voorhees—Grotto Charity Circus, Jan. 22-28. Emile L. Rousseau, 1 Waycross St.

MICHIGAN

Detroit—Gift Show, Feb. 26-March 2. Walter E. Offinger, 15-117 Mdse. Mart, Chicago.
Detroit—Shrine Circus, Jan. 30-Feb. 12. T. Eddie Stinson, Shrine Club Masonic Temple.
East Lansing—Farmers' Week-Livestock Show, Jan. 30-Feb. 3. V. A. Freeman.
Grand Rapids—Shrine Circus, Week of Jan. 23. A. H. Hoffman, 248 Houseman Bldg.
Marquette—Winter Carnival, Feb. 19-25. Norman F. Kukuk, City Hall.

Showmen Turnout Heavy for Michigan Fair Convention

DETROIT, Jan. 21.—Turnout attraction people, carnival reps and show and fair suppliers was heavy at the annual convention of the Michigan Association of Fairs here this week.

Among those noted were:

Paul Wolf, Wolf Tent & Awning Company; Bert Thomas, Detroit Sound Engineering; E. and Elsie Crandell, Crandell's Amusement; E. J. Franklin, Downey Supply Company; E. Morrison, Paul Greeley, Ben Landsberg, E. Bird, Charles Rafal and Nat Golden, Michigan Showmen's Association; Al Wagner, and Lou J. Berger, Cavalcade of Amusements; F. E. Gooding, William J. Goutermouth, J. F. Enright and Angelo Blouette, Good Amusement Company; Mrs. Pearl Hammett, Cherokee Hammons, Mr. and Mrs. Jim Foster, Cherokee Rodeo Company.

John Quinn and Charles Schaefer, World Pleasure Shows; Nat Shapiro, Metropolitan Printing Company; Bill McGaw, Ed Hill, Ben Kohler, Les Pruitt, and Joseph O'Neil, Jole Chitwood's Auto Daredevils; Mr. and Mrs. T. P. and E. T. Eicheladoerfer, Rega Manufacturing Company; Harold (Bud) Paddock and Pat Purcell, Johnny J. Joe Exposition; Ray Williams and Joe Cronin, Happy Holiday Shows; John Galligan, Joe Kaplan, Showmen's League of America; Leonard Gould, Sam Goldstein, Majes Greater Shows.

Fred Silberg, David and Louis Rosenberg, Triangle Poster Company; William Lonnie Loninger's Ice Cream Distributors; M. Corelli, John Mulder and Harry Logan, Mul Concession Company; Sam J. Levy Sr. and Jr., and Randolph Avery, Barnes-Carruth Theatrical Enterprises; Bob and Mayme Sh Glenn Jacobs, Val Campbell and Hal San Gus Sun Agency; Peter and Joseph F. Vita Atlantic Fireworks Corporation; W. O. Mark King, King Amusement Company; W. Wade Sr. and Jr., D. Wade, Cameron Murray, Mildred Miller, and Margaret Day W. G. Wade Shows; Mr. and Mrs. Jose Caccavillo, Columbus Fireworks Display Company.

Boyle Woolfolk, Mr. and Mrs. Jinx Hoag, Boyle Woolfolk Agency; Mr. and Mrs. D. Kurise, WLS Artists Bureau; Buck and B. Steele, Steele's Cavalcade of Stars; C. A. Margaret Klein and Morris Nelson, Kle Attractions; Henry and Corren Lueders, Art and Elizabeth Bruckman, United Booking Association; Duane and Giles Fox, E. J. Etes and L. A. Cross, Fox Tent & Awning Company; John Anderson and E. J. Coburn, Quirer Printing Company; Walter Bench, United Fireworks Manufacturing Company; L. E. and Florence Holt, Interstate Fireworks Display Company; Tommy Sacco and J. Mandeloff, Sacco Booking Agency; John Reid, Paul D. Sprague, and Eddie Mill Happyland Shows.

Jack and Beale Gallagher, Playland Shows; A. D. Michele Sr. and Jr., and Frank R. man, Hudson Fireworks Company; Regis Voorhees and Jerry Jackson, Voorhees-Flech Agency; Rudy and Helene Reusse, Bill B. dom, and Lucky Loft, Associated Fair Exhibitors and Rodeo Cowboys Association; Clinton Spielhauer, Spielhauer's Fireworks; Charles H. and Gertrude Hodges, and Ed Engels, Hodges Amusements; Lou Rosenbl Roscoe T. and Mamie Wedg, Joyland Mid Attractions; Ray Marsh Brydon, Dave E. Endy Brothers Shows; John Lempart, La part Post-Liter; Julie Charron and Mool Frank, California Joe & Company.

Kenneth Lee and Herbert Lawrie, Publishing House; Jack Duffield and Ben Spinks, Theatre-Duffield Fireworks; Ned Torti, Wisconsin DeLuxe Company; Sweetney, National Speedways; Bernie M. delson, O. Henry Tent & Awning Company; Dick Napolitano, Robert K. Parker, R. Blade, Jimmie Lynch Sr., Earl Newberry, Jimmy Van Cise, Jimmie Lynch De Dodgers; Jackie Andrews, Ray Stocket, Of Lakes Fireworks Company, and Glen D. W. Hiawatha Shows.

NEW JERSEY

Trenton—Farmers' Week, Jan. 13-28. F. Jackson, 1 W. State St.

NEW YORK

New York—Gift Show, Feb. 20-24. William Little, 230 Fifth Ave.
New York—Nat'l Sportsmen's Show, Feb. 26. S. H. Fairbanks, 930 Park Sq. Bldg. Boston.
New York—New York Lamp Show, Jan. 23. George F. Little, 230 Fifth Ave.

OHIO

Cleveland—Al Sirel, Grotto Circus, Feb. 25. Wm. C. Schmidt, 268 Hotel Statler.

OREGON

Portland—Gift Show, Feb. 12-13. Kay Lee, 1355 Market St., San Francisco.

SOUTH DAKOTA

Watertown—Agricultural Week, Jan. 23. Paul Ryan.

TEXAS

Amarillo—Pat Block Show, Feb. 27-March 3. W. G. Gouldy.
Brownsville—Charro Days Fiesta, Feb. 16. H. C. Appleton.
Dallas—Gift Show, Feb. 19-24. Fred San 1810 Dirks Bldg., Kansas City, Mo.
El Paso—S. Western Livestock Show & Rodeo, Feb. 15-19. W. W. Wilson, 310 San Francisco St.

VERMONT

Barre—Farm Products Show, Feb. 7-10. A. Dwinell, State Office Bldg., Montpelier.

WASHINGTON

Seattle—Gift Show, Feb. 19-23. Kay Lee, 1355 Market St., San Francisco.

Roller Rumbblings

Joseph Wolak, manager of Roller Rink Club, Chicago, reports that travels to rinks were resumed January 18 with a trip to Skateland, Peoria, Ill.

Following Richland and Harry Neckes, Hartford (Conn.) Skating Palace, moved the rink over to the staff of the rink recently, with proceeds divided by each employee as a year-bonus.

Earl Van Horn, operator of Mineola (N. Y.) Roller Rink, staged a New Year's party January 11, offering \$100 in coins hidden in the rink. The rink has scheduled open scratch contests for February 4 and 21.

N. Y. RSROA Spots in "Dimes" Contest

NEW YORK, Jan. 20.—Metropolitan RSROA rollerdromes are again conducting a March of Dimes fund-raising contest—this time from January 16-February 28. As in other years, the rink turning in the largest amount of cash by the deadline to the Chairman Vic Brown, operator of New Dreamland Arena, Newark, N. J., will receive a permanent wall plaque.

At each rollery money will be collected in official containers, with additional funds coming from benefit shows, raffles, contests and other devices thought up by operators. This year's goal is \$5,000.

Parkway Drops 2-in-1's For Policy of Skate Dances

BROOKLYN, Jan. 21.—Eastern Parkway Rollerdrôme here has dropped its Saturday night two-in-one policy which offered roller skating from 8 to 11 p.m., followed by a room dancing to a live orchestra until 1 a.m.

Now Saturday night customers will receive a bargain skating package consisting of a regular session, 8 to 11 p.m., with a half hour of request roller dancing afterwards.

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Dance Meet Set For E. Parkway

BROOKLYN, Jan. 21.—With Eastern Parkway Rollerdrôme's entrance into the skate-dance contest field Thursday (19), the number of RSROA rinks in the metropolitan area running such events was raised to four. Eastern's event, open to all RSROA amateurs eligible for State meet novice dance competition, calls for contests in five dances or consecutive Thursday evenings, with total points counting toward trophies and medals.

New Dreamland, Newark, N. J., is running a Saturday night Society Blues series, open to all RSROA amateurs who have never competed in State meet senior dance; Gay Blades, Manhattan, has a Monday evening Keats Fox Trot series, open to all RSROA amateurs who have never competed in the senior division, and Park Circle, Brooklyn, is running complete contests, open to all RSROA amateurs, every Saturday night.

Twin City Appoints Violet Gargano Pro

ELIZABETH, N. J., Jan. 21.—Appointment of Violet (Torchy) Gargano to the professional staff of the America on Wheels (AOW) chain of rinks was announced this week by General Manager William Schmitz. Miss Gargano will take over professional duties at Twin City Arena here, home of the club that has won national championships of the United States Amateur Roller Skating Association for the past three years.

Miss Gargano began skating as an AOW amateur a number of years ago and rose quickly in amateur competition. For the past several years she has been an outstanding amateur free-style skater.

In addition to doing private teaching, Miss Gargano will hold dance classes on Tuesdays and Thursdays after sessions at Twin City and a Saturdays children's class from 12:30 to 1:30 p.m. She will also supervise a Wednesday class at AOW's Patterson (N. J.) Recreation Center.

Holland Rollery Personnel Appear at Industrial Party

BRIDGEPORT, Conn., Jan. 21.—Raybestos-Manhattan, Inc., Stratford, Conn., makers of automotive parts, featured roller skating exhibitions at a Christmas party for employee's children December 17 at the Connecticut Armory here.

Seen in the show were Ruth Holland, operator of Holland's Skateland, who gave a dance skating exhibition with Donald Decker, former national amateur champion and now pro at Skateland; Linda Holland, six-year-old daughter of Mrs. Holland, who holds the New England juvenile ladies' figure championship, and Bruno Perusi, daredevil comedy skater.

The Raybestos company has held many skating parties and features articles and pictures of roller skating in its house organ.

Chi Oldtimers' Club Elects

CHICAGO, Jan. 21.—New officers of the Oldtimers' Roller Skating Club of Chicago, who took office January 2, are: Al Reimann, president; Frank Bauer, vice-president; Marion Kalhoun, treasurer; Myrtle Henning, recording secretary; Mrs. M. Petersen, corresponding secretary, and Sugar Bessler, sergeant at arms. New members are being added by the club, which meets the first Monday of each month. The latest meeting drew 25 members, among whom are numbered Joe Laurey and Bill Henning, veteran speedsters, and Fred Leiser, operator of Planet Roller Rink here. Leiser's health is reported improving. The club's anniversary party is scheduled for February in Madison Gardens Rink here.

Two Mineola Gate Records in Week

MINEOLA, Jan. 21.—In the face of general complaints about lagging box office, Mineola Rink operators have announced that their all-time Saturday attendance record was shattered on January 7 and again on January 14.

Mineola Rink, operated by Earl Van Horn and Harry Bickmeyer, with Inez Van Horn as manager, offers a morning kiddie session as well as traditional afternoon and evening periods every Saturday. The a.m. session packs the place with children, the management reports.

Roller Hockey Revival in N. Y.

NEW YORK, Jan. 21.—Professional wrestling mogul Bill Johnston Jr., and Associates have announced revival of the American Roller Hockey League which played its last game of a one-night-a-week series at Jamaica Arena before Christmas. According to Johnston, arrangements have been made for games every Sunday night, starting January 22, at St. Nicholas Arena in Manhattan; every Tuesday evening, beginning January 31, at Jamaica Arena, Queens, and every Sunday afternoon, starting February 5, at Hempstead (L. I.) Gardens. In addition, Johnston revealed that negotiations are under way to inaugurate a series at Westchester County Center, White Plains, N. Y.

After witnessing several American Roller Hockey League tilts at Jamaica, Johnston said, "Roller hockey packs more wallop than ice hockey and is as interesting a game as I have ever witnessed." Shortly after he decided to back the league.

Smart Portable at Mathis; Calls Texas Area Promising

MATHIS, Tex., Jan. 21.—Reginald Smart, who formerly operated a roller rink at Chippewa Lake, O., has purchased a portable and set it up on Lake Corpus Christi here. Current business is somewhat slow, says Smart, but shows indications of a pick-up as more patrons turn out. He expects to see considerable improvement about March 1 when the weather is expected to be better. Smart believes the area holds great promise for the roller rink business.

Before coming here Smart, his wife and three children—a daughter and twin sons—lived in Miami. Since their arrival in Mathis they have been living in a trailer.

E. Parkway Racers Perk Up

BROOKLYN, Jan. 21.—The Eastern Parkway roller racing team, season-long occupant of cellar position in the RSROA Brooklyn speed league, turned in surprise wins in its last two contests. First, it emerged victorious in a triangular tilt involving Bay Ridge and Empire teams. Friday (6), it outraced Bay Ridge in dual competition at Eastern, 16 to 11. The Eastern Parkway team, incidentally, is coached by Roland Cioni, pro roller racing champ from 1914 to 1934.

Turnaways Rule At Meyer's Spot

CINCINNATI, Jan. 21.—In the first 12 days of operation, Price Hill Roller Rink here, the new skatery opened on January 3 in a remodeled Knights of Columbus building by Lou Meyer, local contractor, has played to turnaway business 10 times.

Officials point out that the rink's 60 by 90-foot skating area has been a decided factor in limiting patronage. Encouraged by results to date, they report that plans are already under way to add 50 or 60 feet to the building's length on a plot in the rear of the structure. One of the rink's outstanding features is a fiber glass ceiling said to have an acoustical coefficient of 75.

The skatery held its grand opening Friday (13) with City Councilman Ed Waldvogel and County Commissioner Hobe Wehking, among other celebrities, on hand for the speech making. High spots of the evening were exhibitions of art skating by amateurs.

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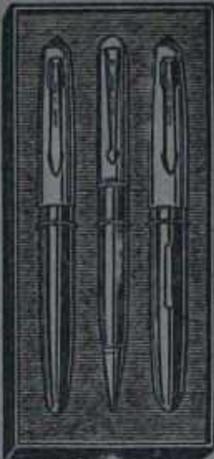


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These Pens Sell Like Wildfire!
Combination ball pen and lighter.

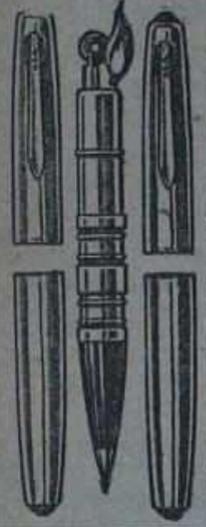
35c ea.

Two-color pen writes in red and blue.

25c ea.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for samples.

ORDER NOW!
H. EPSTEIN
37 East 22nd St., New York 10, N.Y.



Bill Carsky says . . .

"Our 27 Years in the candy business gives us the 'know-how' . . . We are again ready to serve you in 1950."

VARIETY OF 38 DIFFERENT TYPE NOVELTY AND CANDY PACKAGES FOR ALL OCCASIONS

- Novelty Gift and Flash Candy Packages.
- Give-Away Candy Packages for Shooting Galleries, etc.
- Special Cellophane-Wrapped Boxes for Scales, Intermediates on Wheels and all Concessions.
- Appropriate Six Boxes for all our Novelty Gift Packages.

The Best in Gifts and Candy that is prepared by us to withstand all weather conditions.

YOUR DEPENDABLE SOURCE OF SUPPLY
CASEY COMPANY, INC.
Phone: Harrison 7-7798-9
1132 S. Wabash Ave. CHICAGO, ILL.

GENUINE ZIRCON RINGS



AS LOW AS **\$1.10** EA.

The hottest Zircons on the market today! SUREFIRE promotion styles, 12 styles in Sterling or 1/20-14K for \$13.20 to \$25.20 dozen. Six samples sent postpaid for \$10.00.

GOODRICH WILKIE
220 S. State St. CHICAGO, ILL.

SLUM

GIVEAWAYS ALL USABLE ITEMS TOYS-GIFTS-NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS.
Some items retail up to 25¢ ea.
3000 PCS., \$25.00 Lot

LUCKY PRIZE BOXES
NOVELTY
ASSORTED NOVELTIES OF ALL KINDS
52 Items \$4.50 Gr. | 25 Items \$12.50 Gr.
104 Items 7.00 Gr. | 50 Items 24.00 Gr.
61.00 Items \$40.00 Gr.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. mh4

BY GEORGE-PEPPY JOKES, WISE CRACKS, Band Novelties, Anecdotes, Patter, Dialogues, George's Bulletin, \$1. McHenry, Ill. js28

"EMCEE" MAGAZINE-CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Hoeman, Chicago 23.

GAG-RATIONAL NEW COMEDY BOOKLET- "Quiet! M. C. at Work" No. (number 2); for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. fe4

"GIRL FRIEND" - 12 MINUTES ORIGINAL laugh material for male singles, night club comies. \$1. Springer, 53B Wilklow, Hempstead, N. Y. fell

LATEST SOCKO PARODY, "FIVE FOOT TWO, Eyes of Blue"; Gag List, Blackouts, Playlets, etc.; rush \$1. Writers' Mart, Box 575, Hollywood 28, Calif. ja28

NEW, SENSIBLE, DIFFERENT FROM DIXIE- land; "When the Leaves Begin to Turn," waits; free copy to professional singers, brokers, recorders, dealers. William A. McKinney, Shannon, Miss. fe6

SENSATIONAL GAGS, STORIES, SKITS, MON- ologues, Crossovers, etc.; list free. Edmund Bodials, Box 6556, Metro. Sta., Los Angeles 55, Calif. ja28

SHEET MUSIC 5¢, 21 FOR \$1; SONG BOOKS 10¢, 11 for \$1; orchestration 10¢, 11 for \$1. Irving Siegel, 201A North Central Ave., Marshfield, Wis.

AGENTS & DISTRIBUTORS

A HIT!-BIG PROFIT FOR NOVELTY SHOPS, wagon men, salesmen; it's new, different; sells to tap-rooms, gas stations, night clubs; everyone buys; send 25¢ for prepaid sample and full particulars to Shafer Company, P.O. Box 723, Kansas City, Mo. ja28

ABALONE PEARL SEA SHELL JEWELRY - Italian Coral and Inlaid Mosaic Jewelry, Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ja28

A FULL SIZE ALL NEW IMPORTED DE- pendable Electric Portable Sewing Machine; Round Bobbin; guaranteed perfect stitching; every demonstration a sale; \$69.50 each; above heads only \$44.50 each; used Treadle Stands \$5 each; Goose Neck Lamp, complete, \$1.50 each. Mitchell Goldman, 5 Brighton First Rd., Brooklyn 24, N. Y. fe11

AMAZING OFFER-\$40 IS YOURS FOR SELL- ing only 50 boxes. Also entirely different, new Deluxe All-Occasion assortment with television card, Little Pearls, Hankie Gift Greetings, other surprise items. Feature boxes on approval. Free samples imprinted stationery and rose scented notes. Write today. It costs nothing to try. Cheerful Card Co., 1042 White Plains, N. Y. ja28

AMAZING VALUE - LARGE, BEAUTIFUL plastic multi-print ruffled bib aprons, \$21 gross (6 doz. min., \$10.50); money refunded if not satisfied; free catalog. Jole Mfg., 251B E. 119 St., N. Y. 35. LE 4-8632. fe11

ANOTHER BIG CLOSEOUT-TEN JACKPOT Charlies, two Charlie Jackpots, three Everything Goes Charlies; all for \$10; set quick. Heil Co., Gaylord 1, Minn. fe4

ART MODELS "CLOSE-UP PHOTOS"; CAR- toon Booklets, for men, all for \$1, postpaid. Steele, Box 4763-R, San Francisco. fe4

ATTENTION-SALES MANAGERS, DISTRIBUT- ors, salesmen, agents, pitchmen; essential patented automotive accessory, retails \$1.95; essential to motoring comfort, summer or winter; thousands now used by California motorists; millions will be sold nationally in 1950; sells on demonstration to automotive jobbers, wholesalers, wagon-jobbers, dealers, service stations, garages, fleet owners, consumers; no competition; open billings to rated accounts; top commissions, continuous earnings, repeat sales, protected territories; nationally known manufacturer; dollar bill brings \$1.95 sample postpaid with complete information. Write fully. Manufacturer, Box 229, Hollywood 28, California. fe4

BIG MONEY IN DECALS-ENTIRELY NEW line of Name Plates, tremendous demand; also terrific new Monogram Display set ups for retail stores. Sells on sight. Constant repeats; excellent side line printing and advertising salesmen; free samples. Enco, 817 W. Cumberland, Philadelphia 33, Pa. fe4

BLACK LIGHT ADMISSION CONTROL - Complete with black light, invisible ink, pad, stamp; only \$17.50. Glowpar, 601 S. Vermont, Los Angeles, Calif. fe18

BUY THOUSANDS OF NATIONALLY ADVER- tised products direct from manufacturers and distributors. Write for "Buy Direct and Save." Service Publishing, 216-F Investment Bldg., Pittsburgh 22, Pa. ja28

BUY NYLONS DIRECT FROM MILL-WRITE for jobbers' prices. Joy Hosiery Mills, Delaware 6, N. J. ja28

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Balco," XL-Roxbury, Boston 19, Mass. up

EXTRA MONEY-JUST WRITE NAMES FOR friends, club, church; Outfit, \$2. Surtnek, Box 827, Bridgeport 1, Conn. fe4

FAST SELLERS, BIG PROFITS - TALKING Cards, "Hello Sweetheart," "Happy Birthday," and "Congratulations," \$1.80 doz., \$19.80 gross; 5 samples, \$1. Free novelty list. Hansen Sales, 2851 Madison, Chicago 12, Ill.

FLASHY SIGNS-7x11; FOR RESTAURANTS, stores, taverns, etc.; \$5 per 100; sample signs, 14 for \$1. Fay's Sign Shop, 404 S. Troune, Valdosta, Ga. fe4

FREE FOLIO-700 MONEY MAKING DEALS; Business Plans, Formulas, Mail Order Ideas, wholesale supply sources; unusual items. Kolamite, Box 572, Dept. A, Dayton 1, O. Jan28

FREE TO AGENTS, SALESMEN! NEW 1950 Directory of "Wholesale Merchandise Catalogs"; unusual products; free samples. Progressive, 131 E. Fourteenth, Cincinnati 10, O.

FRESH DUPONT FULL-FASHIONED NYLONS -Packed individual in cellophane envelopes; 3 pair to box No. 151, \$7.50 per doz. No. 500, \$6 per doz. No. 300, \$3.50 per doz. Sizes 8 1/2 to 10 1/2. Rejects, \$1 per dozen in 10 dozen lots or more. Order samples from this ad. We ship cash or C.O.D. orders. McDonald Mfg. Co., Ooltewah, Tenn. fe11

FULL FASHIONED DEPENDABLE NYLONS- Our select grade, \$6.50 per doz.; #2's, \$3.50; #3's \$1.25 doz.; sample order sent postpaid for \$4 consisting of 12 pair #3's, 3 pair #2's and 3 pair #1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn. ja28

FULL FASHIONED NYLONS-WE SHIP 1,000'S - and 1,000's into 48 States; you pay for nothing else; we sell neither special services, refunds, promises, exchanges or guarantees; here is a sample order, c.o.d. or cash, 15 pairs, \$2; order from this ad. Silbert Jobbing House, Chattanooga 4, Tenn. Phone 9-7948.

HANDKERCHIEFS - MEN'S, LADIES', CHIL- dren's; linens and embroidery, direct from manufacturer; reasonable prices; request price list. Alfred Rublo, 1133 Broadway, N.Y.C. ja28

JOIN MANUFACTURERS "PRODUCTS OF THE Month Association" and get California's hottest selling lines. Sponsored by manufacturers. Dollar bill brings membership, and Hollywood's newest \$1.95 automotive accessory. Director, Box 2470, Hollywood, Calif. fe11

LAMPS-BEST BUY; MARBELIZED TABLE lamps with double ruching shade, blue or wine, 27" tall; complete, \$3.25; packed six to carton; satisfaction guaranteed. Elite Lamp & Gift Co., 490 Clinton Ave., Newark 6, N. J.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. ap1

MAKE "MAGIC MIRRORS" FROM ANY WIN- dow or door glass; you can see out, no one can see in! Instructions in booklet form, \$4.95. \$1. Daugherty, Box 12, Phillipsburg, N. J.

MAKE PERFUME FROM OUR CONCEN- trates; information free. Men, women write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. fe18

NEW DISTINCTIVE SONG PARODIES-FOR list and prices write Ed Hanley, 852 2d Ave., New York City. ja28

NYLONS-FULL FASHION; 100,000 PAIRS, 51- 54 sheer, boxed and packed in cellophane envelopes; Style 51-54A, \$5.95 doz.; Style 51-50B, \$4.95 doz.; sizes 8 1/2 to 11; rejects, \$1 doz., 10 doz. lots or more. World Sales Co., 460 North Chinton Ave., Rochester 5, N. Y. fe4

OFFER NEWEST ITEMS FIRST-MONTHLY bulletins tell where to get 100 newest products before reaching open market. Publishers, Gardenville 3, N. Y. ja28

ORIGINAL KOEHLER SIGNS-LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 235 Costr. Lemay 23, Mo. ja28

ORIGINAL-DRINK HAROUPOLA; HAVE A punch; Polar Punch, the perfect fruit beverage. Sofos System, 58 Washington St., Hoboken, N. J. fe4

PERFUME-WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; catalog free. Fischborn, 350 Lincoln Rd., Miami Beach, Fla. fe18

PLASTIC SCALLOPED TABLE CLOTHS - Latest prints, 64x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free details. Samuel Rosenzweig Access. Co., 8 Herl St., Brooklyn 12, N. Y.

POCKET COMBS - 100 CARDS 12'S, \$15; Pocket Clip Combs, 100 cards 12's, \$20; assorted colors; sample card, \$25. Carleton House Distributors, Texas City, Tex. ja28

QUICK SILVERWARE AND JEWELRY DE- tarnishing Plates; up to 900% profit; free sample offer. Manufacturers, 308-BB New York St., Aurora, Ill. fe11

QUICK WIT, HOW TO DEVELOP-INCLUDES 108 flash remarks provoking laugh every 4 seconds; valuable help; \$1 postpaid. Star Scene Co., 1712 Boston Road, Texasarkana, Tex. fe11

REAL GIRL PHOTOS-TREMENDOUS PROF- its; sell on sight; 24 different and wholesale price list, \$1. M. Keeman, 2433 N. Mascher St., Philadelphia 33, Pa. fe28

RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill. ap1

SALESMEN, DISTRIBUTORS-FAST SELLING Jewelry items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. fe4

SELL DUPONT NYLON UNIFORMS - COM- plete line famous exclusive Hoover styled Nylon Uniforms for beauty shops, nurses, doctors, waitresses, others. Best quality, splendid values. Exceptional income. Real future. Equipment free. Write fully. Hoover, Dept. E-108, New York 11, N. Y. fe22

Biggest Profit Maker in WATCH History



RHINESTON DIAL WATCH
In 14K Gold Plated Case

\$4.25 Brand New

- 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Stimulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap
- Matching Gold Plated L. Expansion Band, \$1.00 Add.



JEWEL MOVEMENT Chronograph

\$3.75 (In Gold Plated Case \$4.50)

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dial
- Polished Chromium Case
- Guaranteed New-Not Rebuilt (With strap and gift box, 20¢ add.)

Other Men's Wrist Watches, \$3.85
Ladies' Wrist Watches from \$3.95
Above price for orders of 4 or more watches, \$1 ea. extra on orders under 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

THE ORIGINAL Snake Keychain



NEW LOW PRICE!
\$6.95

PER DOZEN IN POPULAR NICKEL FINISH

Sure fire hit! Sales, prizes and premiums. Medium weight. Belt holder. Choice Round or Square Snake chain either Nickel Yellow finish. Packed bulk. Subject to 20% Federal Tax if resale.

8221191T-Nickel Finish, per doz. . . \$5.95
8221192T-Yellow Finish, per doz. . . \$5.95
F.O.B. Chicago-2% discount for cash
25% Deposit on C.O.D. Orders.
\$84 page 1950 HAGEN MERCHANDISER
to Dealers. State nature of business.

HAGEN JOSEPH HAGEN COMPANY
Wholesale Distributors Since 1911
213 West Madison St. CHICAGO

Salesmen, Wagon Jobbers, Agents

Here is that **SECOND-LOOK GIVE-ME-ONE**, useful Pocket Novelty that you have been looking for. It makes an ideal gift, push card or salesboard item-IT'S A SURE-FIRE HIT. This smart gold-finish mechanical pencil has a Hollywood cutie in the panel, and the window closes while writing. IT'S A SENSATION-Send \$1.25 for 1 sample postpaid. 1/2 doz. for only \$7. 1 doz. for \$12. 6 doz. or more only \$9 per doz. (Free Push Card Label With Each 1/2 Doz.) Each in box, with guarantee. 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepare in U. S. A.

AL HAWKINS & CO.
Box 1285
Sioux City, Iowa

Jobbers--Salesmen--Agents

WE CAN'T SHOW PIXES HERE and justice to the item or to anyone concerned-but we promise to make you with this **ACTION NOVELTY PICTURE** This (5x7) framed photo of a lady come to life, smiles and winks as you move or cross it. It is not magic-it is mechanical and durable. IT'S A SURE HIT! HONEY-makes an ideal prize, salesboard or push card item. (V SEND 1 FREE PUSH CARD LABEL WITH EACH 1/2 DOZEN, takes \$10.20.) Send \$1 for 1 sample postpaid. 1/2 doz. for only \$5. 1 doz. for \$8. 6 doz. or more, only \$7 per doz. 25% deposit, balance C. O. D., plus delivery charges or send full amount and we prepare in the U. S. A.

AL HAWKINS AND CO.
BOX 1285
SIOUX CITY, IOWA

CARBON PAPER TO OFFICES—A neatly printed luxury profit. Write for free list of amazing facts and details. Metropolitan Business Service, 124 South Pennsylvania, Indianapolis 4, Ind. fe18

SALETY JOBBERS, WAGON JOBBERS—are manufacturing balloon novelties, paper horns, prize package displays, jokers' signs. Eagle Specialty Co., Akron 14, O. fe11

FORM SALESMEN, NOTICE—"SPECIAL SALE." A penny post card will bring you free line outfit. More profits handling Bells, Orms, Cook and Walters 2 and 4 way signs, etc. Pay every sale. Write to Bell Co., 510 Mason Bldg., Dept. B, Fresno, Calif. ja28

WEEKLY-EASY AND STEADY; SELL—everywhere; new items; daily necessity. Metroplastic, Metro 5546, Los Angeles, Calif. ja28

SOCIAL SECURITY PLATES, \$5; SKILLO—Tags, 24 carded, \$1.50; Clasp Bracelet, \$1.00; Closeout Earrings, 5¢ pr.; Necklace Earring Sets, \$6.75 doz., boxed. Send \$10 samples. Shr-Lee, 4707 Sheridan Road, Chicago 40, Ill. fe11

OWN BUSINESS—OVERCOATS 50¢, Suits 34¢, Shoes 12½¢, Ladies' Coats 10¢; enormous profits; catalog free. 538-L Roosevelt, Chicago 7. fe11

WEEKLY-EASY AND STEADY; SELL—everywhere; new items; daily necessity. Metroplastic, Metro 5546, Los Angeles, Calif. ja28

STYLES—4, 6 AND 8 PROPELLER PLAS-—Pinaneels; all colors; sample gross post \$7.20. L. G. Sargent, R-2, Keene, N. H. fe11

ANIMALS, BIRDS, PETS

ENTION, SHOWMEN—YOU MAY NOW—order all metal display cages made to your specifications or our suggestions for your Wild-Show; upon request we shall be pleased to forward you descriptive literature showing detail a sketch of a sample cage; these cages are ordered complete with your selection of animals, birds or reptiles if you wish; place order now for delivery when you wish; may order from one to any number of cages and specimens; cages can be varied in size to suit your demand. Chase Wild Animal, Egypt, Mass. ja28

BUSINESS OPPORTUNITIES

CHOICE SPOT FOR LARGE MERRY-GO-—round and Ferris Wheel; previously held by party for 10 years; located at Olcott Beach, N. Y. A. C. Fox, P. O. 171, Olcott, N. Y. fe11

ADVERTISE IN 40 WEEKLY NEWSPAPERS—each Southwest, \$3.50 (24 words). Pennabaker, Advertising, Box 141, San Marcos, Tex. fe11

ALL PROFIT" POSTCARD PLAN—THIS plan brings shower quarters; 25¢ postpaid. St. 3615 "G," Tacoma, Wash. ja28

ANALYZE HANDWRITING FOR PROFIT—complete outfit \$1 (profits \$20-\$50 daily); charts \$7.50 1,000. Graphologs, POB Philadelphia. fe11

AN EXTERMINATOR—FORMULAS, SE-—crets, what to charge, big profits, easy work, particulars. Raymond Knox, Bryn Mawr, Pa. fe11

BEAUTIFUL STAR P-50 ELECTRIC FLOOR—model Jumbo Giant Gas Star French Fry; electric, all brand new, never uncrated. Beverage Co., Cambridge, O. ja28

CONCESSIONAIRE'S GUIDE BOOK" (\$1)—packed with secrets and knowhow for making concessions at carnivals, fairs, etc. Circular available. Stampico, Detroit 4, Mich. fe25

STRICT REPRESENTATIVES—NO SELLING,—no experience necessary. We buy from you. At the moment you receive our plan, complete. \$1. C. H. Smith Advertising Agency, P. O. Box 115, Lancaster, Pa. fe11

CELLENT LOCATION FOR AMUSEMENT—park; Southeast Washington, D. C.; 12 acres highway; ideal grove, long lease. J. B. Aley, Branch Ave., S.E. Washington 20, D. C. fe11

ARRIS WHEEL IMPROVEMENT, INEXPEN-—sive; now you can make big money. For further details write A. J. Robinson, Box 252 Santa Sta., San Diego 14, Calif. fe25

SALE—PORTABLE ROLLER RINK, LO-—cated in center of one of best skating towns in U. S. Large, prosperous area to draw from. 122' hard maple floor; almost new, good skates, shoe skates and all equipment in condition. May be operated in Winona or sold. Only rink in Winona; worth investigation. Contact M. C. St. John, Winona, Minn. fe11

RE FOLIO—700 MONEY MAKING DEALS,—Plans, Ideas, mail order information. Formulas. Wholesale Supply Sources. Unusual Items. Sample, Box 572, Dept. E, Dayton 1, Ohio. ja28

IL SELLING OFFERS UNLIMITED OP-—portunities; learn how it's done. Write Howards Plains, 1 Laurel Ave., Binghamton, N. Y. ja28

W-USED MOBILE TRUCK MOUNTED WHIP—and Merry-Go-Round Kiddie Rides; see our General Outdoor section this issue. Weld N. Body Co., 5903 Preston Court, Brooklyn N. Y. ja28

ASTER NOVELTY MANUFACTURING SET-—up with molds, etc.; also expert advisory vice one year; terms. Address Box 6-15, Lombard, Cincinnati, O. fe11

RSCHELL SPILLMAN 50', 3 ABREAST, 18—section, park type Carousel in permanent building, plus Kiddie Airplane Rides; very good ride; located Balboa Park, San Diego, Calif.; ride's Fair slated for park 1953; good deal cash. Glenn Wilcken, 4550 Edgeware Rd., San Diego 4, Calif. fe11

W JERSEY PROPERTY—RENT-SELL, ONE—acre, suitable any business; on State Highway 33-34, Write Box 489, Billboard, N.Y.C. fe11

MADE MAGAZINES HELP YOU GET AHEAD;—latest copies; more than 1,150 covering every line, business or interest available through easy-to-get-acquainted service; full particulars and price list free. Commercial Enterprises Publishing Co., 34H North Ritter, Indianapolis 19, Ind. fe11

BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIPFITTINGS, INC.

19 Old Slip N. Y. 5, N. Y.

WANTED—ROLLER SKATING RINK IN GOOD—condition for park located on U. S. 1, world's busiest highway. P. O. Box 609, New Brunswick, N. J.

YOU FOR PRESIDENT OF YOUR OWN—credit-collection business; many who answered our ads now have their names on office doors. Franklin Credit, Roanoke 7, Va. np

200 LATEST PROVEN BUSINESS IDEAS COM-—piled in new book, "How To Make Money at Home, \$3. Dept. B, Syracuse Sales, Box 5946, Cleveland 1, O.

COIN-OPERATED MACHINES, SECONDRAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 85 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL GREEN GOLD BROCADE SEVEN—Piece Curtain (14x22), \$75; smaller one, \$50; Blue Gold (8x27), \$70; Minstrel Suits, Wigs, Orchestra Coats Wallace, 2416 N. Halsted, Chicago, Ill. fe11

CLOWN AND BURLESK COMICS' PROPS,—Wigs, Accessories; free lists; assortments, \$5. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. fe11

SINCE 1869—COSTUME BARGAINS; CHORUS,—dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. mh25

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma4

CRETORS, STAR, LONG-EAKINS POPPERS,—peanut roasters, geared kettles, copper caramel, candy kettles, gasoline, bottled gas equipment. Northside Co., Indianola, Iowa. ma4

FROZEN CUSTARD TRAILER, COMPLETE—aluminum trailer, Custard King Machine, fluorescent lighting, clean, flashy; original cost \$5,000; sacrifice \$1,650. Danny Dorso, Oceanlide Park, Riviera Beach, Fla. ja28

FOR SALE—SECOND-HAND SHOW PROPERTY

ART SHOW—PROFITABLE! COUPLE OPER-—ates, flood lamps, tickets complete, \$69; sample, 25¢ cash. Shirley, Route 6, Duluth 4, Minn. fe11

BARGAINS GALORE—THEATER AND SOUND—Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. npja28

BILL HORN ALIVE—KID BORN WITH 3—legs. This beautiful young goat, minus leg, hip or ham, 12 large photos human freaks, 16-16 gov. Tent; small metal panel front. \$95 cash. Charles Fretz, R. 1, Sellersville, Pa. fe11

CLEARANCE SALE—16MM. SOUND FILM;—new and used; Shorts and Features. Waverly, 5707 So. Christians, Chicago 29. fe11

COMPLETE EQUIPMENT FOR 500 SEAT—Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ja28

FOR SALE—1 MODEL 105 BH-IR-1500 WATT,—110 volt, single phase remote control Onan Light Plant; splendid condition and only used about thirty hours; will sell for the remarkably low price of \$349 f.o.b. Soperton; original cost \$550. Sparks Specialty Co., Soperton, Ga. fe11

FOR SALE—ORCHESTRA SLEEPER BUS;—flexible coach, Buick engine; excellent condition; details on request. Mal Dunn, Morris Hotel, Omaha, Neb. fe18

FUNHOUSE PLANS—100 DRAWINGS, 10,000—words, dimensions, tricks, animated inside and outside displays; platforms, jacks, etc., opaque projector to enlarge comics; 2 styles including removable partitions so semi or wagon transports rides, concessions; all for \$10; free circulars. Brill, 228-B North University, Peoria, Ill. fe11

MINIATURE COASTER, WHIP—TRADE ON—Flying Scooter, Tilt, Kid Boats, Eli Merry-Go-Round. F. Shafer, Washington, Ind. fe11

OCTOPUS RIDE, 8 CARS, COMPLETELY RE-—built and painted, with the latest style seats; one National Ploss machine complete with stand and new spinner head; one House of Mirrors mounted on trailer panels opens to 36 ft. front. Write Thompson Bros. Amusement Co., Altoona, Pa. ja28

PITCH BOARDS, SNOWBALL MACHINES,—Peanut Roaster, Cork Gallery, 8x8 joint, 4 way awnings. Box C-25, Billboard, Cincinnati, O. fe11

QUICK SALE—PAIR SIMPLEX 35MM PORT-—able Projectors; complete Western features, \$10 each; shorts, cartoons and comedies. Brownie, Eulonia, Ga. fe11

SHOOTING GALLERY—15-SHELL LOADING—Tubes, 75¢ dozen; \$6 100; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb. fe11

SHOOTING GALLERIES FOR SALE—SAFEST,—latest and attractive equipment, 1 yr. old. Long-Air Gallery inside 30 ft. trailer. Short Range mounted on ton 47 Chevrolet truck. Sell part or all. Write Maynard Sitton, Mitchell, Nebr. fe11

SURPLUS GENERATOR SETS—1 TO 25 KW.—Gas and Diesel; bargains. Oldham & Sutherland, Junction City, Ky. ma25

TENT, 80x200; NYLON, NO POLLS, NO SIDE-—walls, \$2,000. Bennie, 200 Main St., Windsor Locks, Conn. fe11

THEATER SEATS, FOLDING CHAIRS,—Screens, Projectors, Floodlights, Blue, Stadium Seats, Film Lone Star Film Company, Dallas, Tex. fe11

VAN BODY—16 FOOT LENGTH WITH 7 FOOT—ceiling, 2 windows with screens, ventilated top, built in cupboards, 2 banks that fold up against sides; this truck body was built for show business. \$500. Write, wire or call Russell Whitehurst, 908 Rockhill, Ft. Wayne, Ind. fe11

VICTOR—60-B 16MM. SOUND PROJECTOR,—like new, cost \$485; sacrifice first \$215. P. O. Box 529, Lynn, Mass. fe11

WANTED—ROLLER SKATING RINK IN GOOD—condition for park located on U. S. 1, world's busiest highway. P. O. Box 609, New Brunswick, N. J.

