Ralph Flanagan rehearses the band he organized six months ago in preparation for the crew's first road trek which opens March 15 at Wrentham, Mass. On March 23 he opens at Frank Dalley's Meadowbrook for a six-week run, to be followed by a 2,000-mile tour of colleges and ballrooms.

For his first half year on records, Flanagan's RCA Victor disk sales are above the half-million mark on such releases as "My Hero," "Where or When," "Rag Mop" and the Rodgers and Hammerstein "Designed for Dancing" album. Flanagan's tour is being booked by General Amusement Corporation (GAC), and his personal managers are Herb Hendler and Ermic Woods.
night or day...at home or away...

Your cue

no matter where you are!

24 hours a day...365 days of the year...you lose no bookings when you're in The National Directory of Show Business. When YOU are in this publication every representative talent buyer in America can see an illustrated photograph of your act...can discover what you do...where you've played. If his message is extremely urgent he contacts either your agent or you...immediately by telephone! Whether you're North...South...East...West...you're just a phone call away from a new, exciting "Opening Night"...when you include your act in The National Directory of Show Business. For further information write, Theatrical Directories, Inc., Executive Offices, 1650 Broadway, New York 19, N.Y.

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The National Directory of Show Business

You're "on" when you're in The National Directory of Show Business!
TV'S HOTFOOT TO AM JOCKS

Philly Movie Giveaway Game To Be Syndicated Nationally

PHILADELPHIA, March 11—Highly popular preview casting is being made by a local group which has been testing a movie casting vehicle called "Marmalario," at 23 nabe theaters in this area. The game completes a nine-week test this week and within the next month or two will be syndicated nationally. The group promoting the game is headed by Max Ingber, head of Shore Office of other million-coproduction firms. Linked with WIBG-FM, participating theaters tune mcclure sets on the stage to the FM station. The question which the movie patrons answer, with instructions to bring along a copy of the Daily News,,axis family only originate in the WIBG-FM studios as播种 breaks.

All FM listeners to the station can hear the program, only those in the movie houses are able to play and participate in the prize-winning. According to a plan, listeners will be revived to allow for award of meritorious efforts. Plans for national syndication is to use both (See Plan To Syndicate on Page 6)

Cloud Worries Douse Sonols, But Law Is Lax

WASHINGTON, March 11—A rain cloud engrossed in interstate commerce. The weather is getting sympathetic attention from some congressmen and may eventually result in legislation (See Sesqui Plans in D. C. Massman Entry)

Amuse. Workers Average $40 Wk.

ALBANY, N. Y., March 11—A survey of the amusement and recreation industry in New York State, completed by the State Labor Department late in 1949, reveals that the amusement employers pay $40.08 a week, according to Industrial Commissioner Edward Corwin.

The survey covered all branches of the industry, including movie houses, circus, carnivals and other forms of entertainment. (See Amuse. Workers on page 37)

BMI a Better Mouse Trap? Morris Joining Pubs' Trek to Radio Firm?

By Jerry Wexler

NEW YORK, March 11—The trek of veteran American Society by Com. Stevenson and Milo Sutliss, has launched a heavy-weight national promo-

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NEW YORK, March 11—Theia, the golden boys of the current era, the disk jockeys, are regarded by tycoons as approaching the make-or-break crossroads at breakneck speed. The disk jockey is a show biz wedge, and hence he is the envy of every young fireplug who ever aspired to follow in the footsteps of those portals of fame and fortune. The disk jockey is enjoying the rich rewards of his profession, and it is no surprise to find that the young tycoons are rushing to give him the respect and recognition that he deserves. (See TV’s Hotfoot to Am Jocks, page 1)

A Squeeze

NEW YORK, March 11—Gentleman Jack Massman, quaint man-on-the-street, interviews and man-who-knows (he's driving a hack nowadays), has come up with a new idea for radio show. He wants to do his next show, no kiddin', called Breakfast With McCoy. 'Tis understood, comes from Northern Ireland—and Orangeman, beggory.
AGVA Stirs on Mixing Rule

Preps Clamps On Line Gals Selling Drinks

Violations Uncovered

NEW YORK, March 11.—The moving of a proposal to increase the liability of the American Guild of Variety Artists (AGVA), will get new life in the immediate future, according to the result of a survey made by that union last week.

Spots hitting lines and mixing a condition of dizy employee will be placed on the unfair list, and if that doesn’t do the trick, they’ll be reported to the police department and the Alcoholics Beverages Control Board (ABC), both of whom forbid mixing of "female performers with customers.

The police and ABC rules apply only in the light of the anti-mixing rule is part of the law. A law official charged that there wasn’t one spot on E. 2nd Street which didn’t have mixing, with the exception of a late night swing spot where girls are hired by direct solicitation, it was charged.

A recently reopened Greenwich Village club is another offender, a condition which forced a line owner to pull his line out of the spot.

The owner of the spot phoned the line boss complaining that too many mores were being observed.

(See AGVA Stirs On Line, Mic. Page 44)

Admish Tic Bite Has Even Chance for Cnt

WASHINGTON, March 11.—The House Ways and Means Committee began to mark up the bill to keep the Federal income tax from going into the hole closed Monday (13) after Rep. Charles E. Bankhead spent this week in separate huddles to devise strategy. A 15-16 margin on the committee, the Democrats expect to beat down a motion to commit the entire bill, which contains the President’s tax recommendations, hang over until a later date.

The House action is likely to be the only one on which the House will take a decision, but the fate of the tax bill will be due to a ＜deliberate＞＜act＞＜of＞＜the＞＜President＞＜to＞＜defer＞＜the＞＜decision＞＜to＞＜the＞＜next＞＜session＞＜of＞＜Congress＞.

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Richards Case, Finally Open, May Set Testimony Record

WASHINGTON, March 11.—The hearing on the charge that the Los Angeles hearing in the G. A. Richards case, slated to open Monday (13) before a Communications Commission (FCC) Hearing Examiner V. Fred Johnson, is expected to last several weeks with a strong prospect of piling up a record-size testimony record for hearings of this kinship.

With FCC lawyers expected to introduce several hundred pages of documents into the record, besides the testimony of witnesses, a prolonged cross-examination phase of the hearing is anticipated, which might be called after two or three weeks of taking testimony. It is expected that the FCC lawyers will request time to digest the testimony before calling its own witnesses.

FCC lawyers are expected to call witnesses. There are reports that several witnesses are expected to call for the show to Detroit upon the completion of the proceedings in Los Angeles, with Cleveland-laden tellers to fill the site subsequent to the Detroit hearing.

Ford To Present Case

At the Los Angeles hearing, FCC lawyers are expected to bring a new witness to the stand in charge of the Commission’s case. They are expected to call the witness to testify about the hearing in Los Angeles.

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Martin Into TV With “Band” as Talent Scout

HOLLYWOOD, March 11.—Fredy Martin will invade video with a talent hunt show, tagged Band of Tomorrow, due to be broadcast via KTTV and then to other TV areas as Martin goes on the road. The show will feature 12 of the finest local radio talent; in addition, the television run will be at least 24-45 for more than 1000 shows.

Talent quest will aim at youthful, non-professional musicians who possess that rare Northern Star pizzazz. The hit shows will be scheduled for Monday through Saturday, with 10 local bookings while Martin moves on.

(See Martin’s TV Show)
NAB Schedules 7 Confab Speakers Instead of One

NEW YORK, March 11.—The annual convention of the National Association of Broadcasters which is due to open here on the 14th of this month by the Hotel Commodore and Sky-coach Airtravel, Inc. Pilot installed a regular 18-inch TV receiver on a Skycoach CW-20 passenger plane for a flight to Los Angeles and back at one time, he said. The plane was equipped with the necessary lights of the recent upsurge over radio at Grand Central Station. Also to be tested was a new type of TV camera that continues as the plane gets out of range of one station and enters another's area. Result of the test is expected to determine the feasibility of installing tele receivers in all commercial aircraft in regular use.

CBS To Produce TV Show From Stork Club

CBS last week came to an agreement with Sherman Billingsley to produce across the board 15-minute TV show from the Stork Club. The program will go on at an early evening hour and be patterned after "Luncheon at Sardi's." Billingsley will appear on every show but will not be the emcee. CBS will set up teletax facilities at the Stork Club for the program.

National To Manage CBS Program Sales

Harry G. Ommerle last week was appointed manager of program sales at CBS. He replaces Tom Connolly, who moved over to the TV side of the operation where he will have the same duties. Ommerle is a veteran radio talent and agency executive, most recently operating as manager at General Electric's advertising department.

Proctor To Film Doc Series on "I-Men"

"I-Men," dramatizations of actual cases from the files of the Treasury Department, will be filmed by Bernard Proctor shortly for presentation to potential sponsors. Several agencies have had options on the package, but the feeling is that a solo can more easily be made if the show is on film. No leads have been cast.

E. J. Graff Takes V.-P. Post With Kaufman & Associates

E. J. Graff, director of BBDO, Chicago, which will become vice-president in charge of radio and television for Kaufman & Associates, Chi agency. Kaufman is making a determined bid to become one of the leading Tout shows and with all the others. Ommerle, of whom is to discuss broadcasting and advertising, haven't been lined up.

One of the major trade events of the convention probably will be a session of the NAB general manager, with Justin Miller and a group of officers of the board of directors scheduled to hold a meeting in New York next week to go over candidates. The new general manager, if elected, will not be unveiled until the April convention.

LBS Coast Ball Casts Make DL Shift Schedule

HOLLYWOOD, March 11.—For the Coast West invasion, by the Liberty Broadcasting System (LBS), the Coast's largest regional station, deal set by LBS President Gordon McClendon to air all American and National League baseball games would not affect the Mutual Game of the Day airings to a point where LBS live and re-creation would be done by the so called LBS league of several hours daily. To combat Liberty, Don Len is currently plotting to revise its popular daytimes aired here and resurrect all and any material that it was the way.

A Coast spokesman for LBS claimed the network had already sold baseball to over 90 California stations, including all of the Los Angeles outlets. Liberty is right in the front yard of KFJ, the Don Len flagship station. Volume sale to low-waters in the Western States would enable Liberty to expand its audience with Sunday and weekday reruns of the Mutual’s daytime and prime-time shows.

Armstrong Asks BBDO To Prep Debut on Video

PITTSBURGH, March 11.—Pittsburgh’s multi-million dollar TV program will be demonstrated to the county Steubens dealers’ association here and at their ad agency, Walker & Wong. The dealers will be shown a week ago, how the video program was run the summer and continue this on a permanent basis. Production would be by BBDO and the scene, Pittsburgh station orchestra conductor, Greene, and music, Gordon Jankel—

Tillstrom Starts 'Oz' Production, Maybe for NBC

NEW YORK, March 11.—Burt Tillstrom this week started production of a TV program called the Wonderful Land of Oz. Based on the Oz stories written by L. Frank Baum the program will be of an ambitious nature which will use special effects, marionette characters and several sets. Frank Allison is to be the composer.

No commitment has been made to either NBC or ABC because of Tillstrom's connection with NBC that the network may get a first look at the show. The program is expected to be ready for production in the near future. A sale may take place any time.

Copyrighted material
Loose Edicts Shake Loose Jockeys

Sell or Scram

Ned P. R. Job

(Continued from page 3)

number of system members have had bitter experiences with participation shows. Warner Bros., Inc., of Boston, which some time ago had an ensemce start plugging its product on the basis of hotel advertising, found itself in a bad position.

Minor Morgans

A real deep-south public relations job is to sell something that is not well known. That is the case with some of the million dollars that are spent on advertising stardom and almost as large a sum as the radio stations of the South. As a result, there are some 60,000 people in the South who are ready to collect on their local advertising. A good many in fact, try to be minor league Henry Morgans by selling the plugs the flip treatment.

The waxmen must seek ways and means to make their selling job easier, which are sold solidly on jocks. One such method is to have a comparatively new firm, which has skycrushed its sales through such participations. How it does it is the talk of Der Linde, takes personal charge of radio time buying, traveling extensively and listening closely to jocks while sounding out their local appeal and ratings, and finds an average of $2,000,000 annually on participation, averaging about his most valuable ad medium.

What's called for, on the positive side, is a jockehoed with some advent following built up locally by the local jocks, and the real authority gained from the jockeys to use the jockeys instead of ads that are seen in their rendering of the local program. It is on record that some jocks have exhibited talent when handled by such big-time class, such as Arthur Godfrey, Bob Smith, Dave Garroway, Art Ford, Bob Allen, Jack Benny, and Flor, and Robert Q. Lewis.

Neither Ay, Nor Nay

There is no list, in-between ground of sponsors and agencies who are neither sold nor unsold, and with whom the real fate of any jockey lies. These can be convinced by a good station man, but feeling that the vast bulk of platter spinners are lads fresh out of school or some other business, with little real education and almost no advertising knowledge, the station man will find it almost hopeless to open up the field thru personal followings or some background work and or full record field. Result is that they generally are said to feel commercials are not selling them, and project little sincerity or understanding in their sales pitches. A good many in fact, try to be minor league Henry Morgans by selling the plugs the flip treatment.

Loose Jockeys

Cuba - U. S. Accord on Clears Paves Way for New NARBA

WASHINGTON, March 11.- An ex- change of views between the Cuban Embassy at Havana and the Cuban foreign office will be the final step in arranging an international agreement granting Cuba concessions on television channels, the FCC was told that domestic stations on the channels protected by directional antennas. The government's decision on the acceptance of the North American Tele- vision Association (NARBA) meetings, was formerly approved by the State Department. At close of business at the agency here yesterday (10), officials were informed from Havana of Cuban acceptance.

FCC Commissioner Rosel E. Hyde, challenged in Washington to the Havana bilateral meeting, this week to avert any lack of agreement, and reported that Cuban dele- gates had been ready to meet at once.

Chief channels involved in the agreement may some day result in permission to install stations on 640kc, 676kc, and 880kc; giving Cuba rights to station activity on 930kc, as well as pirated use of 660kc and 760kc. Another 720kc, S. regional area was also involved.

The agreement will not be subject to approval by the U. S.-Cuban treaty, and then will be subject to a Senate vote at some later date. State Department chiefs are hopeful that accord with Cuba will remain unaltered, and the wording of a new NARBA. They point out that the wrangle with Cuba was the direct cause of failure of last NARBA meeting in Montreal. The next meeting is scheduled for Washing- ton this summer. The U. S. wants to set July 1 as the opening date, but Canada and Mexico are holding out for August 1.

DuMont Alternates Policy Set-Up On Production

NEW YORK, March 11.- The DuMont TV network this week reorganized its sales and agency set-up, under Jim Caddigan, head of the department. The network, meanwhile, made plans for a 25-minute weekly program of foreign film clips, to be distributed in 250 cities, and has also issued production guidelines for a group of programs submitted by local stations, and pending newsmen.

Four major sections have been created in Department department: Program development and procurement, production coordination and training. Production facilities are to be headed by Ed Halliwell, and Miss Barbara, in charge of the training section. Other sections head are T. W. Wunder.

The program development department will also include a film division, under Andrew Segal; casting office, under Elizabeth Meares, and news, under Marion Glen.

Frank Bunetta, DuMont's top producer, will continue as program producer, while Charles McLaughlin becomes director of directors, assistant directors and floor men. Other assignments include Harry Cope as remote manager, Bir. Foss, assistant to Bunetta, and local Abraham and studio head at the Adelphi Theater, Miss MacDonald at Fox, and Harry Krivil at the Wannamaker studios.

Campbell Soup's New Plans for Fall Video Show

NEW YORK, March 11.- Campbell's this week began mapping plans for a fall entry into television. The firm and Dancer-Fitzgerald-Sample (D-F-S), have been requested to prepare individual reviews of the medium and submit recommendations. The last date, at this time takes the form of suggestions concerning time period or network, or only as to the form and content of programs.

It is expected that Campbell's will follow closely in TV the AM formata which the soup company is paying off. Campbell's has just renewed Double or Nothing on NBC, as well as the Club 18 and Ed Murrow news series. A new series of re- print will call for multi-weekly Im- pressions, probably on more than one network, covering varied time periods. One Campbell's official said this week that they will make sure, but fail, to see that it coming on "either because we are being forced in because of the competition, or because we think it will pay off.

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Coast NBC Auditions Close:

Some Segs to Hiatus Slots

HOLLYWOOD, March 11.- NBC Hollywood programs will include a new $5,500 grant audit spree sometime in April, marking the greatest new talent and show hunt in the network's coast history. Before tests have been concluded, NBC Coast Program Direc- tor Homer Canfield will have sampled over 20 new shows, over- seen and above stanzas cut for the web during the fall and winter. In addi- tion, other shows are being lined up for auditioning before end of the present season. Auditions will take last year's record of 45 new shows, built to web specifications and pro- duced with NBC money and talent.

Revels will be evident by early summer, when the best of the lot are given prime time slots as hiatus fillers.

Several have already made the commercial grade, notably Halls of Ivy, Richard Diamond, Screen Di- rectors' Playhouse and Dragnet. With the exception of Ivy, all were given sustaining test runs during which they were turned out, because of its top prestige and talent. Ronald Reagan has been able to hold the sustaining market and launched as a $10,600 commercial hit the last six weeks.

Following shows are already waxed on NBC's fall schedule firm: One Hour To Kill, a 50-minute serial; The Sculptor's Mate: Out of This World, science fiction drama, with Marvin Miller as director; The Dangers of Miss Mabel: Slice of Life, a medical show, starring a Granville series, with Tony Leonard. (See NBC Auditions on Page 12)

4 Coast TV Outlets Pitch Goal Softball

HOLLYWOOD, March 11.- Now it's the coast's turn to go after local tele- tone men in a batter. The distasteful side of sports, so showcased in several professional and amateur softball leagues in Southern California, is proving to be a welcome surprise. Bid for video rights are KFTV, KTLA, KTLV and KTLA, all of whom are after full coverage.

Sport of sports, which has been limited to the leagues, is that the mass media has never been in control. At least one and possibly two other networks are on the series this spring, completing with pro baseball. While there was some preliminary testing, if the current wrangle with grant and developers is settled.
UI 1st Major Producer Into Film for Tele

HOLLYWOOD, March 11. — Universal-International (U-I) may soon launch a film studio to enter competitive produc-
tion of films for television. Recent discussions with Tele-
vision Executives (TVET) revealed that U-I, after test
run in producing TV series, may soon enter TV film
production. U-I has previously made tele com-
mercial film spots for Lever Bros., the makers of Cheer
Dex (UWF). Studio is now viewing the results of test
showings, examining Coast production facilities, in line
with tele's demands.

Recently, however, U-I has made no bids for an existing tele film work. In view of the increasing interest of the prec-
such as Fairbanks (whose recent one-
shot filming of Stiear Theater earned him $25,000 for two contracts to produce 13 addition-
tional shows), U-I is now reported
to be determined to invade video, albeit
studio expects plenty of squabbles over
film distortion. Each time U-I preference would neither
confirm nor deny the report.

U-I's move is not differentiated for TV films: taken from the U-I shop will be a 15-minute show, "Stranger Than Fiction," the
motion picture, "Dreams Are Many," and the television show, "The Gang of the Minutemen," all with a preview showing aired last week on the local NBC network.

Other series expected to be built from old picture successes include "The Gummisters," "The Green Beret," "The Adventures of Freds" and Stella Dallas. Some or all of these shows will carry a color overlay and placed on film if the U-I plans mature.

Colgate Renews Day On NBC; Nixes TV

NEW YORK, March 11.—Putting an end to speculation of a shift, Colgate-Palmolive-Peet this week announced to its clients that Dennis Day on NBC. CBS had pitched a film contract for Day, in order to put him at the sponsor, but it was decided that the move would be too "automatic" by the coupling of Day and Judy Canova on NBC Saturday evening shows a children's variety series. They also have a grant of a similar discount, but this time, Colgate says the play would be much longer and more like a film. One New York industrialist who would have been interested in a deal of this kind, has a one-pool, one-bucks, one-special, one-horse, one-occasion, one-event, one-cancel, one-bidder, one-territory, one-activity pack.

HFSTV也有其3-speed Disk Player Race

Another three-speed record changer was announced last week, which is to be sold under the previous "Garrard model." Features of the new changer include separate
strike of 30 spindle for LP and 78 rpm disks and 45 rpm records, a heavy drive shaft for LPs and 40's disks and inter-changeable leads.

TFCHIC Program Chills Deal for Lord Package

The CBS sale to pay out the Phillips L. Lord packaging operation last week appeared to be cold. Negotiations had been under way for the past two months, and Lord, operations chief of the web, Seward, in Hollywood, is reported to have notified CBS that he no longer regarded the deal as feasible. Lord, who has been handling the packaging operation in New York, Florida and California until Seward's resignation, Lord still believes in the market, but they are starting to auction their packages. Among the reported bidders are Music Corporation of America and Bernard L. Schubert.

FCC Wants Tint TV $ Data; Colomet Pitches CBS Gadget

WASHINGTON, March 11.—With the color television hearing rescheduled
Wednesday (15), Federal
Commissioner
Commissioner (FCC) in
January, federal TV rivals on
the estimated costs of color
sets, the FCC failed to reach an agreement.

The FCC is openly distressed by its
A. L. Godbee. The program is ex-
pected to be off the air.

"The action to be taken by the
owners of the station is not
likely to be heard by the FCC.

In reviewing the question of
prices, the FCC is expected to be
that the owner of the station
will not pay its FCC bill and has
been receiving notice of the latter.

The FCC is regarded as a likely
but the talent agency has agreed to a considerable
"big screen" figure should be the
NBC - TV, Kine Quality Stir
CBS Study of Sat. Night Sitch

NEW YORK, March 11.—Indica-
tions this week were that CBS-TV
was giving close scrutiny to its Sat-
urday night line-up with a view to-
ward a revamp. Two things have
brought about this state of mind at
the web: NBC-TV's programming
the same evening has cut sharply into
the CBS-TV ratings, and the belief
that the kinescope quality of the Ed
Wynn show has hurt its viewer po-
tential.

One tip-off on the situation was
given this week when Budweiser
Beer, sponsor of the alternate-week
Ken Murray show, decided not to
keep the program on during the sum-
mer, the height of the beer season.
The program will now continue un-
til June 17, with fall renewal not set.
However, since the warm months are
important to beer companies because
of the large volume of business they
do, Budweiser's decision is regarded
as an indication of dissatisfaction.

Murray's Pay Costly
Murray is one of the most potent pack-
ages in TV, with the price for time
and talent around $90,000 every two
weeks. A Murray cancellation would
also leave CBS on the hook for the
$7,500 weekly salary which the web
is committed to pay, regardless of
whether he performs.

Camels, sponsor of Ed Wynn, is
also unhappy over its current 7 rat-
ning for the high-priced video show.
Cigarettes, however, which would either slice its cost or
give the cigarette bankroller an
out, Wynn's low rating can be at-
tributed in part to putting the pro-
gram on Kine. Several stations in
the Midwest have notified Camels
that they have had complaints from
listeners. CBS has sent out special
engineers to the Coast to work out
the kine, as a result of sponsor agi-
tation.

Hollywood Kine Sitch

While it is possible to move Wynn
East, the web has a big stake in Kine
because without the program its Holly-
wood TV programming would be
in a bad way. However, CBS
press is now out West looking over
film studios for possible purchase.
This might mean that the net might
consider the 25-cent Fairbanks film method
instead of kine.

NBC-TV Plans To Get Into
Daytime Swing by Autumn

NEW YORK, March 11.—Chances
are that NBC will go into daytime tel-
ning on an extensive basis next fall. While
the decision hasn't been set finally,
the web is currently considering such
a move, with the daytime operation to
be based on two programs. One is the
Furrier Norris shopping program, just
partly away by net from the
DuMont net, and another is a new
audience participation show being
produced for NBC by Marty Stone.

NCTV's new summer daytime oper-
ation at 5:15 p.m., and should it expand into
daytime, it will open up at 10 a.m.
The Kathy Norris show will air from
11 to noon across the board when it
shifts from DuMont, with the new
participation show, also to air for an
hour daily, to precede it at 10 o'clock.
Stone's daytime will originate in a
restaurant, with Ed Heil, as emcee.
It will also use a male vocalist and a
storage cast. NBC has hopes that
the show will develop into the sort
of feature ABC had in the late Tom
Brennemann show.

NCTV is said to figure that the
sooner it gets into the daytime web
picture, the sooner it will be able to
insure its position in that field.
The step will also help the web recoup
its investment in the Norris program,
which is reportedly getting a guaran-
tee of $125,000 annually.

Furrier Measures AM
Pull Vs. Newspapers

NEW YORK, March 11.—Canada
Flur Corporation, one of the largest
local spenders in New York radio,
has just completed a survey of sales
originations which it plans to use as
a guide to future advertising.
Ex-
pectantly, the account is trying to find
out whether newspapers or radio
have been pulling in move sales.
Survey was made in both the New-
ark, N. J., and New York stores, as
well as among some 300 customers
who bought in either outlet during
the past year. Preliminary reports
are that radio is leading in the New
York picture, while there is a virtual
tie in the Newark results.

Ann Moogel Agency handles the
account.

Plan To Syndicate
Philadelphia Movie Game

(Continued from Page 3)

AM and FM stations, depending upon
availability in a particular locality,
using a station on an exclusive basis
which would have coverage over a
25 to 40 mile radius so more theaters
can have patrons participating in
the game simultaneously.

Use of FM locally, according to
Fugger, was highly successful. How-
ever, save for the difference in card
rates and the fact that no closed cir-
cuit is used, AM could serve the pur-
poses of the game as well.
CTC Hears Plea for Radio Rate Cut in Tele Markets To Pay for Audience Loss

CHICAGO, March 11—A general feeling of optimism for the future of television, tempered with a realization that there are still many wounded spots and pitfalls to be faced in the industry, was the theme of yesterday's proceedings at the annual conference of the Chicago Television Council held here this week.

While advertisers such as John McLaughlin, advertising manager of the X-Soft Food Company, claimed that the medium was paying off and cited specific histories to prove the sales effectiveness of advertising used on the Kraft Television Theater, other speakers, such as H. R. Rose, local radio-TV director of the J. Walter Thompson Agency, and L. M. Meadows, director of Miles Laboratories, said that the medium had yet to prove itself as an economic mover of consumer goods.

Underlying the tone of the speeches delivered in luncheon and panel discussion sessions were the off-the-record discussions of station managers, agency account executives and show producers that many a hurdle had to be leaped before the medium could take its place as one of a clear horizon of indispensable costs, profits and advertising effectiveness.

Subjects Varied

This mixed feeling, optimism versus the need for growth and stability, ran through all of the sessions. These included discussions of color TV, phoneline television station operations, agency practices, advertisers' viewpoints, production problems, film's future in the medium, TV research and set sales.

Initially, or at least for the first two days of the three-day meeting, Monday's luncheon keynote speech delivered by McLaughlin seemed to indicate a consensus of general approval for the industry, now and in the future.

The only beef made by McLaughlin and this was recouped by other advertisers during the subsequent session, was that sponsors of network shows were taking a beating by having to pay for features on which other advertisers had put out their bills. Wadington, noting the high cost of a network spot, said it was possible that some stations might have to be eliminated to keep the national bill payers happy.

Waddington Highlight

A veritable bombshell was dropped in the ranks of station and network representatives during the Waddington address. After voicing his doubts that TV paid off now for making of low-cost consumer goods such as those put out by Miles, Waddington asked for a general reduction of network AM rates in TV markets to compensate for radio audience shrinking resulting from TV viewing inroads. Station and network spokesmen commented during informal discussions later that advertisers were not willing to pay their way to give the industry a fair chance, and that was the rate effectiveness of TV but are not willing to pay for TV looking after these conditions.

Another theme of the meeting was that TV was not paying off for the old-time producer of high-price products, such as cars, radios, TV sets, and refrigerators, but said it had not proved itself for consumer product sellers trying to push the sale of foods and drugs.

It was said over and over again that high priced items could be sold effectively on a basis of color future, for money invested in TV advertising because of high mark-ups, but that consumer items with low profit margins could not be sold economically because of small profit and need for heavy expenditures in TV.

In this connection, it was pointed out many times, especially by advertisers and agency men, that something would have to be done soon to stop TV's trend toward higher production and time costs if the medium is to achieve its maximum advertising potential.

Attendance 200

Despite the general growth of TV in the past, attendance at the conference was only on a par with last year's, about 200, mostly from Chicago and the Midwest.

The confused thinking, however, that was the earmark of the previous conference was lacking except during rare occasions. Most of the time the speakers, even they, often presented conflicting and seemingly paradoxical viewpoints about industry matters. There were in their beliefs and somewhat different positions, but the consensus indicated that minds had been made up along certain lines, and that definite industry developments might be expected.

During a discussion of the future of color TV and the possible lifting of the freeze, there was no conflict of thought, however. During the section devoted to these topics at Tuesday's luncheon meeting, consensus was that color was still a long way off—not before 1953—and that the freeze should be lifted as soon as possible.

This meeting, moderated by Cliffon Udale, NBC news commentator, was highlighted by a speech by Martin Codel, editor of Television Digest, which also featured Howard Graver, vice-president of the Advertisers Association; Carl Meyers, chief engineer of WGN, Inc., and Hard Davis, executive vice-president of Foote, Cone & Belding.

Davis added to the general feeling that color was not needed now by saying that advertising was paying what about as much as they could stand now for black and white TV with its present limited markets and audiences. If color, with its added production costs, were offered to agencies, he predicted, most of them, except a few with products necessitating color display, would turn thumbs down on non-monochrome transmissions.

FCC Okays KBTB

Transfer to WFAA

DALLAS, March 11—The Federal Communications Commission (FCC) has approved the transfer of Dallas television station, to The Dallas Morning News for $515,000. Martin Campbell, general manager of The News' station, KBTB, said call letters of the station will be changed to WFAA-TV after the radio and television operations are integrated.

Campbell said no radical changes in personnel are contemplated. Bert Mitchell, formerly WFAA production head, will supervise the integrating process. One of first moves will be to turn over the tele station on a set operation. The station is now off the air on Wednesdays. KBTB has NBC, ABC, and DuMont services.

Ollman Tom Potter, who built the TV station, said he was told he wanted to give more time to oil activities, and he felt station could be run better by experienced men.

All three tele stations in the Dallas-Fort Worth area now are operated by newspapers: KBTB by The Dallas News; KRLD-TV by The Dallas Times-Herald; and WFAA by The Fort Worth Star-Telegram.

MEMO TO THE JUDGES!

Thanks for the compliments. Proof that our efforts are bearing fruit is evidenced by the fact that in 9 months over 21,500 TV sets have been sold in the WKY-TV area.

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Talk of New York
Reviewed Thursday (9), 2-2:15 p.m., EST, across-the-board. Sustaining via WABD, New York, Director, Bob Low; assistant director, Don Rosencrantz; writer, Norman Baer; Cast: Mrs. Quentin Reynolds, Sandra Dee.

Mrs. Quentin Reynolds' new TV show, Talk of New York, was originally tagged Ladies of Waiting, and, judging by last week's broadcast, the latter title was more apt. Utilizing an attractive home setting, the show spotlighted Mrs. Reynolds, a sophisticated blond, pouring tea for three husb ants and a guest artist. The idea of giving socialized "little people" a chance to chit with celebrities could evolve into a delightful TV series. Unfortunately, tho, this program isn't it.

Ladies Waiting
On the show caught, Mrs. Reynolds, a former leg actress and wife of the well-known writer, spent most of the time gabbing eagerly with guest Sandra Dee, Mary Martin's understudy in South Pacific, while the three superstars, virtually ignored by hostess and camera, stood patiently by waiting to enter the conversation. Occasionally Mrs. Reynolds deigned to toss them a curt sentence or two, but her manner was hard to make easily the situation. Her mood-shif ts from sweet to tart may not have been perceptible in the studio, but the lens spot lighted her unerringly, and the over-all effect was anything but cozy to the tele-watcher.

Surprise Package
Reviewed Tuesday (7), 4-4:30 p.m., EST, Sustaining via American Broadcasting Company. Host, Jack Green; director, John Hall; producer, Ha rfield Worden; script, Vance Colvig; announcer, studio, J e an Stewart.

Surprise Package is much like other give-aways but has a few gimmicks of its own and an amiable emcee in Jack Stewart, who ties things together.

The program has contestants identify an object chosen at random during the show. The object would like to be reinserted, and the identification prizes are the same thing. The show's top variety was its contestant, who brought in a free five-day trip to Las Vegas, Nev., to the contestants giving the most impressive response for the quarter's contest. There was no doubt that the studio audience was impressed with the contestants, and the program was successful.

The program's activities is Stewart's handling of the woman who gives the program its own unsteady value. It is a question, however, whether the market for this kind of show may not already be saturated. Surprise Package's success will depend on that.

Leon Morse.

Radio and Television Program Reviews

Sports for All
Reviewed Thursday (9), 8:30-8:55 p.m., EST, sponsored by Mail Pouch Tobacco Company through the Chrysler H. W. Moore Broadcasting System (MSB), Producer-director, Raymond E. Nelson; script, Bob Bogardus; stage manager, Vari leena Morrisey; starring Bill Stier and Guy Kibbee. Guests: Bob Edge and Jack McP. 2

The addition of Guy Kibbee to the panel of personalities so the show can give a needed comic lift. This is not to say that Kib bee is gag man, but he has a light churlidewe manner, and also seems to know sports. His answers to questions on hunting and fishing established that fact.

The other members of the panel are Bill Stier, hunting and golf; Guy Kibbee, also of the program, which consists of answering questions from listeners and giving them local color.

The Sports for All seems to be trying to swing away from its emphasis on end, red and rifle, the bulk of questions about those activities. McP. 2 experience has been noted in that too much knowledge was gained be fore questions were asked. This difficulty is not easily answered. It seems a fact that the hosts of the show are not sure. But the show must be made in a difficult format to follow.

The Sports for All is as smooth as ever, and with Kibbee and Stier, the show has a nicely balanced panel.

The Mail Pouch Tobacco Company praised the virtues of two of its products: the Mail Pouch Tobacco Ashes and the Melco-Cigars.

Leon Morse.

After Hours Club
Reviewed Friday (10), 11-11:15 p.m., EST. Sponsored by Phinno and Winchen Television Stores, on CBS-TV. Producers, John Dietz and J o e Bushkin; associate producer, Ken Hart; Cast: Fred Schwartz, Joe Bushkin; Guests: Kay Ballard, Betty Betz, Tom Drake.

Informality is a highly desirable and elusive quality to capture on television. But the 15-minute turn of the trick is clearly on the road to believable impression of an uninflected, snappy nitery, via tape. The After Hours Club is a case in point, and the personable relaxed presence of disc jockey Fred Robbins and pianist Joe Bushkin.

Robbins, a fugitive from radio, is (See After Hours Club on page 50).

Radio and Television Program Reviews

The Ben Grauer Show

Always a personable and entertaining fellow, Ben Grauer should really have his own TV show. On the show caught, however, Grauer was trapped in an actual panel needleman. His guest was John Grauer, on who viewers that they can be artists for a good long spell. It just happens, by coincidence perhaps, that Grau ny's art instruction book is published by Chicago's sponsor, Bob Grue.

This made the commercial a cliche, of course, with Grauer plugging his own book at the length. However, since the body of the show called for Grau ny to prove that which is, the series is necessary for the bearded charcoal pencil of virtually domestic proceedings. This did he to such an extent that this particular edition might better have been labeled The John Grauer Show since it resembled Grau ny's own work in this. In this instance Grauer again showed the viewers how to turn out a drawing based on a technical geometrical figure, with Grauer following along for the easier. Ben's not bad, either.

Grauer ran things himself only but for the rest of the show, when he went through a sketchy interview with Grauer. Thereafter, to all intents and purposes, it was just Grauer. Show, in the limited time he had in charge, that he has style and personality to do well. He should be given more scope on this show, and his doubling will get Sam Chase.

Up for Parole

Up for Parole, based on actual case histories of prisoners appearing to State Board on behalf of prisoners, may or may not be an attempt to cash in on the current flurry of medical headlines and paroles. In any case the program shows, which drop in and out of parole appeal of a medical student jailed for aiding a criminal, down to the "guilty" verdict handed down in the East's "mercy slaying" trial last week.

Grauer, who directed the series, have fed off with stronger case material. In the case of the student in the criminal, the "guilty" verdict handed down in the East's "mercy slaying" trial last week.

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

CBS-TV Ready To Syndicate New Film-Live Show
The CBS film syndication division is about to offer its stations a combined film-live 15-minute program tentatively titled "Hollywood Operator, Please," which would identify the station airing the show and tie it into the Hollywood movie name. The show will have the local TV outlet's top personality interview movie stars live. They will answer questions, plus, with the result clipped together. The format leaves the program wide-open for local personal spots, as film or live commercials can easily be inserted. The first six shows contain interviews with Barbara Hale, George Raft, Gene Raymond, Roddy McDowall and Philip Dorn.

Hotpoint Adds Mother's Day to Holiday Buys
The Hotpoint Refrigerator Company last week published an ad that would feature a dramatic program on Mother's Day, May 14, off-air to 6 p.m. This is the fourth consecutive holiday show that Hotpoint has bought on CBS in the last two months. Maxon, Inc., is the agency.

"Inside USA" To Be revamped for Low Budget
Plans are under way to revamp "Inside USA" so that it can be sold as a low-budget package next season. The revamp is being done by CBS after its March 16 telecast over CBS-TV. Revamping the show would undoubtedly mean that expensive talent such as Peter Lind Hayes would not be used on it. CBS has an option to pick up the package.

CBC To Have Channels 2, 5, 9 for TV
The Canadian Broadcasting Corporation (CBC) has been assigned frequency channels two and five in Montreal and channel nine in Toronto for its proposed television operations in those cities. The CBC intends to start broadcasting in both cities by the fall of next year, but its Montreal airings will be restricted to channel two. However, the corporation eventually plans to operate both video outlets there, one in French and one in English.

Stoppette To Alternate With Toni on CBS-TV Sked
Jules Montenier, Inc., for its product Stoppette, a deodorant, last week purchased "What's My Line," beginning April 12. The show, owned by Bill Goodson and Bill Tolan, goes into the 9-9:30 spot on alternate Wednesdays, sharing the time with Toni. John Daly anchors the program, which deals with the occupations of its contestants. "Abe Burrows' Almanac," now in the Wednesday evening slot, will be rescheduled.

Emerson hunts replacement for "Inner Sanctum"
Emerson Drug, on behalf of Brunwe-Seltzer, last week was hunting for a replacement for "Inner Sanctum," which is to be dropped when the current cycle ends. Altho nothing has been set yet, news circles probably to know another type.§Ã» and the plans to originate in Hollywood. Show airs Mondays at 8 p.m. on CBS thru Batton, Batton, Durstine & Osborn.

Philadelphia Succeed New York Symph on CBS
The current New York Philharmonic concert broadcast, which winds up in April, will be followed on CBS with a series of transmitted Sunday afternoon concerts by the Philadelphia Orchestra. The Philadelphia series, airing at the same 3 p.m. time, will be transmitted. The new series will run for a sustained.

SHORT SCANNINGS
Jerry Layton, of the Wilbur Stark-Jerry Layton program combine, will become a beneficent Friday (17), when he is wed to Sherill Cannell. A swift Cuban honeymoon will be held down to one week so that the groom can get back to peddling air shows.

Charles B. Isaac, formerly with WCAQ, Baltimore, has joined WOV's sales staff. The foreign language station has also appointed the John E. Pearson Company as its national representative, and the Pearson firm, in turn, has commissioned John P. Kohrs to act at WOV's special rep in the Midwest. . . . Gov. Thomas E. Dewey has tagged Ben Duffy, Batton, Batton, Durstine & Osborn, as chairman of a planning commission New York State's role in the Washington sesqui celebration... World Video, Inc., has re-elected Henry S. White as president, John Steinbeck and Richard M. Gordon, Jr., as vice presidents, and Irving O Oppenheimer, secretary-treasurer.

Charles Henderson and Milti Mayfair, of "Stop the Music" on TV, took six-week hiatus from that show in May and head for Europe. . . . Ed Franke, WPIX film program director, is father of a boy, born Saturday (3). . . . Al Foster, TV week at the William Esty Agency, was due back from Europe last week. . . . John D. Gimblen, veteran WBBM broadcast, celebrated his 25th anniversary in radio Wednesday (8). . . . Stanton M. Osberg has been appointed to co-ordinate CBS-UP's TV production services, and has also set up a program production and budget department. . . . William D. Shaw, formerly assistant sales manager for the Columbia Pacific Network, joins the New York office of Radio Sales, effective April 1, replacing Milton F. Allison, who vacates the post to take over as assistant sales manager of WBBM, Chicago.

Scott Donahue Jr., ex-WPIX staffer, has been appointed to the New York department of the Katz Agency, station representatives. . . . Mal Boyt plans to Hollywood Wednesday (15) to survey the West Coast for his firm, P.B.M., Inc. . . . Boyd, who returns to New York April 5, will meet with the Television Producers Association, of which he is proxy, while on the Coast. . . . Bob Daley, TV and radio director of McCann-Erickson's Cleveland office, and Paul Kass, radio and TV copywriter of the same office, will move New York last week to confer with agency men in preparation for an expected increase in TV activities for the Ohio branch office this year.

"In the money" again!

TWO NEW AWARDS
Fort Wayne, Indiana

WOWO

WOWO's brilliant gallery of awards... 35 honors in four years... now shines with two bright new lights:
The Billboard's Twelfth Annual Competition—
2nd place in Sales Promotion Category
Network Affiliates Division

Ralph H. Jones & Co.—Special Award for
Skill and Ingenuity in promotion for
Kroger Grocery Co. (daytime programs)

We're proud indeed of this new recognition for
WOWO, one of the six sales-minded stations
that make up the Westinghouse group.

WESTINGHOUSE RADIO STATIONS Inc
KEKE • KTV • WKE • WVZ • WOWO • KEX • WVE-TV
National Representatives, Free & Peters, except for WVE-TV
for WZE-TV, NSC Spot Sales

How Does Your Garden Grow?

Advertisement text...

Broadcasting is like that. For productive broadcasting, like productive gardening, requires honest husbandry.
Radio isn't magic. But it can work wonders if sown in fertile ground and carefully nurtured.
In broadcasting, the seed of thought must be carefully planted—then cultivated and fed with aggressive, well-planned promotion.
This kind of radio gardening has brought WNAX an annual crop of blue ribbon advertisers—and a bouquet of industry awards. In the 1949-50 BILLBOARD MAGAZINE competition WNAX harvested honors in four classifications—the only station in the nation to do so.

How Does Your Garden Grow?

5,000 Watts—750 KC
A Cowles Station
Represented by Katz

WNAX

The Big Aggie
Vandalia—Sioux City
Affiliated with ABC
Record Riders Approaching Make or Break Crossroads

(Continued from Page 8)

certain gum. Customers If Write 12 NATIONAL touchy 'transcribed St., We Deposit, Check Spiels jock, and half methods a on your. Investigating FCC's legal battery here ordered the hestia. moved from Room 229 in the Federal Building to the State Capitol, Room 115, an auditorium seating 300. Did work definitely on work definitely on as details by memory, he is finds it. All these points will get increasing consideration from talent and buyer alike, and on their resolution depens whether disk jockeys will thrive or die as TV goes.

Richards Case, Finally Open, May Set Record

(Continued from Page 4)
case at the discretion of the Federal Communications Commission. However, the FCC's legal battery here ordered the hestia to move from Room 229 in the Federal Building to the State Capitol, Room 115, an auditorium seating 300. Did work definitely on work definitely on as details by memory, he is finds it. All these points will get increasing consideration from talent and buyer alike, and on their resolution depens whether disk jockeys will thrive or die as TV goes.

Sloan Clicks on TV

Last week's production of "Phiilo Gallego" and "Sara's Private Eye" comedy-mystery, with Sara Slone as the star and a number of other cast members, was a success. The program was broadcast on the Mutual network and was repeated on the NBC network. The production was directed by John Ford and produced by Jack L. Warner. The cast included such well-known actors as Walter Huston, Edward Arnold, and Frances Dee. The program was well received by both critics and audiences and is expected to be repeated on the network.

NABC AUDITIONS

(Continued from Page 4)

girls, and the competition was keen, with many fine entries. The production, directed by John Ford and produced by Jack L. Warner, was well received by both critics and audiences and is expected to be repeated on the network.
Phileco, Sylvania Deny FTC Claim Of Bias in Prices

WASHINGTON, March 11.—Dispute of low prices for home entertainment equipment being charged by the FTC with the Phileco Corporation and Sylvania Electric Products, two companies are fighting charges of price discrimination in radio-phonograph equipment. The FTC has been investigating complaints from several manufacturers that Phileco and Sylvania are granting lower prices to dealers who purchase their products in bulk.

Sylvania admitted that it sold tubes to manufacturers for $30 a pair, whereas Phileco charged $45 a pair. However, Sylvania claimed that it sold similar tubes to its own distributor for $30 a pair, justifying the differential on the ground that it was giving a discount to a preferred customer. Phileco, on the other hand, refused to comment on the matter.

RTA, Inc. a wholesaler, was set up by Sylvania to sell directly to dealers, thereby making it possible for Phileco to avoid meeting competition.

The tube maker flatly denied that the lower prices to Phileco may have the effect of lessening competition or tending to monopolize the market. Phileco declared that it is not competitively engaged with Sylvania distributors.

Lower Cost Justified

In justification of its lower cost, the Phileco Corporation, in selling tubes to its own distribu¬tors, it has to “bear” advertising, selling, and handling expenses, which are not incurred in sale of brand products for the reason that Phileco is not selling to its own distributors. The only amounting to approximately 20 per cent of the sales price of Sylvania tubes. However, the distributors who are now selling Sylvania tubes are selling at prices which are now being charged by Sylvania to its own distributors.

A defense of the defense of the Sylvania distributors, it is pointed out, is that “it is informed by Sylvania that the Sylvania distributor can make a profit of 20 per cent on the sale of Sylvania tubes, and that this profit is being earned. The distributors are not required to purchase Sylvania tubes in order to carry their lines of other products, and the distributors are required to carry the Sylvania line, if they are to make money on Sylvania tubes.

Stern Co. Announces Sales Staff Revamps

HARTFORD, Conn., March 11.—A number of changes and additions to the sales force of Stern & Company, appliance and record distributors here, was announced this week by Joseph R. Balfour, national advertising and public relations manager. Mifford Doherty has been transferred to the hotel advertising and public relations department, and will be in charge of the stereographic department. The new position for William F. O’Hanlon, who has been in charge of the hotel advertising and public relations department, will be filled by a new man who has been in the advertising and public relations field for many years. A new position for Richard Gruber, who has been in the advertising and public relations department, will be filled by a new man who has been in the advertising and public relations field for many years.

Music Sales Takes Macy Sheet Counter

NEW YORK, March 11.—The sheet music department of Macy & Company, one of the few remaining of its kind in the country, will be moved to a new, larger location, near the main counter, and will be operated by the department store.

While the Music Sales operation at Macy’s has had a long and distinguished history, the move to a new location will be a great improvement in the service to be given to the public.

Private Home TV

NEW YORK, March 11.—Bargains in low-cost television sets are now starting to be advertised in the newspapers. The experience being sold with the new sets. "The world’s largest manufacturer of television sets," said Phileco, "is now being sold in the new sets." The Levitt & Son, announced this week, in full-page ads, with the phrase "the best buy on television sets," said Levitt & Son's in a television set is equipped with all the latest features. Offered for sale at $90.00, the Levitt & Son television sets include such features as a "one-touch" tuning system, and a "three-in-one" speaker system. The Levitt & Son television sets will be equipped with an optional "two-in-one" speaker system.

Modern Diskery Named Distributor For K-H Video

CHICAGO, March 11.—First record firm to expand into video record tape distribution was announced this week by the K-H Industries, Inc. of Chicago. The K-H Industries, Inc. is a division of the K-H Industries, Inc., the largest record company in the world. The new tape division will be known as the K-H Video Tape Division.

Sylvania Salesman Describes New Product

While at the annual Sylvania Electric Products sales meeting in New York, James H. Sweeney, Sylvania’s national sales manager, reported that sales will be at the highest level in its history. The company’s products, including television sets, recording equipment, and audio equipment, are breaking all records in the company’s history.

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Brief and Important

Phono and AM-TV Receiver News Digest

Philadelphia Area Retail Activities

Alno Radio Company, parts distributor, is offering an unlimited number of prices to the local trade for the best ideas on how the firm can be of more service to dealers, servicemen and industrial users of electronic products...

Emerson Shipping Two New Low-Priced Radios

Emerson is making large-scale shipments of two new low-priced radios. It is using the term "radio" in its ad copy in the area where the product is distributed.

Victor Issues New 45 Catalog to Distributors

A new, revised 45 r.p.m. catalog has been issued by RCA Victor for distribution to retail record record dealers.

Bendix Appointed

Bendix appointed a new district manager for its Bendix Corporation, the company that has been the leading manufacturer of radio-phonograph equipment.

Classified Ads

The Billboard classified ads are now available in the Billboard classified section.
Morris Joining Pubs' Trek to Radio Firm?

ASCAP-ers Want To Stay

By Jerry Weicker

(Continued from Page 2)

contrary position—and they come from sources that are usually unreliable in matters relating to BMI. It must be pointed out that the Morris litigation against ASCAP has included Dave Dreyer, George Simon and Henry Spitzer. The ASCAP powers are reported to have been back up, however, and that includes at least one powerfuloden publisher and a number of ASCAP-connected defendants. The indie, who has placed in the national juke box catalogs in ASCAP, is reported to have urged strenuously the young publisher to submit the suit to a court. The fact that the consent degree was in the books, and that ASCAP has charged that the defendant is not licensed with ASCAP, is seen by ASCAP's legal counsel as important in the Morris case.

Flanagan Fills Fem Vocal Slot

NEW YORK, March 11.—Thrust Virgil Foster, of Irvington, N. J., has been selected for the fem vocal slot with the Ralph Flanagan orchestra. Harry Swanson, who organized the band, the Flanagan recording slot, will continue as the band's male warbler.

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FEA.LKS, TV SHOW

NEW YORK, March 11.—Irving Fields, Victor recording artist now playing at the Park Sheraton, has packed a 30-minute TV show produced by Arthur Modell. Titled Melody Cruise With America's Musical Ambassador, the program will feature music indigenous to different countries of the world. The famous quartet Irving Fields' Trio, a dance orchestra of Paul Johnson, and a classical ensemble, all under the direction of Irving Fields himself, provided the entertainment for the television show.

The fields of ASCAP's TV show were manned by some of the best talent in the business, including such well-known performers as Arthur Modell, director of the program, and a group of five of the leading music publishers in the country. The program was produced by Willard H. Schmid, and was sponsored by Victor Records.

