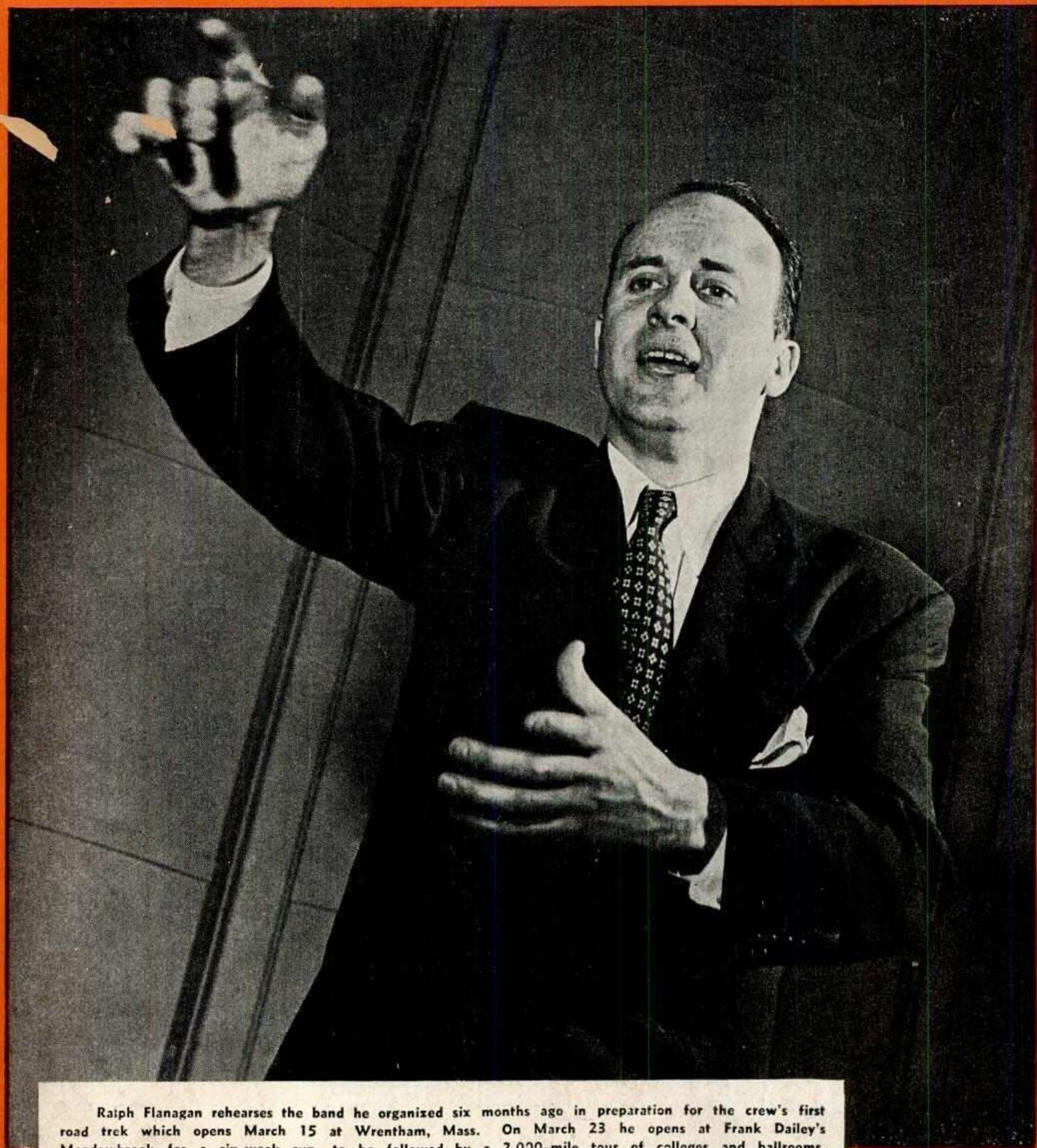


The Billboard

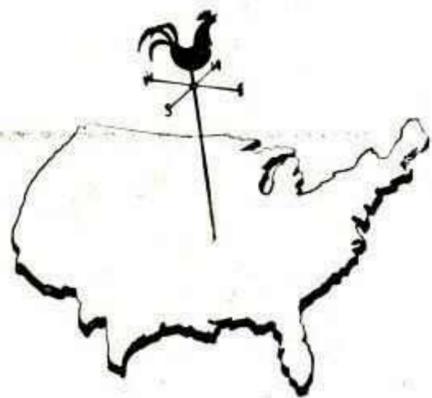
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 18, 1950



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 Dailey'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 Bernie Woods.

night or day . . . at home or away . . .

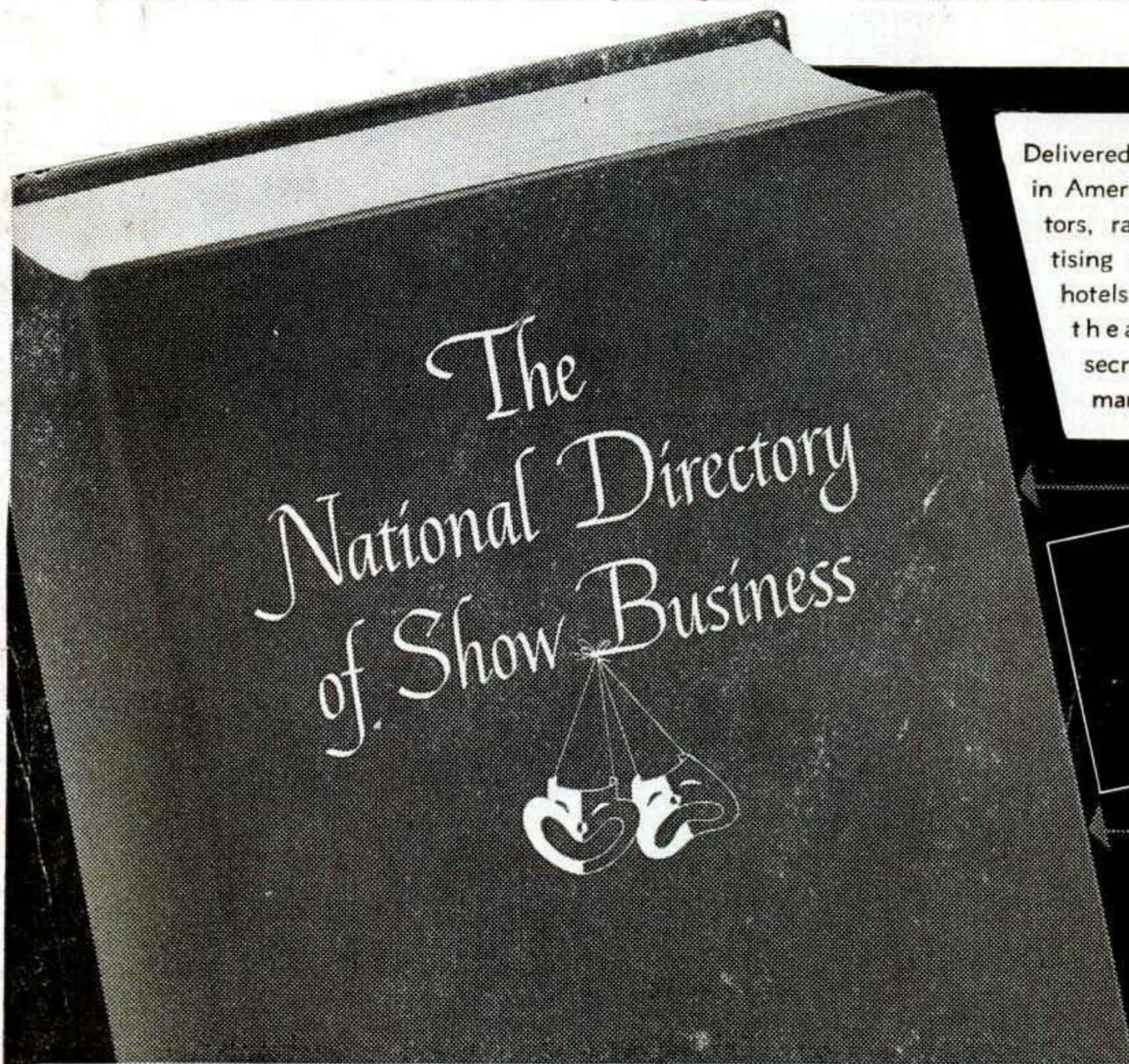


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TV'S HOTFOOT TO AM JOCKS

Philly, Movie Giveaway Game To Be Syndicated Nationally

PHILADELPHIA, March 11.—Highly effective use of FM broadcasting is being made by a local group which has been testing a movie cash giveaway game, called "scenario," at 25 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.

Group promoting the game is headed by Max Ingber, head of Store Broadcasting Corporation here. Linked with WIBG-FM, participating theaters tune monitor sets on the stage to the FM station. The questions which the movie patrons answer, along with instructions to play and attending bally all originate in the WIBG-FM studios as a regular broadcast. While all FM listeners to the station can hear the program, only those in the movie houses are able to play and participate in the prizes.

According to Ingber, the game will be revised to allow for award of merchandise instead of cash. Plan for national syndication is to use both (See *Plan To Syndicate on Page 8*)

Kidisk Org Guns For Mail Order Biz; Eyes Retail

NEW YORK, March 11.—The Children's Record Guild, a new record club recently formed here by John Stevenson and Milo Sutliss, has launched a heavyweight national promotion drive for mail-order subscriptions and now plans an early invasion of retail stores as well.

Stevenson and Sutliss, experienced hands at mail-order club selling, have earmarked \$375,000 for national advertising between now and next January 1. Last Sunday they broke a large ad in *The New York Times*, which is followed this week with a full-page spread in *Life*. Others are skedded for *Parents' Magazine*, *McCall's*, *Woman's Home Companion*, *New York Herald Tribune*, *San Francisco Chronicle*, *Chicago Sun-Times* and *Parade*.

Young People's Pattern

The Guild, in its advertising, repertoire and gimmick enticements, follows the pattern set a couple years back by Young Peoples' Records. Subscriptions are sold for \$12 per (See *RECORD GUILD on page 15*)

Cloud Worries Douse Solons, But Law Is Lax

WASHINGTON, March 11.—Is a rain cloud engaged in interstate commerce? This intriguing question is getting preliminary attention from some congressmen and may eventually develop into a major problem for the amusement world.

Curiosity among members of congressional judiciary committees over the legal questions involved in making rain is being renewed by New York City's plans for tapping clouds in the hope of filling depleted water reservoirs. A country club at Ellenville, N. Y., has already filed for a (See *Cloud Worries on page 50*)

A Squeeze

NEW YORK, March 11.—George (The Real) McCoy, quondam man-on-the-street interviewer and man-about-town (he's driving a hack nowadays), has come up with a new idea for a radio show. He wants to do a series, no kiddin', called *Breakfast at Nedick's*.

McCoy, 'tis understood, comes from Northern Ireland—an Orangeman, begorry.

Speeds Sesqui Plans in D. C. Massman Entry

WASHINGTON, March 11.—Preparations for the 1951 Freedom Fair and for extensive showbiz activities this year marking the capital's 150th anniversary took on new life this week in Paul M. Massman's debut as director of the celebration.

As a coincidence to Massman's appearance here in his first week as director-general of the sesquicentennial celebration, committees representing the governors of the 48 States notified the National Capital Sesquicentennial Commission that plans are being rapidly shaped for participation by the States not only in the exposition next year but also in observances this year on special days honoring each of the States.

The sesqui celebration will get its kick-off April 14 at a joint session of Congress which President Truman has been invited to address, followed April 15 by a Salute to Freedom pageant on the Capitol Plaza, with (See *Speeds Sesqui Plans on page 53*)

Sell or Scram Edicts Shake Loose Jockeys

Need P. R. Job

NEW YORK, March 11.—Radio's golden boys of the current era, the disk jockeys, are regarded by traders as approaching the make-or-break crossroads at breakneck speed. The onrush of TV as a major city evening audience factor is making other radio broadcast hours loom much more importantly in the plans of advertisers and agencies.

With big-time programs beginning to edge into the daytime hours as competition to the disk jockey, bankrollers are reassessing the use of participations in platter-spinning shows in the light of the many criticisms which frequently have been voiced against them. Facing a new balance sheet, already in the making, the jocks have a heroic task confronting them if they are to make their pro arguments overcome the cons.

A prime project of the deejays, individually as well as collectively, will be to beat down strongly worded charges of irresponsibility, advertising-wise, levelled by a goodly (See *TV'S HOTFOOT on page 6*)

Comic Cuffs Dates To Plug Kid Disks

NEW YORK, March 11.—Comic Dick Collier, star of the *Mr. Jolly Show* on ABC-TV and a Columbia disk artist, has skedded a slew of personal appearances at RKO theaters here to push his disks in the moppet market. The venture is being launched this week by his flack, Arthur Kenn, in conjunction with Times-Columbia, local Columbia distrib, and will bring the *Mr. Jolly Laugh Party* to two different theaters every Saturday.

Collier is appearing gratis, and in each instance 100 disks will be handed free to the first 100 kids entering the theater. The bill for these will be footed co-operatively by a neighborhood dealer and Times-Columbia. The dealers are touting the appearances via window streamers, and the theaters are filming trailers for a week in advance and using lobby displays. The disks are also being played in the lobbies.

Disks being featured are *The Laughing Polka* and the forthcoming *Bubble Gum Polka*. Both have been cut in kidisk and international versions.

BMI a Better Mousetrap?

Morris Joining Pubs' Trek to Radio Firm?

ASCAP-ers Want To Stay

By Jerry Wexler

NEW YORK, March 11.—The trek of veteran American Society of Composers, Authors and Publishers' (ASCAP) pubbers into the Broadcast Music, Inc. (BMI), fold is beginning to look like an industry trend, with the latest candidate for the switch-over rumored to be E. H. Morris, plaintiff in the suit against films and film pubberies that has set Tin Pan Alley agog.

Altho a spokesman in the Morris professional department and Morris's counsel, Lee Eastman, both state in the strongest possible terms that no BMI deal is in the works or even being contemplated, reports to the (See *BMI Better Mousetrap, Page 14*)

Tributes A-Plenty Skedded for Will Rossiter, Music's Old Man

NEW YORK, March 13.—Radio audiences are going to hear a lot of "Uncle" Will Rossiter's tunes this week—and many a dedication to Uncle Will from the nation's orksters and disk jockeys.

It's all by way of tribute to America's oldest active music publisher—60 years in the song business—still at his desk in his Chicago office every morning and preparing to celebrate his 83d birthday Wednesday (15). Rossiter, who began publishing and writing pop tunes in 1890 and who since has befriended many a performer and songwriter, has carved himself a deep niche in the affection of show business.

Some of the tunes which first saw light under the Rossiter imprimatur include *Turkey in the Straw*, *Darktown Strutters' Ball*, *Some of These Days*, *Meet Me Tonight in Dreamland*, *I'd Love To Live in Loveland* and a host of other million-copy sellers. Under his nome de plume of W. R. Wil-

liams, he wrote his own good share of hits, beginning with *Sweet Nellie Bawn* in 1890 and including *I'd Love To Live in Loveland*.

Uncle Will was a pioneer contact man, plugging his own tunes in vaude (See *Tributes A-Plenty on page 15*)

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 average worker earned \$1.09 an hour, or \$40.06 a week, according to Industrial Commissioner Edward Corsi.

The survey covered all branches of the industry, including movie houses, theater, circuses, carnivals, (See *Amuse. Workers on page 53*)

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AGVA Stirs on Mixing Rule

Preps Clamps On Line Gals Selling Drinks

Violations Uncovered

NEW YORK, March 11.—The no-mixing rule, long a part of the regulations of the American Guild of Variety Artists (AGVA), will get new teeth in the immediate future as the result of a survey made by that union in the past week.

Spots hiring lines and making their mixing a condition of their employment 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 Alcoholic Beverage Control Board (ABC), both of whom forbid mixing of "female performers with customers."

The police and ABC rules apply only to New York State, where the anti-mixing rule is part of the law. AGVA officials charged that there wasn't one spot on 52d Street which didn't have mixing, with the exception of Leon and Eddie's. In some swing street spots girl singers are hired to sell drinks 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.

No Drugstore Siesta

The owner of the spot phoned the line boss complaining that too many "were going to the drugstore between (See AGVA Stirs On Mix, Page 44)

Admish Tic Bite Has Even Chance for Cut

WASHINGTON, March 11.—The House Ways and Means Committee begins its excise tax deliberations behind closed doors Monday (13) after Republican and Democratic members spent this week in separate huddles to devise strategy. With a 15-10 margin on the committee, the Dems expect to beat down a motion to concentrate on excises and let the rest of the President's tax recommendations hang over until a later date.

The vote on this particular motion is likely to be the only one on which most of the Dems will stick together. Their meetings produced some sharp clashes over what excises to cut. The admissions tax, especially, resulted in sharp disagreement. More harmony was apparent in GOP get-togethers, with most of the Republicans ready to vote for an admissions tax cut and deeper slices in transportation levies and in some of the retailer excises.

Admish Tax Cut?

Of the various excises affecting showbiz, only the admissions levy is currently being given an even chance for a cut.

Liquor and coin machine taxes are considered in the hopeless category, but the cabaret bite is a little better off. A reduction in the manufacturers' levy on radios, phonos and parts is a long-shot. In a similar category is President Truman's proposal to include TV sets in the excises.

The timetable on excises is indefinite, but with the House preparing to take a 10-day Easter vacation, it looks as if the excise bill won't be acted on by the lower chamber before mid-April. Then the slow-acting Senate will take over and spend another couple of months kicking the measure around.

"Tower" for Stem

HOLLYWOOD, March 11.—Tele version of the Gordon Jenkins *Manhattan Tower*, performed several weeks ago on the Ed Sullivan *Toast of the Town* videocast, has created new interest in the musical work from unexpected sources. Lou Levy, whose Leeds Music controls *Tower* copyrights, said he had turned down pic offers from both Columbia and RKO studios. Instead, Levy said, Jenkins will raise dough needed to do a Broadway musical next fall based on the *Tower* album.

Decca Records, which has rated *Tower* among its top album sellers for several years, will get behind the tele break to promote additional sales. Plattery is said to have sold nearly 500,000 albums since the work was released several years ago.

"So. Pac." Gives 600G Refund In Cleveland

CLEVELAND, March 11.—An indication of the reception in store for the road troupe of *South Pacific* is reported by Milton Kranz, who booked the show into the Music Hall here for a two-week stand starting April 24. A deluge of mail orders for tickets totaled a fabulous \$738,000. Since the capacity gross for two weeks adds to only \$135,000, over 600G had to be returned.

Practically all leads for *Pacific's* national company are set. Janet Blair is its Nellie Forbush, Dickinson Eastham its Emile De Becque, Diosa Vodyrlo its Bloody Mary, Roy Walston its Luther Billis, Bob Held its Lieut. Joseph Cable, Norma Calderon its Liat, Robert Emmet Keane its Captain Bracket and Alan Baxter, who signed Thursday (9) for the role of Commander Harbison.

Richards Case, Finally Open, May Set Testimony Record

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

With FCC legalists expected to introduce several hundred pages of documents into the record, besides taking direct testimony from several witnesses, a prolonged cross-examination phase of the hearing is anticipated. According to Johnson, a recess might be called after two or three weeks if Richards' lawyers request time to digest the testimony and prepare for cross-questioning of witnesses. Plans currently call for moving the hearings to Detroit upon completion of the proceedings in Los Angeles, with Cleveland listed tentatively as a site subsequent to the Detroit hearing.

Ford To Present Case

At the Los Angeles hearing, RCC Legalist Frederick W. Ford will be in charge of the Commission's case, pitted against a battery of Richards' legalists headed by Hugh Fulton, former chief counsel to the Senate War Investigating Committee and

Martin Into TV With "Band" as Talent Scouter

HOLLYWOOD, March 11.—Freddy Martin will invade video with a talent hunt show, tagged *Band of Tomorrow*, to be televised here live via KTTV and then be moved to other TV areas as Martin goes on the road. Shows will be kined for airing in other tele towns. Furthermore, kined versions of the show will serve as "trailers" in towns where the Martin band will appear to boost interest in the competition. Show is skedded for mid-April kickoff, with series running here for 13 weeks.

Talent quest will aim at youthful, non-professional musicians who possess teleworthy talents in addition to music. Winners will eventually become sidemen in a Martin *Band of Tomorrow* and will remain here for local bookings while Martin moves (See MARTIN INTO TV on page 16)

Amusement Building Slumps in Jan., Feb.

WASHINGTON, March 11.—New construction activity in the amusement field is in a slump so far this year, according to figures announced by Bureau of Labor Statistics (BLS) this week. The data shows new starts in the first two months of 1950 to be 8 per cent behind 1949 despite heavy increases in other types of building.

New amusement construction started during February was estimated by BLS at \$17,000,000 as compared with \$19,000,000 in January. For the first two months of 1950 new construction activity totaled \$36,000,000, a decrease of \$3,000,000 from the same 1949 period.

In contrast, total private construction starts were up 18 per cent in value over the first two months of 1949. New starts in public buildings were up 24 per cent over-all, with public housing showing a high increase of 200 per cent over January-February, 1949.

now a practicing lawyer in Washington and New York. Fulton has tried to stave off the Los Angeles hearing with a series of eleventh-hour deferment motions, the latest of which was rejected yesterday (10) by Johnson preparatory to flying to Los Angeles. Fulton's motion was stoutly opposed by Chief FCC Counsel Benedict Cottone, who, himself, is not planning to be on hand to direct the Commission's staff at Los Angeles. Cottone was upheld by Johnson in assailing Fulton's latest deferment plea as "little more than a repetition of matters already considered."

The FCC is emphasizing that the L. A. hearing is in the nature of a license renewal proceeding, with the Commission aiming to determine whether Richards, who has been accused of ordering slanting of news programs, is qualified to have controlling interest in his three stations, KMPC, Los Angeles; WJAR, Cleveland; and WJR, Detroit.

Ford will be aided by John Edger-ton, also a legalist, and Investigator Ray Lewis.

Hollywood, March 11.—Federal Communications Commission (FCC) anticipates considerable local interest in its hearing of the G. A. Richards (See Richards' Case on Page 12)

Sid Silverman of "Variety" Dies

NEW YORK, March 13.—Sid Silverman, 51, president of *Variety*, theatrical trade weekly, and *Daily Variety*, published in Hollywood, died at his home in Harrison, N. Y., Friday (10). He had been ill for some years.

Sid was the son of the late Sime Silverman, who founded *Variety*. His first contact with the theatrical weekly came when he was seven years old and his father took him to vaude shows to report a child's reaction. Young Silverman's reviews were signed "Skigie," and in one of them he noted that he enjoyed the soda pop more than he did the acts. Years later he became half owner of the paper and, subsequently, upon the death of his father in 1933, publisher.

In 1924 Silverman married Marie Saxon, of the Saxon Sisters, musical comedy team. She died in 1941. Surviving Sid Silverman is his mother, Mrs. Hattie Silverman, and a 19-year-old son, Syd. It is presumed ownership of the properties will pass to the latter.

Services were held Sunday (12) at the McMahon Funeral Home in White Plains, N. Y., with cremation following.

La Henie Pulls 249,457

In Det., Season's Last Stand

DETROIT, March 11.—The 1950 Sonja Henie *Hollywood Ice Revue* played to a total of 249,457 paid admissions in a 21-performance stand which closed Sunday night at Olympia Stadium, running about 3 per cent under the 1949 total, when there were 22 performances. Gross figures were not available, but, with seats scaled the same as last year, comparison with available data for 1949 indicates a gross of around \$470,000 (after taxes).

The show closed here for the season, with the company disbanding, and Miss Henie heading for Florida.

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The Billboard also publishes

Vend, the monthly magazine of automatic merchandising.



AM-TV PARITY BY 1954?

NAB Schedules 7 Confab Speakers Instead of One

NEW YORK, March 11.—The annual convention of the National Association of Broadcasters (NAB) this year will have seven top speakers, rather than one, as has been the practice heretofore. This year's management confab starts April 16 at the Stevens Hotel in Chicago, with Gen. Carlos P. Romulo, president of the United Nations general assembly, already set as the key speaker.

The basic theme of the convention will be "American broadcasters' responsibility in the world today," and each speaker will confine himself to a phase of that theme. General Romulo will discuss broadcasters and world affairs.

Others who will speak include Herman Steinfeld, president of the U. S. Chamber of Commerce, on broadcasters and industry; Wayne Coy, chairman of the Federal Communications Commission (FCC) on broadcasters and government; Paul Hoffman, head of the Economic Cooperation Administration (ECA), on broadcasters and economics, and H. E. Babcock, noted Cornell University authority, on broadcasters and agriculture. The other two speakers, one of whom is to discuss broadcasting and advertising, haven't been lined up yet.

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

LBS Coast Ball Casts Make DL Shift Schedule

HOLLYWOOD, March 11.—Forthcoming West Coast invasion by the Liberty Broadcasting System (LBS) of Dallas was being carefully watched this week by Don Lee Broadcasting System (DLBS), the Coast's largest regional skein. Deal set by LBS President Gordon McClendon to air both American and National League baseball games would cut into the Mutual Game of the Day airings to a point where LBS live and re-creations would scoop Don Lee by several hours daily. To combat Liberty's threat, Don Lee is currently plotting to revise its powerful daytime sked here and reshuffle any and all network airers which stand in the way.

A Coast spokesman for LBS claimed the network had already sold baseball to over 20 California stations, including KALI, Pasadena, which is right in the front yard of KHJ, the Don Lee flagship station. Volume sale to low-watters in three Western States would enable Liberty to stand line charges and peddle shows locally on a fairly reasonable basis.

It was questionable, however, if Liberty can compete with Don Lee's bargain rates. With the MBS parent network paying for long-haul line charges across the nation, Don Lee is offering games to member stations for 100 per cent of Class A time weekly, or an average of \$8 per game daily. Liberty rates, it is understood, will (See LBS Coast Ballcasts on page 11)

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

Pilot, Skycoach Team To Test "Captive" TV

A novel experiment joining video and aircraft was under way last week-end, under the auspices of the Pilot Radio Corporation and Skycoach Airtravel, Inc. Pilot installed a regular 16-inch TV receiver on a Skycoach CW-20 passenger plane for a flight to Los Angeles and back. Purpose was to test reactions of "captive" passengers, in view of the recent uproar over radio at Grand Central Station. Also to be determined is whether it is feasible to follow one network's programs continuously as the plane gets out of range of one station and enters into another's area. Result of the test is expected to determine the possibilities of mass installations of 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 an 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 telecast facilities at the Stork Club for the program.

Ommerle 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 his own talent agency.

Prockter To Film Doc Series on "T-Men"

"T-Men," dramatizations of actual cases from the files of the Treasury Department, will be filmed by Bernard Prockter shortly for presentation to potential TV sponsors. Several agencies have had options on the package, but the feeling is that a sale 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. Jonny Graff, program director of WBKB, Chicago, March 20 will become vice-president in charge of radio and television for Kaufman & Associates, Chi agency. Kaufman is making a determined bid to become an important TV agency and at present has about three shows on the air, with plans for many more. Included in its plans is an attempt to buy as much time as possible on Chi TV outlets for programs it plans to sell to participating advertisers. At WBKB, Graff's former position will be taken by Red Quinlan, former public relations director. Quinlan's successor has not been named yet.

Haymes, Stafford To Co-Star on Carnation Hour

Dick Haymes and Jo Stafford last week were signed as permanent singing stars of the "Carnation Contented Hour," beginning March 26. The show is on CBS Sunday evenings 10-10:30. Since the death of Buddy Clark the show has been using guest stars. Haymes leaves "Club 15," but Miss Stafford joins that show, beginning March 28. Erwin, Wasey is the agency.

Packard Inks Edward Everett Horton for TV Show

Talent line-up for the new Packard video show, "Holiday Hotel," which preems March 23 over ABC, was completed last week with Edward Everett Horton set as star, legit actress Lenore Lonergan as the hostelry's telephone operator, dancers June Graham and Don Saddler and vocalist Betty Brewer. Production-wise the program lines up as follows: Producers, Carl Schullinger and Monte Press; diector, Peston Wood; continuity, Tom Adair; scenic, James McLaughlin; orchestra conductor, Bernie Green, and music, Gordon Jenkins.

Armstrong Asks BBDO To Prep Debut on Video

NEW YORK, March 11.—Armstrong Linoleum this week instructed its agency, Batten, Barton, Durstine & Osborn (BBDO) to prepare the firm's entry into video. Armstrong, which bankrolls the veteran radio drama, *Theater of Today*, on CBS at noon Saturdays, is reported as having the inside track for the business because of the AM show. The move follows the TV entry of Congoleum, rival firm, with sponsorship of the Dave Garroway show on NBC.

The likely starting date for the Armstrong bow is the latter part of May, and the show is said to be geared to run thru the summer and continue on a permanent basis. Production would be by BBDO and the sponsor. Armstrong would remain on the air with the radio show.

TV Sells Cars

PITTSBURGH, March 11.—Potency of video as a sales medium has been forcibly demonstrated to the county Studebaker dealers' association here and their ad agency, Walker & Downing. The dealers recently began a six-week test locally of DuMont's Rocky King, *Inside Detective*, on WDTV, Pittsburgh. Twenty Studebaker dealers each offered identical models of a used car a couple of weeks ago, intending to use this as a continuing offer for the test series, a Wilbur Stark-Jerry Layton production.

The dealers discovered last week that the offer would have to be withdrawn and other commercial material substituted. Seems they all ran out of the used cars. It's regarded extremely likely, if somewhat anti-climactic, that the dealers will renew sponsorship.

Average Size Of Audience To Be Equal

AM Strength To Be Rural

NEW YORK, March 11.—The potential audience viewing an "average" evening television show in January, 1954, will be virtually the same numerically as that listening to an "average" evening network radio program, according to projections made by Arthur C. Nielsen, president of the A. C. Nielsen Company research firm. At the same time, according to Nielsen's projections, the importance of radio in reaching small town and rural markets, presumably by use of either spot campaigns or especially built networks, will be much greater. Correlatively, TV's importance in covering metropolitan markets will be greater, too.

Nielsen's hypothesis involves the certain assumption that radio set and TV set use will follow patterns now established. For the purposes of his forecast, Nielsen, basing his approach on the Nielsen Radio Index (NRI), assumed a 20 per cent program share of the sets-in-use for both AM and TV, these percentages being, respectively, 46 per cent for radio and 70 per cent for tele.

Basis of Prediction

Thus, for the "average" radio program reaching a total NRI home figure of 3,422,000 in October, 1949, Nielsen forecasts a comparable radio audience, January, 1954, of 2,628,000. The TV program, on the other hand, will, Nielsen predicts, reach 2,257,000 homes by January, 1954. Thus, television, by 1954, will have an audience—in the case of this imaginary program—of only 371,000 homes less than a radio offering. In other words, even the circulation is concentrated in metropolitan areas, TV will have built a circulation in about five years comparable that reached by radio in a quarter of a century.

Of the 1954 TV audience, Nielsen sees 51 per cent centered in large cities, 25 per cent in medium cities and 24 in small towns and rural areas. By contrast, of the 1954 AM audience, 44 per cent will be in rural areas, according to Nielsen's estimate, 36 per cent in medium cities and only 20 per cent in metropolitan areas. The metropolitan areas, as of 1949, account for 31 per cent of the AM audience for Nielsen's "average" program.

Tillstrom Starts 'Oz' Production, Maybe for NBC

NEW YORK, March 11.—Burr Tillstrom this week started production of a new half-hour video series called the *Wonderful Land of Oz*. Based on the Oz stories written by the late Frank Baum, the program will be of an ambitious nature which will use between eight and 10 puppet and marionette characters and several sets. Fran Allison is to be in the cast.

No commitment has been made to a web as yet, but it is believed because of Tillstrom's connection with NBC that the network may get a first look at the show. A kine version is expected to be ready for showing next month. The series will also be filmed in color. Al Levy is co-owner of the package.

TV'S HOTFOOT TO AM JOCKS

Sell or Scram Edicts Shake Loose Jockies

Need P. R. Job

(Continued from page 3)

number of bankrollers who have had bitter experiences with participation shows. One such is Salada Tea Company, Inc., of Boston, which some time ago had an emcee start plugging its product on the heels of a discussion about cleaning toilet bowls. This is an example which some soured sponsors label as typical.

Minor Morgans

A real deejay public relations job is needed to knock down the 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, who have drifted into the field thru personal followings or some background in music or the record field. Result is that they generally are said to feel commercials are a necessary evil but actually beneath them, and project little sincerity or understanding in their sales pitches. A goodly number in fact, try to be minor league Henry Morgans, giving the plugs the flip treatment.

The waxmen must seek ways and means to capitalize on those firms which are sold solidly on jocks. One such is the Dolcin Corporation, a comparatively new firm, which has skyrocketed its sales thru such participations. Its president, Victor Van Der Linde, takes personal charge of radio time buying, traveling extensively and listening closely to jocks while sounding out their local appeal and ratings. He spends an average of \$2,000,000 annually on participations, and finds them about his most valuable ad medium.

What's called for, on the positive side, is a constant stressing of the ardent following built up locally by the better jocks, and the real authority gained from personal recommendations spied ad lib in their rendering of plugs. It must be pointed out that some jocks have exhibited talent which has boosted them into the big-time class, such as Arthur Godfrey, Bob Smith, Dave Garroway, Art Ford, Bob Poole, Rayburn and Finch, and Robert Q. Lewis.

Neither Ay, Nor Nay

There also is a vast in-between ground of sponsors and agencies who are neither sold nor undersold, and with whom the real fate of disk jockery lies. These can be convinced by a good station sales story, including rating, availability, type, time, price and audience type. Many of these bankrollers have reservations, depending upon the campaign to be waged.

The rigidity of disk jockey shows is regarded as two strikes against them by some sponsors. They cannot get the same type of show attracting the same type of audience in every area where they want to push their product. Level of production also varies from show to show. For this reason, there has been some movement into use of transcribed programs of various types, which can be extended market by market as the sponsor shifts his emphasis.

Among users of e. t. shows instead of disk jockies are proprietary medicine firms, which have special problems. These concern exact handling of verbiage because of legal com-

(See Record Riders on Page 12)



LEE FONDREN

KLZ National Sales Manager

Radio time buyers know Lee Fondren, KLZ National Sales Manager, as the man who gets 'em results on Denver's No. 1 Hooper Station—KLZ.

Campbell Soups Maps Plans for Fall Video Show

NEW YORK, March 11.—Campbell's soups this week began mapping plans for a fall entry into television. The firm's agencies, Ward Wheelock and Dancer-Fitzgerald-Sample (D-F-S), have been requested to prepare individual reviews of the medium and to submit recommendations. The latter will not, at this time take the form of suggestions concerning time period or network, but only as to the form and content of programs.

It is expected that Campbell's will follow closely in TV the AM formula which the soup company feels is paying off. Campbell's has just renewed *Double or Nothing* on NBC, as well as the *Club 15* and *Ed Murrow* news shows on CBS. Thus, the video blueprint will call for multi-weekly impressions, probably on more than one web, covering varied time periods. One Campbell's official said this week that the firm has held off from TV thus far, but sees its entry coming soon "either because we are being forced in because of the competition, or because we think it will pay off."

Coast NBC Auditions Close; Some Segs to Hiatus Slots

HOLLYWOOD, March 11.—NBC Hollywood programers will conclude a \$50,000 audition 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 Director Homer Canfield will have sampled over 20 new shows, over and above stanzas cut for the web during the fall and winter. In addition, other shows are being lined up for auditioning before end of the present season. Auditions will top last year's record of 45 new shows, built to web specifications and financed with NBC money and talent.

Results will be evident by early summer, when the best of the lot are given prime time slots as hiatus fillers. NBC currently has 11 house shows emanating from Hollywood, as compared with only three web-owned stanzas last year. Shows are being built for permanent airing if possible,

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

WASHINGTON, March 11.—An exchange of notes between the American Embassy at Havana and the Cuban foreign office will be the final step in cementing an interim agreement granting Cuba concessions on certain U. S. channels, but providing that domestic stations on the channels be protected by directional antennas. The pact, paving the way for a resumption of the North American Regional Broadcasting Agreement (NARBA) meetings, was formerly approved by the State Department this week. At close of business at the agency here yesterday (10), officials were awaiting word from Havana of Cuban acceptance.

FCC Commissioner Rosel H. Hyde, chairman of the American delegation to the Havana bilateral meeting, made a hasty trip to Washington this week to secure an okay for the agreement, and reported that Cuban delegates appeared ready to accept it.

Chief channels involved in the agreement are 1-A clears, with Cuba gaining permission to install stations

on 640kc., 670kc. and 830kc.; giving up NARBA rights on 890kc., as well as pirated use of 660kc. and 760kc. Another dozen U. S. regional channels are also involved.

The agreement will not be subject to Senate ratification, according to State Department officials. It will be in effect until a new NARBA is signed. In the event that no new NARBA is negotiated, the agreement will be expanded into a bilateral U. S.-Cuban treaty, and then will be subject to a Senate vote.

State Department chiefs are hopeful that accord with Cuba will remove the last stumbling block in the way of a new NARBA. They point out that the wrangle with Cuba was the direct cause of failure of the last NARBA meeting in Montreal. The next meeting is scheduled for Washington 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 Alters Policy, Set-Up On Production

NEW YORK, March 11.—The DuMont TV network this week reorganized its program and production set-up, under Jim Caddigan, head of the department. The web, meanwhile, changed its policy by integrating production under a group of program department staffers instead of under local studio heads, as heretofore.

Four major sections have been created in the program department: Program development and procurement, production, studio supervision and training. Production facilities are to be headed by Al Hollander, and Miss Duncan MacDonald will head up the training section. Other section heads are to be named later.

The program development department will also include a film division, under Andrew Jaeger; casting office, under Elizabeth Mears, and news, under Marion Glick.

Frank Bunetta, DuMont's top producer, will continue as program supervisor and will be in charge of directors, assistant directors and floor men. Other assignments include Harry Coyle as remote manager, Ben Fox as assistant to Caddigan, Saul Abraham as studio head at the Adelphi Theater, Miss MacDonald at the Madison Avenue studios and Harry Krivit at the Wanamaker studios.

4 Coast TV Outlets Pitch Gal Softball

HOLLYWOOD, March 11.—Now it's girls' softball which has Coast tele men in a dither. The distaff side of sports, as showcased in several professional and amateur softball leagues in Southern California, is being romanced by four tele outlets. Bidding for video rights are KFI-TV, KNBH, KTTV and KLAC-TV, all of whom are after full coverage.

Sport of fems, which has been nourished over the years locally, has never been viewed on tele. At least one and possibly more tele outlets will definitely carry the series this spring, competing with pro baseball, boxing, jai alai and possibly wrestling, if the current wrangle with grunt and greeners is settled.

and all new packages will carry low tags, averaging \$3,500 to \$5,000 each.

Several have already made the commercial grade, notably *Halls of Ivy*, *Richard Diamond*, *Screen Directors' Playhouse* and *Dragnet*. With the exception of *Ivy*, all were given sustaining test runs during which bugs were ironed out. *Ivy*, because of its top prestige and talent (Ronald Colman and Benita Hume), was withheld from the sustaining market and launched as a \$10,000 commercial venture.

Following shows are already waxed and are being considered by top brass for early debut: *One Hour To Kill*, 60-minute whodunit; *Hedda Hopper Show*; *Out of This World*, science fiction drama, with Marvin Miller as narrator; *The Doctor*, medico-documentary; *Tex Williams Show*, Western drama-musical; *A Slice of Life*, dramatic ailer, with Tony Leader as

(See NBC Auditions on Page 12)

U-I 1st Major Producer Into Film for Tele

HOLLYWOOD, March 11. — Universal-International Pictures (U-I) may become the first major film studio to enter competitive production of films for television. Sources close to the tele pic biz said U-I would soon announce its entry into field in direct competition with such video pic firms as Hal Roach, Jerry Fairbanks and Filmtone.

U-I has previously made tele commercial film spots for Lever Bros. thru subsid United World Films (UWF). Studio is now viewing the tele market, studying costs, and examining Coast production facilities in line with tele's demands.

So far, however, U-I has made no bids for an existing tele film work. In view of the success of competitors such as Fairbanks (whose recent one-shot filming of *Silver Theater* earned him a contract to produce 13 additional shows), U-I is now reported determined to invade video, albeit studio expects plenty of squawks exhibitors and film distrib. At press time U-I spokesman would neither confirm nor deny the report.

UWF previously has syndicated for TV films taken from the U-I shorts library and recently made known its intention of invading the live TV package field. Among TV shorts sold were a football series and *Stranger Than Fiction*. Live plans include selling a package based on the U-I film hit, *Three Smart Girls*, with a preview showing aired last week on Chevrolet Tele Theater over NBC. Other series expected to be built from old pic successes include *The Leather Pushers*, *My Man Godfrey* and *Stella Dallas*. Some or all of these, however, may be shifted over 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 rumors about a shift, Colgate-Palmolive-Peet this week renewed Dennis Day on NBC. CBS had pitched a time slot on Wednesday evenings at the sponsor, but it was decided that the discount structure afforded by the coupling of Day and Judy Canova on NBC Saturday evenings made a change unwise. While CBS would have granted a similar discount, putting two more Colgate shows on that web would have meant putting all of the sponsor's eggs in one basket, since the bankroller already has two shows on CBS.

Meanwhile Colgate has tabled its plans to put Dennis Day on TV this season. The radio ratings of the program have been holding up, and so the sponsor is loathe to make the plunge for fear he might disturb Day's position in radio. Ted Bates, the Colgate agency, still favors rotating Day and Miss Canova in filmed TV programs on alternate weeks but everything will wait until next season.

FC&B Asks MCA Aid On Toni TV Package

NEW YORK, March 11.—The Foote, Cone & Belding (FC&B) Agency this week was reported negotiating with the Music Corporation of America (MCA) for the latter to produce a young professional talent TV package for the agency's Toni account. FC&B already has bought the 9 p.m. Wednesday slot on CBS, following Arthur Godfrey. The program is expected to tee off April 5.

Toni execs are said to feel that web packages proffered by CBS will not fill its bill and thus have been seeking an outside-produced show. MCA is regarded as a likely outfit to get the business because the talent agency has access to a considerable file of youthful talent.

Fee for AM-TV Licences?

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

Gillette May Bankroll 4th Night of Cage Tourney on TV

Gillette last week-end was on the verge of signing to sponsor a fourth night of tournament basketball over the ABC video web. It previously had inked to bankroll the last three Saturday nights from Madison Square Garden, covering the finals of the invitation tourney, the Eastern finals of the National Collegiate Athletic Association (NCAA) meet, and the East-West all-star charity game. ABC will carry tonight's opening round double-bill sustaining. The fourth sponsored night likely will be Tuesday, March 28, involving the Eastern and Western NCAA champs.

KECA-TV Goes to Full Week Operating Schedule

ABC-owned KECA-TV, Hollywood, will go to a seven-day-per-week sked starting Tuesday (13). Heretofore, Tuesday was the station's dark night. Outlet, which had been on a five-day-a-week sked since it bowed last fall, went to six nights last week after selling its entire Monday night time to Chevrolet Dealers' Association. With addition of Tuesday nights, station's air time reaches 34½ hours. Tuesday time will be filled with a feature film and a full hour audition participation show emceed by Bill Welsh.

SSCB Hollywood Operations in Curtailment

With axing of "Hollywood Star Theater," the Sullivan, Stauffer, Colwell & Bayles (SSCB) agency will sharply curtail Hollywood operations. Jack Van Norstrand, Coast SSCB topper, will move to New York, with Virginia Reed staying on to supervise the Jimmy Fidler air show, agency's only current Coast origination.

WOR-TV Plans To Syndicate Programs Via Kinescope

WOR, New York, is formulating a plan to syndicate its TV programming, via kinescope, to other video stations thruout the country, according to Jules Seebach, WOR program director. No details are set, since the project is still in the preparatory stage, subject to the station finding a flicker outfit for the kinescope chore and working out price color hitting its own surface.

Garrard Enters 3-Speed Disk Player Race

Another three-speed record changer was announced last week when Garrard introduced its model RC-80 "priced lower than any previous Garrard model." Features of the new changer include separate spindles for LP or 78 r.p.m. disks and 45 r.p.m. records, a heavy drive shaft for LP's and 45's disks and interchangeable heads. The units are sold to dealers less cartridges.

Technicolor Pitching for Color Video Biz

Technicolor Corporation, pioneer motion pic film tint firm, will invade the color video field, as indicated in its purchase of patents to the color tube invented by University of Southern California physicist Dr. Willard Geer. Dr. Herbert Kalmus, Technicolor topper, said his firm will invest approximately \$500,000 into research in further developing the Geer color process for practical application to present-day video. Tube is expected to facilitate conversion of black and white receivers to color by splitting electron streams into the three basic colors and focusing the electrons on a triple-surfaced screen, each color hitting its own surface.

CBS Program Chief Chills Deal for Lord Package

The CBS deal to buy out the Phillips H. Lord packaging operation last week appeared to be cold. Negotiations had been under way for several weeks between the packager and James M. Seward, program operations chief of the web. Seward, currently in Hollywood, is reported to have notified CBS toppers that he no longer regarded the proposition attractive for the network. Talks had been going on in New York, Florida and California until Seward's reneging. Lord still is believed in the market to sell his office, including AM and TV packages. Among the reported bidders are Music Corporation of America and Bernard L. Schubert.

FCC Wants Tint TV \$ Data; Celomat Pitches CBS Gadget

WASHINGTON, March 11.—With the color television hearing resuming Wednesday (15), Federal Communications Commission (FCC) officials indicated they are ready to demand anew a "brass-tacks" accounting from the major color TV rivals on the estimated costs of color sets, adapters and converters.

The FCC is openly distressed by its lack of detailed information on the question of the economic feasibility of color reception, conversion and compatibility from the viewpoint of protecting currently operating sets from "undue obsolescence" and protecting the general public from "undue financial hardship" in buying sets.

Members of the commission yesterday (10) took another look-see at the

color system of Color Television, Inc., on invitation of the latter company, which is claiming considerable improvement in its picture.

Meanwhile, the FCC announced a decision to permit an additional witness in the color hearing, the Celomat Corporation, of New York. Celomat has informed the commission that it wants to testify on experiments with a converter for viewing color TV after a set has been adapted for Columbia Broadcasting System (CBS) reception. Celomat claims its unit could be retailed for \$9.95.

Among upcoming developments is a long-anticipated demonstration by Radio Corporation of America (RCA) of its new three-way color tube which RCA bigwigs figure should be the

Solons Mull Charges for Applications

Pay-as-Go—FCC

WASHINGTON, March 11. — The Senate Expenditures Committee is considering recommending that Congress authorize the Federal Communications Commission (FCC) to charge fees for radio and TV licenses and for handling applications. The committee is looking into the FCC angle as part of a study of ways to put some of the government's service agencies on at least a semi-paying business.

By placing a nominal fee of \$2 on every applicant for filing any type of bid, the committee figures the Commission could collect \$500,000 annually, basing the estimate on the 224,000 bids received by FCC during the 1949 fiscal year.

During the same fiscal year, FCC granted licenses to 856 commercial AM, FM and TV stations. A license fee of \$100 on each would have brought in \$85,600 last year, and would probably yield about the same in coming years, with TV licenses expected to take up the slack in AM and FM licenses.

May Exempt Safeties

Fees on licenses in other than the public broadcast bands, however, would bring the greatest amount of revenue. The licenses for safety services would probably be exempt, a \$10 fee on radio licenses for taxis, busses, private autos, and other Class 2 experimental stations would bring in somewhere around \$500,000 annually. Another \$200,000 a year could be realized from a \$2 fee on licenses for amateur, radio-telephone and citizens' radio authorizations.

The sums realized from license fees would, of course, be increased if each existing licensee were forced to pay the fee the first time he renews a license following enactment of such a law. On the basis of the indicated sample rates, this would bring Uncle Sam a non-recurring total of around \$1,500,000.

It is expected to be a couple of months before the committee finishes its studies and issues a report. Even should the group recommend a fee system, there is no certainty that Congress would authorize it.

Chevy Hunts TV-er For Hayes Next Fall

NEW YORK, March 11.—Chevrolet Motor Car Company this week indicated an interest in purchasing a TV program starring Peter Lind Hayes next fall. CBS-TV is working on a format that it can submit to the prospective sponsor.

While Chevrolet has canceled *Inside U. S. A.* on which Hayes stars, effective next Thursday, the bankroller did come away enthusiastic over the talents of Hayes and his wife, Mary Healy. Meanwhile, CBS is trying to keep Chevrolet on its video network for the rest of the spring season. The car company may latch on to *This Is Show Business*, if Lucky Strike doesn't buy the property. Luckies already has bought the 7:30 to 8 p.m. time *Business* now occupies.

final clincher for their system. RCA is expected to announce the showing of the new tube shortly.

NBC-TV, Kine Quality Stir CBS Study of Sat. Night Sitch

NEW YORK, March 11.—Indications this week were that CBS-TV was giving close scrutiny to its Saturday night line-up with a view toward 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 potential.

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 summer, the height of the beer season. The program will now continue until 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 costliest packages in TV, with the price for time and talent around 25G every two weeks. A Murray cancellation would also leave CBS on the hook for the \$2,750 weekly salary which the web is committed to pay the comic irrespective of whether he performs.

Camels, sponsor of Ed Wynn, is also unhappy over its current 7 rating for the high-priced video show. Negotiations are now in progress which would either slice its cost or else give the cigarette bankroller an out. Wynn's low rating can be attributed in part to putting the program 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 on

the kine, as a result of sponsor agitation.

Hollywood Kine Sitch

While it is possible to move Wynn East, the web has a big stake in kine because without the process its Hollywood TV programming operation would be in a bad way. However, CBS brass is now out West looking over film studios for possible purchase. This might mean that the net might use the Jerry 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 tele 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 Kathi Norris shopping program, just taken away by net from the DuMont net, and another is a new audience participation show being produced for NBC by Martin Stone.

NBC now starts daytime operations at 5:15 p.m., and should it expand into daytime, it will open up at 10 a.m. The Kathi 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 daytimer will originate in a restaurant, with Ed Herlihy as emcee. It will also use a male vocalist and a stooge comic. NBC has hopes that the show will develop into the sort

Plan To Syndicate Philly 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 30 to 40 mile radius so more theaters can have patrons participating in the game simultaneously.

Use of FM locally, according to Ingber, was highly successful. However, save for the difference in card rates and the fact that no closed circuit is used, AM could serve the purposes of the game as well.

of feature ABC had in the late Tom Brennehan show.

NBC 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 guarantee of \$125,000 annually.

Furrier Measures AM Pull Vs. Newspapers

NEW YORK, March 11.—Canadian Fur 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. Essentially, the account is trying to find out whether newspapers or radio have been pulling in more sales.

Survey was made in both the New-

KFI-TV, Agency In H'w'd Block Time Sale Deal

HOLLYWOOD, March 11.—KFI-TV will launch "block time" sales on a local basis in April with the peddling of a two-hour Monday night Class A time segment to the Bogerts Agency, local commission house. Agency, in turn, will sell half-hour segments to four food clients, bringing a total of \$800 to \$900 in extra weekly billing to KFI-TV.

Deal came about as result of KFI-TV's decision to remain dark on Mondays when station returns to nighttime television next month with baseball coverage.

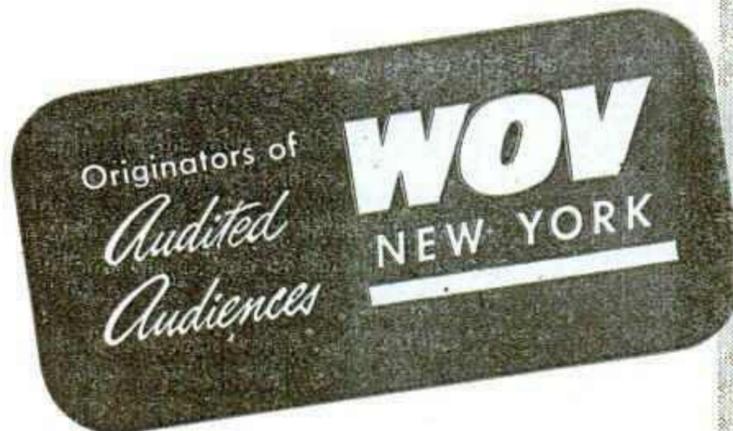
Station execs closed the deal with Bogerts for the two-hour block at full rates. Advantage to advertisers is that control of the longer time seg affords agency a more impressive two-hour layout at reasonable cost.

Deal is the second such sales gimmick to be pulled locally, following on the heels of KECA-TV's recent sale of a complete Monday night sked to Chevrolet. In the case of the latter station, bankroller is devoting air time to films, building the layout as Chevrolet's Triple Feature Theater. KFI-TV bankrollers, however, will combine both live and film programming.

ark, N. J., and New York stores, as well as among some 500 customers who'd 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.

Amil Mogul Agency handles the account.

WOW
Honored by **Billboard.**



**FOR THE 8th
AND 9th TIMES!**

• 1st Award—to Station WOW—
for the 8th time for
PUBLIC SERVICE PROMOTION

• 2nd Award—the 9th Billboard
Citation for SALES and
AUDIENCE—SALES PROMOTION

• In the 12th National Competition
conducted annually by BILLBOARD
for Non-Network Stations in the
5000-20,000 Watts Group.

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • ARNOLD HARTLEY, Program Director • ANNE C. BALDWIN, Director Press Relations

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 weak points and pitfalls to be faced in the industry, was the theme and over-all tone of the second annual television conference of the Chicago Television Council held here this week.

While advertisers such as John McLaughlin, advertising manager of the Kraft Foods Company, claimed that the medium was paying off and cited specific case histories to prove the sales effectiveness of advertising used on the *Kraft Television Theater*, other speakers, such as Hal Rorke, local radio-TV director of the J. Walter Thompson Agency, and L. E. Waddington, radio director of Miles Laboratories, said that the medium had yet to prove itself as an economical mover of consumer goods.

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

Subjects Vary

This mixed feeling, optimism versus sober analysis of the need for growth and stability, ran thru all sessions. These included discussions of color TV, phonestation, 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 condition of general health for the industry, now and in the future.

The only beef made by McLaughlin (and this was resounded by other advertisers during subsequent sessions) was that sponsors of network shows were taking a beating by having to pay for programs on which other bankrollers caught a free ride by spot announcements between important network shows. During McLaughlin's speech and often later during the conference, the so-called "evil" of double spotting was condemned. It was the consensus of advertisers and agency men that the station practice of double spotting between net shows was unfair and would have to be eliminated to keep the national net bill payers happy.

Waddington Highlight

A veritable bomb shell was dropped in the ranks of station and network representatives during the Waddington address. After voicing his doubts that TV paid off now for makers 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 shrinkage resulting from TV viewing inroads. Station and net spokesmen countered during informal discussions later that advertisers with Waddington's theories were merely trying to get a "free ride" on TV's growth and were not willing to pay their own way to help the industry grow. It was said that they want the sales effectiveness of TV but are not willing to pay for obtaining these results.

Another theme of the meeting was that TV was paying off for the manufacturer of high-price products, such as cars, radios, TV sets, and refrigerators, but it still had not proved itself for consumer product sellers trying to push items such as foods and drugs. It was said over and over again that high priced items could be sold effectively on a basis of dollar return for money invested in TV advertis-

ing 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 year, 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 tho they often presented conflicting and seemingly paradoxical viewpoints about industry matters, were definite in their beliefs and showed thought direction which indicated that minds had been made up along certain lines, and that definite industry developmental lines could 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 session 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 Clifton Utley, NBC news commentator, was highlighted by a speech by Martin Codel, editor of *Television Digest*. It also featured Richard Graver, vice-president of the Admiral Corporation; Carl Meyers, chief engineer of WGN, Inc., and High Davis, executive vice-president of Foote, Cone & Belding.

Davis added to the general feeling that color was not needed now by saying that advertisers were paying just 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 KBTW Transfer to WFAA

DALLAS, March 11.—The Federal Communications Commission (FCC) has approved the transfer of KBTW, Dallas tele station, to *The Dallas Morning News* for \$575,000. Martin Campbell, general manager of *The News*' station, WFAA, said call letters of the station would be changed to WFAA-TV after the radio and television operations are integrated.

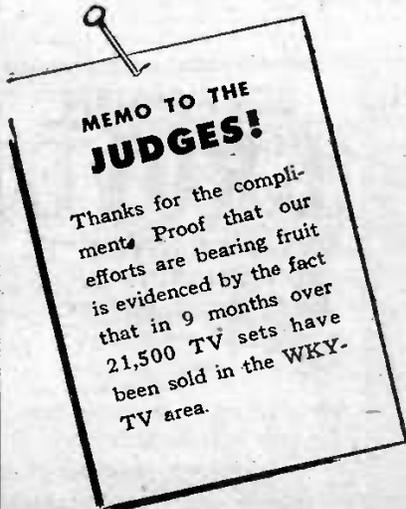
Campbell said no radical changes in personnel are contemplated. Bert Mitchell, formerly WFAA production head, will supervise the integrating process. One of first moves will be to put the tele station on a seven-day operation. The station now is off the air on Wednesdays. KBTW has NBC, ABC and DuMont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

Oilman Tom Potter, who built the station, said he was selling because he wanted to give more time to oil activities, and he felt station could be run better by experienced radio men.

All three tele stations in the Dallas-Fort Worth area now are operated by newspapers: KBTW by *The Dallas News*, KRLD-TV by *The Dallas Times-Herald*, and WBA-TV by *The Fort Worth Star-Telegram*.

WKY-TV

is proud to have been chosen as co-winner of FIRST PLACE in television audience promotion in Billboard's 12th Annual Radio and Television Promotion Competition.



WKY

TV AM FM

CHANNEL 4

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

WKY, Oklahoma City • The Daily Oklahoman • Oklahoma City Times • The Farmer-Stockman

REPRESENTED BY THE KATZ AGENCY, INC.

Talk of New York

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

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

Ladies Waiting

On the show caught, Mrs. Reynolds, a former legit actress and wife of the well-known writer, spent most of the time gabbing eagerly with guest Sandra Deel, Mary Martin's understudy in *South Pacific*, while the three non-proc, 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 hardly designed to ease the situation. Her mood-shifts from sweet to tart may not have been perceptible in the studio, but the lens spotlighted them unmercifully, and the over-all effect was anything but cozy to the tele-watcher.

Miss Deel, however, was charming, and it's highly probable that Mrs. Reynolds's imperious demeanor can be chalked up to nerves. If this is true, then the show should simmer down to a relaxed pace as soon as the hostess does like-wise.

June Bundy.

Surprise Package

Reviewed Tuesday (7), 4-4:30 p.m., EST. Sustaining via American Broadcasting Company (ABC). Produced and directed by Harfield Weeden; scripter, Vance Colwig; announcer-emsee, Jay Stewart.

Surprise Package is much like other giveaways but has a few gimmicks of its own and an amiable emsee in Jay Stewart, who ties things together well.

The program has contestants identify an object from clues, describe in verse what they would like to be if reincarnated, and identify professions from slang tips. The show's topper was its contest of the week which offers a free five-day trip to Las Vegas, Nev., to the contestants giving the most impressive reason for the cuffo expedition. There was no doubt that the studio audience enjoyed the program. Thruout the varied activities it is Stewart's handling of the women that gives the program its positive values. 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



Designates Radio Review



Designates Television Review

Sports for All

Reviewed Thursday (9), 8:30-8:55 p.m., EST. Sponsored by Mail Pouch Tobacco Company thru the Charles W. Hoyt Company via the Mutual Broadcasting System (MBS). Producer-director, Raymond E. Nelson; script, Bob Bogardus; emsee, Bill Slater. Panelists: Gale Borden and Guy Kibbee. Guests: Bob Edge and Jug McSpaden.

The addition of Guy Kibbee to the panel of *Sports for All* helps give the program a needed comic lift. This is not to say that Kibbee is a gagman, but he has a light chucklesome way 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 Slater, headman, and Gale Borden. Guests Bob Edge and golf pro Jug McSpaden were also on the program, which consists of answering questions from listeners and giving them tips.

The Sports for All seems to be trying to swing away from its emphasis on rod, reel and rifle, the bulk of questions were about those activities. McSpaden expeted on golf, but not too much knowledge was gained because questions were posed that cannot easily be answered. It seems a putter must always be sure that he hits the ball at the correct speed, a difficult formula to follow.

Slater's emseeing is as smooth as ever, and with Borden and Kibbee, the show has a nicely balanced panel. The Mail Pouch Tobacco Company praised the virtues of two of its products, Kentucky Club pipe mixture and the Melo-Crown Cigars.

Leon Morse.

After Hours Club

Reviewed Friday (10), 11-11:15 p.m. EST. Sponsored by Philco and Winston Television Stores, on WCBS-TV. Producers, Ford Bond, Albert Black. Associate producer, Ken Hart. Cast: Fred Robbins, Joe Bushkin. Guests: Kay Ballard, Betty Betz, Tom Drake.

Informality is a highly desirable but elusive quality to capture on tension-building TV. However, this 15-minute ainer turns the trick neatly and creates a thoroly believable impression of an uninhibited, smoky nitery, via slickly unobtrusive staging and the personable relaxed presences of disk jockey Fred Robbins and pianist Joe Bushkin.

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

The Ben Grauer Show

Reviewed Tuesday (7), 11 to 11:15 p.m. Sponsored by Doubleday & Company over NBC-TV. Producer-writer John Munhall; director, Alan Neuman. Cast, Ben Grauer and guest. Guest this week, John Gnagy.

Always a personable and entertaining fellow, Ben Grauer should really bloom in his own TV show. On the show caught, however, Grauer was trapped in a situation not of his own making. His guest was John Gnagy, who has been telling viewers that they can be artists for a good long spell. It just happens, by coincidence perhaps, that Gnagy's art instruction book is published by Grauer's sponsor, Doubleday. This made the commercial a cinch, of course, with Gnagy plugging his own book at length.

However, since the body of the show called for Gnagy to prove that even Grauer can be an artist, it was necessary for the bearded charcoal welder to virtually dominate proceedings. This he did to such an extent that this particular edition might better have been labeled *The John Gnagy Show* since it resembled very closely Gnagy's own stanzas. In this instance Gnagy again showed the viewers how to turn out a drawing based on simple geometrical figures, with Grauer following along on a twin easel. Ben's not bad, either.

Grauer ran things himself only briefly at the start of the opus, when he went thru a sketchy interview with Gnagy. Thereafter, to all intents and purposes, it was all Gnagy. Grauer showed, in the limited time he was in charge, that he has the wit and personality to do well. He should be given more scope on this show, and he doubtless will get it.

Sam Chase.

Up for Parole

Reviewed Friday 9-9:30 EST. Sustaining via CBS. Director, John Dietz. Writer, Allan Sloane. Cast: Chester Stratton, Arthur Vinton, Rod Hendrickson, Susan Douglas, Mary Michael, Jim Lipton, Joe Julian, Ed Latimer. Music, Harry Salter.

Up for Parole, based on actual case histories of prisoners appealing to State boards for their freedom, may or may not be an attempt to cash in on the recent flurry of judicial headlines in the dailies. In any case the preem show, which dramatized the parole appeal of a medical student jailed for aiding a criminal, dovetailed neatly with the "not guilty" verdict handed down in the East's "mercy slaying" trial last week.

Script-wise tho, the series could have teed off with stronger case material. The story of a boy's decision to patch up his delinquent younger brother and his subsequent conviction for the service didn't jibe with the show's obvious desire to win sympathy for the parole board. In view of the controversial nature of the crime and the prisoner's ultra-subservient lick-your-boots-sir dialog, the parole board's pompous attitude and hair-splitting interrogation technique were difficult to take and hardly calculated to build good will for the parole echeion.

Aside from this master-slave slant, however, the show was uniformly well acted and pace moved along at a smooth albeit undramatic pace.

June Bundy.

American Labor Party Program

Reviewed Sunday (5), 6:15-6:30 p.m. Sponsored by the American Labor Party over WINS, New York. Cast: Congressman Vito Marcantonio.

It is interesting that in a period when the number of so-called liberal commentators on the air has decreased to the vanishing point, it is almost as difficult to buy time to voice a nonconformist point of view as it used to be to secure it without payment.

Thus it is odd and regrettable that WINS is to be commended for selling (not donating), in this non-election lull, a brace of six time periods to the American Labor Party, generally regarded in New York as leftist. Regardless of whether the station or its listeners agrees with what is aired on the show, it is important that channels of public speech be kept free for full expression, no matter how unpopular. As the Federal Communications Commission often has pointed out, the airlines belong to the people, and the listeners may show their criticism by switching the dial. This station has rendered a service to the industry and to its own integrity by adhering to this policy when others have turned their backs on it.

The first show of the series featured a 15-minute talk by Congressman Vito Marcantonio, State chairman of the American Labor Party. Marcantonio spoke about the current moves to change the rent control laws. His contention was that federal, State and city rent control laws must be in force together to furnish sufficient protection to the tenant. Moves to shift to any one of these alone, he contended, is a form of buck-passing. He said neither Republicans nor Democrats wanted to assume responsibility for administering rent control, for neither wants to be blamed in case of failure. Marcantonio added that if federal controls are lifted, New York State cannot hold out alone as an island of rent control surrounded by de-controlled areas.

Commercials took the form of plugging an ALP dance and offering the services of the organization's local divisions to help tenants in need of advice or assistance, regardless of current party affiliation, "whether Republicans, Democrats, Socialists or Communists." This was the most revolutionary of the doctrines uttered. Much harsher words are used by all candidates during the heat of election campaigning, yet there is no difficulty then in procuring time from stations. If outlets now will sell time only to those with whom they agree, we may eventually find advertisers discriminating against stations according to the political outlook of their managements.

Sam Chase.

Juanita Hall

Reviewed Sunday (5), 1:15 p.m. EST. Sustaining via WNEW, New York. Producer, Ted Cott; director, Jack Grogan; script, Robert Stewart; announcer, Lonnie Starr; orchestra conducted by Roy Ross; singer, Juanita Hall.

Juanita Hall does full justice to her 15-minute solo singing spot. The deep-voiced singer, now in *South Pacific*, has a distinctive singing style that enhances the numbers. Her *How Deep Is the Ocean? Don't Cry, Joe and I'm In the Mood for Love* were noteworthy efforts in this day of singers who sound like one another.

She also tied her tunes together by commenting between numbers on their common subject—love. The result was a mixture of soap opera sentiment and common sense philosophy that, no doubt, consoled some of the women. But the chatter is also important because it helps establish her as a personality, not just a voice that sings.

Roy Ross and his ork gave Miss Hall strong backing. Leon Morse.



BETTY ANN GROVE

46th Week "STOP THE MUSIC" T. V.

➔ "T. V.'s Funny Girl"

—Cue Magazine

➔ "Top Talent"

—The Billboard

➔ "Telecast . . . Nominates Betty Ann Grove for Stardom"

exclusive representation

PETER DEAN

1619 Broadway NEW YORK 19

PL 7-8387

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 local stations airing the show with Hollywood movie names. The show will have the local TV outlet's top personality interview movie stars live. They will answer him on film, with the result clipped together. The format leaves the program wide-open for local sponsorship, as film or live commercials can easily be inserted. The first six shows contain interviews with Barbara Britton, George Raft, Virginia Bruce, Gene Raymond, Roddy MacDowell and Philip Dorn.

Hotpoint Adds Mother's Day to Holiday Buys

The Hotpoint Refrigerator Company last week purchased still another hour from CBS for a dramatic program on Mother's Day, May 14. The radio show will be on from 5 to 6 p.m. This is the fourth consecutive holiday show that Hotpoint has bought on CBS in the last six 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 revue is being dropped by Chevrolet after its March 16 telecast over CBS-TV. Revising the show would undoubtedly mean that expensive talent such as Peter Lind Hayes would not be used on it. CBS has an option to peddle 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 expects 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.

Stopette To Alternate With Toni on CBS-TV Sked

Jules Montener, Inc., for its product Stopette, a deodorant, last week purchased "What's My Line?" on CBS-TV, beginning April 12. The package, owned by Mark Goodson and Bill Todman, goes into the 9-9:30 spot on alternate Wednesdays, sharing the time with Toni. John Daly emcees the program, which deals with the occupations of its contestants. "Abe Burrow's Almanac," now in the Wednesday evening slot, will be rescheduled.

Emerson Hunts Replacement for "Inner Sanctum"

Emerson Drug, on behalf of Bromo-Seltzer, last week was hunting for a suitable replacement for "Inner Sanctum," which is to be dropped when the current cycle ends. Altho nothing has been set yet, new stanza is probably to be another whodunit type. Sponsor plans to originate in Hollywood. Show airs Mondays at 8 p.m. on CBS thru Batten, Barton, Durstine & Osborn.

Philadelphians 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 transcribed Sunday afternoon concerts by the Philadelphia Orchestra. The Philadelphia Ork series, airing at the same 3 p.m. time, will be transcribed. The new series will run as a sustainer.

SHORT SCANNINGS

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

Charles B. Issacs, formerly with WCAO, Baltimore, has joined WOV's sales staff. The foreign language station has also appointed the John E. Pearson Company as its national representatives, and the Pearson firm, in turn, has commissioned John P. Rohrs to act as WOV's special rep in the Midwest. . . . Gov. Thomas E. Dewey has tagged Ben Duffy, Batten, Barton, Durstine & Osborn prexy, as chairman of a commission planning 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 H. Gordon Jr., as veepees, and Irving G. Oppenheimer, secretary-treasurer.

Charles Henderson and Mitzi Mayfair, of "Stop the Music" on TV, take a six-week hiatus from that show in May and head for Europe. . . . Ed Evans, WPIX film program director, is father of a boy, born Saturday (3). . . . Al Foster, TV veepee at the William Esty Agency, was due back from Europe last week. . . . John B. Gambling, veteran WOR broadcaster, celebrated his 25th anniversary in radio Wednesday (8). . . . Stanton M. Osgood has been upped to co-ordinator of CBS-TV production services, in charge of program production planning and budget advice. . . . 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 TV sales department of the Katz Agency, station representatives. . . . Mal Boyd planes out to Hollywood Wednesday (15) to survey the West Coast video field for his firm, P.R.B., Inc. Boyd, who returns to New York April 5, will meet with the Television Producers' Association, of which he is prexy, while on the Coast. . . . Bob Dailey, radio and TV director of McCann-Erickson's Cleveland office, and Jean Kane, radio and TV copywriter of the same office, to New York last week to confer with agency execs in preparation for an expected increase in TV activities for the Ohio branch office this year.

"In the money" again!

TWO NEW AWARDS

to Westinghouse Station

W O W O

FORT WAYNE, INDIANA

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

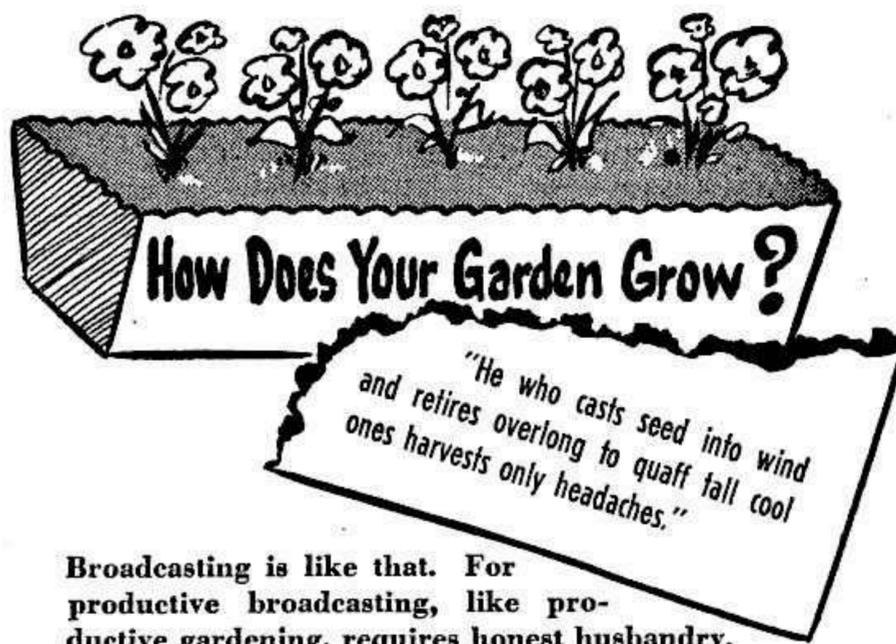
Ralph H. Jones & Co.—Special Award for
Skill and Ingenuity in promotion for
Kroger Grocery Co. (daytime programs)

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

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV,
for WBZ-TV, NBC Spot Sales



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
Station
Yankton—Sioux City
Affiliated with ABC

Record Riders Approaching Make or Break Crossroads

(Continued from Page 6)

cial restrictions. Such bankrollers are particularly concerned about ad libbing jocks. They utilize three methods of handling the plugs: (1) If they are certain of a jock, they will send him live copy and let him ad lib around it—the preferred method; (2) they may send half live copy and half commercial plug, with the ticklish matter on wax, or (3) they may use a completely transcribed plug, something not willingly done ordinarily, since it loses the effectiveness of the personal endorsement to the jock's following.

Check Spiels

Usual procedure here is for the sponsor, unbeknownst to the platterman, to have an outside firm take an aircheck of several of his renderings while letting him spiel ad lib on a temporary basis. Results of the checks determine method to be followed in future plugs, or whether the sponsor will continue at all. Some drug accounts send special instructions with their live copy explaining just how the touchy material should be read, along with phonetic pronunciations of

the component ingredients where mentioned. Samples also are sent so the jocks can get personally acquainted with the products.

Regional Factors

A big problem, particularly to agencies, is the regional differences of jocks. The usual 175-word plug can prove far too long in Southern markets, where pace and tempo of delivery is much slower. Copy content, too, must be altered for some areas. By the same token, careful watch must be kept on progress of most jocks. Thus WCKY, Cincinnati, with a night hillbilly show, switches announcers almost monthly. The station sometimes has to yank jocks assigned to this show when they begin to assume a phony "Uncle Zeb" manner, which listeners immediately can spot as put on. Straight, personalized, non-hysterical readings are musts for jocks.

Education of the jocks to the facts of advertising life also is deemed important if it can be arranged. Stations are urged by agency men to brief their platter spinners on the meaning of their jobs and their relation to the advertisers. The latter, and their agencies, seek more and better methods of gaining the jocks' interest in the spiels for more effective rendering. Thus, the Savings Bank of New York State hired a special copywriter to turn out material for Godfrey. On the other hand, Paramount Theater, which also used Godfrey, did not get desired results from straight plugs. Paramount sent Godfrey its exhibition books, which enabled him to do terrific five-minute sells because he was himself interested.

Stations use various devices for keeping their jocks on the ball. Station manager of one outlet, with heavy jock programing, often sends for them immediately after a show and asks them to explain the commercial and the product. If the plug did not register enough on the spieler so he knows these details by memory, he is fined \$5.

All these points will get increasing consideration from talent and buyer alike, and on their resolution depends whether disk jockeys will thrive or die as TV grows.

Richards Case, Finally Open, May Set Record

(Continued from Page 4)

case skedded to kick off Monday (13). Commission Counsel Frederick W. Ford, in charge of the FCC's legal battery here, ordered the hearings moved from Room 229 in the Federal Building to the State Building's Room 115, an auditorium seating 300. Lid was clamped tight at all quarters in the final pre-hearing hours with neither Ford nor Hugh Fulton, Richards' chief counsel, willing to divulge any info. Neither side would reveal plans or procedure to be followed during the first day's session.

Both sides expect local sessions to last anywhere from two to six weeks. Unlike previously skedded hearings (which were deferred), this hearing will be based on renewing of license for Richards' 50-kw. indie, KMPC, with projected license-renewing hearings probably to be held in Detroit and Cleveland where Richards owns WJR and WGAR, respectively. FCC's Ford will present news slanting complaints brought against the station owner, with Richards then presenting his side of the story to prove why he is qualified to retain his license. Previously skedded hearings were to have been held on the basis of investigating charges brought against the licensee.

Chief FCC witnesses will include former KMPC news commentator Cleve Roberts and the station's former news editor, George Lewin.

PROGRAM COMMENT

Radie Harris' Chatter

The **Radie Harris** 15-minute chatter program about life among the luminaries is the usual offering of entertainment gossip. Miss Harris' style is knowing, easy to listen to and she actually does mention a number of things about celebrities which are newsworthy. Her major attraction this show was an interview with **Jack Benny**. The comedian made a good guest and got off a number of gags. The fact that she can snag big name guests should help build Miss Harris's audience. The commercials for the Dari-Rich chocolate drink told about its nourishing and refreshing qualities, a bit too persistently for the short stanza.

Queries Still \$64

"Double or Nothing" (NBC, 2-2:30 p.m., EST., Monday thru Friday) has been around for a long time and its 10-year-old audience participation format (\$64 question and all) is beginning to sound pretty tired. However, Emcee **Walter O'Keefe** has an easy, good-natured approach to his emcee chores and, consequently, the broadcast runs along at a fairly smooth pace, shaping up as satisfactory entertainment bait for early p.m. listeners.

Last Wednesday's (22) show, melodramatically tagged "Baltimore Against the World," pitted a group of Baltimoreans, specially flown in for the airer, against two members of the New York studio audience, representing the "world." The questions were on the dull side, but the contestants were bright and surprisingly relaxed in front of the mike. O'Keefe deserves plenty of credit for his slick handling of nonpros on the show.

Commercial-wise, the program doesn't miss a bet. The regular plugs, which pitch a different kind of Campbell's soup each day, are neatly phrased and shrewdly weather conscious (i.e., "Warm up and cheer up a husband with Campbell's Bean and Bacon, a hearty heman soup"). In addition, the broth outfit garners extra attention by gifting each contestant with a case of his favorite flavor during the broadcast. Additional listener interest is pegged on a "write-in-on-a-Campbell-label" sweepstake gimmick.

Sloane Clicks on TV

Last week's production of "Philco Playhouse" was one of the best, from every aspect, that this series has yet turned out. With **Everett Sloane** doing a remarkable job as the harried,

NBC AUDITIONS

(Continued from Page 6)

writer-director-actor, and **Sara's Private Eye**, comedy-mystery, with Sara Berner.

In addition, following shows are set for audition within the next month: *The Daley Family*, with Cass Daley; *Bunco Detail*; *Mrs. Mike*, based on the Benedict and Nancy Freedman best-seller and directed by Edna Best; *Court of Last Resort* with Erle Stanley Gardner as writer; *Penny*, starring Penny Singleton; *Tim Holt Show*, Western adventure series; *Steve Grayce*, *House Detective*, written by Raymond Chandler; *Undercover Bureau*, adventure series, featuring a gal gumshoe; *Girl Detective*, another fem hawkshaw, with Celeste Holm as the star and stories by Octavius Roy Cohen; *The Carriage Trade Supper Club*, variety show produced by Joe Rines; *Major North*, mystery-adventure series; *Mr. Digby*, comedy-mystery series, with Paul Douglas, and *The Voices of Walter Schumann*, a musical-choral show featuring augmented choir and ork.

unstable but brilliant **Vincent Van Gogh**, the stanza maintained its tension to the final fade-out. The series, which more often than not has been forced to resort to adaptations of contemporary pot-boilers, this time at least hit real pay dirt.

Any dramatization using Van Gogh as its central figure, could not help having some moments of intense drama. That this particular show was filled with such moments was due primarily to Sloane's taut characterization. Believable at all times, even when acting from a prone position, Sloane was virtually the whole show. The adaptation, direction and remainder of the cast were also helpful, of course, but basically this was a tour de force. It only goes to prove that even video can't throttle real talent, despite what some of the harsher critics have said. More TV work definitely is a must for Sloane.

LBS COAST BALLCASTS

(Continued from Page 5)

be based on market size plus line charges, hence the new net may not readily compete with the Don Lee coverage, cost-wise.

Originally, Don Lee planned to begin games at 2 p.m. PST, or three hours after Eastern release. With Liberty's early broadcast, however, Don Lee will delay such network shows as *Queen for a Day* and *Women Are Wonderful*, plus lesser Coast airers. By launching games at 11 a.m., Don Lee will cut into noontime news segments which practically every one of the 45-odd network affiliates now carries. Clearing this time headache alone means wholesale reshuffle by outlets in seven Western States, or the temporary fading of game to sustain noon news segs.

Final outcome will depend on the exact number of Coast outlets carrying LBS games. If airings are in scattered markets only, Don Lee will ignore the competition. If, as is claimed by Liberty, over 20 California outlets will carry the games, Don Lee has no choice but to fight the newcomer with revamped skeds. Web spokesman's only comment was that "we will not be scooped by Liberty or anyone at any cost."

Glossy Professional 8x10 PHOTOS

Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 14th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list, FREE samples, etc.

MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

ATTENTION, ENTERTAINERS

100 8x10 Prints
for
\$7.50 Plus Postage
NO NEGATIVE CHARGE
50% Deposit, Balance C. O. D.

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

QUALITY PHOTO SERVICE
Perkins St., Box 42 BRISTOL, CONN.
Phone: 4015

IT LOOKS GOOD ON PAPER!

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

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

Write for free samples
and price list B-5

MOSS 155 W. 46 St.
PHOTO, INC. New York City
PI-7-3520

ATTENTION, TALENT

Your name, address, phone listed \$2.00.
Other advertising rates on request.

NATIONAL TELEVISION DIRECTORY
20 East Jackson CHICAGO, ILL.
Phone: WEbster 9-7434

CUSTOM TV SPOT—\$295!

Write
RICHARD 507 Fifth Ave.,
Strout New York City
PRODUCTIONS HOLLYWOOD

8x10 GLOSSY FINISH
PHOTOS
5 1/2¢ EACH 100
8x10s \$6.50
No NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.

QUANTITY FOTO CO.
P.O. BOX 816 BRIDGEPORT, CONN.

GENUINE HIGH 5 1/2¢ EA.
GLOSSY PHOTOS

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10's: \$7.99 per 100; \$55 per 1000
Fan Mail Photos (5x7) \$36 per 1000 - Postcards \$23 per 1000
Mounted Enlargements (30x40): \$3.85
(No Negative Charge on 2 or more)

Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N. Y.

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Philco, Sylvania Deny FTC Claim Of Bias in Prices

WASHINGTON, March 11.—Denials of Federal Trade Commission (FTC) charges of price discriminations in radio tube transactions were filed with the FTC this week by Philco Corporation and Sylvania Electric Products, Inc. Philco is charged with inducing discriminatory prices, and Sylvania with granting such prices to Philco.

Sylvania admitted that it sold tubes to Philco for resale at prices less than it sold similar tubes to its own distributors, but insisted that the differentials were justified because of cheaper costs of doing business with Philco. A second line of defense set up by Sylvania was that lower prices to Philco were made in "good faith to meet competition."

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

Lower Cost Justified

In justification of its lower cost defense, Sylvania pointed out that, in selling tubes to its own distributors, it has to "bear advertising, selling and other distribution costs" not incurred in sale of private brand tubes to set makers. Sylvania added: "Costs amounting to approximately 20 per cent of the sales price of Sylvania tubes to Sylvania distributors are saved by Sylvania in selling private brand tubes of like grade and quality to set manufacturers."

Philco also used the defense of cost justification. Its answer asserted that "it is informed by Sylvania and be- (See Philco, Sylvania Deny, page 50)

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 J. Donald Cohon, vice-president and general manager. Milford Deitz has been shifted to Fairfield County, while Robert Demarest has been added to cover New London and Windham counties and part of Middlesex. William Weil will sell traffic appliances in Hartford County, and Sherman Chinkers, sales manager of the appliance division, also will cover the Western Massachusetts and Vermont territories as a sales supervisor for Zenith, Thor, Gibson, Toastmaster and Universal products.

Richard Gruber, sales rep in the appliance division, has been promoted to sales manager. In addition, he will supervise sales of Raytheon TV sets in Fairfield, New Haven and Middlesex counties.

Music Sales Takes Macy Sheet Counter

NEW YORK, March 11.—The sheet music department of R. H. Macy & Company, one of the few remaining outlets which still uses a piano-playing demonstrator reminiscent of the "old song-plugging days," has been taken over by Music Sales, it was learned this week. Macy's record department will still be owned and operated by the department store.

While the Music Sales operation at Macy's will only involve sheet music, the rest of the company's 140 outlets include disk departments. Headed by Paul Gwartz and Win Brookhouse, Music Sales operates the record departments in the H. L. Green and McCrory stores, in addition to department-store record sections.

Music Sales deals directly with publishers rather than thru sheet music jobbers

Private Home TV

NEW YORK, March 11.—Builders of low-cost private homes are now starting to include a television set as part of the equipment being sold with the new homes. "The world's largest builder of private homes," Levitt & Sons, announced this week, in full-page newspaper ads, that the new Levitt homes will be equipped with Admiral video sets.

Offered for sale at \$7,990, the Levitt homes also include such appliances as Bendix washing machines, G. E. stoves and refrigerators and Fasco exhaust fans.

Modern Diskery Named Distrib For K-H Video

CHICAGO, March 11.—First record firm to expand into video set distribution was announced this week when Jules and Saul Bihari, owners of Modern, the Hollywood blues and rhythm diskery, made a deal with execs of the Kaye-Halbert video firm to take over the Culver City video manufacturers' national distrib set-up. Up to now the K-H firm, which has been in the TV manufacturing biz for a year, has only had regional distribution on the Coast.

Execs of the K-H firm are Howard Halbert, Hollywood radio studio violinist; Vic Knight, radio and recording producer, and Harry Kaye, prexy of the firm, who has been in automotive distribution.

K-H has a Culver City plant which, it is claimed, produces 10,000 sets monthly, and has plans for a Chicago plant to be put into operation August 1. Presently the company is producing 14 models, ranging from a 12½-inch tube table job to a 16-inch console-type model for \$399. Altho the firm does not presently make any radio-TV-phono models, this type will be put into production when the Chi plant is opened.

K-H distributors set up thus far by Biharis include Roberts Tele Sales, St. Louis; MS Distributing Company,

TV Set Manufacturers Hit Zoom Sales Curves; FCC's Freeze May Cool Hot Trend

NEW YORK, March 11.—Television business, at least at the manufacturers' level, is surpassing even the most optimistic predictions made at the beginning of this year. First-quarter sales and earning figures released this week by several top video manufacturers were either record-breaking or close to it. While no distributor or retailer sales figures are available, scattered reports tend to prove that TV sales are terrific right down the line.

Worrying some manufacturing executives, however, is the feeling that sales will take a fast dip within the next six months. These execs point out that the effect of the freeze on new stations imposed by the Federal Communications Commission (FCC) will "have to be felt sooner or later. "A drop in sales is expected, also, because of "typical" seasonal factors.

For the first quarter of 1950, James H. Carmine, Philco executive vice-president, reported that sales will be at the second highest three-month level in Philco's history. Only the last quarter of 1949, when the company registered sales of more than \$80,000,000, will exceed the first three months of this year. Crosley reported that sales are breaking all records in the company's history. While both companies included appliance sales in their figures, Crosley reported that TV business in February was up 93 per cent and radio sales rose 175 per cent.

For the 13-week period ending February 4, Emerson reported a consolidated net profit of \$1,225,912. For

local Mercury distributors, who will set up two separate wings, one to handle K-H and the other to handle the projected Mercury video sets; Pan American, Detroit; Jacobson Television, Cleveland; Gordon Heller Television, Minneapolis; Melody Sales, San Francisco; Kaye-Halbert, Los Angeles; Hoosier-Simples, Indianapolis, and Van Horne Distributing, Seattle.

a like period last year, the company's profit was \$808,845.

Dealers, tho reporting good video business, are fearful that they may be approaching a saturation point in some areas. The saturation applies, they say, to the quick sales created by general TV interest. From here on dealers expect to find extra sales efforts necessary in order to maintain volume. Lifting of the freeze by the FCC will have little effect on most of the present video markets. Only a few of the major TV areas are due for additional stations.

CINCINNATI, March 11.—The Crosley division, Avco Manufacturing Corporation, this week announced that its dollar and unit sales this year are breaking all records for the firm's 29-year history. Dollar volume in February, normally a low month for durable goods, exceeded the best month in 1949 and topped February of last year by a substantial margin. Television business for February rose 93 per cent and radio sales zoomed 175 per cent.

W. A. Blees, Avco vice-president and Crosley general sales manager, said that "the demand was actually greater than the sales figures indicated, since it has steadily exceeded our production."

John W. Craig, Avco vice-president and Crosley general manager, pointed out that since the first of the year production in the company's plants had been greatly increased to absorb the heavy demands for all Crosley products.

NTDA Supports TV-Set Ad Code

WASHINGTON, March 11.—The proposed TV-set advertising code being worked out by a committee of the Radio Manufacturers' Association (RMA) will be "strongly supported" by the National Television Dealers' Association (NTDA), the dealer group's executive director, Edwin Dempsey, told *The Billboard* this week.

Dempsey said, "It will be appreciated if RMA consults us before adopting the code." He added that he would take up the matter with RMA in the near future.

The proposed standards, which will probably be formally adopted by RMA at its June membership meeting, are expected to include bans on false claims of set performance and on the advertising of picture areas by playing up square-inch coverage. The code is also likely to recommend moderation in the use of ads depicting the efficacy of built-in aerials.

Bud Abbott Partner In TV Sales Outlets

CINCINNATI, March 11.—Bud Abbott, of Abbott and Costello, and Harry Ritoff, Springfield, O., manufacturer, this week filed papers for the establishment of a chain of stores for the sale of television.

To be known as the Bud Abbott Television Stores, outlets will be located in Dayton, Akron, Cleveland, Columbus, Springfield, Indianapolis and Cincinnati. The firm will be capitalized at \$250,000, with sales to be confined to video only.

Ritoff is president of David's Gloves, Inc., industrial glove manufacturing firm of Springfield, where he opened the new firm's first store March 3.

Brief and Important

Phono and AM-TV Receiver News Digest

Philadelphia Area Retail Activities

Almo Radio Company, parts distributor, is offering an unlimited number of prizes 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. . . . Adrienne R. Earley opened Bob's Television & Furniture in the Kensington shopping sector. . . . Raymond Rosen & Company, RCA Victor distributors, set up a display room of record shop fixtures in a campaign to modernize record departments in the territory.

Emerson Shipping Two New Low-Priced Radios

Emerson is making large-scale shipments of two new low-priced radio models, it was announced last week by Charles Robbins, vice-president in charge of sales. Model 652 is an a.c.-d.c. set in a Bakelite cabinet priced at \$16.95, while Model 634 is a table model radio-phonograph with a three-speed changer and listed at \$89.95.

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 outlets. The catalog contains a listing of all 45 disks, including the Bluebird series, plus a five-page section devoted to RCA's 1950 line of 45 r.p.m. record playing equipment.

Notes on the Manufacturers

Bendix appointed Gerard Bregenzer as district merchandiser in the Minnesota and Northwestern Wisconsin territory. . . . Robert A. Starek has been named field engineer for the Sylvania Radio tube division. . . . Joshua Sieger has been elected vice-president in charge of engineering for the Freed Radio Corporation. . . . Capehart-Farnsworth elected Joseph C. Ferguson as assistant vice-president in charge of research and advanced development. . . . United Distributors has been named Capehart distributor in Louisiana and Southern Mississippi. . . . Sightmaster introduced a 16-inch table model receiver to list at \$299. The same set lists at \$399 with DuMont Imputuner and Sightmirror. . . . John Meck Industries appointed Harry S. Gould as director of merchandising. . . . Tele-Tone moved to expand its radio-TV development facilities last week with the establishment of a design engineering division under Henry Fogel.

This One



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BMI A BETTER MOUSETRAP?

Morris Joining Pubs' Trek to Radio Firm?

ASCAP-ers Want To Stay

By Jerry Wexler

(Continued from page 3)

contrary persist—and they come from sources that are usually infallible in matters relating to BMI. It must be pointed out that the Morris litigation against ASCAP powers has given rise to trade speculation that Morris will be "dead" so far as ASCAP is concerned if he loses the case, and that a BMI deal provides him with a natural out. Some observers see the suit as a lever for a classification raise for Morris, neatly timed for the submittal of the new ASCAP consent decree for federal court approval.

The ASCAP powers are reported to have their backs up, however, and that includes at least one powerful indie publisher as well as the flicker-connected defendants. The indie, owner of one of the heavyweight show catalogs in ASCAP, is reported to have urged strenuously the young pubber to hold off with the suit until the consent decree was in the books, and is reportedly ready to throw his weight in with the ASCAP filmery phalanx against Morris.

Pubbers On Move

Whether Morris is tailing BMI, and whether he comes to terms with the radio-owned organization, the fact is that recent months have seen a number of solid music business veterans making the BMI gambit. If Morris moves in he will be another in the parade that has included Dave Dreyer, George Simon and Henry Spitzer. The fact is also that a raft of other pubbers—and not fly-by-nighters, but men of equivalent experience and trade stature to those mentioned above—have been approaching BMI for deals, but have (BMI Better Mousetrap? on page 43)

"Talk" Is Neiburg's

NEW YORK, March 11.—In last week's *Honor Roll of Popular Songwriters*, the song *It's the Talk of the Town* was incorrectly credited to Al Hoffman, with co-writers Marty Symes and Jerry Livingston. The tune was written by Al Neiburg, along with Symes and Livingston, and copyrighted in 1933 by Santly-Joy.

Flanagan Fills Fem Vocal Slot

NEW YORK, March 11.—Thrush Evelyn Joyce, of Irvington, N. J., has been selected for the fem vocal slot with the Ralph Flanagan ork. Harry Prime, who has been singing with the Flanagan recording ork, will continue as the band's male warbler.

All chairs were filled as the band finished rehearsal licks this week preparatory to its bow Wednesday (15) at Wrentham, Mass. Curious sidelights to the sideman selection was the filling of the drummer's spot. One applicant flew in from Oregon at his own expense to try out, failed to get the job and returned by the next plane. Another, from Canonsburg, Pa., whose father reportedly owns the barbershop mad famous by Perry Como, also missed out. A third applicant, from Atlantic City, also was turned down.

FIELDS PKGS. TV SHOW

NEW YORK, March 11.—Irving Fields, Victor recording artist now playing the Park Sheraton, has packaged a 30-minute TV show, produced by Arthur Modell. Titled *Melody Cruise With America's Musical Ambassador*, the program would feature music indigenous to different countries of the world. The format features Irving Fields's Trio, a dance team as yet not chosen, and Madeleine Chambers, vocalist.

Last Steps Due Before Consent Decree Signing

NEW YORK, March 11.—Final steps preparatory to formal signing of the consent decree will be taken early next week—probably Monday—when execs of the American Society of Composers, Authors and Publishers (ASCAP) confer with Judge Vincent Leibell. The consent decree document, prepared after long negotiations between ASCAP and Department of Justice brass, is already in New York and presumably has been gone over by both ASCAP and Leibell. However, the session early next week is considered as additional insurance that the decree will be acceptable to all parties.

In the event there are no changes or serious objections put forward, the document will be forwarded to Federal Judge Henry W. Goddard, who presumably would specify a date for a formal signing in open court. Judge Goddard signed the original decree, which will be revised by the one forthcoming.