YOU FOR PRESIDENT OF YOUR OWN—credit-collection business; many who answered our ads now have their names on office doors. Franklin Credit, Roanoke 7, Va. np

200 LATEST PROVEN BUSINESS IDEAS COM-—piled in new book, "How To Make Money at Home, \$3. Dept. B, Syracuse Sales, Box 5946, Cleveland 1, O.

COIN-OPERATED MACHINES, SECONDRAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 85 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL GREEN GOLD BROCADE SEVEN—Piece Curtain (14x22), \$75; smaller one, \$50; Blue Gold (8x27), \$70; Minstrel Suits, Wigs, Orchestra Coats Wallace, 2416 N. Halsted, Chicago, Ill. fe11

CLOWN AND BURLESK COMICS' PROPS,—Wigs, Accessories; free lists; assortments, \$5. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. fe11

SINCE 1869—COSTUME BARGAINS; CHORUS,—dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. mh25

4 BIG ITEMS IN-1 BIG SET!

AMAZING COMBINATION INCLUDES:

- HOODED POINT PEN
- PEN KNIFE
- BALL POINT PEN
- MECHANICAL PENCIL

Here's the merchandise hit of 1950 and WE'VE GOT IT FIRST! Rich looking, boxed PEN-PENCIL-KNIFE SET that's a real crowd-stopper! Sells like wild wherever shown! Pen and pencil barrels are lustrous Butyrate tubing with polished and lacquered brass caps and clips. Stainless blade pen-knife matches color and luster of pen and pencil barrels. Packaged in flashiest box in the business! Shipped in 5 fast-moving assorted colors. Shoot your order in air-mail—be the first in your town to show this sensational 4 pc. set!

ORDERS SHIPPED SAME DAY RECEIVED!

DOZ. \$8.75 GROSS SETS, \$96.00
SETS \$1.00 SAMPLE SET \$1.00

25% Deposit With Order, Bal. C. O. D., P. O. B. DETROIT.

GEM SALES CO. 533 WOODWARD AVENUE DETROIT 26, MICHIGAN

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case
Ea. \$2.90

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

1949 No. 59 Catalog
NOW READY—WRITE

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE, WIS.

Complete Assortment of Jewelry

NEW ENGRAVING JEWELRY CATALOG
Newest Styles
NOW READY
Write for Yours Now! State Your Business

JEWELRY—That's Our Business

We have everything for

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- ENGRAVERS
- DEMONSTRATORS

BIELER-LEVINE 5 NO. WABASH AVE. CHICAGO, ILL.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRES—BRIDAL SETS—CAMEOS—SIGNETS—BIRTH STONES—COCKTAIL RINGS—Set with brilliant White Stones and Red Baguette Combinations. They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 dozen up

HARRY MAHREN RING CO. Red and White Stone Combination ...\$3.00 Doz.

Engagement ...\$2.63 Doz.
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303 5th Ave., N. Y. 16, N. Y.

FAIR AND CARNIVAL WORKERS When in TEXAS Visit Us

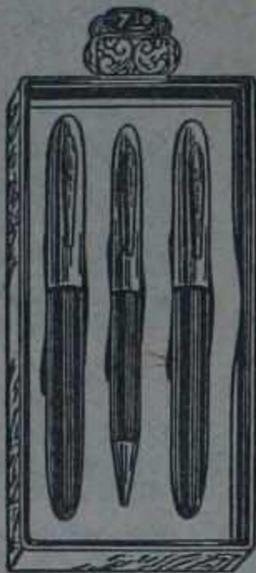
Large stock always on hand. Novelties, Premiums, Glassware, Batons, Balloons, Horse Clocks, Mexican Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

M. NOWOTNY & CO. 1401 BROADWAY SAN ANTONIO 2, TEX.

GIVE TO THE DAMON RUNYON CANCER FUND

(Continued on page 78)

FLASH!



New low price on 3-piece Pen Sets. The lowest price in the country. New type dropper filler fountain pen that holds 4 times more ink than any other pen on the market, and is vacuum sealed. This 3-piece Pen Set comes in all atomic colors, and pastel shades—blue, gray, black, maroon. These Pen Sets have the gold finish tops, and can be sold for 50¢ per set. This is terrific. Each set comes in a beautiful box, with a beautiful gold embossed \$7.50 price tag, and also a beautiful guarantee slip. This set has a mechanical pencil with eraser, a ball point pen and a vacuum sealed fountain pen. You will do a terrific business. We ship same day when we receive orders.

\$4.50 per dozen **\$48.00** Gross Sample Pen Set 75c

We also have all gold finish metal 3-piece Pen Set that comes with embossed price tags and guarantees.

\$6.75 Per Dozen **\$78.00** Gross Sample Gold Finish Pen Set \$1.00

Special Filigree Ball Point Pen & Key Chain with colored stones

\$2.00 Per Dozen **\$22.50** Gross

Key Chain Flash Light— all gold finish..... **\$2.75** Dozen

25% Deposit, Money Order or Cash Balance C.O.D.

HARRIS NOVELTY CO.

1102 ARCH ST., PHILADELPHIA 7, PA. Phone MA 7-9848



DOUBLE HEAD ELECTRIC SHAVER

Never before have you seen such a precision made electric shaver at this sensationally low price. Individually wrapped with a \$22.50 price tag (including simulated pigskin pouch).

Price \$2.50 each in dozen lots. 25% deposit, balance C. O. D.

National Distributing Co.

Calumet Bldg. MIAMI, FLA.



ORIENTAL DESIGN RUGS

\$25.00 Each

Attn: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 6 by 11 room size RUGS! Perfect Quality. Woven

through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded within 3 days Write TODAY for free wholesale price list and catalog 25% deposit with order, balance C. O. D. AGENTS WANTED

LO-US TRADING CO.

Dept. P-6, 28 W. 37th St., New York 1, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 77)

3 LIGHT PLANTS, 3 PHASE TWO TWENTY volts, sixty cycle twelve KVA, three hundred each; 6 electric drive yourself kiddie cars, three sixty; one Tilt, 9 tubs with brakes, two thousand; one Zepher gas train engine and 2 cars, twenty-two passenger, eighteen gauge portable steel track, good condition, twelve hundred. Ralph Frick, Burlington, Iowa.

25KVA GENERATOR SETS, A.C. NEW, \$1,250-10kw., new, \$575; 4 kw., new, \$495; used, \$395. O. C. Evans, Mt. Sterling, Ky. Ja28

385 FT. CANVAS SIDE WALL—10 FT. HIGH, snaps and grommets; in three sections with bags; used only three weeks; one 500 watt Kato Portable A.C. Plant, Briggs Stratton Motor. Address Helen Clements, 2160 Barksdale Blvd., Bowler City, La Phone 3-4860. Ja28

1947 EZE-WAY FROZEN CUSTARD MACHINE in perfect condition; \$500. C. Candiano, 186 Fainham St., Lawrence, Mass.

1948 FACTORY BUILT 7x15 TRAILER—FULLY equipped for sno cone; also space for floss and pop corn. Price \$800. J. H. Corley, 3 N. Whiteside, Hutchinson, Kan.

FORMULAS & PLANS

FREE FORMULA CATALOG FOR AGENTS, pitchmen, demonstrators and manufacturers; anything analyzed, \$20. Western Chemical, B.B. 643, Salem, Ore. fe4

INSTRUCTIONS BOOKS & CARTOONS

EARN BIG PROFITS—SEND \$1 FOR TWENTY different fast-selling books, postpaid: Recitations, Jokes, Entertainment, Reference, Fiction, Magic, Astrology, Health, Athletics, Minstrel, etc.; big variety; write your business. Stein Publishing House, 521 S. State St., Chicago, Ill.

LEARN FIRE EATING, JUGGLING, KNIFE throwing, ventriloquism, clown gags, torture, iron tongue, acts. Manly, 200 So. Ave. 56, Los Angeles 42, Calif.

SWING PIANO—BY MAIL, 30 LESSONS, \$3; self teaching book; Teachers! Students! 20 classical compositions usually \$25; introductory offer now \$14; write for list new work by Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. fe18

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 10¢—Joker's Novelties, Magic, Fast-Selling Specialties! (Pitchmen's Headquarters.) Ariane Mfg. Co., 4462-B Germantown, Philadelphia. fe11

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope, pitch; each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. Ja28

NEW #22 CATALOG MINDREADING, MENTALLISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog 30¢; wholesale Nelson Enterprises, 336-B S. High, Columbus, O. Ja28

VENTRILLOQUAL (345 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. Ja28

MISCELLANEOUS

EARTH'S OXIGEN FEATURING OUR FLESH—Moon's Hydrogen our Soul; Sun's Nitrogen our Spirit; "Nature's Influence." \$1. Jon Rommel, 4111 Wiltmer, Niagara Falls 47, N. Y.

NEWS!—YOUR NAME FEATURED IN LIGHTS on famous Broadway Theater. Photograph amazes friends! Yours, \$1. Old customers please contact for new idea. Rickarby, 403B W 115th St., N.Y.C. 25. fe11

WE BUY, SELL OR TRADE 35MM. SERIALS, Comedies, Features in good condition. Little Bros., Box 123, Ft. Smith, Ark. fe11

WOULD YOU LIKE TO RECEIVE ONE HUNDRED letters daily containing quarters? Will send copy and plan with six formulas for 25¢. For sure winner write John Labozza, 295 Franklin Ave., Franklin Square, N. Y.

MUSICAL INSTRUMENTS, ACCESSORIES

EXPERT CALLIOPE REBUILDING—INSTRUMENTS bought and sold. Calliope and Unafon parts. Lee Company, 934 N. Lancaster, Dallas, Texas. fe4

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WANTED—A PARTNER WITH \$5,000. SMALL woman, 40 years of age, under 140 lbs., must drive. Free to travel and know the show business. No drunks wanted; this is 50-50 proposition. Write Leonard Tracey, Box 174, Route 21, Upperco, Md. fe4

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POCKET JOKE BOOKLETS—12, \$1; TWO different titles, 25¢ postpaid. Mess, Box 55-X, Radio City, New York 19.

SINUS? DON'T SUFFER FURTHER, INSTANT relief; treatment, \$1; sample, 10 cents. Alvin's, 3224 1/2 Prospect, Kansas City 2, Mo. fe4

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DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. apfe25

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. apfe25

LEATHERETTE PHOTO CASES, ASSORTED colors, 1 1/2x2, \$3 per 100, \$25 per 1,000; we make all sizes; 25% deposit. Frank Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap8

SPECIAL 2X3 FOLDERS, \$1.80 100—WRITE for circular, other sizes. Penn Photomounds, 235 Woodland Ave., Glenoiden, Pa. Ja28

THE NEW EASTMAN DOUBLE WEIGHT DIRECT POSITIVE Paper now available in all sizes. Marks & Fuller Inc., 70 Scio St., Rochester 4, N. Y. Ja26

WANTED—OLD-TYPE 5x7 EASTMAN KODAK direct positive paper. Al Rosen Studio, 508 Market St., Chester, Pa. fe4

PRINTING

ATTRACTIVE 100 8 1/2x11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples, Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe11

ATTRACTIVE PRINTING REASONABLE—Envelopes and Letterheads, \$5; Business Cards, \$2.50 per 1,000. Modern Print, Box 34, Hyattsville, Md. Ja28

BUSINESS CARDS—ATTRACTIVELY EMBOSSED, Black or blue ink, 1,000, \$3 postpaid. Fully guaranteed. Send check to Levins Specialties, Atlantic Bldg., Washington 4, D. C.

FLASHY LETTERHEADS IN GOLD, SILVER and Copper! Sparkling! Dynamic! Standout designs for Midways, Concessions, Orchestras, Magicians, Clowns, Circus, Samples, 10¢. Be surprised! Solldays Colorprint, Knox, Ind.

FOR SALE—MIMEOGRAPH PAPER, 68¢ ream; request samples. Brookman Paper Co., 56-F West 24th, New York 10. fe11

LOWER WINDOW CARD PRICES!—FLASHY three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. Ja28

NOW \$2.85 BUYS 1000 DELUXE EMBOSSED Business Cards, pre-paid. Neatly arranged, 7 line limit. Allied, 142 Walker, Atlanta, Ga. Ja28

PRINTING—PERSONALIZED FLORAL STATIONERY, \$1.25; napkins, party sets, letterheads, etc. prices for stamp; businessmen, sales stimulator plan, details stamp. H. Scott, Shambaugh, Iowa.

RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID; stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati O. fe25

USE BUSINESS CARDS? 1,000 EMBOSSED, \$3.95; leave lasting impression with distinctive, quality cards; satisfaction guaranteed; fast service; this ad worth 25¢ discount. Write Young, Box 43, Swannanoa, N. C.

ZINC CUTS, 2x3, \$1; 3x4, \$1.75; 4x5, \$2.50; 5x8, \$3.25; also printing from drawings or photos. Coatt, Box 290, Danville, Ill.

14x22 TYPE WINDOW CARDS. THE BELL Press, Winton, Pa. fe25

500 ATTRACTIVE 2-COLOR LETTERHEADS OR Envelopes, \$3.50; prompt service; samples. Mallross, 1206 Front, Toledo 5, Ohio. fe4

1,000 ADVERTISING, NAME, ADDRESS BLUE-PRINT Stickers, \$1 postpaid. Samples, free. National Ad-Agency, 15 East 3rd, Cincinnati 2, Ohio. Ja28

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A-1 MEN OVER 40—MAKE A FORTUNE: NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 180 Chestnut St., Rochester 7, N. Y. (Mention Billboard) fe25

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4923-DS Lincoln, Chicago. np

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NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago CA 6-2544. Ja28

SIDE SHOW BANNERS—8x10 FEET, \$31.75; artistic, painted on good cloth; complete with leather straps and rings; quick service; also other banners made; banners for rent. W. Courtney, Barboursville, W. Va. Phone 4301. fe4

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors, complete outfits. Illustrated catalog free. Mill Zeis, 725 Lesley Rockford III mail

FOR SALE—3 MACHINE TATTOO OUTFIT complete, old timer, selling out cheap. Joe Alexander, 528 E. Exchange, Akron, O.

NEEDLES, FINEST OBTAINABLE, MADE IN France; 12 Sharps, thousand lots, only \$5; air mail prepaid. Joe Darpe, Hotel Victoria, Norfolk, Va. fe11

TATTOOING MACHINES, DESIGNS, COLORS. Needles. Outfits: genuine German Pelican ink; free catalog. Owen Jensen, 120 W 83rd St., Los Angeles 2. fe11

WANTED TO BUY

OLD RECORDS—GENNETT, PARAMOUNT, Okeh, Brunswick, Vocalion, Columbia (14000 series), Bluebird, Decca (blue); cash waiting. Bellaire Records, 10709 Jamaica Ave., Queens Village, N. Y. Ja28

USED 16MM. SOUND, SILENT FILMS, RUBBER; priced for cash. Joe Ulmer, 103 W. 16, Jacksonville, Fla.

WANTED TO BUY—ONE CHIMPANZEE. Write A. E. Burke, Manager, Cleveland Golf and Country Club, Cleveland, Tenn.

WANTED IMMEDIATELY—25,000 GI SURPLUS Raincoats (cover, protective, individual in packed, good condition; 5,000 new or used Stadium Best Back Chairs; 5,000 Stadium Chair Cushions, new or used; 1 pay cash. Write only James Garvey, Rodgers St., Ridley Park, Pa.

WANTED—MOTORDROME STATE SIZE, Condition, price. Write, Harry Steele, Box 54, Berwind, W. Va.



Two-Tone Antique Color GENUINE COWHIDE

Genuine hand-tooled, hand-laced LIFE TIME bags, entirely hand made from fine grade Western cowhide leather. Satisfaction positively guaranteed or money refunded. Large Shoulder Bag, 8-inch Bag, Zipper, Lined, Zipper, Not Lined (\$5.95 Retailer) \$2.75
14 - 1 - inch Handbag, Double Zipper, Lined (\$3.00 Retailer) \$1.75
11 1/2 - inch Handbag, Zipper, Lined (\$3.00 Retailer) \$8.75
6-inch Bag, Zipper, Not Lined (\$4.95 Retailer) \$2.25
Hand Tooled W. Lots (\$5.95 Retailer) \$2.75

Sold Wholesale for Re-Sale Only SEND FOR ILLUSTRATED BROCHURE



ORDER BY MAIL. Postpaid if remittance sent in full—or send 25% deposit, balance C. O. D.

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1128 14th Street Denver 2, Colo.

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54 Pages jammed With Premium Items Men's & Ladies' Fashions

WRIST WATCHES
* BLOIN * BULOVA * ORUEN * BERRUS * WALTHAM
7-Jewel \$8.75
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Reconditioned and guaranteed like new. Rhinestone Dial, \$1.50 add. Stretch Band, solid filled, \$1.25 add. Comb. Mesh & Stretch Band, \$1.50 add.

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Copies of women's expensive \$210-\$300 watches. Reconditioned and guaranteed like new. 7-Jewel \$8.95
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During January Only \$1 Flush Box Free With Every Watch.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

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Beautiful Beautiful Money Maker BLACK CERAMIC PANTHER CLOCK

Will give you quick action, fast profits. 12 1/2" Black Ceramic P.A.N. "THER" mounted on 1 1/2" Wood Base. Guaranteed 3 1/4" ELECTRIC CLOCK. Base and Clock finished in Black Satin Color. Individually boxed. Also available with rich marbled base and clock case at \$2.00 more.

\$13.99 EA. 1/3 Dep. Bal. C.O.D.

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Manufacturers 1428 N. 37th St. Phila. 23, Pa.

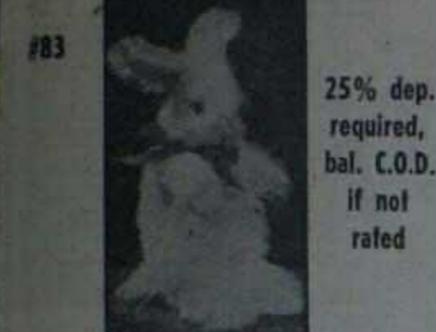
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Factory-Fresh — Cell Wrapped. All flavor. Prize Pack Chicksy Gum, all types and sizes.

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ORDER EASTER STUFFED TOYS NOW
Buy Direct From Manufacturer



#83
25% dep. required, bal. C.O.D. if not rated

- #38-38" Jumbo Begging Rabbit, hi-grade rayon plush. \$36.00 dz. In 6 Ppd \$3.75
- #83-14 1/2" Cuddly Life-Like Rabbit. Real rabbit skin, in white, pink & maize. \$19.50 dz. In 6 dz. lots, Ppd \$2.50
- #82-12" Begging Rabbit. Real rabbit skin, white, pink or maize. \$18.50 dz. In 6 dz. lots, \$16.50 dz. Ppd \$2.25
- #17-13" Boy or Girl Rabbit. Made of rayon plush and felt. Stands alone. Fully dressed. \$16.50 dz. Ppd \$2.00

Special Easter Offer!
#84-12x6" Running Rabbit, white real rabbit skin, mouflon Ppd \$1.35
Trimmed. \$11.40 dz. SAMPLE

Send \$11.00 and receive all 5 samples postpaid
Send for FREE illustrations and price list of our Easter line, and Jumbo Concession and Carnival numbers.

Special Jobbers set up. Salesmen wanted!
ACE TOY MFG. CO.
122 West 37 St. New York 1, N. Y.

FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kendex nylon hose—sold with amazing guarantee that gives free replacement if hose runs or snags (regardless of cause) within period up to 3 months. Complete line including sheerest 40 gauge. Carries Good Housekeeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write:
KENDEX CO., BABYLON 47, N. Y.

They're Hot... Exciting Al Capp

kigny BALLOONS

SELL FASTER than you can blow 'em up!
Super-popular new Dog-patch character in large Pioneer Qualatex toss-up balloons people can really kick. Two big sizes: 613-K inflates 13" high, 1020-K inflates 20" high. Assorted colors—bargain priced to sell at 5¢ and 10¢. Rake in the profits from fast sales. Write: The Pioneer Rubber Co., 107 Tiffin Road, Willard, Ohio; Los Angeles 4, Calif.

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FOR IMMEDIATE DELIVERY
HIGHLY POLISHED • ELECTRO PLATED

- IDENTIFICATION BRACELETS • from \$14.40 Gross and Up
- PINS • GUARD PINS • FOBETTES • from \$9.00 Gross and Up

WRITE FOR CATALOG NOW (STATE BUSINESS)
25% Deposit With Order. Balance C. O. D.
SEND \$5.00 FOR SAMPLE ASSORTMENT
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RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week's Issue

ADVANCE AGENT TO SELL SMALL MAGIC Show. Five people including piano player. Can do up to two hour show. Program packs plenty of laughs. Have screen trailers, mats, lobby display, etc. Will travel anywhere, but must have steady bookings. Prefer agent to work percentage. Give complete information in first letter. Mal Cameron, 12 Ophir Street, Boston 30, Mass.

BOOKER—OLD REDPATH-HORNER CHAUTAUQUA organization has opening for field representative arranging successful local talent production with leading patriotic and civic groups in smaller towns; permanent, interesting work; need car; excellent earnings. Write Field Director, 3419 Broadway, Kansas City, Mo.

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ENTERTAINMENT DIRECTOR WANTED FOR all year 'round week-end position; high class resort hotel near N.Y.C.; personable, congenial young man, must be good mixer and act as M.C.; must play accordion, piano or guitar and be able to lead in community sing; ability to teach rhumba desirable. Write Altman Country Club, Haverstraw, N. Y., or phone Haverstraw 2076.

EXPERIENCED AERIALISTS—MALE, FEMALE for established high acts; long pleasant season; state age, experience, salary expected, etc.; photo. Xcellos, 102 Gold St., New Britain, Conn. fe4

EXPERIENCED CATCHERS, FLYERS TO FORM aerial casting act; indoor, outdoor riggings. Xcellos, 102 Gold Street, New Britain, Conn. fe4

EXPERIENCED ENGINEER OR MAN WHO understands games thoroughly to help work out game conversions; full or part time; reply kept in strictest confidence. Box 490, Billboard, 1564 Broadway, N.Y.C.

EXPERIENCED HIGH LADDER ACT GYM-nasts. Ability, intelligence, good appearance demanded; meals, lodging furnished during rehearsal; unemployment compensation coverage. State age, weight, height, all qualified routines you do. Photos—yes. Write Crash Dunigan's Aerial Silhouettes, 227 Osgood Avenue, New Britain, Conn.

GIRL MUSICIANS WANTED — BASS, PIANO and drums. Voice helpful; choice steady engagements. Send photo; salary. Lee Brandywyne, Box 87, Brooklyn 14, N. Y.

NEED REGISTRAR FOR TOP MID-WEST MU-sic studio; good opportunity. Write Bowlby's Music House, 1023 2d Ave., Rock Island, Ill. Ja28

UNION MUSICIANS FOR RADIO—DRAMATIC show, dance unit; those doubling stage or vocals preferred. Strong specialties; comedy, teams or singles. Especially fiddle. Read or fake, others write. Guaranteed salary. Write or wire immediately Johnnie Silvers, KCOW. Alliance, Neb. fe4

USEFUL PEOPLE IN ALL LINES FOR 1950 season of Tent Rep; Agent, Actors, Boss Canvasman, Workingmen, Specialty Vaudeville Acts; only want people who will make themselves useful and valuable; write all; don't wire. Slout Show, Vermontville, Mich.

WANTED—COLORED STAGE ATTRACTIONS. 5 to 30 people, attractions; no collect wires or phone calls accepted. Princess Theater, P. O. Box 254, La Grange, Ga.

WANTED—MEDICINE SHOW PERFORMERS, all lines; early opening; write details. Manager, Box 215, Shawneetown, Ill.

WOMEN—MAKE MONEY, SELL COSTUME Jewelry spare time. Jewelry-Of-Season, Box 674, Providence 1, R. I.

YOUNG WOMAN—DRAMATIC DIRECTOR TO supervise famous comedy production from Maine to California; full training provided, permanent; expenses paid plus earnings. \$50-\$100 weekly; this is old Redpath-Horner Chautauqua Co., with 43 years of success. Write Madge Tomlinson, 3419 Broadway, Kansas City 2, Mo.

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Join the thousands who are making money every day with Joseph Bros.' dependable merchandise—we will not be undersold.

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—GRUEN —BULOVA
Modern new designs. Reconditioned and rebuilt, guaranteed like new. Rhinestone Dial, \$1.00 add. Gold Plated Exp. Band, 95¢ add.
LADIES' RHINESTONE CASE WATCH \$8.95
7-Jewel Swiss Movement, reconditioned and guaranteed like new.

FACTORY CLOSEOUT! RINGS!
Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real thing. Big eye appeal. Included are rings that sold \$36 doz. wholesale. (2 doz. asst. with tray only.) Doz. \$10.95

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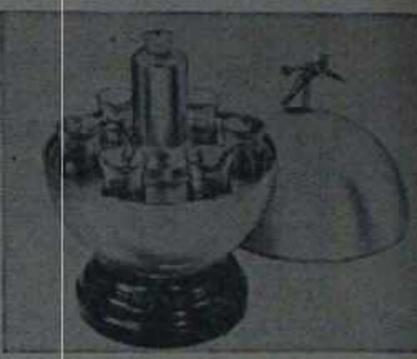
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- Phyfer
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- Thornson, Richard

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- Wright, Hershell F.
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- Wyson, Italon
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- Cutler, Louis
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- Dugan, Robert
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- Edwards, G. E.
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- Geo, Roy Lee
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- Weisband, Harry
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- Evans, William
- Gray, Roy (Tex Longhorn Shows)
- Haley, Kay
- Hartley, Jerry & Helen
- Hunter, Billy
- Lewis, Robert
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- Miller, P. G. (Blackie)
- Mitchell, Frank John
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- Nitus, Mike
- Priest, William B.
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- Smith, Jellen
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- Stone, Smokey
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 - Baystinger, Al
 - Baxter, Robt. M.
 - Baxinet, Dwight J.
 - Beckner, Cecil
 - Berkley, Bill & Evelyn
 - Bird, Curley
 - Birsk, William J.
 - Bloom, Bernard
 - Boekas, Curtis L.
 - Bolia, Fred
 - Bowwell, William
 - Broadman, Mrs. Pete
 - Bradham, Robert
 - Brewer, James
 - Brown, Mrs. (Rose)
 - Brumley, Will
 - Thorman
 - Buller, Eugene
 - Cameron, Orville
 - Hubel, Bethel
 - Centrell, Hubert B.
 - Cardona, Don
 - Carpenter, Clifford
 - Caseman, Bruce
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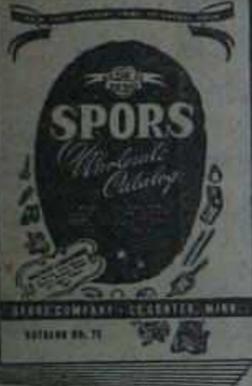
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Pipes for Pitchmen

By Bill Baker

NAT GOLDEN... well-known pitcher, was on hand for the annual Michigan Association of Fairs meeting in Fort Shelby Hotel, Detroit, January 15-17. He spent much time contacting local and visiting showfolk.

With everybody's holiday spending done, pitchmen without a winter bank roll now have plenty of company.

MR. AND MRS. PHIL KRAFT... were hosts to Mr. and Mrs. George Regan, Mr. and Mrs. Lloyd Friddy and Mr. and Mrs. Edwin Campbell at a television show and party at their home in Overland, Mo., recently.

Some fellows we know could start a whole new book instead of just turning over a few new leads for the new year.

PHILIP CULLIVAN... of the A. A. Novelty Company, pens from Roanoke, Va., that he has been selling three-piece pin sets to good results there for the past several weeks. Cullivan had the sets in 10 of the Gailand Stores chain, which is always open to a good deal, he says. Following the wind-up of his run in Roanoke, Cullivan says he'll head for New Orleans.

HENRY H. VARNER... pens from his Akron headquarters that "mental and physical fatigue results from the fact that many pitch-folk do not get the proper rest and take time to chew and digest their food. This causes them to be high strung, cross, nervous and to take a wrong slant at their work. His panacea is a good night's rest, proper relief and adequate help. When this is accomplished, he says, the job will go much more smoothly.

Famous Last Words: "I don't really know what I'm doing up here. My item is so well known that it actually sells itself."

HARRY MAIERS... letters from Somerset, Ky., that he has been taking it easy there, but will leave for West Palm Beach, Fla., next week. "Let's see some pipes here from my old friend and pal, Morris Kahntroff," Harry writes. "He was one of the greatest jam men in the profession. I'd also like to read notes from Harold Woods, med man; Harry Belt, pen man of note; Joe Clark, who was with me in 1922 in Newark, N. J., under the covered wagon when eight jam men worked on one Saturday; Nat Mor- (See Pipes for Pitchmen on page 84)

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of nationally famous beverages
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400	5¢	LUCKY BUCKS, THICK	Def.	\$ 7.00	\$.60
300	25¢	QUARTER KOLORS, THICK	Def.	15.00	.60
1000	5¢	5¢ CHARLEY, THIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY, THICK	Avg.	52.00	1.15
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.60
1000	5¢	SWING IT, THICK GIRL BOARD	Avg.	24.65	2.25
1040	5¢	TAKE A CHANCE, THICK GIRL BOARD	Avg.	29.40	2.25
1040	5¢	TIGHT SQUEEZE, THICK GIRL BOARD	Avg.	30.25	2.25
500	25¢	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg.	49.32	2.50
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SALESBOARD SIDELIGHTS

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, reports that a five-board release last week has already started a promising order-wave. New numbers are three definite payouts, Dream Island, Fireside Brat, and Pinned Up, and two step-up, jackpot boards, On the Air and Sheer Beauty. All are nickel play. Harold says Pioneer will put out a number of additional new releases shortly. Just returned from a trip, covering Kansas City, Mo., and Pittsburgh, he tells of good sales activity. Firm's sales manager, William P. Wollpert, expected to be back in harness last week following a Florida vacation.

Tic Toc Manufacturing Company, Omaha, is humming along on greased sales rails making good on its promise of immediate delivery on its full salesboard line. Officials stress that boards are ready and waiting to be rushed out to customers. . . . W. H. Brady Company, Chippewa Falls, Wis., reports better-than-ever movement on its straight and skip-number cards. Turkey and money cards too are pulling their share of attention, according to F. W. Brady. Firm's current line of over 275 cards climaxes its 36-year history of top customer relations.

Jack Morley, vice-president of Consolidated-Container Corporation, St. Louis, says that firm's sales organization continues to percolate at a rapid tempo. Result, order department employees are kept jumping to get out the shipments. Since consolidation of Container Manufacturing Company and Consolidated Manufacturing Company in April, 1949, when latter firm shifted its facilities from Chicago to St. Louis, the combination has been steadily increasing its activities. The Silver Top board line continues to be top winner with firm's customers, Jack states.

Mort Seore, Seore & Seore, Chicago, announced two new boards last week. Both are coin numbers, featuring a new method of loading. Latter is achieved by debut of the operator-loaded idea, which permits the operator to fill the boards. Star attraction is a definite pay-out number, dime play, and second newie is \$25 Ringer, an average pay-out type, quarter play. Mort is now at the tail end of his Illinois tour, which

was delayed due to flood conditions earlier.

Peerless Products, Inc., Chicago, is set to release the first of a series of 100 new money boards, production manager Marshall Maltz reported last week. The business outlook is good, Marshall feels, and backs up his statement with news that Peerless has just started a double-shift operation. With the new board line, a new price policy has also been set up. Ben Marshall has kept busy flying to all parts of the country; he is currently on a two-month tour.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., says he puts his thumb on the reason for the nice level of business being enjoyed when he points to the Redi-Pac line. The packaged ticket idea has gone over with the operators in a big way, and shows every promise of maintaining that popularity far into the foreseeable future.

Gardner & Company, Chicago, reports post-holiday business has resumed at record stride without missing a step. Firm's entire diversified line, one of the biggest in the business, continues to move to new sales peaks. Charles B. Leedy, sales manager, is on a criss-cross nationwide trip, and sends back reports of climbing customer preference for Gardner boards, service and dependability.

UNDER THE MARQUEE

(Continued from page 59)

past several years, has been re-engaged for 1950. He is wintering at the Cordovo Hotel, Kansas City, Mo. . . . Mr. and Mrs. W. F. (Bill) Wilcox are wintering at Hot Springs. They were with Dailey Bros.' Circus last season. . . . Arf Miller, general agent of Al G. Kelly-Miller Bros.' Circus is wintering at his home in Walnut Ridge, Ark.

Show gals wonder what show boys see in town gals, and so do the boys when they miss the train by six minutes.

Howard Y. Barry, legal adjuster for the King Bros. the past several years, is at the Muehlebach Hotel, Kansas City, Mo., from which point he's promoting wintering circus dates in Kansas City and Wichita, Kan. He spent the holidays at his home in Buckingham, Pa. . . . Henry A. Carter, candy butcher, is wintering at Houston. He will rejoin King Bros. this season. . . . Mrs. Magie Wise, widow of Dutch Wise, boss ticket-seller with Cole Bros. for many years, has bought the Tucky Sweet Shop, Louisville. Ruth Nelson is assisting her.

Trouper has reached a middle age when he's afraid that getting acquainted with a ballet gal might make him put in a winter on the cuff.

Henry Kyes, bandmaster of Polack Bros.' Circus, Eastern Unit, has a rep as a gourmet, and has contributed reports on eating places and recipes to the famed Duncan Hines. The Georgettys, clown duo with Polack, paid the rail fare for a compartment, so as not to be separated from their performing dog, Mike. . . . Mrs. Avis O'Donnell, wife of Joe O'Donnell, promoter for Polack Bros.' Western Unit, was host Tuesday night (17) to personnel of the Eastern Unit at her home in Saginaw, Mich. . . . Joe Short, veteran midget clown, announces that his appearance at the annual Detroit Shrine Circus, which opens January 30, will be his last professional stint—he's ready to retire.

When a windjammer on the Chariot & Tableau Circus said he slept under a blanket all summer, he meant the one stuffed in a hole in the ceiling of the sleeping truck.

PIPES FOR PITCHMEN

(Continued from page 83)

ris, peeler king; Ollie Myers, razor blade worker from Los Angeles; Tisha Budha, Hindu medicine man; Bill Danker, can opener king; Eddie Ross, a good all-around worker inside or out, and O. C. Cox, ex jam man de luxe. Let's hear from the old-timers who were able to use the old Baker Burner made at Indianapolis 25 years ago. Licenses then were not over \$1 per day and good meals could be purchased for 2 cents.

Who was it who once remarked: "I'm synthetic and hope you are the same."

J. GOLDSTEIN . . . better known in pitch circles as Uncle Joe and the Dutch Whistler, letters from Amsterdam that he's been doing well there with his varied assortment of pitch items. He says he'd like to read pipes here from Sid Shipman, the Goldstein brothers and Lon Telford. He says that he plans to represent a few Dutch firms at the Gimbel store, Philadelphia, next year with Dutch-manufactured novelties.

Ideas are mentally stimulating, if nothing else. Why fear 'em?

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Straight and Skip-Number Cards with Winner under Seal, Straight and Skip-Number Cards without Seals, Turkey Cards, Money Cards . . . Over 275 Different Sizes and Styles, from 10 to 600 Holes, Plain and Printed, Available from Stock . . . You can buy from us with confidence—we have been in business since 1914. FREE CATALOG.

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IMMEDIATE DELIVERY
25% with order, balance C. O. D. Charges prepaid on all orders accompanied by cash with order.
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PHONE 25-771

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1000 5¢ Double Fin, Prof. \$24	25
1000 25¢ Charley, Prof. \$30	25
1440 5¢ Barrel, Prof. \$18	25
1440 10¢ Barrel, Prof. \$36	25
1000 25¢ J. P. Charley, Prof. \$32	25
1000 to 1200 5¢ Ass't. J. P. Bds.	1.25

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 No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN — CIGARETTE AND CANDY
 Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Illinois. fe18

ATTENTION, POP CORN OPERATORS —
 When buying any type "Pop" Corn Sez Vendors it's smart to check with the factory first, take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525.

BARGAIN CLOSE OUTS—N.W. MODEL 33,
 83; Columbus Ball Gum Vendors, 83; Exhibit Card Vendors, 110; these machines are like new; our own line of charms, lowest prices. Write Southern Coin-O-Mat, 943 N.W. 7th Ave., Miami, Fla.

CASH FOR TROPHY'S CITATIONS, LEXINGTON,
 Photo Finish; will accept same toward Shuffle Alleys. Midwest Coin Machine Corp., 777 University Ave., St. Paul, Minn. fe4

CIGARETTE MACHINES—WINTER SPECIALS;
 write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

COIN RADIOS—PRACTICALLY NEW; STEEL
 cabinets; operate dime or quarter; \$19.95; write quantity discount. Coin Radio Co., 250 West 52nd St., N.Y.C. fe4

DIGGERS—ERIE HAND OPERATED DIGGERS;
 Pokerinos, Exhibit Iron Claws; Merchantmen, Electro Holsts, Buckleys; we buy Diggers, Rotary Merchandisers, Digger Merchandise, Metal Animals, National, 4243 Sansom, Philadelphia, Pa.

ERIE DIGGERS IN 1ST CLASS CONDITION
 for sale. Address H. Wells, Rt. 6, Box 517, Pine Bluff, Ark. fe4

FOR SALE—USED PHONOGRAPHS, PINBALLS
 and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. ja28

FOR SALE—TWO HILCO ICE CREAM BAR
 Vendors, floor samples, vends ice cream bar on stick for 10¢; list, \$575; distributors, \$450; these floor samples, @ \$350 each. King-Pin Equipment Co., 626 Mills St., Kalamazoo, Mich. np

FOR SALE—VICTORY 2-COLUMN POSTAGE
 Stamp Machines, like new, \$17.50 each; 6 Stylon Popmaster Popcorn Machines, 10¢ slot, \$75 each; 2 Revco Ice Cream Machines, 2 nickels slot, \$200 each; Jurgens Lotion Machines, like new, 1¢ slot, complete with panel boards, ready for location, only \$10 each. Devices Novelty, 467 N. Milwaukee Ave., Chicago 10, Ill. MOndre 6-7533. ja28

FOR SALE—POP CORN SEZ MACHINES, LIKE
 new; used Mills Q.T., \$45 and \$65; 2 Seeburg Major Music Boxes repainted, \$60 each. Frank Guerrini, Burnham, Pa. ja28

FOR SALE OR TRADE FOR CANDY OR CIG.
 Vendors: Wurlitzer 6L, \$35; 7L, \$45; 24, \$35; 600, \$50; 500, \$50; Rock-Ola 39 Std., \$35; 39 Master, \$35; 6 Vest Pockets, \$35 each; have good Punch Board Deal. Write A & F Music Co., Randleman, N. C.

FOR SALE—8 MONARCH UNEEDAPAK AND
 7 Du Grenier Challenger Cigarette Vending Machines, all original finish, like new; some on straight quarter, \$30 each; one-half deposit. General Vending Co., 1230 Purchase St., New Bedford, Mass.

FOR SALE—4 POP CORN SEZ; USED TWO
 weeks; 4 Pop Corn Sez, used 6 months; will take best offer. Frank Guerrini, Burnham, Pa. fe4

FOR SALE—BUCKLEY CRISS CROSS, 5-10-25,
 \$100 each; Mills Blue Front and Cherry Bell, 5¢, \$40; 10¢ Cherry, \$45; Packard Out of This World Speaker, \$50. Frank Guerrini, Burnham, Pa. fe4

FOR SALE—1 STRIKE AND SPARES, COMPLETELY
 overhauled, \$125; 2 Seeburg Majors, repainted, \$50 each; Seeburg High Tone, \$65 or will trade for Wurlitzer 3020 Wall Boxes; 10 Seeburg W. S. 22 Boxes, \$5 each. Frank Guerrini, Burnham, Pa. fe4

ONE DOWNEY-JOHNSON COIN COUNTER —
 Counts and wraps 1¢ to 50¢; complete with all tubes; perfect condition, like new, \$125. T. E. Beck, Rt. 11, Box 212, San Antonio, Tex.

SHUFFLEBOARDS—22 FT. MAPLE TOP; ROCK-
 Ola; used very little, like new, \$200 ea. S. A. Kaye, 3459 N. Albany, Chicago, Ill.

SLIGHTLY USED QUARTER COIN OPERATED
 Columbia Radios, \$27.50; 1/2 deposit, balance C.O.D. S & W Vending, 449 S. Pine, Lima, O.

SPECIAL SALE—25 5¢ 2-COL. CEBO HOT NUT
 Vendors, \$15 ea.; 10 5¢ Masters, late models, \$8.95; 25 1¢ Adams Gum Vendors, reconditioned, \$8.95; 25 4-column Cigar Vendors, \$8.95. Cameo Vending, 432 W. 42nd, New York.

STAMP FOLDERS DIRECT FROM MANUFACTURER;
 low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP FOLDERS—DIRECT FROM MANUFACTURER
 at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

TWO MILLS OVER AND UNDER QUARTER
 Slot Machines, \$75 each; \$100 worth (factory prices) Sales Boards, \$50; 1/2 deposit, balance C.O.D. The John M. Stuart Co., Paris, Ky.