DECCA Term Deal Inked by Bailey

HOLLYWOOD, March 11.—Milt Bailey and the Decca Records company have signed a term contract, which Bailey will continue to work under. Bailey will remain with Decca for a period of three years, during which time he will record at least six albums a year, with the possibility of increasing the number of albums up to twelve per year.

Carle Gets Big RCA Disk Plug

NEW YORK, March 11.— RCA Victor, in a major promotion for its new series of 33 1/3 rpm records, is planning to push both the Carle and the Decca brands. The promotion is designed to increase the visibility of the RCA brand in the record market, and to secure more sales for the RCA disk plug.

Carle last week recorded his first disk for RCA, slicing 14 sides. Six etchings were done for a Design for Dancing album, with Frank Loesser songs serving as the material. Carle has a piano and rhythm album of six sides which will be issued as a Frankie Carle's Sweethearts. His own disk sliced a couple of current pops, Spaghetti Rag and A Little More Time.
Mills Resurrects Dixieland Tunes

HOLLYWOOD, March 11—Mills Music is dusting off its Dixieland catalog in a drive which will be featured in a forthcoming 20th Century Fox musical: "How Come You Do Me Like You Do?" Mrs. Mills, long active in the Dixieland orks and record companies to "remind" them of Mills' properties.

Among Mills' Dixie properties are such standards as "Flossing Down the Ohio," which will be featured in a forthcoming 20th Century Fox musical: "How Come You Do Me Like You Do?" Mrs. Mills, long active in the Dixieland orks and record companies to "remind" them of Mills' properties.

(Continued from Page 2) Mills' plans are under way for the publication of special MGM disk lobby display. In the two years of its existence the diskery has made a decided impression in the wax business structure. It has claimed record names such as Billy Eckstine, Ella Fitzgerald and Al Hirt. The diskery also introduced the music sound track disk album, which it may attempt again. In addition, it plans for a package of packages taken from current MGM movies, including "Nancy Goes to Rio" and "Annie, Get Your Gun."

Record Guild Aims Guns at Kidisk Mail Order Biz

NEW YORK, March 11—Record Guild, a mail order buying unit of the American Federation of Musicians, has adopted a strategy of market conquest for the Kidisik trade. Shoots and radio stations in the crystal-set era. Today they are featured by colorless "Kiskishew"e. Jack Farmer, who recalls that he's contacted for Uncle Vol in 47 States and the territory of Hawaii. Rossiter still has on hand a "tutu" to eale call, three hundred hymns and marches. His friend, Harold, who has retired to Florida, is in his late 70s. Harold sold his catalog to Paul Pioneer after divying with Uncle Vol some years back and called it a career. Mrs. Will Rossiter, who is still on the same

Avalon Reversal Appealed By TD

CHICAGO, March 11—The Decree in the lawsuit filed by Judge Sherman in the battle between Ray Radio Kigan Corpora tion, La Cross, Wis., in the Motion decision, it was held that Ted van, in addition to the 20 per cent cabaret tax paid by the RKO, was to collect 20 per cent cabaret tax as a tax on the sales of cabaret.

Graven ruled that ballrooms were never meant to be classified under Section 1760 (B) of the ammendment tax statute, specifying that cabarets and roof rooms were liable for payment of the 20 per cent cabaret.

Tom Roberts, legal counsel of the National Ballroom Operators' Association, told The Billboard that he is currently preparing a brief which will be filed in the court, after which a hearing on the appeal will be set.

Tune's Age, Perfs Basis For Pay Off

NEW YORK, March 11—A new plan of publisher-classification, based entirely on performances, has been submitted by some high rated music publishers within the American Society of Composers, Authors and Publishers (ASCAP). The plan was broached at a publishers' conference Wednesday (9), during a session attended by nine of the 21 members of the classification committee. Four of them, representing the major and the medium-sized firms, plumped for the projected plan. It was stated that the remaining five offered no strong objections. Currently the publishers' classification plan, based upon availability and seniority, each of these factors counting in the order of 25 per cent, 20 per cent and 15 per cent.

The projected plan would do away with the current publisher's classification and make each piece a new publisher's catalog a new, single plan, the same plan, essentially one, for all publishers. Each publisher would be based upon the song's seniority. In other words, if a song was copyrighted for many years it should have a higher rating than a song that was much younger. What each song pays off would be based upon a percentage of the song's value multiplied by the tune's basic rating. A tune three years old would receive 75 per cent of its value, as against 15 for a number as good as three, as against 15 for a number as good as 75. The plan, which is still in the making, will have the effect of giving away of the song's total value of the song, a point that is a big plus. The plan, when it is finished, will be on a roll and will be the result of a combination of the sale of a song, the copyright, the song's value, and the relative value of the song on the market. The Tate Rate, Not Pub

The concept of song seniority, it is pointed out, validates the value of the present publisher-classification system. In the latter system, a song's value is dependent upon the length of time it has been on the market. The new plan would rate the individual song.

The projected plan, in addition to being on a roll, has another important point in its favor, which is really the heart of the whole plan. It is the concept of the song's value. The current publisher-classification system is rife and rife with inconsistencies, and that is why the concept of the song's value is so important. The new plan, it is claimed, will eliminate these inconsistencies and will make the song's value a more reliable guide to the song's worth. The new plan will also make the song's value a more accurate guide to the song's worth.

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PUBBERS PLOT SONGS-ON-WAX CONTACT PLAN

Seek Return of Focus

By Hal Welman
NEW YORK, March 11.—Some pubbers, who have watched Tin Pan Alley become subject to the demands of the mechanical recording firms, are laying the groundwork to make use of the commercial disk as a means of again establishing the pubbers as a vital force in the music industry.

The remnant pubbers are hatching plans to hold a meeting of interested parties in key market areas. These men, who are spread out over the 10 key markets in the country, will make personal contact with juke box operators, distributors of records and other local contacts in their respective territories. The publisher field men would promote their employer’s waxed tunes in each type of local disk market and work to attract sales of the pubber’s product to those local parallels which could boost a song in the given territory.

Pubbers’ Set-Up

Economically, it is pointed out, the publishers are in a better position than the record companies to handle the task, for they can operate on a shoestring out of their own resources. Various plans are under consideration, it is said, in which the pubbers, by pooling their resources, may be able to develop a decentralized marketing organization which could boost a song as an entity.

Approach to Disk

With a meeting set up within the next few days, the pubbers will be trying to approach the disk maker and contend that he is participating in the merchandising of a waxer’s product. The publisher feels that this type of handling will be given a maximum exploitation effort.

As the business is constructed today, a pubber’s uncertainty as to what a disk will go for or what the public will buy from it, the publisher will be able to get a better understanding of the public’s reaction.

AFM May Skip Appearance At Social Security Hearing

WASHINGTON, March 11.—American Federation of Musicians (AFM) will skip a public appearance at the Social Security hearing, according to a written statement in its efforts to keep intact the House-approved section legislation outlawing the so-called Form B contracts, Senate Finance Committee staffs told The Billboard this week.

The off-stage tactics are in complete contrast to theater and ballroom operators who represent themselves as interested in the Social Security bill and who oppose the section.

The AFM will hold public sessions on HR 4000, the Social Security bill, March 24 and them meet with labor representatives to discuss testimony and vote on submitting their testimony.

In view of the extreme controversy raised over the section to shift back the bands’ pay to Social Security, the AFM feels that it must express its opinion on the section.

No “Cut-Ins”

In addition to the public, in an effort to draw as many record company executives as can, has been assembled a list of artists and diskers, etc. But the pubbers are seeking to bring the focus of the business back to them.

Move On for Disk Dealers’ Confab at NAMM Convention

CHICAGO, March 11.—Letters will be sent within the next three weeks to approximately 12,000 record retailers in the nation, asking their suggestions and cooperation in organizing a national disk dealers convention in conjunction with the 1950 National Association of Music Merchants (NAMM) in Chicago July 10-12. The letter, together with a disk dealers brochure, were recommended at a meeting of the local Record Retailers Association (RRA) Tuesday.

While the RHA has talked of a national convention to get retailers’ ideas and comments on current trends in their segment of the disk business, the first concrete suggestions were made at the meeting last week. Following a discussion of current evils in the retail side of the wax biz, it was decided to form an ordinaire national all record retailers in a concerted cooperative program with diskers.

Several of the current plans, it was pointed by Ray O’Hara, legal counsel for RHA, was to be mailed in conjunction with the weekly mailings of two different disk directory services. Individual reports and queries as to what retailers feel are the problems of the trade and the solution of the biz and organization questions.

RRA members passed a motion to organized a national disk dealers convention, if the year that they consider a 10 per cent return privilege, which would be the national disk dealers convention preference. Members feel that this should be emphasized because it is the only way which are releasing disks on all three major labels and retailers who handle three separate inventories on the same release. In addition, they urge that a change in distribution so that the necessary credits and allowances to these dealers can be protected.

D. C. Sets NAMM Regional Confab

WASHINGTON, March 11.—A meeting of the East Central States regional conference of the National Association of Music Merchants (NAMM) will be held April 27-28. The conference’s opening luncheon March 12 will be held at NAMM’s Rowland W. Jones Jr., on the Need for an Exposed Disk Dealers’ Confab.

The first afternoon’s business will be highlighted by a series of plenary sessions. The March 16 meeting will be held in the questionnaires and selling contests on advertising, Whitmore, who will be presented on the luncheon that day, and that afternoon will also feature discussions on networking, advertising, television and electronics teaching.

The Washington committee is co-chaired by Earl Connelly, Com- bell Music Company; Hugo Worsh Jr., of Hugo Worsh Company; and Robert F. Ibell of Jordan Piano Company.

Martin Into TV Via Talent Seg

(Continued from page 4)

to another tele town where band- ing is permitted is expected. Martin plans to build a number of bands through the nation and will eventually have the bands on the bands for selection of the top talent.

Project is the brainchild of Mar- tin’s personal manager, Mr. Arthur Derr, who persuaded Har- rison Dunham, who is handling the accounts of his own record program. Winning bands will be handled by Michaud. Bands will be built gradually by sections from week to week and will be replaced thru the weeks as new con- tacts are made with former previous winners. Board of judges and studio audience will be paid for their time. Also in the work, some of the remaining from this year will be put to the side for until more created an even greater demand.

Negotiations are currently under way with the agents, and origination points for the show for the first seventeen players. KTVY will handle versions of the show and is reportedly dicing with a sponsor for the series.
This Easter it's

PETER COTTONTAIL

on DECCA RECORDS

GUY LOMBARDO

FRANK LUTHER

MERVIN SHINER

MERVIN SHINER

DECCA 24951
Price 75¢ (plus tax)

Children's Package K-1
In Decorative Envelope on Deccalite *
Price $1 (plus tax)
* Unbreakable under normal use

DECCA 46221
Price 75¢ (plus tax)

DECCA 88035
Price $1 (plus tax) on Deccalite *
* Unbreakable under normal use

America's Fastest Selling Records
The Nation's Top Tunes

Music Popularity Charts

Honor Roll of Hits

Based on reports received last three days of Week Ending March 10
The nation's 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.

This Week

1. CHATTANOOGA SHOE SHINE BOY
   By Stone and Stepp
   Published by Amstel-Rome (BMI)

   Records available: Bradley & Parmen, VSC300-3505, 4003; G. Conrad, Seashore Org., Dec 2466; L. Hurrell, Cap7240002, 455702, B. Patten, Dec 462200; S. Finkl, Cons, Org., 4004; "F" Texas Tunes, 4 Star 2415; B. Towne Org., Dec 606; R. Brown, Rose, Coral 60347; P. Harris, V 309-4697; F. Sinatra, CAD 30216; L. Macdlin, Col 2699; The Pioneering-Orchads "Ellie"; Ronnie Herd Mis 3530; Two-Tone (Org), Mar 534.
   • Electrical transcription libraries: The Satellites, Associated Jimmy Lyon-The Delta Light, Thursday, Terry, Jerry, Larry, West.

2. MUSIC! MUSIC! MUSIC!
   By Steven Wells and Bernice Brinn
   Published by Crowninsh (ASCAP)

   Records available: Ames Brothers, Coral 60152; T. Breuer, London 404; C. Costello, Dec 2466; Rower & Johnson-J. Cartier, VSR922-0214, 4519-0214; M. Fain, V 2828; P. Harris, CRC 30216, 3CD17; M. Winterhalter-The Five Sons, GAD7202704, 630-640; J. Brown Org., MGM 1667; Two-Tone (Org), May 30.
   • Electrical transcription libraries: The Satellites, Associated-Page Cranewash Trio, World.

3. RAG MOP
   By Wells and Anderson
   Published by Hill & Raige Songs (BMI)

   Records available: Ames Brothers, Coral 60254; Bradford & Rosemary, CRC7020-5105, 3457-5105; B. Fippinger Org., VSR922-0325, 4534-1925; The Funny River Boys, Dec 6284; D. Shaw, Big Top 3231; J. Wilkes, Billy's Bury, J. Berry, Clyde720274, C'017-1971; The Charlatans-P. Weston, Org., Cap50844, 634-854; L. Hampton, Dec 2600; C. Daniels, 4 Star 4147; Pete Wee King, VSR922-0167, 4513-0167; J. James, 4 Star 3219; C. Jones, Org., MGM 3534.
   • Information on electrical transcription libraries available at The Billboard goes to press.

4. I SAID MY PAMAJAS
   By Eddy Pula and George Wyte
   Published by Lamps (ASCAP)

   Records available: H. Sandusky-M. Titone, Coral 60157; D. Day, Col 4331-4977; E. Barnes, V 2828; P. Hauser, CRC 30216; H. Wrangell, Col 4014-3119.
   • Electrical transcription libraries: Page Cranewash Trio, World.

5. THERE'S NO TOMORROW
   By Hullman, Conley and Carr
   Published by Porthom (ASCAP)

   • Electrical transcription libraries: Phil Berta, Associated; the Amphitheat, Larry-Winter, Bob Stryker, World.

6. CRY OF THE WILD GOOSE, THE
   By Terry Gilkeson
   Published by American BMI

   Records available: F. Ladd, 4 Star 3430; C. Tompkins, Emeco, Cap50844, 4534-3078; T. Gilkeson, 4 Star 3430; B. Carter, Coral 60157; J. Martin, Dec 2690; A. Murray Org., MGM 1667.

7. DEARHEARTS AND GENTLE PEOPLE
   By Bob Hilliard and Sammy Fain
   Published by E. B. Morris (ASCAP)

   Records available: F. Crenshaw, Billy's String Band, Dec 2690; D. Day, VSR922-2946, 4534-2946; B. Smith, London 850; B. Hannam-J. Ryan, Dec 2694; G. Makita, Col 37-777; J. Price, May 3060; D. Shuler, Col 3863; B. Swinging String, Dec 2690; R. J. Shaw Org., WJBD 2666; L. Hadley, Process 523.
   • Electrical transcription libraries: Key Arrows, Associated; Bob Stryker, World.

8. IF I KNEW YOU WERE COMING I'D HAVE BAKED A CAKE
   By Al Hoffman, Bob Norvell and Len Watts
   Published by Robert (ASCAP)

   • (No information on electrical transcription libraries available as The Billboard goes to press.)

9. IT'S NOT FAIR
   By Sylvester Spalding, Frank Wurmbacher and Richard Himber
   Published by Words & Music (ASCAP)

   Records available: R. Golden, Only Org. 3146; B. Harrington-J. Bass and a Bees, Coral 40154; J. Martin, Dec 2694; P. Miller, King 5034; P. Farrell, MGM 1667; J. Kaye, VSR922-2946; L. Brown, Col 3863; R. Wayne, May 3882; J. Yan Au, Associated, 156.
   • (No information on electrical transcription libraries available as The Billboard goes to press.)

10. DEARIE
    By Hilliard and Mann
    Published by Laurel (ASCAP)

    (No information on electrical transcription libraries available as The Billboard goes to press.)

**WARNING**

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

RELEASE: 30-11

**POPULAR**

MINDY CARSON
AND
DON CORNELL
Go To Sleep, Go To Sleep, Go To Sleep
Ask Me No Questions (And I’ll Tell You No Lies) 20-3718—(47-3718)*

FRANKIE CARLE
Spaghetti Rag
A Little More Time 20-3719—(47-3719)*

THE HONEYDREAMERS
Silver Dollar
Plaything (To You) 20-3720—(47-3720)*

GENE KRUPA
Dust
These Foolish Things Remind Me of You 20-3721—(47-3721)*

THE THREE SUNS
Blue Prelude
I May Hate Myself in the Morning (for Failing To Love Tonight) 20-3722—(47-3722)*

BLUEBIRD
LUCYANN POLK
It’s So Nice To Have a Man Around the House (If I Knew You Were Coming) I’ve Baked a Cake 30-0027—(51-0027)*

**POP SPECIALTY**

MERRY MUSETT
Chug-a-Lug Polka
Chalet in the Valley 23-1103—(51-0038)*

ELTON BRITT
AND
ROSALIE ALLEN
Acces of Diamonds (Mountains of Gold)
Prairie Land Polka 21-0302—(48-0038)*

HANK SHAW
I Wonder Where You Are Tonight
The Drunkard’s Son 21-0003—(48-0038)*

**BLUES**

THE FOUR TUNES
Am I Blue?
There Goes My Heart 22-0072—(50-0072)*

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

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

7 indicates 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!

C’Est Si Bon
Tommy Dorsey 20-0712—(47-3713)*
(March 11 Billboard Hits on Tops)

Wilhelmina
Freddy Martin 20-3693—(47-3717)*
"The catchy novelty ditty from the "Wa- bash Ave" filet gets a crisp, catchy and happy waltzing from Merv Griffin and group."
(Prolix Possibilities March 11 issue, No. 3 The Dick Jockeys Pick, No. 2 The Operators Pick, March 11 The Billboard)

Roulette
Tony Martin 20-3695—(47-3719)*
(No. 1 The Dick Jockeys Pick, No. 1 The Retailers Pick, The Billboard, March 11 issue)

Count Every Star
Hugo Winterhalter 20-3697—(47-3721)*
(No. 1 The Dick Jockeys Pick, The Billboard, March 11 issue)

I Almost Lost My Mind
Frank Warren 20-3627—(47-3143)*
(No. 3 The Dick Jockeys Pick, The Billboard, March 11 issue)

Did Anyone Ever Tell You, Mrs. Murphy?
Perry Como 20-3628—(47-3144)*
(No. 7 The Dick Jockeys Pick, The Billboard, March 11 issue)

We’ll Build a Bungalow
Larry Green 20-3629—(47-3145)*
(No. 9 The Retailers Pick, The Billboard, March 11 issue)

Quicksilver
Elton Britt and Rosalie Allen 21-0017—(48-0018)*
(No. 5 Most Played by Country and Western Disk Jockeys, Billboard, March 11 issue)

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The stars who make the hits are on RCA VICTOR Records
RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Sheet Music

BEST-SELLING SHEET MUSIC

The following list of sheet music sales is based on reports received each week from all the national sheet music jobbers. Songs are listed according to greatest number of sales. (F) indicates tune is in a film, (M) indicates tune is in a musical and (A) indicates tune is available on records.

**POSITION** | **Weeks** | **Last** | **Title** | **Publishers**
--- | --- | --- | --- | ---
1 | 3 | 1 | MUSIC, MUSICAL MUSIC | Cornwell
2 | 2 | 2 | CHATTANOOGA SHOE SHINE BOY | Acuff-Rose
3 | 3 | 3 | I SAID MY PRAYERS | Leeds
4 | 4 | 4 | DEAR HEARTS AND GENTLE PEOPLE | E. H. Morris
5 | 5 | 5 | THERE'S NO TOMORROW | Pantin
6 | 6 | 6 | DEARIE | S. E. 
7 | 7 | 7 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | Robert
8 | 8 | 8 | BIBBI-BIBBI-BIBBI-BIBBI | Walt Disney
9 | 9 | 9 | IT'S NOT FAIR | Words & Music
10 | 10 | 10 | DADDY'S LITTLE GIRL | Reesor
11 | 11 | 11 | ENJOY YOURSELF | E. H. Morris
12 | 12 | 12 | RAG HOP | Hill & Range
13 | 13 | 13 | CANDY AND CAKE | Oxford
14 | 14 | 14 | MY FOOLISH HEART | Sandy-Jay
15 | 15 | 15 | CRY OF THE WILD GOOSE, THE | American

**ENGLAND'S TOP TWENTY**

**POSITION** | **Weeks** | **Last** | **Title** | **English** | **American**
--- | --- | --- | --- | --- | ---
1 | 9 | 1 | DEAR HEARTS AND GENTLE PEOPLE | Morris
2 | 9 | 2 | JEALOUS HEART | E. H. Morris
3 | 9 | 3 | I SAID MY PRAYERS | J. W.
4 | 9 | 4 | DEARIE | S. E.
5 | 9 | 5 | I'VE GOT A LOVELY BUNCH OF COCONUTS | W. Wright
6 | 9 | 6 | I'LL STRING ALONG WITH YOU | Goldman & Witmark
7 | 9 | 7 | ROSE IN A GARDEN OF WEEDS | Box & Co.
8 | 9 | 8 | MUSICI MUSICI MUSICI | Peter Morris
9 | 9 | 9 | HOP SCOTCH POLKA | Leeds
10 | 10 | 10 | IS IT TRUE WHAT THEY SAY ABOUT | Feldman
11 | 10 | 11 | WHY IS IT (TT) | E. H. Morris
12 | 10 | 12 | YOU'RE CREAMIN' MY HEART | Alapovitch
13 | 10 | 13 | OUR LOVE STORY | Matt
14 | 10 | 14 | NINA TRADE | Chevrolet
15 | 10 | 15 | SCOTTISH SONG | Pickwick
16 | 10 | 16 | WHERE ARE YOU NOW THAT I NEED YOU | Victor
17 | 10 | 17 | IT'S TOO LATE | Victor
18 | 10 | 18 | BEST OF ALL | Chappell
19 | 10 | 19 | FOREVER AND EVER | DiMaggio
20 | 10 | 20 | WE ALL HAVE A SONG IN OUR HEARTS | Tullar

*Publisher not available at The Billboard goes to press.

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RIDING HIGH!

838. STAFFORD & MacRAE— "Monday, Tuesday, Wednesday" backed by "Dearie"... 
870. JAN GARRER & His Orch.— "Wilhelmina" backed by "I Don't Wanna Be Kissed"... 
40280. TENNESEE ERNIE— "The Cry Of The Wild Goose" backed by "The Donkey Serenade". 
841. MARGARET WHITING & FRANK DEVOL— "I Said My Pajamas (And Put On My Pray'r's)" backed by "Be Mine"... 
40276. TEX WILLIAMS— "With Men Who Know Tobacco Best (It's Women Two To One)" backed by "Three Little Girls Dressed In Blue"... 
816. YOGI VORGESSON— "The Bees And The Birds" backed by "Reel Gone Galoot"... 
835. FRANK DEVOL & Friendly Tavern Boys— "Sing a Happy Song" backed by "Lady Play Your Mandolin"... ALL ON 78 & 45 rpm!

824. JO STAFFORD— "Diamonds Are A Girl's Best Friend" backed by "Open Door—Open Arms"... 
893. PEE WEE HUNT & His Dixieland Orch.— "That's A Plenty" backed by "Royal Garden Blues"... 
879. MARGARET WHITING— "Dream Peddler's Serenade" backed by "Come Rain Or Come Shine"... 
847. NELLIE LUTHER & NAT "KING" COLE— "For You My Love" backed by "Can I Come In For A Second"... 
801. PEGGY LEE— "My Small Senor" backed by "When You Speak With Your Eyes"... 
801. ROBERT CLARY— "Alouette" backed by "You Must Have Been A Beautiful Baby"... 
800. WHITING & WAKELY— "Broken Down Merry-Go-Round" backed by "The Gods Were Angry With Me"... 
897. SUGAR CHILE ROBINSON— "Say, Little Girl" backed by "Bouncing Ball Boogie"... 
893. RAY ANTHONY & His Orch.— "Count Every Star"... 
889. NAT "KING" COLE & The Trio— "I Almost Lost My Mind" backed by "Baby, Won't You Say You Love Me"... 
40283. JIMMY WAKELY— "Dust" backed by "The Touch Of God's Hand"... 
868. STAFFORD & MacRAE— "Beyond The Sunset" backed by "Near Me"... 
845. THE JUBALAIRES— "A Dream Is A Wish Your Heart Makes" backed by "That Old Piano Roll Blues"... ORDER NOW!

STANDARDS!

Brand New Releases of All-Time Favorites by Top Artists!
NEWLY RECORDED—NEVER RELEASED BEFORE!

808. JO STAFFORD— "Just One Of Those Things" backed by "Fools Rush In (Where Angels Fear To Tread)"... 
809. MARGARET WHITING— "You're An Old Smoothe" backed by "He's Funny That Way"... 
810. PEGGY LEE— "Save Your Sorrow For Tomorrow" backed by "Sugar (That Sugar Baby O' Mine)"... 
811. KAY STARR— "Stormy Weather" backed by "You're The One I Care For"... 
812. GORDON MacRAE— "I'm Yours" backed by "Just One More Chance"... 
813. KING COLE TRIO— "If I Had You" backed by "When I Take My Sugar To Tea"... 
814. BUDDY COLE (Piano Solo)— "I'm Wonderful" backed by "Stompin' At The Savoy"... 
815. BILLY BUTTERFIELD & His Orch.— "More Than You Know" backed by "How Am I To Know"... 
807. COUNTRY WASHBURN— "Chug-A-Lug (The 'Drink It Down' Song)" backed by "You Don't Know What Lonesome Is ("Till You Git To Herdin' Cows)"... 
894. BOB FLANNERY & PHILLIS BROWN— "We Get Along So Good Together (When We're So Far Apart)" backed by "Second-Hand Heart"... 
890. PETER WESTON & His Orch.— "La Via En Rose" backed by "Les Feuilles Mortes (The Falling Leaves)"... 
849. PEGGY LEE— "Sunshine Cake" backed by "Goodbye, John"... 
880. MEL TORME— "I Ain't Anyone Till You" backed by "Cross Your Heart"... 
842. GORDON MacRAE— "Poison Ivy" backed by "Half A Heart Is All You Left Me (When You Broke My Heart In Two)"... WATCH THESE MOVE FAST!

923. RAY ANTHONY & His Orch.— "Spaghetti Rag" backed by "Sentimental Mo" (Vocal—Ronnie Deauville)... 
915. NAT "KING" COLE— "Twisted Stockings" backed by "Calypte Blues"... 
638. JULIA LEE & Her Boy Friends— "Don't Save It Too Long (The Money Song)" backed by "Ain't It A Crime"... 
684. ANN JONES & SMOKY ROGERS— "Bloodshot Eyes" backed by "Doin' Fine"... 
865. MICKEY KATZ & His Orch.— "There's A Hole In The Iron Curtain" backed by "The Papodofilnik Polka"... 
928. TEX RITTER— "He's A Cowboy Auctioneer" backed by "Boogie Woogie Cowboy"... 
871. CLARK DENNIS— "Patty Fagan (The Daunt Irish Boy)" backed by "How Can You Buy Killarney"...
Radio Popularity

SONGS WITH GREATEST AUDIO RADIOS (ACD)

Beginning Friday, March 8, 8 a.m., and ending Friday, March 15, 8 a.m.

Three lists have been compiled from ACD programming based on actual stations in New York, Chicago and Los Angeles. List is based upon actual ACD programming and indicates tunes that have been played on radio logs made available to Practical Aid's ACD by the American Broadcasting Company through their Chicago ACD Radio Service Checking in Los Angeles. Lists are the top 50 tunes according to中國 sample. This created a preponderance of 50 per cent allure.

The feature is copyrighted 1947 by the Post-Dispatch, St. Louis, Mo., and is available for sale in trade paper stocks under other use is prohibited. Its use is permitted via use of the furnished listing, and the following, compelling rights for the use is indicated.

Blissfield-Bucket-Bow (F) (1) ... Walt Disney-ASCAP
My Whole Show in the Sky (J) (W) ... Warner-Arcon
Baked By the Moon (F) ... Ajax-Oxford-ASCAP
Candy and Cake (C) ... Warner-Arcon
Baby Go Home in the Sky (J) ... Columbia-Oxford-ASCAP
Cinematography (F) ... Warner-Arcon
Copper Canyon (F) ... Famous (4) ... Disney (2)
Dinner Jams (J) ... Famous (4) ... Disney (2)
Huahua (F) ... Famous (4) ... Disney (2)
There's No Tomorrow (F) ... Famous (4) ...

(RH SYSTEM)

Tunes listed received the greatest amount of key radio playlists during the period. They are scored based on information supplied by the Friday night (TH) index to ACD programming. The following is a list of songs that have been played on radio logs made available to Practical Aid's ACD by the American Broadcasting Company through their Chicago ACD Radio Service Checking in Los Angeles. Lists are the top 50 tunes according to China sample. This created a preponderance of 50 per cent allure.

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Deacon and the Texan (F) ... Warner-Arcon
Lunatic Who Is?(J) ... Disney (2)
Let's Go Home (J) ... Disney (2)
Little Grey House (F) ... Warner-Arcon
My Chinese Menagerie (F) ... Disney (2)
My Old Master (F) ... Disney (2)
My Younger Brother (F) ... Warner-Arcon
No Place (F) ... Disney (2)

(COLLECTIONS)

AIDS TO DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based upon reports from weekly survey among disk jockeys throughout the country. Unlike shows is this is the only survey which can be obtained that is based upon reports from weekly survey among disk jockeys throughout the country. Unlike shows in this issue, however, the entire survey is based upon reports from weekly survey among disk jockeys throughout the country.

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Patti Page
'I DON'T CARE IF THE SUN DON'T SHINE'
'I'M GONNA PAPER MY WALLS WITH LOVE LETTERS'
Mercury 5396

Eddy Howard
AND HIS ORCHESTRA
'BROTHER BILL'
'THE GIRL THAT I MARRY'
From the Motion Picture "Annie Get Your Gun"
Mercury 5394

Two Ton Baker
'PETER COTTONTAIL'
'CINDERELLA WORK SONG'
Mercury 5397

JERRY MURAD'S
Harmonicats
'LEZCHINKA'
'ON THE ALAMO'
Mercury 5389

Jan August
AT THE PIANO
'JAN'S JAM'
'BESAME MUCHO'
Mercury 5395

Dinah Washington
'IT ISN'T FAIR'
'JOURNEY'S END'
Mercury 8169

Madelyn Russell
'HAUNTED'
'WHAT CAN I DO'
Mercury 5388

Kokomo Wellington
'WHAT'S NEW'
'SOMEONE TO WATCH OVER ME'
Mercury 8170

Charlie Norman
AND HIS ORCHESTRA
'DIRTY SHAME SALOON'
'PLAYING ON THE ZITHER'
Mercury 5387

Golden Gate Quartet
'THERE'S A MAN GOING AROUND TAKING NAMES'
'DIDN'T THAT MAN BELIEVE'
Mercury 5385

Eddie Skeets
AND HIS SWISS BOYS
'HOMETOWN POLKA'
'SWAGGER WALTZ'
Mercury 2091

Only Mercury has the Hits on NON BREAKABLE RECORDS
**BEST-SELLING POP SINGLES**

Records listed are those selling best in the nation's top 10,000 retail stores. They were selected from the Billboard National Retail Dealers Poll among the 3,400 largest dealers, representing every important market area. Survey results are weighted according to size of market area. Records listed are those selling best in the nation. The "B" side of each record is also listed.

**CHILDREN'S SINGLES**

Recodls listed are those selling best in the nation's 2,000 retail stores. They were selected from the Billboard National Retail Dealers Poll among the 3,400 largest dealers, representing every important market area. Survey results are weighted according to size of market area. Records listed are those selling best in the nation. The "B" side of each record is also listed.

**CLASSICAL SINGLES**

**CLASSICAL ALBUMS**

**POP ALBUMS**

**MUSIC POPULARITY CHARTS**

**Retail Record Sales**

**Dealcohol**

**MERCHANDISING TIPS**

**PHILADELPHIA**

**COKE PARTY**

**NEW DEEJAY**

**PERSONAL APPEARANCES**

**The Billboard**

**MUSIC**

**The Billboard**

**March 18, 1950**
RAY ANTHONY AND HIS ORCHESTRA

"SPAGHETTI RAG"

Backed by "SENTIMENTAL ME" (Vocal by Ronnie Deauville) • Capitol Record No. 923 (on 45 rpm No. F923)

**COUNT EVERY STAR**

Backed by "BAMBOO"

Capitol Record No. 859 (on 45 rpm No. F859)

"THERE'S A HOLE IN THE IRON CURTAIN"

MICKEY KATZ

AND HIS ORCHESTRA

Capitol Record No. 862 (on 45 rpm No. F862)

- and don't forget his "(Put Another Nickel In) MUSIC! MUSIC! MUSIC!"

Capitol Record No. 862 (on 45 rpm No. F862)
PHIL BRITO
MEMORIES OF SANTA LUCIA
( Song in English and Italian)
M-G-M Non-Breakable 10649

ART MOONEY
IF I KNEW YOU WERE COMIN'
I'D'VE BAKED A CAKE
SILVER DOLLAR
M-G-M Non-Breakable 10660

ART LUND WILHELMINA
SUGARFOOT RAG
M-G-M Non-Breakable 10648

GINNY GIBSON
WHERE IN THE WORLD
YOU'RE FINDING OUT
HOW MUCH I LOVE YOU
M-G-M Non-Breakable 10661

BILL FARRELL
GOD'S COUNTRY
SPRING MADE A FOOL OUT OF ME
M-G-M Non-Breakable 10652

HANK WILLIAMS
LONG GONE LONESOME BLUES
MY SON CALLS ANOTHER MAN DADDY
M-G-M Non-Breakable 10645

MORE BIG ONES ON M-G-M

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

Just in time for Easter

GENE AUTRY

"Peter Cotton Tail"

BACKED BY "FUNNY LITTLE BUNNY"
(with the powder puff tail)

COLUMBIA RECORD 38750
7-INCH LP 1-575
OR MJV-68

SHIPPING NOW - ORDER TODAY

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music - Originators of LP Records For Uninterrupted Listening Pleasure
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. 

HOW DO THEY ALWAYS SAY NO:

---

INFORMAL ADVERTISING Call-for-Sale Ad

---

SAVOY'S BIG HIT PARADE!

From COAST-TO-COAST

#1 The JOHNNY OTIS recording of "DOUBLE CROSSING BLUES"

with JOHNNY OTIS and the ROBINS

SAVOY 734

AND NOW WATCH THESE RELEASES

ZOOM TO 1ST PLACE!

"BACK-BITIN' WOMAN" 
"THINKIN' BLUES" 
BILLY WRIGHT

"WHAT'S HAPPENING" 
"CAMP MEETING BOUNCE" 
PAUL WILLIAMS

"MISTRUSTIN' BLUES" 
"MISERY" 
SAVOY 735 LITTLE ESTHER

LENSLEY'S RECORD CO., INC. 58 MARKET ST., NEWARK, N. J.

NEW - ORIGINAL - AUTHENTIC Player Piano Recording

"Why Do They Always Say No?" and "The Old Piano Roll Blues"
Sensationally recorded by
Lawrence "Piano Roll" Cook
His Player Piano and Orchestra
Sponsored by the Jim Guadine
ABBEDY 15063

THE BILLBOARD POPULARITY CHARTS

PART VI

Folk (Country & Western) Record Section

Based on reports received last three days of Week ending March 10

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORD RELEASES

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.

POSITIONS

Release Date: 

1 3. CHATTANOOGA SHOE SHINE BOY ... Rose 4508-226

2 6. WAY I LOVE THEE ... Derby 4508-226

3 40. IN THE FIELD WHERE I CAME ... Decca 4508-226

5 3. HOG WALKING ... Capitol 4508-226

4 4. WHAT DO YOU THINK OF ... Capitol 4508-226

6 5. I'M SICK OF THE FEELING ... Capitol 4508-226

7 7. WHO I'M LIVING FOR ... Capitol 4508-226

8 8. I'M SICK OF THE FEELING ... Capitol 4508-226

9 9. THE HAYMAKER ..... Capitol 4508-226

10 10. I'M SICK OF THE FEELING ... Capitol 4508-226

WARNING:

In utilizing these charts for buying purposes, readers are urged to use caution and attention to the particular tastes which the charts represent. This information is shown in the left-hand column under the headings "Top Ten" and "This Week." If a record has had an unusually long run, or if its current position is "steadily working" or "steady week," a sharp drop readers should not act with caution.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

In four weeks, the following records will be available in stores.

Blue Prairie: Son of the Pioneers (Cowboy Camp) V-7801-301 - 1950 (April 21)

Cowboy Camp: The Cowboy Campers (COUNTRY & WESTERN) V-7801-301 - 1950 (April 21)

Doolin: John D. Long (COUNTRY & WESTERN) V-7801-301 - 1950 (April 21)

Gene Autry: When I Get to Texas (COUNTRY & WESTERN) V-7801-301 - 1950 (April 21)

Paul Whiteman: Country Music (COUNTRY & WESTERN) V-7801-301 - 1950 (April 21)

The Old Piano Roll Blues is published in The Billboard, a weekly magazine for the music business. This article is from the March 18, 1950 issue.
Folk (Country & Western) Record Section

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**

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CHATTANOOGA SHOE SHINE BOY</td>
<td>E. Rice</td>
</tr>
<tr>
<td>2</td>
<td>1 1/2 TAKING MY MIND SIDE</td>
<td>E. Rice</td>
</tr>
<tr>
<td>3</td>
<td>LETTERS HAVE NO ARMS</td>
<td>E. Rice</td>
</tr>
<tr>
<td>4</td>
<td>RED WINE-WINE-WINE</td>
<td>E. Rice</td>
</tr>
<tr>
<td>5</td>
<td>I CRY THE WILD GOOSE, THE</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>6</td>
<td>QUICKSILVER</td>
<td>E. Rice</td>
</tr>
<tr>
<td>7</td>
<td>BROKEN DOWN MERRY-GO-ROUND</td>
<td>E. Rice</td>
</tr>
<tr>
<td>8</td>
<td>YOU ARE UNFAITHFUL</td>
<td>E. Rice</td>
</tr>
<tr>
<td>9</td>
<td>SAIL AWAY</td>
<td>E. Rice</td>
</tr>
<tr>
<td>10</td>
<td>I A-SLEEPING AT THE FOOT OF THE</td>
<td>&quot;Little&quot; Jimmy Dickens</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CHATTANOOGA SHOE SHINE BOY</td>
<td>E. Rice</td>
</tr>
<tr>
<td>2</td>
<td>I LOVE YOU</td>
<td>L. Payne</td>
</tr>
<tr>
<td>3</td>
<td>CRY OF THE WILD GOOSE, THE</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>4</td>
<td>QUICKSILVER</td>
<td>E. Rice</td>
</tr>
<tr>
<td>5</td>
<td>BROKEN DOWN MERRY-GO-ROUND</td>
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<td>10</td>
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<td>&quot;Little&quot; Jimmy Dickens</td>
</tr>
</tbody>
</table>

Folk Talent and Tunes

By Johnny Sipple

Artists' Activities: Rustic music figures dominated the recording artists at the Music Operators' Convention held in Chicago last week. Among those who appeared at the various disc jockey exhibits were Red Foley (Decca); Hank Williams (MGM); Hank (Donnie) Thompson, Tennessee Ernie, Jimmy Wakely, Bob Acker and Kenny Martin ( Capitol); Delph Hewitt, Patsy Wooll and Eddy Arnold ( Victor), and Jimmy Skinner (Radio Artists). Highlights of the MCA luncheon was a brand new rendition of "Steal Away to Jesus" by Foley, Wills, Tennessee Ernie and Judy Martin, who is Eva Foley, the Decca star's fra. Atcher, a veteran in the Columbia stable, switched to last week. Eddy Arnold will work the Perry Como radio show April 27 and the Como video shot April 30. He starts his one-nighter series again in May. Braxton Shooford, WJZ, and others, have been inked by MGM label. He is a longtime friend of Hank Williams, who brought him into the fold.

Esmeralda (MGM) is heard on WHBQ, Memphis, along with Freddy Burns and his band (Star Talent). Both appear five times weekly on a new Mutual show, "The Rhythm Ramblers". With George, fiddle; Gene Hrusl, bass; Gene Phelan, guitar, and Frank Semkoski, accordion, have completed their second year at WHBQ. Lewiston, Pa. . . . Jimmy Skinner (Radio Artist) has returned to Cincinnati and his own disk shop after several weeks in Tennessee territory. Billy Walker (Capitol) is now working at KGSE, lab- back, Tex. He writes that Ted Daffin (Columbia) is working nightly at Danseer, Fort Worth. Caroline Cotten, last with King and Metrotone, has inked with MGM. She is touring Texas territory. Snuffy Smith and his Snuff Dippers, who recently inked with Star Talent, are at the State Line Club, Hobbs, N. M., and will open soon at Casa Manana, Albuquerque, with either Tex Ritter (Capitol) or Monroe. Zeb Turner (King) is doing a weekly show at the Croestown, Washington, nitery, in addition to shows over WEAM, Silver Spring, Md. . . . Gene Johnson, Wheeling, W. Va., broker, reports that he has signed Cowboy Phil and the Golden West Girls on the Ohio network, with their daily show airing out of WEOL, Elyria, O.

Please address all communications to Johnny Sipple, The Billboard, 180 W. Randolph St., Chicago 1, Ill.
Rhythm & Blues Records

Best-Selling Retail Record Sales

Rhythm & Blues Chart

Position

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hit Maker</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2</td>
<td>Hit Maker 2</td>
<td>Atlantic</td>
</tr>
<tr>
<td>3</td>
<td>Hit Maker 3</td>
<td>Atlantic</td>
</tr>
</tbody>
</table>

Most-Played Jukebox Rhythm & Blues Records

Position

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hit Maker</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2</td>
<td>Hit Maker 2</td>
<td>Atlantic</td>
</tr>
<tr>
<td>3</td>
<td>Hit Maker 3</td>
<td>Atlantic</td>
</tr>
</tbody>
</table>

Advance Rhythm & Blues Record Releases

- Atlantic
- King
- Specialty
- Imperial
- Mercury

Thanks Ope... We Love Being Swamped With Orders For Eileen Barton's Sensational Hit Version of "If I Knew You Were Comin'" I'd V'e Baked A Cake" Backed By "Poco Loco In The Coco" National Record No. 9103

Order From Your Nearest Distributor Or Write To National Coast To Coast Records

New York 23, N.Y.
**Record Reviews**

**BILLY JOEL**

*Fancy* (Parlophone 662577)

Joel is a man of many moods. His songs, which range from the melancholy to the jubilant, can best be appreciated at close range. With this album, Joel has been able to capture the essence of a successful young man. The title track, "Fancy," is a perfect example of Joel's ability to create a memorable melody.

---

**Marvin Gaye**

*What's Going On* (Motown 55414)

Gaye's seventh album is a collection of soulful ballads and up-tempo tracks that showcase his vocal range. The album's lead single, "What's Going On," is a powerful statement on social justice and personal freedom. Gaye's impassioned delivery and emotional depth make this album a must-listen for any fan of soul music.

---

**Alice Cooper**

*Love It to Death* (Reprise 2002)

Cooper's fourth album is a hard rock masterpiece that mixes heavy metal, punk, and rockabilly influences. The album's title track, "Love It to Death," is a classic硬核摇滚 anthem with a driving rhythm and catchy guitar riff. The rest of the album features tracks like "School's Out" and "I'm Eighteen," both of which have become Cooper's signature songs.

---

**The Beatles**

*Help!* (Parlophone 662577)

The Beatles' sixth studio album, "Help!," is a classic pop-rock album that features some of their most well-known songs. The album's title track, "Help!," is a catchy pop song that has become a staple of the Beatles' live performances. Other standout tracks include "Ticket to Ride," "I Can't Help Myself," and "Yes, It's True!" With its infectious hooks and memorable melodies, "Help!" remains one of the Beatles' greatest albums.
**Record Reviews**

(Continued from page 31)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BILLY ECKSTINE</strong>&lt;br&gt;(Buddy Baker Ork)</td>
<td>MGM 3047</td>
<td>Free</td>
<td>Okay. Eckstine sings this pretty thing wonderfully but, the rhythm section is too busy and detracts. Should do well with the Eckstine followers.</td>
</tr>
<tr>
<td><strong>BILLY ECKSTINE</strong>&lt;br&gt;(Burl Cowe Ork)</td>
<td>MGM 3047</td>
<td>Baby, Won't You Say You Love Me?</td>
<td>87--83--77--77</td>
</tr>
<tr>
<td><strong>KAY ARMEN</strong> (Earl Sheldon Ork)</td>
<td>London 615</td>
<td>I Will Love You Forever</td>
<td>86--86--86--86</td>
</tr>
<tr>
<td><strong>MARGARET WHITING-Paul West-Ton Ork</strong></td>
<td>Capitol 874</td>
<td>It Might As Well Be Spring</td>
<td>76--78--75--75</td>
</tr>
<tr>
<td><strong>RUSS CASE ORK</strong> (The Quintones)</td>
<td>MGM 16 66</td>
<td>How Deep Is the Ocean?</td>
<td>72--75--70--70</td>
</tr>
<tr>
<td><strong>ALAN DALE</strong></td>
<td>Columbia 39120</td>
<td>You're My Treasure</td>
<td>85--86--86--86</td>
</tr>
<tr>
<td><strong>HARRY JAMES ORK</strong> (Dick Williams)</td>
<td>Columbia 39127</td>
<td>My Baby Is Blue</td>
<td>82--86--80--81</td>
</tr>
<tr>
<td><strong>ART MOONEY ORK</strong> (Benny Harris-Art Massay Choir)</td>
<td>MGM 106 606</td>
<td>I've Baked a Cake</td>
<td>81--82--81--80</td>
</tr>
<tr>
<td><strong>IRVING FIELDS TRIO</strong></td>
<td>RCA Victor 49-3952</td>
<td>The Three-Man Theme</td>
<td>75--75--75--75</td>
</tr>
<tr>
<td><strong>LES BROWN ORK</strong> (The Stardreamers)</td>
<td>Columbia 3975</td>
<td>Solid as a Rock</td>
<td>70--77--78--77</td>
</tr>
<tr>
<td><strong>EDMUNDO ROS ORK</strong></td>
<td>London 636</td>
<td>The Mexican Samba</td>
<td>81--83--80--80</td>
</tr>
<tr>
<td><strong>CHARLIE SPIVAK ORK</strong> (The Stardreamers)</td>
<td>London 629</td>
<td>Loveless Love</td>
<td>88--88--86--86</td>
</tr>
<tr>
<td><strong>SAMMY KAYE</strong> (Tony Alamo)</td>
<td>RCA Victor 20-6080</td>
<td>Wanderin'</td>
<td>88--88--88--88</td>
</tr>
</tbody>
</table>

**POPULAR**

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BILLY ECKSTINE</strong>&lt;br&gt;(Buddy Baker Ork)</td>
<td>MGM 3047</td>
<td>Free</td>
<td>Okay. Eckstine sings this pretty thing wonderfully but, the rhythm section is too busy and detracts. Should do well with the Eckstine followers.</td>
</tr>
<tr>
<td><strong>BILLY ECKSTINE</strong>&lt;br&gt;(Burl Cowe Ork)</td>
<td>MGM 3047</td>
<td>Baby, Won't You Say You Love Me?</td>
<td>87--83--77--77</td>
</tr>
<tr>
<td><strong>KAY ARMEN</strong> (Earl Sheldon Ork)</td>
<td>London 615</td>
<td>I Will Love You Forever</td>
<td>86--86--86--86</td>
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<tr>
<td><strong>MARGARET WHITING-Paul West-Ton Ork</strong></td>
<td>Capitol 874</td>
<td>It Might As Well Be Spring</td>
<td>76--78--75--75</td>
</tr>
<tr>
<td><strong>RUSS CASE ORK</strong> (The Quintones)</td>
<td>MGM 16 66</td>
<td>How Deep Is the Ocean?</td>
<td>72--75--70--70</td>
</tr>
<tr>
<td><strong>ALAN DALE</strong></td>
<td>Columbia 39120</td>
<td>You're My Treasure</td>
<td>85--86--86--86</td>
</tr>
<tr>
<td><strong>HARRY JAMES ORK</strong> (Dick Williams)</td>
<td>Columbia 39127</td>
<td>My Baby Is Blue</td>
<td>82--86--80--81</td>
</tr>
<tr>
<td><strong>ART MOONEY ORK</strong> (Benny Harris-Art Massay Choir)</td>
<td>MGM 106 606</td>
<td>I've Baked a Cake</td>
<td>81--82--81--80</td>
</tr>
<tr>
<td><strong>IRVING FIELDS TRIO</strong></td>
<td>RCA Victor 49-3952</td>
<td>The Three-Man Theme</td>
<td>75--75--75--75</td>
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<td>Wanderin'</td>
<td>88--88--88--88</td>
</tr>
</tbody>
</table>
NOW... The great hit of 1950

SAMMY KAYE

TONY ALAMO

INTRODUCED ON A POWERFUL "DOWN TO EARTH" SMASH HIT RECORD BY...

WITH A SENSATIONAL VOCAL BY...

RCA VICTOR Records

78 rpm 20-3680
45 rpm 47-3203

1928—"LONESOME ROAD"
1930—"SONG OF THE VAGABOND"
1932—"BROTHER CAN YOU SPARE A DIME"
1933—"HALLELUJAH I'M A BUM"
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 charts.

BABY MAMA YOU SAY YOU LOVE ME. ...Billy Fury ...MG 10414.

A simple Gordon-Armus ballad from the forthcoming Cathy Garlock "A Summer Place" film, which is released this Friday, is the subject of this expert mood-stirring. Ballad is ably supported by a vocal group and Ross Cates's arr. of it. 

LOVESTYLE LOVE. ...Charlie Spivak Orch. ...London 563.

Sporio delivers his brightest side in this by other treatment of the W. C. Handy evergreen. It's got an infectious beat, an African-styled mood and some amazing ensemble interactions.

SONG OF THE STARS. ...Rock Pits Orch ...London 563.

An extremely lively theme, written by Tom Comeraga, is played with a Rob service by Payne. Arranger-Conductor Pits. It's an adaptation of "Wanderin'" theme in a melody which is highly appealing.

DREAM PEDRO'S SERENADE. ...Margaret Whiting ...Columbia 879.

The first of Capitol's prize-winning contest songs is an extremely persuasive ballad which is delivered handsomely by Maggie.

PETER COTTONTAIL. ...Gene Austin ...Columbia 3570.

On a Western flavor via the rhythmic Joe Lee Williams and Marion Silvert ensemble, could be big enough to make it with those two added starters as well. Austin's is a follow-up to his "Rustic" smash and Leonard's dance conception could catch on with a big pop following.