Barring unforeseen hitches, the formal signing could materialize shortly after the ASCAP-Leibell discussion.

What the decree will cover and how it will affect the Society's operations has been handled in the last several issues of *The Billboard*.

Decca Term Deal Inked by Bailey

HOLLYWOOD, March 11.—Mildred Bailey was inked to a term pact by Decca Records' topper Dave Kapp this week.

Thrush begins disking next week in Hollywood, marking her first record date since recovering from a lengthy illness.

Move Up a Month

NEW YORK, March 11.—Mercury Records' Veepee Joe Carlton, in a tizzy to come up with quick coverage on the fast-breaking *Why Do They Always Say No?*, which makes use of piano-roll sounds, "created" a "new" piano star for the label in the process. He did the tune with a group called "Feb September and His Bay Rum Boys." Thru the maze of honky-tonk a discerning ear would make out that, tho his style may have depreciated, the performer's name simply has been forwarded one month on each end from the original—Jan August.

London To Hyp Longhair Speeds

NEW YORK, March 11.—London Records' longhair disk catalog, supervised here by Remy Farkas, will be expanded considerably this month with large releases in the LP, 45 and 78 r.p.m. categories. Altho the major product of the classical division is the 33½ long-playing type, the 45 line, originally intended for pops, will now be broadened to include some classics as well. Within the next couple weeks 13 classical sets and a number of singles will be reissued on 45 r.p.m. platters. Eighteen new singles will also be issued simultaneously on 78 and 45. Meanwhile the heavy LP schedule will continue unabated, with 13 new microgroove releases scheduled for this month also.

Among the titles to appear on 45 are *Scheherazade*, Schubert's *Sixth Symphony*, Beethoven's *Emperor Concerto*, Mendelssohn's *Violin Concerto*, Schelomo, Kalman Suite, Ballet *Egyptienne* and Strauss Waltzes.

Carle Gets Big RCA Disk Plug

NEW YORK, March 11.—RCA Victor will undertake a big promotion for Frankie Carle. The diskery is planning to push both the Carle ork in the Victor dance band program and the Carle piano recordings, which long have been established merchandising items.

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

Coral Inks Coleman Trio, Folkster Day

NEW YORK, March 11.—Coral Records this week signed two new artists and renewed its pact with another. The Cy Coleman Trio and folk warbler Jack Day, who formerly waxed for the other Decca subsid, Vocalion Records, were the new attractions for the label.

The diskery also drew up a fresh two-year paper with Kenny Roberts, country warbler who produced the label's first big hit with *I Never See Maggie Alone*.

Jukemen Probe Tune Promosh

500 Ops Make Study at Chi MOA Conclave

Stress Diskery Relations

CHICAGO, March 11.—Merchandising and promoting music via the nation's juke boxes was thoroly explored by over 500 registrants at the first national convention of the Music Operators of America (MOA) at the Palmer House here Monday thru Wednesday (6-8). Also high on the agenda of visiting operators were per-

"Where Can I Go?" U. S. Rights Go to Shapiro - Bernstein

NEW YORK, March 11.—Shapiro-Bernstein & Co., this week acquired the American sales rights to *Where Can I Go?*, tune which virtually every leading American publisher had been angling for. Song, which deals with the plight of displaced persons thruout the world, has set of lyrics by Leo Fuld and Sonny Miller. Music is by Sigmunt Berland. Fuld, noted international singer, is Dutch by birth, but is now an American citizen. He has been working in England, France and Scandinavian countries the last few years.

Deal was concluded via transatlantic telephone, the American rights being obtained from John Firmin, managing director of B. Feldman & Company, original publishers in England.

Where Can I Go?, a melody in a minor key, is credited by tradesters with having tremendous potentialities.

Capitol Catalog To Aid Dealers

HOLLYWOOD, March 11.—Capitol will soon issue a new catalog, claimed to be the first of its kind in purpose and design. Primary use will be in serving dealers, but its simplified format will permit its use as a consumer reference piece. It will not be issued directly to consumers, but is so designed as to allow patrons to look up disks while salesclerks are busy.

Accent is on eye appeal, with catalog covers in red imitation leather and gold stamped lettering. As a three-ring binder, it will permit easy insertions of monthly supplements. It will be sold to subscribers at \$4 per year. Basic change in the new catalog is a simplified numbering system in which the diskery has eliminated all unnecessary prefixes heretofore used to determine disk category. Furthermore, the new system lumps together a number of categories into a single group such as pop, Western and rhythm and (See CAPITOL CATALOG, page 43)

Additional information on the sessions at the juke box operators' convention in Chicago will be found in the Coin Machine section of *The Billboard*.

ASCAP MULLS NEW PUB RATE

Mills Resurrects Dixieland Tunes

HOLLYWOOD, March 11.—Mills Music is dusting off its Dixieland catalog in an all-out drive to cash in on the current levee music craze. Boasting several hundred Dixieland tunes in its storehouse of oldies, Mills's Coast topper, Paul Mills, said pubbery is currently contacting all Dixieland orks and record companies to "remind them" of Mills's properties.

Among Mills's Dixie properties are such standards as *Floating Down the Old Green River*, which will be featured in a forthcoming 20th Century-Fox musical; *How Come You Do Me Like You Do?*, *My Honey's Loving Arms*, *Riverboat Shuffle*, *When My Sugar Walks Down the Street* and *Does the Spearmint Lose Its Flavor on the Bedpost Overnight*, recently recorded by Benny Strong on Capitol.

With diskers looking for new material and building Dixie combos, Mills feels that many of the oldies are ripe for a second shot at the best seller ranks. Only danger, which might kill off the new bonanza, is that many artists and diskers may rush Dixieland too fast. Caution and calculation are essential to prevent mushrooming success and sudden death, Mills holds.

Loew's To Prime MGM-Disk Anni

NEW YORK, March 11.—MGM Records will celebrate its third anniversary this month with a series of special promotions thruout the parent Loew's organization. Loew's theaters will bring the anniversary to the public in the guise of special MGM disk lobby displays.

In the two years of its existence the diskery has made a decided impression in the wax business structure, having built a list of imposing record names such as Billy Eckstine, Hank Williams, Art Mooney and Blue Barron. The diskery also introduced the movie sound track disk album, which will soon be employed again for a pair of packages taken from coming MGM flick musical specials, *Nancy Goes to Rio* and *Annie, Get Your Gun*.

Record Guild Aims Guns at Kidisk Mail Order Biz

(Continued from page 3)

year, entitling the buyer to one disk per month. The ads offer a free disk to each joiner, who may, however, cancel his membership within 10 days if not satisfied. The disks do not have to be returned, in the event of a cancellation. A 16-page booklet, *Your Child Is Musical*, written by key authorities, also is given free. Other bonus disks will be worked into the set-up gradually.

The repertoire is divided into two groups: One for the two-to-four age group, the other for the five-to-eight group. One release will be issued each month in each classification. This week a session is skedded with David Wayne, of Mr. Roberts and *Finian's Rainbow*. Another set has been commissioned with music by Bernard Wagenaar.

Plans are under way for conventional trade distribution thru regular jobbers and salesmen. This operation would supplement the direct mail plan.

Tributes A-Plenty Skedded for Will Rossiter, Music's Old Man

(Continued from Page 3)

houses, night clubs, restaurants and radio stations in the crystal-set era. Today most of his plugging is done by the colorful "Kishwaukee" Jack Harmer, who reckons that he's contacted for Uncle Will in 47 States and the territory of Hawaii. Rossiter still operates a large catalog of standards, hymns and marches. His kid brother, Harold, who has retired to Florida, is in his late 70's. Harold sold out his catalog to Paul Pioneer after divvying with Uncle Will some years back and called it a career. Mrs. Will Rossiter, who is still on the sunny

side of 80, maintains a keen interest in the affairs of Rossiter Music.

By way of a plug, be it known that Uncle Will's current song, written and published by himself, is called *You Haven't Changed*, a grand title for Uncle Will by our way of thinking.

Avalon Reversal Appealed by TD

CHICAGO, March 11.—Treasury Department execs last week appealed the January 10 decision of U. S. District Judge Henry H. Graven, as was previously predicted in *The Billboard*. Appeal was filed March 8 in Des Moines. Judge Graven's decision reversed a previous decision by Judge Sherman Minton in the case of the Avalon Ballroom Corporation, La Crosse, Wis. In the Minton decision, it was held that Ted Jankowski, Avalon op, was responsible for the 20 per cent cabaret tax payments. Using the Minton decision as a precedent, certain collectors of the Internal Revenue Department in various parts of the country started collecting 20 per cent cabaret tax payments from ballroom ops.

Graven ruled that ballrooms were never meant to be classified under Section 1700 (E) of the amusement tax statute, specifying that cabarets and roof gardens were liable for payment of the 20 per cent cabaret stipend.

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

Art Mooney Inks Pact With ABC

NEW YORK, March 11.—Art Mooney late last week inked a management pact with the Associated Booking Corporation (ABC), thus dispelling much trade speculation over the orkster's eventual booking affiliations.

Mooney, who currently is working at the Capitol Theater here, is readying a road package which will house a number of acts. Emphasis will be on hillbilly type entertainment. Mooney originally was booked by ABC but left that agency about six months ago to go with Music Corporation of America (MCA). Some financial difficulty killed that deal and the orkster moved into the General Artists Corporation (GAC) fold. When the GAC deal didn't work out, Mooney worked dates secured by himself and/or independent booker sources.

Palladium Bids 25G for Sinatra

HOLLYWOOD, March 11.—Frank Sinatra has been offered a deal for two weeks at London's Palladium, beginning June 6, at a flat \$25,000 for the date, plus transportation expenses. Deal is currently being negotiated here, with final papers expected to be inked shortly.

Also in the works is a two-week stint at the Chicago Theater, Chicago, beginning May 19. The Voice will get \$20,000 per frame as a packaged price, out of which he pays for ork and supporting acts.

Trade Excited Over Morris Suit; Others To Join Action?

NEW YORK, March 11.—Filing of the Buddy Morris suit against film companies and their subsidiary music organizations, charging restraint of trade, continued to raise a froth of excitement in the trade this week. It was learned that a number of songwriters, some in high classification brackets and several indie publishers, offered to join Morris in his action.

Meanwhile little official comment on the suit was made by film-publisher brass. Herman Starr, chief of the Warner music enterprises, stated it would be "silly" to dignify the Morris charges with a statement. Starr termed "ridiculous" the charge that film publishers had a preponderant control in the American Society of Composers, Authors and Publishers (ASCAP). "There's only Abe Olman (Metro Music chief) and myself," said Starr, referring to the fact that no other representatives of film companies were on the ASCAP board. "If they don't vote for me, I don't get elected," he continued. He added that

ASCAP's board meetings are battles, that nobody controls anybody, that individualism is rife and everybody says what he wants to say—and finally: "I don't represent picture companies—I represent everybody—ASCAP."

Indies Divided

Altho it is known that a number of indies—both writers and pubs—are sentimentally and philosophically in accord with Morris's suit, it was also ascertained that a number of large indie music men stalwarts in the Society, disapprove of the Morris action. Apropos of Morris's claim that film-controlled pubs have a stranglehold on top writer talent, one noted indie pubber pointed out that a flock of top-grade tunesmiths, including Oscar Hammerstein II, Richard Rogers, Irving Berlin and others were not under contract to film companies. It was also claimed that the number of song hits stemming from films and published by film subsids has been rather sparse in recent years.

Tune's Age, Perfs Basis For Pay-Off

End Squawks?

NEW YORK, March 11.—A new plan of publisher-classification, based entirely on performances, has the backing of some of the most highly-rated music publishers within the American Society of Composers, Authors and Publishers (ASCAP). The plan was broached at a publishers' classification meeting Wednesday (8), during a session attended by nine of the 12 members of the classification committee. Four of them, representing top rank indie and film publishing firms, plumped for the projected plan. It was stated that the remaining five offered no strong objections.

Currently the publishers' classification is based upon performances, availability and seniority, each of these factors counting, in the order given, for 55 per cent, 30 per cent and 15 per cent.

The projected plan would do away with the above break-down. Instead, each song in a publisher's catalog would receive a rating, this rating to be based upon the song's seniority value. In other words, it is felt that a song which has persisted for many years should have a higher rating than one which is relatively new. What each song pays off would be dependent upon the total number of performances multiplied by the tune's basic rating. A tune three years old, for instance, might have a basic rating of three, as against 15 for a number 15 years old. Granted that each was performed 100 times, the first would get a pay-off on a base of 300, while the oldie's base would be 1,500.

Details of the plan are not yet worked out, but of course the different types of performances would have different values. That is, a commercial airing would be worth more than a plug on a sustainer, etc., as is the case under the present system.

Rate Tune, Not Pub

The concept of song seniority, it is pointed out, varies from the principle of seniority in the present publisher-classification system. In the latter method, seniority has reference to the length of time a publisher's works have been available to ASCAP. The new plan would rate the individual song.

The projected plan, in addition to doing away with the current factor of publishers' seniority, also does away with the concept of availability as it is now understood and determined. Availability, which counts for 30 per cent in the present classification method, attempts to place an accurate value upon such intangibles as "vogue," "nature," "character" and "prestige" as applied to songs.

Publishers and ASCAP classification committees have attempted for years to arrive at a fair, mathematical yardstick for the determination of availability, but this has been impossible. As a result, the factor of availability has given rise to countless squawks on the part of publishers, each publisher being under the impression that his catalogs should have a stronger availability-rating than that fixed by ASCAP.

Availability has also been a bone of contention between those publishers with strong standard catalogs, and those who are potent in the pop field. Latter have always felt that performances should be the primary (See ASCAP MULLING on page 43)

LET'S GO BACK TO THE PLUG

Pubbers Plot Songs-on-Wax Contact Plan

Seek Return of Focus

By Hal Webman

NEW YORK, March 11.—Some pubbers, who have watched Tin Pan Alley become subservient 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 publisher as the vital force in the music industry.

The recalcitrant pubbers are hatching a plan to place men strategically in key record markets. These men, to be spread in at least the 10 key markets in the country, will make personal contact with juke box ops, disk jockeys, key retail outlets and distributors in respective territories. The publisher field men would promote their employer's waxed tunes in each type of local disk market and would attend to any other type of localized exploitation which could hypo a song in the given territory.

Pubbers' Set-Up

Economically, it is pointed out, the publisher investment would be on a par with the maintenance of a medium-sized pubber's professional staff. Under the projected plan, the pubber would hire collegians at salaries of between \$50 and \$75 per week and allow for incidental expenses averaging between these same figures per week. The top cost per territory would run approximately \$150 and the 10 territory total would border on \$1,500 each week. "That \$1,500 would just about cover the pay roll of a professional staff and the expensive proposition (these days) of drawing live plugs," said one pubber.

In addition, this type of organization has a flexibility which would allow a pubber to make use of the field men only at such times as he has tunes to peddle. In interim periods the pubber could either fire or lay off his field agents until such time as new material is available for the territorial hypos.

Approach to Disker

With such an organization under his belt the pubber is fortified to approach the diskier and contend that he is participating in the merchandising of a waxery's product. And the pubber can show that his tunes are being given a maximum exploitation effort. In this way the pubber believes that he can create some sort of control on the music market as well as in the selection of material at a diskery.

As the business is constructed today, a pubber's uncertainty as to what a diskier will go for or what the jockeys will spin has led to a point where the publisher's plug song has virtually disappeared. The average pubber, as a result of the uncertainty, has taken to a practice of submitting as much material as he is able to find to the diskers, leaving the latter to do the picking. As a consequence, some believe, the music business has fallen into the grasp of sounds and gimmicks and away from the legitimate type of Brill Building product.

No "Cut-Ins"?

In addition, the pubber, in an effort to draw as many recordings as he can, has resorted to lowering mechanical royalty rates, "cut-in" deals with artists and diskers, etc. But the pubbers who are seeking to bring the focus of the business back to them-

New Sunday Jazz Sessions May Hyp Nitery Biz in D.C.

WASHINGTON, March 11.—In the nation's capital where nitery business is little better than fair and Sunday is a virtual blank spot on the calendar, an enterprising disk jockey and a club have combined to launch a series of Sunday afternoon hot jazz sessions which may turn out to be the current nitery season's best stunt.

With Willis Conover, WWDC, providing the emceeing as well as the band, and Louis and Alex's the locale, the first session Sunday (5) drew a packed house of stamping, shouting hot-music fans, despite the fact that Conover's plugs on his air show were the only publicity. Louis and Alex's, one of the better clubs in the capital's Negro district, pursues a non-segregation policy, and the audience was about 60 per cent white. Music was provided by a five-piece ork, the Capital City Jazz Band, whose Dixieland style was lapped up by the crowd. Dinah Washington, an added attraction, also went over big.

Higgins Named To Col'bia Post

NEW YORK, March 11.—Joseph P. Higgins, with Columbia Records since 1938 as assistant to the director of pop a. & r., and for a time in charge of Columbia's Hollywood pop a. & r. division, was named associate director of the organization this week. Goddard Lieberman, who announced the promotion, also named Percy Faith as musical director.

Both men will work under the direction of Mitch Miller, director of Columbia's pop record division.

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 hearings and confine itself to a written statement in its efforts to keep intact the House-approved section legalizing the outlawed Form B contracts, Senate Finance Committee staffers told *The Billboard* this week. The off-stage tactics are in complete contrast to theater and ballroom operator representatives who appeared in person before the committee Monday (6) to oppose the section.

Finance committee will close public sessions on HR 6000, the Social Security bill, March 24 and then meet for two or three weeks behind closed doors to discuss testimony and vote on various provisions of the measure. In view of the extreme controversy raised over the section to shift back to band buyers the responsibility for

selves—"and let us not forget that we are still the primary source of song supply," they say—point out that "we can't make a living out of cut-ins or similar types of deals."

These publishers, aware that they are bolting the music business convention, contend that the mechanization of the industry has pushed aside the glamour and forced the publisher to take steps to build business organizations which will parallel that of a textile firm or a shoe business.

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 co-operation in organizing a national disk dealers' convention in conjunction with the 1950 confab of the National Association of Music Merchants (NAMM) in Chicago July 10-12. The letter, together with a four-page questionnaire-brochure, was recommended at a meeting of the local Record Retailers' Association (RRA) Tuesday (7).

While the RRA has talked of a national convention to jell retailers' ideas and comments on current trends in their segment of the disk biz, 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 try to co-ordinate nationally all record retailers in a concerted cooperative program with diskeries. The letter is currently being prepared by Ted Raynor, legal counsel for RRA. It will be mailed in conjunction with the weekly mailings of two different disk directory services. Included in the questionnaire will be queries as to what retailers feel are current problems of the retail and of the biz and organization questions.

RRA members passed a motion to send letters to all record makers, asking that they consider a 10 per cent return privilege, which would double the current 5 per cent rebate plan. Members feel that this should especially be the concern of those firms which are releasing disks on all three speeds, thus forcing the retailer to handle three separate inventories on the same release. In addition, the letter will ask that all manufacturers send retailers a 30-day notice when they propose a change of distributors, so that the necessary credits and allowances to these dealers can be pro-

tested. Dealers pointed out that the swift shift of retailers, especially on the part of the smaller indie labels, has left them holding the bag on return disks and credit allowances in many instances.

A central grievance committee is being formed to investigate all complaints by members and dealers of unethical business practices, either on the part of the retailer, distributor or maker. Committee was formed after it was reported that dealers are being forced to take tie-in sales of merchandise. Other dealers reported that certain dealers are being favored in not having to pay cartage for suburban delivery, while others must fork over to the truckers. It was also reported that certain diskeries are opening up new franchise holders in the immediate vicinities, which threaten to overcrowd certain parts of the local market.

D. C. Sets NAMM Regional Confab

WASHINGTON, March 11.—A heavy turnout is anticipated for the East Central States regional conference here of the National Association of Music Merchants (NAMM) March 27-28. The conference's opening luncheon March 27 will feature an address by NAMM's Rowland W. Jones Jr., on *The Need for an Expanding Economy*.

The first afternoon's business will highlight talks on markets and selling methods. The March 28 morning session will comprise *Basic Instruction in Music*, with a class piano demonstration and speakers on instrumental and choral music. A promotion film, *Moving Ahead With Music*, will be presented at the luncheon that day, and the afternoon session will present discussions on wholesaling, advertising, television and electronics teaching.

The Washington committee is co-chaired by Earl Campbell, of Campbell Music Company; Hugo Worch Jr., of Hugo Worch Company, and Robert P. Isbell of Jordan Piano Company.

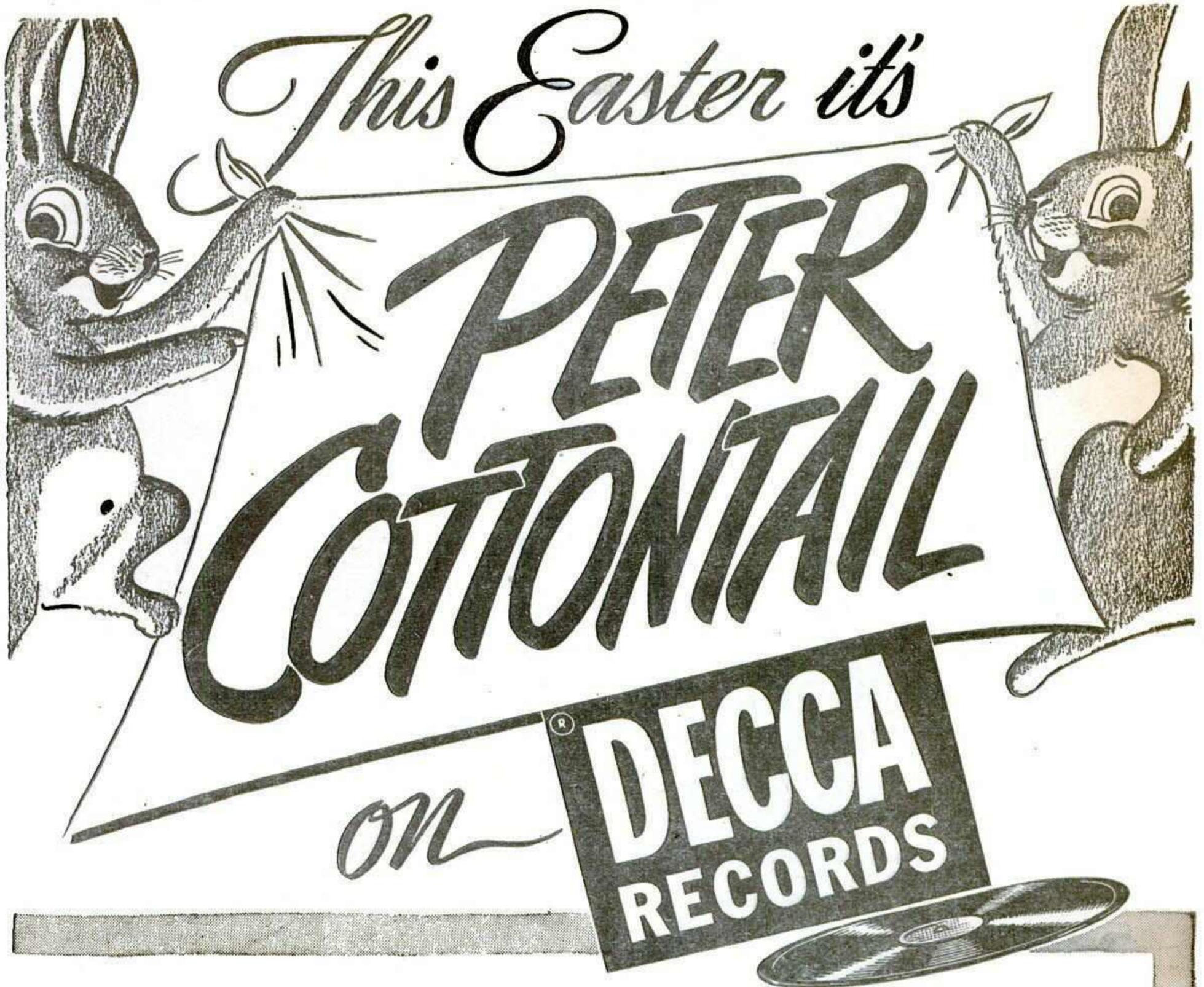
Martin Into TV Via Talent Seg

(Continued from page 4)

on to another tele town where band-building process is repeated. Martin intends to build a number of bands thruout the nation and will eventually stage a competition between all the bands for selection of the top aggregation.

Project is the brainchild of Martin's personal manager, Arthur Michaud, who with KTTV topper, Harrison Dunham, mapped the entire program. Winning bands will be handled by Michaud. Bands will be built gradually by sections from one week to the next. Sidemen will be replaced thru the weeks as new contestants prove their superiority to previous winners. Board of judges and studio audience will select the winners. Participants will be paid for their time. Also in the works, are plans for an all-girl *Band of Tomorrow* created via similar means.

Negotiations are currently underway with other tele outlets to serve as origination points for the show when Martin plays those areas. KTTV will handle kined versions of the show and is reportedly dickering with a sponsor for the series.



GUY LOMBARDO

DECCA 24951

Price 75¢ (plus tax)

FRANK LUTHER

Children's Package K-1

In Decorative Envelope on Deccalite*

Price \$1 (plus tax)

*Unbreakable under normal use

MERVIN SHINER

DECCA

46221

Price 75¢ (plus tax)

MERVIN SHINER

DECCA 88035

Price \$1 (plus tax) on Deccalite*

*Unbreakable under normal use

AMERICA'S FASTEST SELLING RECORDS



MARY MARTIN
AND
ARTHUR GODFREY
SINGING

**"GO TO SLEEP
GO TO SLEEP
GO TO SLEEP"**

Paired with "BUT ME, I LOVE YOU"
Columbia Record 38744 or 7-inch LP 1-569



WATCH THESE CLIMBERS!

BURL IVES
SINGING

"RIVER OF SMOKE"

Paired with "THE BACHELOR'S LIFE"
Columbia Record 38745 or 7-inch LP 1-570

TONY ARDEN
SINGING

"RAIN"

Paired with "MOTHER, MOTHER, MOTHER" (Pin a Rose on Me)
Columbia Record 38739 or 7-inch LP 1-562

COLUMBIA RECORDS

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

The **Billboard** MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

- | This Week | Last Week |
|--|-----------|
| 1. CHATTANOOGIE SHOE SHINE BOY | 1 |
| By Stone and Stapp
Published by Acuff-Rose (BMI) | |
| Records available: Bradford & Romano, V(78)20-3685, (45)3208; B. Crosby-V. Schoen Ork, Dec 24863; I. Duncan, Cap(78)40282, (45)F40282, R. Foley, Dec 46205; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Pepperettes-Horace Heidt, Horace Heidt MS 1022; Two-Ton Baker, Mer 5369. | |
| Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Theaurus, Henry Jerome, Lang-Worth. | |
| 2. MUSIC! MUSIC! MUSIC! | 2 |
| By Steven Weiss and Bernie Baum
Published by Cromwell (ASCAP) | |
| Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)28704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 254. | |
| Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World. | |
| 3. RAG MOP | 3 |
| By Wills and Anderson
Published by Hill & Range Songs (BMI) | |
| Records available: Ames Brothers, Coral 60140, Bradford & Romano, V(78)20-3685, (45)47-3208; R. Flanagan Ork, V(78)30-0025, (45)54-0020; the Foggy River Boys, Dec 46214; D. Sausage, Regal 3251; J. Wills, Bullet 696; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(78)844, (45)F-844; L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, V(78)21-0167, (45)48-0179; J. James, 4 Star 1419; J. Bond Ork, MGM 10627. | |
| (No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 4. I SAID MY PAJAMAS | 5 |
| By Eddie Pola and George Wyle
Published by Leeds (ASCAP) | |
| Records available: H. Babbitt-M. Tilton, Coral 60157; D. Day, Col (33)1-497, (78)38709; E. Merman-R. Bolger, Dec 24873; M. Whiting-F. DeVol Ork, Cap (78)841, (45)F-841; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119. | |
| Electrical transcription libraries: Page Cavanaugh Trio, World. | |
| 5. THERE'S NO TOMORROW | 4 |
| By Hoffman, Corday and Carr
Published by Paxton (ASCAP) | |
| Records available: A. Dale, Harmony 1078; I. Martin, V(78)20-3582, (45)47-3078, C. Ravazza, Dec 24782, C. Spivak Ork, London 554; H. Winterhalter, Col 38636. | |
| Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worth; Bob Eberly, World. | |
| 6. CRY OF THE WILD GOOSE, THE | 6 |
| By Terry Gilkyson
Published by American (BMI) | |
| Records available: F. Laine, Mer 5363; Tennessee Ernie, Cap(78)40280, (45)F-40280; T. Gilkyson, 4 Star 1430; B. Darnel, Coral 60163; J. Marine, Dec 24895; A. Mooney Ork, MGM 10651. | |
| Electrical transcription libraries: Jubalaires, Standard. | |
| 7. DEAR HEARTS AND GENTLE PEOPLE | 7 |
| By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP) | |
| Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523. | |
| Electrical transcription libraries: Kay Armen, Associated; Bob Crosby, Standard. | |
| 8. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | 8 |
| By Al Hoffman, Bob Merrill and Clem Watts
Published by Robert (ASCAP) | |
| Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixie-landers, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, V(78)20-3713, (45)47-3713; A. Mooney Ork, MGM 10660. | |
| (No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 9. IT ISN'T FAIR | 8 |
| By Sylvester Sprigato, Frank Warshauer and Richard Himer
Published by Words & Music (ASCAP) | |
| Records available: B. Goodman Ork; Cap 860; B. Harrington-3 Beaus and a Beep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105. | |
| (No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 10. DEARIE | 8 |
| By Hilliard and Mann
Published by Laurel (ASCAP) | |
| Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heidt, Horace Heidt, MM-122; L. Kirk-F. Warren, V(78)20-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609; M. Hughes-H. Zimmerman Ork, Col(78)38718, (33)1-543. | |
| (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 50-11

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 Falling in 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 Comin') I'd've Baked a Cake 30-0027—(54-0027)*

POP SPECIALTY

MERRY MUSETTE

Chug-a-Lug Polka
Chalet in the Valley 25-1152—(51-0059)*

ELTON BRITT
AND
ROSALIE ALLEN

Acres of Diamonds (Mountains of Gold)
Prairieland Polka 21-0302—(48-0302)*

HANK SHAW

I Wonder Where You Are Tonight
The Drunkard's Son 21-0303—(48-0303)*

BLUES

THE FOUR TUNES

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

*45 r.p.m. catalog numbers.

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



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

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

- \$** **Bamboo**
Vaughn Monroe 20-3627—(47-3143)* **7**
- \$** **Candy and Cake**
Mindy Carson 20-3681—(47-3204)* **7**
- \$** **Chattanooga Shoe Shine Boy**
Phil Harris 20-3685—(47-3208)*
- \$** **I Said My Pajamas**
Tony Martin-Fran Warren 20-3613—(47-3119)* **7**
- \$** **It Isn't Fair**
Sammy Kaye 20-3609—(47-3115)* **7**
- \$** **Marta**
Tony Martin 20-3598—(47-3104)*
- \$** **Mommy and Daddy Broke My Heart**
Eddy Arnold 21-0146—(48-0150)* **7**
- \$** **Music! Music! Music!**
Freddy Martin 20-3693—(47-3217)*
- \$** **Rag Mop**
Ralph Flanagan 30-0025—(54-0020)* **7**
- \$** **There's No Tomorrow**
Tony Martin 20-3582—(47-3078)* **7**



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

- ★** **C'est Si Bon**
Tommy Dorsey 20-3712—(47-3712)*
(March 11 Billboard Tips on Tops.)
- ★** **Wilhelmina**
Freddy Martin 20-3693—(47-3217)*
"The catchy novelty ditty from the 'Wabash Ave.' flick gets a crisp, sparkling orking and happy warbling from Merv Griffin and group."
(Billboard Possibilities March 11 issue. No. 5 Disk Jockeys Pick. No. 2 The Operators Pick, March 11 The Billboard.)
- ★** **Roulette**
Tony Martin 20-3695—(47-3219)*
(No. 1 The Disk Jockeys Pick. No. 1 The Retailers Pick, The Billboard, March 11 issue.)
- ★** **Count Every Star**
Hugo Winterhalter 20-3697—(47-3221)*
(No. 2 The Disk Jockeys Pick, Billboard, March 11 issue.)
- ★** **I Almost Lost My Mind**
Fran Warren *20-3686—(47-3209)*
(No. 3 The Disk Jockeys Pick, The Billboard, March 11 issue.)
- ★** **Did Anyone Ever Tell You, Mrs. Murphy?**
Perry Como 20-3684—(47-3211)*
(No. 7 The Disk Jockeys Pick, The Billboard, March 11 issue.)
- ★** **We'll Build a Bungalow**
Larry Green 20-3624—(47-3130)*
(No. 9 The Retailers Pick, The Billboard, March 11 issue.)
- ★** **Quicksilver**
Elton Britt and Rosalie Allen 21-0157—(48-0168)*
(No. 5 Most Played by Country and Western Disk Jockeys, Billboard, March 11 issue.)

The stars who make the hits are on

RCA VICTOR Records

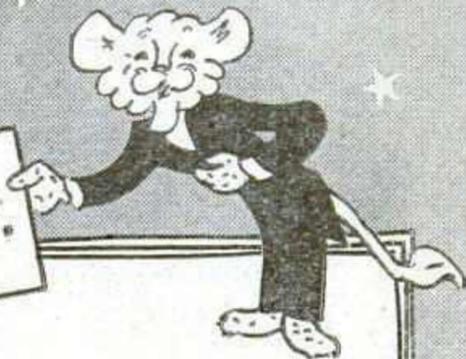
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



JAN FEB MAR *The* APRIL MAY JUNE *Swing's* JULY AUG SEPT to OCT NOV DEC "45"

THE **first** IS STILL THE BEST!

THE ORIGINAL...



C'EST SI BON

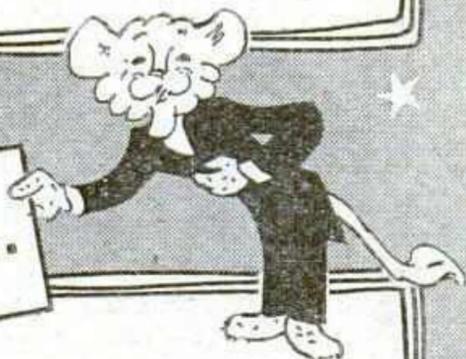
and IF YOU COULD CARE



**JOHNNY
DESMOND**

M-G-M Non-Breakable 10613

THE ORIGINAL...



SPAGHETTI RAG

and SHANGRI-LA



**JACK
FINA**

and his Orchestra

M-G-M Non-Breakable 10610

M-G-M RECORDS

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

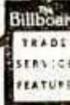
The **Billboard**

MUSIC POPULARITY CHARTS

PART II

Sheet Music

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



BEST-SELLING SHEET MUSIC

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

POSITION			Song	Publisher
Weeks to date	Last Week	This Week		
6	3	1	MUSIC! MUSIC! MUSIC! (R)	Cromwell
9	1	2	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
7	4	3	I SAID MY PAJAMAS (R)	Leeds
14	2	4	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
13	5	5	THERE'S NO TOMORROW (R)	Paxton
2	7	6	DEARIE (R)	Laurel
1	-	7	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE (R)	Robert
11	8	8	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
3	12	9	IT ISN'T FAIR (R)	Words & Music
6	10	10	DADDY'S LITTLE GIRL (R)	Beacon
4	15	11	ENJOY YOURSELF (R)	E. H. Morris
7	8	12	RAG MOP (R)	Hill & Range
1	-	13	CANDY AND CAKE (R)	Oxford
2	14	14	MY FOOLISH HEART (R)	Santly-Joy
4	12	15	CRY OF THE WILD GOOSE, THE (R)	American

ENGLAND'S TOP TWENTY

POSITION			Song	English	American
Weeks to date	Last Week	This Week			
9	2	1	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
8	3	2	JEALOUS HEART	E. H. Morris	Acuff-Rose
15	1	3	HARRY LIME THEME	Chappell	Chappell
8	5	4	DOWN IN THE GLEN	L. Wright	Mills Music
3	5	5	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
15	7	5	I'LL STRING ALONG WITH YOU	Feldman	Witmark
21	8	6	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
1	-	8	MUSIC! MUSIC! MUSIC!	Peter Maurice	Cromwell
15	4	9	HOP SCOTCH POLKA	Leeds	Cromwell
4	10	10	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victoria	Irving Caesar
12	10	11	WHY IS IT?	Cinephonic	BMI
20	12	12	YOU'RE BREAKING MY HEART	Chappell	Algonquin
16	9	13	OUR LOVE STORY	Unit	J. J. Robbins
8	10	14	MULE TRAIN	Chappell	Walt Disney
7	15	15	SCOTTISH SAMBA	Sun	Pickwick Music
1	-	16	WHERE ARE YOU NOW THAT I NEED YOU?	Victoria	Famous Music
14	15	17	IS IT TOO LATE?	Kassner	Dave Dreyer
5	17	18	BEST OF ALL	Connelly	*
40	13	18	FOREVER AND EVER	Francis Day	Robbins
6	14	20	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*

*Publisher not available at The Billboard goes to press.

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BENNY STRONG And His Orchestra

"(If I Knew You Were Comin') I'D'VE BAKED A CAKE" backed by "Does The Spearmint Lose Its Flavor on the Bedpost Over Night"

RIDING HIGH!

78 rpm . 45 rpm

- 858... STAFFORD & MacRAE—"Monday, Tuesday, Wednesday" backed by "Dearie"
870... JAN GARBER & His Orch.—"Wilhelmina" backed by "I Don't Wanna Be Kissed"
40280... TENNESSEE 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'rs)" 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 YORGESSION—"The Bees And The Birds" backed by "Real Gone Galoot"
835... FRANK DeVOL & Friendly Tavern Boys—"Sing a Happy Song" backed by "Lady Play Your Mandolin"

- 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"
859... 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"



ALL ON 78 & 45 rpm!

ORDER NOW!

UP AND COMING!

78 rpm . 45 rpm

To order 45 rpm Speed, add "F" in front of Catalog No.

- 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 LUTCHER & 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"
891... ROBERT CLARY—"Alouette" backed by "You Must Have Been A Beautiful Baby"

- 875... COUNTRY WASHBURNE—"Chug-A-Lug (The 'Drink It Down' Song)" backed by "You Don't Know What Lonesome Is (Til You Git To Herdin' Cows)"
894... BOB FLANNERY & PHYLLIS BROWN—"We Get Along So Good Together (When We're So Far Apart)" backed by "Second-Hand Heart"
890... PAUL WESTON & His Orch.—"La Vie En Rose" backed by "Les Feuilles Mortes (The Falling Leaves)"
849... PEGGY LEE—"Sunshine Cake" backed by "Goodbye, John"
880... MEL TORME—"I Hadn'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)"

STANDARDS!

78 rpm . 45 rpm

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 Smoothie" 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 Solos)—"S Wonderful" backed by "Stompin' At The Savoy"
815... BILLY BUTTERFIELD & His Orch.—"More Than You Know" backed by "How Am I To Know"

HOT TIPS!

78 rpm . 45 rpm

Watch These Move Fast!

- 923... RAY ANTHONY & His Orch.—"Spaghetti Rag" backed by "Sentimental Me" (Vocal—Ronnie Deauville)
915... NAT "KING" COLE—"Twisted Stockings" backed by "Calypso Blues"
838... JULIA LEE & Her Boy Friends—"Don't Save It Too Long (The Money Song)" backed by "Ain't It A Crime"
864... ANN JONES & SMOKEY ROGERS—"Bloodshot Eyes" backed by "Doin' Fine"
869... MICKEY KATZ & His Orch.—"There's A Hole In The Iron Curtain" backed by "The Papoofnik Polka"
928... TEX RITTER—"He's A Cowboy Auctioneer" backed by "Boogie Woogie Cowboy"
871... CLARK DENNIS—"Patsy Fagan (The Dacent Irish Boy)" backed by "How Can You Buy Killarney"

The Billboard

MUSIC POPULARITY CHARTS

PART III



Radio Popularity

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

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throught the country.

Table with columns: POSITION, Weeks Last, This to date, Week, Record Title, Artist, Label, and Copyright info.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, March 3, 8 a.m., and ending Friday, March 10, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

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

Table with columns: Song Title, Artist, Label, and Copyright info.

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system.

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

Week of March 3 to 9

Table with columns: Songs, Publisher, and Tot. P.

Vox Jox

JUMP 'N' JIVE . . . Ned (Jack the Bellboy) Lukens, WEAS, Decatur, Ga., is now running the lengthiest rhythm and blues show in the Southeast.

CONNECTICUTTINGS . . . Mindy Carson

Mindy Carson, in Hartford for personal appearances at the State Theater, took time out to gab with Elliott Miller, WHT disk jockey, and Sid Byrnes, WCCC program director-disk jockey.

PHILLY PHADDLE . . . Ramon Bruce

(WHAT) has been inked by the Ivory Record label to etch his jive verse on wax. . . Sheri Horton, latest of the gal spinners on local radio.

...More MERCURY QUICKSILVER



Eddy Howard

AND HIS ORCHESTRA

'BROTHER BILL'

'THE GIRL THAT I MARRY'

From the Motion Picture "Annie Get Your Gun"

Mercury 5394

Patti Page

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

Mercury 5396



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**

The Billboard

MUSIC POPULARITY CHARTS

Part IV

Retail Record Sales

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

TRADE SERVICE FEATURE

BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
7	2	1	1	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604-ASCAP
9	1	2	2	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BMI
19	3	3	3	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-BMI
6	4	4	4	CRY OF THE WILD GOOSE, THE	F. Laine	Mercury 5363-BMI
8	6	5	5	I SAID MY PAJAMAS	F. Warren-T. Martin	H. Rene
10	5	6	6	RAG MOP	Ames Brothers	Sentimental Me
6	7	7	7	IT ISN'T FAIR	S. Kaye	V(78)20-3609; (45)47-3115-ASCAP
2	9	8	8	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103
6	8	9	9	QUICKSILVER	Bing Crosby-Andrews	Have I Told You Lately
5	10	10	10	RAG MOP	R. Flanagan	V(78)20-3688; (45)47-3212-BMI
7	13	11	11	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen	Ork. Dec 24863-BMI
15	14	12	12	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's	String Band
5	24	13	13	SENTIMENTAL ME	Ames Brothers	Rag Mop/Blue Prelude
6	11	14	14	RAG MOP	L. Hampton	Ork.
9	17	15	15	ENJOY YOURSELF	G. Lombardo	Ork.
1	—	16	16	THIRD MAN THEME, THE	G. Lombardo	Cafe Mozart Waltz
3	23	17	17	DADDY'S LITTLE GIRL	Mills Brothers	If I Live To Be a Hundred
9	20	18	18	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Oklahoma Blues
2	16	18	18	MY FOOLISH HEART	G. Jenkins	Ork.
1	—	20	20	MUSIC! MUSIC! MUSIC!	F. Martin	Ork.
3	—	20	20	IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE	D. Shore	More Than Anything in the World
16	15	22	22	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Speak a Word of Love
7	12	22	22	DADDY'S LITTLE GIRL	D. Todd	Who'll Be the Next One To Cry Over You
2	19	24	24	DEARIE	R. Bolger-E. Merman	I Said My Pajamas
1	—	24	24	CHATTANOOGIE SHOE SHINE BOY	F. Sinatra	God's Country
1	—	24	24	I SAID MY PAJAMAS	F. DeVol	Ork.-M. Be Mine
1	—	27	27	CANDY AND CAKE	A. Godfrey	Dear Old Girl
1	—	27	27	CANDY AND CAKE	M. Carson	My Foolish Heart
1	—	27	27	I SAID MY PAJAMAS	D. Day	Enjoy Yourself
9	20	30	30	JOHNSON RAG	J. Dorsey	Charley My Boy
2	27	30	30	MY FOOLISH HEART	B. Eckstine	Sure Thing
1	—	30	30	MUSIC! MUSIC! MUSIC!	C. Cavallaro	O, Katharina

CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
5	1	1	1	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399, (45)WY-399
23	4	2	2	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May	Ork. Cap(78)DBX-3032, (45)CBXF-3032
23	2	3	3	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May	Ork. Cap(78)DBX3033, (45)CBXF-3033
12	6	4	4	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene	Ork. V(78)Y-397, (45)WY-397
92	7	5	5	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance	"Pinto" Colvig
29	5	6	6	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX-3021
31	12	7	7	THREE LITTLE PIGS (Two Records)	W. Disney-Don Wilson	Cap(78)DBX-3013, (78)CBXF-3018
92	3	8	8	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80, (45)CASF-3001
47	8	9	9	BAMBI (One Record)	S. Temple-Chorus, P. Smith, Director	V Y-395
1	—	10	10	PETER COTTONTAIL (One Record)	J. Willis and His Boys	Bullet 700
1	—	11	11	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap CBX-3058
16	—	12	12	DUMBO (Three Records)	Shirley Temple	V Y-382
28	—	13	13	TUSBY, THE TUBA (Two Records)	D. Kaye	Dec CU-106
2	—	14	14	SPARKY'S MUSIC MIX-UP (Three Records)	H. Blair-T. Reddy-B. May	Cap CCN-3019
3	—	14	14	GOSSAMER WUMP (One Record)	Frank Morgan and Billy May	Ork. Cap EAS-3012

CLASSICAL SINGLES

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
228	3	1	1	Clair de Lune	Jose Iturbi	V(78)11-8851; (45)49-0176
14	1	2	2	Sleigh Ride	Boston Pops Ork, Arthur Fiedler, conductor	V 10-1484
174	2	3	3	Jalousie	Boston Pops Ork, Arthur Fiedler, conductor	V 12160
215	5	3	3	Chopin's Polonaise	Jose Iturbi	V(78)11-8848, (45)49-0134
39	—	5	5	Bachianas Brasileiras	B. Sayao	Col 71760-D

CLASSICAL ALBUMS

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
4	1	1	1	Bach: Well-Tempered Clavier (Six Records)	W. Landowska	(78)DM-1338; (45)WDM-1338
1	—	2	2	Beethoven: Concerto No. 5 in E. Flat Major for Piano and Orchestra, Opus 3 (One Record)	C. Corzon, London Philharmonic Ork, G. Szell, conductor	London (LP) LLP 114
4	5	3	3	Scheherazade (Five Records)	Philadelphia Symphony, Eugene Ormandy	Col MM-772
3	3	4	4	Memories of Caruso (Three Records)	Enrico Caruso	V DM-1329
2	2	4	4	Tchaikovsky: Capriccio Italien, Opus 45 (Two Records)	Columbia Symphony Ork, Sir T. Beecham, director	Col(78)MX-334; (LP)ML-4287

POP ALBUMS

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
44	1	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza	Col(78)MM-858, (LP)ML-4180
7	2	2	2	GENTLEMEN PREFER BLONDES (Seven Records)	Original Broadway Cast	Col(78)MM-895, (LP)ML-4290
28	3	2	2	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)714, (LP)DLP-5006
6	4	4	4	SONGS BY BILLY ECKSTINE (Three Records)	Billy Eckstine	MGM 48
3	7	5	5	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399, (45)WY-399
8	6	6	6	DIKE BY DORSEY (Four Records)	J. Dorsey	Ork. Col(78)C-196, (45)CL-6095
21	4	7	7	THAT MIDNIGHT KISS (Three Records)	Mario Lanza-NCA Victor Ork.	V(78)DM-1330, (45)WDM-1330
1	—	8	8	RALPH FLANAGAN PLAYS RODGERS & HAMMERSTEIN (Three Records)	R. Flanagan	V(78)P-268, (45)WP-268
53	9	9	9	KISS ME, KATE (Six Records)	A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200; (LP)ML-4140
3	—	10	10	FAMOUS BARBERSHOP BALLADS (Four Records)	Mills Brothers	Dec(78)A-742; (LP)DLP-5051

Dealer Doings

CHATTER . . . "I have found that I get many potential hit records before the juke box operators, so I have a list of juke box locations that like to keep their machines working. I call up and let them hear the records over the phone. If they want the record, they buy it and have it charged to the operator. I find that my initial sales are now stronger."—The Record Shop, Janesville, Wis. . . . "We have promoted the sale of hundreds of kid records on the Peter Pan 10-inch line and the Varsity 59-cent records. They seem to hit a heavy and untouched market and overcome price objections. They've out-sold all other kid records in dollar volume."—Ware House of Music, Seattle, Wash.

MERCHANDISING TIPS . . .

"We seem to sell most of our records by suggestive selling and just letting the customer listen to anything he wants."—Moran Appliance Company, Sherman, Tex. . . . "When distributors send thru their new release sheets or just a list of top-sellers, we paste the sheet right on the counter next to a demonstrator. In that way a customer can't help but see the list, and he usually sees a record he wanted but couldn't think of off-hand. It works, too!"—Cudahy Record Shop, Cudahy, Wis. . . . "Our sales tips consist of using some newspaper advertising, radio plugging, and keeping records playing when there are people in the store."—Brown and Meldi, New Ulm, Minn.

CHATTER . . . Summit Radio & Appliance Company, Summit, N. J., selling out its entire stock of 78 r.p.m. disks via a "1-cent sale" that offers customers a record or album for one penny when the equivalent is purchased at full price. A post-card mailing being used to promote the sale. . . . Makers of rhythm and blues records are lax in sending out regular release sheets, according to Radart Electric Rochester, N. Y. "We believe it would be a great help to us," writes Radart, "and would help them sell more of their records. It would also help us reorder before we run out of stock on a number." . . . "There's still album price confusion in our store. Why can't all companies include excise tax in all album prices, particularly LP sets? Capitol's system is the best—by looking at the letters you can automatically tell the price."—Modern Music Centre, Tamaqua, Fla.

PHILADELPHIA . . .

Shryock Radio & Television Company offered the 78-cent pops at 19 cents in an "over 50 per cent off" sale of 78's. . . . The Record Shop added the Fisher line of radio-phonographs. . . . H. Royer Smith Company announced a "choice" shipment from abroad of HMV, Cetra, Parlophone, French L'Oiseau-Lyre and other foreign labels. . . . The "big ten" dealer group first to bally RCA Victor's Here Comes the Bands albums, coupling the copy with the \$12.95 45 attachment. . . . Felix Valdera, of the Paramount Record Shops, helping promote a Lionel Hampton March 17.

COKETAILED PARTY . . .

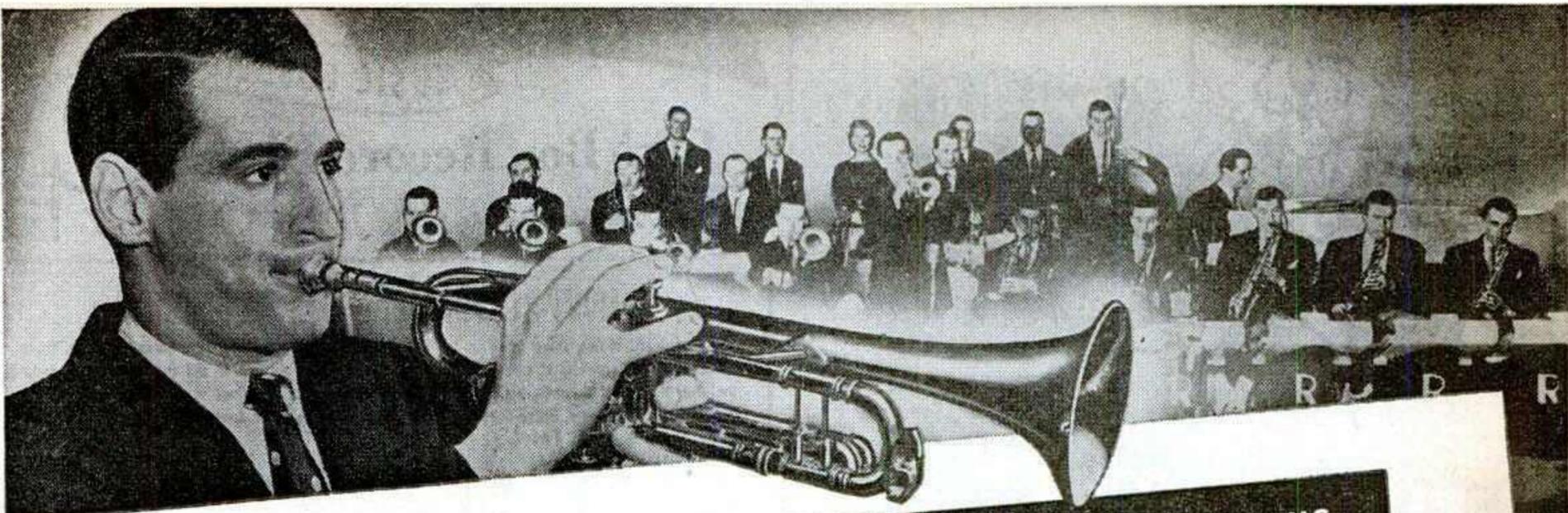
Doris Boyd, Grinnell Bros.' record department, Benton Harbor, Mich., reports a successful personal appearance staged for Frank Yankovic. The local Coca-Cola distrib supplied the drinks for the "coketail party," and pianos were pushed aside to make room for the polka dancers. In addition to autographing disks, Yankovic handed out photos of himself and his band. The build-up for the party included a Yankovic window display, newspaper and radio ads, and co-operation with the local dance hall where the band was playing. Dick Jurgens also made such a personal appearance at the store, and Tommy Dorsey is due in this month. Miss Boyd says that Yankovic and his group have always proved to be most co-operative and friendly.

NEW DEEJAY . . .

A disk dealer who really believes in radio advertising is Renee Manola, Carlisle Radio & Record Shop, Carlisle, Pa. A letter from Carlisle states: "A newcomer to the disk jockey field is our local WLKW man, George (Madman) Morey. His Turntable Time certainly has plenty of listeners. We find it a good policy to get our distributors to supply him with pop records, and we also advertise on his show every day. We find the tie-in with our store and the program has really paid off. He's a hard working fellow and has made many a hit disk for us on his program. He's not mad, either. We're glad to have him here."

PERSONAL APPEARANCES . . .

Over 800 showed up at the record department of Kahn's, San Francisco, when Jack Fina made a personal appearance at the store. The event was preceded by newspaper ads for a full week. . . . R. H. Irwin, Irwin Radio Service, Pensacola, Fla., reports: "Had extremely successful Hank Williams personal appearance. Resulted in two broadcasts on local stations, and even stopped auto traffic on the street. It was the most successful p.a. we've run since Eddy Arnold."



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. 869 (on 45 rpm No. F869)

backed by "THE PAPOOFNIK POLKA"



— and don't forget his
"(Put Another Nickel In) MUSIC! MUSIC! MUSIC!"
Capitol Record No. 862 (on 45 rpm No. F862)



MORE BIG ONES ON M-G-M

PHIL BRITO
MEMORIES OF SANTA LUCIA
(Sung in English and Italian)
I DON'T KNOW WHETHER TO LAUGH OR CRY OVER YOU
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

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

The Billboard MUSIC POPULARITY CHARTS PART V
Juke Box Record Plays

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

MOST-PLAYED JUKE BOX RECORDS

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

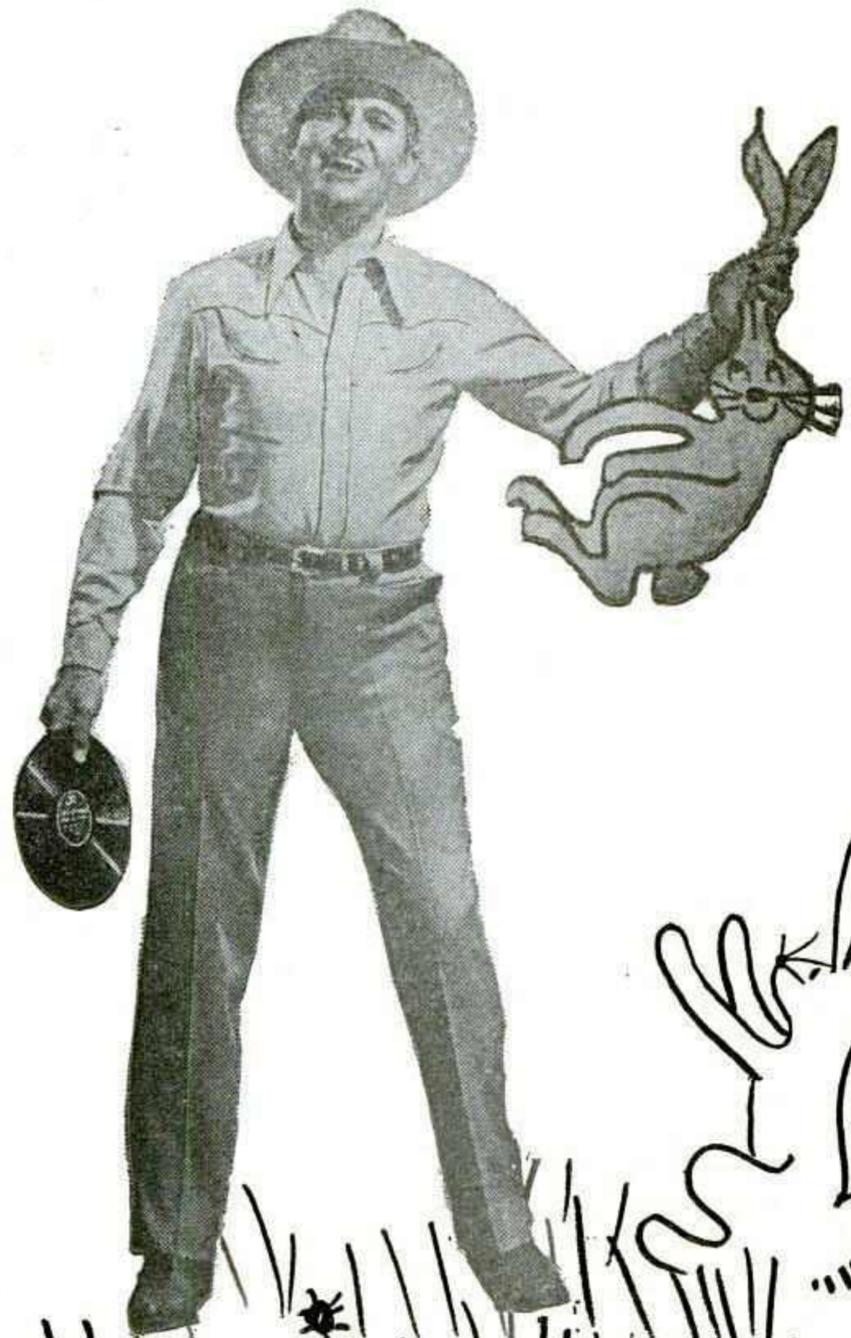
POSITION		Weeks Last This to date Week Week		RECORDS
8	1	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley... Dec 46205—BMI
5	2	2	2	MUSIC! MUSIC! MUSIC!... T. Brewer... London 604—ASCAP
9	3	3	3	RAG MOP... Ames Brothers... Coral 60140—BMI
6	4	4	4	CRY OF THE WILD GOOSE, THE... F. Laine... Mercury 5363—BMI
18	5	5	5	THERE'S NO TOMORROW... T. Martin... V(78)20-3582; (45)47-3078—ASCAP
8	7	6	7	QUICKSILVER... B. Crosby-Andrews Sisters... Dec 24827—ASCAP (D. Day, Col(78)38673 (LP)1 407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168; C. Marrow, Varsity 257)
16	6	7	6	DEAR HEARTS AND GENTLE PEOPLE... Bing Crosby-P. Botkin's String Band... Dec 24798—ASCAP
7	9	7	9	RAG MOP... L. Hampton... Dec 24855—BMI
4	10	9	10	RAG MOP... R. Flanagan Ork... V(78)30-0025; (45)54-0020—BMI
2	13	10	13	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE... E. Barton... National 9103; Mercury 5392
7	17	11	17	IT ISN'T FAIR... S. Kaye Ork... V(78)20-3009; (45)47-3115—ASCAP
6	8	12	8	I SAID MY PAJAMAS... T. Martin-F. Warren-H. Rene Ork... V(78)20-3613; (45)47-3119—ASCAP
7	12	13	12	CHATTANOOGIE SHOE SHINE BOY... Bing Crosby-V. Schoen Ork... Dec 24863—BMI
7	10	14	10	RAG MOP... J. L. Willis... Bullet 696—BMI
2	21	15	21	THIRD MAN THEME, THE... G. Lombardo Ork... Dec 24839—ASCAP (D. Apollon, National 9104; A. Karas, London 536; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; Cafe Vienna Quartet, Col(33)1-444; H. "Sugarfoot" Garland, Dec 46218; H. Winterhalter, Col 38706; I. Fields Trio, V(78)20-3698, (45)47-3222; A. Rey, Cap(78)820, (45)F-820; R. McKinley Ork, V(78)20-3709, (45)47-3242.
2	14	16	14	MUSIC! MUSIC! MUSIC!... C. Cavallaro Ork... Dec 24881—ASCAP
4	29	17	29	GODS WERE ANGRY WITH ME, THE... M. Whiting-J. Wakely... Cap(78)800; (45)F800—BMI (O. Bradley Quintet, Coral 60152; E. Wilson-D. Thomas, Dec 24800)
6	24	18	24	BROKEN DOWN MERRY-GO-ROUND... M. Whiting-J. Wakely... Cap(78)800; (45)F800—BMI (R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880; D. Lee, 4 Star 1434; J. & S. Steele, Coral 60162)
10	16	18	16	JOHNSON RAG... R. Morgan... Dec 25442—ASCAP (P. Bailey, Harmony 1088; P. Bailey, Col(78)38673, (33)1-455; J. Dorsey Ork, Col 38649; Hoylman Quartet, Rondo 207; J. Teter Trio, London 501; A. Rey Ork, Cap 57-735; C. Thornhill Ork, V(78)20-3604; G. Moore, MGM 10589)
10	29	20	29	JOHNSON RAG... J. Dorsey Ork... Col(78)38649; (LP)1-426—ASCAP
1	—	20	—	MUSIC! MUSIC! MUSIC!... Ames Brothers... Coral 60153—ASCAP
1	—	22	—	MUSIC! MUSIC! MUSIC!... F. Martin Ork... V(78)20-3693; (45)47-3217—ASCAP
4	14	23	14	SENTIMENTAL ME... Ames Brothers... Coral 60140; Coral 60173—BMI (M. Low Harp, Autograph 813; Ray-o-Vacs, Dec 48141; R. Anthony Ork-R. Deauville, Cap 923)
6	24	23	24	DADDY'S LITTLE GIRL... D. Todd... Rainbow 80088—BMI (B. Eberly, Coral 60158; R. Smith, Col 20670; E. Howard, Mer 5371; Mills Bros., Dec 24872; J. Desmond-T. Mottaia Ork, MGM 10658; T. Preston, Four Star 1438; D. Jurgens Ork, Col(78)38711, (33)1-500; S. Henderson Ork, Cap 850; C. Marrow, Varsity 257; H. Jerome, London 602)
4	—	25	—	ENJOY YOURSELF... G. Lombardo Ork... Dec 24825—ASCAP (E. Cantor, V(78)20-3705, (45)47-3238; J. Harvey, MGM 10650; D. Day, Col(33)1-497, (78)38709; L. Prima Ork, Mer 5361; H. Ashley, Varsity 255)
1	—	23	—	IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE... D. Shore... Col(78)38689; (LP)1-469—ASCAP
1	—	23	—	RAG MOP... J. Dorsey... Col(78)38710; (33)1-499—BMI
3	24	28	24	ENJOY YOURSELF... Doris Day... Col(78)38709; (LP)1-497—ASCAP
3	—	28	—	WEDDING SAMBA... G. Lombardo Ork... Dec 24838—BMI (T. Pastor, Col(33)1-477, (78)38696; X. Cugat, Col 38725; I. Fields Trio, V 20-3628; Z. Elman Ork-D. Drew, MGM 10622; C. Reyes Ork, Cap(78)836, (45)F-836; Marlin Sisters, Col 8265; M. Katz, Cap 862; S. Reichtzeit, Banner B-580; H. Ashley, Varsity 255)
1	—	28	—	CANDY AND CAKE... M. Carson... V(78)20-3681; (45)47-3204—ASCAP (E. Elton Quartet-B. Scott, MGM 10654; A. Godfrey, Col 38721, (LP)1-547; E. Knight, Dec 24943)

WARNING!

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GREATER THAN "RUDOLPH"

Just in
time
for Easter



GENE
AUTRY
SINGS

"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

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

SAVOY'S BIG HIT PARADE!

#1 From COAST-TO-COAST
The JOHNNY OTIS recording of
"DOUBLE CROSSING BLUES"
featuring LITTLE ESTHER Savoy #731

#2 "THE TURKEY HOP"
with JOHNNY OTIS and the ROBINS
SAVOY #732

AND NOW WATCH THESE RELEASES ZOOM TO 1st PLACE!

"BACK-BITIN' WOMAN"
"THINKIN' BLUES"
BILLY WRIGHT Savoy #733

"WHAT'S HAPPENING"
"CAMP MEETING BOUNCE"
PAUL WILLIAMS Savoy #734

"MISTRUSTIN' BLUES" featuring LITTLE ESTHER and MEL WALKER
SAVOY 735
"MISERY" LITTLE ESTHER

Dealers! Now Delivering Our Giant Release on 45 R.P.M. See Your Distributor.

LIMITED DISTRIBUTOR TERRITORIES AVAILABLE

Savoy RECORD CO., INC.
58 MARKET ST., NEWARK 1, N. J.

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

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

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record	
9	6	4	5	1	2	3	4	5	6
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
CHATTANOOGIE SHOE SHINE BOY	BROKEN DOWN MERRY-GO-ROUND	CRY OF THE WILD GOOSE, THE	RAG MOP	I LOVE YOU BECAUSE	LETTERS HAVE NO ARMS	GODS WERE ANGRY WITH M.E. THE	I'LL SAIL MY SHIP ALONE	I LOVE YOU BECAUSE	SLIPPING AROUND
R. Foley	M. Whiting-J. Wakely	Tennessee Ernie	J. L. Wills	E. Tubb	E. Tubb	M. Whiting-J. Wakely	M. Mullican	L. Payne	M. Whiting-J. Wakely
Dec 46205—BMI	Cap(78)800, (45)F-800—BMI	Cap(78)40280, (45)F-40280—BMI	Bullet 696—BM	Dec 46213—BMI	Dec 46207	Cap(78)800, (45)F-800—BMI	King 830—BMI	Cap 57-40238—BMI	Cap(78)57-40224, (45)54-40224—BMI

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Blue Prairie
Sons of the Pioneers (Cowboy Camp) V(45)48-0007
- Cool Water
C. Pryor (Texas Tapper) Four Star 1442
- Cowboy Camp Meetin'
Sons of the Pioneers (Blue Prairie) V(45)48-0007
- Deck of Cards
T. Ritter (Rye Whiskey) Cap 885
- Frost Is on the Pumpkin, The
R. Sooter (You Gave) London 16015
- Funny Little Bunny
G. Autry (Peter Cottontail) Col(78)38750; (33)1-575
- Gonna Ride to Heaven on a Streamline Train
Yodeling Cowboy Joe (Streamline Yodel) Continental C-8053
- Hillbilly Fever
Lonesome W. Evans (900 Miles) London 16019
- I Almost Lost My Mind
C. Marrow (Tennessee Border) Varsity 8056
- I Love the Women
Maddox Bros. & Ros. (Just One) Four Star 1440
- I Just Said Goodbye to My Dreams
L. Payne (I'm a) Cap(78)920; (45)F-920
- I Offer You My Second-Hand Heart
Hank & Frank (I'm Kickin') Col 20675
- I'll Find Someone
20th Century Pioneers (When I) 20th Century 2100
- I'm a Lone Wolf
L. Payne (I Just) Cap(78)920; (45)F-920
- I'm Kickin' the Bucket Over You
Hank & Frank (I Offer) Col 20675
- Just One Little Kiss
Maddox Bros. & Ros. (I Love) Four Star 1440
- Just One More Yodel
S. Clark (Smoke Went) Continental C-8054
- Gene Kelly Song and Story Hour Album—G. Kelly-S. Carlson-L. Engel-D. Bain (1-10") Col(33)JL-8010
- The Cuckoo Who Lived in a Clock
The House That Wouldn't
The King Who Couldn't Dance
Little Angel With the Dirty Face
E. Arnold (Why Should) V(78)21-0300; (45)48-0300
- Mr. Easter Bunny
J. Wakely (Peter Cottontail) Cap 929
- Mule Boogie
J. Boyd (We Were) V(78)21-0301; (45)48-0301
- 900 Miles From Home
Lonesome W. Evans (Hillbilly Fever) London 16019
- Peter Cottontail
G. Autry (Funny Little) Col(78)38750; (33)1-575
- Peter Cottontail
J. Wakely (Mr. Easter) Cap 929
- Rye Whiskey
T. Ritter (Deck of) Cap 885
- Second-Hand Heart
Casanova Boys (Somebody Is) London 16016
- Second-Hand Heart
B. Leaders (Somebody's Stealing) Four Star 1443
- Smoke Went Up the Chimney Just the Same, The
S. Clark (Just One) Continental C-8054
- Somebody Is Stealin' My Sugar
Casanova Boys (Second Hand) London 16016
- Somebody's Stealing a Baby's Sugar
B. Leaders (Second Hand) Four Star 1443
- Stars Up in Heavens
C. Marrow (Sunday Down) Varsity 8057
- Streamline Yodel
Yodeling Cowboy Joe (Gonna Ride) Continental C-8053
- Sunday Down in Tennessee
C. Marrow (Stars Up) Varsity 8057
- Surrounded by Water and Bars
J. Work (Who's Been) Dec 46223
- Tennessee Border Number Two
C. Marrow (I Almost) Varsity 8056
- Texas Tapper
C. Pryor (Cool Water) Four Star 1442
- Trail Dust
A. Parker-The Plainsmen (Wailin' West) Cap(78)921; (45)F-921
- Wailing West Wind
A. Parker-The Plainsmen (Trail Dust) Cap(78)921; (45)F-921
- We Were Married
J. Boyd (Mule Boogie) V(78)21-0301; (45)48-0301
- When I Hold a Bit of Heaven
20th Century Pioneers (I'll Find) 20th Century 2100
- Why Should I Cry
E. Arnold (Little Angel) V(78)21-0300; (45)48-0300

The sound you have been waiting for!

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

Sung by the Jim Dandies

ABBEY 15003

Picked in Record Possibilities Billboard March 11

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.

WHY DO THEY ALWAYS SAY NO?

THE PIANO ROLL BLUES Lawrence ("Piano Roll") Cook and the Jim Dandies Abbey 15003

The "Piano Roll" was due for revival in this era of revivals. This spontaneous, rollicking pairing should do the trick. "Say No" is a gay, gang-sing lilt with an infectious spirit and gaslight vaude-and-lavern flavoring which should score. "Blues" has more of that true-blue, old-time flavor. The Abbey is the original etching and has the guts and drive which could make a hit for the indie.



ABBEY RECORDS

PETER DORAINE, Inc.

754 10th Ave., New York 19, N. Y.

PLaza 7-6696

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

PART VI
 TRADE SERVICE FEATURE

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

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks Last This		to date Week Week			
8	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....	Dec 46205	—	BMI	
11	3	2.	TAKE ME IN YOUR ARMS AND E. Arnold.....				
			HOLD ME.....	V(78)21-0146, (45)48-0150	—	BMI	
7	2	3.	RAG MOP.....	J. Wills.....	Bullet 696	—	BMI
9	8	4.	TENNESSEE BORDER, NO. 2.....	E. Tubb-R. Foley.....	Dec 46200	—	BMI
4	—	5.	BROKEN DOWN MERRY-GO-ROUND...M. Whiting-J. Wakely.....				
				Cap(78)800, (45)F-800	—	BMI	
6	4	6.	LETTERS HAVE NO ARMS.....	E. Tubb.....	Dec 46207	—	
2	7	7.	I LOVE YOU BECAUSE.....	E. Tubb.....	Dec 46213	—	BMI
1	—	8.	UNFAITHFUL ONE.....	E. Tubb.....	Dec 46213	—	
2	—	9.	BLOODSHOT EYES.....	H. Penny.....	King 828	—	BMI
4	—	9.	MAMA AND DADDY BROKE MY HEART.....	E. Arnold.....			
				V(78)21-0146, (45)48-0150	—	BMI	

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION		Weeks Last This		to date Week Week			
9	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....	Dec 46205	—	BMI	
15	2	2.	I LOVE YOU BECAUSE.....	L. Payne.....	Cap 57-40238	—	BMI
6	4	3.	CRY OF THE WILD GOOSE, THE.....	Tennessee Ernie.....			
				Cap(78)40280; (45)F40280	—	BMI	
4	5	4.	QUICKSILVER.....	E. Britt-R. Allen.....			
				V(78)21-0157; (45)48-0168	—	ASCAP	
4	10	5.	BROKEN DOWN MERRY-GO-ROUND...M. Whiting-J. Wakely.....				
				Cap(78)800; (45)F800	—	BMI	
8	3	6.	RAG MOP.....	J. Wills.....	Bullet 696	—	BMI
1	—	6.	I'LL SAIL MY SHIP ALONE.....	M. Mullican.....	King 830	—	BMI
4	6	8.	LETTERS HAVE NO ARMS.....	E. Tubb.....	Dec 46207	—	
1	—	8.	SUGARFOOT RAG.....	R. Foley.....	Dec 46205	—	
10	7	10.	TAKE ME IN YOUR ARMS AND HOLD ME.....	E. Arnold.....			
				V(78)21-0146; (45)48-0150	—	BMI	
3	—	10.	A-SLEEPING AT THE FOOT OF THE BED.....	"Little" Jimmy Dickens.....			
				Col(78)20644; (LP)2-441	—		

FOLK TALENT AND TUNES

By Johnny Sippel

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 diskery exhibits were **Red Foley** (Decca); **Hank Williams** (MGM); **Hank (Domino) Thompson**, **Tennessee Ernie**, **Jimmy Wakely**, **Bob Atcher** and **Kenny Marvin** (Capitol); **Dolph Hewitt**, **Pee Wee King** and **Eddy Arnold** (Victor), and **Jimmy Skinner** (Radio Artists). Highlights of the MOA banquet was a harmony rendition of "Steal Away to Jesus" by Foley, Wakely, Tennessee Ernie and Judy Martin, who is **Eva Foley**, the Decca star's frau. Atcher, a veteran in the Columbia stable, switched to Capitol 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**, WJJJ, Montgomery, Ala., has been inked by MGM label. He is a longtime friend of **Hank Williams**, who brought him into the fold.

Esmeraldy (MGM) is heard on WHBQ, Memphis, along with **Freddy Burns** and his band (Star Talent). Both appear five times weekly on a new Mutual web shot. . . . The Rhythm Ramblers, **Will George**, fiddle; **Gene Harbst**, bass; **Gene Pheasant**, guitar, and **Frank Semkoski**, accordion, have completed their second year at WMRP, Lewiston, Pa. . . . **Jimmie 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 KSEL, Lubbock, Tex. He writes that **Ted Daffan** (Columbia) is working nightly at Danceland, Fort Worth. . . . **Carolina Cotton**, 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 **Monte Hale**. . . . **Zeb Turner** (King) is doing a weekly show at the Crosstown, Washington nitery, in addition to shows over WEAM, Silver Spring, Md. . . . **Gene Johnson**, Wheeling, W. Va., booker, reports that he has set **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 Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.



JOHNNY BOND
 AND HIS RED RIVER VALLEY BOYS

SINGING

LOVE SONG IN 32 BARS

AND

"Tennessee, Kentucky and Alabama"

Columbia Record 20671
 or 7-inch 2-532



BUDDY STARCHER WITH THE GOOD NEWS QUARTET
 Singing

BEYOND THE SUNSET

and "Are You Facing The World All Alone"

Columbia Record 20666
 or 7-inch 2-487



"LITTLE" JIMMY DICKENS
 SINGING

HILL BILLY FEVER

and

"Then I Had to Turn Around and Get Married"

Columbia Record 20677
 or 7-inch 2-563

FEATURE THEM NOW — ORDER TODAY!

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THANKS OPS...
 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

★ ★ ★ ★ and ★ ★ ★ ★
"THE 3rd MAN THEME"
 Recorded by
DAVE APOLLON
 IN HIS
 SENSATIONAL ZITHER STYLE
 BACKED BY
 "THE CAFE MOZART WALTZ"
 NATIONAL RECORD No. 9104

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NATIONAL RECORDS
 1841 BROADWAY NEW YORK 23, N. Y.

The **Billboard** MUSIC POPULARITY CHARTS
Part VII
Rhythm & Blues Records

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

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
7	1	1. DOUBLE-CROSSING BLUES.....J. Otis-Little Esther and the Robbins... Back Alley Blues Savoy 731
9	2	2. I ALMOST LOST MY MIND.....Ivory Joe Hunter.....MGM 10570—BMI If I Give You My Love
19	3	3. FOR YOU, MY LOVE.....L. Darnell.....Regal 3240—BMI Lost My Baby
4	8	4. WHY DO THINGS HAPPEN TO ME?... R. Hawkins.....Modern 20-734 Royal Hawk
7	5	5. RAG MOP.....Doc Sausage.....Pegal 3251—BMI You Got Me Cryin'
7	6	6. RAG MOP.....L. Hampton Ork.....Dec 24855—BMI For You, My Love
3	13	7. INFORMATION BLUES.....R. Milton & His Solid Senders.....Specialty SP-349—BMI My Sweetheart
1	—	8. BECAUSE.....Buddy Johnson.....Dec 24842 (Parts I & II)
4	6	9. RAG MOP.....J. Liggins.....Specialty 350—BMI Ramblin' Blues
1	—	10. I ONLY KNOW.....D. Washington.....Mercury 8163—BMI New York, Chicago and Los Angeles
1	—	10. RAINING IN MY HEART.....Peppermint Harris.....Sittin' In 543 My Blues Have Rolled Away
9	11	12. I QUIT MY PRETTY MAMA.....Ivory Joe Hunter.....King 4326—BMI It's You, Just You
15	—	12. I'LL GET ALONG SOMEHOW.....L. Darnell.....Regal 3236 (Parts I & II)
23	4	14. SATURDAY NIGHT FISH FRY.....L. Jordan.....Dec 24725—BMI (Parts I & II)
4	—	15. I'VE BEEN A FOOL.....The Shadows.....Lee 200 Nobody Knows

WARNING!

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THEY THROW IN THE NICKELS TO HEAR
 THIS ONE OVER AND OVER AGAIN!!!

IT'S THE MOST UNUSUAL BLUES RECORD
 EVER MADE . . .

**TEE
 NAH NAH**

ATLANTIC #904

Exploding Across the Country

by **VAN (AFTER HOURS SESSION) WALLS**
 Vocal by SPIDER SAM

GET ON THIS HIT FAST!

ATLANTIC RECORDS
 301 West 54th St. · New York 19

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
11	1	1. I ALMOST LOST MY MIND.....Ivory Joe Hunter.....MGM 10570—BMI
7	1	2. DOUBLE CROSSING BLUES.....J. Otis-Little Esther and The Robins... Savoy 731
4	3	3. FAT MAN, THE.....Fats Domino.....Imperial 5058
2	—	4. INFORMATION BLUES.....R. Milton and His Solid Senders.....Specialty SP 349—BMI
16	4	5. FOR YOU MY LOVE.....L. Darnell.....Regal 3240—BMI
4	4	5. WHY DO THINGS HAPPEN TO ME?... R. Hawkins.....Modern 20-734
5	8	7. RAG MOP.....L. Hampton Ork.....Dec 24855—BMI
4	7	8. RAG MOP.....Doc Sausage.....Regal 3251—BMI
4	11	9. RAG MOP.....J. Liggins.....Specialty 350—BMI
6	12	9. SCHOOL DAYS.....L. Jordan.....Dec 24815
3	14	9. I ONLY KNOW.....D. Washington.....Mercury 8163—BMI
7	14	12. SITTING ON IT ALL THE TIME.....W. Harris.....King 4330—BMI
16	—	13. I'LL GET ALONG SOMEHOW (Parts I and II).....L. Darnell.....Regal 3236
9	—	14. I QUIT MY PRETTY MAMA.....Ivory Joe Hunter.....King 4326—BMI
2	—	14. LOST MY BABY.....L. Darnell.....Regal 3240

ADVANCE RHYTHM & BLUES RECORD RELEASES

All On E. Distic (Hurricane Blues) Varsity 9013	Hurricane Blues E. Distic (All On) Varsity 5013
Camel Walkin' C. Singleton Ork (Hard Times) Star 719	I'd Rather Be a Rooster "Scat Man" Crothers (Television Blues) London 17008
Dear Old Southland M. Allen (Ride, Red) Brunswick 80236	I'm a Highway Man J. Williams (P. Vine) Col 30191
Disbrustin' Blues Little Esther-M. Walker-L. Ork (Misery) Savoy 735	Island Girl Audrey Calypso Troubadours (Why I) Arco 1230
Don't Try To Explain S. Churchill (Savannah Sing) Arco 1229	It Can Never Be That Way C. Brown (I've Been) Peacock 1508
Everybody Get Together The Tremiers-G. Gilbeauz Ork (Why Did) London 17007	It's Too Late Now Tampa Red (Please Try) (V78)22-0071, (45)50-0071
Four or Five Times J. Lunceford (Margie) Varsity 9012	I've Been Mistreated C. Brown (It Can) Peacock 1508
Hard Times Are Coming C. Singleton Ork (Camel Walkin') Star 719	

(Continued on Page 120)

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
PART VIII
Billboard TRADE SERVICE FEATURE

RATINGS
 (100 Point Maximum)
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

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

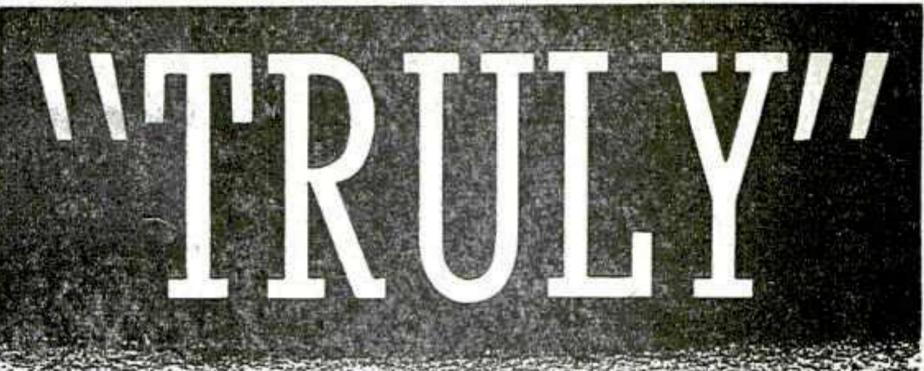
The Categories Point listings are maximums. Song caliber, 15; Interpretations, 15; arrangement, 15; 'name' value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution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

ARTIST LABEL AND NO. **TUNES COMMENT**

RATINGS
 OVER-ALL DISK JOCKEY RETAILER OPERATOR

POPULAR		
LAWRENCE COOK & HIS "PLAYER PIANO" & ORK Abbey 15003	The Old Piano Roll Blues This is the disk cut from a piano roll, with male duo vocal a la Van & Schenk. Fine, old-timey sound, could click.	87--87--86--88
	Why Do They Always Say "No"? Nostalgic oldie gets same treatment, registers even stronger.	89--89--88--90
BOBBY COLT-RUSS CASE ORK-RAY CHARLES CHORUS Admiral 1003	No Love Have I Colt turns in a convincing turn with a ballad of some appeal. The Case setting is tasteful.	69--70--68--70
	A Chapel In Your Heart Neat Case production job and pleasant Colt singing are wasted on a ballad of slight merit.	58--58--58--58
BILL FARRELL (Russ Case) MGM 10637	It Isn't Fair Farrell's exaggerated styling should attract his fan following on this version of the revived oldie.	75--75--74--77
	Bamboo This fast-breaking tune seems to have faded considerably and this waxing doesn't figure to do much tho it's as good a rendition as any.	64--65--63--65
PHIL BRITO (Harold Mooney Ork) MGM 10649	Memories of Santa Lucia Brito's still large Italian nabe following will go for this two language reading of one of four versions of "Santa Lucia" now making the rounds.	77--77--77--77
	I Don't Know Whether To Laugh or Cry Over You Brito does a warm unaffected job with a new ballad of merit.	70--70--70--70
JANE HARVEY (Russ Case Ork) MGM 10650	Enjoy Yourself Jane applies her deliberate style to this slowly-rising chunk of honest philosophy. Fine coverage for the label, tho it's much late.	75--76--74--74
	Diamonds Are a Girl's Best Friend Late too is this bright reading of the "Gentlemen Prefer Blondes" material ditty. Jane does it pleasingly.	71--72--72--70
ART LUND (LeRoy Holmes Ork) MGM 10648	Sugarfoot Rag Lund sparks a swingy treatment of a country item turned pop which seems to be catching on in some sectors.	84--84--84--84
	Wilhemina Another neat performance by Lund, this time on an infectious item from the "Wabash Avenue" flick score.	82--82--81--83
ELLA FITZGERALD-SY OLIVER Decca 24917	Don'tcha Go 'Way Mad Ella and Sy don't make ideal mates for waxing purposes. They try to sell a set of windy but smart lyrics set to a tune once known as "Black Velvet."	69--71--69--67
	Baby, Won't You Say You Love Me? Ella does the first chorus and starts things off righteously. Sy's second chorus is the speller for this ballad from the "Wabash Avenue" flick.	75--75--75--75
DICK JURGENS ORK Columbia (33) 1-500	We'll Build a Bungalow A bright happy rendition is similar to the earlier versions except that more emphasis is placed on danceability than the unison-vocal novelty aspect.	73--71--73--75
	Daddy's Little Girl (Ray McIntosh) Straightforward rendition, like the flip, is aimed at the dance crowd. Stress is on steady beat with competent warbling by McIntosh and chorus.	70--70--70--70
LISE KIRK-DON CORNELL (Henri Rene) RCA Victor (45) 47-321E	Have You Ever Been Lonely? Duo achieves an excellent blend in a smooth close-harmony rendition. Nice nostalgia effect with the oldie.	75--75--72--74
	You Missed the Boat Rhythm novelty is done in light pleasant style but doesn't sparkle.	70--70--70--70
PEARL BAILEY-TONY PASTOR ORK Columbia (33) 1-475	Mamie Is Mimi Miss Bailey and the driver cut up a few touches on one of the production items from "Gentlemen Prefer Blondes." Talky and diffuse.	64--66--64--68
	For You, My Love The blues-rhythm hit gets a light crusher. The needed drive and spirit are absent.	64--64--68--65
GLORIA VAN (The Velvetones) Life L-A-1002	Bamboo Thrush warbles the jungle epic straight and clear, with rhythm combo beating rumba rhythm. Nothing here but a literal, unimaginative conception to compete with the Monroe original.	50--50--50--50
	Knock, Knock, Knock (Gloria Van-Russ Grilley) Boy-gal duo waste their time on a meaningless and thoroughly dull "novelty."	40--40--40--40

(Continued on page 38)



the **BEST** for listening
PLEASURE!

... SAY THE MEN WHO KNOW MUSIC BEST!

- MARTIERE'S TRULY ... a masterpiece
Linn Burton, Chicago
- HOW GOOD CAN A RECORD BE? THIS HAS EVERYTHING ...
Bill Anson, KFWB, Hollywood
- RALPH MARTIERE'S TRULY IS TOP LEVEL
Marty Hogan, Chicago
- RALPH MARTIERE'S TRULY Heart warming
Clellan Card, WCCO, Minn.
- You Can't Beat the Best ... This Is It
John McCormick WBBM, Chicago
- Martiere TRULY Great ... a masterpiece
Jim Hamilton WIND, Chicago
- Martiere's TRULY ... smooth, solid, beautiful
Dick Haynes KLAC, Hollywood
- TRULY ... magnificent
Don Otis KLAC, Hollywood
- TRULY ... a classic ... a masterpiece
Ira Cook, Los Angeles
- TRULY ... best instrumental in a decade
Stuart Lindman WMIN, Minn.
- TRULY ... Martiere's masterpiece
Jack Thayer WLOL, St. Paul
- Martiere's TRULY ... too good for words
Maurice Hart, KFWB
- Martiere's TRULY tops
Johnny Morris WLOL, Minn.
- Martiere's lush horn is a charmer for the soft eyed ones TRULY.
Dave Garroway NBC, Chicago



MERCURY #5337

THE ORIGINAL RECORD BY

MICKEY DEE AND SKINNER

WITH RHYTHM ACCOMPANIMENT

No. 665

75c plus tax



"SLEEPY TIME GAL"

PUT ON AN OLD PAIR OF SHOES

LONDON RECORDS

Record Reviews

(Continued from page 31)

RATINGS	OPERATOR
OVER-ALL	RETAILER
	DISK JOCKEY

ARTIST	TUNES	COMMENT	POPULAR
BILLY ECKSTINE (Buddy Baker Ork) MGM 10643	Free Eckstine sings this pretty thing wonderfully but, tho it's effective in spots, the Baker background is too busy and detracts. Should do well with the Eckstine legions.		83--84--82--82
	Baby, Won't You Say You Love Me? (Russ Case Ork) Eckstine's warmth and rich tones consume a simple down-to-earth ballad from the "Wabash Avenue" flick in winning fashion. He is aided effectively by vocal group and ork.		87--88--87--87
KAY ARMEN (Earl Sheldon Ork) London 615	I Will Love You Forever Thoroughly schmaltzy adaptation of a rich Italian folk ballad is rendered most sympathetically by Miss Armen in an impressive return to records.		86--86--86--85
	Sure Thing Kay's return to wax is rounded out with a simple effective rendition of a pretty ballad from the "Riding High" movie.		77--80--75--75
MARGARET WHITING-PAUL WESTON ORK Capitol 874	It Might As Well Be Spring Maggie's classic rendition of this inspired Rodgers-Hammerstein ballad is reissued.		76--78--75--75
	How Deep Is the Ocean? Weston's ork takes up the first chorus of what is essentially a dance dinking of the Berlin fave. Maggie sings the last chorus with her usual bell-like clarity.		72--75--70--70
RUSS CASE ORK (The Quintones) MGM 10644	Symphony of Spring Beautiful etching of a lovely theme reminds of the best of David Rose. Disk jockeys should go for this in a big way. Certainly a major credit to Case.		78--80--78--77
	With My Eyes Wide Open I'm Dreaming Excellent coverage on the revival hit is accomplished in a polished arrangement for ork, vocal group and an un-billed solo voice.		76--77--75--77
ALAN DALE Columbia 38720	You're My Treasure Dale is emerging as a brilliant balladeer as his performance on this Italian folk tune adaptation will testify. An excellent dinking.		86--86--85--86
	This Is Heaven to Me Dale takes some of the edge off this pretty tune by doing all of a lengthy verse. Nevertheless it makes a plus dinking for the young singer.		85--86--85--85
HARRY JAMES ORK (Dick Williams) Columbia 38717	My Baby Is Blue The dance band revival bug must have bit here. James apparently is returning to his pre-war success formula. His trumpet-tinging sounds great but Dick Williams' last half chorus takes some of the sharpness off a neat new tune.		82--84--80--81
	You're a Sweetheart The James' band sounds wonderfully fresh in a smart, danceable, simple treatment of an oldie being revived. Skylarks handle the lyrics.		79--80--78--78
EDDIE "PIANO" MILLER ORK Rainbow 60077	Chug-a-Lug The tavern crowds should take to this catchy drinking song which is performed with much zip and vinegar by a group and Miller's piano-roll style.		82--82--82--82
	I'm Gonna Paper All My Walls With Your Love Letters Zippy new ditty is spiritedly waxed with a shuffle beat of infectious proportions.		77--78--76--78
ART MOONEY ORK (Betty Harris-Art Mooney Choir) MGM 10660	If I Knew You Were Comin' I'd've Baked a Cake Excellent coverage on the fast-breaking hit should catch a share of the coin headed in the direction of the song.		81--82--81--80
	Silver Dollar Mooney may have himself a winner in this live reading of a novel ditty which has been attracting attention via a Johnny Long plattering.		86--85--85--86
IRVING FIELDS TRIO RCA Victor 49-3222	The Third-Man Theme Okay coverage of the movie theme music.		75--75--75--75
	Poet and Peasant Rumbature Fields' displays his facile keyboard technique in another of his rumba adaptations of a classic, this time the "Poet and Pleasant Overture."		73--75--72--72
LES BROWN ORK (Stumpy Brown & 4 Hits & a Miss) Columbia 38735	Solid as a Rock Expert dance orking by Brown and crew of a new rhythmic tune with infectious qualities.		79--80--77--81
	It Isn't Fair Best dance conception of this revived standard figures to catch a small amount of the coin headed toward the song.		76--77--76--75
EDMUNDO ROS ORK London 630	The Scottish Samba Clever, refreshing approach to a Latin-type ditty is dampened somewhat by low level recording which muffles a good deal of the proceedings.		81--83--80--80
	More and More Amour! A paraphrase of "Amor, Amor, Amor" is treated vigorously and happily by the hot Mr. Ros and his zingy Latin crew.		81--81--81--81
CHARLIE SPIVAK ORK (The Stardreamers) London 619	Loveless Love Refreshing dance band dinking in the old Tommy Dorsey tradition is accomplished in this Sy Oliver treatment of the W. C. Handy oldie. Could revive Spivak on wax and be a handsome winner.		87--88--86--86
	Mona Lisa Ear-attracting arrangement of a pic ballad of some merit.		80--80--80--80
SAMMY KAYE (Tony Alamo) RCA Victor 20-3680	Wanderin' Alamo is superb in his stellar singing of this slow, evocative song of the open road. Ork and chorus support is tops.		88--88--88--88
	The Bicycle Song (Laura Leslie-Don Cornell) Lilting waltz tempo lends the illusion of carefree cycling in this pleasant novelty.		78--78--76--80

(Continued on page 116)

1928 — "LONESOME ROAD"

1930 — "SONG OF THE VAGABOND"

1932 — "BROTHER CAN YOU SPARE A DIME"

1933 — "HALLELUJAH I'M A BUM"

NOW...The great hit of 1950

WANDERIN'



SAMMY KAYE

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

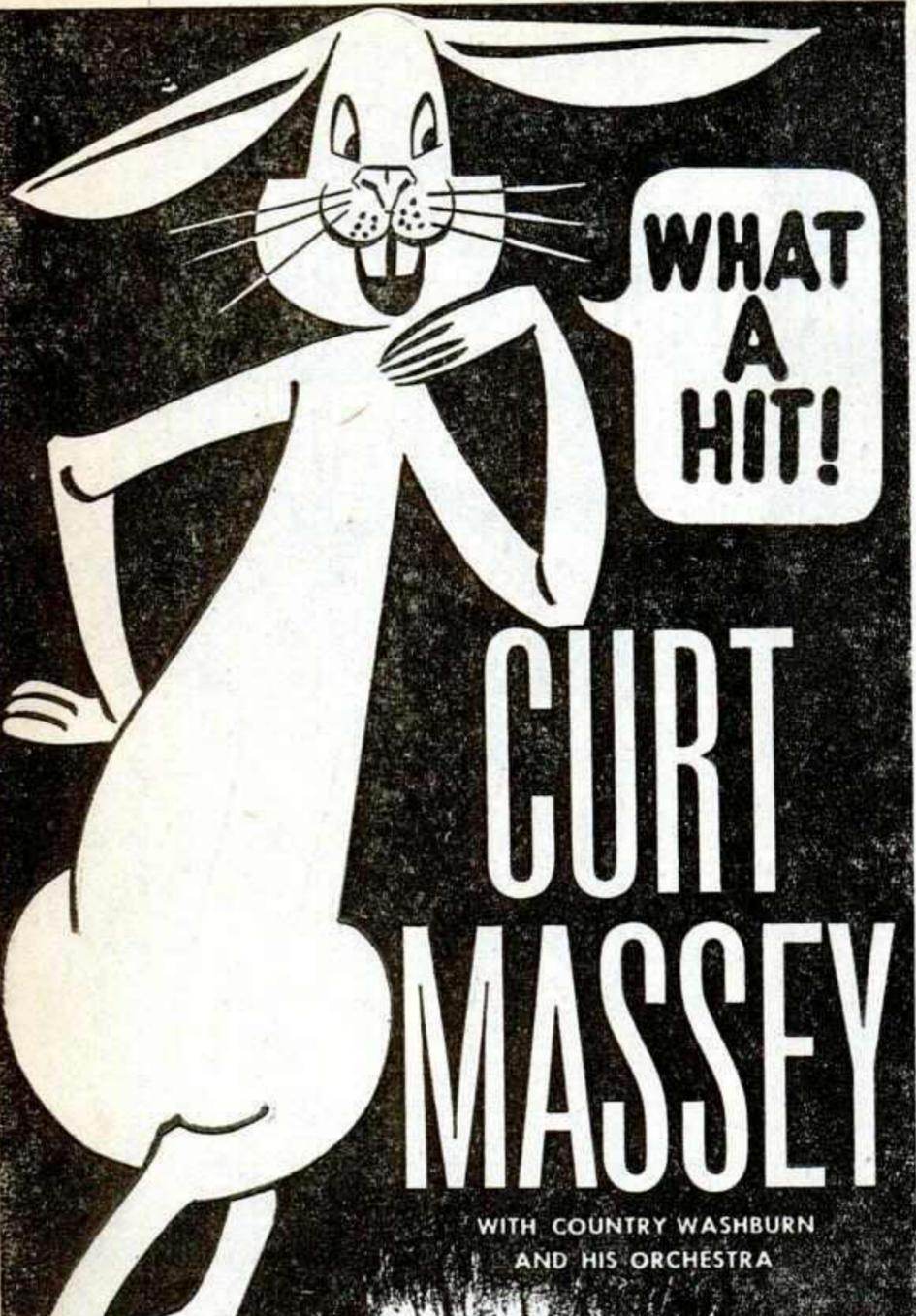
TONY ALAMO

WITH A SENSATIONAL
VOCAL BY...