WANTED — CANDY BAR VENDING MACHINES,
 any make; also Wrigley Gum Vending Machines; state type, quantity and condition and lowest price. Roselyn Vending, 124 SE 83 St., Portland, Ore. ja28

WANTED—10 MARBLE GAMES; SMALL FOR
 counters; old timers. Lee Hirschler, 3801 Winding Way, Cincinnati, O. ja28

\$20 EACH, LIKE NEW, SEEBURG WALL-
 boxes, postwar 3 wire 3W2-L56 or Wireless W1-L56. Muskegon Music, Muskegon, Mich.

50 SUNSHINE BISCUIT MACHINES, 50 POP
 Corn Sez machines, used very little, now in storage; will sell very cheap, take credit or consider any proposition from established operator. Bert C. Strong, 2039 N.W. 20th St., Oklahoma City, Okla.

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1000 Charley Board, thick	.75	1000 Plain Boards	.50
1000 Jackpot Charley, thick	.85	1000 Cigarette or Checkers	.55
1200 Texas Charley, 10, 25, \$1.00	1.10	800 or 1000 Girlie Money Boards	1.75
1200 Cheerful Charley	1.10	Grab Bag Special	12 Boards for \$5.00
1800 Lulu, Jar-O, etc.	1.12	All First-Class Merchandise	

25% deposit with all orders—balance C. O. D. All orders paid in advance will be shipped prepaid—minimum order \$10.00.

TIC TOC MFG. CO. 742 NO. 85th ST., OMAHA, NEBRASKA

"WORLD RENOWNED"

The New
IMPROVED BINGO!

a hot! hit!
FOR 1950

5c PER PLAY

NEW BINGO
 16 WAYS

123-147	654-741
150-250	753-789
321-357	852-951
369-456	953-907

Each **\$1.00** Receive

NUMBERS
 11 - 22 - 33 - 44 - 55
 66 - 77 - 88 - 99 - 100
 111 - 122 - 133 - 144 - 155
 166 - 177 - 188 - 199 - 200

Each **50c** Receive

NUMBERS
 255-266-277-288-299-300-311
 322-333-344-355-366-377-388
 399-400-411-422-433-444-455
 466-477-488-499-500-511-522
 533-544-555-566-577-588-599
 600-611-622-633-644-655-666
 677-688

Each **25c** Receive

80 WINNERS

TAKES IN 1280 TICKETS @ 5c \$64.00
DEFINITE PAYOUT 37.00
DEFINITE PROFIT \$27.00
 (ALSO AVAILABLE IN CIGARETTE PAYOUT)

Write Today for New 1950 Descriptive Literature and Factory Prices

UNIVERSAL MANUFACTURING CO., INC.
 "The World's Foremost Mfr. of Jar Games"
 405-411 E. 8TH STREET KANSAS CITY 6, MISSOURI

?? IN A RUSH ??
FOR BEE JAY SALESBOARDS OR
UNIVERSAL "JAR-O-DO" TICKETS

Below you will find a list of Universal-Bee Jay shipping points which are conveniently located for fast pickups or overnight shipments at factory prices. These shipping points will eliminate your problem of carrying large stocks and also the delay of one to six weeks in getting a factory shipment. These points have a complete line of popular "Jar-O-Do" ticket deals and Bee Jay Salesboards.

ASK FOR THEM BY NAME

Watch for more shipping points in succeeding issues of this magazine

CHICAGO & SURROUNDING TERRITORY
 1313 W. Randolph, Rm. 316, Chicago, Ill. Phone: SEaley 8-0644
 Gen. Mgr. Bernio Kite

WASHINGTON, OREGON, IDAHO & MONTANA
 2704 Second Ave., Seattle, Wash. Phone: MUtual 1128
 Gen. Mgr. Morris Hitchcock

PHILADELPHIA & SURROUNDING TERRITORY
 609 Spring Garden St., Philadelphia, Pa. Phone: LOmbard 3-2676
 Gen. Mgr. Nate Rake

NEW YORK
 312 E. Market, Elmira, New York Phone 4080
 Gen. Mgr. M. R. Hitter

LEWISTON, IDAHO, & SURROUNDING TERRITORY
 1424 Main, Lewiston, Idaho Phone 684
 Gen. Mgr. A. E. Condon

NEW ENGLAND STATES
 65 Birch St., Derry, New Hampshire Phone 625-M
 Gen. Mgr. Capt. C. H. Cuy

UTAH
 1436 South 14th, East, Salt Lake City, Utah Phone: Dial 7-4400
 Gen. Mgr. Art Marshall

MINNESOTA, NORTH DAKOTA & SOUTH DAKOTA
 322 S. 4th St., Minneapolis, Minn. Phone: AT 8884
 Gen. Mgr. Harold Sklar
 Michael Schwartz

CLEVELAND & SURROUNDING TERRITORY
 Sampliner Bldg., Cleveland, Ohio Phone: ENdicott 2175
 Gen. Mgr. Jack Warren

CALIFORNIA
 2301 W. Pico, Los Angeles, Calif. Phone: FEderal 1810
 Gen. Mgr. C. A. Robinson

NEVADA
 1725 Wells, Reno, Nevada
 Gen. Mgr. C. A. Robinson

NEW YORK CITY & SURROUNDING TERRITORY
 2922 Northern Blvd., Long Island City, N. Y. Phone: IRonside 62762 or RAvenswood 93826
 Gen. Mgr. Hy Greenglass

ST. LOUIS & SURROUNDING TERRITORY
 210 N. Ewing Ave., St. Louis, Mo. Phone: NEwstead 9008
 Gen. Mgr. Charles Kruse

"THE WORLD'S FINEST"

WHEN BETTER DEALS ARE MADE JAR-O-DO WILL MAKE THEM

WHEN BETTER DEALS ARE MADE JAR-O-DO WILL MAKE THEM



SHOW ACTIVITY STEPPED UP

CMI Appoints Dave Gottlieb '50 Chairman

Priority Mailing Begun

CHICAGO, Jan. 21.—Dave Gottlieb was appointed chairman of the 1950 National Coin Machine Show this week by the board of directors of Coin Machine Institute (CMI), sponsors of the annual event. It will be held at the Stevens Hotel June 26, 27 and 28. The board also authorized John E. Pickering, CMI public relations director, to begin a mailing to 1,000 prospective exhibitors advising them the show contracts would be sent out within the next few weeks.

Gottlieb has been in the industry for more than a quarter of a century and for the past 22 years has been president of D. Gottlieb & Company. He was president of CMI for the nine years prior to January, 1949, and is one of the acknowledged leaders in the coin-operated amusement field. Commenting on the appointment, CMI President Harry Williams said: "The CMI board of directors selected Dave Gottlieb because he probably has had more experience in staging coin machine shows than anyone in the industry."

In the letter to potential exhibitors, CMI included a card which it advised exhibitors to fill out and return to CMI headquarters immediately to insure priority in the allotment of space. Signed by Williams the letter stressed again that the June dates were selected by operators in a nationwide poll immediately after the last show of January, 1949. In the poll, Williams pointed out, operators indicated by a vote of 10 to 1 that the end of June best suited their business needs and also permitted operators to make the CMI show a part of their vacation plans.

Ops From 15 States Attend Bally 3-Day Service School

CHICAGO, Jan. 21.—Proof of the need and growing interest in the Bally School for Servicemen was indicated last week when 71 operators and servicemen from 15 States reported to Bob Breither, chief field engineer of Bally Manufacturing Company, at the opening of the three-day session on the firm's games. The attendance was a 132 per cent increase over the December school.

Breither, who was assisted by Paul Calamari and John Rosenberger, of the engineering staff, in reviewing the school's progress, said: "In the January sessions we emphasized the

use of service manuals furnished with each Bally game and trained operators and servicemen to solve problems by referring to standard Bally manuals and charts. At the same time the mechanical and electrical features of games were reviewed with actual games and with enlarged diagrams and photographs. Circuits were explained in detail with emphasis on trouble shooting technique, service short cuts and preventive maintenance."

The February school will begin on the 13th, when one-ball games will be the feature subject; the next day will be devoted to consoles, and the final day, February 15, is set aside for Bally's Shuffle-Bowler. Breither pointed out that interested operators and servicemen should write to him stating specific days on which they plan to attend. He stressed that coinmen may attend all three days or only those classes on games in which they are specifically interested.

In reporting the names of the 71 who attended the January school Breither broke down the list by States they represented as follows:

California

Red Bluff: Harvey Richardson, Simpson Automatic Amusement Co.

Colorado

Colorado Springs: Ted Madden, E & M Music Co.

Illinois

Bloomington: Frank A. Henry and I. Henry, Amusement Machines Co.; Erwin Fenner, Central Vending Co.; Al Doss and Wes Reed, Pleasure Amusement Co.

Chicago: Michael Detzek, Champion Music and Amusement Co.; Al Mellie, Coven Distributing Co.; M. L. Jones, Jones Music Shop; Robert Dolan and Leo Juvan, LaRu (See Bally's School on page 100)

Nation Wide Appoints 21 Distributors

To Handle Shuffle Pool

CHICAGO, Jan. 21.—Nation Wide Novelties, Inc., is in full production on Shuffle Pool, a straight novelty game featuring puck action and which automatically scores for several types of pool. Nick Wurtz, firm treasurer and plant manager, announced this week. He added that the first production run, which consisted primarily of samples for Nation Wide's 21 distributors, has been completed.

Operated on dime play, Shuffle Pool can be played by one or two persons. Altho pool action is the leading feature of the game no cue stick is used. Instead player slides a conventional shuffleboard puck at

(See Bally's Service on page 100)

SOCIAL SECURITY FOR OPS?

Govt. Action Forecast for This Session

May Start in 1951

WASHINGTON, Jan. 21.—Social Security for self-employed coin machine operators drew a bit closer this week as the Senate Finance Committee commenced hearings on the House-approved amendments to the Social Security Act which broaden coverage, liberalize benefits and raise payroll taxes.

Despite the fact that the House Ways and Means Committee conducted public hearings on every phase of the amendments for three months, the Senate committee will cover the same ground and expects (See Social Security on page 112)

Connecticut Ops Form New Org; Set Weekly Meetings

HARTFORD, Conn., Jan. 21.—Some 50 coin machine operators of Connecticut attended the organizational meeting Thursday (12) of a new State-wide coin operators' association, called the Connecticut State Coin Association, Inc., at the Hotel Bond, Hartford.

Abe Fish, of General Amusement Game Company, Hartford coin operator, was elected the group's initial president, with other officers including Irving Geltzer, New London, vice-president; Louis Naclerio, Waterbury, secretary; Nat Cutler, New Haven, treasurer; and Anthony Wilkas, West Hartford, assistant treasurer.

According to Cutler and Fish, who were among the coin men instrumental in launching the new association, the new organization name, Connecticut State Coin Association, Inc., will replace the temporary name, the Coin

Machine Association of Connecticut, Inc., which was utilized during the preliminary planning of the State-wide group. Membership is expected to hit close to 150, according to present indications.

Specific purposes of the State organization, Cutler said, are to promote a spirit of co-operation among the coin machine operators of Connecticut who constitute the association, to encourage and protect sales and services, and to hold meetings wherein the members of the association may meet one another and thru co-operative action may be mutually benefited, their trade promoted, and the most advantageous methods of management, advertising and other problems applicable to their particular business may be discussed.

(See Connecticut Ops on page 112)

Vender Firms Contract for ACMMA Event

American Shuffleboard In

CHICAGO, Jan. 21.—Eight additional manufacturing firms, including six prominent in the vending field, signed for space at the all-industry exposition of 1950 sponsored by the American Coin Machine Manufacturers' Association (ACMMA), Edward C. Bowman, director of exhibits, announced Friday (20). Of the remaining two, one is an old-line manufacturer of bells and counter games while the other is a pioneer shuffleboard manufacturer. Vince Shay, chairman of the hospitality committee, meanwhile made his first report on hot reservations.

Show Cards Ready

CHICAGO, Jan. 21.—Grant Shay, American Coin Machine Manufacturers' Association's (ACMMA) publicity chairman, announced this week that distributors may get show announcement displays by contacting him by mail, phone or in person at Bell-o-Matic Corporation, 4100 Fullerton Avenue, Chicago 39.

The cards are compact and are colored red, white and blue in accordance with ACMMA's announced policy of representing all manufacturing branches of the American coin machine industry. They point out the dates and place of the forthcoming May convention.

Those contracting for space this week for the all-industry show to be (See Firms Sign on page 112)

Keeney Appoints Central Distributors In 2-State Area

CHICAGO, Jan. 21.—J. H. Keeney & Company has announced the appointment of Central Distributing, St. Louis, as distributors for its full line of equipment in portions of a two State area. Central will cover Southern Illinois, including Springfield, and the Eastern half of Missouri, according to Keeney Vice-President John Conroe.

Central Distributing is headed by Norwood Veatch and A. Kagel.

Miss. Solon Proposes Coin Pool Table Tax

JACKSON, Miss., Jan. 21.—Rep. Bedford S. Waddell (D.) on Tuesday (17) introduced a bill in the House which would impose a privilege tax on billiard and pool tables, including coin-operated units, having a surface of less than 25 square feet. Bill, which was referred to the ways and means committee, called for an \$8 tax on tables in class 1, 2, 3 and 4 cities; \$6 in class 5 and 6 cities, and \$4 in class 7 and all other cities. (Material

First Vending Industry Census

Ernest Fox Chairman '50 NAMA Confab

Working Year Ahead

CHICAGO, Jan. 21.—The appointment of Ernest H. Fox, president of Austin Packing Company, Baltimore, as chairman of the National Automatic Merchandising Association's (NAMA) 1950 convention and exhibit



ERNEST H. FOX

was announced this week by George M. Seedman, president.

Fox has been in the vending supply business since 1936, when he and his brother, Martin, took over the inactive Austin Packing Company. He is a member of the Baltimore Association of Commerce, Sales Executive Council of Baltimore and West Baltimore Business Men's Association. He was Chairman of the Food Division of Baltimore during the 1949 United Jewish Appeal drive. He is also a member of the Tifereth Israel Synagogue and Brotherhood of Baltimore.

Commenting on the forthcoming 1950 NAMA convention and exhibit, scheduled for the Palmer House, Chicago, November 12-15, Fox said: "We are working a full year in advance to make the 1950 meet the best ever for the entire vending industry."

A.B.T. To Start Production On Guesser Scale

NEW YORK, Jan. 21.—Bucking the trend toward small, look-down models, the A. B. T. Manufacturing Corporation will place its 70-inch Guesser Scale in quantity production within the "next few weeks," George Gruebert, special representative, disclosed this week. About 100 of the service units were built by the Chicago firm and test operated during the past two years.

Here in New York several dozen Guessers have recently been installed in subway stations, in line with a general program to increase the number of venders in the high-traffic locations.

The A. B. T. scale, weighing 225 pounds, was said to be engineered especially for rugged duty. An automatic wind-up actuates the penny return mechanism if the user guesses his correct weight within a pound. The scale may be serviced without having access to the coin box. General delivery to the trade will begin in time for the scale season starting next spring, Gruebert said.

March of Dimes

WASHINGTON, Jan. 21.—Alexandria, Va., pedestrians and drivers may conveniently contribute to the March of Dimes campaign by using the city's parking meters.

During the March of Dimes drive, which started January 16 in Alexandria, all dimes dropped in the city's parking meters are turned over to the polio drive.

As dimes do not register in the meters, drivers parking their car must put in the usual quota of pennies and nickels for parking.

1950 Survey Shows Trends, Coverage and Potential in Major Phases of Operation

Diversified Routes Increase; Ops Do More Direct Buying

CHICAGO, Jan. 21.—A double-barreled presentation of grass-roots facts, based on an accumulation of "on the route" information over a three-year period, makes up the first concrete "census of the automatic merchandising industry" and the 1950 "pulse of the industry" reports in the January Vend, sister publication of The Billboard. Vend's census of the industry, as of January 1, 1950, brings a factual picture to the operator of today's operating trends, coverage and potential. The study is the result of repeated surveying and personal contact with operators, suppliers and

manufacturers. Candy operators, checking this phase of the "census," find that the nickel bar is now being sold thru 347,000 machines, each averaging 140 sales per week. This brings total weekly sales up to 48,580,000 bars and total annual sales to 2,526,160,000 bars. With venders accounting for approximately 15 per cent of the nation's total candy bar sales, some candy manufacturers estimate that from 32 to 50 per cent of their entire bar output is now sold thru venders.

Candy operators indicated they have no "saturation point" worries, instead hold that the available location potential has just been scratched. Estimates based on past sales performances and the opening of new outlets show that a minimum of 175,000 additional candy venders will be in operation by 1955.

Penny Market

In the penny market the census combines operation of bulk nut, ball gum, pan candies, stick gum and bar equipment because of the high interchange of types of merchandise sold. (See First Vending on page 92)

Electro Prices Cut; Firm To Revise Sales Methods

NEW YORK, Jan. 21.—Substantial price cuts, as well as a change in sales methods, were announced this week for both the eight-and-10 column Electro Cigarette Vender. Announcement of the changes came from Lew Jaffa, vice-president of Eastern Electric Vending Machine Corporation.

New price on the eight-column, 320-pack vender is \$198.50 plus \$7 for the changer. This model formerly listed at \$229.50 plus \$10 for the changer. The 10-column, 400-pack model now sells for \$217.50 plus \$7 for the changer. It previously listed at \$249.50, plus \$10 for the changer.

Drop Distribs

At the same time, Jaffa announced Eastern Electric will sell direct to operators thru nine factory representatives. Until now, Eastern sold its equipment thru distributors—was, in fact, the only major cigarette vend-

ing machine manufacturer to use distributors.

In addition to its sales set-up, Eastern Electric is establishing a national factory service organization, with headquarters in six areas.

Eastern's new prices make the Electro the lowest-priced electric cigarette machine. Economies in production at C-8 Laboratories' New Bedford, Mass., plant explain the reductions in price, Jaffa said. C-8 moved into its New Bedford facilities in 1948. In its 135,000 square feet of space the company builds the complete machine, from stamping out cabinets and winding coils to assembly.

Now in its fifth year, Eastern Electric was first on the market with an electric cigarette machine. In that time, Jaffa declared, the company has sold its equipment to approximately 1,340 operating concerns.

Name Seven Factory Reps

Thus far, Eastern has announced the appointment of seven of its nine factory representatives. The men, and the cities in which they headquarter, are Murray Weiner, New York; Bill Weiner, Philadelphia; Meyer Starr, Cleveland; Mort Simon, Miami; Al Price, St. Louis; Al Weymouth, Los Angeles, and Joe Travers, Boston. Two additional appointments—one in Dallas and one in Chicago—will be made within the next several days, Jaffa said.

For service purposes, Eastern has divided the country into six sections with headquarters in New York, New Bedford, Mass., Dallas, Los Angeles, Cleveland and Atlanta, Jaffa said the firm would run a continuing series of get-acquainted sessions for operators to keep them informed of improvements and refinements made in the equipment.

New Stock Sale By ABC Vending

NEW YORK, Jan. 21.—The ABC Vending Corporation, formed three years ago to acquire control of several large Eastern automatic merchandising firms, will soon place on the market a sizable stock issue, it was reported by authoritative sources this week. The company's registration statement is now being cleared and it is believed a prospectus will be published before February.

In September, 1947, after absorbing 14 companies which in 1946 accounted for 45 per cent of their gross business thru venders, ABC issued for sale 145,000 shares of common stock.

Brief and Important Late Digest of Coin Machine News

Void Detroit Injunction

The temporary injunction granted to Triangle Vending Company against the Detroit Police Department was voided last week by Wayne County Circuit Judge Joseph A. Moynahan. Original temporary restraining order was issued late in 1949, permitting operation of ball gum venders with prizes.

Riverside Names Sales Execs

Riverside Metal Company, Riverside, N. J., has announced the appointment of Fred M. Shelley Jr., as general sales manager, and Alfred G. Dennison as assistant general sales manager. James T. Duffy, firm president, had previously directed the sales org. Firm produces nickel-silvers, phosphor-bronzes, and beryllium-copper.

Ideal Grants Mfg. License To Can. Firm

Start Output in March

BLOOMINGTON, Ill., Jan. 21.—Ideal Dispenser Company, Inc., announced this week that under a licensing arrangement, a Canadian plant would start manufacturing Ideal bottle venders by March 15. Harold Smalley, Ideal official, stated the Canadian firm, Ideal Vender Company of Canada, Ltd., Montreal, would concentrate initial production on the large 10-case Model 300. As yet, plans for turning out Models 70 and 35 have not been set.

Ideal of Canada, with William A. Fette as managing director, will manufacture and assemble all parts of the Ideal machines with the exception of the coin mechanism. Latter will be obtained from ABT Corporation, Chicago, which also supplies the unit to Ideal Dispenser.

Smalley declared negotiations for licensing the Canadian firm to manufacture the Ideal equipment began last September, and were successfully concluded only within the last few days.

According to Smalley, introduction of the package refrigeration unit in firm's venders were responsible for a climb in sales during the latter part of 1949. He anticipates a 100 per cent increase in domestic output during 1950.

VICTOR'S TOPPER



**GREATEST
VALUE**



**BULK
VENDING**

The TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet the quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation.
 * Vends the combination of ball gum and charms like magic.
 * Also efficiently vends all other kinds of bulk merchandise.
 * Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
 * The base is a combination cash box and wall bracket.
 * Finished in red and black enamel (baked on). Trimmed in beautiful chrome.
 * The TOPPER comes in 1¢ only.
 When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE

\$43.00 PER CASE

IN LOTS OF 1 TO 5 CASES

This Figures Only

\$10.75 Per Machine!

Contact your jobber today or write direct.

TOPPER WILL GET YOU ON TOP

MANUFACTURED BY

VICTOR VENDING CORPORATION

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

Plastic Globes available on all Victor models at only 50¢ extra per machine.

American Citrus Adapts Juice Vender for New Milk Packages

CHICAGO, Jan. 21. — American Citrus Corporation will move into the "canned fresh milk" field via its canned juice vender, Jack Webb, president has announced. Decision followed the development of a new type of canned product that is actually fresh milk, not the evaporated type, by Dr. Roy R. Graves.

Public Reaction

Graves' development has been featured in business and science publications for the past seven months. Public reaction to the new process has been favorable, and Webb sees a potential national market for the milk with a good share sold thru vendors.

Discovery of a new method of pro-

cessing fresh milk, enabling it to be canned as soups and juices, was made by Dr. Graves while working for Jack Stambaugh, a dairy farmer near Valparaiso, Ind. As the new process neared development, American Citrus entered the picture, offering to use the vender as another outlet for the milk. Few changes were required to adapt the juice unit to accommodate milk, Webb declared, and changes have now been made.

Vendors

American Citrus plans to introduce several different types of vendors to handle the canned milk. These will be built by the Manitowoc Shipping Company, Manitowoc, Wis. The machines will range from units that dispense drink servings to units designed to vend large-size cans for take-out use. Webb expects, eventually, to have buildings the milk thru vendors located in the building.

While details are still to be worked out, American Citrus is currently planning to set up milk processing plants at key points and assign exclusive territorial rights.

Pa. Soft Drink Tax Upheld by Dauphin Court

HARRISBURG, Pa., Jan. 21. — The constitutionality of Pennsylvania's \$13,500,000-a-year soft drink tax has been upheld in the Dauphin County Court here.

Bottlers and manufacturers opposing the levy, however, said it is certain the local county court's decision will be appealed to the State Supreme Court.

The soda pop tax, under fire for two years, imposes a levy of 1 cent on each 12 ounces of bottled drinks and ½ cent on each ounce of sirups used in fountain drinks.

In a 46-page opinion the court stated the law was constitutional "as a whole," but ruled out a section which required out-of-State manufacturers and bottlers to purchase tax stamps or crowns and place them on containers before delivering the product for sale in Pennsylvania.

President Judge J. Paul Rupp, who wrote the opinion, emphasized that elimination of the out-of-State provision does not affect "the integrity of the remainder of the act."

State Income

From June 1, 1947, to May 31, 1949, the first two years the tax was in effect, the State collected \$26,657,158. From June 1, 1949, to December 31, 1949, the impost yielded \$9,195,633, a 31-month total of \$35,852,791.

Some time ago the Department of Revenue said bottlers had failed to pay approximately \$1,500,000 of the tax pending outcome of the suit.

The court opinion dismissed a complaint filed by 36 Coca-Cola bottlers, the Pepsi-Cola Company and 18 franchised Pepsi-Cola bottlers, and nine sirup manufacturers. It gave them 30 days to file objections.

Clarify Law

The opinion also clarified a section of the law relating to sirups. It held that concentrated sirups, which are not usable in the making of non-bottled soft drinks, do not fall within the definition of sirup contained in the act and therefore are not taxable.

Meanwhile the revenue department said the court's action in removing out-of-State bottlers from tax provisions will not affect operation of the law.

A spokesman explained that the law already requires Pennsylvania firms, who buy out-of-State soft drinks, to affix stamps or crowns to the bottles within 24 hours if they are not received with the stamps already on them. This, he said, will insure tax payment on all soda pop shipments into the State.

The bottlers and sirup makers began their fight against the tax when it first appeared in the Legislature in 1949 as part of Gov. James H. Duff's tax program. After it was enacted into law they continued their fight in the courts.

Minute Maid Reports Record Juice Sales Sets Vender Program

NEW YORK, Jan. 21.—Minute Maid Corporation reported this week gross sales for the year ending December 31, 1950, would total about \$110,000,000, compared with \$110,000,000 in the same period ending in 1949. John M. Fox, president, said that the firm's frozen concentrated orange juice in December, 1949, reached about \$1,600,000, the peak in the figure for the firm since it was founded in 1945.

During recent weeks, Minute Maid has been concluding plans for its long widespread vender operation (The Billboard, December 17). It followed a two-month test which revealed that a large sales potential existed for vender-sold orange juice according to Vice-President Stevens. A special vending department under William E. Burke has been set up, and initial test operations have been conducted with Mills equipment. Latter has been under development by Mills since mid-1949.

Operator participation in Minute Maid's vender program is scheduled to be started within the next few weeks.

Discussing the future of citrus business, Fox declared that competition was growing "we are scratching the surface in the assumption of this product."

Fox indicated that about 60 different labels are now on the market and that such large grocery stores as Kroger and A. & P., will eventually bring out their own brands of concentrated juice. However, he said, the entrance of super market brands into the citrus juice industry "broaden" the demand for the Minute Maid product instead of lowering sales.

Dr. Pepper Biz Hoisted To 1948 Level in 1950

DALLAS, Jan. 21. — Dr. Pepper Company's dollar sales during 1950 were below the \$6,851,000 reported for 1948, as a result of the 6-cent gallon reduction in sirup price by bottlers made in November, 1950, was announced this week. But the decline in dollar volume is believed at this point, to be considerably less than the 24 per cent drop in 1948.

Unit sales for the final quarter of 1949, however, are expected to be slightly higher than the same period in 1948. Unit volume for the year therefore, approximated the 1948 returns.

From C-8 Laboratories
comes the most
important announcement
in cigarette
machine history . . .

ELECTRO,

the First and finest
electrical cigarette
machine, is now
also the

LOWEST IN PRICE

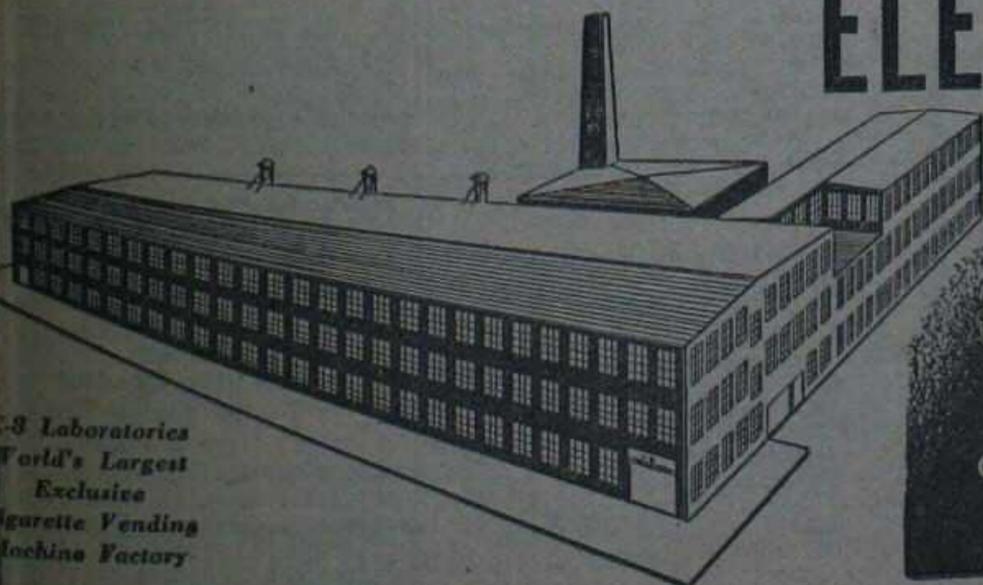


Effective immediately, Electro 8 and Electro 10 will be sold only through direct factory representatives. Because of this new sales plan and because of the manufacturing know-how gained in over forty years of top-level electrical manufacturing, important savings in distribution and production have been made possible. These savings will be passed on to operators.

For more than five years, most operators have considered Electro today's best buy; now, the new low, low prices make it the greatest value in cigarette machine history.

ELECTRO 8 NOW ONLY **\$198⁵⁰**

ELECTRO 10, now only \$217.50



C-8 Laboratories
World's Largest
Exclusive
Cigarette Vending
Machine Factory

**EASTERN ELECTRIC
VENDING MACHINE CORP.**

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.

A PRODUCT OF C-8 LABORATORIES

New Low Price

SILVER KING

CHARM KING

2 GREAT VENDORS

Sample, \$13.95.

2 to 3, \$12.50.

1 to 3 Cases \$42.00 Case.

6 Cases or More \$40.00 Case.

Packed 4 to Case.



CAMEO VENDING SERVICE

432 West 42nd Street New York 18, N. Y.

Plan Full Size "Location-Sold" Cig Venders; First Models Fail

BOSTON, Jan. 21.—Joseph P. Manning Company, Hub tobacco wholesaler which sells its own cigarette vender to locations, reports it is introducing a full-size machine within the next two months. The five-column counter and floor models now being sold are manufactured for the firm by the Yeaton Manufacturing Company, Lawrence, Mass. Firm will also build the larger unit.

Over 1,200 counter size venders have been sold in Massachusetts, New

Hampshire and Maine since going into the vending field a year ago, according to John Griffin, treasurer. However, the original \$82.50 machine did not stand up, it was found, when the Manning firm took over operation itself during the period when the tax commissioners office ruled that each location must pay a \$100 fee as a "cigarette vender operator." With the resumption of the location \$1 fee per machine interpretation by the Appellate Tax Board last August, Manning pulled back all its venders redesigned them and raised the price to \$100. With a storage stand, the vender sells for \$125. A \$75 model, without coin rejector, is also being offered.

Push Sales

Griffin states the firm has eight persons working on sales of the venders, and sales activities are being concentrated in Massachusetts, New Hampshire and Maine. In Rhode Island, the Costello Tobacco Company, Providence, has the franchise for the machines.

Explaining the reason Joseph P. Manning went into the vending business, Griffin said it was the result of postwar competition. "We felt that we had lost a lot of cigarette business during the war, and we wanted to get it back and to increase our business."

According to Griffin, there are now about 700 to 800 machines in Massachusetts, with the majority in the Boston area, and 300 to 400 in New Hampshire and Maine.

Northwest Appoints Milton Volkenant to Engineering Division

MINNEAPOLIS, Jan. 21.—Northwest Engineering & Manufacturing, Inc., automatic shoeshine machine manufacturer, has announced the appointment of Milton Volkenant to its engineering staff.

Angus P. Grant, firm secretary, stated Volkenant supplements the firm's engineering staff which is headed by George A. Van Doren Jr. and Fred M. Van Doren, co-designers of the Shinemaster unit.

Volkenant is the owner and founder of the Western High Frequency Laboratories, Minneapolis, and had previously been inductive co-ordination engineer for N. W. Bell laboratories. He is widely known in electronic circles.

BRAND NEW LUCKY BOY VENDORS



\$9.75

Lots of 8, \$8.75

Lots of 25, \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

ATTENTION —25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEDA, 8 Cols.	\$100.00
UNEEDA, 6 Cols.	90.00
Uneeda Model 500, 9 Col., 350 Pack Cap.	100.00
9 Col., Model E, 270 Pack Cap.	59.50
ROWE PRESIDENT, 10 Col.	100.00
Royal, 10 Col., 400 Pack Cap.	95.00
Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
National 9-30	75.00
DuGrenier, 6 Col.	32.50
Special 4 Col., 100 Pack Cap.	27.50

CANDY MACHINES

NATIONAL 9-18, 9 COL., 162 BAR CAP.	\$100.00
NATIONAL 6 COL., 108 BAR CAP.	80.00
NATIONAL 6, Counter Model	70.00
ROWE, 120 Bar Cap.	85.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00



SALE \$65.00

Candyman

73 bar cap. Enclosed base.

SALE \$62.50

DuGrenier

MODEL W, 9 col., 308 pack cap., also WD Model.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

Peanut Committee Drives for Increased Output During 1950

WASHINGTON, Jan. 21.—The National Peanut Industry Committee will move to obtain increased peanut production this year, following growing concern over reductions in federal acreage quotas, according to Roy Parrish, committee chairman.

If upped output is achieved, peanut vender operators can look forward to better deals, price-wise, during coming months. To date, peanut prices have been moving one way only—up. With portions becoming smaller over the past several years, operators anticipate higher sales volume with return to larger penny portions. To be able to increase the customer's "penny's worth" to near-prewar size would be one of best public relations that could be made, operators agree.

As a step toward obtaining bigger peanut crops, Parrish said the committee considers the bill by Rep. Stephen Pace, of Georgia, a good one. It would permit the production of peanuts in excess of quotas. It has already passed the House and is pending in the Senate.

The low production problem will be discussed by members of the peanut committee with members of the Senate Agriculture Committee and with Secretary of Agriculture Charles Brannan, Parrish stated.

Hires and R. J. Reynolds Declare Stock Dividends

NEW YORK, Jan. 21.—Charles E. Hires Company declared a regular quarterly dividend of 25 cents this week, payable March 3, 1950, to stockholders of record February 15, 1950.

Quarterly dividends of 50 cents were also declared by the R. J. Reynolds Tobacco Company on both common and "B" stock payable February 15, 1950, to stockholders of record January 25.

VICTOR'S AMAZING NEW TOPPER

Special January Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globes) \$52.00.

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$36.00

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25

Samp. Topper, \$11.25

PEANUT-BLO GUM
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150¢ or more with freight prepaid. 25¢ lb., less 2%

COLORED BALL GUM—All Sizes 25¢ carton, 25¢ lb. 150¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
25 lb. carton Large 45¢ lb. Small 42¢ lb. Full Cash With Order. Autographed Football Charms \$3.75 per 1000

Write for our FREE Complete Charm List

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 13, N. Y. Phone: Dickens 2-7992

COMING SOON! VICTOR'S UNIVERSAL JUMBO

For Vending JUMBO SIZE Ball Gum

Tested and proven on location by Victor for over one year

Be FIRST with the FINEST ... Buy Victor's

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue Chicago 39, Illinois

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25¢ for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY
415 Neptune Street Pittsburgh 20, Pa.

DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. I. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

CHARMS—PROVEN SALES BOOSTERS

COMPASS TREASURE BALLS. Real Imported \$5.75 Compasses encased in 7/8" GR. Treasure Balls.	MYSTERIOUS FACES FROM FAR-AWAY PLACES. 6 asst. faces in gleaming gold finish. May be used as lapel ornaments. \$7.50	NEW BASKETBALLS 24 Team Names Approximately 5/8" Colorful Plastic \$4.50 M Copper Plated 8.00 M Gold, Silver Plated 11.00 M
NEW!!! #500 CHARMS #500 Bright Plastic \$3.00 M #500M Metal Plated 5.75 M #500C Color Plated 5.75 M #500 Gold or Silver Plated 6.75 M #500 Metallic Plastic Bronze or Silver 3.25 M	#494 ANIMAL CHARMS #494 Bright Plastic \$3.00 M #494M Metal Plated 5.75 M #494 Color Plated 5.75 M #494C Gold or Silver Plated 6.75 M #494 Metallic Plastic Bronze or Silver 3.25 M	#3 Asst. Small Plastic Charms \$2.50 M #3M Asst. Small Metal Plated Charms 4.50 M

KARL GUGGENHEIM, INC.
33 Union Square New York 3, N. Y.

CTA Announces Scale Earnings

CHICAGO, Jan. 21.—Following receipt of awards of new vander and sery-machine contracts by the Chicago Transit Authority (CTA), officials have detailed "facts and figures" on the placement and operation in elevated transit locations.

The 250 scales, installed in 142 separate locations in CTA El and subway stations, brought in a commission of \$1,905 to CTA for the first months of 1949, it was reported. 1948 total income was \$5,423. CTA's scale contract calls for a minimum commission of 40 per cent, which means that the 250 scales grossed a minimum of \$13,582.50 during 1948 and \$8,159.50 (if the 40 per cent commission basis was used) was passed by the operating firm, Transit Sales, Inc. For the first six months of 1949 the scales took in 476,250 pennies. The ratio of 178,058,141 revenue passengers for 1948, to 1,358,250 scale transactions, showed that one out of every seven CTA El and subway riders dropped a penny into a weighing scale during the year.

Now They're Even Peddling Insurance by Coin Machine

(Continued from page 3)

may be bought, as well, with the fees mounting according to a graduated scale. Coverage for 15 days, for instance, costs \$2.75, with \$10 the fee for a 90-day policy. A smaller payment is made by the underwriter for death or injuries sustained in air travel. Here the return is \$3,000 for death and \$15 weekly for serious injury. The stamped policies carry the code number of the Western Union offices used.

The machine itself is small, measuring 12 by 5½ by 7½ inches. It is manufactured by Simplex Time Recorder. It was believed the test, designed to check merchandising methods rather than the feasibility of the machine, would run for about six months. If successful, quantity placements would be made. There are

about 3,300 Western Union offices throughout the country. Tele-Trip has offices at 420 Lexington Avenue, in New York. The firm is headed by John Shaheen, president.

Borden Intros Hot Chocolate

NEW YORK, Jan. 21.—Following one year of experimentation, the Borden Company announced this week that it had perfected a new hot-chocolate concentrate specifically designed for vending machines. The liquid preparation will start moving to operators "very soon," according to W. J. Fraser, assistant sales manager.

To be shipped in No. 10 cans, said to be sufficient for 100 servings, the concentrate will list at about \$1.45. Fraser said it requires no special refrigeration. It may be stored with safety at room temperatures, he claimed.

Borden's, which is working on a marketing plan for the hot-chocolate, also has developed coffee concentrates.

NAMA Names New Committees

CHICAGO, Jan. 21.—The personnel of two National Automatic Merchandising Association (NAMA) committees was announced this week by President George M. Seedman. A four-man by-laws revision committee and a 10-man finance committee were named for 1950.

Appointed chairman of the by-laws revision group was J. B. Lanagan, the Nik-o-Lok Company, Indianapolis. Other members of this committee are W. G. FitzGerald, International Ticket Scale Corporation, New York, and B. W. Scheuer, Vendomat Corporation of America, Baltimore. C. S. Darling, NAMA's executive director, is secretary.

Chairman of the 1950 finance committee is John T. Pierson, the Vendo Company, Kansas City. In addition to Pierson, the following were named by Seedman to serve on this committee: L. D. Chambers, Peerless Weighing & Vending Machine Corporation, Long Island City; Alvin W. Dawson, American Locker Company, Inc., Boston; C. E. Doriot, Graef, Cutting & Coit, Buffalo; Henry Gaddis, The Vendo Company, Kansas City; Ford S. Mason, Ford Gum & Machine Company, Inc., Lockport, N. Y., and J. B. Lanagan and W. G. FitzGerald. C. S. Darling is also secretary of this group.

Cigar Mfrs. To Hypo Biz in 1950; Venders May Profit by Move

CHICAGO, Jan. 21.—With most cigar manufacturers going into high gear this year promotion-wise, operators of cigar venders may look for an upped tempo of sales.

Following steadily declining volume since 1920, when over 8,000,000,000 cigars were smoked, the stogie-brigade has been diminishing until in 1948 only 5,600,000,000 cigars were sold. And when it is seen that over 20,000,000 more potential male customers were about last year, compared to 1920, cigar makers decided to do something about it. The 1949 total drop of another 200,000,000 only added spurs to "more sales" campaigns.

Among the reasons attributed for the fall-off in cigar smoking is the increased popularity of cigarettes. And another, advanced by cigar men, is that women "don't like their men-folk to light up a cigar."

The National Association of Tobacco Distributors (NATD), and the Retail Tobacco Dealers of America (RTDA) have joined the Cigar Institute in an all-out 1950 sales drive. Part of the program will include full page color advertisements in The Saturday Evening Post, radio and television shows, newspapers ads, etc.

Northwestern

NEW REDUCED PRICES

MODEL 49

SPECIAL \$13.75

FACTORY FRESH Vender Confections

Teany	LB.
Almonds	65c
Jumbo Pistachios	75c
Spanish #1	
Peanuts	24c
Blanched Virginias	32c
Redskins	28c
Cornuts	23c
Boston Beans	23c
Rainbow Beans	23c
Pine Nuts	26c
Ball Gum	
Bubble	27c

Parts—Supplies—Charms—Write for List.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

FOR THE HOTTEST LINE IN CHARACTER CHARMS

SHMOO KIGMOY



Walt Disney and Al Capp Character Charms

NOW AVAILABLE.