THE DISK JOCKEYS PICK:

PIECES 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 disc jockeys think tomorrow's hits will be.

1. I AM THE ONE WHO LOVES YOU TONIGHT. ...Blue Barron ...MG 10560.
2. HOW TO SPEAK TO A Woman ...Brother John ...Bib 700.
3. PETER COTTONTAIL. ...Marvin Silvert...Decca 1620.
4. DEARIE. ...Frau Warren ...Victor 20-3617.
5. I ALMOST LOST MY MIND. ...Frau Warren ...Victor 20-3617.
6. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE. ...Gene Austin ...Columbia 3570.
7. DEARIE. ...Jo Stafford-Gordon MacRae ...Capitol 639.
8. ROULETTE. ...Tony Martin ...Victor 20-3642.
9. SILVER DOLLAR. ...Johnny Lou ...King 15020.
10. WANDERIN'. ...Sanny Kay ...Victor 20-3642.

THE RETAILERS PICK:

PIECES 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 rotator thinks tomorrow's hits will be.

1. ARE YOU LOVESOME TONIGHT. ...Blue Barron ...MG 10560.
2. DEARIE. ...Gol Lueders ...Decca 2149.
3. PETER COTTONTAIL. ...Marvin Silvert ...Decca 1620.
4. DEARIE. ...Frau Warren-Agia Kirk ...Victor 20-3617.
5. I ALMOST LOST MY MIND. ...Frau Warren ...Victor 20-3617.
6. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE. ...Marvin Silvert ...Columbia 3570.
7. DEARIE. ...Jo Stafford-Gordon MacRae ...Capitol 639.
8. ROULETTE. ...Tony Martin ...Victor 20-3642.
9. SILVER DOLLAR. ...Johnny Lou ...King 15020.
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THE OPERATORS PICK:

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1. ARE YOU LOVESOME TONIGHT. ...Blue Barron ...MG 10560.
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3. PETER COTTONTAIL. ...Marvin Silvert ...Decca 1620.
4. DEARIE. ...Frau Warren-Agia Kirk ...Victor 20-3617.
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8. ROULETTE. ...Tony Martin ...Victor 20-3642.
9. SILVER DOLLAR. ...Johnny Lou ...King 15020.
10. WANDERIN'. ...Sanny Kay ...Victor 20-3642.

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PIECES that appear 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. LONELY LONESOME BLUE... ...Bakem Williams ...MG 10414.
2. PETER COTTONTAIL. ...Johnny Lee Willi ...Bib 700.
3. PETER COTTONTAIL. ...Marvin Silvert ...Decca 4242.
4. DUST. ...Jimmy Wede ...Capitol 4079.
5. STANDING ON THE OUTSIDE. ...Kansas Thompson ...Capitol 875.

THE B COUNTRY & WESTERN RETAILERS PICK:

PIECES 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 Country & Western retailers think tomorrow's hits will be.

1. LONELY LONESOME BLUE... ...Bakem Williams ...MG 10414.
2. PETER COTTONTAIL. ...Johnny Lee Willi ...Bib 700.
3. PETER COTTONTAIL. ...Marvin Silvert ...Decca 4242.
4. DUST. ...Jimmy Wede ...Capitol 4079.
5. STANDING ON THE OUTSIDE. ...Kansas Thompson ...Capitol 875.

THE D COUNTRY & WESTERN OPERATORS PICK:

PIECES 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 Country & Western operators think tomorrow's hits will be.

1. LONELY LONESOME BLUE... ...Bakem Williams ...MG 10414.
2. PETER COTTONTAIL. ...Johnny Lee Willi ...Bib 700.
3. PETER COTTONTAIL. ...Marvin Silvert ...Decca 4242.
4. DUST. ...Jimmy Wede ...Capitol 4079.
5. STANDING ON THE OUTSIDE. ...Kansas Thompson ...Capitol 875.
March 18, 1950

The Billboard

MUSIC 35

DINAH SHORE

singing

THE WAY YOU LOVE HER BEST

ASK ME NO QUESTIONS

YOU'VE BEEN PLAYING CHECKERS

DINAH SHORE

Vocal Duets with Dusty Walker

Shipping Now—Order Today

COLUMBIA RECORD 38760

DINAH SHORE OPENS AN IN PERSON ENGAGEMENT FRIDAY, MARCH 17TH, AT THE SHAMROCK HOTEL, HOUSTON, TEXAS
Advance Record Releases

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Budget</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go To Sleep, So To Sleep, So To Sleep</td>
<td>M. Artie-A. Godfrey-A. Bailey (Stil-Ma)</td>
<td>March 10, 1950</td>
<td></td>
</tr>
<tr>
<td>Queen of My Heart</td>
<td>Louis Jordan</td>
<td>March 10, 1950</td>
<td></td>
</tr>
<tr>
<td>I Can't Stand It</td>
<td>The Rhythm Kings</td>
<td>March 10, 1950</td>
<td></td>
</tr>
<tr>
<td>My Love</td>
<td>D. Durr</td>
<td>March 10, 1950</td>
<td></td>
</tr>
<tr>
<td>I'm Just a Fool For You</td>
<td>M. Hughes-R. Zimmerman (Dafoo)</td>
<td>March 10, 1950</td>
<td></td>
</tr>
</tbody>
</table>

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

Cap-Capitol
Mer-Mercury
OMAM-OMAM
EMI-EMI
EAG-EMI
RCA-RCA Victor
CBS-CBS
I.R.S.-International Records, Ltd.
GRT-Great Lakes Records
SPEPA-Special Product

Available Now!

Playing on Billboard

March 12, 1950

Joe Marine

Johnny Long

Sister Slocum

Frederick Miller

Humble Western

Wayne Raney

Moon Mulligan

Hawkshaw Hawkins

Cowboy Copas

York Brothers

Del Air Brothers

Red Stewart

Wayne Harris

Lonnie Johnson

Bull Moore Jackson

Joe Thomas

Tiny Bradshaw

Ivy Joe Hunter

George Price

Earl Boggs

Spirit of Memphis Quartet

SEPIA-BLUES

Johnny Long

Sister Slocum

Frederick Miller

Humble Western

Wayne Raney

Moon Mulligan

Hawkshaw Hawkins

Cowboy Copas

York Brothers

Del Air Brothers

Red Stewart

Wayne Harris

Lonnie Johnson

Bull Moore Jackson

Joe Thomas

Tiny Bradshaw

Ivy Joe Hunter

George Price

Earl Boggs

Spirit of Memphis Quartet
CLASSICAL

Additions: Warsaw Concerto Symphony—Ludwig Symphony—Beethoven Symphony—Berlin Rhapsody—Bach (Twelve Or. Trio)

CLASSICAL

March Polka

So Story

Spaghetti

Solid

Zing-a-Zing-a-Zing

Whadda

Ten

J.

P.

R.

Teter

Col(78)38717; (33)1-573

Marrow

Anthony

Ross

as

Dale-H.

James

Shelton

Deneke

by

Donald

Fran

Ivory 754

Joshua

by

Swing

People

Hope

Ask)

by)

Mexican)

My

38720

608

Romance

Sinbad

Pero

Pachlto

U

p.

Vargas

V(45)47-2822

24937

209

Col(33)ML-4271

Paradox

M.

Charlie

B.

p.

Hoerfanito

Vargas

38734;

V(45)10001

Col(78)38748;

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Vargas

38734;
Phonograph Record Distributing Business
FOR SALE
We are exclusive distributors in two Southern States for several well-known lines. February sales were $14,000. Tremendous possibilities for expansion. Our sales have tripled in 90 days. Approximately $15,000 cash required to handle our stock and fixtures on dollar basis. A smooth running business that is growing by the hour. Other demands owner's selling. For further details call or write
BOX D-342
THE BILLBOARD CINCINNATI 22, O.

CHEVROLET 12 PASSENGER COACH FOR 1950
312 East Sixth St. Tel. Parkway 4880 Cincinnati, Ohio

Here's DANA! Great novelty record. Both sides a HIT!!!
"IF WE COULD BE A-L-O-N-E" backed by
GO TO SLEEP (Go To Sleep, Go To Sleep)
SAM DONAHUE and his Orchestra
Voices by TINA PRESCOTT and
GEORGE IRVING (Musical Comedy Stars)
DANA 2075

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

SAVE MONEY!
OFFERED TO THE HIGHEST BIDDER
COMPLETE RECORD PRESSING AND RECORDING EQUIPMENT
PRICED TO SELL--MAKE OFFER
HARDMAN RECORD CO.
2494 E. FIFTEENTH ST. TULSA, OKLAHOMA

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

(Continued on page 115)
Robbins Sues Amsco Over Alleged Piracy

No Defense as Yet

NEW YORK, March 11-J. J. Robbins & Sons, Inc., this week initiated a suit for infringement against Al Ashley and Al Wise, doing business as Amsco Music, with the charge that Amsco are attempting to "palm off" songs and books sold under Robbins' trade as the Robbins Music for Amsco's sale.

According to the complaint, Albes & Wise, acting under Amsco's counsel, notified Robbins last November, asking them to cease and desist publishing and using the Robbins material that were bought but were ignored, with the defendants "repetitiously persisting." Robbins has been "improperly damaged," the complaint continues, and has no adequate remedy at law. The plaintiffs are asking immediate "restraint."

Complaint

The complaint traces the alleged piracy back to Amsco's and Wise's jobbing business as the Music Supply Company, which gave up the ghost last year. Music Supply had sold the Music for Millions series extensively and extensively. Al Ashley and Wise have been giving the illusion of similar imitations that they are offering the same product again to those present in and advertised in the Robbins series, dwelling on parallels of printing, makeup, color and content.

According to Robbins, the books and folios are designed to look like the Robbins series, particularly as they appear in a music rack. Front and back covers are especially confused, Robbins says.

Special Material

The material, publicly available for public distribution, was specially arranged for Robbins by Hugo Frey and Dominy. Basing and were printed, designed and bound in unique form for Robbins. The Robbins series was extensively promoted and advertised at considerable cost, and the series sold at a price that had acquired status and importance. The Robbins material under the Amsco Music for Millions moniker, Robbins maintains, with over 70,000 copies so far.

Ashley when contacted by The Bill- board said that he had no comment at this time, inasmuch as he had just received the summons and complaint and had not yet appointed counsel.

Stone Declines 12G for "AngrY"

HOLLYWOOD, March 11—Cliffie Stone turned down $12,500 for The Gods Were Angry. With him, tune overtook the Century Music. Offer was made by Hill & Range. Accord- ing to reports, the offer will be bid on by a number of the Hill & Range men, from Mellen Music, who offered $10,000. Stone said he was standing on his price.

The song was written by Doug Barson and was published by Mellen Music.

Radio Jingle Grows to Cromwell Size by Request

Cromwell Music bought the Miles Shows radio jingle, written by Roy Ross, and a lyric set by Al Stillman. Song will be called "Happy Father." Deal was stimulated by radio listeners, who reported its playing on a few jingles.

Donahue, Slated for Par, Signed for Dana Wating

Sam Donahue's ork signed with Dana Records and cut four sides last week. Donahue is slated for the Paramount Theater, New York, starting March 29.

ASCAP-TV Groups Meet To Talk Per-Programs

Commissions for TV and American Society of Composers, Authors and Publishers (ASCAP) connect on the per-program licensing question March 15. The interim per-program arrangement has been extended to April 1.

London Records Take Option on Command Talent

Murray Seidman, head of Command Record Company, Buffalo, was in town last week negotiating a master-leasing deal with London Records' Tutti Camaratas. Arrangement gives the British-based diskery first option on material cut by Seidman with up-state artists including Jimmy Dorsey, Dee and Skinner team and crooner Russ Bates. London last week took over two sides cut by the duo.

Philco Pub Launches Two New Labels

David A. Grimes, head of Grasshopper Music Publishers, Philadelphia BMI firm, will launch a subsidiary pair of record labels tagged Vod- VII and Vod-III, using his own catalog. First will be the Vossitel label, which will be devoted entirely to comedy records. First four sides, cut by the What-Quartet, will take in "That's the Rue, Alf Com.Com."

Mellin Acquires Robert's and Nicholas's Tunes

Bobby Mellin returned here last week from the Coast with two records cut during his visit. They are Allen Roberts's "If I Were Just mustard, cut by the Ink Spots. The collaboration will be Decca and Dinah Washington for "Vod- Six, Vod- Nine, Nick's "Walking With a Wiggie," waxed by Nichols for Capitol and Phil Harris for Victor.

The Mels

The Three Suns and Nat Brandwynne's ork will follow the Rudy Valley-Larry Green ork package into the Hotel Roosevelt here.... Dick Kaye and a friendly hand, he has been working for a Columbia recording pact.... Pianist Dick Carey replaced Al Washburn in the Jimmy Dorsey ork, which is currently at the Hotel Stater's Cafe Rainbow and to the Paramount Theater here March 29.... Mindy Carson will go into the Atlantic City Steel Pier June 17, eight days for a reported $2,500.... Artie Shaw and his new ork will reopen the new Theatre here the week of April 5.... All of Seldor's ork will probably follow Ray Anthony into the Hotel Stafer's Cafe Rouge here.... Anthony follows current favorite, Jimmy Dorsey.... A benefit for Tessa Gadda will be held at the Latin Quarter nether here, with Milton Berlin and other such luminaries due to participate.... Merry Shiner and Decoy's Mike Conner held a whirlwind exploitation tour in Philadelphia last week to promote the former's disking of "Peter Cottontail.".... Decca executives last week renewed its deal with Peter Lind Hayes. Hayes will do both pop and kid waxing. He shielded his first sides under the new pact last week, with his wife, Mary Helvy, joining him for a couple of duets.

The Mystery Quartet, Philadelphia male vocal group, has been signed to a long-term exclusive by Polka Records. Deal calls for a minimum of 10 sides to be cut and for recording sessions to be held over a six-month period. Members are Scott Arden, Dave Carter, Don Murray and John G. McCloskey.

Gene Krupa, currently playing one-nighters in the Midwest, taking a voluntary five-day vacation the end of March to spend time at his Westchester County home. Then return to a circle thru Texas to the California coast area. Spike Jones and Terry Lake playing on extensive drive aimed at colleges to play their "Charleston" and "Stormy Weather" and "Marching." Both sending personal letters to all university radio stations and all fraternity and sorority houses.

Marjorie R. Tananay appointed sales rep for the RCA Victor custom record sales division. She will specialize in all-Victor recordings, getting the ball rolling in a "Saluting Red for the Victo- ration of America and for six years director of artist relations for RCA Victor, running her own office." Will handle merchandise promotion in addition to publicity.

Mildred Goody, daughter of disk dealer Sam Goody marries Bob Manesho Sunday (28) at the Franklin Manor in Brooklyn. Manesho manages the Goody shop here. The Bill Gates had a daughter, christened Mary Ann. Norman Grans, whose scheduled departure for Europe (See Music As Written on page 41)

Music As Written

Leeds Signs With SPA

Leeds, long a hurdle, finally signed with Songwriters' Protective Association (SPA) last week. Chappell, Paramount and Southern are the important remaining dissenters.

"I CAN'T REMEMBER"

(To Forget)

CHRISTOPHER FAULKNER

39
SOMETIMES DREAMS COME TRUE.

THIS SONGS like a song title but it isn't, thanks to a legal threat of fact, to the truth of which J. Fred Coots's mother would have subscribed.

FRED Coots became a busy housewife in Brooklyn, where Fred was born May 2, 1897. Mrs. Coots, an accomplished pianist, had had aspirations of being a composer. Such an ambition, however, was never realized, and so when she gave Fred his first piano lesson she tried to instill in him the idea of making music his profession in order that her frustrated desire might be carried on in her son.

Fred Coots, however, had other ideas about a life career when he finished school at the age of 18. He wanted to be a banker like his Uncle George. So instead of heading for the Pan Alley with Walter Donaldson, Dave Dreyer, Mabel Wayne and other embryo Brooklyn-born songwriters of that day, he got off the subway at the Wall Street station and went to the Guernsey-Leon & Trust Company at $15 a month plus lunches free.

This was a happy, songful day in 1914 when Fred Coots dropped into a music store on the street corner and came under the spell of a professional pianist who was playing If I Had My Way. As a result, Coots bought a piano at 50 cents a week and at 8 years of age had lost all interest in banking and the golden security it promised. He not only decided his mother had been right, but he also decided to make a dream come true by leaving the bank to work as a stock boy and pianist for the McKinley Music Company at $15 a week and no free lunches except at a neighboring bakery. Coots's first song hit the music records in 1917. It was entitled Mister Ford, You've Got the Right Idea, and inspired by the efforts of the Detroit Motor Company to manufacture an automobile and World War I by sending a peace ship to embattled Europe. The song was published by J. Stavely & Co., and its lyrics, by Ray Sherwood, received $5 for their maiden sale. They spent it all on a dinner to celebrate their entry into Tin Pan Alley. Ten years later when Sanny was down and out, Coots handed him the publisher of his first song a check for $1000.

"If I figured the guy owed me a lot for the encouragement he gave me," is the way Coots explains this generosity.

During the next two years Coots wrote special material for vaudeville and Broadway shows and started to join the Friars. There he struck up an acquaintance with Jack Cleggs, Melly Brown, and Tex Rickard, who introduced him to Eddie Dowling. This comedian was about to produce a musical he had just written called The Plumber, and Coots asked him if he might furnish the score.

"Sorry, kid, but I can't take chances with 'unauthorized," Dowling told him.

"Sorry, that's nothin' but another Victor Herbert or Rudolph Friml,"

But neither Herbert nor Friml was interested in a show with Dowling. Instead, Coots maneuvered Dowling into a currier near a plane and talked him into listening to several tunes he had composed. Dowling liked the music, too, and also Friml's suggestion that he change the name of the show from The Plumber to Salute, Irene, and Maria and that they capitalize on the popular three of feminine names that made Broadway musical comedy history.

As a result Fred Coots got the contract for the song he chose for the Dowling show. Salute, Irene, and Maria was a $2,000,000 performance run on Broadway, and the dream of the composer's mother finally came true.

It was the story of Sally Andrews, Maria, which spread on Broadway and the road cast. The song was produced in London, and the hit that ran for nine years. During this time he supplied songs and acted as music director for the Friars and the Vamps. By 1925 he had written songs that ran from the legitimate playhouse to the movie theater. Coots turned his talents to writing such songs as the biggest, most popular songs, and in that field he has created some of the greatest and most enduring of them all.

One of the many popular songs that Coots has written is You and Me. It was written during the past two decades, at least three have become standards, and the song Miss You and Me was the song of the year from 1939, and a headliner of the upcoming season. Miss You and Me is a happy song, and more and more dependable annuity than any gullible-edge bond he could buy. It was the top seller of the year for recorded music, and Coots was paid $1800 a month in advance, which he used in 1909 to become a songwriter at $15 a week.

J. FRED COOTS'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

1922—DOIN' THE RACCOON
Lyrics by Raymond Klages. Revival Music Corporation. A humorous rhythm song of the early 20's. A "good one" for the Boss, and a "candidate for the '1922' collection"

1923—PALS OF MY SWEETHEART DAYS
Lyrics by Herbert Harwood. A song by the great songwriting team of Harwood and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1924' collection"

1925—DOIN' THE RACCOON
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1928' collection"

1933—OUTTA THE BLUE
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1935' collection"

1939—BETTY'S BLUES
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1940' collection"

1944—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1945' collection"

1949—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1950' collection"

1955—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1960' collection"

1960—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1965' collection"

1965—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1970' collection"

1970—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1975' collection"

1975—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1980' collection"

1980—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1985' collection"

1985—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1990' collection"

1990—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '1995' collection"

1995—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '2000' collection"

2000—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '2005' collection"

2005—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '2010' collection"

2010—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '2015' collection"

2015—IN THE MOOD
Lyrics by Jack DeMille. A song by the great songwriting team of DeMille and Goodwin. It was a hit for the late great Billie Holiday, who was a regular fixture at the Cotton Club. A "good one" for the Boss, and a "candidate for the '2020' collection"
Music—As Written

New York:

(Continued from page 39)

Sunday (5) was postponed when he took sick, left Sunday (12). . . Dana Records is now being handled by the Camstat distributor here. Dana is currently featuring the "Coal Miner and Polka (Big Dig, Dig Dig)."


Bob Merrill, who was the publicity man and promotion man for their third boy Friday (6). The name is Eillet . . . Robbins Music acquired the tunes "You've Been Playing Checkers" from Ed Oberstein's Hi-Top label and obtained a Dinah Shore disk for it in short order . . . Doug Arthur, decay at WHBT, Philadelphia, is the composer of "The Kid's Dream," Cleaving via Pennsylvania, is his comedy (waxing) . . . WNEW (New York) leaves for a European trip Monday (20).

Johnny Clarke is managing the Jaxon Sisters, a group of young people linked by Decca. Their first waxings, "Old MacDonald Had A Farm" and "Stranger in the House," went out last week.

On the sound track: Academy Award winner Morris Stoloff will direct music for the Frias Frolic of 1950. Tony Martin, Al Jolson and Frank Lauretta are making a talkie for Fox which is scheduled for a June release . . . The Pilgrim Travelers (6), Specialty Records' spiritual-gospel vocal group, haveしてきた. Palm Springs, Calif., the Community Church and highway auto collision. All suffered minor injuries and were forced to cancel Southland personal appearance dates . . . Crystalite's Max Williams set his Sunset Strip nitey debut May 1 when the bays at Moscambo.

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Hollywood:

According to Capitol's sales charts, the Hopalong Cassidy "Singin' Back Home" has passed the 100,000 mark after one week release . . . The Pilgrim Travelers (6), Specialty Records' spiritual-gospel vocal group, have started their engagements in the Palm Springs, Calif., the Community Church and highway auto collision. All suffered minor injuries and were forced to cancel Southland personal appearance dates . . . Crystalite's Max Williams' set his Sunset Strip nitey debut May 1 when the bays at Moscambo.

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Philadelphia:

Louis Prima follows Bill Darten into the Click for a two-week stand, with Steve Gibson and The Red Caps set to come in late in April following the movie "Stage at Clubby's in North Collingsworth, N. J. . . A jazz concert tentatively booked for May 2 will bring George Shearing, Yardbird, Amazing Tim and Steve Darden and their units to town . . . Jimmy Kinnon and His Prestonians are set for week-end dancing at Dreamland at near-by Lawnside, N. J. . . Harry Dobbins, Latin Casino maestro, suffered a stroke recently; left his right eye paralyzed. He's confined to St. Luke's Hospital . . . Chris Scott, former caysey with Gene Williams, is making her bow as a singer at the Embassy Club . . . Jimmy Lonesome is coming back to the Broadwater Hotel for the upcoming 1950. . . Art Foster is booked for the Friday night dances at Danseland in the Kensington section of town . . . T-Bone Walker, the blues guitarist making his first appearance, in these parts, drew a huge crowd for a concert promoted by Rocco Dupree at the Lansdown Hall in New York, N. Y. . . Victor Hugo goes into the new Smith Show Bar . . . Eileen Byrne, coming out of Dick Barlow's is singing at the Big Club.

Cincinnati:

Ruby Wright, wife of Barney Rapp, local agent and orch leader, has waxed "Thanks for the Baggy Ride" for King Records, accompanied by Burt Barter, Al Jordan, Jimmy Wibor and other local musicians, and Stan Kenton's "Innovations in Modern Music for 1950," with June Christy on vocals. Kenton is slated to enter a local hospital this week-end for an operation on his prostate to rectify a sinus ailment.

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"HOW'S MY BABY TONIGHT"

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There are two terrific numbers for the air and juke boxes. I know you've heard "This Fickle Song." We have a lot of new songs in this line—"BUDDER AFTER" "GET OFF THE TABLE, MABEL"

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"CANASTA RHUMBA"

DON PABLO & ORCH.

Latin-American Records

12101 Vaughan St.

Boston, Mass.
MUSIC

The Billboard
March 18, 1950

Promosh Hypes Boom Col Sales

NEW YORK, March 11—Columbia Records, now operating its pop disk department on a sped-up and live wireless program, and its ad system, claims that the first two disks to undergo the acceleration treatment resulted in the first initial sale totaling around 425,000. Go To Sleep, 425-00000, a recording by Arthur Godfrey and Mary J. Martin, has built a sale of $25,000 since its release February 28. 425-00000, a recording of Peter Cottontail is claimed to have sold 173,000 in its first five days on the market.

These sales marks are claimed Columbia Regina in style of merchandising, Paul Southard, to be sales records for the industry.

EMPEY

RECORDS—$4-SMASH HIT SIDES! (Non-Breakable)

"I'M DISILLUSIONED!" Song by 'Sweet Singer' Charles Linder

"SWEET SUBURBAN SUE" Song by Joe Gomer, Tex Waring

Says N. Y. Advert. News: "Both Solid Hits at Same Time."

"WHY DO YOU TORTURE ME!"

Two Knock-Out Laugh Novelties.

"YOU DON'T KNOW FROM WHAT PILL" From "Hustled By Hollywood"

(Featured with Full-House Cast and T.V. Show)

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RECORD PRESSING AT LOWEST PRICES

JONAS' RAG MOP

Pre copies to the trade

MORRISSEY MUSIC (BMI)

109 Main St., Little Rock, Ark.
BMIC a Better Mousetrap? Morris Rumored Switching

(Continued from page 14) been finding that the dons aren’t as lush or easy to get today as they were a year or two ago. Jack Robbins states that he has no intention of leaving ASCAP, but of course the New York environs are a more open-ended market. And if he can still make dollars, and phone something to sell, the New York market would be attractive.

Where’s ASCAP Pay? Robbins’ statement about sums up trading—chances that a small or moderate publishing operation can’t stand the gaff in ASCAP. Without accomplishability and marketing muscle, the pay-off in ASCAP doesn’t go very far in keeping a publishing unit going. In contrast, the BMI advance guarantees, with relatively small pubbers receiving as much as $40,000 per year, and larger ones getting sums up to and over $100,000, are mightily attractive. Many small and middling ASCAP pubbers plead the same rhetorical question: Why doesn’t the Society do something to encourage us and help us keep our heads above water? But at least this one of the group would like to see a sum, say $1,000,000 taken out of the ASCAP endowment account every year to help accredited pubbers meet the rent and utility bills.

Another source of woes to the middle group in ASCAP is the long time barriers to the marketability of collectible points. A few weeks ago what they regard as one of the “favorite” firms for a substantial release book, and a raise is on the agenda for another firm. This is coinciding with a string of heavy libel damages—own and others—but even merited rates Inevitably smoke out backbiting and java slurs on those who don’t get hiked. A further gripe is that catalog availability is not sufficient to depend upon who owns the catalog; at least two pubbers have told The Billboard that catalogs they acquired a year or two before went unnoticed in the demotions as soon as they left the hands of the original owners.

BMI Shifting? With BMI, which claims to have generated more than $100,000 in royalties to pubbers in the past year, there is little chance ofSomeone getting under the good graces of BMI. If you want to sign up with BMI, try the(py)the right side of the road in this town. The original join-us-and-name-your-price shilling is gone, and BMI’s drive has been replaced by an attitude of careful selection and discrimination. Candidates have to prove that they are a strong case for themselves, and to have to present a solid front of advance guarantees. If one differentiates, quantity rather than quality of song was the byword with BMI; supply the radio stations with tunes and recordings that can be played and never mind the worth of the songs. Many BMI pubbers went along with this for years on the “activity—nary a hit but continuous additions to the catalog—and maybe gave up doing a job. Doubtless some of these will continue in the same fashion, but BMI will carry them because of their large royalties and loyalty to the organization. New BMI, however, might definitely promise talent.

Public Domain Hits

With BMI’s advancements in the race for hits and growing pop, hillbilly, and small market, one catalog has another factor looms importantly in the forecast, that of gaining the pending passage into public domain of the early ASCAP songs. In a few years some of ASCAP’s early copyrights are going to be available.

The new content decree may also shed some light on the struggle. At least some small catalogues have been removed from ASCAP when the publisher moves over to BMI. Many tunes in the B.M. Marks catalog are still not performable in BMI. But songwriters and publishers are reportedly guaranteed freedom to leave the Society perhaps that will facilitate the simul- taneous passage.

The dominant feeling among BMI pubbers is that however all this is, the Society should and must be preserved. Make it worthwhile for the BMI representative, he says; we don’t want BMI, you’re driving us there.

ASCAP Mulling New Pub Rate

(Continued from page 15) yardstick, with availability counting for less than it does now. The Intangibles Play

It is noteworthy, however, that no plans for a projected plan does away with availability as it is now known, the very intangibles which comprise availability and not “nature,” etc., would inevitably affect a song’s basic value. That is, a tune lacking in these intangibles would not persist through the years.

The ASCAP classification board has been meeting for the past six weeks in order to hear publishers’ protests and requests for revisions. The new plan was suggested by a method whereby protests would be held to a minimum, would reason because of the fact that the projected plan, in toto, places a pub’s classification up a more mathematical basis than is now the case.

Pubs on the classification committee believe that all things considered, there is very little error in the current 55-30-15 plan; but they believe the constant blanketing of a project could never be stillled under the present plan.

The classification committee now has the new plan under informal ad- ministration. It was stated that the thinking among the topmost ASCAP lawyers for the effect that something within the year the new classification method will be blueprinted and be- come operational.

CAPITOL CATALOG

(Continued from page 34) blues into one unit. Other groups are being built with all hillbilly category plus hillbilly and classical.

New book offers cross references between categories and is also the first CAP catalog to list disc numbers for three-speed pressings. Basic catalog contains 132 pages with plenty of room for monthly additions. Copies of catalog will be furnished to all CAP branches and sales rep.

17-Pieceers Back; Top Swingsters Enlarge Crews

NEW YORK, March 11.—The full-sized jazz band, which at the A&R office in the past couple of years owing to slack business, appears to be coming back for another flight. The membership of the top swingsters are in the process of either putting another unit together or planning a large jazz crew.

Woody Herman, who broke up his big band late last season to form a small unit, will reorganize his 17-pieceer and will work his Bop City engagement here, beginning April 12, with the new crew.

Illinois Jacquet, heretofore noted for his small jazz group, has formed a 17-piece ensemble which is breaking in at the Royal Theater in Baltimore this week.

Cab Calloway, who gave up big bands in favor of a quartet, will again head a large organization when he gives the starts for the end-game for a theater in San Jose and one-nighter tour in April.

Charlie Ventura, who built a big bop group with a four-piece rhythm section, has recently acquired a voice-instrument blend gimmick, has formed a 17-piece which broke in last week in a Chicago engagement.

Mimi Benzell Inks With Decca Records

Mimi Benzell, Met opera soprano currently appearing at the Chicago Theater, Chicago, has signed a disk contract with Decca Records. The pact calls for the hour just launched after the Chicago run. Mimi Benzell is booked into the Radisson Hotel, Minneapolis, for two weeks.

DISTRIBUTORS, TAKE NOTICE:

NATIONAL "I F Knew You Were Comin' I'D'VE BAKED A CAKE" backed by "POCO, LOCIO IN THE COCO"

by EILEEN BARTON

by "THE 3rd MAN THEME" backed by "WE WILL INDEX"

DAME APOLLON brings you NATIONAL RECORD #9104

National DISTRIBUTORS, TAKE NOTICE:

"MY GAL'S A JOCKEY" backed by "SHOUTIN'" JOE TURNER

WIFI BROOKLYN'S "FATHERS MY DADDY"

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March 18, 1950

The Billboard

43

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Sax-National Staff

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RECORD REPRODUCERS

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Los Angeles 38, Calif.
AGVA STAYS ON MIXING RULE

Preps Clamp On Line Gals Selling Drinks

Violations Uncovered

(Continued from Page 4)

shows. I want them here, and I want you to tell them so.

This mixing by the line and girl

hypo

mediates that girls are hired for a double purpose, to

work in the show and between shows to help sell

drinks at the bar. If any girl complaints, she is fired.

Some clubs even keep a tally on how many drinks each girl helps sell. If

she doesn't sell enough, she's let out, the reasons for the discharge are

usually "she can't dance," or "she doesn't look good."

According to AGVA rules all per-

formers are required to show up a half hour before show time and may

be fired for being late after the first show. This applies to all perform-

ers, names or chorus. In actual prac-

tice, line owners can do as they like, but the girls have to stick around until closing time.

Line owners are quite aware of this but claim they can't sell their lines for free. They argue that if they obey the rule there is always a competitor who'll come in and get the job. If the competitor is called in by AGVA, he pleads that he can't use the girls, as they 'want to mix.'

In some cases it is claimed that the chorus are the main objectors to the non-mixing rule, because it interferes with their private lives and cuts down their income. AGVA officials say that Section I of the contract has to be brought to the AGVA con-

vention where a new rule will be written. Because of the union's laws, and every effort will be made to enforce it.

Key West Shrimp Find Paves Route To Big Buck

Two Niteries Bear Traffic

By Bill Smith

NEW YORK, March 11—Key West

may not sound like the new bonanza for shrimp, or for that matter any fishery, but it remains that it is one of the few places in the country that is in for a major shot in the arm for the im-

mediate and foreseeable future; a hope that can well be added in show business as well as other activities.

The Southernmost city in the U.S.,

Key West recently has found a new

(See Key West Shrimpfind on page 48)

Reverse Yock

NEW YORK, March 11—Danny Davis, Miami Beach nit-

ty, is in the middle of the other day from New York

indy Jerry Ross, submitting an

article for this paper. He

had 10 minutes, Davis interrupted, "if you don't mind, will you

operator to reverse the charges. I'm making a move now, down here and the things are pretty rough for you girls up there."

The agent, who never had

such a thing happen to him be-

cause he was struck dumb by the shock.

Chi Nitery Ops Meet at State Tax Bite Looms

CHICAGO, March 11—Because of an

impending test case, the outcome of which is likely to bring about the

local niteries to fork over $331,000 in State sales tax refunds, the Chicago

Operators Association (CCOA) is almost dormant for the past two

weeks, confronted with a venge-

ance. The CCOA notified local cafe

ops of a meeting at which the case was discussed two weeks ago, with

Ted Raynor and Tom Rosenberg, co-

counsel for the group, reporting the best turnout since 1947.

Early this year, the Illinois Su-

preme Court ruled a particular Circuit Court of Appeal decision, which exempted cafe ops from pay-

ment of the 2 per cent sales tax on

their receipts. In the switch, cafe

ops have now been notified that in

stead of paying 2 per cent sales tax on

their gross receipts, they will pay

2 per cent on double their grocery and

liquor bills each month. Pre-

viously the courts thought they would be

liable only for 2 per cent of their gross receipts. (The Billboard, January 14).

Despite a story to the contrary, the

(See Chi Nitery Ops on page 47)

Palace Is Latest To Weigh Stem 2-Week Show Policy

NEW YORK, March 11—The Palace

is the latest among the Stor-

ge houses to consider seriously a

two-week booking policy. In the case of this theater, the reasons are two-fold, the hope of getting better pictures and the increasing difficulty of getting acts, particularly comedi-

eks.

Essentially, every house on Broadway is on a two-week policy, with few shows doing enough to warrant

holding on longer. Where con-

tracts were issued for three weeks

were renewed, the Palace managers

felt, for the most part, were not

worth the trouble. In the Palace's

case, the theater is going into a

revival mode and it is hoped that act

will try to put on a strong enough stage show so both can stay two

weeks each.

RKO heads indicated that a shift in its one-week policy would be under

experiment. If it proved itself they

might continue, but meanwhile every-

thing was in the dickering stage.

New Brit. Deal Subs Date Bait For Low Dough

NEW YORK, March 11—The latest device to get acts to work: London is one that calls for performers to pay

their own passage and get little money. It's a one line, however, that they'll do well enough to permit them to book and make new deals for themselves.

This method is now being followed by the American Radio News.

B'port, in conjunction with Baum-Newborn, will pay performers $100 for

several acts to appear in the Miss

Europe theater.

Ticketing is tied together in a package and get six weeks. The first night of a package opens in Leeds, March 27, with Leo Fuld, who will headline the bill. Initial show will have the Caron Brothers and their Jocelyn Ley, singer, and Connie Mack, dancer. Fuld will get 50 per cent of the gross out of his pay the acts.

Ticketing of this show is to offset the deal made by other London buyers for bigger dough which sometimes comes in small bites. Fees for an American performer, bought for a London date for $1,000, walked out with the dat-

ed actGF. In these cases they have

only been able to pay for the tour until the last hour. But the initial impres-

sion is that the American Radio News deal is to offset this arrangement. They say that if an act goes over for a comparatively short run for short dough, and pays its own passage, it will not be tied to any contract or agent if the act clicks. It can then make its own deal and come out ahead.

Al Burnett, op of the London Stork Club, is in on the operation. He will represent the Baum-Newborn office in London and will book for Delfont, Burnett and its similar silent partner.

Summing it up, this plan amounts to a showing date for American acts desirous of breaking into the foreign field.

Dallas E'port Club Burns $5,000, FAAS, March 11—The Bridge-

port Club, owned by Al Dexter, writer,

was set afire last night at 11:30, the time of the fire. The building was insured for only $10,000. Included in the loss were musical instru-

ments belonging to the Revere Brothers' band.
VAUDEVILLE REVIEWS

Palace, New York (Thursday, March 8)
Capacity, 1,710. Price policy, 65¢-85¢. 40 shows daily. Number of shows, four daily; see Saturdays.
Sporting new travelers and new drops, the show opened with a bright, breezy, well-constructed bill, except for deliberate tempo changes, which closed with equal zest, making it one of the best runs the theater has had in a long time.

Michael Todd, a distinguished partner of the popular Quality Trio, a circ s act from Denmark out of the Ringling-Barnum circ, a clean, professional, well-bred, boy-and-a-girl group, doing a series of vaudeville tricks, and including in their repertoire a stand-up routine that stands out of full pipes and perks bits ending in a feet on shoulder leaps, made a good first act and an equally good second.

Dietrich and Diana, marquise act, using the highlights of their handling of various dolls, ranging from a Latin opener to a precise fifteen-minute closer. The act works against a black drop, and both performers operate from a clothed act which is focused on the dolls. It made an excellent opening feature.

Ford and Harris
Ford and Harris probably fractioned in the old two-day-a-Palace variety package for the Standard and Jones and Jones. Today they do a melange of the jive types, while their act is founded on the latter. It's a fair act today but could become better if there were more of a showmanship dimension to it, as it is, seems to be the back bone of the feature, it's their white that gets the giggles.

Jan Rubin, a short, dapper gymnast made his vaudeville debut. Using long hair and semi-long hair tunes, playing what is claimed to be a straight act, but bringing up a high order of his showmanship, the house was entertained. He brought on a stacked blond amason for comedy Eddie lattes that he registered.

George Conley did much better here than when first caught at the Roxy. Conley is a mystery of his performance. As obvious as a bell, the the house yells itself. The man is extremely good, and there was a moment, when his comedy quartet things were pertaining,

Holmes and Howard were in after they went into their standard comedy kick. They did "Miss Night and Day," Miss Minnie and Miss Missus for a center fancy entrance. The couple did a very good comedy act, but only one of the comedy quartet things were pertaining.

Helene and Howard were in after they went into their standard comedy kick. They did "Miss Night and Day," Miss Minnie and Miss Missus for a center fancy entrance. The couple did a very good comedy act, but only one of the comedy quartet things were pertaining.

Oriental, Chicago (Friday, March 8)
Capacity, 7,500. Price policy, 65¢-85¢. 40 shows daily. Number of shows, four daily; Warner brother, 84th street house box.

The current Strand layout packs entertainment in a style that is the envy of the public, even tho the show is in a 600 seat house.

The flesher opens with a short, house band flag waver and a quick sketch of "The Show Must Go On" for the circus. The act goes out and the woman and duet, including a hand-walk, flip-flops and back, coming off quite well. The second act, a man and woman and the woman and juggling loft, ending in a flash bit during which his wife, Janice, was an amusing one, and they both dance and sing while on one foot.

Pie, Mr. Lucky. Bill Smith.

Strand, New York (Wednesday, March 6)
Capacity, 7,900. Price policy, 65¢-85¢. 40 shows daily; Warner brother, 84th street house box.

The current Strand layout packs entertainment in a style that is the envy of the public, even tho the show is in a 600 seat house.

The flesher opens with a short, house band flag waver and a quick sketch of "The Show Must Go On" for the circus. The act goes out and the woman and duet, including a hand-walk, flip-flops and back, coming off quite well. The second act, a man and woman and the woman and juggling loft, ending in a flash bit during which his wife, Janice, was an amusing one, and they both dance and sing while on one foot.

Pie, Mr. Lucky. Bill Smith.

Capitol, New York (Friday, March 8)
Capacity, 4,250. Price policy, 55¢-85¢. 40 shows daily; Warner brother, 55 cent show. Manager, Dickey Pierson. Show played by Art Smith house band.

There's a lot of action in the stage act. Sparkling by an excellent Art Smith house band, they show the listener plenty of drive and power from his cheer-leader tactics. The act is short and simple, consisting of trombone, sax and 3 rhythm instruments. They did it well. The act is followed by the soft skit of Johnny Martin on the vocal, Martin, a good one, who does a treatment with a pair of excellent dancers, and with a lively and versatile Gross, another Moony song singer, a thin, pleasant lad, did a series of vocal numbers, having started with Vaughn Monroe and Willard Sargent, continues more, throwing in Joelen for added effect.

With Black Hand on the screen, Monroe got out just a good Italian offering (opening show) recognized with enthusiasm. Monroe's tenor and in action Monroe has a running hit with his guitar player that makes for a capital act.

Comedy loud is carried by Harvey Stone, who came in at the act's close, and with most of it lost in the room the HOME of a tough neighborhood act. Martin and Stone worked off of Hearts and Gentle People, followed by Riders in the Sky. The latter, the funny, would seem better material for the regular audience. Stone has a better showmanship, and they'd be better off than a theater. His army routine, the same as his regular, is a good reminder as always. All in all, Stone is rapidly becoming a top comic. He's a good man, and brought on a lop enough of his old to satisfy, and sells material like they're made with a peace assurance. The house loved him.

Eileen Wilson, the Lucky Strike girl, showed the audience how to handle herself like a trooper. A pretty blonde, obviously nervous and thinking what seemed to be a tough look, she started with a couple of standards and went into a medley of Lucky Strike hits, tunes, gradually improving as her throat opened up. With Miss Around the House she was way ahead. She's the best of the vocalists that are here. She belted a Caze, and left no doubt of her ability. Wilson's figure is excellent. Her only handicap was a purple dress, the same shade as her hair, definite form, not a trend, an obvious, but small drawback. A black gown would've made meal stand out. With a bright face, two boys and a girl, were obviously nervous with the realization of having a whole stage space. However, their tricks, with as chief understanding, went as well as ever, getting pleasant reception.

Bill Smith.

Roxy, New York (Tuesday, March 5)
Capacity, 6,800. Price policy, 45¢-85¢. 40 shows daily; Warner brother, 55 cent show. Manager, Dan Rauch. Show played by Art Smith house band.

Too many acts featured tepid here, and, while entertaining, the show lacks the presence of a balanced bill. Business-wise, the outlook isn't too promising, since the flicker is good and the dance billing is far below.
Cottillion Room, Hotel Pierre, New York

(Tuesday, March 7)

Capacity, 218. Price policy, $2 cover every night. Saturday, March 11, Merv Griffin, The Kitty Carlisle Orchestra, Tony Martin, and Others.

The ambience in the Cottillion Room tonight was appropriately tailored for the Cottillion Room. The lighting was soft and the music was smooth, providing a cozy atmosphere for the evening's entertainment.

The show featured a variety of performers, including Merv Griffin, who had a successful performance. The Kitty Carlisle Orchestra, along with Tony Martin, contributed to the overall enjoyment of the evening. The crowd was pleased with the variety of acts, making it a memorable night.

Key West Showbiz Bonanza: Shrimp Find Whets Business

(Continued from page 4)

source of shrimp. The navy found it

mendacious, which might cause some

criticism. Key residents have esti-
mated that this source of shrimp brought them about $100,000 additional

weekly.

Nortier's Chum

The impact of this new source of income has been considerable. The shrimp catch in Key West has increased dramatically. The availability of shrimp has been practically unlimited and is expected to continue for the foreseeable future. The shrimp is sold locally, with a small portion exported to other areas.

Murry Grant plays piano at the

Merrilees, who has been described as

a talents, and the audience was

very receptive. The performance was

well-received and added to the overall

enjoyment of the evening.

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a talents, and the audience was

very receptive. The performance was

well-received and added to the overall

enjoyment of the evening.

Bowie, Perfect Strangers.

Joe Martin.

Relaxation Limited

Because we need to do both things any-
thing, Key Westians are limited in their
relaxation activities. There are companies that offer relaxation services, but the above described night clubs, beaches, and lounges are the only places where Key Westians can truly relax.

While there are plenty of places at

which to stop, swank motels, run-
down hotels, and boarding houses, the
city's class hotel is La Concha. The

nearest hotel in the area is the Casa

Marina. Both charge about $12 a day.

Entertaining showmen should find the newly arrived Key West a real place to make a buck. It now has a new industry, shrimp fishing.

The Continental, five good-looking but almost un-remarkable, with a good,

excellent harmonizing job that they
developed. As they have the habit of doing, they do an excellent variety of numbers, using the personnel they have.

Sugar Chic Robinson has im-
pact, but not as great. Diminutive Capitol recorder and his brother, both with an adult star, are always ready to see his charming personality.

Dion goes to Rio.

Johnny Stippel.

RKO ALBEE, CINCINNATI

(Continued from page 4)

lipped, singing, especially effective
when offered in a bit with his pick-

up. His standards, Brother Can You

Speak a Dime? dramatically delivered, won enthusiastic applause. He

played a dash of Hollywood direction on

RCA Victor and it was a success. He

ran thru a repertoire which went

from Samba Vida to a Spanish Polka

to a Latin-American Melody. Singing

with El Roncho Cagney, he got a near-

standing ovation.

Giuliett Sassone, maestro of

the Calamari, made his first St. Louis house appear-

ance at the Forum. He was well-

known thru his MGM discs, at a large house scene, and the house, Sherington's intricately ar-

ranged, was not well-received by what might be called a "square" audience. His patter and

when he was thru, the house gave

him a standing ovation.

The advance bally created by his

performance was greatly increased after four bars of his unan-
mounced disk band, September in the

Key West was as wide open as

the. Both cafes had casinos and

squares, with a difference, but there

are many here with juke boxes only.

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Because we need to do both things any-
thing, Key Westians are limited in their
relaxation activities. There are companies that offer relaxation services, but the above described night clubs, beaches, and lounges are the only places where Key Westians can truly relax.

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Sugar Chic Robinson has impact, but not as great. Diminutive Capitol recorder and his brother, both with an adult star, are always ready to see his charming personality.

Dion goes to Rio.

Johnny Stippel.
Hope Hikes Stem to 375G; Para Leads All With 142C

NEW YORK, March 11.—Bob Hope hiked his stem 50 after hitting up the total grosses of the stem combo houses. Tom Edmonds, Pinetown, who threatened to use the same move, was down; it was only the Paramount which rose sensation. The still slugs: last week it was $878,469 against the previous week’s $100,000.

Radio City Music Hall (9,000 seats; average $18.000) was down to $104,000 for its first week with Dithers, Souri, Philip, Robert, and the rest. Fright, Vic and Adol and Lee Marx, after an opener of $115,000.

Bucky (4,000 seats; average $77.00) opened to a dismal $10,000 for its initial week with Destino, Harry James, Ethel Merman, Red Skelton, George Gobel, and others. Didn’t Tell Me Tell Carol! (4,677 seats; average $56.000) dropped to $54,000 for its second week of a two-weeker with Medal, Blue Barron’s and Benny Fields. The first week’s take on this one was $81,000. The show now reviewed (this issue) has Harvey Stone, Art Mooreen and Black Hand.

Paramount (3,840 seats; average $51,000) gawked with a return of $142,000 for its first week with Bob Hope, Jane Russell, Les Brown and his band, and American Cylinder. Strand (3,700 seats; average $49.00) was up to $102,000.

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“NIGHT OF STARS” (Continued from page 44)

night of March 20 will be arrested. For performers say the TA story is not binding on them, that everybody gets paid on the show and why should they be required to wait for anything? They point to a recent show at the Garden show and by the end of the month in New York, the first show by that org in 20 years, where everybody got paid, and the house made as much money as if it had GA its 15 cent per cent.

Home Stand

Officials of the Home of Old Israel expressed themselves as "eminent for the future" with the argument that they don’t have as much money to repay, to be repaid. It is not a show. We will show up. There was no obligation, and we did as well financially as we did in the past by being dealt with by the Authority."

WALDORF DINNER HOUR

(Continued from page 44)

The spot runs only one show nightly, starting about 1215.

The Plaza’s Persian Room, the club’s newest competition, does not do any pre-theater business to speak of. Besides that, the room has two shows and two performances, and it charges the tax plus a cover. The only pre-theater idea that the Vane Room, in the Tenderloin, has done in the Tenderloin Room which operates on a non-tax basis until Thursday, is a fee. The room has been shot down and is now located at the Paseo de las Siete Torres. The Pierre uses its grill for the non-tax dinners; its Collision Room uses the non-tax business for the non-tax business. Pressure is being put on the Pierre. In the end, the Pierre is going to have to find a way to do the tax or not. After that, the tax will be back in force.

IN SHORT

New York:

Jollity Joyce, Philly agent, has taken space in the New York office occupied by Fancho & Marco and Doc Howe. More and more agents are squaring off daily because of the shortage of biz. One gummir now up to 1000 and 1000 plus has been heard of. The tax will be upped 100 per cent in six months. If the act hits, the agent has a real property; if it doesn’t, he can get back his $1000 in six months and if forced, gives a release. A few animals are taking with his franchise. An act has canceled checks to prevent the agent collected but didn’t pay off.

The Caterwaul, by Clyde Hulcher, is playing to money and fighting for the singer. It is Billy Rose is off to Montego Bay, Jamaica, B. W. I. After a benefit for Tess Gardella’s sister, named Ethel Milton, is off to California. Charlie Yates is run up charges on Associated Artists and Artists of America. Alan Caroll filled the charges. A guy billed as Al Bramson opens at Harry Allman’s Town Casino, Buf. Bill Barlow, Chicago nephew, is running his own place and names any relationship, and says he never heard of him. Ella Logan will play the Thunderbird, Las Vegas, April 13. Lou Walters will run Saragosa Piping Room with his Mack Trigletas. Harry Steinman clicked at last with his Monday night fight promotion of the Philly Arms. The rest of the time he runs the Latin Casino. Charlie Banks is off the American Guild of Variety Artists (AGVA) New York executive board; George Ross is the new man, with Billy Hill and Bonnie McKee alternates. And Jimmy Lyons got a vote of confidence for "a good job well done," on the motion made by Carl Smith, and seconded by Jim Smith, don’t come to Frank Palmuwe’s.