RCA Victor Records

78 rpm
20-3680
45 rpm
47-3203



WHAT A HIT!

CURT MASSEY

WITH COUNTRY WASHBURN AND HIS ORCHESTRA

"PETER COTTONTAIL"

AND **"BUSYBODY"**

No. 608 78 rpm
75c plus tax
No. 30098 45 rpm
75c plus tax

London RECORDS

The **Billboard** MUSIC POPULARITY CHARTS
Record Possibilities PART IX

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

BABY WON'T YOU SAY YOU LOVE ME.....Billy Eckstine.....MGM 10643

A simple Gordon-Myrow ballad from the forthcoming Betty Grable "Wabash Avenue" flick, in which it is reprised five times, is the subject of this expert mood etching. Eckstine is ably supported by a vocal group and Russ Case's ork.

LOVELESS LOVECharlie Spivak Ork.....London 619

Spivak delivers his brightest side in ages in this Sy Oliver treatment of the W. C. Handy evergreen. It's got an infectious beat, an Oliver-ish vocal and some amusing ensemble interjections

SONG OF THE STARSJack Pfeis Ork.....London 611

An extremely lovely theme, written by Tuttl Camarata, is played with a lush sweep by Pianist-Arranger-Conductor Pfeis. It's got that "Warsaw Concerto" flavor in a melody which is highly appealing.

DREAM PEDDLER'S SERENADEMargaret Whiting.....Capitol 879

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

PETER COTTONTAILGene Autry.....Columbia 38750
Guy Lombardo.....Decca 24951

The jaunty little Easter offering, already showing healthy signs in the pop, folk and kidis markets via the earlier John Lee Willis and Mervin Shiner versions, could be big enough to make it with these two added starters as well. Autry's is a natural to follow up his "Rudolph" smash and Lombardo's dancey conception could catch on with a big pop following.

THE DISK JOCKEYS PICK:

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

1. WANDERIN'.....Sammy Kaye Ork.....Victor 20-3680
2. GO TO SLEEP, GO TO SLEEP, GO TO SLEEP... Arthur Godfrey-Mary Martin... Columbia 38744
3. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....Georgia Gibbs.....Coral 60165
4. SATAN WEARS A SATIN GOWN.....Frankie Laine.....Mercury 5355
5. THE THIRD MAN THEME.....Guy Lombardo.....Decca 2483-
6. ROULETTE.....Tony Martin.....Victor 20-369-
7. PETER COTTONTAIL.....Mervin Shiner.....Decca 4622-
8. I ALMOST LOST MY MIND.....Fran Warren.....Victor 20-368-
9. I ALMOST LOST MY MIND.....King Cole.....Capitol 88-
10. ARE YOU LONESOME TONIGHT.....Blue Barron.....MGM 1062-

THE RETAILERS PICK:

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

1. ARE YOU LONESOME TONIGHT?.....Blue Barron.....MGM 1062-
2. GO TO SLEEP, GO TO SLEEP, GO TO SLEEP... Arthur Godfrey-Mary Martin... Columbia 38744
3. PETER COTTONTAIL.....Mervin Shiner.....Decca 46221
4. DEARIE.....Fran Warren-Lisa Kirk.....Victor 20-3696
5. I ALMOST LOST MY MIND.....Fran Warren.....Victor 20-3686
6. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....Georgia Gibbs.....Coral 60165
7. DEARIE.....Jo Stafford-Gordon MacRae.....Capitol 85-
8. ROULETTE.....Tony Martin.....Victor 20-3695
9. SILVER DOLLAR.....Johnny Long.....King 15055
10. WANDERIN'.....Sammy Kaye.....Victor 20-3680

THE OPERATORS PICK:

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

1. ARE YOU LONESOME TONIGHT.....Blue Barron.....MGM 1062-
2. DEARIE.....Guy Lombardo.....Decca 24899
3. DEARIE.....Jo Stafford-Gordon MacRae.....Capitol 85c
4. BEYOND THE SUNSET.....Jo Stafford-Gordon MacRae.....Capitol 86-
5. I ALMOST LOST MY MIND.....Ivory Joe Hunter.....MGM 1057-
6. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....Art Mooney.....MGM 1066-
7. PETER COTTONTAIL.....Mervin Shiner.....Decca 4622
8. PETER COTTONTAIL.....Johnny Lee Willis.....Bullet 700
9. WANDERIN'.....Sammy Kaye.....Victor 20-368-

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. LONG GONE LONESOME BLUES.....Hank Williams.....MGM 10645
2. PETER COTTONTAIL.....Johnny Lee Willis.....Bullet 700
3. PETER COTTONTAIL.....Mervin Shiner.....Decca 46221
4. DUST.....Jimmy Wakely.....Capitol 40283
5. OPEN DOOR, OPEN ARMS.....Cowboy Copas.....King 846
6. STANDING ON THE OUTSIDE.....Hank Thompson.....Capitol 876

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

Aladdin RECORDS HIT CHART!

New March Releases

CHARLES BROWN

"I Wonder When My Baby's Coming Home"

"My Baby's Gone"

AI 3051

"BIG" JAY McNEELY

"Jaysfrantic"

"Deac's Blowout"

AI 3050

LIGHTNIN' HOPKINS

"Baby Child"

"Changing Weather Blues"

AI 3052

MR. T

"I'm Just a Lucky So and So"

"Where Are You"

AI 3053

THE TRUMPETEERS

"Journey to the Sky"

"Stretch Out"

Sc 5015

Available Now!

★ ★ ★

Getting Hotter and Hotter

AMOS MILBURN

"Johnson Rag"

"Walking Blues"

AI 3049

"Tell Me How Long Has the Train Been Gone"

"I'm Just a Fool in Love"

AI 3043

HERB KENNY

"Key to My Heart"

"Why Do I Love You"

AI 3048

CHARLES BROWN

"Tormented"

"Did You Ever Love a Woman"

AI 3044

CALVIN BOZE

"Waiting and Drinking"

"If You Ever Had the Blues"

AI 3045

"Satisfied"

"Working With My Baby"

Sc 4008

SOUL STIRRERS

"Seek and Ye Shall Find"

"One of These Days"

AI 2029

SAUNDERS KING

"Misery Blues"

"Blues About Midnight"

AI 3046



The Billboard MUSIC POPULARITY CHARTS PART X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- Airizay**
R. McKinley Ork (Cincinnati) V(45) 47-2873
- At Last**
L. Richardson (Let Me) Apollo 1157
- Bali Ha'i**
E. Pinza-L. Engel (Give Me) Col(78)38749; (33)1-574
- Be Kind and Make Me Love You**
S. & M. Clark (Is There) London 617
- Buck Dance**
D. Traymon Trio (Nobody's Home) Star 716
- But Me, I Love You**
M. Martin-A. Godfrey-A. Bleyer (Go To) Col(78)38744; (33)1-569
- Carry Me Back to the Lone Prairie**
J. Melton (Cow, and) V 10-1533
- C'Est Si Bon**
T. Dorsey Ork (I Oughta) V(78)20-3712; (45)47-3712
- C'Est Si Bon**
D. Kaye (Wilhelmina) Dec 24932
- C'Est Si Bon**
J. Patee-Heathertones-R. Ross Ork (Polka Dot) Coral 60170
- Chug-A-Lug**
E. (Piano) Miller Ork (I'm Gonna) Rainbow 60077
- Cincinnati**
R. McKinley Ork (Airizay) V(45)47-2873
- Citation**
A. Holmes-H. Marquee (Oh-Ohio Boogie) Col(78)38736; (33)1-559

The following abbreviations are being used thruout the list of Advance Record Releases:
 Cap—Capitol
 Col—Columbia
 Dec—Decca
 Mer—Mercury
 V—Victor
 All other labels will continue to be spelled out.
 Where 78, 45 and 33's (L.P.) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- Cow, and a Plow, and a Frau**
J. Melton (Carry Me) V 10-1533
- Cross Your Heart**
J. Owens-Three Beaus and a Peep (You're a) Dec 24935
- Daddy's Little Girl**
C. Marrow (Quicksilver) Varsity 257
- Day by Day**
J. Stafford (When April) Cap(78)914; (45)F-914
- Dearie**
M. Hughes-H. Zimmerman (Ho-Hum, It's) Col(78)38718; (33)1-543
- Deep in the Heart of a Rose**
R. Goff (Western Range) London 628
- Doing What Comes Naturally**
J. Leonard (They Say) Varsity 299
- Don't Say Good-Bye**
J. Wayne (No, No) Col 38719
- Down in Honky Tonky Town**
R. Bauduc (Sesie) Cap(78)919; (45)F-919
- Eddy Duchin Plays the Music of George Gershwin**
Album—E. Duchin (1-16") Col(78)C-52; (33)CL-4905
- Embraceable You**
Lena Walked In "S Wonderful
- Somebody Loves Me**
Someone To Watch Over Me
- Summertime**
The Man I Love
- They Can't Take That Away From Me**
- Echoes**
A. White (Musical Music!) Varsity 294
- Enjoy Yourself**
H. Ashley (Wedding Samba) Varsity 295
- Fantasia Mexicana**
A. Goodman Ork (Them From) V(45)51-0065
- Favorite Songs From Famous Musicals Album—F. Greer-J. Carroll-D. King Ork**
V(45)WP-177
- I'M Follow My Secret Heart** . . . V(45)51-0081
- I'm Falling in Love With Someone** . . . V(45)52-0083
- A Kiss in the Dark** . . . V(45)52-0083
- Love's Rondelay** . . . V(45)52-0083
- Make Believe** . . . V(45)52-0082
- Someone To Watch Over Me** . . . V(45)52-0080
- Yours Is My Heart Alone** . . . V(45)52-0082
- Zigeuner** . . . V(45)52-0081
- Give Me Your Hand**
E. Pina-L. Engel (Bali-Ha'i) Col(78)38749; (33)1-573
- Goofus**
D. Ellison (I Can't) London 16098

- Go To Sleep, Go To Sleep, Go To Sleep**
M. Martin-A. Godfrey-A. Bleyer (But Me) Col(78)38744; (33)1-569
- God's Country**
H. Ashley (Sitting By) Varsity 256
- Harmonica Classics Album—J. Sebastian-R. Case Ork (3-7")**
V(45)WP-166
- Harmonica Player** . . . V(45)47-3136
- Inca Dance** . . . V(45)47-3135
- Malaguena** . . . V(45)47-3135
- Moroccan Serenade** . . . V(45)47-3136
- Ritual Fire Dance** . . . V(45)47-3137
- Stomps a La Turca** . . . V(45)47-3137
- Ho-Hum, It's Spring**
M. Hughes - H. Zimmerman (Dearie) Col(78)38718; (33)1-543
- Hop Scotch Polka**
V. Barton-J. Emerson (I'm a) Adventure A-16
- How Do You Measure Love?**
The Rhythm Kings (If I) Ivory 755
- I Can't Find the Keyhole (Tonight, Dear)**
D. Ellison (Goofus) London 16018
- I Couldn't Help It**
Do, Ray, Me Trio (Rumba Blues) Ivory 754
- I Don't Want To Mess Around With You**
J. Teter Trio (Paddlin' Madelin') London 614
- I Oughta Know More About You**
T. Dorsey Ork (C'Est Si) V(78)20-3712; (45)47-3712
- If I Can't Have the One I Love**
The Rhythm Kings (How Do) Ivory 755
- If I Knew You Were Comin' I'd've Baked a Cake**
Fontane Sisters-M. Ayres Ork (Mississippi Mud) V(78)20-3712; (45)47-3713
- If You Are But a Dream**
Delta Rhythm Boys (One o'Clock) V(45)47-2829
- I'll Be Seeing You**
P. Weston Ork (Orchids in) Cap(78)918; (45)F-918
- I'm a Little Teapot**
V. Barton-J. Emerson (Hop Scotch) Adventure A-16
- I'm Gonna Paper All My Walls With Your Love Letters**
E. (Piano) Miller Ork (Chug-a-Lug) Rainbow 60077
- Is There Somebody Else?**
S. & M. Clark (Be Kind) London 617
- It Isn't Fair**
L. Brown (Solid as) Col 38735
- It's Easter Time**
V. Monroe Ork (Over and) V(78)20-3711; (45)47-3711
- I've Got the World on a String**
R. Young-J. Pleis Ork (Please Treat) London 608
- Just a Kiss Apart**
E. Pinza-S. Dell'isola (Te Amo) Col(78)38748; (33)10573
- Key to My Heart**
H. Kenny (Why Do) Aladdin 3048
- Let Me Dream**
L. Richardson (At Last) Apollo 1157
- Loveless Love**
C. Spivak Ork (Mona Lisa) London 629
- Magic Man Song, The**
J. Day (Peter Cottontail) Coral 60036
- Mississippi Mud**
Fontane Sisters-M. Ayres Ork Col B V(78)20-3713; (45)47-3713
- Moments With You**
R. Bruce-Michelle (My Book) Ivory 799
- Mona Lisa**
C. Spivak Ork (Loveless Love) London 609
- More and More Amore**
E. Ross Ork (Scottish Samba) London 608
- Musical! Musical! Musical!**
A. White (Echoes) Varsity 294
- My Baby Is Blue**
N. James Ork-D. Williams-Skybirds (You're a) Col(78)38717; (33)1-542
- My Book**
R. Bruce-Michelle (Moments With) Ivory 799
- My Foolish Heart**
M. Whiting-F. Dore's Ork (Stay With) Cap 999
- My Reward**
Ink Spots (You Left) Dec 24933
- Never Ask a Man If He's From Texas**
D. Sharbutt (What a) Carnival 705
- No, No, No**
J. Wayne (Don't Say) Col 38719
- Nobody's Home at My House**
V. Barton-J. Emerson-D. Traymond Trio (Buck Dance) Star 716
- Oh, Baby, What Can I Do?**
A. Shelton (Without That) London 645
- Oh-Ohio Boogie**
B. Carlisle-A. Holmes (Citation) Col(78)38736; (33)1-539
- Old MacDonald Had a Farm**
Jimmie Sisters (Stranger In) Dec 24907

KING RECORDS PARADE OF HITS

- ### POPULAR
- ★ **JOHNNY LONG**
15035 Silver Dollar
Dixie
15018 We'll Build a Bungalow Skirts
 - ★ **SISTER SLOCUM**
15032 Don't Bring Me Posies
Whistlin' Boogie
15026 Ja Da Avalon
 - ★ **FREDDY MILLER**
15034 It Isn't Fair
You're Just a Little Diff'rent
15031 Row, Row, Row I Can't Make You
- ### HILLBILLY-WESTERN
- ★ **WAYNE RANEY**
840 I Feel a Streak of Love Coming On
Del Rio Boogie
 - ★ **HANK PENNY**
828 Bloodshot Eyes
I Was Satisfied
 - ★ **MOON MULLICAN**
830 I'll Sail My Ship Alone
Moon's Tune
839 Broken Dreams
Don't Ever Take My Picture Down
 - ★ **HAWKSHAW HAWKINS**
838 Wanted Someone To Love Me
There's a Teardrop in Your Eye
 - ★ **COWBOY COPAS**
846 Open Door—Open Arms
More Precious Than Silver or Gold
 - ★ **YORK BROTHERS**
852 Gravy Train
Take a Number
 - ★ **DELMORE BROTHERS**
803 Blues, Stay Away From Me
Goin' Back to the Blue Ridge Mountains
826 Troubles Ain't Nothin' But the Blues
Pan American Boogie
 - ★ **REDD STEWART**
843 I'm Worried Cause I'm Losing You
Little Wild Rose of the Hills
- ### SEPIA-BLUES
- ★ **WYONIE HARRIS**
4342 I Like My Baby's Pudding
I Can't Take It No More
4330 Sittin' on It All the Time
Baby, Shame on You
 - ★ **LONNIE JOHNSON**
4336 Confused
Blues, Stay Away From Me
 - ★ **BULL MOOSE JACKSON**
4335 Must You Go?
Not Until You Came My Way
 - ★ **JOE THOMAS**
4339 Wham-a-Lam
Artistry in Moods
 - ★ **TINY BRADSHAW**
4337 Teardrops
Gravy Train
 - ★ **IVORY JOE HUNTER**
4326 I Quit My Pretty Mama
It's You, Just You
4306 Guess Who
Landlord Blues
 - ★ **EARL BOSTIC**
4343 Choppin' It Down
No Name Blues
 - ★ **SPIRIT OF MEMPHIS QUARTET**
4340 Days Passed and Gone
Blessed Are the Dead



One o'Clock Jump
Delta Rhythm Boys (If You) V(45)47-2829

Orchids in the Moonlight
P. Weston Ork (I'll be) Cap(78)918; (45)F-918

Over and Over
V. Monroe Ork (It's Easter) V(78)20-3711; (45)47-3711

Paddlin' Madelin' Home
J. Teter Trio (I Don't) London 614

Paper Full of Fish and Chips (Have a Ba-Nah-Na)
P. Donald (Whadda Ya?) Col(78)38738; (33)1-560

Peter Cottontail
J. Day (Magic Man) Coral 64036

Please Treat Her Nicer
R. Young-J. Pleis Ork (I've Got) London 608

Polka Dot Polka, The
J. Patee-R. Ross Ork (C'Est Si) Coral 60170

Quicksilver
C. Marrow (Daddy's Little) Varsity 257

Ragging the Scale
J. Pleis (Story of) London 611

Red Lips (Kiss My Blues Away)
W. Gregg Ork (Ten Times) Cap(78)917; (45)F-917

Rhumba Blues
Do, Ray, Me Trio (I Couldn't) Ivory 754

Scottish Samba, The
E. Ross Ork (More and) London 630

Scottish Samba
E. Smith-G. Lombardo (Zing-a-Zing-a) Dec 24957

Sentimental Me
R. Anthony Ork-R. Deauville (Spaghetti Rag) Cap 923

Silver Dollar
A. Mooney Ork (If I) MGM 10660

Sitting by the Window
H. Ashley (God's Country) Varsity 256

So Many Beautiful Women (and So Little Time)
R. Render (Will Power) London 17006

Solid as a Rock
Count Basie Ork (Mine, Too) V(78)20-3699; (45)47-3235

Solid as a Rock
L. Brown (It Isn't) Col 38735

Spaghetti Rag
R. Anthony Ork (Sentimental Me) Cap 923

Stay With the Happy People
M. Whiting-F. Devol's Ork (My Foolish) Cap 933

Story of the Stars
J. Pleis (Ragging the) London 611

Stranger in the House
Jaxson Sisters (Old MacDonald) Dec 24937

Sugarfoot Rag
R. Stevens Ork (When Your) London 650

Susie
R. Bauduc (Down In) Cap(78)919; (45)F-919

Sweetheart of Sigma Chi, The
T. Beneke Ork (Washington and) V(45)47-2822

Te Ame
E. Pinza-S. Dell'Isola (Just a) Col(78)38748; (33)1-573

Ten Times
W. Gregg Ork (Red Lips) Cap(78)917; (45)F-917

Theme From "Gone With the Wind"
A. Goodman Ork (Fantasia Mexicana) V(45)52-0065

They Say It's Wonderful
J. Leonard (Doing What) Varsity 259

This Is Heaven to Me
A. Dale-H. Zimmerman Ork (You're My) Col 38720

Time and Time Again
W. King Ork (Why) V(78)20-3714; (45)47-3714

Washington and Lee Swing
T. Beneke Ork (Sweetheart of) V(45)47-2822

Wedding Samba
H. Ashley (Enjoy Yourself) Varsity 255

Whadda Ya Doin' Tonight, Dear
P. Donald (Paper Full) Col(78)38737; (33)1-560

When April Comes Again
J. Stafford (Day by) Cap(78)914; (45)F-914

What a Brawl
D. Sharbutt (Never Ask) Carnival 705

Where Are You, Blue Eyes?
Hot Lips Page (You Gotta) Col 30192

When Your Old Wedding Ring Was New
R. Stevens Ork (Sugarfoot Rag) London 650

Without That Certain Thing
A. Shelton (Oh, Baby) London 645

Who
G. Olsen (Who Do) Varsity 260

Who Do You Love, I Hope
G. Olsen (Who) Varsity 260

Why?
W. King Ork (Time and) V(78)20-3714; (45)47-3714

Why Do I Love You?
H. Kenny (Key to) Aladdin 3048

Wilhelmina
D. Kaye (C'est Si) Dec 24932

Will Power
R. Render (So Many) London 17006

You Left Me Everything But You
Ink Spots (My Reward) Dec 25933

You Stole My Wife, You Horse Thief
Hot Lips Page (Where Are) Col 30192

You're a Sweetheart
H. James Ork-D. Williams Skylarks (My Baby) Col(78)38717; (33)1-542

You're a Sweetheart
J. Owens-Three Beaus & a Peep (Cross Your) Dec 24935

You're My Treasure
A. Dale-H. Zimmerman Ork (This Is) Col 38720

Zing-a-Zing-a-Zing Boom
E. Smith-G. Lombardo (Scottish Samba) Dec 24957

CLASSICAL

Addinsell: Warsaw Concerto Album—London Sym-
phony Ork-M. Mathieson, Cond. (Bath:
Cornish Rhapsody and (Bax: Oliver Twist)
(1-10'')
Col(33)ML-2092

Bath: Cornish Rhapsody Album—H. Cohen-London
Symphony Ork-H. Bath, Cond. (Addinsell:
Warsaw Concerto and Bax: Oliver Twist)
(1-10'')
Col(33)ML-2092

Bax: Oliver Twist Album—H. Cohen-Philharmonic
Ork-M. Mathieson, Cond. (Addinsell: Warsaw
Concerto and Bath: Cornish Rhapsody)
Col(33)ML-2092

Haydn: Divertimento No. 82 in C Major and Di-
vertimento No. 6 in D Major Album—D.
Shuman Trio (1-10'')
Paradox(33)PL-10002

Laurindo Almeida Guitar Concert Album—L.
Almeida (3-7'')
Cap (45) CCF-193; (33) H-193

Bourree
Elli-Elli
Insomnia
Malaguena
Mystified
Sueno

Dennis Morgan—My Wild Irish Rose (and other
songs—The Battle Hymn of the Republic,
The Lost Chord—The Desert Song Album—
D. Morgan-C. Hirt-Cathedral Choir of Holly-
wood First Presbyterian Church—W. Lava-E.
Roemheid (1-12'')
Col ML-4272

Porter: "Kiss Me, Kate" Selections for Orchestra
(Robert Russell Bennett) Album—Houston
Symphony Ork-E. Kurtz, Cond. (Rodgers:
South Pacific) (1-10'')
Col(33)ML-2104

Recital of New Music for Cello and Piano Album—
S. Barab-W. Masselos (1-10'')
Paradox (33)PL-10001

Rodgers: South Pacific Symphonic Scenario for
Orchestra (Robert Russell Bennett) Album—
Houston Symphony Ork-E. Kurtz, Cond. (Por-
ter: Kiss Me) (1-10'')
Col(33)ML-2104

Wildor: Frank Sinatra Conducts Music for Alec
Wildor Album—Columbia String Ork-F.
Sinatra, Cond. (Wildor: Alec Wildor Octet)
(1-12'')
Col(33)ML-4271

Wildor: Alec Wildor Octet Album—A. Wilder
Octet (Wildor: Frank Sinatra) 1-12'')
Col(33)ML-4271

HOT JAZZ

After I Say I'm Sorry
A. Cohn (Sky Is) Roost 511

Bud's Bubble
B. Powell Trio (Somebody Loves) Roost 509

Double Date
Metronome All Stars (No Figs) Col(78)38734;
(33)1-557

Errol Garner at the Piano Album (1-10'')
E. Garner . . . Savoy(33)MG-15001

No Figs
Metronome All Stars (Double Date)
Col(78)38734; (33)1-557

Sinbad the Sailor
H. Steward Quintet (T'aint No) Roost 510

Sky Is Cryin', The
A. Cohn (After I) Roost 511

Somebody Loves Me
B. Powell Trio (Bud's Bubble) Roost 509

T'aint No Use
H. Steward Quintet (Sinbad, the) Roost 510

U 235
Charlie Mack Sextet (Yoicks) Paradox 1001

Yoicks
Charlie Mack Sextet (U 235) Paradox 1001

LATIN-AMERICAN

Bailando El Mamabo
Macucho Ork (Pero Poco) Seeco 835

El Huerfanito
J. Monero Ork (Enigma) Seeco 836

J. Monero Ork (El Huerfanito) Seeco 836

Oiga Senor
P. Vargas (Buscando a) V23-1519

Ojos Tristes
Yayo El Indio (Locura De) V23-1556

Otra Copa, Compadre
Calaveras Trio (El Forastero) V 23-1525

Quiereme Mucho
P. Kreuder (No, No) V23-1517

Pachito E-Che
B. More-P. Prado (A Romper) V 23-1558

Pero Poco a Poco
Macucho Ork (Bailando El) Seeco 835

Pobre Corazon
M. Mejia-Vargas (Yo, Solo) V 23-1557

Primer Beso
D. Gonzalez Trio (Voy Sin) Seeco 838

Romance Dajo La Luna
Ravelito and Estrellas Del Caribe (Ya Todo)
Seeco 837

Romeo y Julieta
El Negrito Chevalier (Diablo) V23-1516

Tito Timbero
T. Puente (Guayaba) V23-1515

Voy Sin Rumbo
D. Gonzalez Trio (Primer Beso) Seeco 838

Ya Todo Termina
Ravelito ar Estrellas Del Caribe (Romance Bajo)
Seeco 837

Yo, Solo Yo
M. Mejia-Vargas (Pobre Corazon) V 23-1557

(Continued on page 120)

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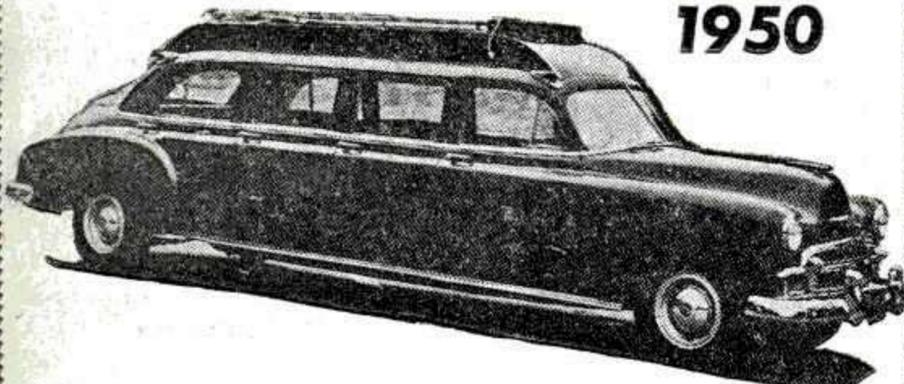
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The Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART
XI



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

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

THE RATES

(100 points—the maximum)

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

THE CATEGORIES

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

CLAUDE THORNHILL PLAYS GEORGE GERSHWIN FOR DANCING—Claude Thornhill Ork (3-10")
RCA Victor P-269

78

The Man I Love; Bidin' My Time; Oh, Lady Be Good; Summertime; Embraceable You; Fascinatin' Rhythm.

The songs of Gershwin have inspired Thornhill to produce some of the most commercial wax the maestro has ever sliced. As part of the Victor dance series, Thornhill has in the main succeeded in capturing some of the flavor of his Glen Island Casino band, a worthy dance crew, in these sides. "Bidin' My Time" is an especially excellent item fitting in the pattern set by the band's "Small Hotel," "Paradise," etc. Spots a Snowflakes' vocal, the only singing in the package. Thornhill's gag rag-time-ish piano makes the most of a concise cleffing of "Fascinatin' Rhythm." And the Thornhill clarinet sound returns effectively in a superb reading of "Summertime." Makes for a fine presentation of the Thornhill crew as a commercial entity.

JUKES

"Bidin' My Time," "Fascinatin' Rhythm" are the standouts but all sides are suitable.

JOCKS

Excellent spinner fare for pop whirlers.

MUSEUM OF MODERN JAZZ—Hank D'Amico Ork - Bobby Hackett-George Wettling-Arthur Rollini-Vernon Brown-Buddy Weed Trio. MGM 49

60

I Would Do Anything for You; You're the Cream in My Coffee; Lover Come Back to Me; They're Off; If Dreams Come True; Deep Purple; I Only Have Eyes for You; Poor Butterfly. This is polite jazz a la the American Broadcasting Company (ABC). Six sides are by D'Amico-led combos, large and small, and two by the fly Buddy Weed trio. The music thru-out is tasteful and danceable, never too loud, and never uninhibited. D'Amico plays a lovely, legato clarinet with much expression, but not much fire. Followers of the ABC "Museum" show will take to this one, but the market can't be too big.

JUKES

Not suitable.

JOCKS

For quiet jazz spinning.

J. P. RAMEAU: LES INDES GALANTES I. Joachim-G. Maurane-R. Malvasio-Gouverne Choir-Hewitt Chamber Ork (1-12")

76

Vox Le Discophiles Francals (33) DL 6080 Here's an engaging hunk of early music that's likely to move wherever it's called to the attention of longhair buyers. The work, by a French contemporary of Bach, is classed as a "Ballet-Opera," and combines ingredients from which both art forms later stemmed. A minority of the excerpts waxed here are vocal, but the soloists and chorus are excellent in voice, and in their grasp of the early romantic style. The program concerns itself with inhabitants of the East and West Indies, but the music is typically French, transparent, courtly and fresh. Most of the excerpts are dance pieces in the ancient forms, and as played by the ensemble of strings, flutes, and harpsichord, they really sparkle. Recording and pressing are excellent. Presentation is classy.

JUKES

Not suitable.

JOCKS

Delightful longhair fare.

WALTON: QUARTET IN A MINOR & VILLA-LOBOS: QUARTET NO. 6 IN E MAJOR—The Hollywood String Quartet (1-12")

72

Capital (33) P-8054 Two outstanding modern quartets are coupled here, and one, the Walton, is offered for the first time on disks. Both use fairly traditional tonalities, but are conceived in the modern spirit, employing a wide variety of rhythms and occasional distortions. The Walton is perhaps more poetic, the Villa-Lobos more colorful, employing some Brazilian themes and rhythms. The playing is competent, and the recording okay.

JUKES

Not suitable.

JOCKS

Most interesting fare for chamber music shows.

VAUGHN MONROE PLAYS VICTOR HERBERT FOR DANCING—Vaughn Monroe and ork (3-10")
RCA Victor P-264

85

I'm Falling in Love With Someone; Gypsy Love Song; Kiss Me Again; Indian Summer; Toyland; Ah, Sweet Mystery of Life.

Monroe's should be one of the leading sellers in the batch of Victor "Here Comes the Dance Bands" albums. Not only because of the magic of Monroe's name, or because of the magic of Victor Herbert tunes which make up the package, but because this is a commendably done batch of dance sides—two instrumental and four featuring the Vaughn and only's vocals. A couple of the sides could easily step out as single items of contention—"Kiss Me Again," "Mystery of Life" and "Falling in Love" being the most notable.

JUKES

All sides are worthy.

JOCKS

All sides are fine for pop spinners.

J. S. BACH: TRIO SONATA AND CANON PERPETUUM — H. Hemberger-H. Andrae-A. Jauret - R. Baumgartner (1-10")

70

American Elite (33) EL 503 These are two of the 13 sections that compose "The Musical Offering," written on a theme provided by Frederick The Great. The sonata, in four parts, is the meatiest portion of the work. It's a fresh, warm, and profound piece of music, written with great transparency for flute, viola da gamba, harpsichord, and violin. The canon (Mirror Cannon) is based on the theme as it would appear backward, as in the mirror. Trick really comes off in a lively, sparkling section. The Swiss musicians are excellent, and the recording is brilliant. Cover features a reproduction of an appropriate painting.

JUKES

Not suitable.

JOCKS

Fine for a lively longhair seg.

WHISTLING FOR YOU—Fred Lowery (1-10")

65

Columbia (33) CL 6091 La Golondrina; La Paloma; Star Dust; Song of the Islands; Caprice Viennois; Old Folks at Home; Song of India; Trees.

The popular whistler doesn't resort to flash or tricks in this collection. In fact, it's possible that the folks who prefer this easy-going, old-fashioned fare have not yet hopped on the LP bandwagon. Nevertheless, the sale should be fairly steady outside the big-city districts.

JUKES

Not suitable.

JOCKS

Good bait for daytime listeners.

FRANK SINATRA CONDUCTS MUSIC OF ALEC WILDER AND ALEC WILDER OCTETS—Frank Sinatra conducting the Columbia String Orchestra and the Alec Wilder Octet. (1-12")

72

Columbia (33) ML-4271 Air for Oboe; Air for Bassoon; Air for Flute; Air for English Horn; Slow Dance; Theme and Variations; Such a Tender Night; She'll Be Seven in May; It's Silk, Feel It; Seldom the Sun; Her Old Man Was Suspicious; His First Long Pants; Pieces of Eight.

The fragile charm of the short pieces of Alec Wilder has found itself into the homes of a too select few, mostly musicians and collectors with ambidextrous tastes. The Wilder works are just as much steeped in jazz as they are in classic concept. They are certainly unlike anything which may have preceded them. Two collections previously issued on shellacs have been merged here to make up a single long-playing disk. The re-recording has helped to give the slicings an extra vibrance. The Sinatra sides, done as a work of love by the crooner, certainly reflect this sincerity in the warmth of performance. The octets, long-time treasured collector items, are all here save one of the original eight recordings.

JUKES

Not suitable.

JOCKS

Pop, jazz and longhair spinners can make excellent use of these selections.

(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 State Supreme Court suit against Al Ashley and Al Wise, doing business as Amsco Music, with the charge that Ashley and Wise have been attempting to "palm off" folios and song books on the trade as the Robbins *Music for Millions* series.

According to the complaint, Abeles & Bernstein, plaintiff's counsel, notified Amsco last November, asking them to cease and desist publishing and selling the material in question, but were ignored, with the defendants "contemptuously persisting." Robbins has been "irreparably" damaged, the complaint continues, and has no adequate remedy at law. The plaintiff is asking immediate restraint.

Complaints

The complaint traces the alleged piracy back to Ashley 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. Robbins alleges, and now Ashley and Wise have been giving the trade the impression that they are offering the same product again, featuring in their promotion and advertising the slogan "Ashley is back to serve you again—this time as a music publisher." The complaint goes on in great length and detail to describe the similarity of the Ashley-Wise material to the Robbins series, dwelling on parallels of printing, make-up, color and contents. According to Robbins, the Amsco 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 convincing, Robbins alleges.

Special Material

The material, largely public domain instructional pieces for piano, violin and voice, was specially arranged for Robbins by Hugo Frey and Domenico Savino, and were printed, designed and bound in unique fashion, according to the plaintiff. The series was extensively promoted and advertised at considerable cost, and over a period of time had acquired status as standard and important educational material under the *Music for Millions* monicker. Robbins maintains, with over 70,000 copies sold.

Ashley when contacted by *The Billboard* 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 Me*, tune owned by his Century Music. Offer was made by Hill & Range. According to Stone, next highest bid came from Mellon Music, who offered \$10,000. Stone said he had standing offer from Hill & Range to top any offer with \$500 if he decides to sell.

Tune was clefted by San Francisco disk jockey (Station KYA) Foreman Bill and his wife, Roma. It was first waxed by Eddie Krik three years ago and received solid reception from Western field. However, real hype came after the pop-styled plattering by Margaret Whiting and Jimmy Wakely, released three months ago. Tune was backside of *Broken Down Merry-Go-Round*. Stone intends to keep tune in his Century catalog.

Music—As Written

Leeds Signs With SPA

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

Radio Jingle Grows to Cromwell Size by Request

Cromwell Music bought the Miles Shoes radio jingle, written by Roy Ross, and a lyric set by Al Stillman. Song will be called "Happy Feet." Deal was stimulated by radio listeners, who reportedly had been requesting plays of the jingle.

Donahue, Slated for Par, Signed for Dana Waxing

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-Program

Committees for TV and American Society of Composers, Authors and Publishers (ASCAP) meet 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 Camarata. Arrangement gives the British-based diskery first option on material cut by Seidman with up-State artists including the Mickey Dee and Skinner team and crooner Russ Bates. London last week took over two sides cut by the duo.

Philly Pub Launches Two New Labels

David A. Grimes, head of Grimes Music Publishers, Philadelphia BMI firm, will launch a subsidiary pair of record labels tagged Vod-Vil and Hokem, using his own catalog material. First out will be the Hokem label, which will be devoted entirely to comedy material. First four sides, cut by the What-Four Quartet, will take in "That's the Wimmen," "It'll All Come Out in the Wash"; "Gimme, Gimme, Gimme Some Gefilte Fish" and "I've Got a Date in the Keystone State."

Mellin Acquires Roberts's and Nichols's Tunes

Bobby Mellin returned here last week from the Coast with two recorded tunes acquired from the writers. They are Allen Roberts's "My Reward," cut by the Ink Spots for Decca and Dinah Washington for Mercury, and Red Nichols's "Walking With a Wiggle," waxed by Nichols for Capitol and Phil Harris for Victor.

MGM Buys "Rain," "Precious Thing" From Delila

MGM Records has purchased two sides from Delila Records, Pittsburgh indie, and has scheduled the disk for immediate release. The material is the Frank Petty Trio cuttings of "Rain" and "A Precious Little Thing Called Love."

New York:

The Three Suns and Nat Brandwynne's ork will follow the Rudy Vallee-Larry Green ork package into the Hotel Roosevelt here. . . . Dick Noel, who formerly warbled with the Ray Anthony band, has been inked to a Columbia recording pact. . . . Pianist Dick Carey replaced Al Waslohn in the Jimmy Dorsey ork, which is currently at the Hotel Statler's Cafe Rouge here. . . . Mel Torme goes into the Paramount Theater here March 29. . . . Mindy Carson will go into the Atlantic City Steel Pier June 17 for eight days for a reported \$2,500. . . . Artie Shaw and his new ork will play the Apollo Theater here the week of April 21. . . . Sammy Kaye's ork will probably follow Ray Anthony into the Hotel Statler's Cafe Rouge here. Anthony follows current tenant, Jimmy Dorsey. . . . A benefit for Tess Gardella will be held at the Latin Quarter nitery here, with Milton Berle and other such luminaries due to participate. . . . Merv Shiner and Decca's Mike Conner held a whirlwind exploitation tour in Philadelphia last week to promote the former's disk of "Peter Cottontail." . . . Decca Records last week renewed its deal with Peter Lind Hayes. Hayes will do both pop and kid waxing. He sliced his first sides under the new pact last week, with his wife, Mary Healy, joining him for a couple of duets.

The Mystery Quartet, Philadelphia male vocal group, has been signed to a six-month exclusive by Palda Records. Deal calls for a minimum of 10 sides to be cut. . . . A new diskery, Rebelle Records, has been formed in Birmingham by Raymond J. Rowell. Artists contracted are organists Jim Griffin and Talmadge Anderson and Thomas Brown's Maroon Notes ork. LP and 45-r.p.m. releases are planned. . . . Jimmy Lytell and His Delta Eight, Dixieland group, have been inked for a Thesaurus series.

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 rejoins band to circle thru Texas to the Coast. . . . Both Spike Jones and Jerry Gray putting on extensive drives aimed at collegians to push their "Charleston" and "Stormy Weather Blues March" albums, respectively. Both sending personal letters to all university radio stations and all fraternity and sorority houses.

Marjorie B. Tahaney appointed sales rep for the RCA Victor custom record sales division. She will specialize in slide-film recordings. . . . Constance Hope, now acting in a consultant capacity for Radio Corporation of America and for six years director of artists relations for RCA Victor, opening her own office. Will handle merchandise promotion in addition to publicity.

Mildred Goody, daughter of disk dealer Sam Goody marries Bob Menashe Sunday (26) at the Franklyn Manor in Brooklyn. Menashe manages the Goody shop here. . . . The Bill Gals had a daughter, christened Mary Ann. . . . Norman Granz, whose scheduled departure for Europe (See Music as Written on page 41)

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The
Billboard

MUSIC POPULARITY CHARTS

PART
XIITRADE
SERVICE
FEATUREThe Honor Roll of
Popular Songwriters

By Jack Burton

NO. 52—J. FRED COOTS

Sometimes dreams come true. This sounds like a song title but it isn't. Instead, it's a cold statement of fact, to the truth of which J. Fred Coots's mother would have subscribed. For before she 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 lessons she tried to instill in him the idea of making music his profession in order that her frustrated desires might find fulfillment in her son.

Fred Coots, however, had other ideas about a life career when he finished school at the age of 16. He wanted to be a banker like his Uncle George. So instead of heading for Tin 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 work for the Farmers' Loan & Trust Company at \$130 a month plus lunches free.

Then came a fateful day in 1914 when Fred Coots dropped into a music store on Van Cortland Street and came under the spell of a professional pianist who was plugging *If I Had My Way*, *Mammy*, *Jinny's Jubilee*, *In My Harem* and other smash hits of 36 years ago. Then and there Fred lost all interest in banking and the

golden security it promised. He not only decided his mother had been right, but started to make her 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 barroom.

Coots's first song hit the music racks in 1917. It was entitled *Mister Ford*, *You've Got the Right Idea*, and was inspired by the efforts of the Detroit automobile manufacturer to end World War I by sending a peace ship to embattled Europe. The song was published by A. J. Stasny, who bought songs whose titles would make ornate covers and not on musical merit. Coots and his lyricist, Ray Sherwood, received \$5 for their maiden opus. They spent it all on a dinner to celebrate their entry into Tin Pan Alley. Ten years later when Stasny was down and out, Coots handed the publisher of his first song a check for \$500.

"I figured I owed the guy that much for the encouragement he gave me," is the way Coots explains this generosity.

During the next two years Coots wrote special material for vaudeville artists and managed to save enough to join the Friars. There he struck up an acquaintance with Jack Gleason, dean of the organization and Tex Rickard's partner, who introduced him to Eddie Dowling. This comedian was about to produce a

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

musical he had just written called *The Plumber*, and Coots asked him if he might furnish the score.

First Show

"Sorry, kid, but I can't take chances with unknowns," Dowling told him. "I want a marquee name—either Victor Herbert or Rudolph Friml."

But neither Herbert nor Friml was available, and so a month or so later Coots maneuvered Dowling into a corner near a piano and talked him into listening to several tunes he had composed. Dowling liked the music, too, and also Fred's suggestion that he change the name of the show from *The Plumber* to *Sally, Irene and Mary* and thus capitalize on the popularity of three feminine names that had made Broadway musical comedy history.

As a result Fred Coots got the contract to write the score for the Dowling show. *Sally, Irene and Mary* hung up a 312-performance run on Broadway, and the dream of the composer's mother finally came true.

The success of *Sally, Irene and Mary* both on Broadway and the road earned Coots a contract with the Shuberts that ran for nine years. During this time he supplied songs and acted as director of musical numbers for their Broadway revues. In addition he furnished special material for such famous night spots of the prohibition era as the Pekin, Moulin Rouge and Tokio on Broadway and the Alamo in Harlem.

Incidentally, it was at the Alamo that Coots discovered a 75-cent-an-hour pianist in whom he sensed great promise as a comedian provided he was given the right material and

could be induced to talk. His nose, which rivaled that of Cryano de Bergerac, was his crowning glory, and Coots finally prevailed upon him to team up with Eddie Jackson and Lew Clayton, both of whom were looking for a partner. If you haven't already guessed the name of Fred's discovery, it is Jimmy Durante.

Coots also doubled in vaudeville during the lush 20's, and after the Yankees' victory in the 1927 World's Series he confounded the critics by teaming up with Waite Hoyt, who had pitched two winning games in the baseball classic, to pack the Palace at every performance while they were headlined there.

As a musical comedy composer, Coots's Broadway career ended just as it had begun—with a smash hit. His *Sons o' Guns* ran for 231 performances in 1929. Then when the sound track lured the nation's millions from the legitimate playhouse to the movie theater, Coots turned his talents to the writing of popular songs, and it is in this field that he has gained his greatest and most enduring fame.

Of the many popular songs Coots has written during the past two decades, at least three have become standard numbers of timeless appeal: *Beautiful Lady in Blue*, *You Go to My Head* and *Santa Claus Is Coming to Town*. The royalties he receives from them year after year from sheet music sales and recordings are a safer and more dependable annuity than any guilt-edge bond he could buy, and he has no reason to regret giving up his \$130-a-month job with a bank in 1914 to become a songwriter at \$15 a week.

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

POPULAR SONGS

- 1928—**DOIN' THE RACCOON**
Lyrics by Raymond Klages. Remick Music Corporation.
- 1929—**PAL OF MY SWEETHEART DAYS**
Lyrics by Benny Davis. Words & Music, Inc.
- A PRECIOUS LITTLE THING CALLED LOVE**
Lyrics by Lou Davis. Remick Music Corporation. This song was introduced in the Paramount film, "Shopworn Angel," starring Nancy Carroll in a cast that included Gary Cooper and Paul Lukas.
- 1930—**I STILL GET A THRILL THINKING OF YOU**
Lyrics by Benny Davis. Words & Music, Inc.
- 1931—**LOVE LETTERS IN THE SAND**
With Charles Kenny. Lyrics by Nick Kenny. Bourne, Inc.
- 1933—**I WANT TO RING BELLS**
Lyrics by Maurice Sigler. Mills Music, Inc.
- TWO TICKETS TO GEORGIA**
Lyrics by Joe Young and Charles Tobias. Bourne, Inc.
- ONE MINUTE TO ONE**
Lyrics by Sam Lewis. Leo Feist, Inc.
- 1934—**SANTA CLAUS IS COMING TO TOWN**
Lyrics by Haven Gillespie. Leo Feist, Inc. (Available on the following records: Decca 23281 in A-550, Bing Crosby and Andrews Sisters; Decca 18512, Woody Herman orchestra; Capitol 15004, Pied Pipers and Paul Weston orchestra; Columbia 35786, Ozzie Nelson and orchestra; Victor 25145, Tommy Dorsey orchestra; Victor (20-1969) in P-161,

Perry Como; MGM 10523, Blue Barron orchestra; Victor 20-3067, Three Sons; Victor 47-2973, Tommy Dorsey; Capitol 57-90012, Jan Garber orchestra.
FOR ALL WE KNOW
Lyrics by Sam Lewis. Leo Feist, Inc.

1935—**BEAUTIFUL LADY IN BLUE**
Lyrics by Sam Lewis. Chappell & Co., Inc. (Available on Decca record 24073 in A-1935, Nat Brandwynne orchestra.)
THIS TIME IT'S LOVE
Lyrics by Sam Lewis. Leo Feist, Inc.

1936—**COPPER-COLORED GAL**
Lyrics by Benny Davis. Mills Music, Inc.
UNTIL TODAY
With Oscar Levant. Lyrics by Benny Davis. Marlo Music Corporation.
YOU STARTED ME DREAMING
Lyrics by Benny Davis. Marlo Music Corporation.
I'LL STAND BY
Lyrics by Benny Davis. Crawford Music Corporation.

1938—**YOU GO TO MY HEAD**
Lyrics by Haven Gillespie. Remick Music Corporation. (Available on the following records: Decca 23140 in A-675, Marlene Dietrich; Decca 24087, in A-1938, Bob Grant orchestra; Decca 25138 in A-544, Glen Gray Casa Loma orchestra; Capitol 10136 in CC-87, Mel Powell, piano solo; Capitol 20085 in BD-37, Paul Weston orchestra; Columbia 36918 in C-112, Frank Sinatra; Victor 20-2277, Leslie Scott and orchestra; Columbia 38545, Doris Day; MGM 10605, Billy Eckstine.)
THERE'S HONEY ON THE MOON TONIGHT
Lyrics by Haven Gillespie and Mack David. Miller Music Corporation.
SUMMER SOUVENIRS
Lyrics by Charles Newman. Bregman, Vocco & Conn, Inc.

I'M MADLY IN LOVE WITH YOU
Lyrics by Benny Davis. Mills Music, Inc.
MISS HALLELUJAH BROWN
Lyrics by Benny Davis. Mills Music, Inc.

1940—**WRAP YOUR DREAMS IN THE RED, WHITE AND BLUE**
Lyrics by Kim Gannon. A. B. C. Music Corporation.

1942—**GOOD-BYE MAMA, I'M OFF TO YOKAHAMA**
Chappell & Co., Inc.

1947—**I CAN'T BELIEVE IT WAS ALL MAKE BELIEVE LAST NIGHT**
Lyrics by Sam Lewis. Bregman, Vocco & Conn, Inc.

1948—**ENCORE, CHERIE**
Lyrics by Alice D. Simms. Miller Music Corporation.

1949—**IT'S TOO LATE NOW**
Lyrics by Tim Gayle and Matt Furlin. Bourne, Inc.

STAGE MUSICALS

1922—**SALLY, IRENE AND MARY**
A musical comedy with book by Eddie Dowling and Cyrus Wood, lyrics by Raymond Klages, and starring Eddie Dowling in a cast that included Edna Moon, Jean Brown and Kitty Flynn in the title roles. Remick Music Corporation.
KID DAYS
TIME WILL TELL
PALS
STAGE DOOR JOHNNIES
I WONDER WHY
DO YOU REMEMBER?
HOW I MISS YOU, MARY
WHEN THE RIGHT BOY COMES ALONG
OUR HOME, SWEET HOME
PEACOCK ALLEY
SOMETHING IN HERE
OPPORTUNITY
WE ARE WAITING
WEDDING TIME

1924—**ARTISTS AND MODELS OF 1924**
With Sigmund Romberg. Book by Harry Wagstaff Gribble, lyrics by Harold Atteridge and presented by a cast that included Frank Gaby, Mabel Winter and Trini.
ARTISTS AND MODELS
TOMORROW'S ANOTHER DAY
WHAT A BEAUTIFUL FACE WILL DO
OFF TO GREENWICH VILLAGE
I LOVE TO DANCE WHEN I HEAR A MARCH
PULL YOUR STRINGS
MODEL TODDLE
WHO'S THE LUCKY FELLOW?
BEHIND MY LADY'S FAN
MY RIVIERA ROSE
WHICH DO YOU PREFER?

1925—**ARTISTS AND MODELS OF 1925**
With Al Goodman and Maurice Rubens. Book by Harold Atteridge and Harry Wagstaff Gribble, lyrics by Clifford Grey, and presented by a cast headed by Walter Woolf, Billy B. Van,

Phil Baker, Jay Brennan, Herbert Corthell and Frances Williams.
MAID OF THE MILKY WAY
CELLINI'S DREAM
TAKE A LITTLE BABY HOME WITH YOU
MOTHERS OF THE WORLD
FOLLOW YOUR STAR
THE MAGIC GARDEN OF LOVE
ORIENTAL MEMORIES

1925—**JUNE DAYS**
Book by Harry Wagstaff Gribble and Cyrus Wood, lyrics by Clifford Grey, and presented by a cast headed by Elizabeth Hines, Jay C. Flippen, Roy Royston and Millie James Harms, Inc.
REMEMBERING YOU
WHY IS LOVE?
ALL I WANT IS LOVE
By Hal Dyson and James Kendis.
JUNE DAYS
Music by Stephen Jones.

1925—**GAY PAREE**
With Al Goodman and Maurice Rubens. Book by Harold Atteridge, lyrics by Clifford Grey, and presented by a cast that included Chie Sale, Billy B. Van, Jack Haley and Winnie Lightner.
A STUDY IN LEGS
A VISION OF HASSAN
EVERY GIRL MUST HAVE A LITTLE BULL
WONDERFUL GIRL
VENETIAN NIGHTS
BABY'S BABY GRAND
WEDGEWOOD MAID
FLORIDA MAMA
TODDLE TROT
BAMBOO BABIES
By Ballard MacDonald, Joe Meyer and James Hanley.
GIVE ME THE RAIN
By Lester Allen, Henry Creamer and Maurice Rubens.
MY SUGAR PLUM
By B. D. DeSylva and Joe Meyer.

1926—**THE MERRY WORLD**
A revue with lyrics by Clifford Grey and presented by a cast headed by Alexander Gray, Evelyn Herbert and Grace Hayes. Harms, Inc.
GOLDEN GATES OF HAPPINESS
WHISPERING TREES
Lyrics by Herbert Reynolds.
WHY SHOULD WE BE WASTING TIME?
DON'T FALL IN LOVE WITH ME
DEAUVILLE

SONGWRITERS
COMING UP!

DUKE ELLINGTON
In Subsequent Issues *The Billboard*
Will Present
HOAGY CARMICHAEL
HARRY RUBY
FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY HILL
LOUIS ALTER
THE TOBIAS BROTHERS

SUNDAY
I FELL HEAD OVER HEELS IN LOVE
By Donovan Parsons and Pat Thayer.

1926—**A NIGHT IN PARIS**
With Maurice Rubens. Book by Harold Atteridge, lyrics by Clifford Grey and presented by a cast that included Jack Osterman, Jack Pearl, Norma Terris and Yvonne George.

SARGENT'S DREAM
POSTER GIRL
ZULU
THE NEWPORT GLIDE
IN CHINATOWN IN FRISCO
IN THE GARDENS OF THE KING
POWDER PUFF
LOUISIANA
THEY SATISFY
DANCE MAD
WEDDING DAY

1927—**WHITE LIGHTS**
Book by Leo Donnelly and Paul Gerard Smith, lyrics by Al Dubin, and presented by a cast that included Rosalie Claire, Sam Ash, Jimmy Steiger, Tammany Young, Florence Parker and Leo Donnelly. Edward B. Marks Music Corporation.

I'LL KEEP ON DREAMING OF YOU
AN EYEFUL OF YOU

DON'T THROW ME DOWN
SITTING IN THE SUN
WHITE LIGHTS
ROMANY ROVER
TAPPING THE TOE
SHOW GIRL
BETTER TIMES ARE COMING
By Dolph Singer and Jimmy Steiger.

1929—**SONS O' GUNS**
A musical comedy with book by Fred Thompson and Jack Donahue, lyrics by Benny Davis and Arthur Swannstrom, and starring Jack Donahue and Lily Damita in a cast that included William Frawley. Words & Music, Inc.

THE YOUNGER SET
MAY I SAY "I LOVE YOU?"
I'M THAT WAY OVER YOU
WE'LL BE THERE
THE CAN-CANOLA
WHY?
CROSS YOUR FINGERS
RED HOT AND BLUE RHYTHM
OVER HERE
IT'S YOU I LOVE
LET'S MERGE
SENTIMENTAL MELODY
THERE'S A RAINBOW ON THE WAY
THE VICTORY PARADE

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 Cosnat distribber here. Dana is currently featuring the "Coal Miner Polka (Dig, Dig, Dig)."

Ben Selvin, Columbia a. and r. chief in Hollywood, father of a daughter, March 1. . . **Bud Fraser** and **Ed Bugai**, of Capitol Records, are working up a big promotion in Detroit for the first appearance there of **Stan Kenton's** band. Group opens at the Masonic Temple March 19. . . **Morton Downey** goes into the Waldorf for four weeks starting April 13.

The **Hy Reiters** (he's in BMI's publicity and promotion department) had their third boy Friday (9). The name is **Elliot**. . . Robbins Music acquired the tune "You've Been Playing Checkers" from **Eli Oberstein's** Hit Records and obtained a **Dinah Shore** disking in short order. . . **Doug Arthur**, deejay at WBIT, Philadelphia, is the composer of "The Kid's a Dreamer," getting attention via **Rosemary Clooney's** Columbia waxing. . . **WNEW's Art Ford** leaves for a European trip Monday (20).

Johnny Clarke is managing the **Jaxson Sisters**, teen-age group recently inked by Decca. Their first waxings, "Old MacDonald Had a Farm" and "Stranger in the House," went out last week.

Tunesmith **Bob Merrill**, writer of "If I Knew You Were Comin' I'd've Baked a Cake," "Candy and Cake" and "Lovers' Gold," has been signed to an exclusive writer's pact by Santly-Joy. . . A new label, **Roland Records**, has been formed by **Joe Roland**, arranger-vibist. First sides feature contemporary jazz. . . Savoy-Regent disk topper **Herman Lubinsky** returned recently from a "secret" trip to the Coast, where he cut **Redd Lyte** and **Mel Walker** sides. The Savoy caravan, starring **Little Esther** and the **Johnny Otis** band, plays the Apollo Theater the week of April 16.

Hollywood:
According to Capitol's sales charts, the **Hopalong Cassidy** "Singing Bandit" kid album has passed the 150,000 mark after one's week release. . . The **Pilgrim Travelers** (5), Specialty Records' spiritual-gospel vocal group, landed in Palm Springs, Calif., Community Hospital following a highway auto collision. All suffered minor injuries and were forced to cancel Southland personal appearance dates. . . **Crystalette's Mae Williams** set for her Sunset Strip nitery debut May 1 when she bows at Mocambo.

On the soundtrack: Academy Award winner **Morris Stoloff** will direct music for the **Friars Frolic** of 1950. **Tony Martin**, **Al Jolson** and **Frankie Laine** have been set for the event so far, among many screen celebs who will participate in the Motion Picture Relief Fund program. . . "Every Baby Needs a Da-Da-Daddy," an **Allan Roberts-Lester Lee** cleffing, has been set by Columbia Pictures for **Lucille Ball** to warble in the burlesque theater sequence of "The Fuller Brush Girl" flicker. . . Indicative of film makers' increasing realization of disk importance in exploiting films, Selznick Studios held a special screening of "The Third Man" and invited more than 200 top record dealers in the area. "Third Man Theme" has 15 diskings.

Philadelphia:
Louis Prima follows **Bill Darnel** into the Click for a two-week stand, with **Steve Gibson** and **The Red Caps** set to come in late in April following their current stay at Chubby's in North Collingsworth, N. J. . . A jazz concert tentatively booked for May 2 will bring **George Shearing**, **Yardbird Parker** and **Slam Stewart** and their units to town. . . **Jimmy Preston** and **His Prestonians** are set for week-end dancing at Dreamland at near-by Lawnside, N. J. . . **Harry Dobbs**, Latin Casino maestro, suffered a stroke which left his right side paralyzed. He's confined to St. Luke's Hospital. . . **Chris Scott**, former canary with **Gene Williams**, is making her bow as a singing single at the Embassy Club. . . **Tex Beneke** is one-nighting at the Broadwood Hotel on March 26. . . **Art Foster** is booked for the Friday night sessions at Danceland in the Kensington sector of town. . . **T-Bone Walker**, blues guitarist making his first personal in these parts, drew 84 patrons for a concert promoted by **Reese DuPree** at the Lansdown Hall in Camden, N. J. . . **Victor Hugo** goes into the new Smith Sho-Bar. . . **Eileen Byrne**, coming out of **Dick Barlow's** band, is singing at the BR Club.

Cincinnati:
Ruby Wright, wife of **Barney Rapp**, local agent and ork leader, has waxed "Thanks for the Buggy Ride" for King Records, accompanied by **Burt Farber**, **Al Jordan**, **Jimmy Wilbur** and other local musicians. . . **Stan Kenton's** "Innovations in Modern Music for 1950," with **June Christy** on vocals, set for next Saturday night (18) at Taft Theater. . . **Al Morgan** is slated to enter a local hospital this week-end for an operation on his proboscis to rectify a sinus ailment.

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MR. DEALER • MR. OPERATOR

Have You Heard
★**"HOW'S MY BABY TONIGHT"**★

Watch for the release of **Larry Vincent's** recording of
★**"THE TENDER BARTENDER"**★

These are two terrific numbers for the air and juke boxes. I know you've heard "The Freckle Song." We have a lot of new ones in this line—
"BUSTER ASTER" "GET OFF THE TABLE, MABEL"

These are over-the-counter records, not under the counter.

Thanks, operators, for the fine reception you gave Pearl Records at the show and for your help in making Sensational Hits out of
"HOW'S MY BABY TONIGHT" and "THE TENDER BARTENDER"

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**Sorry . . .
We Apologize!**

Due to an error in composition, in the ad of Lulu Belle & Scotty that appeared in the March 4th issue, the copy indicated that Scotty had written "Schrudle Du."

Scotty wrote the words and music only to the song

**"Have I Told You Lately
That I Love You"**

ALSO ADVERTISED IN THE
MARCH 4 ISSUE

**BOBBY COLT'S
"SCATTERED TOYS"**

From Motion Picture "Catskill Honeymoon"
backed with "TANGO OF THE ROSES"
No. 1002



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NEW YORK 19, N. Y.

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WE THOUGHT WE
WERE THE ONLY
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The Honor Roll is an automatic salesman that does a first-class selling job. Leading music stores and music departments using this service report a substantial increase in sales.

THE HONOR ROLL OF HITS is the weekly list of America's ten leading songs, determined by national surveys conducted by *The Billboard*. . . the list the entire music industry depends on.

You get an eye-catching, full-color 14"x22" counter card and each week receive the new list of hits that slips into the frame of the card. Get several. Post HONOR ROLLS OF HITS displays in windows, listening booths, and throught your store.

Only 25c a week. You get the large display frame with the first list. A new list arrives every week. You are billed monthly.

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NEW YORK CITY



Only
25c
a week

**Jukemen Probe Tune Promotion;
Ops Make Study at Chi Conclave**

(Continued from page 14)

sonal contacts with record company officials in an effort to better working conditions between the two arms of the industry.

Most significant were those meetings held between operators and diskery reps in the exhibit rooms, when the former took their complaints, ranging from lack of personal contact at the distrib level to title strip discussions and per-record costs, directly to the source in an attempt to start a chain reaction which might eventually lead to closer harmony between the two.

17 Associations Attend

With 17 State and city operator associations represented, as well as leading indie juke operators from almost every State, the matter of diskery representation with the operator was a subject of considerable debate. Many felt that the move by Decca, in appointing Bob Arcutt as sales manager for the juke box operators, would establish a trend which all majors would follow within the next six months.

Importance of the music pubber was stressed in the business session devoted to merchandising and promoting music play in juke. Pointing out that thousands of songs are published annually, and that only a comparative handful ever reach the hit class, Hirsh de La Viez, president of the Washington Music Guild (WMG), said that ops should determine which tunes will be No. 1 plugs when they shop for their disks. Only by purchasing platters which will receive top national promotion, can the operator make money on each record he puts in his machines, La Viez stated. To be profitable, a disk must receive a minimum of 150 plays, thus bringing into the coin box a minimum of \$7.50.

Ops and Jocks Co-Op

A growing trend toward co-opera-

tion between juke ops and disk jockeys was noted during the course of the merchandising talks. While the former do not actually buy radio time, by sponsoring portions of d. j. shows they, in turn, can offer the latter on-location promotion via posters, placards and by using d.-j. names on special title strips.

In Newark, N. J., the Music Guild of America has found this promotion extremely profitable, while the WMG now ties in with three jocks on pop, blues and folk tunes. In Yankton, S. D., the tie-in between WNAX and the South Dakota Phonograph Association, whereby the ops use disks of local artists and bands and feature special title strips prepared by the radio station on their boxes, was also cited as a top promotion.

One of the most frequently heard discussions was concerned with the use of title strips. While some ops were of the opinion these should be supplied by record companies along with new releases, diskery reps were able to offer some concrete reasons why the title strip deal was not feasible. Among these was the vast book-keeping involved, making the deal so costly it was almost prohibitive. Some reps felt they would rather cut the price of a disk 1 cent than furnish title strips made at approximately the same cost. Also the fact that today, with multiple-selection phonos ranging from 24 to 100 titles, and many of them hooked up with wall boxes, they pointed out the use of a number of special title strips could conceivably mean switching as many as 1,000 strips within a comparatively short time in each location.

At the conclusion of the convention operators expressed the opinion that being an exclusive music meet, more constructive work had been accomplished between pubbers, diskers and operators than at any previous coin machine show.

Merchandising Pays Off:

**Colo. Dealer's Wired Music
Builds New Biz, Hypes Old**

By Robert A. Latimer

COLORADO SPRINGS, Colo., March 11.—According to Walter Ament, who operates the Walter Ament Modern Appliances Company here, a phono record-appliance dealer can effectively eliminate competition from wired music services who supply music to commercial establishments in his area. Ament claims to have found a way of doing it by

simply going into the wired music business himself.

A veteran retailer whose interests include the operation of the largest appliance store in this city, a distributorship for a frozen food line and separate sales and service divisions for radio, appliances and commercial equipment, Ament set up his Melody Corner Wired Music Service two years ago.

In addition to operating a disk shop with a 100-label inventory, largest in Colorado exclusive of Denver, Ament has also been installing many public-address systems in Colorado Springs' restaurants, hotels and institutions to provide background music and entertainment. When a large Eastern firm came into this city with "piped music," Ament found that he was losing a large portion of his installation business and also that share of his record sales which had gone to his commercial customers.

Rather than give up, Ament decided to compete with the firm. Since his shop already had the facilities for making installations and supplying music, Ament formed Melody Corner. The wired music department is housed in a glassed-in booth set midway between the record department and the radio service department in the retail store. Capable of handling 12-inch records as well as commercial transcriptions, Melody Corner supplies music to the Colorado (See Merchandising Pays on Page 50)

**Promosh Hypes
Boom Col Sales**

NEW YORK, March 11.—Columbia Records, now operating its pop disk department on a sped-up and live-wire promotion and sales system, claims that the first two disks to undergo the acceleration treatment resulted in combined initial sale totaling around 425,000. *Go To Sleep, Go To Sleep, Go To Sleep*, by Arthur Godfrey and Mary Martin, has built a sale of 250,000 since its release February 23. Gene Autry's version of *Peter Cottontail* is claimed to have hit 175,000 in its first five days on the market.

These sales marks are claimed by Columbia veepee in charge of merchandising, Paul Southard, to be sales records for the industry.

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AGVA STIRS ON MIXING RULE

Preps Clamps On Line Gals Selling Drinks

Violations Uncovered

(Continued from Page 4)

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

This mixing by the line and girl singers is a practice which has increased sharply of late. It is generally recognized by cafe ops 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 complains, 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, tho the reasons for the discharge are usually "she can't dance," or "she doesn't look good."

According to AGVA rules all performers are required to show up a half hour before show time and may leave for home right after their last show. This applies to all performers, names or chorus. In actual practice the names can do as they see fit, but the girls have to stick around until closing time.

Owners on Spot

Line owners are quite aware of this but claim they can't sell their lines under AGVA conditions. 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 control the girls, "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 incomes. AGVA officials say that if there is any objection it has to be brought to the AGVA convention where a new rule will be written. Meanwhile, the rule is part of the union's laws, and every effort will be made to enforce it.

Reverse Yock

NEW YORK, March 11.—Danny Davis, Miami Beach nitery op, received a phone call the other day from New York indie Jerry Rosen, submitting an act. After the talk lasted about 10 minutes, Davis interrupted, "This call is costing money. Tell your operator to reverse the charges. I'm making a lot of money down here, and I hear things are pretty rough for you guys up North."

The agent, who never had such a thing happen to him before, said he was struck dumb by the shock.

Chi Nitery Ops Meet as State Tax Bite Looms

CHICAGO, March 11.—Because of an impending test case, the outcome of which might force some 17 local nitery ops to fork over \$331,000 in State sales tax refunds, the Chicago Cafe Operators' Association (CCOA), almost dormant for the past two years, has reorganized with a vengeance. 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 Supreme Court reversed a previous Circuit Court of Appeals' decision, which exempted cafe ops from payment of the 2 per cent sales tax on their receipts. In the switch, cafe ops have now been notified that instead 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. Previously, ops thought they would become 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 Stem 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 comics.

Right now practically every house on Broadway is on a two-week policy, with few shows doing enough to warrant holding on longer. Where contracts were issued for three weeks and an option of one or more, they are now for two weeks, or less, and options. In practically every case the reason is poor pictures with resultant dismal box office. Theater men claim that only in a rare case, Bob Hope for example, does the stagershow make any real difference. It's the picture that brings 'em in, tho it's a good combo, flesh plus flick, that makes for big takes.

New Poser

The Palace has a different problem on its hands. When it started flesh it made no pretense of bringing in "A" flickers. It used the small budgeted Westerns and similar pot boilers. Its major attraction was the live show, the eight acts. But the initial impetus has now worn off and increased competition from the major houses using "A" pictures has grown increasingly

severe. Also the Palace, with its comparatively small flesh budget, necessitated by its 1,700 capacity, can't bid for the top standard acts—names are out of the question—so its attempt to get new acts has become tougher and tougher.

In order to lick this, RKO toppers admitted they were dickering for better pictures, ones capable of holding up for two weeks, and if successful will try to put on a strong enough stagershow so both can stay two weeks.

RKO heads indicated that a shift in its one-week policy would be an experiment. If it proved itself they might continue, but meanwhile everything 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 on their initial date—in the hopes that they'll do well enough to permit them to stay and make new deals for themselves.

This method is now being followed by Bernie Delfont, British per center, in conjunction with Baum-Newborn, local indies thru whom he bought several acts to appear in the Moss Empire theaters.

Acts bought are tied together in a package and get six weeks. The first such package opens in Leeds, March 27, with Leo Fuld, who will headline the bill. Initial show will have the Catron Brothers and their wives, Jocelyn Loy, singer, and Connie Mack, dancer. Fuld will get 55 per cent of the gross, out of which he'll pay the acts.

Idea of this booking is to offset the deals made by other London buyers for bigger dough which sometimes end in smaller takes. Frequently an American performer, bought for a London date for \$1,000, is talked into staying longer for half the salary after his initial run, "because the passage is already paid, so what do you have to lose?"

The Baum-Newborn-Delfont idea 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 is not tied to any contract or any 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 is said to be Delfont's silent partner.

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

Dallas B'port Club Burns

DALLAS, March 11.—The Bridgeport Club, owned by Al Dexter, writer of *Pistol Packin' Mama*, was destroyed here by fire on the night of March 6. The club, which is closed Monday nights, was unoccupied at the time of the fire. Damage was estimated at \$38,000. Dexter said the building was insured for only \$10,000. Included in the loss were musical instruments owned by the Rowe Brothers' band.

Beverly Hills, Cincy, Cracks New Season

CINCINNATI, March 11.—Beverly Hills Country Club, leading nitery in this area, reopened last night after its usual winter hiatus which begins each New Year's night.

Heading the first show are Arthur Lee Simpkins and Frank Libuse, with Margot Brander. Gene Griffin, WLW tele and radio singer, is emcee, with the Lindsay Lovelies (8), produced by Cecile Lindsay, back for another season. Deke Moffitt's 13-piece crew occupies the bandstand.

The Three Suns top the next Beverly show opening March 24.

Key West Showbiz Bonanza

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 showbiz, or for that matter any other kind of business. But the fact remains that it is one of the few places in the country that is in for a major shot in the arm for the immediate and foreseeable future; a hypo that can well bring added lures for show business as well as other activities.

The Southernmost city in the U. S., Key West recently has found a new and, according to the navy, unlimited (See *Key West Showbiz* on page 46)

Waldorf Dinner Hour Drops Tax

NEW YORK, March 11.—The Waldorf-Astoria's Wedgwood Room is the latest of the class hotel rooms to drop the 20 per cent amusement tax for the dinner hour which ends at 8:15 p.m.

The official reason is that people who drop in for dinner prior to going to a theater have no time or interest in dancing and therefore should not be penalized by a tax. Unofficially, the reason is that business for the dinner hour has not held up, and the elimination of the tax bite is an effort to hypo the trade.

Eddy Duchin, who opened Thursday (9), will play chamber music until 8:15 nightly to which there'll be no dancing. After that hour, the 20 per cent tax will go into effect. From 10:30 until closing the room will continue to operate on a \$2 cover basis. (See *Waldorf Dinner Hour*, Page 47)

"Night of Stars" Picket Planned; No AGVA Okay

NEW YORK, March 11.—The annual *Night of Stars*, the benefit show run for the Israel Orphan Home at the Madison Square Garden, set this year for March 20, may be picketed by actors who claim that the sponsors can "afford to pay for the show."

Tho the actors are all members of the American Guild of Variety Artists (AGVA), the picketing would not have the union's okay. AGVA has disclaimed all responsibility, and at least one member of the union's national executive board said, "We can't control our members."

Alan Corelli, Theater Authority (TA) exec, said the show had been cleared by that org and everything was in order. He further said that court injunction will be sought, and anybody picketing the Garden the (See *"Night of Stars"* on Page 47)

Palace, New York
(Thursday, March 9)

Capacity, 1,700. Price policy, 55 cents-\$1.20. RKO chain booker, Dan Friendly. Number of shows, four daily; five Saturdays.

Sporting new travelers and new drops, the new show opened with a bang, kept the pace going most of the way, except for deliberate tempo changes, and closed with equal zest, making it one of the best run shows the theater's had in a long time.

The bill started with the Cathalas Trio, a circus act from Denmark out of the Ringling-Barnum circus, a clean-looking, well-wardrobed two-boy-and-a-girl group, doing a series of fast balances on big balls, shoulder stands out of full flips and perch bits ending in a feet on shoulder leaps, making for a great act and an equally great hand.

Dietrich and Diane, marionette act, use all black light effects in the handling of various dolls, ranging from a Latin opener to a precision five-man clincher. The act works against a black drop, and both performers wear dead black outfits so attention is focused on the dolls. It made an excellent impression.

Ford and Harris

Ford and Harris probably fractured them in the old two-a-day Palace when the act was Ford, Harris and Jones. Today they do a melange of talking-singing-dancing with stress on the latter. It's a fair act today but could become better if there were more comedy. Their hoofology, good as it is, seems to be the backbone of their act, but it's their talk which gets the giggles.

Jan Rubini, a short, dapper grayish man, did an outstanding violin act using long-hair and semi-long-hair tunes. Playing what is claimed to be a \$25,000 Galiano, he displayed artistry of a high order, tho the house wasn't impressed. It wasn't until he brought on a stacked blond amazon for comedy fiddle bits that he registered.

George Conley did much better here than when first caught at the Roxy. His opening chatter was still as obvious as a belch, tho the house yocked it up. The middle of his act, however, was the strongest. It involved clever take-offs done with a minimum of effort. The finish also was n. s. g. If the boy can get his opening and closing to be as strong as his middle, he'd have a real act.

Street and Hughes

David Street, working with his wife, Mary Beth Hughes, came on first for a well delivered *Dear Hearts and Gentle People* and then brought out Miss Hughes for a center fancy entrance. The couple did a very good job with their duets and special bits; their comedy quarrel things were particularly effective.

Helene and Howard were in after they went into their standard comedy knockabout routine. Marcelli and Janice showed a fine tight wire rope act. The boy did all sort of balances and juggling aloft, ending in a flash bit during which his wife, Janice, was atop a unicycle and he juggled hoops while on one foot.

Pic, Mr. Lucky. Bill Smith.

Strand, New York
(Friday, March 10)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Number of shows, four daily. Warner Booker, Harry Mayer. Show played by Dave Schooler's house ork.

The current Strand layout packs enough variety to attract all segments of the public, even tho the show is a little weak marquee-wise.

The flesher opens with a short, house band flag waver and a quick segue into the Three Winter Sisters acro turn. The gals opened slowly, but warmed up with a series of solo and duet bids, including a hand-walk, flip-flops and back bends, going off to a good hand. George Andre Martin ran thru his standard finger dancing act in smooth fashion. Plenty of eye-appeal is inherent in his bit, tho his reception was only fair.

Roger Ray put the show into high gear. Introed as a marimba artist, (See Strand, New York on page 46)

VAUDEVILLE REVIEWS

Capitol, New York

(Friday, March 10)

Capacity, 4,627. Price policy, 55 cents-\$2. Four shows daily; five Saturdays. Loew chain booker, Sidney Piermont. Show played by Art Mooney band.

There's a lot of action in the stage show. Sparked by an ebullient Art Mooney, dapper in light tweed suit, the show gets plenty of drive and power from his cheer-leader tactics. The Mooney outfit (4 trumpets, 3 trombones, 5 sax and 4 rhythm) opened with a breezy *American Patrol* followed by *Wild Goose* with Johnny Martin on the vocal. Martin, a good-looking, husky youth, gave it the full treatment with a pair of excellent pipes, finishing to a good hand. Jimmy Gross, another Mooney song spieler, a thin, pleasant lad, did a series of vocal take-offs of singing names, starting with Vaughn Monroe and ending with Frankie Laine, throwing in Jolson for added effect.

With *Black Hand* on the screen, Mooney got the spirit by throwing out many Italian phrases in between his numbers. Ork's biggest was *Toot, Toot, Tootsie*, which the lean house (opening show) recognized with enthusiasm. To keep the band in action Mooney has a running bit with his guitar player that makes for occasional chuckles.

Comedy load is carried by Harvey Stone, who came in with a batch of new material, most of it plain socko. His opener is a tough neighborhood routine ending in a parody of *Dear Hearts and Gentle People*, followed by a race track routine built around *Riders in the Sky*. The latter, tho funny, would seem better material for a cafe that draws bettors, rather than a theater. His army routine, sharply pruned, just about killed them, as it always does. All in all, Stone is rapidly becoming a top comic. He shows up with new stuff, keeps enough of his old to satisfy, and sells the whole thing with gusto and assurance. The house loved him.

Eileen Wilson, the Lucky Strike canary, in her first Stem vauder, handled herself like a trouper. A pretty blond, obviously nervous and fighting what seemed to be a tight throat, she started with a couple of standards and went into a medley of Lucky Strike hit tunes, gradually improving as her throat opened. By the time she finished with *Man Around the House* she was way ahead. She came back for the current hit, *I'd've Baked a Cake*, and left no doubt of her ability. With a full house she'll murder 'em. Her only handicap was a purplish gown, the same shade as the bandstands, detracting from her sight values. A black gown would've made her stand out better.

The Fountaines, two boys and a girl, were obviously nervous with their standard act on the small working space. However, their tricks, with gal as chief understander, went as well as ever, getting pleasant reception.

Bill Smith.

Oriental, Chicago

(Friday, March 10)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Four shows daily; five shows week-ends. House booker, Charley Hogan. Show played by Carl Sands's house band.

While this bill is varied and well-paced, several lulls occur when acts do material that might hit better with a smarter cafe clientele. Over-all lack of humor also hurts.

Carl Sands's house ork got things off to good start with a Gypsy medley, featuring drummer-vocalist Smith Howard. Sol Grauman has revamped his musical stairs act, cutting down to two girls. Both fems are better than their predecessors from a looks and dance standpoint. Standard act got good send-off.

Young Richard Hayes has a future in vaude. Besides possessing virile baritone pipes, the collegiate-looking warbler can sell a song and wound up to salvo with his rousing Mercury rendition of *The Old Master Painter*. Elsa and Waldo failed to hit the (See Oriental, Chicago on page 46)

Roxy, New York

(Tuesday, March 7)

Capacity, 6,000. Price policy, 80 cents-\$1.80. Four shows daily; five Saturdays. House booker, Sam Rauch. Show played by the Roxy house ork.

Too many acts feature terping here and, while entertaining, the show lacks the variety of a well-balanced bill. Business-wise, the outlook isn't too promising, since the flicker, *Mother Didn't Tell Me*, isn't strong on marquee names.

In the closer, gravel-throated Beatrice Kay sold Gay '90 tear-jerkers in her usual raucous fashion and hit solidly with a murderous take-off on a coy baby-voiced modern canary. When she discarded her old-fashioned props and stepped out in a low-cut silver lame gown to warble a jump tune, her "runway" antics were more vulgar than funny.

Billed as an extra, the Beatrice Kraft dancers (a sly spoofing of East Indian dancing) were hampered by poor production and faulty backing. The colorfully garbed terpers were practically lost against the jumbled background of the band on stage. In spite of this handicap, the graceful Miss Kraft and her troupe turned in an excellent performance and got a fair share of applause from the sparse house.

Bill Norvas and the Upstarts (three good looking boys and two pretty gals) followed, and their fresh young personalities provided a neat contrast to Miss Kraft's exotic capers. The vocal group was well costumed and showed plenty of natural talent and showmanship prancing around the stage ala Kay Thompson. It takes top-drawer special material to sell an act like this, tho, and right now it's all showmanship and little substance. The youngsters have obviously worked hard on their current routines but additional polishing seemed necessary.

Rounding out the bill were Buck and Bubbles, and the Dunhills, three competent hoofers. The former, a standard act, rated their usual appreciative hand while the latter turned in a good tap routine.

June Bundy.

Palomar, Seattle

(Thursday, March 9)

Capacity, 1,200. Prices 50 cents to \$1.25. Number of shows, three daily; four on week-end. Show played by Ray Watkins house ork.

This week's headliner, Billy Eckstine, wound the faithful around the block at nearly every show.

"Mr. B," saved for the clinch finale, registers for heavy mitts from the moment of his quite carefully slow bleed entrance, until lad starts with *Everything I Have Is Yours*, followed by *You're Driving Me Crazy* and *Bewildered*. Weak spot of his current offering is *Ol' Man River*, which tends to drag. *I'm Sitting by the Window* leads Eckstine into excellent conversational rapport with audience, when plugging coming warbler Sarah Vaughan.

Foster Calls Shots

Show is emceed by Michael Foster, who has built up a local rep as a comic. This week, Foster features himself in a radio quiz gimmick, with the yocks strongest when the frustrated quizzee shoots the loudspeaker.

Strong supporting bill is opened by solo drummer Jackie Walcott, who works with a green light and a Dracula laugh, while using his skin beaters all over the theater, climaxing with a strong broken-roll sequence on *Hold That Tiger*. Dale Hall is strong in three interpretive dances, two Mexican and one Sioux Indian. Gal uses colored swirls and black light effects to good advantage.

Tops on support bill are Berk and Hall, two tiny young tappists with acro trimmings. Using such numbers as *April Showers*, their routine is smooth and precise. Pair should go far.

Show received good backing from Ray Watkins house ork. Pic, Mrs. Mike. Wil Stevens.

RKO Albee, Cincinnati
(Friday, March 10)

Capacity, 3,200 seats. Prices, 60, 75 and 80 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by house ork.

Show's good pacing, set up by the skating Roulettes, two lads and a gal, is maintained thruout. The youths display skill in a varied assortment of rapidly executed roller tricks. Dave and Dot Workman rang up solid applause with excellent Swiss bell-blending, with the former also turning in a slick trumpet job. Both also palm out smart tonal effects from a raft of brightly illuminated musical glasses, and wind up playing an assortment of musical gadgets. It's a flashy turn smartly presented.

Ladd Lyons, with brother Bob serving as an audience plant, scored solidly with levitation antics that include an eye-catching handstand from a chair on a bottle base and an exciting hand tap. Think-a-Drink Hoffman amazes pew-sitters with his sharp magic bar legerdemain. Chatter is smooth and his drink-mixing propensities run the gamut from Manhattans and Martinis to soda pop. For the total abstainer, he's still dishing out coffee, with cream and a doughnut.

Top-drawer is Rex Weber's tight- (See RKO Albee, Cincinnati, page 46)

Orpheum, Los Angeles

(Wednesday, March 8)

Capacity, 2,200. Price policy, 50-65-95 cents. Four shows daily. House booker, Bill McIlwain.

House sidetracks vaude for a week in favor of the Dick Contino troupe, and judging by the top turnout and crowd enthusiasm, it's a welcome breather. Zing and zest with which these youngsters bounce out on stage to keep the show rolling at fast clip makes up for any lack of polish in performance. Tops in ability and showmanship is Dick Contino, who competently carries the load. Accordionist Contino puts plenty of flash and fire into his squeezebox and is a crowd pleaser.

Others are overshadowed by Contino, but as young hopefuls serve as good filler fare. These include Pat Theriault, banjoist; Jerry Rothaus, on marimba and drums, who would sharpen act by skipping the tubs; the Three Ladd Sisters, who have only looks and can neither sing nor dance, and Glen Pigott, who does well at the Steinway. Comic-mimic Johnny Tullucci lacks gags and delivery on jokes but passes on imitations. Nadine Jensen offers piano, trumpet and vocal solos but is mediocre at all three. Irish tenor Johnny Mungall is so-so. Emil Mazanec combo (6) backs the acts in fair fashion.

Pic, Spring in Paris Lane. Lee Zhitto.

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NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York

(Tuesday, March 7)

Capacity, 265. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba is buyer. Publicity, Nola Luxford-Don Coplin. Estimated budget this show, \$850. Estimated budget last show, \$1,200.

Some day Jimmy Carroll will hit and, instead of being a standard hotel act, will become an attraction that will sell tickets. Carroll has about everything necessary to make the grade. He has the voice, the selling style and ease of delivery. In fact he's about the best tenor around. He sells the low, middle and high notes with equal skill, getting rapt attention for practically every number. For this job Carroll brought in some wonderful arrangements to set him off. His routine consisted of standards, pops and one inevitable Irish tune with the crowd yelling for more as he wisely left them wanting.

The Talbots, a good looking dance team, with the gal's coloring setting off the boys' masculinity, got big hands for their no-hands shoulder spin seguing into a one-arm-lift-spin. Major faults of the Talbots was in the boy's too much milking and in their music. In a class room, such as the Pierre, they should've come in with arrangements that help give them ear as well as sight appeal.

Bill Smith.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, March 7)

Capacity, 860. Price policy, \$1.50 cover week nights, \$2 Saturdays. Owner, Ambassador Hotel. Operator, J. E. Benton. Booking policy, non-exclusive. House booker, J. E. Benton. Press, Archy Loveland. Estimated budget, this show, \$5,000. Estimated budget previous show, \$4,500.

Songstress Evelyn Knight bowed with a bang in her Grove debut. Crowd was with her from the start and proved extremely responsive to all her offerings. Her manner was easy and confident, and her between-songs patter projected a warm personality and a refreshing sense of humor.

Miss Knight picked contrasting tunes, thereby avoiding sameness and displaying versatility. She was solid on all counts and was at her best working the ringside with a hand mike, getting some of the music biz first-nighters a bit flustered. Best ballad job was *A Woman Likes To Be Told*, her latest for Decca, and her top novelty was *I'd Like to Find the Guy Who Flicked the Ashes*. She was capably supported by Jimmy Rowles, piano, and Tony Rizzi, guitar. Jan Garber's ork supplied smooth terp tunes.

Leq Zhitto.

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Wedgwood Room, Waldorf-Astoria, New York

(Thursday, March 9)

Capacity, 282. Price policy, \$2 cover after 10:30 p.m. Owners, Hilton chain. Booking, Merriell Abbott. Publicity, Ted Saucier. Estimated budget this show, \$3,500. Estimated budget last show, \$2,500.

Dorothy Shay, tagged the Park Avenue Hillbilly, earns the title more than ever. Working with Eddy Duchin, who splits billing with her and backed by Russ Black on the 88, the sleekly gowned canary did a better entertaining job than ever.

Most of her routine consisted of cleverly constructed mountain tunes delivered with sly emphasis and you-all drawl that got them practically all the way. After teeing off with *You'll Be Another Notch on Father's Gun*, she went into *Pure as the Driven Snow* (Columbia album), followed by *Sagebrush Sadie*, *Dear Mr. Sears* and *Roebuck* and some of her oldies to stay on for almost 50 minutes.

Shay Undersells

Miss Shay is sensible enough to undersell each number in letting the lyrics rather than the voice come thru. Her gestures are toned down to a minimum. In fact, everything is so well contrived that it is difficult to see how she can miss doing a big job on the floor. This time around she works on a platform, and she's good enough to look at to stand up there.

The Eddy Duchin band, with the piano-maestro making with the teeth, does an excellent job both in backing Miss Shay and for the society dance sessions. His boy singer, Tommy Mercer, did an impressive job in a slot where few people paid attention. Nevertheless, his ballad work and rhythm deliveries mark him as one of the best band vocalists around.

The remarkable thing about the perennial Mischa Borr outfit is not that it goes with the lease, but how it got such a mob to prance to the *Mexican Hat Dance* played in folk song tempo. The way the customers enjoyed it, other hotel bands might put the tune into their libraries.

Bill Smith.

Fireside Inn, New York

(Sunday, March 5)

Capacity, 50. Price policy, no cover, no minimum. Shows at 10:30 and 12, except Saturdays. Owner, Louis Simon. Booking, non-exclusive, thru Murray Grand. Publicity, Lee Solter. Estimated budget this show, \$300.

This cozy, nabe spot is building a policy of continuous entertainment with acts spotted twice during the evening.

The current bill has a fine new piano-vocal duo, G. Wood and Alice Ghostley, who harmonize to special material by Wood, and modern, often-comic arrangements of folk songs. Miss Ghostley is a stacked thrush with a big, rich voice, who adds her subtle comedy to Wood's hilarious mugging. With Wood at the piano, they got off to a good start with a modern *Arkansas Traveler*, bogging down on two successive numbers, but getting 'em again with an original *Lady in the Window* and ending with a sock comic version of *Clementine* and an encore of *Sugar Coated Cookies*, an original take-off of *Red Riding Hood*.

Work Smoothly

The pair work smoothly together, but the act needs more experience. Both voices are too big for this tiny place, but more work-outs should make them a fine class act for smart, sophisticated rooms.

The second act is Gladys Johnson, who 88's with great ease and, with an ermine voice, ripples out blues and rhythm. She has a style not too original, but sells a song in a free mellow manner. Some of her numbers, however, are in bad taste, ruining an otherwise well polished act.

Murray Grand plays neat piano arrangements of standards in fine style thruout the evening.

Dennis McDonald.

Key West Showbiz Bonanza; Shrimp Find Whets Business

(Continued from page 44)

source of shrimp. The navy found it by accident, via radar, while on maneuvers. Key residents have estimated this new source already has brought them about \$100,000 additional weekly.

Niteries' Chunk

The immediate beneficiaries of this new source of income has been the retail trade and real estate, with what little showbiz there is in the region, getting a good chunk. Show business in Key West is limited almost entirely to two cafes, the Tropics and the Mardigras. The first, a 350-seater, is run by Louis Finklehoffe, brother of Producer Freddie Finklehoffe, who started business down there in 1946. The spot operates with an emcee, who also does a novelty act, a girl singer and a stripper and books its talent thru Sammy Clark, Miami Beach, Fla., indie. Budget runs to about \$900 including the music. The Tropics, also has bought standard acts with box-office appeal on a guaranty and percentage basis and, according to Finklehoffe, has made real money. Room, said Finklehoffe, is always ready to book similar acts. Among those used have been the Maxes Rosenbloom and Baer.

More Peelers

The Mardigras, located on the same street as the Tropics, tho some distance away, operates with strippers, a girl singer and an emcee. But unlike the Tropics, the Mardigras has three or four peelers. Room, a 300-seater, spends about \$850 for talent. Spot operated by the Siegel brothers, also is booked thru Sammy Clark.

Most of the business comes from navy personnel, Key West being a naval station. Many naval officers, permanently stationed there, wear civvies at night, visit either of the cafes regularly accompanied by their wives. Practically everything closes at 2 a.m. when uniformed personnel must be back at the station.

Up to the discovery of the new shrimp bed, the major business of the town came from tourists and the navy. There are plenty of tourist accommodations in the area, with beaches that Miami boasts of, but Key West actually has. With the new source of income from shrimp, there will probably be less dependency on tourists, and the navy.

There is little the average native can spend his surplus dough on with the exception of gambling. Before the governor of Florida put the lid

STRAND, NEW YORK

(Continued from page 45)

he slowly but surely warmed them up with his relaxed routine which included a hoked-up musical bit and a soft-shoe, with pratfall. It was his impersonation of Red Skelton's guzzlers' gin act which literally killed 'em.

Guizar Sings Repertoire

Neatly garbed in a white suit, Tito Guizar handled himself well. Getting in a plug for his RCA Victor records, he ran thru a repertoire which went from a boogie-woogie bit sung in Spanish to a Latin-American *Maybe Manana*, sung in English. Closing with *El Rancho Grande*, he got a near-rousing mitt.

The George Shearing Quintet, making its first Stem vaude house appearance, was obviously well-known via its MGM disks to a large portion of the house. Shearing's intricately arranged modern jazz numbers were well-received by what might be called a "square" audience. His patter between numbers, however, was lost. The advance bally created by his records was obvious when applause started after four bars of his unannounced disk hit, *September In the Rain*.

Pic, *Perfect Strangers*.

Joe Martin.

on, Key West was as wide open as Reno. Both cafes had casinos and practically every saloon, and there are many here with juke boxes only.