CHARACTER CHARMS, Inc.

1607 East 16th St. Los Angeles 21, Calif.

BUY SILVER KINGS

KING OF VENDORS

Ball Gum Candy, Charms Vendors, U. S. and Foreign Coins. "Hot Spot" Vendors.



Bigger Profits from locations are a natural With

Silver Kings or "Charm King" Ball Gum Vender

Designed for sales compelling eye appeal as low as

\$10.00 in quantities

At All the Best Dealers—or Write. Ask About the New "Hunter."

SILVER-KING CORP.

222 Diversey Parkway CHICAGO, ILL.

Northwestern

DE LUXE

LATE MODEL PORCELAIN TOP

\$9.95 Each

Lots of 10

SAMPLE, \$12.50

Machines just off location—in good working order—need cleaning.

Floor Stands, Used \$2.95 Ea.

Asco 5¢ Hot Nut Vendors .. 9.95 Ea.

Terms: Full Cash With Order, F. O. B. Newark.

ASCO VENDING MACHINE EXCHANGE

95-97-99 BRANFORD STREET, NEWARK 5, N. J.

BIGELOW 3-7744-5

NEW! HEAP BIG VENDING PROFITS WITH Painted Chief CHARMS

\$1.35 Gross Prepaid



Carved like-life features. Brilliant colors... red, gold, mahogany, cream. Be first with these big profit-making imported charms. Vend perfectly. Order by Mail. Send \$1.35, or check with order.

LA RUE INTERNATIONAL, INC.

540 HAYES ST. SAN FRANCISCO, CAL.

'50 will be NIFTY with

ACORN 1c or 5c All Purpose Bulk Merchandisers

Order Yours Today!



Look at These **OUTSTANDING** Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

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.: AT 6478

SALESMEN-OPERATORS

Let the **MONEY MAKING** **Better Shoe Shine Machine** work for you in 1950



SALESMEN... We're looking for men who can sell from list of prospective users compiled from location where machine is already proving its popularity.

OPERATORS... Full or part-time. Augment your present income with the coin-operated machine that doesn't merely brush up; it actually shines the shoes. Don't delay... write for attractive plan today.

BADER SALES COMPANY

1210 GOODFELLOW ST. LOUIS 12, MO. EVergreen 6600

ATTENTION, VENDING MACHINE SALESMEN

If you have had Main, Asco, Shipman or similar experience you may be able to make the most profitable connection of your career. Our new machine is an old all-time winner with a new angle which has put it at the top of the earnings list. If you can sell new operators through Business Opportunity ads you should be able to earn \$750.00 weekly up from the start. Protected territories are now being assigned to experienced producers. Only a few more men needed. Write

BOX D-296, care The Billboard, Cincinnati 22, Ohio

FOR SALE

4 Daisy Queen Machines, used 3 months, 1949 models. 32 Stoner Candy Machines with bases, 6 col.; 2 Stoner Candy Machines with bases, 8 col.; 15 have payout mechanisms, \$3,400.00 for the 34. These machines were bought in March, 1949. 10 Hamilton Scales, good as new, \$400.00.

GRANT T. WHITE

401 CARRISON AVE. FORT SMITH, ARK.

"GREATEST ADVANCEMENT
EVER MADE IN BULK VENDERS"



**CUTS
SERVICING
TIME AND
COSTS IN
HALF**

**INTERCHANGEABLE
SANI-CARRY GLOBE**

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON
IN BULK VENDING**

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

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. \$ 8.68
100 lbs. or more 21.90

CHARMS
Plastic Charms, small, 1,000 \$2.25
Copper & Nickel, small, 1,000 4.25
Plastic Charms, large, 1,000 2.95
Copper & Nickel, large, 1,000 5.50
Silver Wedding Rings, 1,000 5.95
Schmoo Buttons, 1,000 6.50
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Mop Cat" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50
Walt Disney Charms, copper, 1 lb. 2.50

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION
623 West North Ave., Baltimore 17, Md.

FOR COFFEE VENDING

IT'S
KOFFEE KING

KOFFEE KING
National Distributing Corp.
20 E. 35th St., New York 16, N. Y.
Murray Hill 9-3424
KOFFEE KING IS A PRODUCT OF
FUTURAMIC MACHINES, INC.

CIGARETTE MACHINES

Buy With Confidence From **STEINER**
—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927
There was, is and always will be a demand for my famous "E", "A" and "500" Models.
WE BUY AND SELL USED EQUIPMENT
—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.
King Size Chutes, Mirrors, Parts and Locks for all vendors
Get the Facts on Our Nylon Deal
STEINER MANUFACTURING CO.
343-E Hudson Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0835

**First Vend Industry Census;
1950 Survey Reveals Trends**

(Continued from page 87)
Thus using round numbers, the census shows that 1,000,000 machines are now in operation, averaging 100 sales per week. This brings the overall weekly sales to 100,000,000 units and annual sales to 5,200,000,000 units.

Cig-Cigar Units

Turning to cigarette equipment, the 1950 census shows that 364,000 machines are in operation. Averaging weekly sales of 150 packs per unit, weekly sales are 54,600,000 packs and total annual sales climb to 2,839,200,000 packs. This figure, say cigarette makers, represents from 17 to 20 per cent of total national consumption.

Cigar vendors, 16,000 strong, sell an average of 40 cigars per machine each week and move a total of 640,000 cigars during that period. Total annual sales thru vendors is 33,280,000 cigars.

Lower priced equipment and addition of newer selective equipment brought bottle and cup drink vendors into greater prominence in 1949. Together, both types of machines totaled up to 425,000 units on location.

Bottle Vendors

Bottle vendors, numbering 410,000, averaged weekly sales of 180 bottles per machine, bringing total weekly sales up to 73,800,000 bottles. Total annual sales thru bottle equipment is 3,837,600,000 bottles. "In the glass" drink equipment is expected to hold, and perhaps better, its lead over cup vendors as manufacturers increase production of low capacity, selective units to tap new locations.

Cup drink operators have 15,000 machines on location over the country. This equipment sells an average of 850 drinks per week per machine, or a total of 12,750,000 drinks each week. Total sales, annually, come to 643,000,000 drinks.

Pulse Report

Presenting "foundation facts" for the operator, gathered from a cross-section of 455 operating firms representing approximately 10.5 per cent of the total operating groups, *Vend's* 1950 "pulse of the industry" report spells out route trends, growth and buying. And because it represents a larger sampling of operators than previous annual reports (in 1948 only 5.7 per cent of the total group receiving questionnaires answered) it follows that the 1950 "pulse" is more accurate.

Leading off with data on full time versus part-time operations, operator reports show that 70.7 per cent conduct full-time business and 29.3 per cent part-time. Latter group is made up mostly of penny equipment operations.

In the candy field 17.6 per cent of operations are conducted by wholesalers. Tobacco wholesalers operate 14.9 per cent of existing cigarette vendor routes, while 8.1 per cent of the country's soft drink bottlers operate bottle equipment. These figures show that 59.4 per cent of all candy, cigarette and drink, combined, is operated by independent or non-wholesale operators.

Diversification

Diversification of routes in 1949 has increased, on the full-time operator level, by 4.2 per cent over 1948. This ranges from a 3.6 per cent increase in dual operation to 1.2 per cent increase in operation of four or more types of equipment. Part-time operators, on the other hand, became more strongly entrenched on one-type operation in 1949, when 7.8 per cent more operators conducted this type business than in 1948.

With both full and part-time operators polled on the question of what types of equipment they planned to add during 1950, stick gum machines in penny and nickel size led with a 20.9 per cent vote. Second choice in the "buying forecast" were candy units, which 20.4 per cent of the op-

erators said they would add this year. Cigar vendors came in third with 10.1 per cent indicating they would purchase in '50. Cup soft drink and hot coffee units tied in fourth place, followed by ice cream, cigarette, bulk units, scales, biscuit, popcorn and milk vendors, in that order.

In 1949 the "buying and selling" section of the "pulse" survey showed, more full-time candy operators bought more of their merchandise direct from the manufacturer. The actual figures: In 1948 83 per cent of all candy operators bought 92 per cent of their goods direct, while in 1949 88.4 per cent purchased 92.5 per cent of their supplies direct. A 5.4 per cent drop-off in buying from wholesale sources therefore becomes evident. In 1948 17 per cent of the operators bought from wholesalers, while in 1949 only 11.6 per cent did so.

In part-time candy operations, too, there was an increase in direct-from-manufacturer buying. While 61 per cent of such operations purchased 85.5 per cent of their supplies direct in 1948, 78.1 per cent bought 82 per cent of all goods direct in 1949.

Candy prices in 1948 averaged 5.8 cents higher than in 1949, when the total average price per 24 count was 72.9 cents against 78.7 cents the year before. Broken down to full and part-time operations, it is seen that, in 1948, while 93 per cent of full-timers paid an average of 76.8 cents per 24 bars, 97 per cent of the part-timers paid 80.5 cents per 24. In 1949 82.3 per cent of full-time operators paid an average of 71.1 cents per 24 bars and 87.5 per cent of part-time ops paid 74.7 cents per 24 bars.

Cig Op Buying Habits

Cigarette operators, unlike candy, did less direct buying in 1949 than in 1948. In latter year 25 per cent of full-time operators bought 96 per cent of their cigarettes direct and 75 per cent from wholesalers; in 1949 20 per cent purchased 93.7 per cent of their supplies direct and 80 per cent bought from wholesalers. A slight increase in part-time operators buying 100 per cent direct reflects the greater number of tobacco wholesalers who participated in the 1950 survey.

On the cigarette price front, the survey showed that while average over-the-counter price remained static at 19.9 cents thru 1948 and 1949, average vendor price increased .7 of a cent from 20.7 cents in 1948 to 21.4 cents last year. In 1948 57 per cent of the operators sold at the 20-cent pack price and 39 per cent sold at over 20-cent pgs; in 1949 5.9 per cent less ops (or 51.1 per cent) sold at the 20-cent price and 46.1 per cent sold at over 20-cent tags. While 4 per cent of all operators sold at under 20-cent prices in 1948, this percentage dwindled to 2.8 per cent in 1949.

Brands

Under "brand preferences," concluding section of the pulse of the industry study, the five leading brands of cigarettes were seen to hold their respective positions thru both 1948 and 1949. However, it was shown that all brands were closer together, preference-wise, last year than in 1948. In order of operator preference, the leading brands are Lucky Strike, Camel, Chesterfield, Philip Morris and Old Gold, in that order.

Candy bars, under the brand preference survey, are listed in order of frequency of operator mention in first thru fifth place. Four bars most mentioned for first place were Hershey, Clark, Baby Ruth, Oh Henry, while leading second place mentions went to Oh Henry, Clark, Baby Ruth, Welch Coconut and Milky Way.

Ed. note: For more complete details of all phases of both the Pulse of the Industry and Census of the Industry surveys for 1950, see the January issue of *Vend*.

**ADVANCE
DUPLEX-E**

SITROUX TISSUE AND
OTHER SANITARY NAPKIN
MACHINES AVAILABLE

IMMEDIATE
DELIVERY

Order Sample Today!

Write for
Quantity Prices!

**LISTO SANITARY
NAPKINS**

Sample and Prices on
Request.
Manufacturer and
Distributor.

J. SCHOENBACH

1645 Bedford Ave., Brooklyn 25, N.Y.



Complete, Separate
Service Heads

ACOR

12 or 54 All Purpose
Bulk Merchandise

Fast to service
exchange on
tion. Extra heat
removed simply
unlocking—give
many more A
Vendors of a
num investment
Write today

CALIFORNIA TINEY ALMONDS
VACUUM PACKED IN 5 LB. TINS
SPECIAL, 77c LB. F.O.B. L.A.

OPERATORS VENDING MACHINE SUPPLY
1023 South Grand, Los Angeles 15, C.

CHARMS CAN DOUBLE
TRIPLE YOUR PROFITS
IN BULK VENDING
Write now for detail and price list on
Copper and Plastic Charms, Basketball
Rings and Novelties.

BECKER VENDING SERVICE - BRILLIANT



"The Magazine
of Automatic Merchandising"

"I have recently had the pleasure
of reading one of your editions
VEND, and being a vendor, it
great interest for me."

Sam Fox

Acme Vending Service
Detroit, Mich.

VEND

2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to *Vend*
Magazine for One Year for which I enclose

Name

Address

City Zone State

Supplies in Brief

NLRB Ruling

WASHINGTON, Jan. 21.—A jurisdictional dispute over representation of boiler room workers of the Chase and Sanitary Company's St. Louis plant is resolved by an employees election. The National Labor Relations Board (NLRB) ruled this week. Over the protests of the AFL Teamsters Union, NLRB divided the work into two election groups—boiler room attendants and electricians. The order is to vote either for the Teamsters or for the AFL International Union of Operating Engineers (IOE). The electricians are to vote

either for the Teamsters or for the AFL International Brotherhood of Electrical Workers (IBEW).

Pop Sorghum

LUBBOCK, Tex., Jan. 21.—Pop sorghum may eventually be a strong competitor of popcorn, according to plant specialists at the Texas Agriculture Experiment Station here. The sorghum can be munched noiselessly, too, they claim. It was pointed out that sorghum grains produce a smaller puff than popcorn, but the thinner hull leaves no husk.

Sugar Data

WASHINGTON, Jan. 21. — Sugar usage during 1949 ran over the year's quota of 7,500,000 tons by 64,968 tons, Agriculture Department reports. The 1950 quota has been set at the same figure as last year.

Top 1949 month for sugar distribution was August when 921,281 tons were shipped by primary distributors. Low month was December when the total fell off to 510,772 tons.

Stocks on hand at the end of the year totaled 1,700,000 tons as compared with 1,500,000 at the close of 1948.

C. Creators Honors 50-Year Workers With Gold Watches

CHICAGO, Jan. 21.—C. Creators & Company, popcorn manufacturers, awarded gold watches to four employees this week, honoring them for their 50 years of employment with the firm. Presentation was made by C. J. Creators, president of the 65 year old company.

Awards went to C. Ortlepp, E. Oudin, B. Sexauer and H. Wang at a private dinner.

Soft Drink Venders Clicking Outdoors Thru Chicago Area

CHICAGO, Jan. 21.—Outdoor installations of soft drink venders, mainly in service stations, have been kept operating in unusually large numbers in this area in spite of the cold weather. And business is reported as good.

While the use of such units has been on the increase here for the past year, the amount of soft drink equipment being operated thru the cold month is the "greatest ever." In recent months, too, super-marts in the Western suburbs have placed the machines either in the immediate vicinity of their doors or on walks located under canopied driveways.

Operators who have been testing this type of location, and who originally believed they were workable only in the warm months, now are indicating that they will add new locations shortly and expect to keep machines operating 12 months a year despite winter slack in grosses.

Canada Dry Raises Bottle List Price

NEW YORK, Jan. 21. — Canada Dry will raise the price of its bottled beverage line to 96 cents a case at the wholesale level for the seven-ounce size it was learned this week. The drinks have sold for 80 cents a case. The new price, to take effect soon in "most areas," was attributed to rising production costs by Roy W. Moore, president.

Vending machine operators, however, will not be affected by the price increase. It was emphasized that there will be no jump in sirup lists to venders and fountain users.

POPCORN VENDING BRINGS HIGH PROFITS

WITH 'POP' CORN SEZ AUTOMATIC VENDERS!



The factory will give you the best deal on NEW OR USED

'POP' CORN SEZ POPCORN VENDERS

If you need parts for your present 'Pop' Corn Sez Venders, write us about your requirements. Investigate our parts service!

Auto-Vend, Inc.

210 Bonita Dallas 6, Texas THE FACTORY SERVES YOU BEST

SPECIAL! 100 ASCO HOT NUT VENDORS

Lots of 10 . . . Ea. \$9.50—Sample \$12.50



Rush Your Order Today VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)
Prompt Delivery

Write for Our Illustrated Catalog! 1/2 Dep. With Order, Bal. C. O. D.

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NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 54-Bar Size, Each . . . \$22.50

Cigarette Machines DU GRENIER, 7 Col., Like New . . . \$40.00
UNEDA MONARCH, 8 Col., Like New 70.00
COUNTER MODEL, 7 COL. 17.50
Half Deposit, Phone: BA. 9-0606

HARRIS VENDING 2717 N. Park Ave. Philadelphia, Pa.

"I'm Winning Because of You!"

JOIN THE MARCH OF DIMES

January 16-31

FIGHT INFANTILE PARALYSIS!

The National Foundation for Infantile Paralysis
FRANKLIN D. ROOSEVELT, founder

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

The New Sensational Northwestern

MODEL 49 SPECIAL

Less than 25 . . . \$13.75
Less than 100. . . 13.55
100 or more . . . 13.35

SPECIAL INTRODUCTORY OFFER

5 Model 49 Specials plus 25 lbs. 210 Ball Gum and 1000 of Rake's Special Assorted Charms— **\$79.50**

N.W. De Luxe, 1c-5c Comp. \$27.00
N.W. Model 39, 1c 12.75
Model 33, 1c 11.50
Model 33 Ball Gum, 1c 10.50
Model 40, Bulk, 1c 9.50

GENUINE LEAF RAINBOW BUBBLE BALL GUM

3/4" Size, 25c lb.—170 & 210 Ct., 25c per lb. Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

We Carry a Complete Line of Charms. Send for Charm List 101 1/3 deposit, balance C. O. D. Full payment must accompany all orders under \$20.00.

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Here is the New, Flexible

ALKUNO CRACKER VENDOR

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/4". Has large merchandise display and self-illuminating plexi-glass 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 of 5c Gum and Candy Vendors.

ALKUNO & CO.
488 Concord Ave. New York 54, N. Y. Melrose 5-7757

Portland Shuffle Outlook Rosy

Boom Is Over, But Ops See Steady Profits for Next Two Years as Field Stabilizes

City Lead Way for Industry in Promoting New Game

PORTLAND, Ore., Jan. 21.—One of the first to enter the shuffleboard picture, Portland, for more than a year now has been one of the most active shuffle centers in the country. And while a definite "leveling-off" has set in, many operators in the area feel the game still has several good years to go. Promotion, the key to sustained shuffleboard income according to the brief history of the game from a coin machine angle, is an old story here, and the vast amount of publicity given the game via newspapers and radio programs has been, in the main, responsible for the building of player ranks and sustaining players' interest from one season into another.

It was here in Portland that newspapers brought shuffleboard to their sports readers, printing results of league plays and tournaments. And radio commentators did much to further the cause by holding interviews with players and reporting loop results. Shuffleboard parlors appeared early and were ornamented with brilliant electrical displays, which included animated shuffleboards, to draw patrons.

The immediate results were obvious. Play was at a maximum in most spots, and ops found the boards bringing in much needed income to bolster the lower grosses on other types of equipment. The long-range results are only now becoming apparent. Players in many cases are not only continuing to participate in organized leagues, but are recruiting new players steadily. And the resurgence of shuffleboard play which is being noted in many other parts of the country, is still a long way from reaching the level which has been maintained here.

Op Reports

Most operators in this area have had their boards out for approximately a year and a half, and on the whole feel that they will continue to operate the equipment for at least another two years at a profit. Important, too, is the fact that many of the operators reported the shuffleboard boom of '49 had helped build grosses on other types of coin-operated equipment and that the impetus from that period was still holding.

Generally speaking, shuffleboard play is 10 cents per game, with ops and locations sharing 50-50 in the re- (See Portland Shuffle on opp. page.)

Puck Patter

Charlie Gillard, Nation Wide Novelty president, says his distributor in the Greenfield, Mass., area, Charles Martell, is already making a lot of headway with Nation Wide boards tho he has had the line but a short time. Greenfield covers the western part of Massachusetts and is surrounded by several medium-size cities which have shown unusual interest in shuffleboards.

Pete Rozgus, Mero Industries league man, reports League 1 is now in its third week of the second half of the season and the players are showing more enthusiasm than ever. For one thing, Rozgus pointed out, it is getting close to the time when awards will be decided and some of the players who did not fare too well in the first half of the schedule are now proving they really have it. . . . Julian Crum, Shuffleboard Specialists, says the firm is receiving an increased number of inquiries on used shuffleboards with new tops. The firm also has a new set-up on its electric scoreboards.

ASLI Has \$20,000 in Kitty For Shuffleboard Tourney

UNION CITY, N. J., Jan. 21.—Nearly \$20,000 in tournament prize money is already in the kitty of American Shuffleboard Leagues, Inc. (ASLI), a preliminary audit disclosed this week. The money will be divided among winners of major ASLI competitive events, to be held this year. At the same time the American Shuffleboard Company announced a donation of trophies said to be valued over \$11,700.

ASLI, an organization formed to sustain interest in shuffleboard play thru competitive play, plans to spon-

sor a number of State tournaments in April. The regional events will be followed by a coast-to-coast championship tourney in May. Players will compete for shares of the prize money and trophies.

Ken Poulsen, ASLI field director, says a change in tournament set plans has been made to increase number of teams participating in the State events, the two top teams in each six to eight-team league will be invited and the three leaders 10 to 12-loop leagues. Larger leagues will send a proportionate number of teams to the State tournament. Winners of the State events will be eligible to compete in the national finals. Over 1,500 teams are registered with ASLI.

Howard W. James, advertising manager, says American is donating the trophies to "add additional to the game among all contestants. The awards are original in design and made from maple laminated to resemble shuffleboard playing field. In all, 179 trophies will be furnished by the board manufacturer, 125 to league champs, 50 to the State leaders and four to those coming on top in the coast-to-coast event.

Metro-Electronic Intros Shuffle Play Stimulator

INDIANAPOLIS, Jan. 21.—Metro-Electronic Company has announced a new development, called Metro-Bowl, designed to stimulate play on all types of shuffleboards and create new interest among league players. The unit is an improved and low-cost shuffle bowling game which can be played from both ends of the board at the same time, thus hyping the revenue potential.

Action is similar to bowling, with players being able to score strikes, spares, and to make such shots as splits, turkeys, railroads, etc. Scoring follows that of regulation bowling, with 10-frames comprising a game, two shots being allowed per frame unless the player scores a strike with the first weight. Speeded action is provided via the automatic return of the weight to the player, and an electrical mechanism resets pins knocked down during each frame.

Fits All Boards

Manufacturer reports Metro-Bowl will work on any size, shape or length shuffleboard. It attaches to the board in such a way that there can be no damage to the shuffleboard and can be installed in about two

minutes and is removable equally fast. Thus the shuffleboard can be used for regular shuffle play, or with the attachment, when desired. The attachment plugs into any light circuit.

Announcement of Metro-Bowl marks the entrance of the Metro-Electronic Company into the low-priced coin machine field. For the past few years the firm has been manufacturing higher-priced equipment for use in parks and at carnivals.

Officials

Firm's management has long been associated with the amusement field. Frank Bula, president, was, for several years, a member of the engineering department of a Chicago coin machine manufacturer. Victor Larsen was an operator of various types of coin machines, also in Chicago, and Joe Mettler, general manager, established the Metro-Electronic Company in San Diego, Calif., in 1944, moving it to this city in 1947 where he manufactured the Metro Derby.

Firm also plans to enter the pinball machine manufacturing phase of the industry later this year.

Brief and Important Late Digest of Coin Machine News

Trans-Vue Slashes Prices

Rudy Greenbaum, president of the Trans-Vue Corporation, this week announced the firm had slashed the price of its commercial Entertainer from a previous list of \$599.95 to a new low of \$399.95. The television receiver, for use in commercial locations, features a 16-inch screen and master remote control tuner. Home receivers manufactured by the firm were also cut in price.

Duluth Solons Okay License

Duluth, Minn., solons have passed an ordinance licensing amusement and music coin machines and operators of such equipment. Under terms of Ordinance 6823, amusement devices, including pin games, motion picture units, novelty games and shuffleboard, are assessed \$30 each annually; music machines, \$20 each annually, and operator's licenses are \$300 for a one-year period. Ordinance does not change the existing ruling which forbids locations of music equipment in establishments selling liquor.

Pittsburgh Legal Situation

Pittsburgh tavern operator Milton Wirtzman withdrew his injunction last week against Local 1600, United Phonograph and Allied Machine Workers (CIO), and the Western Pennsylvania Coin Machine Operators' Association (WPCMOA), which he filed after members had picketed his place of business. Union alleged that machines in the tavern were serviced by non-union mechanics. Meanwhile, Joseph Bertolotte, restaurant owner, indicated he would file a similar injunction to restrain the unions from picketing his eatery. Alleged non-union servicing of machines was also given as the reason for picket action.

Precision Puck In Production On 5 Models

CHICAGO, Jan. 21.—Precision Puck, a subsidiary of M & S Works, is in full production of different puck models, Nels Malmgren, firm president, announced this week. Parent company, which established in 1948, and Precision Puck are located at 7936 South Chicago Avenue.

Malmgren also reported that a pamphlet covering the five models has been prepared by the company and is available upon request.

Exhibit Intro Conversion Unit

CHICAGO, Jan. 21.—The press showings of Exhibit Supply's Shuffle Bowl in five cities this week were greeted by unusual operator response. Joseph A. Batten, vice-president and general manager, announced this week. A conversion suitable for shuffleboards of any length as well as shuffle rebound games, the unit was shown in five of Southern Automatic Music Company's six offices.

The complete unit for conversion of shuffleboards to shuffle games, Exhibit Supply's Shuffle Bowl consists of a complete set of illuminated playing pins set in traditional bowling formation, a gravity feed pin return chute, a small metal chute which catches pucks which have already passed under the scoring contacts and dropped out of play, a coin chute set for dime play and scoring pads. A feature of the unit is that up to five players can play in the same game. Each game is 10 frames and each deposits a dime.

Representing Exhibit Supply at the Southern Automatic showings were Bill Doll at Dayton, O.; Frank McCurti, at Fort Wayne, Ind.; Odell K. Cincinnati; Charles Pieri, Louisville; and Batten, Indianapolis. The unit is in full production and is being handled thru Exhibit Supply Distributors.

Calendar for Coinmen

January 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.
 January 26 — Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.
 January 26-27—National Dairy Council (NDC), annual meeting, LaSalle Hotel, Chicago.
 January 31—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
 February 1—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.
 February 2—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.
 February 6—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore. (Association will hold its annual dinner dance February 5 at the Lord Baltimore Hotel.)
 February 7 and 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.
 February 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 February 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.
 (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL GAMES, ETC.

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\$200

NEW 1950 DELUXE SHUFFLEBOARD
 18' WITH MASONITE TOP
 22' With Maple Top . . \$250

BEST
ELECTRIC
SCORE-
BOARDS, \$95
Pucks (8) \$10.
Wax (12) \$3.50.
(4) Climatic
Adjusters \$15.

BEST QUALITY
LOWEST PRICES

Maple Tops, \$125
 Used Shuffleboards with New Tops, \$175
 100% Hard Wood Hand-Rubbed Cabinets
 with world's finest Maple or Masonite Tops.

SHUFFLEBOARD Specialists

1174 S. Michigan Ave. CHICAGO 5, ILL.

SHUFFLEBOARD SURFACING MACHINE

Does Your Surfacing Job Precisely. Write for Complete Information.

J. D. WRIGHT

2058 E. WHITTEMORE

FLINT 7, MICH.

PORTLAND SHUFFLE

(Continued from opp. page)
 Coin-operated scoreboards are used extensively, and have been quite popular with players. Boards in use include those made by practically all the major manufacturers. The groundwork which was laid early in 1949 by Rock-Ola, National and American proved valuable, with those three makes in strong evidence throughout the area.
 The rapid upsurge in shuffleboard interest here late in 1948 and early 1949 was not expected to continue indefinitely. Like all "booms," a leveling-off period was expected, and arrived. Unlike many other areas, however, this stabilization of the game did not bring chaos. Play continued fairly strong, and manufacturers reported sales in the area.
 Today it is felt the shuffleboard field here has passed the crisis, and that play will, in the future, build more slowly, but on a stronger basis. And operators are agreed that this is the best possible course for all concerned.

HERE
NOW!

All Electric! Just Plug In! Attaches To Any Shuffleboard! METRO-BOWL

Attaches in 2 minutes. No damage to Board. Spares, Strikes, Railroads, etc. Player keeps own score as in bowling. No complicated scoring mechanism to get out of order. More fun for players—LESS COST TO YOU!



★ 2 in 1 ★

PLAYS FROM BOTH ENDS

1 to 8 PLAYERS

DOUBLES THE TAKE AT 5c A GAME

FAST ACTION

Distributors:
HERE IS TODAY'S WINNER!

★ 2 Alleys for Less Price of 1 ★

1 Player or a Team can play at either end. Has all the action of real Bowling, with Strikes, Spares, Splits, Turkeys and Railroads. Pins are re-set electrically. Puck rebounds automatically. Mechanism is sturdy, durable, foolproof. REQUIRES NO SERVICE. Tested, Tried and PROVEN the GREATEST MONEY-MAKER of all Bowling Games.

PAYS FOR ITSELF IN 1 WEEK!

ONLY \$147.50
F. O. B. Indianapolis

ORDER NOW! IMMEDIATE DELIVERY!

METRO-ELECTRONIC CO., Inc.
2156 Union Street Indianapolis 2, Indiana

PHONE IDLEWOOD 1391

SHUFFLEBOARDS

Slightly Used

ROCK-OLAS—NATIONALS

\$199.00

18-20-22 FT.

AMERICAN CUSHION AND REBOUND SHUFFLES
(32 Games in 1!)

\$299.50

1/3 Deposit, Balance C. O. D.

HY-G Music Co.

GE 0325 HY-G BUILDING NE 1347
257 Plymouth Ave., N.
Minneapolis 11, Minnesota



Jewel
(HI-CENTER)
Puck

\$17.50 Per Set of Eight
If your distributor can't supply, write for quantity discounts.

Scientifically designed sliding surface decreases friction, gives smoother, more accurate operation. Won't chip, dent, or crack. Knurled for easy grip. Hi-Center Crown in red and green plastic. Chrome plated. WRITE FOR DETAILS

Distributor Discounts Available on Request
SCREW MACHINE PRODUCTS
217 WEST ENGLISH WICHITA, KANSAS

1950 PURVEYOR 'SPORTSMAN'

- ★ NEW
- ★ IMPROVED
- ★ BIGGER APPEAL



FINEST MATERIAL USED
No better Shuffleboard constructed at any price.
Convince Yourself . . .

WRITE FOR LOW PRICE

GIGANTIC CLEARANCE SALE

Used Shuffleboard JUST OFF LOCATION

Valley
Rock-Ola
Mercury
(Masonite)
Nation Wide

\$75.00

Up

TOTAL ROLLS \$24.50
ADVANCE ROLLS 39.50
DALE GUNS, Late Models . . . 89.50

WE WILL ACCEPT ANY WORKING USED EQUIPMENT AS DOWN PAYMENT. WHAT DO YOU HAVE?

Shuffleboard Supplies

Wax
Pucks
Score Pads
Lights

Lowest
Prices . . .
We Will Not
Be Undersold

SHUFFLE GAMES OF ALL MAKES

New and Used
Immediate Delivery

NOTICE

We have a limited supply of first-class reconditioned Slots—Consoles—fully guaranteed.

WRITE FOR PRICES

PURVEYOR SHUFFLEBOARD CO. 4322-24 N. WESTERN AVE. CHICAGO, ILL.

Ph.: Juniper 8-1814—8-1815—8-1816



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. . . is the **FIRST**
. . . is the **ORIGINAL**
. . . is the **BEST BY FAR**

Patented No. 112926-M

A REAL SHUFFLEBOARD BOWLING GAME—NOT A TOY

Increases patronage at every shuffleboard location—played and scored the same as bowling—

THE COMPLETE GUARANTEED SET INCLUDES

10 weighted & padded maple pins—indestructible set-up rack
wall rack for storing pins—3 advertising posters—
100 scoring sheets (800 lines)—crayon & other accessories.

DISTRIBUTORS WANTED—Priced Right for Big Profits

Write—Phone—Wire

SHUF-L-BOWL CORP.

465 Jerusalem Ave., Hempstead, N. Y.

Phone: Hempstead 2-2040

PRECISION PUCK

Often Imitated—Never Equalled

5 Styles and Models

A Precision Puck for Every Purpose

For Full Information

Send for Illustrated Folder

PRECISION PUCK COMPANY

Subsidiary of M & S Tool Works

7936-38 South Chicago Avenue

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FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Full Production For Gottlieb's 5-Ball, Just 21

CHICAGO, Jan. 21.—The D. Gottlieb Company here has placed its Just 21 all skill five-ball game in full production, Alvin Gottlieb, advertising manager, announced Thursday (19). First operator showings were held last week-end in distributor showrooms.

Object of the game is to make 21 points on as few balls as possible. Game has neither a plunger nor a ball lift and player's hands never come in contact with the ball. Balls are put in play by a turret shooter which properly timed with the movement of the game's oscillating range finder makes it comparatively easy for the player to make 21 points. Points are made by shooting balls at 10 numbered targets. Once the ball has been put in play by the turret shooter, player tries to get additional shots at targets with the same ball by hitting it with either of two independently controlled power flippers.

Gottlieb stated that because distributor orders on Just 21 have been so large in volume that the firm had to increase its production line personnel by more than 30 per cent in the last week.

Fire Damages Amer. Shuffle Plant in Union

UNION, N. J., Jan. 21.—A fire of undetermined origin severely damaged the No. 2 plant of the American Shuffleboard Company here early Friday (20). While no one was injured, the company suffered a serious cut in production facilities at mid-season.

Output at the plant was devoted to playing fields. It was said to house some of the most modern machinery designed for that purpose. American officials declared that the company's main plant at Union City will be placed on a heavier schedule immediately to "compensate in part" for temporary loss of Plant No. 2.

Orders on hand will be filled from stock on hand in American's Union City and Maywood, N. J., warehouses and the increased output at the main plant.

Rebuilding of the factory will be started at once, officials said, and production is expected to reach normal levels shortly.

Frank Dyki, manager of the firm, was unable to estimate damage to contents of the building. Firemen and employees of the firm were able to remove some drums of explosive lacquer and valuable uformite, the powdered glue base used in the manufacture of shuffleboards.

Atlas To Show Seeburg Game Product in Ill.

CHICAGO, Jan. 21.—Atlas Music Company will hold a series of showings in three Illinois cities on a new Seeburg product related to the amusement game field, January 28. First showing will be at the Hotel Armstrong, Rock Island.

A second showing will be held January 29 at the Hotel Jefferson, Peoria. One week later, Sunday, February 5, the new Seeburg product will go on display at the State Capital in the Leland Hotel, Springfield.

Among the Atlas staffers who will participate in the showings and explain the features of the product will be Ed and Maury Ginsburg, Harold Schwartz, Joe Eline and Nate Feinstein.

Name Federman To Field Po At United Mf

CHICAGO, Jan. 21.—The appointment of Paul D. Federman as sales representative for United Manufacturing Company was announced Friday (20) by Sales Manager DeSelm.

In his new post Federman will spend most of his time on the road, particularly in the Eastern part of the country, and will serve as liaison between the plant and firm distributors and also between distributors and operators of United games.

Federman resigned from Will Manufacturing, effective January 15, following two years as national sales representative. DeSelm stated that Federman should prove of measurable value to the United organization. "We are fortunate," DeSelm said, "in obtaining Federman, for he has been recommended to us by distributors in parts of the country as one of the most forward looking men in the trade."

AUTOMATIC ELECTRIC OVERHEAD SCOREBOARD WITH FRAME SCORING



ATTENTION DISTRIBUTORS

Due to increased production, we are now in a position to appoint a few more distributors. Write Wire! Phone for details!

M & T SALES CO.

2847 FULLERTON AVENUE
CHICAGO 47, ILLINOIS
Dickens 2-2424

CALIFORNIA SHUFFLE PINS

LIKE NEW

12 Ft. . . . \$295.00

9 Ft. . . . 205.00

UNCRATED

CRATED, \$10.00 EXTRA

1/3 DEPOSIT WITH ORDER.

Balance Sight Draft

HOWARD SALES COMPANY

Nebraska's Oldest Distributors
1206 Farnam Street Omaha 2, Nebraska

WURLITZER SETS SHOW DATES

All Yourself:

Hartford Ops Find Formula for Successful Operations, Then Go To Work Building Up Locations

HARTFORD, Conn., Jan. 21.—Before you sell your business seriously, you have to sell yourself," according to two Hartford coin operators. George Savelli, owner of L & S Co. Company, and Wesson D'Amico, owner of American Phonograph Company, both of Hartford, say that they have learned from "equal experience" that a coin operator can obtain "plenty of additional business" thru the simple of a consistent "cordial relations" policy with all customers. Savelli has been a local coin operator three years, while D'Amico has been in the business for 10 years.

Cordial Relations

As an example of "cordial relations" policy, Savelli pointed out some months ago a profitable location's ownership changed hands. "The new owners," he related, "told me to take the juke box out of the place. They also said they didn't care to have any games in the location."

"I realized," he continued, "that this location was one of the best in the city, and so I hunched what I like to call my 'cordial relations' policy with the new owners. For example, I didn't talk about the coin machine business the first time I called on them. My machines were still in the place under a temporary agreement and was determined to keep those machines there permanently."

"What did I do? Well, I started talking about various aspects of the restaurant business—the location is an eating establishment—and about other phases of the business world. In fact, I talked with those new owners on several occasions on practically everything under the sun about coin machines."

"What was the result? Savelli related that "instead of having my

juke box out of that location permanently, the new owners started thinking along my line of thought, and, as a result, today I not only operate a juke box but pin games in the location, and, above all, have a better understanding with the owners."

No High Pressure

Savelli is of the opinion that "high-pressure" salesmanship is not conducive to long-range cordial relationships between coin operator and location owner. "I think both the operator and the location owner can get along better by understanding each other's specific problems over a long period of time," he said.

D'Amico follows along with Savelli's way of thinking. "I've had similar experiences of 'cordial relations' with customers," he said, "and thus far I've had nothing but success. I've found that wherever a location owner has a gripe about coin machines or pin games, it's best not to argue, but to sit down and talk over various problems confronting not the coin machine industry but the particular business in which the location owner happens to be. It really works miracles in the long run!"

Both emphasize that the ability of "talking quietly and calmly with a location owner" is half the battle of getting a good business deal out of the location.

Consolidation

Savelli said also that about a year ago, he had about 50 coin machines in locations. He cut down the number to 35, and, in a year's time discovered that his weekly gross dropped "only about \$70 a week." He added the observation that "a year ago, as the trade well knows, business was better than it is now, and so I believe that

(See Hartford Ops on page 104)

All Distributors To Unveil New Model 1250 Simultaneously; Open House February 12-13

Priced, Designed for Today's Market, Reports Wurgler

NORTH TONAWANDA, N. Y., Jan. 21.—The Rudolph Wurlitzer Company has selected February 12-13 as National Wurlitzer Days, to introduce, via their 42 distributors, the new coin-operated phonograph to be known as the 1250. Announcement of the selection of the Sunday-Monday show dates was made by wire to the firm's distributors by Ed Wurgler, general sales manager of the phonograph division. While the reps were given a chance to preview the 1250 during a sales meeting here last November, this was the first word they had received on the intro dates. While there has been

much speculation as to the new Wurlitzer 1250, details of the unit will not be announced until the show dates. However, Wurgler, in commenting on the phonograph, stated: "... The Wurlitzer 1250 has unprecedented eye

Big Wind

DETROIT, Jan. 21.—A juke box proved the loser when the wind really got in earnest at the Cadillac Bar here Saturday. Two huge plate glass windows were broken, and the juke box, standing near the front of the room, was blown over. Assorted contents of the bar were wafted around the street. Spot is in the downtown district, a block from The Billboard office. Owner is thinking of adopting *Stormy Weather* as his theme song.

Automatic Phono Names New Rep

CHICAGO, Jan. 21.—Mike Spagnola, vice-president of Automatic Phonograph Distributing Company, announced the appointment this week of Eugene Smith to firm's staff of sales representatives. Smith, who was formerly a routeman for Clyde Dale's Automatic Music, Ottawa, Ill., is a native of that town and has a wide background of coin phonograph experience.

Together with Fred Minter, who has been on the road for Automatic Phonograph for some time, Smith will personally contact operators in firm's territory on the new AMI Model C phonograph.



ED WURLER

appeal, play appeal and earning power—it is priced and designed for today's market. It incorporates new advanced styling, new money-making features and will safeguard you against obsolescence. In the 1250 you will find features offered in no other phonograph. . . ."

Simultaneous Shows

All 42 Wurlitzer distributors will hold open-house showings simultaneously on the National Wurlitzer Days, Wurgler said. Complete staffs will be on hand to meet with operators and their servicemen.

It was pointed out that the dates for the showing of the 1250 differ from former introductory dates, which were usually held on a Saturday and Sunday.

"Heretofore," said Wurgler, "we have our showings on Saturday and Sunday, but after carefully analyzing the habits and practices of the phonograph operators, we think that Sunday and Monday are better days. The operators are still busy on Saturday taking care of their business and Friday and Saturday nights are usually two of the best nights in the week for phonograph play. Sunday is more free for the operator, his family and his servicemen. Monday is the day that most operators set aside for the purchase of their records and is a less important day from the standpoint of phonograph play. Taking all these factors into consideration, we have chosen Sunday and Monday, with the idea of making it more convenient for the operators to come and see our new model and to join with our distributors in the celebration of Wurlitzer days."

MOA CONFAB INTEREST HIGH

Exhibits Lining Up Space; Ops Air Problems

Plan Special Promotions

CHICAGO, Jan. 21.—With approximately six weeks to go, interest in the Music Operators of America (MOA) convention, scheduled to be held March 6-8 at the Palmer House here, is growing rapidly. While final program details will not be available until shortly before the convention sessions, at least one of the three days will be set aside for manufacturers to present their views and to discuss the operators' problems as well as their own. George A. Miller, national chairman, has announced.