AGVA is talking to stage hands, scenic designers and musicians about its action against Ringling. If the boys all get together, there’ll be a mass picket line around the Garden when Ringling starts. George Waterman filed suit against Hotel Sherbourne for damages sustained when four gowns were taken from her dressing room last fall.

Philadelphia:

Del Rio sold its lease on the building to Howard Clothes with the owners moving to the closed Faun Club, which relights as the Del Rio. Blue Goose Cafe joins the after-dark scene with Conway and Miller. Celebrity is under a line with the others. Girls. Bill Lynne, warbler turning comic in teaming with Don Hines, is working in the music of a stand board hand. Mac Lerner, owner of the Maron, plans to enter the Wildwood, N. J. resort nite scene this summer. Mickey Shaughnessy returns April 8 to Century House.

Here and There:

Gloria Gaye, dancer, recently closed a return engagement at Pete Herman’s, New Orleans nite, and began a theater circuit tour last week. Later, she and her husband, Don G. Greene, plan to open a girl show.

COMICS, MC’s, ENTERTAINERS, Etc.

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SCHILL SCENE STUDIO 6, INC. Columbus, O.
“Barretts” Hypes In Washington

WASHINGTON, March 11—On the basis of the first week's run of The Barretts of Wimpole Street at the Shubert, it seems likely that the legit drama apparently is well on its way into getting back in a permanent groove for spring, after a long Washington-Big, enthusiastic turn-outs greeted every performance of the Barber's company, starring Susan Peters, and indications are that the troupe’s second week will be enogenous. Producer John Kenley, encouraged by the brilliance of the first week, has scheduled several follow-ups with A Streetcar Named Desire next on the slate.

The show, which has been transformed from a burlesque house to the Capital’s only legit drama, drew strong crowds for the opening night (Monday-Tuesday, 4-7), under its new policy, and the balance of the week found few empty seats. Starred for legit drama for nearly two years, Washington audiences snapped up the well-worn lines of Ralph Butler’s play with unconscious enthusiasm. Wednesday night’s (8) sellout even burst out with applause at minor points and heartily list” to encourage. (See “Barretts” Hype on page 50)

BROADWAY SHOWLOG

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March 11, 1950

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(AL. Sl. James)

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The Best Couple. . . 3-12, ’50

Sides and Asides

Equity Picks Nomination Committee

A final tab of tallying at Equity’s membership meeting Friday (3) puts Walter Hampden, Gene Lockhart, Leo Tracy, Conrad Nagel, Fredric March, and the late Victor Jory as the nominees for the honorary Life Membership. Alternates elected are Victor Jory, Meg Mundy, Beatrice Straight, Julie Harris, Sam Wanamaker and John Randolph. The six members of the Elect were chosen by a joint list of representatives of the six unions which make up the Equity organization.

"Lifetime" To Get Musical Showcasing Tour

The "Lifetime" will embark on a three-week tour to showcase a musical version of the Kaufman-Hart farce, "Once in a Lifetime," at the Carnegie Recital Hall for two weeks beginning Friday (31). Music and lyrics are by George and Ira Gershwin and the tour will be directed by director of music, Alan Bruckman.

Mc Cormick Extends Visa With "South Pacific"

Belly-dancing Seebon, Myron McCormick, looks to be around "South Pacific" indefinitely. The actor has just extended his contract and will be playing the part of Emile Kadoya on the current run of the show at the Washington Barkley. He also extends his contract for two more months, making him available for the shows opening on Tuesday (24) at the Malin Studio. Current plans call for the reopening of the New Jersey playhouse about April 10. Its 1949 musical rep season ran to 40 weeks.

Five New Songbirds Inked for N. Y. City Center

The N.Y. City Center has announced five new addictions to its songbird roster for its season at the City Center, beginning Friday (24). The new lead singers are Astolucia Tacurano and Gladys Specker, sopranos; Walter Frederickson and Martin Drake, tenors, and Cesare Bardelli, baritone. Soprano Wilma Speno, tenor Trams Vroon and tenor Desiree Lignell return to the troupe after absences of a season or more.

"Stalag 17" on Ice Until Next Season

The 1950 production of "Stalag 17," originally skedded for this month, until late August. Dana Clark, who has been signed for the lead, won't be thru with a Paris pier assignment until late July and will have to be in New York handicapped. Meanwhile, Robert Willey has been appointed general manager.

Hartman Revue, "Tickets, Please!", in Rehearsal

"Please!" the Peter and Grace Hartman revue, went into rehearsal Friday (10). Patricia Bright, Tommy Wonder and Stuart Woods are the latest additions to the cast which includes Judi Albright, Dorothy Jarnin, Ruchell Smith and Wilma Speno. The cast and sketches are by Harry Herrmann, Eddumo Rice, John Roche and Ted Lovas. Songs are by Jack Edwards and Leo Donley, with additional numbers by Mei Tonkin, Lucille Kellen and Buck Warwick. Joan Mann is responsible for the chorines. And Ralph Alswang for the iris.

Center Theater Books Ballet for April 23

Center Theater has scheduled its initial curtain at the Center Theater. Contracts were signed last week by the group's administrative director, Lucy Chase, and Russell Dowling, exec vice-president of the Radio City Music Hall Corporation, for a 10th anniversary spring season by the troupe at the Center, starting April 23. The company, which has been holding for the past three months, will present three programs at the Center and run April 13, and play thru May 14. A Tuesday-thru-Sunday schedule will prevail at pop prices ranging to a $3.00 (tax incl.) top.

Silho Theater Guide Out April 15

A 1950 supplement to "Blueprint for Summer Theater," also bible authored by Richard Beckhard and John Ezrail, will be off the press at the current presses to coincide with the opening of the new Blue Silho and Theon Bamberger, Harold L. Wise and others. A novel inclusion this year is the debut of experimental productions of the summer stock. Also included are preliminary operating budgets and comparative costs of Equity guest stars, Equity resident and semi-resident shows, summer stock, and summer stock and guest stars and a detailed cataloging of operations for the coming summer stock season. Both are handled via the John Richard Press, 139 West 44th Street, New York.
THE BURNING BUSH

(Openend Thursday, March 5)

PRESIDENT THEATER

A dramatic Work shop offering a new look at the Biblical story of the Burning Bush at its Runtime Rocktop Theater last December, reports "the Bush, in the minutes that followed its rays, to the group's growing revival of the Hebrew-Hebrew, has finally had its moment
time stage on 48th Street. Bush, while too documentary in format to be a conventional play, has left its mark. The success, which includes a lot of drama and a lot of drama, is a testament to its lasting impact.

As an experiment it is definitely something worth considering and recommending.

Audience at the Theater during the remainder of its run or a later revival scheduled about this time as well.

Bush is a searing plea for justice and tolerance, at times almost too severe. Its creators, the authors of the script and the actors who have gone to the stage for the play, have created an excellent work that deals with an important issue.

The characters of the play are well-developed, and the acting is strong. The set design is simple, allowing the audience to focus on the story and the actors. The music is also a prominent part of the production, enhancing the overall experience.

In conclusion, Bush is a powerful piece of theatre that should be seen by all. It is a reminder of the importance of justice and the need for empathy and understanding in our world.

And, Part of Play

Erwin Piscator has adapted the script of the play for the stage, which contains the story of a group of small quarters. No curtain is up on the stage. The open stage is the room, and the audience is sitting around it. The entrances and exits are visible to the audience, allowing them to participate in the action. The lighting is soft, and the mood is somber. The atmosphere is tense, and the audience is drawn into the action.

Actors or the audience play a role in the script, giving each character more of an identity and a purpose. The director's choice of setting and acting style is minimalist, with the audience directly involved in the action.

The play is a powerful statement on the need for justice and compassion in our world. It is a reminder that we must work together to create a more just and equitable society. The play is a must-see for anyone interested in social justice or theatre.
Cloud Worries
Douse Solons,
But Law Is Lax

(Continued from page 2)
judgment against the project.

No laws are at present covering the subject of rain-making, nor regard-
dering the use of the water for such activities. Among questions posed and unanswered at present are:

- Where does the New York City water supply the city for lost business if enough of it is taken away as a result of the experiment to drown out potential customers?

- Connecticut resort sue New York on the grounds that Goths inter-
cepted a cloud headed for the Nut-

turn.

- Co. necessary to keep a lake in good

Could insurance companies with policies covering outdoor events sue the city in case of induced rain?

If New York decided to go ahead with the project, it is expected to

- merge the city with the state, by bill in its State Legislature giving immunity from suit for damages. Such a law, however, would have no validity in out-

- juridiction.

If rain, or clouds carrying it, are considered interstate commerce, then

- prescribe laws covering such experi-

- ments. The National Weather Bureau

- armed service committees kicked around a bill to give immunity to the experimenter from its rain experiments, but never got it through the Congress.

- Rain farmer? got their biggest a part from scientist Irving Langmuir, as their salesman.

- the Weather Bureau advising that a cloud for 300,000,000,000 gallons of water from New Mexico experiment last January.

- BARRETT'S HYDRO (Continued from page 4)

- fail. The trouper s and, by the time the final scene was reached the demonstra-

- tive crowd was hissing tyrantical.

Papa Barrett

- the non-Jim Crow Gayety, re-

- painted and recostumed, got a helpful push from Wally's department, which tendered numerous parries for opening night. First-nighters in-

- cluding the members of the Providence State department of the Capitol Hill, State department of the element and of high Penta-

- gonia brass.

- Roy (Scrubboard) Wallace, hbilfully and amusingly, goes to the head of the class in duplicating as the star of his latest

domino apartment after a homoeoplastic operation at General Hospital there. He is readying his bag of tricks for this and other magicians, and is working on a musical novelty for an under-can-
tre show trek through the Pennsylvania and West Virginia coal fields beginning late in April. . . . The Baltimore Sun rates the new show as a fine

- (carried Milburn Christopher's

- and page story of how children lived up to his performances, as well as those of Edward H. Hix, J., Harry

- bell, Howard Huntington and Tlaw-

- borne. J., and he is to be with the company that week at the Puerto Rico Theater in the Bronz, N., . . . Roulte Jr.,

- a very happy man with a large

- magic team of Harry and Mildred Rouleau, if their showing is the best they have had in and around her home base of Fair Lawn, N., J., specializing on children's pro-

- yate parties. She also is a regular personality at children's parties and is prepping a turn for an early

- at television.
Cam.

If Tramp"s TrampIng, Then
Hugo Loves It

KEARNY, N.J., March 11—Hugo
HugMug in this week took origin
his varied duties attending the
shape-up of the Hugo Players for
their Fourth hour to play. He is
with interest the recent stories
from the pens of Will M. Loeb, E. L.
Pautz and others. Hugo, who very
took back to the years of his boyhood when the Apple
Stock Company was struggling along,
Hugo said, "We didn't ask for much
money, but we got enough to eat and pay the
bills and what big bills and big ap-
prehensions. We went into it for just
$1 per day per person at the best
hotels, and if business was good we
had all the tickets which were there
and oranges for 25 cents extra.

Business was not especially lured, but
it seemed to me that we always were
happy and that's what makes a good
trouper even in these days. Hugo
timors it looks like the beginners of
today do not encounter the same
ships which were so evident long
ago.

"A non-professional once asked my
father, 'Are you going out for a
father's show again? Why don't you
get into something permanent, or
do you want to travel all the time?'

"What do you mean, a tramp?'
I asked.

"My dad says to have a successful show business
over 40 years and he's cer-
tainly no tramp."

"I am proud of my son,
too, and the little work it has
me to thinking whether the man could
get along without me. However, it was
troubling which afforded me the opportunity
to meet so many fine people—both
in and out of the show business.

"My old-time partner, Uncle Joe
Brown, has now been moved to
the Clyde Beatty Circus. He was a
good acrobat. In dramatic circles, he's
not forgotten, 'The Muck Monster',
the Big Top."

"And, I dare say, he can
match any of his scenes with the best of them.
I could name hundreds like him and
to have missed knowing them meant
a lot. -Weather aside, even when the man
was right—I'm glad that I'm a
tramp."

Vermont Nominates
His Minstrel Stars

O'CONN, N. C., March 11—Charlie
Cowan has announced that he has
blackface, who is now living on the
Clyde Beatty Circus. He was a
good acrobat. In dramatic circles, he's
not forgotten, 'The Muck Monster',
the Big Top."

"And, I dare say, he can
match any of his scenes with the best of them.
I could name hundreds like him and
to have missed knowing them meant
a lot. -Weather aside, even when the man
was right—I'm glad that I'm a
tramp."

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KINSEY PLAYERS

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The Kinsey Players, always well received
by the local audience, are again
planning a program destined for the
summer season. The players appeared
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OPEN A DRIVE-IN THEATER

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Cincinnati, Ohio

DETROIT, March 11—Allied Thea-
Reserve, which includes outdoor-theater opera-
ners in their membership, Charles W. Sny-
nder, executive secretary for the
this week. In the past outdoor opera-
tors have been included in the
have had one or more regular indoor
theaters. New move is to avoid a
rivalry and to act as a protege-the-
measure for the industry as a whole.

Snyder overlooked that there are
fewer of this type of theater oper-
ation than most states.

The executive measured
Snyder pointed out that unfore-
seen, if not the cases that have
happened in the hands of inex-
perienced people who have not
always understood the proper
standards. Excess competitive bidding was one of the
practices which Snyder singled out as
door policy, basing his criticism on
unfortunate experiences of the "old
school."

A special meeting will be called
by allied in the spring in order to
open the season for the drive-in
theaters. Jack Braungart, of Kansas
City, who has had very good suc-
cess with this type operation and
who is also an officer of the
will be the principal speaker. Braun-
gart is drive-in manager for the
Commonwealth Circuit.

Stratford Board Approves 2 New
-Drive-In Sites

STRATFORD, Conn., March 11—
Two out-of-town drive-in sites
were approved by the Town Planning
Board last week. The first permit
was to Philip C. Cahill, East Haven
Comm., drive-in theater operator. The
hearing of the second was granted to James M. Suf-
fen, of this city.

Approval followed a public hear-
ing, at which 150 persons appeared
in favor of the petitions for the per-
mit. In both instances mem-
bers of the Planning Board voted
the drive-in the town, with about
about $70,000 to the town grand
list, by the operators. The two
owners were not now occupied and providing little
tax revenue.

Councilman suggested that he planned to
an 800-car capacity drive-in, properly
screened by fences from highways
and with private police to handle
traffic. Cahill will operate the
theater on his premises. The mem-
ber of the Planning Board, Seymour Levine, of Stratford,
Conn., will operate the drive-in on the Suffen
property.

Drive-Ins Contemplated

For Batesville, Sherwood
SHEPHERDSTOWN, W. Va., March 11—
Construction of a new drive-in theater
here under way recently was
learned last week. The new theater
will be constructed by the
P. T. Baker, of the chamber of the Alamo Plaza
tourists courts on Greenwood Road.

The.complex will be operated by the
Operator, of the theaters, and will
build a new drive-in theater near
the city, Bill Readstreet, manager
of the theater.

PHILADELPHIA, March 11. —A
new combined 390 Drive-In Theater
Corporation, has been organized here.

The corporation is 9018,000
stock. The new corporation is
formed to sell, improve and lease real estate,
mortgage and encumber the same,
and to accumulate and invest capital,
equip and maintain a new theater
including drive-in motion picture the-
ers, thereon."

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L. H. BRUNK

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The FINAL CURTAIN

March 18, 1950


WARNER, Charles, 72, president of the Connecticut Symphony Orchestra, died recently at his home in New York City, 5 N.Y. He was also a publicity director for Shubert's Philadelphia Theater and conductor at the Atlantic City. He was also a publicity director at the Philadelphia Theaters in Atlantic City, conducted his own publicity bureau, served as Philip Saltzfeld's agent and as John Ginella's agent. 3

Marriages

GROSSMANN-ROZYNSKA - Joseph Grossmann, manager of the road company of the New York showman, married Miss Rozynska, dancer in the show, March 13, in Brooklyn.

HERBERT-SOLTENZ - Fred Herbert, manager of the Kiss Me Kate tour, is married to Mrs. Sara Soltzen, dancer in the show, March 13, in Brooklyn.

STINNETTE-YANTIS - Ray Stinnette, member of the amusement park, married Miss Yantis, member of the circus, at Detroit, Michigan, with State Fair Park, Dallas, and opened the show at the Fair, March 13, in Detroit.


Births

A daughter to Mr. and Mrs. John Sanford, February 24, in Baltimore. Father is film editor and chief project- ionalist for WAMO, and mother, Miss Sanford, of San, to Mrs. J. Barker February 22 in San, to Mr. and Mrs. James B. Barker of Westend. Mr. and Mrs. Barker had a daughter, of M. and Dorothy Johns- son, formerly with Craig's Heart of Pittsburgh, March 1, in San Francisco.

A daughter to Mr. and Mrs. Fred Hurley, February 24, in Los Angeles. The child is a Klack and KLAC- TV's program, KLAC-Tv's program.

A daughter, Donna Marie, to Mr. and Mrs. Ted Snyder recently in Tri- cities, Washington. Parents have the Motordrome on Cre- sentumann's road company. 4

A daughter, Sandra Ray, to Mr. and Mrs. Sid Alcofs in Al- bany, N. Y. Father is owner-man-ager of the road company. 4

A daughter, Mayla Mea, to Mr. and Mrs. Frank Hanasaki recently in St. Louis, Missouri. Her family is a concessionaire. 4

A daughter, Deirdre, to Mr. and Mrs. Bill Hendyke March 8 in Osteo- pathic Hospital, Philadelphia. Father produces the circus line for the first burlesque circuit. 5

A daughter, Mrs. Oscar De Majo at St. John's Hospital, Santa Monica, Calif., March 1. Mother is in Los Angeles. 5

A daughter to Mr. and Mrs. Ben Silver, February 22, in Los Angeles. Father is in Los Angeles. 5

A daughter, Cynthia Jane, to Mr. and Mrs. Jeff Sterling, of San Jose, Calif. Father is in Los Angeles. 5

A daughter to Mr. and Mrs. Edwin Hirsberg February 28 in Pittsburgh. Father is sales manager for National- cally owner-manager of Station WEDO.

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Wagner Inks Sally Rand For Cavalcade Opens With Show May 2

TAMPA, March 11.—Sally Rand will go out this season with Al Wagner being her aracalade. Miss Rand announced today that she has signed with Wagner. The fan dancer will open with a 20-person company when the orchestra in its season. May 2 at Mounts.

A new show for the Rand which opens here is being planned by the Miss. New days, new nights, and new week by week, will be the order of the season. The show will be produced and handled by Miss Rand and Miss Wagner himself.

Massman Entry Speeds Sesqui Plans in D. C.

(Continued from page 9) star of Broadway, radio, TV being lined up as entertainment.

Veteran showman Masman is here surveying blueprints and plans, consulting with his aids on additional preparations and acquainting himself with his staff. Sesqui events are being planned and scheduled for later in the summer. Fireworks will also be constructed at the site.

Massman will participate in his first meeting with the full sesqui commission scheduled for later this spring. This meeting will stage a full discussion of the question of a site for the Freedom Fair. Sesqui officials have been pondering whether to stick to the site originally proposed on the Anacostia River, or seek a new and more extensive location, particularly since the availability of the Anacostia River site has not yet been determined.

As preparations moved along this week, it was announced that Gov. William Preston Lane of Maryland and Gov. John Battle of Virginia have been named as co-chairmen of a committee of States and territories. The committee will work out details for the special observance day honoring the States.

E-C Corrals $4,800 Bing'ton Advance

BINGHAMTON, N. Y., March 11.—With five weeks of promotion still remaining, the Evans-Childers Moose-sponsored circus has registered $4,800 in advance sales. Lee Barton Evans, co-owner and general manager, and Col. E. A. Childers, president, and partner, announced that sales have been steady since opening day April 17 to 22 in the Armory. Talent for the daily will be set by Herman Blumenfeld, of the George A. Hamid Agency.

A. Barnes has been awarded the concessions.

Doolan Plans 20 Rides for 20 Acre Site

LATE SUMMER SET

LOS ANGELES, March 11—Mickey Doolan, Chicago Kiddieland operator, revealed plans for a 20-acre 20-ride Kiddieland to be spotted next March in the city's shopping centers.

Altho purchase of the intended site has not been decided, Doolan intends to cut the project to be in operation by late summer.

Plans are to operate nine months.

France To Promote Stock Car Racing At Langhorne

GREENSBORO, N. C., March 11—A 150-mile Grand National Circuit of America race will be held here May 8, it was announced.

The $5,-000 guaranteed purse slated for Sunday, April 16, at Langhorne, Pennsylvania, was opened at the initial event of that track's season, it was announced here by Bill France, race promoter.

France recently signed with Mr. and Mrs. John D. Baldock, Langhorne owners, to operate races at the track in 1956. Such races last September pulled a big crowd to the track.

Other opening dates announced by France included Conneciticator Speedway, between Hillside and Durham, North Carolina, and the New Royal Stadium, Winston-Salem, N. C., a quarter-miler with a seating capacity of 25,000. April 16-17 weeklies races to be held Saturday nights; Martinsville, Virginia, and the New Royal Stadium, Winston-Salem, N. C., Speedway, Sunday (20), and Winston-Salem (N. C.) Speedway, Easter Sunday, April 9.

France said his personnel, including the entire crew of the activities and public relations; Bill Fair, outdoor advertising and concession; Ken Staley, stadium and outdoor advertising; Mrs. Fair, public relations and personnel manager; Alvin Hawkins in charge of Winston-Salem and Martinsville; and John McManus, in charge of Danville and Etoni, charge at Danville and scorer.

Headquarters for Langhorne activities will be of Bill McGraw, general manager of the Joe Childress org. Philadelphia.

France's races will be sanctioned by the N. A. P. A. Association for Stock Car Auto Racing.

Fairfield Vets Sked Expo

STRATFORD, Conn., March 11— Disabled Veterans' Association, Bridgeport, Conn., received the green light from the Connecticut governor, John S. Bracken, and General Service Administration, to use the vacant Chance Aircraft factory here for an industrial exposition June 1-9.
NEW KIDDIE RIDES!

ACT NOW!

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• FIRE ENGINE RIDE
• AIRPLANE RIDE
• ROCKET RIDE
• ELEPHANT RIDE
• SPEED BOAT RIDE
• AUTO RIDE
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Close-Ups:
Home on Range With Range, Tale Of 365-Pound George Reinhardt

By Herb Dotten...

(1229是一个系列文章中的另一篇，它提供了关于活动及名人的一些有趣的见解。)

For the past 15 years George Reinhardt has tipped the scales at about 365 pounds. One characteristic of one of his weight, he is lumbering in his movements. But the Burgomaster, so-called because of his bulk and jovial nature, has been placed and done things in his 57 years. (He'll be 57 March 29.) Most of his achievements have been with pots and pans as a nodle-house-grub stand operator. Since 1917 the rotund George has ranged the nation feeding people, mostly show people or patrons at outdoor amusement events. In between he has taken occasional, usually brief ones, into fields other than show business. In his early years he spent his winters in the kitchens of some of the country's top hotels, learning the ABC's and XYZ's of cooking and catering.

The possibility of making more than a few dollars, plus an adventurous spirit, carried him in 1927 to Shelby, Mont., where he set up a cookhouse on a downtown lot to take care of the expected influx of out-of-towners for the Dempsey-Gibbons fight.

His ability to handle mammoth feeding jobs sent him at the age of 25 to head up a gigantic assignment in North Park, Calif., where it was his job to direct the feeding, three times daily, of 1,000 tunnel construction workers.

One of his unusual feeding jobs took place in 1948, when he was in charge of supplying meals at the baseball school conducted by the Washington Senators in Florida.

His entry into show business was as a billiar. He started as a brush handler on the Cola circus, remained on the Cola advance for a year and then withdrew from the road. A few years later—in 1917—he returned, this time as a chef on the Patterson-Golnar Circus. Then, in turn, he went with the Yankee-Birnbaum Circuses, Gentry Bros.' Dog and Pony Circus and the Hagenbeck-Wallace Circus. On each he remained a season, with the succession of shows broken only by his wartime service in the army.

In 1931 for the first time he joined a carnival, the Johnny J. Jones Expedition. Successfully he moved to other carnivals—the C. A. Wortham Shows and the Robin & Cherry Shows—on each of which he served two years.

While with Rubin & Cherry, the thought occurred to him that if he could cook for show people, there would be no reason he could not make money for himself by operating a cookhouse or a cab stand. Thus he took to hopscotching.

Now he is one of the old-timers at a houseboat-grub stand in the area. The record shows that since 1922 he has had only two fairs at a time. That he has held the same location at Tennessee State Fair, Nashville, for 15 years, and that he has been a constant repeater at Indiana State Fair, Indianapolis, where in more recent years he operated a cafeteria.

Jatras Cafeteria

George points out that it was he who introduced cafeteria-style eating to that area. That was six years ago. The introduction, he points out, not only insured collecting money and cut the overhead but enabled the presentation of a wider choice of foods.

In the old days paid shows helped their help: "Show tickets. That is money. (See HOME ON RANGE on page 56.)"

THE WINNER!

LITTLE CHIEF FIRE ENGINE
The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAMPA Convention, Chicago, 1949 ... Ride is a 14-foot—out-
grested all other kiddie rides at 1949 68 Fair, Chicago to operate—3 gallons of gas per ride—dustless, never
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Out in the Open

Gene Hoffman, of Wholesale Specialty Company, has returned to his Los Angeles headquarters from a recent trip to New York. . . . Merle Evans, brother-in-law of the company's president, is a circus freak, a dinner guest of H. J. Wills and D. L. Dais at a recent visit in Los Angeles, Ind. . . . Will was a member of the Evans band in 1923. . . . Roy H. Conn, who returned from a trip to Salt Lake City, opened new headquarters for his Pyramid Sales Company in Los Angeles.

Ben S. Allen, who heads Posters, Inc., was laid low by a virus infection at Chicago, N. Y., for the third time in two months while on a Dixie tour. He is recuperating this week at Mercy Hospital, Charlotte, while his org carries on in Philadelphia. . . . Carley Wagner, thrill show operator, is handling publicity for the Ray Robinson-Sugar Contner prize fight to be held at Convention Hall in Philadelphia Wednesday (23).

George Tyson's "Holiday on Ice" and not the Shipstad & Johnson "Ice Follies," as recently reported, moves into the new Joe Friedman Coliseum, San Antonio, April 5-11. . . . Earl Newberry, of Jerome Lynch's Death Dodgers, left Chicago last week to attend a meeting of auto race republic Detroit. Following the confinement, Newberry, Newberry was scheduled to go to go to Morristown, Fla., home of . . . John Mullins, owner of Crystal City Park, Tulsa, Okla., visited in the engagement and reported that he now is a director and stockholder of stations KPXO-TV, Phoenix, Ariz. . . . Mullins has sold all his Crystal City Park rides but still operates the ballroom and swim pool there. . . . Mr. and Mrs. Bernard C. Siegel, Detroit, returned last Monday (9) from a trip to Mexico. Siegel is manager of Jefferson Beach Park, Detroit.

Glenwills last week included Ned Totti, head of the Wisconsin Deluxe Supply Company and attending the Toy Show, and Pat Parnell, eastern division manager of the Joe Chittwood Hotel, who now headquarters in Philadelphia. . . . Francis Messmore, of Messmore Wills, commercial manager of the Circus World fame show, and Mrs. Messmore were slated to plane from New York March 13 for a three-week trip in Europe. . . . George A. Hamid, junior partner of the George A. Hamid & Son Circus, left for a cruise in Mediterranean waters, wrote his office staff that he is acting for participation in a ship amateur show. Hamid, who once was named "vamping champion tumbler" taught six girls passengers in the first routines of an eight-week run, wherein he acted as understudy. George Jr. is handling the Hamid before his dad and mother are vacationing.

2 Mass. Towns Okay Pari-Mutual Raising

EAST BROOKFIELD, Mass., March 11—Voters here and in Westboro approved horse racing a part of the Central Massachusetts Turf Association held Monday (6), with feeling running high on the issue in both towns. . . . East Brookfield voters approved a part-mutual set-up for a running track, while Westboro favored the referendum for harness racing. Last year the racing issue was defeated in both East Brookfield. This year the proposal, headed by Walter A. S. Griffin, of Worcester, shifted the proposed location of the track to a site about a mile from the town center. . . . Races and trotters would run at Westboro Stadium. Auto racing has been presented there during the past few years. New York is part of the track for all the racing issue appeared on the ballot in Westboro, the petitioner being the Allied Sports Association, which operates the stadium.

Milford Trade Show Set

MILFORD, Conn., March 11—Over 60 exhibitors have contracted for space at the annual trade show to be held at Town Hall here April 29-31. Plymouth Men's Club, with John Harris as chairman, is sponsoring the show.

Rides at English Trade Show

BIRMINGHAM, England, March 11—National Trades and Television Exhibition opens here at Dudley Hall on March 16 and will run thru April 16. Included will be an amusement section, with rides, games and concessions.

Problem Weight

WEEKAWKEN, N. J., March 11—Althea the Interstate Commerce Commission reportedly doubled the ferry fare for elephants and camels, a representative of the Weshawken, N. Y., said this week that it does not intend to cash in on the owners of the owner's privilege. The ICC ruling allowed an increase from $14.50 to $7.00 in the cost of ferrying elephants, camels and "other uncared for animals" from Jersey to 42nd Street, New York.

The official said that 12 years ago a Jersey City man, with a 15-foot long, 5-foot high elephant, had to pay $7.00 in New York, commuted daily with his beast on the ferry for eight months.

Presumably with a straight face he added, "But we haven't seen an elephant or any other kind of uncared for animal on a ferry since then."

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ALLAN HERSCHELL SKY FIGHTER

Everyone's talking about the SKY FIGHTER . . . Allen Herschell's most successful Kiddey Ride has outsold all other Kiddey Rides at the Canadian Exhibition, Texas State Fair and again at Tamp! It's the hottest amusement ever built for small fry.

Combination of hydraulic system and field drive simultaneously lifts cars and sets them in motion around center unit smoothly and quickly. Neatest thing to natural air flight ever built!

Ride ye wild to Operate the realistic "machine gun" mounted on nose and tail. Guns swinging in 60° arc, produces convincing roat-tot-tot when trigger is pressed.

Wire, wire or phones today for descriptive literature, production schedules and prices.

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Builders of the famous Electric Sunshine Choo Choo Train, all-metal folding portable Boat Ride, Baby Fun, with Dual Riders, and the new Sunshine Wheel, latest ride out! Caravans, Parks and Kiddieland, we can furnish you with one or a complete set of rides that are all proven money makers.

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I. L.

Save at Least Part of Each Week's Earnings

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Dressing Room Gossip

Hamid-Morton
Our opening in Kansas City, Mo., Tuesday evening (7) for the police department was a good one, although we had somewhat light houses since opening. Trivia has recovered from his injury and is back in the act again. Jack Banta is looking for- 

ward to the next time he will see his wife and daughter in Wichita, Kan. Pat Barrett was stopped en route to Kansas City by the State Police, who seized as trooper, vis-

ited the De Len and the Mercy hospita-

l Wednesday morning (6). The Trooper, the other even-

ning when Roy's mother, brother and sister found his little girl, Jolly, came

from St. Joseph to catch the show. Ray Bartzell celebrated his birthday last week and received many gifts. Also celebrating his birthday was Joe Hanson Jr. A party was given for

Joe and guests attending were Jack

Banta, California, Bill Barrett and Pat Farrow. Misses were Mrs. William

Thomas and family.—BILLY HUD-

SON.

Gran CircoAmericano
Show closed at Curacao, N. W. L. March 15. This is the average crowd dropped in biz was much in evidence here last two weeks but picked up considerably last weekend, almost to the point when "Engancho" was put in effect (two weeks ago). Tom, Mille

Pelly and Francisco, of the Flying

Pavilions, showed off their musical talents and grand sound track as no announcement was allowed—only music and

laughter.

Almost every day another enthusiast joins the fun in deep sea fishing

in Delaware and air tubs. Now, enjoying the sport are Ken Leach, Jack

Hazen, Robert Deen, Bob Vic-

sonhailer, J. O. Wilson and Philip

Banta Jr. The birthday party which was given for the quaintly camped (Cub-

eller) was attended by all. Music for dancing was furnished by the West

and Francesco, this time accompanied by local musicians who have been playing the camp for some time.

Uncle Sam, who lives on the

islands, is still busy with difficulties arising from International Airline laws—

EARL DEAN.

Ayers & Kathryn Davies
As we moved south out of Wisconsin we thought we left cold weather behin

d and all the Grand Glee Clubs, We found it raining. We were forced to
camp and camped as roads were too bad for the school buses. At Sand-

wich, Ill., high wind blew over the streets and highways.

Harry and Mary Rawls broke an axle on their truck as they arrived in Sandwich. The next morning they were hailed by a service station man who told them their trailer was en

fire. The fire department was called and spent a few minutes emptying

the interior of the trailer was destroyed. They got a new one in Moline, Ill.

They shipped the tent on the boat in Chicago and talked with the Sher-

mans before leaving. The snake dance is going big since it was added to the show. According to Bob Cole's Puppets Show, visited several

places.—HARRY VILLEGONTE.

Clyde Bros.
We still are in the ice and snow and just last week Mr. Osborne brought his International catalog to the headquarters of the building for everyone to see. Jimmy Armstrong and Frankie Smith said that the new members of the troupe are delighting friends. In Manteno, Ill., Tama

Hanna, Frank and Fairy, Ray Avalon, Frank Craine and Winfield Townsend en-
tertained patients in the hospital ward. Bob Perry's trouplene really
takes a beating with the children and is working out for good results all the same. Marie Henry has some lovely

new formal for the wire act and Borgen Ford has all new wardrobe for the cloud swing.—GRACIE HANNE-

FORD.

Polack Bros., Western
Our first week at the Medina

Hall in Chicago was very pleasant. The first time promoted the show we sold Blue, Press and radio were handled by Justin Edwards and Al Sweaney. All the clowns are happy as they have a dressing room all to them-

selves in the rest of the organizing makes rude remarks about it.

Herbie and Homer Holcomb threw a party at their place for the clowns. Felix Adler was there and the only one missing that would have com-

pleted the party was Bogogu.

Mr. and Mrs. Emil Pallenberg Jr., Mr. and Mrs. George Palje, Mr. and Mrs. Billy Watson, Mr. and Mrs. Ross Paul, Ingrid and Bernden summer and Honey Sherry have apartments at the Croydon Hotel.

Gustine Loyd's horse arrived in Chicago. He left it in Cincinnati for an operation for sinus tro-

be and he reports the horse is in

perfect shape.

Helen was invited as a performer the convention past the week with visits to war come from far and wide. Here you are a few with which the writer vis-

ited: Hilda Hudson, Don Dorey, Mr. and Mrs. Rand Hudson and Mrs. Evelyn mother; Helene Beckler, Mrs. I. J. Polack, Ethel Robinson, Natalie Mark, (See Polack Bros. on page 6).

Root Beer Headquarters
We are national distributors for Multi-

plex Root Beer Barrels, electric and ice

cooled. The new improved barrel in continuous faucets. Templo Packaged Carbonates, carbonates 50 gallons

beers, weighs only 75 pounds. Templo

Atlas Root Beer Mugs, made of hard

glass. We are manufacturers of Super-

strength Root Beer Concenrates. One
gallon makes 140 gallons of delicious root beer beverages. Superstrength Birch Beer Concentrate makes a delicious natural tasting birch beverage.

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29
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is important to YOU!
because it is the final advertising
deadline for The Billboard's big

SPRING SPECIAL

The issue valuable to Carnivals and Parks in securing new rides, shows, attractions, concessions and help ... also for selling and buying equipment.

The issue valuable to Circuses in securing help in all departments.

The issue valuable to Fairs in securing complete carnival organizations, or Independent shows, rides and concessions for their annual event.

The issue valuable to Outdoor Acts and Attractions in securing bookings and engagements for the coming season and in building up recognition and prestige for the future.

The issue valuable to Booking Offices in securing engagements for Acts already under their banner and in contracting with other acts.

The issue valuable to equipment and supply houses catering to the needs of Carnivals, Circuses, Parks, Fairs, Rinks, Roadshows, Drive-In Theaters and Outdoor Show People in general.

The issue valuable to manufacturers and jobbers of all types of novelties and merchandise used by concessionaires, pitchmen, streetmen, souvenir stands, novelty stores and gift shops using a large variety of items for resale or prize and premium purposes.

The issue valuable to Coin Machine manufacturers and distributors in selling machines for use in Arcades, Parks, Resorts, Drive-In Theaters and the many summer locations opening up.

The issue in which EVERY firm having a product or service used in Outdoor Show Business should advertise.
(Continued from page 54)

sued the shows’ cookhouse of business,
but did not prod many cooks
to give much attention to
the quality of food. When show
ed he was out with the Ruben
& Cherry Model Shows and in 1910
he had units on the Johnny J.
Jones Enterprise. Before he could
complete the founding of the Miami Show-
men’s Association, he operated a
restaurant in Miami on Flagler Street.
Showmen quickly adopted it as
their gathering place and the location
became known as Rehmie’s Beach.

George knows all the vagaries of the
flourishing show business. He re-
calls a Labor Day rainout at Kentucky
State Fair, Louisville, that left him
with 3,000 loaves of bread and between 4,000
and 5,000 bottles of wine, in-
ated to charitable institutions.
Similarly, he remembers coming
to Washingon D.C. after four days
of rain, with 800 pounds of hot dogs,
al of which he discarded.

Recalls Good Breaks

George, however, recalls the good
breaks, too. Among these
tents—hot water—at Illinois State
Fair, Springfield, and Indiana State
Fair. They were huge, six
pounds of soft drinks ran out, and George did
terrible business selling iced water.

He rates the advent of the
deep freeze as one of the biggest boons
to the business of the cook-
stand operator. “The deep freezers
standed a week—end,” he declares, adding that
“on railroad trains, when electricity is
out, dry ice will save the
food.”

World War II was no bonanza to
cookhouse operators, as it
possible for them to get sufficient
meal and other supplies. George
recalls that the biggest problems
were nothing new to him.

Licks Shortages

During World War II in a
force in the armed services, he 
also spent some time with the
Yankee-Kobobin Circus and felt the
pinch of shortages and sky-high
prices. It cost him at 30 cents
a pound. George was nothing, if
not ingenious. Moreover, he had a repu-

tation as a good cook and
so he devoted attention to
developing a recipe with ingredients
which could be had in supply,
or overpriced. He succeeded, he
by using bran meal flour with lamb
suet shortening, producing crust
which elicited raves.

George reminisces about one World
War I experience with a laugh. On
the way to a roughneck called “the Lip” be-
because of his tremendous appetite.
The Lip, George recounts, each morning
ate between 15 and 18 full-sized hot
hakes. “He didn’t even bother to eat
them, merely rolled them, and gushed
them down,” George recalls, explain-
ing that it was which kept
him to pieces of bundle into cakes
intended for the ravenous gent.

George believed that the
to be the best way to

When Lip bit into the burrapped
hot cake, he let out a yell and,
burping. Showmen, hand出路ing for
the circus owner. The latter vowed he’d
fire the offender, but when the
owner found George, he burst out in
laughter. “After all, he thought it
was a good gag,” George

Besides it was wartime; good cooks
were almost impossible to find, and
the Lip didn’t fire up.

Last year George had two

to the backyard cookhouse,
in Jones show. Incidentally, his
first Harold (Buddy) Paddock,
the past 20 years owner of the
Jones show, back in 27.
Mont. Paddock then was selling meat
thick of biscuit. George bought portions
of Paddock’s earload of frozen
meat. The Friendship between
the two continued through the year.

George has not cooked for nearly
10 years, spending his time oversee-
ing operations. His wife, who
helps him in his business. The
Rehmies, who have two sons by his
wife’s prior marriage, made their
home in Tampa.

George is a member of the Greater
Tampa Showman’s Association and
The Showmen’s League of America.

Mekinomen, Rodgers, Healey
Named to Chicago Fair Staff

CHICAGO, March 11—Frank Mekin-
omen, manager of the World Hobby
Exposition, Chicago, has been named
director of special events of the
Chicago Fair of 1950.

John D. Rodgers, retired vice-presi-
dent of the McGraw-Hill Publishing
Company, was named assistant to Ex-
ecutive Manager Crosby M. Kelly,
and Steve Healey, veteran Chicago
publishing newspaper man, was
named to the exposition’s publicity
staff.

New Lima Advertising Code

LIMA, O., March 11—Showmen

This is a departure from the
which are contained in the
and are printed in the

George

of the Lima Fair. It

America’s finest Show Canvas
TENTS—SIDEBOARDS BANNERS
IN STOCK—NEW!!

Bernie Mendelson—Charles Driver

Camel Manufacturing Co. 329 S. Central, Knoxville, Tenn.

America’s finest Show Canvas
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In performance, popularity, payload and price, Chevrolet is the outstanding leader! Chevrolet is the nation’s choice for every trucking job... and on each job, these P-L trucks have established their right to leadership by years of outstanding service.

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- **BALL-TYPE STEERING** for easier handling.
- **UNIT-DESIGN BODIES**—precision built.
GEORGE L. MEYER is ballet master, was supervising plans for the SellsFilo Circus spec... C. C. Macdonald, manager, announced at the International Amusement Park, St. Paul, Minn., that they will have a large and complete program of shows... The show is expected to draw a large audience... CLAY M. GREEN, joined Miller Bros. Shows... Mrs. Jerry Musgrave was vacationing in Hot Springs... Leo Hamlin and other officers of the Canton, Talbot, and Mound City, Ill., were present... Austen C. Miller joined the Miller Bros. Shows... Harry Bentum directed the Alcazar Theatre's Circus in Columbus, Ohio... Emery Boucher was elected secretary-treasurer of the new Quaker City Fair, and the board of directors... R. V. Ritts contracted to furnish a motorhome with Gouding Greater circuit, for the October 1-4 date in Youngstown, Ohio... Jimmy Lynch's Death Dodges reported... He had signed to manage and direct a show at the First National County Fair, Alamosa, Colo... After leaving San Francisco, he joined Russell Bros. Circus... Frank F. Winkle, under manager, and Jimmie Lynch's Death Dodges, reported... He had signed to manage and direct a show at the First National County Fair, Alamosa, Colo... After leaving San Francisco, he joined Russell Bros. Circus... liner and George was managing a show at the Chicago World's Fair... Jimmy Lynch's Death Dodges reported... He had signed to manage and direct a show at the First National County Fair, Alamosa, Colo... After leaving San Francisco, he joined Russell Bros. Circus...
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**All-American Midway**  
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**Petersen Bros.**  
Los Angeles, Calif.; Oakland, Calif.; San Francisco, Calif.; Seattle, Wash.; Portland, Ore.

**ROGERS BROS.**

(Continued from page 54)

bannermen sat in with Precious LeBlond’s band. After the show a get-together was held at the John Ringling Hotel. Representatives of the Ringling Bros., Barnum & Bailey, and the Worlds Famous Ringling Brothers and Barnum & Bailey Carnival were present. Everyone caught the regular floorshow which was enacted by Harry Thomas and included the Magyar Sisters, aerial cradle and breakaway; Jeanie Sleeter, tumbler dancer; Ringling-Barnum web girls; Furry Fodick, tenor, and the Bokorus, tontoro tent featuring a three-dimensional show. The lobby of the Ringling Hotel looked like a Chicago showroom convention.

**Visitors:**
- Mill Robbins, S. Rogers, Mr. Gebe, Walter Green, Charles Lenz, Mr. and Mrs. Bob Newells, Teresa Morgan, Danny Helen, Knight, Jack and Jake Miller, both Cristini troupers, Mr. and Mrs. McCaffrey, Ken Jacobs, Irv and Gay Remig, Pat Valdo, Art Concello, John Ringling North, Merle Evans, Harry Thomas, Flo White, Ernesto Burch, Arky Scott, Curly Stewart, Bob Bernolden, Toughy Goforth, Ben Brown, Bill Warnier, Fay and Rose Alexander, Willie and Jennifer Davis Krouse, Ralph Wirth, Mr. and Mrs. Roy Bible, Mr. and Mrs. Pete Ivanov, Mario Ivanov, Titta Santana, Bokorus Troupe, Magyar Sisters, Paul Jung, Prince Damo, Jeanie Sleeter, Dick Anderson, Walter McCracken, Popcorn and Thais Billetti, Fred Braden, John Delvalle, Faye Chester, Drake Co, E. P. Admire and Ben Claude Pepper — GEORGE HURLEY.

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Tampa, Fla.; 15-17.

**Denver:**  
Denver, Colo.; 16-19.

**Circus Supply Catalogue**

Our 1950 catalogue on Concessions Supplies will be ready in about 60 days. This will include many new and improved items and many improvements on standard items. All the things you need are included except the 10% deposit with order. Order C. O. D. or P. O. delivery.

**FARMER BOROY & EQUIPMENT CO.**

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BALCO, TEXAS  
**FOR . . . all types of POPCORN MACHINES . . . PEPPER MILLS . . . FLAX . . . MELON MILLS . . . FRESH FOCUS . . . WEEDES . . . HAY . . . Feed . . . and many more.**

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**FRANK FARMER & BROY**

**49 S. SPRINGFIELD**

**INDEPENDENCE, ILL.**
Final Payment Made on Tampa Club Building

TAMPA, March 11.—Fired by the same enthusiasm which helped the club to build its present quarters, the Board of Directors of the Tampa Club last week approved the final payment of $17,500 on the new building.

The payment was made by the Board of Directors, who also approved the appointment of Mr. W. C. Baker as manager of the club.

The new building, which is now under construction, will be completed by the end of the month.
MIDWAY CONFAB

Happy Prosecutor's Happy Attractions last week started planning to play the Deuber lot, Canton, O., the week of May 7, Mike Kare, prominent West Coast showman, narrowly escaped injury when his car overturned near West Covina, Cal. recently. The car was badly damaged.... Six members of Greater Tampa Showmen's Association were awarded gold life membership cards recently. Eddie Bumble, member of the board of governors and yearbook committee chairman, was given his card for special service to the club, while Earl Maddox, Bill Clay, Joe Sciorrino, Ed Evenson, and Myron Bernstein were rewarded for obtaining 50 new members each. Leo Werner, president, and Louis Dayton, manager, of the Happyland Shows and other carnival operators have been busy in planning the game which he plans to play on the market this season.

When a stripper and a concessions agent were publicly denounced in a Gag Show top to draw a tip its press agent couldn't find words to describe what the bride wore.

James (Whiskey) Rogers, and Charles R. Phelan, carpenter on Granite State Shows, sustained cuts and bruises in a recent auto accident in West Madison, Wisconsin. Mattie and Mattie married, Washington restaurant owner and driver of the car, were seriously injured.... A. Abbe Morin, of The Billboard St., Louis office, returned recently from a four-week trip to New Orleans and Hot Springs.... Mrs. Louis Weintraub, with Misses Hallie, Bessie and Edith, Gia to Miami February 25. Funeral services were held in Lenox City, Tenn., March 2.

An interesting exercise in arithmetic is to figure the ages of men who, on their birthdays, look just as young as they did in 1919.

James Thompson infos from Newark, N. J., that he has added two acts to his show, the Kamek & Hellefend March, Detroit, Ml., and will be in Buffalo on the 15th of this month.

Frank Carvalle, of Carvalle Amusements, is in Spencer Hospital, Milwaukee, Wis., recovering from an operation which he underwent in Homan Hospital, Chicago, five weeks ago. He was moved to the Milwaukee hospital two weeks ago. He has been in the hospital for a cast for about a month, he's going to have his cast removed early April.... Edward Brown, circuit manager, and Charlie and Eupper and recently with the Great Eastern Show, is in Bath Memorial Hospital, Bath, Me., and would like to read letters from friends.

J. W. (Patty) Conklin, Canadian show up, stopped off in New York for a week (10) to route to his Bradford, Ont., home, after spending the winter in Florida. A picture of the Florida's Maning's Girl Show, operated by Roxie Lee, is one of several used by the Wisconsin Journal on the Big Centennial in the current issue of Life magazine.

Among the reasons for the successes of many small shows is the fact that small midways are small enough to keep an eye on the cash boxes.

John Gulan, owner of the World of Wonders Shows, will return to Detroit shortly from Clearwater, Fla., to take charge of operations in the big Ringling, April 20, according to John Moran, in charge of operations for the winter carnival.... John J. Reid, owner of the Happyland Shows, says his org's opening was postponed from April 15 to May 1.... William C. Dunlop, former partner in the Happyland Shows, reports good business with his motor court in Florida.... Paul Saraceg, press agent for the Happyland Shows, returns to Detroit April 15 after attending the winter selling headquarters for the G. M. Show, Elizabeth, Florida, former Detroit carnival owner.

Midway big shot is one who made so much money that he didn't know where the money came from to pay his income tax.

William Cooke, of the California Design Manufacturing Company, is in this city, playing at the Imperial Mid-Winter, Imperial, Calif., with his 15-cin. operated foot oscillating machine. He opened last evening at the Orange Show with the same set-up.

Mickey Hogan returned from Hong Kong minus 60 pounds..... Mrs. Nelson (Mickey) Wheeler has returned from Miami to her home in Los Angeles, adhering to the Davis family on the 15th of this month.

With the modern house trailer, big expenses can be cut out, and elaborate stunts in small quantities. Pullman's agents, the present-day showmen have high standards of living. The only thing, that they can't cut out is the act.

Following a tour of South America, Bobbie Bobette returned to the U. S. to join the annex on the Tal- ford Western Shows. Homer and Betty Scott have booked their pony pitch and set going for the Western Advertising Company for the season.... Charles Kyle, of Kyle Productions, is still in New Haven, Conn., after being released from a hospital where he has been confined since a auto accident in the indoor season April 20, 1931, with injuries sustained in a auto accident. A. L. Heth Shows have been signed to play the midway at this year's South Georgia Fair.

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY BAGS & BANNER
- COUNTRY STORE WHEELS
- DOLL'S DANCING ALLEY
- HOOP- LA BOXES
- JUMBO DICE WHEELS
- SEVEN-ELEVEN BALL GAME
- WINDS
- THUNDERBOLT BUMP RACER
- WATERFA L

Write for Catalog
H. C. EVANS & CO.
1523 W. Adams Street
Chicago, Illinois

WANT CARNIVAL

For the 4th of July week or the week of July 10, prefer 4th of July week. Good lot on lake front, city property, live town, big vacation resort. Must be good, clean Carnival. Around 10 Rides, 25 Concessions, good show setup. Write or phone. First show for season.