Relaxation Limited

Because it is far away from anything, Key Westians are limited in their relaxation activities. There are a couple of small movie houses and the above described night clubs. Miami is 167 miles away of hard driving. In fact it is easier and quicker to go to Havana than Miami. The Q Line flies round trips to Havana, a number of times daily, for \$23 a round trip. Each trip takes about 45 minutes. There is no railroad between Key West and Miami. Transportation is either by car, bus or air.

While there are plenty of places at which to stop, swank motels, run-down hotels and boarding houses, the Key's class hotel is La Concha. The newest hotel is the Casa Marina. Both charge about \$12 a day.

Enterprising showmen should find the newly revitalized Key West a real place to make a buck. It now has a new industry, shrimp fishing. It is rapidly increasing in favor with tourists and in recent years, with President Truman visiting it so frequently, has become almost a second Washington.

ORIENTAL, CHICAGO

(Continued from page 45)

terrific high set here two years ago when they did more comedy work. Their opener, a slow burlesque of the average waltz performance, lacked luster. It was when the Spanish duo went into their rubber-leg and slow motion bits that the yocks developed. Waldo showed some excellent eccentric and straight tap that should be developed into an entire solo bit for pacing.

The Continentals, five good-looking young male singers, do such an excellent harmonizing job that they deserve record firm recognition. They do an excellent variety of numbers, save for the hackneyed *Donkey Serenade*. Boys need one earthy comedy number to spice their stint.

Sugar Chile Robinson has improved his pianistics and singing greatly. Diminutive Capitol recorder sings and swings on the piano as well as any adult disk star. His *Teacher's and Numbers' Boogie* grabbed show's biggest mits. He's added considerably comedy to vary his offering, but it's about time he dropped the baby shoes and short pants, for he's outgrown the garb.

Pic, *Nancy Goes to Rio*.

Johnny Sippel.

RKO ALBEE, CINCINNATI

(Continued from page 45)

lipped singing, especially effective when offered in a bit with his wife. His standard, *Brother Can You Spare a Dime?* dramatically delivered, won tremendous applause. Dead-panned a slick Hollywood diction lesson on *Old Black Joe* for a sock opener. Manuel and Marita Viera's Society Monkeys obtain excellent results with maracas, diminutive banjo and piano on a rumba tune. The ludicrous long-tails are polished funsters, and one of the monk's Solovox pounding of *People Will Say We're in Love* was a decided hit.

Alan Carney is in the next-to-closing spot with his corny gags and quickie take-offs that garner huge palms. His soap-box dialectics, spiced with grotesque hats and ace mimicry, are big mirth-provokers. His easy delivery makes his varied bits sure-fire stuff. The Salici Puppets wind it up in fancy style. Expert string pulling puts the small characters thru exceedingly fine balancing turns, acro stunts and a long-hair piano bit that sent them away big winners.

Pic, *And Baby Makes Three*.

Bob Doepker.

Hope Hikes Stem to 375G; Para Leads All With 142G

NEW YORK, March 11.—Bob Hope gets the credit for bringing up the total grosses of the Stem combo houses last week. Takes in all theaters were down; it was only the Paramount which rose sensationally. The over-all figure last week was \$375,000 against the previous week's \$328,000.

Radio City Music Hall (6,200 seats; average \$128,000) was down to \$104,000 for its second week with *Stage Fright*, Vic and Adio and Lee Marx, after an opener of \$115,000.

Roxy (6,000 seats; average \$76,000) opened to a dismal \$50,000 for its initial week with Beatrice Kraft, Beatrice Kay and *Mother Didn't Tell Me*.

Capitol (4,627 seats; average \$56,000) dropped to \$34,000 for its second week of a two-weeker with *Malaya*, Blue Barron's ork and Benny Fields. The first week's take on this one was \$61,000. The new show (reviewed this issue) has Harvey Stone, Art Mooney and *Black Hand*.

Paramount (3,654 seats; average \$71,000) galloped home with a re-sounding \$142,000 for its first week with Bob Hope, Jane Russell, Les Brown's ork and *Captain China*.

Strand (2,700 seats; average \$49,-

000) melted to \$30,000 for the Latin Quarter show and *Chain Lightning* for its third and last week, after a preem of \$55,000 and a deucer of \$35,000. The new show (reviewed this issue) has the George Shearing group, Tito Guizar and *Perfect Strangers*.

Palace (1,700 seats; average \$17,000) slipped again when it got \$15,000 for Chris Cross, the Appletons and *Dakota Lil*. The previous week's bill pulled \$17,000. The new show (reviewed this issue) has Helene and Howard, Mary Beth Hughes and David Street, six other acts and Mr. Lucky.

CHI NITERY OPS

(Continued from page 44)

State Supreme Court did not rule that the 17 ops return the \$331,000 refunded to them early in 1949. Instead of deciding this issue, the State's top jurists dropped this controversial issue completely from their decision. Instead, the State tax execs have notified the CCOA that they are readying a test case, which, if won, will serve as a precedent to demand payment from the other 16 involved bistro bosses.

The CCOA has set forth a 24-point program which will be processed during the next year. Primarily drive will be a campaign to eliminate a series of Illinois statutes which demand: (1) All beer be sold to ops on a c.o.d. basis; and (2) 30-day limit on payment of liquor bills, with violation bringing withdrawal of their liquor licenses. Paul Sander, veteran agent, has been appointed executive secretary of CCOA.

"NIGHT OF STARS"

(Continued from page 44)

night of March 20 will be arrested. Performers say the TA okay is not binding on them, that everybody gets paid on the show and why should they be asked to work on the cuff. They point to a recent show at the Garden put on by the Home of Old Israel, the first show by that org in 21 years, where everybody got paid, and the home made as much money as if it had given TA its 15 per cent cut.

Home Stand

Officials of the Home of Old Israel expressed themselves as "eminently satisfied with the arrangement. We don't have much money to pay, but in paying actors we were sure they'd show up. There was no obligation, and we did as well financially as we might have done by dealing with Theater Authority"

WALDORF DINNER HOUR

(Continued from page 44)

The spot runs only one show nightly, starting about 12:15.

The Plaza's Persian Room, the Waldorf's nearest competitor, doesn't do any pre-theater business to speak of. Besides that, the room has two shows, dinner and supper, and charges the tax plus a cover. The Plaza's big pre-theater business is done in the Rendezvous Room which operates on a non-tax basis until about 9 p.m. The policy was inaugurated at the Rendezvous about two years ago and has paid off.

The Pierre uses its grill for the non-tax diners; its Cotillion Room has two shows, charges the tax plus a minimum.

The Sherry Netherland's comparatively new Carnival Room also operates on a non-tax basis until the theater business is out of the way. Thereafter the bands switch to dance music with the tax again in force.

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IN SHORT

New York:
Jolly 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 gimmick now used by a percenter is to lure acts away on the written promise that salary will be upped 100 per cent in six months. If the act hits, the agent has a real property; if it doesn't, he's collected for six months and if forced, gives a release. . . . Another agent is flirting with his franchise. An act has canceled checks to prove the agent collected but didn't pay off.
Jack Kelly, piano backer for Vic Damone, is readying a suit against the singer. . . . Billy Rose is off to Mantegua Bay, Jamaica, B. W. I. . . . A benefit for Tess Gardella's destitute sister, emceed by Milton Berle, is set for the Latin Quarter March 19. . . . Bea Lillie is being romanced by Charlie Yates and may go into the Persian Room. . . . Phil Foster is up on charges before Associated Actors and Artistes of America. Alan Corelli filed the charges.
A guy billed as Al Bramson opens at Harry Altman's Town Casino, Buffalo, and is called Sam (Morris office) Bramson's nephew. The latter denies any relationship, and says he never heard of him. . . . Ella Logan will play the Thunderbird, Las Vegas, April 13. . . . Lou Walters will run Saratoga Piping Rock this summer. J. E. Lewis already set for August 15.
Phil Rosen, owner of the Penthouse, wants to sell his night club part to a concessionaire who'll pay for the show and get 50 per cent of the liquor take after 10:30—no food. . . . Phil Farrell is off to England with his Mack Triplets. . . . Harry Steinman clicked at last with his Monday night fight promotions at the Philly Arena. The rest of the time he runs the Latin Casino. . . . Charlie Banks is out of the American Guild of Variety Artists (AGVA) New York executive board; George Ross is the new man, with Billy Taft and Bonnie Mack alternates. . . . And Jimmy Lyons got a vote of confidence "for a good job well done," on the motion made by Carl Stoll. "And I don't even know the guy," said Lyons.
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 comes in. . . . Thelma Carpenter filed suit against Hotel Shelburne for damages sustained when four gowns were taken from her dressing room last fall.

Philadelphia:
Club 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 Brown managing. . . . Celebrity Room will use a line with the Kay Karleton Girls. . . . Bill Layne, warbler turning comic in teaming with Don Hines, who quit as chairman of the AGVA executive board here. . . . Sam and Mac Lerner, owners of Lou's Moravian, plan to enter the Wildwood, N. J., resort nitery scene this summer. . . . Mickey Shaughnessy returns April 19 to Frank Palumbo's.

Here and There:
Gloria Gaye, dancer, recently closed a return engagement at Pete Herman's, New Orleans nitery, and began a theater chain tour last week. Later, she and her husband, Don S. Greene, plan to operate a girl show unit.



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"Barretts" Hypes In Washington

WASHINGTON, March 11.—On the basis of the first week's run of *The Barretts of Wimpole Street* at the refurbished Gayety Theater here, legit drama apparently is well on the way into getting back in a permanent groove for stage-hungry Washington. Big, enthusiastic turn-outs greeted every performance of the *Barretts* company, starring Susan Peters, and indications are that the troupe's second and final week will be good, too. Producer John Kenley, encouraged by the reception, skedding several follow-ups with *A Streetcar Named Desire* next on the slate.

The *Gayety*, which has been transformed from a burlesque house to the Capital's only legit theater, drew sell-out audiences the first two nights (Monday-Tuesday, 6-7), under its new policy, and the balance of the week found few empty seats. Starved for legit drama for nearly two years, Washington audiences sopped up the well-worn lines of Rudolph Besier's play with uncritical enthusiasm. Wednesday night's (8) pew sitters even burst out with applause at minor passages seemingly just to encourage (See "Barretts" Hypo on page 50)

Sides and Asides

Equity Picks Nominating Committee

A final tab of balloting at Equity's membership meeting Friday (3) puts **Walter Hampden, Gene Lockhart, Lee Tracy, Conrad Nagel, Edith King and William Tabbert** on this year's nominating committee. Alternates elected are **Victor Jory, Meg Mundy, Beatrice Straight, Julie Harris, Sam Wanamaker and John Randolph**. The six members selected (or their alternates) will immediately function with councilors **Dennis King, Barbara Robbins and Loring Smith** in the preparation of the regular slate to be voted on by membership in June.

"Lifetime" To Get Musical Showcasing

The Fifty, new off-Broadway group, will 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 **Julie Mandel** and dances by **Vivian Smith**.

McCormick Extends Visa With "South Pacific"

Belly-dancing Seebee, **Myron McCormick**, looks to be around "South Pacific" indefinitely. The actor has just extended his contract with the Rodgers-Hammerstein office to September, 1951. Incidentally, the producers announced last week that **Robert Emmet Keane** is the choice for the Captain Bracket role in the National Troupe. **Martin Wolfson** created and is currently playing the part here.

IATSE Moguls Meet in Canada

The general executive board of the International Alliance of Stage Employees (IATSE) and motion picture operators of the United States and Canada has set the week of Monday (20) for its regular, semi-annual meeting. The meeting will be held at the Hotel Vancouver, Vancouver, B. C. International President **Richard F. Walsh** will preside.

Rodgers-Hammerstein Buy Steinbeck Play

A new play by **John Steinbeck**, described as a drama and titled "In the Forests of the Night," was acquired last week by **Richard Rodgers and Oscar Hammerstein II**. The office will announce details of production in the near future.

"Miss Liberty" Drops Her Tariffs

Beginning Sunday (12) the Berlin-Sherwood-Hart musical, "Miss Liberty," drops its \$6.60 top to \$4.80 Sunday, Tuesday, Wednesday and Thursday nights. The tops for Friday and Saturday nights will be \$6.00. The show goes on a Sunday mat and evening schedule on the same date, with Monday night and Wednesday matinee performances eliminated.

Paper Mill Playhouse Wants Choristers

Calls for a permanent 1950 chorus for the "Paper Mill Playhouse" are skedded for the evenings of Monday (20) thru Wednesday (22) at the Malin Studio. Current plans call for the reopening of the New Jersey playhouse April 10. Its 1949 musical rep season ran to 40 weeks.

Five New Songbirds Inked for N. Y. City Center

The New York City Opera Company announces five new additions to its songbird roster for its season at the City Center, beginning Friday (24). The new lead singers are **Arelucia Turcano and Gladys Spector**, sopranos; **Walter Fredericks and Martin Drake**, tenors, and **Cesare Bardelli**, baritone. Soprano **Wilma Spence**, tenor **Frans Vroons** and basso **Desire Ligeti** return to the troupe after absences of a season or more.

"Stalag 17" on Ice Until Next Season

Gant Gaither has put off rehearsals of "Stalag 17," originally skedded for this month, until late August. **Dane Clark**, who has been signed for the lead, won't be thru with a Paris pic assignment until late spring, so the **Trzinski** drama will have to be held over for next season. Meanwhile, **Robert Willey** has been appointed general manager.

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

"Tickets, Please!" the **Paul and Grace Hartman** revue, went into rehearsal Friday (10). **Patricia Bright, Tommy Wonder and Stuart Wade** are the latest additions to the cast, which includes **Jack Albertson, Dorothy Jarnac, Roger Price, Bill Novas and The Upstarts**. Sketches are by **Harry Herrmann, Edmund Rice, John Roche and Ted Luce**. Songs are by **Joan Edwards and Lyn Duddy**, with additional numbers by **Mel Tonkin, Lucille Kallen and Buck Warnick**. **Joan Mann** is responsible for the dances and **Ralph Alswang** for the sets. The show skeds an unveiling at the Coronet Theater the week of April 24, after a New Haven, Conn., and Boston break-in.

Center Theater Books Ballet for April 23

Back in January, 1940, the Ballet Theater raised its initial curtain at the Center Theater. Contracts were signed last week by the group's administrative director, **Lucia Chase**, and **Russell Downing**, 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 balleters will follow "Howdy Mr. Ice," which ends its Center run April 15, and play thru May 14. A Tuesday-thru-Sunday schedule will prevail at pop prices ranging to a \$3.00 (tax inc.) top. Mats will be given Saturdays and Sundays.

Silo Theater Guide Out April 15

A 1950 supplement to "Blueprint for Summer Theater," silo bible authored by **Richard Beckhard and John Effrat**, will be off the presses April 15. The new edition features strawhat articles by **Milton Stiefel, Theron Bamberger, Harold L. Wise** and others. A novel inclusion this year are photographs of the sets of 35 Stem productions available for summer stock. Also included are preliminary and operating budgets and comparative costs of Equity guest stars, Equity resident and semi-pro types of barn theater, a 1949 silo list of new plays, revivals and guest stars and a detailed cataloging of operations for the coming summer. The new book may be ordered via the **John Richard Press, 139 West 44th Street, New York**.

Broadway Review

TOBACCO ROAD

(Opened Monday, March 6)

48TH STREET THEATER

A drama by **Jack Kirkland**, based on **Erskine Caldwell's** novel. Staged by **Evelyn Ellis**. General manager, **Maurice Costello**. Stage manager, **Vinnie Phillips**. Press agents, **Bill Doll, Dick Williams and Michael O'Shea**. Presented by **Jack Kirkland**.

Dude Lester.....Jimmy Wright
Ada Lester.....Evelyn Ellis
Jeeter Lester.....Powell Lindsay
Ellie May.....Baby Joyce
Grandma Lester.....Estelle Hamsley
Loy Bensey.....John Tate
Henry Peabody.....Cherokee Thornton
Sister Bessie Rice.....Mercedes Gilbert
Pearl.....Delores Mack
Captain Tim.....John Mark
George Payne.....John Boule

When a reporter heard that **Jack Kirkland** was sponsoring a revival of his hardy perennial of the '30s, *Tobacco Road*, with a Negro cast, he hoped that something had been done to the original text to justify the change in color of that fabulously long-lived Georgia branch of the **Jukes** family. The **Lesters**, as white trash too shiftless and lazy to embrace opportunities to which they were born, are a matter for nauseated contempt. As Negroes they should engender a certain sympathy, since their situation could be a product of an environment over which they have no control.

Stripped of its more or less sensational sexiness and bad language, there was tragedy to be found in the plight of those filthy, amoral share croppers during the early days of the play's run, but it progressively developed into a three-ringed sex circus with all-out emphasis on so-called comic filth. Unfortunately, the current revival, black or white, is out of the same sty. As a stunt, to bring **Jeeter** and his family to life again, a Negro revival of *Road* may have looked like a profitable notion—alho from this reporter's pew that is more than a moot question. But in any event, its current restaging on 48th Street predicates nothing in the way of advancement of the colored race nor, for that matter, for the drama. *Road* is just old, dirty and a bore.

Nor does it appear that the Negro Drama Group, which is credited with production of the revival, brings anything to *Road* which has not been done over-all better in the past. Certainly, nothing new has been added in the way of approach, and the troupe is evidently of the opinion that the same brand of backhouse didoes which carried it before can do so again. **Powell Lindsay's Jeeter** is as physically ragged and begrimed as any of his predecessors and his performance is a reasonable facsimile (See *Tobacco Road* on page 50)

ROUTES

Dramatic and Musical

Ballet de Paris (Blackstone) Chicago.
Ballet Theater (Foch) New Orleans 15-18.
Blackstone (Shubert-Lafayette) Detroit.
Brigadoon (Ford) Baltimore.
Cornell, Katharine (Orpheum) Kansas City, Mo., 14-18.
Death of a Salesman (Nixon) Pittsburgh.
Diamond Lil, with Mae West (American) St. Louis.
Harvey (Home) Oklahoma City, Okla., 16-17; (Convention Hall) Tulsa 18.
Hayes, Helen (Shubert) Philadelphia.
Heart of the Matter (Wilbur) Boston.
Inside U.S.A. (Shubert) New Haven, Conn.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Court Square) Springfield, Mass., 13-15; (Auditorium) Rochester, N. Y., 16-18.
Mad Woman of Chailot (Erlanger) Chicago.
Man Who Came to Dinner (Mayfair) Portland, Ore., 14-16; (Metropolitan) Seattle 17-22.
Mr. Roberts (Colonial) Boston.
Oklahoma: Lake Charles, La., 15-16; (Fort Whiting Aud.) Mobile, Ala., 18.
Philadelphia Story (Biltmore) Los Angeles.
Private Lives, with Tallulah Bankhead (Royal Alexandra) Toronto.
Street Car Named Desire (Iowa) Cedar Rapids, Ia., 15-18; (KRRT Radio) Des Moines 17-18.
Street Car Named Desire (Plymouth) Boston.
Silver Whistle (Walnut St.) Philadelphia.
What a Day (Forrest) Philadelphia.

BROADWAY SHOWLOG

Performances Thru March 11, 1950

DRAMA

	Opened	Perfs.
All You Need Is One Good Break (Mansfield)	2-9, '50	28
Amor of Light (Blackfriars)	2-23, '50	15
As You Like It (Cort)	1-26, '50	52
Caesar and Cleopatra (National)	12-21, '49	92
Come Back, Little Sheba (Booth)	2-15, '50	29
Death of a Salesman (Morosco)	2-10, '49	452
Detective Story (Hudson)	3-23, '49	404
I Know My Love (Shubert)	1-12, '49	150
Mister Roberts (Alvin)	2-18, '48	515
Now I Lay Me Down To Sleep (Broadhurst)	3-2, '50	12
The Cocktail Party (Henry Miller)	1-21, '50	57
The Devil's Disciple (Royale)	2-20, '50	24
The Happy Time (Plymouth)	1-24, '50	55
The Innocents (Playhouse)	2-1, '50	46
The Man (Fulton)	1-19, '50	60
The Member of the Wedding (Empire)	1-5, '50	76
The Velvet Glove (Booth)	12-26, '49	88
Tobacco Road (48th St.)	3-6, '50	8

MUSICAL

Arms and the Girl (46th Street)	2-2, '50	44
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '49	108
Kiss Me, Kate (Century)	12-30, '48	498
Lost In the Stars (Music Box)	10-30, '49	152
Miss Liberty (Imperial)	7-15, '49	275
South Pacific (Majestic)	4-7, '49	388
Texas, L'il Darlin' (Mark Hellinger)	11-25, '49	124
Touch and Go (Broadhurst)	10-13, '49	192
Where's Charley? (St. James)	10-11, '49	592

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-16, '49	387
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COMING UP

(Week of March 23)

The Consul (Barrymore)	3-15, '50
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CLOSED

The Bird Cage (Coronet)	2-22, '50	21
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(March 11, 1950)

THE BURNING BUSH

(Opened Thursday, March 2)

PRESIDENT THEATER

A documentary drama by Gesa Herczeg and Heins Herald, adapted by Noel Langley. Staged by Erwin Piscator. Setting supervised by H. A. Conde. Costumes by Don Finlayson. Stage manager, Richard Fallon. Presented by the Dramatic Workshop and Technical Institute.

Dr. Korniss, Presiding Judge... Robert Fuller
Gustav Russu... Donald Myler
Ernst Gruden... Jan Bouwmeester
Seyffert, Prosecuting Attorney... George Smith
Dr. Martin, His Assistant... Douglas C. Duclow
Dr. Bary... John Munson
Baron Emmerich Onody... Jack Burkhart
Dr. Karl Koltvos... Claude Traverser
Dr. Bernard Friedman... Alex Osena
Joseph Scharf... David Sheiner
Abraham Burbaum... Arthur Cohen
Leopold Braun... Charles Jonas
Lazar Weisztein... Arthur Sanders
Hermann Wollner... Gregory Cahn
Rabbi Emanuel Taub... Marc Hendricks
David Hersko... Reiken Ben-Ari
Joseph Matej... Marcus Battan
Dr. Szabo... Bernard Roman
Dr. Deri... Robert Craig
Professor Scheuthauer... Robert Gibbons
Moritz Scharf... Edward Cohen
Mrs. Maria Solymosi... Margaret Bell
Sophie... Anita Cooper
Miss Deri... Helen Alter
Mrs. Julianna Huri... Lisa Baker
Mrs. Grossberg... Jean Wolcott
Darinka... Elizabeth Ross
Mrs. Buxbaum... Phyllis Castle
Police Sergeant... Metro Welles
Balliff... Ernest Mann
Soldier... Stanislas Bakis
Mrs. Scharf... Stephanie Unterman

After missing the Dramatic Workshop's original staging of *The Burning Bush* at its downtown Rooftop Theater last December, a reporter has finally had a peek at the group's current revival of the Herczeg-Herald drama on its little uptown stage on 48th Street. *Bush*, while too documentary in format to be a successful candidate for commercial success, packs plenty of solid drama and interest from curtain to curtain. As an experiment it is definitely something worth cheering and recommending for a visit to the President Theater during the remainder of its short run or a later revival scheduled about a month hence.

Bush is a searing plea for justice and tolerance, at times almost too searing to be credible. But since the authors have gone to the records for their data on the monstrously prejudiced conduct of the Tisza-Eszlar trial in Hungary (circa 1882), it may be presumed that only small liberties have been taken with the facts for the sake of dramatic unity. The celebrated trial, it may be noted, concerned accusations against a half dozen innocent Jews charged with a pre-Passover ritual murder of a young Christian girl. That the charge was ridiculous made no difference in a society overready to condemn, and only the heroic efforts of a devotedly unselfish defense attorney prevented a tragic miscarriage of justice via suborned witnesses, a bootlicking prosecutor and a judge subservient to political and class pressure. The crux of *Bush's* arraignment, however, lies not so much in the final exonerated of the defendants, as in the evidence, expressed in the summing up of their attorney, that their plight is individual, but their problem racially universal. His final words carry a ring of prophesy on the Europe of 60 years later—only the final banding together of men of understanding and good will may resolve it.

Aud. Part of Play

Erwin Piscator has adapted the script most effectively to the confines of small quarters. No curtain is used. The open stage is the court room, and many of the actors make their entrances and exits via the orchestra, an obvious bid to bring the audience into focus as spectators at an actual trial rather than at a play. The skeleton setting by the Workshop's students shows a lot of imagination, and Don Finlayson's costumes lend a fine period atmosphere.

Actorwise, the students, for the most part, also give excellent accounts of themselves. Claude Traverser's defense attorney is a complete standout of fine underplaying in a play that offers a field day for over-emotionalized bellowings. Robert Fuller does well by the presiding judge, and Edward Cohen contrib-

OFF BROADWAY REVIEWS

HOMECOMING

(Opened Sunday, March 5)

WEIDMAN THEATER

A drama by Horton Foote. Staged by Ella Gerber. Sets and lighting by Paul Bertelson. Stage manager, Richard Snider. Presented by Theater 108.

Roy... Willie Hare
Marle... Susan Barnes
Connie... Mary Ann Weller
The Mother... Zeldia Benjamin
Miss Agnes... Blanche Collins
Jim Pate... Reginald Rowland
Mrs. Murphy... Portia Morrow
Frather... Sam Gilman
Herman... Douglas Gordon
Mrs. Gray... Frances Ingalls
Johnny... Harold Kramberg
Mrs. Reeves... Wilhelmina Williams
Male Singer... John Orr
First Woman... Marianne Duest
Woman Singer... Betty Black
Marvin... Richard Snider
Relief Man... Harold Rothbard
Edna May... Mary Carver
Bessie Mae... Sabra Willson

Theater 108 presents Horton Foote's *Homecoming* via an interesting approach, but it is unfortunate that the interest is not sustained even thru the first of the two acts.

Foote takes us again to the Southwest, as he did in his brief Broadway try of a few years back with *Only the Heart*. This reporter believes that he will eventually write a play, but *Homecoming* is not it. He had little to say here and doesn't say it well.

Homecoming concerns a young married doctor with a silver cord complex. Afraid of future and present, he lives with dreams of the good old irresponsible high school days, even to the point of worshiping a town prostitute who used to be a sweet young thing in voile. Naturally, the little town finds out about their clandestine meetings, and eventually the doc tells mama, when he needs dough to help the chippie leave town. To end it all, mama refuses to give, the gal skips on the little she's made off the medico and the latter shoots himself. Since Foote is fond of tangents, there are side issues galore. But while they may add color, they serve little or no purpose toward plot advancement.

Most of the cast suffers from direction, but the play fulfills its showcase purpose for a few players—primarily Will Hare, who is a fine actor, individual in style and always true to his role's intent. Hare is the whole show, but there are others in lesser capacities who acquit themselves well. Mary Ann Weller is excellent as the prostitute, and Portia Morrow handles the part of the mother with real artistry. In a play leaning to bit parts, some are played better than the more important assignments.

Questionable, however, is Ella (Design for a Stained Glass Window) Gerber's direction, both from concept and execution. True, the play is disjointed and lacks focus, but no attempt has been made to conceal the faults. Instead, the pacing is pedestrian and the mood singularly heavy and dull. Her casting eye is good, but its potentialities are stronger than what she extracts from it. The fragment sets placed about the Weidman Theater dance floor are clever and extremely well done.

In sum, the energy lavished on Theater 108's production of *Homecoming* is potential but not kinetic. Evident are the possibilities that the playwright can write a better play and the actors can do better jobs. Writing, directing and playing are off on the wrong Foote.

Dennis McDonald.

utes a poignant portrait of a young Judas, cajoled into betraying his father and his race. Over all, the cast has been meticulously drilled, but special bows should go to the medico of Robert Gibbons and the raftsmen of Reiken Ben-Ari.

If every effort of the Workshop were as good as *Bush*, it would likely be occupied with continuous revivals.

Bob Francis.

WHEN THE BOUGH BREAKS

(Opened Wednesday, March 8)

MASTER INSTITUTE THEATER

A drama by Robert S. Scott and John L. Gerstad. Staged by George Schaefer. Sets by Peter Wolf. Stage manager, Dean Whitmore. Presented by the Abbe Practical Workshop.

Lee Graham... Priscilla Morrill
Hjalmar Johannesen... John C. Becker
Bob Sanford... William Windom
Ginine Sanford... Toni Darnay
Mrs. Hjalmar Johannesen... Eleanora Swayne
Dave Noble... George Bandura
Antonio Crossetti... Al Thaler
Dr. J. C. Leland... John Boruff
Jim Norton... Frank Cook
Henry Gretch... Ken Cyrus
Sally... Anne Dougherty
McCloskey... Lee Rains
Mike... George Berman
Johnny... Mark Ricci
Kendrick... Ralph E. Lombardi
Mr. Mack... Ernest Reinle
Mrs. Mack... Lilli Goodridge
Emma Norton... Virginia M. Jenkins
Mrs. Phillips... Winifred St. Claire
Interne... Laurence Breecher
Nurse... Anne Fox

Back in 1937 a little stinker by James Knox Millen unveiled at the Princess Theater to the consternation of practically all concerned both fore and aft of the footlights. It was called *The Bough Breaks*. Just what analogy the title bore to its irksome content, a reporter doesn't remember, but it had something to do with an illegitimately pregnant gal. Now the Abbe Practical Workshop offers a new play of almost identical title. *When the Bough Breaks*, by Robert Scott and John Gerstad. There is no intent at making a comparison, except to say that the Roberts-Gerstad effort is about 500 per cent better than anything that unveiled at the old Princess. But that doesn't add up to much praise, because Messrs. Scott and Gerstad haven't written a good play either.

The authors are likewise concerned with pregnancy—legitimate, however—and on a really wholesale scale, since they locate their entire action within the confines of a maternity hospital. Their theme is the bringing together of a hard-shelled, self-centered young husband and a somewhat brow-beaten wife via the tragic birth of an abnormal child. It is a premise which portends all the elements of a poignant drama. But *Bough* only scratches the surface of their relations, and the motivations which switch the boy overnight from heel-iness to humility are like something out of a Christmas carol. In addition, the efforts toward occasional comedy leavening are amateurish and some of the boudoir cracks interspersed as laugh-bait are downright embarrassing. As a domestic tragedy perhaps, with family or outside influences at work, the theme could take on vast dramatic impact, but while the authors have doubtless covered the maternity field with authentic detail research, a pew sitter gets eternally sick of a hospital, and the sweetness and light which permeates this particular baby menage.

Production-wise, Abbe has done a good job. George Schaefer puts the student actors thru their paces as well as the static exigencies of the script permit, and Peter Wolf, who has been doing some fine imaginative background work at the City Center, has designed effectively simple sets for four scene changes. Apparently the cast includes some guest actors. However, they are not identified in the program. But guest or student, it may be reported that Toni Darnay does right well by the tortured heroine, and William Windom projects ably as the young husband. Priscilla Morrill makes a pleasantly sympathetic nurse, and Al Thaler gets the most out of an incredibly sweet taxi driver. In fact, the work of the cast as a whole is extremely creditable, considering that a lot of them draw some pretty dull assignments.

Every once in so often the Abbe group comes up with something really good, but *Bough* only adds up to emotional clap-trap.

Bob Francis.

Library Theater Review

MURDER IN THE CATHEDRAL

(Opened Friday, March 3)

LENOX HILL PLAYHOUSE

A drama by T. S. Eliot. Staged by Edward Greer. Set and lighting, Kim Swados. Costumes, William Yelton and Helen Herbert. Choreography, Betty Osgood and Carl Morris. Production manager, Joe Shank. Stage manager, Gwen Brown. Presented by Equity Library Theater.

Women of Canterbury—Helen Bonstelle, Marla Lawrence, Beatrice Spencer, Martha (Tommy) Baxter, Mary Joy Brown, Enid Hall, Nancy Marchand and Jeanne Taylor.

Second Priest... Robert Perrault
Third Priest... Philip Sann
First Priest... Liam Sullivan
Herald... Michael Prince
Thomas... Leo Lucker
First Tempter... Page Johnson
Second Tempter... Porter VanZandt
Third Tempter... Lee Marvia
Fourth Tempter... Theodore Marcuse
Reginald Fitz-Urse... Robert Burgher
William DeTrali... Fritz Congdon
Hugh deMorville... Lloyd Bethune
Richard Brito... George Hoxie

As its experimental salute to Unesco's Theater Month, Equity Library Theater revived T. S. Eliot's poetic tragedy, *Murder in the Cathedral*. In the light of so auspicious an occasion it would be pleasant to report that it was well done. Unfortunately, it wasn't.

As may be remembered, Eliot's script centers on the conflict between spiritual and temporal power in medieval England, with Archbishop Thomas Becket heading the one faction and King Henry II the other. It is divided into two segments—the conflict within Becket as to whether he will fight the throne for his principles, and his subsequent resolution to accept martyrdom. Despite its poetic imagery, *Murder* is a wordy and repetitious play, an added source for smoke screens where more than enough befogging was already accomplished via the approach to the production.

Instead of emphasizing spiritual simplicity, Director Edward Greer elected to include ballet, choral recitative and other artily obscure embroidery. It is obvious that, under most favorable conditions, ELT efforts are drastically limited by space, budget, and frequently, talent. Imagination and a crafty use of resources must be their substitute. Mere pretentiousness, as in this case, only defeats the group's purpose as a showcase, and destroys any chance of production success.

Leo Lucker, in the exacting role of the archbishop, acquitted himself with credit, particularly in his more demanding scenes. However, to cast so young an actor for such a mature part seemed a bad choice; certainly a more diligent application of make-up was called for to convince a pew-sitter that Lucker had the appearance of a venerable prelate. Of the four assassins, Fritz Congdon, Lloyd Bethune and George Hoxie were most noteworthy.

Greer's staging must be charged with the prime responsibility for the failure of the revival. Kim Swados' simplified setting effectively indicated the depth and perspective of the cathedral in which such action as there is takes place.

Leon Morse.

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Magic

By Bill Sachs

DR. DEL MONTE is set in Southern theaters with his mental-magic-hyp turn until April 25, after which he is slated to open with one of the major carnivals with his own illusion show. **Walter D. Nealand**, veteran press agent, is handling the newspaper, radio and promotional tie-ups for the Del Monte attraction. . . . **Bill Jameson**, Columbus, Ind., posts under date of March 4: "Just caught **Navo and Company**, American Indian magician, in a full-evening show for the second time in the last few weeks. Who is he? He has one of the fastest and most interesting shows on the road for my money. He is assisted by his lovely wife and five red-skinned youngsters, all in authentic Indian costume and beautiful. He had full houses at both Medora, Ind., and Brownstown, Ind., where I caught him." . . . Who is this **William J. Van Berkel**, said to be a magician, now lolling in a Los Angeles jail charged with 10 counts of morals offenses involving juveniles of both sexes? We've never heard of him. . . . **Karrel Fox** is set for a seven-week tour of Canadian theaters and auditoriums with the "Just For Fun" unit, opening May 22. . . . **Bobby Rew**, 5-year-old Plymouth, Mich., magic lad, who has given 156 school performances and two tele shows in the past year, was the subject of photos and a story in The Sunday Detroit News of March 5. . . . The **Judith Johnson** mental turn, piloted by **Harold Laughon**, is still holding forth at niteries in the Miami area, which Laughon says is loaded with magi, mentalists and hypnotists. . . . **Think-a-Drink Hoffman** is current thru Wednesday (15) at the RKO Albee, Cincinnati. . . . **Nardini and Nadyne**, presenting their Magic Bar act, have just concluded their sixth week at **Mike Conroy's** Supper Club, Rochester, N. Y., and still holding on there.

MARQUIS THE MAGICIAN, after a fortnight at **Bill Goldie's** Blue Ridge Club, Pittsburgh, is working theater dates down the Atlantic Seaboard, with the **Sinclair Sisters** as added features. . . . **Walter F. Williams**, Chicago trixster, now working as director for the **John B. Rogers** Producing Company, Fostoria, O., writes from El Paso, Tex.: "Magicians getting into this neck of the woods should visit the **Mex-Tex Bar** in Juarez, Mexico, and ask for **Carlos**, a whiz with dice and coins." . . . The **Yagers**, with **Lady Esther**, have shifted their mental turn from **Andre's** Supper Club, Syracuse, to the **Chateau**, Rochester, N. Y. . . .

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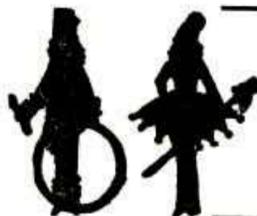
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Cloud Worries Douse Solons, But Law Is Lax

(Continued from page 3)

court injunction against the project. It is generally agreed that there are no laws at present covering the subject of rain-making, nor regarding any damage suits resulting from such activities. Among questions posed and unanswered at present are:

Could a New York theater or niterie sue the city for lost business if enough rain were to fall as a result of the experiment to drown out potential customers?

Could a Connecticut resort sue New York on the grounds that Gotham intercepted a cloud headed for the Nutmeg State and swiped the water necessary to keep a lake in good shape?

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 push hard for enactment of a pending bill in its State Legislature giving immunity from suits for any rain damages. Such a law, however, would have no validity in out-of-State suits.

If rain, or clouds carrying it, are considered interstate commerce, then Congress would have the right to prescribe laws covering such experiments. During the last session the armed service committees kicked around a bill to give immunity to the army from any suits resulting from its rain experiments, but never bothered to pass the measure.

"Rain farmers" got their biggest spurt from scientist **Irving Langmuir**, who was reported to have tapped clouds for 300,000,000,000 gallons of water in a New Mexico experiment last January.

"BARRETT'S" HYPES

(Continued from page 48)

the troupers, and by the time the final scene was reached the demonstrative crowd was hissing tyrannical **Papa Barrett**.

The non-Jim Crow **Gayety**, repainted and recarpeted, got a helpful nudge from Washington's social set which tendered numerous parties for opening night. First-nighters included folks from the embassy crowd, Capitol Hill, State department officialdom and plenty of high Pentagon brass.

Roy (Scrubboard) Wallace, hillbilly magician, is recuperating at his Indianapolis home after a hemorrhoidal operation at General Hospital there. He is readying his bag of tricks and musical novelties for an under-canvas trek thru the Pennsylvania and West Virginia coal fields beginning late in April. . . . The **Baltimore Sunday Sun** roto magazine section (5) carried **Milbourne Christopher's** "Magic Is a Child's Game," a full-page story of how children livened up his performances, as well as those of **Judson Cole**, **Bobo**, **Loring Campbell**, **Howard Huntington** and **Twamley**. . . . **Chang** is slated to open this week at the **Puerto Rico Theater** in the Bronx, N. Y. . . . **Rouclere Jr.**, daughter of the once-famous magic team of **Harry and Mildred Rouclere**, infos that she's keeping busy in and around her home base of **Fair Lawn, N. J.**, specializing on children's programs at schools, churches and private parties. She also is a regular feature over **WPAT**, **Paterson, N. J.**, and is prepping a turn for an early shot at television.

Burlesque

By UNO

WINNIE GARRETT, while at the **Emerald Room**, **Soundview Hotel**, **Milford, Conn.**, recently, suffered the loss of a mink coat, and \$150 in cash by theft from her room in the hotel. . . . **Joan Torino** is doubling in strip specialties and the **Jack Montgomery** line at the **Hudson, Union City, N. J.** . . . **Queen Robi**, during her recent engagement at the **Top Hat**, **Toledo**, enjoyed a visit from **Georgia Sothern**, who was playing the **Park**, **Youngstown, O.**, at the time. . . . **Ginger Chrystie** opened March 13 at the **Terminal Hotel**, **Easton, Pa.**, for two weeks thru **Mickey Owens**. . . . **Jackie Whelan** is in his sixth week at **Harvey Bell's Club Bali**, **Miami Beach, Fla.** Other principals there are **Billy Wee-Ping**, **Kate Gayle** and **June Edwards**. . . . **Mila, the Peeler**, new **Hirst Circuit** strip, was formerly **Elinore Mercen** when she co-featured with **Edith Anderson** at **Jimmy's Kelly's** and other **Greenwich Village**, **New York**, niteries. . . . **Adaire Twins** and **Doris DeLaye** are at the **Burbank**, **Los Angeles**, where **Shirley Stanley** is a recent **Ted Coyne** booking. . . . **Charles (Red) Marshall** returned to burly March 10 at the **Empire**, **Newark**, with the **Mike Sachs-Freddie Lewis** unit.

RITA CORTEZ will use her own transportation, a new **Cadillac**, while traveling with her own revue on the **Endy Bros.' Shows** the coming season. . . . **Betty Howard** has completed a Florida season at the **Colonial Inn** and **Club 22**, **Miami Beach, Fla.**, and moved to **Havana** with her manager, **Harry Ryan**, where she is now doubling at **Club Nacionale** and the **Marti Theater**. . . . **Local 59**, of the **International Alliance of Stagehands**, will hold its 51st annual jamboree at the **Hudson, Union City, N. J.**, at midnight March 29, when performers from burly, musicals and niteries will appear in addition to the current week's bill. **Paul DeSavino**, electrician, is chairman. . . . **Lotus DuBois**, newly billed as the **Shadow Girl**, has left a **Hirst** roadshow to open March 16 at the **Palace**, **Buffalo**, to be followed by a week at the **Gem**, **Chicago**, thru **Milt Schuster**. . . . Another **Hirst** unit to fold recently was the one principaled by **Hank Henry**, **Sparky Kaye**, **Dick Dana**, **Joanne Malone** and **Mila**, all of whom reopen in stock for two weeks at the **Rialto**, **Chicago**, March 17. . . . **Mickey Owens** returns to **Club 78**, **New York**, March 17 as producer. Entertainers there include **Eddie Chester**, **Jean Lollie**, **Joni Criss** and **Joe Durci's** ork. . . . **Monte Navarro** is in his 17th week as dancer and straight to **Nat Mercy** in "Continental Varieties," touring the South on the **Kemp Time**. **Shirley Sterling** is in the chorus. . . . **Mickey Markwood**, comic, has retired from the road and is now a **New Orleans** resident.

AFTER HOURS CLUB

(Continued from page 10)

an amiable host, chatting easily with his guests, singing comedienne **Kay Ballard**, teen-age columnist **Betty Eetz** and movie actor **Tom Drake**. Utilizing a studied casualness, **Robbins** somehow contrived to talk **Miss Ballard** into mugging her way thru a none-too-funny number; kidded **Miss Betz** about revealing telegenic qualities via costume and sandwiched in three wordy commercials for **Winston Television** all in 15 minutes.

The mainstay of the session, tho, was good-looking **Joe Bushkin**, whose off-the-cuff-styled vocalizing and soothing pianistics sparked the most genuinely spontaneous note on the show. The program's on-the-town mood was enhanced by an effectively simple stage setting (checkered table clothes, piano and interesting shadows on the wall).

When it came to the commercials **Winston** stuck to its usual conventional pitch . . . a boy, a set and a staid copy line. *June Bundy.*

TOBACCO ROAD

(Continued from Page 48)

in the traditional "By God and by Geez" pattern. But there are only two outstanding contributions to current matters on the 48th Street stage—from **Evelyn Ellis** and **John Tate**. **Miss Ellis**, who directed the revival, brings real poignancy to the tragic predicament of **Ada Lester**, whose single remaining ambition is a decent dress to be buried in. **Tate** plays the confused **Loe Bensey** with fine understanding. Along with **Miss Ellis**, he evidently accepts his assignment as a challenge to bring a character to life in terms of honest simplicity and not to play a cartoon.

Commercially, a reporter would ordinarily give **Road** a fast week's span on the **Stem**, but on past performance the **Caldwell** opus can fool anybody. However, it does seem that by this time practically everyone, who wants to, has seen it. **Kirkland** should leave **Jeeter** on the shelf.

Bob Francis.

PHILCO, SYLVANIA DENY

(Continued from page 13)

lieves that the price differentials merely reflect cost differences." **Philco** further contended that, as a set maker and a supplier of replacement tubes, it is entitled under the **Clayton Act** "to receive a lower price from **Sylvania** and other tube manufacturers than distributors who purchase directly from such tube manufacturers."

Both **Sylvania** and **Philco** denied that **Philco** is enabled by the lower prices to undersell **Sylvania**, or that **Philco** distributors are enabled to undersell **Sylvania** distributors. Both admitted the substantial accuracy of **FTC** figures showing a price differential of 7 cents to 49.5 cents per tube in quotations, but held that the comparison "is not a fair one because it does not reflect the actual net prices paid."

MERCHANDISING PAYS

(Continued from Page 42)

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If Trouping's Tramping, Then Hugo Loves It

KEARNEY, Neb., March 11.—Harry Hugo this week took time out from his varied duties attendant to the shaping up of the Hugo Players for their annual tour to point out that he read with interest the recent stories from the pens of Will H. Locke, E. L. Paul and C. E. Duble. "Paul's yarn, especially, took me back to the years of 1907-'08 when the Applegate-Hugo Stock Company was struggling along," Hugo said. "We didn't ask for much then, just enough to eat and pay the bills and what big bills and big appetites we had. We only had to pay \$1 per day per person at the best hotels, and if business was good we ate at the table which bore the apples and oranges for 25 cents extra.

"Business was not easily lured, but it seemed to me that we always were happy and that's what makes a good troupier even in these days. To us old-timers it looks like the beginners of today do not encounter the hardships which were so evident long ago.

"A non-professional once asked my son: 'Are you going out with your father's show again? Why don't you get into something permanent, or do you want to be a tramp all your life?' 'What do you mean, a tramp?' my son replied. 'My dad's been in show business over 40 years and he's certainly no tramp.' Altho proud of my son's reply, the little by-play started me to thinking whether the man could be right. However, it was trouping which afforded me the opportunity to meet so many fine people—both in and out of show business.

"My old-time partner, Uncle Joe Applegate, is now boss canvas man on the Clyde Beatty Circus. He was a good actor. In dramatic circles, he's referred to as 'The Monty Wooley of the Big Tops.' And, I dare say, he can still read lines with the best of them. I could name hundreds like him and if to have missed knowing them meant staying off the road—even if the man was right—I'm glad that I'm a tramp."

Vermont Nominates His Minstrel Stars

OTEEN, N. C., March 11.—Charlie (Slim) Vermont, rep, tab and minstrel blackface comic, who is still confined in Ward R-4, Veterans Administration Hospital here, this week recalled a number of star minstrel units and performers, his list running back as long ago as 1911.

"Long to be remembered," Slim says, "are the John W. Vogel Minstrels and the John Van Arnem Company. There also was the Neil O'Brien Minstrel, boasting such stalwarts as Happy Benway, Slu-Foot Gaffney and Pete Detzle, in addition to O'Brien.

"The J. A. Coburn Minstrel was a standout, as were such entertainers as Charlie Gayno, Bobby Gossans, Tommy Post, Fred Stowe; Carl Helman, of the Vermont & Helman unit, and Ollie Dillworth, who was among the great minstrel musicians.

"Then there was the Lasses White Minstrel, with a line-up that included White, Billie Doss, Skeets Mayo and Karl Denton; the Helen Morgan of the minstrels; Gordon Hunt and the writer. The greatest of them all was the Al G. Field Minstrel, with such performers as John Cartmell, Burt Swor, Bill Beard, Johnny Healy, Don and Al Palmer and Jack Richards and Billy Church, topnotch singers."

Arkansas Charter to Sky Vue

FORT SMITH, Ark., March 11.—Sky Vue Drive-In Theaters, Inc., here has obtained a charter from the secretary of state at Little Rock. Authorized capital stock is \$150,000. Mose Smith Jr. and Claude C. Ward Jr., Fort Smith, and J. Fred Brown, Memphis, were listed as the incorporators.

ATM Includes Drive-In Ops In Membership

DETROIT, March 11.—Allied Theaters of Michigan (ATM) voted to include outdoor theater operators in their membership, Charles W. Snyder, executive secretary, disclosed this week. In the past outdoor operators have been included because they have had one or more regular indoor theaters. New move is to avoid a schism and to act as a protective measure for the industry as a whole. Snyder pointed out that Michigan has fewer of this type of theater operation than most States.

Elaborating on the protective measure, Snyder pointed out that unfortunately in some cases the new ventures have gotten into the hands of inexperienced people who have not always observed ethical standards. Excess competitive bidding was one of the practices which Snyder singled out as poor policy, basing his criticism on unfortunate experiences of the "old school."

A special meeting will be called by the ATM in the spring prior to the opening of the season for the drive-in theaters. Jack Braunagel, of Kansas City, Mo., who has had vast experience with this type operation and who is also an old-time exhibitor, will be the principal speaker. Braunagel is drive-in manager for the Commonwealth Circuit.

Stratford Board Approves 2 New Drive-In Sites

STRATFORD, Conn., March 11.—Permits for two outdoor theaters here were approved by the Town Planning Board last week. The first permit went to Philip C. Cahill, East Haven, Conn., drive-in theater operator. The other was granted to James M. Sniffen, of this city.

Approval followed a public hearing, at which 150 persons appeared in favor of the petitions for the permits. Only two persons registered opposition. In both instances members of the Planning Board pointed out that the drive-in theaters will add about \$70,000 to the town grand list and will provide business on land now unoccupied and providing little tax return.

Each petitioner said he planned a 600-car capacity drive-in, properly screened by fences from highways and with private police to handle traffic. Cahill will operate the theater approved on his permit, while Seymour Levine, of Stratford, Conn., will operate the drive-in on the Sniffen property.

Drive-Ins Contemplated For Batesville, Shreveport

SHREVEPORT, La., March 11.—Construction of a new drive-in theater here gets under way soon, it was learned last week. The new theater will be constructed by Joy Theatres, Inc., on land east of the Alamo Plaza tourists courts on Greenwood Road.

The Commonwealth Batesville Theater Corporation, operator of the Melba Theater, Batesville, Ark., will build a new drive-in theater near that city, Bill Headstream, manager of the Melba, reports.

PHILADELPHIA, March 11.—A new combine, 309 Drive-In Theater Corporation, has been organized here. Petition for a certificate of incorporation stated that the new corporation has been organized "to purchase, hold, sell, improve and lease real estate, mortgage and encumber the same, and to erect, manage, care for and maintain, extend and alter all types of buildings and other installations, including drive-in motion picture theaters, thereon."

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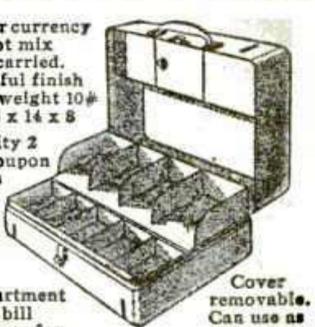
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THE FINAL CURTAIN

ACEVEDO—Alex, 55, circus performer, recently in Los Angeles. He originated the Acevedo Troupe and trained the present group working under that billing. During his years with circuses the act appeared with Russell Bros., Al G. Barnes, Arthur Bros., Cole Bros. and others. Survived by his widow, Aurora; two sons, Robert and Arthur, and a daughter, Betty. Burial in Calvary Cemetery, Los Angeles, March 3.

ARMSTEAD—George B., 66, newspaperman with many New England publications and recently managing editor of *The Hartford (Conn.) Courant*, March 7 in Wethersfield, Conn. From 1943 till 1946 he had been a news commentator for Station WDRC, Hartford.

ARMSTRONG—Thomas A., former music publisher in Philadelphia, suddenly at his home in that city March 3. A sister survives. Burial in Philadelphia, March 8.

BLOME—Mrs. Bernet, 52, wife of Charles Blome, Crosley Corporation engineer, March 9 in St. Mary's Hospital, Cincinnati. She also leaves a son, Clyde, two sisters and two brothers.

BOVIN—Anton, 81, father of Russ Bovin, manager of Loew's Theater, St. Louis, March 3 in Milwaukee. Burial in that city.

BROWN—Arthur Clayton, 79, former Metopera singer and more recently a New York soap manufacturer, March 15 in Orlando, Fla. He had sung in support of Enrico Caruso and Mary Garden, among others. His widow and a stepson survive.

CANNON—John J., 51, general representative of the Heart of Texas Shows, March 5 in Brownwood, Tex. (Details in Carnival Department.)

CARSON—Elmer L., 68, father of comedian Jack Carson, March 6 in Hollywood. His widow and another son, Robert, survive.

CORCORAN—Edward M., 61, nephew of the late Fred Ledgett and Dolly Julian, circus performers, recently at his home in Artesia, Calif. Survived by his widow, Josephine, and an aunt, Edna Ledgett, former pianist on the Keith-Orpheum Circuit. Interment in Calvary Cemetery, Los Angeles.

DUGAN—Daniel, 46, former cook-house worker with various outdoor shows, February 28 in Rochester, N. Y.

ELLIS—Charles K., for five years chief electrician of the road show company of *Oklahoma*, March 1 of a heart attack while en route with the troupe to Kansas City, Mo. Survived by his widow, Fairy P. Ellis, known professionally as Bonnie Bee, costume designer. Burial in Los Angeles.

EVANS—Jack, 57, film actor, and known as the Mayor of Gower Gulch, March 7 at his home in Hollywood. In silent film days he was a contract player at many studios. Survived by a sister, Mrs. Mozelle Gillis.

GLICKEN—Jack, 49, midget doorman at the Copa City nitery March 5 in Miami Beach, Fla., when struck by an auto. He had formerly been with circuses and in the films before taking the Copa City job. His mother and five brothers and sisters survive.

GOODEN—Charles, 50, former circus trouper and resort operator, recently at his home in Baldwin, Ill. In recent years he had operated a tavern in Baldwin. Survived by his widow, Minnie; his mother, Mrs. David Gooden, Cleveland; two brothers, Harold and Russell, Elyria, O., and a sister Mrs. Margaret Koehn, Cleveland. Burial in Baldwin.

GORDON—Ray, 37, scale and age operator, March 1 at his home in Jamaica, L. I., N. Y., of a heart attack. Survived by his widow, Renee; his father, four sisters and two brothers. Burial in National Cemetery, Farmingdale, L. I.

GRAUMAN—Sid, 71, well-known theater operator, March 4 in Cedars of Lebanon Hospital, Los Angeles, of a heart ailment. He and his father opened theaters in San Francisco in the early 1900s. After the earthquake there in 1906 he went to Los Angeles and built the Million Dollar Theater. After that he built the Rialto and the Metropolitan theaters.

the latter now the Paramount. In the early 1920s he moved his operations to Hollywood and built the Egyptian Theater and the Grauman's Chinese Theater. It was at the latter show palace that he originated the world-famous "footprints of the stars" in the forecourt. Interment in Forest Lawn Mausoleum, Los Angeles.

GREENMAN—Samuel, 80, father of Harry Greenman, managing director of the New York Theater, March 6 in Buffalo. Four other sons and three daughters survive.

HOGUE—Earle H., 62, retired actor, March 3 in Miami. He had been a headliner at the old National Girard and Globe theaters in Philadelphia. His widow survives.

JUDSON—Oliver Boyce, 82, one of the incorporators of the present Philadelphia Orchestra Association, suddenly March 4 at his home in Philadelphia. He was one time manager of the orchestra and served as a director of the association from 1901 thru 1905. Burial in Laurel Hill Cemetery, Philadelphia, March 7.

KAY—Emily, 74, former wardrobe maker for vaude performers in New York and Miami, and mother of Gertrude O'Neil, of the O'Neil comedy act, recently in Miami of a brain hemorrhage.

KIEFER—Joseph, 73, bandmaster, March 7 in Atlantic City (N. J.) Hospital. He helped organize the Police Band in Philadelphia in 1912, and was bandmaster of the Police and Firemen's Band from 1918 until his retirement in 1947. His widow, Anna, survives. Burial in Greenwood Cemetery, Pleasantville, N. J., March 11.

KLEIN—Henry K., 50, since 1948 a vice-president of Batten, Barton, Durstine & Osborn, Inc., New York advertising agency, March 7 in that city. He was formerly with the Columbia Broadcasting System and the J. Walter Thompson ad firm. His widow, son and mother survive.

KOCIAN—Jaroslav, 67, Czech violinist, March 8 in Prague. He made his debut in the U. S. in 1902 when he was 18 and played 80 concerts in the U. S. and Canada. Kocian appeared with the New York Symphony in 1911.

LAUDER—Jack, 74, vaudevillian and a second cousin of the late Sir Harry Lauder, Scottish comedian, March 9 in Rockford, Ill. Before buying the Mayer Hotel in Rockford, he toured on several vaude circuits, singing songs made famous by Sir Harry.

LEHR—Lew, 54, comedian known as Doktor Lew, as well as a film exec, March 6 in Boston. Lehr was a Movie-tone newsreel commentator and editor of short subjects for that division of 20th Century-Fox. A dialectician, he was formerly in vaude, tho he never used his dialects on the stage. Instead, Lehr did a chalk-and-blackboard act while hanging by his feet from a trapeze. Lehr's professional debut came as Simple Simon in J. C. Mack's *Mother Goose* act, where he met Anna Leonhardt, known professionally as Nancy Belle, whom he married. His radio appearances included a regular spot on *Stop Me If You've Hear This One*. His widow and daughter survive.

LUDWIG—Charles O. (ZaZa), 51, well-known dance band leader in New England, February 28 in Manchester, N. H. His widow, mother, sister and two brothers survive.

LYNCH—John (Pipes), former general agent for the Blotner Model Shows, recently in Calais, Me. Burial in Bangor, Me.

MALEY—Stephen, 84, former comedian and character actor, March 8 in New York. He had appeared in many Charles H. Hoyt farces, including *A Black Sheep*, *Montgomery and Stone's Wizard of Oz*, *David Warfield's The Music Master* and in *The College Widow*, by George Ade. Maley counted among his musical comedy appearances *Oh, Boy!*, and also appeared in *Bulls and Bears*, *Spite Corner*, *The Gorilla*, *The Breaking Point* and *Chalked Out*. His widow survives.

MARSHALL—F. Stanley, well-known Philadelphia musician, suddenly March 6 at his home in Upper Darby, Pa. Coming to the United States from England in 1912, he first worked as a clarinetist with the Ringling circus band. For a time he played with Victor Herbert's orchestra and later with John Philip Sousa's Band. He was also a member of the Band of Gold, composed of members of the Philadelphia Orchestra, conducted by Leopold Stokowski. For 10 years he was a member of Meyer Davis's orchestras, and several years ago returned to the Philadelphia Orchestra, also playing with the Robin Hood Dell Orchestra. The last few years he had taught at the Wurlitzer School of Music in Philadelphia. His widow, Sophie, and a son, Stanley Jr., survive. Burial in Fernwood Cemetery, Philadelphia, March 11.

McKENNA—William J., 69, composer, March 4 in Jersey City, N. J. An actor in minstrel shows, comedies and vaude before turning to writing, his many songs include *Mandy Lane*, *Lady Love*, *Down in the Old Neighborhood* and *Has Anybody Here Seen Kelly?* McKenna also wrote operettas and musical comedies, including *The Bride Shop*, *The Midnight Kiss*, *The Mayor of Laughland*, *The Joy Rider*, *The Mazuma Man* and *The Road to Mandalay*. He was also a radio director and scene designer, a writer on musical topics and a music teacher. His widow, daughter and two sons survive.

MENKEN—Mrs. Catherine, mother of stage and radio actress Helen Menken, March 13 in New York. Another daughter and a son also survive.

MURREE—Fred Bright Star, 88, champion Indian roller skater, March 6 in Lankenau Hospital, Philadelphia. (Details in Rinks and Skaters Department.)

NICKELL—Mrs. Jeanette, 75, sister of Bert Chipman, well-known in outdoor show business circles and author of the book *Hey Rube*, recently at her home in Hollywood. She was the aunt of Harry B. Chipman, former circus press agent.

RICCI—Giulio, one of Italy's oldest impresarios, in Forli, Italy, March 5 when hit by a motorcycle. Ricci was credited with having presented Gilgli, noted tenor, to the public in Forli 46 years ago.

ROBERT—J. Muir Stewart, 45, husband of actress Mary Ellis, March 7 in Selkirk, Scotland, when he fell while mountain climbing.

ROSE—William K., 44, former press agent for Cole Bros. and Dailey Bros. circuses, in Little Rock March 5. (Details in Circus Section.)

SAVAGE—R. E., veteran carnival general agent with the J. J. Page Shows, in his room at the Gilbert Hotel, Birmingham, March 4, of a cerebral hemorrhage. Burial in Forrest Hill Cemetery, that city, March 6.

SILVERMAN—Sid, 51, publisher of *Variety*, in Harrison, N. Y., March 10. (For details see page 4.)

STAHLEY—Mrs. Mary, 78, former vaude performer for 20 years with the Musical Blacksmiths, March 6 in Rochester, N. Y. The act, which used blacksmith tools for instruments, was created by her late husband, Cass Stahley, and had been seen in Europe, Asia and South America. The act broke up when her husband died in 1941.

STUDIN—Charles H., 51, attorney prominent in music and theatrical settlements, March 5 in New York. His widow and two sons survive.

TANNENBAUM—Mrs. Mina, mother of Joseph A. Tanney, head of S.O.S. Cinema Supply Corporation, New York, recently in that city. Another son, Emanuel, formerly operated theaters in Scranton, Olyphant and Hazleton, Pa.

TATZ—Carl J., band leader and musical director of Station WEAN, Providence, from 1937 to 1944, March 1 in that city. During the war he was an accordionist-pianist with USO-Camp Shows in the European Theater of Operations. As arranger and leader he toured with

Earl Carroll's *Sketch Book*, 1931 to 1935, and in 1919 was with the Ringling Circus band. In Providence he had played in the Fays Theater orchestra and at the Biltmore Hotel.

WARD—Harold, 71, editor, author, songwriter and former press agent, March 1 in Sterling, Ill. With the late Arthur Gillespie he had written songs, sketches and plays and later did advance work for William A. Brady and the Shuberts.

WARNER—Lucian T., 72, president of the Connecticut Symphony Orchestra, March 6 in Bridgeport. Survived by his widow, Mary; a daughter, Mrs. W. H. Brereeton, Easton, Conn., and a son, Arthur, Fairfield, Conn. Burial in Mountain Grove Cemetery, Bridgeport, March 9.

WILSON—Mark, 61, publicity director for Shuberts' Philadelphia theaters, March 8 at Saranac Lake, N. Y. He also was publicity director for the Steel and Hamid piers in Atlantic City, conducted his own publicity bureau, served as Philly rep for many nationally known showmen and for many years managed the Locust Street Theater in Philadelphia. His widow and daughter survive.

Marriages

GROSSMAN-ROZYSKA—Joseph Grossman, manager of the road company of *High Button Shoes*, and Rozyska, danseuse in the show, March 4 in Chicago.

HERBERT-SOLTESZ—Fred Herbert, assistant stage manager of the *Kiss Me*, *Kate* touring company, and Eve Soltesz, dancer in the same show, February 28 in Chicago.

STINETTE-YANTIS—Ray Stinette, owner of the amusement park at the Dallas Zoo, and also connected with State Fair Park, Dallas, and Ernestine Yantis recently in that city.

VAN ZANT-SUHOVY—Philip Van Zant, actor, and Victoria Suhovy, ballerina, March 5 in Los Angeles.

WHEELER-LANKFORD—Nelson Wheeler, New York, and Louise Lankford, Centralia, Ill., concessionaire, recently in Paducah, Ky.

Births

A daughter to Mr. and Mrs. John Pondfield February 24 in Baltimore. Father is film editor and chief projectionist for WAAM-TV.

A daughter, Sheila Sue, to Mr. and Mrs. J. Barker February 22 in Brownwood, Tex. Mother is the daughter of M. A. and Dorothy Johnson, formerly with Craig's Heart of Texas Shows.

A daughter to Mr. and Mrs. Fred Henry March 1 in Hollywood. Father is KLAC and KLAC-TV's program director.

A daughter, Donna Marie, to Mr. and Mrs. Ted Snyder recently in Tri-State Hospital, Shreveport, La. Parents have the Motordrome on Crescent Amusement Company.

A daughter, Sandra Kay, recently to Mr. and Mrs. Sid Alcido in Albenarle Hospital, Elizabeth City, N. C. Father is owner-manager of the original Aerial Alcidos.

A daughter, Mayla Mea, to Mr. and Mrs. Frank Hanasaki recently in St. Anthony's Hospital, St. Louis. Father is a concessionaire.

A daughter, Lorelei, to Mr. and Mrs. Bill Henrique March 8 in Osteopathic Hospital, Philadelphia. Father produces the chorus lines for the Hirst burlesque circuit.

A son to Mr. and Mrs. Oscar De Mejo at St. John's Hospital, Santa Monica, Calif., March 1. Mother is Alida Valli, actress.

A daughter to Mr. and Mrs. Ben Selvin March 3 at Cedars of Lebanon Hospital, Los Angeles. Father is in charge of Coast recordings for Columbia Records.

A daughter, Cynthia Jane, to Mr. and Mrs. LeRoy Kopp February 11 in San Jose, Calif. Father is an announcer at KCBS, San Francisco.

A daughter to Mr. and Mrs. Eddie Hirschberg February 20 in Pittsburgh. Father is owner-manager of Station WEDO.

300 G KIDDIELAND FOR L. A.

Wagner Inks Sally Rand For Cavalcade

Opens With Show May 2

TAMPA, March 11.—Sally Rand will go out this season with Al Wagner's Cavalcade of Amusements, Wagner announced here today.

The fan dancer will open with a 20-people company when the org ushers in its season May 2 at Montgomery, Ala.

A new show front for the Rand unit will be built at Cavalcade's winter quarters in Mobile, Ala. New canvas, 50 by 150, has been ordered from the U. S. Tent & Awning Company, Wagner disclosed. New bleachers will also be constructed at winter quarters.

Massman Entry Speeds Sesqui Plans in D. C.

(Continued from page 3)

stars of stage, screen and radio-TV being lined up as entertainment.

Massman spent his first week here surveying blueprints and plans, consulting with his aids on additional preparations and acquainting himself with his staff. Sesqui events are being arranged for every day between April 15 and November 22 this year, and the Freedom Fair itself is slated to open April 15, 1951. As a precursor to the exposition, this year's celebrations will feature the latest types of fireworks as well as numerous outdoor shows.

Massman will participate in his first meeting with the full sesqui commission shortly, and it is anticipated that this session 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 on States and territories. This committee will co-ordinate plans for the special observance days honoring the States.

E-C Corrals \$4,800

Bingh'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, announced here this week.

Evans and his partner, Glen Childers, will present 11 performances, six nights and five matinees, from April 17 to 22 in the Armory. Talent for the date is being set by Herman Blumenfeld, of the George A. Hamid Agency.

A. Hymes has been awarded the concessions.

Gainesville Inks Seven Dates; Bows April 19 at Roundup Cele

GAINESVILLE, Tex., March 11.—The Gainesville Community Circus will open its 21st season here April 19-21, in connection with the annual Circus Round-Up sponsored by civic organizations.

The big top will be pitched at Fair Park and a parade, with floats, will mark opening day. Six candidates are in the race for queen of the circus. A coronation ball, in the big top, will conclude the festivities.

The Gainesville circus has all but one of its 1950 dates contracted. Consolidated-Vultee Aircraft Corporation, Fort Worth, has purchased the show outright for three night performances, April 27-29, in Will Rogers Coliseum, for its 25,000 employees and families.

Following the Fort Worth engagement, other dates are: May 4 and 5, McKinney, Tex., Quarterback Club; May 12, Paris, Tex., Kiwanis Club; June 2-3, Amarillo, Tex., South Amarillo Lions' Club; 9-10, Corpus Christi, Tex., Rotary Club, and 15-16, Dallas Fair Park, for the Woman's Auxiliary of the Dallas Episcopal diocese.

One other engagement will be played late in June or around July 4. No fall dates will be played, as has been customary in the past.

Mr. and Mrs. A. Morton Smith and Mr. and Mrs. A. B. Garvin recently were in Sarasota, Fla., where they purchased a wardrobe for the 1950 spec and a bareback horse from the Loyal-Repenski Troupe. A six-person bare-

Poppers Supply Co. Opens New Quarters

PHILADELPHIA, March 11.—Poppers Supply Company, Inc., has moved into its new and larger showroom-warehouse at 1211 North Second Street here. Lawrence S. Goldmeier, president of Poppers, says the quarters provide complete facilities for storage and shipment of supplies and equipment for popcorn, floss, candy apples, peanuts and snowballs. Repair and remodeling of popcorn machines also will be handled.

In addition to expanding its quarters, Poppers maintains an inventory of corn and seasoning in a Charlotte, N. C., warehouse.

Poppers was founded in October, 1945, by Goldmeier and incorporated in 1949.

Cole Bros. To Play Detroit Olympia

DETROIT, March 11.—Cole Bros.' Circus, featuring Bill (Hopalong Cassidy) Boyd open a 11-day stand in the Detroit Olympia May 10. The announcement was made by Ludwig Kassebaum, assistant manager of the Sonja Henie ice show, which closed here Sunday night (5) after playing to nearly a half-million persons. Cole will be the first circus to play the Olympia since Barnes Bros. appeared there three years ago.

The Moose Circus is scheduled to play the State Fair Coliseum here May 1-7, under management of Johnson & Wallace Enterprises.

back riding act, directed by Portis Sims, is in rehearsal.

This year's flying act will be featured as the "youngest in the world," consisting of five members ranging from 15 to 23 years. They were trained by Gus Bell and Harold Ward. They will feature a carrying trick and passing leap.

Amuse. Workers Average \$40 Wk.

(Continued from page 3)

bowling alleys, sports clubs, race tracks, stadia, and radio and television entertainers. It embraced 4,150 establishments employing 67,800 workers, exclusive of caddies. Sixty-five per cent of the employees were men over 21, 25 per cent were women and 10 per cent were male minors.

Earnings varied greatly by occupation. Highest median hourly earnings—\$3.75—went to those in the managerial, professional and performer categories. Median hourly earnings were lowest for ushers, 53 cents. Almost two-thirds of the persons receiving less than 60 cents an hour were women or male minors.

In most occupations wage levels in New York City were considerably higher than in the rest of the State. Median hourly earnings were \$1.26 in New York and 90 cents elsewhere. The work week averaged 36.2 hours.

Median weekly earnings were \$40.06, with one-fourth of the workers earning less than \$20 a week and an almost equal number earning \$75 or more.

40 Concerns Exhibit At Eng. Trade Show

LONDON, March 11.—The sixth annual Amusement Trades Exhibition ended its three-day stand at New Royal Horticultural Hall February 16. More than 40 firms offered exhibits of rides, park equipment, arcade and vending machines and other articles of interest to outdoor showmen.

Principal rides shown were Dodgem and Scooter cars and numerous kiddie devices. British manufacturers are handicapped in developing such equipment, as they are obliged by government regulations to export a hefty percentage of production.

Showmen from all points of the British Isles attended. A limited number of showmen from France and Belgium visited.

N. Y. Sports Show

Gate 9% Below '49

NEW YORK, March 11.—Altho most exhibitors of Campbell-Fairbanks Expositions, Inc., reported good business at their 13th annual National Sportsmen's and Vacation Show, which ended February 26, attendance was 9 per cent off from 1949.

Sleet, snow, rain and hail on Washington's Birthday and near-zero temperatures on two other days did not have much effect on crowds. Stress at this year's show was on the vacation feature, and 60 per cent of it was devoted to vacation recreation.

Doolan Plans 20 Rides for 20-Acre Site

Late Summer Debut Set

LOS ANGELES, March 11.—Mickey Doolan, Chicago Kiddieland operator, who winters here, this week revealed plans for a 20-acre 20-ride Kiddieland to be spotted near one of this city's shopping centers.

Altho purchase of the intended site has not been okayed, Doolan intimated he anticipated no trouble and said work will be started soon so the park will be in operation by late summer.

Plans are to operate nine months *(See DOOLAN PLANS on page 79)*

France To Promote Stock Car Racing At Langhorne

GREENSBORO, N. C., March 11.—A 150-mile Grand National Circuit contest for late model autos with a \$5,500 guaranteed purse slated for Sunday, April 16, at Langhorne Speedway, near Philadelphia, will be 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. Babcock, Langhorne owners, to operate races at the track in 1950. Such races last September pulled a big crowd to the track.

Other opening dates announced by France included Occoneechee Speedway, between Hillsboro and Durham, N. C., Sunday (19); Bowman Gray Stadium, Winston-Salem, N. C., a quarter-miler with a seating capacity of 13,400, April 1, with weekly races to be held Saturday nights; Martinsville, Va., every Thursday night, and Danville, Va., every Friday night, starting the first week in April; Atlanta Peach Bowl, early April; North Wilkesboro (N. C.) Speedway, Sunday (26), and Winston-Salem (N. C.) Speedway, Easter Sunday, April 9.

France said his personnel again would include Houston A. Lawing, public relations; Bill Fair, outdoor advertising and concessions; Enoch Staley, steward and outdoor advertising; Mrs. Fair, public relations and business manager; Alvin Hawkins, in charge of Winston-Salem and Martinsville tracks and starter, and Joe Epton, in charge at Danville and scorer.

Headquarters for Langhorne activities will be the office of Bill McGaw, general manager of the Joie Chitwood org., Philadelphia.

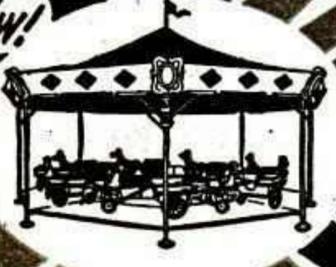
France's races will be sanctioned by the National Association for Stock Car Auto Racing.

Fairfield Vets Sked Expo

STRATFORD, Conn., March 11.—Disabled Veterans' Association, Bridgeport, Conn., received the green light this week from Administrator Jess Larson, of the General Service Administration, to use the vacant Chance-Vought factory here for an industrial exposition June 1-9.

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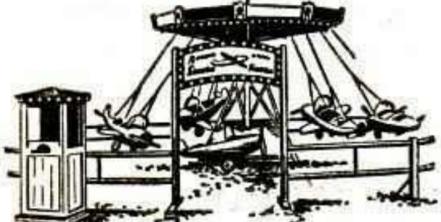


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3-16-56

Close-Ups:

Home on Range With Range, Tale Of 365-Pound George Reinhardt

—By Herb Dotten—

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

FOR the past 10 years George Reinhardt has tipped the scales at about 365 pounds. 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 places 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 cook-house-grab 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 excursions, 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 cheffing.

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 Fork, 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 billposter. He started as a brush handler on the Cole circus, remained on the Cole 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-Golmar Circus. Then, in turn, he went with the Yankee-Robinson Circus, 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 1921 for the first time he joined a carnival, the Johnny J. Jones Exposition. Successively he moved to other carnivals—the C. A. Wortham Shows and the Rubin & Cherry Shows—on each of which he served a year.

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

Now he is one of the old-timers as a cookhouse-grab stand operator. The record shows that since 1922 he has missed only two fairs at Atlanta, that he has held the same location at Tennessee State Fair, Nashville, for more than 15 years, and that he has been a constant repeater at Indiana State Fair, Indianapolis, where in more recent years he operated a cafeteria.

Intros Cafeteria

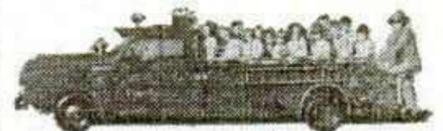
George points out that it was he who introduced cafeteria-style eateries on shows. That was six years ago. The introduction, he points out, not only insured collecting money and cut the overhead but enabled the presentation of a wider choice of foods.

In the old days shows paid their help off in meal tickets. That as—(See HOME ON RANGE on page 58)



GEORGE REINHARDT

THE WINNER!



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Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949 . . . Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day . . . Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

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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, bandmaster on the Ringling circus, was a dinner guest of H. J. Wills and D. I. Dains during a recent visit in La Fayette, Ind. Wills was a member of the Evans band in 1923. . . . Roy McCuen, who returned from a trip to Salt Lake City, has 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 Charlotte, N. C., 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. . . . Charley Wagner, thrill show operator, is handling publicity for the Ray Robinson-Sugar Costner prize fight to be held at Convention Hall in Philadelphia Wednesday (22).

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 Jimmie Lynch's Death Dodgers, left Chicago last week to attend a meeting of auto race reps in Detroit. Following the confab, Newberry was skedded to go to his Jacksonville, Fla., home.

John Mullins, owner of Crystal City Park, Tulsa, Okla., visited in Chicago last week and reported that he now is a director and stockholder at Station KPHO-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 R. Siegel, Detroit, returned Thursday (9) from a trip to Mexico. Siegel is manager of Jefferson Beach Park, Detroit.

New York visitors last week included Ned Torti, head of the Wisconsin Deluxe Supply Company, attending the Toy Show, and Pat Pur-

cell, Eastern division manager of the Joie Chitwood Hell Drivers, who now headquarters in Philadelphia. . . . Francis Messmore, of Messmore & Damon, commercial and showbiz display builders, and Mrs. Messmore were slated to plane from New York March 13 for a three-week vacation in Europe. . . . George A. Hamid, senior member of the George A. Hamid & Son Agency, now on a cruise in Mediterranean waters, wrote his office staff that he built an act for participation in a ship amateur show. Hamid, who once won the title of "world's champion tumbler" taught six girl passengers the rudiments of an acrobatic routine wherein he acted as understander. George Jr. is handling the Hamid biz while his dad and mother are vacationing.

2 Mass. Towns Okay Pari-Mutuel Racing

EAST BROOKFIELD, Mass., March 11.—Voters here and in Westboro approved horse racing as part of the Central Massachusetts town elections held Monday (6), with feeling running high on the issue in both towns.

East Brookfield voters approved a pari-mutuel set-up for a running track, while Westboro favored the referendum for harness racing. Last year the racing issue was defeated in East Brookfield. This year the sponsors, 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.

Pacers and trotters would run at Westboro Stadium. Auto racing has been presented there during the past few years. This was the first time the horse 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 50 exhibitors have contracted for space at the annual trade show to be held at Town Hall here March 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 Bingley Hall on March 16 and will run thru April 15. Included will be an amusement section, with rides, games and concessions.

Weighty Problem

WEEHAWKEN, N. J., March 11.—Altho the Interstate Commerce Commission recently doubled the ferry fare for elephants and camels, a representative of the Weehawken Ferry said this week that it does not intend to cash in on the pachyderm-owner's plight.

The ICC ruling allowed an increase from \$1.40 to \$2.80 in the cost of ferrying elephants, camels and "other uncrated wild animals" from Jersey to 42d Street, New York.

A ferry official said that 12 years ago a Jersey City man, who was exhibiting an elephant in New York, commuted daily with his beast on the ferry for a two-week stretch.

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

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America's most talked-about Kiddie Ride...

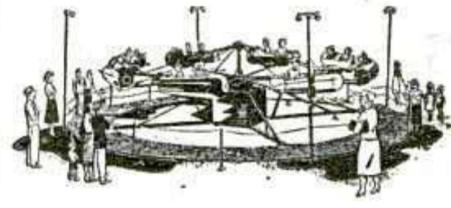
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"THE TURF"
(all electric race horse group game)
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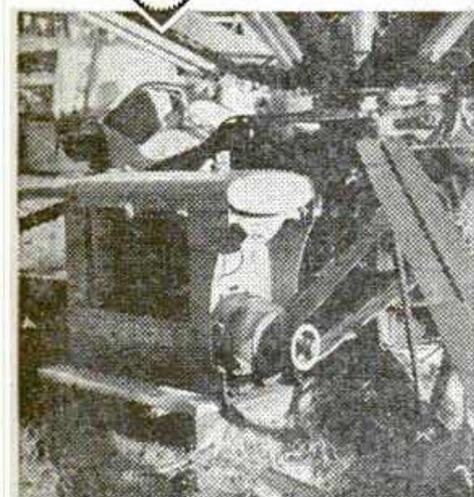
Minimum Order Each Wording. Price of Color 10,000 Tickets.	10,000 Each Additional 10,000 Same Order Price Change Color Change	\$10.00 2.00 3.00 .60
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Dressing Room Gossip

Hamid-Morton

Our opening in Kansas City, Mo., Tuesday evening (7) for the police department was good, altho we have had somewhat light houses since opening. Triska has recovered from his injuries and is back in the act again. Jack Banta is looking forward to having his wife join him again in Wichita, Kan. Pat Barrett was stopped en route to Kansas City by the State troupers, who searched his truck. It turned out they were looking for some escaped prisoners, but it kept Pat guessing for a few moments.

The Four Angels and clown alley, accompanied by the physical instructor of the Kansas City Police Department who worked as tramp, visited the De Leno and the Mercy hospitals Wednesday morning (8). The Thomases were excited the other evening when Roy's mother, brother and wife and their little girl, Inky, came from St. Joseph to catch the show. Ray Hartzell 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, Caldonia, Bill Barrett and Pat Parrish. Visitors were Mrs. William Thomas and family.—BILLY HUDSON.

Gran Circo Americano

Show closed at Curacao, N. W. I., March 5 to a below average crowd. Drop in biz was much in evidence here last two weeks but picked up considerably in last couple of days when "Engancho" was put in effect (two persons for one ticket). Milton Peliez and Francisco, of the Flying Pascuales, showing off their musical talents on the sound truck, as no announcing was allowed—only music and posters.

Almost every day another enthusiast joins in the fun of deep-sea fishing with goggles and air tubes. Now enjoying the sport are Ken Leach, Jack Gordon, Earl Dean, Bob Vinsonhaler, J. O. Wilson and Philip Bonta Jr. The birthday party which was given for Franky Campo (Chalupin) was attended by all. Music for dancing was given by Milton Peliez and Francisco, this time accompanied by local musicians, who have been playing with the org band during our stay here. Unknown departure date to Puerto Rico due to difficulty arising from International Airline laws.—EARL DEAN.

Ayres & Kathryn Davies

As we moved south out of Wisconsin we thought we left cold weather behind. At Popular Grove, Ill., we found it raining. We were forced to cancel Le Center as roads were too bad for the school busses. At Sandwich, 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 on fire. The fire department was called and the blaze extinguished but the interior of the trailer was destroyed. They got a new one in Moline, Ill.

The writer visited the Polack show in Chicago and talked with the Sherman Brothers and Justus Edwards. The snake dance is going over big since it was added to the show. Around Chicago George Cole, of Cole's Puppet Show, visited several times.—HARRY VILLEPONTEAUX.

Clyde Bros.

We still are in the ice and snow and just about everyone has a cold. In Danville, Ill., Mr. Osborn brought his interesting collection of circus pictures to the building for everyone to see. Jimmy Armstrong and Frankie Saluto spent a day on the show visiting friends. In Manteno, Ill., Tama Frank and Patsy, Fay Avalon, Frank Craine and Winistor Townsends entertained patients in the hospital wards. Bob Perry's trampoline really

Polack Bros., Western

Our first week at the Medinah Temple in Chicago was very pleasant. The date was promoted by Mickey Blue. Press and radio were handled by Justus Edwards and Al Sweeney. All the clowns are happy as they have a dressing room all to themselves but the rest of the gang makes rude remarks about it.

Herbie and Homer Hobson threw a party at their place for the gang. Felix Adler was there and the only one missing that would have completed the party was Bogonghi.

Mr. and Mrs. Emil Pallenberg Jr., Mr. and Mrs. George Paige, Mr. and Mrs. Billy Watson, Mr. and Mrs. Ross Paul, Ingrid and Bernard Zenner and Honey Shyretto have apartments at the Croydon Hotel.

Giustino Loyal's horse arrived in Chicago. He had left it in Cincinnati for an operation for sinus trouble and he reports the horse is in perfect shape.

It has looked like a performers' convention the past week with visitors coming from far and wide. Here are a few with which the writer visited: Hilda Hudson, Don Dorsey, Mr. and Mrs. Gene Randow and his mother; Heliane Bechlior, Mrs. I. J. Polack, Ethel Robinson, Natalie Mask, (See Polack Bros. on page 62)

West Bros.

Snyder, Tex., oil boom town gave with two capacity houses. Org is in its ninth week and will play a few days in New Mexico, then go to Forrest City, Ark., to ready for under canvas dates. E. W. Clark, manager Clark's bears, has two-year-old Little Joe riding motorcycle in the act. Max and Derald Cregg, doing roly boly and rolling globe, have all new wardrobe. The Knight Trio is presenting three acts. Pat Knight does a high jump over an umbrella. Dean Kirkland and Patsy Knight are now in the aerial ballet. Mrs. Hans Claire is back in the act with juggling. Promoter Jack Knight was a visitor.

Theodosia has joined, doing table rock and general clowning. Mrs. Julian West is manager of concessions; Flash McKinney has novelties and candy pitch; Darlene McKinney, popcorn; Patsy Knight, cold drinks; Mrs. Max Cregg, candy floss; Happy Johnston is boss props; Frank DeRue, producing clown, and with him are Roy Adkinson, Verne Coriell, Wallie Wallace, Aunt Sophie, Theodosia and Happy Johnston.—FRANK DERUE.

Rogers Bros.

In St. Petersburg, Fla., we were entertained at the home of Col. Walter Woods, former business manager of *The Boston Globe* and owner of a large model circus set-up. Many of the personnel attended a party at St. Peter's Golden Gate Guntzel Club. Betty Keller gave jitterbug lessons, Juan Frazier, surf board lessons; Si Rubens showed us how to play shuffleboard and Porky Frazier demonstrated how to fall off a porch railing.

Louise Gaines got to go down in a diving suit at Tarpon Springs, Fla., where sponge diving is the main business but she came up with what looked more like an octopus than a sponge. Billy Gaines received a beautiful new trailer.

In St. Petersburg we caught the opening drill of the New York Yankees and our lot was alongside the Boston Braves training field in Bradenton. Both teams visited our night shows.

Visiting reached a high peak at Sarasota. Several of Merle Evans's (See Rogers Bros. on page 62)

takes a beating with the children and grown-ups working out on it all the time. Marie Henry has some lovely new formals for the wire act and Borgal Ford has all new wardrobe for the cloud swing.—GRACIE HANNEFORD.

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We are national distributors for Multi-plex Root Beer Barrels, electric and ice cooled. The new, improved barrel with continuous faucet. Temprite Packaged Carbonators, carbonates 30 gallons hourly, weighs only 75 pounds. Hazel-Atlas Root Beer Mugs, made of heavy glass. We are manufacturers of Super-Strength Root Beer Concentrate. One gallon makes 140 gallons of delicious root beer beverage. Super-Strength Birch Beer Concentrate makes a delicious natural tasting birch beverage.

LOW PRICES—SPECIAL DEALS

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OHIO CHEMICAL PRODUCTS CO.

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Challenger FLOSS KING
Selling New Profit and Performance Records!

CHALLENGER EQUIPMENT CORP.
BOX 249 Harvey, Illinois
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MAKE \$100.00 A DAY ON CANDY FLOSS

Extra! Extra!
SUPER WIZARD CANDY FLOSS MACHINE, \$250.00

FREE extra parts included — limited time — WRITE TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.
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Many new models of both Stationary and Portable Galleries. Some used - portable equipment on hand for immediate delivery. Write today for complete catalog.

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NEW GAME FOR CONCESSIONAIRES

Nothing like it on the market. Protected territory to jobbers. Write, phone or wire factory representative.

Taulton Distributors
1925 Shaftesbury Rd. Dayton 6, Ohio
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GIVE TO THE RUNYON CANCER FUND

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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.

Cincinnati 22
2160 Patterson St.
DUnbar 6450

New York 19
1564 Broadway
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Chicago 1
188 W. Randolph St.
Central 6-8761

St. Louis 1
390 Arcade Bldg.
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Hollywood 28
6000 Sunset Blvd.
HOLlywood 9-5831

Detroit 1
1009 Fox Theatre Bldg.
WOODward 2-1100

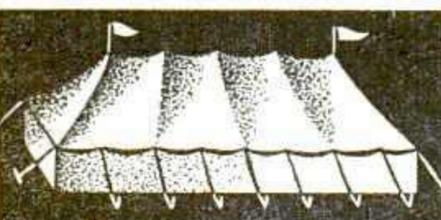
SHOW TENTS

CARNIVAL — CIRCUS
CONCESSION
QUALITY
WORKMANSHIP
SERVICE

With Plenty of Flash
BILL SANDERS

AMERICAN TENT & AWNING CORP.

132 W. Main St., Norfolk 10, Va.



BIG TOPS! TENTS!

FOR EVERY PURPOSE!

- Many stock sizes
- Made to special order
- Poles and stakes complete

No matter what your tent requirements, Peoria has the answer. Tell us what you need. Write today for free estimate, no obligation.

SALE! Reconditioned Tents

Special sale of previously used tents carefully reconditioned. Write for free list of sizes and prices.

PEORIA TENT AND AWNING CO.
611 Franklin Street, Peoria, Illinois

SERVING SHOWMEN OF THE
SOUTHEAST SINCE 1919 WITH

SHOW TENTS!

Camel has both the experience and facilities for making anything from a small concession to a circus "big top"! Get Camel's prices before you buy! Call, wire or write "Bill" Werner!

Camel Manufacturing Co.

329 S. Central, Knoxville, Tenn.

"America's Finest Show Canvas"
TENTS—SIDESHOW BANNERS

IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft. Middles, White Flameproofed Deluxe Red and Blue Trim. 10-Ft. Sidewalls.

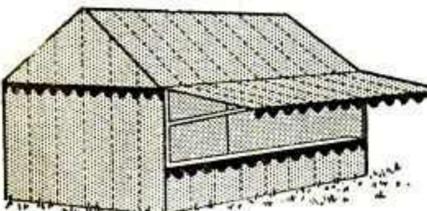
Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.

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CONCESSION TENTS

SEND US YOUR SIZES



Write for Quotation

POWERS & CO.

5929 Woodland Ave. Philadelphia, Pa.

Home on Range With Range, Tale Of 365-Pound George Reinhardt

(Continued from page 54)

sured the shows' cookhouse of business, but did not prod many cookhouse ops to give much attention to the quality of food. When shows shifted to paying off in cash, it became necessary for all operators to give increased attention to the quality of food.

In the old days, George recalls, it was common during fair season for four or five cookhouse ops to band together, obtain a baggage car and move their equipment in it. Their help moved in day coaches. Now practically all cookhouses move by truck.

Starts Hopscotching

Since the early '20's George has done much hopscotching. For two years, tho, he was out with the Rubin & Cherry Model Shows and in 1944 he had units on the Johnny J. Jones Exposition. For several years before the founding of the Miami Showmen'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 Reinnie's Beach.

George knows all the vagaries of the cookhouse-grab business. He recalls a Labor Day rainout at Kentucky State Fair, Louisville, that left him with 1,000 pounds of meat, some 200 loaves of bread and between 4,000 and 5,000 buns, all of which he donated to charitable institutions. Similarly, he remembers coming out of Washington, after four days of rain, with 800 pounds of hot dogs, all of which he discarded.

Recalls Good Breaks

George, however, recalls the good breaks, too. Among these were the terrifically hot weeks at Illinois State Fair, Springfield, and Indiana State Fair. Crowds were huge, the supply of soft drinks ran out, and George did a terrific business selling iced water at 5 cents per glass.

He rates the advent of the deep freeze as one of the biggest boons to come the way of the cookhouse-grab stand operator. "The deep freezers enable the saving of food over a week-end," he declares, adding that "on railroad moves, when electricity is not available, dry ice will save the food."

World War II was no bonanza to cookhouse-grab ops, as it was impossible for them to get sufficient meat and other supplies, George maintains. Wartime problems were nothing new to him.

Licks Shortages

During World War I, in addition to service in the armed forces, he also spent some time with the Yankee-Robinson Circus and felt the pinch of shortages and sky-high prices, such as sugar at 30 cents a pound. George was nothing, if not ingenious. Moreover, he had a reputation as a pastry chef to live up to, and so he devoted attention to developing a recipe with ingredients which were neither in short supply nor overpriced. He succeeded, too, 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 Yankee-Robinson show there was a roughneck called "the Lip" because of his tremendous appetite. The Lip, George recounts, each morning ate between 15 and 18 full-sized hot cakes. "He didn't even bother to cut them, merely rolled them, and gulped them down," George recalls, explaining that it was this which prompted him to put pieces of burlap into cakes intended for the ravenous gent.

Burlapped Hot Cakes

When Lip bit into the burlapped hot cake, he let out a yell and, burlap in hand, dashed out looking 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 chuckles. "Besides it was wartime; good cooks were almost impossible to find, and he just couldn't fire me."

Last year George had two grab-stands, plus the backyard cookhouse, on the Jones show. Incidentally, he first met Harold (Buddy) Paddock, for the past two years co-owner of the Jones show, back in '27 at Shelby, Mont. Paddock then was selling meat wholesale. George bought a portion of Paddock's carload lot of frozen meat. The friendship between the two blossomed thru the years.

George has not cooked for nearly 10 years, spending his time overseeing his operations. His wife, Nora, helps him in his business. The Reinhardts, who have two sons by his wife's prior marriage, make their home in Tampa.

George is a member of the Greater Tampa Showmen's Association and the Showmen's League of America.

Mekimken, Rodgers, Healey Named to Chicago Fair Staff

CHICAGO, March 11.—Frank Mekimken, 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-president of the McGraw-Hill Publishing Company, was named assistant to Executive Manager Crosby M. Kelly, and Steve Healey, veteran Chicago and Washington newspaper man, was added to the expo's publicity staff.

New Lima Advertising Code

LIMA, O., March 11.—Showmen planning to play here are urged by Karl L. Ghaster Sr., of Ghaster Outdoor Advertising, to contact the building inspector at city hall before doing billing, tacking or posting. City officials recently passed a code for outdoor advertising involving license, permit fee and evidence of liability insurance.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

STOCK TICKETS
One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH

Double Coupons

Double Prices

No C. O. D. Orders

Size: Single Tkt., 1x2"

About the only voice a man gets in his family affairs is the Invoice.

TICKETS

of every description

THE TOLEDO TICKET COMPANY

114-116 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED
Cash With Order. Prices:
2,000 \$ 6.80
4,000 7.65
6,000 8.50
8,000 9.35
10,000 10.20
30,000 14.60
50,000 19.00
100,000 30.00
500,000 118.00
1,000,000 229.00
Double Coupons. Double Prices.

Joe Godin Sets Dates for

Saskatoon, Bangor Annals

SPRINGFIELD, Mass., March 11—Joe Godin, president of the Interstate Fireworks Display & Manufacturing Company, this week announced the signing of the Saskatoon (Sask.) Exhibition and the Bangor (Me.) State Fair. Latter spot is reviving after a year's hiatus caused by the burning of the grandstand.

Godin next week will fly to Canada to cement other contracts for his Canadian firm.

TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

KOLITE BLACK LITES
LUV-A-LITE PAINTS

Consistent With Quality

The Lowest
Prices Always

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

THE MAKERS OF...

Quality Show Canvas

Show, Concession and Exhibit
Tents, Horse Troughs, Casting
Nets, Ring Mats, Canopies and
Marquees built to your specifications.

Arthur E. Campfield, Inc.