(See MOA CONFAB on page 104)

Permo Offers Coin Wrapper Giveaways In New Promotion

CHICAGO, Jan. 21.—Continuing its aggressive sales and promotion program to the music machine field, Permo, Inc., this week announced a new coin-wrapper giveaway which will start immediately. Firm, thru its distributors, will provide, free of charge with transportation prepaid, 500 5-cent coin wrappers with every purchase of 100 Permo Point needles bought by and delivered to a sub-distributor or operator.

Permo distributes received their supply of wrappers this week and starting Friday (20) began issuing giveaways with orders of 100 needles, either standard, round, nylon or muted stylus for the P-30 cartridge. Firm is supplying only the 5-cent wrappers. The wrappers feature the firm's trademark, a dog pointing at a needle point.

Wis. Music Ops Hold 1st 1950 Meeting

Discuss Nat'l Org

MILWAUKEE, Jan. 21.—A luncheon meeting was held by the Wisconsin Phonograph Operators' Association (WPOA) at the Eagles Club in Milwaukee Monday (16). President C. S. Pierce presided at the meeting, which was the first quarterly gathering of the ops.

The group laid plans for the year's activities and presented suggestions to the executive board for building a stronger local and national association for the benefit of music operators.

BEFORE YOU INVEST IN A COIN-OPERATED MUSIC SYSTEM

1 **NOTHING LESS THAN 100 SELECTIONS IS ENOUGH.** There has been a welter of claims by various manufacturers regarding the desirable number of selections to offer the public on an automatic phonograph. Back in the early days, the novelty of coin-operated music was sufficient to attract the public, and only a few selections were required to induce the public to drop coins into the coin chute.

This is no longer true. Today the public wants music and as every operator knows, individual tastes differ. The amazing success of the Seeburg Select-O-Matic "100" in increasing revenue wherever it is installed, is due in a large measure to its ability to provide everyone with the music he wants to hear. 100 selections make possible a wide choice of music—anything less restricts your market: 100 selections mean "music for everyone."

2 **THE MECHANISM MUST BE PROVED IN ACTUAL USE.** Before the Select-O-Matic "100" mechanism was offered to operators, it was tried, tested and proved in industrial and commercial locations throughout the country. Because of this fact, the Select-O-Matic "100" mechanism, when introduced to the coin-operated industry, proved to be the simplest phonograph mechanism ever developed from a service standpoint.

Never before has any mechanism received such long and thorough pre-testing as the Select-O-Matic "100". This was done because of Seeburg's belief that an operator is in no position to jeopardize his business by installing untried mechanisms and serving as a guinea pig for a manufacturer. No laboratory testing and no limited field testing can assure an operator the successful operation of a mechanism in actual use in his locations. It is important to investigate this point thoroughly before you buy any music system.

3 **45 R.P.M. MUST BE CONSIDERED.** The rapidly increasing acceptance of 7-inch 45 r.p.m. vinylite records for popular music and individual classical selections should be considered by every operator of music systems. For it is essential that operators be able to bring the benefits of this new development to locations and the public.

When the time comes, Seeburg will be ready to bring the many advantages of 7-inch 45 r.p.m. vinylite records to operators. A 45 r.p.m. Select-O-Matic "100" mechanism that fits right into the present M100A cabinet has been developed. It will be available on a nominal exchange basis. This is your insurance . . . this is your safeguard against obsolescence . . . when, and if, the time comes.

SEE YOUR SEEBURG DISTRIBUTOR FOR THE COMPLETE STORY OF
SELECT-O-MATIC "100" MUSIC SYSTEMS

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.

KNOW

4 **WHAT HAS BEEN THE HISTORY ON OPERATOR PROTECTION?** Seeburg believes that the foundation of its success has been protection of the operator.

Seeburg has never overproduced and been forced to date huge inventories of phonographs at cost or below cost.

Seeburg has consistently, over the years, refrained from under counter deals, discriminatory discounts and other unfair practices.

5 **OBSOLESCENCE MUST NOT JEOPARDIZE YOUR BUSINESS.** In the music business, as in every other business, it is impossible to stand still—you either go forward or backward.

The success of Seeburg is due, we believe, to the continued policy of the company to progress. One important policy of Seeburg is the elimination of yearly models. Seeburg does not seek to build a business by making minor changes in cabinets, lighting for the sake of offering a new model and hence rendering all equipment in the field obsolete before it has had a chance to produce its full share of earnings.

This does not mean there will be no new developments in Seeburg phonographs when such changes mean improved service to the operator or to the public, and when such changes bring increased revenue and operator advantages. Seeburg's policy is to protect the operator every way possible and to protect the Seeburg equipment he has bought. We believe this is important to the stability of the operating business.

Operators know that Seeburg fought the battle of remote control against considerable opposition. This Seeburg first has been a factor in the continued success of the operating business.

Seeburg pioneered Scientific Sound Distribution which has revolutionized new life to the coin-operated phonograph business and increased pleasure to the listening public.

In the Select-O-Matic "100" mechanism, Seeburg for the first time gave the public the music it wanted to hear, as the performance of the Select-O-Matic "100" Music Systems has effectively demonstrated.

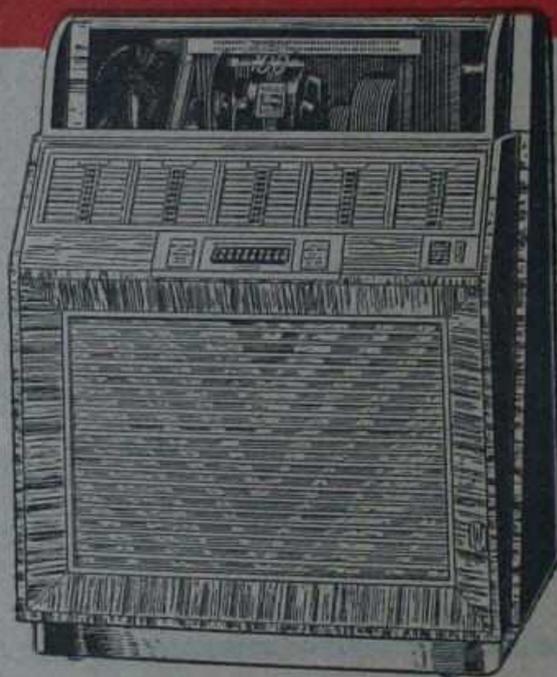
Seeburg has always been the leader in new developments and policies that have meant increased stability and increased profit to the operator and location as well as increased pleasure to the music-loving public.

there's
"music
for
everyone"
with

100

THESE FACTS!

Select-o-matic MUSIC SYSTEMS



THE SELECT-O-MATIC "100" MECHANISM. The most revolutionary development since the inception of the coin-operated music industry. Before a single coin-operated piece of equipment was offered to operators, this mechanism was tried, tested and proved in industrial and commercial installations throughout the country. Today, it is universally known as the most trouble-free mechanism ever developed.

THE SELECT-O-MATIC "100". The Select-O-Matic "100" brings a greater music service to operators, locations, the public. With 100 selections, there's "music for everyone"—music for tots, for teen-agers, for old-timers. In sales appeal, too, this modern phonograph is setting new highs in public interest, thanks to the completely exposed, intriguing operation of the mechanical "brain".



THE WALL-O-MATIC "100". The most remarkable remote selection system ever developed. 100 selections right at the finger tips of the public—all cataloged under five musical classifications—visible 20 at a time. Attractively styled with chromium-plated finish. Compact, 3-wire system. Easy to install.



selections

Bally's Service School Draws From 15 States

(Continued from page 86)

Novelty Co.; Thomas McMullan, George Nicol.
 Decatur: Roy Koch, B. C. Music Co., Len Smith.
 Elgin: Ralph Kelly, John Knopp.
 Forreston: W. Hammond and R. L. Roche, B. L. Distributors.
 Highwood: Robert Turelli.
 Kankakee: John Hauerperger and Cliff Welk, Kase & Blaser; Alvin Bates and Jack Brown, Modern Equipment Co.
 LaSalle: Anthony F. Colmane, Joseph Colmane; Andy LaBarbera, General Vending Co.
 Lincoln: Emmitt M. Biggs and Vince Schwenola, Coonhound Amusement Service.
 McHenry: George M. Bohr.
 Monmouth: Howard Moore and W. D. Tinder, H. A. Geers Distributing Co.
 Peoria: George Peters.
 Rockford: Les Holmes, Charles Marik; Cliff Stauffer.
 Waukegan: James Melius, Consolidated Amusement Co.
Indiana
 Elwood: Ray Linville.
 East Chicago: Sam Gray, General Vending Co.
 Hobart: Dell Fraser.
Iowa
 Marshalltown: Lewis Rosenstein, Mario Music Co.
Kansas
 Great Bend: W. D. Rowe, Midwest Novelty Co.
Michigan
 Jackson: Wells Fuller, Arcade Amusement Co.; Ralph L. Etienne, Magel and Baker.
Mississippi
 Forest: T. R. King.

Uniform Licenses

DETROIT, Jan. 21.—Operators here, in a drive spearheaded by Irving Ackerman, counsel for the Michigan Automatic Phonograph Owners' Association, are attempting to secure uniform license fees in near-by areas. Most ops are agreed the \$7.50 per machine levy here is equitable, and license fees being proposed in near-by localities are, in general, following figure.

Currently a license, at the 7.50 figure, is under consideration in Ferndale, Mich.

Missouri

St. Louis: Gus Diehl; Tom Clements and Pete Richards, Morris Novelty Co.; Charles Schnellman, Frank Schnellman.

New York

Utica: Bill Fiaschetti.

Ohio

Ashland: James Zimmerman, Ohio Novelty Co.

Canton: C. Hunter, Walter Snyder and Clyde Tolle, Tolle Amusements.

Toledo: Eddie Burmele; A. J. George, George Novelty Co.; Rudy LaPoint; James Myers, R. K. Service

Pennsylvania

Charleroi: Anthony Ficco, Keystone Music Co.

Erie: Ray Bujalski.

McKeesport: Michael Kray.

Pittsburgh: John Barnes, Atlas Novelty Co.; Anthony Schrim.

Texas

Fort Worth: Lewis Caswell and R. W. Claybrook, City Coin Machine Co.

West Virginia

Clarksburg: Nick Kaites and James Stevens, Clarksburg Amusement Co.; Harry Gregg, Roush Amusement Co.

Wisconsin

East Troy: A. A. Meninne, Wilfrid Sawyer.

Record Reviews

(Continued from page 83)

ARTIST	TUNES	COMMENT	RATING
ROSEMARY CLOONEY Columbia 30678	POPULAR Why Don't You Haul Off and Love Me	Husky-voiced thrush does the country novelty with a world of vivacity, to a catchy, carry backing.	82--82--82
	The Kid's a Dreamer	A quality ballad gets a dreamy, throaty rendition that could make this Miss Clooney's biggest side. Winter-halter arking provides a mood setting.	84--85--85
LITTLE SANS & LEE Apollo 1154	Dark Town Strutters Ball	Old time trio rendition of the rhythm classic. Best bet will be in juke.	71--70--70
	Get Out & Get Under the Moon	Another side gets the razzmatazz treatment. Group uses some of the tricks of the Whiteman Rhythm Boys.	71--70--70
ELLIOT LAWRENCE ORK Columbia 30664	Ritual Fire Dance	The familiar De Falla tour de force gets a clean cut, modern arking. Should appeal to deejays primarily.	82--84--81
	Between the Devil and the Deep Blue Sea	Performance is deliberately chaste and subdued in the "cool" modern style, lacks drive.	71--74--70
LES BROWN ORK Columbia 30687	Carioca	Superb big band sound here in an electrifying, swinging rendition. Clipping is more progressive than Brown's sock "I've Got My Love To Keep Me Warm," but should appeal on sheer brilliance.	85--86--85
	Waitin' at the Station	Ballad is bluesy, and reminiscent of "Sentimental Journey." Lucy Ann Polk's smooth vocal, and familiarity of tune may draw play.	75--77--75
LITTLE SANS & LEE Apollo 1153	Have You Ever Been Lonely?	Barron harmonizing by trio with accordion and guitar backing in a slow-going performance.	65--63--65
	Take Your Girlie to the Movie	A refreshing side gets a brightly gaslight rendition from the trio, with a banjo solo between choruses.	72--72--70
RUSS CASE ORK MGM 10604	A Dream Is a Wish Your Heart Makes	An extremely listenable version of the picture that will get its share of jock and juke play.	75--78--72
	The Little Gray House	Ballad from "Last of the Stars" gets the full treatment from Case and chorus. May be too much lyrically.	71--73--70
LENA HORNE (Luther Henderson) MGM 10615	I've Got the World on a String	The side is handled in night-club fashion, replete with out of tempo intro and soft, piano-led backing. Miss Horne's fans will want it.	73--73--76
	Is It Always Like This	(Lennie Hayton Ork) Somewhat exoteric Alec Wilder ballad is sung in a meaningful way and neatly played by the Hayton ork. Fine night club material.	65--65--67
NORO MORALES ORK MGM 10616	110th Street and 5th Avenue	Could be Afro-Cuban, but for a minor key sax solo and boppy trumpet interlude. For dancers only.	65--65--65
	Ponce	Also a Morales original, this side has a little more drive. Samba crowd should go for it.	67--67--67
JACK FINA ORK MGM 10610	Spaghetti Rag	Ops should go big for this honky-tonk piano rag. Fin's pianistics are extremely commercial here.	81--80--80
	Shangri-La	Concertized boogie instrumental may have special appeal.	74--76--74
BOBBY COLT Admiral 1002	Scattered Toys	An auspicious intro for the new label via a new Nick and Charles Kenny tune that's effectively sung by young Bobby Colt and well played by ork.	79--79--79
	Tango of Roses	The orking by Clark McClellan, the vocal by Colt and Three Beas and A Prep are first class, but it doesn't match the other side.	72--72--72
JERRY SELLERS Slate 8000	I Said It Before	Ordinary ballad gets a better than ordinary treatment from Sellers.	66--65--65
	I Won't Believe You Anymore	More of the same.	66--65--65
	CHILDREN		
ROGER WHITE-LINCOLN SINGERS-ENOCH LIGHT ORK Lincoln Records 507	Rum-De-Diddle, the Runaway Fiddle	Cute little story concerns a fiddle in a band where, of course, it didn't belong. It's light stuff in verse and song.	71--71--71
	Oats, Peas, Beans & Barley	(Lincoln Players-Enoch Light Ork) Bouncy nursery tune, with added verses, tells about a day on the farm. Pleasant musical production, although kids may get lost in the key changes.	73--74--73
GERRY TOUCHETTE-ENOCH LIGHT ORK Lincoln Records 508	Ding, Dong Bell	Little dramatization of the nursery tune, with elaborate musical production, could do well on this low-price disk.	76--76--77
	Goosey, Goosey Gander	(Roy Haller-Joanne Morland-Enoch Light Ork) Another standard gets similar treatment, with colorful arking on acet.	75--75--75
BIBLETONE CH-70 On Decca	Noah and the Ark (I & II)	In contrast to Charles Loughton's fine Biblical reading of the story, this is an informal, up-to-date bit of dramatization. It's teachy, but in a pleasant way.	77--78--76
BIBLETONE CH-72	Joseph and His Brothers (I & II)	Dramatization of the Bible tale teaches a lesson against jealousy. Drama gets a little violent in one spot, but it's all done in contemporary fashion, and the kids should go for it.	77--77--77

IN DESIGN AND PERFORMANCE EVANS' 20 RECORD, 40 SELECTION* CONSTELLATION IS STILL THE MOST ADVANCED PHONOGRAPH!

Thanks to Evans' foresight, Constellation offers the most modern phonograph styling of 1950 . . . without a single change in cabinet appearance and construction! So advanced is Constellation design that style leadership is assured for not one, but many years to come! That is but one of many reasons why consistently tremendous approval is accorded the Constellation by thousands of satisfied Operators.

Performance-wise, too, Constellation maintains a vigilant leadership. As new mechanical developments are engineered, tested and proven, they are promptly incorporated into the Constellation. Evans will not withhold improvements that increase operating profits simply for the sake of future special promotions. Constellation Operators do not have to wait for "new models" to get the latest! See your Evans Distributor or write Factory direct for information about Constellation . . . most advanced phonograph now, next month, next year!



* Latest comprehensive reports still prove 40 Selections most profitable to operate—anywhere.

AVAILABLE NOW—Record Popularity Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO. 1528 W. Adams St., Chicago 7, Illinois
SEE OUR COIN MACHINE AD ON PAGE 125

(Continued on page 108)

Here's the **BIG NEWS**
NATIONAL WURLITZER DAYS

Will be Sunday

FEB. 12th

and Monday

FEB. 13th

The Sensational New
WURLITZER
Twelve Fifty

**WILL BE ON DISPLAY AT YOUR
WURLITZER DISTRIBUTORS**

See and hear the Phonograph that is
DESIGNED AND PRICED FOR TODAY'S MARKET

AMI Show Week Hits Jackpot Nation Wide

Appoints 21 Distributors

Distributors See Bright '50 as Ops Up Orders

Plan Other Exhibits

CHICAGO, Jan. 21.—Reports coming in to the sales offices of AMI here this week indicate the National Show Week for the firm's new Model C has been one of the most successful in the firm's history. While initial showings got underway in some areas January 8, others were not held until this week, and some distributors, following the successful unveiling in their headquarters now plan to hold other showings in cities throughout their territories in the near future.

Following are reports from some of the distributors holding showings during the National Show period:

New Orleans

The Dixie Coin Machine Company held its showing of the Model C January 11-14 inclusive at its headquarters on Poydras Street, with more than one-half of the music operators in Louisiana attending. E. W. Holyfield reported that supplementary showings were held by United Novelty Company, Biloxi, Miss., under the supervision of C. H. Hurley, and the United Dixie Company, Jackson, Miss., under the direction of Frank Perino.

Louisiana ops from New Orleans, Gretna, Jefferson Parrish, Baton Rouge, Shreveport, Monroe, Alexandria, Lake Charles, New Iberia, Lafayette, Ville Platte, Addis, Forest Hills, Kaplan, White Castle, Lacombe, Napoleonville, Crowley, Rayne, St. Martinsville, Franklin, Thibodaux, Grand Isle, Opelousas, Bogalusa, Hammond, Leesville, Natchitoches, Pineville, Bunkie, Jonesville, Winnfield, Tallulah and Eunice were in attendance at the four-day showing here. Several operators from Mexico and Panama also were registered.

Reaction Good

Holyfield reported the three showings were the most successful he has ever participated in, and that operator interest in the new model was high. Based on orders which were actually written at the showings, Holyfield said the coming year is being viewed with much optimism by his firm, and by the music operators. Lowered price of the unit (\$745 as compared with \$895 for the Model B) was considered one of the most important factors.

A development at the showings here was the surprising interest in the unit displayed by the general public. A number of business men stopped in as a result of an attractive window display of the Model C, and several bought machines for use in their playrooms.

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:

RCA'S NEW 45 DRIVE SET. An extensive campaign is set to push the 45 speed; Columbia forges ahead with its campaign (Music Department).

DISKERS TO BREAK FROM BARRIER IN "3D MAN" RACE. The much-juggled tune will get general release by all diskeries involved (Music Department).

SIGNATURE SET TO REORGANIZE. Producers of Signature, Hi-Tone and Shelton disks set up a revitalization plan (Music Department).

EXCISE BACKERS UNDISMAYED AT DEFEATS. Industry advocates hypo efforts; leading diskers sign resolution (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the radio-phono-TV section.

Open house was held throughout the showings, with refreshments included.

An additional showing was held in Shreveport Monday (16), and the firm will hold a one-week showing in Mobile, Ala., starting Monday (23).

Indianapolis

Sam Weinberger, heading the local offices of the Southern Automatic Music Company, reported the January 15 showing of the new AMI Model C drew a crowd of 250 operators, one of the best turnouts ever noted.

In addition to Weinberger firm personnel on hand to meet the operators and explain the new model were George Burch, Eugene Brummett, Stanton Leverton, Herman Perkins, Wilbur Nelson, John Gallagher, Clifton Smith, O'Donnell Baugh and John King.

Joseph A. Batten, vice-president and general manager of Exhibit Supply Company, Chicago, was also in attendance.

Showing lasted thru the day and came to a close at 9 p.m. Refreshments were served, and souvenirs were given to all who attended.

Cincinnati

This office of Southern Automatic, headed by Joe Weinberger, reported more than 300 operators and their wives had attended the January 15 showing of the new juke box, and that the event was the most successful in the office's history. Operators began arriving at 11 a.m., and the doors were not closed until after 10 p.m. Turnout was especially gratifying in view of the inclement weather and Weinberger reported ops came from as far as 150 miles away to attend. Refreshments were served and souvenirs presented to all visitors.

Hosting the showing, in addition to Weinberger, were Paul Himburg, Mrs. Maxine Meale, Matt Maley, Bob Holt, Bud Dawson, Mel Enderele and Mike Carlotta.

Odell Keil, Exhibit Supply, and Ken Sheldon, Universal Industries, both of Chicago, were also in attendance.

Fort Wayne

Ice, rain and finally snow held attendance down to less than 200 operators at the Southern Automatic Music Company showing here January 15, but Samuel S. Dieter, manager of the office, reported buying among those present was brisk. The showing was held in the firm's new building on Maumee Avenue, and featured, in addition to the Model C, Williams' Twin Shuffle and De-Icer; Gottlieb's Just 21 and Old Faithful; Exhibit's Shuffle Bowl and Silver Bullets; Chicago Coin's Bowling Alley; Genco's Bowl-

ing League, and United's Shuffle Alley.

With Dieter in charge, other members of the staff on hand for the showing were John P. Stockdale, E. Wayne Palmer, Fred J. Allen, Eldon E. Wood, William E. Malone, Morton R. Rogers, Fred W. Weber and Joseph W. Niswonger. Also on hand were Edward Levine, Chicago Coin, and Frank Mencuri, Exhibit Supply.

Refreshments were served and all visitors received special gifts.

Louisville

More than 200 operators from Kentucky and Southern Indiana flocked to the Southern Automatic headquarters here January 15 to see the new Model C juke box, and, according to Leo Weinberger, found the unit so much to their liking that many orders were written before the doors were closed near midnight. As was the case in other offices of the firm, refreshments were served and gifts were presented to visitors.

Open house was hosted by Weinberger, who was assisted by his son, Morton, and George Potash, Bernard Radford, L. E. Pippenger, John Sheridan, James Cheek, Dwight Stephenson, Ed Zoeller, Donald McGar, Tony Grunder and Clarence Boles. Charles Perli, Exhibit Supply, Chicago, was also among the visitors.

Lexington, Ky.

Homer Sharp, manager of the Southern Automatic office here, reported more than 100 operators from Central and Eastern Kentucky had attended the unveiling of the Model C at the January 15 open house showing. Doors were opened at noon, and operators continued to arrive until late evening. Food was served and gifts given to all visitors.

In addition to Sharp, Mrs. Anna Belle Perkins, C. F. McMillen and James McKechnie were on hand to host the guests.

San Antonio

R. Warncke Company, with headquarters here, reported a successful showing last week of the Model C, with more than 150 operators visiting the firm's showrooms during the first few days of the display. A simultaneous showing was held in Houston, and R. Warncke, firm head, reported that judging from the orders written at both spots, the Model C will be in greater demand than either of the manufacturer's previous models.

Firm held a showing in Corpus Christi January 16, 17 and 18, and will open a three-day showing at the Hotel Madison in Harlingen Monday (23).

To Handle Shuffle Pool

(Continued from page 38)

contacts which represents the 15 balls used in pool. The game has a playfield, protected by a plastic shield and also has rubber rails for balls. For simplified servicing the entire mechanism has been embodied in the area behind the back glass. One of the new ideas just included in the game is a scoring wheel which records consecutive hits. Thus, if a player makes 15 straight hits he can begin a new game and keep shooting until his run is completed. This new scoring unit tallies up to 50 straight hits. Wurtz believes that this new unit will prove an extra play incentive on location.

Before making this game, Nation Wide had been exclusively in the shuffleboard manufacturing business. Charles Gillard said from now on the firm will concentrate on both shuffleboards and coin-operated amusement games. Since entering the game field Gillard has appointed Meyer M. Marcus as sales manager. Marcus has been associated with the coin machine business for 22 years. From 1928 until joining Nation Wide this year he has been president of the Markepp Company, Cleveland. He is remembered by veteran coinmen for his pioneering in coin machine public relations and trade associations in the 1930's and early '40s.

In releasing the distributor list for Shuffle Pool, Gillard stressed that some choice territories are still open. The group already appointed together with distributor firm heads follows:

ALLSTON (Mass.)—Redd Distributing Co., 298 Lincoln Street; Si Redd.
ATLANTA—Friedman Amusement Co., 44 Edgewood Avenue; Jack Friedman.
BALTIMORE—Economy Supply Co., 301 Maryland Avenue; Sid Merenstein.
BIRMINGHAM—Birmingham Vending Co., 2117 Third Avenue; Harry Hurvich.
BUFFALO—Hacola Distributing Co., 35 Franklin Street; Connie Meiers.
CHICAGO—Nation Wide Distributors, 83 Milwaukee Avenue; M. Holden.
CINCINNATI—United Distributing Co., 1411 Central Parkway; Charles Trau.
CLEVELAND—The Markepp Co., 4310 Carnegie Avenue; Arthur Marcus.
DALLAS—Walbox Sales, Inc., 3909 Main Street; George Wrenn.
DES MOINES—Coin Machine Specialists, 1519 32d Street; Phillip Cohen.
DETROIT—A. P. Sauve & Sons, 7525 Grand River Avenue; A. P. Sauve.
MIAMI—Shayne Dixie Music Co., 601 N. Miami Avenue; Bill Shayne.
NASHVILLE—Frank Swartz Sales Co., 513-4 4th Avenue South; Frank Swartz.
NEW ORLEANS—Dixie Amusement Co., 111 Poydras Street; Ed Holyfield.
NEW YORK—Mike Munves Corp., 575 111th Avenue; Mike Munves.
OKLAHOMA CITY—Rice Music Co., 38 West California Street; Lewis W. Rice.
PHILADELPHIA—Active Amusement Machine Co., 666 North Broad Street; Joe Ash.
PITTSBURGH—Pittsburgh Coin Machines Exchange; Lou Popkin.
ST. LOUIS—Central Distributors, 2334 Olive Street; Norwood E. Veatch.
ST. PAUL—Kenny Sales, 1933 University Avenue; Bill Greco.
WASHINGTON—Silent Sales System, 1773 Columbia Street N.W.; Ira T. Byran.

Warncke reported operators were impressed with the simplicity of the service of the new machine and commented on the tone quality.

Upstate Michigan Sees It

DETROIT, Jan. 21.—Upstate Michigan was introduced to the new AMI machine at a showing in the home town of the company, Grand Rapids, on Sunday (15), despite cold weather and a snow, rain and sleet storm that seriously hindered traffic throughout the State. Hosts were the Miller-Newmark Distributing Company, headed by Bill Miller and Ben Newmark, who were hosts the preceding Sunday at their Detroit showrooms.

Two hundred operators from all parts of Western Michigan turned out, despite the discouraging weather. Buffet lunches were served to 125. Newmark said there was strong buying interest in the new model.

WANTED

Used or New Hillbilly or Western RECORDS

Top prices paid. You get the best deal from Chicago's largest distributor of used records. Don't hesitate. Send us your records today.

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WE PAY FREIGHT.

THE Juke Box

BUILT FOR THE OPERATOR!



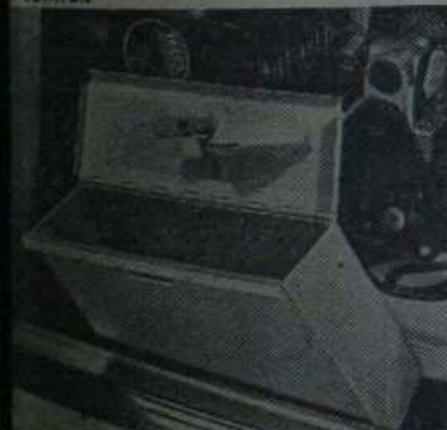
and entire mechanism
is visible in top mirror while "C" is playing.



Tip of your key swings open front door with
servicing points at your reach waist-high.



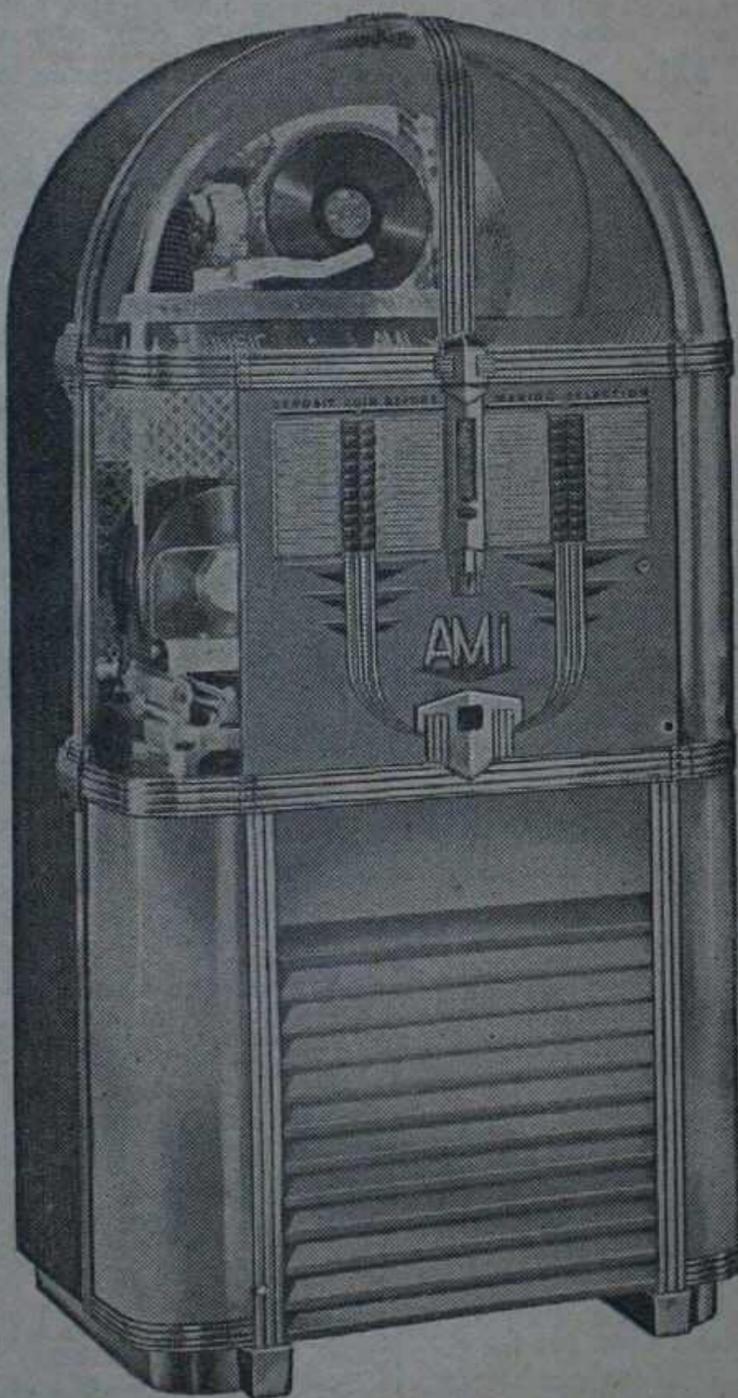
Sound system completely new. New
tuner, pick-up, needle. Automatic built-in
control.



Double size cash box, easily accessible,
securely locked inside. Safest!

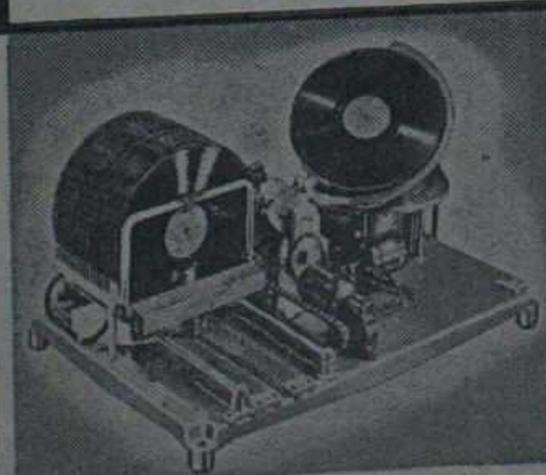


Records removable for quick change
strips, numbered and easily identified.



AMI Model "C"

Just out—and like a tidal wave moving into the best locations in the land! Its beauty, newness, ingenious design and exclusive features get first call everywhere. The "C" is "built for the operator"—your juke box! Enables you to command the creamiest locations and service them with a maximum of satisfaction to the stop and a minimum of expense to yourself. The 40 selection, 20 record AMI changer is the one thoroughly field-proven mechanism; keeps going, seemingly forever. And for fast servicing nothing can top that new front door with records, title strips, slug rejector, cash box and coin counter right at your finger tips. Get the newest, the best, the most profitable equipment NOW—immediate delivery on the "C"!



Famous trouble-free AMI changer. 20 records,
40 selections. The one thoroughly field-proven
mechanism.

AMI Incorporated

General Offices and Factory:
1500 UNION AVE. S. E., GRAND RAPIDS 2, MICH.
Sales Office:
127 N. DEARBORN ST., CHICAGO 2, ILL.

ADVANCE RECORD RELEASES

(Continued from page 36)

POPULAR

Monday, Tuesday, Wednesday (I Love You)
A. Mooney Ork (My Lily) MGM 10626

Monday, Tuesday, Wednesday, (I Love You)
J. Owens-3 Beas & A Peep (Half A) Dec 24874

More Than Anything In the World
O. Shore-H. Zimmerman Ork (It's So) Col 38689

(Put Another Nickel In) Musical Musical Musical
Ames Brothers (I Love) Coral 60153

My Blue Heaven
K. Griffin (Sentimental Me) Rondo R-213

My Dream Came True
B. Pannell (Never Give) Fanfare 100

My Foolish Heart
B. Eckstine-R. Case Ork (Sure Thing) MGM 10623

My Foolish Heart
H. Winterhalter Ork (Leave It) Col(78)38697; (33)1-478

My Jeweler's Window
L. Burton (A Letter) Mer 5341

My Lily and My Rose
A. Mooney Ork (Monday, Tuesday) MGM 10626

My Wild Irish Rose
G. Gray Ork (When Irish) Coral 60155

Nancy Goes to Rio Album—A. Sothern-J. Powell-C. Miranda-D. Scholl (3-10'')
MGM 47

Ca-Room! Pa-Pa . . . 30224
Love Is Like This . . . 30223
Magic Is the Moonlight . . . 30225
Musetta's Waltz (From La Boheme) . . . 30223
Time and Time Again . . . 50225

Never Give Up A Sweetheart
B. Pannell (My Dream) Fanfare 100

New Love
A. Garrison Trio (Right Me) Metro M8016

Night Music
H. Jones (Chase) Dial 1037 *

Not Really the Blues
W. Herman Ork (Detour Ahead) Cap(78)837; (45)F837

O, Katharina!
S. Fields Ork (Today, Tomorrow) MGM 10625

On the Beach at Waikiki
Harmony Hawaiian Quartet (Kuu-Ipo-I-K-Hee-Pue-Oe) Rondo R-209

One That I Want Won't Have Me, The
C. Daley-B. Butler (We Get) Dec 24836

Out of a Clear Blue Sky
T. Tucker Ork (We'll Build) MGM 10624

(When You Come to the End of) Perfect Day, A
C. Dennis (Lord's Prayer) Cap 796

Philosophy
A. Trace Ork (Half A) Col(78)38693; (33)1-474

Pinetopper's Blues
The Pinetoppers (Huckleberry Boogie) Coral 64029

Please Believe Me
P. Como-M. Ayres Ork (Did Any) V(78)20-3684; (45)47-3211

Poker Polka, The
V. Young Ork (There's No) Dec 24848

Polson Ivy
B. Garrett-The Melody Rangers-H. Mooney Ork (Don't Throw) MGM 10621

Rag Mop
Bradford & Romano (Chattanooga Shoe-Shine) V(78)20-3685; (45)47-3206

Rag Mop
R. Flanagan Ork (You're Always) V(78)30-0025; (45)54-0020

Right Me If I'm Wrong
A. Garrison Trio (New Love) Metro M-8016

Samba With Zig
Z. Elman Ork-D. Drew (Wedding Samba) MGM 10622

Satan Wears a Satin Gown
F. Laine-C. Fischer Ork (Baby Just) Mer 5358

Save a Little Sunbeam (For a Rainy, Rainy Day)
B. Strong (Who's Your) Cap 802

Scattered Toys
B. Colt (Tango Of) Admiral R-1002

Sentimental Me
K. Griffin (My Blue) Rondo R-213

Sing a Happy Song
F. De Vol Ork (Lady Play) Cap(78)835; (45)F-835

Sing Out, Sweet Land, Album—Original Cast-E. Siegmelster, Dir.
Dec (33) DL-8023

As I Was Going Along
Big Rock Candy Mountain
Blue Tail Fly
Casey Jones
Didn't My Lord Deliver Daniel?
Frankie and Johnny
Hammer Ring-Watermelon Cry
I Have Been a Good Boy
I'm Goin' Down the Road
Little Mohee
More Than These
Roving Gambler
Trouble, Trouble-Basement Blues

Somebody's Walking Around in My Dreams
G. Nolan-B. Hitz Ork (Today Would) Metro M-8012

(We've Got a) Sure Thing
B. Eckstine-R. Case Ork (My Foolish) MGM 10623

Sweet Suburban Sue
K. Davis (I'm Disillusioned) Empey 105

Sweetheart Semicolon
The Honeydreamers (Hey-Ho Virginia) Bluebird 30-0022

Take An "L"
J. Durante-M. Durso Ork (Bibbidi-Bobbidi-Boo) MGM 30226

Tango of Roses
B. Colt (Scattered Toys)-Admiral RR 1002

Tell Me Lies
J. Lord-J. Dell Ork (I Can't) Metro M-8011

Tex For Two
J. Murad's Harmoncats (Harmoncat Jingle) Mer 5353

There's No Man Like a Snow Man
V. Young Ork (Poker Polka) Dec 24848

Tiger Rag
K. Griffin (Till We) Rondo R-214

Till We Meet Again
K. Griffin (Tiger Rag) Rondo R-214

Today, Tomorrow and Forever
S. Fields Ork (O, Katharina!) MGM 10625

Today Would Have Been Our Anniversary
G. Nolan-B. Hitz Ork (Somebody's Walking) Metro M-8012

Together
P. Smith Quartet (Apart) Discovery 120

Ulili Hula (Hula Chant)
Harmony Hawaiian Quartet (Luana) Rondo R-208

Until Tonight
V. Young Ork-B. Shirley (Face In) Dec 24847

We Get Along So Good Together
C. Daley-B. Butler (One That) Dec 24836

Wedding Samba, The
Z. Elman Ork-D. Drew (Samba With) MGM 10622

Wedding Samba, The
C. Reyes Ork (Lost Love) Cap(78)836; (45)F-836

Wedding Waltz
G. Wisniewski-Harmony Bells Ork-The Wayfarers (Wine Polka) Dana 2056

We'll Build a Bungalow
T. Tucker Ork (Out Of) MGM 10624

When
T. Dorsey Ork (Just For) V(78)20-3687; (45)47-3210

When Irish Eyes Are Smiling
G. Gray Ork (My Wild) Coral 60159

Whistling For You Album—F. Lowry (1-10'')
Col(78)C-148; (33)CL-6091

Caprice Viennois
La Paloma
La Golondrina
Old Folks at Home
Song of India
Song of the Islands
Stardust
Trees

Whistling in the Dark
F. Carle Ork (I Still) Col 38690

Who's Your Little Who-Zis?
B. Strong (Save A) Cap 802

Wine Polka
G. Wisniewski-Harmony Bells Ork (Wedding Waltz) Dana 2056

With My Eyes Wide Open I'm Dreaming
B. Eberly (Daddy's Little) Coral 60158

Yodel Blues, The
The Modernaires (Big Movie) Col(78)38692; (33)1-473

You Can Die From a Broken Heart
E. Howard Ork (I'll Dance) Mer 5351

You're Always There
R. Flanagan Ork (Rag Mop) V(78)30-0025; (45)54-0020

You're My Thrill Album—D. Day
Col(33)CL-6071; (78)C-189

CHILDREN

Brave Engineer Album, The—J. Donna-J. Conlon Quartet (1-10'')
V(78)Y-400; (45)WY-400

Ding Dong Bell
G. Touchette-E. Light Ork (Goosey Goosey) Lincoln 508

Gerald McBoing-Boing, (Parts I & II)
The Famous Dr. Seuss-B. May Ork Cap(78) CAS-35; (45)CASF3054

Goosey Goosey Gander
R. Hallee-J. Moreland-E. Light Ork (Ding Dong) Lincoln 508

Joseph and His Brothers (1 & 2)
Bibletone CH-72

Noah and the Ark (1 & 2)
Bibletone CH-70

Oats, Peas, Beans & Barley
Lincoln Players-E. Light Ork (Rumi-De-Diddle) Lincoln 507

Rum-De-Diddle, The Runaway Fiddle
R. White-Lincoln Singers-E. Light Ork (Oats, Peas) Lincoln 507

LATIN-AMERICAN

Ameche Me Quisiste
J. Gutierrez Ork-M. Fernandez Perta (Un Mambo) V23-1489

Amor Del Alma
Perfirio Diaz (El Ventar-En) V23-1494

Cancien De Amor
M. T. Acosta Ork (Maldejejo) V23-1491

El Ventarren
P. Diaz Ork (Amor Del) V23-1494

Entregate a Mi Corazon
M. T. Maristany (Mi Suegra) V23-1492

La Negra Tomasa
Les Quincheros (Lanina) V23-1493

La Nina Guyaquilena
Les Quincheros (La Negra) V23-1494

Maldejejo
M. T. Acosta Ork (Cancien De) V3-1491

Mi Suegra Es Une Fiera
M. T. Maristany (Entregate A) V23-1492

Tu Has Mentido
N. Sesa Y Su Conjunto Colonial (Yo Na) V3-1490

Un Mambo Para Ti
J. Gutierrez Ork-M. Fernandez Perta (Ameche Me) V23-1489

Yo No Puede Vivir Sin Ti
N. Sesa Y Su Conjunto Colonial (Tu Na) V23-1490

MOA Confab Interest High

(Continued from page 97)

Considered an "operators show," the convention will be programmed to allow each operator an opportunity to present the problems peculiar to his territory. Much of this regional discussion, it is felt, will be handled thru associations, many of which will be represented at the meet.