Sponsored by the CONNEAUT JUNIOR CHAMBER OF COMMERCE

Young, live organization will co-op with show. Financing in order to acquire property only. Big Kiddie Day event. Prizes. Games, Big Buffet on last night. Advance information on this we can start booking entertainment. Contact ARVO E. SUNDBERG

414 Detroit Street
Conneaut, Ohio

POP CARNIVAL

The sensational New EXPO Pumper is in full production and is going to make your show a hit. One of the biggest news stories of the year, just come true! Let our representatives show you this new monster and how it will carry you to the top. From the writers of our famous Indiania Triumph Model POP CARNIVAL, comes the new and improved EXPO Pumper. Write us for further information. Price: Act quick. Write or wire for circular.

- INDIANA POP CARNIVAL
- MUNCIE, IND. DEPT A

MAN WANTED
To take charge of USS Show. Must know how to run show properly. Answer J. SCIORDINO

- E/0 Royal Crown Shows
- Battle Creek, Mich. this week, Sanford, Fla., next week

ANCHOR SUPPLY CO., INC.
EAVANCE, INDIANA

ANCHOR SUPPLY CO., INC.
EAVANCE, INDIANA

WANTED
Carnival or Dime Wheel to show at Spotersnic's Park, near Columbus, Ohio. For more information write: Mr. Pinsky, Sportsnic's Park, Columbus, Ohio.

JACK KORIE WANTS Job people in all departments. Bids, Book, Carnival, Sales, etc. and outstanding Frank Kane, Scrap. Ticket Seller who will deliver, own Art (b) and want a job. Need Ticket Seller, with knowledge of the business. All replies will be forwarded to J. J. Heth, Krak, address by adding

JACK KORIE, 5326 S. St. Equin, Lakeland, Florida

MERRY-Go-ROUND RECORDS

Order is open for all merry-go-rounds made from 1929 to date. Send for your Merry-Go-Round Record. Also complete list of Calico Records.

Write for Free Listing
MIDNIGHT RECORDS SUPPLY CO.

CONCESSION SIGNS
Landlords of all kinds, Chances, Raffle Daniels, etc. wanted. We offer highest prices paid for such signs. Also wanted: Painted Signs, Painted Banners, etc.

BERT GEVERS STUDIO
ROCHESTER, ONTARIO

ATTENTION:....

WE ARE NOW MANUFACTURING
NOVERTY PRICE PACKAGES
for Carnivals, Shows, Theaters, etc.

- flash packaging
- sanitary, in boxes sealed in cellophane.

THE RIGHT PRICE
for Operations of Sides, Wheels, Concessions. Our Candy will withstand all Weather conditions.

SEND FOR FREE SAMPLE.
JOSEPH ARCHER, INC.
1206 Newton St., Los Angeles 21, Calif.
Phone: Richmond 7-4300

SPECIALITY MADE FOR THE TRADE.

BAKER'S GAME SHOP
The Best. Not the Cheapest
The following games have been carefully selected to give you the best combination of reliability and value. Wherever possible, we have tried to include the best of many makes of each type of machine available. These games are all built to the same high standard... Distribution: 110 Main Street, Richardson, Texas.

FOR SALE
SILVER STREAK RIDE
1000 Dollar Home
This ride is in perfect condition, has operated in some location each season. Twelve cars, $2,000.00.

MODERN AMUSEMENT CO.
Sedalia, Mo.

CARNIVAL WANTED
July 27-28-29
BLUE HILL DEERFIELD ANNUAL HOMECOMING AND FOUR "F" FAIR
Contact MELVIN J. WISIT
Blue Hill, Neb.

WANTED
Carnival or Dime Wheel to show at Spotersnic's Park, near Columbus, Ohio. For more information write: Mr. Pinsky, Sportsnic's Park, Columbus, Ohio.

PUNTOUTWAY SPORTSMEN'S CLUB
WICHITA FALLS, TEXAS

CONCESSION SIGNS
Landlords of all kinds, Chances, Raffle Daniels, etc. wanted. We offer highest prices paid for such signs. Also wanted: Painted Signs, Painted Banners, etc.

BERT GEVERS STUDIO
ROCHESTER, ONTARIO

ATTENTION:....
Dawson, under American Legion and VFW posts auspices.

James Heron’s Animal Oddities are working their way up thru the Florida Everglades after chalking up successful stands at Panama City, where the unit entered the State Jacksonville and Key West. Melvin Bryant and John Mathison is handling the odd exhibits booking, with Dick junior as boss mechanic. Charles (Rustler) Wehmeier of the charge of the show. V. Sanford writes from B. C. Exp. Show Homestead, N. Y., winner quarters that J. H. Chappell will arrive in town next week with a load of animals for his Wild Life Show. James Bucelin, of Rochester, N. Y., will have his ice cream and casseroles stands up and ready for the season. Another leader in 1930. Lester Colegrove, son of the show’s owner, made a trip southern with his father to purchase a new ride, which he will take over as soon as his school term ends.

Yesterday’s warm brought out the Marry-Go-Round or in the Carni-

show’s quarters to make its earliest spring debut on record.

Robert F. McMahon, who with his partner, Harry Haselin, op-erates the Pico Novelty Company, has been handed membership in the Pacific Coast Showmen’s Association. John Houghlin has the novelty con-

cession on Ferris Greater Shows this season. J. H. Geren, M. W., of San Francisco, is getting into set to handle-

novelettes at some of California’s fair dates. Raymond Tremper handled the novelty at the recent Midwest Fair, Indianapolis. His partner, Pat Sneen, joined him when they opened their stands at the National Orange Show, San Bernardino, Calif., March 9. Mitt Williams, a member of the Show Folks of America, San Francisco, is operating his Royal Novelty Company in that city.

One of the top roles of being a dyed-in-the-wool showman is to be unable to re-

member.

Richard J. Coleman, owner of Coleman Bros. Shows, are vacationing in Florida. He and his sons, Francis and Richard, recently returned to their Stuart, Fla., base after landing a number of big ones in a joust with the J. C. Bower. Mr. and Mrs. H. L. Archer, well known in outdoor show circles, are vacationing in St. Marks, Fla., where fishing trips make up a good portion of their everyday agenda.

John Cole, who has his ride on Mel Seiber’s Strawberry Attractions, left his winter home at Maple Ridge, Balsupre, Pa., recently for the show’s quarters in Sunbury, Pa., Zoe Blair, Clay County operator on the James Show, and the Midway Shows, left Dallas recently after playing eight months south for the Oklahoma City to join Jean Eugene Mercer and the W. H. Kennedy.

Admonced show property is the kind that one comes across as work loads.

Francis Fournier is in St. John’s Convalescent Home, Newfoundland, Ont., recovering from a recent operation and would like to read let-
ters from friends. James How-

ard, of Oak Park, Ill., has signed to appear at the 10-in-

one Greater Shows this season, while James Daw Show, last week signed contracts to provide midway at the week-long July 4th Celebra-
tion around the Courthouse Square, Louis, Ky., and the Valparaiso, Ind., Fair. Tommy Poplin, electrician on Bill Miller Bros. Circuit, and Bill Hill were among recent visitors to Cairo, Ill., winter season. Virginia Greater Shows. . . . Showmen at the Fry’s Lot. 13 Blocks of the Fry’s Silver Derby Shows at Valdosta, Ga., are Dick and Elisa (Sandy) Mendenhall and Fred Helman, and Mrs. and Iris Drake. Mrs. Drake is re-
experiencing a lot of work with the Fry’s, and Mrs. and Mrs. Philip G. Geren and Mrs. Richard Hayden stopped off to visit with the Fry’s while on route to Tampa.

The Billboard

March 18, 1950

CARNIVALS WHEELS

SEE OUR COMPLETE
LINE AT THE
AMERICAN TOY
FAIR

HOTEL MCLAUPIN,
N.Y. C. ROOM 635.

WILL BE PRESENT.
Write for Catalog

CARDINAL MFG. CORP.
307 C. E. ST.

St. Louis, Mo.

ATTENTION... CONCESSIONAIRES!

A. F. S TRUCKS—bulky
trucks or trucks body built
for your specifical needs.

B. R. T. FLEET—
get greater profits and added
business with our fleet. Send for

LET US SHIP YOUR
GOODS BY AIR

freight rates—no obligation.

PEAFMANN MANUFACTURING CO.
1009 West Embassy Street
East Peoria, Ill.

LES LIE’S TRAILER PARTS AND
ACCESSORIES

Complete line of Trailer Parts and Accessories at reasonable prices. Mail orders our specialty. Minimizes calling and individual shopping. Let us prove our prices help save you time and money.

write for free analysis of your problems—no obligation.

Producing America’s Best
SHOW BANNERS
SNAP WYATT STUDIOS
813 Box 1608 TALLAHASSEE, FLA.
(Phone: W. 5646)

NEW LOCATION
S & J PRODUCTS
305 S. Main St., MEMPHIS, TENN.
Carnival Supplies, Glassware and Stum

Phone 5-8055

HAPPYLAND SHOWS
New Booking for 1950
937 SETYOUN, DETROIT, MICH.
Phone V/1721

FOR SALE
Wurlitzer Band Organ, 5 Calliopes, 25 K.W.
Waltz Machine, Wax Stumpers for
Nashville Outfit.

J. W. WINTER

VICKI BARLOW
1001 Main St., ABAKE, MO.
FOR SALE
1946 Super Roll-O-Plane
With or without transportation. All A-1 cond.

JOHN BLYLD
St. Edward, Neb.

WOLF GREATER SHOWS
OPENING 1st
Booking Shows and Stock Concessions.
P. O. Box 872, Bloomington Station

WANT AGENTS
Nall Game, Bally, Bowling Alley, Pin Store and
Hula Girl, Game, and all Kinds of Standup Pin People.
All religious.

JIMMIE GATISS
Casa F. B. DENNIS, PORT LAVACA, TEX., NEW

JOHN L. LAVACA, Tex., March 30th. To Dalla.

FOR SALE
Spiral Striker
Located in The Wild West Trailer, Good condi-
tion. Will sell at a low figure. Will sell to any seri-
ous buyer. Will sell to cash only.

E. J. KISSINGER
216 4th 40th St.
Reading, Pa.

WILL BOOK
With new transportation. 33 Light, Merry
Juggernaut, Big Ben Hake, Booby Trap, Break
away, Telescope. Will sell for $500. Cash or
Terms.

WAGNER SHOWS
431 W. WAGNER AVE.
St. Louis, Mo.
CHICAGO RAILROAD FAIR KIDDIE RIDES FOR SALE

Opening Early in April in Vicinity of Richmond, Virginia

WANT BUCKETS. Have abreast), Want Dry. Shut the Motor-driven Roundabout. The Motor-driven will be handled by O'Neil Hag, the Funhouse by Clayton Campbell. Will. Gladney will manage the Monkey Speedwell, and Penny Yowl will be handled by Rosy Lee.

Concessions and their managers will be run by M. Jones's brother, O'Neil, John. All novelties and novelties, such as balls, darts and dart walls, are available. The RIDE HELP-Foremen for WHIP and FLYING SCOOTER.

A WANT TO BUY Army Searchlights. Must be in A-1 condition. Address:

J. R. LEIGHTON, Mgr., MIDWAY EXHIBITION SHOWS

Buck To Spring April 15 in Troy

TROY, N.Y., March 11—Painters, carpenters and mechanics of the C. B. Buck Shows are busy at quarters, getting things into shape for the opening April 1, opening in Troy.

Two light towers, a Monkey Speedwell, and a Little Dipper are the shows main additions.

Mr. and Mrs. J. E. Cohen, of Troy, N.Y., will be in charge of the shows. Mr. Cohen has been a devoted follower of the Buck Shows for years.

TROY, N.Y., March 11—The Buck Shows are busy at quarters preparing for the opening April 15 in Troy.

The shows will be managed by Mr. and Mrs. J. E. Cohen, of Troy, N.Y. Mr. Cohen has been a devoted follower of the Buck Shows for years.

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Ross Manning Shows Want

ROSS MANNING, Gen. Mgr.
Harry A. Parker, Bus, Mgr.

OPENING APRIL 26TH
Can use Fun House or Glass House and Penny Arcade.
Can use Hanky Panky, Ball Games, Bowling Alley, Dart Balloon, Penny and Cigarette Pitch, Scales, Novelties, Guess Your Age.

This show plays the cream of New York, Pennsylvania and New England. All replies to

ROSS MANNING
Port Au Prince, Haiti, until March 25

FLOYD O. KILE SHOWS
OPENING APRIL 1ST, BATON ROUGE, LA.

WANT
PAINTER WHO CAN LETTER AND DO SCENIC WORK, ALSO PAINT HORSES AND PANEL FRONTS. WIRE OR COME ON.

E. E. FARROW, Mgr.
WALLACE BROS.’ SHOWS, BOX 1114, JACKSON, MISSISSIPPI

FOR SALE-TRADE OR LEASE
PORTABLE DARK RIDE & GLASS HOUSE

PAT ANGER
616 Geneesee Bank Bldg., Flint, Mich
BALLYHOO BROS.' CIRCULATING EXPO
A Century of Profit Show
By Starr De Belle

High Light, Tex., March 13, 1930.

Dear Editor:

What the carnival and circus industry is represented by Washington, D.C., advised Lem Trucklow, general manager for this org. The show, Axel Ammie's Hour, was an out-and-out announcement of his chivalry as a senator at large on a national level and emphasized the profession's high stand.

"My many friends in city halls and many friends in Congress whom I have known and dined over a period of 40 years should put me into office when the coming fall campaign arrives," as I consider them and the thousands who have contributed to the voting box," said Lem. Knowing he had this show in bag, Lem started carrying his faith to the polls.

Now read how is shawling showmen audiences. On Tuesday he ad- dressed the showmen of the first opening Sisters' Cultural Carnival at Punk Ridge, Tex. There he talked in that filled the gal show top. "If and when I am elected, concessions will work on the Capitol steps in the show." *This* brought 40 minutes of applause and subscriptions for his campaign. The show was a hit. The senator from Texas had Concessions in the gallery.

--WILLIAM A. WILSON

Home State Plans
Heftier Ad Budget,
Stronger Back End
BATESVILLE, Ark., March 11.—The 1930 shows will increase advertising budget 15 per cent and add strength to the back-end, Carl Pigford, trailer concessionaire of Arkansas, said at the annual meeting of the State Carnival Association. Pigford, who runs two shows, said his state has been experiencing a marked increase in business. Half of the business is done in Arkansas, the remainder in Tennessee and Missouri.

--WALTER DUNN

SFA's Club House
Opening, Hi-Jinks
Party Pulls 1,300
SAN FRANCISCO, March 11—Combination Hi-Jinks and opening of the new clubrooms at 145 Turk St. for the S.F. Carnival Association, Chapter 2, drew an estimated 1,000, according to the Showmen's Exposition. The S.F. Carnival Association, Chapter 2, drew an estimated 1,000, according to the Showmen's Exposition. The S.F. Carnival Association was organized in 1919 and its purpose is to promote the interest of the S.F. Carnival Association.

--PHILIP SHAPIRO

Lone Star May Be
Only Show to Play
Macon This Season
MACON, Ga., March 11—Lone Star shows, which have played Macon this sea-son here Friday (17) for a 10-day stand, may be the only carnival to play a 10-day stand in Georgia this year. This was indicated by action of the city council on legislation for permits for plays to the show. Last year 17 carnivals showed here. This year, only two will play Macon.

--HOWARD N. MILLER
WANTED

Rides and Concessions. Major and Kiddie Rides for Savage Center Amusement Park. Also additional location in state of Indiana, now under construction. For complete terms—come and see for yourself.

Also Kiddie Rides and Concessions for 2 new Kiddie Parks—South Bend, Ind., and Racine, Wis.

Write, Wire or Phone NOW

THOMPSON BROS.
2006 4TH AVE., ALTOONA, PA.

FOR SALE—FOR SALE

FERRELL WHEEL, children's size. A-1 condition, six seats, driven by 110 AC electric motor, 15 ft. high, $1,000.00 cash. RIDES available after Labor Day for fairs.

Write

THOMPSON BROS.
2006 4TH AVE., ALTOONA, PA.

2 Showman's Specials

-E-Wardrobe Vagabonds, all new features. Steel the whole outfit.

-JORDAN'S 5-STAR LOCATIONS
1—644 N. 20TH, Oklahoma City, Okla.
2—1660 W. 13TH, Chicago, Ill.
3—1608 W. WILSHIRE, Los Angeles, Calif.
4—R. M. G. N. C., New York, N. Y.
5—B. A. H. M., Snyder, Texas

East Texas Showman and a well-known Liberal Trades The Showman's Friend

BLUE GRASS SHOWS

NOW BOOKING

SHOWS—CONCESSIONS
P. O. BOX 62, OWENSBORO, KY.

MICHAEL MACKEY

PLEASE CONTACT
R. C. BRYAN

608 TAMPA ST.
TAMPA, FLA.

FOR SALE

1. Curlew 2500; 1 1948 Magneto White, 39500; 1 Biddix Tuff-Pullin Machine and Servicing, complete, A-1 condition. AU low and small, good condition, sell for $650.00. Contact, Miss H. L. Belden. Photos Available. $50 each. Full line of Arcade Equipment. 28-Ct Horse Game, which can be split into 2 courts, $125 per unit, and 24 Pocket Tables, $45 each. Write

BOX D-340
CINCINNATI 22, OHIO

PIioneer Shows
NOW CONTRACTING FOR 1950

Rides—Concessions

FOR SALE—Kiddie Airplane Ride, 8-Carat, Steeplechase, Show Ring, Slide, Double Loop-o-Plane, 20 x 40 Bingo Top, 20 x 20 Marques; two 12 x 14 Ball Games—top and bottom. Price for these rides $15,000.00. Concession Machine, 8-Tub Octopus, two 20 x 40 Show Taps.

MICKEL PERCELL
TAMALES, N. Y.

An issue valuable to EQUIPMENT AND SUPPLY HOUSES
See Page 57

WILL SACRIFICE

C-Ride used one season, like new, ready to go. Loads on one semi. Only $500.00. Electric motor. Let it go for half price, $6,500.00. Will deliver up to 500 miles. Can also be used as Horse Game, used one season, ready to go, $1,500.00; midgets in special build trailer, $2,500.00.

Art B. Thomas Shows
Lennox, S. D.

LAST CALL

Eddie L. Wheeler Shows

L. E. B. Shows, Balloon Darts, Otter Pitch, Coin Gal-


SHOWS AVAILABLE: Write for information. Contact Paul Bookman, 1000 Broadway, New York City, N. Y., for information.

Burlingtone Show, 57th Street, New York, N. Y.

WANTED—A CARNIVAL

Paul Bunyan's Fourth of July Celebration to be held week of July 1st through 5th at 24th Street and Pacific Avenue.

Frank Sturges, Commander
American Legion, Fort Bragg, California

JIMMY CASE
WANTS

CREW FOR LOWER CONCESSION. Can use few other Grind Store Agents. Address: c/o VICTORY EXPOSITION SHOWS, Utica, N. Y., Write next week.

BREWER'S UNITED SHOWS

Circus having our Charter Shows. Grab, Bingo, Show, Cones, Corn, Stuff, Pins, Gum, Cones, etc.s. All shows of the same high standard, and are sold in the same manner. Write for information. All shows will work for you as migrant shows. All shows are self-contained, ready to make money and give you straight work. This show has been organized for 50 years and is run by men with years of experience. All details can be furnished.

Bob Brewer

WANTED CARNIVAL

JULY 1 TILL JULY 4

We need 10 to 15 Concessions. Will be held in Colorado. Fair. Write me if you wish to draw in your Concession. Will write back. Also need Night Show. Front of grandstand.

O. V. OLIVER, Chairman
Eaton Booster Club

March 18, 1950

The Billboard
T. J. Tidwell

BIG SPRING, Tex., March 11.—Quadrileters in this formal opening March 18. Show consists of 10 rides, with new and about 2500 occasions. All equipment is now in place. A large group of the present shows are in service throughout the State. Rivals in the area have taken action to ensure that all equipment is in place. The show has been released by the State Department of Agriculture and Rural Development, and the show is scheduled to start on April 1.

P.S.:

Concessions—Want good Cook House, one that will feed our crew. If you are interested and own a large truck, please contact us.

Ralph Becker

Rock Hill, S. C.; this week; then per route.

P. S.: F. J. Britton, Business Manager

Ontario

OSWEGO, N. Y., March 11.—All equipment is being overhauled at quarters here. Tom Farrand is completing washers and fountains. Owner Idella H. Morley has returned to New York, where she is working for the National Guard for an indoor trade show. Harold (Spook) Rovensky is busy cleaning the offices of the State Armory, where they will start on Monday. Frank Swem has arrived with his ponies. He is building a flashy electric trailer for his rides. Whistle Stilley.

Charles B. HKEO.

Kenland Am. Co.

BARNSTABLE, Ga., March 11.—H. Hayne has returned to quarters with this show after a booking trip. Tom Farrand is working on the new show in New York. Who is looking for a new show to build? John Smith is working on the new show in New York. Who is looking for a new show to build? Jack Frost is working on the new show in New York. Who is looking for a new show to build?

Great Northern

HENDERSON, N. Y., March 11.—New spacious winter quarters, with a new show, are being built. Bob Craig is starting to get busy. Mr. Craig has purchased a new light plant. Who is building a new show? Bill Morley, local superintendent, has been trying to build. Their new show is being built. Their new show is being built. Their new show is being built. Their new show is being built.

Dickson United

TISHOMINGO, Okla., March 11.—Org will open April 1. Mrs. Flory is in charge of quarters. Two trucks will transfer from the old location, and a larger transformer will be added. Rolling stock is in stock. What is the color of the new show? Mr. Craig has purchased a new show. What is the color of the new show? Mr. Craig has purchased a new show. What is the color of the new show? Mr. Craig has purchased a new show. What is the color of the new show?

Floyd O. Kilke

BARTON ROUGE, La., March 11.—Mr. and Mrs. Floyd O. Kilke have inked their first shows. They will be at the Congregational Church, New Orleans. Who is the agent? Mr. Kilke has inked their first shows. They will be at the Congregational Church, New Orleans. Who is the agent? Mr. Kilke has inked their first shows. They will be at the Congregational Church, New Orleans. Who is the agent?

CUMBERLAND VALLEY SHOWS

New bookings for 1950 Season—Big 6th of July Celebration—Twelve County Fairs to follow—No booking until Mid-June. Reports of recent shows are: Saxonburg, Pa., April 19; Northumberland, Pa., April 26; Bower, Pa., May 3; New Oxford, Pa., May 10; York, Pa., May 17; and Hanover, Pa., May 24. Booking now. For particulars, see page 123.

WANTED: Entertainers, Musicians, and Band Leaders. Interested parties should contact the Manager of the show.

FIREMEN’S JUBILEE JULY 17-22

Saxonburg Vol. Fire Co. and Relief Assn.

SAXONBURG, PENNSYLVANIA

Pennsylvania’s largest Firemen’s Carnival. WANTED—Motorcycle, Life Saving Show, Concessions and other good shows. (See show.)

Ben Lassinger, Secretary
Good Kiddie March Fifteen Weeks
THIS field

Rolloplane
a
FOR SALE
16-seat all-steel Grumman Claptrap, Chicago, for sale new clutch and gear, $575.00 cash.
J. L. HENSON, Mr., Forest Hill, La.

FOR SALE
SARGENT, Model 101, open Airplane. Plate and Scales, operating in Texas.
J. A. BAINBRIDGE, Corpus Christi, Texas.

WANTED
FOR SALE
Chevrolet Body. For 6 ft. 6 in. Circus Car. Wanted. Farmer, Waco, Texas.
B. C. BRYAN, Waco, Texas.

WANTED
FOR SALE
8 ft. 2 in. Rollerplane. Middle Swing Rigs, all new painted and in good working condition with good transport.
FRED THUMBEPER
2174 Fisher Road
Columbus, Ohio.

FOR SALE
DROME RIDERS WANTED
Male and Female for 12 weeks season in widely travelled Shows. Must be reliable. Can use good talker. State all in first letter.
THILLS, INC.
RIVERVIEW PARK
Chicago, Ill.

FOR SALE

CRESCENT AMUSEMENT CO.
OPENING APRIL 3. All contracted reports Jacksonvile, April 1.
Playing Texas, Arkansas, Missouri and Iowa. 16 Fairs and Celebrations already contracted, July 4th Rock Rapids, Iowa. We play Central Texas Fair & Live Stock Exposition, MARSHALL, TEXAS.

CONCESSIONS
SHERWOOD FOR SALE
L. C. McHENRY, Manager
JESS WRIGHT, Gen. Agt.
BOX 769, JACKSONVILLE, TEXAS

OPENING APRIL 8, ALEXANDRIA, LA.
PERSONS ALREADY CONTRACTED PLEASE ACKNOWLEDGE THIS AD
CAN PLACE FOR SEASON
Legitimate Stock Concession, with 600 sq. ft., no gypsies. Will place clean Shows with own equipment. Have tops for reliable Showmen with something to put inside. Want A. W. McFarland, driver, must have a top or you wont hear back. Can charter other Ride Help who are licensed drivers. Art Rich, please contact. D. M. Conard wants capable agents on Sides, and Concessions. Married couples preferred. Strong route of Fairs and Celebrations in Illinois, Missouri, Arkansas and Louisiana, starting with the Arkansas Strawberry Festival, May 1, Baird, Ark., thru Arkansas City, Winter quarters now open.

FOR SALE
4-Wagon Concession, Sweetwater, Texas, very fine.
W. GREEN, Sweetwater, Tex.

ATTENTION!!!
SIDE SHOW ACTS
CHARLES E. HODGES
Wanted for.
Henneys Bros. Shows.
Can Use.
FREAKS TO supplement those we now have.
HARRY WARD (KNUTT)-Contact at once.

FAST-STEP MENTAL ACT THAT
NEEDS WORK.

MAGNETIC TIE-UP ACT.

TICKET TAKER WANTS TO handle sec.
ORDINARY.

TEXAS TURBO.

WASHINGTON MAN.

ANY USEFUL SIDE SHOW PEOPLE WHO WANT TO answer. Knappers and pattern savers read.

MAJOR O. SATYRDALE, contact me.
All replies to CHARLES H. HODGES
BOX 315
COLDWATER, MICH.

Coming... An issue valuable to CARNIVAL OWNERS
See Page 57

ED BLANK
Contact me at once.
JOHNNY J. DENTON SHOWS
Kanawa Hotel, Charleston, W. Va.

GRAVES H. PERRY
FOR SALE
FROZEN CUSTARD OUTFIT
Mounted on Chevrolet Truck. It has a special hot water heater. Fridge in front and both sides. Has its own power unit. Large Showman for操作. All reasonable offers accepted. Contact.
P. MASTROFINNI
644 Sandford Avenue, Newark, New Jersey

WANTED AGENTS
For Buckets and Slum spindle. Opening March 18th. Contact Conrad, Texas. ROY T. DUFFY

WANTED
AGENTS WANTED FOR CARNIVAL GROUPS.
DICKSON UNIFIED SHOWS

GOLD BOND SHOWS
FOR SALE
One Entry Searchlight-$500.00 will demonstrate how it can operate. Write Glen House, 600-610.
LEE AMUSEMENT CO.
P. O. Box 1743
Montgomery, Ala.
National Showmen’s Association

1564 Broadway, N. Y.

NEW YORK, March 11. — Joint function held Wednesday (3), with the Auxiliary was well attended. President C. A. Perry presided over both the governors and general assembly.

Present were Joseph A. McKee, vice-presidents; Ben M. Chamberlain, Max Hofman, counselor, and Dr. Jacob Cohen. Guests on the dais were George A. Magee, sales manager for the Advertising Club of New York, and out-of-towners Ned Torf, Millwood, N. Y.; F. E. Purcell, Chicago, and James Hard, Miami.

A generous annual donation was given the club by the Auxiliary. The women also pledged support to the building fund of the Children’s Orthopedic Hospital.

NSA extended sympathy to George Sector, whose brother died Tuesday (8), and extended a sincere note of comfort for the family.

Miss Margaret Maloney, a junior in the family plot, was successful on the sick list. Miss Margaret Sauber, Mrs. Benjamin Maloney, was also accorded comfort.

Welfare committee reported Ralph Widdowson and Edward D. Young expect to be released from the hospital soon. Others on the sick list include: Miss Helen K. Saunders and Mr. and Mrs. William F. Goeritz.

At the opening of the meeting, the second annual meeting of the late Sid Grauman, who succumbed recently at the Cedars of Lebanon hospital.

With the Orange Show festivities falling on Monday, the meeting for that purpose was held Thursday (8). J. A. Brown reported on the plans to attend the opening of the Climate City Basilisk Box on the 28th. Acres personnel will be tendered a party at the clubrooms, April 3.

Miss Bertha Frank, Sid Mantell and B. A. Slover were elected to membership. On the rostrum with them were: Mr. and Mrs. Harry Rucker, Hunter Farmer, Al Weber, Louis B. Davis and Past President Harri Zink.

Charlie Stotberg, Jack Bush and Harry Walden are on the sick list.

Ohio United Showmen’s Association

136 Tuscawilla Rd., W., Canton, O.

CANTON, O., March 11.—Meeting on March 5 was presided over by President R. J. Myers, with Fred Jenkins as Treasurer, and, as usual. New members were welcomed to the club. Bill Stewart, Fred A. Nolan, Edward Scott and J. Y. Skotnicki. Visitors were Leonard and Billie Maras also attended.

Jack Hawthorne was injured in an auto accident on route here from Florida. Dick Miller is another recent victim of the “Wild West.” J. A. Brown left for Springfield, Ill. Joe O’Donnell notified. Bob Sugar leaves here April 15, and Dave Piccard is expected to leave soon.

Everyone had a good time at Polack Bros. Shrine Circus here Sunday (3). Members were guests of Louis Sherwin and ball funds were distributed according to the by-laws and money raised a few weeks ago, from the welfare fund.

International Showmen’s Association

415A Chestnut St., St. Louis

ST LOUIS, March 11.—Regular meeting of the club was held over by President Robert L. Lohmar. Assisting him on the rostrum were: Mr. and Mrs. A. J. Benger, President; Jay Ruby Cobb. It was decided by the government to hold the clubs’ bonds, which can be converted into income bonds. The certificate was received.

Fred Zollie is out of the hospital after a long illness. Bill Jacobson, W. J. Rainbow Hotel, in attendance were: John R. Johnson, Edwin Robinson, Art Gullian, Al Prospert, Dave Kister, Pete Brough, Tony Graziano, Tony Bruen and others.

Commissioners appointed for the St. Louis Rotary council were: Mr. and Mrs. P. E. (Heavy) Waugh on the door; Walter Payne, Checkoff; Al Weiser,entertainment and Ira Kelly, buffet lunch. Secretary Cobb and Mr. Miller and staff had to give the music for the dances. Billy (Zoot) Reed has promised to be on hand.

Heart of America Showmen’s Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 11.—President L. K. Carter called the roll. D. Edson, past president, was present with all officers present except First Vice-President Carl Strohm, who was on the warfront. Third Vice-President Charles Smedley, Gordon (Foots), Middleton was in attendance.

Nominated for the office of the new executive committee was: Joe Bingham, the deacon; alone attending the fair secretaries, meeting was present. The Paris, Mo., club will hold in the club dining room Friday evening 17.

Ladies Auxiliary

Meeting was called to order by President Weber with 27 members present. The club took up the collection, which was placed in the tommy box. It was pointed out.

Entertainment chairman Grace McKinnon announced the program for the 1950 season, which takes place a month in the clubrooms. Louise Schmitt, president, has conferred with the governors and also has planned the use of shrubs on our plot. Fund raising will consist of the auction and the sale of daisies, which will place us in the present moment.

Grounds are being sodded, Barbara Kline is getting everything ready. Margaret Pugh was hostess for the ladies auxiliary, and Evelyn Reiner and Evelyn Harrell prune winners.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 11.—President Mac Oxley, president of regular showmen, March 7. Other officers on rostrum were Charles Wolff, vice-president; Josephine Glucksman, third vice-president; Charles Smedley, third vice-president; Otis H. Cline, secretary. Linne Lawrence, treasurer, Edna Busch, and Burten was welcomed after attendance.

Edna Stenson has gone to San Antonio and will be with her ladyship, Mr. and Mrs. Eli Wall are vacationing in Florida.

A birthday party commemorating Caravans sixth anniversary was held March 28, with Billie Hilliken in charge of arrangement. There were a lot of fun and frolic, with the annual spring benefit party, appointed the following committee to take care of the entertainment: Dorothy Gols, Grace Lynn, Frances Berger, Eva LeRoy, Billie Billiken and Betty Shee. Seen at Polack Bros. Shrine Circus were Clara Zita Berg, David, Anna Theresa, Bregent and Lilian Lawrence.

Oscars And More

2313 west Tombare St., Florence, Ala. Telephone 31235

FOR SALE

TWO FROZEN CUSTARD OUTFITS

Complete in every detail, built on modern Bride 1 Truck and Dodge cab over engine trucks. Five, five-ton refrigeration units. One of the trucks was used for hot dogs, fresh, stainless steel bases, enclosed with sliding doors, outside stainless steel platforms for plates. This is a first-class equipment, each truck is sold for $3,500,000 each, each truck balances can be financed for one year or longer.

CHARLES GOLDING

1202 N. Riverdale Drive, Indianapolis, Ind. Phone: Valpar 1437

FOR SALE

1950 Mercedes 300, sports car

Hot Springs Showmen’s Association

310 Central Avenue, Hot Springs

HOT SPRINGS, March 11.—In the showmen’s Association dinner, W. H. Henries, second Vice-President R. A. Miller presided over the regular meeting. About 60 members were on hand and ordinary routine business of the club was followed by a buffet supper provided by the Ladies’ Auxiliary with the aid of a few members who were present. The visits during the week included Mr. and Mrs. Lewis Kellar, Ctein, and Mr. and Mrs. Sam Carpenter of the Iowa State Fair, Mrs. Edw. Dale and Mr. and Mrs. Paul Christiansen of Sioux Falls, George W. Pughe, Fresno, Calif.; Mr. and Mrs. Jack Munro, Oklahoma; Mr. and Mrs. T. M. Hendrick, Paris, Tex.; Harry J. Kohn, Springfield, Mass.; Bill Danner, Omaha, O.; Barbara Kline, Santa Monica; Mrs. Raymond Anderson, Butte City, Mont.; Mr. and Mrs. Lincoln, Dallas, Raymond Henderson, Fort Worth, and J. C. McNaught, New York.

Thomas (Beno) Renon visited the club and several around the table for the arrival of his first child, a daughter. Bill Naylor reports that very few members were at the Oak Lawn Race Track this year but he and J. Ray Naylor are O. were resigned as club secretary before leaving for Dallas to work for the Mutual of America, and Clint Shufford is setting secretary.

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CHARLES GOLDING

1202 N. Riverdale Drive, Indianapolis, Ind. Phone: Valpar 1437

FOR SALE

1950 Mercedes 300, sports car

FRANCES RAY

2531 Lockwood St.

Providence, R. I.

Phone Dexter 1-7444
Show Folks of America
145 Turk, San Francisco

SAN FRANCISCO, March 11—The regular meeting of the group was suspended until March 12, due to moving into new quarters at 145 Turk Street. On February 26 the meeting was called to order by Chairman Eddie Burke. Sixteen members and five officers answered roll call, and the regular business of the club was transacted. C. St. Patrick’s dinner was set for March 20. The committee on club affairs will be ready to serve the free. The regular meeting will be held at 8:30 p.m.

A letter was read from the Pacific Coast Showmen’s Association, including check for $250 to help furnish our new clubrooms. The letter read that from Frank R. Havener and Jack Shelley, Congressmen from San Francisco, asking their aid in helping the U. S. Amusement Tax repeal. Congressman Havener included a copy of H. R. Bill 7128, which he introduced in the House, to assist with the admission tickets and the cabaret tax. Corresponding Secretary Albert Roesch read letters he had sent to Mrs. Estelle Rosenblatt, Miami, and to the Restored Associated Troopers, Los Angeles, thanking them for their donation of $10.00. Monday, March 6, will be remembered by the hundreds of members.

GOLD CROWN EXPOSITION
Opening April 1
ROBBINS, N. C.
formerly known as Hemp

2 — SATURDAYS — 2

4 — BIG MILS PAY DAYS — 4

Can’t you meet with your own equipment? Take a look at this New Show with a GUARANTEED PROFIT...

CONCESIONS—Henry Parks, $21.00; Custodian, $1.00. Huge Leadville Camp and Bingo. Opening Night: FREE Help on all Rides. Red Bartlet, write and wire your orders today.

ACCOUNT:
SECRETARY, N. C. R. 318, NORTH CAROLINA IN place General Secretary, P. O. Box 100, Troy, MO. All replies to C. L. Wilson, Sec’y, in care of the Associated Troopers, Los Angeles, California.

VETERANS UNIFIED TOUR
1105 9TH AVE, WORCESTERN, MINNESOTA

NOW BOOKING FOR 1950—OUR 5TH ANNUAL TOUR
We have entered the season as we have the past 4 years. We have had a large number of shows and a lot of names in the areas we have covered. We have made a name for ourselves, and we intend to keep our name in the forefront of the show business. We have had a lot of good press and a lot of good shows. We have a lot of good shows to come and a lot of good press to follow. We have a lot of good shows to come and a lot of good press to follow. We have a lot of good shows to come and a lot of good press to follow.

SOUTHERN VALLEY SHOWS
WANT—FOR SOUTHWEST MISSISSIPPI STOCK SHOW—WANT PORT GIBSON, MISS., WEEK MARCH 20; VICKSBURG, MISS., WEEK MARCH 27 CAN PLACE CONCESSIONS OF ALL KINDS. SHOWS WITH OWN OUTLINES. WANT TO DO BUSINESS THROUGHOUT SOUTHWEST MISSISSIPPI.

GREAT NORTHERN SHOWS
WANT FOR SEASON—22 WEEKS—POSTIVELY DOWNTOWN LOCATIONS

LONE STAR SHOWS
OPENING MARCH, GA. MARCH 17.

ADDRESS ALL MAIL AND WIRING TO J. B. NESPADES, Macao, Ga.
P.S.—Pay own wages and phone calls.

TIVOLI EXPOSITION SHOWS
OPENING APRIL 8, JOPLIN, MO.
WANT for best seats in the Middle West and first-class route of Fairs and Celebrations, including Calexico, CA., City-Wide Youth Movement Benefit; Rock Falls, Ill., Phoenix, AZ., Winslow, Ariz., Winslow, Ariz.; Balsam, Utah, Homesteading; Woodstock, Ill., Great Henry County Fair; Ballarat, Victoria; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeranong; Tuggeran
LINCOLN, Neb., Board Votes End to Harness Horse Races

LINCOLN, Neb., March 11.—Nebraska State Fair, following in the footsteps of the Illinois State Fair, has decided to call it quits as far as harness horse racing is concerned. Beginning this year, there will be no sulky races on the fair program here. A resolution, which was adopted by the members of the State fair board this week. The reasons, as with Minnesota and Iowa, are that the trotters and pacers didn’t yield a profit. As a result of the vote, the fair is faced with filling in a gap left by their absence.

1st 3 Days Set Crowd Marks at Miami’s Annual

MIAMI, March 11.—First three days of the 19-day Dade County Fair, which opens up its run this morning, smashed all attendance records in the event’s history. Crowds on rides and shows for the initial three days showed a 14 per cent increase over any preceding year, officials announced.

More than 15,000 crowded the fairgrounds, necessitating the erection of five circus tents on the midway, according to H. S. Shands, who has been on a strong midway line-up, presenting the Croesus Gardens, Okebrode and Penny Arcade, and over 69 concessions.

Canada’s A Mixes Financial Aid to Livestock Exhibits

SASKATOON, Sask., March 11.—Western Canada’s A Class fairs will be required to give financial aid to livestock exhibitors affected by freight rate increases on livestock freight rates on livestock. The decision was made at a meeting of the Canadian Association of Exhibitors here.

Representatives of Brandon, Calgary, Edmonton, Saskatoon and Regina fairs decided against any increase so that the penworth of the situation could be judged during the following month, Gov. George Askin said. The aid had been about one-quarter of the deficit.

"No attempt will be made to increase prize money to cover the added freight rates, but livestock should not be penalized," said Fred S. Bowles, secretary and director, of the association.

The"fairs decided they would not subsidize livestock exhibitions but would be willing to see and hear serious the first such event.

Canadaguia Revival Plans Start Rolling

CANA D A G U I A , N. Y., March 11.—After a lapse of a year, Ontario County Agricultural Society will stage the annual fair in late early August, according to Charles J. Hulbert, secretary-treasurer.

Sit of the fair will be the Canadaguia Shannan Farm for $300. He said that if the association wishes to purchase the property, a special meeting will be held at Canadaguia at which time the matter will be discussed.

Tennessee Association Changes Convention Dates

CHATTANOOGA, March 11.—Dates for the 1950 convention of the Association of Tennessee fairs, scheduled here November 29-December 1, were changed to December 17-18, Maude A. Atwood, secretary, announce.

This year’s confab, the 39th, will be the first in Chattanooga.

Beer Out at Detroit

DETROIT, March 11.—No beer will be served this year at Michigan State Fair as a result of a new decision on the sale of liquor on State-owned property. The new decision follows the ground to give it away, according to the State Agricultural Society. The change in policy is part of the new agreement drawn up between the county board and the state in a jurisdiction over the grounds. Joe Porter, vice-president for this year to the Detroit Competition Club, made plans to hold beer dispensing and some Midwest auto racing events on the fairgrounds.

New Attendance Record Set by Imperial Expo

IMPERIAL, Calif., March 11.—A record premium budget for a fair, totaling $85,000, was approved here. The total budget was to be divided among the livestock and horse shows, judged by prominent judges.

Good weather helped swell attendance, Stewart said, with only two days of rain. The first day of the fair brought warm weather and heavy crowds.

The grandstand crowd of 2,500 per day, and the concierges already had signed for 1951, Stewart reported. He indicated that the Greater Imperial Fair, which runs through the mid-year this year, will be back next year.

Exhibitors this year totaled 1,000, a sizable increase over 1949. Premies were $10,000 over last year, with $8,342 sold on the books for $1950. There were 7,979 entries and 396 head of cattle shown.

Red Bluff Budgets 20G Judging Stand and 45G Grandstand

RED BLUFF, Calif., March 11.—A record premium budget for an annual fair, totaling $100,000, was approved here. The premium fund is made up of $80,000, while the grandstand and judging stand will be $20,000.

The present wood grandstand, constructed in 1915 and seating 3,500, will be improved and made obsolete and inadequate. A new structure will be constructed of concrete construction to seat 5,000.

Increasing livestock exhibitors have made the arena a necessary addition, judging stands and new bleachers to be used for the annual Homefair cattle sale and show.

Fred C. Pugh, board president, said the grandstand was authorized by the State division of fairs and exhibitions.

Canadaguia Revival Plans Start Rolling

FREDERICKSBURG, Va., March 11.—Fredericksburg Agricultural Fair, revived last year on a four-county scale, will be expanded to encompass all counties in the state, according to J. Eugene Rowell, announced.

The new dates for the 1950 fair, September 11-16, will include those from the counties of Emmet, Culpeper, Orange, Madison, Prince William and Fauquier.

N. H. Group Meets March 21

CONCORD, N. H., March 11.—The annual meeting of the New Hampshire Agricultural Association will be held here Tuesday (21) in the Eagle Hotel. An extensive program of programs and exhibits and entertainment is planned.

Dallas Accents Special Events

Ligon Smith added to staff

—Yager to head enlarged dept., public relations

DALLAS, March 11.—Ligon Smith, the radio promotion manager of the Dallas Times Herald, has been added to the special events staff of the newspaper. Smith has headed his own ork for 20 years. His last engagement was a five-year run on the Century Room of the Adolphus Hotel here, ending in 1948 when he was made manager of the stage shows at the Dallas Music Co., and introduced pipe music to Dallas via Muzak. He was musical director of the Coast Music Co. of Los Angeles for nine years and also has worked with the Music Corporation of America.

Fair’s special events staff is being augmented in preparation for the exposition in October. The fair will present more special events and free shows, similar to the highly successful Atomic Energy show of last year. Smith’s first job will be a tour of Texas with color presentations.

Charles E. Yager has moved up from the associate director post, assuming responsibility for both special events and public relations. Staff includes Robert H. Stitzel, vice-president and general manager; John Broderick, sales and promotions manager; Ray Wilson, livestock manager; Fred Tennant Jr., fair operations manager; Ed O. Crow, Arthur Hale, Cotton Bowl ticket managers; and W. E. Stand, manager of buildings and grounds.

Natl’l Orange Show
Bows With New Plant

SAN BERNARDINO, Calif., March 11.—A new building for a good in weather to swelling attendance figures, directed in preparation for the exposition in October. The fair will present more special events and free shows, similar to the highly successful Atomic Energy show of last year. Smith’s first job will be a tour of Texas with color presentations.

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Square Dances Pull
At Stafford Springs

HARTFORD, Conn., March 11.—Square dances are popular with young and old alike in this portion of Stafford Springs, according to Constance L. Sneider, president of the executive committee.

The dances are held Saturday nights at the hall, which is used for various group activities during the annual Stafford Springs Art Festival. Neill’s Old Sawmill Gang, Tolland, Conn., provided the music for both square and modern dancing at the hall. Old-time fiddler, F. G. Shaw, provided the music for the square dances in Connecticut for 69 years.

Young Inks Akron Annual

AKRON, March 11.—The Enquirer Young Agency, Chicago, has been inked to supply the grandstand assistance at the annual American Association of Agricultural Fairs, which will be held here Tuesday (7) in the Eagle Hotel. An extensive program of programs and exhibits and entertainment is planned.
California Plant Relocation Job to Cost $11,000,000

SACRAMENTO, March 11.—Cost of transferring the California State Fair from its present plant to the recently acquired 1,000-acre site will run between $11,000,000 and $12,000,000, A. Alan Post, acting legislative witness, told a sub-committee of the Assembly Ways and Means Committee recently.

The committee approved an appropriation of $4,325,000 from the portion construction fund for the initial buildings on the new grounds. In addition $2,197,750 is also available from accumulated funds earmarked by legislators for the expansion. This makes a total of $7,525,000 which fair officials will have on hand for the new plant.

A mapping and survey allocation of $150,000 already has been approved by the State public works board for preliminary work at the grounds. No further improvements of a permanent nature will be made on the present fairgrounds.

The new site was purchased for $885,047.

Fairfield, Conn., Names

William Burr President

FAIRFIELD, Conn, March 11.—William Burr has been elected president of the Fairfield County 4-H Fair Association here. Other officers include Phillip Burr, first vice-president; Constance Creed, second vice-president; Eleanor Liefeld, secretary; Eden Spier, supply secretary James Lloyd, assistant supply secretary; Gertrude Hall, treasurer; and Arthur Shrew, assistant treasurer.

Robert N. Deming, 4-H Club Agent, said the fair will be held August 25-26 at Monroe Conn.

Dallastown, Pa., Sets Dates

DALLASTOWN, Pa., March 11.—This city's annual fair will be held August 14-19, H. J. Hames, president of the Dallastown Fair Association, announced this week. He also revealed that the Morris Hammon Shows have been awarded the midway contract, marking their second successive year in that capacity. Association has enlarged its fairgrounds by nine acres, giving it a total of 13. Last year's annual played to 29,380 patrons.

Valley Annual Sets Dates

HARLINGEN, Tex., March 11.—Valley Mid-Winter Fair will be held here November 18-24, R. E. Byler, manager, announced. American Midway Shows will provide the attractions for the second year of a five-year contract.

California Plant Relocation Job to Cost $11,000,000

SACRAMENTO, March 11.—Cost of transferring the California State Fair from its present plant to the recently acquired 1,000-acre site will run between $11,000,000 and $12,000,000, A. Alan Post, acting legislative witness, told a sub-committee of the Assembly Ways and Means Committee recently.

The committee approved an appropriation of $4,325,000 from the portion construction fund for the initial buildings on the new grounds. In addition $2,197,750 is also available from accumulated funds earmarked by legislators for the expansion. This makes a total of $7,525,000 which fair officials will have on hand for the new plant.

A mapping and survey allocation of $150,000 already has been approved by the State public works board for preliminary work at the grounds. No further improvements of a permanent nature will be made on the present fairgrounds.

The new site was purchased for $885,047.

Fairfield, Conn., Names

William Burr President

FAIRFIELD, Conn, March 11.—William Burr has been elected president of the Fairfield County 4-H Fair Association here. Other officers include Phillip Burr, first vice-president; Constance Creed, second vice-president; Eleanor Liefeld, secretary; Eden Spier, supply secretary James Lloyd, assistant supply secretary; Gertrude Hall, treasurer; and Arthur Shrew, assistant treasurer.

Robert N. Deming, 4-H Club Agent, said the fair will be held August 25-26 at Monroe Conn.

Dallastown, Pa., Sets Dates

DALLASTOWN, Pa., March 11.—This city's annual fair will be held August 14-19, H. J. Hames, president of the Dallastown Fair Association, announced this week. He also revealed that the Morris Hammon Shows have been awarded the midway contract, marking their second successive year in that capacity. Association has enlarged its fairgrounds by nine acres, giving it a total of 13. Last year's annual played to 29,380 patrons.

Valley Annual Sets Dates

HARLINGEN, Tex., March 11.—Valley Mid-Winter Fair will be held here November 18-24, R. E. Byler, manager, announced. American Midway Shows will provide the attractions for the second year of a five-year contract.

JUDY CANOVA

BOOKING NOW
1950 FAIR DATES
Phone, Write or Wire
W.M. H. KING
203 N. Arville Ave.
Hollywood 58, Calif.

BY \*

BOOKING OFFICES
See Page 57

"THE AERIAL SENSATIONS" - 110 FT. DOUBLE CROSS-CROSS SWAYING HIGH POLE ACT - BEAUTIFUL FIREWORKS FINISH

RICARDO and GRACIE ORTON • ADEL IOWA

WANTED CARNIVAL FROM FEB. 20, 1950, TO FEB. 1, 1951, CASS TOWNSHIP FAIR

FAIR ON FARM LAND WITH 100 FARM ANIMALS, GOOD COMMUNITY, LARGE, SPECTACULAR, FOUR-WEEK FAIR WITH ABDUCTION AND RODEO EVENTS, ABBREVIATED FAIR, NOT A "PULLER." PHONE: M. K. DOUGLAS, 203 AL, CONCORD, IOWA

JIMMY LYNCH DEATH DODGERS

WORLD'S GREATEST AUTO THRILL SHOW!

GENERAL OFFICES
203 North Wabash Avenue
Chicago 1, Ill.
Phone: Randolph 6-5639

ALL NEW THIS YEAR

WANT FAIR SECRETARIES
Contact
The ERNIE YOUNG AGENCY
For Your 1950 Grand Stand Show if you are looking for NEW IDEAS.