145 W. 54th STREET NEW YORK 19, N. Y.
Phone: Plaza 7-8039

SHOW TENTS

CENTRAL

Canvas Company

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Kansas City 6, Missouri

Phone: Harrison 3026

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ASTRO FORECASTS

All Readings Complete for 1950

Crystal Balls; Imported

On hand in these sizes: 2 3/4 inch: 39/10;
4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, 100, 75¢; Per M. \$6.00
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12 Signs,
Any Quantity. Each 1 1/2¢
"WHAT IS WRITTEN IN THE STARS." Folding
Booklet 12-P, 2 1/2 x 5. Contains all 12 Analyses.
Very well written, \$5.00 per 100. Sample, 10¢
FORECAST AND ANALYSIS, 10-p. Fancy
Covers, 8 1/2 x 11. Each 5¢
Samples of each of the above 4 items for... 25¢
No. 1. 45 Pages Assorted Color Covers 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and
Policy 120 Dreams Bound in Heavy Gold
Paper Covers. Good Quality Paper, sample 20¢
HOW TO WIN AT ANY KIND OF SPECU-
LATION, 24-p. Well bound 8 1/2 x 11 25¢
PACK OF 79 EGYPTIAN F. T. CARDS.
Answers All Questions, Lucky Numbers,
etc. 60¢
Signs, Cards, Illustrated. Pack of 36 15¢
Graph Charts, 9x17. Sample 5¢. Per M. \$7.50
MENTAL TELEPATHY Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Your
Label. No checks accepted. C.O.D., 25% Deposit.
Our name or ads do not appear in any merchandise.
Samples, postpaid prices. Orders are P.F.
Extra.

SIMMONDS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

NEW 1950 EDITION NOW AVAILABLE CONCESSIONAIRE'S GUIDEBOOK

78 Pages—All jam-packed with money-making formulae, M.O. Ideas, Games and Concession Equipment. Send \$1.00 today for your copy.

CONCESSION SUPPLY CO.

3916 Secor Rd. Toledo 6, Ohio

**SOFT ICE CREAM
—FROZEN CUSTARD**
Big Volume—Long Profits!



MODEL
1-131

NOW is the time to cash in on the nationwide popularity of delicious long-profit specialties like soft ice cream and frozen custards. Serve 'em fresh from a SWEDEN Speed Fountain Freezer and watch your summer volume soar! Automatic consistency controls and accessibility of all parts for quick servicing and cleaning make SWEDEN easy to operate and maintain. Serve milk shakes and malts at same high speed, low food cost. Your only investment is the down payment. SWEDEN pays for itself out of EXTRA profits.

For further information
write to

Sweden Freezer Mfg. Co.

DEPT. P-1 SEATTLE 99, WASH.

CONCESSION
Electric Floss Machines
Bring in
Bigger Cash Profits!

They're better built. Made by the world's largest manufacturer of Floss Machines.

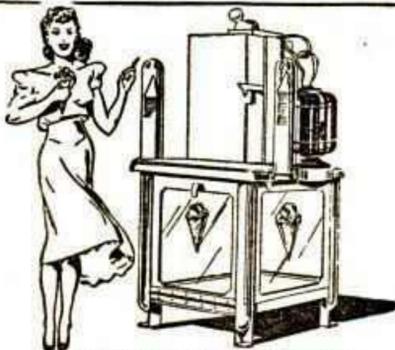
Check These Points

- Direct drive
- Rubber mounted throughout
- Rheostats for speed and heat control

Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.

Write for full details

CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 13, OHIO



**BERT'S ELECTRIC AUTOMATIC
SNOW CONE MACHINE**

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.



ORIGINAL WAFFLE MOLDS

Large 4" commercial size, cast aluminum. Round, six-sided or scalloped, complete with wooden handles and formulae. \$2.50 each. 6 mole grease tank, \$35.00. Write.
CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 13, Ohio

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

**The Multiplex
ROOT BEER BARREL**

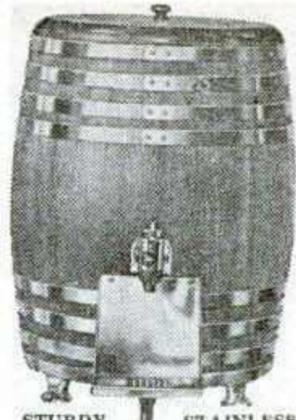
IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

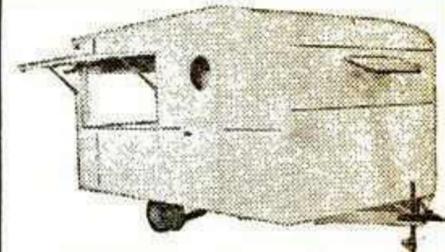
Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



STURDY OAK STAINLESS STEEL HOOPS
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\$1275.00 Deluxe
Aluminum
Trailer

CALUMET COACH CO.
11575 S. WABASH AVE., CHICAGO 28, ILL.

**Most Powerful
Chevrolet Trucks
Ever Built!**

Plenty of power—and dependable power—to handle heavy loads at lowest cost! Two great engines bring you new power, new stamina, new and spectacular performance with economy. These 1950 Chevrolet P•L trucks are the most powerful trucks Chevrolet has ever built.

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.

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

Far ahead with all these **Plus Features:**

- TWO GREAT VALVE-IN-HEAD ENGINES: the new 105-h.p. Load-Master and the improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load
- THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response
- DIAPHRAGM SPRING CLUTCH for easy action engagement
- SYNCHRO-MESH TRANSMISSION for fast, smooth shifting
- HYPOID REAR AXLES—5 times more durable than spiral bevel type
- DOUBLE-ARTICULATED BRAKES—for complete driver control
- WIDE-BASE WHEELS for increased tire mileage
- ADVANCE-DESIGN STYLING with the "Cab that Breathes"
- BALL-TYPE STEERING for easier handling
- UNIT-DESIGN BODIES—precision built.

**CHEVROLET
P•L***

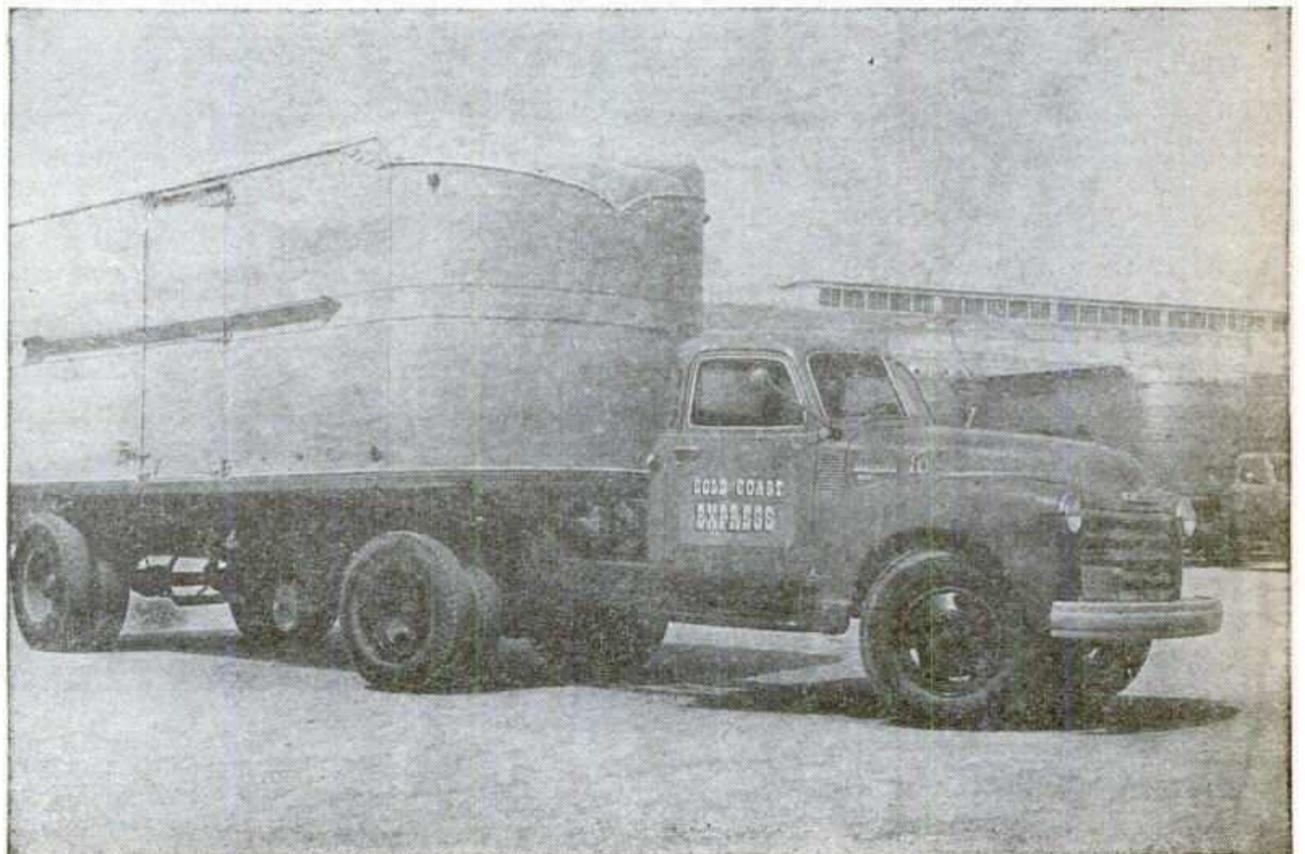
ADVANCE-DESIGN TRUCKS

Popularity Leaders The public's overwhelming preference for Chevrolet is proof of owner satisfaction earned through the years. Beyond question, Chevrolet P•L trucks are the nation's leading choice in the entire truck field.

Performance Leaders The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

Payload Leaders The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

Price Leaders From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value—all add up to the lowest price for you.



3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 85 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75c. Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2 ... 10c each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75c. Set Numbered Ping Pong Balls ... \$15.00. Replacements, Numbered Balls. Ea. .40. 3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 ... 1.25. Middlweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow. Per 100 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M ... 1.50. Plastic Markers, Red or Green, Round or square, 3/4" Diameter, M ... 2.50. Scalloped Edge, Green only, M ... 2.00. Smaller Size, 3/4" Diam., Red or Green Plastics, M ... 1.50. Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for ... 15.00. Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M ... 1.00. Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M ... 2.00. Round White N. J. Cardboard Markers, 2 sizes; 1/4 inch dia., 1800 to lb.; larger size 3/8 dia., 1000 to lb. Either size, lb. .85. Alrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90# Send for illustrated circular. For ... 135.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & Co.
19 W. Jackson Blvd. Chicago 4, Illinois

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

JOHN BUNDY REPRESENTATIVE

Haus-Standard Chevrolet

1325 STATE ST. EAST ST. LOUIS, ILL.

CHAIRS

Every Type and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers Wood-Steel



U. S. SEATING CO.
570 7th Ave., N.Y.C. (41 St.) LO 4-3524

VAC-BALL FOR STOCK PERCENTAGE OR SPORT

PARK-CARNIVAL-FAIR

MAKE YOURS A THRIFTY '50

MEN - WOMEN - CHILDREN ALL PLAY LIBERAL 15-DAY TRIAL OFFER. PROTECTS YOUR INVESTMENT.

WRITE FOR ILLUSTRATED FOLDER.

VAC-BALL EQUIPMENT COMPANY
5012 42nd Ave., S., Minneapolis 17, Minn.

FOR SALE

A-1 condition, absolutely no repairs. Inside scenery panels for 32 ft. Allan Herschell Merry-Go-Round, \$5.00 each. Shields fastened to end of seat, \$2.00 each. Set of 7 car Tilt-a-Whirl, wood crescent crates included, \$75.00.

JOSEPH DISPENSA
19 W. Chicago Ave. Hinsdale, Ill. Phone: Hinsdale 220

Flashbacks

25 Years Ago

George L. Myers, ballet master, was supervising plans for the Sells-Floto Circus spec. . . C. C. Macdonald returned as manager of Summit Beach Park, Akron. . . Col. C. E. Howard, manager, announced attendance of more than 100,000 at Orlando (Fla.) Sub-Tropical Midwinter Fair. . . C. C. Stewart was preparing to open his attractions with the Clinton Exposition Shows. . . Val Vino, lecturer, signed with the John Robinson Circus. . . Steve Roehl headed a group of Albuquerque, N. M., businessmen who planned construction of an amusement park there. . . Percy Martin was awarded the contract to supply free acts at Pennsboro (W. Va.) Fair. . . Clay M. Greene joined Miller Bros.' Shows. Mr. and Mrs. Jerry Mugivan were vacationing in Hot Springs. . . Leo Haenlein and other officers of Olen-tangy Park, Columbus, O., were opposing a bill in the Ohio Legislature that would have banned Sunday dancing. . . A. Miller Wellman, secretary of Caledonia (N. Y.) Tri-County Fair, announced free act bookings that included James F. Victor's band, Ralph A. Hankinson's auto polo, and Sue Hastings' marionet act. . . Chester C. Snow joined the J. W. Norman Circus as special agent. . . N. J. Shelton, press agent, severed his connection with Miller Bros.' 101 Ranch Wild West Show. . . H. S. Raley, manager of Ramona Park, St. Louis, was supervising an extensive rehabilitation program at the resort. . . Northeastern Wisconsin Fair, near Green Bay, elected S. E. Brown, president; B. C. French, vice-president; Fred Alt-mayer, treasurer, and Herb J. Smith, secretary. . . Harry L. Burton joined Miller Bros.' Shows as special agent. Joe Bradley joined the Tom Atkinson Circus with his Side Show of 10 acts. . . Herbert Evans, general manager of Joyland Park, Springfield, Mass., was planning installation of numerous kiddie riding devices. . . With sights set on doubled attendance at Tuscola, Huron and Sanilac District Fair, Cass City, Mich., Willis Campbell, secretary, announced an augmented free attractions program. . . Members of the Showmen's Club of St. Louis were making preparations for a March 28 dinner-dance in the American Annex Hotel there. . . Arthur Lincoln and Louise Morrell, Side

Show performers, signed with Sells-Floto Circus. . . Hawkeye Fair and Exposition Association and Exposition Amusement Park Company signed contracts for erection of a park on a portion of the fairgrounds at Fort Dodge, Ia. . . Washington County Fair Association, Sandersville, Ga., re-elected G. W. Malong, president, and Secretary Gordon S. Chapman. Deaths: Spencer Harpending, fairman.

10 Years Ago

After an absence of three years, R. M. Harvey returned to Russell Bros.' Circus as general agent. . . C. C. Hunter, re-elected secretary of Christian County Fair, Taylorville, Ill., announced a large plant improvement program. . . Irving H. Grossman was preparing to begin his second season as manager of Riverview Park, Des Moines. . . Omer J. Kenyon signed with Amusement Corporation of America to do special exploitation work. . . Floyd King, circus man, was planning to take out a road picture show under canvas. . . Lincoln G. Dickey, general manager for Billy Rose enterprises, signed for Rose to present an Aquacade at Golden Gate International Exposition, San Francisco. . . In the third fire in two years at Waldameer Beach Park, Erie, Pa., winter quarters for the park's colony of monkeys was destroyed with estimated damage of \$3,500. . . Billy Ritchey's Water Circus was signed by the Ben Williams Shows. Harry Bentum directed the Alcazar Temple Shrine Circus at Montgomery, Ala., for Polack Bros. . . Emery Boucher was elected secretary-treasurer of the new Quebec Association of Fairs. . . Four Peerless Campbells were booked for Pontchartrain Beach, New Orleans, for two weeks and in White City Park, Worcester, Mass., for a week. . . R. V. Ritz contracted to furnish a motordrome with Gooding Greater Shows. . . Billy Bailey, clown cop, signed with Russell Bros.' Circus. . . Frank R. Winkley, unit manager for Jimmie Lynch's Death Dodgers, reported he had signed to manage and produce a thrill show at Kossuth County Fair, Algona, Ia. . . After visiting the National Orange Show, San Bernardino, Calif., J. W. (Patty) Conklin left for Chicago.

Cheerful Gardner was reported in (See FLASHBACKS on page 79)

Talent Topics

Capt. John Tiebor infos from Tonawanda, N. Y., that due to his health he was forced to cancel his winter tour of South America with his seal act. Tiebor, now fully recovered, plans to make the trip later this year.

Jimmy Rae, comedy acrobat, is playing night clubs in Montreal. . . Willie Hustrei and his Hollywood Skyrockets, high wire, booked to play the Kobe, Japan, exposition this year, have canceled their trip. . . Pinky Pepper is appearing at the Stork Club, San Antonio, along with Jerry Vaughn, Shawn Crawford, Francis Lee and Dickie Dale.

Ed Staib infos from Madison, Neb., that his acrobat horse, Frosty, died recently of injuries sustained during a rehearsal. . . The Novellos, novelty balancing, are skedded for the Orpheum, Los Angeles, March 15-21, and the Orpheum, Oakland, Calif., March 23-29. . . Bill and Bette Gerard, the Three Bee Puppeteers, who closed at the Imperial Mid-Winter Fair, Imperial, Calif., recently, following a winter school circuit of 106 dates, face the most extensive line-up of fair dates they have ever had, Gerard reports. The

five-year-old Bill Gerard Jr., is handling the music and curtain on the show. . . Lew and Elsie Christensen and Charles and Mamie Baker were recent dinner guests of Cecil Woods, high wire and comedy juggler, at Popular Bluff, Mo.

Sandy Lang, former member of a roller skating act, and now sales manager of the Echelon Company, is attending the toy show in New York, where his firm has an exhibit.

Frank Duffield, of Thearle-Duffield Fireworks Company, returned to Chicago last week from Washington, where he conferred with Paul Massmann, newly appointed general manager of the National Sesquicentennial Commission. . . Doc Waddell, of Mills Bros.' Circus, is scheduled to address clubs, schools and lodges in Cincinnati, Lorain, New Albany, Columbus, Cleveland and Bryan, O., and Kent, Mich. . . Ray Williams, Jack Gallagher and Sam Stone, of the Michigan Showmen's Association, are on trips thruout that State, lining up dates for the year. . . Ralph Lewis has returned to Detroit to take up duties at Eastwood Park.

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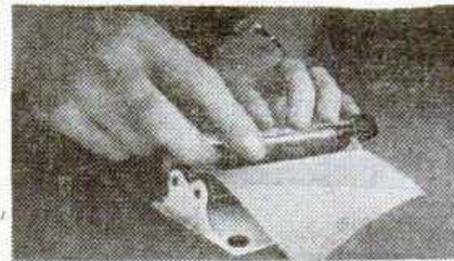


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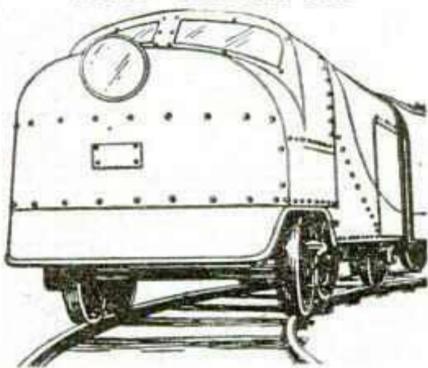
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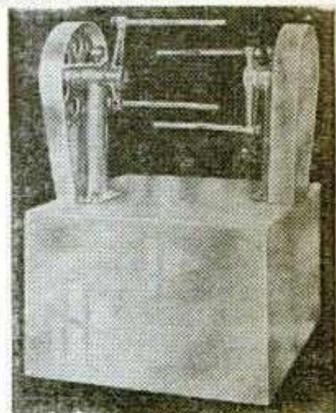
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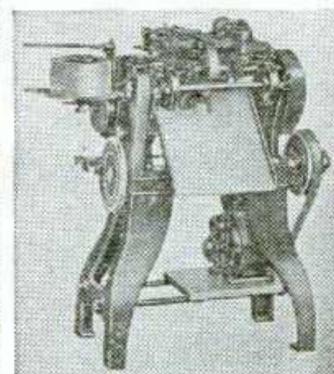
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For positive information leading to the location of John and Steve Mitchell, whose last known address was Gays Mills, Wisconsin.

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New Alfresco Promotion Group Formed in Pennsy

PHILADELPHIA, March 11.—Hatfield (Pa.) Speedway Enterprises, Inc., has filed a petition for a charter of incorporation with the Pennsylvania Department of State.

According to a local attorney representing the enterprise, corporation has been organized to present motor vehicle races, athletic exhibitions, shows, carnivals and exhibitions at the Hatfield track.

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Carnival Routes

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- All-American Midway: Port Lavaca, Tex.; Livingston 20-25.
- American Eagle: Greenwood, Miss., 18-25.
- American Midway: Corpus Christi, Tex.
- Bohn & Sons United: Paris, Tex.
- Burke, Harry: (Terrace & Highland Roads) Baton Rouge, La.
- Burkhart: Sheridan, Ark.; Kingsland 20-25.
- Cal-Mo: Durant, Miss.
- Dudley, S. D.: Wichita Falls, Tex., 23-April 1.
- Ferris Greater: (Orange Show) San Bernardino, Calif.
- Folk's Celebration: Carlsbad, N. M.
- Franklin, Don, No. 1: Beeville, Tex.; Cuero 20-25.
- Franklin, Don, No. 2: Cotulla, Tex.
- Gentsch, J. A.: Forest, Miss.
- Glade's Am.: Naples, Fla.; Immokalee 20-25.
- Heart of Texas: Midland, Tex.
- Hill's Greater: Corpus Christi, Tex., 18-25.
- Imperial Expo.: Oxnard, Calif., 13-19.
- Interstate: Dublin, Ga., 18-25.
- Jack's Greater: Johnston, S. C.
- Kirkwood, Joseph J.: Rock Hill, S. C.; High Point, N. C., 20-25.
- Lone Star: Macon, Ga., 17-25.
- Magic Empire: Montgomery, Ala.
- Marlon Greater: Hartsville, S. C., 18-25.
- Midwestern Expo.: Jasper, Tex.
- Migrothy, Curly: Crystal Springs, Miss.
- Miller, Ralph R., Attrs.: Scottdaleville, La.; Rosedale 20-25.
- Moore's Modern: Pearsall, Tex.
- Nolan, Larry: Tucson, Ariz.; Douglas 20-25.
- Orange State: (Fair) Pahrakee, Fla.; (Fair) Belleglade 20-25.
- Palmetto: Greer, S. C.
- Pepper's All-State: Orange, Tex., 18-25.
- Pine State: North Charleston, S. C.
- Rafferty: Southport, N. C.
- Royal Crown: Eustis, Fla.
- Royal Expo.: Pahrakee, Fla.
- Siebrand Bros.: Yuma, Ariz.
- Southern Valley: Natchez, Miss.
- Sparks, J. A.: Florida, Ala.
- State Fair: Caldwell, Kan., 18-25.
- Stephens, C. A.: Covington, Ga., 17-25.
- Tidwell, T. J.: Big Spring, Tex.; Snyder 27-April 1.
- United Expo.: Greenville, Tex.
- Victory Expo.: Uvalde, Tex.; Del Rio 20-25.
- Vogt's Southern Am.: Freer, Tex.
- Wallace & Murray: Augusta, Ga., 16-25.
- West Coast: Visalia, Calif., 20-25.
- Wilson Greater: Phoenix, Ariz.
- Wolfe Am.: Greer, S. C., 22-25.

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- Dales: Tampa, Fla., 17-19.
- Davenport, Orrin: St. Paul, Minn., 13-18; Sioux Falls, S. D., 20-25.
- Davies, Ayres & Kathryn: Barrington, Ill., 14; New Carlisle, Ind., 17.
- Hamid-Morton: Wichita, Kan., 13-18.
- Polack Bros. (Eastern): Akron, O., 15-25.
- Polack Bros. (Western): Chicago, Ill., 13-19.
- Rogers Bros.: Starke, Fla., 14; Green Cove Springs 15; Fernandina 16; Jacksonville 17-18; Waycross, Ga., 20.

Misc. Routes

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- Carroll Bros.' Conjure Circus: Bossier City, La., 16-17; New Boston, Tex., 20; Clarksville 21-23.
- Ice Capades (Arena) Chicago, Ill., 15-April 2.
- Ice Polles (Arena) New Haven, Conn., 14-20.
- Miller's, Irvin C., Brown-Skin Models (Alamo) Jackson, Miss., 15; (Palace) Vicksburg 16; (Star) Shreveport, La., 17; (Palace) New Orleans 18; (McKinley) Baton Rouge 19; (Temple) Baton Rouge 20.
- Roller Skating Vanities (I. M. A. Auditorium) Flint, Mich., 14-19; (Cincinnati Garden) Cincinnati, O., 21-26.
- Swank's, Harry, Eye-fuls of 1950 (State) Winston-Salem, N. C., 15; (Playhouse) Statesville 16.

POLACK BROS.

(Continued from page 56)

Mr. and Mrs. Claude Johnson, Freida Ford, Frankie Saluto, Jimmy Armstrong, Mr. and Mrs. Felix Adler, Tom Parkinson, of The Billboard; Mrs. Wally Newburg, wife of our organist; Harry Villeponteaux, Paul Krem, Brach and Bernice, Mrs. Al Sweeney, John T. Tetlow, Clint W. Finney, Lorna Doone, Walter Blix and family, Herbie and Homer Hobson, Mr. and Mrs. Herm Linden; Robert C. Zimmerman, Madison, Wis.; Elsie Gable, daughter of Otto Griebing; Mr. and Mrs. Carl Mueller, Joe Hoffman; Mr. and Mrs. Warren Sparr, Joliet, Ill., and Claudia Pennington, the ballerina of the white tops. Unsung heroes of the Polack show: Louis Stern, Ross and Mary Paul, George and Opal Paige, Mrs. Bee Carsey, Mrs. I. J. Polack and Ethel Robinson.—FREDDIE FREEMAN.

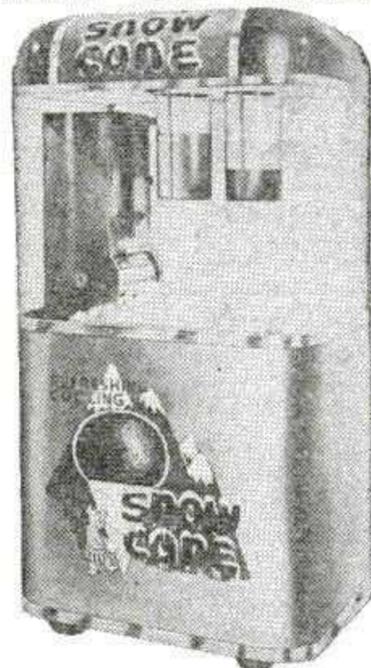
ROGERS BROS.

(Continued from page 56)

bandsmen sat in with Frenchy LeBluff's band. After the show a get-together was held at the John Ringling Hotel. Representatives from Rogers, Ringling, Mills, Horne, Biller, King, Dailey, Kelly-Miller and Martin Bros.' shows were present. Everyone caught the regular floorshow which was emceed by Harry Thomas and included the Magyar Sisters, aerial cradle and breakaway; Jeanie Sleeter, rumba dancer; Ringling-Bar-num web girls; Farly Fosdick, tenor, and the Bokaros, teeterboard featuring a triple somersault to the chair. The lobby of the Ringling Hotel looked like a Chicago showmen's convention.

Visitors: Milt Robbins, S. Rogers, Mr. Soltz, Walter Guice, Charles Lenz, Mr. and Mrs. Bob Nowells, Teresa Morales, Danny Gordo, Helen Knight, Jack and Jake Mills, both Cristiani troupes, Mr. and Mrs. McCarthy, Lou Jacobs, Irv and Fay Romig, Pat Valdo, Art Concello, John Ringling North, Merle Evans, Harry Thomas, Flo White, Ernesto Burch, Arky Scott, Curly Stewart, Bob Reynolds, Toughy Gender, Bones Brown, Bill Warner, Fay and Rose Alexander, Willie and Jeanie Davis Krouse, Ralph Wirnoski, Mr. and Mrs. Roy Bible, Mr. and Mrs. Pete Ivanov, Mario Ivanov, Elmer Santana, Bokaros Troupe, Magyar Sisters, Paul Jung, Prince Damoo, Jeanie Sleeter, Dick Anderson, Walter McCracken, Popcorn and Thais Billetti, Fred Bradna, John Sullivan, Rev. Hoyt, Chester Drake, Col. F. P. Admire and Sen. Claude Pepper.—GEORGE HUBLER.

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Final Payment Made on Tampa Club Building

TAMPA, March 11.—Fired by the same enthusiasm which enabled the Greater Tampa Showmen's Association to build its dream clubhouse, members recently paid off the last \$17,500 owed on the building and furnishings.

Eddie Hunter, member of the association's board of governors, said there remained \$7,000 debt outstanding to members. The money owed members, however, is but a slight share of the over-all construction costs and is in the form of non-interest bearing bonds.

Officials of the organization point out that it took but six months to make the final payment on loans for the clubhouse. It was originally made for a five-year period.

At a recent association meeting 20 names were drawn for the redemption of as many \$50 bonds from money representing excess building funds. Bondholders whose names were drawn were Gean Berni, Dr. H. D. Hartwick, Eddie Lemay, Robert K. Parker (two), Joe Pontico, Glenn Porter, George Reinhardt, Nat D. Rodgers, Carl J. Sedlmayr (two), Carl J. Sedlmyr III, James G. Thompson, Karl Yeager, H. W. Jones, Charles Gross, Mark Ellman, Grace Lemay (two) and Patrician Sedlmayr.

Much of the money had been raised from sale of plaques to members, revenue from the 1950 year book and the proceeds of three recent jamborees.

The jamborees were held on the James E. Strates Show at Largo, Fla.; the Royal-American Shows during Florida State Fair here and Royal Crown Shows at the Winter Haven (Fla.) Citrus Exposition.

Rock-o-Plane, Rink Floor for Dancing Bought by Heth Org

NORTH BIRMINGHAM, Ala., March 11.—A Rock-o-Plane and a portable skating rink have been purchased by the L. J. Heth Shows, Floyd Heth and Manager Joe Fontana announced at winter quarters here. The rink will be used as a square-dance pavilion and be operated by Sam Saladino.

With work here being done in heated buildings, weather is no problem. Both the Ferris Wheel and the Octopus seats are being reupholstered and all rides are getting a new paint job.

Owner L. J. Heth, Henry Heth and Claude Dutton were hosts at a recent midnight supper in L. J. Heth's apartment. Guests included Mr. and Mrs. Al Kunz, Mr. and Mrs. Sam Saladino, Alice Mooney, James Hopkins, Henry Kaiser and Mr. and Mrs. Joe Fontana.

New arrivals here include Mr. and Mrs. Al Kunz, Alice Mooney, James Hopkins, Ronnie Travis and Mr. and Mrs. Earl D. Backer.

Eugene's Pageant To West Coast Org

EUGENE, Ore., March 11.—Contract for the Oregon Trail Covered Wagon Days Pageant here has been awarded to the West Coast Shows, according to Horace Robinson, manager of the event.

E. W. (George) Coe, West Coast Shows' business manager, signed for the shows.

R. E. Savage, Page GA, Dies

BIRMINGHAM, March 11.—R. E. Savage, veteran carnival executive and general agent of the J. J. Page Shows for many years, died in his room in the Gilbert Hotel here Saturday (4) of a cerebral hemorrhage.

McCaffery, Back From Imperial W. Q., Tells of Title Change, Who'll Be With It This Season

CHICAGO, March 11.—J. C. McCaffery, top man in the Amusement Corporation of America, with headquarters here, today announced that the shows, now owned by the ACA and which last year operated as Dodson's Imperial, will go out under the title of ACA Imperial Exposition, with top billing to go to "Imperial Exposition." The new title, he pointed out, is intended to avoid conflict with other shows using "Imperial" in their title. Jack Pugal, last year secretary of Dodson's Imperial, will not be with the organization because of the demands of personal business interests, McCaffery disclosed upon returning from shows' Alexandria, La., quarters. Pugal will be succeeded by Mrs. Art Riley, office assistant last year.

Endy in April Philly Preem On Jacket Lot

PHILADELPHIA, March 11.—Endy Bros.' Shows will open its 1950 season with a 10-day stand here beginning April 20, Bobby Kline, general agent, announced yesterday. Shows will locate on the Yellow Jacket Speedway parking lot at Erie Avenue and G Street, a site used by several major carnivals in the recent past.

The org will arrive here from its winter quarters at Goldsboro, N. C. No break-in date is planned.

Altho the date is an early one for this far north, Kline said that the inclusion of two week-ends would insure the Endy org of a winning stand under almost any conceivable weather conditions.

Kline also announced the signing of the Charleston (W. Va.) Fair, which includes Labor Day.

Show equipment is being refurbished under the direction of Owner Dave Endy, Kline said.

Harry Ward will be superintendent of the enlarged kiddieland which the shows will feature. Ward also will have his Caterpillar and several kiddie rides booked on the shows, McCaffery said. A minimum of seven kiddie devices will be carried early in the season, with additional units planned as the season progresses. Shows are slated to open here April 15.

In addition to Ward other ride operators include Bill Pink, who will have the Tilt-a-Whirl. Among show owners-operators are Zeke Shunway, who is building a Monkey Show and who will also have the Wildlife and Snake shows; Harry Clark, Minstrel Show; Jess McCormick, Funhouse; Bill Holt, Girl Show; Clint L. Nogle, Penny Arcade, and Robert Perry, Motordrome.

Concessioners will include Max Goodman, bingo; S. W. Porth and Andy Kasin, with Eddie Gamble as concession manager. E. M. Shaller will have the cookhouse and popcorn stand. Ride foremen include Jimmie Haines, Ferris Wheel, and Jess Richards, Merry-Go-Round. Robert Briggs is electrician.

Dade County Fair's Midway Biz Runs Ahead of '49 Mark

MIAMI, March 11.—Despite cold weather opening night, Thursday (2), midway grosses at the Mahi Shrine-sponsored Dade County Fair thru midweek were running ahead of last year's fun-row results by a comfortable margin. The annual brings its 10-day run to a close tonight.

Cold weather at opening failed to keep patrons from the grounds, and officials reported that altho matinee business has been only fair, night crowds have been jamming the midway and exhibit buildings. Event is under direction of David B. Endy, with Tex Sherman in charge of the publicity department, which has been getting plenty of space and art in local papers. Local radio stations aired broadcasts direct from the fairgrounds.

Tommy Allen, who is in charge of the grounds, handled the lot layout. Midway boasts 10 major and six kiddie rides, with the latter featuring Bulgy, the Whale, and the Autoracer. Both are getting big children play.

Shows include Art Spencer's Motordrome; Bill Holt's Miami Follies, with Madeline King as the feature; Captain Munn's Monkey Show, Mark Williams's Side Show, Mickey Mouse Circus, Munn's Two-Headed Baby and the Funhouse. About 45 concessions line the midway.

George W. Leonard, Endy Bros.' Shows' press agent, said that the numerous visitors on hand included Bucky Allen, Frank Bergen, Mrs. Rube Nixon, Max Kimmer, Alfred Barton, Fred Bennett William J. Tucker, Ben Schiff, Lyman Trusdale, Charles Geard, Donald Murphy, Raymond Korhn, Mrs. W. Sincley, Tony Gecking, Warren Weimer, Ralph Decker, W. H. Nicholas, Police Chief Headley, Charles Lenz, Dick Coleman and family, Col. Howard Stahler, Chief Dunn, Sam Prell, Tommy Thomas, Elmer Rodes, Jack Tavlin,

Bob Morton, Lee Cudy, George Vogstad, William Ketrow, Jack Moore, J. C. McCaffery, C. J. Sedlmayr Sr., Max Goodman, Louis (Peezy) Hoffman, Cliff Wilson, Ross Manning, Mr. and Mrs. J. C. Weir, Mel Dodson and family, Jack Gilbert, Phil Izzer, Ralph Endy and family, Martin Tassel, Maxie Herman, J. W. (Patty) Conklin, Bennie Weiss, Sidney Goodwalt, Louis A. Rice, Robert K. (Bob) Parker, Norman Shapiro, Bennie Wren, Al Shapiro, Leonard Ress, Larry Osborne and Ray Marsh Brydon. The fair committee is headed by Russell Huston, potentate; Sam Parker, chairman; Harry Ebright, president, and Ross Gordon, manager.

A midway highlight this year is the booth donated to the Ladies' Auxiliary of the Showmen's League of America by Endy. Hattie Wagner is in charge, assisted by Auxiliary members.

Cardwell - Lundgren Org Registers Good Biz at Early Dates

LOS ANGELES, March 11.—Mid-West Shows have had strong business since they opened in Fontana, Calif., February 27, John Cardwell, who owns the shows with Ed Lundgren, said. New outfit also has played Gardena and Barstow to good takes.

Shows carry 10 rides, 6 shows and 30 concessions and move on 32 pieces of rolling stock. Org heads north following the Barstow stand.

In addition to Cardwell and Lundgren, the staff includes Sue Lundgren, secretary. The owners serve as agents. Also with Mid-West are Jack Kent, Spot Fowler and Dick Scarris.

Brownwood Bow Okay for Craig

Heart of Texas org favored with good weather at opening—list 8 rides, 11 shows

BROWNWOOD, Tex., March 11.—The Heart of Texas Shows threw off winter wraps here Saturday (4), more than satisfactory business. Harry Craig, org's owner, announced Show debuted 8 rides, 11 shows, free acts and a strong concess line-up.

Favorable weather and good flack by Jack Cooper, org's press agent combined to make the opening a success. Jimmie Somerville, Wichita Falls Tent & Awning Company, was on hand to assist at the opening.

Show's staff, in addition to Owen Craig, includes Eddie J. Lynch, business manager; Bronson McDonald, secretary-treasurer; Cooper, press and radio; R. E. Davis, sound car; Jack Long, assistant advance; D. F. Bowman, gate superintendent and boss painter; Earl (Pinkey) Jones, artist; D. A. Dale, superintendent electrician; Solomon (Snake) Ruyle, chief of police and night man; Jack (Shorty) Howard and Buck Capell, general utility, and Jonnie Douthitt, promotions.

Rides include Spitfire, Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, Chairplane, Aeroplane, autos and Harry (Bucky) Craig Jr.'s live pony Merry-Go-Round.

Hugo Zacchini's cannon act and Jonnie Douthitt, newcomer to the outdoor business with her trained horse are the org's free attractions.

Other personnel includes:

Ride crew: J. H. Harrison, Fred Long, Alvi Morse, Vester Steward, Jesse Armstrong, L. T. Moffield, Ernest Moffield, Frank Barbosa, Robert Denson, Jack Wilson, B. H. Griffith, Charley Ellis, Jack Wilson, Bert Beloit, Jimmie Passler and Eddie Knutson.

Shows: George and Irma Hershey, Chlo Johnny Whitehorse, Van Tin, Zeldia Mae, Hex man Ludwig and Al Sitour, with Leon Leonard in the annex; Cliff Patton's Vicki LaPage and Mae Vandermark; Rosa Lee armless wonder, Eddie Woods; Mc's Revue, M. and Mrs. E. C. McWilliams, Dianne and Rut Hornsby, McDougall duo, Margaret Salisbury, Jeanne LaDeaux and Princess Anette; Unborn Eugene Ridley, Irene Smith and Dean Elden Athletic Arena, Tex Spencer, Angry Boland Bulldog Walton and Katherine Spencer; Will Life, Ben Smart and Wild Bill Fate; Old Bongo, Don Donald and Eloise Dorsey; "Girl From Bagdad," Virginia (Red) Dorn, Betty Joe Allison, Gertie Donnell, Ludie Cooper and Jack Cooper; Minstrel, Dorothy Freeman and Jimmy Lane and company.

Concessions: Cookhouse, A. B. (Blackie) Goldston, Kenneth Henson and Harve Guynes; popcorn, Mr. and Mrs. Nig William and Jack Rideout; bingo, Mr. and Mrs. L. F. McNece, Floyd Cumberland and Leon Francis diggers, O. L. Rogers. Also B. H. Black, M. and Mrs. Corky Schusenburg, Mr. and Mrs. A. Morrison, Charlie Cumberland, Cecil Barton Slim King, Johnny Carter, Martha Francis Neal and Smoky, Emil Dalman, W. H. Arch and Mrs. Douglass, Frieda Moore, Whiske Bottle Blackie, Tiny Martin and Lillias Dale.

Cashiers: Lillian Goldston, Mrs. Fred Smith, May Patton, Hilda Knuckles, Dorothy Denson, Patsy Cardova, Frieda Morse, Lessie Eredit and Gwen Morrissey.

Crescent Inks Marshall Fair

JACKSONVILLE, Tex., March 11.—Midway contract for the September 18-23 Central East Texas Fair and Livestock Exposition at Marshall was awarded this week to Crescent Amusement Company, it was announced by Crescent General Manager L. C. McHenry at winter quarters here. General Agent Jess Wrigley closed the contract.

Played the last 14 years by the Bill Hames Shows, a railroad organization, the Marshall annual was passed on to Crescent by Owen Hames when it became apparent that his show could not make the railroad move for the date.

Preparations are now under way a quarters for Crescent's April 3 opening near here.

MIDWAY CONFAB

Happy Powelson's Happy Attractions last week signed contracts to play the Deuber lot, Canton, O., the week of May 8. . . . Mike Krekos, prominent West Coast showman, narrowly escaped injury when his car overturned near Weed, Calif., recently. The car was badly damaged. . . . Six members of Greater Tampa Showmen's Association were awarded gold life membership cards recently. Eddie Hunter, member of the board of governors and year book committee chairman, was given his card for special service to the club, while Earl Maddox, Bill Clain, Joe Sciortino, Eddie Young and Gean Berni were rewarded for obtaining 50 new members each. . . . Leo Werner, former concessionaire with Happyland Shows and other carnivals, reports inventing a new type of game which he plans to put on the market this season.

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

James (Whitey) Rogers, and Charles B. Phelps, carpenter on Granite State Shows, sustained cuts and bruises in a recent auto accident near Fredericksburg, Va. . . . Morris Katz, Washington restaurant owner and driver of the car, was seriously injured. . . . Abie L. Morris, of The Billboard St. Louis office, returned recently from a four-week trip to New Orleans and Hot Springs. . . . Mrs. Louis Weinstein, wife of the outdoor showman, died in Miami February 25. Funeral services were held in Lenoir City, Tenn., March 2.

An interesting exercise in arithmetic is to figure the ages of managers who, on their letterheads, look just as young as they did in '29.

James Thompson infos from Newark, N. J., that he has added two acts to his Side Show on the King Reid Shows, Thompson also will have the Girl Show on the org. He and his daughter, Edith, recently closed two months of club dates in Washington with their mental act and are skedded to play a Rochester, N. Y., night spot.

Frank Caravella, of Caravella Amusements, is in Spencer Hospital, Meadville, Pa., recovering from a spinal operation which he underwent in Hamot Hospital, Erie, Pa., five weeks ago. He was moved to the Meadville hospital two weeks ago. Altho he will be encased in a cast for about a month, he's going ahead with plans to launch his shows early in April. . . . Ed Browne, circus and carnival trouper and recently with the Great Eastern Shows, is in Bath Memorial Hospital, Bath, Me., and would like to read letters from friends.

J. W. (Patty) Conklin, Canadian,

show op, stopped off in New York March 10) en route to his Brantford, Ont., home, after vacationing in Florida. . . . A picture of Ross Manning's Girl Show, operated by Roxie Lee, is one of several used to illustrate an article on the Haiti Bicentennial in the current issue of Life magazine.

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

John Quinn, owner of the World of Pleasure Shows, will return to Detroit shortly from Clearwater, Fla., to take charge of operations in time for an April 20 opening, according to John Moran, in charge of the org's Detroit winter quarters. . . . John F. Reid, owner of the Happyland Shows, says his org's opening may be postponed from April 15 to May 1. . . . William G. Dumas, former partner in the Happyland Shows, reports good business with his motor court in Florida. . . . Paul Sprague, press agent for the Happyland Shows, returns to Detroit April 1 after spending the winter selling trailers for the Trailer Village, St. Petersburg, Fla., operated by Ray Myers, former Detroit carnival owner.

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

William Cooke, of the California Design Manufacturing Company, reported a good play at the Imperial Mid-Winter Fair, Imperial, Calif., with his 15 coin-operated foot oscillators. He's opening at the National Orange Show with the same set-up. . . . Mickey Hogan returned from Hong Kong minus 60 pounds. . . . Mrs. Nelson (Mickey) Wheeler has returned to Atlanta after several days in New Orleans taking in the Mardi Gras. She is the former Louise Lankford, Centralia, Ill., concessionaire.

With the modern house trailer, big expensive cars and elaborate staterooms in all-steel Pullmans, the present-day showmen have high standards of living. The only catch is that they can't afford it.

Following a tour of South America, Bobbie Bobette returned to the U. S. to join the annex on the Telford Woolsey's Side Show. . . . Homer and Betty Scott have booked their penny pitch and set spindle with Kinland Amusement Company for the season. . . . Charles Kyle, of Kyle Producing Company, is at his home in New Haven, Conn., after being released from a hospital where he has been confined since closing the indoor season April, 1949, with injuries sustained in an auto accident. . . . L. J. Heth Shows have been signed to provide the midway at this year's South Georgia County Fair,

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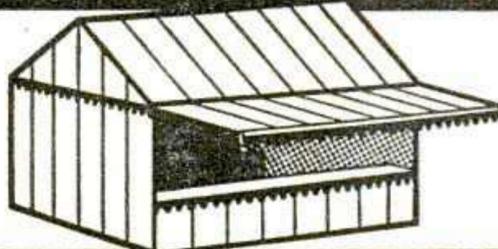
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Show People in all departments—Side Show, Working Acts, one outstanding Freak (no annex), Ticket Sellers who grind, Mind Act (Mallots, have written you; answer). Girl Show—Girls for all new show; Clementine Coffey, Zanzi and Jean Martin, contact me for good offer. Useful people for six new Shows booked with Ross Manning Shows, opening about May 1st. All replies will be forwarded to Port au Prince, Haiti, address by addressing

JACK KORIE, 1028 So Florida Ave., Lakeland, Florida.

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Booking Shows and Stock Concessions.
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P.O. Box 2725, Bloomington Station
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WANT AGENTS

Nail Game, Razzle, Bowling Alley, Pen Store and Skillo. Can use all kinds of Hanky Pank People. All replies to

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Care F. B. DENNIS, Port Lavaca, Tex., now then Livingston, Tex., March 20th to 25th.

For Sale Spiral Striker

Mounted on Two Wheel Trailer. Good condition. Real money maker. Reason for selling, other business interests.

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With own transportation—Ferris Wheel, Merry Go-Round, Kiddie Rides, Auto, Boats, Train, Little Dipper, Airplane, Roto-Whip. CONCESSIONS—Floss, Grab, Custard. Good propositions.

WAGNER SHOWS

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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, Jacksonville and Key West. Melvin Bryant Morrison is handling the advance bookings, with Dick Davis as boss mechanic. Charles (Rustler) West is in charge of the animals. . . . V. Sanford writes from B. & C. Exposition Shows Hemlock, N. Y., winter quarters that J. J. Jeffery rambled into quarters last week with a load of animals for his Wild Life Show. James Buccini, of Rochester, N. Y., will have his ice cream and candy floss stands with the org in 1950. Lester Colegrove, son of the shows' owner, made a trip to Detroit with his father to purchase a new ride, which he will take over as soon as his school term ends.

Yesterday's warmth brought out the Merry-Go-Round organ in the Gate & Banner Shows' quarters to make its earliest spring debut on record.

Robert F. McDearman, who with his partner, Harry Hesslein, operates the Pico Novelty Company, Los Angeles, has been elected to membership in the Pacific Coast Showmen's Association. . . . John Houghtaling has the novelty concession on Ferris Greater Shows this season. . . . M. (Whitey) Monette, San Francisco, is getting set to handle novelties at some of California's fair dates. . . . Raymond Treanor handled the novelties at the recent Mid-Winter Fair, Imperial, Calif. His father, Pat Treanor, joined him when they opened their stands at the National Orange Show, San Bernardino, Calif., March 9. . . . Milt Williams, a member of the Show Folks of America, San Francisco, is operating his Royal Novelty Company in that city.

One of the top rules of being a dyed-in-the-wool showman is to be unable to remember.

Richard J. Coleman, owner of Coleman Bros.' Shows, and family 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 finny tribe. . . . 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 daily agenda. . . . John Cole, who has his ride on Mel Sober's Keystone Attractions, left his winter home at Maple Ridge, Holsapple, Pa., recently for the show's quarters in Sunbury, Pa. . . . Zora Blaire, Girl Show operator on M. A. Srader Shows, left Dallas recently after playing night spots there for Oklahoma City to join Jean Eugene Mercer and the W. H. Kennedys.

Adandoned show property is the kind that no showman thinks worth loading.

Francis Fournier is in St. John's Convalescent Home, Newtonbrook, Ont., recovering from a recent operation and would like to read letters from friends. . . . James Howard, of Oak Park, Ill., has signed to operate the 10-in-1 Show on Virginia Greater Shows this season. . . . James H. Drew Shows last week signed contracts to provide midways at the week-long July 4th Celebration around the Courthouse Square, Louisa, Ky., and the Valparaiso, Ind., Fair. . . . Tommy Poplin, electrician on Biller Bros.' Circus, and Bill Hale were among recent visitors to Suffolk, Va., winter quarters of Virginia Greater Shows. . . . Showfolk parked on Fay's Lot, former quarters of the Fay's Silver Derby Shows at Valdosta, Ga., are Dick and Elsie Barnard, Fred Haines, and George and Iris Drake. Mrs. Drake is recuperating from a recent operation. Mr. and Mrs. W. R. Geren and Mr. and Mrs. Richard Hayden stopped off to visit with the Fays while en route to Tampa.

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WINTER QUARTERS OPENING MARCH 14, PETERSBURG, VA.

CAN PLACE Workingmen in all departments. Address Charles Sheesley.

CAN PLACE several Ride Foremen and Second Men.

CAN PLACE legitimate Merchandise Concessions for the coming season, opening April in Petersburg, Va.

Fairs start in July until the middle of November.

All Train Help contact Johnny Brooks, trainmaster.

All address

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T.J. TIDWELL SHOWS

FIRST AND LAST CALL

Opening Big Spring, Texas, March 18, Two Saturdays. Good Route—New Territory. Want Cookhouse, Hanky Panks, Photos, Lead Gallery. Have good tops and fronts for any worthwhile Shows. Will book Wildlife and Lung Show. Have opening for experienced Ride Help who drive semis. Can use useful Show People in all departments. All who have tried to contact me please write again or wire. All address:

T. J. TIDWELL, Crawford Hotel, Big Spring, Texas

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WANT FOR STRONG SPRING ROUTE AND 14 FAIRS

Sell X on Bingo to join at once, due to disappointment. Good Bingo territory. Also sell X on Long Range Gallery, Jewelry, Ice Cream, Custard, Sno Cones, Penny Arcade. Can place few Hanky Panks. SHOWS—Want Snake Show, Freak Show, Monkey Show, Glasshouse, Drome and Mechanical Show. Any Show not conflicting. Must have outfit and transportation. WANT RIDES—Roll-o-Plane, Spitfire, Octopus, Flying Scooter. Have Long Range Gallery for sale, cheap. Will book on Show.

Contact J. A. SPARKS SHOWS, Florida, Ala., this week.

C. A. STEPHENS SHOWS

Wanted for Opening—Covington, Ga., March 17-25

CONCESSIONS—Any not conflicting, Custard, Photos, Novelties, Pronto Pups and others. Tom Hale wants all who formerly worked for him to get in touch. Other Agents contact "Middle." SHOWS—Wax, Mechanical City, Baby Show. RIDES—Will book set of Kiddie Rides, Kiddie Train due to disappointment. Need someone to operate Penny Arcade. FOR SALE—Mirror Maze, 16x24, complete, or will trade for Kiddie Ride, preferably Train. Will be in Covington, Ga., starting March 13.

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- W** SHOWS—Motor Drome, Wild Life or any first-class Grind Show. Have complete MONKEY SHOW outfit with some animals. Want reliable Showman to handle same.
- A** RIDES—Good opening for one or two major Rides not conflicting.
- N** CONCESSIONS—Legitimate Merchandise Concessions. No Wheels or Coupons. All eats and drinks sold.
- A** MECHANIC—Experienced Truck Mechanic. Must have own tools and understand International Trucks. If not dependable don't answer.
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- T** WANT TO BUY Army Searchlights. Must be in A-1 condition. Address:

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1 ALLAN HERSCHELL 8-CAR AUTO RIDE.....\$1,500.00	1 ROTO WHIP.....\$1,850.00
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These rides all completely overhauled and positively in tip top condition. New tops and side walls on Auto and Plane Rides. If you are looking for junk, please don't take our time. These rides can be set up in our buildings for your inspection.

ALSO LATE MODEL LOOPER, All Latest Improvements, Like New.....\$6,500.00

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Capable and Reliable General Agent with own transportation who knows Midwest and Rocky Mountains; "Red" Bishop, contact us.

Will book shows with own transportation for 25%.

Wendell Pierce wants Hanky-Pank Agents.

Have for sale—One Holly Mix-Up, top condition. All contact Paris, Tex., through March 18; then as per route.

WANT CAPELL BROS.' SHOWS WANT

OPENING SATURDAY, MARCH 25, ADA, OKLA., UNDER STRONG AUSPICES

With a good spring route and 15 Fairs and Celebrations to follow.

Want a few more Stock Concessions (will consider few nicely flashed Grind Stores). Want Second Men on all Rides. Want Manager for Snake Show, Girl Show. Help for big Side Show. Will book non-conflicting Shows. Carnival people, contact. Address:

JACK or BOB CAPELL, Box 725, McAlester, Okla.

No Gate KINLAND AMUSEMENT COMPANY No Flats

(Under New Management)
OPENING APRIL 22ND IN GEORGIA

Want Legitimate Concessions—Photos, Floss, Popcorn, Candy, Punk and Bottle Games sold. Will book Bingo, flat rate or with office; Glass Pitch, High Striker, Diggers, Bowling Alley, Balloon Dart, Jingle Board, Fish Pond; Mitt Camp, one reader, no punks; Huckley Buck, Hoop-La, Coke Bottles, Scales, Age, Cork Gallery, Short or Long Lead Gallery, Under & Over with two Hanky Panks, Heart Pitch, Pistol Gallery, Clothespin for stock, Six Cat, Swinger, Buckets, Nail Game, clean Sit-Down Grab, one of a kind. Shows—Illusion, Monkey, Fat, Snake, 10-in-1, Mechanical, Wild Life, Jig Show. Rides—Will book or lease Merry-Go-Round (two abreast), with or without transportation; also Kiddy Auto or Jeep Ride. Hank and Pat Stulken want capable, sober Agents for only two Ball Games on show. Want Advance Agent with car who knows North Carolina, Virginia, West Virginia, Pennsylvania, Ohio. All replies to MGR., KINLAND AMUSEMENT CO., AYERSVILLE, GEORGIA.

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Opening March 25th, two Saturdays, Lampasas, Texas

Good Still Spots. Fourteen Celebrations and Fairs.

Can place one Flat Ride, Independent Shows. Have frame-up for Girl Show. Can place Peanuts, Pop Corn, Snow, Cotton Candy, Cook House. Place few Grind Store Agents, use Ride Help. A. R. Chapman, contact. Address all mail and wires:

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TEMPLE, TEXAS

LARRY NOLAN SHOWS WANT QUICK

SOBER BANNER MAN WITH CAR. We feature Saturday and Sunday 9¢ Merchant Matinees. Advertised heavy, and a man who can use phone and personal contact can get well. All spots under strong auspices. Now showing Tucson, Ariz., under 40 and 8 Club; next week, Douglas, Ariz., under Police Dept. Pension Fund. Wire and tell me all. We have General Agent and Billposter. You handle banners and matinees only. Office owns Cookhouse and you get full co-operation. HAVE ALL THE RIDES AND SHOWS WE WANT. CAN PLACE A FEW HANKY PANKS. WHAT HAVE YOU? We carry only one of a kind, reasonable privilege and always a free gate. Wire (don't phone) LARRY NOLAN, Mgr., Tucson, Ariz., this week. NOTE: CAN PLACE SOBER WHEEL FOREMAN AT ONCE—WIRE.

WANTED

Concessions of all kinds. Hurry, come see me. Agents for office outfits. Rides—Book any not conflicting. First and Second Men on Jenny Wheel, Tilt, Rolloplane; must drive semi. Shows Wanted—Snake, Mechanical, Glass, any not conflicting. Open April 14, Lamar, Colo.

WIRE—WRITE

J. R. LEERIGHT, Mgr., MIDWAY EXPOSITION SHOWS

Buck To Spring April 15 in Troy

TROY, N. Y., March 11.—Painters, carpenters and mechanics of O. C. Buck Shows are busy at quarters here whipping things into shape for the April 15 opening in Troy.

Two light towers, a Monkey Show top, and a Little Dipper are the shows' main additions.

Whitey Sutton and his family will manage the Side Show, a Snake Show and a two-headed Baby Show. The Motordrome will be handled by Orville Hagen and the Funhouse by Clayton Campbell Jr. Willard Guernsey will manage the Monkey Speedway. The Follies and Posing Show will be handled by Roxie Lee.

Concessions and their managers will include Jones's bingo, Gene O'Donnell; glass pitch, Mr. and Mrs. Joe Price; cookhouse and grab, Sidney Goodwalt; novelties, Charles Zucker; dolls, Jack Burke; scales and age, Larry Narcassio; strings, Nan Narcassio; radio store, Mickey McBride; custard, Harry Swartz; floss candy, Marie Seifker; balloons and darts, Joe and Eddie Parratta, and arcade and hoop-la, Mr. and Mrs. Eddie Evans.

Personnel of the show will be Oscar C. Buck, owner-general manager; James L. Quinn, general agent; Roy F. Peugh, advance and publicity; Richard Tolman, secretary; Luke Seifker, supervisor and Diesel mechanic; Thomas Brady, electrician; Charles Prentis, transportation mechanic, and William Beldock, ride superintendent.

The show has contracts with the following fairs: Gouverneur, Elmira, Malone, Lockport, Morris and Bath, New York; Great Barrington, Mass.; Bridgeton, N. J., and Danbury, Conn.

Gem City Contracts Meridian's Annual, Two Alabama Fairs

QUINCY, Ill., March 11.—Mississippi Fair and Dairy Show, Meridian, Miss.; Etowah County Fair, Attalla, Ala., and Limestone County Fair, Athens, Ala., have been contracted by Gem City Shows, W. E. (Bill) Snyder, business manager, announced at the org's winter quarters here.

Fairs previously contracted were Campaign County Fair, Urbana, Ill.; Eastern Illinois Fair, Danville, Ill., and Greater Adams County Fair, Mendon, Ill., near here. Last-named fair is to open its new plant this year.

Shows also will play several smaller county and street fairs in Missouri and Illinois. For these dates, Snyder said, the org will be divided into two units and will merge again on Labor Day for the southern trek.

Winter-quarter activities are under supervision of John Beam. Org opens with a ride and concession unit in the St. Louis area about April 8, with the shows skedded to attain their full size the last week in April. The Sky High Duo will be the free attraction.

Four States to United Expo

TEXARKANA, Tex., March 11.—United Exposition Shows this week were awarded the contract to provide the midway at this year's eight-day Four States Fair here. Charles S. Noell, shows' general agent, concluded negotiations with officials of Four States Fair, Inc., operators of the annual, at a meeting here Friday (3). Fair will be held September 16-23.

Sanders Sentenced in Killing

BRYSON CITY, N. C., March 11.—Homer Sanders, carnival trouper, was sentenced to 20 to 30 years in prison here Tuesday (7) after pleading guilty to a charge of second-degree murder growing out of the robbery-slaying of a taxi driver in Cherokee, N. C., several months ago. Sanders was tried Monday (6) on the murder charge.

INSURANCE

— • —
IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FOR RENT

Space in building on Boardwalk, Jacksonville Beach, Florida. Photos, Crackerjack, Candy Apples, Snow Cones, Popcorn, Penny Arcade or any Merchandise Concessions.

L. ED ROTH

411 North 1 St. Jacksonville Beach, Fla.

TEXAS KIDD'S SHOWS

NOW BOOKING FOR 1950 SEASON
Open April 8, 1950.

Rides not conflicting. Shows—Any small Grind Show, No Girl Show, Concession—Hanky Panks. No flats. This show will show Texas, featuring Texas Kidd's Free Rodeo on the midway each night. Prewar privilege. Write or wire
Rt. 2, Burleson, Texas.

FOR SALE

CONCESSIONS, COMPLETE

14 Ft. Six Cat, 12 Ft. Duck Pond, Rat Game, 12 Ft. Punk Ball Games, Pea Pool, Beat the Dealer.

JOE KANE

Vagabond Trailer Court, St. Petersburg, Fla.
(Phone: 362811)

FOR SALE

(MANGELS) 12 CAR WHIP

Portable 15 H.P. Motor, A.C., self-starter, in good shape. Inquire

RUBEN & HARRIS

Boardwalk & First Ave., Asbury Park, N. J.
Phone 2-4078

WANT ARCADE MECHANIC

with Carnival experience who can drive semi. Good proposition to capable man. Lee Kennedy, contact me.

H. P. HILL

Hill's Greater Shows

Aransas Pass, Texas

DYER'S GREATER SHOWS WANT

First Men on Allan Herschell M.G.R., Caterpillar, Big Eli, and Second Men on all big Rides. Shows—Motor Drome or Monkey Drome. Will furnish transportation if desired. Useful people for Side Show. Acts, Freaks for feature attraction. Booking Hanky Panks, Lead Gallery, Six Arrow, Jingle Board. Slim Moore want Agents who drive semis. Le Roy Archard wants Agents. Address: BOX 128, W. Helena, Ark., opening March 24th.

General Agent Wanted

with transportation, that knows the Middle West, Ohio, Indiana, Iowa, Illinois, Michigan, Minnesota, Wisconsin and the Dakotas. G. R. Spencer, Sam Silver, contact. BOX D-344, Billboard, Cincinnati 22, Ohio.

FOR RENT

Carolina Beach, N. C., concession stands suitable for Lunch, Bingo, Games, Beachwear. New building, center amusements, hottest location. Rents start \$500.00 season. Contact

SIDNEY ABRAMS

Conway, S. C.

FOR SALE

Candy Floss Machine and Concession in perfect condition. First \$150.00 gets both.

SAM MERONEY

P. O. Box 28 St. David, Arizona
Phone 2752

FOR SALE

TEN "ELECTRO HOIST" DIGGERS

Mounted on Trailer. Price, \$1,000. Can be operated by strings or slots. Good condition.

RUTH HUFNAGEL

e/o Hale's Shows of Tomorrow
LENOX, IOWA

CARNIVAL WANTED

Good-sized Carnival for two dates; first about the middle of April and for Fourth of July Celebration, both under sponsorship of Veterans of Foreign Wars. Both events to be held at V.F.W. Baseball Park. For particulars write L. E. BECHTOLD, V.F.W. Post 3174, Sikeston, Mo.



KING REID

SHOW

"THE WORLD'S CLEANEST MIDWAY"

22 BIG WEEKS

OPENING
APRIL 24

PROUDLY ANNOUNCES THE FINEST ROUTE
IN OUR HISTORY

- ★ Skowhegan, Me., State Fair
 - ★ Lyndonville, Vt., Fair
 - ★ Rhinebeck, N. Y., Fair
 - ★ Schaghticoke, N. Y., Fair
 - ★ South Paris, Me., Fair
 - ★ Great Cobleskill, N. Y., Fair
- and four more weeks of established annuals.

FLASH! We are proud to announce the finest July, 4th celebration on the Eastern Seaboard. The famous **HOLTON, MAINE** Northern Maine celebration all week at

We carry 23 paid attractions of our own; 13 thrilling Rides and 10 superlative Shows.

WANT

Large, modern Arcade • Wild Life Exhibit of size and merit • Capable Talker—Managers for 2-story Fun House, Monkey Speedway, Giant Belgian Horse, and Grind Show • Lady or Gentlemen Riders for Billy Boudreau's brand-new Motordrome. Jesse Rogers, write • Capable Girl Show Talker—Operator for Posing Show • Legitimate Concessions only. Bingo, Custard, Ball Games, Cook House, French Fries, P.C. Popcorn, Floss already booked • Foreman for Rocket. References required.

ATTENTION, All our regular old show family please write us at once. **CONCESSIONAIRES!** As in the past, you will receive preferential treatment.

KING REID Winter Quarters, Manchester, Vermont

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 Panks, 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.

38 WEEKS—9 FAIRS—2 CELEBRATIONS LOUISIANA—ARKANSAS—TEXAS

LAST CALL

Due to rearrangements we can place Diggers, Photos, Fishpond, Pitch-To-Win, Hoop-La, Coke Bottles, Cork Gallery, Long Range, Jewelry, Groceries, Aluminum Wheel, etc. One of a kind. Privilege is right. No Gate; No Grift; we know our spots. Merry-Go-Round Foreman, also Second Man; must stay sober and know your job. Married men preferred. Robert M. Davis, W. C. Curley Parks, are you at liberty? Counter Help for Bingo; Blackie Bullard, come in or contact now. Sound Car with Concessions. Will place 1 or 2 nice Kiddie Rides for long good season, also Tilt or any Major Ride; low percentage. Fun House, Arcade and Grind Shows open. Chairplane for sale, \$300.00; will book on show. Time and space limited, contact now. **FLOYD O. KILE, Mgr.** P. O. Box 85, Baton Rouge, La.

WALLACE BROS.' SHOWS

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 1184, JACKSON, MISSISSIPPI

FOR SALE-TRADE OR LEASE PORTABLE DARK RIDE & GLASS HOUSE

PAT ANGER 616 Genesee Bank Bldg., Flint, Mich

Show Owners

Show Managers

ATTENTION

AT LIBERTY FOR COMING SEASON

America's Outstanding Free Attraction

THE GREAT WILNO

HUMAN CANNON BALL

For details write, wire or phone

W. W. WILNO

Peru, Ind. Tel. 3967

Also Have A-1 Frozen Custard Outfit

STATE FAIR SHOWS

LAST CALL LAST CALL LAST CALL

SHOWS OPEN CALDWELL, KAN., March 18 thru 25; then Anthony, Kan., 27-April 1

All People contracted please acknowledge this ad.

SHOWS: Can place Mechanical Show or any other Show not conflicting.

RIDES: Will book neat Pony Ride.

CONCESSIONS: Will book Slum, Clothespin, Balloon Darts, Glass Pitch, Gallery, Hoop-La, Age and Weight. Will give X to party with two neat Ball Games. Can place fast stepping Banner Man, also one Razzle Agent and one Roll Down Agent. **DOUGH BOY, CONTACT.** I know the war is over, so Hanky Pank privilege is reasonable.

Want capable Man to operate factory built Funhouse, built on semi making a 60 ft. front.

Can place Ride Men who know their business and not afraid of a little work. Drunks, please ignore this ad. This show carries six rides, five shows and forty concessions, also free acts. Now holding contracts for 11 fairs in Colorado and Kansas.

ALL WRITE OF WIRE
SCOTT LAMB

Perry, Okla., until March 15th; then Caldwell, Kan. (no phone calls)

SCOTT LAMB, Mgr. **EMMITT BUFKIN, Legal Adjuster**

STRATES SHOWS

AMERICA'S BEST MIDWAY

WANT RIDE FOREMEN—Need man capable of handling Three Abreast, Philadelphia Toboggan, Merry-Go-Round and keeping in good shape, also need foreman for Rolloplane, Looper and Hi-Ball rides.

WANT BOSS CANVASMAN capable of handling big tops and getting them up and down on time. Jersey Schenck, wire.

WRITE—**JAMES E. STRATES**
WINTER QUARTERS—ORLANDO, FLA.

We Expect To Make 1950 Our Greatest Season!

14 Fairs — 4 Celebrations in South Dakota, Minnesota and Canada.

9 RIDES — 7 SHOWS — FREE ATTRACTIONS

WANT SHOWS: Side Show, Mechanical, Animal Show. RIDES: Will book Spitfire. RIDE HELP write Bob Laughlin, Ride Superintendent.

Whitey Lutz wants to hear from following Concession People: Red Harper, Bill Hauf, Margaret & Benny Hoffman, "Airondale," Bing & Wife, Whitey & Mary, Mr. & Mrs. Campbell, Joe Williams, Sam Sheffole Jr. and Tony. Others write.

HOME STATE SHOWS

CARL LARSEN & DON TRUEBLOOD

Batesville, Ark., until April 1; then State Fair Grounds, Huron, South Dakota.

Endy Bros. Shows

35 Cars—Opening Philadelphia, Pa., in April—35 Cars
(YELLOW JACKETS SHOWGROUNDS)
"G" AND ERIE

Can place Monkey Show, Life, Snake, Fun House, Motordrome, Wild Life. Will finance any new attractions.

SIDE SHOW

Have opening for Man to take complete charge. We have equipment, wagons and stateroom cars.

Can place Tilt-a-Whirl and any new Ride not conflicting. Want Foremen for Caterpillar, Roll-o-Plane, Fly-o-Plane, Merry-Go-Round. Can place legitimate Concessions. All Hanky Panks open, Ball Games, etc. All address:

DAVID B. ENDY, Mgr.
743 Seybold Bldg., Miami, Fla.

12 FAIRS

12 FAIRS

MIGHTY PAGE SHOWS

Opening early in April in industrial center of North Carolina,
12 Fairs starting in Pennsylvania in July.

CONCESSIONS: Want few more 10-cent Stock Stores, few choice Wheels and P.C. open if you have other Concessions. Sell X on following: Custard, Age and Weight, Diggers, Rotaries, Photos, Long and Short Range Galleries, Novelty, Jewelry, French Fries and two Mitt Camps. SHOWS: Good proposition to Motordrome, Fun and Glass House, Wild Life, Mechanical or any worth-while show not conflicting. Would like to hear from organized Minstrel Show. Also need Penny Arcade. RIDES: Kid Autos, Train, Pony Ride and any new major ride not conflicting. Want sober Mechanic with tools. Also reliable Ride Men with driver's license. All replies to

BILL PAGE or TOMMY CARSON

P. O. BOX 166, WILSON, N. C.

P.S.: Want to hear from all people contacted with this show.

D.S. DUDLEY SHOWS

10 Rides, 6 Shows, 30 Concessions—Opening March 25, Wichita Falls, Texas. Two Saturdays. CONCESSIONS: Want Man to take head of Grind Store, also Grind Store Agents, Skillo Agents. Agents for Coke Bottle, Guess Your Age, Huckly Buck, Fish Pond, Whiskey Bottle, Jingle Board, Penny Pitch, Log, Milk Bottles, Cats. Will book Hanky Panks, Mug Outfit. Want Man to take Monkey Show; have complete show. RIDE HELP: Want Foreman for Twin Eli No. 5 Ferris Wheels, Foreman for Octopus, Foreman for Allan Herschell 36 foot Merry-Go-Round. Red, answer if coming. Second Man on all rides, must be able to drive semi tractors. Must be sober, capable and reliable. Will pay top salaries. All people contacted please report. Winter Quarters are open at Mankins, Texas. Address all communications to
D. S. DUDLEY, Box 71, Mankins, Texas—Phone 907F23, Holliday, Texas

WANT
SIDE SHOW
PEOPLE

LINDA LOPEZ

WANT
WORKING ACTS
FREAKS

FOR
CAVALCADE OF AMUSEMENTS
AND

BEST ROUTE OF STATE FAIRS IN AMERICA

Cecil (Bumps) Latham, Marshall The-Half-Face Man, first class Magician who pitches with wife for blade box preferred, Girls for bally, 2 first class Ticket Sellers. Especially want high class Front Talker who can sell show. All replies to me.
c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

ROBERT "RED" MARCUS

WANTS WORKING MEN AND GIRLS

WITH OR WITHOUT EXPERIENCE FOR TWO GIRL SHOWS
ON HILL'S GREATER SHOWS.

ALSO MAN AND WIFE FOR SNAKE SHOW.

ALL ANSWERS TO: ROBERT "RED" MARCUS
Nueces Hotel, Corpus Christi, Tex.

DON FRANKLIN SHOWS #2

WANT
FOR LONG SEASON INCLUDING BEST OF UPTOWN STILL DATES, CELEBRATIONS AND
FAIRS ALL IN TEXAS

RIDES: Any Ride not conflicting with Wheel, Autos and Tilt. CONCESSIONS: Will book legitimate only. Need Bumper, String, Heart Pitch, Watch-La, Clothes Pin, Hoop-La, Jewelry Spindle, Hi-Striker, Coke Bottles, Balloon Dart, Glass Pitch, Bowling Alley, Custard or Ice Cream, Pan Game or Color Block or any Concession not conflicting with what we have. One of a kind only. Privilege, \$16.50 stills; \$25.50, celebrations and fairs. All replies
GUS (EMERY) TUCKER, Mgr
Cotulla, Texas

WALLACE & MURRAY SHOWS

LAST CALL
WANT BILLPOSTER TO JOIN ON WIRE. ALSO WANT TRUCK MECHANIC. CAN ALWAYS
USE EXPERIENCED RIDE HELP. CAN PLACE ANY MERCHANDISE CONCESSIONS THAT
WORK FOR STOCK.

WIRE: AL WALLACE, MGR., AUGUSTA, GA., NOW.
Don't forget Soldier's Pay Week on Green Street Lot, Augusta, Ga., starting March 27, following present location in Augusta now.

WANT CATERPILLAR DIESEL MAN AND ELECTRICIAN

For large show. Must have had carnival experience, and furnish references.

Reply to BOX D-341

Care The Billboard

Cincinnati 22, Ohio

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

High Light, Tex.,
March 11, 1950.

Dear Editor:

"What the carnival and circus industries need is representation in Washington," advised Lem Trucklow, general agent for this org. The above was an out-and-out announcement of his candidacy as senator at large on a straight carnival and circus ticket. "My many friends in city halls and the many friends on committees whom I have wined and dined over a period of 40 years should put me into office during the coming fall elections, as I consider them and the thousands of showfolks the voting majority," said Lem. Knowing he had this show in the bag, Lem started carrying his fight to other shows.

Now read how he is swaying showmen audiences. On Tuesday he addressed members of the Drawhead Sisters' Cultured Carnival at Punk Ride, Tex. There he told a crowd that filled the gal show top, "If and when I am elected, concessions will work on the Capitol steps," which brought 40 minutes of applause and subscriptions for his campaign fund.

Wednesday, at Gaff, Miss., Trucklow addressed a group of house trailer wives, members of the Duke & Shilling Midway, with "I am agin wire tapping, and when you send me to Washington my first act will be to make tapping the grapevine illegal."

Home State Plans Heftier Ad Budget, Stronger Back End

BATESVILLE, Ark., March 11.—Home State Shows will increase their advertising budget 10 per cent and add strength to the back-end, Carl Larsen and Don Trueblood, co-owners, announced at local quarters.

Whitey Lutz recently signed as lot man, has booked his Motordrome. Joe Turner will have an Athletic Show. Buck Cathy, Dallas booker, will produce the Girl Show. Bob Atterbury has signed as special agent and publicity director and will have the Funhouse and a Western exhibit.

Latest addition to org's route include North Dakota State American Legion convention, Grand Forks; Bemidji, Minn., July 1-4 Celebration, and Grafton, N. D., celebration, sponsored by the Grafton Parade Band, 1948 Rose Bowl champions.

Pacts for fairs at Redwood Falls, Zumbrota, Arlington and Slayton, all in Minnesota, brings the total number of annuals to 14.

Org opens at State Fairgrounds, Huron, S. D., in May. Route will take the shows thru the Dakotas, Minnesota and into Canada.

John Cannon, General Rep For Heart of Texas, Dies

ALTON, Ill., March 11.—Funeral services were held here for John J. Cannon, general representative of the Heart of Texas Shows, who died of a cerebral hemorrhage Sunday (5) in Brownwood, Tex.

Cannon previously had been with the Con Kennedy, Nip Butts and Doc Capell shows.

Surviving are his widow, Alta; a son, John Jr., and a sister, Mrs. Annie Hauseman, of Alton.

John Francis Winter Quarters

ST. LOUIS, March 11.—With Mrs. John Francis convalescing from lobar pneumonia, work in quarters is about over. The Merry-Go-Round horses have been painted. Owner John Francis has gone to Wisconsin on business. Visitors were John K. Maher, of the Maher Mighty Midway Shows; Ed Mablin, George Regan, Edwin Schantz, John Roth, Fred Proper, Red Kelley and Dan Martin.

There he scored heavily with the ladies, and after kissing several gal show babes, the collection was far above expectations.

Following the matinee performance Trucklow addressed personnel of Ford Axel Annie's Horseless Wild West Show on Thursday. He was cheered thruout his specially prepared speech, ghosted by a press agent. He made the biggest hit and heaviest collection when he promised his listeners that when elected it would become a law for truck showmen to take vegetables under or above the ground (limited to the first 10 rows) while passing truck farms, and that when a chicken is in the yard it will be legally known as a fowl, but when on a highway it becomes game. The law is to be known as "the people passing thru the country act."

The first open-air rally of the tour was held at Muffer, Ala., on the lot of the Creek & Rust Midway of Rides. There he told 90 ride hands and foremen that he advocated "wagoning as the first step toward matrimony." The boys were for him to the extent of a campaign collection of \$200, of which only 95 per cent was in IOU's.

Today he wound up his five-day campaign tour by sweeping the members of the Great Truck & Trailer Amusement Company off their feet with his brilliant oratory at Wet Lot, Ark. He held his audience spellbound with, "When I arrive in Washington, thru my untiring efforts, each one of you will receive rubber gasoline credit cards in the shape of syphon hoses. It will be the first move towards socialized gasoline and, furthermore, it will become legal for each showman's dog to bite one townner per week without bringing on damage suits." The applause from the crowd that packed the 20 by 30 Geek Show top was terrific, and the collection that followed was big enough to send Trucklow back on our midway with enough cash on hand to move Ballyhoo Bros.' Circulating Exposition to its next stand.

SFA's Club House Opening, Hi-Jinks Party Pulls 1,800

SAN FRANCISCO, March 11.—Combination Hi-Jinks and opening of the new clubrooms at 145 Turk Street, of the Show Folks of America, Chapter 2, drew an estimated 1,800, according to President Mike Krekos who conceived the idea of combining the annual event with the unveiling of the new headquarters here last Monday (6). While a final check was still to be made, it was estimated that over \$3,500 was collected for the club. Krekos said.

Philip Shapiro's ork provided music for dancing and the show, booked by Eddie Burke Attractions, and under the supervision of Marie Burke. Hal Darby emceed and Fred Wiedmann was toastmaster.

City and fair officials attended the affair.

Lone Star May Be Only Show To Play Macon This Season

MACON, Ga., March 11.—Lone Star Shows, skedded to open the season here Friday (17) for a 10-day stand, may be the only carnival to play a still date in Macon this year. This was indicated by action of the city council in denying several other requests for permits to play the town. Last year 17 carnivals showed here.

Lone Star org, sponsored here by Macon Amvet Post 14, will break in a new lot at Houston and Broadway. Lot at the old foundry location, known as State Market in recent years, is too small.

**Used Trailer Bargains
PRICED TO MOVE**

Up to two years to pay.
 25 foot Prairie Schooner\$ 495.00
 27 foot Platt Tandem 695.00
 19 foot Dixie 795.00
 24 foot Bay State 795.00
 19 foot Clipper 795.00
 19 foot Alma (masonite) 995.00
 19 foot Alma (aluminum) 1095.00
 24 foot Travelo 1195.00
 27 foot American Tandem 1395.00
 24 foot Zephyr 1550.00
 24 foot Dixie 1395.00
 25 foot Schult 1650.00
 29 foot Streamlite Sun 1995.00
 24 foot Spartaneffe 2575.00
 ALSO NEW 1950 SPARTAN MANSIONS,
 ROYAL MANSIONS AND SPARTANETTES.
 Call us collect—we will deliver.
TRAILER VILLAGE SALES
 11650 Nebraska Ave. Tampa 4, Fla.
 Phone 31-5074

**GREATER 1950
OKLAHOMA HOME SHOW**

March 25 to April 2

Good Pitchmen Will Be Accepted.

JACK WRIGHT

Home Show Director

329 Biltmore Hotel

Oklahoma City, Oklahoma

Phone 31376

WANTED

Rides and Concessions. Major and Kiddie Rides for Savage Center Amusement Park. Just north of Gary, Ind., on U. S. 12. Finest location in state of Indiana, now under construction. Long term lease—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

TOMMY SACCO

203 N. Wabash
Chicago, Ill.

Phone: ANdover 3-6112

FOR SALE—FOR SALE

FERRIS WHEEL, children's size. A-1 condition, six seats, driven by 110 AC electric motor, 16 ft. high; \$1,000.00 cash. RIDES available after Labor Day for fairs.

Write

THOMPSON BROS.

2906 4TH AVE., ALTOONA, PA.

2 Showman's Specials

6-Wardrobe Vagabonds, all new features. Start the season with a new Vagabond or Spartan. Good trades and terms on all trailers in stock. \$150 to \$4,950. Must liquidate. 6% financing up to three years. Write, phone or wire.

SELLHORN'S

T. W. KELLEY

Tampa Branch, or Main Office, Sarasota, Fla.
WE DELIVER ANYWHERE

Quality Trailers New & Used
**JORDAN'S
5-STAR LOCATIONS**

1—505 N.E. 23, Oklahoma City, Okla.
 2—901 N. Ash, Pauls Valley, Okla.
 3—1506 W. 3rd, Elk City, Okla.
 4—1701 N. Grand, Enid, Okla.
 5—E. Hiway, Snyder, Texas
 Easy Terms Liberal Trades
 The Showman's Friend

**BLUE GRASS SHOWS
NOW BOOKING**

SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

MICHAEL MACKAY

PLEASE CONTACT

R. C. BRYAN

608 Tampa St.

Tampa, Fla.

**VIRGINIA
GREATER SHOWS**
The Show With The Proud Reputation

OPENING APRIL 3, SUFFOLK, VIRGINIA

WANT—Will sell exclusive on Novelties, French Fries, Age and Scales, Photo Gallery, American Mitt Camp, High Striker.

WANT—Glass Pitch, Penny Pitch, Cigarette Pitch, Pan Game and Rat Game open, Hoop-La, all Hanky Panks open.

WANT—Penny Arcade, Fun House, Glass House, Monkey Show, Mechanical City and any other Grind Platform Show of merit. Billy Cornell wants Minstrel Show Performers. James Howard wants Working Acts for Side Show. Want Pony Ride.

FOR SALE—Complete Transformer Truck with two 75 KW. Transformers, equipped with switchboards ready to light your show.

Show will move on to the opening lot March 28th. Tommy Aston and Dummy Rivers, answer. Winter Quarters now open at White Four County Fairgrounds, Suffolk.

All Mail and Wires to

WM. C. (BILL) MURRAY

P. O. Box 461, Suffolk, Virginia



FIRST CALL—WINTER QUARTERS NOW OPEN, QUINCY, ILL.

OPENING FIRST WEEK IN APRIL IN ST LOUIS AREA

RIDES: WILL BOOK ONE OR TWO MORE RIDES NOT CONFLICTING.
 RIDE HELP: FOR ALL RIDES. MUST DRIVE SEMIS, NO DRUNKS TOLERATED.
 CONCESSIONS: WILL BOOK NOVELTIES, PHOTOS, SHORT RANGE GALLERY, BASKET BALL, HOOP-LA, BUMPER OR ANY MERCHANDISE CONCESSIONS.
 SHOWS: WE HAVE ALREADY BOOKED MONKEY SHOW, SIDE SHOW, MICKEY MOUSE CIRCUS AND ILLUSION SHOW. WILL BOOK ANY SHOWS NOT CONFLICTING WITH SHOWS MENTIONED; MUST BE CLEAN AND WELL FRAMED. NO CONTRIBUTION SHOWS OF ANY KIND.

We will give good treatment to all our show people and expect the same.

ADDRESS ALL REPLIES TO:

THOMAS D. HICKEY, Mgr.

GEM CITY SHOWS, INC.

809 JEFFERSON ST., QUINCY, ILL.

HENNIES BROS.
SHOWS *World's Newest and Largest Midway*

FIRST AND LAST CALL

Everyone Engaged With Hennies Bros.' Shows Let Us Hear From You, Not Later Than March 27.

Can place capable secretary. Must have A-1 references and understand all office routine.

Can also place Snake Show or any other Grind Show. Will finance Snake Show for reliable party. All address:

HARRY W. HENNIES, Mgr.

P. O. Box 414

Hot Springs, Ark.

JAMES H. DREW SHOWS

21 - Fairs and Celebrations Now Booked - 21

WANTED

WANTED

WANTED

Would like to book any Major Ride that does not conflict with what we have. Good opening for Octopus, Flying Scooter, Spitfire, Fly-o-Plane. Will furnish transportation if needed. Concessions—Want Photos, Ball Games, Arcade, Small Clean Cookhouse, Short Range or any legitimate Hanky Pank Bill White, answer. Can place modern Bingo for entire season which includes a long and complete circuit of fairs, celebrations and special events. Complete route furnished to interested parties. All address

JAMES H. DREW SHOWS

Phone 1365 X M

SHELBY, N. C.

WANT

KEYSTONE EXPOSITION SHOWS

WANT

OPENING EARLY IN MARCH; PLAYING CHOICE SPOTS IN SOUTH CAROLINA, NORTH CAROLINA AND VIRGINIA

Can place the following Concessions: Photo Gallery, Long and Short Range Gallery, Novelties, Ball Games, Dart Balloons, Cigarette Gallery, Mitt Camp, Age and Scales, Pitch Till You Win, Candy Floss, Hoop-La, Custard, Jewelry, Bumper, Knife Rack or any other Concessions that will work for stock. Want Ride Help who can drive semis. If you want to make money and be with a real show and you can stand prosperity, wire me what you have. This show owns five (5) rides. No Racket, No Gate. Office wants Agents. All mail and wires. Address

Winter Quarters, KEYSTONE EXPOSITION SHOWS, General Delivery, Lamar, S. C.

FOR SALE

1 Cuddle Up, \$3500; 1 1948 Mangels Whip, \$2500; Hildreth Taffy-Pulling Machine and Wrapper, complete, A-1 condition; Mills Custard Machine, 5 gallon, good condition, \$800; 3 Kestenbaum Two-Pump Stainless Steel Drink Dispensers, \$65 each; 3 Tina-Colada Drink Dispensers, \$50 each; full line of Arcade Equipment; 72-Unit Horse Game, which can be split into 2 units, \$1250 per unit, and 33 Poker Tables, \$40 each. Write

BOX D-340

c/o THE BILLBOARD

CINCINNATI 22, OHIO

PIONEER SHOWS

NOW CONTRACTING FOR 1950

Rides—Shows—Concessions

FOR SALE — Kiddie Airplane Ride, 8-Car Streamlined Whip (Major Ride), Double Loop-o-Plane, 20x40 Bingo Top, 20x20 Marquee; two 12x14 Ball Games—top and frames; 12x12 Top for Center Outfit, Burch Popcorn Machine, 8-Tub Octopus, two 20x40 Show Tops.

MICKEY PERCELL

Waverly, N. Y.

Coming . . .

An issue valuable to
**EQUIPMENT AND
SUPPLY HOUSES**

See Page 57

WILL SACRIFICE

C-Cruise ride, used one season, like new, ready to go. Loads on one semi. Powered with 15 h.p. electric motor. Let it go for half price, \$6,500.00. Will deliver up to 1,000 miles. Also Turf Race Horse Game, used one season, ready to go, \$1,500.00; mounted in special built trailer, \$2,500.00.

Art B. Thomas Shows

Lennox, S. D.

LAST CALL

Eddie L. Wheeler Shows

Opening Mar. 25, Buchanan, Ga., on Court-house Square. Arrow Shirt Factory in full operation, big pay roll.

CONCESSIONS: Good opening for small Bingo, Balloon Darts, Glass Pitch, Cork Gallery, two Mitt Camps, legitimate Concessions of all kinds except Snowball, Popcorn, Jewelry, Cookhouse. Want Agents for office Swinger, Skillo, Rolldown, Percentage.

RIDES: Any not conflicting. Especially Merry-Go-Round, Kiddie Rides. SHOWS: Worth-while attractions with own transportation—Monkey, Animal, Snake, 5-in-One. All people contracted please acknowledge: useful people with me before, contact

EDDIE L. WHEELER

Route 2, Calhoun Road Rome, Ga.
Telephone 22575

WANTED—A CARNIVAL

for our
Paul Bunyan's Fourth of July Celebration
to be held week of July 1st through 5th
Write at once to
Frank Sturges, Commander
American Legion, Fort Bragg, California

JIMMY CASE

WANTS

CREW FOR BLOWER CONCESSION. Can use few other Grind Store Agents. Address:
c/o VICTORY EXPOSITION SHOWS
Uvalde, Tex., this week; Del Rio, Tex., next week.

BREWER'S UNITED SHOWS

Concessions for Our Opening Date
Grab, Bingo, Snow Cone, Pop Corn, Glass Pitch, Candy Apples, Hoop-La, Coke Bottles, Ball Games, Sium Spindle, Scales, Mitt Camp, Cork Gallery, Balloon Darts, Lead Gallery, Clothes Pins, Fish Pond. Shows—Wild Life, Snake Show, Freak Show, Girl Show. Have good opening for any Shows with own transportation. What have you? Have good route Fairs and Celebrations. First Fair and Stock Show, Humble, Tex., April 27-29. Phone: BE 1879. Wire or write c/o McGinnis, 1601 Congress St., Houston, Tex.

WANTED CARNIVAL

JULY 1 TILL JULY 4
We need 50 to 75 Concessions. Will be held in County Fair Grounds. Will draw 7,000 to 10,000 crowd each night. Large Fireworks display. Also need Night Show in front of grandstand.
Write

O. V. OLIVER, Chairman
Eaton Booster Club Eaton, Ohio

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

HIGH POINT, N. C., WEEK MARCH 20; STATESVILLE, N. C., WEEK MARCH 27
RIDES—Can place Little Dipper, Tilt, Caterpillar, Hi Ball.
SHOWS—Place an novel show with own equipment, Glass House, Motor Drome (this show has best Drome territory of any truck show in East.

CONCESSIONS—Want good Cook House, one that will feed our working men, to join week March 27th, Statesville. Can place Palmistry, Age, Scale, Novelties, Jewelry, Water games, Hoop-la, Slum Clothes Pin, Blower, Cork Gallery, any and all Hanky Panks, at live and let live prices, \$25 week, and give you biggest Saturday matinees you have ever had. We give away two bicycles every week.

HELP—Want girls for Posing Show and Girl Show, useful Show People, Semi-Drivers (Useless, come on), Canvas Men, Boys to up and down stores. Place Peek, Count, and Skillo Agents. All address **RALPH DECKER** Rock Hill, S. C., this week; then per route. P. S.: **FITZIE BROWN**, Business Manager

LAST CALL

LAST CALL

GOLD MEDAL SHOWS

Opening March 20, Prattville, Ala.

This show holds fifteen Fair contracts beginning July 4

CONCESSIONS WANTED—Will sell exclusive on Long Range Gallery, Photo Gallery, two Mitt Camps, Novelties, Six Cats, Buckets, String Game, Bumper Outfit. All other stock Concessions open.

RIDE HELP WANTED—Foreman for Chairplane; Ben Pope, answer. Can place any Kiddie Rides except Train and Auto.

SHOWS WANTED—Glass House, Monkey Show, Mechanical Show, Snake Show. Good proposition to well-framed Motor Drome.

All wires to **JOHNNY J. DENTON**, Prattville, Ala.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

OPENING OPENING OPENING OPENING

ATHENS, ALA., APRIL 7, FAIRGROUNDS.

CAN PLACE Stock Concessions of all kinds. Place Penny Arcade. Sell X on Jewelry and Novelties. Let me know what you have. **SHOWS**—Have top, banners and inside for Girl Show. Top and banner line for 10-in-1. Top and banner line for Grind Show. Will book Glass House, Motor Drome, Snake, Monkey Show, 10-in-1, Illusion. George Usher, write; have good proposition. **HELP**—Roll-o-Plane Foreman. Man to handle Kiddie Auto and Airplane Ride. Other useful Ride Help contact. No drunks or chasers tolerated. We don't pay the highest wages, but we pay every week. Want Man who can sell banners without heat. All replies: **JOHN PORTEMONT**, BOX 2524, ATHENS, ALA.

Winter Quarters Open All Men Come on **Heller's Acme Shows** Winter Quarters Open All Men Come on

Open April 6th—2 Saturdays—2 Sundays. 12 Fairs, 4 Home Weeks, 2 Celebrations already contracted and very best Still Dates obtainable.

Want Shows—Motor Drome, Unborn, Big Snake, Working World, Monkey Speedway. Good proposition for Penny Arcade, Fun House. Owner of 2-Headed Cow, like to hear from you. **Want Ride Help** for 12 Rides; Whip, Ride-o, Spitfire, Chairplane Foremen; semi drivers given preference. **Want Concessions**—Frozen Custard, Long Range Gallery, Rotarys. All others booked. No grift on this show. Can use 2 good P.C. Dealers. **Want Bingo Caller and Manager**; Sound Car Man and Bingo Caller. Jack Jones and Frank Turner, contact. All address:

HARRY HELLER, Gen. Mgr.

BOX 6, CAMPAW, N. J.

PHONE: WYCOFF 4-0333-M

SAMMY LANE SHOWS

Want for Coming Season, Opening April 24, Versailles, Mo.

Will sell X on American Mitt (no gypsies), Diggers, Bingo, P.C. (except Pan Game), some Hanky Panks. What have you? Will book 2 Grind Shows for committee money. Want to hear from Free Act People who have Concessions. For Sale—Center Outfit, 4-way awnings, extra heavy canvas, 10x10 hinge frame, all in A-1 shape; also P.C. Table Frame and Fly with Evans large Chuck Cage, 4 sets dice, swell lay downs for Chuck, Beat the Dealer, etc. Small enclosed 2-Wheel Trailer to haul same; new tires. This is a real outfit. First \$150 buys it. Smith, who was with us last year, write us. **Want Merry-Go-Round First Man**; good wages and bonus. No boozers or chasers. Must be steady and reliable. Home Address: **LANCASTER, MO.**

ROYAL MIDWEST SHOWS

Opening March 25, Water Valley, Miss.

Two Saturdays, then a spring route of pay roll and smoke stack towns under strong auspices, followed by 16 winning Celebrations and Fairs.

CONCESSIONS—Fish Pond, Darts, Blower, Bowling Alley, Jewelry, Metro Derby, Age and Weight, Grind Stores, Ball Games, Coke, Count Store, Basket Ball, Cigarette Gallery, Long and Short Range, Mouse and Pan Game. Can place Mechanical Show, Wild Life, Penny Arcade. Have one top open. Will lease or book on low percentage Octopus, Spit Fire, Roll-a-Whirl or Auto Ride. **Frankie (Pollock) White**, contact Bingo.

Wire **ROXIE HARRIS**, Winterquarters, General Delivery, Grenada, Miss.

P.S.: Want capable Man to handle banners, merchants' tickets and special promotion.

SUNSET AMUSEMENT COMPANY

WANT Foremen for C-Cruise, Spitfire and Dodgem; must drive. Can use Second Men on Rides; must drive. Can place **ARCADE, WILD LIFE, MECHANICAL SHOW**. **RIDES**—Will book Kid Auto, Boat Ride, Airplane. Opening April 20th, Excelsior Springs, Mo.