With some 88 exhibit rooms originally available to firms wishing to participate in the convention, MOA execs this week indicated that space was going fast, and the standing-room-only sign would be out by the time the meet opens.

Among the firms which already have contracted for rooms are Permo, Inc., AMI, H. C. Evans & Company, Capitol Records, Decca Records, Coral Records, Jacobs Novelty Company and RCA Victor.

As originally planned, exhibits will be held in private rooms—there will be no general exhibit hall. This is in line with the convention theme of stressing the operator and his problems.

One of the high spots, promotion-wise, at the convention, will be the awarding of prizes in the Permo contest, based on operators' letters about their experiences with the firm's newest needle (The Billboard, January 14). Other gimmicks will be the awarding of door prizes by other

Texas Taxes

HOUSTON, Jan. 21. — The State of Texas collected \$751,308.99 in taxes from coin-operated phonographs and amusement games in 1949. According to the State Comptroller's office operators paid a total of \$163,346.49 on coin-operated automatic music and \$587,962.50 on coin-operated amusement games.

HARTFORD OPS

(Continued from page 97)

the drop of \$70 a week isn't great a figure to worry about."

In addition, he noted that the machines locations dropped "allegedly" seemed to be a headache to location owners he recalled didn't seem to be completely "sold" on coin machines, and so no particular effort was made by the location owners to sell their coin service. Another point in favor of dropping the 15 locations, he said, was persistent complaints voiced by a number of location owners allegedly "bad-working" machines. "The time we spent chasing down service calls was getting to be a costly matter after a while," he said.

manufacturers, and personal appearances of many recording stars, will meet operators and play the latest releases.

CLASSIC & SEMI-CLASSICAL

Bartok: Sonata for Two Pianos and Percussion Album — Masselos-Ajemian-Marcus-Goodman (1-12'')
Dial (33) 1

Bizet: Carmen-Suite Album—Columbia Symphony Ork-Sir T. Beecham, Dir. (Tchaikovsky; Capriccio) (1-12'')
Col (33) ML-4287(78) MX-333

D'Albert: Excerpts From "Tiefand"
A. Gura-C. Spletter-P. Anders-H. H. Nissen (Parts I & II) Cap(78)B-86001; (45)F-86001

Dohnanyi: Suite En Valse, Op. 39A & Dohnanyi Waltz Settings Album—E. Von Dohnanyi-E. Kilenyi (1-12'')
Col(33) ML4256

Dohnanyi: Suite in F Sharp Minor, Op. 19 Album—Philharmonic Ork of L. A.-A. Wallenstein, Dir.
Dec(33) DL6006

Esterellita
J. Heifetz (March) V(45)49-0626; (78)10-1314

Ibert: Escapes Album — Philharmonic-Symphony Orchestra of New York-A. Rodzinski, Dir. (Milhaud; Suite) (1-10'')
Col(78)MX-278 (33)ML2093

March
J. Heifetz (Esterellita) V(45)49-0626; (78)10-1314

Milhaud: Suite Francaise Album—Philharmonic Symphony Orchestra of New York-D. Milhaud, Dir. (Ibert; Escapes) (1-10'')
Col(78)MX-268 (33)ML2093

Koffenbach: The Tales of Hoffmann Album—R. Jobin-Bourvil-R. Doria-V. Boye-G. Boue-F. Revoll-R. Faure-L. Mazy-A. Pernet-Nationale De L'Opera-Comique-A. Cluytens, Dir. (3-12'')
Col(78)M2P-31 (33)SL-6

Prokofiev: Sonata in F Minor for Violin & Piano, Op. 80 & Sonata in D Major for Violin and Piano, Op. 94 Album—J. Szigetli-J. Levine-L. Hambro (1-12'')
Col(33)ML4256

Respighi: Dances and Airs in Diden Style Album—The Berlin Philharmonic Chamber Ork.-H. Von Brenda, Dir. (3-12'')
Cap(78)ECL-8056; (45)KCM-8056

Rimsky-Korsakov: Hindullied
P. Anders-The German Opera House Ork.-J. Schuller, Dir. (R. Strauss; Di) Cap(78)7-80165; (45)6F-80165

Arnold Schoenberg: Serenade Op. 24 for Septet and Baritone Voice Album—D. Mitropoulos, Dir.
Esoteric (33)501

Arnold Schoenberg: The Kammer-symphonie, Op. 9 Album—Orchestra Concerts Pas De Loup-P. Dervaux, Dir. (1-12'')
Dial (33) 2

Sibelius: Finlandia, (Parts I & II)
The Göteborg Symphony Ork.-S. Eckberg, Dir. Cap(78)B-86000; (45)6F86000

R. Strauss: Di Rigori Armati
P. Anders-The German Opera House Ork.-Schmidt-Isserstedt, Dir. (Rimsky-Korsakov; Hindullied) Cap(78)7-80165; (45)6F-80165

Tchaikovsky: Capriccio Italien, Op. 45 Album—Columbia Symphony Ork.-Sir T. Beecham, Dir. (Bizet; Carmen) (1-12'')
Col(33)ML4287; (78)MX-334

Treasury of French Song Album — M. Singher (1-12'')
Col(33)ML4258

Vivaldi: Concerto Grosso in A Minor, Op. 3 No. 8 Album—The Amsterdam Concertgebouw Ork.-W. Mengelberg Dir. (2-12'')
Cap(78)ELB-8057; (45)KBM-8057

INTERNATIONAL

An Den Ixa Ki Esena Ti Tha Ginomous
K. Nicolaidou (Melachrinoula) V26-8227

Baby Blue Eyes
E. Benedict & His Polkatizers (Lena Play) V(45)51-0047; (78)25-1147

Caltavaleen
I. Sjogren (Midsommarnatt) V-26-1084

Carol Rose Polka
J. Lasicky Ork (Heartbreaker's Waltz) Mer 2089

Geh' Mach Die Fensterl Auf
M. Ribbing (Marlandi) V25-4119

Heartbreaker's Waltz
J. Lasicky Ork (Carol Rose) Mer 2089

Lena Play Your Concertina
E. Benedict & His Polkatizers (Baby Blue) V(45)51-0047; (78)25-1147

Miarlandi
M. Ribbing (Geh' Mach) V25-4119

Melachrinoula
K. Nicolaidou (An Den) V26-8227

Midsommarnatt
I. Sjogren (Caltavaleen) V26-1084

Mississippi Shmoozt
M. Katz & His Kasher-Jammers (Toot, Toot) V25-5096

My Town Belt
S. Reichtzeit (Wedding Samba) Banner B-588

Stornatella
E. Nova (Stornatella Monella) V25-7126

Stornatella Monella
E. Nova (Stornatella) V25-7126

Toot, Toot, Tootsie! Goodbye
M. Katz & His Kasher-Jammers (Mississippi Shmoozt) V25-5096

Wedding Samba
S. Reichtzeit (My Town) Banner B-588

RELIGIOUS

I'll Be Satisfied
The Oakridge Quartet (Lord's Prayer) Mer 6226

Lord's Prayer, The
The Oakridge Quartet (I'll Be) Mer 6226

Mormon Tabernacle Choir of Salt Lake City, The
Vol. 1 Album—Mormon Tabernacle Choir
Col(33)2077; (78)MM-861

My Body Belong to God
K. B. Nubin (Pressing on) Dec 48132

Nothing Can Change Me
The Pilgrim Travelers (Soldier's Plea) Specialty SP 345

Pressing on the Upward Way
K. B. Nubin (My Body) Dec 48132

Ride on Moses
Golden Gate Quartet (Same Train) Mer 8168

Same Train
Golden Gate Quartet (Ride on) Mer 8168

Soldier's Plea, A
The Pilgrim Travelers (Nothing Can) Specialty SP 345

Touch Me, Lord Jesus
The Landfordairs (You Ain't) Col 30106

Why Don't You Haul Off and Get Religion?
C. Story (Will There) Mer 6229

Will There Be a Traffic Light
C. Story (Why Don't) Mer 6229

You Ain't Got Faith
The Landfordairs (Touch Me) Col 30106

HOT JAZZ

Lullaby in Rhythm
D. Gordon Quintet (Talk of) Dial 1038

Talk of the Town
D. Gordon (Lullaby in) Dial 1038

COINMEN YOU KNOW

Chicago:
 Irving Ovitz, Automatic Coin, is and around after undergoing a major operation at Michael Reese hospital. He made his first appearance at the firm's headquarters week, but only stayed an Oscar Schultz, who has been going down the fort during Ovitz's absence, reports on interest high in Keeney line, which is now handling a three-State area by the Morrie Ovitz and Art Schwartz up this observation.

Simon, Peter Jackson and old Pincus are enthused over the models of their penny coin changer. Their firm, the J. P. S. Company, is moving right along. Joe reports, and production has been set up in South Bend, Ind. Meanwhile, the changer, according to local Kwik Kafe ops, has upped the price of their units, and now the machine can be sold at 7 cents per unit instead of the former 10-per cent tab.

Weinand, Rock-Ola vice-president, is being kept busy far into the night catching up on orders from distributors for the firm's new shuffle-game, Shuffle Lane. . . . Al Lewis, National Rejector Service Company of Chicago, scheduled to return to the country on business. His next stop will be Philadelphia.

The following postcard, sent out to the industry last week, is self-explanatory: "For sale: One ball of wire, 8,000 miles in diameter, 100 miles in circumference, excellent condition, ideal for anyone who wants lasting peace. Price—\$1. Ap- James T. Mangan. February issue—Pageant magazine, now on sale at newsstands, for complete details."

World Wide Distributors' business continues at a fast pace, Wally Finke reports, and the full staff including Stern, Monty West and Finke are (See CHICAGO on page 107)

Indianapolis:
 Operators in all parts of the State are waiting to see the new 1950 Wurlitzer coin-operated phonograph, according to reports from local distributors, the Midland Music Distributors, Inc., but Irving Schwartz, local distributor, will not commit himself. He is anxious to announce a date but, because of conditions beyond his control, he refuses to make any statement. However, he expects to make the announcement in the very near future. (See story in Coin Machines Section).

Ed C. Harper, head of the record department at the Hoosier Simplex Music Company, was saddened by the death of his father who passed away, January 8 at his home here.

Edward Shaffer, official of the Hoosier Music Company, distributor of the Seeburg phonograph, was business visitor at the local branch. Joe Robillard, formerly a local operator, who liquidated his route and joined his family in Kenosha, Wis., has returned here but has no definite plans for the future. . . . Irvin Schwartz, of the Midland Music Distributors, Inc., returned from a wide-wide tour, visiting operators. He reports business fair in most areas.

The first monthly meeting of the Coin Operators' Association of Indiana, Inc., Chapter 1, hosted by Charles J. Kanter, Cincinnati, the guest speaker; Larry Vincent, of Ed Records, Covington, Ky.; Ed Perri, of the London Records Music Company. The meeting was held in the assembly room at the Hoosier Music Company. President Ed Meeker, introduced the guests, and presided at the meeting. . . . Harry Windt, head of the Hoosier Simplex Music Company who has been on the inactive list for several months, is on the mend.

Twin Cities:
 Charles Karter, of the Star Novelty Sales Company, St. Paul, who is taking his three-year-old son, David, around on the route with him these days, is hoping for just a couple of good breaks to make 1950 one of the better coin machine business years in some time. Confident of the future, Karter is adding more pin games to his route. . . . Robert Bear, of the Wurlitzer factory, was expected at the offices of Lieberman Music Company, distributors, where he is planning to visit for several days. Lieberman is setting up a series of meetings with sales and servicemen to determine the value of proper sound distribution at locations in connection with Wurlitzer installations, according to Jonas Bessler, sales manager. . . . Back on the job feeling much better is Bob (See TWIN CITIES on page 106)

Los Angeles:
 Al Weymouth, of Weymouth Service, distributor of Electros in the 11 Western States, Alaska and the Hawaiian Islands, returned from a flight to Chicago on business. En route to the West Coast, Weymouth made business stops in New Mexico, Arizona and Colorado. . . . I. B. Gayer was on Pico Street last week. . . . William Black was in from Bakersfield to look over some new equipment.

Bill Leuenhagen, of the William H. Leuenhagen Company, is in the midst of planning his biggest record preview party to be held in Rodger Young Auditorium, February 16. According to present plans Kay Starr will be one of the guest stars. Entertaining Bill Leuenhagen is getting plenty attention from the rest of the country with these get-togethers between operators and record companies. It gives the platter firms a chance to plug their merchandise and gives the operators an opportunity to hear the latest records. . . . Larry Hansford, Lompoc (See LOS ANGELES on page 106)

Boston:
 Jack Cooke, who recently started the Automatic Vending Machine Placement Service here, reports his headquarters at 24 Rutland Street have become a mecca for Hub coinmen. Jack's customers include operators of all types of vending machines.

Barney Blatt, Atlas Distributors, reports music ops are still talking about the showing of the new AMI Model C in the Atlas showrooms January 9-10. All told, reported Barney, more than 400 ops visited the Atlas headquarters during the two-day period, many of them coming from out of town. Too, ops were in a buying mood and actual orders were written for the new box.

Milwaukee:
 Recent months have brought an upsurge of interest in self-service laundries in the Milwaukee area. Since the advent of the business the town has lagged far behind the rest of the nation in per capita installations. The picture is rapidly changing and five new installations are in the planning stage and one is being completed to bring the total of laundries in town to 16.

The activity is due to the new firm, Self Service Laundry Consultants, headed by A. H. DeLancey and Harry Reid. Latest operator they are setting up in business is the 27th and State Self Service Laundry. Owner is Julius Holden, a newcomer to the field, who is opening with 19 washers, 17 Bendix and 2 Norges. Grand opening is being boomed by an advance barrage of neighborhood publicity with house-to-house delivery of large flyers and newspaper ads.

Washington:
 Kaufmann-Washington Distributing Company, Decca record distributors, announces the opening of a branch in Baltimore located at Mount and Cole streets. This branch, servicing the Baltimore area, will be stocked with 25 hit tunes and a complete line of long-playing records. Frederick A. Turner, of the firm, claims that its new Bing Crosby record should be the biggest hit of 1950. Bing sings "Chattanooga Shoe Shine Boy" on one side and "Bibbidi-Bobbidi Boo" on the other. (See WASHINGTON on page 106)

Detroit:
 Harry Lewiston, operator of the Playland Arcade, has signed a contract for three shows at Edgewater Park, to be managed by his assistant, Tony Moreno. . . . Gerhard (Gay) Wobermin, Gay-Coin Distributors, has installed a one-ton capacity compressor and DeVilbiss spray equipment to replace a smaller spraying unit, used for refinishing juke boxes. New sanding equipment is also being installed at Gay-Coin. . . . James A. Passanante is keeping in close touch with his business operations here via remote control from his winter headquarters in Miami.

The name of the King-Pin Dis- (See DETROIT on page 106)

Hartford, Conn.:
 Manny Leibert, president of Vending Machines, Inc., and local sports promoter, has resumed presentation of weekly wrestling shows at the Hartford Auditorium. . . . John Cott, president of Cott Beverage Corporation, New Haven, Conn., soft drink bottling concern, has announced plans for an extensive sales expansion program thruout the New England and New York area, with newspapers, radio, television and outdoor advertising.

The board of directors of Pitney-Bowes, Inc., Stamford, Conn., postage meter and stamp vending manufacturing company, has announced the election of Harry M. Nordberg (See Hartford, Conn., on page 113)

Vital Statistics
Deaths
 Fred Graham, St. Stephen, N. B., veteran operator of coin machines. Graham was also well known thruout the provinces as a horse racing promoter, starter and judge.

Marriages
 Stanley Levint, National Coin Machine Exchange, and Corinne Fox, January 28, in Chicago. Robert Cunningham, of Service Music Company, Washington, has announced the forthcoming marriage of his daughter, Jean Cunningham, to Rufino Garrido. The wedding will take place February 11.

Births
 A daughter to Mr. and Mrs. John Stephen, St. John, N. B., recently. Father is a coin machine distributor in the maritime provinces, Canada. This is the couple's first child. Anthony J. Cicala of Atlas Amusement Company, Washington, is a father for the fifth time. The newcomer is Robert Alden. Mother and son are doing fine. A daughter, Maureen, to Mr. and Mrs. Bill Meltzer, of Midwest Coin, Minneapolis. Mrs. Meltzer was office manager of Midwest Coin prior to her marriage.

New York:
 Mike Fornatora, who developed a new hot unit for Cobbs Florida Orange, is setting up a new shop for the operating firm in Long Island City. The company is better known locally as Chick's Drinks. They installed the first hot tea machines in the city last week. . . . Charlie Lipton, of the National Rejectors Service Company, was in Philadelphia on business last week.

Everett Newcomer, City Milk veepee, says that the first milk vender he built is still active on location. Made by hand in 1943, the unit is on duty at Macy's. City Milk recently started a route in apartment houses. Don Shelton is the company's location getter. . . . Arnold Fink, of General Vending, has placed about 10 of Bradley-Edlund's new two-drinkers in recent weeks.

Ben Lynn, Regal Music Company, has latched onto a new platter that is showing promise on jukes in the "soft glow" spots. Ben says its Metro's "New Love," featuring some ace guitar work by the Arv Garrison Trio.

Murray and Bill Wiener, factory reps for Eastern Electric, will hold open house and a school on the C-Eight Electro cigarette machine Friday afternoon and Saturday (27-28) at their showroom, 585 10th Avenue. Lew Jaffa, Eastern veepee, will be on hand, as will several factory officials. In addition to refreshments, door prizes, including a C-Eight vender and a number of electric signs, will be offered visiting ops. The event will begin at 4 p.m. Friday.

Frank Schuman, president of Lehigh Foundries, manufacturers of the PX vender, and Adelaide Bell Stevens, art director of the J. Walter Thompson Ad Agency, will be married here February 17. . . . Sid (See NEW YORK on page 113)

Cincinnati:
 The Automatic Phonograph Owners' Association (APOA) will hold its regular board meeting Tuesday (31) at 2 p.m. in the association offices. . . . Milton Cole, president of the Ohio Specialty Company, is in Chicago on a business trip. Bill Harris, Ohio Specialty, is sporting a new Chevrolet.

Si Mann, with the Diamond Vending Company, has the deepest sympathy of the association members in the loss of his sister. . . . Charles Kanter, president of the association, attended the meeting of the organization in Indianapolis Tuesday, January 17. He also took care of some important business with reference to his new tune, "Tell Me Lies," while in Indianapolis. . . . Sam Gerros, who owns and operates the Arcadia Sales Company, has returned from Miami after a month vacation with his family there.

Maritime Provinces:
 At the annual meeting of the Forum Company, operating the Forum Rink in St. John, N. B., for ice hockey and skating in the winter and dancing, fairs, sports events, etc., in the summer season, John Jones, a coin machine distributor and operator for two arcades in St. John, and one in Halifax, N. S., was again named president. . . . John Stephen, of St. John, a coin machine distributor, became a papa for the first time, when his wife presented him with a daughter. The Stephens were married in 1948. . . . Jap (J. C.) Blake, of Woodstock, N. B., shows little sign of slipping as a candlepin bowler and every weekday finds him trundling the balls down the alleys he operates at Woodstock, a border center. (See Maritime Provinces on page 116)

Twin Cities:

(Continued from page 105)

Ahearn, of LaMour, N. D., who was hospitalized for a couple of weeks with a stomach ulcer.

Hy Greenstein, of Hy-G Music Company, Minneapolis, has taken on the wholesale distribution of Coral Records for Minnesota, North and South Dakota and Western Wisconsin. The deal was completed in behalf of the company by Joel Cooper, of Indianapolis. Greenstein said he will hire two men to call on retail stores while Irv Gorsen, the Hy-G efficient record man, will handle dealings with the operators. . . . Herman Paster, head of Paster Distribution Company and Mayflower Distributing Company and his wife celebrated their 13th wedding anniversary Monday (16) with a dinner party at the Nicollet Hotel where they were assisted in the observance by Hildegard, who was appearing at the hotel, and nearly two score relatives and friends. . . . Jack N. Karter, head of Midwest Coin Machine Company is back on the job after a one-and-a-half-week layoff due to illness.

Ray Tibbets, Menominee, Wis., operator, is disposing of his penny scales and guns and using the funds to add novelty games to his route. . . . A. Buck, of White Bear, Minn., is adding new pin games to his growing route. . . . Hy Greenstein reports Bullet's "Rag Mop" disk will outsell the all-time best selling platter, "Beer Barrel Polka" in this area, with 15,000 waxings already sold and the demand still high. Other distributors as well as retail outlets are rushing to Hy-G for the record which he has exclusive distribution rights for in five States.

From Pembina, N. D., Fred Fixel reported he was snow-bound in 44 below zero weather, but quite happy about the situation anyway. . . . Another op snowbound by the weather was Stan Bader, of New Rockford, N. D. . . . Art Hagness, of Grand Forks, N. D., was in the Twin Cities buying machines. . . . Gordon Wornson, of Kasota, Minn., is looking for new equipment and traveled to the Twin Cities to see what was available for his route. . . . Lester Bruning, St. Paul operator, who is adding new pin games to his route, is thinking of making another addition—this a permanent one in the form of a new wife. Les isn't saying too much about it, but it has been reported he plans to marry in the next two or three months.

Fred Bolier and son, Don, of Baldwin, Wis., are adding Encore wall boxes to their route and bolstering their stops with new novelty games like Shuffle Alley. . . . One of the hardest workers in the coin machine business, Leo Bearth, St. Paul operator, is putting on a few new pin games at his various locations. . . . Bill Suprenant and his wife, of Red Lake Falls, Minn., came back to Minnesota on the coldest day of the

COINMEN YOU KNOW

Los Angeles:

(Continued from page 105)

operator, was making the rounds. Ditto for Norman Christ, another coinman from the same bailiwick.

Friends of Ray Tinsdale, La Crescenta operator, were glad to hear that he is recovering from his recent major operation. . . . Allan Anderson, Shafter coinman, was looking over new games. Another recent visitor was C. E. Stephens, of Monrovia.

Bill Lawrence, one of the old-time local operators and a World War I vet, would appreciate a note from any of his old friends. He's been quite ill. Bill's address is: 3850 Leeward Avenue, Los Angeles. . . . Earl Bryden, local record op., is thinking of using colored title strips to hypo business on his route.

Ed Wilkes, of the Paul A. Laymon Company, is uncrating the new Genco Shuffle Bowler and another shipment of Bally Cloverbells. . . . Jake Everitte, old-timer in the business from Whittier, was looking things over on Pico Street. . . . Another visitor was Lawrence Raya, who operates in Colton.

Phil Robinson, Chicago Coin's West Coast man, reports good business on the firm's new Bowling Alley. . . . Orville Kindig was in from his Long Beach headquarters. Another Long Beach operator, Ralph Kroze, was making the rounds.

William R. Happel Jr., of Badger Sales, returned from a visit to Santa Anita with a pocketful of "also ran" tickets. Harry Berlin, of the firm's vending department, didn't fare much better.

year, just a day away from their vacation spot in Texas and Arkansas where the weather was 76 degrees in the shade. They were of a mind, finding 16 below zero, to turn around and head back south. . . . Mary Bigelow, office manager at Midwest Coin-Machine, is hale and hearty again after a period of hobbling about because of an infected foot.

Congratulations are in order for the Bill (Rosie) Meltzers on the birth of their first child, Maureen. Papa works for Midwest Coin as a serviceman and mama formerly was office manager there. . . . Lew Ruben, of Lieberman Music Company, started out last week on a fast motor trip to California because he must be back by January 31 in time for Jonas Bessler, sales manager to leave for a five-week vacation to Mexico. But Ruben sadly reported that the first night on his vacation was spent in a small town hotel—just 20 miles from Minneapolis because he was caught in a snowstorm and couldn't proceed any farther.

Washington:

(Continued from page 105)

Atlas Amusement Company reports that Shuffle Alleys are doing so well that proprietors are tearing out other fixtures to make room for the game. General Amusement Company also gives excellent reports on the unit.

Jerome Oxenburg, of Funland Amusement Company, and Harvey Goldman, formerly of Amusement Arcade, are getting ready to open a new arcade, the Capitol Amusement Company, at 631 Pennsylvania Avenue, S. E. Oxenburg will retain his active interest in Funland.

Mr. and Mrs. Richard Tigner, of Fairfax Luncheonette, have only praise for the new coin-changer which was recently installed in that spot. Mrs. Tigner, who also acts as cashier in the luncheonette, says that it greatly reduces her workload since customers now get change for the pinball machines and telephone directly from the changer.

Roman A. Brodesser has taken over the active management of Automatic Fountains, Inc., distributors of carbonated beverage and juice vending machines. Brodesser has been connected with this firm for several years but had never actively participated in the management of the firm. He was formerly president of Southern Dairies, Inc. Kenneth Frames is the sales manager. They are anticipating the addition of several new types of vending machines and are looking forward to a good business year.

Ben Rodins, of Marlin Amusement Corporation, is back in Florida. . . . Service Music Company reports that Larry Darnell singing "For You, My Love" is a best seller. The firm expects "Rag Mop" to take up where "Mule Train" left off. Mrs. Alberta Kenon, order clerk of this firm, reports the record-player she received for Christmas has really sold her on records. Nothing like them for convenience and enjoyment, she says.

The Washington Music Guild received an urgent request from the Junior Police and Citizens Corps, a boys' club, for juke boxes and records for two of its clubhouses. Two juke boxes and 2,000 records are on their way. A request from the new Metropolitan Police Boys' Club No. 12 has also been filled by WMG to the tune of a juke box and 1,000 records. Members of WMG and their wives got together for a dinner-dance at the Shoreham Hotel Blue Room January 11. Thirty-six persons attended and a wonderful time was had by all, Bill Schwartz, of Hirsh Coin Machine Company, reports.

John H. Phillips, of Phillips Novelty Company, says that the Washington Coin Machine Association, which met in his office January 12, held only a short meeting since attendance was off due to the bad weather. Phillips reports he is putting quite a few Shuffle Alleys in drugstores, taverns and restaurants in addition to bowling alleys. He claims that pinball machine business has picked up some since the first of the year but still isn't up to what it was at this time last year. Horace Biederman, of Biederman Amusements, says that a report at the Washington Coin Machine Association meeting showed individual contributions of association members to the Metropolitan Police Boys' Clubs were excellent. The contributions were made by members to John Phillips or directly to their precincts.

Detroit:

(Continued from page 105)

tributing Company will appear on race tracks and fairgrounds throughout Michigan this season for the time as the result of the recent chase of a stable of horses by Pieters, of Kalamazoo and DeWitt, owner of the company. Purchasing a going stable that included horses which have won races in the past year, Pieters promptly re-named it the King-Pin Stables. Pieters, while a new name in the industry, has a long background of close interest in horseflesh. He was brought up in a family of horsemen in West Michigan. His father, John A. Pieters, owned a stable of race horses which was sold after his death, 30 years ago. The Pieters family is interested in the stable, and Pieters as well as their three daughters, Laurie, Mary Beth and Jean, have made it their personal hobby. The girls, especially, work with horses and drive them, though not active training. The Pieters Christmas card was a picture of the family in an old-fashioned costume taken in a falling snow. In addition to racing on the harness tracks, Pieters plans to enter this season at various Michigan fairgrounds, and big pari-mutuel tracks at Jack Raceway and Northville Downs well.

Myer Brenner and Morris Rabinowitz, of the Triangle Vending Company, who operate a diversified line of venders, are concentrating on pistachio machines, which they believe to have a good future here. . . . Ralph W. Sharp & Associates have been named as advertising counsel for the Beacon Manufacturing Company, makers of the Q. pool table. Leonard Woodruff continues as account executive. . . . Theodore J. Polemiadis, who has operated the National Cigarette Service here for about 10 years, has moved headquarters, formerly 2210 West Warren Avenue to 1214 14th Street. Lester Paulus, of Northern Coin Company of Bayport, is adding to his route with a number of AMI juke boxes.

M. W. Bowen, of the Thumb Music Company at Marlette, is extending his route with a diversified selection of shuffleboards and AMI machines. . . . B. F. Heaton, of the Marroe Coin Machine Company of Monroe, is also adding to his route in Southeastern Michigan with new juke boxes.

A. H. (Tony) Giffel, of Essexville, was an early caller with his family at the Miller-Newmark showing last week and is enthused over the new shuffle games. He set the record by placing the order for the first 15 AMI machine sold in Michigan. Tony, who runs a small amusement park, says he is training the mechanics in his zoo to play Shuffle Alleys during the off season this winter. . . . Ben Newmark says Giffel will have to learn first, or the mechanics will be teaching him.

J. D. Wright, of the Shuffleboard Service of Flint, is putting a resurfacing machine on the market nationally, designed to give complete "precisional" treatment to boards thereby solving a major operator's problem.

Jerry Gillespie, of Flint, is putting out a number of new Williams Twin Shuffle Alleys on his route. . . . Frank Staffe, of the Lincoln Park Amusement Company, has installed a number of Gay Play Boards, made by Berkey & Gay, of Grand Rapids, on his route in the downriver area.

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\$239.50

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Write for prices on other sizes. Will make to your specifications. Sample ball on request.

CENTRAL NOVELTY CO.
709 Wise St. Lake Geneva, Wis.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD

RELEASES

(Continued from page 30)

- | | |
|--|---|
| Penny Post Card, A
S. Carter & His Country Boys (Waltz for)
MGM 10619 | Waltz for Two Broken Hearts, A
S. Carter & His Country Boys (Penny Post)
MGM 10619 |
| Rose From the Bride's Bouquet, A
Little J. Dickens Col 20662 | When I Take My Vacation In Heaven
O. Bradley Quintet (Gods Were) Coral 60152 |
| She's Gone
B. Willis & His Texas Playboys (Mean Woman)
MGM 10620 | White Lace, Red Clay, a Black Coffin
J. Davis (Sometimes Late) Cap(78)40281; (45)-
F40281 |
| Smoky Mountain Waltz, The
B. Butler (I Only) Dec 4620B | Who Clipped Samson's Hair?
D. Spriggins (Mosey on) Cap(78)40279; (45)-
F40279 |
| Somebody (You'll Want Me To Want You)
G. Austry (Have I) Col 20075 | Yes You Did
B. Boyd (Texas Blues) V(78)21-0164; (45)-
48-0172 |
| Sometimes Late at Night
J. Davis (White Lace) Cap(78)40281; (45)-
F40281 | Yodel Blues, The
R. Allen-E. Britt (Quicksilver) V(78)21-0157;
(45)48-0168 |
| Teelin' Is His Business
J. Byrd (Dandera Waltz) Mer 6232 | You Didn't Try and Didn't Care
B. Walker (I'm Gonna) Cap(78)40277; (45)-
F40277 |
| Sugarfoot Rag
R. Foley (Chattanooga Shoe) Dec 4620S | Zeke's Guitar Boogie
Z. Turner Ork (No Place) Savoy 3024 |
| Tug Along
R. Allen-P. Page (Broken Down) Mer 6231 | |
| Unfaithful Ones
E. Tubbs (I Love) Dec 46213 | |

ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from page 32)

- | | |
|---|---|
| Keep a Song in Your Soul
B. (Be)angles Robinson (Doin' the) Col 30183 | Touch of the Blues, A (Parts 1 & 2)
E. Wilcox Ork-J. Leslie V(78)22-0064; (45)-
50-0049 |
| Lady With the Black Dress On, The
W.T. Kennedy (Sister Flat-Top) Cap(78)840; (45)-
F840 | Track No. 19
"Doc" Wiley Trio (Wild Cat) Sensation 24 |
| Love That Man
Blue Lu Barker (Bow-Legged Daddy) Cap(78)-
807; (45)F807 | Trouble in My Home
Blues Rockers (Times Are) Aristocrat 407 |
| Market Street Swing
Washboard Sam (You Said) V(78)22-0063; (45)-
50-0048 | 3 x 7-21
J. King (Don't Marry) Imperial 5055 |
| Must You Go
Bull Moose Jackson (Not Until) King 4335 | Today, Tonight and Tomorrow
J. Heap (That's My) Imperial 8064 |
| Nasty Attitude
W. Brown (New Style) Cap(78)806; (45)F806 | Wagon Wheels
S. Davis Jr. (Yours Is) Cap(78)822; (45)F822 |
| New Style Baby
W. Brown (Nasty Attitude) Cap(78)A806; (45)-
F806 | Was I Right?
"Fat Man" Robinson Quintet (Bye Bye) Dec
48130 |
| My Sweetheart
R. Milton & His Solid Senders (Information
Blues Specialty SP 349 | What I Say
G. Nero Sextet (Blow Mr.) King 4332 |
| Not Until You Came My Way
Bull Moose Jackson (Must You) King 4335 | Where Were You?
T. Talentine (Boulevard off) Perri 111 |
| One Sunday Morning
Big Maceo (Just Tell) Specialty SP 346 | Whispering Hope
M. Knight-A. Miller-S. Price Trio (Jesus Loves)
Dec 48128 |
| Rag Map
D. Sausage (You Got) Regal 3251 | Why Was I Born?
S. Churchill (Daddy-Daddy) Arco 1222 |
| S. P. Blues
Ivory Joe Hunter (Why Fool) MGM 10618 | Why Fool Yourself
Ivory Joe Hunter (Why Fool) MGM 10618 |
| Sawbuck
B. Jackson-J. Crawford Ork (Frisco) Regent 1013 | Wild Cat Boogie
"Doc" Wiley Trio (Track No. 19) Sensation 24 |
| Sister Flat-Top
T. Kennedy (Lady With) Cap(78)840; (45)F840 | Wintertime Blues
L. Williams (I'm So) Macy's 5000 |
| Sugar Daddy Blues
B. Maten (That Did) Cap(78)831; (45)F831 | You Never Miss Your Water
"Whispering" B. Range (I Found) Apollo 415 |
| Tally-Ho
D. Gillespie Ork (I Can't) Cap(78)839; (45)F-
839 | You Said You Loved Me
Washboard Sam (Market Street) V(78)22-0063;
(45)50-0048 |
| That Did It
B. Maten (Sugar Daddy) Cap(78)831; (45)F831 | You Got Me Cryin'
D. Sausage (Rag Map) Regal 3251 |
| That's a Man for You
D. Hall Jones (I Never) Cap(78)832; (45)F832 | You Shouldn't
P. Gayten Ork (Cook's Tour) Regal 3245 |
| The Moon Is Risin'
Little Willie Littlefield (Frightened) Modern
20-726 | You Turned Your Back on Me
Little Miss Cornshucks (Keep Your) Aladdin
3034 |
| Times Are Getting Hard
Blues Rockers (Trouble In) Aristocrat 407 | Yours Is My Heart Alone
S. Davis Jr. (Wagon Wheels) Cap(78)822; (45)-
F822 |

FOLK TALENT AND TUNES

(Continued from page 34)

Antonio, reports that he and Smiley Whitley, local Western orkster, are starting a combination show-and-dance every Friday early in February from the local Wrestling. O'Connor still does six hours of h. b. spinning for KMAC. . . . Ted Browne, ex-Southern music rep in the Midwest and South, has opened his own record promotion office in Chicago and is plugging Captain Stubby and the Buccaneers (Decca) as his first account. Their plug number is "Beyond the Sunset." . . . Bostick Wester, KYOR, San Diego, Calif., reports that his recent recording of "Gal From Abilene" is going great in Texas. . . . Lee Morris, of WSB, Atlanta, reports that Jimmy Wakely did capacity biz in his appearance at the barn dance there January 7. . . . Uncle Don Andrews, WKNK, Saginaw, Mich., reports that he took up his dusty bass for New Year's Eve to head a band at the Bad Axe (Mich.) roller rink, where h. b. bands work occasionally. . . . Rosalie Allen, WOV, New York, reports that her sister, Loretta Lynd was married December 31 to Bert Bickness. Loretta is also a h. b. warbler. . . . Cliff Rogers, WHKK, Akron, wrote both sides of Eddy Wayne's first London disking. . . . Sam Workman, WRVA, Richmond, Va., wonders if any h. b. disk jockey can top the seven hour and 50-minute daily show or 35-hour-weekly schedule on the air that he maintains.

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

COINMEN YOU KNOW

Chicago:

(Continued from page 105)

putting in a lot of time after regular business hours cleaning up rush orders which were beginning to pile up following the new year. **Bernie Auerbach** is in the hospital recovering from an operation and the World Wide staff hopes he can be back on the job soon. Finke, who has been one of the leading weight lifters for the past nine years, wonders if there are any others in the coin machine field who are weight lifting minded. If so, he would like to work out with them sometime.

At National Coin Machine Exchange business is going along well. **Stanley Levin**, right-hand man to **Joe Schwartz**, is all set for his wedding date with **Corinne Fox**, January 28. To make sure Stanley gets off on the right track, several of the coin machine fraternity banded together January 17 at a stag party in his honor.

Harry Williams, head of Williams Manufacturing Company, is back from a trip to California. He has high hopes for the firm's new game, **Twin Shuffle**, which can be played by one or two players. Scoring is identical to bowling. . . . Vice-President **Sam Stern** believes the firm's newest distributor, **Miller-Newmark**, Detroit and Grand Rapids, will get off to a good start with **Twin Shuffle**. **Miller-Newmark** will cover all of Michigan for Williams except the Upper Peninsula.

Over at Exhibit Supply, the place is a beehive of activity in the interest of the firm's newly introduced arcade line. **Frank Mencuri**, arcade division manager, says inquiries on the new pieces as well as the firm's new card series are encouraging. **Mencuri** will depart soon for Florida where he will represent the firm at the Florida State Fair. **Clare Meyer** is back on his feet after being hospitalized.

Amusement Sales Corporation, thru **Harry Brown**, reports it is getting a larger quantity of **Rock-Ola Shuffle Lane**. **Patti Hilborn**, the firm's sales correspondent, adds that bell business is moving at a steady pace.

Phil Weisman, head of Automatic Phonograph Distributing Company, and **Mike Spagnola**, vice-president, came back a pair of tired boys from the two one-day showings of the new **AMI Model C** at Peoria and Rock Island last week. Mike reports that 150 ops packed the Jefferson Hotel in Peoria and 100 ops flocked to the Fort Armstrong Hotel in Rock Island to view the new machine. "And it was a 'buying crowd'," Weisman said. A hit at each of the three showings was **AMI's Model C** theme song; on special acetates for use during the shows, the melody of "By the Beautiful Sea" was used for the original lyrics titled "By the Beautiful 'C'."

Hy Frumkin, of Frumkin Sales Company, is the Chicago area distributor for **Metro Record Company**. Hy promises a "whale of waxings" by the label with special promise for ops. . . . **Jimmy Johnson**, Globe Distributing, continues to be on the road most of the time. Many of his local friends and customers are complaining that they don't get to see him enough these days.

John Conroe, vice-president of **J. H. Keeney & Company**, quotes firm's five-way production activity to verify his report to top tempo demand for Keeney products. Starting Monday (16) increased production on both the Ten Pin and Pin Boy games went into effect, in addition to which the new console bell, **Pyramid**, and the electric cigarette vender also occupy a goodly portion of production space. Fifth item is the **Model 1-B shuffleboard** scoreboard, which is now the sole scoring device being made. Models 2 and 3 have been discontinued. To keep assembly crews busy on the five-way basis, John says that a new night shift has been added to Keeney's machine shop. Firm officials enjoyed a party given for them at **R. Merkle's** country home. **Merkle** is a partner in the **Merkle-Korff** firm which supplies electric motors for Keeney equipment.

Anton (Tony) Obelzinski, **Devices Novelty Sales**, has a new vender stand set to go out to the trade. Of unique and functional design, the new stand should be the answer for better mountings to many bulk ops, Tony states.