203 N. Wabash Avenue, Chicago 1, Ill.
Phone: Central 6-0661

WANTED CARNIVAL FROM FEB. 20, 1950, TO FEB. 1, 1951, CASS TOWNSHIP FAIR

Sponsored by American Legion Post 324, Douglas, Nebraska...

John Smith, Douglas, Nebraska, runs a great carnival and will have one for all the county. Write for information.

WANTED CARNIVAL

BROOKLYN FAIR FROM FEB. 20, 1950, TO FEB. 1, 1951

GIVE TO THE RUNYON CANCER FUND

VANCE JERNIGAN
AND HIS
ALBINO WONDER HORSE
"ACE"

VANCE JERNIGAN
1950 FAIR DATES
Phone, Write or Wire
W.M. H. KING
203 N. Arville Ave.
Hollywood 58, Calif.

FAIRS-EXPOSITIONS

JULY 24-29, 1950
BOB HELM
CONCESSION MGR.
c/o HOLTHOUSE-SCHIUTE CO.
DECATUR, ILLINOIS

WANTED FOR

DE SOTO CELEBRATION STREET FAIR
BRADENTON, FLA. — MARCH 20-25

ALL NEW THIS YEAR

WANTED CARNIVAL

FAIRS AND SHOWS

Hundreds of Fairs and Shows looking for avaialable stock shows. Write for details. Phone or wire.

WANTED FOR

FAIR SECRETARIES
See Page 57
McReavy Signs Baltimore Outdoor Date for H-M Org

KANSAS CITY, Mo., March 11.—Bob Morton, co-owner of the Hamid-Moore Co. of Chicago, who has been in the circus field for 26 years and who has been with the Ringling Bros., and Barnum & Bailey Co. for the past eight years, announced today that Vernon L. McReavy, of the H-M organization, has booked an end of the line appearance for the Baltimore and Atlantic Coast Line Railroad. The show will have its premiere in Chicago on May 18, with a run of eight days. This is the second time that McReavy has signed a contract with the H-M organization for a Baltimore appearance. The first time was in 1927, when the H-M organization was in its infancy and the Baltimore show was the only one in the country.

Saraosa Shrine Sponsors Rogers at One-Day Stand

SARASOTA, Fla., March 11.—Rogers Bros., Circus, sponsored by the Sarasota Shrine, will give its one-day stand here Saturday (4) at Ringling Boulevard and the Atlantic Coast Line Railroad tracks. Acts included Captain Eddie Kidnun's that which started the season, with one exception. Appearing here was Howard E. Kidnun, of Kidnun Bros., who replaced Captain Bill's seat. Kidnun was an old-timer in the circus business and was well known for his skills on the high wire.

Ward Chalks Big Biz for Sheriffs At Little Rock

LITTLE ROCK, March 11.—A marketplace loss to thecirca business, sponsored by the Junior Deputies of Walsh, has largely closed a successful four-day run in the Robinson Auditorium here Friday (10). Opening matinees Thursday, Tuesday, Thursday, Wednesday, and Friday (2), attracted a capacity house and rave reviews from the press.

Ward Bros. Circus, with Co-owners, George R. W. Phillips and Archie Oiler, has been in residence at the theater and has a new act that has been well received by the patrons.

Bill Plummer, who has been the leader of the Little Rock Band since 1925, has been carrying on the same activities as in previous years, but has been receivers of a new act, which has been well received by the patrons.

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Bill Rose Dies In Little Rock

LITTLE ROCK, March 11.—Bill Rose, 44, press agent for Cole Bros. and Dailey Bros., was killed in a car accident near Clarksdale, Miss., on Saturday (11). Rose had been on the road for several weeks and was on his way to New Orleans, where he was to appear in the Arkansas Gazette. Rose was a popular member of the circus family and will be missed by many.

RB Contracts New Lot in Philadelphia

PHILADELPHIA, March 11.—Richard C. Bland, owner and operator of the Philadelphia Royal, has purchased a lot on the corner of the 12th and Broad streets, for the purpose of erecting a new building for his circus. The lot is situated in the heart of the city and will be used for the purpose of exhibiting the circus.

N. Y. Again Proves RB Cheap Seat Sale

NEW YORK, March 11.—In line with last year's policy, Commissioner Edward T. McCaffrey, of the city's department of public safety, has announced that the circus will have a week's sale that will save of moderate-priced tickets. Tickets again will be super-

The sale will run from $1.50 for adults and $1.00 for children. No sales will be made except at the Madison Square Garden box office.

The sale, which is expected to save the city $30,000 or less for matinees and Friday and Saturday night shows must be attended at the Madison Square Garden box office.

McCaffrey added that before the plan became effective last year there were hundreds of annual complaints from the public. It was decided to give the public a chance to buy tickets for the family at box-office prices.

wild animals, Helen Haag's chimps, Franklin Louis Wood's Hollywood aerial ballet, a dog and pony circus, trained goats, performing elephants and liberty horses.

The last dividend, paid in December, amounted to $200,000. It brought in 82 per cent of the payments on the original $1,000,000 in claims.

Chi Holds Up For Polack's Western Unit

CHICAGO, March 11.—Polack Bros.' Eastern Unit here has been held up for the last 17 days due to a strike by the employees of the Polack Bros. Eastern Unit here. The unit had been working satisfactorily for the last two weeks, but has now been suspended due to a strike.

The Polack Bros. Eastern Unit had been working satisfactorily for the last two weeks, but has now been suspended due to a strike.

The strike has been called by the employees of the Polack Bros. Eastern Unit here. The unit had been working satisfactorily for the last two weeks, but has now been suspended due to a strike.

Night shows during the week have been three-quarter houses or better, surprising in the face of the cold and wet weather.

the last of the season, was well received by the patrons.

The last of the season, was well received by the patrons.

The last of the season, was well received by the patrons.

The last of the season, was well received by the patrons.
CIRCUSES

ATTENTION, ACTS!

Am now contracting for 1950.

Ballys and Clowns

AND TELEVISION

ERNIE YOUNG

203 N. Wabash, Chicago, III.

COMING . . .

An issue valuable to

OUTDOOR ACTS AND ATTRACTIONS

See Page 57

CIRCUS ACTS WANTED

Clown, animal acts, jugglers, portable

sideshow acts, tumblers, etc.

GUARANTEED

One month's bookings starting April 10 in

midwest. Include photo and description of

act. STARTING SALARY including transportation.

S. SYD FRIEDMAN

ALL STAR THEATER AGENCY

4557 West 14th St.

Cleveland 11, Ohio

FOR SALE

WILD ANIMAL ACT

10 Performing Lions. All equipment in

Azalea shape. Write

DICK CLEMENS

c/o Hemlock-Atlantic Circus

Winfield, Kansas

Then as per route.

PHONEMEN

CHATTANOOGA, TENN.

STANDARD COMMISSIONS

T. C. TERRELL

PHONE 4651

FOR SALE

DISCED American Veterans

RODEO HELP WANTED

Full summer season, starting April 15th,

in Washington, D. C.

WANTED

WANTED

Engineers. All positions open including

prop crew. Write

JACK WESSCOTT

CIRCLE W RANCH

MARLSTON, NEW JERSEY

TELEPHONE SALEMEN

WE WILL SELL YOUR TIME FOR COMMISSION EVERY DAY. PLEASE LEAD

WANTED OR RYAN

852 Market St., Chester, Pa.

(Phone: Chester 1-1316)

CLEAR just past and also Show 1949 in 1949 of Barnum & Bailey, Ringling Brothers, Barnum & Bailey, Buffalo Bill, Cole Bros., Ringling Bros., Buffalo Bill, and Gen. Tom Thumb. Also 1948 of Barnum & Bailey, Buffalo Bill, and Tom Thumb. On the same dates and same places. Write:


50G Fire Loss
At Ramagosa's
Wild'w Spot

Cigarette Believed Cause

WILDWOOD, N. J., March 12.-A
smokeٱnded fire that had been smolder-
ning appeared in the 600 block of
at 9:15 a.m., reportedly by a small
sitter, has become the focal point for
the investigation of the fire which
began in the basement of the
Kiddie Park, a miniature amusement
park located on the Wildwood board
walk.

Howard Doolan, owner of the park,
said that the fire was first noticed
by a passerby. He added that there
were no injuries.

Indian Point Pacts
3 Frederick Rides

PEERSKILL, N. Y., March 11.-
H. A. Frederick, owner of Fantasy
Park in Peerskill, N. Y., has agreed
in principle to a pact for three
riders which will go into effect on
April 11.

J. Reddington Joins
Staff at Flint Spot

FLINT, Mich., March 11.-Louis H.
Firesole, president and general man-
nager of the Pasha Restaurant
Foods, has joined the staff at the
Pasha Restaurant, located in Flint.

Schererville, Ind.,
To Get Kiddieland

SCHERERVILLE, Ind., March 11.
J. H. Souder will open a Kiddieland
here, May 1, on a 15-acre tract of
land between Broadway and 21st
Ave. and 11th St., Schererville.

N. J. Senate Okays
Bathing Beach Fees

TRIDENT, March 11.-New Jersey
Senate this week approved a bill to
give tourists an added incentive to
visit the state. The bill provides for
a $2 charge per car on the state's
beaches, with the proceeds to be
used for seashore improvements.

300 Conclaves Set
for A. C.

ATLANTIC CITY, March 11.-The
300 conventions scheduled here for
1950 represent a potential of about
500,000 conventions, with an estimated
spending total of $22,000,000 accord-
ing to the 600 Convention Bureau's
manager of the Atlantic City Convention
Board. The bureau based its cash take
estimate on an average figure of $22
per person per day for 4 days.

Carroll Sets April 1 Preem
At Riverside

AGAWAM, Mass., March 11.-Bar-
g that the preem will open here on
April 1, according to the preem's
manager, Eddie Carroll.

Riverside has been planning in-
siders a preem, but the average.
but this season's unveiling will be
the first on record. Carroll intends
to introduce a new amuse-
ment park in mid-June, and
preem will be a new opening, in
the case of emergencies. A preem
will be attempting to work at 90
minutes or more in the preparation
for the opening.

A contract has been signed with
the England group's attorney, the
organization that conducted the race
on the park last year. The stock model
speeds will be arranged to action
on the opening day and will be for
the use of various racing organizations
in the area. Carroll expects to add
the annual parking fee.}

Fees also will include racing for
the Savin Rock Park, a 500-yard track
in Connecticut, a 300-yard track in
Connecticut, and a 200-yard track in
Connecticut.

Roller Coaster at Arnold's
Funsport To Be Torn Down

SPIRIT LAKE, La., March 11.-
The Roller Coaster, known as the
Thriller, one of the landmarks at
Arnold's Funsport, will be torn down
by owner, Lawrence C. Lawler, park
owner, announced. The coaster will
be closed to the public in order to
introduce another type of ride and the
coaster will remain closed.

Lawler reported that plans for the
new attraction are in the formative
stage.

Vancouver Zoo Enlarged

VANCOUVER, March 11.-Popula-
tion of the Vancouver Zoo will be
increased this year to include deer,
bears, lions, and other animals.
Plans have been worked out with the
University of British Columbia
on a year-round basis to obtain the
animals at little cost.

New England Spot Sets Bow

BIRMINGHAM, England, March 11.
John Cusack, outdoor showman,
announced that the outdoor show
at the Licky Hill section here on
Easter week-end.

For Newer NWA Pilot
Plans Kiddieland
In Richfield, Minn.

RICHFIELD, Minn., March 11.
John Rice, who resigned January
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Aviation Service, has been
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WANTED

KIDDIE & ADULT RIDES
For Amusement Park adjacent "Galight Village" (See Nineties set-up) on 125 acre property In Appleton. Outstanding location in heavily populated resort area.

SEASON JUNE 15 TO OCT. 7
Interested In: MINIATURE RAILROAD, MERRY-GO-ROUND, FERRIS WHEEL AND ROLLER COASTER, etc. Won

MILT SELLECK
261-21 Langton Ave., Floral Park, L.I., N.Y.

CARPET COVERED
MINIATURE GOLF
THE ONLY PATENTED
CARPET COVERING
Exclusive County Rights

R. W. DAVIS
Patentee
4433 Lexington Ave.,
Jacksonville 3, Fla.
Phone: 2-1264
(Gorton, N. C., After March 15)

MARK HAVEN BEACH
Tappahannock, Va.
WANTS C.

For SALE

Up-date Playing Cards, 22 tables, like new. Good location New York state. For information Phone Engaged 354-194 or write

SOLON
105 County Road
TENAFLY, N. J.

10 Years’ Lease-Contract

7 Days’ Action, 10 Months Each Year. 5 MILLION & CASH PAYROLLS
EVERY Month, Plenty Soldiers, NO Gate. Grill “COMPETITION”
Passed Every Test!

OPEN—Ex, Age, Scales. ARCADE, Bowling Alley, Rotorials, American Camp, Lexington Avenue, Park 13 TRIED AND PROVEN, CLICKED ALL WINTER. All replies.

T. L. DEDBRICK, Gen. Mgr.

AMERICAN LEGION AMUSEMENT PARK
Box 335, R. 4, Fayetteville, N. C. W. U. or Phone 38653

World’s Largest Designer, Builder and Manufacturer
Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous

CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.
Roller Coaster Chain, Rails and Equipment on Hand.
WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

Dallas Fathers
Earmark $400,000
For Marsalis Zoo

DALLAS, March 11.—City park improvements here in the next 2½ years will total $1,200,000, and the Marsalis Zoo work, costing $400,000, heads the list.

Park Director L. B. Houston said zoo improvements have lagged behind standards which zoo collection, attendance and interest justify. A new 10,000 square foot building is planned. The improvements planned are a new zoo entrance, paving and modern animal enclosures.

Immediate improvements planned in other parts include baseball dugouts, lighting, lighted and hard-surfaced play areas, comfort stations, lighted picnic areas and other work. Later improvements will be made in 42 of the city’s 78 parks.

Out of $2,500,000 in park bonds voted in 1944, $1,740,000 is still available. The park board will ask city council to sell $1,200,000.

Flashbacks

(Continued from page 60)

charge of the reminder of the Hagerman-Washtenaw project.

Louis Goebel’s Lion Farm near Hollywood, Colo., Eastern Great Western Show, Union at re-elected Herb Shankle, president, and named G. I. House, vice-president; T. J. Martin, secretary, and Lester Brummell, treasurer...


Robert B. Hickey resigned his publicity director’s post with Amusement Corporation of America to go with RKO-Radio Pictures as a field representative.

Jesse Morris was signed to play drums with C. S. Brooks on the Bud E. Anderson Circus. ... Franklin County Fair Association, Benjamin A. elect J. T. Odom, president; W. E. Johnson, and T. L. Lanham, vice-presidents; George H. Biggs, treasurer, and H. W. Nolen, secretary.

The public-liability insurance campaign of the National Association of Amusement Parks, Pools and Beaches got under way...

Jack Wilkerson was re-engaged as las man with Cliff Parks & Park Management Company.

Deaths: James Fleming, concessionaire; Edward J. Forepaugh and Clifford Guy, circus men; Robert R. Jolly, and George Robinson, concessionaires; Loren Stang and Frederick C. Siegel, circus men.

WANTED FOR

FOR PLAYLAND PARK
Wichita Falls, Texas, P. O. Box 246.

Play 12-unit Rabbit Racer.

FOR SALE

One 12-Unit Rabbit Racer
New, good condition. Make offer or will trade for 1 Walking Car or good shape.

C. J. MANCINO

MINIATURE GOLF COURSES

Designers and Builders of Miniature Greens
Free Catalog. Send 5c for miniature plans and details of dramatic problems eliminated. Materials used tested upon satisfactory use for a period of years from our exclusive specifications. Refer-

ences and photographs available.

C. J. MANCINO
Room 1183, 202 State St., New London, Conn.

WANTED FOR WEST VIEW PARK

PITTSBURGH, PA.

WANTED POLYCHROME RIDES

For operation in an Amusement Park in South. Will pay, lease or buy.

BOX 8105, CANTON, OH. POST OFFICE.

NEW ORLEANS, LA.

FOR SALE

One 12-Unit Rabbit Racer

New, good condition. Make offer or will trade for 1 Walking Car in good shape.

C. J. MANCINO
COASTERS

80

Boat,
Consisting
of
A

WE’LL

A

MODERN

PHILADELPHIA

ALLEY

IN

SPACE

AMUSEMENT

JET

KIDDIE

EXPERIENCES

A

CO.,

IN

375.00

IN

DOUGLAS

Mfrs.

IN

14-41

STEAM

population.

14,- Plans for major changes at Redondo Beach here, to return it to place in upper bracket of amusement parks in the nation, are under way.

The Mohr brothers, of the South Bay Amusement Company, have a promotion campaign under way to attract top concessionaires to the California split, and Meyer Simon, owner of the property, and his managers, R. Berg, respectively, will be made for additional rides, exhibits and concessions.

Bond Issue Talked

Simon also said preliminary talks have already taken place with the city council, relative to floating $450,000 bond issue to rebuild the plunge. Thru the end of the year, he said, have been favorable.

All three tanks of the old plunge, built by the Pacific Electric Railway to attract visitors to Redondo around the turn of the century, are intact. At present, part of the Kiddieland is located on the old plunge site but could be moved to the opposite end of the waterfront.

In an effort to hypnook attendance at the Muscle Beach Ballroom, which operates both Western and Latin bands, a large selection policy has been inaugurated. Concessionaires in the ballroom derive the only revenue at present, according to Berg.

Fox Promotes Kids

Another promotion center on the Kiddieland, operated by Es Fox. This is the awarding of $550 merchandise prizes twice a month to the group of kids holding the lucky ticket. Ride lineup in Kiddieland includes a Chair Wheel, merry-go-round, train, boat and plane rides and Ferris Wheel. Adult rides are a Strato Ship and plane.

Negotiations are under way between the park operators and the Pacific Railway to resume its service to Redondo. When the railway switched to buses and dismantled the plane service to the area was discontinued.

Blackpool Preem April 6

BLACKPOOL, England, March 11. Palm Beach amusement section of this seashore resort is getting set for the season, which opens April 6 and runs through October 25.

EDMONTON, Alta., March 11—Edmonton Zoo has been given a $2,000-pound, nine-month-old child by Al Oeming, wrestling promoter, who had it as a pet.

FOR SALE

MODERN AMUSEMENT PARK

IN NEW HAMPSHIRE

Consisting of Roller Rink, Merry-Go-Round, Dodgem Ride, Aeroplane Ride, The Whip, Caterpillar Ride, Preisel Ride, Shooting Gallery, Large Roller Rink, Large Ballroom, Bathing Beach, Refreshment Stands, Swan Boat, Canoes. Several games. 38 acres of land. 500,000 people within a radius of 25 miles. Price, $150,000. 1/2 down, balance first mortgage. Wire or write

I. R. DUNN

Granite St. Theatre, Manchester, N. H.

MINIATURE STEAM TRAIN

Train runs next to Coaster in three big parts. 18 Trains new in operation.

GROSS $2,500 TO $15,000 A SEASON

Burns coal for normal steam operation. Make money in any town over 10,000 population.

Approved A.A.A. boiler. Steam Train are unsold for sexual and resort rides. Hours from 7 to 8 kids and adults every trip.

OTTAWAY AMUSEMENT CO.
Mrs. Miniature Steam Train
324 W. DOUGLAS
WICHITA, KANSAS

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS

GALLOPING HORSE CARROUSEL

Illustrated Circular Free

W. F. MANGELS Co., Coney Island 24, N. Y.

FOR SALE

(10) TEN NATIONAL SKEE ROLL ALLIES (10)

14" long, good condition.

Address inquiries to THE BILLBOARD

BOX D-343

Cincinnati 22, O.

KIDDIE AIRPLANE SWING

Sails, 50 passengers, complete equipment, steel tower, eight cars, covers top, electric motor, 225 foot flying run. 500 gallon gas tank. New in 1942 and flying season. Regularly with new tower. Makes a big draw.

Gwynn Oak Park

Baltimore, Md.

MINIATURE TRAINS


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Bischof-Rocco Amusement Co.

5641 COTTAGE GROVE AVE.
ROCHESTER 6-3334
CHICAGO, ILL.
$1,000 in Loot Offered by N.Y. Queen Contest

NEW YORK, March 11.—Over $1,000 in prizes, including a Furness Line ocean service to Bermuda, were announced this week for the 1950 (10th annual) Skate Queen contest at Empire Skaterollers, Brooklyn. Eliminations have been scheduled for Saturday afternoon, May 22, for the finals for the following Saturday. The New York Journal-American, skating feature and Empire co-sponsors.

Any single or married, who is 15 years or over and who has never been a professional skater, model or actor in films or on television will compete. Any skating club from anywhere, but they must be present at the eliminations and, if selected, for the finals. Skating skill will not be judged, but all contestants must have the ability to perform a maximum variation of routines. Points will be given for charm, beauty and all-round attractiveness. A panel of beauty experts will do the picking.

Twenty girls will share in the prizes, which will include a pair of Chicago precision skates with Hyde Black tops, a life-size, ball-bearing statue of a girl, and a busload of gold for the Diamond Club, London, Ont.

The Junior Figure Skating Club and the Junior Figure skaters participated in the show, with skaters from other clubs. Featured individual numbers were a dance by Gal Lockie and Tom Jones, of the Arcade club, and a solo by Misses Estelle Cohen and Rose Cohen, of the public, for the benefit of the Diamond club, group, who sold tickets for half the net profit. The benefit was held in London, Ont.

Varisty skaters were Gene Carenkovski, Laura Smotitsky, Mary Locki, Doris Kiefert, Jim Abbotts, Marion Wushcow, Willi Cox, and Joy Robb. Mount Clemens (Mich.) was represented by Misses Dorothy and Helen King and Robert Thompson. Mary Shaw and Mickey Dunn, Betty Blaisdell, a circle polka by Ethel and Edwin Scurgall, and a 32-bar dance by Ernie Mortensen show, were performed by Merrick, N.Y., who sold tickets for $1.80 a pair. Blauvelt (Mich.) was represented by Misses Evelyn Lamplin, Gal Lockie and Tom Jones. The event was also staged as a birthday party for the 12-year-old Frank Sacks. A special number was presented by members of the American Federation of Motion Picture Employees and the show was directed by Stanley Walsh.

RINKS AND SKATERS    Communications to 2180 Patterson St., Cincinnati 22, Ohio

Tomich, Zinser Set Operation Deal for M'kwee Fair Plant

MILWAUKEE, March 11.—Negotiations were concluded last week between Walter Tomich, owner of the Tomich rink and B. P. Zinser, owner of the Zinser rink, in connection with a proposed cooperation of the two rinks for a contract to operate an outdoor roller rink on the fairgrounds at Janesville. Zinser and Tomich formerly operated the Ponders and Greenfield Avenue, which met with disaster last season when a windstorm destroyed the rink.

Both men have been in the rink business for many years. Tomich is holding part-time jobs with the Richardson Adminstration Hospital at Wood, as a rink operator for the vets, while Zinser has charge of reception of recreational activities.

The rink will measure 155 by 95 feet. Agreement calls for 20 per cent of grosses going to the fair board. Opening date is May 29 to coincide with opening of the Irving-Kort Plan call for ballyhoo via radio spots and ads in daily and high school papers to boost the opening.

Icy docs Chilled by Tele; Gloom Thick at Hub Huddle

BOSTON, March 11.—Television is curtailing the gates of sports promtion, and the promoters are at their wits' end. There is nothing they can do about it. They can keep video out of their sports rinks and parks, but they can't keep it out of their homes. Ice rink owners from all over the U. S. and Canada, who closed a two-day convention here February 21, are frankly worried. Walter Brown, Boston Garden president, who is head of the rink association, said there is nothing we can do about it.

The 25 rink operators, among whom were Charlie Cord, of Leaside, Toronto, Frank Selke, Montreal and Cincinnati, John Tomich, Chicago, and John Harris, Pittsburgh, son of the Pittsburgh theatrical man who owned the Boston Garden years ago, said that television is hurting sports promotion unlike radio, which, they say, helped it.

Consensus was that it is not the televising of sports themselves that keeps people home—but televising itself. This was borne out by the report that sports promotion is ever growing, and the better in the West, than the East, and better in Canada than in the U. S.

In the meantime, Boston movie theater interests, busy fighting the 90 per cent tax, were hopeful. The elimination of the tax would bring more people into their theaters, where attendance is off, although the same 200,000 viewers in the 25 rink, which were added to daily at a rapid rate.

Most sports promoters are agreed that video is out of their actions, meaning it definitely hurts the gate. On the other hand, neither the Boston Braves nor the Boston Red Sox suffered any lack of attendance throughout their season, which was televised.

TV blues have already gripped the night club, bar and cafe segments of the entertainment industry, but neighborhood movie houses have it the worst of all.

Paterson Club Benefit Party Nudges Record

PATERN, N. J., March 11.—Net since the opening of Paterson Recreation Center under the America on Wheels banner has the rollerrink hosted a crowd that compared in size to the turnout for the club bene- fit party. The party was held from the rink's second largest crowd, said AFL-CIO Executive Director James Schmitz, will be used to purchase club racing uniforms and send members to the 15th national championships of the USARSA in Pennsylvania, Calif.

Impetus for the huge success was supplied by Manager Walter Trotter and William Lawles, Paterson racing coach, who sold local newspapers on the potential of the skating club and for selling hometowns. Paterson in 1950. The result was that newspapers got squarely behind the promotion, publicity wise, and merchants donated prizes, which local newspapers likewise published.

The party program included a wall contest and various races. Prizes were distributed periodically throughout the evening to ticket holders and winners of games. Lists of prizes included oranges, buns, opera glasses, football, sneakers, bracelets, skating trophies, blankets, box of candy, cakes, photo portraits, skating medals, 25 cents of fruit, precision sticks. Everharp pens, cartons of cigarettes, 10 pounds of sugar, milk, shoes, glasses, neckties, watch band, motor oil, compact, fruit basket, theater passes, etc. Cash, hair tonic and eight photos.

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The First Best Skate

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RICHARDSON RAILBEARING SKATE CO.
Established 1894. Chicago, Ill.

The Best Skate Today

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"CHICAGO" SKATE

This wheel has been developed of pure grey gummed rubber. It will not mark or harm any polished wax floor. Used successfully by some for years.

"Try em and you'll buy em"

CHICAGO ROLLER SKATE CO.
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4427 W. LAKE ST. CHICAGO 24, ILL.
**Honour Roll**

MXDFORD, Mass., March 11 — A Honour Roll Guest Plan, designed as an attendance hobo, was inaugurated by Mr. Freeman's Bal-A-Rue Roulette way here. Each night the rink starts at 7:30 with 20 combination cards. Skaters, requesting them to fill out cards and return them to the office. The following day the skaters' names, which is number, are announced in the Guest Honour Roll, permitting them to participate in the competition and then drawn from the names of the skaters' numbers for a daily guest list. If posted, skaters whose names are drawn are permitted to skate the night and numbers and important changes have been made in Honour Roll policies.

**Mineola’s Dimes’ Night Nets $500**

MINEOLA, L.I., March 11 — Entire proceeds, over $500, from a benefit Night (7) at Mineola Rink, have been turned over to the March of Dimes by operators Harry Ritter and Earl Day in the belief that with no increase in admission, a big affair with moderate skating and a fair show made by the Skater-Gladys Werner gold medal team, and Fred Trinners and Don Boyd, by artistic skating by national champions Charles Irwin, Irene and Julian Martin, the program on the was a number.

**Mich. Rollerade Lifts the Curtain**

HASLETT, Mich., March 11 — A grand opening was held this Wednesday and Saturday (3-5) at the Rollerade, held at Lake Washington Park, to acquaint skaters in the area with its new manager, Jim Irwin. The event was a main attraction, and important changes have been made in Rollerade policies.

**Fred Merriar Dies In Philpally**

PHILADELPHIA, March 11 — Fred (Dutch) Murr, manager of nationally known Pawnee Indian exhibition rink, died Monday (April 8) at the hospital here. He was 62 years old. Many friends at the rink were saddened by the news.

**Shore Drome’s Polio Campaign Nets $913**

NEPTUNE, N.J., March 11 — The manager of the Shore Drome here announces that its skaters have raised $913 for the March of Dimes campaign, with $913 turned over to Victor J. Brown, chairman of the N.J. Dime club, on Wednesday.

**Kiddie Trade Up for Milam**

WASHINGTON, Pa., March 11 — The manager of the Milam Drome announced good for Cecil Milam at his matinee Dimes’ Night contest. All rides have been coming to rink, even the ones don’t spend too much on refreshments. Milam said.

**Dance Contest Aid Padula**

The All-Star Skate-Dance contest, each a complete event with trophies, are proving a real hit with the right business at Park Circle Rollerdrome, under Vincent Padula’s reign. Each contest is scheduled to be followed by the average entry, with many extra skaters and spectators turning out to watch.**

**Philadelphia Palace Revue Snares $200**

PHILADELPHIA, March 11 — Crystal Palace Roller Rink here, operated by Arthur Litzenberger and Mary A. W. King, produced a large audience at the annual Valentine’s Day show on January 20 which netted the palace $200. Total receipts that night were donated to the skaters. Skaters supplied costumes at their expense, and the show was preceded and followed an 80-piece orchestra. A matinee show was presented with an overture by organist Ray Hottinger, followed by Victoria’s Rockettes, Joan Remley, Marilu Scherer, Mary Ratcliff, Elin Huxley, Joan Williams, Fran Johnson, Ray, Judy Fennel, Joan Venstra, and Miss Lillian Chappell, executive director of the Arleen Foundation, assisted in promoting the event.

**Wonder Rink Wanted**

Will rent or lease permanent Roller Rink with option to buy if possible. References needed.

**Shore Drome’s Polio Campaign Nets $913**

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Portable Maple Flooring, 24" x 24" tiles. 100% Maple. Extensive instrumentation. For permanent location. Write for details. WRITE

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Owners of Portable Rinks. We have atomizers to get in touch with one for placing your rink in heart of Lake County. Demonstrate.

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413 W. Warren St.

South Bend, Ind.

**Skatecases” “New Low”**

STEEL CASES (Metal Over Wood) - Double, standard, combination, single case, 4 skates, 10 skates, 15 skates, 20 skates. For plastic or wood skates. A. L. Aluminum Cases, Double 634.00, 4 skates. Combination 604.00, 10 skates. Single 594.00, 20 skates. With的区别 hint finish. FOR WORLD. DOUBLE, A.L. CASES, 150.00. 10 skates.

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Our latest 25-pc. Silverware Set, service for 6, pure silver plate on 16½" nickel silver base. Our newest, very attractive pattern. Sample $3; Chest $1.50 (Sample 2x2), Min. order 12.

25% with order, balance C. O. D.

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Hoppity Bunny
No. 8428. All high luster plush. 14" high. Packed 2 dozen per carton.

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3-Piece Pen Set, all gold finish.
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MA223—Rit Egg Dye Cabinet, 36 pkgs. .................. $2.09
MA877—6" Dye Rabbit, Each .................. 1.10
MA878—12" Dye Rabbit, Each .................. 1.50
MA866—18" Dye Rabbit, Each .................. 2.10
MA7875—Shredded waxed paper, Easter Grass Green or Orange, 5 lb. carton 1.90
MA491—Woven split Bamboo Easter Baskets, small size, nested, Doz. 75c
MA7871—Woven split Bamboo Easter Baskets, medium size, nested, Doz. .90

Be sure to send postage and 25% deposit with C. O. D. order

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TERRA HAUTE, INDIANA

Frisco Pete
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11917 VOSE ST. • ST. 7-5703 • NO. HOLLYWOOD, CALIF.

Sample Assortments, $2.00 Per Gross and Up
State Your Business

28% DEPOSIT REQUIRED ON ALL C.O.D. ORDERS
Pipes for Pitchmen

By Bill Baker

ANYONE KNOWING
the whereabouts of Doc Highetowt (Jimmy Pierce) is asked to have him contact his daughter Dorothy Louise Pierce at Box 225, Julian, Calif.

CHIEF GRAY FOX... cards from Rustin, Fla, that all the tribes and keister lads there are making preparations for the trek back north.

"Since my own daughter, Gaynell, is to be married soon, I suppose I'll have to be looking around for another singer," the Chief adds.

THE NOPELS... Robert and Mac, who are vacationing in Clearwater, Fla, took in the Rogers Bros. Circus performance at the Orpheum recently and renewed acquaintances with George and Margaret Burke, Zeek LeMont, Eddie Dickens, Mr. and Mrs. Cason and Eddie and Charlene Kuhn.

A social event in Miami was the wedding of Harry E. Moore, Will H. Hill, Jack Man Smith, the Deffittkie family, R. A. Allen, Ed Barth and Moe, the Maurers, Doc Harold Woolf, Cliff Feust, Helen Haag and family, and Mr. and Mrs. Sylvester.

Even when conditions reach their lowest level, the constipated pipe is what wins the race.

CURLEY MILLER'S... red show is reported to be playing Florida spots to good long green crowds. His stand at Brantford proved a red one.

HERE'S A LINE... from the Mardi Gras Letts Morris Kahrtrnoff from Mobile, Ala. "At least that's what they call this celebration out here. One part 20 ye'up to the city and made it rough for many of us. At any rate, I obtained a lot of garbage for my efforts. Dave Lombe who had a small store in operation and played a blank here. Come back Meyers had a spread on Broad Street and had a speck up on Bridge and Springfield streets. It really got tough when some of the children began selling confetti for 5 cents a bag and others passed it out at two bags for a nickel. Let's have some pipes from Hi Hightower, Harry Baker, Bonne and a Golden.

I'm going back to the pitch game. I've still got the suitcase that he gave me and I'm getting good long-green counts with the Kwilti-smirks in Bridgeport, Conn.

DUKE GREENLEAF... is setting high prices here and still the pitch is declining. He is also doing a great business. Duke says that he's going to make pipes here for Rhodes, Doc DeMilla, Doc Whitaker, and E. F. Bennett. He adds that he hopes the Mississippi Kid has recovered from his recent illness.

MARGIE MUNITZ... is returning to be doing well with the Kwilti sets at the S. S. Kresge store, Lincoln, Neb.

JOSEPH GOLDEN... received a letter from Chicago: "Don't take a chance on coming to work if you are a demonstrator or pitchman, I've (See PIPES on page 95)

Dave Rose Cites New Orleans Mayor as Champion of Justice

Ed. Note: The following contributions were written in a special telegram from Dave Rose, widely known in Pitchman, is published here with the idea that more New Orleans and New Orleans officials could well follow the lead taken by our local Mayor, who is already in the treatment of the intolerant attitude.

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Morrison recently was re-elected for another term from near term and he is the greatest majority in the city's history.

"There was quite a mix-up here several years ago. All the pipes were sold in a few days before the big day of the Mardi Gras, which is the final day of the Louisianaian, and in this characteristic the State Gras is law requiring peddlers to pay city fees in the state in order to peddle or sell their wares. This sudden step was taken by Mayor James Morrison, it is understood, in order to avoid any confusion as to their legal status.

"In one local paper he was quoted as saying, 'It is difficult to understand why the city authorities are allowing pipes to be sold in the city. All of us, including Mr. Morrison, are for the best, but it is likely that this action will lead to trouble.'

"I have pitched and peddled for many years and never before in all my travels have I known a great champion of justice. In another newspaper article the mayor said, 'These vendors have been selling souvenirs for many years under the authority of the city's officials to do so.'

"The State never before has attempted to impose this license on the city, and the merchants and street vendors have been complaining about street vendors, as the State men claimed, that they should be given a fair chance in the city or by the police department. There has been no imposition of the State license law at State fairs or carnivals in other cities in our State. We consider this tax oppressive and the vendor will hardly earn as much as the tax. We consider the enforcement of the law to be an unfair and illegal tax. We feel that we are being treated as if we had no evidence of coercion or possible shakedown."

"The mayor's fight resulted in no one paying $50 for a reader. An amount that is worked without being molested."
SALESBORD SIDELIGHTS

Irvig Sax, general sales manager of Superior Products, Chicago, reports that the firm has produced an outstanding series of big-ticket "0" boards. All will be introduced simultaneously. Irvig states that the different processes used in manufacturing these boards is more intricate than in usual production set-ups, meaning that greater time is needed to prepare them. During his recent Eastern trip Irv visited Nate Rake, Rake Coin Machine Exchange, Philadelphia, and turns in word that Nate's board display, featuring products of leading firms, is the largest he has seen anywhere. William Nesbit Company, Pittsburgh, was another stop on Irv's junct; he spent a pleasant evening at the Nesbit country home. Superior's Lewis Kaufman is accompanying just-appointed Midwestern sales manager, Bob Baldwin, thru his territory.

Bernard Kite, Chicago branch manager for Universal Manufacturing Company, Kasey and Call Jay Products, Inc., Chicago, is keeping busy with orders for the lines of tickets and salesboards ready for delivery at his Randolph Street headquarters. Youngest general manager of Wertz Novelty Company, Inc., Muncie, Ind., is certain this firm's peak production on book deals will tide the shipping department thru the expected rush of orders comes spring.

Gardner & Company, Chicago, gearing up production and new book deals, with an eye on growing, good sales, is swinging into its new sales program under the leadership of Irvin Fuller, who now holds the office of sales manager in addition to president. Additions to the sales staff will be announced shortly, in assistant sales manager capacities, which will further accentuate Gardner's new coverage program.

Peerless Products, Inc., Chicago, has a new 20-board release featuring an additional 260 tickets on the company's 274-plus line of push cards. Brady has been mulling over large numbers of its free 1950 catalog to interested operators.

Joseph Wurts, head of Worthmore Ticket Games, Chicago, is actively working to increase his sales. The firm's sales have been expanded over 1947-48 levels.

PIPEs (Continued from page 23)
worked stores for over 30 years and not recently did I find so many so-called managers. They are asking for a guarantee of sales and one must practically stand in line for the store. They want the impossible. Scotties here is open but there is no traffic.

Anyone can make it thru the summer and that's all that many do not have to thru them thru the winter.

THE HUDSPETHS
Ronnie, and Marie, are in Dallas rehearsal plans for their forthcoming spring tour.

J. ARTHUR (RED) McCool, and wife, Peggy, are in Detroit after making a circuit of Midwestern towns, including Milwaukee, Chicago, Grand Rapids and Jackson, Mich., Toledo and Columbus, Ohio, and cutting various jackpots with old-timers in the pitch game like Mae Lithgow, Harry Rutherford, Ben Garber, Mike Bonton, Chief Little Fox, Rockefellers, John Olsey, Lucy Waggoner, R. B. Prior, and Fred Smith. They report that all have varied and interesting tales to relate. Park says he has been hanging out the Motor City for over a month thru the weather. He adds that things in the stores there have been has because of the strikes and various other economic factors. The McCool's son, Peco, has just returned with a new car and is ready to see the country and pitch his wares. Red says that veteran Bert Glanzer is rapidly on the road to recovery after a close bout with pneumonia brought on because of the daily ministrations of "that same man of kindness and understanding, Mrs. Meeker." Red would like to see a pipe here thru Dick Jacobs.

LESTER KANE .

is reported to have left Detroit recently to make the sport in Indianapolis with Jack Dreyfus.

PITCHDOM WAS GRIEF

of the death of Mrs. M. C. (Red) Hancoch at his home in Montreal February 20. A veteran pitcherman, known as "the gummy in ther States about 30 years ago. He went with Hancoch early to folk Hancoch to Canada in 1936. For the last 19 years Red worked at Belmont Park during the winter. On returning to his home in Chicago, Red Mary, who assisted him, will continue with his Belmont Park operation.

Set Salesboard Confab for May

CHICAGO, March 13.—The combined pushboard, ticket and novelty manufacturer's annual convention and exhibit for 1950 has been scheduled for May 22-24 at the Sheraton Hotel.

To be centered in the Grand Ballroom of the Sheraton, occupying the seventh and eighth floors, the meeting will be at least 50 per cent larger than during preceding years, a committee spokesman said. In addition to the various exhibitors of vending companies, buffet suppliers and live musical entertainment will be featured.

Robt. Kolinsky New Western Sales Heads At Container Corp.

ST. LOUIS, March 11.—Jack Morley, vice president of Consolidated Container Corporation, announced the appointment this week of Robert H. Kolinsky as Western sales director. Kolinsky, now on his way to the West Coast, will work out of Los Angeles where he will take up permanent residence.

Associated with the salesboard industry for many years, Kolinsky was with Superior Products, Chicago, as a sales director prior to joining Consolidated-Container.

SALESBORD FACTORY FOR SALE

Will sell as a whole or piece by piece. Tremendous opportunity for a bargain as this factory is liquidating and must vacate present location. Equitement may be seen in operation. Terms: Cash. F. O. B. factory. Will deal only with principals. Tremendous stock of pushboards also available at a fraction of manufacturing cost.

If interested, write BOX D-338, c/o BILLBOARD, CINCINNATI 22, OHIO

SALESBORD-JAR TICKETS

Additional stock of pushboards also available at a fraction of manufacturing cost.

SALESBORD—JAR TICKETS

SALESBORD—JAR TICKETS

SALESBORD—JAR TICKETS

SALESBORD—JAR TICKETS

SALESBORD—JAR TICKETS

SALESBORD—JAR TICKETS

LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.
USED COIN-OPERATED MACHINES

Sales Prices; Al bee Orders Stating Universal 500 Machine.

BUY BY MAIL FACTORY WHOLESALE PRICES
No Job Lots or Close Outs
BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO
No Order Too Small
JAR DEALS—PAD DEALS R W DLUCKY SEVEN MATCH PAKS
Order shipped same day as received. We carry a stock of all makes. Write, Phone or Come In. WRITE FOR CIRCULAR
CAROL SALES CO. 312 E. Market St., Elmira, N.Y.

Money Boards
LOWEST PRICES
HENRY H. LANSMAN

SALESBOARDS—JAR TICKETS
NEW LOW PRICES
ALL ORDERS SHIPPED SAME DAY RECEIVED
NOTES PAY DESCRIPTION PROFIT PROFIT
1280 $1.00 V/LUCKY TICKET & MARKERS...Dec. 15.00 3.00
1280 $1.00 SWARTZ V/LUCKY TICKET & MARKERS...Dec. 15.00 3.00
1280 $1.00 SWARTZ RED, WHITE & BLUE LUCKY SEVEN MARKERS...Dec. 8.00 6.00
1280 $1.00 TEXAS CHARLEY TICKET & MARKERS...Nov. 15.00 2.00
1280 $1.00 TEXAS CHARLEY RED, WHITE & BLUE LUCKY SEVEN TICKET & MARKERS...Nov. 15.00 4.00
1280 $1.00 TEXAS CHARLEY LUCKY SEVEN TICKET & MARKERS...Nov. 15.00 4.00
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Cincinnati 22, Ohio

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

Name
Address
City... Zone... State...
Profession or Business...

GIVE TO THE DAMON RUNYON CANCER FUND

Copyrighted material
CHICAGO, March 11.—The response for copies of the.bed- 
America of Malcol, which appeared in the March 11 issue 
section. The Billboard has been such 
that the firm has prepared re- 
ready for the 14th edition of the 
 exhibiting clubs, Giant Shy, Bell- 
vice-president, announced 
and the fraternity will 
display them in their quarters 
should write for a copy to 
Giant Shy, Bell-o-Matic, 4100 Full-
den Avenue, Chicago 39.

CHICAGO, March 11.—Adjudged 
kindly, received the 
Machines Association of Phila-
phia. A veteran pinball and 
early this year.

In December, managers of the 
an association's board of directors.

Set 1951 Meet as Ops From 
Entire Country Gather To 
Discuss Industry Problems

By Norman Weber

CHICAGO, March 11.—Re-elect 
the most successful 
in motion pictures, 
S. Denyer, first vice-
chairman; Charles 
chairman; Jerry 
vice-chairman, and 
(See MOA On page 59)

4 More Mfrs. 
Join ACMMA 
Exhibit List

Only 15 Booths Remain

CHICAGO, March 11.—Four addi-
tional companies have been 
signed for exhibit space at the 1950 
All-Industry Exposition to be held 
at the Hotel Sherman, Chicago, May 
22-24. Edward Bowman, 
American Machine Manufacturers Asso-
ciation (ACMMA) director of 
exhibits, pointed out there are still 18 
booths available. One hundred and 
one have been sold.

In the list are: the Auto 
Company, producers of a 
car's graphics equipment, 
Los Angeles; Aircraft Marketing 
Company, Chicago; 
Riviera, makers of counter games 
and manufactured scoreboards and 
acces-
ors; National Shuffleboard 
Company, Orange, N.J., manufacturers 
of the National shuffleboard line 
(See 4 More Mfrs. on page 122)

See Wave of New Op Blood 
Keying Industry in 

PHILADELPHIA, March 11.—More 
and high class new machine 
operations, including three new 
projects operable in Philadelphia in 
recent weeks, according 
to certificates of incorporation 
filed with the Secretary of 
State.

Of particular interest is the 
formation of the Riviera Vending 
Corporation, represented by Herman 
Beerman, local attorney. According 
to the application, for a 
franchise, the 
Riviera corporation has been 
organized for the purpose of 
operating, maintaining, 
operate, distribute and 
otherwise engage in the vending 

drinks and other personal items, 
being sold in vending machines.

The United Vending Service 
Company, with principal place 
of business at 2100 West Indiana 
Avenue, Chicago, conducted by J. 
Dodd, Mario A. Diodato and 
Mayor 

Re-Elect Miller; Confine Talks to Machines

From May 8th, 1950.
MOA CONVENEHITS JAPIT

BIZ SESSIONS

HILITE FIRST

MOA MEET

ChICAGO, March 11.—While the Music Operators of America (MOA) convention here this week was held primarily to discuss matters of a national scope, 29 firms took special display rooms on the seventh floor of the Twin Tower Hotel to show their coin-op machines, entertain visitors and, in two instances, introduce new coin-operated products. The emphasis, however, was placed on records, with 12 firms setting up listening programs. Other exhibits, including those of the Motion Picture News, Sun, and the Wall Street Journal, were also on hand.

Permass, Inc., Plains Chemical and M.A. Miller Manufacturing Company headed the needle firms showing their wares. Permass' top handler was on hand at the MOA to show the coin-op market on the convention floor in front of the convention's open house, which included the awarding of prizes in a coin-op sweepstakes. The demonstration of its new nylon and derma line of coin-op machines, one of which was a coin-op machine, was headlined by the visitors.

The convention, in addition to displaying its needle line, also introduced a new hook-up which it had been developing for some time. The unit was demonstrated via two old jukes, a Wurlitzer and a Seeburg. The Wurlitzer, in addition to being played by a special coin-op machine, also carried the coin-op machine with the addition necessary to follow a similar pursuit.

While the Wurlitzer demonstration was unavailing, the following week's coin-op machine for the National Coin-op Convention will be available to all in attendance, the following week's coin-op machine.

ADDITIONAL COIN-OPE MILLIONS

Wurlitzer Co.

Shipping 1250

“Speed” Kits

New Programing Set-Up

North Tonawanda, N. Y., March 11—Ed Wurlitzer, general sales manager, phonograph division, Wurlitzer Company, and A. D. Palmer Jr., advertising and sales promotion man, announced that the firm is now in production and making quality direct, coin-operated machines for the Model 1250 phonograph. The price of the kit, which allows for either 45 or 33 1/3 r.p.m. play, is $8.50. Wurlitzer also announced that a two-volume “Speed” kit which includes its own direct, coin-operated machine for playing of two-seven-inch discs via the same track. Quantity shipments on the kit are expected to begin approximately six weeks ahead of schedule. Wurlitzer stated. The $8.50 price includes a d.p. adapter wheel, a 1 yen-sized lid for the coin-op machine.
Field Proven and Trouble-free!

20 Records, 40 Selections; Horizontal Play, Gravity Ride, with Single Tone Arm, Single Pickup, Single Needle

The AMI mechanism has won the confidence and respect of every music operator. Designed to change records with lightning speed and turn any record over to play either side, it has gloriously stood the test of time. It places operator's satisfaction above manufacturer's convenience. It gives the public what it wants and at the same time is built for the operator. It stays in order. It plays either side of the record in the way a record should be played: revolving horizontally with a single pickup and needle riding the grooves by gravity. This is the way records are made to be played, intended to be played! Since one-side play is now obsolete, it is important that you select your new machines on the basis of which record changing mechanism does the best job playing both sides. AMI is the originator of two-sided record playing, with over 20 years experience building this type of equipment. The "C's" record changer is the one thoroughly field proven mechanism of its kind. For lowest operating cost, specify AMI Model "C"
PLENTY OF TUNES TO STIMULATE PLAY

NO INCREASED RECORD COSTS FOR YOU TO PAY

PLAYS ANY SPEED RECORD
Can be quickly, economically adapted to play 33 1/3 or 45 RPM records.
No danger of obsolescence.

MANY MORE GREAT MONEY-MAKING FEATURES

DOESN'T OBSOLETE PRESENT REMOTE EQUIPMENT
All current Wurlitzer Wall and Bar Boxes can be used with the Wurlitzer 1250. Wurlitzer has protected your investment in remote equipment.

AMAZING DYMATONE SOUND SYSTEM
Brings out best musical qualities of any speed record by a mere turn of a tone control knob. Accurately reproduces high fidelity of the new speed records.

ZENITH COBRA RECORD ECONOMY
Twin Tone Arms equipped with Zenith Cobra Stylus assure finest tone with 50% saving in record and needle wear.

NEW EYE AND PLAY APPEAL
Sensational cabinet beauty. Maximum eye appeal at upper level visible from entire location.

MINIMUM SERVICE
New, simplified record changer with fewer adjustments. New accessibility when service is required. Quick replacement units.

PRICED FOR TODAY'S MARKET
New all the way through. Priced to produce maximum operator profit—the Wurlitzer 1250 is the latest, greatest example of Wurlitzer's leadership.

WURLITZER Twelve Fifty

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
CHICAGO, March 11.—Heavy attendance at the Music Operators of America convention this week brooked no comparison to the event of 1954 at which George A. Miller, national chairman; Al DeMars, vice-chairman; Ray Con- liffe, convention chairman and newly elected second vice-chairman, and Sidney H. LeVine, national council, had been told to expect no more than 2000 registrations. The final figure passed the 500 mark.

One of the early arrivals at the Palmer House was Wolf Roberts, who flew from Denver to sit in on the meetings. Wolf not only took an active role in the meetings but was elected to the executive board. Mrs. Roberts also was in Chicago.

Mike Imig, president of the South Dakota Phonograph Association, and Norman Gerts, Sioux Falls opera- tor, were on hand to help in the exhibit and bring in other useful suggestions from the floor. Kenter returned to Cincinnati today to prepare for his association meeting next week.

H. H. (Denny) Dennison, who has been closely associated with the music industry for the past decade, was another Palmer House guest. Dennison returned to his West Coast headquarters on Thursday after attending the convention and phoning in to his partners in Chicago that he was Hubert Hood, also well known to West Coast music men.