Address **P. O. BOX 463**, Danville, Illinois

WINTER QUARTERS

T. J. Tidwell

BIG SPRING, Tex., March 11.—Org will have its formal opening March 18. Show consists of 10 rides, 8 shows and about 35 concessions. All equipment moves on new Chevrolet trucks.

Owner-Manager **T. J. Tidwell** has been released from the hospital and has taken charge. **Bill Fisher**, assisted by **Shorty Hall** and **Sonny Amburn**, has the show repainted and repaired. **Ike Powers** has been in quarters, taking care of **Samson**, the giant snake. **Sunshine Elliott** and wife, **Blondi**, have their two Girl Shows ready. **Mattie** and **Jamaca Alexander** have taken care of **Queenie**, the elephant; also **Gertie** and **Elmer**, the chimpanzees.

Tilt-a-Whirl Smitty and **Pappy Ryan** are here, as is **Frank Succaw**, **Betty Hagen** and **Oscar Chapman**. **Slim Anderson** reported to quarters after **Fort Worth Stock Show** with his family and necessary agents to operate the office-owned hanky-panks. Staff—**T. J. Tidwell**, manager; **Mrs. T. J. (Evelyn) Tidwell**, secretary; **Bobbie Decker**, legal adjuster; **Everett Morris**, truck and ride foreman; **B. B. Snow**, general agent.

Gold Crown

FAYETTEVILLE, N. C., March 11.—Work in quarters, which started last week, is progressing rapidly. **Bill Roxby**, **Richard Franklin** and others are busy with refurbishing. **Shorty Morgan**, **Charlie** and **Whitey Pickard** and **Red Barrett** are expected shortly. Also due in is **Mr. Zellers**, electrician. Plans call for a sound truck with **W. T. Harrell** at the helm. Several rides will be placed in **Legion Park** here until the opener.

K. F. Smith, owner, and the writer, visited **Mr. and Mrs. Ted Dedrick**, operators of **Legion Park**. **Smith** is a bit under the weather, but able to be up and around. **Mr. and Mrs. Al Mercer**, who have the cookhouse and **Girl Show**, are expected in about a week. A new front gate is being built. **Harry Franklin**, who has the popcorn, writes that he will join. **S. D. Pease**, general agent, is recuperating after having a lung removed. The writer and **Owner Smith** are handling the agenting chores while **Pease** is laid up.—**HARRY E. WILSON**.

Mighty Page

WILSON, N. C., March 11.—All equipment is getting a going over with paint and repairs. **Jessie Lauley**, ride superintendent, has assembled most of his crew of ride foremen. The new marquee and other canvas, supplied by **Bill Sanders**, has arrived; also an **International tractor**.

Tommy Carson, business manager, is expected in quarters soon to help iron out details for the shows' early April opening. **Pete Hendrix**, head electrician, will soon report to quarters. **Jack J. Perry** has lined up a good route of fairs and **Bill Cox** has given the show a good spring route. Due to illness of **Manager Bill Page**, his son, **Roland**, will get a leave of absence from law school to become assistant manager of the org.—**MRS. LELA B. LANGLEY**.

Ontario

OSWEGO, N. Y., March 11.—All equipment is being overhauled at quarters here. **Tom Farrand** is coming on with floss, apples and French fries. **Owner Idella H. Morley** has returned from **Oneida, N. Y.**, where she inked the **National Guard** for an indoor trade show. **Harold (Spike) Morley** and **Chuck Kehoe** are moving into the offices of the **State Armory**, where they will handle the promotion and staging of the show. **Frank Swem** has arrived with his ponies. He is building a flashy electric marquee for his ride. **Whitey Sinclair** and wife, **Josie**, were visitors.—**CHARLES D. KEHOE**.

Kenland Am. Co.

AYERSVILLE, Ga., March 11.—**H. Henry** has returned to quarters here after a booking trip thru **North Carolina, Virginia, Pennsylvania, West Virginia** and **Ohio**. Org opens **April 22** in **Georgia**. With it will be **Mr. and Mrs. Jimmie Shipman**, popcorn and snowballs; **Hank and Pat Stulken**, cat rack and milk bottles; **Mr. and Mrs. Charles Fetty**, photo gallery; **Clarence Daniel**, cotton candy; **Ben Stowe**, Wax Show. Visitors included the **Shipmans**. **Clarence Daniel**, **Albert Shorty Jr.**, **Red Payne**, **Doc Harden** and **Lola Tinsley** are in quarters.—**H. HENRY**.

Great Northern

HENDERSON, N. Y., March 11.—New spacious winter quarters, recently purchased by **Owner Ellis Craig**, are starting to get busy. Org has purchased a new light plant, will carry five rides and play **Central New York**. **Mrs. Doris Craig** is supervising building of her new bingo.

Bill Morley, lot superintendent, has **Arcade** and three concessions. **John Morley**, secretary and general agent, has returned from a booking trip. His wife, **Martha**, has two concessions.—**MRS. DORIS CRAIG**.

Dickson United

TISHOMINGO, Okla., March 11.—Org will open **April 1**. **Mr. Flory** is in charge of quarters. Two trucks will transport cookhouse and bingo and a larger transformer will be added. Rolling stock will have new color scheme of cream and bright red. **Manager Dickson** is on a booking trip thru **Oklahoma, Arkansas, Missouri, Kansas** and **Texas**. **Norman Flory**, the writer, will be the mail and *The Billboard* sales agent.

Floyd O. Kile

BATON ROUGE, La., March 11.—**Mr. and Mrs. Floyd O. Kile** have inked nine fairs and two celebrations in **Louisiana** and **Arkansas**. The **Mintuns** will be back with two concessions; the **Dondineaus**, four; the **Smiths**, three; the **Shews**, two; the **Shrouts**, one; **J. Schotzell**, one; **Mr. Gardner**, one; the **Humphreys**, two. **Mr. and Mrs. W. E. Morgan** stopped off en route home to **Alabama**. **Mrs. Kile** has received a 30-foot **Owosso** trailer. She and the **Websters** will make a flying trip to **St. Louis** and **Alabama**. Org will open here **April 1**.—**I. M. HOLMAN**.

CUMBERLAND VALLEY SHOWS

Now booking for 1950 Season—Big 4th of July Celebration—Twelve County Fairs to follow. **RIDES**: Spitfire, Fly-o-Plane and Train or any other Ride that doesn't conflict. **SHOWS**: Fun House, Glass House, Fat Show, Midget Show, Motordrome or any other capable Show with own Equipment. **CONCESSIONS**: Good opening for a nice flashy Bingo. All legitimate Concessions open. Sober and reliable Ride Foremen on all rides. Drunks, save stamps. Opening date given later. Address all mail to

ELLIS WINTON

146 S. Clayton St., Mount Dora, Florida, until April 1st; then Manchester, Tenn.

FIREMEN'S JUBILEE JULY 17-22

Saxonburg Vol. Fire Co. and Relief Assn.

SAXONBURG, PENNSYLVANIA

Pennsylvania's largest Firemen's Carnival. WANTED—Motordrome, Wild Life Show, Concessions and other good, clean Shows. Wire or write.

BEN LASSINGER, Secretary

PAUL'S AMUSEMENT CO.

OPENING APRIL 3RD, MORRILTON, ARK.

Sponsored by Baseball Club. Good route of Still Dates, Fairs and Celebrations, Missouri, Oklahoma and Arkansas.

Need few more legitimate Stock Concessions for the season. Foreman for #3 Ell and Super Rolloplane who drives semi. Concession Agents for office concessions, useful Show People all lines. Will book Shows with own outfits; good proposition. If you can stand prosperity, get with one of the cleanest little shows on the road. All people contracted for 1950 please acknowledge this ad. Come on any time you are ready.

P. A. SCRIMAGER
Box 162, Conway, Ark.

WANTED TO BUY

IRON CLAW DIGGER MACHINES,
MODEL E'S.

C. L. HUDGINS

P. O. Box 25 ORMOND, FLA.

WANT—WANT

Few more Agents for Concessions. McDonald, contact me. First and Second Man for Octopus and Rolloplane.

Long season, good treatment.
GERMANA ZACCHINI
620 Prospect Ave. Sarasota, Fla.

WANT TO BOOK OR LEASE

Ferris Wheel, also 2 or 3 Kiddie Rides. 12 to 14 weeks' work for Churches, Firemen and American Legion Celebrations, Springfield and vicinity.

Western Mass. Bazaar and Promotion Co.
1968 Main St. Springfield, Mass.

FOR SALE

Ed Roche's Congoland (Animal) Side Show. Everything complete, ready to roll. Flame proof Canvas, Cages, Trucks, Sound Equipment, Animals and complete Equipment. This is a chance to buy a show ready to go at a price that would surprise you. It is well known and has always been tops.

ED (RAY) ROCHE
Blunt, South Dakota

DROME RIDERS WANTED

Male and Female for 17 weeks' season in world's largest amusement park. Can use good talker. State all in first letter.

THRILLS, INC. RIVERVIEW PARK
Chicago, Ill.

FOR SALE

8 TUB OCTOPUS, SUPER ROLLOPLANE, KIDDIE SWING RIDE, all newly painted and in good running condition with good transportation.

FRED THUMBERG

3157 Fisher Road Columbus 4, Ohio

AT LIBERTY

GENERAL AGENT (or Promotions)

Any territory; railroads; trucks. Own car.

J. D. (Jack) Wright, Jr.
830 S. Dakota Ave. TAMPA 6, FLA.

**46TH ANNUAL
OLD SOLDIERS' REUNION**

Hymers, Ind., July 4-7-8-9.
Good Concessions wanted.

WM. SARGENT, Chairman

WANTED

Good clean Carnival; no Grift or Girl Shows; with about Seven Rides. Send Photo of rides. Have Fifteen Weeks strong auspices. Must work Decoration Week, 4th July Week, Labor Day. Send me your best offer at once.

FORREST BROWN
DELPHOS, OHIO

WANTED

Second-Hand Carnival — Wheels, Merchandise, Percentage and Grind. Write

SAL TERRANO

1820-A Post St. San Francisco, Calif.

CRESCENT AMUSEMENT CO.

Opening April 3. All contracted report Jacksonville, April 1.

Playing Texas, Arkansas, Missouri and Iowa. 16 Fairs and Celebrations already contracted. July 4th Rock Rapids, Iowa. We play Central East Texas Fair & Live Stock Exposition, MARSHALL, TEXAS.

CONCESSIONS

Sell exclusive well flashed Penny Arcade, Derby Racer, Custard, Photos, flat or percentage, with deposit. Few Hanky Panks that don't conflict, Ball Games, String Game, Darts, Balloons, etc.

SHOWS

Mechanical, Animal Wild Life, Big Snakes. C. C. McClung, wire. Have top and banners for Geck or Snake Show, will turn over to capable operator. Midget, Iron Lung. BILLIE TIMBERLAKE WANTS for beautiful new Side Show; People, all lines; Working Acts. Pin Henry, Herman Saltzman, Thomas Hedrick (magician), Willie Fire-Eater, Dan & Thelma Riley, contact at once. Doc Anderson wants Colored Performers and Musicians, Girls who sing and dance. Pay own telegrams. Want Show Painter; Lafayette, wire.

HELP

Capable Ride Help, Foreman for Ridee-O, Truck Drivers, useful Carnival Help. Ted Snyder wants Drome Help, Boy and Girl Riders. All address.

L. C. McHENRY, Manager **JESS WRIGLEY, Gen. Agt.**
BOX 769, JACKSONVILLE, TEXAS

J.L. "Jimmie" HENSON
SHOWS

OPENING APRIL 8, ALEXANDRIA, LA.

PERSONS ALREADY CONTRACTED PLEASE ACKNOWLEDGE THIS AD

CAN PLACE FOR SEASON

Legitimate Stock Concessions that work for stock only. No racket, no gypsies. Will place clean Shows with own equipment. Have tops for reliable Showmen with something to put inside. Want A-1 Wheel Foreman, must be capable or you won't last here. Can place other Ride Help who are licensed drivers. (Art Rich, please contact.) D. M. Conrad wants capable Agents on Scales, Ball Games and Slum Blower. Married couples preferred. Strong route of Fairs and Celebrations in Illinois, Missouri, Arkansas and Louisiana, starting with the Arkansas Strawberry Festival, May 1, Bald Knob, Ark., thru Armistice Day. Winter quarters now open.

FOR SALE

16-seat all-steel Gruner Chazplane, ready to go, new clutch and gears, \$750.00 cash.

J. L. HENSON, Mgr., Forest Hill, La.

CAPITAL CITY
SHOWS

10 RIDES — 8 SHOWS — 40 CONCESSIONS — SENSATIONAL HIGH ACT

WANT FOR OPENING SATURDAY, MARCH 18, THROUGH SATURDAY, MARCH 25, BAINBRIDGE, GA. FOLLOWED BY CHOICE STILL DATES. 14 FAIRS STARTING JULY 17TH, ENDING NOVEMBER 11TH. ALSO STEARNS, KY., FOURTH JULY WEEK.

CONCESSIONS: Photos, Jewelry and 10 cent Concessions of all kinds, except Bingo, Cook-house, Custard, Floss, Long Range, Pop Corn and Sno-Cones which are sold.

SHOWS: Funhouse or Glass House, Mechanical, Monkey, Big Snake, Wild Life or any Grind Show with or without equipment. Want Side Show Manager who has acts for inside. LEE HOUSTON, CONTACT.

RIDES: Tilt, Rolloplane, Flyoplane, Rockoplane. Mr. Fred Hollingsworth, contact.

All those contracted acknowledge this ad. ALL REPLIES

J. L. KEEF

GENERAL DELIVERY, DOTHAN, ALA., UNTIL WEDNESDAY, MARCH 15TH; THEN BAINBRIDGE, GA., MARCH 16TH TO 25TH

TURNER BROS.
Shows

OPENING APRIL 19, SPRINGFIELD, ILL.

CAN PLACE **CAN PLACE**

SHOWS: Girl Revue, Fun House, Glass House, Motordrome, any Grind Shows.

CONCESSIONS: Photos, Jewelry, Ball Games, Fish Pond, Bowling Alley, Etc. **J. G. JACKSON WANTS AGENTS.**

Address: PETERSBURG, ILL. (Phone: 230)

Don Franklin Shows, Unit #1

WANT CATERPILLAR FOREMAN

Join at once. Capable Operators for Fun House and large illusion Show. **CONCESSIONS:** All Ball Games open. Place Watch-La, Hi-Striker and other stock Hanky Panks, RIDES and **SHOWS:** Due to operating two complete units this season, both have excellent routes, including top fairs and celebrations. Can place several rides and shows, especially Roll-o-Plane, Fly-o-Plane, Octopus, Looper. Place Merry-Go-Round with #2 Unit.

Beeville, Texas, this week; Livestock Show, Cuero, next week.

DON FRANKLIN, Mgr.

AGENTS WANTED

FOR SIX CATS AND BUCKETS
OPENING APRIL 1, FORT SMITH, ARKANSAS, WITH
20TH CENTURY SHOWS

All Reply:

DWIGHT J. BAZINET

200 Prospect Ave.

Hot Springs, Ark.

ATTENTION!!!
SIDE SHOW ACTS
CHARLES H. HODGES
Wants for
Hennies Bros. Shows
Can Use
BREAKS to supplement those we now have contracted.
HENRY WARD (KNOTTY)—Contact at once.

FAST-STEPPING MENTAL ACT that has had carnival experience.

TICKET SELLERS who can handle second openings.
ONE GOOD CANVASMAN to handle and care for 42x150 ft. top.

TATTOOED MAN OR WOMAN—must be covered and willing to exhibit.

ANY USEFUL SIDESHOW PEOPLE who are with it and for it — answer. Knockers and agitators, save your stamps.
MAJOR O'SATYRDAE, contact me
All replies to
CHARLES H. HODGES
BOX 235 COLDWATER, MICH.

Coming . . .
An issue valuable to
CARNIVAL OWNERS
See Page 57

TED BLANK
Contact me at once.
JOHNNY J. DENTON SHOWS
Kanawha Hotel, Charleston, W. Va.
GRAVES H. PERRY

FOR SALE
FROZEN CUSTARD OUTFIT
Mounted on Chevrolet Truck. It has a special built body, 13 feet long, 7 feet wide, opens in front and both sides. Has its own power unit. Large Electro Freeze Machine. All complete, ready to operate. Must sell. Any reasonable offer accepted. Contact:
P. MASTROIANNI
644 Sandford Avenue, Newark 6, New Jersey

WANTED AGENTS
For Buckets and Slum Spindle.
Opening March 18th
Corpus Christi, Texas.
ROY T. DUFFY

WANT-AT ONCE-WANT
For Southern Oklahoma, opening April 1st. Concessions of all kinds. Any Show with own outfit and transportation. Any Ride not conflicting. Need Ride Help, Agents. Party with own truck to take charge of good Cook House. Athletic Show Manager. Have tops for Grind Shows, what have you to put in them? Want General Agent who has some Show, Ride or Concessions to book.
DICKSON UNITED SHOWS
Box 61, Tishomingo, Okla.

GOLD BOND SHOWS
NOW CONTRACTING FOR 1950
RIDES — SHOWS — CONCESSIONS
Fairs, Celebrations and Committees in Illinois, Iowa, Minnesota and Wisconsin, have some open time.
MICKEY STARK, Mgr.
P. O. Box 229 Mt. Sterling, Ill.

FOR SALE
One Sperry Searchlight—\$500.00, will demonstrate; One Jitter Bug Glass House, \$900.00.
LEE AMUSEMENT CO.
P. O. Box 1743 Montgomery, Ala.

National Showmen's Association

1564 Broadway, N. Y.

NEW YORK, March 11.—Joint meeting Wednesday (8) with the Auxiliary was well attended. President Jack Perry presided over both the governors' and general assembly. Present were Joseph A. McKee, vice-president; Fred C. Murray, chaplain; Max Hofman, counselor, and Dr. Jacob Cohen. Guests on the dais were Ethel Shapiro, Auxiliary president, and out-of-towners Ned Torti, Milwaukee; Bill Carsky and J. A. (Pat) Purcell, Chicago, and James Hurd, Miami.

A generous annual donation was given the club by the Auxiliary. The women also pledged support to the building fund drive which soon starts.

NSA extended sympathy to George Rector, whose brother died Tuesday (7). Funeral services were held today with interment in the family plot. Condolences also were offered Louis Weinstein, whose wife died in Miami February 25. Burial was at Lenore City, Tenn.

John S. (Irish) Horan, on the sick list, is reported improving. Jack Lichter also is recuperating.

Irving Dym, sponsored by Dan Thaler, recently was approved by the Eligibility Committee as a new member.

Recent visitors were Leonard Traube, Gerald Snellens, Sam Peterson, Morris Spitkove, Edward Elkins, Sam Robbins, Leon Neuman, Joe Trosey, Morris Levi, Henry Kaufman, Morris Rucker, Jack Hornfeld, Louis Light, Charles Buchbaum, Philip Groden, Joseph Shaw, Frank Silverman, George Stern, Matty Burns, Charles Rubenstein, Sidney Herbert, Edward McKeon, Harry Stevens, Jack Cherry, Martin Ranno and David Solti.

Anna Rosenberg reports that she is out of the hospital and recovering as are Bea Cohen and Gene Winsor. May Doscher is receiving congratulations on the birth of a grandson. Dolly Udowitz is at her home with influenza, but is recovering as is Jeanne Grey.

Mildred Cohen was proposed for membership by President Ethel Shapiro. Blanche Henderson was proposed by Jackie Perry and Betty Robbins, of the Jack J. Perry Shows.

Plans for the Donor Luncheon to be held at the Hotel Commodore Saturday (18) are progressing, reports Lillian Wallenstein, ways and means committee chairman. Wednesday (22) will be an open social evening, with friends and prospective members invited.

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 11.—Past President Fred H. Kressmann was on the rostrum at the regular meeting, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich. Rev. Marcel LeVoy, chaplain, gave the invocation.

Welfare committee reported Ralph Wibberly and Edward D. Young expect to be released from the hospital soon. Others on the sick list include W. C. Deneke, William E. Saunders and William O. Perrot.

Favors for the St. Patrick's party have been donated by Ned Torti. Ralph Pope advised he would have his ork on hand for the affair.

Andrew Allan attended his first meeting. William E. Snyder, James T. Richards and Joe Marks also attended.

Jack Hawthorne was injured in an auto accident en route here from Florida. Dick Miller is another returnee from the South. Pete Andrish left for Springfield, Ill. Joe O'Donnell visited. Bob Sugar leaves here April 15, and Dave Picard is expected to leave soon.

Everyone had a good time at Polack Bros.' Shrine Circus here Sunday (5). Members were guests of Louis Stern.

Banquet and ball funds were distributed according to the by-laws and bonds were purchased with money from the welfare fund.

Ohio United Showmen's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., March 11.—Meeting on March 5 was presided over by President R. Jay Myers, with Ford Fosnight, secretary, and L. A. Hufner, treasurer, also on rostrum. New members initiated were Von Black, Bill Stewart, Fred A. Nolan, Edward Scott and John Y. Skotnicki. Visitors were Leonard Powelson and V. S. Scott, of the Happy Attractions, and A. D. Michaels, of the Hudson Fireworks Display.

Ladies' Auxiliary

Auxiliary met at the clubrooms February 28, meeting being called to order by President Mrs. Margaret Leichtamer. Auxiliary recently bought 25 chairs for the room. Hostesses for the evening were Mrs. Mayme Peters, Mrs. Ray Decker and Mrs. William Flinn.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 11.—Plans for members to attend the National Orange Show, San Bernardino, Monday (13) as guests of the show and Rose and Larry Ferris, of Ferris Greater Shows, and the Clyde Beatty Circus on opening night, March 28, were made at club's regular meeting Monday night (6). President Joseph R. Krug and Sam Dolman reported that a police escort had been secured for the Orange Show caravan.

At the opening of the meeting, the lights were dimmed in tribute to 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 week was cancelled. J. Ed Brown reported on the plans to attend the opening of the Clyde Beatty Circus on the Washington and Hill streets lot March 28. Circus personnel will be tendered a party at the clubrooms, April 5.

Frank Kissinger, Frank Stein, Sid Mantell and B. A. Slover were elected to membership. On the rostrum with President Krug were Mike Doolan, Hunter Farmer, Al Weber, Louis Manly and Past President Harry Fink.

Charlie Soderberg, Jack Bush and Harry Wallace are on the sick list.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, March 11.—Regular meeting on March 2 was presided over by President Robert L. Lohmar. Assisting him on the rostrum were Treasurer George Regan and Secretary Euby Cobb. It was decided by the board of governors that anyone holding the clubs' bonds, can convert a \$100 bond into a life-membership certificate.

Fred Zchille is out of the hospital after a long illness. Bill Jacobs is still in the City Hospital. In attendance were John Roth, Edwin Schantz, Al Kubacher, George Weeks, Art Guilian, Al Prospero, Dave Kiefer, Pete Brophy, Tony Grazino, Billy (Zot) Reed and Fred Proper.

Committees appointed for the St. Patrick's Day party are George Regan and P. E. (Heavy) Waughn on the door; Walter Payne, Checkroom; Al Prospero, refreshments, and Red Kelly, buffet lunch. Secretary Cobb retained Pat Miller and her five-piece band to give with the music for the dances. Billy (Zot) Reed has promised to be on hand.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 11.—President Mae Oakes presided at regular meeting held March 7. Other officers on rostrum were Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer. Edna Burrows was welcomed after a long absence.

Edna Stenson has gone to San Antonio to visit with her sister. Mr. and Mrs. Ed Wall are vacationing in Florida.

A birthday party commemorating Caravans sixth anniversary will be held in clubrooms March 28, with Billie Billiken in charge of arrangements. Ann Sleyster, chairman of the annual spring benefit party, appointed the following committee to assist her: Opal Rossi, co-chairman; Dorothy Golz, Grace Lynn, Frances Berger, Eva LeRoy, Billie Billiken and Betty Shea. Seen at Polack Bros.' Shrine Circus were Clara Etta Barker, Mabel Davis, Gussie Breger and Lillian Lawrence.

Hot Springs Showmen's Association

310½ Central Avenue, Hot Springs

HOT SPRINGS, March 11.—In the absence of President Harry W. Hennies, Second Vice-President R. A. Miller presided at the regular meeting Friday (3) in the clubrooms. About 80 members were on hand and ordinary routine business of the club was followed by a buffet supper provided by the Ladies' Auxiliary with cards and dancing after the feed.

Visitors during the past week included Mr. and Mrs. Lew Kellar, Zack Terrell, Mr. and Mrs. John Corey; Mr. and Mrs. Sam Carpenter of the Iowa State Fair, Mrs. Edw. Calihan, of the Chicago Stadium; George W. Pughe, Fresno, Calif.; Mr. and Mrs. K. C. Murphy, Hominy, Okla.; Mr. and Mrs. T. M. Henderson, Paris, Tex.; Harry J. Kohn, Springfield, Mass.; Rita Dunn, Newark, O.; Barbara Kling, San Antonio; Mrs. Raymond Anderson, Sioux City, Ia.; Mr. and Mrs. Leo Parsons, Dallas; Raymond Henderson, Fort Worth, and J. C. McNally, New York City.

Thomas (Reno) Renaud visited the club and passed around cigars for the arrival of his first child, a daughter. Bill Naylor reports that very few carnival men are visiting the Oaklawn Race Track this year but that he and Jimmy Ferron make it every day. John Oblock resigned as club secretary before leaving for Dallas to work for the Joe Murphy interests. Clint Shufford is acting secretary.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 11.—President L. K. Carter called the regular weekly meeting to order with all officers present, except First Vice-President Raymond Clayton and Third Vice-President Charles Snoderly. Gordon (Fots) Middleton was elected to membership. F. W. Shortridge, of the Boyle Woolfolk Agency and Central Show Print, who was here attending the fair secretaries meeting, was present. The annual pot-luck dinner will be held in the club dining room Friday evening 17.

Ladies' Auxiliary

Meeting was called to order by President Weber with 27 members present. Leola Campbell was appointed warden. Entertainment chairman Grace McBain announced the annual pot-luck dinner for March 17. Ruby Velare and Edna Pray were reported ill. Evening award went to Margaret Nelson. Rex Herron was tendered birthday song. A donation was voted to the Heart Fund.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, March 11.—Club is having dinners under Grace Tinder twice a month in the clubrooms. Louise Hickman, president, has conferred with cemetery officials regarding the use of shrubs on our plot. Fund, being raised, will be used to add wings to the present monument. Grounds are being sodded. Barbara Kling Moody, a recent bride, visited. Margaret Pugh was hostess for the meeting March 6, with Sally Murphy and Evelyn Harrell prize winners.

GARDEN STATE SHOWS

WANTED FOR 1950

Opening May 3, Coplay, Pa.; Armed Forces Week, Bethlehem, 15-20; American Legion Cele., Little Ferry, 22-27; Memorial Week Cele., Alpha, N. J., 29 thru June 4, including Sunday; Wharton, N. J., first in ten years, June 5-10; then 4-County Firemen's Convention, Diamond Anniversary, June 12-17.

Want CONCESSIONS—Custard, Floss, French Fries, Bingo, Arcade, Wild Life, Diggers, Rotaries, Ball Games, Hanky Panks of all kinds, \$21.00 per; Lead Galleries. Note—Cookhouse and Corn-Apples sold. What have you? Will place Shows of all kinds with own outfits. Hot spots for Girl Shows. (Ollis, remember Alpha!) Hilliard, Deninger, Logan, those with us before, contact. Want A-#1 Wheel Foreman, two Second Men for Wheels. Address:

R. H. MINER, Jr., 161 Chamber St., Phillipsburg, N. J.

Kellie GRADY Shows

Want Shows—Unborn, Snake, Wild Life, 5 or 10-in-1. Concessions all open except Chance Game, Popcorn and Candy Floss. Will book or buy late model Tilt-a-Whirl. Can use one or two Kid Rides or Roll-o-Plane with three phase motor. Will make special price to Long Range Gallery. Will open in Florence, Ala., April 8th; Sheffield to follow; Huntsville, Ala., after Sheffield, then Guntersville. Plenty pay rolls in these towns.

KELLIE GRADY

313 West Tombigbee St., Florence, Ala. Telephone 3123J

FOR SALE TWO FROZEN CUSTARD OUTFITS

Complete in every detail, built on modernistic Diamond T Truck and Dodge cab over engine truck. Five horse power. New way Frozen Custard machines. Last word in flash, stainless steel bodies enclosed with sliding glass, outside stainless steel platforms for clerks. This is high-class equipment, no junk. Cost \$10,000.00 each to build. Will take \$5,000.00 each; one-third cash, balance can be financed for one year or longer.

CHARLES GOLDING

2975 E. Riverside Dr., Indianapolis 8, Indiana

Phone: Talbot 1437

FOR SALE MERRY-GO-ROUND—SWINGS CHAIRPLANE

Five or six Concession Tops, Fish Pond, Public Address System, Switch Boxes and Cables and Miscellaneous Equipment.

PRICED RIGHT FOR QUICK SALE

FRANCES RAY

253 Lockwood St.
Providence, R. I.
Phone Dexter 1-1744

Show Folks of America
145 Turk, San Francisco

SAN FRANCISCO, March 11.—The regular meeting was suspended until March 13, due to moving into new quarters at 145 Turk Street. On February 27 the meeting was called to order by Chairman Eddie Burke. Sixteen members and five officers answered roll call. Date for the annual St. Patrick's dinner was set for March 20. A corned beef and cabbage dinner will be served free. The regular meeting will be held at 8:30 p.m.

A letter was read from the Pacific Coast Showmen's Association, inclosing check for \$250 to help furnish our new clubrooms. Letters were read from Frank R. Havenner and Jack Shelley, Congressmen from San Francisco, pledging their aid in having the U. S. Amusement Tax repealed or modified. Congressman Havenner inclosed a copy of H. R. Bill 1372, which he introduced in the House, to repeal the tax on admission tickets and the cabaret tax. Corresponding Secretary Albert Roche read letters he had sent to Mrs. Estelle Rosenthal, Miami, and to the Regular Associated Troupers, Los Angeles, thanking them for their donation of \$100.

Monday, March 6, will be remembered by the hundreds of members

Michigan Showmen's Association
3153 Cass Ave., Detroit

DETROIT, March 11.—One of the best attended meetings was held Monday (6) with First Vice-President Fred Sibley occupying the chair in the absence of President Robert Morrison. Third Vice-President Ora (Pop) Baker also was on the rostrum, having just returned from Florida. Treasurer Louis Rosenthal also was present, along with Chairman Edward Ford.

The sick committee reported that Marty Rose and Charles (Blackie) Stone have been released from the hospital. Joe Bennett still is confined to his home. Past President Harry Stahl has returned from a vacation in Florida and Louis Wish from California. Earl Kelly is a frequent visitor to the clubrooms, as is Past President Jack Dickstein. Max Kahn is co-operating with the Ladies' Auxiliary to stage the annual St. Patrick's Day dance Saturday (19).

of Show Folks of America and their guests who swarmed into our clubrooms for our opening Hi-Jinks. This was an artistic, social and financial success from start to finish. Mike Krekos is president of the club. We held our first meeting in the lobby of the Grand Hotel, and from that, proceeded by slow degrees to these super clubrooms.

President Krekos presented a gold life membership card to Jack Brooks and a gold Show Folks plaque to Nate Cohn for their efforts on behalf of Show Folks. Fred Weidmann read many telegrams of congratulations and good wishes from all the show clubs. He also read letters from Congressmen Frank R. Havenner and Jack Shelley, from Washington. A letter, congratulating Show Folks, was read from George Reilly, chairman of the State board of equalization.

Phil Sapira, conductor of the San Francisco band, provided the music for entertainment and dancing. The clubrooms were decorated with spring flowers and acacia. Floral horseshoes were sent to the men and women of Show Folks. Whitey and Doris Monette presented the organization with a stand of flowering plum blossoms. Our florist, Kalman's Flower Shop, presented the ladies with corsages of camillias.

GOLD CROWN EXPOSITION

Opening April 1
ROBBINS, N. C.
formerly known as Hemp
2 — SATURDAYS — 2
4 — BIG MILL PAY DAYS — 4

Can place SHOWS with own equipment except Girl Show. Hubert Glass House and Mechanical Show, contact.
CONCESSIONS—Hanky Panks, \$21.00; Custard, French Fries, Age and Scales, Novelties, Lead Gallery, Mitt Camp and BINGO. Opening for two Grind Stores.
HELP on all Rides. Red Barrett, wrote and wired you.
ON ACCOUNT OF ILLNESS can place General Agent who knows GEORGIA, SOUTH CAROLINA, NORTH CAROLINA, VIRGINIA, MARYLAND and PENNSYLVANIA. Clyde Parrish, contact. Address:

K. F. "BROWNIE" SMITH, Owner
HARRY E. WILSON, Mgr.
Route 7, Box 185, Fayetteville, N. C.
P.S.: Dutch Klein can place two Count Store Agents who will obey orders.

VETERANS UNITED SHOWS

1120 EAST 9TH AVE., WORTHINGTON, MINNESOTA
NOW BOOKING FOR 1950—OUR 5TH ANNUAL TOUR
We hold contracts for the following eleven top Fairs, with others pending: Indianola, Alta.; Emmetsburg in Iowa; Jackson, Pipestone in Minnesota; West Point, Neligh, St. Paul, Waterloo, Beatrice, Pawnee City in Nebraska. Fourth of July Celebration, St. Cloud, Minnesota; an approved route of Spring and Summer Celebrations. Rides—We have eight office-owned Rides but will book additional Rides for the Fairs, which will start the first week in August. Shows—Five or Ten-in-One, Fun House, Mechanical, Motor Drome, Monkey, Snake, Girl or any worth-while Shows. Will book or frame Athletic Show for capable man. Concessions—Hanky Panks of all kinds, also Agents for office-owned Concessions of all kinds. American Mitt Camp booked. Ride Help—Need Foremen for new Allan Herschell Merry-Go-Round, Ferris Wheel, Octopus and Second Men on all Rides that have chauffeur's license. Top wages. Opening Worthington, Minn., first part of May. Winter quarters opened middle of April. Please, no telephone calls.

SOUTHERN VALLEY SHOWS

WANT—FOR SOUTHWEST MISSISSIPPI FAT STOCK SHOW—WANT
PORT GIBSON, MISS., WEEK MARCH 20; VICKSBURG, MISS., WEEK MARCH 27
CAN PLACE CONCESSIONS OF ALL KINDS. SHOWS WITH OWN OUTFITS. WANT TO BOOK MOTORDROME. CONTACT
EDDIE MORAN, MGR., NATCHEZ, MISS., UNTIL MARCH 18.

GREAT NORTHERN SHOWS

WANT FOR SEASON—22 WEEKS—POSITIVELY DOWNTOWN LOCATIONS
Opening—Oswego, N. Y. 10 Days. 2 Blocks From Main Corner.
Can use legitimate Concessions that don't conflict. Reasonable privilege. Show carries 5 Rides. We open early in May.
Contact JOHN W. MORLEY, Secy.; E. CRAIG, Owner
191 E. SECOND STREET OSWEGO, NEW YORK

LONE STAR SHOWS

OPENING MACON, GA., MARCH 17-25.
Concessions—Can place Hanky Panks of all kinds, \$16.50. Come on. Shows—Funhouse, Wild Life, Motor Drome, Monkey Show and Girl Show. Help for ten office-owned Rides; must drive semi.
Address all mail and wires to J. R. McSPADDEN, Macon, Ga.
P.S.: Pay own wires and phone calls.

GIVE TO THE DAMON RUNYON CANCER FUND

TIVOLI EXPOSITION SHOWS

OPENING APRIL 8, JOPLIN, MO.

WANT for best still route in the Middle West and first-class route of Fairs and Celebrations, including Galesburg, Ill., City-Wide Youth Movement Benefit; Rock Falls, Ill., Firemen's Festival; Janesville, Wis., Naval Club Carnival; Linton, Ind., largest July 4th in Middle West; Tuscola, Ill., Homecoming; Woodstock, Ill., Great McHenry Co. Fair; Belvidere, Ill., Northern Illinois Fair; Menomonee, Wis., Dunn Co. Fair; Madison, Wis., "South Side Frolic"; Du Quoin, Ill., State Fair; Camden, Ark., Co. Fair; Magnolia, Ark., Co. Fair; El Dorado, Ark., Co. Fair; Vicksburg, Wis., Miss-Lou Exposition; Belzoni, Miss., South Delta Agr. Fair—(several other big ones to be announced later).

CONCESSIONS—Place String Game, Photos, Custard, Hoop-La, few more Hanky Panks—(no grift—no gypsies). SHOWS—Place Side Show Operator with own acts, we will furnish top, banners and transportation for same. Want Fun House, Monkey Speedway, Illusion, Glass House, Motordrome or any other Show of merit. RIDES—Place Dark Ride, Roll-o-Whirl, Pony Ride, ELECTRICIAN—Want sober, reliable man who can handle wiring for 12 Rides, 8 Shows, 45 Concessions—we carry own transformers. LAST CALL—All people booked please acknowledge.

H. V. PETERSEN
GENERAL MANAGER

B. J. COLLINS
GENERAL AGENT

BOX 742, JOPLIN, MISSOURI

LAST CALL! 47th TOUR LAST CALL!
GREAT SUTTON SHOWS

OPENING SIKESTON, MISSOURI, SATURDAY, APRIL 1.
BIGGEST SPRING STILL DATE IN MISSOURI—2 SATURDAYS.
Can place Truck Mechanic with tools. Can place Frozen Custard, Fish Pond, Cork Gallery, Beat-the-Dealer, Hoop-La, Penny Pitch or Ball Racks. Have opening for party with two Mitt Camps, positively exclusive book. Can place Help on all Rides. Don't write, come on into quarters. All Concessionaires contracted be in Sikeston by March 28 or come into Winter Quarters now. Free parking space, lights and water. Contract:
F. M. SUTTON JR., Mgr.
DUNKLIN COUNTY FAIRGROUNDS SENATH, MISSOURI

OPENING APRIL 1, SIKESTON, MISSOURI
With
GREAT SUTTON SHOWS

Want Agents for Razzle, Roll Down, Clothes Pins and Skillo. Only stores on the midway. Also Agents for Beat the Dealer, Over and Under, Pea Pool and Rat Game. Can use three or four Men to take over Grind Stores. People I know given preference. We work every week and you get a good deal here. Write
LEO ALLEN
c/o GREAT SUTTON SHOW, Dunklin County Fairgrounds, Senath, Missouri.

INTERSTATE SHOWS

Featuring Billy and Rosalie Siegrist, Flying Trapeze Act
2 SATURDAYS Opening March 18 in Dublin, Georgia, Downtown 2 SATURDAYS
Location. Sponsored by American Legion.
All holding contract please acknowledge this call. Show leaving Winter Quarters March 15. Lot will be laid out March 16.
Due to disappointment will book Side Show, with or without own equipment, at a liberal percentage. Want Girl Show, must have not less than three girls, wardrobe and P.A. set. Will furnish 20x40 top with panel front. Will give good proposition to Motordrome, with or without transportation. Will book Fun House, Glass House and Penny Arcade. All legitimate Concessions open. Will sell "EX" on Diggers. Will book Guess Your Age, Novelties, Cigarette Gallery, High Striker, French Fries, Glass Pitch, Fish Pond, Photos, etc. Want Combination Billposter and 24-Hour Man. Want Man to take charge of front marquee, take out sound truck and sell tickets at night. Roy Allen wants all Agents and Working Men to report to Dublin, Ga. All replies to H. B. ROSEN, Mgr., Dublin, Ga.

F. M. SUTTON SR. Presents

1950 TOUR **GULF COAST SHOWS** 47TH SEASON

OPENING APRIL 15—BIGGEST LITTLE SHOW ON THE ROAD, AND I KNOW WHERE TO GO.
WANT TO BOOK ONE MORE MAJOR RIDE, PREFER OCTOPUS, TILT, ROLL-O-PLANE OR SPITFIRE. WILL BOOK CHEAP AND GIVE YOU PLENTY PEOPLE. WILL FURNISH NEW TENT, 20x60, AND BEAUTIFUL FRONT FOR 10-IN-1. WILL SELL "EX" ON PHOTOS, LONG RANGE GALLERY AND MITT CAMP. CAN PLACE STOCK CONCESSIONS AND BALL RACKS. (Would like to hear from Swede that ran Grind Store for Louie Cutler last year.)
Address: F. M. SUTTON SR., Fairgrounds, Caruthersville, Mo.

LA CROSS SHOWS

Want for April 15th Opening and All Season

Playing the cream of Vermont and New Hampshire mainly.
Excellent opportunity for one major Ride other than Wheel, Merry or Chairplane. Will guarantee at least twenty weeks' work to top grosses. Will book Penny Arcade, reasonable on flat rate. Can use Motor Drome. Also WILL GIVE X ON MITT CAMP FOR \$60.00 to reliable party with one other Concession, such as Photo, Hi-Striker or Hanky Pank at \$20.00. Can use good Ride Help, good wages and best treatment. Also good Show Help to up and down tops. All answer:
PAUL R. LA CROSS
158 LAKE ST., ST. ALBANS, VERMONT. TEL. 1585.

CENTRAL STATES SHOWS

24 RIDES AND SHOWS—SIX 50 FT. LIGHT TOWERS—40 CONCESSIONS
The best Still Route in the Middle West, followed by 18 of the better Fairs and Celebrations in the Middle West.
Can place American Mitt Camp, Bumper, String, Coke Bottles, Huckley Buck, Knife Rack, Ball Games, Clothes Pin Pitch, Snow, Derby, Custard. What have you? Need Agents for Bingo, Basket Ball, Milk Bottles.
Good opening for Iron Lung, Motor Drome, Midgets, Mechanical. Give you good proposition if you have your own equipment.
Want Help on Wheel, C-Cruise, Spitfire, Loop. Opening April 1. Winter Quarters, Hazelton, Kan.
W. W. MOSER, Mgr.

JIMMY HURD and JULIUS KUEHNEL
WANT

Freaks, Bally, Novelty and Musical Acts. Glass Blowers—Dick Manly, contact at once. Good proposition for permanent location. No ups, no downs. Magician—no pitch—to handle inside. For Toronto and London—Doc Glover, contact. Permanent beach location—seven Fairs to follow. Monkey Show, Snake Show—no Geek—Captain Munn, contact.
WILCOX BUILDING, BEACH STR., SAVIN ROCK, WEST HAVEN, CONN.

Lincoln, Neb., Board Votes End to Harness Horse Races

LINCOLN, Neb., March 11.—Nebraska State Fair, following in the footsteps of Minnesota State Fair, St. Paul, and Iowa State Fair, Des Moines, 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. Members of the State fair board voted the action at a meeting here this week. The reasons, as with Minnesota and Iowa, were that the trotters and pacers did not appeal to a sufficiently large number of people and were not yielding a profit. As a result of the vote, the fair is faced with filling in a gap left by their abandonment. Jolie Chitwood's Auto Daredevils and big car and stock car races (to be staged by National Speedways), have been contracted, but as yet no substitute attraction for harness races has been signed.

At this week's meeting the board again contracted with Rube Liebman, of the Barnes-Carruthers Theatrical Enterprises, Chicago, for that booking office to supply the nightly grandstand show and with Jack Duffield, of Thearle-Duffield Fireworks Company, Chicago, for the fireworks.

The board also elected Chuck G. Marshall, Arlington, vice-president, to the presidency. Other changes in the board's line-up included the elevation of Henry Brandt, Beatrice, from second to first vice-president, and Ed Baumann, West Point, from board member to second vice-president. Additions to the fair board are Al Russell, Geneva, former board president, and Don Thompson, McCook, both for one-year terms.

Propose Conn. State Annual

HARTFORD, Conn., March 11.—Joseph C. Bartlett, president of the Association of Connecticut Fairs, has proposed the launching of a fair sponsored by the State.

"Preferably, this fair would be operated by the State Department of Farms and Markets, making it State controlled and out of the realm of commercialism," Bartlett said. He added that such a fair would stress agriculture and industrial exhibits. Bartlett pointed out that the proposed fair would be far enough out in the country to avoid hampering by zoning regulations or other restrictions.

"I think that zoning regulations are holding up extensive expansion on the part of Connecticut's existing fairs. These fairs can do only certain things and must act according to regulations imposed by zoning restrictions," Bartlett said.

Association will hold its annual meeting April 29, at The Hartford Times Home Building, Hartford. A meeting of association officers slated for Sunday (5) at Bartlett's North Haven home was postponed until today. Meeting was held to line up speakers and organize other phases of the April gathering.

Johnson To Pilot Bethlehem's Annual

BETHLEHEM, Conn., March 11.—Paul Johnson has been elected president of the Bethlehem Fair Society, sponsors of this city's annual fair. Other officers are George W. Shaw, Oakville, Conn., vice-president; Mrs. Frank Devine, Waterbury, Conn., secretary, and Harold J. Horan, Waterbury, treasurer.

This year's 26th annual will be held September 9-10.

Michigan School April 3-4

LANSING, Mich., March 11.—The 4th annual Michigan Fair School will be held in the Hotel Porter here April 3-4, Harry B. Kelley, secretary-treasurer of the Michigan Association of Fairs, announced. Complete program is now being prepared, he said.

1st 3 Days Set Crowd Marks at Miami's Annual

MIAMI, March 11.—First three days of the 10-day Dade County Fair, which winds up its run here tonight, smashed all attendance records in the event's history. Grosses on rides and shows for the initial three days showed a 14 per cent increase over any preceding year, officials announced.

Overflow crowds jammed the fair-ground buildings, necessitating the erection of five circus tents on the midway. Endy Bros.' Shows offered a strong midway line-up, presenting 16 rides, 12 shows, including Motor-drome and Penny Arcade, and over 60 concessions.

Canada's A Nixes Financial Aid to Livestock Exhibs

SASKATOON, Sask., March 11.—Western Canada's Class A fairs will not offer any financial assistance this summer to livestock exhibitors affected by cancellation of reduced freight rates on livestock. The decision was made at a meeting of the Western Canada Association of Exhibitions here.

Representatives of Brandon, Calgary, Edmonton, Saskatoon and Regina fairs decided against any assistance so that the seriousness of the situation could be judged during the summer. Special freight rates for exhibition livestock had been about one-half the regular freight charges.

"No attempt will be made to increase prize money to cover the additional freight rates as this would not insure equal distribution," said T. H. McLeod, Regina Exhibition manager. "The fairs decided they would not subsidize livestock exhibitors in any way. The policy for 1950 will be to wait and see how serious the situation is."

Canandaigua Revival Plans Start Rolling

CANANDAIGUA, N. Y., March 11.—After a lapse of a year, Ontario County Agricultural Society will stage a 1950 fair either in late July or early August, according to Charles E. Converse, society president.

Site of the fair will be the Lawrence Shannon farm. Shannon will lease a 55-acre plot for \$300. He said that if the association wishes to purchase the land for its 1951 event the price will be \$6,000, and the \$300 rental fee will be deducted. Converse has named committees to undertake preparation for the fair.

Tennessee Association Changes Convention Dates

CHATTANOOGA, March 11.—Dates for the 1950 convention of the Association of Tennessee Fairs, originally skedded here November 10-11, have been changed to November 17-18, Maude H. Atwood, secretary, announced.

This year's confab, the 29th, will be the first in Chattanooga.

Beer Out at Detroit

DETROIT, March 11.—No beer will be sold this year at Michigan State Fair as a result of a new law prohibiting a liquor license on State-owned property. The ruling won't allow operators on the grounds to even give it away, according to the State Agriculture Commission, which has jurisdiction over the grounds. Issue on the beer giveaway arose this week when the Detroit Competition Club made plans to furnish free beer at a convention of Midwest auto racing groups on the fairgrounds.

New Attendance Record Set by Imperial Expo

IMPERIAL, Calif., March 11.—California Mid-Winter Fair here broke the 1949 mark by approximately 5,000, pulling 61,553 patrons compared with 56,965 last year, according to D. V. Stewart, secretary-manager.

Good weather helped swell attendance, Stewart said, with only two days showing a drop. First and second Sundays brought rain.

More than 65 per cent of the concessionaires already have signed for 1951, Stewart reported. He indicated that the Ferris Greater Shows, on the midway this year, will be back next year.

Exhibitors this year totaled 1,700, a sizable increase over 1949. Premiums were \$10,000 over last year, with \$34,324 showing on the books for 1950. There were 3,709 entries and 998 head of cattle shown.

Red Bluff Budgets 20G Judging Stand And 85G Grandstand

RED BLUFF, Calif., March 11.—Approval of a budget to include an \$85,000 grandstand and a \$20,000 judging arena has been given by directors of the Tehama County Fair here. Budget is subject to final approval by the State division of fairs and expositions.

The present wood grandstand, constructed in 1921 and seating 3,200, has been declared obsolete and inadequate. The proposed grandstand would be of concrete construction to seat 5,000.

Increasing livestock exhibits have made the arena a necessary addition, fair officials said. It would also be used for the annual Hereford cattle sale and show.

Fred C. Pugh, board president, said the grandstand was authorized three years ago by the State division of fairs but the funds, from pari-mutuel betting, have not been forthcoming.

Fredericksburg Annual To Cover 10 Counties

FREDERICKSBURG, Va., March 11.—Fredericksburg Agricultural Fair, revived last year on a four-county scale, will be expanded to embrace 10 surrounding counties, President J. Eugene Rowell, announced.

Entrants for this year's annual, September 11-16, will include those from the counties of Essex, Culpeper, Orange, Rappahannock, Prince William and Fauquier.

N. H. Group Meets March 21

CONCORD, N. H., March 11.—The annual meeting of the New Hampshire Association of Agricultural Fairs will be held here Tuesday (21) in the Eagle Hotel. An extensive program covering exhibits and entertainment is planned.

Dallas Accents Special Events

Ligon Smith added to staff —Yeager to head enlarged dept., public relations

DALLAS, March 11.—Ligon Smith, well known locally as a band leader, has been added to the special events staff of State Fair of Texas. Smith has headed his own ork for 20 years. His last engagement was a five-year run in the Century Room of the Adolphus Hotel here, ending in 1945 when he bought Business Music, Inc., and introduced piped music to Dallas via Muzak. He was musical director of the Cotton Palace Exposition at Waco for nine years and also has been associated with 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 last year, than ever before. Smith's first job will be a tour of Texas with color movies made at the 1949 fair.

Charles E. Yeager has moved up from the publicity director post to assume responsibility for both special events and public relations. Staff of fair now includes W. H. (Bill) Hitzelberger, vice-president and general manager; David A. McMinn, sales and promotions manager; Ray Wilson, livestock manager; Fred Tennant Jr., midway and concessions manager; Arthur Hale, Cotton Bowl tickets manager, and W. E. Sneed, manager of buildings and grounds.

Nat'l Orange Show Bows With New Plant Improvem'ts, Names

SAN BERNARDINO, Calif., March 11.—Hoping for a good break in weather to swell attendance figures, directors of the National Orange Show unveiled their 1950 version of the exposition here Thursday (9). Pageant's theme is *Once Upon a Time*.

Stage shows at 2 and 8 p.m. are being held in the auditorium and feature George Jessel, Ralph Edwards and the following: Kay Starr, March 12; Peggy Lee, March 13; Andy and Della Russell, March 14; Judy Canova, March 14 and 15; Art Linkletter, March 16-17; Bill (Hopalong Cassidy) Boyd, March 18, and the Mills Brothers, March 19.

President Earnest McCook declared that improvements on the grounds include the new \$123,800 steel and concrete building to replace a 700-foot wooden hall destroyed by fire last July and new lighting and parking facilities.

Square Dances Pull At Stafford Springs

HARTFORD, Conn., March 11.—Square dances are popular with old and young alike at Fairway Hall at Stafford Fairgrounds, according to Clarence Benton.

The dances are held Saturday nights at the hall, which is used as an agriculture and exhibition building during the annual Stafford Springs Fair.

Neff's Old Sawmill Gang, Tolland, Conn., provide the music and call the turns for both square and modern dancing at the hall. Old-time fiddler, Pop Neff, has been playing for square dances in Connecticut for 60 years.

Young Inks Akron Annual

AKRON, March 11.—The Ernie Young Agency, Chicago, has been inked to supply the grandstand attractions at the revived Summit County Fair, July 31-August 6.

JUDY CANOVA



**BOOKING NOW
1950 FAIR DATES**

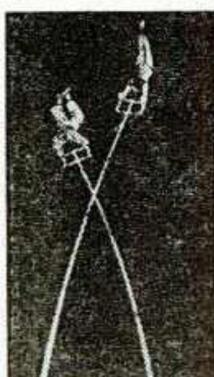
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WM. H. KING 2025 No. Argyle Ave.
Hollywood 28, Calif.

Coming . . .

An issue valuable to
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See Page 57



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**110 FT. DOUBLE
CRISS-CROSS
SWAYING HIGH
POLE ACT**

**BEAUTIFUL
FIREWORKS
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RICARDO and GRACIE

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**WORLD'S GREATEST
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ALL NEW THIS YEAR

**ATTENTION!
FAIR SECRETARIES**

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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

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 auditor, told a sub-committee of the Assembly Ways and Means Committee recently.

The committee approved an appropriation of \$4,325,000 from the postwar 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 exposition. This makes a total of \$7,495,686 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 \$858,047.

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; Elden Spier, supply secretary; James Lloyd, assistant supply secretary; Gertrude Platt, treasurer; and Arthur Sherwood, 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. Hamison, president of the Dallastown Fair Association, announced this week. He also revealed that the Morris Hannum Shows have been awarded the mid-way contract, marking their second successive year in that capacity. Association has enlarged its fairgrounds by nine acre., giving it a total of 13. Last year's annual played to 29,360 patrons.

Valley Annual Sets Dates

HARLINGEN, Tex., March 11. — Valley Mid-Winter Fair will be held here November 18-25, Ed Slaughter, manager, announced. American Midway Shows will provide the attractions for the second year of a five-year contract.

Thrill **PACKED!**

Selden

THE STRATOSPHERE MAN has been gaining the awe of fair patrons for 15 years. Grandstand business booms when Selden plays.

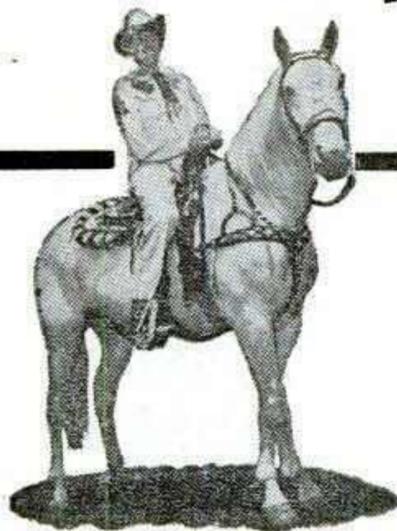
c/o THE BILLBOARD • CINCINNATI 22, OHIO

WANTED CARNIVAL

For Week of July 25, 26, 27, 28, 29
CASS TOWNSHIP ANNUAL FAIR
Sponsored by American Legion Post 224, Dugger, Indiana. The Fair was a great success last year and well attended. Will be a better Fair and with much larger attendance this year. Contact HARRY BORDERS, Dugger, Indiana

**GIVE TO THE
RUNYON CANCER FUND**

VANCE JERNIGAN AND HIS ALBINO WONDER HORSE "ACE"



He Makes No Mistakes on His Repertoire of 28 Impressive Tricks.

★
Recently Starred 168 Performances
CHICAGO RAILROAD FAIR
Nothing Misrepresented. Enjoyed by
Everybody . . . From 6 to 60.

★
Beautiful Wardrobe and Trappings. Strictly a High-Class Act—truly the "Horse Act Supreme." This horse was the talk of the Fair Grounds.
He Works Anywhere

"The Horse With a Personality"

YOU'LL LIKE
US
BOTH

NUBBIN and ABNER

"A Fool With a Mule"

That will rock you with laughter from start to finish.

Never a Dull Moment!

The public has definitely OK'd these acts.

Will Be Showing at
**LEAGUE OF MARYLAND
SPORTSMEN, INC.**

Baltimore, Md.

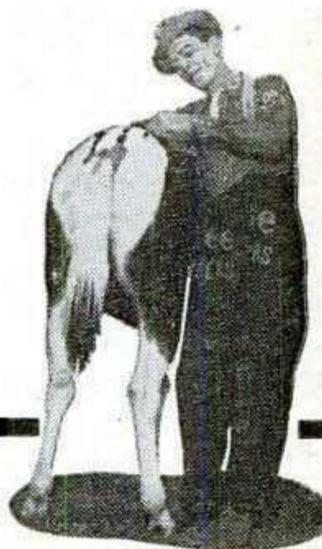
March 17 Thru 26th

Contact:

VANCE JERNIGAN

League of Maryland Sportsmen, Baltimore, Md., March 17-26. After that Malvern, Ark., for other dates.

"The Pair With the High I. Q."



DADDY LONGLEGS

Comedy—Balancing—Dancing on Stilts

WITH GIRL ASSISTANT

Sensational Advertising of Town
With 8 Different Costumes

• Novel • Unusual • Different
• Formidable

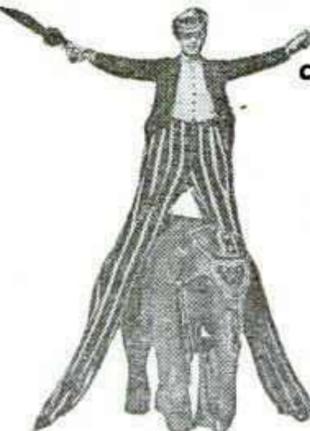
References: 23 Fairs, 14 Circuses, 4 Parks,
60 Theatres in 15 Countries.

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NIGHT CLUBS, DEPARTMENT STORES
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WANTED FOR DE SOTO CELEBRATION STREET FAIR

BRADENTON, FLA.—MARCH 20-25

Everything will set on the streets. Formal dedication of De Soto National Monument. Three big parades. Free Acts daily.

Want any Educational Shows, 20% of gross. Will sell "EX" on Novelties, which includes working the parades. Concessions—Hanky Panks, Age and Scales, Jewelry or any straight sales. Have sold "EX" on Bingo, Grab, Punk Rack, and Lead Gallery, both Long and Short Range. Positively no flats or percentage. NO Mitt Camps. We have ten Rides booked. I will take care of out-of-State license plates with a blanket permit pro rated. Space is limited, so it is first come—first served. Write, wire or phone for reservations.

JAMES A. REED, Chairman

Mail to BOX 809

Wires to 711 32nd St., West

Phone: Bradenton 23042

CONCESSIONS WANTED

**DECATUR FAIR AND
AGRICULTURAL SHOW**

JULY 24-29, 1950

BOB HELM

CONCESSION MGR.

c/o HOLTHOUSE-SCHULTE CO.
DECATUR, INDIANA

Coming . . .

An issue valuable to
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-Morton Circus, which played the Arena here (6-12), announced today that Vernon L. McReavy, of the H-M promotion staff, had signed the show to play the Baltimore Stadium as an outdoor date the week of June 26. The date, sponsored by the Baltimore Tall Seaters, is new on the H-M schedule.

Morton also announced that Howard Y. Bary had inked Richmond, Va., a repeat date from last year, for the week of June 19. Org will be sponsored by the Richmond Police Association.

Need Sellouts

Show closed its week's stand here Sunday night (12) and needed two sellout crowds the final day to put the H-M org slightly ahead of last year's attendance mark, Morton said.

"Last year we drew 8,000 in the afternoon, but were off at night, drawing only 5,600 persons," Morton said.

Business thru Friday (10) was even with last year's figures, he said. Friday was a big day, the matinee drawing slightly over 8,000 persons, with the night show attracting capacity of 9,000. Ten minutes before show time at night ticket windows were closed.

Act line-up here was the same as

Rumored Dailey Seeks Joe Louis

CINCINNATI, March 12.—A report reaching *The Billboard* late Saturday had it that Ben Davenport and Harry Hammill, co-owners of the Dailey Bros.' Circus, have been dickering with the managers of Joe Louis to bring the ex-heavyweight champion under the Dailey banner for the coming season as extra added attraction.

According to the rumor, which first circulated around the Sherman Hotel lobby in Chicago last week, Benny Fowler, the show's general agent, left Chicago last night for Gonzales, Tex., the Dailey winter quarters, to be present for the signing of the contract with Louis Monday or Tuesday, depending upon Harry Hammill's return from Mexico City.

No details of the deal for Louis's services were mentioned in the rumor. A wire to Ben Davenport at Gonzales seeking confirmation of the rumor failed to elicit a reply up to press time today.

RB Contracts New Lot in Philadelphia

PHILADELPHIA, March 11.—Ringling-Barnum circus closed negotiations with Philco Radio & Television Corporation for the right to pitch its tents at Abbottsford Avenue and Fox Street in the Queen Lane section. The property is owned by Philco.

Waldo P. Tupper, general agent for the circus, closed the deal with J. S. Timmons, vice-president in charge of real estate at Philco. William J. McCarter, real estate man, was instrumental in acquiring the site.

The old circus site at 11th Street and Erie Avenue, which had transportation facilities the new spot lacks, was recently sold to Smith, Kline & French Pharmaceutical Company for the building of a plant.

Sarasota Shrine Sponsors

Rogers at One-Day Stand

SARASOTA, Fla., March 11.—Roger Bros.' Circus, sponsored by the Sara Mana Shrine, played a one-day stand here Saturday (4) at Ringling Boulevard and the Atlantic Coast Line Railroad tracks.

Acts included Captain Eddie Kuhn's

that which started the season, with one exception. Appearing here was Mark Huling and his jumbo seal, which replaced Captain Berg's seal act. Berg appeared this week in Minneapolis, but will rejoin the show in Wichita, Kan., next week.

Ward Chalks Big Biz for Sheriffs At Little Rock

LITTLE ROCK, March 11.—Indoor circus, sponsored by the Junior Deputy Sheriffs of Pulaski County, closed a successful four-day run in the Robinson Auditorium here Friday (10). Opening matinee, Tuesday (7), attracted a capacity house and the night performance registered a sell-out. Officials said that business was big for the six performances on the subsequent three days.

Ward Bros. Circus, with Co-owners George W. Pughe and Archie Gayer, produced the 20-display program.

Pughe and his staff spent a month here on an intensive publicity program to herald the event which produced good results. The committee, headed by Sheriff Tom Gulley, cooperated and the advance sale of seats, program and banners established a new record.

Big Bill Blomberg was equestrian director. Jack Bell's circus concert band played the show. Fred K. Moulton, press agent, scored heavily with local newspapers and radio stations.

Displays, in the order of their presentation were: No. 1—Williams' dogs and military ponies, presented by Bill Blomberg. No. 2—Clown number. No. 3—Dailey Sisters, high trapeze. No. 4—Cloyd Harrison and daughter, Sis, trick bicyclist. No. 5—Aerial Ballet. No. 6—Pony drill, presented by Blomberg. No. 7—Clown number. No. 8—Lew Henderson, flying trapeze. No. 9—George Learch, slack wire. No. 10—Sheik, wonder horse, presented by Ann Sutler. No. 11—Three elephants from Dailey Bros.' Circus, presented by Norma Davenport. No. 12—Clown number. No. 13—Noble Trio, horizontal bar. No. 14—Miss Aerilata (Ethel Jennier). No. 15—Lew Henderson and George Learch, juggling. No. 16—Clown number. No. 17—Felix Morales, Slide for Life. No. 18—Buddy, talking seal, presented by Walter Jennier. No. 19—Gallagher Family, acrobats. No. 20—Liberty Horses, presented by Blomberg.

Circus executive staff included, in addition to Pughe and Gayer, R. M. Harvey, general agent; Fred K. Moulton, general publicity director; Jack Bell, musical director; Jack Shaw, superintendent, and W. Curtis Evans, auditor.

Promotional directors included Roberta Carter, Richard Birkenback, John A. Newsome, William Irwin, D. D. Rhodes, Russell Donnelly and Dick Steltz. Clown alley included Billy Irwin, producing clown; Chick Dales, Charles and Maury Baker and Lew Christie.

N. Y. Again Probes RB Cheap Seat Sale

NEW YORK, March 11.—In line with last year's policy, Commissioner Edward T. McCaffrey, of this city's Department of Licenses, said this week that sales of moderate-priced circus tickets again will be supervised closely.

He said that he had notified ticket brokers that sales of ducats pegged at \$3.50 or less for matinees and Friday and Saturday night shows must be restricted to the Madison Square Garden box office.

McCaffrey added that before the plan became effective last year there were hundreds of annual complaints from parents who were unable to get tickets for the family at box-office prices.

wild animals, Helen Haag's chimps, Frankie Lou Woods' Hollywood aerial ballet, a dog, pony and monkey circus, trained goats, performing elephants and liberty horses.



W. H. (JACK) PLUMMER

Tavlin Signs Jack Plummer For Cole Org

To Lead 15-Piece Band

LEWISTOWN, Mont., March 11.—W. H. (Jack) Plummer, veteran circus bandsman, has been signed by Jack Tavlin for the Cole Bros.' Circus this season.

Plummer, who has conducted the Lewistown Elks Band since retiring from show business 11 years ago, will leave for Ojus, Fla., Cole Bros.' winter quarters, March 25 to whip the 15-piece band into shape.

Plummer has been in the circus and concert band field since 1921. From 1924 to 1932 Plummer was with Merle Evans on Ringling Bros. and Barnum & Bailey, and also played with Sells Floto, Cole Bros., Clyde Beatty, Hagenbeck-Wallace and Gollmar Bros.

Bill Rose Dies In Little Rock

LITTLE ROCK, March 11.—William K. Rose, 44, press agent for Cole Bros.' and Dailey Bros.' circuses at various times and a veteran police reporter for *The Arkansas Democrat*, died in his room at the Capital Hotel here Sunday (5) of a heart ailment.

Surviving are his widow, Mrs. Mary Sloan Rose, Little Rock; a step-daughter, Mary, Little Rock, and his mother, Mrs. Bell Kell Boynton, Fayetteville, Ark.

Funeral services were held here Monday (6), with burial in Evergreen Cemetery, Fayetteville.

During his years on *The Democrat*, Rose took leaves of absence on several occasions to serve as press agent for the circuses.

6th RB Divvy Set For Fire Victims

HARTFORD, Conn., March 11.—Another dividend, the sixth, will be paid to victims of the 1944 circus fire here shortly after Friday (31), the end of the circus fiscal year, it was announced by Attorney Edward S. Rogin, receiver for Ringling Bros. and Barnum & Bailey Combined Shows, Inc.

Rogin said the amount of the payment will depend largely upon expenses incurred by the circus during its winter Sarasota, Fla., stay. He added that the circus has \$392,000 available in cash, but the total of outstanding bills is not known.

About \$660,000 still must be paid to the estates of the 168 persons who died in the fire and to the hundreds injured.

The last dividend, paid in December, amounted to \$200,000. It brought to 82½ per cent the payments on the original \$4,000,000 in claims.

Chi Holds Up For Polack's Western Unit

Los Angeles Date Changed

CHICAGO, March 11.—Polack Bros.' Western unit, at the half-way mark in its 17-day run here, reported weekday biz holding up well and sellouts assured for all week-end shows.

Louis P. Stern, manager, announced the unit will play Los Angeles in late September rather than August this year, and that a new date, Las Vegas, Nev., has been added for the end of June.

The Chicago stand, set to include three week-ends, got off to a fast start March 3. Full houses were recorded for shows on the first week-end, Stern said, and all tickets will be sold for the three performances each Sunday and two performances each Saturday still to go.

BALTIMORE, March 11.—

Contracts have been signed by Boumi Temple for sponsoring Polack Bros.' Eastern unit here November 11-19. Jimmy Rison, of the Polack staff, inked the deal for the fourth consecutive year.

Night shows during the first week have been three-quarter houses or better, surprising in the face of two or three days of exceptionally cold weather.

Kid matinees have been okay. Lightest house in the first half of the run was the matinee Thursday (9).

Performers went to the Shriners' Hospital for Crippled Children Monday (6) and will go to Vaughn General Hospital Monday (13) for special shows. No matinees are given Mondays.

The Los Angeles dates will be September 27 thru October 3. Reason for the change is conflict with dates for the national convention of Shriners in L. A.

RB Thumpers Prep Gotham Campaign; Two Staffers Added

NEW YORK, March 11.—Roland Butler and his Ringling circus tub-thumping crew are due to arrive here Monday (13) from Sarasota. The launching of the initial publicity barages will be timed for the Sunday (19) editions.

Veterans Allan Lester and Frank Braden, storymen, are back on the staff, along with Bill Fields, well-known Broadway legit representative, who will again handle special assignments here for the show.

New crew members are H. A. Clarke, who will handle the contracting chores, and Arthur Cantor, who received his tutelage under Fields. Cantor will work the big towns in the East and may fill in on the road. Butler and staff will again work from the Piccadilly Hotel.

Tomorrow's (12) advance sale ads will omit listing \$4.50 ducats, an indication that the demand for this popular middle-priced bracket needs no further stimulus. Altho the war-time inaugurated \$6 top continues, the first week's sales indicated that customers would pay the levy sans squawks.

Members of the foster home committee of the Children's Aid Society have taken over the performances for the night of April 18 and the afternoon of April 21, instead of the single matinee performance that had been announced for April 14.

ATTENTION, ACTS!

Am now contracting Acts for my 1950 Fairs and Circuses AND TELEVISION **ERNIE YOUNG** 203 N. Wabash, Chicago, Ill.

Coming . . .
An issue valuable to **OUTDOOR ACTS AND ATTRACTIONS**

See Page 57

CIRCUS ACTS WANTED

Clown, animal acts, jugglers, portable aerial acts, tumblers, etc.

GUARANTEED

One month's bookings starting April 10 in mid-west. Enclose photo and description of act. STATE SALARY including transportation.

SYD FRIEDMAN
ALL STAR THEATRICAL AGENCY
4557 West 148 St. Cleveland 11, Ohio

FOR SALE WILD ANIMAL ACT

10 Performing Lions. All equipment in A-1 shape. Write

DICK CLEMENS
c/o Hamid-Morton Circus
Wichita, Kansas
Then as per route.

PHONEMEN

CHATTANOOGA, TENN.
OFFICE OPEN
STANDARD COMMISSIONS
T. C. TERRELL
PHONE 66514
"Best plea on earth"
Disabled American Veterans

RODEO HELP WANTED

Full Season's work, opening April 8-15th, Washington, D. C.
Bronc Riders, Bull Riders, Bulldoggers, Trick Riders, Ropers, Clowns and Specialty Acts.

JACK WESCOTT
CIRCLE W RANCH MARLTON, NEW JERSEY

TELEPHONE SALESMEN

WELL ESTABLISHED LABOR PAPER. COMMISSION EVERY DAY. PLENTY OF LEADS. WRITE OR WIRE:
TOM RYAN
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(Phone: Chester 2-1516)

GOOD'S "CIRCUS SNAPS"
Clear post card size views 1900 to 1949 of Barnum & Bailey, Ringling-Barnum, Hagenbeck-Wallace, Sells-Floto, Cole Bros., Robbins, Clyde Beatty, Tom Mix, Dailey, Van Leer, J. M. Cole, Wallace and Hunt Bros.' Famous 40-Horse Team, Barnes Wreck, Hartford Disaster, old Bridgeport and Sarasota quarters, etc. Satisfaction guaranteed. Send 25¢ for catalog and sample view to **ROBERT D. GOOD**, 1609 Turner St., Allentown, Pa.

KING BROS.' CIRCUS Wants

Experienced, sober Phone Men. Banners and UPC Tickets. You sell, we collect. Must finance yourself, personal expenses. No collect wires. Contact **J. C. ADMIRE** Main Hotel, Hopkinsville, Ky., now and all this week.

PHONE MEN

OFFICIAL LABOR PUBLICATION. TOP COMMISSIONS—STEADY WORK. OPENINGS IN PENNSYLVANIA, NEW JERSEY, DELAWARE, NEW YORK AND MARYLAND. Call, write or wire **A. R. CAMPBELL, Mgr.** 4814 E. THOMPSON ST., PHILADELPHIA 37, PA. Phone: DEIaware 6-8736

UNDER THE MARQUEE

Kurt Oranto reports that when his troupe, the Orantos, perch and balancing, played the Shrine Circus in Detroit it enjoyed a visit with **Harold Lloyd**, Masonic imperial potentate, who was guest of honor at the circus opening. **Princess Musetta** and the Orantos are playing Orrin Davenport dates, their next being St. Paul.

Sentiment to a trouper consists of a yen to be with a show that pays off.

Tommy Marvin, wrestler, has signed for the concert with King Bros.' Circus. Last season with Cole, Marvin has been promoting wrestling bouts in Evansville, Ind. . . . **Capt. William H. Curtis**, boss canvasman, is wintering at his home in Cuevas, Miss. . . . **Charles Brunk**, manager of King Bros.' No. 1 advertising car, is spending a few weeks at his home in Wichita, Kan. . . . **Dee Aldrich**, Side Show manager of King Bros.' Circus, has arrived at the show's winter quarters in Macon, Ga. . . . **Frank Sotiro**, Side Show boss canvasman with King Bros., first joined Floyd King's show in 1919. . . . **Bill Tumbler** is visiting in Macon, Ga. He will be with Dale's Circus again this year.

Side Show ding and pitch acts really ring the bell when someone in the audience applauds.

John G. Lardner, former advance man with Ringling-Barnum, Al G. Barnes and 101 Ranch circuses, is

ROGERS BROS.' CIRCUS CAN USE

Good, sober, reliable Promotional Manager capable handling committee and self. Cities like Pensacola, Montgomery, Birmingham and others. Contact

SI RUBENS at Show. See Route.

Can also use Man and Wife to run Grease Outfit on midway.
Fernandina, Fla., March 16; Jacksonville, 17-18; or per route.

METAL SPANGLES

All sizes and colors. Chainette Fringes. All colors. Rhinestones and Settings. Ostrich Plumes and Fringes. FREE FOLDER.

C. GUYETTE

346 W. 45th St. New York 19
Phone: Circle 6-4137

practicing law in Little Rock. . . . An outlay of about \$5,000,000 for the erection of a low-income housing project to be named in honor of **Phineas T. Barnum**, late showman and former mayor of Bridgeport, Conn., was approved last week in Washington by the Public Housing Administration. . . . **Phyllis Darling** cards that **Ducky Miller** has quit the road and is making his home in New Orleans. . . . Among visitors to the Minneapolis Shrine Circus were **Al Ackerman**, the **Clarks**, **Dave Williams** and **Dean O'Leary**.

Dressing Room Gossip appear on page 56

PHONEMEN

New labor paper, Central Labor Union, just starting. Permanent job, 25%. Must know labor and be sober. **Cal Hicks** and **Phil Streit**, please contact me. Wire

TED WHITE

539 1/2 E. 11th St., Brownsville, Tex. (Pay your own)

PRESS AGENT WANTED

Hustling, energetic Newspaper Man. Must be thoroughly experienced and have own transportation. Address:

KING BROS.' CIRCUS

Central City Park MACON, GA.

FOR SALE FREAK HERFORD COW

Nothing ever lived like it

L. M. HAUSER

R. #1, Smiths Grove, Ky.

Segal Bros.' Circus Wants

UNION MUSICIANS

Trombone, Baritone and Trumpets. Good accommodation.

Wire Band Leader

666 W. Foothill FONTANA, CALIF.

WANTED

5 good Tap Men for year-round national publication covering funeral directing field. Commission 75%—must have good front and car. **Dave Picard**, contact me; have good deal for you.

C. W. "RED" DAVIS

P. O. BOX 41

AMSTERDAM, N. Y.

PHONE MEN WANTED

For the two top deals in Pennsylvania. Must be experienced and capable.

Write—Wire—Phone (no collect).

CAPITOL SERVICES

219 WALNUT STREET

HARRISBURG, PA.

SIDE SHOW ACTS WANTED for DAILEY BROS.' CIRCUS

Also Colored Musicians for **Johnnie B. Williams** Band. Show opens Gonzales, Texas, April 12th.

MILT ROBBINS, Side Show Mgr., Gonzales, Texas

PHONE MEN

Red hot deal. Masonry 100 years old in California. Centennial issue, followed by Shrine Convention issue. 30% commission. Real leads. Men for Los Angeles phone room, also Men with cars to travel State. Phone: N.U. 33283

MASONIC REVIEW DIGEST

3240 Metrose Avenue

Los Angeles, Calif.

10 PHONEMEN 10 WANTED

Year round work—no layoffs. Only men who conduct themselves as gentlemen need apply. Contact:

JAMES RISON
Shrine Circus Office
Sacramento Hotel
Sacramento, California

Coming . . .

An issue valuable to **CIRCUS OWNERS**

See Page 57

WANTED NOW

FOR

DAILEY BROS.' CIRCUS

Boss Canvasman for Side Show. Wire

MILT ROBBINS

Gonzales, Texas

Boss Props, wire **B. C. Davenport**,

Gonzales, Texas

WANTED

Join on Wire PERFORMERS, CLOWNS, ACTS
Open Hugo, Okla., March 16. Wire

STEVENS BROS.' CIRCUS
HUGO, OKLA.

DALE'S CIRCUS

WANTS

Three or four people act that do two turns, one more clown. Working men in all departments. Opening Lake City, Florida, March 20.

WANTED

20 professional Girls to sell tickets for one of Washington's leading charitable organizations' annual event promotion. Personal solicitation. 25% paid daily. Must have character, personality and bear investigation Under 30. Start immediately. This is permanent if you can deliver. Also want 4 Banner Men to start March 27th. **George Foster**, contact immediately. Contact

MR. KIBBLER

Suite 58, Carlyle Hotel, Washington, D. C., or telephone or wire, giving full details.

WANT CAPABLE PHONE MEN

5 big deals, all sponsored by VFW, aided by Georgia State Patrol. Tickets, book, script. Top pay. **Geo. O'Donnell Massey**, **Al White**, others, wire, phone or write.

JOHN COOPER

PLAZA HOTEL AUGUSTA, GA.

50G Fire Loss At Ramagosa's Wild'wd Spot

Cigarette Believed Cause

WILDWOOD, N. J., March 11.—A general alarm fire early Friday morning wrecked a section of Casino Arcade Park, Boardwalk amusement center. Loss was estimated at \$50,000 by Gilbert Ramagosa, general manager of the Arcade and son of the owner, S. B. Ramagosa.

The blaze was discovered by a watchman in the Kentucky Derby amusement parlor. For a time wind-blown sparks threatened to set fire to Hunt's Star Light Ballroom opposite the amusement center, but dousings by firemen prevented damage.

Flamers also damaged the candy shop of David Silver and another store and spread to the rear where renovations were being made for a Howard Johnson restaurant scheduled to open this summer.

Other amusement devices in the Arcade, valued at thousands of dollars, were saved. Firemen believe the blaze may have been started by a discarded cigarette.

Schererville, Ind., To Get Kiddieland

SCHERERVILLE, Ind., March 11.—Frank John Souzer will open a Kiddieland here, May 1, on a 15-acre tract at the intersection of highways 30 and 41.

As a starter, Souzer says he will have a Parker Merry-Go-Round, a Miniature Train, purchased from Miniature Train & Railroad, Rensselaer, Ind., and a Miniature Street Car, purchased from Mickey Doolan, Chicago Kiddieland operator.

N. J. Senate Okays Bathing Beach Fees

TRENTON, March 11.—New Jersey Senate this week approved a bill to give State sanction to bathing beach charges in seashore communities, with the measure applying to municipalities in Atlantic, Ocean, Monmouth and Cape May counties.

Senator Mathis, of Ocean County, sponsor of the bill, said it was designed to give coastal communities revenue to pay for policing and maintaining beaches.

300 Conclaves Set for A. C.

ATLANTIC CITY, March 11.—The 300 conventions scheduled here for 1950 represent a potential of about 250,000 visitors and an estimated spending total of \$22,000,000 according to Daniel J. Moltz, assistant manager of the Atlantic City Convention Bureau. Moltz based his cash take estimate on an average figure of \$22 per person per day for 4 days.

Calgary Zoo Draws 400,000

CALGARY, Alta., March 11.—Approximately 400,000 persons visited the Calgary Zoo in 1949, A. M. Van Ostrand, president of the Calgary Zoological Society, reported at the annual meeting. Receipts totaled \$25,740, double those of 1948. Expenditures, including \$20,300 for construction, were \$26,880.

A&D Line Names J. Hoppin

DETROIT, March 11.—John H. Hoppin, former press agent, has been named assistant general manager of the Ashley and Dustin Steam Line, which is taking over Tashmoo Park for active operation again this summer.

Injunction Asked

Arthur and Anne Fritz Request Exclusive on Kiddieland Name

CHICAGO, March 11.—Arthur and Anne Fritz, owners of Kiddieland in Melrose Park, Chicago suburb, seek to restrain two other local amusement park owners from using the name.

The Fritzes filed suit in Superior Court here asking an injunction. Named defendants are Louis Klatzco, owner of Hollywood Kiddieland in Lincolnwood, and Michael (Mickey) Doolan, owner of Green Oaks Kiddieland in Oak Lawn.

The Fritzes assert they have spent large sums over a 13-year period advertising their park as Kiddieland. "The name has become a symbol for a children's amusement park and is identified in the minds of a substantial number of the public with the plaintiff's park," the petition for the injunction states.

The suit also charges the other two operators adopted a similar name

J. Reddington Joins Staff at Flint Spot

FLINT, Mich., March 11.—Louis H. Firestone, president and general manager of Flint Park & Amusement Company, announced this week that John Reddington, formerly with Kennywood Park, Pittsburgh, has been engaged to head the picnic and promotion staff at Flint Park. Firestone says that workmen at the Flint funspot are concentrating on new fronts for the various attractions.

Firestone recently returned here from a four-week vacation jaunt to Los Angeles, where he spent considerable time with his friend, Bob Hope. He also made a trip to Washington recently with other members of the National Association of Amusement Parks, Pools & Beaches to seek relief for park operators from the government excise tax. Firestone says he is of the opinion that tax relief is in sight.

750-Foot Pier for Va. Beach

VIRGINIA BEACH, Va., March 11.—A 750-foot fishing and amusement pier has been constructed in front of Casino Park and will be ready for operation this summer. The pier will feature a restaurant, while fishing facilities will be installed on its T-shaped end. A 300-car auto parking lot will be laid out at the entrance.

See Turnout of 250 at N. E. Huddle; To Probe Problems

EXETER, N. H., March 11.—Advance reservations for the 22d annual convention of the new England Association of Amusement Parks and Beaches, to be held March 22 in the Parker House, Boston indicate a turnout of about 250 showmen to hear open discussions on a variety of subjects of interest to the trade, it was announced by Fred L. Markey, secretary.

Altho the association is a sectional group, park and beach men from other areas of the country are invited, said Markey. "In fact, notices of the meeting have been sent to all New England operators and many in adjoining States."

The afternoon session will open with greeting from Gov. Paul A. Dever, of Massachusetts, and a message from Paul H. Hudepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, to be followed by a report

deliberately "to profit by the Fritz's reputation."

Klatzco, captain of the Fillmore Street police station here, denied he had a financial interest in the park and said it was owned by his two sons, his wife and sister-in-law.

Indian Point Pacts 3 Frederick Rides

PEEKSKILL, N. Y., March 11.—Harold Frederick, operator at Indian Point Park here since 1933, last week was the first concessionaire to ink a 1950 contract with the new park management, E. D. Kelmans general manager, said.

Frederick, who will operate the Merry-Go-Round, Chairplane and Caterpillar, planned in from Florida, where he operates the Marine Gardens at Clearwater, to sign the contract.

The late Harold A. Frederick, father of the Indian Point operator, put the family in show business and was widely known for production work in the legit theater.

Indian Point, being readied as a complete amusement center for the first time, is slated to open Saturday, May 20. Special parties, assuring attendance of more than 10,000, have been booked for that week-end, Kelmans said.

Vancouver Funspot Dancery Suffers 15G Damage in Fire

VANCOUVER, March 11.—Fire, that for a time threatened the entire structure, caused damaged estimated at \$15,000 to Exhibition Park's 180-foot Happyland dance pavilion here Wednesday (1).

The \$40,000 structure, scheduled to open April 1, will be repaired and, it is hoped, will be ready for the opening deadline, L. C. Thomas, president of Pacific Coast Amusement Company, ballroom operators, announced.

Blaze Razes Rockaway Inn

NEW YORK, March 11.—An early morning fire March 4 destroyed White Cannon Inn, a landmark at East Rockaway, L. I. The one-story frame structure had been operating as a dine and dance spot under the ownership of Louis and Joseph Calabria, North Lawrence, L. I.

Carroll Sets April 1 Preem At Riverside

Refurbishing Contracted

AGAWAM, Mass., March 11.—Barring a late blizzard, Riverside Park here will open Saturday, April 1, for the 1950 season, according to park prexy Eddie Carroll.

Riverside has been planning inaugurations early in April for several years, but this season's unveiling will be the earliest on record.

Carroll intends to introduce a new wrinkle in park maintenance this season. Instead of using his own construction crew the park head has a pact with one of the largest contracting concerns in Springfield to handle the pre-opening refurbishing, the in-season work and stand-by duties in case of emergencies. A crew already is working on some 50 minor projects in preparation for the opening.

A contract has been signed with the United Stock Car Association, the org that conducted the race track end of the park program last year. The stock model speedsters will swirl into action on the opening date and will be skedded for every Saturday night of the season. Carroll expects to add a second mid-week night in order to introduce another type of racing about the middle of May.

The United group also will handle racing for Carroll at Savin Rock Park, West Haven, Conn., with a May opening slated.

Roller Coaster at Arnolds Funspot To Be Torn Down

SPIRIT LAKE, La., March 11.—The Roller Coaster, known as the Thriller, one of the landmarks at Arnolds Park here, will be torn down, Ike Lawler, park owner, announces. The Coaster was erected in 1912 by Dr. A. L. Peck. It continued in operation until 1930 when it was replaced by the present structure.

Lawler reported that plans for the ride's replacement are in the formative stage.

Vancouver Zoo Enlarged

VANCOUVER, March 11.—Population of Stanley Park Zoo will be increased this year to include deer, elk, lynx, cougar, beaver and muskrat. Plans have been worked out with the University of British Columbia zoology department to obtain the animals at little cost.

New England Spot Sets Bow

BIRMINGHAM, England, March 11.—John Collins, outdoor showman, is opening a new amusement park in the Lickey Hills section here on Easter week-end.

Former NWA Pilot Plans Kiddieland In Richfield, Minn.

RICHFIELD, Minn., March 11.—Jimmy Rae, who resigned January 15 as a pilot for the Northwest Airlines, plans to open a Kiddieland here this spring. Already purchased are a Miniature Train, from Miniature Train & Railroad Company, Rensselaer, Ind., and a Sky Fighter, from the Allan Herschell Company.

Rae says he is negotiating with Sherman Husted for the Miniature Train concession at Myrtle Beach S. C. He's toying with the idea of playing fairs with a portable train this year. Rae also will emcee one of Ernie Young's revues.

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Doolan Plans 20 - Ride Kid Spot in L. A.

20-Acre Layout Sought

(Continued from page 53)

a year, from 10 a.m. to 10 p.m. daily, with week-end operation only from December thru January.

Plans call for a total expenditure of \$300,000. Included in the 20-ride line-up will be a large Merry-Go-Round and a Kiddie Coaster, the latter to be built by Charles Paige, of the National Amusement Device Company, Dayton, O.

Food and drink concessions will be operated by Doolan, but a large drive-in refreshment stand, to be built on the triangle corner of the grounds, will be leased.

Doolan inferred he would have associates in the deal, altho they were not named. He said he will continue to manage his Chicago operation in the summer, with one of his associates here heading the Los Angeles operation for the same period.

Doolan started his Chicago operation at 95th and Crawford three years ago and in that time the spot has grown from a three-ride layout to 13, and the financial statement shows it to be one of the country's best money-makers. The Doolan operation in Chicago spans about 4½ months, opening May 1 and closing the Sunday following Labor Day.

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. 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. Improvements planned are a new zoo entrance, paving and modern animal enclosures.

Immediate improvement plans in other parks include baseball diamond 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 1945, \$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 remainder of the Hagenbeck-Wallace elephants at Louis Goebel's Lion Farm near Hollywood. . . Eastern Oregon Livestock Show at Union re-elected **Herb Chandler**, president, and named **G. I. Hess**, vice-president; **Toy Smith**, secretary, and **Lester Bramwell**, treasurer. . . **Edward J. Carroll**, owner of Riverside Park, Agawam, Mass., named **Vernon A. Trigger** park superintendent. . . **Robert E. Hickey** resigned his publicity director's post with Amusement Corporation of America to go with RKO-Radio Pictures as a field representative. . . **Jess Morris** was signed to play drums with **C. S. Brooks** on the **Bud E. Anderson Circus**. . . Franklin County Fair Association, Benton, Ill., elected **J. T. Odom**, president; **W. B. Johnson** and **T. J. Layman**, 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 lot man with **Cliff Liles' Park Amusement Company**.

Deaths: **James Fleming**, concessionaire; **Edward J. Forepaugh** and **Clifford Guy**, circus men; **Robert R. Jolly**, and **George Robinson**, concessionaires; **Lorenz Stang** and **Fredrick C. Stelzer**, circus men.

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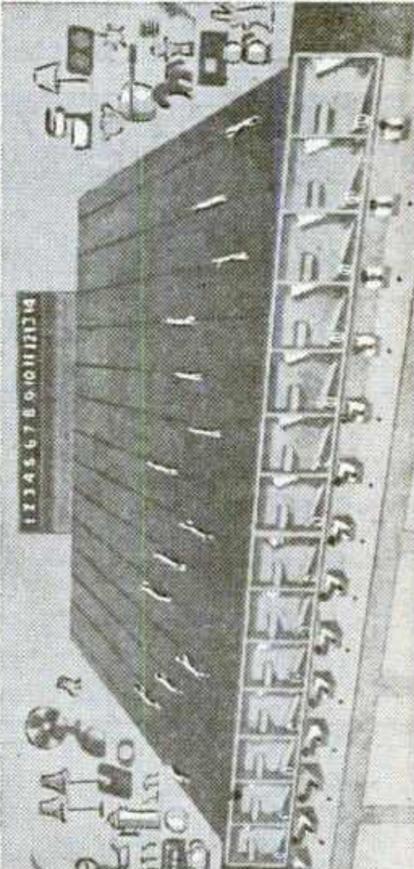
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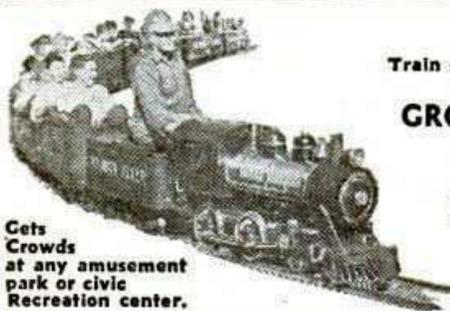
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Redondo Spot Will Undergo Many Changes

May Float 50G Bond Issue

REDONDO BEACH, Calif., March 11.—Plans for major changes at Redondo Beach here, to return it to a place in the upper bracket of amusement parks in the nation, are under way.

The Mohr brothers, of the South Bay Amusement Company, already have a promotion campaign under way to attract top concessionaires to the California spot, and Meyer Simon, owner of the property, and his manager, Jerry Berge, report a drive will be made for additional rides, exhibits and concessions.

Bond Issue Talked

Simon also said preliminary talks already have taken place with the city council, relative to floating a \$50,000 bond issue to rebuild the plunge. Talks to date, 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 hypo attendance at the Mandarin Ballroom, which features both Western and Latin bands, a free admish policy has been inaugurated. Concessionaires in the ballroom derive the only revenue at present, according to Berge.

Fox Promotes Kids

Another promotion centers on the Kiddieland, operated by Ed Fox. This is the awarding of \$50 merchandise prizes twice a month to the moppet holding the lucky ticket. Ride line-up in Kiddieland includes a Chair Wheel, miniature 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 Electric to resume bus service to Redondo. When the railway switched to busses and dismantled the plunge, 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 run thru October 23.

EDMONTON, Alta., March 11.—Edmonton Zoo has been given a 70-pound, nine-month-old cougar by Al Oeming, wrestling promoter, who had it as a pet.

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See Page 57

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Portable Rink, Motor Drome, Dodgem, Kiddie Coaster, Fun House, Consider leasing Food and Drink to live Operator. Scales, Fun House, Concessions, Long Range Gallery.

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1—16' Kiddies' Ferris Wheel, 6 Seats...\$1,000

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\$1,000 in Loot Offered by N. Y. Queen Contest

NEW YORK, March 11.—Over \$1,000 in prizes, including a Furness Line luxury cruise to Bermuda, was announced this week for the 1950 (10th annual) Skate Queen contest at Empire Rollerdom, Brooklyn. Eliminations have been scheduled for Saturday evening, April 22, and finals for the following Saturday. The New York Journal American skating feature and Empire's management are co-sponsors.

Any girl, single or married, who is 15 years or over and who has never been a professional skater, model or actress is eligible. Girls may come from anywhere, but they must be present for eliminations and, if selected, for the finals. Skating skill will not be judged, but all contestants must appear on rollers for the event. 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 Betty Lytle boots, 12 Chicago-Hyde ball-bearing outfits, 7 Benrus wrist watches, bouquets, the John T. Swanson Memorial Trophy and certificates for 75 finalists.

Varsity Polio Show Draws Good Gate

DETROIT, March 11.—A near-capacity house for opening night and a two-thirds house the second night greeted the recent March of Dimes benefit show staged by Varsity Gardens Roller Rink here, operated by Walter E. Sutphen. The show drew a sizable turnout of champion skaters from near-by towns, plus a busload of 50 from the Diamond Club, London, Ont.

The Junior Figure Skating Club and the Varsity Gardens Figure Club appeared in the show, together with skaters from other rinks. Featured individual numbers were a dance by Gail Locke and Tom Jones, of the Arcadia club; Nancy Lee Parker, national senior ladies' champion, who repeated her performance for the benefit of the Diamond club group, who arrived late; accordion solos by Eugene A. Kulesza and Tony Orlando; rope spinning by Harold Sutton and Company, and songs by Gail White.

Varsity skaters were Gene Cerankowski, Barbara Walsh, Tom Pough, Dora Kiefer, Jim Abbotts, Marion Wuest, Terry Bolik and Joy Robb. Mount Clemens (Mich.) Arena presented numbers by Mickey King and Bob Thompson, Mary Shaw and Mickey Dunn, Betty Passatt, a circle polka by Eberts and Edwin Scrugings, and free style by Ronnie Riedel. Pontiac (Mich.) Rolladium was represented by Laurine Anselmy, Paul Lampkin, Gail Locke and Tom Jones. The event was also staged as a birthday celebration for Miss Locke. A special number was presented by members of a local dance school. Show was directed by Stanley Walsh.

Tomich, Zinser Set Operation Deal for M'w'kee Fair Plant

MILWAUKEE, March 11.—Negotiations were concluded recently between Jack Reynolds, director of Wisconsin State Fair, and John Tomich and Engene Zinser, rink operators, for a contract to operate an outdoor roller rink on the fairgrounds at near-by West Allis.