<p>NEW FIVE BALLS</p> <p>We have all the latest 5-Ball Pin Games available now for immediate delivery!</p> <p>GENCO BOWLING LEAGUE 8 ft. and 10 ft. lengths. Real Gutters — Raised Playfield — Mechanism Drawer for easy servicing. Immediate Delivery!</p> <p>GENCO GLIDERS (used approx. 3 weeks) Sensational comb. Pin game - Shuffleboard. Uses only 1 puck. Less than a minute to play. Earns \$125 daily!</p> <p>MILLS CONSTELLATIONS 40 Selections. Metal Cabinet. Completely Reconditioned and Refinished. Each \$275</p>	<p>NEW SLOTS</p> <p>BRAND NEW JENNINGS AND MILLS SLOTS AVAILABLE NOW!</p> <p>CHICAGO COIN BOWLING ALLEY</p> <p>FASTEST of all 1 or 2-player bowling games! 1 player, 10¢—2 players, 20¢. 2 players compete at same time, frame by frame. Each score totals separately, completely automatic. Only 8 ft. long, just right for all locations! Place it anywhere! Accepted everywhere! Legal in Chicago. Order Now! IMMEDIATE DELIVERY!</p> <p>WURLITZER 1080's Used approximately 4 weeks. Operate and look like new. Each \$345</p>	<p>NEW CONSOLES</p> <p>Univ. Feature Bell Write Keeney Pyramid . . . Write Bally Clover Bell . . . \$845.00 Evans Coaltown, P.O. 825 00</p> <p>United SHUFFLE ALLEY</p> <p>Scores like bowling! Spares, strikes, splits, turkeys, etc. Totals automatically frame by frame! Puck returns under playboard. New drop chute. 8 ft. long. Immediate Delivery!</p> <p>Bally SHUFFLE BOWLER</p> <p>9 Ft. Alley. Side door mechanism. Allows swing of actual bowling! Completely automatic. Puck returns under playboard. Immediate Delivery!</p> <p>ROCK-OLA MODEL 1422's Mechanically overhauled. All worn parts replaced. Cabinet refinished. Each \$245</p>
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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



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823 N. W. 3rd St. Oklahoma City, Okla.

Record Reviews

(Continued from page 100)

ARTIST	TUNES	COMMENT
LABEL AND NO.		

RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

RHYTHM & BLUES

SUNNYLAND SLIM Apollo 416	Bad Times Routine Southern blues is shouted with some intensity, and trio backing is strong.	66--65--68--66
	I'm Just a Lonesome Man Same cogment.	66--65--68--66
SAMMY DAVIS JR. Capitol 822	Yours Is My Heart Alone The Viennese standard gets straight, full-voiced treatment, but the bary offers little in the way of sound or style.	56--57--56--55
	Wagon Wheels Similar treatment, with more style, but also more pretentiousness.	59--60--58--58
EDDIE "CLEAN-HEAD" VINSON King 4331	I'm Weak But Willing Strong blues vocal, in Vinson's characteristic sob-choked style. Material is good, with a catchy tag.	82--80--82--84
	I'm Gonna Wind Your Clock Vinson gets earthy and elemental here with a double entendre blues about an old subject. Should get response, except from jocks.	84--NS--84--84
BULL MOOSE JACKSON King 4338	Must You Go The Bull Moose warbles in his usual sweet, persuasive fashion. Material is a bit fancy—a sophisticated ballad.	74--75--74--73
	Not Until You Came My Way This ballad, simpler, more personal, and with direct appeal, is more up Jackson's alley.	76--76--76--76
BLUES ROCKERS Aristocrat 407	Trouble in My Home Up tempo boogie novelty with weak solo and unison vocal work doesn't jell despite strong honky piano underneath.	60--57--60--63
	Times Are Getting Hard Slow blues, with ork chanting responses to solo warbler, isn't projected.	52--54--52--50
BLUE LU BARKER Capitol 807	Bow-Legged Daddy Lyrics on this novelty blues leave very little to the imagination. Blue Lu sells it in her winning, little-girl fashion.	75--NS--75--75
	Love That Man Novelty ditty has little to commend.	60--60--60--60
JULIA LEE Capitol 830	Gotta Gimme What'cha Got Reissue of jump blues in the manner of her "Snatch and Grab It" shows Miss Lee in fine form in her characteristically lucid, distinctive style.	72--72--71--73
	I'll Get Along Somehow If side isn't late, thrush's wonderfully plaintive, haunting job on the revived blues ballad should catch a good share of coin.	84--84--83--84
WALTER BROWN Capitol 806	Nasty Attitude Straightforward, not especially strong or distinctive blues vocal. Ben Webster tenor solo will appeal to the "cats."	68--68--70--66
	New Style Baby Webster blues a fine jazz solo between Brown's vocal choruses.	70--70--72--68
KING PORTER ORK King 4333	Battle Ax Frantic, slam-bang jump instrumental with the conventional shrieking tenor out front. Noisy, and with its exciting moments.	73--71--73--75
	Come on In A clever, stimulating side in medium bounce. Lyric of this novelty is done by the ensemble to a retentive riff, with tenor solo between choruses. Could be a big one.	84--84--84--84
GENE NERO SEXTET King 4332	What I Say Slap dash instrumental with a few vocal fragments makes a fair novelty side.	71--71--70--72
	Blow Mr. Be-Bop (Tina Dixon-Gene Nero Sextet) Thrush blows some vocal bop cliches in a jump novelty.	71--71--70--72
ARTHUR "BIG BOY" CRUDUP RCA Victor 22-0061	Come Back Baby Southern chant in up-tempo, repetitive rhythm style. Slight blues lyric used essentially to accentuate beat. Guitar and drums accompany.	66--64--66--68
	Mercy Blues Rather ordinary slow blues performance, Southern style.	63--61--63--65
DOC SAUSAGE & HIS MAD LADS Regal 3251	Rag Mop Neat rhythm version of the fast-breaking novelty. Combo works up a solid beat behind solo warbler, with tenor and electric guitar harmonizing the instrumental responses.	84--84--84--84
	You Got Me Cryin' Warbler gets off a tasty, casual blues in medium tempo.	70--70--70--70
PAUL GAYTEN ORK Regal 3248	Cook's Tour Up-tempo blues instrumental based on a highly catchy riff spots bary, tenor and trumpet goes. Strong beat knits an effective performance.	81--81--80--82
	You Shouldn't Unbilled warbler comes on with a persuasive, insinuating warbling job on a ballad made to sound better than it intrinsically is. Orking and a strong beguine beat dress it up.	73--74--73--72
ANNIE LAURIE Regal 3246	Baby, What's New? Thrush glides thru a mediocre ballad in her effective note-bending, sliding style.	70--70--70--70
	Blue and Disgusted A heartfelt, poignant slow blues vocal, with tight combo backing.	75--75--75--75

COUNTRY & WESTERN

ROY HOGSED Capitol 40274	Cocaine Blues Hogsed offers a lesson to whiskey and cocaine users, altho his woman drove him to it. Entertaining jell tune. Subject may ban air play.	72--70--75--72
	Fishtail Boogie Talented warbler and his rhythmic crew turn in an easy, danceable rural boogie.	72--72--71--73

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Record Reviews

ARTIST	TUNES	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
LABEL AND NO.	COMMENT				
COUNTRY & WESTERN					
TOMMY DOVER (Texas Rhythm Boys) Macy's 105	I Love You Because Clefber Leon Payne hit first with this one, but Dover's creditable coverage could pick up some coin in his home district.	69--68--70--70			
	I'll Keep My Memory of You Feeble, formula folk tune has little impact.	61--62--60--60			
AUBREY GASS Capitol 40275	Look Me Up Cornfed stamp blues is catchy, if inconsequential.	69--68--68--70			
	K. C. Boogie Country train boogie is infectious, tho, like the flip, the lyrics don't count for much.	72--73--71--72			
GRANDPA JONES King 834	Daisy Dean Grandpa romps thru a traditional type backcountry tune in his dynamic, nasal style.	73--74--72--72			
	I Do Grandpa offers the city his naggin' wife in return for the country life. Fine, entertaining rural side.	78--79--78--77			
COWBOY COPAS King 825	The Gypsy Told Me Copas handles his material magnificently here. Side could be a winner.	83--83--83--82			
	Crazy Over You Copas whips his phrases around in telling fashion, tho he hasn't anything special to work with.	76--76--76--75			
RED PERKINS King 836	I Hate You Strong warbling by the country bary. Material is forceful too.	81--82--81--81			
	Crocodile Tears Powerful rendition of the promising pop-corn ditty. Both sides are fine for dancing.	83--83--83--84			
HOMER AND JETHRO RCA Victor 21-0162	I've Got Tears in My Ears Despite satirical treatment, most of the comedy here is in the long title. Country buyers are not likely to be fascinated.	68--72--69--65			
	She Made Toothpicks of the Timber of My Heart Earthy spoofing could have broader appeal than flip.	73--76--72--70			
HANK WILLIAMS MGM 10609	I Just Don't Like This Kind of Livin' Should be a big one for Williams. Tune is a trenchant hunk of home-folks philosophy, and warbler delivers it with great sincerity.	85--85--85--85			
	May You Never Be Alone Poignant country torcher is touchingly cried by Williams.	74--74--74--74			
RICKY RIDDLE (Hal Bradley Ork.) Tennessee 711	Second Hand Heart Standout side on a hitherto unheard-from label. Song has the makings, warbler projects impressively, and organ-string backing is top notch.	81--82--80--81			
	Somebody's Stealin' My Baby's Sugar Ballad in medium bounce is quite up to high standards of flip in all respects, and tune has fine novelty potential to boot.	83--84--83--82			
ARTHUR (GUITAR BOOGIE) SMITH MGM 10608	Guitar and Piano Boogie Hard-hitting country boogie, with guitar and piano spotted. A potent instrumental here.	83--83--82--84			
	I'm Only Telling You Humorous jingle in the down-home, cracker-barrel style.	73--73--73--73			
TENNESSEE DRIFTERS (George Toon) Dot 1001	Honest Heart Straightforward hillbilly tearjerker gets away warbling.	70--70--70--70			
	Boogie Beat Rag (Billy Hardison) Jump instrumental features driving keyboard and guitar work. Could click.	83--83--82--84			
KEN MARVIN Capitol 40273	She Is Just My Kind Warbler does well with routine ballad material.	63--64--63--62			
	I'm in Love Up to My Ears The tune is "Country Boy" the lyric a passable novelty jingle. Marvin warbles it well, but backing is too slickly jazzy.	70--70--70--70			
HANK PENNY King 828	I Was Satisfied Pleasant, bouncy, little cornfed ballad is treated almost in pop fashion and sung with conviction by Penny.	68--68--66--70			
	Bloodshot Eyes Amusing country novelty delivered handsomely by Penny could win juke box action.	75--75--72--78			
DELMORE BROTHERS King 826	Pan American Boogie Easy riding boogie beat and brother harmonizing make this one a firm country market entry. Spots some fine guitar work.	83--83--83--83			
	Troubles Ain't Nothin' But the Blues Sequel to "Blues Stay Away From Me" also features an intriguing rolling bass figure. Song is pretty fair and is done splendidly by this excellent duo.	83--83--83--83			
EVELYN GEORGE Maunay M-102	Your Love Is Worth More Than Money to Me Dull, uneven piping and loose-jointed rhythm accompaniment make a weak side.	35--35--35--35			
	I'll Have Another's Name Switch on "One Has My Name" is done feebly and amateurishly as flip.	35--35--35--35			
LOUIE INNIS & THE STRING DUSTERS Mercury 6225	(Round Her Neck) She Wore a Yellow Ribbon Spiritely but late Western-styled treatment of the pic title tune, which has been drawing business in small hit fashion.	66--66--66--66			
	She's Mean to Me Ordinary sort of country boogie blues is done unaffectedly by Innis and his group.	61--62--60--62			
RED FOLEY	I'll Be a Sunbeam The versatile folk warbler does a warm, impressive job with a sacred tune for the country market. Organ and guitar and vocal harmony accompaniment enhance.	82--82--82--NS			
	Jesus Love Me More in the same vein.	75--73--77--NS			

(Continued on page 110)



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Record Reviews

(Continued from page 109)

ARTIST	TUNES	RETAILER
LABEL AND NO.	COMMENT	DISK JOCKEY
		OVER-ALL
COUNTRY & WESTERN		
DEMPSEY GENESIO (T. Shelton's Melody Kings) Challenge CG 1002	You're Walking on My Heart Feeble performance of a poor country ballad	25--25--25
"T" TEXAS TYLER 4 Star 1421	Today, Tomorrow, Forever Passable etching of a not unattractive tune.	47--47--45
	I Love You Because Mediocre ballad effort by Tyler.	70--72--70
	Chattanooga Shoe Shine Boy Straight country boogie rendition of the fast breaking novelty should gather its share of coin, the not as potent as Red Foley's version.	78--78--78
THE BLUE SKY BOYS RCA Victor 21-0156	One Cold Winter's Eve Nasal brother harmony in an authentic mountain duet—all about meeting again up yonder. For the backwoods trade.	64--64--64
	When Heaven Comes Down Same treatment applied to an apocalyptic prophesy.	64--64--64
BLACKIE POULTER-TEXAS TINY & HIS WESTERN BOYS Cormac CRS 1052	Lonely Just for You Warbling and string orking are fairly material, a routine ballad, is inferior.	56--54--56
	Sold Down the River Up tempo novelty tune has originality and character.	67--67--66
THE TEXAS TOP HANDS Everstate E-122	Waltzing With My Darling Simple Western waltz has unspoiled charm, warbler and string ork do it with nice feeling.	73--73--72
	When I'm With You Waltz-ballad here isn't up to flip in spirit or structure.	63--63--62
THE TEXAS TOP-HANDS Everstate E-121	You Can't Have Your Cake and Eat It Too A run-of-the-mill country tune gets good-enough Texas-style orking and warbling, but measures up as nothing special.	64--63--62
	I Don't Know What to Do Same comment, though like the flip, it's a danceable side.	61--60--60
RED RIVER DAVE-THE TEXAS TOP-HANDS Everstate C-108	The Waltz of San Antonio Dave warbles one of his own tunes, with okay support from piano, steel guitar, etc. Typical sentimental effort should show life in the Southwest.	71--73--70
	Love Made a Wreck Out of Me Another one that could pay off in Dave's home territory.	69--70--68
LEON PAYNE Capitol 40270	Find Them, Fool Them, and Leave Them Broken-heart waltz tune is routine stuff.	68--68--68
	I Hate to Leave You A snappy, spirited rendition of nothing special.	66--66--66
WESLEY TUTTLE Capitol 4071	A Picture in a Frame Pretty, poignant tune is whistled and warbled in heart-felt fashion by Tuttle. Good steel guitar works effectively with the whistling.	79--80--78
	Texas Yodel Yodel fans will go for this pleasant, but thin, virtuoso vehicle.	66--66--66
LATIN AMERICAN		
DAMY SIMON Columbia 6382-X	Amor Que Florece (bolero) Tune is a Yankee opus also known as "Love in Bloom." The Latin pianist and his rhythm section make easy dance music therefrom, in slow rumba tempo.	74--76--73
	Cocktails Para Dos (bolero) "Cocktails for Two" gets similar treatment. Pianist's are clear and clean. "Smart" locations will find these sides worthwhile.	75--77--74
VICTOR SILVESTER Columbia 6382-X	Amazonas (samba) Salon-type ork, recorded in England, turns in a very danceable samba. Slick scoring could serve as dinner music, too.	70--72--70
	San Juan (rumba) Danceable, but more in the "dinner music" class. Lush orking, and fine recording, by a British Kostasnetz.	69--74--70
TRIO LOS PANCHOS Columbia 6387-X	Amor De La Calle (bolero) The hot Mexican trio, with its dulcet vocal harmony and sparkling guitars, should continue its chain with this pretty ballad.	82--82--83
	Fior De Azalea (bolero) Trio Urquiza hit first with this one, but the current penchant for Panchoe should account for a lively sale in Latin rubes.	83--85--82
CONJUNTO CASINO RCA Victor 23-994F	Tocale La Campana (guaracha) The true rumbags should go for this one-tinged but authentic Cuban rhythm opus, with spirited group chanting.	76--76--78
	Comprension (bolero) Slower side is danceable, but heavy romantic fare is less suited to this combo.	70--72--70
SACASAS ORK RCA Victor 26-900Z	Mambo (Ruben Gonzales) Mambo rhythm is crisp and clear on a danceable but polite side.	72--74--72
	I Cherish a Memory (bolero) Walfredo Pretty bolero is delivered in society style, with plenty of fiddle fiddle. It's crooned in Spanish. Tempo is good for dancing.	68--70--68
DON AZPIAZU ORK RCA Victor 26-903B	The Peanut Vender Old-style rumba waxing of the standard fare is still a hard one to top for danceability. Gringo rumba students can use this one.	77--75--80
	True Love Another old-style dishing, this one's marked "You-trot" but is actually a rumba. Little here but the rhythm.	62--60--67
ERROLL GARNER Atlantic 666	Skylark A lyrical ballad offering in the delicate Garner style. He enjoys a clear, undistorted recording here.	74--78--74
	I Can't Give You Anything But Love The popular pianist does this standard in bright tempo, with steady support from bass and brushes. Wide appeal here.	82--83--82

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
LATIN AMERICAN		
D NORVO ALL STARS Dial 1035	Congo Blues A previously unreleased master of the great Comet session featuring Gillespie, Parker, Phillips, Wilson, and others. Not quite up to the original Comet 12-inch, but one of the must disks for modern jazz collectors.	74--74--78--70
	Get Happy Another alternate master. Diz and Bird shine. Both sides at 78 r.p.m. "longer playing" with four minutes of music per. In all, a potent re-issue.	74--74--78--70
RT TATUM TRIO Dial 1036	I Know That You Know The equivalent of the original Comet dishing (12") is compressed into a 10-inch standard disk here. Tatum plays brilliantly, supported by Tiny Grimes and Slam Stewart.	70--70--72--68
	Man I Love Another from the distinctive Comet sides. This is an improved pairing over the original Comet coupling. 4½ minutes of music here, too.	70--70--72--68
ARTETO MAYARI RCA Victor 23-1466	El Chismecito (guaracha) Small group, with vocal chanting, guitars, and trumpet, makes potent rumba music in the authentic Puerto Rican style.	77--76--78--76
	Pretenciosa (bolero) Slow side is danceable, but more for native nabes.	68--68--68--68
NIEL SANTOS RCA Victor 23-1465	El Rey Del Bombo (guaracha) A Puerto Rican cutting by the Cuban guaracha king. The chanting enhances the danceability, and the tongue-twisting patter is pleasing.	80--80--80--80
	Por Que Dudas Mi Amor (bolero) In a talky manner, Santos sells his material, and also makes a good leisurely dance side.	72--72--72--72
TO GUIZAR RCA Victor 23-1464	Mi Pueblito Natal (corrido) Unlike the flip, a small native band backs the warbler here. Material is in the Mex folk vein, but could sell some to Guizar's carriage trade.	71--70--72--70
	Ya Se Metiendo El Sol (huapango) Beautifully rich warbling of exceptionally rich Latin folk material by the Mexican guitarist-crooner. Should go wherever he's made appearances.	76--78--78--72
EDRO VARGAS RCA Victor 23-1469	Asi La Pagaras (bolero) Vincent Lopez Ork Beautiful styling by the fine Latin crooner, with Lopez dishing out the first-rate backing.	81--82--80--80
	Las Tres Cosas (bolero) Pretty Latin ballad gets the same classy treatment.	78--79--78--78
ITO PUENTE RCA Victor 23-1470	Ran-Kan-Kan (son montuno) The pianist-arranger-maestro and conjunto blow and shout some modern mambo stuff that could score with dancers along the Miami-Broadway Rumbaxis, and also with jazz jocks.	83--84--82--82
	Timbal Y Bongo (mambo) And these rhythm instruments really get a workout here, along with some fine trumpet section work and romping piano. Great dance disk. Instrumental.	81--82--82--80
AYO EL INDIO RCA Victor 23-1443	Carinito (guaracha mambo) Number is more a traditional guaracha than mambo, but El Indio and the lads romp thru it in light, rhythmic manner.	70--70--70--70
	Y Pasa Mi Vida (bolero) Pretty bolero is taken at a pace that rushes the warbler, but makes for better danceability.	69--70--70--68
EREZ PRADO ORK RCA Victor 23-1462	Mambo En Sax (mambo kaen) Roberto Pacheco is the sax soloist in a modern mambo rhapsody affair. Lively recording sound and danceable rhythm stand out.	75--78--74--72
	Oh! Caballo (mambo kaen) Fine beat, strong sound, and brilliant trumpet section here, but the modern musical ideas don't go anywhere.	73--75--73--70
OHNNY LOPEZ Decca 21303	Yo Canto (guaracha mambo) Tito Puente directs the band here and the ex-Cugat warbler shouts in spirited style. Sharp recording and strong dance beat sell this one.	78--78--78--78
	Ya No Te Quiero (bolero mambo) Danceability is paramount here too, with the piano romping along to give the rhythm a persistent flow. Lopez' warbling is adequate.	76--76--76--76
ARMANDO CASTRO Decca 21302	Si Senor (guaracha mambo) Another Cugat album, Toni Gari, delivers a lusty vocal here, with choral assist. Strong rhythm really cuts thru in a modern, but not extreme scoring.	78--79--77--77
	Ambar (bolero) Mambo-styled bolero is chanted passionately by Gari, who wrote it. Pretty, danceable material.	71--72--71--70
HOT JAZZ		
THE MAX ROACH QUINTET Blue Note 1569	Prince Albert, Parts I & II Kenny Dorham, who hop fans remember as the young trumpeter with Charlie Parker a while back, blows a fine go on side one of this small group bop treatment of "All the Things You Are." Roach pushes hard on traps, giving real drive to the effort. Side two falls down, with James Moody's tender solo obscured by too loud rhythm, tho Al Haig's keyboard chorus salvages some interest.	63--63--66--60
	Bongo Bop Personnel includes Miles Davis, Duke Jordan, Tommy Porter and Max Roach. Tune is the blues, in moderate bounce tempo. Only the riff itself is outstanding.	69--70--68--68
CHARLIE PARKER QUINTET Dial 1024	Embraceable You Parker does this as an alto solo, and in nervous, fit-fingering style, he gets off a multitude of brilliant ideas. Davis contributes a lovely bridge.	74--76--76--70

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Connecticut Ops Form New Org; Set Weekly Meetings

(Continued from page 86)

Other functions will include the fostering and cultivation of social, educational, and business relations of the members; broadening their interests in the pursuits of their occupations and improving the standards of efficiency and productivity; gathering, receiving and disseminating such information as may be helpful to the members and forwarding and promot-

ing the general welfare and prosperity of the members.

Fish declared that meetings would be conducted weekly at Hotel Bond, Hartford, for an indefinite time in order to get association activities functioning as rapidly as possible. Incorporation papers under the new title, Connecticut State Coin Association, Inc., were prepared for filing with the Connecticut Secretary of State at Hartford. The weekly meetings at the Bond Hotel are scheduled for Thursday nights, Fish said.

Rules To Come

He also observed that "as yet, of course, our group hasn't set up any set rules, altho the primary mission will be aimed at good will between Connecticut's coin operators and their customers. There are examples where a coin operator is not treating a customer right and vice versa, and thru this new organization we hope to be able to create a better feeling between operator and customer."

The membership fee is \$25, with a 25-cent charge per month for each machine owned by a coin operator.

Universal Bows Twin-Bowler, a 2-Player Game

CHICAGO, Jan. 21.—Universal Industries has started production on Twin-Bowler, a straight novelty game which can be played by one or two persons, Bill Ryan, vice-president and general manager, has announced.

Based on actual bowling scoring, Twin Bowler can be played in approximately one minute. Each player deposits a dime when two play and the opposing players play frames alternately. After player has made a shot at illuminated pins, the puck rebounds to the player's end of the table. It is not necessary to shoot a puck hard to have it rebound and set up the player for his next shot. The scoreboard, in addition to tallying all accumulated points over the 10 frames also posts strikes and spares. The sides and the player's end of the playfield are lined with cork. This eliminates the noise on bank shots and reduces the speed of pucks which carom off the player's end after a rebound. When two players participate each score is totaled separately. As an added incentive, it is possible to make a railroad split, one of bowling's most difficult shots.

Ryan pointed out that Twin-Bowler has a fully visible mechanism once the door on the backglass has been opened by the serviceman. Since every part is stored in a relatively small area and is completely accessible, the game can be serviced on location. The cabinet features sturdiness and modern streamlining and is equipped with a space-saving and noiseless drop chute.

Ryan also stated that distributors have received samples of Twin-Bowler and showings are now in progress.

Firms Sign for ACMMA Meet

(Continued from page 86)

held at the Hotel Sherman, May 22-24 were the A.B.T. Corporation, Leaf Brands, Mills Industries, Groetchen Tool & Manufacturing Company, all of Chicago; Northwestern Company, Morris, Ill.; Penny King Company, Pittsburgh; Oak Manufacturing Company, Culver City, Calif., and American Shuffleboard Company, Union City, N. J. In this new group A.B.T., Leaf Brands, Mills Industries, Northwestern, Penny King and Oak are identified with vending machines, while A.B.T. is also in the coin-amusement counter and gun game field. Groetchen is currently in production on counter games and bells, American Shuffleboard produces regulation shuffleboards, climatic adjusters and other accessories related to the shuffleboard industry. Last week (The Billboard, January 21), Baker Novelty Company, Bally Manufacturing Company, Buckley Manufacturing Company, H. C. Evans & Company, O. D. Jennings & Company, J. H. Keeney Company, Universal Industries, Watling Manufacturing Company and The Billboard sent in

Social Security For Operators?

(Continued from page 86)

to take two or three months before sending the bill to the Senate floor.

The finance committee hearings started with Social Security Administrator Arthur Altmeyer urging that expanded coverage okayed by the House be retained and that additional workers such as domestic and farm employees also be covered. He also said that the present "covered" income of \$3,000 a year be expanded beyond the House-approved amount of \$3,600 to \$4,000.

Current Status

As the Social Security bill now stands, operators running their own business would pay 2 1/4 per cent of the first \$3,600 of their yearly income into the Social Security fund. This tax rate would be in effect for the first year after the enactment of the bill and then advance over a period of 20 years to hit a maximum of 5 per cent in 1970. They would be eligible for all benefits under the same regulations as employed workers

Mechanics of collecting the tax on self-employed persons are left to the Bureau of Internal Revenue under the bill. Presumably, the agency would set up procedure similar to quarterly payments on estimated income taxes that the self-employed follow.

The bill is seen certain to be enacted this session and will probably go into effect the first of next year. The provision covering self-employed workers is likely to be retained by the Senate tho it is not certain that the \$3,600 figure will be kept. Should the Senate follow Altmeyer's recommendation and raise the "covered" maximum to \$4,000, a resulting compromise with the house would probably fix the figure at \$3,800.

their signed booth contracts.

Vince Shay stated that altho ACMMA has reserved an unusually large number of rooms at the Sherman and other Loop hotels, so many firm's, including manufacturing, distributing and operating companies, have already spoken for space that there is a possibility that some operators planning to attend the May show will get left out if they wait much longer. He urges that all interested coinmen contact him as soon as possible, care of Bell-o-Matic Corporation, 4100 Fullerton Avenue, Chicago 39, to avoid last-minute disappointment. These room reservations should include names of show visitors, accommodations desired and date of arrival.

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COINMEN YOU KNOW

New York:

(Continued from page 105)
vine, legal counsel for the Music Operators of America, returned this week from a trip to Chicago in connection with the convention of the org to be held there in March.

Cliff Abrams, former local op who runs a route in Miami, visited here last week. His Florida firm is the Kingsley Music Company.

Bob Fredericks, who used to be with Silver Lining Music, was another ex-New Yorker here on a visit last week. He now resides in San Francisco. . . . Eddie Drucker, of Public Automatic, has sold his phonograph route to Jack Ehrlich, Hart Music.

Sam Sacks, president of Uneeda Line Machine, returned late last week from a biz trip to Canada. He is licensed Mack Levin, of Regent ending, to manufacture and market the shiner above the border. . . . Murray (Murph) Koepfel, Coinrow tacker, says that the run on games and AMI's new Model "C" juke is keeping his truck in operation full time.

Mike Munves has supervised the move of more than half of his stock

Hartford, Conn.:

(Continued from page 105)
as vice-president for sales and service, and the election of Simeon S. Wells to a newly created vice-presidency. At the same time, Walter H. Wheeler Jr., president of the concern, announced the appointment of Elwood M. Davis as general sales manager, taking the place of Nordberg, who succeeds to the vice-presidency, made vacant by the recent death of Wilbur R. Greenwood.

of arcade pieces to his new location on 10th Avenue. By February 1, all business will be conducted from the new place. But complete renovation, including a rebuilt store front, won't be done until the spring. Meanwhile, brother Joe Munves, who runs a supply business, reports his new shuffle wax moving well.

Sol and Murray Wohlman, of Pan Coast, are still adding equipment to their large amusement game route. . . . Dave Stern, of Sea Coast Distributors, is adding improvements to his New Jersey outlet. The latest project is to install electric eye doors in his showrooms. Stern claims traffic is so heavy the doorknobs wear out too fast.

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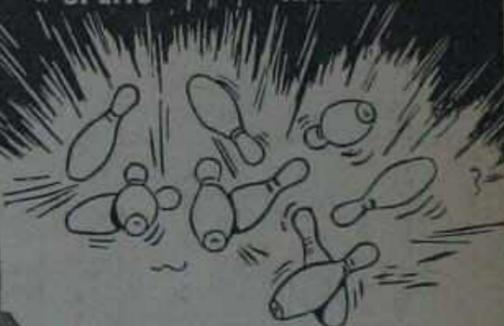
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Turning Back the Clock

15 Years Ago This Week

CHICAGO, Jan. 19, 1935.—Sportlands continued to hold the interest of Eastern coinmen. Herbert M. Adler, head of Adler's Shoe Stores, and one of the originators of the sportland idea, began to advertise his locations via airplanes. This new type of coin spot also featured worthwhile premiums in store windows. In January, 1935, unemployment was still a big factor in the nation's economy and leading firms both in and out of the coin machine industry made a point of reporting the number of new people employed during a specific period. Pictures were also used to illustrate the point. Typical of the latter was a picture taken outside the Exhibit Supply Company plant showing all the workers, including executives, office staffers and production line personnel.

Cigarette venter operators were looking forward to a general increase in their business based on the fact the official figures released covering 1934 indicated that cigarette consumption had increased to an all-time high previously recorded in 1929. In the intervening five years cigarette sales had dropped off an average of 4 per cent per year. All indications pointed to more employment in 1935 and more cigarette sales with a portion of the increase falling to the merchandising operators.

In the game field, Pacific Amusement's Chieftan, Bally's Action, Stoner's Beacon, Genco's Criss Cross and Gottlieb's Flying Trapeze were setting the pace. All were priced around \$39.50. Meanwhile late model used bells were selling for an average of \$50. A new firm, G-M Laboratories, Chicago, was making final plans to show its first product, a pin ball game, at the 1935 Coin Machine Exposition. Prior to 1935 the firm had been known for its development of photo electric cells and related photo electric equipment commonly known as the Magic Eye.

10 Years Ago This Week

CHICAGO, Jan. 20, 1940.—The Northwest Coin Machine Exhibit, later to be known as the Five States Show, was all set to get under way in St. Paul, under the sponsorship of the Minnesota Amusement Games Association. . . . John Chrest was appointed sales manager of Exhibit Supply Company. . . . One of the social highlights of Eastern trade circles in early 1940 was the party sponsored by Modern Vending, New York, after it had opened new quarters. The event was attended by over 700 persons including manufacturers and distributors from all parts of the country.

Among the top tunes of the day were Scatterbrain; Oh, Johnny Oh; In the Mood, and Stop, It's Wonderful. Meanwhile The Billboard's Record Buying Guide was advising operators to keep an eye on the following tunes as probable hits: Between 18th and 19th on Chestnut Street, Darn That Dream and Gaucho Serenade.

Among the amusement games setting the pace in early 1940 were Stoner's Fantasy, Gottlieb's Bowling Alley and Big Show, Exhibit Supply's Bowling Game and Genco's Lucky Strike. In vending, scales were

a hot item and Watling Manufacturing was high on the list of successful producers. In the counter field, Daval, Groetchen and Scientific Games were setting the pace. . . . Lee Hadin was appointed export sales manager of Wurlitzer by General Sales Manager Mike Hammergren.

The music field was in the midst of its best years (the upswing had begun in late 1939). Among the new firms was the Herbert Corporation which had just introduced its first product, known as Mel-O-Tone.

New Coin Bill Introduced; Sent To Committee

Mint Head Opposes Change

WASHINGTON, Jan. 21.—A new bill authorizing the minting of a 7½-cent coin was introduced this week by Rep. Clair Engle (D., Calif.). The Engle measure is the companion bill to the one introduced a few weeks ago in the Senate by Senator Sheridan Downey (D., Calif.).

The Engle bill was sent to the House banking and currency committee where it joined a bill hopped last week by Rep. Wright Patman (D., Tex.) calling for 12½-cent and 6¼-cent pieces and the one introduced last session by Rep. Joseph Martin (R., Pa.) authorizing a 7-center.

Growing Interest

Tho it appears unlikely that any fractional coins will be approved by Congress this session, the growing congressional interest is brightening future chances for new denominations. The chief stumbling block is that industry and congressional advocates of new coins have been unable to agree on what denomination they want. According to mail received by both banking committees, opinion is about equally split between advocates of 7-centers and 7½-centers, with little interest expressed so far in favor of 12½ and 6¼-cent coins.

Sentiment among some members of the congressional banking groups is that while they might give consideration to one new coin, more than one would be burdensome. Until advocates can agree on a single coin, the committees are expected to keep coin bills pigeon-holed.

Mint Opinion

The Bureau of the Mint is on record as opposing any new coins. Director Nellie Tayloe Ross has written to the Senate banking committee claiming a new coin would cause "confusion" in industry by requiring changeovers in accounting systems and cash registers. A coin embodying any fraction of a cent, she wrote, would be even worse than a 7-center.



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- DRAW BELLS (M. B.) \$109.50
- DRAW BELLS (R. B.) 129.50
- DELUXE DRAW BELLS 149.50
- SUPER BONUS BELL 149.50
- SUPER BONUS BELL (Twin) 179.50
- WILD LEMON 199.50
- DOUBLE UP 260.00
- BALLY RESERVE BELL 249.50
- MULTI-BELL 349.50
- SPOT BELL WRITE
- CLOVER BELL WRITE

AMI

Phonographs

Distributor for Middle Tennessee

NOW! CHICAGO COIN'S BOWLING ALLEY

One third deposit, balance sight draft

HERMITAGE MUSIC CO.

423 BROAD ST. NASHVILLE, TENN.

SEE Us In Our NEW QUARTERS

AT 577 TENTH AVE. AT 42D STREET

for a complete line of Arcade Equipment, latest Games, Parts and Supplies.

MIKE MUNY'S

577 10th Ave., at 42nd N. Y. 18, N. Y. (Bryant 9-6677)

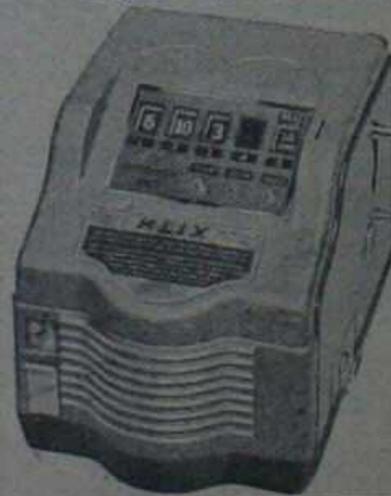
Sugar Data

WASHINGTON, Jan. 21.—Sugar usage during 1949 ran over the year's quota of 7,500,000 tons by 64,968 tons, Agriculture Department reports. The 1950 quota has been set at the same figure as last year.

Top 1949 month for sugar distribution was August when 921,281 tons were shipped by primary distributors. Low month was December when the total fell off to 510,772 tons.

Stocks on hand at the end of the year totaled 1,700,000 tons as compared with 1,500,000 at the close of 1948.

THE COUNTER GAME PROFIT-LINE



WINGS 5-Reel Cigarette Machine

POK-O-REEL Straight Poker Game

YANKEE with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.

KLIX "21" BLACK JACK

KLIX, WINGS, POK-O-REEL AND YANKEE

equipped with coin dividers, straight penny combination penny and nickel or straight dime play.

WRITE FOR PRICES

GROETCHEN Tool and Manufacturing Co. 126 N. Union Ave. Chicago 6, Illinois Phone: RAndolph 6-2807



Here's a Tip
You'll PROFIT By!



the Williams

TWIN SHUFFLE

is a TWO Player Game!

Double your earnings with this amazing machine. Imagine! Authentic bowling score for two players. All spares and strikes tabulated with perfect accuracy while TWO players alternate from frame to frame. Collections at their highest! One player, 10c; two players, 20c.

Exclusive!

EXCLUSIVE Williams Distributors

Exclusive!

In the following territory: All of Northern ILLINOIS, all counties North of and including the following:

Pike, Scott, Morgan, Sangaman, Christian, Shelby, Effingham, Jasper, Richland, Lawrence.

Following Counties in IOWA:

Blackhawk, Buchanan, Delaware, Dubuque, Linn, Jones, Jackson, Wapello, Davis, Jefferson, Clinton, Scott, Cedar, Johnson, Muscatine, Washington, Louisa, Van Buren, Henry, Des Moines, Lee.

Following Counties in INDIANA:

Newton, Benton, Howard, La Porte, Starke, Jasper, White, Miami, Porter, St. Joseph, Marshall, Carroll, Fulton, Lake.

SHUFFLEBOARD OPERATORS

Now you can convert your shuffleboards to BOWLING games for greater earnings with

Exhibit's SHUFFLE BOWL

- Fits all size shuffleboards: 22', 20', 18', 16'.
- 1 to 5 players can bowl at the same time!
- 10¢ per player per game!
- Slug-proof coin chute accepts one to five dimes per game for 1 to 5 players!
- Strikes, spares, splits, railroads—all the thrills of regular bowling!
- One-third actual regulation bowling alley length! Greater skill—greater player appeal.
- No waiting—automatic puck return underneath board!

House of Values

Now Delivering in Illinois and Iowa

Terms: 1/3 down, balance sight draft.

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

PROVEN MONEY-MAKERS AT SPECIAL PRICES!

TRIPLE ACTION	\$39.50	TOTAL ROLLS	\$29.50
TRADE WINDS	39.50	BERMUDA	29.50
MARDI GRAS	39.50	SPINBALL	29.50
MERRY WIDOW	44.50	CRAZY BALL	29.50
SCREWBALL	49.50	THRILL	39.50
PUDDINGHEAD	59.50	ADVANCE ROLLS	49.50
1-2-3	64.50	BING-A-ROLLS	89.50
YANKS	44.50	SPORTSMAN ROLLS	29.50
SPEEDWAY	49.50	BOX SCORE	49.50
MAJOR LEAGUE BASEBALL	39.50	CHICAGO COIN REBOUND	44.50
CARNIVAL	49.50	ALL STARS (Williams)	109.50
MELODY	29.50	GLIDER (Genco)	Write for Price!

All Games Cleaned and Checked! Specify Second Choice

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.

Division 4-3220



2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.

KENWOOD 6612

EVERY PRICE GUARANTEED A-1

ONE BALLS

CITATIONS	\$250.00
GOLD CUPS	110.00
JOCKEY SPECIALS	90.00
SPECIAL ENTRIES	50.00

CHAMPIONS WRITE PHOTO FINISH

5 BALL FLIPPER GAMES

SHARP SHOOTER	\$124.50
SUPER HOCKEY	129.50
MARYLAND	134.50
CINDERELLA	64.50
YANK	34.50
TRINIDAD	34.50
MAJOR LEAGUE BASEBALL	34.50

CONSOLES

MULTI BELL	\$350.00
ARROW BELL	WRITE
DOUBLE UP	225.00
RESERVE BELL	225.00
M. B. DRAW BELL (Like New)	100.00
R. B. DRAW BELL	115.00
DELUXE DRAW BELL	150.00
KEENEY'S BONUS SUPER BELL, 5¢	125.00
KEENEY'S BONUS SUPER BELL, 5 & 25¢	200.00
HI HAND	39.50
JUMBO PARADE	39.50
KEENEY'S SUPER BELL	39.50
JENNINGS CHALLENGER, 5 & 25¢	179.50
SPOT BELL	WRITE

ONE THIRD DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT
PARKER DISTRIBUTING COMPANY
3118TH AVE. SOUTH—NASHVILLE, TENNESSEE—PHONE 4-0194

COINMEN YOU KNOW

Maritime Provinces:

(Continued from page 105)

Frank Hanlon, of Halifax, a veteran coin machine distributor, is preparing to start on the road again with a Halifax-based carnival. He has been a concessionaire for 20 seasons. . . . Frank Elliott, of Amherst is also a carnival showman during the summer season, as was his late dad,

Frank Elliott Sr., also of Amherst and known among coin machines as "The Short Man." . . . Photo machines were favored by sailors in Halifax, and by merchant mariners in St. John, this winter season. . . . Halifax and St. John get the street business that goes to Montreal and Quebec in the summer season.

Coca-Cola Company is installing beverage machines in bowling alleys, pool rooms, theater lobbies, stores, eateries thru the maritime provinces, and concentrating on brand of soft drink in nickel bottles. . . . Return of the nickel candy has been accompanied by a substantial cut in the size and weight of bar, and also by issuance of a d bar. The latter by only two manufacturers, however. . . . Frank (Smoky) Lenihan, St. John, stepped out of character recently when he accepted an emergency call to be letter carrier to relieve mailman. . . . Fred Graham, of St. Stephen, N. B., who died recently, operated coin machines in his bar, shop, pool hall and bowling alley. He was a veteran horse racing promoter, starter and judge.

Biz Booms in Twin Cities, Reps Report

All Phases Included

MINNEAPOLIS, Jan. 21. — Coin machine distributors in this area were oozing optimism this week as the first month of 1955 drew to a close.

Reason for the optimism was the rush of new business from operators who are ready, willing and able to add new games and music to their routes.