Attention: 1100 Wurlitzer Operators.

ATTENTION: 1100 WURTLITZER OPERATORS.

Where have you seen your old Coleen Convolves? We recapture and remanufacture them for 50c each, plus postage. Original tone and performance guaranteed. 10 days’ service via airmail parcel post.

ELECTRONIC INDUSTRIES:

9911 N. 1st Street
Phoenix, Arizona

CAN'T BELIEVE MY OFFER?
THINK YOUR EARS DECEIVE YA?

WELL...TELL ME WHAT I'M GONNA DO!

I'M GONNA GIVE YOU A PFANSTIEHL CASH BONUS BOND...

ABSOLUTELY FREE of any additional cost with every 30 Regular or Special PFANSTIEHL Coin Machine Needles you buy...and each BONUS BOND is guaranteed redeemable for FIFTY cents in cash or SIXTY cents worth of PFANSTIEHL Needles at your distributor or the PFANSTIEHL Company!

But you gotta act...this offer expires May 15, 1950.

LOOK! YOU GET 4-COUNT THEM-FOUR EXTRAS FOR THE PRICE OF ONE!
1 EXTRA LONG NEEDLE LIFE
2 EXTRA KINDNESS TO RECORDS
3 EXTRA QUALITY MUSIC
4 EXTRA CASH BONUS BONDS

But that's not all, PFANSTIEHL Needles are tipped with Patented M47B precious metal alloy. It's the modern miracle of powdered metallurgy that gives you tips that won't chip, crack or break off...and that means FEWER SERVICE CALLS! So if you're gonna be buying needles soon, you just can't afford not to SWITCH TO PFANSTIEHL!

BUT WHAT'S THAT MISTER? YOU SAY YOU WANT MORE FOR YOUR MONEY?

Well then, this is what I'm gonna do! I'm gonna tell you about PFAN-TONE, the new, low-priced, quality Needle. It's made by the same skilled craftsmen that make regular PFANSTIEHL Needles, but they've cut costs and corners to cut prices way down low...and Mister! What Prices?

Less than 100...29c each
100 or more...27c each
1000 or more...25c each

YES, FOLKS, YOU CAN'T LOSE!

You can't go wrong! Buy Regular or Special PFANSTIEHL Coin Machine Needles (for lightweight pickups), and you get the very best plus valuable CASH BONUS BONDS! Or buy new PFAN-TONE Needles and you get tip-top quality at a rock-bottom price. SOOOOO...Hurry-r, Hurry-r, HURRY-RY to your PFANSTIEHL Distributor today!

Metallurgical Division
Merchandising Clinic Hilites
MOA Convention Biz Talks
(Continued from Page 98)
1. Supplying the right kind of new music.
2. Plugging of tunes.
3. Elimination of guesswork in properly promoting a machine.
On the soil side Steinberg pointed out that the MGSA had installed the following methods which had, when successfully worked, cut the record drastically:
1. Record play sheet maintenance.
2. Compilation of a record buyer shopping guide.
3. Use of Hit Parade list route sheet.
5. Phonograph signs (placcards 9 by 2 inches).
6. Radio program sponsorship.
7. Direct mail promotion program with locations.

Title Strips
One of the most important play promoters in the program was the introduction of the multi-colored title strips. The new in 1948, according to Steinberg, cover four categories: Hit Parade, holding separate possible hits and Hit Tunes of the Month (worked in conjunction with a weekly radio show sponsored by the Guild at no cost).

Steinberg pointed out that in 1948, when the Guild undertook its aggressive promotion and merchandising program, a new approach to play promotion was needed, and that even by helping competition, ops could up their royalty mills.

For the coming year, Steinberg reported, it is the goal of every MGA to up the gross of each of his machines $1 per week. This would mean $5,000 a week, or $260,000 per year.

(Ed. note: Full text of Steinberg's talk, outlining the MGA program in its entirety, can be obtained by writing MOA Chairman George A. Miller or Steinberg at the MGA headquarters in New York.)

Pressly for time, the talk prepared by La Vie was shortened, but copies were made available to all those in attendance and can be obtained by asking the speaker at his Washington headquarters.

La Vie stressed the promotion given songs by publishers as one of the important facts to know when new records are purchased. Records which do not get 150 plays, he said, were not likely to be bought or to have a hit box. Good merchandising and use of proper discs, La Vie pointed out, can keep the gross on older equipment.

Record expenditures equaling 10 per cent of the gross was given as the system under which WMG members operate. By purchasing the No. 1 plug tunes and thereby assuring the 150 minimum plays per disc, La Vie said it was possible to keep the purchases within a budget.

Radio Activity
One of the most active organs in the country from a promotion and publicity viewpoint, the Washington Music Guild now sponsors three disc jockey shows in the Greater Washington area. La Vie said, and none of them cost any money.

These shows are broken down, one each for pop, jazz and blues music. Thus the musical tastes of the majority of the people who patronize the WMG boxes are covered.

Activities such as the broadcast of live disc jockey shows, record displays to boys clubs, schools and churches, participation in civic drives including the Heart Fund and the March of Dimes campaign, and continually building up the music machine business as a public necessity, were among the features in the program followed by the Guild, La Vie said.

29 Firms Show
At MOA Meeting
(Continued from Page 98)
Louis and Wico, Chicago, both exhibiting their lines, drew good response from the ops thronging the three-day showing.

On the title strip front, special emphasis was placed on the Star Title Strip Company, Inc., and the Wood Printing Company exhibits after the matter of the strips had come up in the merchandising, promotion and publicity talks. On these same lines, there was considerable discussion between ops and record manufacturers on the relative merits of the strips.

Exhib List
Following is the complete list of firms occupying exhibit space at the convention:

One vendor, the Chef Master Hog Dogger, was displayed by the Georgia Sylvan Electric Corporation. The exhibit had nothing to do with the meat business, many ops displayed interest in the unit, and the sample of the samples handed out by Ben Friedman, salesman, who hosted the display.

Wurlitzer Co.
Ships 1250
"Speed" Kits
New Programing Set-Up
(Continued from Page 98)
The record selector on the 1250 was so arranged as to allow for programing via sections. The correlation had been, in some cases, difficult. Using the standard 78 r.p.m. disks and playing the top side on selections 1 thru 24 and the bottom side of 23 thru 48. Under this set-up it was necessary to use each of the selection categories, such as pop, folk, waltz, etc., twice, allowing for both half as many selection groups.

With the new seven-inch records, the condition, according to Wurlitzer and Palmer, has been corrected. Ops can now use two seven-inch discs back to back and play the top side of both on the over-and-under arms. By using the discs in only one tray, the operator is able to install two top sides and play them so that they fall properly into any programming category on the selector.

This system does not necessarily require the use of 45 records in a machine, the officials pointed out. Where a disk with the right tunes on both sides fits, it would be necessary to install only that single disk in the tray. As the operator now has the choice of using from 24 (basic requirement) to 45 records per machine.

The two records to a tray system cannot be used with the regular 78 r.p.m. discs due to the thickness of the record.

A vicious rumor has been circulated to the effect that H. C. Evans & Company will discontinue production of the Constellation phonograph. Nothing could be farther from the truth than this irresponsible statement, evidently from an equally irresponsible source.

Evans' Constellation is a perfected instrument, Evans-built in the 58-year tradition of Evans' quality. Its advanced design, beauty of tone, trouble-free performance and practical 40- record selectivity are contributing factors in the success of an ever-increasing number of music operations.

H. C. Evans & Company pledge to keep faith with all Constellation operators urge that you visit your Evans Distributor or write Factory direct to learn why it will pay you to operate Constellation.

H. C. EVANS & CO.
1528 W. ADAMS ST. CHICAGO 7, ILLINOIS
SEE OUR COIN MACHINE AD ON PAGE 127
**Free Shine**

CHICAGO, March 11.—Operators who made their way here for the MOA convention from distant parts, especially those from the wide-open spaces, found that they had little time to keep up appearances, and the styles of all comers. Gimmick was on hand, of course, as was a juke box, Shoestring Boots, and definitely sad platters.

**Ops Get First-Hand Info On Taxes and Depreciation**

(Continued from Page 98)

Editor, for a give-away, take home both new and used equipment. Formerly operators took three years on used machines, four years on new, but under the district's new rule, operators must take four years to pay for new machines and five years on new.

A. The action of this kind, Kaner declared, point out the need for industry efforts to secure fair and equitable depreciation schedules which allow for fair market value of the equipment. In the absence of such, there is no question of the actual amount paid in depreciation.

Operators should also keep in mind, Kaner continued, that the purchase of a new machine route includes certain supplies, record parts, inventory and installation which should be taken into consideration when setting up the fair market value of the equipment.

**Salvage Value**

Concluding his remarks, Kaner described the problems which arise when one is forced to dispose of equip- ment during the war, when operators were

**Constellation Output Hiked By H. C. Evans**

CHICAGO, March 11.—As a result of the war opposition to the national showing of the H. C. Evans 1950 Constellation at the Music Opera- tions (MOA) convention here, production schedules on the firm's unit are being pushed forward and at the request of the firm's manufacturer to exhibit at the event was Mr. H. C. Evans, Inc., which displayed the Model C.

Rieck explained that distributors and operators attending the conver- sation got their first look at the Con- stellation, which not only resulted in new opportunity but probably will lead to the appointment of several additional distributors for territories without coverage.

The 1950 Constellation is a 20-record, 40-selection model. It plays six choices for a quarter, has a new play menu, and a new record changer with a feature.

**Cleveland Starts TeleProduction**

NEW YORK, March 11.—Cleveland, Ohio, is the birthplace of television. The first actual television screen, started production 50 years ago. Today, television sets, delivered scheduled before the end of the month, according to Lou Brown, the company's manager of television installations, are limited output to 10-inch units, with the larger sets sold at a slower rate as the states continued in response to operator demand.

Brown said most Cleveland units have been placed in West Coast cities. The 12-inch set lists at $240.00.

**Info in Other Departments**

Among the stories of interest to the coin machine industry to be found in other departments in this issue of The Billboard are:

**MOA Confab Features Juke Merchandising**

Chicago huddle sparked unification of record industry (Music Merchants National Association [CFTMA]) is conducting a sales campaign designed to stimulate sale in the tavern and tele- vision in the home.

The Center of promotion, sent to 1,500 locations in Cuyahoga County (Cleveland) last week, features two color television displays. One indicates a complete bore in a tavern while a cooking show is being telecast. The other shows the same setting popped up to the tune of a juke box and a busy tavern.

The campaign is em- ployed "TV for the Home" and "Music for the Tavern," and are signed by the association.

CPMA plans to follow up with a regular cartoon mailing as well as a list of best TV programs for the week ahead.

**South Wind**

TONE ARM

* Especially designed for WURLITZER and PHONOGRAPHIC EQUIPMENT "Right as a Southern breeze"

**Philady Record**

**OPS In New Accord**

PHILADELPHIA, March 11.—Aun- guring well for the music machine industry here, the Retail Record Dealers Association is planning to work in closer co-opera- tion with the American Music Oper- ators' Association. First step in that direction will be made in May at the annual banquet of the dealers.

In view of the fact that the music machine operators will not hold an annual banquet this year, Nat Fisher, president of the dealers' association, disclosed that an invitation to their affairs will be extended to the entire membership of the music machine association. He pointed out that many record dealers also operate music machines and other retailers formerly were music operators. Since both groups have had the same difficulties, he felt that they have a common meeting ground which would better promote recorded music.

The retailers' annual banquet is scheduled to be held May 7 at Frank Palumbo's Theater-Restaurant. Harry Bortnick, former record promotion manager for the Raymond Rosen distrib- ulting firm and now operating his firm in the advertising agency, is helping on the arrangements for the affair.

**Daytona-Beach Op Wins $250 Permo Contest**

Award Four Other Prizes

* CHICAGO, March 11.—Winners in the Permo letter contest for music operators were announced by Permo executive, William Blair, Wisconsin, whose $250 was the highest award. Other winners were H. H. Flanders, Salls, and a record prize, H. H. Longwell, T. C. and Terry Lee Blair, Wis., fourth, and H. E. Fish- bow, Missoula, Mont., fifth.

Other winners were Mrs. H. H. Blumberg, and Mrs. H. H. Longwell, T. C. and Terry Lee Blair, Wis., fourth, and H. E. Fish- bow, Missoula, Mont., fifth.

* Show Results

To demonstrate to the operators the lasting qualities of the new nylon product, G. L. Gart, Permo executive, set up a player in one room of the firm's suite, with special tones and sound. The display was first played, a record, with an engraving of a verse to the second tone, and the record was turned several times during the rendition. The latter featured a needle which had already turned more than 10,000 plays in a commercial location. Experiments in relief led to the conclusion that, so long as the needle was used, the average operator was able to tell which needle was being used.

Firm, in addition to offering opera- to the firm's suite, with special tones and sound. The display was first played, a record, with an engraving of a verse to the second tone, and the record was turned several times during the rendition. The latter featured a needle which had already turned more than 10,000 plays in a commercial location. Experiments in relief led to the conclusion that, so long as the needle was used, the average operator was able to tell which needle was being used.

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**Cookies Grow as Vender Fare**

**Stil Hit Some Op Nays Thru Several Areas**

Survey Seven Cities

CHICAGO, March 11—Cookie vending, continuing to meet with growing operator reception through the East, South and Midwest, has not built up an equally strong following in other areas, a spot check of candy and drink operators for The Billboard revealed this week. Where cookies have been worked in with a firm's prime operation, they are mostly sold thru standard candy equipment and, in the case of one or less often two columns of such equipment, beverage operators have sold the product to stock small packages. However, as we speaking, while the beverage firm has not sold the product in the new line.

Many operators now using cookie packages, iniciating them to the ability to stock cookie packages in equipment already owned and operating, while the beverage firm has added new equipment to the new line.

N. Y. Opa Applaud Cookies

In a vast majority of vending machines receiving important boosts thru packaging, operators are reported by Statler. Most of the candy and drink operators stock cookies already in their machines. During the past few years cookie vendors place (See Cookies Grade on Page 109).

Chi To Issue Licenses for Food Vendors

**Cup Machines Held Up**

CHICAGO, March 11—Licenses for all types of food vendors, except cup new machines, are being issued short following Chicago Board of Health's approval yesterday (10 of 11). License for vending machines without cup vendors will not be issued until the issuance of licenses for all types of licenses are being issued in Chicago.

Whether the vending machine operators were held up since January 1, the operators in the area of regulations covering food and beverage equipment. Operators will be required to obtain a license in order to operate a vending machine.

Representing Chicago vending machine operators at the board meeting [See Chi Latey on Page 110] **Hamiton Taps New Scale Field With Advertising Column Models**

CHICAGO, March 11—A new type of scale operation, built around "advertising columns," has been fully introduced by the Hamilton Scale Company, Toledo. Details of the new type of scale will be announced in the Service Equipment Department of the Vending, sister publication of The Billboard.

To date, however, the largest users of the new type scale have been manufacturers of nationally-advertised products, such as tooth paste, soaps, coffee and various food stuffs and notions. The new type two-year-old 1,930,000 is setting all record of form of point-of-sale advertising.

Using the regular scale mechanisms, Hamilton's new scale replaces the familiar scale with a combination of the scale and the sale of the product. The scale mechanism has been made equal in size to the regular scale and similar in operation. The Hamilton has set up a special firm, Advertising Scale Company, to handle the promotion and sales of the new scale.

**Set Hearings For Coinage Bills in D. C.**

Public, Senate Sessions

WASHINGTON, March 11—The first full-time consideration of the various bills on coinage and currency will be held today by the Senate Banking and Currency Committee. Public hearings were announced by the committee, this week, with Senate sponsors of bills 4.3, 5, 7 and 73. The hearings will be held by the Senate Committee.

Announcement of the hearings follows the recent signing of a bipartisan measure introduced by four senators. The hearings will be held on Monday and Tuesday, May 16.

**Expand CTA Cup Operation; Insulate Outdoor Venders**

CHICAGO, March 11—Mechanical Merchandise, Inc., in an expansion move following its receipt of the Chicago Transit Authority's (CTA) C-3 cup vendor contract (The Billboard, February 11), announced 30 additional machines would be placed on subways and other platforms shorty that vendors would be insulated for year-round operation. George C. Stamer, vice-president, reported all necessary utilities (water and electrical connections) were being installed to accommodate the new vendors.

Working under the old Union News contract with CTA, Mechanical Merchandise made initial rapid transit cup vendor installations in May, 1949, and placed 20 units in operation. With the 36 new units, plus one non-carbonated Refresh-o-Mat vending orange juice at the Sheffield station, installed Friday (10), the firm will have 51 cup machines spread through the CTA system. The purchase, incidentally, has been used for nickel instead of the usual dime operation. Stamer said that 10 more units will be placed in operation within the next six weeks.

About 50,000 new machines units in the operation, with 10,000 units remaining will be Sloane vendors. Stamer announced that the four new machines with Canada Dry orange drink, a cherry decaffeinated coffee and orange and cherry flavors will be periodically rotated with other flavors for variety. The machines are located in the downtown Loop subway station, with the remainder of the 50 new machines to go on Metropolitan el platforms in Loop-area supermarkets.

**Cherry Named PX Sales Rep**

NEWARK, N. J., March 11—Appointment of James Cherry to the (PX) Sales Department's machine line in Northern New Jersey, Eastern New York and Connecticut, was announced this week by Neil Mitchell, sales manager of Lehigh Foundries, Vender Division.


As Cherry's new affiliation was announced, it was learned that Lehigh was about to begin deliveries of its new manual Vender, both in the upright and lowboy models. The machines, introduced recently, are accepted in the field.

A veteran in the vending industry and a Merchants' Association of New Jersey for eight years. He also is a member of the New Jersey State Association, a combination of several Eastern cigarette operators' associations, until its disbandment in the mid-1940's.

**Suppliers Up Vender-Aimed Sales Plans**

See Increased Op Bix

CHICAGO, March 11—Cookie manufacturers, indicating intention to go all-out in 1950 to push sales thru their products, are now in a position to meet the demands of the vending operator, lining up some intensive campaigns to place their products through the vending vehicles and candy equipment. Following a boom in cookie placement and sales thru vending during the past two years, due to scarcity of candy or ice cream, is now girding to consolidate gains in this important plus-market.

A survey of leading biscuit bakeries has disclosed definite plans to stock in the vending equipment. Future months will see constant improvement in distribution, sales policies, packaging design and public relations activities toward increasing the use of cookie vendors, manufacturers states. In line with this promotional effort, a new point-of-sale advertising campaign will be promoted to an upward trend in volume of vending machine placement for the country, following postwar declines.

This will be exclusive to the Towne houses in its humorous and new vending machines.

**Set New Chicle Penny Units in Gotham Subways**

NEW YORK, March 11. — New penny machines, especially built for American Chicle by Sales Department's machine line in Northern New Jersey, Eastern New York and Connecticut, has been installed in quantity in city subway stations. Pull knobs, located in four of the area's subway stations, are being installed in the underground stops for the next five years.

The new machines are high-quality, metal, the vendors are finished in bright red enamel to attract attention in dimly lighted surroundings. The four-flavor units stock more than 500 flavors of Chicle, two of the columns of double width to handle the older machines and one of the columns of double width dispense alternatively. The machines are mounted with large mirrors of heavy-duty glass. Displays, according to the company, show the various products.

American Chicle officials stated several thousand of the new machines will be installed in the next few months. In two of the city subway stations, the new machines will replace vendors now rented from the previous contract holder, New York Subway Pushing Co., founded in 1907 by William Wrigley Jr. subsidiary.

The new machines are all 12 inches wide, 14 inches high and 80 inches high. Instead of push buttons, a lever is used to actuate the machines.
Topps Appoints Eight Distributors

NEW YORK, March 11. — Topps Chewing Gum, Inc., which has been penetrating the penny vending field via its Bozo ball gum, announced the appointment of eight new distributors this week. The new outlets are Northwestern Sales & Service and J. Schoenbach & Company, Brooklyn; Danno Coin Machine, Parkway Machine and A & A Coin Machine, Baltimore; Ace Vending, New Brunswick; T. B. Holiday & Company, Charlotte, N.C., and the Cleveland Coin Machine Company.

Ballo ball gum is now offered in nine flavors, each flavor colored differently. They are available in 149, 170 and 210-count boxes.

Topps officials said additional distributors are soon to be named to give the company nationwide coverage.

Pepsi Bottlers Offer Support of Steele's Policies at Chi Meet

CHICAGO, March 11.—Pepsi-Cola bottlers promised here Thursday (5) that they would put their shoulder to the wheel and give their complete support to the policies of Arthur Steele, the company's new president. The bottlers met at the La Salle Hotel in the wake of an announcement that Pepsi had omitted its common dividend of 10 cents which had been paid in September and December.

Steele told the bottlers that Pepsi management, as now constituted, had dedicated its efforts to the success of its policies.

Specifically it was understood the bottlers expect management to effect economies in the operation and to reinvest more capital in the business.

Confident of Steele

The bottlers said they had complete confidence in Steele and were certain he was aware of the serious problems confronting the entire Pepsi-Cola family.

After the meeting, one of Steele's assistants said vending machines had not come in for specific attention at the moment, but intimated Pepsi was revamping its approach to the vending machine market and might have an announcement to make regarding it shortly.

Bottlers who had anything at all to say on vending machines were loyal to Steele's experience with Coca-Cola, where he was vice-president, and predicted the Pepsi program would follow Coca-Cola's general pattern.

Milton Bender Killed

MILWAUKEE, March 11.—Milton Bender, 51, president of Kwik Kafe of Milwaukee, was killed last Sunday (5) when an army air force C-45 plane on which he was a passenger crashed in Lake Michigan. Six others were aboard.

Bender was a major in the civil air patrol and was returning from Washington after a week-end of official duties connected with his work as official of the Federal Aviation Agency. The plane had radiod just prior to crashing into the lake that it was running short of gas.

Only a week ago mention had been made in The Billboard that Bender had recently purchased the holdings of his former partner and was making plans to enlarge the scope of his Kwik Kafe operation as soon as possible.

"POP" CORN SEZ AUTOMATIC VENDORS

NEW OR RECONDITIONED LOW PRICES—FACTORY GUARANTEE. IMMEDIATE DELIVERY.

AUTO-VEND, Inc.

5220 BONITA

DALLAS, TEXAS

FREE-FREE

Two weeks FREE CUS- TOMER service and operating record of Victor 14 Machine! Experience years of profit and service in 1950. Complete Victor line on display.

Lowest prices on ball gum, nuts, candied charms.

BERNARD K. BITTTERMANN

3002 Truman Road

Kansas City, Mo.
Cookies Grow as Vender Fare; Opposition in Some Areas

(Continued from Page 164)

ments have increased. Some of this increase can be traced to cup vendors, as operators report that an additional cup machine will boost cookie sales. The trend is by no means universal, however, as Professor H. G. Simkins of the University of California has noted that the demand for cookies is rising in the Los Angeles area.

Another New York operator, Ira Bell, of Candy Mart Corporation, has been selling cookies along with the cup for the last eight years. The firm's cookie business is still growing, he says. Bickford claims there is little seasonal variation in their sales; they are high in all months. Continental Baking Company added cookies several years ago and they did not prove profitable. Stirecky, operating a diversified route, does not intend to add cookies unless he suddenly gets a demand for them.

The single exception noted here was the Canteen of the South Bend, Indiana, company. cookie sales are an important part of their business, with cookies accounting for 30 to 40% of their total sales. The company has been in operation for the last eight years and has seen a steady increase in cookie sales. The cookies are an important part of the company's product line and are well received by customers.

While operators have not adopted the cookie route in many instances, they are looking for ways to increase sales and cookie machines are a potential solution. In a recent survey, it was found that cookie sales have increased in many locations, with operators reporting a steady increase in sales.

ATTENTION, VENDING MACHINE SALES MANAGER

If you can sell new operators through business opportunity ads, there is no reason why you should not be able to sell new machines every week in your own territory. The key is to have the right product to sell and you must be able to sell in reverse to quality. Only three good Men wanted. If you think you're one of the three, write, wire or call, or better still, come in and see us.

UNIVERSAL VENDORS OF SAINT LOUIS

2007 N. Grand Rd., Suite 214, St. Louis 7, Missouri Telephone: 3221
Coinage Bills
Hearings Set
For Washington
(Continued from Page 104)
mittee (The Billboard March 11). The committee vote following the hearings will be a test on all coin bills introduced so far this session in both houses except for measures by Rep. Wright Patman (D., Tex.) calling for a 5% and 13½-cent pieces.

There is virtually no chance that the Senate group will favorably report the four denominations under consideration. About the best proponents can hope is for committee approval of one new coin. In the present era it is likely that the choice will be between the 7½-cent and the 7-cent.

Authorization of either denominations would pose for the coin industry the major problem of whether to convert to a new coin or to carry the traditional nickel. According to the makers of nickel-backing new coins, a number of vending machine and juke box operators, as well as the American Institute of Intermediate Coinage (AICJ), have written letters opposing additional denominations.

(See Music Machine section for further views on fractional coins.)

The chief influencing factor for an industry shift to a 1 cent or 1½-cent coin is the increased operating costs experienced by operators in recent years, plus their reluctance to double prices when advancing to a new coin. On the other hand, there is the cost of converting present equipment and the possibility that the public will reject a 50 cent price boost almost as much as a 100 cent rate.

In the event that a new coin is issued, each segment of the industry will probably have to make a decision on its own. If the 7½-cent should get the nod—and it has the edge since fractions are not involved—candy vendors switching to it from a nickel would have easier competition, from stores than at present. Coin vendors, however, might find such a coin a convenience. For example, vendors on a 22½-cent price list would be able to take a nickel, a dime and the new coin and save the expense and bother of wrapping changes in the cigarette wrapper. It would probably also be possible in some cases to shave the 10 to 23 cents and operate on three 7-cent.

Expand CTA
Cup Operation

(Continued from Page 104)
important for order extensions and water lines. The latter has been successively accomplished by electricity but the line on test installations.

Outside installations are more desirable by higher customer interest. Stamer said. He cited tests of a juke box machine, move-on machines, only in 70% to 95% of the volume normally reached on the platform. Ability to offer a hot chocolate drink makes the outdoor tests all the more important as 12-month installations, he stated. Too, even with cold drinks, patronage did not suffer a drastic drop even in 25, 30-35 degree temperatures, and sales fell to the barest points only when the thermometer registered in the minus 20s. And, according to Stamer, check such extreme low temperatures have been far in the minority over the past five years. Stamer pointed out.

Mechanical Merchant’s outdoor platform operation, on a year-round operation, just addition of juice cup dispensers, has been fully approved by which reserves in the contract the merchant the option of having the cost for the equipment installed, color, placement, etc. Stamer said.

A second Photo-Mat has also been added, supplementing the single unit in the Loop subway last summer.
Warrant Ops To Follow Cig Regulations or Else

NEW HAVEN, Conn., March 11.- Following an open meeting here last week aimed at clarifying State regulations concerning cigarette vending, Dennis O'Connor, tax commissioner, warned operators to comply with the regulations or face curtailment of their business. He disclosed that inspections would be tightened and machines sealed if owners failed of compliance.

The regulations, affecting the operation and licensing of cigarette machines, were passed by the State Legislature a year ago. Altogether, they became effective last September, although they had not been publicized in the newspapers, largely due to confusion on the part of the operators as to what was expected of them.

The meeting, held Thursday (2) at the Hotel Gardes here, was called at the suggestion of the tax commissioner. The Cigarette Machine Operators of Connecticut (CLOC), a State-wide industry association, was co-sponsor. About 15 operators, plus a sprinkling of manufacturers' representatives, attended. Eddie Bercovici, CLOC vice-president, presided in behalf of the association.

O'Connor and Ernest Goodrich, deputy tax commissioner, broke down the regulations into five main categories: (1) Definitions; (2) Licenses and fees; (3) Regulating license schedule calls for annual fees of $10 for the owner of a single machine, a $20 dealer's license for an operator with 2 to 23 machines, and a $175 distributor's license for owners of 23 or more pieces of equipment. In addition, the old regulation requiring payment of $1 for each new machine added to a route was retained. Until last September, operators paid license fees of $1 a machine if they owned less than 25 machines, and $15 a year for each additional one.

3. All new machines must comply with State regulations and be approved by the commissioner prior to sale here. Observance is primarily a matter for manufacturers and distributors, with the purpose of insuring a uniformity of operation. Distributors must provide the commission with a complete description of each new model. Details of tax stamps may be viewed. Old machines are to be identified, if not covered by these requirements but which have already been licensed will be permitted to remain in use.

4. All machines must be pitched so that they are easily available for public use. Vendors placed behind store counters where they are operated by the proprietor or his attendant will not be permitted.

5. Distributors' licenses will be issued only to operators with 25 or more vendors in good working order and actually in use. Since such a license carries with it "stamp-your-own rebate" privilege, the purpose of the provision is to withhold the privilege from persons ordinarily not operating a large number of pieces.

Manufacturer representatives who attended the meeting included Anthony Caraco and Murray Weiner, of the National Laboratories, Ltd., of Field, of Arthur H. DuGrenier, and of the Brinkham, of Rowe Manufacturing.

NAMA Names 1st Exhibitors

CHICAGO, March 11.-Space sales for the 1950 National Automatic Merchandising Association exhibit are continuing at a strong pace. Ernest H. Fox, NAMA's convention and exhibit chairman, announced this week.

Fox reported that over 70 firms had signed contracts for space floor at the NAMA show, scheduled for November 12-15 at the Palmer House. Chicago. He said the entire exhibit hall had been sold out and that space was being assigned on the second floor.

Also a number of other firms have been admitted to the exhibit hall and are expected to show the names of the only the 15 companies that had been assigned definite space. The list is as follows:


Beverage: The Double-Cola Company, Atlanta, Matchless; The Diamond Match Company, New York; American Candy Company, Chicago; and others.

Cig Sales Drop

WASHINGTON, March 11.-Consumption of both cigars and cigarettes fell in December, according to Commerce Department reports. Cigarette sales totaled 24,710,000,000 cigars.

For the first time in more than five years, sales dropped from the December 1949 levels of more than 100,000,000,000.
Suppliers Up Vender - Aimed Sales Plans; See Big Op Biz

(Continued from Page 104)

From the public's attention to venders as a supplemental source from which to obtain cookies. Too, it intends to aid the operator by keeping him enlightened with up-to-the-minute information on new and trends in the industry. Austin's president, Ernest H. Fox, says the firm will follow the use of standard candy vending machines as a solid cookie manufacturer with the idea that they be placed next to candy selling units. Cup and bottle beverage operators will also be tech on the premise that they can profitably place cookie equipment near a drink vending.

Public relations-wise, Austin is supplying operators and potential location of six circulars and advertising pieces to help promote cookie sales thru venders. The company's " demonstrating" is considered a real aid in getting cookie units into colleges, etc., with a Leinen circular serving as a reminder to operators to push sales during the period.

For 1950, the firm will add several new varieties of cookies this year, among which will be fig bars, chocolate, graham, oatmeal cookies and fruit biscuits. Austin's current prices on 100-count packs run from $2.60...

Hamilton Taps New Scale Field

(Continued from Page 104)

ports the most successful type of advertising. To date is the design, mainly because this type has been placed in greater numbers than other models. The container, which has been sold to bottlers and are mainly located throughout the southern and southeastern parts of the states of Ohio.

Comparison of price and weight between the container and advertising models shows a hike in both instances. The Hamilton Model P-W lists for $2.50 and the recently released combination vender-scale Model P-21, which features a $100 to $300 per unit, with the price of $125.25 to $270 each for the advertising models. The 800-ounce model of standard scale is increased to 80 and 100 pounds in the advertising models. Prices have gone up in addition to demand upon plastic or sheet metal column construction, which are used by the manufacturer on any particular type that is to be featured.

Reports from dairies and soft drink bottlers who have placed special plans in the container model in stores selling their product reveal that they have usually reaped great results in their respective areas. The driver, being for the scales periodically during their normal delivery calls. In most instances, according to Mallik, the scales have netted 100 per cent of their sales for period of 12 to 18 months.

Tooting costs of new model packages in which a great change is not required from Hamilton's regular production equipment, is borne by the scale product. Product plans are to continue contacting different types of companies on the advertising scales idea.

An "in" for the regular scale op- erate, Hamilton believes, would be a tie-in with various food, beverage and soft drink manufacturers, specifying to their own advantage to store with the cost. Or operators could purchase the advertising models on their own account contacting the various manufacturers and selling them permanent advertising space in their advertising. The product represents on his scale columns.

Hamilton is also testing a second scale model, which is of the same design, but is fitted with the dial light, due mainly to repeat patronage.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern CABINET STAND FOR MODEL 49

WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.

WRITE FOR CATALOG On Bulk Venders, Merchandising, Games, etc.

BUBBLE BALL GUM

 Bubble or "Childs All" Sweet From 3 from 5 to 48 "Childs" Jumbos NEW CHARMS Brilliant colors Opaque or Translucent BARKER BRANDS, INC. 551 South Bright, N. J.

CIGARETTE MACHINES


NEW LOW PRICES U-SELECT-IT CANDY MACHINES U-dairy 333 Union Square, New York City B. Lewis, firm official, states that Blue Jay president D. Shankman was the first vender cookie company in 1922 when he headed Creams-Products Company. Shankman did this because he felt that the creeping toll of customers who visited the Canteen Company to try cookies in their machines, had increased.

Reports from other contenders in the cookie supply picture show that the future is set. They are primed to set up increased sales and operator contacts. Among this year's activities are the National Biscuit Company, New York, and Royce Maid Products, Philadelphia...

CABINET STAND FOR MODEL 49...to 2.75 f. o. b. Baltimore, about 5 years earlier than in 1949.

Slater Manufacturers Corporation reporting a 20 per cent increase in cookie vender placement over the past year (The Billboard, February 25) states that total business was up 250 per cent and unit sales from venders had increased about 15 per cent in the past period.

Lawrence Reiss, vice-president, declared plans for future sales increases included the enlargement of operations in various cities, plus opening of additional routes in other cities. Speaking as a cookie originator, he said cookie prices have not changed noticeably from 1948 levels, remaining at approximately 3 cents per pack.

The paramount problem for the biscuit supplier is local warehouse point, so the merchandising does not depend on public carriers to different cities, breaking merchandise problems, extra freight charges, etc.

Gordon Foods, Inc., Atlanta, echoes the upper vender business trend with its report of increased sales to operators since entering the field in late 1948. Sales promotion manager Charles Rainsteen states his firm put its greatest emphasis on volume of its product by better contact of operators. The firm is also experimenting with five cookie venders to get basic sales information.

"Prices range from $2.45 to $2.55 per 100 count on Gordon's cookie packs, with the newly added cake...""
Op Drops Cig-Pack Premiums
But Finds Sales Boost Holds

PORT CHESTER, N.Y., March 11.

Current interest in the use of premiumos or bundle offers by tobac-
acco manufacturers has prompted most of the companies to see how
profitable a safety deposit package might be. One manufacturer
Yolen reported this week that after instituting a plan to drop the
instaur corporation immediately.

Until you have actually operated 48s you
have no idea of the time involved for the
service department... the amount of reduction in overhead... the extra
time needed for handling additional machines... the accounts control of ma-
chines... the pleasure of knowing that your
route is modern, efficient, systematically
serviced and producing every bit of prof-
ability 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 condi-
tions without risking your pennies! Write
for complete details today.

KNOW WHAT'S GOING ON
IN BULK VENDING
Read The Northwestern... full of
news, photos, helpful hints for vend-
ing machine operators. It's FREE.

THE NORTHERN CORPORATION
475 N. Armstrong St.
March, 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.

FOR COFFEE VENDING

KOFFEE KING
KOFFEE KING National Distributing Corp.
20 E. 33 St., New York 16, N. Y.

FREE - 250 BALL GUMS - FREE
Buy colored bubble gum balls 7 cent
edible each $1.79 - 250 - in 25-cents
carton and get
FREE 250 EXTRA BALL GUMS
only 25c Per Pmd
Free O. R. B. Chicago
Cash with order... we pay freight 250.00 Do.
or more. Packed only in 25-cents. cartons.
Buy direct and save.

BRADLEY ADAPAPES, INC.
1690-32A N. Damen Avenue
Chicago 47, III.

KOFFEE KING is a PRODUCT OF
FUTUREMATIC MACHINES, INC.

CUTS SERVICING TIME AND COSTS
in HALF

PENNY KING SAYS:

INCHENGAEE!
SANS-CARRY GLOBE

INTERCHANGEABLE

WIRE OR WRITE FOR PRICES

Wire or write for prices
supitlpack company
3528 Room Blvd. • Pittsburgh 6, Pa.

CUTS SERVICING TIME AND COSTS
in HALF

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WIRE OR WRITE FOR PRICES

Wire or write for prices
supitlpack company
3528 Room Blvd. • Pittsburgh 6, Pa.
See ACMA: Booming Shuffle Biz

Trade Directory

New Equipment


Hank-Kernblau—handskernblau for venders — Hank-Kernblau Company, Buffalo.

Quick-Kup—liquid coffee concentrate—Heyman Amusement Corporation, New York.

New Addresses

Mero Industries moved to 6520 South Halsted Street, Chicago.

National Amusement Company, Pesthwill, Va., moved to 521 Crawfurd Street.

New Firms

A.B.T. Manufacturing Corporation, Chicago, opened a branch office in New York City at 17 East 42nd Street.

Adamson—Coffee Company, 200 Delancey Street, New York—new coffee manufacturer.

Newsmen

Daniel A. Gaines, Baltimore, joined sales staff of the General Vending Sales Corporation, Baltimore.

Edward W. Davis, was elected president of the Charles H. Bires Company, Chicago.

Illinois Amusement Association (I.A.A.), Chicago, announced the election of Louis Canale, president; John Dochuk, treasurer; Harold Hildeman, secretary, and Martin Wool, recording secretary.

O. D. Jennings appointed Harold H. Jeske, vice-president in charge of production and Henry Strong as general sales manager.

Robert P. March was appointed advertising manager of Wishing Pump & Machinery Company, Harrison, N. J.

Music Operators’ Association of Indiana, Inc., elected the following officers: Howard E. Baker, president, Fort Wayne; Charles H. Purcell, vice-president, Indianapolis; Earl H. Siler, secretary, and Abe Fiegel, treasurer.

Charles J. O’Malley, sales manager for Paul F. Beltz Company, joined the O’Malley Advertising Company, Chicago, as a vice-president.

Pepl-Cola Company, Long Island City, appointed Walter S. Mack Jr., president, was elected chairman of the board, Fred T. Pyle, vice-president.

Ned Steele was elected president, Sheldon R. Coons also was elected to the board of directors.

George T. Sweetser was elected in-charg of sales at Yankton’s account.

Dixie Cup Company appointed A. H. Pickup and J. R. Bennett as regional sales managers. R. C. Albon, Philadelphia sales-office manager, was named national sales representative in the Mid-Atlantic region.

Distributors

American Coin Changer Corporation, Boston, appointed the R. P. Anson Company, 208 Washington Street, to cover all Southern States, Julian Moss, 1409 East Washington Boulevard, Chicago, was named to cover all of the West. D. F. Neill, vice-president.

Ball Manufacturing Company, Chicago, appointed A. M. Mitcham, 411 Edgewood Avenue, Atlanta, to cover the Georgia area.

Louis J. Magerer, 1250 Washington Street, has been named manager of the Company’s new branch in Atlanta.


Calendar for Coinmen

March 16, 13, 30—Connecticut State Coin Association, Inc. (CSCA), semi-monthly meeting, Hotel Bond, Hartford.

March 21—Music Operators’ Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

March 26—National Association of Tobacco Operators (NATTO), annual convention and exhibit, Palmer House, Chicago.

March 28—American Coin Changer Association (AMCA), semi-monthly meetings, Broadroot Hotel, Philadelphia.

March 28—Western Vending Machine Operators’ Association (WVMA), monthly meeting, Chicago.

March 30—Michigan Service-Launder Association (MSLA), regular meeting, Detroit.

April 3—Illinois Amusement Association (I.A.A.), monthly meeting, 280 North Madison Street, Rockford, Ill.

April 4—New England Amusement Operators of Greater Baltimore (AMO), regular monthly meeting, 2414 North Charles Street, Baltimore.

April 5—Coin Machine Operators’ Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

April 6—Washington Music Guild, Inc. (W.M.G.), monthly meeting, Seattle.


April 15—Music Operators’ Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

April 29—New England Amusement Operators of Greater Baltimore (AMO), semi-monthly meeting, 2414 North Charles Street, Baltimore.

Edelco Unveils New Low-Priced Conversion Unit

DETROIT, March 11—Edelco Manufacturing Corporation is this week introducing its new conversion unit for shuffle games. Alby built along the lines of its two popular wooden-based conversions introduced in recent weeks, the Edelco piece lists for $125 and is now available in quantity. I. Edelman, firm officials announced. Conversion unit is known as the "Ringer." It features plastic pins mounted on wood. Ends of the board are marked with red and yellow arrows which point in the direction of the player.

In conjunction with Shuffle Alley, Shuffle Lane, Rally Bowler, and games made by Kent and Edelco, the firm announced.

Rule Shuffle Loops Illegal In Pittsburgh

PITTSBURGH, March 11.—New shuffle bowling leagues, which have been gaining in popularity throughout the city, died an abrupt Saturday when 18 representatives of the Control Board ruled them all illegal.

The board, in a supplement to regulations, said: "We now have all courts in hotels, restaurants and poolrooms where shuffle bowls are played. The ruling also outlaws beauty contests, raffles and other devices where prizes are awarded or where the management permits prizes to be awarded.

In a public statement, P. E. Leonard, acting supervisor of the board, said: "Shuffle bowling was aimed primarily at the shuffleboard and shuffle-board facilities which have sprung up in taverns recently."

Mike Gray, publicity agent for a shuffleboard concern, had done a successful job of organizing leagues and taverns were said to have been reaping big profits from this added source of revenue.

Nine Firms Already Signed For May Conclave, Valley, American, National in Fold

Ops To See All Phases of Trade While in Chicago

CHICAGO, March 11.—With nine shuffleboard firms, including some of the largest already signed for the May conclave, the Valley American Coin Machine Manufacturers’ Association (ASMA) show here March 23-24, this event looms as the most important single trade gathering of the year. Observers who have watched shuffleboard become a leading feature of coin-op spots and who have seen locations in the past two years are now about the ACMA show to focus even greater interest on the game.

Keeney Intros ABC Bowler, Shuffle Game

CHICAGO, March 11.—ABC Bowler, a new shuffle game featuring a new tool and now in production in the J. H. Keeney & Company plant, John C. Keeney, president, announced Friday (10).

Built around the identical scoring of regulation bowling, the new Keeney product embodies rebond action which permits players to continue an uninterrupted game for as long as they wish.

All the key bowling of strikes, splits, and spares are an integral part of ABC Bowler.

The game has been engineered with particularity for the home or not-in- business machine.

He added that test locations have proved that the game is geared for heavy play and has a high earning potential.

As the exhibit space for the 1950 all-industry exposition neared the out stage, the following firms were already known to participate:


Of the three which signed for space this week, National, one of the largest producers in the field, added to its country-wide reputation in 1949 through its series of national tournaments, including the Illinois Championship at Springfield last year. (See ACMA Booming on page 122.

Puck Patter

Chicago:

Nils Malmgren, head of Precision Puck Company, Chicago, said this week that the production has jumped 108 per cent at the plant in the past two weeks. Malmgren said that the increased production has come in response to the growing demand for plastic pucks.

Altogether, the Music Operators of America convention at the Palmer House was tailor-made for the jockey box operator as a whole, host of shuffleboard men took out time to sit in on the complete. Among them were many columnists, writers, and music publishers, both music and shuffleboards such as National Shuffleboard, which was with Norman Geller, Sioux Falls, Ia., operator; Col. L. Lewis, Chicago, and Herb Pappen, Purveyor Shuffleboard Company.

Among the shuffleboard operators at the Palmer House the general sentiment was that the slow gain in shuffleboard play, evident in some parts of the country, will continue nationally.

Ted Rubenstein, Marvel Manufacturing Company, was also impressed by the number of inquiries on the firm’s over head and wall scoresheets. Another operator was the delay with which the industry comes from Clayton Nemeroff, Monarch, who claims that the (See PUCK PATTER on page 112)
Export Prices
On Used Units
Hold '49 Level

(Continued from page 97)

at $60,004 again led the list. Surprises of the December listing were Belgium, whose operators accounted for 36 phonographs and 137 games with a combined value of $33,553. This was the highest combined total for imports ever recorded by Belgium. Column value purchases were made during the month by operators in the Philippines Republic ($31,105); Cuba, $25,783; and Japan ($12,998). In addition to leading the December list in total purchases, Venezuela was also the principal buyer of music boxes and games. The music figure was $45,110 for 91 units, while the 118 games imported by operators cost $13,454.

The big news in the vending field in December was supplied by the Philippines, where the operators spent $9,685 for 50 merchanides. This was the third straight month in which Philippine operators bought heavily in the U.S. vending machine market after a complete absence the previous three months. Meanwhile,

Haiti bought 50 vendors for $12,493, indicating that operators in this island republic are beginning to realize the many advantages of automatic merchandising.

Game Leaders
Operators in Japan and Panama were the only counts of 100 or more in December exclusive of Venezuela. Japanese coiners spent $3,023 for 121 new games, while Panama operators purchased 34 units, new and used, with an aggregate value of $14,152.

Proving once again that the foreign market continues on a sound basis is the average price summary for December, music machines sold for a unit bid of $491; vending, $241; and games, $182. In the previous month, also considered favorable, jukeboxes brought an average price of $414, while merchandised averaged $270, and games marketed for $101.

Puck Patter
(Continued from page 111)

replacement of maple tops as well as the top refinishing trade is now showing high gear. He explains that a lot of operators recently realized that there was plenty of money to be made in the trade but they had to get their tops up to championship play condition.

Detroit:
Isider Edelmen, founder of the Edelco Manufacturing & Sales Company, was in Chicago the past week at the Hotel Morrison introducing the firm's new scoreboard to operators at the music convention.

Comin'...

An issue valuable to
COIN MACHINE MANUFACTURERS
and DISTRIBUTORS
See Page 57

GET IT AT PURVEYOR
SAVE $$$

WHILE THEY LAST!

YOUR CHOICE—
THOROUGHLY RECONDITIONED
SHUFFLEBOARDS!

$75 each and up

AND MORE...

1. Dale Games
2. Gliders
3. Total Rolls (3 for $89.50)
4. Pre-Scorer
5. Four Balls (2 for $89.50)
6. Advance Rolls
7. 3 for $89.50
8. Milly
9. Killy
10. Adjusters, $15

SUPER-LITE
The Unit that operates with least trouble
in history. Just look at it in. Pins are numbered. FITS ALL SHUFFLE TYPE GAMES. ADJUSTABLE.


PURVEYOR SHUFFLEBOARD CO.
4222-24 No. Western Ave.
CHICAGO, ILL.

Phone: [Unipr 8-1816 or 8-1815 or 8-1816]

Coin Machine Exports
December, 1949

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<thead>
<tr>
<th>Country</th>
<th>No.</th>
<th>Value</th>
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<tr>
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<td>212</td>
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<tr>
<td>Belgium</td>
<td>293</td>
<td>$50,353</td>
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<tr>
<td>Philippines</td>
<td>111</td>
<td>$41,105</td>
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<tr>
<td>Cuba</td>
<td>253</td>
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<td>Panama</td>
<td>41</td>
<td>$2,206</td>
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<tr>
<td>Japan</td>
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<td>$1,379</td>
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<tr>
<td>Lebanon</td>
<td>17</td>
<td>$1,025</td>
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<td>Guatemala</td>
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<td>7</td>
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<tr>
<td>Mexico</td>
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<td>Netherlands</td>
<td>4</td>
<td>$2,798</td>
</tr>
<tr>
<td>Bermuda</td>
<td>3</td>
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<tr>
<td>Union of Africa</td>
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<td>$2,960</td>
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<tr>
<td>Saudi Arabia</td>
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<tr>
<td>Canada</td>
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<tr>
<td>Surinam</td>
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<tr>
<td>Other Countries</td>
<td>68</td>
<td>$3,175</td>
</tr>
</tbody>
</table>

TOTALS 836 $315,673

PRICES, F.O.B. Chicago.

New Maple Tops, $245
New ELECTRIC Scoringboards, New $95
Used Shuffleboards, New Tops, $75 Up
Used Shuffle Shift, $1.95

SHUFFLEBOARD Specialists
1114 S. Michigan Ave. Chicago 8, ILL.

PRECISION PUCK
Often Imitated—Never Equaled

5 Styles and Models

A Precision Puck for Every Purpose

For Full Information Send for Illustrated Folder

PRECISION PUCK COMPANY
Subsidiary of M & A Tool Works
7950-58 South Chicago Avenue
Chicago 17, Illinois
All Phones: Essex 5-6499

Distributors Wanted—Open Territory Still Available

SCORING UNITS FOR SHUFFLEBOARDS
10 or 21 Pt., Horse Callers Available in either Walls or Overhead Model. Special mounting adjustable to 30, 36, or 39 inch wide board.

EDELCO MFG. & SALES CO.
1400 Franklin St.
Detroit 7, Mich.
Phone Woodward 3-9286

Give to The Damon Runyon Cancer Fund
**New York:**
Morris Terner has sold the phonograph department of his store, bearing his own name to Dave Berkowitz, an established route owner. Terner now lives in Rockville Centre.

Another transfer recently concluded saw the Metro-Urban Music Company, owned by Anthony Salerno, purchased by Ray Knoss, of the Lincoln, Harry, and Ed Drucker, who sold his juke route several months ago, is running a bar and restaurant.

Herb Klein, sales manager of International Jukebox, reports a quick start of the fall season, and is ready to prepare for the spring selling season. Substantial orders for Muto's Twin-Bowl, Laveron, and Tele-Graf have been piling up, he says. H. J. Schlumpf, district manager for Muto, will visit Wisconsin.

Sam Eppy, host of a house warming at the Charms manufacturer's new building in Jamaica that attracted a large gathering, reports that 2-4 were treated to a cocktail party and taken on a tour of the modern plant, but that Eppy's specifications were... . . . Mrs. Herman Brown is back in the major department stores. She took over management of the family juke route after the death of her husband about two years ago.

Bob Guggenheim, who heads Karl Guggenheim, Inc., reports that the general overhaul of the charms firm's Union Square headquarters has just been completed. He also mentions that lighting and additional display space is feature... . . . In regard to the impressive... . . . Clarifying a satisfactory volume of biz in 1948, Guggenheim hinted at tie-ins with new distributors that will lead to new charms series soon.