Zinser and Tomich formerly operated a portable at Highway 100 and Greenfield Avenue, which met with disaster last season when a windstorm demolished it.

Both men have been in the rink business on a part time basis while holding down therapy jobs with the Veterans' Administration Hospital at Wood, Wis. Tomich is sports director for the vets, while Zinser has charge of recreational activities.

The rink will measure 135 by 55 feet. Agreement calls for 20 per cent of grosses going to the fair board. Opening date is May 20 to coincide with opening of the fairgrounds. Plans call for ballyhoo via radio spots and ads in daily and high school papers to boost the opening.

2 Mineola Pros Gold Medalists

MINEOLA, N. Y., March 11.—Two Mineola professionals, Mrs. Jean White Van Horn, wife of co-owner Earl Van Horn, and Mrs. Louise Campbell Slover, instructress, were the only passers in gold medal skate-dance proficiency tests conducted February 26 by the USARSA at Staten Island Rolladium, New Dorp. Tests were fifth in the group's history. There were 15 takers, many of whom passed one or more dances to be banked for future credit.

The following amateurs passed silver proficiencies tests conducted by the USARSA Saturday (25) and Monday (27) at the Paramus, N. J., and Mineola rinks, respectively: Leon Gold and Grace Nash, Paramus; Olive Beiger, Jerry Brennan, Monte Jiran, Geraldine Newland, Kurt Pfortner and Margie Schmidt, Mineola.

Milton Hinchcliffe Succumbs in Elmont

NEW YORK, March 11.—Rink operators the nation over were saddened last week by news of the passing of Milton Hinchcliffe, 65, who with his brother, Bertram, had founded Wal-Cliffe Rollerdom in Elmont, L. I., and operated it for many years. Hinchcliffe, former chairman of the metropolitan RSROA group and national officer of the association, died Sunday (5).

Services were held Tuesday in Queens Village, with interment on Wednesday at Nassau Knolls Memorial Park, Port Washington, L. I.

Western Night at Mineola

MINEOLA, N. Y., March 11.—"Frontier Night," a new type of party, will be introduced to Mineola Rink skaters March 15 by operator Van Horn. Among the special attractions will be games of the old West and prizes for the funniest cowboy and cowgirl costumes. Proceeds of the March 7 night's operation was donated to the March of Dimes. There were skating exhibitions by members of the figure skating club, and Glen Brown and His San Su San Orchestra were at the rink to play for dancing during the session.

A conga contest has been set by members of the New England chapter, RSROA. Eliminations will pick the two best teams at each rink to meet in finals.

Icery Ops Chilled by Tele; Gloom Thick at Hub Huddle

BOSTON, March 11.—Television is hurting the gates of sports promotions, and the promoters are at their wits' end as to what to do about it. They can keep video out of their arenas, rinks and parks, but they can't keep it out of the home.

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 operators, said, "There is nothing we can do about it."

The 25 rink operators, among whom were Charlie Cord, of Los Angeles; Frank Selke, Montreal and Cincinnati, and John Harris, Pittsburgh, son of the Pittsburgh theatrical man who owned the Boston Braves years ago, felt 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 television itself. This was borne out by the report that sports promoting is off everywhere; but 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 20 per cent tax, were hoping that elimination of the tax would bring more

people into their theaters, where attendance is off, altho the some 200,000 video sets in the Hub listening area are being added to daily at a rapid rate.

All Boston sports promoters are agreed that video is out of their attractions, claiming it definitely hurts the gate. On the other hand, neither the Boston Braves nor the Boston Red Sox suffered any lack of attendance throught their season, which was televised.

TV blues have already gripped the night club, bar and cafe segments of the amusement industry, but neighborhood movie houses have it the worst of all.

Paterson Club Benefit Party Nudges Record

PATERSON, N. J., March 11.—Not since the 1948 opening of Paterson Recreation Center under the America on Wheels banner has the rollery hosted a crowd that compared in size to the turnout for the club benefit party held February 26. Receipts from the rink's second largest crowd, said AOW General Manager William Schmitz, will be used to purchase club racing uniforms and send members to the 1950 national championships of the USARSA in Pasadena, Calif.

Impetus for the huge success was supplied by Manager Walter Trotter and William Lawless, Paterson racing coach, who sold local newspapers on the potential the skating club has for bringing honors to Paterson in the 1950 contests. The result was that newspapers got squarely behind the promotion, publicity-wise, and merchants donated prizes, which local papers likewise publicized.

The party program included a waltz contest and several races. Prizes were distributed periodically throught the evening to ticket holders and winners of games. List of prizes included corsages, bouquets, opera glasses, football, sneakers, bracelet, skating trophies, luggage, bowling shoes, an ice cream cake, photo portraits, skating medals, 25 crates of fruit, precision wheels, cuff links, Eversharp pen, cartons of cigarettes, 10 pounds of meat, four tires, camera, candy, glasses, neckties, watch band, motor oil, compact, fruit basket, theater passes, 100 pounds of potatoes, \$5 in cash, hair tonic and eight photos.

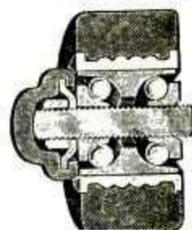
Racing at Stockton Draws Packed House

STOCKTON, Calif., March 11.—A packed house greeted the February 21 debut of roller racing in the Rollatorium here, reports Manager Paul J. Gilbert. More than 50 skaters, representing California's Stockton, Franklin and Merced skating clubs, took part in solo and team (three-people relays) races for men and women in senior and junior divisions. Based on a scoring system of 30 points for first; 20, second, and 10, third, Stockton came out on top with 1,070, followed by Franklin, 530, and Merced, 210.

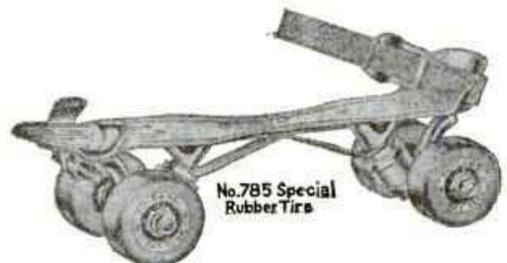
Medals were awarded to first, second and third-place winners, along with a pair of precision skates to the man and woman making the highest individual scores in the series.

Since organization a few weeks ago the Stockton Junior Skating Club has grown to 97 members and the senior club to 50, said Gilbert. He also reported that February business for the Rollatorium showed an increase over January.

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See Page 57

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Honor Roll

MEDFORD, Mass., March 11.—An "Honor Roll Guest Plan," designed as an attendance hypo, has been inaugurated at Fred H. Freeman's Bal-A-Rue Rollerway here. Each night the rink staff distributes 25 cards among skaters, requesting them to fill out the card and turn it into the office. The following day the skaters' names, each of which is numbered, appears on the Guest Honor Roll, permitting them to participate in the plan. The staff then draws some of the skaters' numbers for a daily guest list, which is posted. Skaters whose number is drawn are permitted to skate the number of nights specified for the price of admission tax, provided they are in attendance the day the list is posted.

Mich. Rollerade Lifts the Curtain

HASLETT, Mich., March 11.—A grand opening was held here Friday and Saturday (3-4) at the Rollerade, affiliated with Lake Lansing Amusement Park, to acquaint skaters in the area with its new manager, Jim Southern, and to let them know that important changes have been made in Rollerade policies.

Workmen recently transformed the rink with extensive repairs, rebuilding, and redecorating thruout.

A children's matinee was held Saturday. Door prizes were given away both nights. New shoe skates have been stocked. Rollerade will operate on Wednesday, Friday and Saturday nights.

Stratford Long Beach Club Host to New England Meet

STRATFORD, Conn., March 11.—Long Beach Skating Club was host to inter-club dance competitions of the New England Skating Association February 19 at Ernie's Skating Arena here.

Winners: Intermediate collegiate, Phyllis Decker and Stephen Hoffman; George Miller and Nancy Pease; Marshall Dwyer and Barbara Bauthier, Worcester, Mass. Seniors, Charles Dannenberg and Elizabeth Honey Stratford; James Bouchard and Nadine Smith, Bridgeport. Junior twelve step, Peter Sennah and Beverly Sawa; Paul Emmons and Betty Urber, all of Worcester. Novice country polka, Arnold Record and Shirley LaMountain, Maria Gabriella and Richard Stowell; Thomas Blunt and Patricia Germaine, all of Worcester. Junior Mohawk waltz, John Stople and Dorothea Shea; John Bley and Albina Maggella; Donald Turesky and Beatrice Ferriere, all of Worcester.

Judges were Doris and Al Dahl, Elizabeth, N. J., and William Weicker, Bayonne, N. J. Referee was George Oram, Worcester; tabulator, Donald Decker, Bridgeport, and emcee, Don Glassberg, Worcester. Next meet is scheduled for March in Worcester.

"Skating Annual" Off Press

NEW YORK, March 11.—With distribution of his 1950 *Roller Skating Annual* nearing completion, editor Bill Love announces that he will send a complimentary copy to any rink operator or manager who has not already received one or who desires an additional book. Send request to Bill Love, Skating Editor, *New York Journal American*, 220 South Street, New York 15.

Mineola 'Dimes' Night Nets \$500

MINEOLA, L. I., March 11.—Entire proceeds, over \$500, from a benefit held Tuesday (7) at Mineola Roller Rink, have been turned over to the March of Dimes by operators Harry Bickmeyer and Earl Van Horn. With no increase in admission, the big affair included public skating from 7:30 p.m. to 10; roller exhibitions until 10, and ballroom dancing to a live orchestra from 11 until after midnight.

The exhibition portion of the program included bits by professionals Donald Mounce and the George Werner-Gladys Werner gold medal team; comedy numbers by Cammy Ward and Don Boyd, and artistic skating by national champions Charles Irwin, Gladys Ward and June Henrich. Also on the program was a waltz number by Charles Lowe and Wilhelmina Stuchel.

Fred Murree Dies In Philly Hospital

PHILADELPHIA, March 11.—Fred (Bright Star) Murree, nationally known Pawnee Indian exhibition roller skater and former rink manager, died March 6 in Lankenau Hospital here after an illness. He had managed roller skating establishments in many parts of the country, including rinks in Reading, Boyertown, Gettysburg and York, Pa.

Murree remained active in the roller skating field until his retirement seven years ago. His last exhibition was in Detroit in 1943. He served in World War I and was a member of the Lawrence Delaney American Legion Post here. He is survived by his widow, Katharine. Services were held here March 8, with interment in Beverly (N. J.) National Cemetery.

Chi Oldtimers' Party Draws

CHICAGO, March 11.—There was a large turnout of skaters for the recent anniversary party of the Oldtimers' Roller Skating Club of Chicago at Madison Gardens Rink, reports Bill Henning. Among those attending were Mr. Best, 81 years old; Al Reiman, club president; Vic Frasch, Riverview Rink, Chicago; Joe Laurey, former champ distance skater, and Fred Schure, Wilmington (Ill.) Rink. There were door prizes and awards for racing and waltz and graceful skating contests.

Chicago Blind Get Swank Aid

CHICAGO, March 11.—Swank Roller Rink is numbered among local rinks that have been offering roller skating to the blind and other physically handicapped people, according to Elmer Byrnes, co-owner of the rink with Eddie Murphy. Byrnes reports that Swank Rink has been admitting free blind skaters and has supplied partners for them. It also has admitted one-legged skaters who moved about the floor with the aid of a crutch or skating partner.

Ventnor Holds 'Dimes' Event

VENTNOR, N. J., March 11.—A roller skating party and exhibition was staged February 25 by Ventnor Athletic Center Rink for the benefit of the March of Dimes. The affair started at 7:30 p.m., with a skating session. From 9:30 to 10:30 the rink presented an exhibition of dance skating, free-style routines and racing, with a general session following. New Jersey speed champions Barbara Smith, novice, and Julia Boone, senior, appeared.

Ed Curtin, doorman at Bal-A-Rue Rollerway Medford, Mass., is out of the hospital and convalescing. A large crowd attended the rink's February 14 Valentine party. Prizes were awarded for costumes.

Philly Palace Polio Revue Snares \$200

PHILADELPHIA, March 11.—Crystal Palace Roller Rink here, operated by Arthur Litzenberger and Mary K. Haller, staged a March of Dimes party January 30 which netted the polio campaign \$200. The entire gate receipts that night were donated to the drive. Skaters supplied costumes at their own expense. General skating sessions preceded and followed an 80-minute amateur skating show. The revue, opened with an overture by organist Ray Hottinger, offered:

Junior Crystal Skaters—Patsy Rose, Joan Hamell, Margie Schubert, Patsy Rudisill, Ellen Buchanan, Ruth Haines, Rose Thornton, Shirley Ryan, Judy Fearnside, Jean Venuto, Ritchie Gowan and Marge Corcoran; tango, Mary Buranobsky and James Johnson; novelty pair, Herbert Filson and Robert Murphy; juvenile free-style, Penny Hines and Ronald Davidheiser; dance interpretations, Shirley Webster and Robert Murphy; free-style versions, Delores Steck and Mary Holgate, with comedy by Mickey Mallon and John Rangnow; still skating, Dan Glavis, Bob Smith and Shirley Franks; 14-step, Jean Albert, Herbert Filson, Shirley Webster, Robert Murphy, Loreta Steck, Joseph Hayden, Mary Buranobsky and James Johnson; juvenile free-style pair, Benny Helmes and Roland Davidheiser; "Practice Makes Perfect," Margie Schubert, Rose Thornton, Ruth Haines, Joan Hamell and James Johnson; comedy interpretations, John Rangnow and Mickey Mallon; free style routines, Mary Buranobsky and James Johnson, and the finale.

Shore Drome's Polio Campaign Nets \$913

NEPTUNE, N. J., March 11.—The management of Shore Roller Drome here announces that its skaters have completed a drive for the March of Dimes campaign, with \$913 turned over to Victor J. Brown, chairman of the RSROA polio campaign.

Three events will occupy skaters' attention for the next two and a half months. On April 9 night two club members will be married on skates at the rink. The following week, April 16 and 17, the rink will play host to New Jersey championships of the RSROA. Then skaters will begin preparations for competition in *The New York Daily News* Roller Skating Carnival to be held May 24 at Madison Square Garden, New York.

Kiddie Trade Up for Milam

WASHINGTON, Pa., March 11.—Despite the coal strike, business remained good for Cecil Milam at his Arena Recreation Center here. Patrons have been coming to roller skate, even tho they don't spend too much on refreshments, Milam said. Children's business has shown a good increase. "I think we are beginning to get the war babies," Milam comments. "The young crowds looks good for the future."

Dance Contests Aid Padula

BROOKLYN, March 11.—Weekly skate-dance contests, each a complete event with trophies, are proving a substantial hypo to Sunday night business at Park Circle Rollerdrome, operator Vincent Padula reports. Simple dances are scheduled with every RSROA amateur eligible. Twenty couples (40 admissions) comprise the average entry, with many extra skaters and spectators turning out to watch.

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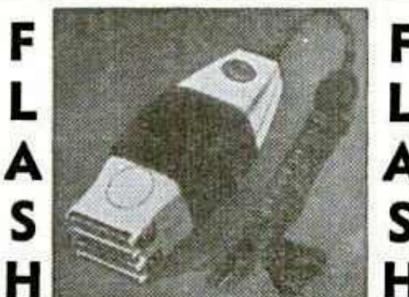
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HANDKERCHIEFS, SCARFS — Men's, Ladies', Children's; hemstitched, satin striped, colored borders, linens; reasonable priced; don't forget Father's and Mother's Day; full assortment, gift boxes; ask price list. Alfred Rubio, 1133 Broadway, N.Y.C. mh25

HOT BARGAINS PER DOZ. — IMPORTED Lighters; All-Chrome Pistol, \$10.50; Camera, \$15; Radio, \$18; Microphone, \$15; Fan Dancer Cutie Action Photo, \$8; Cutie in gold-finish Pencil, \$8; immediate delivery; 25% advance, balance c.o.d.; single sample, 15% extra. Japco, 57 West 8th St., N. Y. C.

HOW TO TORTURE THE BARTENDER—7x14 Placard; every bar buys; eight samples \$1. Cusack, Box 6273, Pittsburgh 12, Pa. mh18

LAMPS — BEST BUY; MARBELIZED TABLE Lamps direct from factory with Double Ruching Shades; blue wine, green, 27" tall; complete, \$3.25; packed 6 to carton. Elite Lamp, 490 Clinton Ave. Newark 8, N. J. mh18

LEGSSQUISITE LOVELIES THAT ARE "EASY On the Eyes"; 18 photos, \$1; 45 for \$2; free gift with each \$2 order. Terry Thorne, P.O. Box 15535, Dept. B, Crenshaw Station, Los Angeles, Calif.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. ap1

MAKE PERFUME FROM OUR CONCENTRATES; information free; men, women. Write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. mh25

MEN—LARGE SIZE SHOES, LARGE SIZE SOX; we specialize in large sizes 10 to 16, widths AAA-EEE; dress, sport, work shoes; guaranteed; write for free catalog. King-Size, 305 Brockton, Mass.

MEN'S FANCY ANKLETS, \$1.35 PER DOZEN in lots of 10 dozen or more. Gainer Sales Co., 18930 Woodingham, Detroit 21, Mich.

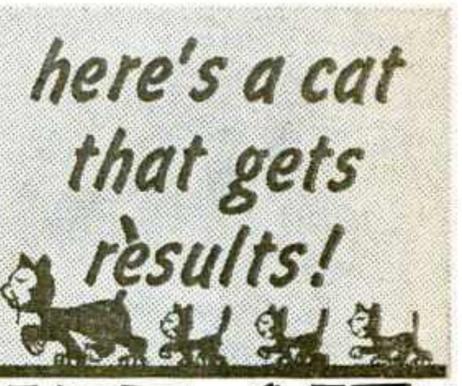
NEW OFFICE DEVICE—SELLS ON SIGHT. \$5 profit on each \$7.50 sale; virgin territory is available. Fidelity Mercantile, Roanoke 4, Va. mh18

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. mh25

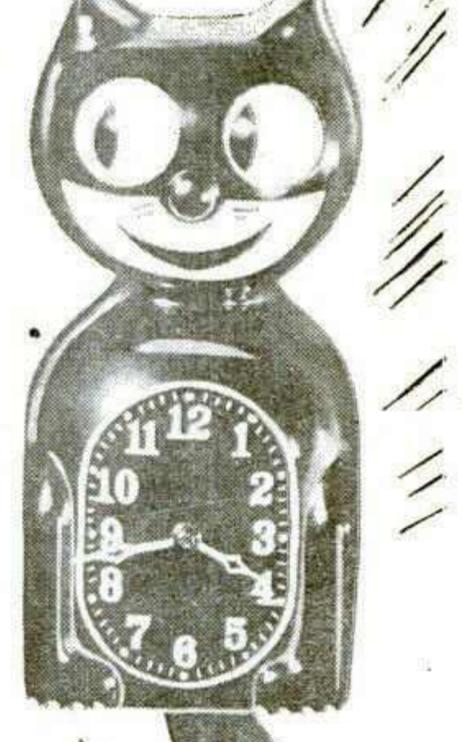
ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. mh25

PREMIUMS — HORSE RADIOS, LIGHTERS, Lamps, Tele-Vision Clocks, Musical Dolls, Joke Novelties; free catalog. Freeman Novelty Co., 5849 Pierce St., Pittsburgh 13, Pa. mh25

(Continued on page 84)



here's a cat that gets results!
KIT-CAT KLOCK



TAIL WAGS
EYES MOVE
NOW AVAILABLE FOR IMMEDIATE DELIVERY

Luminous eyes, mouth and dial! A salesboard sensation across the country!

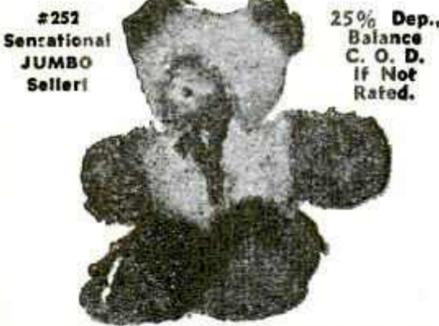
Here's a sure-fire item that spells volume, profits! Ideal for child's rooms, party rooms, kitchens, etc. Stock up now!

SPECIFICATIONS... Self-starting motor... overall size 1 1/4" x 4" ... molded plastic case... Hansen synchronous electric motor... 110-120 volts, 60 cycle... alternating current... guaranteed... individually packed!

DEPT. B
ALLIED MFG. CO.
417 S. W. 12th Ave.
PORTLAND, OREGON
Chicago Sales Office:
1589 Merchandise Mart

JOBBER-DISTRIBUTORS

Real Fur and Plush Stuffed Toys Direct from Manufacturer at Low Low Prices!



#252 Juncional JUMBO Seller! 25% Dep. Balance C. O. D. If Not Rated.

#252-30" Real Fur Grizzly Bear, rayon plush trim, asstd. colors, \$36.00 dz. SAMPLE... \$3.75 Ppd! #126-19" Real Fur Grizzly Bear (same as above), \$18.00 dz. SAMPLE... \$2.00 Ppd!

CLOSEOUT SPECIALS
11x9" Rayon Plush Scotty Dog, asstd. colors, \$7.20 dz. SAMPLE... \$1.00 Ppd!
22" Cloth Cuddly Doll, pressed m-ked face, \$8.00 dz. SAMPLE... \$1.00 Ppd!

Send \$7.25 and receive ALL FOUR SAMPLES PPD!
SE'I'L SET-UP FOR QUANTITY USERS!
SALESMEN: Choice territories open. Inquire now!
Send for FREE illustrations and price list of our Jumbo Concession and Carnival numbers. Closeouts always on hand.

ACE TOY MFG. CO.
122 West 27th St. New York 1, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 83)
PLASTIC SHOPPING BAGS—VERY HEAVY gauge, looks like leather; can be folded to regular pocket book size; \$16 doz.; write for free details and quantity discounts. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

PROVEN, TERRIFIC SELLER — NEW COMBINATION Shopping Bag; 20 gauge plastic, simulating leather; 100% electronically heat sealed, including handles (no stitches); cut size, 18x36; beautiful assorted colors, \$12 per dozen to quantity buyers; sample, \$1. Royalty Products, Box 748, Passaic, N. J. ap1

REAL GIRL PHOTOS — TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. ap1

REPTILE LIST FREE—HOBBY CATALOG 10c; Chameleons, \$12; chains, \$2.50; Baby Turtles, \$17 (hundred); Mealworms, \$3.25 thousand; Alligator, \$2.50; European Land Terrapin, \$4. Quivira Specialties, Topeka 44, Kan. mh18

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill ap1

SALESMEN, DISTRIBUTORS — FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. ap1

SELL CARBON PAPER TO OFFICES—A NECESSITY with luxury profit; write for free circular of amazing facts and details. Metropolitan Business Service, 124 South Pennsylvania, Indianapolis 4, Ind. mh25

SELL NEW AUTOMATIC FLOOR WAXER — Trigger on handle; hands never touch floors or wax; retails \$2.95; profit 125%. Write Smith, Inc., Greenfield 34, Mass.

SELL CHEAP RUBBER BALLOONS — 20¢ gross; big sample set, 10¢. Dwarakadas, Third Bholwada 38BB, Bombay 2, India. ap1

SENSATIONAL SELLERS — "SNAPPY SUZIE," "The Farmer's Daughter and the Traveling Salesman" and "Half-Pot" Key Chain; above samples and price list, \$1. Hansen Sales, 2854 Madison, Chicago 12.

SILBERT JOBBERS, CHATTANOOGA 4, TENN., offers FullFashion Nylons in #1, converted, fancy packed in individual envelopes, ¼ doz. to box, \$6 doz.; no inquiry necessary; order samples c.o.d. or cash from this ad.

SOCIAL SECURITY WORKERS—WE HAVE the real pre-war Social Security plates, also leatherette cases; sample 25¢ stamps and wholesale prices, C. Gameiser, Box 1324, Church St., Station 8, N. Y. C. mh25

SPECIALTY JOBBERS, WAGON JOBBERS — We are manufacturing Baloon Novelities, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, O. mh25

STAG ASSORTMENT! FOR MEN! — JOKES, Stories, Cartoons, Snappy Girl Photos; \$1 postpaid. Steele, Box 4763, San Francisco 8.

SWEEPING THE COUNTRY BY STORM—BE the first one in your city to offer this new funny novelty item, the butt of all jokes, a fast quarter brings sample and price list, but better still, send \$2 today for one dozen postpaid. Stutz, Robbinsville, N. J.

WAGON-JOBBER, DISTRIBUTORS, WHOLESALE, Merchandisers: Get exclusive sales territories for Hollywood's latest and hottest selling \$1.95 patented automotive accessory; essential to true motoring comforts; millions will be sold in 1950; quick front sales, fast repeat business; dollar bill brings actual sample and complete information. Sales Manager, Box 229, Hollywood, Calif. mh25

WANTED—MANUFACTURERS OF NOVELTY and Jokers items by rated distributor; putting in new line. Send to Calumet Equipment and Supply Co., 533 W. 143rd St., East Chicago, Ind. mh25

YOUR OWN BUSINESS—OVERCOATS, 50¢; Macknaws, 34¢; Shoes, 124¢; Ladies' Coats, 34¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-L Roosevelt, Chicago 7.

3 LINE RUBBER STAMP, 85¢; 4 LINE, \$1; guide to 101 free books, 50¢. William F. Hoover, Box 353, Lancaster, Pa.

\$40 DAY POSSIBLE—71% MERCHANTS BUY; deal consists of 48 Clip Pocket Combs; \$10 Pen Set, Ball Pen, Lever Pen, Pencil; sell merchant \$3; brings merchant \$14.80; your cost, \$2 each in lots of 12; free, 15 J. Bulova Men's Wrist Watches, rhinestone dial, with an order for 144 dials. Moore's, Box 175, Johnson City, Tenn.

ANIMALS, BIRDS, PETS

A FRESH SUPPLY OF RATTLESNAKES, BOAS, Indigos, Coachwhips; mixed-fixed dens a specialty; Pacas, Agoutis, Wildcats and many more small animals available now. Snake King, Brownsville, Tex.

ATTENTION — REPTILES ON HAND; FRESH Diamond-Back Rattlesnakes; Snake Dens, poisonous, fixed, harmless; Boas, Pythons, Lizards, Snake Books; price lists. Phone 369 Ros Allen's, Silver Springs, Fla. ao29

ATTENTION, SHOWMEN! — RATTLESNAKE Dens, Harmless Dens, Mixed Dens, \$15 to \$40; "fixed" or "hot"; 3 foot Rattlesnakes, \$2; Giants, \$10 to \$12.50; satisfaction and live arrival guaranteed; order now for shipment on or after March 25; write for free complete price list. Western Snake Farm, Box 6222, Oklahoma City, Okla

CIRCUS MICE — 100 VARIETIES; SPOTTED and solid colors; Dancers, Naked, Caracul, Tallies and other Freaks; \$20 per hundred; cash with order; water bottle shipping crates insure live delivery; \$3 crate deposit; return promptly, charges collect, for refund. S. P. Holman, Sarasota, Fla.

FOR SALE—HIGH SCHOOL MULE, DOES 35 tricks; high diving Monkey, giant Rhesus Riding Monkey; three dog act, small pony. C. E. Hines, Rt. 1, Coshocton, O.

FOR SALE—SEVERAL VERY GOOD HEREFORD Dwarf Cattle, Heifers and Bulls; ages one to two years; weights 130 to 340 pounds. Mearl Bergeson, Stock Yards, Sioux City 11, Iowa.

GIANT SEA TURTLES — LIVE IN FRESH water; harmless; vegetarians; \$75, \$100. Box 966, Clearwater, Fla.

ONE FREAK HOG—15 MONTHS OLD; GOES to highest bidder. Cecil Wright, Rt. 2, Sedalia, Mo.

SHETLAND PONY — BLACK AND WHITE, knows several tricks, has perfect white marking on his black neck of a horse's head, ears, neck and mane. F. French, 26 Dix, Worcester, Mass.

BUSINESS OPPORTUNITIES

A CHANCE TO LEARN COILS, GAS SAVERS for cars business. Will frame your car for demonstrating; make your own coils. Alim James, 3633 Rudd Ave., Louisville, Ky.

ANALYZE HANDWRITING FOR PROFIT!!!— Complete outfit, \$1 (profits \$20-\$50 daily); extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. ap8

BABY HOT RODS—\$1,000 BUYS LATEST RIDE sensation; kiddie and adult; tested for nine months at parks and picnics; write for pictures and information. Schuh Enterprises, Box 745A, St. Petersburg, Fla.

BOATS—COLLAPSIBLE; CARRIED IN TRUNK compartment of car, ready for water in 30 seconds; \$10,000 proposition; trade patent rights with two boats for good complete dramatic end outfit; illustrated catalog. "How Showmen Became Famous," 50¢. Leffell Devices, 2020 West North Ave., Baltimore, Md.

"CONCESSIONAIRES GUIDEBOOK" \$1—JAM- packed with secrets and knowhow for operating concessions at carnivals, fairs, etc.; circular available. Stampico, Detroit 4, Mich. mh18

\$8 — HUNDREDS PROFITABLE BUSINESS Ideas, Plans, Tips, Income Sources; dime brings list. Ryan's, Box 16, Kensington Sta., Buffalo, N. Y. mh18

FOR SALE—PORTABLE SKATING RINK; ALL new, used hardly four months; maple floor. L. D. Owens, 2120 North 12th St., Fort Smith, Ark.

FREE FOLIO—700 MONEY MAKING DEALS, plans, Ideas, mail order information; Formulas; Whole-ale Supply Sources; unusual items. Kolamite, Box 572, Dept. E, Dayton 1, O. mh18

IDEAL LOCATION FOR DRIVE-IN THEATER— Corner State Highway 68 and 290; no theater in Champaign County; can furnish partner. C. H. Hunt, Box 15, Urbana, O.

IT'S NEW, IT'S FUNNY—IT'S A BIG ???; Nuff Sed; risk a quarter for sample and prices. Stutz, Robbinsville, N. J.

I WILL TRADE MY FREE ACT (ONLY ONE of its kind) for the local advertising privilege; this for a carnival that plays every week; banners and sound car. Tommy Hayes, 117 South 15th St., Saginaw, Mich.

LEARN PIANO TUNING, REPAIRING AT home in 30 days; unlimited income; phonograph recordings, tools and instructions furnished. Write Capitol City Tuning School, Dept. 346, 129 East Michigan, Lansing 16, Mich. ma27

LEARN TO ACTUALLY HYPNOTIZE — Classes forming now. For appointment contact Edmund Breda, 390 Utah Ave., Duquesne, Pa. mh25

LEASE DRIVE-IN THEATER SITE—ROUTE 6. Oscar Kreysig, P. O. Andover, Conn. Tele.: Manchester, Conn., 3030.

MAIL SELLING OFFERS UNLIMITED OPPOR- tunities; learn how it's done. Write Rowland Plain, 1 Laurel Ave., Binghamton, N. Y.

MONEY, SUCCESS, INDEPENDENCE—OPER- ate own business; home, shop, full, part time. Send \$1. "Fifty Tested Businesses," Wade, 6213 University, Chicago 37, Ill. mh18

NEW SHEET MUSIC, 5¢; 21 ASSORTED FOR \$1 prepaid. Irving, 201A North Central Ave., Marshfield, Wis.

PARTNER WANTED—VERY SMALL INVEST- ment fully secured; huge profits for you; revolutionary 24" multiple game board (concessions, taverns); 1 to 40 play "Kentucky Derby Jackpot" number games, "Poker Jackpot," any odds, combinations, payoffs. Patz Game Mfrs., 1408 East 63rd Place, Chicago.

QUICK SIGN PAINTING—USE LETTER PAT- terns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. ap8

REFRESHMENT STAND, PIZZERIA AND Bar; well established 12 years, for sale or rent in busy beach resort in Staten Island; will sell at sacrifice price due to illness; Terms: Long lease. Box 510, Billboard, N.Y.C. mh25

RUBBER MOLDS—DOLLS, DOGS, HORSES, etc.; list for stamp; sample mold, \$2. A. Weckesser, Little Falls, N. Y.

SURE-FIRE MALL ORDER BUSINESS—QUICK, big profits; easy to start; everything furnished; write today. Kaple Sales, 14 Oak, Shelby, O. ap1

TRADE AND CLASS MAGAZINES HELP YOU get ahead; latest copies; nearly 1,200 covering every business, trade, profession, sport, hobby or other interest available through our Easy-to-Get-Acquainted Service; particular and price-list free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

TRY A RICH FIELD — ADVERTISE IN 40 weekly newspapers, \$3.50 total 24 words. Pennebaker Advertising, San Marcos, Tex. mh25

WANT TO MAKE EXTRA INCOME AT HOME? —Proven mail order plans show how. Free details. Business Opportunity Publications, Middleburg, Va. mh18

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 96 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN WIGS, \$4; BUNDLE COMEDY ODDS. Ends, \$7; Minstrel End Men Suits, \$7; Candy Butchers' Coats, 10 \$5; Gold Green Curtain (8x39), \$30; Red Velvet (10x20), \$20; Orchestra Coats. Wallace, 2416 N. Halsted, Chicago.

CLOWNS' AND BURLESK COMICS' PROPS. With Accessories; free lists (assortments, \$5), "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ap8

SEND FOR FREE LIST—GOING FAST. DROP Curtains, Drapes, Cycloramas; closeout sale; huge stock being sacrificed. Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. 12 to 5 p.m. only.

SINCE 1869—COSTUME BARGAINS; CHORUS, dollar up; principals, three up; no catalog; state wants Guttenberg 8 W 18th St., New York 11 N Y mh25

RED HOT!

FLOATING DOLL PENCIL



Less Than Gross \$4.80 Dozen \$54.00 Gross (Sample \$1.00)

25% Deposit—Money Order; Balance C.O.D.
WRITE FOR LIST OF HOT SPECIALS!
IMPERIAL MDSE. CO.
893 BROADWAY NEW YORK 3, N. Y.

LAMPS DIRECT FROM ONE OF AMERICA'S GREAT LAMP FACTORIES



ALL PRICE RANGES FOR SALES BOARDS FOR PRIZES! WIDE CHOICE OF NEW STYLES FOR PREMIUMS FOR RETAIL SELLING FOR AUCTIONEERS BIGGEST VALUES IN THE USA CLOSEOUTS ALWAYS ON HAND AT OUR FACTORY!
ROART CO.
FACTORY: 830 MONROE ST., HOBOKEN, N.J. SHOWROOMS: 61 W. 23 ST., NEW YORK 10, N. Y.

Miss Gorgeous Blond FAN DANCING PHOTO

Smiles and dances before your eyes—**REAL SALES APPEAL.** An ideal push card or prize item. ORDER this (GORGEOUS BLOND) photo by name. Send \$1.00 for sample prepaid, ¼ doz. for \$5. 1 doz. or more only \$9 per doz. (We send one FREE push card label with each ¼ doz.) 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in U. S. A.

AL HAWKINS & CO.
Box 1285, Sioux City, Iowa

WESTERN HORSES FREE

Yes, 1 dozen Horses, free to anybody if our new Price List just made up does not prove to you that our new prices are less than 20 to 25% lower than anybody—bar none! From factory direct to you! We have all sizes. Send \$5.00 money order for ½ dozen asst samples postpaid. Be convinced—money back at once if not 100% satisfied. Also have a brand new number that is a winner! We first introduced the Western Saddle Horses to The Billboard readers on May 10, 1947. P.S.: Am connected with the mfrs.

C. GAMEISER
Box 1324 Church St. Station 8, N.Y.C.

CHINESE FIRECRACKERS

200/4/800 1½" Firecrackers\$1.25 bnd!
200/10/1000 1¼" Firecrackers..... 1.50 bnd!
Cash with order, F. O. B. Center, Texas.
25% discount for buying 8 bundle each size.

Hurst-Jones Fireworks
Center, Texas

Now Ready! OUR NEW CATALOG
Write for Yours.
Featuring Novelties, Notions, Premiums, Toilettries.
SPECIALS for this "AD" only—no repeats!
STAINLESS STEEL TABLEWARE
Service for 6. #1 Complete Set.. \$2.75
HALO TABLE ALARM CLOCK or Travel Alarm Clock, in heavy leatherette case. Fully guaranteed. Each 5.25
A COMBINATION CHROME PLATED CIGARETTE CASE AND LIGHTER
Must be seen to appreciate this value. Each 1.75
25% dep. with order, bal. C. O. D. All prices f.o.b. N. Y.
SUPER SALES CO.
25 E. 17TH ST. N. Y. 3

A GOOD BUY
Closeouts of item that SELLS EVERYWHERE!
Men's Novelty Books
• Hilarious Adventures
• Hearty Belly Laughs & Chuckles
• Fun for all
CLOSEOUT PRICE \$6.00 per 100 \$55.00 per 1000
Each Book Fully Illustrated. 48 or more pages; some side stitched. Two color cover. Made to retail for 25¢ or more.
Free catalog with set of six, \$1.00 postpaid. No C.O.D.'s
GRAPHIC DISTRIBUTING CO.
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BINGO
Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

Jewelry Bargains!
10 lbs. Jewelry, Broken and Costume, suitable for repairs\$10.00
10 Pocket or Wrist Watches, needing repairs 12.00
10 Assorted Wrist Watch Movements for practice 8.00
100 Jewelry Stones, removed from rings, etc. 2.40
Genuine Zircons, Each..... 1.00
B. LOWE
Holland Bldg. St. Louis 1, Mo.

(Continued on page 86)

AUCTIONEERS DEALERS JOBBER

14 PIECE WATERLESS COOKWARE SET

Extra heavy gauge virgin aluminum 32-page full color recipe book, guarantee. Attractive display folder showing \$49.95 retail price. Min. **\$8.50** order 6; sample \$10.

HORSE CLOCK—SESSIONS MOVEMENT

Self starting, 17" long, 11 1/2" high, gold or bronze, metal or solid 1/2" thick maple wood base. Min. **\$6.30** order 6; sample \$7.50.

KITCHEN CLEAVER & CARVING SET

7-pc. stainless steel, attractive display box, sample **\$1.90** min. order 12. 5-pc. set (sample \$2), min. order 12. **\$1.35**

JUST ARRIVED!!!

Our latest 26-pc. SILVERWARE SET, service for 6, pure silver plate on 18% nickel silver base. Our newest, very attractive pattern. Sample \$5. Chest \$1.50 (Sample \$2). Min. **\$3.50** order 12.

25% with order, balance C. O. D.

H. B. DAVIS CO.

520 Hudson St. New York 14

Sensational TIE VALUES

Men's, Women's Hose Direct From Mfr.

GENUINE HAND PAINTED JUMBO SIZE TIES

(Formerly \$5 Each Retail)

\$10.50 **\$9.50** In 3 Doz. lots or more

LATEST STYLE PANEL TIES (Full Cut)

Prices Based on Quality and Style Patterns, \$7.50 Doz. \$9.00 Doz. Others from \$4.50 to \$17.50.

Spring & Summer Special King Size Pure Silk Ties, Double Wool Lining. Doz... \$10.50
MEN'S HOSE WITH NYLON HEELS AND TOES—GUARANTEED FOR 6 MONTHS. Doz. \$3.00
MEN'S ALL NYLON HOSE. Doz. \$4.50
51 GAUGE 15 DENIER LADIES' NYLON HOSE. Doz. \$10.00
45 GAUGE 30 DENIER. Doz. \$9.00

ORDER NOW—Immediate Delivery.
TERMS: Net 30 days to rated firms; unrated firms 25% deposit, balance C. O. D.
ALL ORDERS SHIPPED PREPAID.
Order now for fast sales—BIG profits.

I. WOLFMARK

931 Roosevelt Rd., Dept. B, Chicago 8, Ill.

NECKLACE AND BRACELET SET



Famous Old Mexico Spun Jewelry
Beautiful colored stones in red, blue, green, pink or crystal.

\$15.00 doz. sets — \$2.50 for 1 sample
Samples sent upon request if rated in D.&B. — otherwise 25% down, balance C. O. D.

DON SAMUEL COMPANY
518 San Francisco St. El Paso, Tex.

COMIC BOOKS

Unused—Assorted Titles. Originally 10¢.
\$ 2.50 per 100
20.00 per 1000

Samples, 25¢. 25% Deposit, Balance C. O. D.
STANLEY STOPPER
1186 Broadway New York City

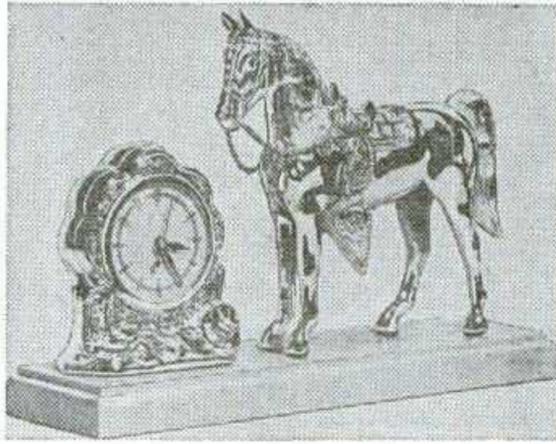
DON'T BE HALF SAFE!

Why Experiment? Buy the original, proven money getter!

There are many horse clocks on the market, but there is only one

Original HORSE CLOCK

with DEPENDABLE, SELF-STARTING United Electric Movement, manufactured under Westinghouse license. Guaranteed high lustrous 24-K GOLD PLATE with Silver highlights. Your choice of Onyx Type Base in light or dark color.



#215-G
17" Long, 12" Tall

\$6.60 Ea. in Doz. Lots
Samples, \$7.50 Ea.

If not for resale, add Federal Excise Tax.

ELECTRIFIED BUNNIES

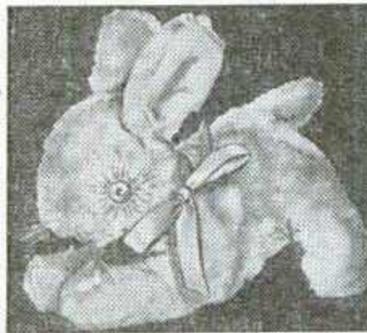
The Eyes Light as You Touch It. Standard Flashlight Bulbs and Batteries—Eyes Replaced in a Jiffy.



BEGGAR

No. 801B. All high lustrous plush. 14" high. Packed 2 dozen per carton.

\$16.20 SAMPLES
DOZ. \$1.75 EA.



HOPPY BUNNY

No. 802B. All high lustrous plush. 8" high, 9" long.

\$16.20 SAMPLES
DOZ. \$1.75 EA.

- Write for New Easter Catalog
- 25% Deposit, Bal. C. O. D.
- Telephone: OREGON 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

Here's Money In Your Pocket

LIVING PICTURES



Crying Baby and Cat . . .
Winking Lady
Singing Shmoo
Religious Picture

\$5.25
Dozen

Nothing on the market today compares to RO-LA'S Original

Boudoir Girl.

Hula Girl **\$7.20**
Boudoir Girl **\$81.00**
South Sea Beauty Doz. Gross

Sample Pictures, 75¢ Ea.
25% Deposit on All C.O.D.'s.
F.O.B. N. Y.

RO-LA Novelty Co. Dept. C
907 Broadway (20th St.) New York 10

RO-LA PARADE OF BIG SELLERS

- Cigarette Holders **\$3.25** Dz.
- Rain Rubbers **\$9.00** Dz.
- Plastic Women's Slippers **\$3.60** Dz.

Here's a Ro-La sensation that's sweeping the nation. Mechanical, gold finished pencil, approx. 5 1/2" long. Has a window that opens and closes and shows "Nudi-Doll."

TELESCOPIC Ball Point PEN or PENCIL

Another RO-LA FIRST. Easily attaches to any key chain. Closes to the pint size of 1 3/4 inch, opens to approx. 4 1/4 inches. Gold finish.

Indicate Pens or Pencils.
\$6.00 — \$5.40
Doz. In Gr. Lots
Samples, 75¢ Ea.

"NUDI-DOLL" PENCIL

\$6.00 in Doz. gross lots
Samples 75¢ Ea.



Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for
• JEWELERS • ENGRAVERS
• DEMONSTRATORS

BIELER-LEVINE

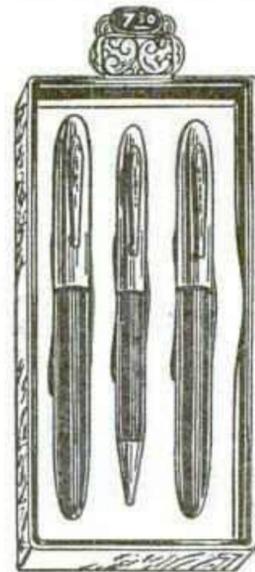
NEW ENGRAVING
JEWELRY CATALOG
Newest Styles
NOW READY
Write for Yours Now!
State Your Business

All Orders Shipped Same Day Received
All Phones: CE 6-7966

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CHICAGO, ILL.

FLASH

NEW LOW PRICES ON ALL PEN SETS
WE WILL NOT BE UNDERSOLD



\$4.50
per doz.

\$51.00
per gr. self-filler

The original 3-piece Pen Set that has a fountain pen with a self-filler, a mechanical pencil that repels and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed \$7.50 price tag, and also a guarantee slip at a new low price of **\$4.50 per dozen—\$51.00 per gross.** This is the same pen set that we formerly sold at \$65.00 per gross. Sample 75¢. We guarantee all sets. This is a real buy and the best buy in the country.

SPECIAL

3-Piece Pen Set, all gold finish.
\$6.00 Per Doz. \$65.00 Per Gross
Sample \$1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

SPECIAL

Filigree Ball Point Pen and Key Chain with colored stones
\$2.00 Per Doz. \$22.50 Per Gross
Keychain Flashlight, all gold finish
\$2.75 Per Doz.

SPECIAL

Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$3.50 per dozen or \$39.00 per gross. All cellophane wrapped. Sells on sight. Sample 50¢.

We also have the new type dropper filler 3-piece Pen Set that comes in all atomic pastel colors. These sets have a beautiful box, gold embossed \$7.50 price tag and a guarantee slip. This set has a mechanical pencil, a ball point pen and a vacuum sealed fountain pen.

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Sample 75¢.

Please state when ordering what price Pen Set you want. We ship same day when we receive orders. We ship all over the world.

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(Continued on page 88)

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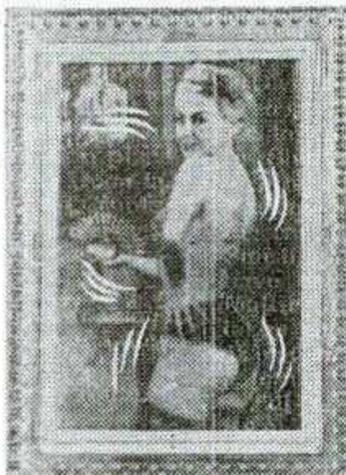
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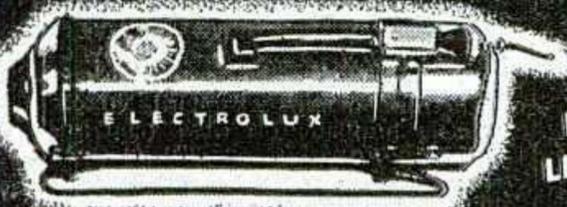
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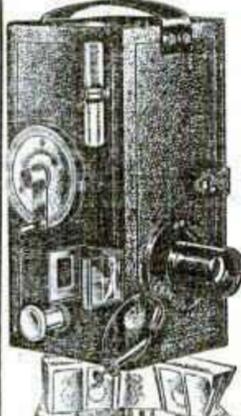


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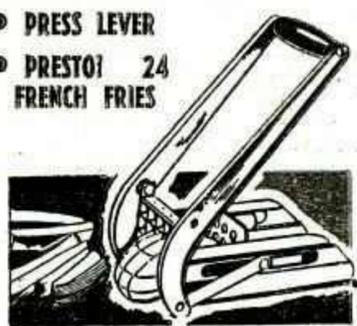
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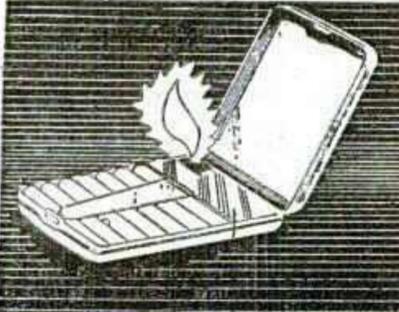
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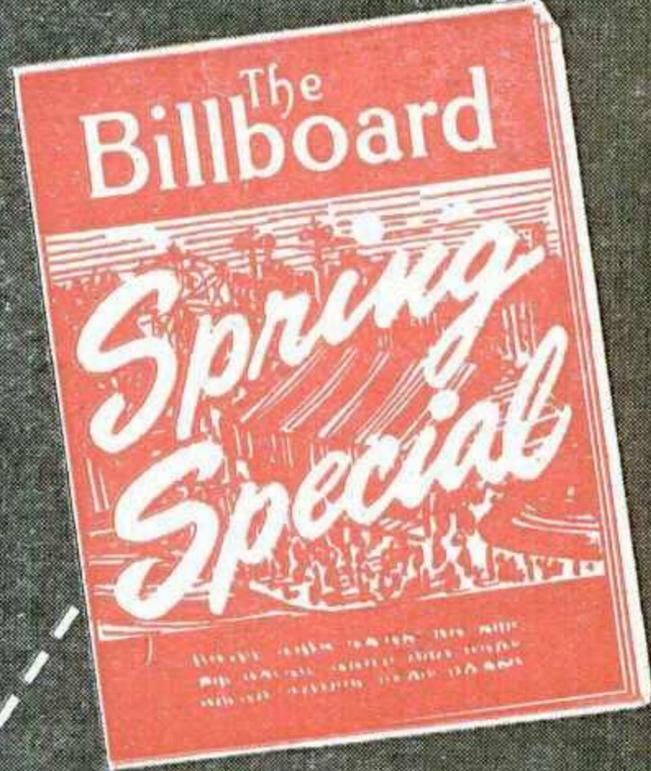
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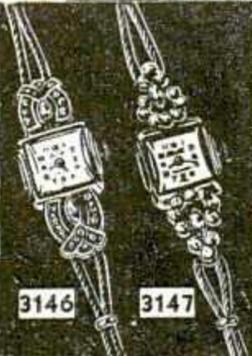
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PIANO TUNING—ACCELERATED COURSE, 3 to 6 months; 90% of our graduates actually earn \$75 to \$125 weekly; you learn by doing on full scale pianos; old established school with national reputation; limited number of openings available; write for free details. Harmony School of Piano Tuning, P.O. Box 582, Harrisburg, Pa.

PERSONALS
ANYONE KNOWING THE WHEREABOUTS OF Jimmy Pierce or Jimmy Hightower (Hightower), age 53, please notify his daughter, Dorothy Louise Pierce, age 19, Julian, Calif., Box 225.
SIZZLING COMIC CARDS — HUGE ASSORTMENT, \$1. Tupler, 216 W. Jackson, Chicago.

PHOTO SUPPLIES DEVELOPING-PRINTING
COMIC FOREGROUNDS AND BACKGROUNDS — Photo Mounts and Supplies; Rings and Comic Cards for Small Photos. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ap1
COMPLETE STOCK DIRECT POSITIVE SUPPLIES, Drex and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. ap22
DIME PHOTO OUTFITS CHEAP — ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap29

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap29
HIGH CLASS PHOTO FINISHING-ENLARGING; eight, 25¢; twelve, 40¢; oversize add 10¢. Mississippi Finishing, 2212 East 12th, Davenport 10, Iowa. ap8

LEATHERETTE PHOTO CASES, ASSORTED colors, 1 1/2 x 2, \$3 per 100, \$25 per 1,000; we take all sizes; 25% deposit. Frank Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap8
MILLMAN ELECTRIC DRIVE 1 1/2 x 2 D.P. CAMERA F.3.5 Lens, \$125; also 2 1/2 x 3 1/2 F.4.5, \$135; demonstration used, regular \$400 value; one used "Devel-O-Matic" developing unit, regular \$127, now \$80 f.o.b. Millman, 1094 Flatbush Ave., Brooklyn, N. Y.

PHOTOMOUNTS—1¢ TO 10¢ EACH; WRITE for price list. Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. ap22
THE NEW EASTMAN IMPROVED TYPE DIRECT POSITIVE Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. mh25

PRINTING
ATTRACTIVE PRINTING REASONABLE—1000 business cards, \$2.50; bond letterheads or envelopes. \$5.25. Modern Print, Box 34, Hyattsville, Md. mh18
ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/4 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. ap8
FOR SALE — MIMEOGRAPH PAPER, 68¢ ream; request samples. Brookman Paper Co., 56-F West 24th, New York 10.

LOWER WINDOW CARD PRICES! — FLASHY three-color 14-22 heavy cardboard posters \$6.50 hundred. Tribune Press, Earl Park, Ind mh2f
POSTERS, CARDS, HERALDS — PHOTO-OFF-set Reproductions. Cato Show Printing Co., Cato, N. Y. Service, Quality, Price. mh25
RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. ap1
14x22 TYPE WINDOW CARDS — THE BELI Press, Winton, Pa. ap1
14x22" NON-BENDING WINDOW CARDS! Embossed Letterheads in Gold, Silver, Copper! Standard Designs for Midways, Magicians, Orchestras, etc. Samples, 10¢. Solldays Colorprint, Knox, Ind.

SALESMEN WANTED
FRANCHISE SALESMEN—ARE YOU EARNING less than seven hundred fifty dollars monthly? Our low man exceeds this figure selling routes of Sizzle Snack Hot Dog Machines; it's new, patented, proven; thousands in successful operation. Write Wesson Dist. Corp., 1060 Broad St., Newark, N. J. ap1
SALESMEN WANTED—COVERING TOBACCO, notion and drug jobbers and chains; new, fast selling novelty carbonated beverage drink dispenser; selling on sight; "Pee Wee Pete" is the trade mark; patent pending; please give us complete information regarding self connections and territories covered. The Plasco Safety Products Co., 23 West Pleasant St., Springfield, O.

SALESMEN SIDELINE—EARN \$3,000 NEXT 5 months selling calendars; advertising specialties; buyers everywhere; big comm. advanced; samples free. Continental Calendar, 542-C S. Dearborn, Chicago.

SCENERY AND BANNERS
NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 Halstead St., Chicago, CA 6-2544. mh25
SIDE SHOW BANNERS, 8x10 FEET, \$31.75, artistic, painted on good cloth; complete with leather straps and rings; quick service; also other banners made; banners for rent. W. Courtney, Barboursville, W. Va. Phone 4301. mh25

TATTOOING SUPPLIES
A-1 TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. mh25
NEEDLES — GUARANTEED GENUINE MILWARDS English; 12's Sharps, thousand lots, only \$5. Joe Darpel, Hotel Victoria, Norfolk, Va. ap8

WANTED TO BUY
GRAB JOINT ON WHEELS—CHARLES NOBLE, 102 N. Main St., Fond du Lac, Wis.
MERRY-GO-ROUND PONIES, WITH HANGERS; used, must be in fair shape; different sizes; advise price, etc. H. C. Rhyon, 1009 North Ave., Waukegan, Ill.
TOP, 50x100 OR LARGER; 1 STREET ORGAN and monkeys; cheap. Edward Stearns, 63 Branford St., Hartford, Conn.

USED 16MM. SOUND WESTERN FEATURE—Priced reasonable for cash. Herbert Dry, 922 9th St. Northeast, Canton, O. mh18
WANTED — COIN-OPERATED ZETA; STATE price and condition in first letter. Coy Segraves, P.O. Box 389, North Wilkesboro, N. C.
WANTED—KIDDIE RIDES—TRAIN, JEEP OR Auto, Ferris Wheel or Plane; no junk; cheap for cash; state all. Doc Houck, Box 128, Lewistown, Pa.
(Continued on page 90)

Big Flash!
SELLING LIKE WILDFIRE
Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—
\$6.00 Per Dozen \$70.00 Per Gross
SAMPLE SET, \$1.00
IMMEDIATE SHIPMENT
25% Deposit—Balance C. O. D. Send cash or money order.
HARRIS NOVELTY CO.
1102 Arch Street Philadelphia 7, Pa.
Phone Market 7-9848

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.
ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

MAKE \$40 CASH A DAY
UP TO \$40 CASH A DAY
NO SALES TALK NEEDED
SPARE OR FULL TIME
Pat. Pend. Retails \$4.95
JOHN B. GORDON
YOUR CUSTOMER'S NAME MOULDED IN BIG LETTERS
Lay this colorful giant size mat on the door step and pick up \$1.95 cash deposit for yourself. We deliver and collect balance. No competition—fast seller. Any name to 12 letters—Red, Blue, Green, Black—2 1/4 ft. long by 1 1/2 ft. wide—7000 live rubber fingers. Have Your Own Business Now—No investment, no stock, no deliveries. Big Profits! Fast Cash!
YOUR SAMPLE MAT & SALES BOOK—Only \$3.00
Send name, state color wanted, enclose \$1 —pay postman \$2 on delivery plus postage and C. O. D. Make Big Cash Money first day. Money Back Guarantee—Act Now!
Established 25 Years in Southern California
R. L. MITCHELL RUBBER CO. Dept. B3
2120 SAN FERNANDO ROAD, LOS ANGELES 65, CALIF.

Nationally Famous Watches at Lowest Price
Men's and Ladies
* ELGIN * BULOVA
* GRUEN * BENRUS
* WALTHAM
Brand new 7-Jewel 1950 model cases. Reconditioned and guaranteed like new.
15-Jewel \$12.45
17-Jewel \$14.50
Rhinestone Dial, \$1.50 add.
Gold Filled Stretch or Comb. Band, \$1.50 add.
New 54-Page FREE Catalog jammed with premium items.
WHOLESALE ONLY
25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.
MIDWEST WATCH CO.
5 S. Wabash Av. Dept. B-18 Chicago 3, Ill.

SLUM
GIVEAWAYS ALL USABLE ITEMS
TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS.
Some items retail up to 25¢ ea.
3000 PCS., \$25.00 Lot
LUCKY PRIZE BOXES
NOVELTY
ASSORTED NOVELTIES OF ALL KINDS
5¢ Items \$4.50 Gr. | 25¢ Items \$12.50 Gr.
10¢ Items 7.00 Gr. | 50¢ Items 24.00 Gr.
\$1.00 Items \$40.00 Gr.
Satisfaction guaranteed or money refunded.
25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

BOX CAMERAS
ONLY 70¢ EACH
In Lots of 3 Cases (108)
ORIGINALLY SOLD AT \$4.95!
\$10.50 Dozen
Sample, \$1.50 Postpaid
Sturdy cameras. Metal cases with handsome leather-grained leatherette finish. Give them that "rich" look. Use standard 120 or 620 film. Gives 12 pictures, 2 1/4" x 2 1/4" per load. Precision meniscus lens. Eye level finder. In original cartons, ready for profitable selling. Orders shipped day received. A natural for quick Spring sales. Terms: Cash with order, 25% deposit, C.O.D.'s, F.O.B. Houston.
AERO PARTS SUPPLY 8102 Lockhead Houston 17, Texas

CASH IN NOW
On Revolutionary NEW SHOE IDEA
Pays You Big Money Full or Spare Time
Earn big profits showing friends, others, amazing new FLEXICLOGS for play, work or sportswear. Sensational wooden sandals are hinged so they flex with your foot! For men, women, children. Beautifully styled... Tremendous demand brings easy orders.
BIG PROFITS FOR YOU, your club, or organization. Send for FREE sample offer now.
Write "FLEXICLOGS" Dept. F-3, New Holstein, Wis.
Write for FREE SAMPLE OFFER!

CANVASSERS . . . WAGON JOBBERS . . . AGENTS . . .
It's New! It's Terrific! 16 Card Adult Comic Greetings. Worth \$4 bought singly, sells \$1, costs as low as 50¢. Sight seller. Approval samples.
EVERS 81-56 C-SIMONSON ST. ELMHURST, N. Y.

President
Headquarters for fast-selling
**JEWELRY, NOVELTIES and
HAIR ORNAMENTS**

**Amazing Values
in Ornamental
Jewelry for
Every Member
of the
Family.**

**"JUNIOR-GEM"
WRIST WATCH**
Bright golden metal,
studded with colored
stones. Narrow black
elastic band.
#G1015—70¢ Doz.

ORDER NOW!
If not rated, send
cash with order.

BOYS' SKULL RING
Non-tarnishing, ad-
justable shank.
#G7622—\$1.50 Doz.

**STERLING SILVER
ENGAGEMENT RING**
Gleaming stone to
simulate diamond.
#A5593—\$1.85 Dz.

LADIES' RING
Gift ring with colored
stone. Adjustable shank.
#1021—75¢ Doz.

MEN'S RING
White finish, non-tarnish, stone
to simulate diamond.
#G1011—\$1.75 Doz.

PRESIDENT NOVELTY & JEWELRY CO., INC.
1220 BROADWAY, NEW YORK 1, N. Y.

ANOTHER WINNER
TERRIFIC FLASH
(Will be this year's
bankroll number)
\$36.00 Gross
\$3.25 Dozen

**RED, WHITE AND BLUE
PLASTIC BATON**
REGULATION SIZE

Send 50 cents
for sample

**"Original" 3-Pc.
Kimco Pen Sets,
beautifully boxed
with \$7.50 price
tag, gold em-
bossed. All sets
fully guaranteed.
NEW PRICE
\$4.50 DOZ.—\$51.00 GR.**

24 karat gold-plated Choker Set Necklace,
Earring and Bracelet to match. Plush box,
silk lined. Gold price tag \$19.95. Large
assortment of styles.

3 Pc. All Gold Pen Sets. Guaranteed with \$7.50 Gold Price Tag ... \$5.50 Dz. \$63.00 Gr.
4 Pc. Pen Set, including Pencil, Pen, Ballpoint and Pen Knife ... 6.25 Dz. 72.00 Gr.
Floating Doll Pencil (Still Going Over Very Big) ... 4.50 Dz. 51.00 Gr.
Itchy Dogs. Single Gross \$24.00. Gr. Lots (5 Gross) ... 22.50 Gr.

25% Deposit Required With All Orders.

KIM & CIOFFI
912 ARCH ST. Market 7-2283 PHILADELPHIA 7, PA.

Hot Item Sensationally Priced!

Bi-Bye-Baby

- Cries • Sucks Thumb
- Moves Arms and Legs

Life-Like 21" Life Size

Doll is costumed in baby's
dress with diapers and under-
shirt. Like a new-born infant,
she's wrapped in a baby
blanket tied with a big bow! Samples, \$5.00 Ea.

\$48.00 DOZ.

25% Deposit, Balance C. O. D.

JOE END & COMPANY, Inc.
435 West Broadway New York 12
Walker 5-8280



Sell comic greeting cards

The HOTTEST line made! Real profit.
Cost \$.60 doz., 34 ALL NEW nos., with envelopes.

HOLLY-LAFFS

Sample dozen for \$1.00 Postpaid. See What They're Like or
Send \$10.00 TODAY for complete sample assortment, from

HERBERT OF HOLLYWOOD
1109 North Poinsettia Place, Los Angeles 46, Calif., HUdson 2-3221

**PRICES CUT TO THE BONE
for SPECIAL PROMOTIONS**

Lord and Lady Scot
WRIST WATCHES
\$29.95 Retail Price!

Rhinestone dials, beauti-
ful new design, late
model cases, 10k. R.G.P.
yellow, reconditioned
and guaranteed like
new.

IN LOTS
OF 6—
\$6.95 Ea.

In single lots, \$1.00 add.
Expansion Band, 95¢ add.
Also available in ELGIN, WALTHAM,
DULOVA, GRUEN, BENRUS.

Write for
56-Page
New
1950
Catalog.

FACTORY CLOSEOUT! RINGS!
Heavy 1/20 14K. R.G.P. rings with imitation rubies
and whites that look like the real thing.
Big eye appeal. Included are rings
that sold \$36 doz. wholesale. (2 doz.
asst. with tray only.) Doz. ... **\$9.95**

Wholesale
Only! 25% with
order—balance
C. O. D.

**JOSEPH
BROS.**
55. Wabash Ave.
Dept. B-18
Chicago 3, Ill.

HOTTEST SALES SENSATION!
**BE FIRST IN YOUR TERRITORY
MAKE UP IN THE DARK . . .
5 in 1 GLAMOUR KIT!!**

Beautifully designed light-weight case, in assorted colors.
Ideal for gifts . . . loaded with sales appeal

**BUILT-IN FLASHLIGHT
STURDY COMPACT LIPSTICK BRUSH
CIGARETTE CASE CIGARETTE LIGHTER**

BIG PROFITS—retails @ \$3.95. Send \$2.50 for prepaid sample.
A NATURAL MONEY-MAKER FOR: SALESMEN, CONCESSION-
AIRES, WAGON JOBBERS, PITCHMEN AND STORES . . . JOB-
BERS' INQUIRIES INVITED . . . GOOD PREMIUM ITEM FOR
PUNCHBOARDS.

PINES CO., 5831 W. 3rd St., Los Angeles 36, Calif.



**STILL GOING STRONG!!!
WHO??**

why **MR. "BEAK"—THE COMIC NOSE** is

That funny looking plastic flesh colored nose with heavy eye glass frames. Truly a
sensation wherever offered for sale.

GET YOUR ORDERS IN NOW!

Dozen \$5.00 Gross \$54.00 5 GROSS LOTS **\$51.00 GR.**

TERMS: CASH WITH ORDER OR 25% DEP., BAL. C. O. D., F. O. B. KANSAS CITY

STEINBERG & CO. 105 W. 9TH ST. KANSAS CITY 6, MO.

Write for Our New List—Just Out

State needs and quantities desired.

KAPS-NIPPLES-GADGETS

WELMONT TRADING CO. 1123 Ellicott St. Buffalo 9, N. Y.

NOSE WITH GLASSES

No. 4019—Soft Nose, Heavy Rimmed Frames Without Glass,
Life Like—It Sells on Sight—Cash in Now.

Allow for Postage. Overpayment Will Be Returned.

WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee, Wis.

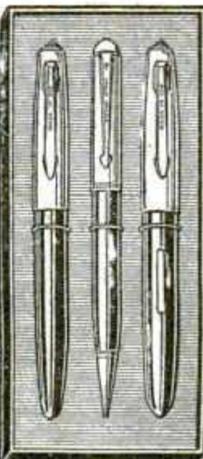
Gross \$57.60
Dozen \$5.50



DIRECT From Manufacturer
Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges.

SPECIAL PRICE
50¢ Per Set
Sample Set, \$1.00.

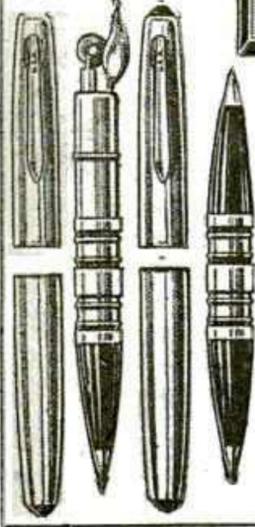


These Pens Sell Like Wildfire!
Combination ball pen and lighter.

35¢ Ea.
Two-color pen writes in red and blue.

25¢ Ea.
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St.
New York 10, N.Y.



A MILLION SALES
with
CIRCLINE

Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your Big Opportunity for Big Money Making.
LOWEST PRICES
Direct From Manufacturer
Write for Catalogue

BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
714 Cherry St., Phila. 6, Pa. LOmbard 3-7789

BARGAINS!
FOR PRIZES—SURPRISE BOXES—
GIVEAWAYS—PREMIUMS

One of our greatest values in slum merchandise. Includes items for children and adults. Some items sell retail for as much as 29¢. Contains everything imaginable.

1,000 pieces, \$10.00 — 3,000, \$24.50
5,000, \$39.50

NOVELTIES — GIFT MERCHANDISE —
CLOSEOUTS—QUALITY ITEMS OF EVERY
DESCRIPTION THAT WILL BRING YOU
HUGE PROFITS

	Per 100	Per 500
Assorted 5¢ items	2.50	\$10.00
10¢ items	4.50	18.00
25¢ items	7.50	30.00
50¢ items	13.50	54.00
\$1.00 items	25.00	100.00

BEAUTIFUL PLASTIC APRONS — Finest quality, beautiful colors, latest designs, wonderful value. Retail at 59¢ to \$1.00 each. Your cost, per 100.....\$17.50

TERMS: Cash with order or 25% deposit, Balance C.O.D.

POST-ALL SALES CO., INC.
39 Eye Street N.E. Washington 13, D. C.

JEWELRY FOR SALE!

100 jewelry items, including Brooches, Stickpins, Rings, etc.—\$5.00.

B. LOWE
Holland Bldg. St. Louis 1, Mo.

NEW AUTO WASHER
Your car sparkling clean—in a jiffy—Amazing "Suction" Auto Washer. Simply glide over car. PRESTO! Dust, grease, dirt, and grime disappear like magic. Leaves finish clear, lustrous. Auto-gloss like a mirror.
QUICK EASY!
SAMPLES for AGENTS
Sample offer sent immediately to all who send name and address. Hurry, postal will do. SEND NO MONEY—Just your name.
KRISTEE Co. 159 1/2 Bar St., Akron, O.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

DANCE MUSICIANS FOR MIDWEST COMMERCIAL territory band; no drinking. Don Laugulin, 802 North Kimball, Grand Island, Neb. mh25

EXPERIENCED MUSICIANS—COMMERCIAL, salary, hotel bills; prefer doubles; write details. Tommy George Orch., Pierre, S. D.

EXPERIENCED CHORUS GIRLS—WILL BREAK in inexperienced. Oxford Theatrical Agency, Mail to: 99 Lexington Ave.; interviews, 1650 Broadway, N. Y. C., Room 512. mh25

GIRL VOCALIST AND MALE VOCALIST THAT can work in reed or brass section; semi-name band. Box C-60, care Billboard, Cincinnati 22, O. mh25

GIRLS—TRUMPET, TENOR, ALTO; IMMEDIATE opening; steady location; transportation. Write or wire Corrinne, Casa Grande Courts, Phenix City, Ala. mh25

HELP WANTED—EXPERIENCED MAN TO service pinballs and phonographs; must give reference; prefer ex-service man. Gayle Barbee, Box 10, Westfield, Ill.

LEAD TENOR AND LEAD TRUMPET FOR established tenor band; thorough experience required; tenor must transpose, have Martin-type tone; trumpet capable cutting tough show; state previous bands, age, permanent address. Box CH-130, Billboard, Chicago. ap1

LOOKING FOR STRONG WOMAN ACTS— Specify height and age; enclose photo. Box 511, The Billboard, N. Y. C.

MUSICIANS—SALARY, PERMANENT, NO layoffs, slacks; teach accordions, guitars; free training; old, reliable company. Requirements: Read music, own car, sign one year contract; no characters, drunks. Qualified? Hurry, opportunity knocks weekly. Contact E. J. Weir, 628 South Dakota Ave., Sioux Falls, S. D.

MUSICIAN INTERESTED IN WORK—COM- mercial tenor; band headquarters, Savanna, Ill. Jack Cole, 423 Chicago Ave., Savanna, Ill.

MUSICIANS—ALL INSTRUMENTS; GIRL VO- calist, single or married to good musician; thoroughly experienced, commercial; sax, trumpet, sing ballads; locations, salary; write details. Box 330, Billboard, 188 West Randolph, Chicago, Ill.

MUSICIANS FOR BAND RE-ORGANIZING— Drums, reeds that double; need instrumentalist to double ballad vocals and brass men; immediately. Box C-59, care Billboard, Cincinnati 22, O. mh25

PIANIST, DRUMMER, BASS, SAXES, TROM- bone; vocalists preferred; modern headquarters band. Box 593, Sioux Falls, S. D. Phone 8-1295. mh25

REPRESENTATIVE WANTED FOR WELL-OR- ganized small society orchestra in Cincinnati area; contacts needed for approaching jobbing season. Write Ken. White, Box C-58, care Billboard, Cincinnati 22, O.

REPERTOIRE PEOPLE—SEND US YOUR AD- dress; reliable managers asking about talent. Standard Play Service, P.O. Box 590, Kearney, Neb. mh18

SIDE SHOW ACTS—ANNEX ATTRACTION, Fire Eater, Girl for Illusions; open New York State April; also playing New England. Carroll Miller, R. D. 3, Box 277C, Holly Hill, Fla.

SIDESHOW PEOPLE—FREAKS, WORKING acts; Bill Gregory, Grace McDaniels, Sam Alexander, special percentage proposition for annex; write immediately. O'Brien, care The Billboard, 1564 Broadway, N.Y.C. Acts in N. Y. area call President Hotel.

TWO EXPERIENCED MALE AERIALISTS TO complete big thrill act; one good amateur considered; everybody gets unemployment compensation coverage; costumes, sleeping accommodations on road; also meals and lodging during rehearsals; state age, height, weight, past experience, photos if possible. Write Crash Dunigan's Three Bombardiers, 237 Os-good Ave., New Britain, Conn. mh25

VERSATILE MUSICAL HILLBILLY OR MED team; man, wife, with trailer preferred; offer forty weeks, tent show; open April 2d. Brownie, Eulonia, Ga. mh25

WANT ALL INSTRUMENTATION FOR NAME commercial band; prefer doubles; also girl vocalists; send photos, all details. Box C-61, Billboard, Cincinnati.

WANTED—TALL, SLENDER GIRLS FOR GIRL Show; Strippers, etc.; highest salary, short hours; experience not necessary. L. K., Box 318, Rochester, Minn. mh18

WANTED—HAMMOND ORGANIST; HAVE own organ. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. ap1

WANTED—UNDERSTUDY FOR HUMAN CAN- non Ball Act; not over 35 years of age, small figure, not over 140 lbs. with well trained body. Reply W. W. Wilno, Peru, Ind. ap1

YOUNG MAN TO WORK FRONT GIRL SHOW, put up and down; must drive small panel truck; write immediately. P. Blaire, 1131 Kings Highway, Dallas, Tex.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

ALL-ROUND FAST STEPPING SPECIAL Agent and Union Biller; can join at once. Box 507, The Billboard, 1564 Broadway, New York City.

BANDS AND ORCHESTRAS

AVAILABLE—MODERN COMBO PRESENTING the utmost in entertainment and music. Those desiring something from the usual run contact Joseph Wenston, 852 Mangold St., Baltimore 30, Md. mh25

COLLEGE DANCE COMBO—5 OR 6 PIECES; trumpet, tenor, alto and rhythm; good hotel arrangements, sound full; want summer location; consider travel; available in June. Dreamliners, 19 Kurtz, Athens, O.

COLOR BAND FOR NIGHT CLUBS, COCK- tail lounges, taverns, etc.; four men, entertaining and singing. Jump Jacksons 5727 S. La Salle St., Chicago, Ill.

DANCE BAND—SEVEN TO NINE PIECES AND attractive vocalist; available in June; waltzes, rumbas, fox trot, polkas; have been organized three years; would like summer location; all offers considered. Manager, 742 Gunderson, Oak Park, Ill.

CIRCUS AND CARNIVAL

SHOWMAN DESIRES POSITION AS CLOWN— Appeared Montreal Square Garden. 520 E. 18th St., Charlotte, N. C. 6-1766.

DRAMATIC ARTISTS

AT LIBERTY FOR SUMMER REP—ALL- round general business team; characters preferred; three specialties, wardrobe, appearance; require no advance; new car and trailer. John L. Parsons, Gen. Del., Greenwood, Miss. mh25

TEAM—GENERAL BUSINESS, CHARACTERS, experienced, ability-appearance; Advance Man, now or summer. Roy Lewis, 110 N. Guadalupe, Carlsbad, N. M. mh18

MISCELLANEOUS

DISK JOCKEY EXPERIENCE ON RADIO— John Sciortino, 415 Cortland, Chicago, Ill.

\$\$\$ EXTRA—AVAILABLE FOR LOUISIANA, Arkansas, Texas, Oklahoma enroute to California; Kara Kum's International Mystery Show; 70 minutes to 2 1/2 hours production; suitable regular or midnight show; also have 60-minute feature picture; all advertisement, including 24-sheet billboards, posters, screen trailers, shocking lobby displays, lights, public address system, sound truck, etc.; we do business. Read: "The show is satisfactory in all detail, glad to recommend it; it did business; used 12/17/49. D. B. Hust, Mgr., New Liberty Theatre, Ft. Worth, Texas." "Kara Kum Mystery Show... it was the best of its kind I have ever seen. We played to very fine business. I heartily recommend it. B. E. Garner, owner, Arcadia Theatre, Ranger, played 2/18/50." For open dates and details (will play on percentage), write, telephone or wire Kara Kum, Ind-Ex Booking Service, Room 202, 2013 1/2 Young St., Dallas, Tex.

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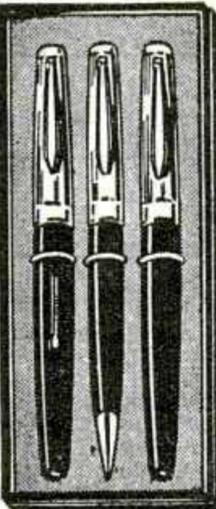
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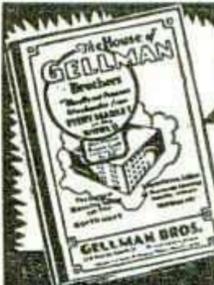
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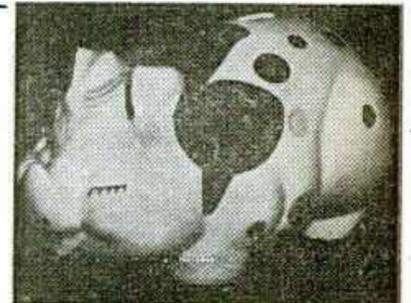
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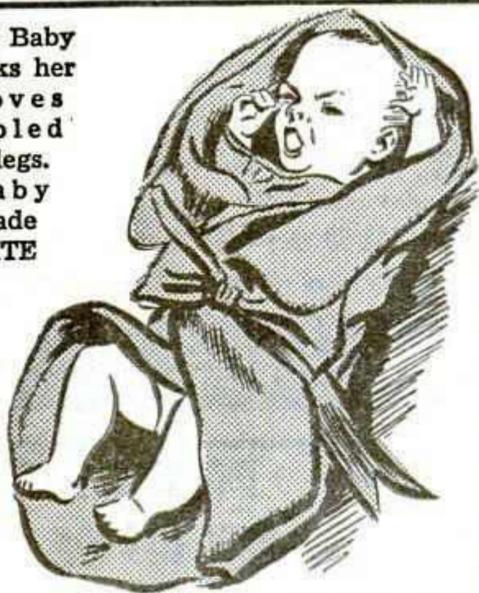
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| Crain, Winfield | Crawford, R. P. | Coggins, John | Fleomington, Mrs. Cleo | Hoffman, Mrs. Cleo |
| Curtis, Joe | Cushman, Frank H. | Coleman, James | Lorine | Hoffman, Ralph |
| Cuthbert, Chas. | Davis, Larry | Coleman, Lander | Forde, Billy | Hoge, Roland |
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| Dixon, James | DeWald, Frieda | Collins, Willie Lee | Fowler, Guy | Holder, Candy |
| Donaldson, Marvin | Decker, Joe | Columbus, Scott | Laverne | Holland, El |
| Donnelly, Geo. | Demetro, Archie | Combs, Wilbur | Frank, Johnnie | Holley, W. R. |
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| Dow, Tex | Donnelly, Geo. | Craig, Al | Fraser, Harold | Honeycutt, J. B. |
| DuBols, Wm. E. | Dougherty, Pat | Crain, Winfield | Freeman, Art | Hoover, Lavern |
| Duncan, Richard E. | Douglas, Wm. | Crawford, R. P. | Friaby, Mrs. Jessie | Hos, Chuck |
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| Dunning, Don | Dover, Geo. | Creven, Mrs. Pearl | Frost, Bill | Hout, Leon T. |
| Dutch, Ralph | Dow, Tex | Cummins, Mary Ruth | Ganote, K. W. | Howard, John C. |
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| Faust, Dan | Dunne, Don | Demetro, Archie | Goodwin, Dennis | Jenkins, Brownie |
| (Electrician) | Dunne, Don | Demetro, John | Gordon, Chas. | Jenkins, R. A. Doe |
| Feldman, Mrs. Bernis | Dunne, Don | Demetro, Walter | Gordon, John | Jeridon, Beni |
| Feldman, Murray | Dunne, Don | Diamond, Capt. Jack O. | Graves, Johnny | John, Miller |
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| Fennessy, James | Dunne, Don | Donaldson, Marvin | Green, Elephant | Johnson, Dallas H. |
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| Fennessy, Mike | Dunne, Don | Dougherty, Pat | (Minstrel Show) | Johnson, James |
| Feutz, Eddie | Dunne, Don | Douglas, Wm. | Greska, Rita | Johnson, Nummaker |
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| Finch, Marion | Dunne, Don | Dover, Geo. | Gross, Ernest | Johnson, Sam |
| Fincher, L. D. | Dunne, Don | Dow, Tex | Gruel, Jack | Johnson, Tommy |
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| | Dunne, Don | Edwards, Harlan | Hardman, Mrs. Vannie | Keleholokai, Malle |
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| | Dunne, Don | Ephriam, Peter J. | Harris, Frank | Kephant, Meirle |
| | Dunne, Don | Erhard, Ralph | Harrison, Geo. E. | Kinalar, Fred |
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| | Dunne, Don | Evans, Albert J. | White | King, Miss Pat |
| | Dunne, Don | Evans, Geo. | Hayes, Wm | King, R. C. |
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| | Dunne, Don | Faust, Cliff | Hayworth, John | Kline, Seymour |
| | Dunne, Don | Faust, Dan | Helin, Hymie | Klobuchir, Augustine |
| | Dunne, Don | (Electrician) | Helton, Walter | Kobacher, Bob |
| | Dunne, Don | Feldman, Mrs. Bernis | (Candy Man) | Korie, Jack |
| | Dunne, Don | Feldman, Murray | Henly, Gray | Koster, Kid |
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Be sure to send postage and 25% deposit with C. O. D. order

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

Sensational New Low Prices!
7-JEWEL SWISS WATCHES
LADIES' OR MEN'S

\$8.25

Genuine Swiss Movements
Precision Re-built and
GUARANTEED LIKE NEW!
Ladies' or Men's in Lots of 3 or More
7-Jewel \$ 8.25
15-Jewel 9.25
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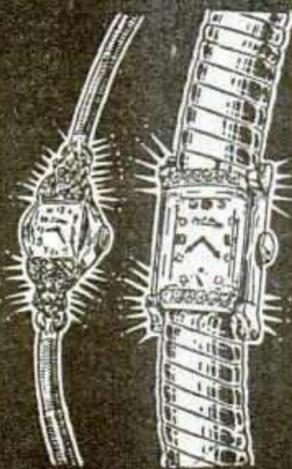
Gold Plated Expansion Band, 90c additional
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BEAUTIFUL NEW STYLES!



Immediate Shipment ANY QUANTITY

FUN-NOSE



Hard-Plastic Flesh Colored Nose Complete
With Lensless Director's 'Spec' Frame

SAMPLES 2 FOR \$1.00 DOZ. \$3.60
TERMS: Price F.O.B. Los Angeles;
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PLASTIC LIZARD
Large 9" Gross \$18.00
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Frisco Pete 604 WEST LAKE ST.,
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FOR SAME DAY SERVICE... CALL FRANKLIN 2-2567

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from \$7.20
Sample Assortments, \$2.00 Per Gross and Up State Your Business

25% DEPOSIT REQUIRED
ON ALL C.O.D. ORDERS

Pipes for Pitchmen

By Bill Baker

ANYONE KNOWING . . . the whereabouts of Doc Hightower (Jimmy Pierce) is asked to have him contact his daughter, Dorothy Louise Pierce at Box 225, Julian, Calif.

CHIEF GRAY FOX . . . cards from Ruskin, Fla., that all the tripe and keister lads there are making preparations for the trek back north. "Since my oldest daughter, Gaynell, is to be married soon, I suppose I'll have to be looking around for another singer," the Chief adds.

THE NOELLS . . . Robert and Mae, who are vacationing in Clearwater, Fla., took in the Rogers Bros.' Circus performance at

St. Petersburg recently and renewed acquaintances with George and Marguerite Barton, Zeek LaMont, Eddie and Wootsie Melion, Mr. and Mrs. Cason and Eddie and Charlene Kuhn. While in Miami the Noells visited with Harry E. Moore, Will H. Hill, Jam Man Smitty, the DeRiskie family, Roy Bible, Barth and Meiers, the Maurers, Doc Harold Woods, Cliff Faust, Helen Haag and family, and Mr. and Mrs. Sylvester.

Even when conditions reach their lowest level, the constant pitch is what wins the geedus.

CURLEY MILLER'S . . . med show is reported to be playing Florida spots to good long green counts. His stand at Bradenton proved a red one.

"HERE'S A LINE . . ." letters Morris Kahntroff from Mobile, Ala. "At least that's what they call this celebration. One party tried to tie-up the city and made it rough for many of us. At any rate, I obtained a lot of garbage for my efforts. Dave Lombaise had a small store in operation and played a blank here. Horseback Meyers had a spread on Broad Street and I had a spot on Broad and Springhill 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 Maiers, Bennie Gross and Nate Golden. I'm going back to the pitch game. I've still got the suitcase that handled loads of gelt. We could use some pipes from Smith and Haulstead, Dr. Duncan and Doc Hall. I'm headed for Florida where I will remain until May."

JACK O'DAY . . . is reported to be getting good long-green counts with the Kwiki-Pi slicers in Bridgeport, Conn.

DUKE GREENLEAF . . . currently working for A. L. Clark, ace sock purveyor, is looking forward to renewing acquaintances with Chester and Mildred Feverston at Poplar Bluff, Mo., where he and Clark are getting their pitch lined up for summer business. Duke says that he'd like to read pipes here from Slim Rhodes, Doc DeMills, Doc Whitaker and F. E. Bennett. He adds that he hopes the Mississippi Kid has recovered from his recent illness.

MARGIE MUNITZ . . . is reported to be doing well with the Kwiki-Pi sets at the S. S. Kresge store, Lincoln, Neb.

PROFESSOR GOLDEN . . . comes thru with the following from Chicago: "Don't take a chance on coming here to work if you are a store demonstrator or pitchman. I've

(See PIPES on page 95)

**A NEW STYLE!
A NEW LEADER!**



This new style streamlined ring is exquisitely fashioned for either Ladies or Men. Available in Rhodium finish or 14kt. gold finish. Has 1 ct. size white center stone with either white or red side stones.

NO. 027
\$3.00 per doz. \$33.00 per gr.

**No. 191-C
MEN'S IMIT.
HEMATITE
with gold
flash sides.**



\$3.50 per doz. \$39 per gr.

Send for Free Catalog. Minimum order 1 dozen. Send 25% with order, balance C.O.D.

STERLING JEWELERS
44 East Long St. Columbus 15, Ohio



**OAK-HYTEX
NM-10
Multi-Color**

HOT HANDOUT!
Workers Available
See your Jobber

The **OAK RUBBER CO.**
RAVENNA, OHIO.

Pitchmen

We are looking for producing Pitchmen to sell a new patented money-maker at Sport Shows, Home Shows, Trade Shows, Fairs, Carnivals, etc. Have wonderful animated demonstrator. NOW BEING SUCCESSFULLY SOLD AT BIG PROFIT TO PITCHMEN. (Niagara Falls is open.) If looking for a real money-maker, write.

JOHNSON EQUIPMENT CO.
1942 E. 6TH ST. CLEVELAND 14, OHIO

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. Spring St. Columbus 15, Ohio
Dept. X

Dave Rose Cites New Orleans Mayor as Champion of Justice

Ed. Note: The following contribution to the Pipes Department from Dave Rose, widely known in Pitchdom, is published here with the idea that more State, city and county officials could well follow the lead taken by the Honorable Mayor of New Orleans in his treatment of the itinerant salesmen.

"EXCEPTING during the war, I haven't missed attending the Mardi Gras celebration in New Orleans for the past 20 years. I have been in the 48 States and in hundreds of cities and have seen many county and State fairs, parades and celebrations, but the New Orleans Mardi Gras is tops. Since Mayor Morrison took office four years ago, the Mardi Gras has grown larger each year and will continue to do so since Mayor

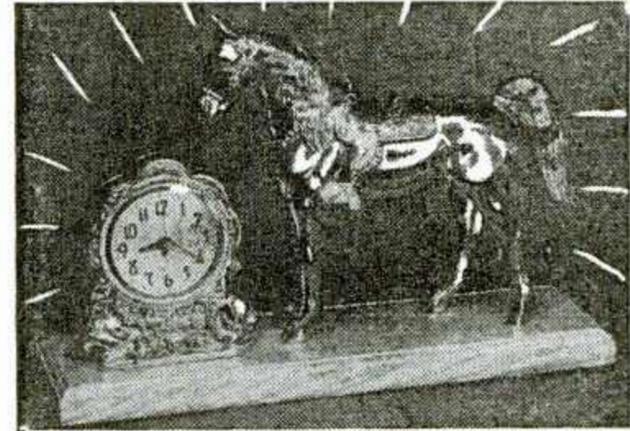
Morrison recently was re-elected for another four-year term by the greatest majority in the city's history.

"There was quite a mix-up here that concerned all novelty workers. A few days before the big day of Mardi Gras, which is the final day, State investigators decided to enforce a State law requiring peddlers to pay a \$50 license fee in order to be able to peddle or sell their wares. This sudden step was rapped by Mayor Morrison.

"In one local paper he was quoted as saying, 'It is difficult to understand why a 16-year-old law, unjust and discriminatory, is suddenly enforced for the first time in New Orleans against persons who do not have the means to defend themselves. I maintain that taxing away a poor peddler's entire earning is not my idea of justice. This whole affair smacks of disregard by the State of the rights of the little man to earn an honest living. Certainly this is preferable to having them live on public welfare at the taxpayer's expense.'

"I have pitched and peddled for many years and never before in all my travels have I known a greater champion of justice. In another newspaper article the mayor said: 'These vendors have been selling souvenirs for many years under the authority of a city vendor's permit. The State never before has attempted to impose this license or to seize merchandise or threaten these vendors. Nor has the State revenue department notified the mayor's permit office of its intentions to do so. It seems strange that if local merchants were complaining about street vendors, as the State men claimed, that such complaints were not received at city hall 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 since the poor vendors will hardly earn as much as the tax. We consider its enforcement an imposition and discriminatory and therefore illegal. Vendors are being interviewed for any evidence of coercion or possible shakedown.'

"The mayor's fight resulted in no one paying \$50 for a reader. An agreement was reached and everyone worked without being molested."



**MODEL #711BL
HORSE
CLOCK**

- Beautiful
- Dependable
- Artistic

Priced at **\$5.68** EACH in dozen lots (Min. Order)

Terms: 25% Deposit, Balance C. O. D., F. O. B. Chicago for resale only. If not for resale add Federal Tax.

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LARGE WESTERN HORSE, 10 1/2"

Mounted with a genuine WESTERN CLOCK. Case with original Western trim. All metal with beautifully hand-buffed bronze finish. Base is fine hand-rubbed mahogany finish wood. Electric clock movement #EC50 carries Underwriters Lab. approval.

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Phone: Humboldt 6-7021

The NEW Salt and Pepper Combination



There Is No Depression With the

SELECT SHAKER

Sales Increasing All the Time

Big Discounts—Volume Sales—Sample 50¢
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Eleven Other Fast Sellers.

The Select Shaker Co.
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**NEW LOW PRICE!
MERMAID PENCIL**

A floating cutie appears when mechanical pencil is pointed upward. 24K gold-plated reuel and expel attractive pencil—sells like hotcakes at \$1.50 each!

Doz. . . \$6.50 Gr. . . \$72.00



SHWOZ!

BIG BEAK

NEW LOW PRICE
DOZ. . . \$4.50 GR. . . \$48

Doz.

Jockey Ash Tray (Silver Finish)	\$10.80
Bouncing Lady (Hot Item)	7.20
Talking Teeth	6.75
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Mechanical Playful Cat (Hot)	4.20
Pistol Litter (Hot)	12.00

25% Deposit With C. O. D. Orders.

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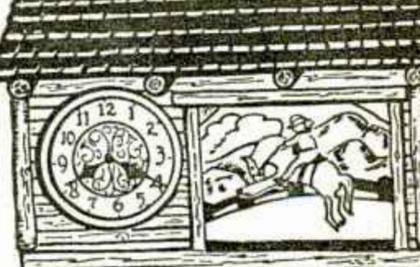
**BRAND NEW
HOPALONG CASSIDY
BALLOONS**

Each balloon has large imprint of Hopalong Cassidy. Each gross contains assortment of #9 Round, #718 and #724. Finest balloons made.

\$4.25 per gross

24" Reed Balloon Sticks 70¢ Gr.
25% deposit, balance C. O. D.

NOVELTY MDSE. CO.
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RANCH 'O ELECTRIC CLOCK
with Rider on Horse in CONTINUAL BUCKING MOTION

Beautifully finished in: Walnut, Desert Sand or Redwood. Size: 10 3/4" x 7" x 3 1/2". Operates on 110 volt, 60 cycle, AC only. True to life colors, realistic corral \$9.57 ea.

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Wholesale Distributors Since 1880
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CORT WATCHES**

Factory Guaranteed—Not Rebuilt.
But Brand New Watches—All
17 Jewels.

- \$89.50 Retail #K23 Ladies' Rhinestone & Ruby G.F. Stretch Band, Ea. \$25.50
- \$79.50 Retail Simulated Rubies Snake Chain (Ladies' 21). Ea. 24.00
- \$79.50 Retail Men's Rhinestone & Ruby Dial #K2W (L. Band). Ea. 22.00
- \$95.00 Retail Men's Automatic. Ea. 28.00
- \$89.50 Retail Men's #K17 Two Tone All Strap. Ea. 24.75
- \$69.00 Retail Men's Calendar Watch. Ea. 22.00
- \$79.50 Retail Ladies' #K33 Square Face, Gold Numerals. Ea. 21.75
- \$79.50 Retail Men's Rhinestone & Ruby #942 Exp. Band. Ea. 26.00

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- Altogether Different—12 to a Set
- Series N (5x7" Large), per doz. sets \$ 9.00
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- JOBBERS**—Write for prices on 1,000-set lots.
- Mr. Beak, doz. 5.40
- Pistol Lighters, doz. 18.00
- Camera Compass Lighter, doz. 18.00
- Four-Piece Windsor Knife Pen Set, \$7.50 doz.; gross 85.40
- Weaver Tri-Color Pen, doz. ... 7.20
- Twenty Puzzle (New and Hot), doz. 4.20
- Rubber Nose Beak, doz. 6.00

SPECIALS . . . WHILE THEY LAST

- Norman Two-Writer Pen . . \$6.00 doz.
- Norman Two-Writer Refills 2.00 doz.
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- 1 Doz. Rifle Paper Weight 2.00
- 1 Doz. \$2.00 Neckties 7.20
- 1 Doz. 5-Gauge Nylons—best quality 12.00
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- 1 Gr. Squirt Rubber Cigars 5.50
- 5 Gr. Rolls Bang Caps 12.50

NO LESS SOLD

We also have Jocko Monkey with Suction Cup, Rubber Gorilla and Twinkle Flash Light.
ALL MERCHANDISE FOR RESALE.
Send Certified Check With Order.
No. C. O. D. No Samples.