At Lieberman Music Company, Jonas Bessler, sales manager, reported the really big item for that firm was the Chicago Coin Bowling Alley game. He declared the firm is two weeks behind in orders and has scant opportunity to catch up on the backlog.

Hy Greenstein, of Hy-G Music Company, said the novelty games are coming in for plenty of attention but that Gottlieb's new Just 21 game has been received exceptionally well by the operators. Demand for the unit far exceeds delivery with repeat orders heavy from the original samples.

AMI Intro

From Matt Engel of Paster Distributing Company comes word that the new AMI phonograph met with instant acceptance by operators and the company is signing up new orders in heavy quantity. The company problem, he said, was getting enough machines to fill all the orders. Engel said that the novelty pin games still were drawing heavy operator attention, with Williams Twin Shuffle and Keeneey's Twin Boy getting a new wave of enthusiasts among operators.

Oscar Schaeffer, of Midwest Coin Machine, reported that operators are in a buying mood, but are carefully examining every purchase, whether it be machines or records, to make certain that the equipment is what their routes need. He said merchandise is available in greater quantity now than it has been for some time with operators getting a choice of what they want.

Selectivity in Buying

Archi LaBeau, of LaBeau Novelty Sales Company, reported top operator interest in pin games and music, with the coinmen showing more selectivity in their purchases than has been the case in some time. But 1950, he opined, has opened up better than had been anticipated and appears to be rolling along in fine fashion.

Meanwhile from the operators comes word that 1955 seems to be the year when they will be able to really start coming back, thanks to the novelty games and to other developments in the business itself.

While few new shuffleboards are being sold these days, with jobbers finding this item more or less of a drug on the market, the operators of this equipment are pushing hard with the result that play business is holding up far better than had been anticipated. There has been much talk of long tournament play in an effort to bolster this end of the industry once again.

WANTED TO BUY FIFTY CITATIONS AND FIFTY CHAMPIONS FOR SALE

- 50 BALLY DE LUXE DRAW BELLS, A-1 Condition. Each . . . \$150.00
- 25 BALLY STANDARD DRAW BELLS, Red Buttons. Each . . . 90.00
- 25 BALLY DRAW BELLS, MB. . . . 79.50

Frank Swartz Sales Co.

515A 4th Ave., South, Nashville, Tenn.
Phone No. 48571

BARGAINS

- 3 KEENEY THREE WAY 5c, 10c, 25c . . . \$300.00
- 2 NEVADA (with Flippers) . . . 22.50
- 3 HAWAII . . . 19.50
- 1 SPINBALL . . . 49.50
- 1 GOTTLIEB DAILY RACES . . . 39.50
- 2 JOCKEY SPECIALS . . . 100.00
- 1 GOLD CUP . . . 125.00

All machines ready for location.
1/2 deposit, balance sight draft.

INDEPENDENT AMUSEMENT CO.

2205 E. Platte Ave. Colorado Springs, Colo.

MUST SELL DUE TO ILLNESS

All equipment far below market value. Will sell as whole or part.

- Complete Arcade Equipment
- | | |
|---|-----------------------|
| 38 Pokerino Tables | 4 Exhibit Merchandise |
| 3 and 5 Stools | Rotaries |
| 6 Seeburg Guns | 3 Kicker and Catcher |
| 4 Exhibit Cards | 7 Flipper Pin Balls |
| 10 Prewar Pin Ball Games | |
| 2 Each—Western Baseballs, Chicago Coin Pin Balls, Footcase, Evans Ten Strikes, Scientific Bunting Practice, Bally Rapid Fire, Mills Vex Pockets, 1 Each—Goalie, Bat 'Em and Flipper 'Em, Voice-o-Graph, Five-Way Gripper, Custer Play Football, Strength Tester, Skylight, Night Bomber, Keeneey Gun, Pike's Peak, Portable Abbott Change Counter, Microphone and Loud Speaker, Horoscope, Scale. JOHN SINGER | |
- 22 So. Trenton Ave., Atlantic City, N. J.
Phone: A. C. 5-8215

CLOSE OUT SALE

8 Used Allite Automatic Bowling Allites. Latest type with spring pins, light balls and steel shields. Extra parts included.

All for \$1,000.00.

LOGAN DISTRIBUTING CO.

2320 Milwaukee Ave. CHICAGO, ILL.

FREE PLAY GAMES

\$19.50 EA.—3 FOR \$30.00
Cyclone, Honey, Tally Ho, Marjorie, Mystery Nevada, Bowling League, Smoky, Flamingo, Tornado, Sea Isle, South Paw, C. C. Bantam, Ranger, Co-Ed, Bonanza, Vanities, Crest, Star Life. "Just came off location." Perfect condition. In ordering above games state exact choice, as we have limited quantities. Send money order in full, otherwise no orders shipped. JOHN S. FORD, 353 N. Pine St., Lancaster, Pa. Phone 2-7439

FIRST BOWLING TYPE SHUFFLE GAME with **AUTHENTIC BOWLING SCORING** for **1** or

2 PLAYERS!

GETS **DOUBLE THE EARNINGS!**

ALTERNATING FRAME BY FRAME SCORING FOR EACH PLAYER!

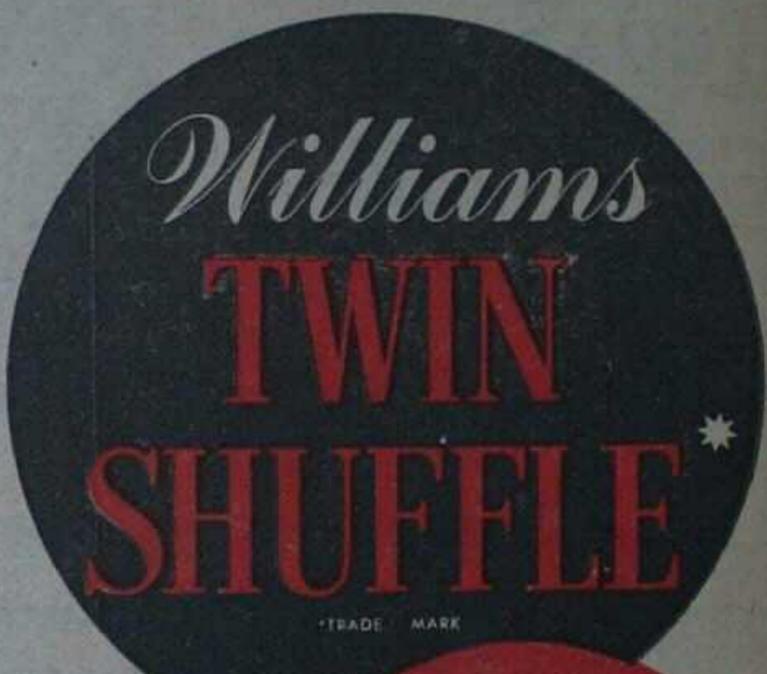
STRIKES SPARES TURKEYS SPLITS RAILROADS ETC.!

A TERRIFIC COMPETITIVE PLAY GAME!



- MECHANISM DOOR IN SIDE OF CABINET
- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION—APPROX. 8 FT. LONG, 2 FT. WIDE

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

CLEARANCE SALE!

**GUARANTEED
FACTORY
REBUILT**
5c, 10c, 25c



AUTOMATIC JACKPOTS
OR
GUARANTEED JACKPOTS

WITH TOKEN PAYOUT and METER

**LOOK LIKE NEW!
OPERATE LIKE NEW!**

\$95.00 to \$150.00
MONEY BACK GUARANTEE

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST. CHICAGO 24, ILL.

TWIN

MONEY MAKERS

THE GREATEST OF
ALL THE ALLEYS
**BALLY'S
SHUFFLE
BOWLER**
Strike It Rich With
BALLY

The
Outstanding
Juke Box of the Era

AMI'S MODEL "C"
See the "C" Today and
You'll Understand Why

**PROMPT
DELIVERIES**

RUNYON SALES COMPANY

593 TENTH AVE.
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354 S. WARREN ST.
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TREnton 5-6593

NEVER BEFORE

in all our years have we received
Operator Acceptance of any product
as great as that which we have
received with the New

A.M.I. Model "C"



This phonograph is truly made to order
for the Operator. It is the one Juke
Box the Operator and his service men
have dreamed about.

**For profits instead of losses,
Operators are going all out for
A.M.I. Juke Boxes.**

Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio

"The House that Confidence Built"

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923

FIRST WITH THE LATEST

624 S. Third St., Louisville 2, Ky.

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3011 E. Maumee Ave., Ft. Wayne 4, Ind.

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Our hats are off to Dave Gottlieb, his designers and engineers
for creating a new type of 5 Ball.

We are confident that JUST 21 will go down in history as
one of the outstanding 5 Balls of all time.

JUST 21 will give the operators greater earnings than have
ever before been obtained from any other 5 Ball.

See JUST 21 today at TRIMOUNT. It's sensational.

Exclusive Gottlieb, Seeburg and Williams Distributors

TRIMOUNT

REMEMBER:
In New England
It's TRIMOUNT

40 WALTHAM STREET
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OPERATORS AND JOBBERS

SHUFFLE • MITE

"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME"
YOUR RESPONSE AND INTEREST
IS TERRIFIC!

We Are Swamped With Requests and Orders.
It's New! Amazing! America's No. 1 Money Maker!

See Your Distributor or Write Direct

TRAINING DEVICES INC.

1469 ELECTRIC

LINCOLN PARK 25, MICHIGAN

WARick 8-8480

**WANTED
FOR QUICK CASH**

USED PHOTO FINISHES
CITATIONS, CHAMPIONS AND KEN-
TUCKYS. Will pay CASH or trade for
Shuffleboard Bowling Games.

LET'S
HEAR
FROM
YOU!

LIEBERMAN MUSIC CO.

1124 HENNEPIN AVE.

AT 5509

MINNEAPOLIS 13, MINN.

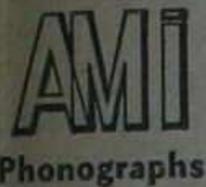
EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:
UNITED'S Shuffle Alley, Deluxe Model—CHICAGO COIN'S Shuffle Bowling—
KEENEY'S Pin Boy and Ten Pins—EVANS' Shuffle Ten Strike—UNIVERSAL'S Twin
Bowling—GENCO'S Bowling League.

**GOTTLIEB'S NEW
GAME SENSATION
JUST 21**

With Revolutionary New Feature.
A Definite HIT.

**NOW SHOWING
AND DELIVERING
EXHIBIT'S
SHUFFLE BOWL**

one-third actual regulation alley size
for Shuffle Board Operators.



WE ARE PROUD TO ANNOUNCE OUR AP-
POINTMENT AS A.M.I. DISTRIBUTOR IN
NORTHERN OHIO and we are sincerely
pleased to invite YOU to the first showing of
the NEW MODEL "C" A.M.I. PHONOGRAPH on
Saturday, January 28; Monday, January 30, and
Tuesday, January 31.

YOU WILL BE AMAZED AT THE NEW
MODEL "C" WHICH FEATURES THE
NEW LOOK—THE NEW SOUND SYS-
TEM AND THE NEW SYSTEM OF SIM-
PLE FOOL PROOF SERVICING. BE
SURE AND STOP IN AND VISIT US
TO SEE THE "C"!

TERMS:
1/3
deposit
with all
orders,
balance
C. O. D.



"THE NATION'S COIN MACHINE MARKET"

**CLEVELAND COIN
MACHINE EXCHANGE, INC.**

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO

M.S. GISSER, SOLE AGENT

ALL PHONES: TOWER 1-4713

LAKE CITY Specials

IMMEDIATE DELIVERY ON THE FOLLOWING:

BALLY SHUFFLE BOWLER, ROCK-OLA SHUFFLE LANE, WILLIAMS TWIN SHUFFLE,
GENCO BOWLING LEAGUE

USED GAMES

- United Shuffle Skill \$100.00
- Chicago Coin Rebound 75.00
- Chicago Coin Bango 100.00
- California Shuffle Pins, 9 ft. & 12 ft.

USED BELLS

- 5¢ Black Cherries \$105.00
- 10¢ Black Cherries 110.00
- 15¢ Black Cherries 115.00
- 5¢ Silver Chief 49.50
- 5¢ Golden Falls 110.00
- 5¢ Copper Chrome 59.50

NEW BELLS

BLACK BEAUTY, BLACK GOLD,
JEWEL, BONUS BELL—Quick Delivery
NEW!! SMOKESHOP CIGARETTE MACHINE

SPECIAL @ \$239.50

MISCELLANEOUS

- Flying Disc \$159.50
- Jack Rabbit 90.00
- Contact 39.50
- Circus 55.00
- Used Heavy Hitter with Stand 59.50
- Seeburgs: 8200 @ \$95.00, 9800 @ 85.00

BARGAIN! Advance Rolls, Ea. \$ 19.50
Rock-Ola Hideaway, Used 1 Week 239.50

BALLY ONE BALLS

- CITATION \$279.50
- GOLD CUP 110.50
- JOCKEY SPECIAL 84.50
- SPECIAL ENTRY 69.50

USED 5 BALLS

- RAMONA, FS \$109.50
- SUMMERTIME 45.00
- MONTERREY 42.50
- 1-2-3 55.00
- CARNIVAL 59.50
- ALICE IN WONDERLAND 49.50
- BARNACLE BILL 72.50
- DALLAS 92.50
- WISCONSIN 31.00
- CAROLINA 74.50
- ROBINHOOD 29.50
- SALLY 49.50
- BUCCANEER 79.50
- MELODY 25.00
- CINDERELLA 35.00
- HUMPTY DUMPTY 32.50

BARGAIN!!!

POSTWAR NON-FLIPPER PIN GAMES
\$12.50 EACH

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVENUE · Cherry 7067 · CLEVELAND 14, OHIO

We are pleased to announce
our appointment as
Distributors for

**EVANS'
SHUFFLE TEN STRIKE**

in
NEBRASKA and WESTERN IOWA

HOWARD SALES CO.

Nebraska's Oldest Distributors

1206 FARNAM STREET

OMAHA, NEBRASKA

**AUTOMATIC COIN
America's Bell Machine Center**

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
In ILLINOIS—IOWA—NEBRASKA—INDIANA

**7 GREAT NEW
MILLS MODELS
21 BELL**

BLUE BELL
TOKEN BELL
MELON BELL

BLACK BEAUTY
JEWEL BELL
BONUS BELL

limited quantity brand new



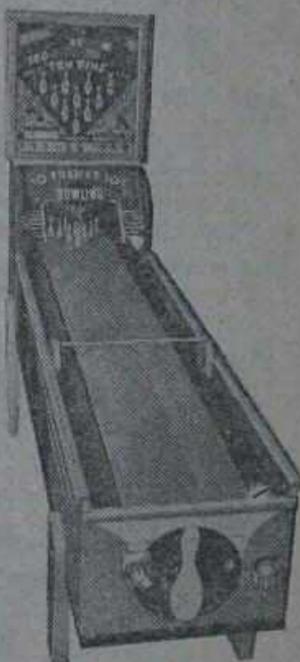
**MILLS
VEST POCKET
BELLS, \$65.00**

Jobbers and Distributors,
Write for Special Price!

Exclusive FOR **KEENEY**
IN ILLINOIS, IOWA, INDIANA
NOW DELIVERING ...

**KEENEY'S
"TEN PINS"**

Player actually bowls ball at REAL plas-
tics pins! Hook Shots—Straight Shots ...
Strikes — Turkeys — Splits — Doubles —
Spare — Railroads! Pins Automatically
Re-set! A Real Bowling Alley, 8 Ft. Long,
2 Ft. Wide.



**KEENEY'S
PYRAMID
5c—TWO-WAY—25c
BONUS BELL**

- Spell B-O-N-U-S Awards • Bell-Fruit
Combination Awards • Twin Coin Head
- Jumbo Illuminated Reels • Matchless
Beauty! Size 60 1/2" high, 33" wide,
16 1/2" deep.



GUARANTEED FINEST Reconditioned-Repainted SLOTS

- Mills 5¢, 10¢ or 25¢ Prewar Bonus Bells \$ 69.50
- Mills 25¢ Golf Ball Vendor 375.00
- Mills 5¢, 10¢ or 25¢ 49 Bonus Bells 175.00
- Mills 5¢, 10¢ or 25¢ Brown Fronts 69.50
- Mills 5¢, 10¢ or 25¢ Chrome Bells 69.50
- Mills 5, 10 or 25¢ '47 Black Cherry \$119.50
- Mills 5, 10 or 25¢ '47 Gold Falls, HL .. 109.50
- Mills 5, 10 or 25¢ 48 Jewel Bell 145.00
- Mills 5, 10 or 25¢ 48 Melon Bell 135.00
- Mills 5, 10 or 25¢ 48 Black Gold, HL .. 145.00

THIS MONTH'S SPECIALS!
MILLS 5c-10c-25c
POSTWAR
BLACK CHERRY BELL,
\$95.00

EXHIBIT
DALE GUNS
Latest Triple Switch Model. \$109.50
Reconditioned and Refinished.

RECONDITIONED ONE-BALLS AND CONSOLES

- Victory Derby, P.O. \$ 59.50
- Mills 1948 3-Bells 210.00
- Mills Jumbo, P.O. 69.50
- Keeney Postwar Twin Bonus Super
Bell, 5¢ & 25¢ 295.00

Chicago Coin Rebound Shuffle Board, \$89.50

BACK AGAIN—BRAND NEW
JACK-IN-THE-BOX Safe Stands for
Slots. Immediate delivery. Write for
Price.

Terms: 1/3
Dep., Bal.
C. O. D.

Write for Prices on Coin Counters, Coin Changers
and Single, Double and Triple Safe Stands for Slots

**AUTOMATIC COIN
MACHINES & SUPPLY CO.
TELEPHONE: Capitol 7-8244
4135-43 ARMITAGE AVENUE · CHICAGO 39, ILLINOIS**

MILLS' NEW 1950 BELLS



MILLS' NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System, 5¢ Play \$65.00
WRITE FOR QUANTITY PRICES.

MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Gems	\$17.50
Big Hit	17.50
Defense	17.50
Baffle Card	17.50
State Fair	17.50
Zig Zag	17.50
Mystery	17.50
Stage Door	17.50
Canteen	17.50
Step Up	17.50
Torchy	17.50
Salute	17.50
Sea Breeze	17.50
Second Front	17.50
Crossfire	19.50
Muddy	22.50
Playboy	22.50
Surf Queen	22.50
Rio	22.50
Maisie	22.50
Nevada	22.50
Singapore	27.50
Havana	27.50
Tropicana	27.50
Miss America, with flippers	27.50
Suspense, with flippers	27.50
Fiesta, with flippers	27.50

1-BALL FREE PLAY GAMES

Tornado, with flippers	\$29.50
Ballyhoo, with flippers	29.50
Gold Ball, with flippers	32.50
Manhattan	34.50
Major League Baseball	37.50
Yanks	44.50
Bermuda	44.50
Catalina	44.50
Triple Action	49.50
Summertime	49.50
Speedway	54.50
Ballerina	54.50
Caribbean	54.50
Contact	54.50
Crazy Ball	54.50
Cinderella	54.50
Tennessee	54.50
Screwball	64.50
Roundup	74.50
Buccaneer	74.50
Cover Girl	84.50
Showboat	84.50
Telecard	99.50
Dallas	99.50
Ramona	119.50

CONSOLES

Citation	\$269.50
Victory Special	49.50
Special Entry	69.50
Jockey Special	89.50
Gold Cup	114.50
Daily Races	49.50
Longacre	\$32.50
Thoroughbred	32.50
Dust Whirl	32.50
Sportsman	32.50
Pimlico	32.50
Double Feature	32.50

ARCADE EQUIPMENT

Chicago Coin Basket	Exhibit Vitalizer \$69.50
Ball Champ	\$189.50
Undersea Raider	69.50
Red Ball Pool Table	99.50
Exh. Dale Gun	114.50
Super Skee Ball	99.50
Evans Bat-a-Score, Free Play	224.50
Mutoscope Movie, Iron Model	69.50
Chi. Coin Pistol	129.50
Chi. Coin Midget	144.50
Skee Ball	144.50

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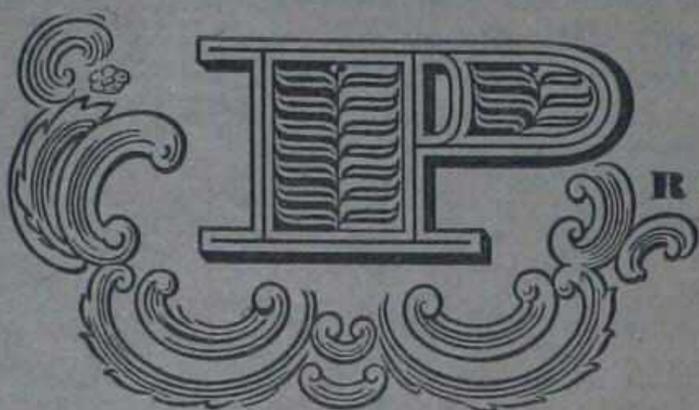
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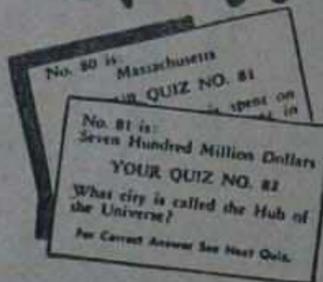
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HIGHER
PLAY
BOARD
NO MORE
BACK-
ACHES!



BEAUTIFULLY DESIGNED CABINET

STREAMLINED TROUBLE-FREE MECHANISM

FAST! LESS THAN ONE MINUTE PER GAME!

FULLY VISIBLE MECHANISM! CAN BE SERVICED ON LOCATION BY REMOVING BACK DOOR.

CORK-LINED SIDE RAILS FOR BANK SHOTS—STOPS NOISE OF PUCK HITTING SIDES. IT'S QUIET!

PUCK REBOUNDS INSTANTLY!

TWO PLAYERS—OR ONE. BOTH CAN PLAY AT SAME TIME. EACH SCORE TOTALS SEPARATELY AND AUTOMATICALLY. IMPROVES SCORING!

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AUTOMATIC PUCK RETURN NO WAITING

1 to 5 CAN PLAY

10¢ 20¢ 30¢ 40¢ 50¢

PRICE!

You'll be SURPRISED

OFFICIAL REGULATION SCORE TAB

STRIKES SPARES RAILROADS SPLITS ETC.

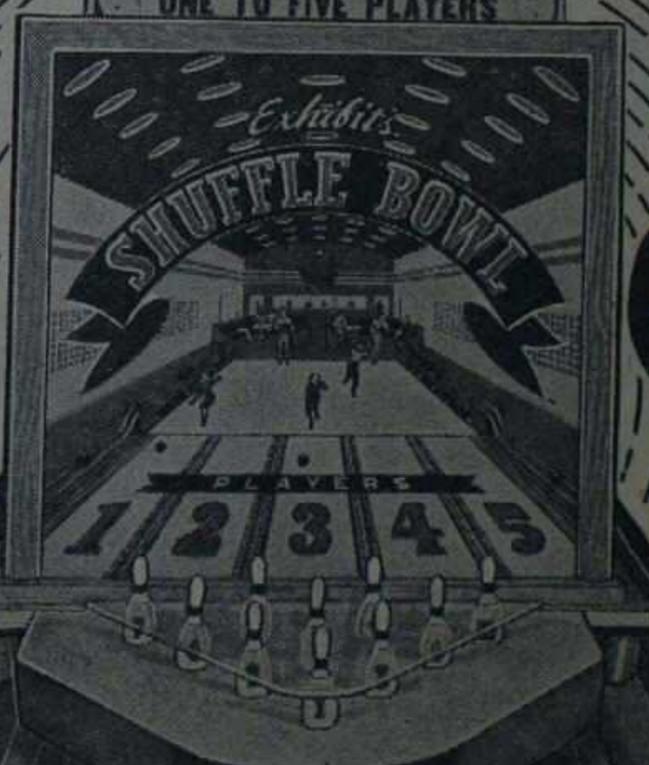
PLAY FRAME BY FRAME

NAME		SHUFFLE BOWL									
Joe											
Bill											
Frank											
Bob											
Charles											

ONE-THIRD ACTUAL LENGTH OF REGULATION ALLEYS. ADAPTABLE TO ALL LENGTH SHUFFLE BOARDS



EACH ALLEY LITES UP FOR EACH LINE PLAYED



10 REAL PLASTIC ILLUMINATED PINS

SHUFFLE BOWL
Miniature Bowling
10¢ A Line
ONE TO FIVE PLAYERS

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a **NEW POPULAR GAME ON YOUR LOCATION** ... to **EARN BIGGER and BETTER** for you than ever before.

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THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS!

EVANS' SHUFFLE TEN STRIKE

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REAL PIN ACTION! Not Synthetic! Not to be confused with ordinary Shuffle Bowling Games!

◀ **5 1/2-INCH PINS—AUTOMATICALLY RESET!** • **DIRECT VIEW AUTOMATIC SCORING COUNTER!**

◀ **AUTHENTIC SCORING — STRIKES — SPARES — DOUBLES — TURKEYS!**

◀ **RAISED ALLEY — REAL RECESSED GUTTERS!**

◀ **AUTOMATIC PUCK RELEASE** delivers Puck at start of game.

◀ **AUTOMATIC PUCK LOCK** withholds Puck at finish of game.



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8 FT. LENGTH ▶ IDEAL SIZE FOR MOST LOCATIONS!

COMING—9 1/2 FT. MODEL!

RECESSED CHUTE AND SAFETY PUCK—RETURN CUP PROTECT PLAYERS!

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Especially Adaptable for Free Play Territory!

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TIMES AS MUCH AS ORDINARY GAMES—BY ACTUAL TEST—WITH FEATURES LIKE THESE!

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★ **ODDS "IMPROVER"!**

★ **400-REPLAY HIGH SCORE!**

★ **EXTRA ENTRIES—** up to 6 selections each race!

★ **FAST CONSOLE PLAY! FLASHING LIGHT ACTION!**

5c, 10c OR 25c PLAY. SINGLE COIN ENTRY. LUXURY CABINET.



Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT. ALSO AVAILABLE IN FREE PLAY CONVERTIBLE OR STRAIGHT CASH PAYOUT MODELS.

DISTRIBUTORS: Distributorship available in some Free Play Territories.

EVANS' WINTER BOOK with NEW ADDED FEATURE!



VISIBLE ODDS 10 TO 1 UP TO 100 TO 1! ALL COIN PAYOUT! Twin Payout Tubes! No Tokens!

THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!

• Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS! • Sensational Winter Book Odds! No Build-Up Necessary! • Nonpareil 7-Coin Head—history making improvement! Takes in up to 7 coins every game! Don't be satisfied with less! • Precision Engineered! Custom Built Cabinet! 5c or 25c play.

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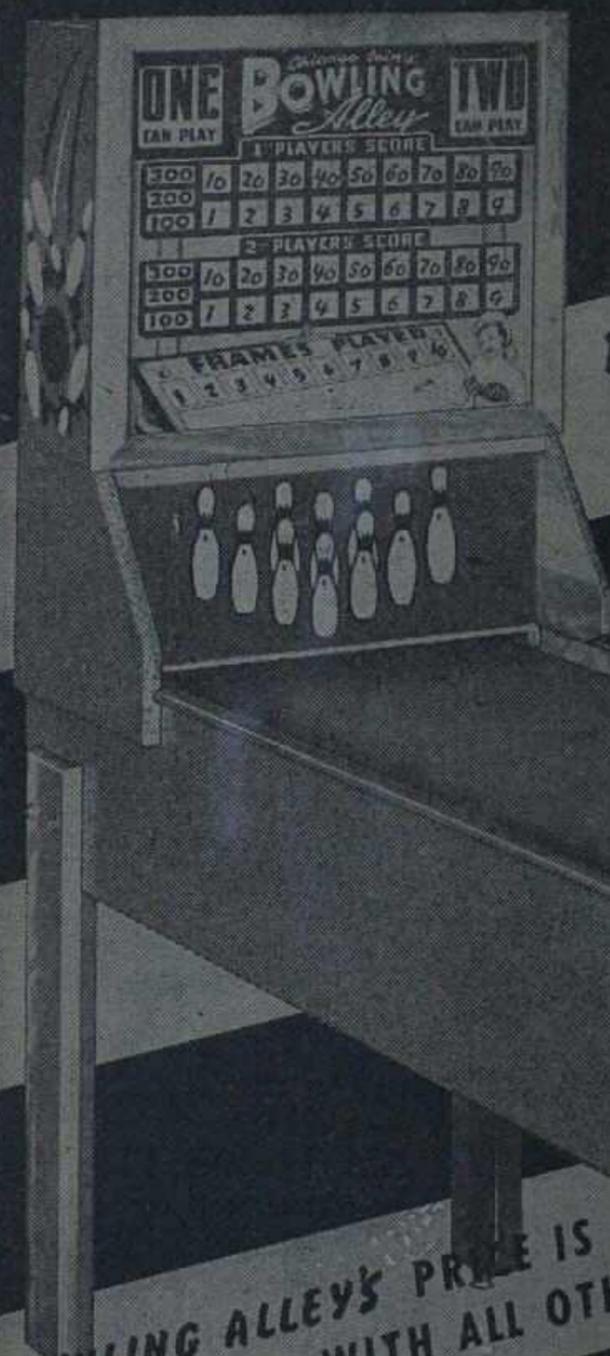
CHICAGO 7, ILL.

SEE EVANS' CONSTELLATION AD ON PAGE 100

NOTHING LIKE IT FOR PROFIT-PLAY

Chicago Coin's

BOWLING ALLEY



BOWLING ALLEY
IS FASTER THAN ALL OTHERS

BOWLING ALLEY

MAY BE PLAYED BY EITHER **1** OR **2** PLAYERS
TWO CAN PLAY AT THE SAME TIME
NO WAITING!

YOU COMPETE FRAME BY FRAME
EACH SCORE TOTALS SEPARATELY
AND COMPLETELY
AUTOMATIC

BOWLING ALLEY'S PRICE IS
COMPETITIVE WITH ALL OTHERS

BOWLING ALLEY

IS ONLY 8 FT. LONG, RIGHT LENGTH FOR ALL
LOCATIONS—CAN BE PLACED EVERYWHERE

BOWLING ALLEY IS DIFFERENT—
NOT A COPY OF ANYONE ELSE'S GAME

A DOUBLE MECHANISM
THAT COSTS YOU LESS
THAN MOST SINGLE PLAYER GAMES

● **ACCEPTED EVERYWHERE!**
LEGAL IN CHICAGO
LICENSED IN NEW YORK CITY

WHEN COMPARED
TO OTHER SHUFFLE-TYPE BOWLING GAMES

Bowling Alley IS BETTER!

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GENCO'S BOWLING LEAGUE

The Perfect Bowling Game!



STANDARD BOWLING RULES AND SCORES
Strikes, Spares, Splits, Turkeys, Railroads



AUTOMATIC SCORING
10 Fast Frames Played again and again



All the Thrills of Bowling
...All the Skills of Shuffleboard

QUICK AUTOMATIC PUCK RETURN
Locks after game's completed

Don't Wait — Write! Wire!
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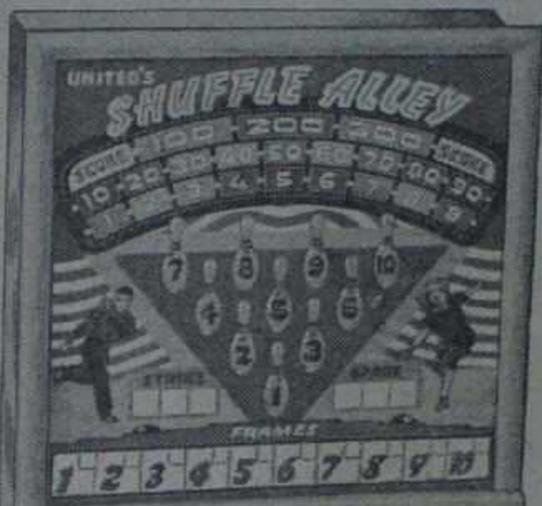
GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

UNITED'S SHUFFLE-ALLEY

THE ORIGINAL

Shuffle-Type Automatic Scoring Bowling Game
(Patent No. 2,192,596)



ALL THE THRILLS
OF BOWLING
SCORES EXACTLY LIKE BOWLING
TOTALED AUTOMATICALLY

WEIGHT RELEASED
AT START OF GAME
RETURNS TO PLAYER AUTOMATICALLY
WEIGHT LOCKED WITHIN GAME
AT FINISH

GREATEST NOVELTY GAME
OF THIS ERA
EXCELLENT FOR COMPETITIVE PLAY
DEFIES DESCRIPTION

ACCEPTED
EVERYWHERE!
LEGAL IN CHICAGO
LICENSED IN NEW YORK CITY

EQUIPPED WITH
**NEW
DROP CHUTE**

JUST  DROP IT IN

SEE YOUR DISTRIBUTOR

APPROXIMATE SIZE
2 FT. WIDE X 8 FT. LONG



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**YOU SAY YOU WANT MORE FOR
YOUR MONEY?
WAIT TILL YOU SEE**



Just
21



**GOTTLIEB'S REVOLUTIONARY
REPLAY GAME FEATURING**

**THE NEW "Turret Shooter"
THE ONLY ABSOLUTELY NEW,
POSITIVELY DIFFERENT
PLAY IN YEARS!**

**IT'S A REVELATION IN
APPEAL AND EARNINGS!**

**LOOK AT
THIS
ACTION!**

Player fires ball with new Gottlieb High Power TURRET SHOOTER, operated with same buttons that control 2 new SUPER-POWER FLIPPERS. Ball is aimed by motorized OSCILLATING RANGE FINDER. Player shoots to score JUST 21 POINTS by hitting any proper combination among 10 NUMBERED TARGETS at upper end of play field. Each Target scores indicated points only on first hit, but adds 100,000 to HIGH SCORE each time hit thereafter. Skillful players can score JUST 21 Points on very FIRST ball to earn 5 REPLAYS! JUST 21 Points score on second ball awards 3 Replays; 3rd ball, 2 Replays; 4th ball, 1 Replay. JUST 21 Points scored on 5th ball adds 500,000 to High Score. If point score is under or over 21, player continues to shoot for High Score Awards.

IT'S FAST, SIMPLE, FASCINATING... A MONEY-MAKING WONDER!



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"There is no substitute for Quality!"

THOUSANDS EARNING TOP MONEY
 AFTER 60 TO 90 DAYS ON LOCATION

Bally SHUFFLE-BOWLER

REAL BOWLING THRILLS

OFFICIAL BOWLING RULES AND SCORES
 Strikes, Doubles, Turkeys
 Spares, Splits Railroads

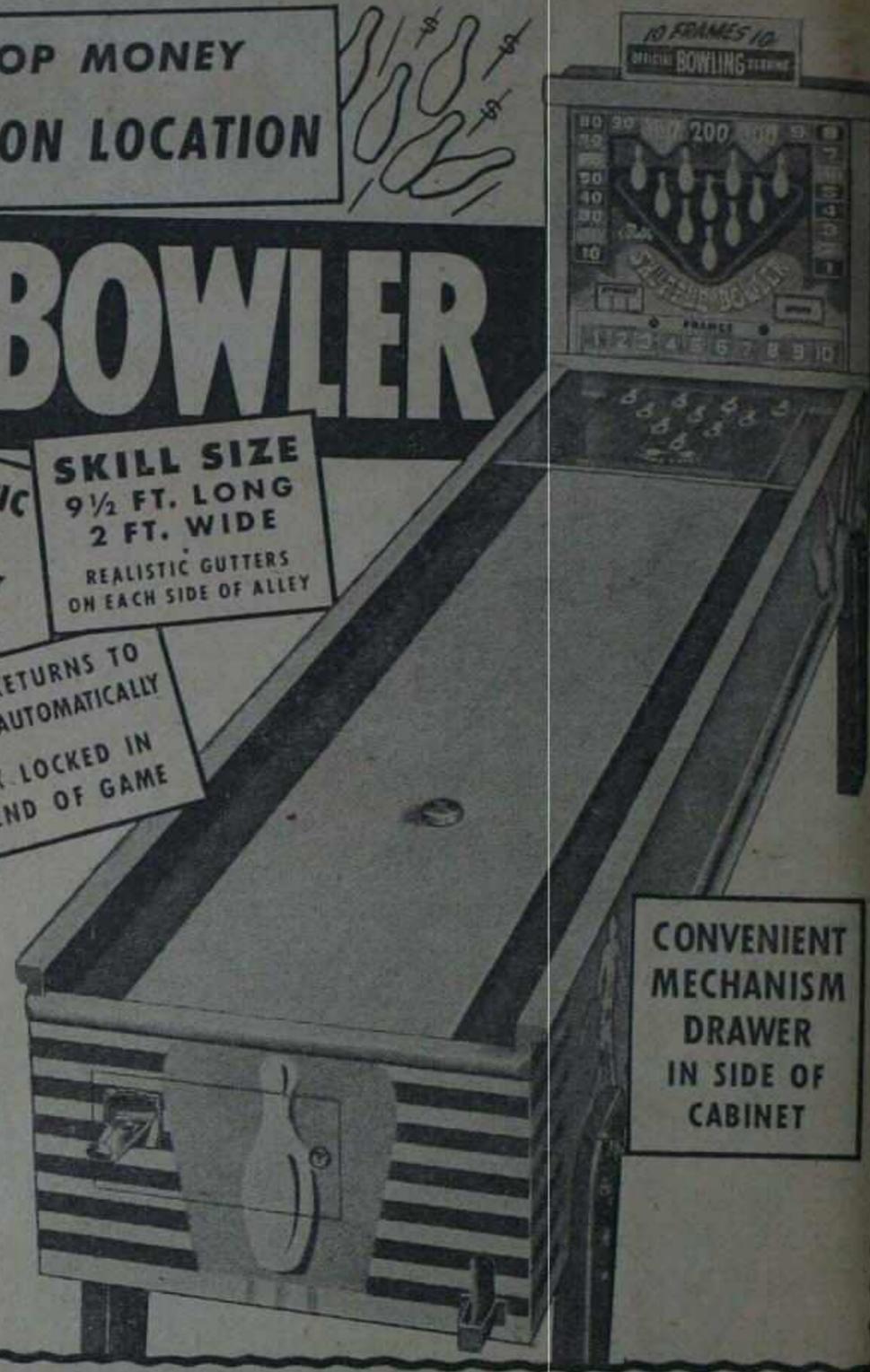
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SKILL SIZE
 9 1/2 FT. LONG
 2 FT. WIDE
 REALISTIC GUTTERS ON EACH SIDE OF ALLEY

Gets More Play! Earns More Profit!
BIGGEST MONEY-MAKER IN SHUFFLE CLASS!

PUCK RETURNS TO PLAYER AUTOMATICALLY
 PUCK LOCKED IN AT END OF GAME

Yes . . . thousands of SHUFFLE-BOWLER games on location 60 to 90 days are still earning top money . . . proof that exclusive Bally features give the public the right combination of shuffle-skill and bowling-science. Why be satisfied with less than the top profits that SHUFFLE-BOWLER will earn for you? Call your Bally distributor today.



CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

MORE ways to win! MORE earning power!



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CHAMPION
 FREE PLAY ONE-BALL

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KENTUCKY
 AUTOMATIC ONE-BALL

MORE ways to win! MORE skill-thrills! MORE fun! MORE action! That is why CHAMPION earns MORE money for operators . . . why CHAMPION games on location 6 to 8 months are still smashing one-ball earning records from coast to coast. Are you getting your share?

Bally **CLOVER-BELL**
 TWIN MULTIPLE-COIN BELL CONSOLE

3 SPOTTED SYMBOLS
 SINGLE CHERRY WINNERS
 SINGLE ORANGE WINNERS
 SINGLE PLUM WINNERS

NEW MYSTERY DOUBLE AWARD

FAMOUS CITATION
 ADVANCING ODDS



HOT-RODS SPOT-BELL

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UNIVERSAL'S FEATURE BELL

SINGLE HEAD
MULTIPLE COIN

MYSTERY TYPE ADVANCING ODDS

First Console EVER TO INCORPORATE THE "FEATURE FLASH"

ENABLES PLAYER TO "BUY" UP TO A COMPLETE SET OF WILD SYMBOLS!



EVERY CHERRY
WILD
ON 1ST REEL

EVERY LEMON
WILD
ON 1ST REEL

EVERY ORANGE
WILD
ON 1ST REEL

EVERY PLUM
WILD
ON 1ST REEL

EVERY BELL
WILD
ON 1ST REEL

EVERY SYMBOL
WILD
ON 1ST REEL

FEATURE FLASH

ODDS ADVANCE

ADVANCES
BAR SPECIAL FEATURE

WHEN LIT BAR SYMBOL ON FIRST REEL SCORES: WHEN LIT

ODDS ODDS ODDS ODDS ODDS ODDS

A POWERFUL BUILD-UP AND GAME-TO-GAME CARRY-OVER!

Instantly Convertible

CHUTE STANDARD—10¢ or 25¢ CHUTE OPTIONAL

FLUSH METAL TRIMMED TOP GLASS

ADDED FEATURES THAT CLINCH THE PLAY:

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PULLS MORE PLAY...

Take full advantage of this profitable, busy game season by replacing your present equipment with the outstanding 1-ball money maker of all time—

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FREE PLAY
Convertible to
1 or 3 Ball Play.
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NEW CONVENIENCE. 100 selections of music for guests, wherever seated—thanks to the Wall-O-Matic “100”—the most remarkable remote selection system ever developed.

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100 selections

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