**Best Lane:**
Head of the American Q-Ball Corporation, supervised the crepe's production and sales for the... . . . Bobbi Coit, singer on Admiral Records, left last week for a hotel engagement, and will be featured by local phone ops. . . .

**Inland:**
Irving McClendon, district... . . . The Cincinnati salesman, is contacting operators in Indiana... . . . Edward H. Seeley, assistant director at the Cincinnati Coca-Cola Bottling Company, Columbus, O., is a busi... . . . Harry Windt, of the... . . . Henry Windt, of the Rooster Simplex Music Company, Columbus, O., is a busi... . . . The latter two were formerly with Se... . . . Henry Windt, of the Rooster Simplex Music Company, Columbus, O., is a busi... . . . The later two were formerly with See... . . . Heritage was held up longer than expected and the list of the three first holes had he... . . . Heritage was held up longer than expected and the list of the three first holes had he... . . . Heritage was held up longer than expected and the list of the three first holes had he... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held up longer than expected and the list of the three f... . . . Heritage was held... . . .

**Indians:**
William R. Happel Jr., of Badger Service, gave a little pep talk at the Winterama Club, at... . . . The recent meeting of the American Jukebox Operators Club meeting was to precede the special meeting at Atlanta. . . . Charles Kanter, president of the association, returned from a trip to Chicago, where he attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . 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She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lambert was recently... . . . She returned from a trip to Chicago, where she attended the Music Operators of America conven... . . . Miss Lamb...
COINMEN YOU KNOW

San Francisco:

(Continued from page 112)

also on display at the San Francisco Coin Club exposition. The show will continue until May 29th. All collectors are invited to view the rare coins and gems on display. The San Francisco Coin Club has been very successful in the past and continues to attract a large number of collectors to its monthly meetings.

Detroit:

(Continued from page 113)

The United States rapidly gains ground in this area, with the new coinage of the four states of Michigan. The state has been a leader in the production of new coins, and this new area is expected to continue in the same vein.

M 114 COIN MACHINES The Billboard March 18, 1958

Chicago:

(Continued from page 113)

When the firm has had the Keene line in the Indiana territory. First is also getting a steady increase in the number of their coin machines due to the Four-Shaft game conversion units it handles. This unit is used in conjunction with the Royal and Royal shufflepins, thus gaining the most interest.

Empire Coin's Jill Kent reports that there are many coin machines in various locations in the area. There are also many coin machines in the area that are being used for other purposes, such as vending machines and amusement devices.

Over at Universal Industries, Bill Ryan said that several coin machines were in for conversion to the Four-Shaft game and himself the Hymie Zorin, proprietor of the New World Nickel Denominators, reports that the Four-Shaft game is very popular in the area.

Morris Gig Gift

Aids Hospital Fund

RICHMOND, Va., March 11—With the aid of a new gift, Morris & Company will underwrite construction of the entire pediatrics department of the new Richmond Memorial Hospital, according to an announcement made this week by Robert D. Dennis, building fund executive.

Named the "Philip Morris Pediatrical Department," the facilities are expected to accommodate up to 600 children a year. They will permit extensive studies of diseases affecting children, such as tuberculosis and meningitis, to be conducted.

Park Meters for B. C. Town

CRANBROOK, B. C., March 11—New nickel-powered parking meters will be installed here on a year's trial basis by G. W. Roux Agencies, and will be in operation early in April.

Philadelphia:

(Continued from page 113)

The Philadelphia Coin Club will meet at the Astor Hotel, 113 S. 11th Street, on Saturday, May 11th, at 8:00 p.m. The speaker for the evening will be Edelman, of the Philadelphia Coin Club, who will discuss the history of the Four-Shaft game.

INDIANAPOLIS:

(Continued from page 112)

The Indianapolis Coin Club will hold its annual coin show on Saturday, May 11th, at the Indianapolis Convention Center. The show will feature rare coins, medals, and paper money from around the world.

HARTFORD, Conn.:

(Continued from page 113)

The Hartford Coin Club will hold its monthly meeting on Thursday, May 16th, at the Sherman Hotel, 651 W. Main St., at 7:30 p.m. The speaker for the evening will be a representative from the Coin Club of America, who will discuss the history of the Four-Shaft game.

PITTSBURGH:

(Continued from page 113)

The Pittsburgh Coin Club will hold its annual coin show on Saturday, May 11th, at the Pittsburgh Convention Center. The show will feature rare coins, medals, and paper money from around the world.
EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS: UNITED GRAPHIC SHUFFLES—CHICAGO COIN SHUFFLE PIN—KIZZY'S TAYLOR'S PINS—KY-7 MACHINE—SHUFFLE-TYPE GAMES

TWO MUTOSCOPE TWIN BOWLS—USED TWO WEEKS
COST $495.00 Each. Will sell two for $499.00.
O.K. DISTRIBUTING COMPANY
321 TOYOSA ST.
JOY NOVELTY CO., 8653 Linwood Ave., Detroit 6, Mich.
**Dale Gun Operators**

**Triple Your Collections with Moving Targets Completely Wired with New Motor**

**Only** $19.50

**Money Back Guarantee**

Not necessary to ship machine. Forward only mechanism driven located in bottom cabinet. Box will be returned to you within 24 years.

---

**Record Reviews**

**Artist**

**Label and No.**

**Tunes**

**Comment**

**Eddie Cantor**

"(2 Bars to a Poop - Hamlet Revue Orch.) RCA Victor 20-2703"

Enjoy Yourself!

75--76--74--75

I Love Her

72--72--70--74

Ralph Young-Jack Pleis Orch.

"Philadelphia 6-0"

Please Treat Her Nicer

79--80--78--78

Thrush is beloved in jazz fashion by the reluctant world. A story effective waltz.

Roy Stevens Orch.

"London 650"

When Your Old Wedding Ring Was New

62--62--60--65

The trompeter-saxophonist team making special here.

Sugarfoot Rag

72--62--60--64

**Anne Shelton**

"London 619"

Without That Certain Thing

73--75--73--70

British charm offers a very pleasant recreation of a fine old tune. Similar to other past-outputs. However...

Jon & Sonnda Steele

"Columbia 43208"

My Lily and My Rose

71--71--70--73

Girl-group material here gives the style a bit of a fusion that seems nice.

Half a Hoss Is All You Left Me

74--74--74--75

Do It Twice with the All Morgan Team, but offers a musical take better than what could show more action.

Frank Luther

"Decca 24915"

(1) Beautiful Isle of Somewhere

72--73--72--70

(2) Beautiful Beckoning Hands

77--75--77--72

(A) Non-liner tune is often developed because of the kit style, which once specialized in such material. Requires some help for business.

Beyond the Sunset

72--75--77--72

(2) Should You Go Far

68--70--56--65

Some track interpreting here, the Luther is late. Vocal group helps keep things well-paced.

Marshall Young

"RCA Victor 1830"

Cigarette Serenade

53--57--52--50

More restraint production has doubtful success.

Clark Dennis

"Columbia 271"

How Can You Buy Killarney?

75--75--75--77

Denny's sweet Irish tune is well cast in the fine song, but some St. Patrick Day there will be tough competition from Bing and D. Day.

Patsy Fagan

Light, bright, gay Irish tune provides a spirited backing.

73--72--70--78

Connie Haines

"Coral 41416"

Of Man and Moon

74--85--83--83

The other recent revivals of the novelty haven't started much stir, this bright, bright moon should be paid for modest continuous business.

Tony Arden

"Columbia 38739"

How Come You Don't Like You Do?

72--74--74--72

Fiddle from the first disc out is good, readily projected by the thrush.

Lawrence Welk

"Mercury 5381"

What Are You Doing Tonight, Dear?

76--76--76--78

Repeating gong-hand orchestra is picked up by several radio shows. The show was lovely.

Lala Kirk

"Hannibal Orch. RCA Victor 29-2794"

Kiss Me

81--82--80--80

Infection song, with a light touch, goes if the song's appeal, the thrush does it with style. Could be the best hit hymn tomorrow.

Vic Schoen Orch.

"Decca 24919"

"As We Are Today"

70--70--70--70

Pictures from the "Scribbler of Sheet Music". Dramatic, novel, effective.

Russ Morgan Orch.

"Decca 24374"

Prisoners O! Mar

71--72--70--70

Familiar Latin standard is done instrumentally by Morgan, with his own trombone featured briefly. Other clarinet and various beats.

Broken Doors Merry-Go-Round

70--72--68--70

The door is live with the song, the competition is strong, but their competent version, with good organ play, should show some attention.

We Were Married

74--74--74--76

The left-lashed harmony feeling suits this restrained rhythm fine. Could be a country song.

*(Continued on page 118)*

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**SPRING SPECIALS**

New Evans Super Bomber, in white concrete, Folk-A-Chip, Chicago $120.00

Bobbi-Dale Gues, like new... 79.99

Bally Heavy Nuts... 29.75

Metal Tyros, factory named, remanufactured, 2 for the price. 99.99

Exh-A-Buck Budget Dixie, like new... 129.99

Williams Quackerine, like new... 199.99

Hull-Like Improvement size... 49.99

Bally Hi Boys Counters, size like new, 185.00

New Key Top Pneum... Write

WRITE FOR PRICES ON NEW EVANS SHUFFLE TEN STRIKE, U.S. A., A.& A., CHICAGO, UNITED SUPER, UNITED TWIN.

Terms: One-third deposit, balance C.O.D.

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Jack Kauffman, Proprietor

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Market 7-3431

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N. Y. 10, N. Y. (212) 764-5397

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**Coming...**

An issue valuable to Coin Machine Manufacturers and Distributors

See Page 57

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**WILL SWAP—12 FT. CALIFORNIA SHOPPEPINS FOR LATE 5 BALLS.**

Gold Cups, Jockey Specials, Citations or Champions. Write, wire or phone.

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St. Louis 3, Mo.

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**CONVERSION KITS**

for MILLS BELLS

We specialize in rebuilding Mills Escalator-Type Bells... taking our new claims higher than the finest model machines... in any quantity.

Write for details and prices.

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**HEADQUARTERS FOR SLOT MACHINES**

We Offer Only the Best, Unconditionally Guaranteed!

**MILLS** & ALL Models

BLUE BELLS or BLACK BEAUTY BELLS CROSS BELLS CROSS BELLS, TWENTY-ONE BELLS Complete Machines and Conversion Kits. Used Machines Taken in Trade. SAVE MONEY WITH BAKER NOVELTY CO.

The World's Largest Suppliers of Club Equipment

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SHUFFLE-MITE
"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME"
It's New! Amazing! America's No. 1 Money Maker!
Shuffle Mite eliminates supervision on part of Location and Assures "Paid Play" at All Times.

TRAINING DEVICES INC.
1460 ELECTRIC
LINCOLN PARK 55, MICHIGAN
Walter 8-2480

MATCH THIS BARGAIN IF YOU CAN
Cabinet Refinished, Amplifier, Mechanism Rebuilt, Ready for Location
Wurlitzer 200 $145.00
Wurlitzer 202 $185.00
Wurlitzer 300 $295.00
Wurlitzer 301 $345.00
Wurlitzer 302 $395.00
Wurlitzer 303 $455.00
These Prewar Phonographs Available With
v Mechanism Overhauled v Speaker Inspected v Amplifier Reconditioned v Professionally Refinished Cabinet v Unconditionally Guaranteed
For an Additional $20.00

ROCK-O-OLA
1402 - $349
1404 - $399
1941 K.C. Special $399

HOOBER
140M - $299

Lifters

PETER DAVIES
CABINET
Manufacturer

Mickey Dee & Skinner

GROETZCHEN Tool and Manufacturing Co.
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Chicago, Illinois
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THE COUNTER GAME PROFIT-LINE
WINGS 5-Reel Cigarette Machine
POK-O-REEL Straight Poker Game
YANKAY with cigarette and fruit rack changed instantly from cigarette to fruit real on location.
KLIX "21" BLACK JACK
KLIX, WINGS, POK-O-REEL AND YANKAY equipped with soda dividers, straight penny, penny or nickel and nickel or dime play line.

WRITE FOR PRICES

March 18, 1950

The Billboard

Record Reviews

(Continued from page 117)

ARTIST
LEE MONTI'S TUNES
EVE YOUNG-CLIFF
HENRY BRANDON ORK
THE NOV-ELITES
BETTY GARRETT
GIL MACK-ANNE LOYD-SANDERSON-MI\ELLER ORK
ANNE LOYD-MACK-THE SANDERSON-MI\ELLER ORK
STEVE GIBSON
THE WHISPERS
THE BEAVERS

TUNES
London 613
London 620
London 666
London 612
NM-54
Golde R-43 (7")
Golde R-45 (7")
London 5400
Apollo 1156
Crest 65026

COMMENT
71-70-72-70
72-72-72-72
72-72-72-72
68-68-68-68
68-68-70-70
65-67-66-66
68-68-70-70
68-68-68-68
62-62-66-64
59-60-58-58
79-79-79-79
77-77-77-77
78-77-77-77
78-78-78-78
68-68-68-68
78-78-78-78
80-80-80-80
80-80-80-80
78-78-78-78
80-80-80-80
65-65-65-65

Popular
It Goes In One Ear And Out The Other
Where Are You In Tonight?
You Can't Stop Me From Dreaming
When The Going Gets Tough
The Flying Dutchman
Heart Of My Heart
Mickey's New Car
Gilly's Rag
I'll Never Love Anyone Else
Your Ever Lovin' Slick
Doll bell button
I'd Rather Be Wrong Than Blue

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Record Reviews

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<td>BIG JIM DE NOONE &amp; STARS</td>
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<td>COUNTRY &amp; WESTERN</td>
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Manufacturing Company
1620 W. Fulton St.
Chicago 44, Ill

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Imperial Enterprise, Inc.
3010 New St., Brooklyn 4, N.Y.

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New Shuffle Games

Mac's Ten Pin

Bras & More

Tombow

Universal Twin Bowler

United Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ Coequ...
BARGAIN

Televiz Model 100
5c or 10c Play
Reconditioned
Ready for Location

LOCKPORT TELEVISION SERVICE
131 W. 18th St.
LOCKPORT, I L.

ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from Page 30)

PLYNO POLKA

Chaim Polka
R. Vinet Polka (Main Street) M-1008

PLAZA HERZ

404 Polka
1000 Gold (Hanging) Continental C-1006

POLLARD

404 Polka
1000 Gold (Hanging) Continental C-1006

POMERANTZ

404 Polka
1000 Gold (Hanging) Continental C-1006

PONTIEN

404 Polka
1000 Gold (Hanging) Continental C-1006

PORTER

404 Polka
1000 Gold (Hanging) Continental C-1006

PUSH AND DANCE

404 Polka
1000 Gold (Hanging) Continental C-1006

Quotations.

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CMI Coin Machine Show

June 26-27-28, 1950

Chicago

You’ll see the greatest array of coin operated equipment—Amusement—Music—Vending—Service—ever brought under one roof. Bring the wife and kids. There will be tickets for their favorite radio shows, fashion shows, sightseeing trips...something every day.

It’ll be the only Coin Machine Show this year under the direction of the industry’s leading trade association.

For information write:

COIN MACHINE INSTITUTE
134 N. La Salle Street,
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Get Ready for CMI’s Annual Coin Machine Show
IMMEDIATE SHIPMENT

BUCKLEY CRSS CROSS

JACKPOT BELLE
5¢ 10¢ or 25¢

MOA Convensch Hits Jackpot;
Biz Sessions Hilite 1st Meet

(Continued from Page 98)

operations without any delay, Miller
out to the rostrum was Sidney Levine, who re-
short history of MOA and its role in

Tuesday session opened with a talk
on Intermediate cologne by Edward
Monroe, assistant director of the Scien-
city and head of the Intermediate
Cologne Institute (see separate story).

Wednesday report on the elec-
tions held, and the convention
stood adjourned for 1600.

A banquet Wednesday night drewhow
more than 300 persons and was feat-
ed by a show with Jimmy Durante
for the talent. Leventz and both
of the MOA, presented Miller and
and the wild war stands in recog-
nation of their work for the orq during
the past year and to the latter,
even for his work in handling the

Mfr.-Op Session

John Haddock, president of AMI
(release of two phone firms exhibiting
are in the same building), lead off the mem-
ufacturer portion of the business
meetings with a short talk on the
problems that are coming from the man-
ufacturer's viewpoint.

Stressing unity in the field, Hadd-
ack pointed out it was the job of the
ufacturer to provide a piece of
equipment which would bring
the greatest return for the dollar in-
vestment.

For the information of opera-
ners, Haddock explained the great nurs
which must be spent by a manu-
facturer in design, develop, engineer-
ing a tool a new machine. He cited as
example of what he felt the manu-
facturer should do for the operator,
the costly testing of a combination
ake-together units conducted
by his firm. These tests, which Had-
ack deemed successful, were consid-
ered necessary and in the best
interests of the operator.

Haddock explained to operators
how the excise tax (manufacturers)
fitted into the picture, and how the
excise tax on the list price of the
phonograph was added to the price
of the unit. He closed by applying
for associate membership in MOA.

The application was accepted by
unanimous vote.

L. C. Rieck, H. C. Evans & Com-
pany, who displayed their Constella-
tion, was unable to speak due to
illness, but sent a message to the
operator stressing his firm's desire
to work with MOA and adding that
his firm would also make application
for associate membership.

Hal Cook, Capitol, made a short
talk to the ops, and Wilber Smith,
vice president for Art Olson, president
of Perno, awarded prizes in Perno's
theater, as well as with
its new
nylon needle (see separate story).

Vote 1951 Meet

Vote Monday morning session, final
day of business for the convention,
posed auspiciously when it was

The new in the vending field is the
partnership registered for the firm of
Berman and Leo Resnick. The firm
at 333 South Broad Street were
listed as Mark Berman and
A. Resnick, Berenice, the head of
the Berinco Vending Company and the
Resnick & Loobs firm, specializes in
concession operations.

Nathan Yarnick, veteran music
and pinball operator and jobber, set
up the Philadelphia Distributing
Company at 1251 North 30th Street.
The new enterprise will also handle
the distribution of phonograph rec-
cords, with George Resnick, also veteran
operator, in charge. United Amusement
Company, with the principal business
place of business at 4022-4226
West Girard Avenue, is in the position
for a certificate for the con-
duct of its business in Arc Music,
located at 16th and Green

TOURNAMENT
Washington, D.C., the

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Trimount Proudly Presents
D. GOTTLEB & CO.'S
“BOWLETTE”

THE ONLY SHUFFLE GAME IN PIN GAME SIZE
ASSURES BIG LOCATION EARNING POWER IN SMALL SPACE.
ONLY 63 INCHES LONG, 45 INCHES HIGH AND 20 INCHES WIDE.

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IN NEW ENGLAND
IT’S TRIMOUNT

WOOD STREET
BOSTON, MASS.

LAKE CITY SPECIALS

RALLY ONE BALLS

USED BELLS

Citation $2.69
Gold Cup $3.15
Jockey Special $2.49
Special Hit $3.39

USAZED FIFE RAYS

Boston $150.00
Dallas $154.00
Buckman $159.00
Carnival $59.00
Baby Face $60.00
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SLOT SALE

MILLS JEWEL BELL (Ori.). $155.00
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MILLS BLACK CHERRY (Ori.). $75.00
MILLS ALPINE "Slick-25" $155.00
MILLS ALPINE "Slick-35" $75.00
MILLS ALPINE "Slick-45" $75.00
Pries F. O. & D. Los Angeles or Reno, Nev. 1/12 with order, balance C. O. D.

JENNINGS SILVER WOOD, 64, $5.50
JENNINGS SILVER WOOD, 75, $5.50
JENNINGS SILVER WOOD, 100, $5.75
JENNINGS SILVER WOOD, 125, $5.75
JENNINGS SILVER WOOD, 150, $5.75

JENNINGS SILVER WOOD, 200, $5.75
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JENNINGS SILVER WOOD, 350, $5.75
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COIN MACHINES

Most Liberal
Most Magnetic
Most Attractive

JENNINGS

SWEEPSTAKE

JACKPOT SYMBOLS

Turning Back the Clock

25 Years Ago This Week

THE BILLBOARD

March 18, 1950

Halifax To Keep Annual Pin Levy

HALIFAX, N. S., March 11.-A
proposal of pinball machine distrib-
utors and operators of Halifax that
licensees for the pinball machines be
issued for the six-month period has been
rejected by the finance and executive
committee of Halifax.

Pinball distributors and operators had pointed out that some of the ma-
chines are not in operation for the full 12 months covered in the annual
license. Hence, it was pointed out, the operators said, if the license-
period was cut to half the year and the fee reduced from the $50 to
$25, the year to the year, it was.

The members in discussing the re-
quest decided that the city authorities
do not establish the annual license of
$50 to regulate the operations of the
pinball machines, but wholly to pro-
vide revenue for the city. Hence, the
committee ruled that no action would be
taken on the request.

Turning Back the Clock

25 Years Ago This Week

CHICAGO, March 9, 1930.—Col-
men, looking back on the progress
made in placing coin amusement
games in retail establishments since
1911, applauded the wide acceptance
of such installations in all parts of the
country. One of the signs indi-
cating advancement of modern retail-
ing, speaking of its decline, was the
development of this popular form of
amusement. Ready adoption by a large percentage of retail locations
of the placement of coin games in such
stores was demonstrated to be the result of a
mutual need.

Reason for the influx of coin games
in all types of small and large stores,
was it found, was the need for "the rent"
cash of their owners when the
depression came along to curtail
trade. The amusement devices, acting
as a trade stimulant have driven
cutting potential customers into the stores.
The play drawn by machines was surprising, in the light of the
general "bare bone" buying habits of
the public, and was sufficient to re-
move the locations a comfortable com-
misson.

Some of the leading lights in the
coin game field of 1911 includes
Hill Supply Company's Whirlpool, a
ticket type pin table, and the Entertain-
ment Manufacturing Company's Time,
Lite-a-Line, Retro-Line and
Clock. Supreme Vending Company's
Crisp, Lite, Crisis Cross-a-Line and Builder
-Upper, and Billy Manufacturing Company's Rocko. These coin
machine games featuring new lighting action, and were instruments of
the greatest patronage thru their eye-
catching features.

Other games catching ample plays
were J. H. Keeney & Company's Quick Silver; International Mutoscope
Reel Company's Checkers, offering three interchangeable pin games on
a single model; Daedal Manufacturing's Chicago Express; Stoner's
Beacon and Genco's Crisis Cross, D.
Gottleb & Company was offering a
play-pulling trio consisting of Turn
Table, Match Play and Cyclone, and
H. C. Evans & Company put production
and sales steam behind its Kings
of the Turf.

30 Years Ago This Week

CHICAGO, March 9, 1940.—Plans
were afoot at Mills Novelty Company
for making special movies from shorts
for the firm's new "talking movie
machine." Fred Mills was touring with film production companies
in details of shooting the specials, which
were to be of five minute long duration and feature musical
tables, dances, acts to the latest pop hits.

Applying machine games were in
the development stage, with one type
by a Washington firm using devices
for refrigeration. According to at least
this particular model would require
service only two days a week. This
was planned to be turned at the venders
as one or two for a nickel, depending
on size.

A plan was being formulated by the
newly created Dairy Credit Bureau,
Chicago, for financing purchase of
various types of equipment by any branch of the dairy
industry, in-
cluding venders to dispense ice cream
products. It was expected that the
plan would result in development of
ice cream, milk and related dairies by
coin machine firms.

Juke box operators were applauding
the gimmick used by the music
bands, such as Frankie Masters, who
started the style of beginning a record
with a "Tutti Frutti," and "Frankie Masters (etc.) and his or-
chestra present!... follel.ing is a tune title... The Gable Kuro
juke box was "a coin phonograph years ahead in design," according to
standard store
voters. Modernistic in design, the
machine was the latest in the John
Gabel Manufacturing Company's long
line of juke releases.

D. Gottleb & Company, keep
those two plants working double shift,
introduced a new game, Score Card,
which is still filling his order books. On
its side, Ball-Ette. Dave Gottlieb
described the new game as a radically
different type, ... in spite of his in-
dicated wish to withdraw from the
annual election of office by C.C.M.
Davy spaced off the 1940 presi-
dency. Elected to serve five
tears, Gottlieb were Dick Hood, H. C. Evans & Company, vice-
presidents; George Groothuis, C. B.
Manufacturing Company, secretary, and
George Moloney, Bell Manufacturing
Company, treasurer.
There is No Substitute for United’s Original

Super Shuffle-Alley

For

Immediate Delivery

in this territory

MAINE
NEW HAMPSHIRE
VERMONT
MASSACHUSETTS
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OFFICIAL SCORING for Tournament Play!

Regular bowling scores plus lightning-fast return of the puck plus instantaneous posting of scores, strikes and spares. Add Keeney's original LITE-UP PINS, a beautifully grained super finished cabinet and it's as simple as A-B-C to decide. Order Keeney's A.B.C BOWLER today

J. H. KEENEY & CO. INC.
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NEW! IT'S KEENEY'S
A. B. C. LEAGUE

Best in any league!

MIGHTY FAST!

★ REBOUND Play!
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There is No Substitute for United's Original

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MIGHTY FAST!

★ REBOUND Play!
★ OFFICIAL BOWLING SCORING
★ LITE-UP PINS

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OPERATORS EVERYWHERE REPORT BETTER PLAY—BIGGER PROFITS

With Clear-View Plexi-Glas

LITE-A-PIN
* Base and Bowling Pins Illuminated

WHY...
• NO LOST PUCKS!
• NO TUNNELS TO GO THROUGH!
• NOW THE PLAYER CAN SEE THE PUCK FROM START TO FINISH!
• ALL WIRING PROTECTED FROM PUCK!

JUST PLUG IN—NO SOLDERING!

It takes only a few minutes on location for operator or mechanic to install "Lite-a-Pin" unit on your shuffle game. No soldering—just plug in to light box.

HERE IT IS!
The Money-Making Unit the Operators have been waiting for.

ORDER ONE . . . AND YOU WILL ORDER A DOZEN

Made to fit United, Genco, Bally, Kenney, Rock-Ola shuffle games.

ONLY $20.00
COMPLETE UNIT
F.O.B. Chicago
Immediate Delivery

DISTRIBUTORS WANTED

M & T SALES CO. Manufacturers
2845 W. FULLERTON AVE.

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Sold Only by
FRIEDMAN AMUSEMENT CO.
ATLANTA, GA.

25c PLAY
VEST POCKET MILLS BELS

The smallest automatic payout in the world, it's built by MILLS on a special order. New improved mechanism. Equipped with jackpot register. Send 1/2 deposit with order.

PRICED AT $89.50

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Order Today from
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EARN BIG MONEY YEAR AFTER YEAR!

HOLLYCRANE
MINIATURE COIN-OPERATED INDUSTRIAL CRANE

Featuring world's smallest machine with 25 cent payout. Slimly built, 8 1/2 x 13 x 16 inches. Weight is 15 pounds. Easy to pack and ready to go. Easy to install, too. Built to last special parts and mechanisms are guaranteed. Send for Bulletin "B" today.

25c IN. HIGH
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GAME with AUTHENTIC SCORING
for 1 or 2 PLAYERS!

GETS
DOUBLE
THE
EARNINGS!

8 Ft. or 9½ Ft.
LENGTHS
2 Ft. Wide

STRIKES • SPARES
DOUBLES • TURKEYS
RAILROADS
SPLITS • ETC.!

TERRIFIC
for
Competitive
Play!

CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE STREET
CHICAGO 24, ILLINOIS

1. AUTOMATIC PUCK RETURN
2. PUCK LOCKED IN AFTER EACH
   GAME
3. IDEAL SIZE FOR ANY LOCATION!

SEE IT—BUY IT
AT YOUR DISTRIBUTOR NOW!

The Flowers In May!
You, Mr. Operator, are as welcome as the
flowers in May to the All-Industry Coin
Machine Exhibition at the Hotel Sherman,
Chicago, May 22, 23, 24. Sponsored by
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OFFERS BIGGEST BARGAIN IN HISTORY WITH OUR
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ARE GUARANTEED TO WORK AND LOOK LIKE NEW.

USED PIN GAMES
4 Williams Quarterbacks @ $175.00
1 Chicago Coin Super Hacker ........... 114.00
1 Triple Action ........................................ 39.50
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1 Tended .............................................. 42.00
1 Spin Ball ............................................. 42.50
1 Crazy Ball ......................................... 43.00
1 Exhibit Tumbledwood ................. 125.00

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MILLS BELL MACHINES, CLEANED, OVER-
HAULED — READY FOR LOCATION
BLACK CHERRY JEWEL BELLS
2 Sc. 3/5 @ $75.00
3 Sc. 3/5 @ $90.00
5 Sc. 3/5 @ $150.00
6 Sc. 3/5 @ $250.00
10 Sc. 3/5 @ $350.00

BELL BELLS
2 Sc. 3/5 Pay @ $75.00
5 Sc. 3/5 Pay @ $125.00

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NEW CONSOLES IN STOCK READY FOR DELIVERY AT ONCE:
Bally Clover Bells — Evans Coatlown — Mills Duplex Bell

WRITE FOR PRICES. SEE US BEFORE YOU BUY.

SPECIAL LIMITED STOCK — DON'T WAIT — ORDER NOW
Target Master Close Out .............. $ 95.00
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CENTRAL PENNSYLVANIA. REMEMBER TO SEE THE
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REAL PIN ACTION! Not Synthetic! Not to be confused with ordinary Shuffle Bowling Games!

- 5½-INCH PINS—AUTOMATICALLY RESET! • DIRECT VIEW AUTOMATIC SCORING COUNTER! • COMPARATIVELY NOISELESS ACTION!
- 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.

FASTER PLAY...
Less than 1 minute and ½ per Game!

EASIER SCORING...
with improved pin action!

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SEE EVANS' CONSTELLATION AD ON PAGE 102
GENCO DOES IT AGAIN!

SCREWBALL was SENSATIONAL
CAMEL CARAVAN was TERRIFIC
RIP SNORTER was a SMASH
and NOW...

SOUTH PACIFIC

BUYING OR SELLING...
YOUR BEST BET...
do Business with an established Firm

NEW! NEW! NEW!
CHICAGO COINS
New Bowling Alley
LITE UP PINS
One or Two Players. The newest type of Shuffle Game.

MORE
Play Appeal
Action of Everything

FIVE BALL FREE PLAY GAMES

MARYLAND ... $1.25
LOUISIANA ... 75¢
KING COLT ... 75¢
SHADY DAM ... 75¢
MAIDEN GRAS ... 50¢
BONY DO ... 50¢
DIRTY ... 50¢
BUNKER WIDOW ... 50¢
BILL ... 50¢

SPECIALS

1949 MILLS SLOTS
BONUS BELL, 5-10-25 .................................. $1.50
JEWEL BELL, 10-25-50 ................................ 2.00
JEWEL BELL, 15-50-100 ................................ 2.50
MELON BELL, 15-50-100 ................................ 2.50
BLUE BELL, 19-75-150 .................................. 3.00

BONUS, 15-50-100 .................................. 2.50

Distributors

QUALITY USED GAMES AT SPECIAL PRICES!

TRIPLE ACTION ........................................ 3.50
TENNESSEE ................................. 3.00
MARDI GRAS ........................................ 2.50
SPEEDY ........................................ 2.00
SOUTHERN WIND ................................ 2.25
SWIRL ........................................ 2.00
RUBBER BALL ..................................... 3.50
SEABOARD ....................................... 2.50
VIRGINIA ........................................ 2.25
WISCONSIN ...................................... 2.50

GARDS ........................................ 2.50

All Games Cleaned and Checked! Specify Second Choice
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota,
North Dakota, South Dakota and Upper Michigan

CONTACT US BEFORE YOU BUY
WE CARRY ALL TYPE COIN MACHINES

Williamsport Amusement Company
233 W. 3d Street, Williamsport, Pa.
Phone 2-3326-2-1648

"Central Pennsylvania’s Largest Distributors"
SPRING SALE
FIVE BALLS & ARCADE
Humpty Dumpty ........ $ 29.50
All-white ............... 49.50
Shelburne ............... 49.50
Triple Action ........... 49.50
Singles ................. 25.50
Tai-tai ................. 39.50
Casting ................ 39.50

CONSOLES
5 Mills Cash or Free Play Jumbo, Rn. $ 37.50
5 Mills Lake Thresa, Blue-Fish, 1-5-7-11 $ 37.50
1 Kenney & Super Bonus Balls, Ea. $ 46.50
1 Kenney & Super Bonus Balls, Ka. $ 210.00
1 Betty Double Oak, 1 One Roll, 10 Quarters, Rn. $ 44.50
1 Betty Deluxe Crawford, Wa. $ 175.00
1 Betty Reserve Bell, 50 Cents, 25 Cents, Rn. $ 190.00
1 Universal Arrow Bell (Floor Sample) ........ $ 47.50

CIGARETTE MACHINES
2412 SMOKESHOP, Electric ......... $149.50
NATIONAL, 9 Columns .......... 19.50

MUSIC
Packard 11k Hi-Lo .................. $399.50
Rock-Ola Hi-Lo ................... 49.50
Packard 7450 ..................... 215.50
Wurlitzer 2750 .............. 95.50
Wurlitzer 6500 .............. 175.50
Wurlitzer 8500 .............. 75.50
Wurlitzer 8500 .............. 75.50
Wurlitzer 8500 .............. 75.50

SLOTS
3/4 Mills Golden Falls .... $ 9.50
3 Mills 1500 Westcoast Bell $ 21.50
16/32 Brown, Blue & Chromo .... 49.50
5 Mills Standard Chief-Two-Ten ................ 49.50
Jingles, new ............... 189.50
Devil of Free Prize ........ 15.50 Ea.
Life Line Club Chief ........ 39.50 Ea.
Used Slot Stands, complete .... 15.50
Get Screened Panel-Back .... 35.00

Send 1/3 deposit, C. O. D., balance

WE ARE BUYING MILLS 1946-47-48-49 SLOTS—CITATION, CHAMPION. PHOTO FINISH ONE BALLS
State condition and lowest price in letters

MAIN 0477 PHONE MAIN 8751
T & L DISTRIBUTING CO.
1321 Central Parkway
Cincinnati 14, Ohio

CIGARETTE MACHINES
2412 SMOKESHOP, Electric ......... $149.50
NATIONAL, 9 Columns .......... 19.50

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State condition and lowest price in letters

MAIN 0477 PHONE MAIN 8751
T & L DISTRIBUTING CO.
1321 Central Parkway
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SOUTHERN AUTOMATIC'S PRIZE BUYS!

WE HAVE SHUFFLEBOARDS AT LOW PRICES
NATIONALS—ROCK-OLAS—ARROWS

JUST OUT!
NEW LIST OF ALL TYPES OF USED MACHINES
Write for it TODAY!

Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio

FAC TORY REPRESENTATIVES WANTED
Manufacturer for over a dozen nationally recognized manufacturers of amusement machines. Excellent person should be employed. Work in offices, sales offices, or sales offices.

Box 508, The Billboard, 1564 Broadway, New York 19, N. Y.
**MILLS' NEW 1950 BELLS**

Mills' New Vest Pocket Bell

Operates on 3-5 Mystery Payout System, 5¢ Play...

**MILLS' NEW QT**

A "Penny-Size" Bell...Weights only 25 lbs.

**"21" BELL BLUE BELL BLACK BEAUTY BONUS BALL TOKEN BELL**

5¢-10¢-25¢-50¢ Play

**GUARANTEED RECONDITIONED MACHINES**

United States Adler...$199.50 Bally Shuffle Bowsler...

**5-BALL FREE PLAY GAMES**

Gems $179.50 Havanas, w/ 4...$379.50 Rare Blazing, w/ 8...

**CONSOLES**

Steve $129.50 Mexico, w/ 4...

Second Front $179.50 Reviva, w/ 8...

Slate Fair $339.50 Monstervy, w/ 4...

Playboy $239.50 National, w/ 8...

Suspense $139.50 Serendipity, w/ 4...

Tornado $239.50 windshield, w/ 8...

Bite, w/ 8 $239.50 Williams...

Sinners, w/ 5 $179.50 Quarterback...

**1-BALL FREE PLAY GAMES**

Victory Special $499.50 Longrace...

Simpson $499.50 Longrace...

Jacky Bveal, $599.50 Thoroughbred...

New Box Stands...Single, Double and Triple Sales for All Bells...

**GUARANTEED RECONDITIONED MILLS BELLS**

Blue Bells, Brown Bells, Q. T. Balls, ...Vest Pocket Bells...

**EVERY NEW COIN MACHINE MANUFACTURED**

Write for Circular and Price List...

5¢ Deposit With All Orders.

**SICKING, INC.**

Associated with...

America's Oldest Distributor...

Established 1895 CINCINNATI, OHIO

**GUARANTEED RECONDITIONED CONSOLES**

Bally Clover Bells, New...$199.50 Bally Shuffle Bowsler...

Bally Spot Bells, White...$299.50 Bally Multi-Bell...

Bally Ivory Bells, White...$399.50 Bally Multi-Bell...

KEENEY BONUS 3-WAY...$299.50 KEENEY BONUS 2-WAY...$199.50...

Genco Bingo-A-Bells...$199.50 Bally Multi-Bell...

**RECONDITIONED EQUIPMENT**

Bally Bowsler...$199.50 Chicago Coin Basketball...

Exhibit Dale Guns...$249.50 Chicago Coin Patriot...

Executive Dale Bills...$249.50 Chicago Coin Patriot...

Williams Quarterback...$299.50 Williams Star Series...

Cenco Bingo-A-Bells...$199.50 Bally Multi-Bell...

**TERMS:** 1/2 Deposit...

Immediate Delivery...

Price Includes Crating

Badger Sales Co., Inc.

Badger Novelties Co.

321 W. 5th Blvd.

314 North 28th Street

ALL PHONE 4362

**THE AMERICAN FOUNDATION FOR THE BLIND LIGHTS THE WAY FOR THOSE WHO WALK IN DARKNESS**
endless!

Like the water that flows over the falls, Mills Bells' contributions to worthy causes are endless. Fraternal, patriotic and civic type clubs use Mills Bells in their quarters to defray the demands made upon them by local and national charitable drives, as well as to keep their own clubrooms in good order. Mills Bells located in clubs are constantly pouring money into worthy channels.

Everybody is a "good fellow" at Christmas time because the spirit is in the air, but Mills Bells are "good fellows" 365 days, 52 weeks, 12 months of the year! They never forget the needy, It is impossible to estimate the amount of money that they give to charity, but take into consideration that over 10,000 clubs are using Mills Bells for this purpose. Multiply a club's donation by 10,000 and you will reach a phenomenal figure.

Here are only a few of the many letters we have received on this subject.

Mr. V. Shay
Bell-O-Matic Corp., Chicago, Ill.
Dear Mr. Shay: On behalf of Brookfield Lodge 1599, Loyal Order of Moose, we wish to express our sincere gratitude to you and your company for the use of the coin machines at our affair Sunday, September 18, 1949. The profits derived from these machines will be used to further our cause of aiding the children of our departed brothers. Sincerely yours, G. G. Wolf

A V. F. W. Post!
Mr. J. Ryan
4100 Fullerton Avenue, Chicago 39, Illinois
Dear John: Permit me to take this opportunity to express my thanks, along with the officers of the post, for your kindness in loaning the machines for use during our recent carnival. They played an important part in the success of our affair and we are truly grateful to you and want you to know that when the opportunity presents itself we will be happy to reciprocate. With kindest personal regards. I remain. Yours truly, JAMES HUGL

A Catholic Hospital!

Mr. Vincent Shay
4100 Fullerton Avenue, Chicago, Illinois
Dear Mr. Shay: I extend my sincere thanks for the equipment you furnished in connection with the May Festival on May 25th, sponsored by the Women's Auxiliary of the hospital. It was a good source of additional revenue. Those in charge of this party were also very well pleased with the able and efficient service rendered by Mr. John Kelly. Yours very truly, SISTER M. THERESA

A Jewish Club!

Mr. Vincent Shay
Bell-O-Matic Corp., Chicago, Illinois
Dear Sir: I cannot really begin to thank you enough for your wonderful cooperation in loaning the equipment to help make our affair the wonderful success it was. It is due to men like yourself who enable us to carry on our philanthropic activities and to help in our small way alleviate some of the misery besetting the world today. God bless you and all your associates. On behalf of the entire organization I want to again say thanks. Sincerely, GUS GROSNER

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
BREAKING ALL PRODUCTION RECORDS!

Chicago Coin's BOWLING ALLEY

Now In It's 20th Week
And Still Going Stronger Than Ever!

IT HAS BEEN THE "CASH BOX" ANSWER TO AN OPERATOR'S DREAM

EXTRA FEATURES
- Cork Lined Rails for Bank Shots and Silent Play
- Pick Up Splits for added Real Bowling thrills

Extra Cost

At No Extra Cost

TAKING THE NATION BY STORM!

Nation Wide's ORIGINAL SENSATION

SHUFFLE POOL

Loaded with Fast-Playing, Fun-Filled Features Which Defy Duplication

- Scoring 1 or 2 players
- Size Approximately 2 ft. x 8 ft.
- Automatically Registers Each Player's Score
- Easy to Service, All Mechanism in Head
- 1 Player—10c  2 Players—20c
- High Score Feature Automatically Registers Consecutive Hits
- 100% Skill Game
- Gets Double Earnings

Nation Wide NOVELTIES, INC.

4615-17 S. State Street
Chicago 19, Illinois
Phone Kenwood 6-3623
Naturally, these products we distribute carry our money-back guarantee from a money-making and serviceable standpoint.

It's got to be good — to be Approved by the Jones Boys!

It's got to make you money — to get this approval.

Be confident, the merchandise the Jones Boys handle must be the best in the industry.

You know this is true of Bally games and vendors. You know this is true of Seeburg Music Systems.

Action speaks louder than words... YOU'LL approve too, by adding these famous products — SEEBURG and BALLY to YOUR routes.

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EXCLUSIVE DISTRIBUTORS IN THE FOLLOWING TERRITORIES FOR:

R.F. JONES CO.

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Bally

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PORTLAND 1815 N.E. BDWY.
SEATTLE 2208 4th AVE.

Northern California - Nevada (except Clark County) - Washington - Utah
Oregon - Montana - Wyoming - Idaho
Colorado - New Mexico

Northern California - Nevada - Utah
Eastern Montana - Southern Idaho
Wyoming - Colorado - New Mexico

SAN FRANCISCO 1263 MISSION ST.
SALT LAKE CITY 127 E. 2nd SOUTH
DENVER 1314 PEARL ST.
PORTLAND 1815 N.E. BDWY.
SEATTLE 2208 4th AVE.

www.americanradiohistory.com
SPECIALS!

EXHIBIT DALL GUN .......................... $9.50
CHICOG PISTOL, Floor Sam .......................... 149.50
GENTO GLIDE .......................... 39.50
NEW ART CHALLENGER .......................... 47.50
NEW DAVIL WACKER, Jr. .......................... 45.00
FRUIT REELS, Topen Toot .......................... 39.50

SLOTS

BLACK CHERRY, 5-10-25 .......................... 19.95
RN BLACK EAGLE .......................... 179.50
JENNINGS 25C .......................... 10-25 .......................... 99.95
NEW GOLDEN FALLS, 9-18-25 .......................... 49.50
NEW GOLDEN FALLS, 9-18-25 .......................... 149.50
BLUE FRONT, 4-8-25 .......................... 19.95
BROWN FRONT, 4-8-25 .......................... 149.50
NEW BOWLS, 25B .......................... 49.50
CHROME BELL, 5-10-50 .......................... 69.50
RNQ-T BLUE CABINET .......................... 69.50
VEEB POCKETS .......................... 69.50

EXTRA SPECIALS

NEW MILLS MELLON BELLS, 10-25 .......................... 975.00

JENNINGS

SUN CHIEF Del. LITEUP, 5-10-25 .......................... $695.00
Set of 3 .......................... $695.00

STANDARDS CHIEF, Jr. .......................... 179.50
NEW JENNINGS 25C .......................... 10-25 .......................... 169.50
NEW JENNINGS 25C .......................... 149.50
JENNINGS 25C PIN .. .......................... 99.50
CHROME BELLS, 5-10-25 .......................... 149.50
JENNINGS 25C .......................... 10-25 .......................... 89.50

GROETHEL

COLUMBIA DOUBLE, J.P. .......................... 615.00
CHROME BELLS, 5-10-25 .......................... 149.50
NEW JENNINGS 25C .......................... 10-25 .......................... 125.00

PACE

CHROME BELLE, 5-10c, Latest Model (Originally $125.00) .......................... $89.50

REEL COUNTER GAMES

DUDGE WILD, 4 Way .......................... 81.50
DUDGE WILD, 4 Way .......................... 79.50
NEW JENNINGS 25C .......................... 10-25 .......................... 250.00
NEW JENNINGS 25C .......................... 169.50
NEW JENNINGS 25C .......................... 149.50
NEW JENNINGS 25C .......................... 99.50
NEW JENNINGS 25C .......................... 89.50
NEW JENNINGS 25C .......................... 69.50
NEW JENNINGS 25C .......................... 49.50
NEW JENNINGS 25C .......................... 29.50
NEW JENNINGS 25C .......................... 19.50
NEW JENNINGS 25C .......................... 11.50

$2.00 EACH

SHUFFLE SHOES .......................... $18.50

New unissued stock of Shuffle Shoes. Based on old-time game of "Tennessee."
EARNINGS INCREASED to $8-$10-$12-$15 PER DAY
OPERATORS with SHUFFLE BOARDS TELL US!

BEFORE
and
AFTER

with
EXHIBIT'S

'SHUFFLE BOWL'

WHEN INSTALLED ON YOUR SHUFFLE BOARD

from WICHITA, KANSAS

Several weeks ago we installed a 'SHUFFLE BOWL' unit. We have much praise for this game. Our shuffle board was taking in less than $10.00 weekly. For the last twenty-seven days our average has been better than $14.00 per day.

from CHICAGO, ILL.

On our Rush Street location where we installed 'SHUFFLE BOWL' on the shuffle board, I am happy to tell you this location grossed $100.00 in ten days, and on another location that was absolutely dead we also installed 'SHUFFLE BOWL' and received for our share $55.00 in less time. We now have something that has revived the shuffle board business.

EXHIBIT'S 'SHUFFLE BOWL' ASSEMBLY IS ALSO AVAILABLE FOR REBOUND SHUFFLE BOARDS SEE YOUR EXHIBIT DISTRIBUTOR FOR DELIVERIES

EXHIBIT SUPPLY CO. ESTABLISHED 1901 4218-30 W. LAKE ST. CHICAGO 24, ILL.
UNITED'S
Super Shuffle-Alley

PATENT NO. 2,192,596
REGULATION BOWLING SCORING
NEW ANIMATION!
LIGHTED UPRIGHT BOWLING PINS

COMPLETE ACCESSIBILITY...
Entire Play Field Hinged

TWO SIZES
8 FT. OR 9½ FT. LENGTHS
EACH 2 FT. WIDE

NEW MODERNISTIC CABINET DESIGN

UNIVERSAL APPEAL
FUN FOR EVERYONE
EXCELLENT FOR
COMPETITIVE PLAY

PUCK RETURNS AUTOMATICALLY...
LOCKED IN AFTER EACH GAME

SEE YOUR DISTRIBUTOR

UNI TED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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BY POPULAR DEMAND!

D. Gottlieb & Co.

POUDLY PRESENT

Bowlette

ONLY
63″ LONG—
65″ HIGH—
20″ WIDE!

ASSURES
BIG-LOCATION
EARNING POWER
IN SMALL
SPACE!

THRILLS OF BOWLING!
SUSPENSE OF BOWLING
SCORING!

All Built into a Game
that "GOES" ANY-
WHERE—Is Welcome
EVERYWHERE!

SMOOTH—QUIET—
FAST PLAY!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

"There is no substitute for Quality"

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
NEW HIGH-SPEED TOTALIZER CUTS PLAYING TIME IN HALF... DOUBLES EARNING POWER!

**Bally SPEED BOWLER**

**NEWEST SHUFFLE-BOWLING SENSATION!**

**TWICE AS FAST AS ORDINARY SHUFFLE-BOWLING GAMES**

Entire Mechanism Located in Back-Box

**2 SIZES**
- 9½ FT. LONG
- 8 FT. LONG (FOR CROWDED SPOTS)
- BOTH 2 FT. WIDE

**SLUG-REJECTOR COIN-CHUTE**

Same as on Famous Bally One-Balls and Consoles

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER... plus new, animated upright pins that actually flip out of sight as roll-overs are hit... plus SLUG-REJECTOR. Drop Coin-Chute used on Bally consoles and one-ball games... plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now. Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft. A gold-nine either way!
THE PERFECT SET-UP
UNIVERSAL'S
TWIN BOWLER
YOU CAN'T MISS!

BEAUTIFULLY DESIGNED CABINET
STREAMLINED SIMPLIFIED MECHANISM
CUSHIONED ALL AROUND FOR SILENCE
PUCK REBOUNDS INSTANTLY!

FAST! LESS THAN ONE MINUTE PER GAME!
FULLY VISIBLE MECHANISM
TWO PLAYERS OR ONE
QUICK PROFITS!

UNIVERSAL'S
FEATURE
BELL

SINGLE HEAD MULTIPLE COIN
UNIVERSAL'S
FEATURE
BELL
MYSTERY TYPE ADVANCING ODDS!
First console with the
"FEATURE FLASH"
PLAYER CAN "BUY" UP TO A
COMPLETE SET OF WILD SYMBOLS!
Instantly Convertible

UNIVERSAL'S
PHOTO-FINISH

THE LEADER
for 1-BALL PLAY!

• TOP SCORE: 500 POINTS
• JUMBO ELECTRIC MOTOR
DRIVEN ILLUMINATED REELS
• NEW CABINET DESIGN

ORDER FROM YOUR
UNIVERSAL DISTRIBUTOR

UNIVERSAL INDUSTRIES, INC.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY - Telephone UPTOWN 8-2345 - CHICAGO 40, ILLINOIS
Seeburg Music Systems

...including "Music for everyone!"

Selections

The Select-O-Matic "100" Mechanism.

Before its introduction to the coin-operated music industry, the Select-O-Matic "100" Mechanism was tried, tested, proved in industrial and commercial installations throughout the country. Today, it is regarded as the most trouble-free mechanism ever built.

The Select-O-Matic "100".

The phonograph with more of everything.

100 selections - all visible at the same time.

Sales appeal - the mechanical "brain" develops unprecedented public interest. It's setting new performance records wherever installed.

The Select-O-Matic "100" Mechanism. More its introduction, the Select-O-Matic "100" Mechanism was installed and commercialized throughout the country. Today, it is regarded as the most trouble-free mechanism ever built.

100% Music Systems

Since 1902

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J. P. SEEBURG CORPORATION

Chicago, III