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5 W. Jefferson Detroit 26, Michigan

NOBODY CAN BEAT GEM'S LOW PRICES!



4 PC. PEN SET

New! Sensational! Gorgeous set includes Ball Point Pen, Hooded Point Pen, Mechanical Pencil and handy PEN KNIFE. Selling like wild! Assorted colors.

\$7.50 Doz. Sets
Sample \$1.00

"SPARKY DOG"

Toy marvel of the year! Actually responds to human voice! Skids out of his house when you call his name. Battery operated. Sells on sight!

NEW LOW PRICE! \$13.50 Doz.
Sample \$1.50

COMIC NOSE

Looks so real it fools everybody! Sweeping the country! NATURAL FLESH COLORED composition accurately moulded and tinted. Full size plastic eye-glass rims. Everybody's cashing in—you will, too!

\$4.50 Doz. Sample \$1.00

25% DEPOSIT WITH ORDER, BAL. C.O.D.

WRITE FOR OUR BIG FREE CATALOG Hundreds of other bargains listed!

GEM SALES CO. 533 WOODWARD AVENUE DETROIT 26, MICHIGAN



Very realistic—plastic nose is flesh color—spectacle is black plastic. Can be worn over regular glasses.

ANOTHER HOT ITEM!!

Contains one package each of #1, #3, #5 needles; one patch of darning needles (total 24 needles) and one threader in brightly colored lithographed package, in envelope. 1/2 gross in box.

WEEK END NEEDLE BOOK

No. 22D60 PER GROSS... \$6.75
PER DOZEN... .60

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

No One . . . NOSE . . . You



WITHOUT

WITH OUR BEST QUALITY BEAKS AND DARK FRAMES



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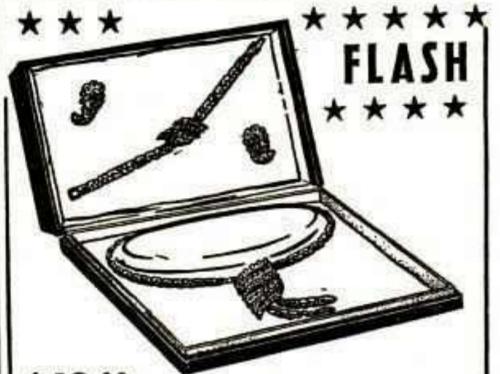
\$7.20 Doz. (Postpaid) **\$6.75** Doz. (Gr. Lots)

DOUBLE YOUR BEAK SALES WITH OUR COMIC DERBY-STYLE FELT HATS

\$6.00 Doz. (Minimum Order) **\$5.50** Doz. (Gr. Lots)

Wire—Air Mail—Phone
Your Order NOW!

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\$42.00 Per Dozen
Terrific Jewelry Set for Easter. Everybody is cleaning up—can vassers, agents, salesboard operators and hustlers. This set consists of 4 pieces of the most magnificent jewelry you ever saw. The set is 24 Karat gold plated—choker, earrings and bracelet to match. The set is in a beautiful plush box, lined with silk and positively sells on sight. The set comes with a beautiful gold embossed tag—marked \$19.95. Assorted styles. Sample Set, \$4.00.

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DuPont Nylon Denier
NOW! EXTRA WEAR IN ULTRA SHEER
1st Quality Nylons. Newest spring and summer shades, 8 1/2 thru 10 1/2. Cellophane wrap, boxed 3 pr.
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Write for Complete Price List!
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Genuine Swiss 2 Button CHRONOGRAPH

Guaranteed New
\$3.75 each

lots of 6 or more
Control buttons to start and stop sweep second hand. Polished chrome case, leather strap. 2 tone dial. Sample \$5.15

BRAND NEW Genuis Swiss—7 Jewel SWEEP SECOND

Modern chrome case. Removable lugs. Unbreakable crystal. Smart, quality alligator grain, genuine leather strap. Gift boxed.
\$4.49 each
lots of 6 or more
Sample \$5.75



BRAND NEW Bracelet Watch

7 Jewel \$14.95 each

Really smart, beautiful rhodium finish. Hand set. Imported rhinestones. Looks like very expensive watch. Reliable movement. Available with 17 jewel movement for \$2.00 additional.
25% Deposit on C. O. D. Orders.
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Send for big catalog of fast selling items.

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Multi-Colored Quality Pens in Attractive Acetate Containers!
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This deal is good for Duck Ponds, Fish Ponds, Pitch-Till-You-Win, Diggers, Ball Game, Novelty Stores, Prize Packages, Grab Bags, etc.

- 288 POCKET COMBS
- 288 WRIST WATCHES, Carded
- 288 RUBBER DAGGERS
- 288 CRICKETS
- 288 FANS, Colored
- 288 BLOWOUTS

3000 PIECES—ONLY \$25!

- 288 RAZZERS
- 288 PORCELAIN ANIMALS (3 MONKEYS-DOGS-ELEPHANTS)
- 288 PLASTIC AUTOS & TRAINS
- 144 46/ COMIC BUTTONS
- 144 CIGARETTE HOLDERS
- 120 PR. BEAUTIFUL EARRINGS

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ABSOLUTELY FREE! \$5 LAMP with each double deal, 6000 pcs. for \$50, and you get 2 DOZ. Pen Sets included!
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Set them UP! 7 PIECE CORDIAL SET

SENSATIONAL NEW PRIZES . . . EVERYONE WANTS!

Gleaming chrome-plated miniature wine cask works just like the real thing—spigot and all! Holds a full quart. Six miniature glass steins hook right onto the sides to make a unique arrangement. This gorgeous set is an eye catcher that means real business!



In lots of 6 ONLY **\$4.25**
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264 Canal St., Dept. Q-3, New York, N. Y.

Imported Sw'ss Stop CHRONOGRAPH

with 2 Push Buttons
Tells Time, Stop Watch, Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

- Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark. **\$3.20**
- Watch Only
- Lots of 60 \$3.30
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- Gold Plated, 75¢ extra
- Plastic Band, \$1.10 Doz.



with 4 Sim. Rubies, 8 Sim. Diamonds, \$1.00 extra.

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On orders under 6 watches, add \$1.50 ea. SARO WATCH, M-1674 B'way, N. Y. 19, N. Y.

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A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.
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MUSIC • VENDING • AMUSEMENT • BELLS • COUNTER

Only advertisements of Used Machines accepted for publication in this column.

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Remittance in full must accompany all ads for publication in this column.

No charge accounts.

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A-1 BARGAIN - CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6418 N. Newgard Ave., Chicago, Ill. ap29

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BARGAIN—10 UNEEDA-PAK CANDY Vending Machines, good working; stands, \$40 each; \$375 for lot; one Mini-Pop Pop Corn Machine, \$60; three Rows 8 col. Candy Machines, \$150. Goodman Vending Service, Lebanon, Pa.

ATTENTION, POPCORN OPERATORS—WHEN buying any type 'Pop' Corn Sez Vendors it pays to write the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. mh25

CAST IRON STANDS—WEIGHT 25 lbs., \$4 each; in lots of six or more, \$3.75 each; top flanges only 30¢ each; top plates for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory. King & Co., 2700 West Lake St., Chicago 12, Ill.

CIGARETTE MACHINES - SPRING SPECIALS; write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

ERIE DIGGERS—HAND OPERATED WITHOUT slots; Merchantmen, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy Diggers, Rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—5 9 COLUMN 5¢ U-NEED-A-PAK Stick Gum or Toledo 3 lb. Candy Scale, \$27.50 each; Penny Counting Scale and Case or 5¢ Hershey Bar Machines or 15 Adams Gum Vendors, \$12.50 each. All Hoff, 1918 Rose, Baltimore 13, Md.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

UNUSUAL BARGAIN—VERY LATE MODEL, slightly used Johnson Coin Counter, \$150; other reconditioned machines from \$80 up; send for list. Coin Equipment Sales Co., 1105 Commonwealth Ave., Boston, Mass.

WANTED—USED BALLY SHUFFLE BOWLERS; state condition and price. Chicago Bowling Machine Co., 2127 West Belmont, Chicago.

WANTED—NEW AND USED COIN-OPERATED Radios. Send full particulars to Coin Radio Service, 68 Vine St., Hartford, Conn.

10/1 STAMP FOLDERS FOR SHIPMENT - Shermack, etc.; 50,000, \$15 f.o.b. New Jersey; check with order. Postage Stamp Sales Co., 45 Clinton St., Newark, N. J., Dept. 1.

16MM "SOUNDIES" USED PRINTS FOR PANORAM projection; only complete stock in existence; prices as low as \$13.95 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. BB, Davenport, Iowa. ap8

LETTER LIST

(Continued from page 92)

- Lee, Sandra Ruth
Lee, Ted & Willie
Leeright, J. R.
Leone, Mrs. Ruby (R Hetty)
Leroy, Buddy
Leslie, Burt (Smockey)
Leslie, Dan W.
Levand, Jr., Ervin
Lewis, Dick
Liebeckrecht, Geo. W.
Lillian Mrs. or Sid Lilly, Harold J. & Milligent B.
Little, Eddie
Llewellyns, Mrs. John
Logsdon, Billy
Lombard, Larry
Long, Harold Gene
Long, John Jolly
Lopez, Linda (D. Lopsden)
Louis, Joseph K.
Lyons, William E.
McBride, James
McCallum, W. J.
McClelland, Leon
McClanahan, Mrs. Buck
McClurkin, Richard John
McDonald, Harry B.
McDonald, Kay
McGlone, Artie M.
McGuire, Virginia
Mallerne, Charles
Mandio, Harold J.
Mann, Charles
Marchette, Robert "Rebel"
Marshall, William
Marshfield Shooting Galleries
Martin, J. J.
Martin, Joseph W.
Mason, Carl
Mason, Harry
Massey, Bill
Mathews, Henry
Meitzler, Walter Wm.
Mercer, Ealyn J.
Mercy, Frank F.
Mespeit, Jr., Wm. J.
Messmer, Inc., Andrew
Metcalf, Eugene
Meyers, Chester
Meyers, Mr. & Mrs. Leu
Middleton, Ordele
Mikolichie, Joseph
Millard, Geo.
Miller, D. S.
Miller, Dupe
Miller, Frank
Miller, John
Miller, Ralph
Miller, W. D.
Mitchell, Frank C.
Mitchell, Miller F.
Mizner, Arthur B.
Moelms, Warren D.
Moldenhauer, J. C.
Moore, Donald E.
Moore, Jeryl
Moore, Ray Leland
Moore, Tom
Moran, Donna
Moran, Mr. & Mrs. Jim
Morey, Jr., Clair
Morey, W. H.
Morris, Mildred
Moshier, Llewellyn O.
Murphy, David M.
Murphy, Harold Rogers
Myers, William (Myers Show)
Myers, W. E.
Myron, A. H.
Myron, Arthur
Nase, Dianna
Natto, George
Nefeev, Fred
Nelson, James
Nesnell, Joe
Nicholas, John
Nickolson, Geo.
Noble, Kit
O'Connor, Johnny
O'Dar, Alfred Albro
O'Dell, Judy
Odama, Billy
O'Haver, J. E.
Oliver, James
O'Reilly, Mr. & Mrs. Jimmy
Osborn, Bill
Paddock, Mrs. Harold
Padrone, Sam
Parker, Rosalie
Parshall, Dr. E. G.
Pate, Richard
Patterson, Fred
Patterson, L. T.
Patterson, Pat
Patton, Ollie
Pearson, Howard
Pease, Lou
Peevy, L. W.
Pelkey, Burton
Pendleton, Charles M.
Penney, Ralph E.
Percie, Howard
Perkins, Loney
Perry, Ernest
Peters, Robert
Pettus, Burt
Phillips, Charles
Phillips, Mr. G.
Phillips, Cornelia
Phillips, Jennie, Maud & Verge
Pierce, Clyde
Pierce, George H.
Pinckley, Robert D.
Pinkerton, J. E.
Pittbone, Raymond
Poole, Forrest
Porter, George W.
Powell, Albert
Powell, Speedy
Price, Hazel J.
Puckett, Mr. & Mrs. Chas. H.
Pugh, Arthur
Purcell, Mr. & Mrs. Fat
Quinn, Joseph Augustine
Rahun, Ray
Ramsey, J. T.
Ranch, Charles R.
Rawlings, Mrs. Catherine
Reddick, Johnnie
Reed, Jack
Reeves, Footes
Regan, Pat
Reiland, Daniel
Reisiger, Robert
Rey, Vel (Magic)
Reynold, Albert D.
Reynolds, Ralph J.
Rhyner, Mrs. Walter L.
Rice, Mr. & Mrs. Cecive
Rice, Mrs. Evelyn
Rich, Ernie
Richard, Earl B.
Rinco, Johnnie
Ritchey, Luther G. & Velma
Ritz, Professor
Rivera, Carmen
Roach, Chas. J.
Roach, Everett
Roberts, Calvin J.
Roberts, Siltm
Roberts, Tex
Rocco, R. W.
Rode, Tony
Rodgers, Jack
Roe, Bill
Roos, Harry C.
Roos, Leonard
Rowatt, Alice
Rowland, Dave
Rubenstein, Louis
Rucker, E. H.
Ryan, Thomas A.
Rycroft, Mrs. J. J.
Sager, Harold
Sargent, Thomas Wm.
Saunders, Jack
Saunders, Mrs. Monroe
Savage, James Yellow
Savage, Mrs. Ruth L.
Schaffer, James
Scott, Dinah
Scott, Paul Levi
Scott, Tom
Seagers, Dewitt
Sedar, Donald E.
Sen, Alfred
Serifino, Walter
Sessoms, Clifton
Sexton, A.
Sexton, Andrew
Shaffer, Carl Frederick
Shapiro, Jake
Shapovalus, Stiney
Shay, Bob Oneal
Shepardson, Petie
Shipley, Leonard L.
Shores, Smiley
Shurt, John
Sickels, Bobbie
Aarsun, Michael P.
Abraham, Angelica
Brown, Murray
Byford, Miss Leale
Chase, Louis B.
Cosmo Trio
Croaley, Lucky Lee
Davis, Thomas W.
Delaney, Pat
Diana, (Half & Half)
Kennedy, Mrs. Vivian
Biegrist, Charley
Silver, Donovan L.
Slanko, Mack
Smiga, Joseph
Smith, John
Pershing
Synder, Carl D.
Sonda, Eugene
Sorensen, Hannah
Sorensen, Miss Siggy
Spigel, E. J.
Spell, Mrs. S. G.
Spencer, Vickie
Sproull, Mrs. A. J.
Stank, Mack
Stanley, Louis James
Stanman, Joe
Starr, Frank (Lefty)
State Shows, Corp.
Steadman, Lonnie
Stein, William
Stevens, George W.
Stevens, Harold
Stevenson, Tom
Stokes, Mr. & Mrs. Morris
Stout, Fred L.
Stowers, Jacqueline M.
Stratton, Lew
Stroeter, Earl C.
Stuart, Dinky
Sturgin, Kay
Sturgis, Wanda
Sullivan, Arthur E.
Swinson, Art
Tara, Wm.
Taylor Mfg. Co.
Taylor, Jasper
Taylor, Marlin L.
Terman, Jack
Thomas, C. J.
Thomas, Carl
Thomas, Mrs. Ross
Thomas, Roy & Joy
Thompson, Mr. & Mrs. B.
Thompson, Ray
Tobell, Allen
Tone, J.
Thunder Sky, R. B.
Tumini, Henry D.
Twist, Tom & Tiny
Usher, Mr. & Mrs. Geo.
Valli, Jack
Valentine, Mr. & Mrs. Henry
Veves, Toby
Volkenand, Robert Lee
Walte, Kenneth
Wallace, Elizabeth
Wallien, Herbert Sweed
Wanaus, Walter
Ward, George
Ward, J. Robert & Julieene
Warren, Jess
Waters, Joe
Watson, Ronald W.
Watts, James G.
Wear, Bob
Weisband, Harry
Welch, Robert
Wells, James F.
Wells, Sam B.
Wenzek, Mrs. Micky
Wheeler, Nelson (Micky)
White, Anna B.
White, C. S. (Musician)
White, Flash
White, Martin
White, James
Whitten, Leonard A.
Whitty, Fred Nicole
Wicks, Robert F.
Williams, Dora D.
Williams, George
Williams, J. E.
Williams, Mrs. Maude E. R.
Williams, M. O.
Williams, Rudolph
Williamson, Al
Williamson, Melvin
Willson, Harold
Wilmur, Jack
Wilson, Paul
Wilson, V. A.
Wiltse, Cash L.
Wince, Johnnie
Witychn, Alex
Wyrick, Robert
Yeley, Lester
Yohan, Wm.
Young, Lawrence
Donovan, Joseph John
Dunlap, Pete
Evans, Helen
Fitzgerald, Warren E.
Gilbert, Allen
Goodman, Ivan B.
Halley, W. R. (Bill)
Harrison, Roland
Hegner, Arthur
Knasinski, Walter
Knoop, June
Krause, J. H.
Lane, Dutch
Logan, Roy C.
Lynn, Margie
Manchester, Lucky
Miller, Albert
Murphy, Ann Rose
O'Grady, Aline
O'Neill, Dip
O'Neill, Robert E.
Pasqua, Juan
Ronale, Jeanita
Sharp, Leo Winfield
Sheehy, Ken
Sinclair, Harvard
Sorenson, Florence
West, George
Young, Raymond A.
Adcock, Raymond L.
Bourgeois, H. (wire)
Dolan, Mrs. Hattie
Ferris, Lester
Graclas, Bob
Greene, Edward
Hamilton, Leo
Jackson, Sid
Keller, Ken
Mack, Cuban
Mark, James A.
McIntyre, Fred
Miller, Joe
Palmer, Al B.
Platt, John J.
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Roberts, Bill
Schmidt, Emil C.
Sylver, James
Viers, Johnnie
Weatherman, Jack B.
Williams, Dora Diana
Wilson, Harold A.
Yates, Richard
Arnold, Woodrow
Becker, Lawrence J.
Blair, Peppe
Blankenship, Robert J.
Boatwright, B. E.
Borsvold, Arthur E.
Boudreau, John
Bradley, Lee
Broughton, Jane
Brown, Royal T.
Brownell, William H.
Brumley, W. T.
Caldwell, Walter (Lefty)
Calkins, Fred
Caruso, Johnny
Casey, James
C. & B. Amusements
Chaney, Mr. & Mrs. Chas.
Church, Clarence
Claybrook, Miss Marie
Coffey, Hugh E.
Collins, Earl
Costello, Frank
Cottrell, W. J.
Creely, George
Curtis, Mr. & Mrs. Marvin
Daffy, William A. Jr.
DeEroff, Edward L.
DeEroff, Howard Roy
Dessereau, George
Dunlap, George (Shorty)
Edgar, Alvin W.
English, Ralph
Evans, Tom & Frank Cannon
Ferguson, Frank T.
Gloyd, George W.
Goodman, Dave
Gordon, C. L.
Gowdy, Pamela
Gurovch, Julius
Hall, Edward L.
Hall, Louis
Hall, Margaret
Hansen, Robert H.
Harrington, Mr. & Mrs. Will
Harvey, Henry & Wife
Herman, Al
Herrick, Carl & Ray
Hoth, Bob
Hillard, Jimmy
Hine, Nathan E.
Hobbs, W. H.
Hodelman, Buck
Houts, Mr. & Mrs. Walter
Humphrey, C. H.
Ingram, George
Jackson, Harry
Jackson, Richard Junior
Jeeter, Van L.
Johnson, Ray
Keeland, Mrs. Mae
Kennedy, Mrs. Vivian
Ketchum, Roy
Kincaid, Mickle
King, Donald
King, Edwin D.
Kitchie, Mrs. Nellie
Klandrud, Clayton
Land, Charles N.
Leitner, Carl
Lewis, Robert W.
Lopez, Linda
Lotter, Marie and Happy
Lyndon, Roger
McHenry, M. F.
McKeown, Miss Grace M.
McManus, T. J.
Mandigo, Harold
Mann, Ivan K.
Martin, Jack
Martin, Robert
Mays, Jeanette (Peggy)
Meyers, Fred
Middleton, Tom
Mooney, Robt. S.
Moore, Clarence O.
Morgan, Hester
Mullier, Kenneth Eddie
Ogilvie, L. B.
Osborn, Linwood E.
Patrick, T. W.
Payne, John E.
Pendleton, C. M.
Peres, James J.
Pinkerton, James E.
Pitre, Allen
Poling, Charles
Popkin, Willie B.
Reed, Herbert Lee
Richmond, Harry
Rodereck, Bert C.
Rose, E. H. Blacky
Rosenburg, Mrs. Louise
Royall, Robert G.
Schmidt, F. M.
Shepherd, Wayne Luther
Sherman, Jack or Susie
Silcox, Mr. & Mrs. Joe
Slusser, M. E.
Spencer, Mrs. Frances
Spitzer, John G.
Steele, Miss Ruby
Steinberger, Woodrow L.
Teska, Joe
Tomlin, Willie F.
Wells, Bill
Wilbur, Henry
Wildrick, Elmer Wayne
Williams, Miss Dora Dean
Wiltse, Cash
Witzman, William Dudley
Young, Mr. & Mrs. Thomas
Zimm, George
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MOA CONVENSHE HITS JACKPOT

Ready Final Booth Set-Up For CMI Show

Foreign Ops To Attend

CHICAGO, March 11.—With over half the available exhibit space for the Coin Machine Institute (CMI) convention tentatively reserved, CMI announced that final allotment of booths will begin April 1. The convention and exhibit will be held June 26-28 at the Stevens Hotel, Chicago.

Dave Gottlieb, CMI show chairman, disclosed this week that coinmen from several foreign countries have made plans to attend the conclave. Among those who will come the greatest distance are Clary and Ralph Frazer, brothers, who operate amusement games and are also the proprietors of Ralph and Clary's Hamburger Hut, Ltd., in Pretoria, Union of South Africa. For Clary Frazer it will be a combination business and honeymoon trip, as he plans to be married just before leaving for the United States. Gottlieb also disclosed that Philippine coinmen as well as delegations from several European and South American countries are also making reservations.

CMI will soon appoint a committee to arrange for a full program of entertainment for operators attending with families. This program will include tickets for baseball games, other sporting events and radio and television shows originating in Chicago.

New York Game Placement Seen Set for Spurt

NEW YORK, March 11.—The tempo of amusement game placement here is due to accelerate Thursday (16) when the new license year for common shows becomes effective. While income from the new shuffle-type games has been high and expansion by operators has been general for several months, recently many route owners slowed their pace, reluctant to pay the \$50 license fee and then shell out the same amount for the same game after a few weeks.

The approved coin-operated games were designated common shows by the City Council in 1948, and locations in which they are placed must pay the stipulated \$50 for each March 16 to March 15 period. No provision is made for games placed a shorter period of time. Thus, a license purchased for a game March 9 no longer covers the unit a week later.

Operators, both individually and thru their association, the Associated Amusement Machine Operators of New York, have repeatedly petitioned the license commissioner to liberalize the regulations. They have asked that quarterly payments be permitted, if the basic fee itself could not be substantially reduced. This would lighten the financial load for operators with locations that do not hold up thru an entire year.

But the department has maintained it is bound by city legislation now in effect. Officials claim they have no authority to relax the statutes.

America

CHICAGO, March 11.—The response for copies of the Bell-o-Matic ad titled *America* which appeared in the March 11 issue of *The Billboard* has been such that the firm has prepared reproductions suitable for framing in clubs, Grant Shay, Bell-o-Matic vice-president, announced this week. Coinmen wishing to display them in their quarters should write for a copy to Grant Shay, Bell-o-Matic, 4100 Fullerton Avenue, Chicago 39.

Philly Game Ops Elect Sam Moss

PHILADELPHIA, March 11.—Samuel Moss, head of Moss Vending, was elected secretary of the Amusement Machines Association of Philadelphia. A veteran pinball and vending machine operator, Moss was elected to fill the secretary's post left vacant by the death of Edward Richter earlier this year.

One of the pioneer members of the pinball operators' association, Moss is also a member of the association's board of directors.

Set 1951 Meet as Ops From Entire Country Gather To Discuss Industry Problems

Re-Elect Miller; Confine Talks to Music Machines

By Norman Weiser

CHICAGO, March 11.—Adjudged a success from attendance, accomplishments and planning viewpoints, the first national convention of the Music Operators of America (MOA) closed at the Palmer House here Wednesday night (8). Climaxing the three-day session was the re-election of George A. Miller as national chairman and treasurer, and the passage of a resolution calling for another national meeting in 1951, the time and place to be set by the executive board later.

Registrations early Wednesday had passed the 500 mark, more than doubling the figure projected last September as necessary for a successful meet. Included in this registration were executives from leading State and city music op orgs thruout the

country, as well as independent ops from areas where there is no regional association.

Exclusively a meeting of and for music operators, the convention concentrated on subjects of national importance. Under the guidance of Miller, the meetings were held to discussions of music only, with all other types of coin equipment ruled "out of order." Included on the agenda were sessions devoted to depreciation, taxation (on a national level), merchandising, promotion, trade-paper relations and discussions by and with manufacturers.

Perhaps the most significant fact to emerge from the three-day meeting was the complete clarification of the purposes of the MOA and the open manner in which all matters were handled. Attempts by a few operators in attendance to discuss the absence of some manufacturers from the exhibitor ranks were immediately silenced by Miller, who stated "these firms had their reasons for not being present. We hope they will be with us next year . . . but there will be no sarcastic remarks made at this convention about any firm."

Expand Officers, Board

In re-electing Miller to his post as national chairman and treasurer, the operators also voted back into office Albert S. Denyer, first vice-chairman, and D. L. Steinberg, secretary. Added a. officers were Ray Cunliffe, Chicago, second vice - chairman; Charles Hannum, Philadelphia, third vice-chairman, and Clem Stetson, (See *MOA Convenshe* on Page 98)

Coin Export Market Steady In 1949 as Average Prices For Used Units Hold Up

Gross Tops \$2,000,000 for Second Straight Year

WASHINGTON, March 11.—Despite the absence of its former leading consumers, the coin machine export market for the second successive year racked up a better than \$2,000,000 business volume, according to 1949 figures released this week by the U. S. Department of Commerce. (Next week *The Billboard* will run a complete breakdown of total 1949 exports by countries.)

In December 886 games, venders and music machines, with a total price tag of \$210,673, were shipped to overseas operators. This brought the 1949 over-all dollar total to

\$2,008,064, or approximately double the prewar high made in 1939.

The December export trade was highlighted by a sharp increase in the sale of late model used games. In all, 460 amusement pieces, valued at \$46,850, were shipped compared with the '69 games, worth \$27,391, the preceding month. The music report for December showed 240 unit sales with an aggregate value of \$210,673, while the vending dollar total amounted to \$46,143 for 186 automatic merchandisers.

Altho Venezuelan purchases valued (See *Export Prices* on page 112)

See Wave of New Op Blood Keying Industry in Philly

PHILADELPHIA, March 11.—More than a half dozen new coin machine operations, including three new vending projects, were established in Philadelphia in recent weeks, according to certificates of incorporation filed with the State.

Of particular interest is the incorporation of the Riviera Vending Corporation, represented by Herman Steerman, local attorney. According to the application for a charter, the Riviera corporation has been organized to "manufacture, sell, service, maintain, operate, distribute and otherwise engage in the vending machine business for the sale of food, candy, ice cream, articles of clothing,

drinks and other personal articles being sold in vending machines."

The United Vending Service Company, with its principal place of business at 2204 West Indiana Avenue, listed Julius C. Diodati, Philip J. Diodati, Mario A. Diodati and Mary L. Olivastro as owners. Jack Kauffman filed for a certificate of authority to conduct the business as the sole owner of the K. C. Vending Company, with its principal place of business at 800 North Third Street. Kauffman also operates the K. C. Novelty Company at that address, a jobbing firm specializing in games, including the Shuffle Ten Strike.

(See *Wave of New* on page 122)

4 More Mfrs. Join ACMMA Exhibit List

Only 15 Booths Remain

CHICAGO, March 11.—Four additional manufacturing firms have signed for exhibit space at the 1950 All-Industry Exposition to be held at the Hotel Sherman, Chicago, May 22-24. Edward Bowman, American Coin Machine Manufacturers' Association (ACMMA) director of exhibits, pointed out there are still 15 booths available. One hundred and one have been sold.

On the new list are the Auto Photo Company, producers of a coin-operated photo device, Los Angeles; Marvel Manufacturing Company, Chicago, makers of counter games and shuffleboard scoreboards and accessories; National Shuffleboard Company, Orange, N. J., manufacturers of the National shuffleboard line and (See *4 More Mfrs.* on page 122)

MOA CONVENSISH HITS JACKPOT

Biz Sessions Hilite First MOA Meet

Expand Officers, Board

(Continued from Page 97)

California, sergeant at arms. All were unopposed.

Continuing its program to expand the executive board, Miller announced that one executive from each of the associations thruout the country would be added to the present board, and independent operators in those areas where no org existed would also be added. Among the new members added to the executive group were L. Unterburg, Wilkes-Barre, Pa.; Ben Ginsburg, New Mexico; Wolf Roberts, Denver; C. A. Culp, Tulsa, Okla.; T. Winthrow, Waco, Tex.; Lee Blee, Rhode Island, and F. McKim Smith, Atlantic City.

Roy Clason, Detroit; Leo Miller, president of the Iowa association, and several other representatives of associations also were added to the board. It is the hope of the MOA, as expressed on the convention floor, that the executive board will reach a membership of 100 before the '51 convention.

The board of directors also reappointed Sidney H. Levine, national legal counsel for MOA since its inception two years ago, to another one-year term.

Biz Sessions

While an executive board meeting was held Sunday night, actual convention business started Monday at 9 a.m. when Miller officially opened the first national convention. After welcoming the ops, Miller detailed the previous night's board meeting, at which it had been decided to enlarge the board of directors, considered a motion to incorporate its officers, then dropped the idea at least temporarily, decided to investigate the future possibilities of forming an association and set up a nominating committee.

Jumping into the business of music (See MOA Convensh on Page 122)

Wurlitzer Co. Shipping 1250 "Speed" Kits

New Programing Set-Up

NORTH TONAWANDA, N. Y., March 11.—Ed Wurgler, general sales manager, phonograph division, Rudolph Wurlitzer Company, and A. D. Palmer Jr., advertising and sales promotion manager, this week announced the firm is now in production and making quantity deliveries on its conversion kits for the Model 1250 phono. The price of the kit, which allows for either 45 or 33½ r.p.m. play, is \$8.75. Wurgler also announced that a new development has been completed which allows for the playing of two seven-inch disks via the same tray.

Quantity shipments on the conversions kits has actually been accomplished six weeks ahead of schedule, Wurgler stated. The \$8.75 list price includes 24 spacer disks, an adapter wheel, a 1½-inch idler for (See Wurlitzer Co. on Page 102)

It's Music, Music, Music as 29 Firms Show at MOA Convention

CHICAGO, March 11.—While the Music Operators of America (MOA) convention here this week was held basically to discuss matters of a national scope, 29 firms took special display rooms on the seventh floor of the Palmer House to display their wares, entertain visitors and, in two instances, introduce new equipment.

The emphasis, by far, was concentrated on records, with 12 firms having space, and at least as many other labels sending reps to the exhibit to contact operators. Two phonograph manufacturers, AMI and H. C. Evans, were official exhibitors, while the Jacobs Novelty Company, Sturgeon Bay, Wis., unveiled a new personal music box. Buckley Music Systems, Inc., featuring its wall box line, also was on hand.

Permo, Inc., Pfanstiehl Chemical and M. A. Miller Manufacturing Com-

pany headed the needle firms showing their wares. Permo Copper Art Olson was on hand for the show, while the firm drew heavy crowds thruout the convention via its promotions, which included the awarding of prizes in its letter contest, a cocktail party, and a demonstration of its new nylon needle. Gail Carter, advertising and sales promotion head, hosted the visitors.

Pfanstiehl, in addition to displaying its needle line, also introduced a new pick-up which it has been developing for some time. The unit was demonstrated via two old juke boxes, a Wurlitzer and a Seeburg. Owen O'Neill, firm exec, hosted visitors to the Pfanstiehl exhibit, aided by staff members from the Waukegan, Ill., plant.

National Rejectors Company, St. (See 29 Firms Show on Page 102)

Fractional Coinage Pitch Given MOA Meet by Mehren

By Dick Schreiber

CHICAGO, March 11.—Unless a 7½-cent coin is minted, the nation's 400,000 juke boxes will eventually go to dime play, the Music Operators of America's (MOA) convention was told by Ed Mehren, president of the American Institute for Fractional Coinage. Mehren addressed the operators at their Tuesday (7) business session.

(Editor's note: Aside from the merits of fractional coinage, dime play on juke boxes has been tried extensively without success.)

MOA had previously endorsed fractional coins as the answer to the juke box operator's problem of rising costs and fixed returns. George Miller and Al Denver, chairman and vice-chairman respectively of MOA, are also directors of the American Institute for Fractional Coinage.

"Save Billions"

Mehren said adoption of a 7½ and 2½-cent coin would save the country between 5 and 8 billion dollars annually—money which could be used to expand purchases and create further employment. This savings would come largely in downward

price adjustments of items which are now priced above their real value for lack of a suitable coin which would stimulate sales between a nickel and a dime or a dime and 20 cents.

Some opponents of the proposal, Mehren pointed out, have asserted fractional coinage would result simply in a general price increase. This he asserted was untrue.

"We still have competition in this country," Mehren said, "and that competition will keep prices equitable."

Won Four Obsolete Machines

Principal opposition to the fractional coin bills now in Congress (The Billboard, March 11) has come from the mint, Mehren declared. Some opponents have taken a stand against the proposal because they believe it would obsolete such coin-handling equipment as mechanisms in phonographs and vending machines, coin counters, cash registers and business machines.

Industry's ingenuity will overcome all these obstacles, Mehren predicted, (See Practical Coinage on Page 103)

Ops Get First-Hand Info On Taxes and Depreciation

CHICAGO, March 11.—The prorated life of a juke box for income tax purposes should be measured not on a straight-line basis but on the pattern of earnings, Leo L. Kaner, Chicago tax consultant, told operators attending the Music Operators of America (MOA) convention here.

Kaner, a certified public accountant who represents a number of large Chicago juke box operating firms, said the industry should strive to have the Bureau of Internal Revenue take into consideration the diminishing returns as a phonograph ages.

At a conference in Washington, Kaner reported, internal revenue officials orally agreed that juke box depreciation schedules should follow earning patterns. But bureau offices do not approve depreciation schedules which reflect the phonograph's de-

creasing earning power, Kaner added. Each bureau district, he pointed out, works under its own authority.

Four-Year Program

Kaner suggested that juke box operators would find a four-year depreciation program, which allowed 40 per cent the first year, 30 per cent the second, 20 per cent the third and 10 per cent the fourth most satisfactory because it is consistent with the earnings of a new juke box. On a straight-line depreciation basis, operators take the same percentage of depreciation each year for the useful life of the phonograph.

Recently, Kaner said, the bureau's first Illinois district (Chicago) asked operators to change their deprecia- (See Ops Get on Page 103)

Mercha'dising Clinic Hilites MOA Biz Talks

Steinberg, La Viez Speak

CHICAGO, March 11.—Merchandising and promotion, two of the most important factors in juke box operations, were given a thoro airing by D. L. Steinberg, Music Guild of America (MGA) official and secretary of the Music Operators of America (MOA), and Hirsh De La Viez, president, Washington Music Guild (WGMG), Wednesday morning (8) at the MOA convention.

Steinberg, reporting on the program being followed by MGA, pointed out how this program had not only slashed record costs from approximately 20 per cent of an op's gross to 10 per cent, but had boosted business considerably. And by outlining the program, step by step, he provided operator orgs thruout the country with the ammunition necessary to follow a similar pursuit.

While the Steinberg report, as well as La Viez's talk, were made available to all in attendance, the following points were stressed by the former as important to the program:

(See Merchandising on Page 102)

So. Automatic Buys Building

LOUISVILLE, March 11.—Joe Weinberger, Southern Automatic Music Company, this week completed negotiations to purchase a new building here to house the firm's local headquarters. Located at Court Street and Broadway, the building has 20,000 square feet of floor space and an additional 10,000 square feet of parking area will also be available.

Extensive remodeling starts on the building immediately, and the firm expects to take possession by April 15.

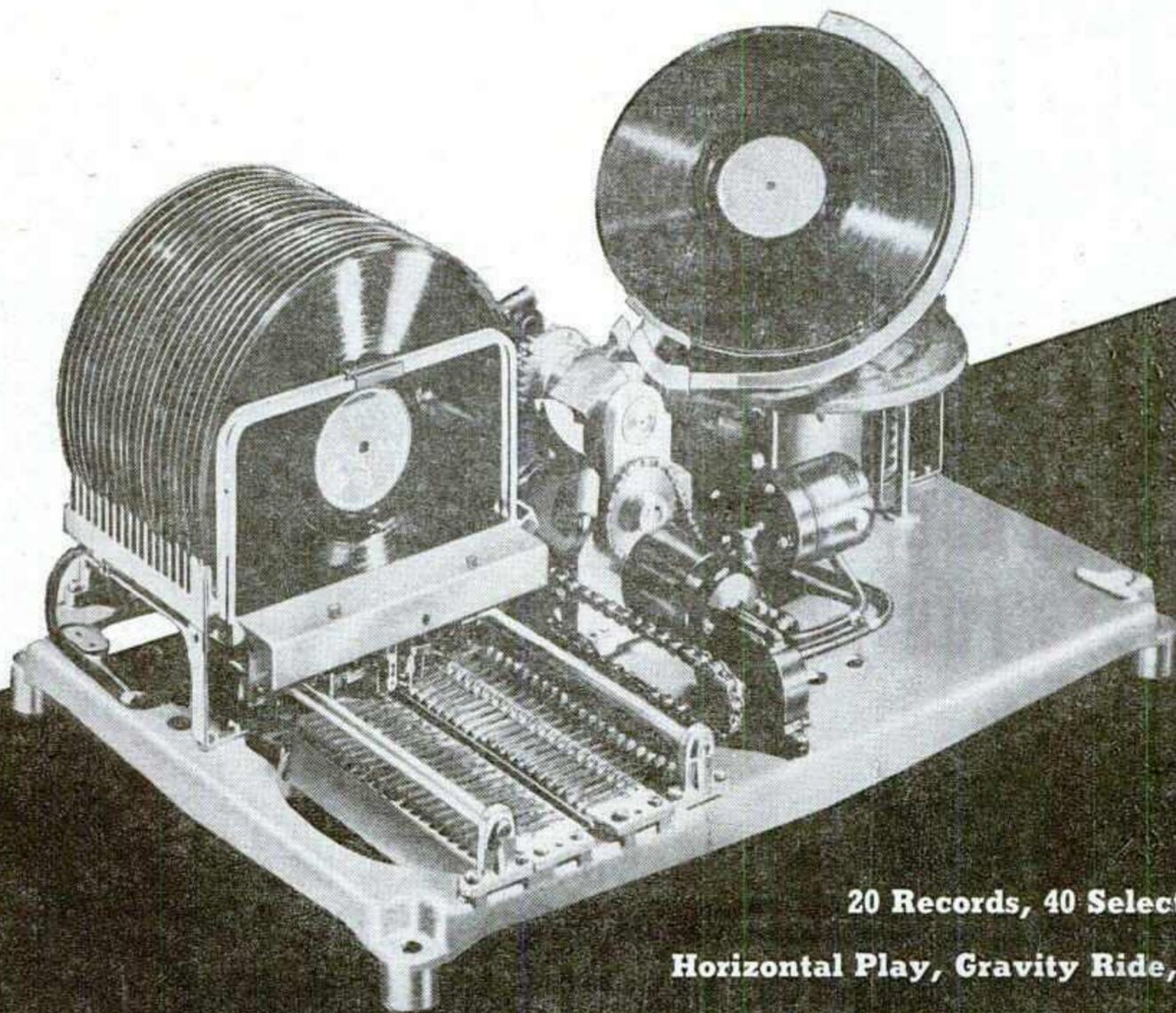
AMI Catches Eye

CHICAGO, March 11.—AMI's local headquarters, headed by Joe Calderon, Ed Ratajack and John Stewart, combined with the firm's local distrib, Automatic Phonograph Distributing Company, headed by Mike Spagnola, pulled a double publicity parlay during the past week and as a result hit the promosh jackpot.

On Friday (3) the WGN-TV program, *Fairteen Club*, featured an AMI juke box during its entire air time. Deal was set up by Herbe Perkins, Purveyor, who arranged for the Model C with Spagnola. The latter had a machine shipped direct from the manufacturer's Grand Rapids headquarters because he had sold even his floor samples.

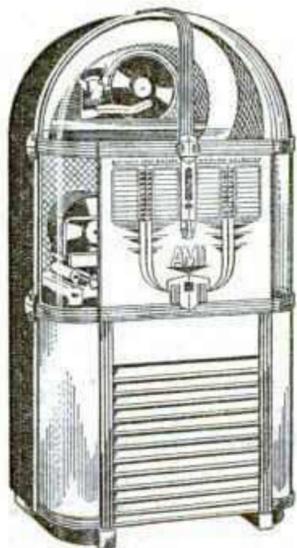
Follow-up publicity came Tuesday (7) night when a Model C was featured at the preview showing of *Wabash Avenue*, which was held by 20th Century-Fox for all music ops at the MOA meet. The juke played the hit tunes of the pic in the lobby of the Monroe Theater as the ops arrived for the screening and when the show was over. A cocktail party, given by Permo, followed the screening and also featured an AMI box playing a full selection of 40 hits featured by the various diskeries exhibiting at the convention.

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"

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich. Sales Office: 127 N. Dearborn St., Chicago 2, Ill.



**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 DYNATONE 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

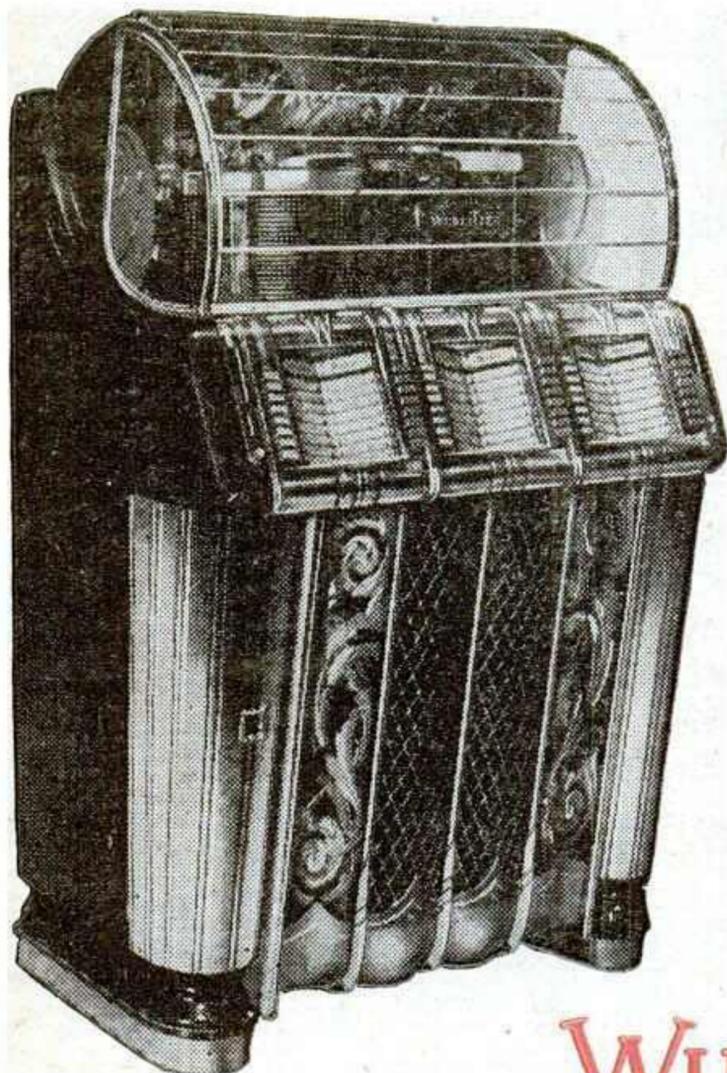
Sensational cabinet beauty. Maximum eye appeal at upper level visible from entire location.

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

Convention Notes

CHICAGO, March 11.—Heavy attendance at the Music Operators of America convention this week brought huge smiles to the faces of **George A. Miller**, national chairman; **Al Denver**, vice-chairman; **Ray Cunniffe**, convention chairman and newly elected second vice-chairman, and **Sidney H. Levine**, national counsel. All had been told to expect no more than 200 registrations. The final figure passed the 500 mark.

One of the early arrivals at the Palmer House was **Wolf Roberts**, who had traveled from Denver to sit in on the meetings. Wolf not only took an active role in the meetings but was appointed to the executive board. Mrs. Roberts also was in Chicago.

Mike Imig, president of the South Dakota Phonograph Association, and **Norman Gefke**, Sioux Falls operator, were busy meeting up with old friends from other parts of the country. . . . **Dick Steinberg**, MOA secretary, and official of the Music Guild of America, Newark, N. J., won op plaudits for his talk on merchandising. The response was by far the greatest, and Dick will be busy for weeks supplying other associations with the gimmicks used by the MGA to boost phono play.

Charles Kanter, who is president of the Cincinnati association, was an early arrival at the convention and added many helpful suggestions from the floor. Kanter returned to Cincinnati Thursday to prepare for his association meeting next week. . . . **Isadore Edelman**, Edelco, renewed acquaintances on the exhibit floor. Also representing the Motor City were **Roy Classon** and **Ben Okum**, both of whom took an active role in the discussions held during the three-day meet.

Jack Cohen, president of the Cleveland Phonograph Merchants Association, was almost floored by a flu germ shortly after his arrival but was able to attend all business sessions. Mrs. Cohen, however, was forced to remain in bed on doctor's orders, until Wednesday. Jack spent a lot of time with performer friends, especially **Spike Jones** and **Mickey Katz**. Also in the Cleveland delegation were **Bob** and **Sanford Levine**.

H. H. (Denny) Dennison, who has been actively associated with the music industry for the past decade, was another Palmer House guest. Denny planned to return to his West Coast headquarters this week-end, after taking care of some pressing business and attending a Coin Machine Institute board of directors meeting. Accompanying Denny to Chicago was **Hubert Hood**, also well known to West Coast music men.

Manufacturers took part of the spotlight at the meet. **John Haddock** headed the AMI delegation which included **Ed Ratajack**, **John Stewart**, **Joe Calron** and **Jack Mitnick**. The latter was busy meeting and greeting his many Eastern operator friends. **Lester Rieck**, general manager, phonograph division, H. C. Evans & Company, altho stricken with a bad cold along with Mrs. Rieck, nevertheless met with ops who dropped in for a look-see at the 1950 Constellation. Plenty

did just that, and enough bought the new unit to make it necessary for the firm to increase its production skeds.

Art Olson, president of Permo, Inc., just back from Florida, was on hand at the firm's exhibit to say hello to his many operator friends, while **Gail Carter**, advertising and promotion director of the company, acted as official host. The charming Mrs. Carter was at the banquet Wednesday and revealed she and Gail head for Florida next week for a short rest. Among other Permo execs on hand were **Ed Crowley**, **Dick Goetzen** and **Wilber Smith**. Firm's party Tuesday night was one of the social highlights of the convention.

Record companies were out en masse for the meet. Among the officials on hand were **Joe Csida**, RCA; **Paul Southard**, Columbia; **Hal Cook** and **Ray Marshbanks**, Capitol; **Bob Arcutt**, Decca's new sales manager for juke box sales, and a flock more.

Hirsh de la Viez, president of the Washington Music Guild, provided many of the lighter moments of the convention. The explosive start of his speech, the gags which followed on the heels of another in his room, and the funmaking during the late hours, did not interfere with the serious business which he handled in his capacity as a member of the board.

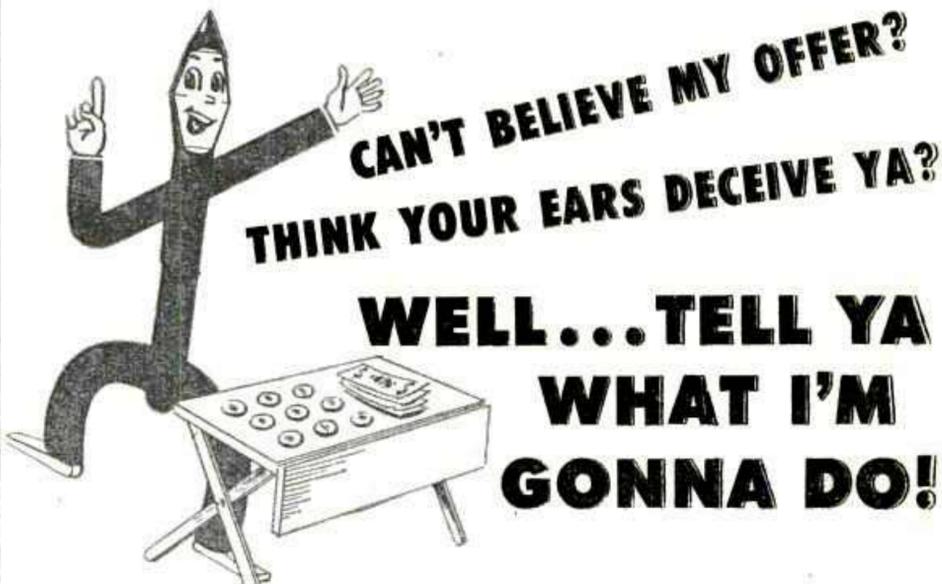
Tom Crosby, president of the Minnesota Amusement Games Association, and **Bob Wenzel**, Minneapolis, were on hand Tuesday but returned to the Twin Cities Tuesday night. Crosby, who has been ailing for some time, plans to take a long vacation and will probably visit Europe.

Another association president, **Leo Miller** of Iowa, was one of the most popular fellows around. He also was voted on the executive board. . . . Representing the Wisconsin association was **C. S. Pierce**, president. Mrs. Pierce made the trip to Chicago with her husband and caught up on her shopping while C. S. attended the business meetings.

Norman Gertz, president of the Rhode Island association, and one of MOA's most ardent boosters, was given much credit for the help he gave the group in publicizing the event. . . . **McKin Smith**, accompanied by his charming wife, flew in from Atlantic City for the convention, and reported the Boardwalk is being polished up in preparation for the coming spring and summer season.

Others who were active in the meetings included **L. Unterburg**, Wilkes-Barre, Pa.; **Ben Ginsberg**, New Mexico; **C. A. Culp**, Tulsa, Okla.; **T. Winthrow**, Waco, Tex.; **Lee Blee**, Rhode Island, and **Charles Hannum**, Philadelphia. All were named to the board of directors and Hannum also was elected third vice-chairman. **Clem Stetson**, from California, who gave much assistance to **George Miller** during the planning and staging of the convention, was elected sergeant at arms for the coming year.

Jake Friedman, Friedman Amusement Company, Atlanta, enjoyed mixing with several of his old-time friends at the MOA confab. . . . Another Friedman at the Palmer House last week was the George Sylvan Company sales manager, **Ben Friedman**. He handled his firm's exhibit which features the Chef Master hot dog unit. . . . Exhibit Supply's representative at the MOA was **Frank Mencuri**, just back from a quick trip to California. Exhibit Vice-President **Joseph A. Batten**, meanwhile, was in Florida, playing a lot of golf and catching up on a long overdue vacation.

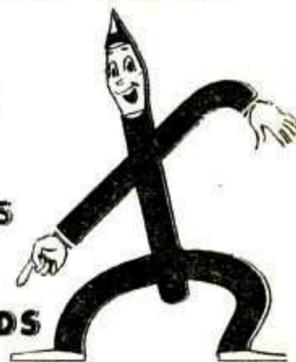


I'M GONNA GIVE YOU A PFANSTIEHL CASH BONUS BOND . . .

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.

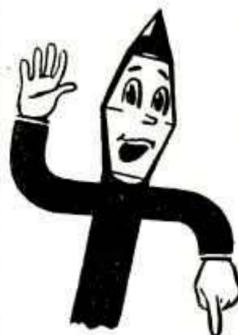
LOOK! YOU GET 4—COUNT THEM—FOUR EXTRAS FOR THE PRICE OF ONE!

- 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 powder 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!

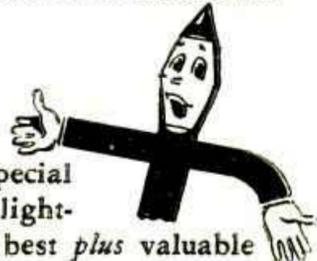
BUT WHAT'S THAT MISTER? YOU SAY YOU WANT MORE FOR YOUR MONEY?



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 . . . Hurr-ry, Hurr-ry, HURR-RY to your PFANSTIEHL Distributor today!

Metallurgical Division

PFANSTIEHL CHEMICAL COMPANY

104 LAKE VIEW AVENUE • WAUKEGAN, ILLINOIS

ATTENTION

1100

WURLITZER OPERATORS

Why throw away your old Cobra Cartridges? We resurface and realign them for 50¢ each, plus postage. Original tone and performance guaranteed or your money refunded. 10 days' service via airmail parcel post.

ELECTRONIC INDUSTRIES

8911 N. 1st Street Phoenix, Arizona

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 programing a machine.
- On the cost side Steinberg reported the MGA had installed the following methods which had, when successfully worked, cut the record costs drastically:
1. Record play score sheet maintenance.
 2. Compilation of a record buyer shopping guide.
 3. Use of Hit Parade list route sheet.
 4. Multi-colored title strips.
 5. Phonograph signs (placards 9 by 3 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. These, according to Steinberg, cover four categories: Hit Parade, holiday specials, possible hits and Hit Tune 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 income.

For the coming year, Steinberg reported, it is the goal of every MGA op 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 Newark.)

Pressed for time, the talk prepared by La Viez was shortened, but copies were made available to all those in attendance and can be obtained by contacting the speaker at his Washington headquarters.

La Viez stressed the promotion given songs by publishers as one of the most important facts to know when new records are purchased. Records which do not get 150 plays, he said, were not profitable to buy or to have in a juke box. Good programing and use of proper disks, La Viez pointed out, can keep the gross up 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 disk, La Viez said it was possible to keep the purchases within a budget.

Radio Activity

One of the most active orgs in the country from a promotion and publicity viewpoint, the Washington Music Guild now sponsors three disk jockey shows in the Greater Washington area, La Viez said, and none of them cost any money.

These shows are broken down, one each for popular, folk and blues music. Thus the musical tastes of the majority of the people who patronize the WMG boxes are covered.

Activities such as donation of juke boxes and record libraries to boys clubs, schools and churches, participation in civic drives including the Heart Fund and the March of Dimes campaigns, and continually building up the music machine business as a public necessity, were among the points in the program followed by the Guild, La Viez 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 thruout 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:

Abbey Records; AMI, Inc.; Bee Bee Records; The Billboard Publishing Company; Buckley Music System, Inc.; Capitol Records, Inc.; Cash Box; Coin Machine Review; Cole Corporation; Columbia Records, Inc.; Coral Record Company; Decca Record Company; H. C. Evans & Company; M. L. Gross; Jacobs Novelty Company; James Martin, Inc.; M. A. Miller Manufacturing Company; Mercury Record Corporation; MGM Records; National Rejector Company; Paul Bennett & Company; Permo, Inc.; Pfanstiehl Chemical Company; RCA Victor Records; Rondo Records, Inc.; Star Title Strip Company, Inc.; Washington Coin Machine Exchange; Wico Corporation and Wood Printing Company.

One vender, the Chef Master Hog-Dogger, was displayed by the George Sylvan Electric Corporation. While the exhibit had nothing to do with the music business, many ops displayed interest in the unit, and partook of the samples handled out by Ben Friedman, sales manager, who hosted at the display.

Wurlitzer Co. Ships 1250 "Speed" Kits

New Programing Set-Up

(Continued from Page 98)

the turntable and some small locking keys and screws.

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 sides on selections 1 thru 24 and the bottom side of 25 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 only half as many selection groups.

With the new seven-inch records, this condition, according to Wurgler and Palmer, has been corrected. Ops can now use two seven-inch disks back to back and play the top side of both on the over-and-under arms. By using two records in only one tray, the operator is able to install two top sides and play them so that they fall properly into any programing category on the selector.

This system does not necessarily require the use of 48 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. Actually, the operator now has the choice of using from 24 (basic requirement) to 48 records per machine.

The two records to a tray system cannot be used with the regular 10-inch 78 r.p.m. disks due to the thickness of the record.

CONSTELLATION IS HERE TO STAY

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

Daytona Beach Op Wins \$250 Permo Contest

Award Four Other Prizes

CHICAGO, March 11.—Winners in the Permo letter contest for music operators, who tested the firm's new nylon needle on their most active phonograph for one month, were named during the Tuesday session of the MOA convention. First prize of \$250 went to William J. Moser, Daytona Beach, Fla., operator, who was unable to attend the meet but was advised of his award via wire.

Wilber Smith, West Coast regional manager for the needle firm, announced the awards in behalf of Art Olson, Permo prexy, who was unable to attend that particular session.

Other winners were H. H. Flanders, Salina, Kan., second prize; H. H. Longfellow, Texas, third; Perry Lee, Blair, Wis., fourth, and H. E. Fishburn, Lafayette, Tenn., fifth. These awards were all in the form of juke box needles.

Show Results

To demonstrate to the operators the lasting qualities of the new nylon product, Gail Garter, Permo executive, set up a player in one room of the firm's suite, with special tone arms attached. A new needle was first used to play a record, with an engineer switching to a second tone arm several times during the rendition. The latter featured a needle which had already had more than 10,000 plays in a commercial location. Except for a brief break in the continuity, the average operator was unable to tell which needle was being used.

Firm, in addition to offering operators samples of their phonograph needles, had a special tool for needle changes on hand for all ops to take home as a souvenir.

Fete Ops

Permo turned over its suite and supplied all refreshments for a cocktail party held in the early-morning hours Wednesday (8) following a special screening of a new film, *Wabash Avenue*, by 20th Century-Fox. Firm also held open house thru the exhibit hours of the convention.

Edward Crowley, head of the manufacturer's division, and Dick Guetzin also were on hand to meet with ops during the three-day meet.

PRACTICAL COINAGE

(Continued from Page 98)

with the single possible exception of coin counters.

Mehren lashed out at both the National Automatic Merchandising Association (NAMA) and the American Bottlers of Carbonated Beverages (ABCB) for refusing to poll their membership to determine whether merchandising vending machine operators and bottlers are in favor of fractional coins.

Mehren said he suspected NAMA was "controlled by an executive board" which doesn't care to even consider the problem.

MOA Endorses Plan

MOA, on a motion of Roy Clason, of the Michigan Automatic Phonograph Owners' Association, endorsed Mehren's suggestion that music operators drum up interest in fractional coins by contributing both time and money to State committees now being formed to promote 7½ and 2½-cent pieces.

Mehren said a record company, whose name he did not announce, was willing to press a disk promoting the 7½-cent provided it could be assured operators would place the disk on their machines. Clason's motion, unanimously approved by the membership, endorsed the use of such a record.

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 a pleasant surprise when they hit the seventh floor of the Palmer House. The Decca Record room, one of the most popular spots at the show, had a full-time shoeshine boy on hand to keep up appearances of the shoes of all comers. Gimmick was on hand to promote firm's current hit disk, *Chattanooga Shoe Shine Boy*, and definitely sold platters.

Constellation Output Hiked By H. C. Evans

CHICAGO, March 11.—As a result of operator response to the first national showing of the H. C. Evans 1950 Constellation at the Music Operators of America (MOA) convention here, production schedules on the new model have been revised upward, Lester Rieck, phonograph division manager, announced Friday (10). The only other music machine manufacturer to exhibit at the event was AMI, Inc., which displayed the Model C.

Rieck explained many distributors and operators attending the convention got their first look at the Constellation, which not only resulted in new operator business 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 meter and a new record changer visibility feature.

Covideo Starts Tele Production

NEW YORK, March 11.—Covideo, Inc., producers of coin-operated television sets, has started production of a 12½-inch screen model, with initial deliveries scheduled before the end of the month, according to Lou Brown, president. To date, the firm has limited output to 10-inch units, but the smaller sets are to be discontinued in response to operator demand.

Brown said most Covideo units have been placed in West Coast cities. The 12-inch set lists at \$249.95.

Ops Get First-Hand Info On Taxes and Depreciation

(Continued from Page 98)

tion schedules on both new and used equipment. Formerly operators took three years on used machines, four years on new. Under the first district's new rule, operators must take four years on used machines and five years on new.

Action of this kind, Kaner declared, points up the need for industry efforts to secure fair and equitable depreciation schedules which allow for decreased earnings as aging phonographs are moved from A to B and C stops.

Kaner cautioned operators to keep the good-will feature in mind when purchasing complete routes of phonographs. Good will is not subject to depreciation, he said, and purchase contracts should set forth the fair market value of the equipment in definite terms so that there will be no question of the actual amount paid for the equipment.

Operators should also keep in mind, Kaner continued, that the purchase of a phonograph 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 from the sale of used machines. During the war, when operators were

unable to buy new machines and operated older equipment which they had completely depreciated, Internal Revenue officials raised the question of salvage value on used boxes.

Prior to the war, Kaner said, the question of salvage value rarely occurred since operators were turning over their equipment regularly before it had been completely depreciated. If there is a salvage factor, Kaner concluded, this should be considered in advance and deducted from the amount subject to depreciation.

Philly Record Dealers, Ops In New Accord

PHILADELPHIA, March 11.—Auguring well for the music machine industry here, the Retail Record Dealers' Association of Philadelphia is planning to work in closer co-operation with the Music Machine Operators' Association. First step in that direction will be made in May at the annual banquet of the retail record dealers.

In view of the fact that the music machine operators will not hold an annual banquet this year, Nat Fischer, president of the dealers' association, disclosed that an invitation to their affair will be extended to the entire membership of the music machine association. He pointed out that many record retailers also operate music machines and other retailers formerly were music operators. Since both groups have many trade views in common, he felt that they have a common meeting ground which could 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 distributing firm and now operating his own advertising agency, is helping on the arrangements for the affair.

Cleve. Ops Begin TV Tease Program

CLEVELAND, March 11.—Continuing to enhance its reputation as a smart promoter of music machines, the Cleveland Phonograph Merchants' Association (CPMA) is conducting a teaser campaign designed to stimulate music play in the tavern and television in the home.

Initial piece of promotion, sent to 1,500 locations in Cuyahoga County (Cleveland) last week, features two cartoons. One indicates complete boredom in a tavern while a cooking show is being telecast. The other depicts the same setting pepped up to the tune of a juke box and a busy cash register. The cartoons are captioned "TV for the Home" and "Music for the Tavern," and are signed by the association.

CPMA plans to follow up with regular cartoon mailings and also send out a list of best TV programs for the week ahead.

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 EXPLORES JUKE MERCHANDISING, PROMOSH. Chicago huddle sparks unification of record industry (Music Department).

LET'S GO BACK TO THE PLUG. Publishers plot a contact plan for juke operators and retailers to refocus the light on the pubber biz (Music Department).

ADMISH TIC BITE HAS EVEN CHANCE FOR CUT. The only phase of the excise issue having a chance now is the admish. Coin machine taxes seem hopeless (General Department).

COMMODORE GIVES LP HEAVY PUSH. The pioneer jazz indie is planning a big drive on long-playing disks (Music Department).

CARLE SET FOR BIG DISK PLUG BY RCA. Victor will undertake a big promosh drive for oekster Frankie Carle (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

South Wind

TONE ARM

Especially designed for
WURLITZER and SEEBURG PHONOGRAPHS
"light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life

PERFECT REPRODUCTION

WURLITZERS (except counter models and P-21)	\$11.95
SEEBURG Hi-Tones	9.95
Earlier SEEBURG Models	10.95

"Specify Model When Ordering."

PHILLIPS MFG. CO.

2816 Aldrich Ave., So., Minneapolis 8, Minn.

TOP PRICES PAID

for

RECORDS

Used, New or Surplus Stocks
Write or call "Tony" Galgano



Dickens 2-7060
4142 W. Armitage, Chicago 39

Cookies Grow as Vender Fare

Still Hit Some Op Nays Thru Several Areas

Survey Seven Cities

CHICAGO, March 11. — Cookie vending, continuing to meet with growing operator reception thru the East, South and Midwest, has not built up an equally strong following in other areas, a spot check of candy and drink operators by *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 a candy operation, occupy one or less often two columns of such equipment. Beverage operators appeared divided on the use of low capacity candy venders and special cookie machines.

As expected, candy operators were found to lead over drink operators in cookie vending. This is due mainly to the ability to stock cookie packs in equipment already owned and operating, while the beverage firm has to add new equipment for the new line.

Many operators now using cookie packs, initiated the practice as a buffer to low summer candy sales. Demand for the packs, especially in industrial stops, caused their retention thru the rest of the year, until now most use cookies as a year-round operation. With bakeries planning on stepping up operator and vender promotion, new sections of the country may become cookie conscious and boom their sales thru venders (see separate cookie manufacturer story, this issue).

N. Y. Ops Applaud Cookies

In New York, vender-sold cookies are receiving important boosts thru several thousand cookie units operated by Statler. Most of the candy and drink operators stocking cookies use Stoner's Univender. During the past few years cookie vender placement (See *Cookies Grow on Page 106*)

Chi To Issue Licenses for Food Venders

Cup Machines Held Up

CHICAGO, March 11.—Licenses for all types of food venders, except cup machines, will be going to operators shortly following Chicago Board of Health's approval yesterday (10) of regulations governing venders. Cup venders will not be licensed until the industry and the city resolve differences of opinion concerning a technical reference in the regulations.

City licenses for vending machine operators were held up since January 1 pending the approval of regulations covering food and beverage equipment. Operators' applications for licenses, received at the city collector's office, were referred to the health department since the city's vending machine ordinance provides all equipment must meet board approval.

Representing Chicago vending machine operators at the board meeting, (See *Chi Licenses on Page 110*)

Hamilton Taps New Scale Field With Advertising Column Models

CHICAGO, March 11.—A new type of scale operation, built around "advertising scales," has been successfully introduced by the Hamilton Scale Company, Toledo. Details of the two-year-old plan were announced in the Service Equipment news columns of the March issue of *Vend*, sister publication of *The Billboard*.

To date, however, the largest users

of the new-type scale have been manufacturers of nationally advertised small package merchandise, as tooth paste, soft drinks, coffee and various food stuffs and notions. The Hamilton scale, specially outfitted with replicas of packaged goods, basically is a new form of point-of-sale advertising.

Using the regular scale mechanisms, standard platforms and dials, Hamilton replaces the usual column with requested types of simulated packages, exact in coloring, label and shape of the commercial product. Hamilton has set up a special firm, Advertising Scale Company, to handle promotion and sales of the new line.

10 Designs

Several hundreds of 10 different package scale designs have been placed in operation, according to firm's secretary, J. Malik. However, the units have not as yet been used by regular operators. This is due, primarily, to the fact they are made up to order for the manufacturer of the product they represent. Too, most of the advertising scale models are heavier and carry a higher price tag than regular production models. Currently the 10 package models include reproductions of soft drink bottles such as Royal Crown, B-1, Squirt and Grapette, also replicas of milk cartons, shaving cream tubes, coffee and several other food and notion packages.

The bottle scales are of heavy plastic, while other package types are of 16-gauge sheet metal. Hamilton re- (See *Hamilton Taps on Page 109*)

Set Hearings For Coinage Bills in D. C.

Public, Senate Sessions

WASHINGTON, March 11.—The first congressional hearings in several years on bills authorizing new coins will be held late this month by the Senate Banking and Currency Committee. Public hearings were announced by the committee this week, with Senate sponsors of 2½, 3, 7 and 7½-cent coins slated to testify. Chief opposition will be provided by the Bureau of the Mint.

Announcement of the hearings followed on the heels of a bipartisan measure introduced by four solons, including three members of the com- (See *Coinage Bills on Page 107*)

Expand CTA Cup Operation; Insulate Outdoor Venders

CHICAGO, March 11.—Mechanical Merchants, Inc., in an expansion move following its receipt of the Chicago Transit Authority's (CTA) C-3 cup vender contract (*The Billboard*, February 11), this week announced 30 additional machines would be placed on subway and el platforms shortly and that venders would be insulated for year-round outdoor operation. Herman Stamer, vice-president, reported all necessary utilities (water and electrical connections) were being installed to accommodate the new venders.

Working under the old Union News contract with CTA, Mechanical Merchants made initial rapid transit drink vender installations in May, 1949, and placed 20 units in operation. With the 30 new units, plus one non-carbonated Refresh-o-Mat vending orange juice at the Sheridan Road station, installed Friday (10), the firm will have 51 cup machines serving CTA passengers. The juice vender, incidentally, has been set for nickel instead of the usual dime operation. Stamer said that 10 more drink units will be placed in operation within the next six weeks.

About 50 per cent of the new machines will be four-flavor Spacarb, remainder will be Lions venders. Stamer announced that the four-flavor machines will vend Coca-Cola, Canada Dry orange drink, a cherry drink and hot chocolate. The orange and cherry flavors will be periodically rotated with other flavors for better variety. Three of the 1,000 cup four-flavor units will be placed in Loop subway stations, with the remainder of the 30 new machines to

go on Metropolitan el platforms in non-Loop areas.

Stamer revealed that Mechanical Merchants was preparing to operate drink equipment year round on open el platforms. To accomplish this, the firm is currently experimenting with (See *Expand CTA on Page 107*)

Cherry Named PX Sales Rep

NEWARK, N. J., March 11.—Appointment of James V. Cherry to handle sales of the PX cigarette machine line in Northern New Jersey, Eastern New York and Connecticut, was announced this week by Neill Mitchell, sales manager of Lehigh Foundries, Vendor Division. Cherry recently resigned his post with L. H. Cantor, Inc., distributor of National cigarette vending machines.

As Cherry's new affiliation was announced, it was learned that Lehigh was about to begin deliveries of its new 3-in-1 manual vender, both in the upright and lowboy models. The machine, introduced recently, accepts nickels, dimes and/or quarters.

A veteran in the vending industry, Cherry headed the Cigarette Merchandisers' Association of New Jersey for eight years. He also served as secretary of the Interstate Association, a combo organization of several Eastern cigarette operators' associations, until its dissolution in the mid-1940's.

Cherry maintains offices at 361 Avon Avenue here.

Suppliers Up Vender-Aimed Sales Plans

See Increased Op Biz

CHICAGO, March 11.—Cookie manufacturers, indicating a determination to go all-out in 1950 to present more and better cookie packs to the vender operator, have lined up some intensive campaigns to place their product in more biscuit and candy equipment. Following a boom in cookie placement and sales thru venders during the war and early postwar years, due to scarcity of candy, the baked sweets industry is now girding to consolidate gains in this important plus-market.

A survey of leading biscuit bakeries has disclosed definite plans to remain in the vender supplier field. Future months will see constant improvement in distribution, sales policies, package design and public relations activities toward increasing public consciousness of availability of cookies thru venders, manufacturers state. In line with this promotion thinking, individual firms have pointed to an upward trend in volume of vender business thru most of last year, following postwar declines. This they attribute to the opening moves in their automatic merchandising programs (*The Billboard*, July 16, 1949).

Austin Sales Jump

One of the leading suppliers of cookies and biscuits to the vending trade, Austin Packing Company, Inc., Baltimore, reports that vender sales in 1949 were 80 per cent above 1948 levels. Austin plans to use various (See *Suppliers Up on Page 109*)

Set New Chiclet Penny Units in Gotham Subways

NEW YORK, March 11.—New penny gum machines, especially built for American Chiclet Company by National Rejectors, are being placed in quantity in city subway stations. They are being installed by the Interborough News Company which, thru American Chiclet, has contracted to operate all but drink machines in the underground stops for the next five years.

Trimmed in high-luster metal, the venders are finished in bright red enamel to attract attention in dimly-lit subway corridors. The four-flavor units stock more than 800 pieces of gum each, with two of the columns of double width to handle the more popular Chiclet packs. The double columns dispense alternately. Machines are fronted with large mirrors of heavy-duty glass. Display panels show the gum varieties stocked.

American Chiclet officials stated several thousand of the new machines will be installed in the next few months. In two of the city subway systems, the BMT and IRT, they will replace venders now rented from the previous contract holder, New York Subways Advertising, a William Wrigley Jr. subsidiary.

The new gum venders measure 10½ inches wide, 7 inches deep and 48 inches high. Instead of push-pull knobs, a single rotating dial is used to actuate the machine.

VICTOR'S AMAZING NEW TOPPER
Special Feb. Offers

1 Case (4) Toppers PLUS 25# 210 Ball Gum or 25# Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) \$52.00.

1 Double Unit Topper with Plastic Globes PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for only **\$51.25**
Samp. Topper, \$11.25

RAIN-BLO GUM
140, 170 or 210 count, in 25# cartons, 27¢ lb. In lots of 150# or more with freight prepaid, 25¢ lb., less 2%

COLORED BALL GUM—All Sizes 25# or 40# carton, 25¢ lb. 160# lots, 23¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

PISTACHIOS
25 lb carton Large 50¢ lb. Small 45¢ lb. Full Cash With Order.

COMIC STRIP CHARMS
Plastic, \$4 per M. Metal, \$6.75 per M.

Write for our **FREE Complete Charm List.**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

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; Danco Coin Machine, Parkway Machine and A & A Coin Machine, Baltimore; Asco Vending, Newark; T. B. Holliday & Company, Charlotte, N. C., and the Cleveland Coin Machine Exchange.

Bozo ball gum is now offered in nine flavors, each flavor colored differently. They are available in 140, 170 and 210-count packs.

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 (9) they would put their shoulder to the wheel and give their complete support to the policies of Alfred 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, has dedicated its efforts to the success of its bottlers."

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 session, 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 pointed 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 H. Bender, 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 crash landed 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 operations officer of his squadron. The plane had radioed 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.

OH, MR. EPPY... HOW THE KIDS GO WILD OVER ME IN YOUR COMIC STRIP CHARMS!

20 ass't plastic \$4 M.
metal-plated \$6.75

EPPY 91-15 144 Pl., Jamaica 2, N. Y.

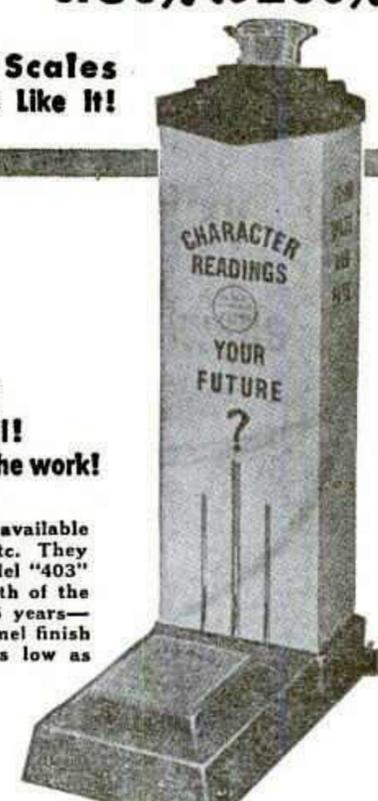
Here's **STEADY PROFITS** of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

2 MACHINES IN 1
TELLS FORTUNE & WEIGHT
FULLY AUTOMATIC!
NO TROUBLE! • No knobs to turn!
• No handles to pull!
• The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.

Shipped to you for only **\$25 deposit**



AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

MAIL THIS COUPON TODAY for further details for immediate delivery

CANDY MACHINE BARGAINS!

All Machines Come Right Off Location as Trade-Ins on New Univendors

8 Col. Vendalls.....\$80.00 (with base)

9 Col. Nationals.....45.00 (with base)

6 Col. Nationals.....40.00 (with base)

5 Col. Uneda.....40.00 (with base)

DuGrenier Candyman.....15.00

A. M. I.....15.00

Vendits.....50.00

All in Operating Condition.

1/2 deposit, balance open acc't on receipt of machines. Freight collect.

PAUL STEICHEN
6963 Oak Lane Indianapolis, Ind.
Univendor Representative for Michigan, Indiana and Kentucky

"POP" CORN SEZ AUTOMATIC VENDORS

NEW OR RECONDITIONED LOW PRICES—FACTORY GUARANTEE. IMMEDIATE DELIVERY.

AUTO-VEND, Inc.
5210 BONITA DALLAS, TEXAS



FREE—FREE

Two weeks' FREE TRAINING in servicing and operating routes of Victor 1e venders with each purchase of 100 or more TOPPERS at \$10 each. Terms. Complete Victor line on display.

Lowest prices on ball gum, nuts, candies & charms.

BERNARD K. BITTERMAN
3002 Truman Road Kansas City 1, Mo.



'50 will be NIFTY with **ACORN** 1c or 5c All Purpose Bulk Merchandisers

Order Yours Today!

Look at These **OUTSTANDING Service Head Features**

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

DISTRIBUTORS!
A Few Choice Territories Are Still Open. Write, Wire, Phone **M. J. ABELSON** Gen. Sales Mgr. 1349 Fifth Ave. Pittsburgh, Pa. Ph.: AT 6478

IAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California

Pacific Coast Dist. Operators Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Cal.



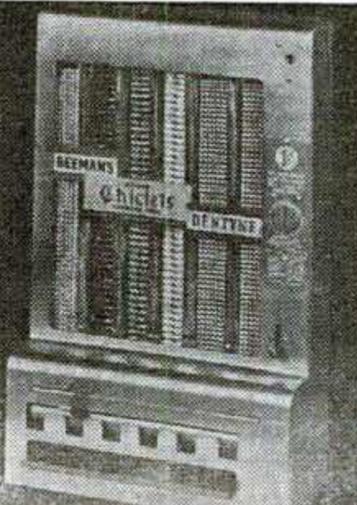

NEW REDUCED PRICES!!

on Dentyne, Beeman's Pepsin and Chiclets Gum sold through Mills Famous Penny Venders

We have for immediate delivery rebuilt machines, factory reconditioned, which cannot be told from new in appearance and operation. They carry Standard New Machine Guarantee.

More than 50,000 of these machines now in operation—and for years!! More profit now with these new reduced gum prices!!!

WRITE **HAL R. MEEKS**
National Distributor
55 W. 42nd STREET NEW YORK 18, N. Y.



Cookies Grow as Vender Fare; Opposition in Some Areas

(Continued from Page 104)

ments have increased. Some of this increase can be traced to cup venders, as ops agree that an adjoining cup machine will boost cookie sales. The reverse, however, has not seemed to hold true, with drink sales not being affected one way or the other.

Arnold Fink, General Vending, a cup machine operation, has added cookie units heavily during the last eight months. "It's another step in diversification," he states. He plans continued expansion along these lines. Agreeing with the cookie vending idea, Duncan Fisher, of Automatic Merchandisers Service, notes a trend toward greater patron acceptance of cookies over candy in machines, especially during the last nine months. He figures that about 20 per cent of his current dollar volume stems from cookies, which are stocked both in all-cookie units and in candy-cookie venders.

Another New York operator, Irv Bernoff of Candy Mat Corporation, has been selling cookies along with candy for the last eight years. The firm's cookie business is still on the increase. Bernoff claims there is little seasonal variation in cookie sales, but they are emphasized in summer months, mainly because spoilage will be less.

Cookies Hit in Hub

In the Hub area and thruout New England, cookie packs are going big, candy and beverage operators report. Many operations not now using cookies plan to inaugurate the practice this summer when high temperatures freeze bar sales.

With drink firm execs here of the opinion that cookie packs aid soft drink sales, many are about to add the baked sweets to their routes before the hot months roll around. Sparcarb of New England revealed it was about to start cookie vending. Ned Williams, president, has stated the firm's new policy will be to go in for cookie packs in drink locations.

Generally, operators are not using special equipment, instead stocking cookies in standard candy venders. Along this line, Ed Raverby of Associated Amusements, New England distributor for the new Frost Candy Vender, said a number of ops have been using fig bars in the machine. He declared that the company is planning a change in the machine so as to take larger packages (cookies, etc.) for the summer months.

Officials of Canteen Company report that cookie sales, in proportion to candy, is about 10 per cent. They pointed out that with school locations in winter and outdoor locations in summer, cookie packs are an all-year-round staple.

Some Hub candy operators report an upswing in sales in office and plant locations following addition of cookies. They attribute this to women customers, who are trading chocolate bar preference for cookies because of latter lower calorie content.

The problem of cookie packs staling has cropped up in some spots, it was pointed out. Not fresh thinking on the patrons' part is being overcome with small stickers reading "fresh-filled daily"; it solves a psychological factor if placed in direct view of the customer.

Chi Ops Enthusiastic

A. Garrick Alex, Vendall Service Corporation, continues to use up to a 50-50 ratio of candy and cookies in

some industrial locations (*The Billboard*, July 16, 1949), and claims that this results in an 8 to 10 per cent hike in summer sales volume. Vendall's five-column machines devote one column to cookies year-round, while eight-column units stock one or two columns depending upon location.

Other Chicago operators using cookie packs include Gene Chute, Mercury Confections; Joseph Kaden, Kandy Kit Company, and Sam Kogen, Illinois Mechanical Sales. All state that the cookie volume can be upped when the vender is located close to a soft drink, milk or coffee machine. Too, all agree that the cookie pack is best suited to the industrial, office or retail store employee type of installation.

The Picture Changes

From Milwaukee, operators reported little interest in cookie vending. Five leading candy firms, adopting a "not for us" attitude, told of either no interest in adding cookies or of earlier attempts to do so that did not work out. One of the latter was Herb Geiger, Geiger Automatic Sales Company. Said Geiger: "I added cookies several years ago and they did not prove profitable." Paul Strelzyk, 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 operation. Erich Rakow, manager, said cookies had been vended since 1941 and they now account for 10 per cent of the total volume. Best results, sales-wise, have been obtained with cream-filled cookies, Rakow said.

Detroit Takes Middle Path

Detroit operators have not proved too receptive to cookie vending, particularly thru special purpose machines. Currently, there is no indication of interest in expansion in the local cookie field, according to Charles Steele, office manager of National Biscuit Company.

While operators have not adopted the all-cookie machine, they have, in many instances, been stocking single columns of cookies in regular candy machines. The feeling here is that there is no net increase in sales as a result of adding cookies, but it has been found they do function effectively during the summer in maintaining the total of candy machine sales. Summing up, candy operators do lean toward a mixed candy-cookie operation, with practical experience indicating that the two can be combined efficiently for a better-balanced seasonal operation.

Spokane Static

The single Spokane operator making cookies available thru venders, the Canteen Company, has not expanded this phase of its operation since its inception in 1940. Canteen official, R. P. Nechanicky, states he has not noticed any appreciable boost in summer sales volume from cookies.

L. A. Negative

Candy and drink operators in Los Angeles have shown little inclination to add cookies to date. Those who have done so specialize in industrial installations, and use them only during summer months, not as a sales stimulant but as a customer convenience. Usually, the cookie packs are added to candy columns during May and eliminated in September.

ATLAS

is first
with the 1¢ BALL GUM
VENDOR that fits
anywhere



A machine that ANY operator cannot afford to pass up. A small investment will bring enough from this vendor to pay off in a short time. Why not write for details?

Salesmen and Distributors—Territories Open
MANUFACTURED BY
ATLAS MANUFACTURING AND SALES CORP.
EST. 1925 12220 TRISKETT RD., DEPT. 318 CLEVELAND 11, OHIO

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES			
S. K. Hunter	\$45.00	
S. K. Target King	45.00	
A. B. T. Model F	47.50	
A. B. T. Skill Gun	49.50	
Kicker & Catcher	34.50	
Non-Coin Marvel	39.50	
Groetchen Yankee, 1¢ or 5¢	36.50	
Groetchen Klux, 1¢ or 5¢	36.50	
Electric Shocker	22.50	
A. B. T. Strikalite	47.50	
Daval Ace, 1¢ or 5¢	\$21.50	
Daval Cub, 1¢ or 5¢	21.50	
Groetchen Imp, 1¢ or 5¢	21.00	
Daval Marvel, 1¢ or 5¢	39.50	
Daval Amer. Eagle, 1¢ or 5¢	39.50	
Non-Coin Amer. Eagle, 1¢ or 5¢	39.50	
Groetchen Wings, 1¢ or 5¢	36.50	
Groetchen Pok-o-Reel, 1¢ or 5¢	36.50	
Gott. Grip Scale	24.50	
Daval Buddy	24.50	

Specify 1c or 5c When Ordering

NEW VENDING MACHINES			
N. W. Model 49, 1¢ & 5¢	\$13.75	
N. W. DeLuxe Comb., 1¢ & 5¢	27.00	
S. K. Charm King	13.95	
S. K. 1¢ or 5¢ Bulk	13.95	
S. K. Hot Nut, 5¢	29.95	
Adams Model N, 1¢ Gum	22.50	
N. W. Stamp Roll Type	69.00	
Marion Scale	79.50	
Watling Scales	Write	
Shipman Stamp, 3 Col.	39.50	
Acorns, 1¢ or 5¢	13.95	

RECONDITIONED VENDING MACHINES			
Adams 1¢ Gum	\$14.50	
Master, 1¢-5¢	10.00	
Master, 5c	7.95	
Advance Model D 1¢ Ball Gum	4.95	
Exhibit Card, 1c	15.00	
Yu Chu Ball Gum, 1¢	6.50	
Lucky Boy, bulk, 1¢, new	7.75	
Silver King, bulk, 1¢ or 5¢	7.50	
Columbus, bulk, 1¢ or 5¢	7.50	
N.W. Dual, 1¢ or 5¢ Comb.	25.00	

RECOND. CIG. & CANDY VENDORS			
Col. Model	Cap.	Coin	Price
6 Natl. 6-30	180	25¢ S/Q	\$49.50
7 DuGr. S	210	25¢ S/Q	65.00
9 DuGr. W	308	25¢ S/Q	69.50
9 DuGr. WD	386	25¢ S/Q	69.50
7 DuGr. V	238	25¢ S/Q	69.50
7 DuGr. VD	298	25¢ S/Q	69.50
8 Rowe Candy	120 Bar	5¢	75.00
U-Select-It	72 Bar	5¢	35.00

SPECIAL! ABT Skill Gun, all elec. tric, slightly used, including stand..	
\$29.50	

NEW SLOTS	
Columbia Twin J.P.\$139.50
Mills Q.T., 5¢115.00
Mills Black Beauty, H.L.; Black Gold, H.L.; Blue Bell, Melon Bell, Bonus Bell, 21 BellWrite

COLUMBIA DOUBLE JACKPOT BELL	
Changeable right on location in a few moments to 1-5¢, 10-25¢ play. Cabinet rebaked to give new machine appearance	\$69.50

MILLS NEW VEST POCKET BELLS	
Automatic 3/5 mystery payout system. 5¢ play	\$65.00
Reconditioned	\$44.50

Write for Circulars and Price List on Complete Line to Philadelphia Office, Dept. V

RAKE COIN MACHINE EXCHANGE

609 Spring Garden Street Lombard 3-2676 Philadelphia 23, Pa.
Pittsburgh Office: 2120 Fifth Ave. Court 1-3842 Pittsburgh, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

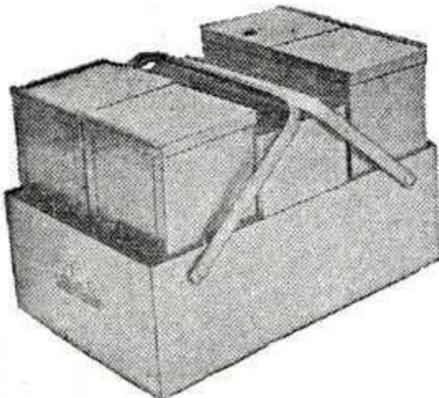
ATTENTION, VENDING MACHINE SALESMEN

If you can sell new operators through business opportunity ads, there is no reason why you can't earn \$1,000 weekly and up with our new line of vendors. This is a one call proposition and you must be able to sell in reverse to qualify. 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

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**SOMETHING
NEW
for
BULK VENDOR
OPERATORS**



**AJAX
SERVICE
KIT**

Write for
Circular and Price

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

**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 6 1/4 and 12 1/2-cent pieces.

There is virtually no chance that the Senate group will favorably report bills authorizing all four denominations under consideration. About the best proponents can hope for is committee approval of one new coin. In the current era it is likely that the choice will be between the 7-center and the 7 1/2-center.

Authorization of either coin would pose for the coin machine industry the major problem of whether to convert to the new coin or to stick to the traditional nickel. According to the senators backing new coins, a number of vending machine and juke box operators, as well as the American Institute of Intermediate Coinage (AIIC), have written letters approving additional denominations.

(See Music Machine section for further views on fractional coins.)
The chief influencing factor for an industry shift to a 7 or 7 1/2-cent coin is the increased operating costs experienced by operators in recent years, plus their reluctance to double prices by advancing to a dime. On the other hand, there is the cost of converting present equipment and the possibility that the public will resent a 50 per cent price boost almost as much as a 100 per cent rise.

In the event that a new coin is issued, each segment of the industry will probably have to make the decision on its own. If the 7-center should get the nod—and it has the edge since fractions are not involved—candy venders switching to it from a nickel would have even stiffer competition from stores than at present. Cigarette venders, however, might find such a coin a convenience. For example, venders on a 22-cent price could convert to take a nickel, a dime and the new coin and save the expense and bother of wrapping change in the cigarette wrapper. It would probably also be possible in some cases to shave the price to 21 cents and operate on three 7-centers.

**Expand CTA
Cup Operation**

(Continued from Page 104)
insulations for vender exteriors and water lines. The latter has been successfully accomplished by electrically heating the lines on test installations.

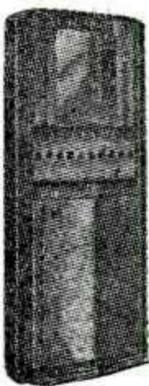
The outside installations are more desirable due to higher customer potential, Stamer said. He cited tests where the same machine, moved indoors, only did 70 per cent of the volume normally reached on the platform. Ability to offer a hot chocolate drink makes the outdoor spots all the more important as 12-month installations, he stated. Too, even with cold drinks, patronage did not suffer a drastic drop even in 25, 30-degree temperatures, and sales fell to the barrel bottom only when the thermometer registered in the minus 20s. And, according to a weather check, such extreme low temperatures have been far in the minority over the past five years, Stamer pointed out.

Mechanical Merchants' outdoor platform operation, on a year-round basis, plus addition of juice cup venders, has the full approval of CTA, which reserves in the contract the right to pass okays on new types of equipment installed, color, placement, etc., Stamer said.

A second Photo-Mat has also been added, supplementing the single unit placed in the Loop subway last summer.

**ATTENTION —25c & 30c
CONVERSIONS**

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.



**SALE
ROWE
ROYAL**

Cigarette Vender

\$95.00

10 Col., 400 Pack
Cap.

\$85.00

8 Col.,
320 Pack Cap.

CIGARETTE MACHINES

- UNEDA, 8 Cols. \$100.00
- UNEDA, 6 Cols. 90.00
- Uneda Model 500, 9 Col., 350
Pack Cap. 100.00
- 9 Col., Model E, 270 Pack
Cap. 59.50
- ROWE PRESIDENT, 10 Col. ... 100.00
- Rowe Imperial, 8 Col., 240 Pack Cap. ... 70.00
- Rowe, 150 Pack Cap. 35.00
- DuGrenier Model W, 9 Col., 308 Cap. ... 62.50
- Special! 4 Col., 100 Pack Cap. 27.50



**SALE
NATIONAL**

- Candy Vender
\$100.00
- 9 Col., 162 Bar Cap.
\$80.00
- 6 Col., 108 Bar Cap.
\$70.00
- Wall Model

CANDY MACHINES

- ROWE, 120 Bar Cap. \$75.00
- Candyman, 72 Bar Cap., with base,
like new 65.00
- VENDIT, 150 Bar Cap. 57.50
- U-Select-It 35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK

ANOTHER SCOOP BY EPPY!

**MINIATURE
METAL SCISSOR**

- Actually Cuts because it's real!
- Stays closed for perfect vending!

Here's a super-special prize every boy and girl will go for! Real miniature nickel-plated metal scissor, that vends perfectly. Every machine should have at least 75 scissors among the other prizes as a real bang-up inducement! Order today!

\$10. per M.
F.O.B. Jamaica, L.I., N.Y.

EPPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L.I., N.Y.

Get On
Our Mailing
List
New Ideas
Monthly

FITS ANY SPOT!

**ALKUNO
CIGARETTE VENDOR**

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and king size—no matches.

MODEL 600

Metal cabinet and Base.
Ht. on Base, 60"
Wt. on Base, 70 Lbs.

PRICE
MACHINE, \$65.00
BASE 12.00

Immediate Delivery
In Green Metal
Lustré Finish

Write for Catalog of
Complete Line of 5c
Gum, Cracker and
Candy Vendors

ALKUNO & CO.
408 Concord Ave.
New York 54, N. Y.
Melrose 5-7757

Other Alkuno
models for 2-
dime operation
and with free
matches at
silver quarter
or 2-dime.
Write.



**VICTOR'S TOPPER
Only \$10.00 Each**

(100 of more)
Plastic Globes 50¢ extra per machine on new orders.
UNEQUALLED for vending ANY BULK MERCHANDISE: ball gum, candies, peanuts, CHARMS, etc.
Stands, Brackets, Globes, all Parts and Supplies in stock.

"FANTASTIC PROFITS"
Over 300% on Ball Gum.
Write for Literature and Details.

H. B. HUTCHINSON Jr.
521 North Ave., N. E.
Atlanta, Georgia

DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. T. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

Extra! GET OUR NEW CHARMS NOW

**BECKER
VENDING
SERVICE**

Brilliant, Wis.

HAS BEEN
TAKEN OVER
BY US...

Write
TODAY FOR
SAMPLES-PRICES

PRICES LOW ENOUGH THAT YOU CAN AFFORD THESE SALES PROMOTERS
They're really beauties with that sales appeal that means an amazing increase in sales and more profits. They meet the youngsters' constant demand for something new. Our plastic series of 52 charms and copper series of 32 charms will meet all their demands—and yours for sales stimulators. Boxing gloves are plastic copper or 22 K. gold with championship names on them. Knives are plastic modeled after a Scout knife. Beautiful pastel colors.



Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS

BRILLION WISCONSIN

FRANCHISE SALESMAN

An exceptional opportunity for a high grade man with a record of earnings upwards of \$15,000. Must be free to travel and able to finance himself. Franchise sales of new service to a basic industry, NOT COIN MACHINES. Write fully, giving complete record of past connections for interview. Box 509, Billboard, 1564 Broadway, New York City 19.



NOW ...
Victor's Famous Model V
 equipped with
VICTOR'S NEW PLASTIC GLOBE
 as
Standard Equipment at
NO EXTRA CHARGE

8% Greater Capacity
 The Model V . . . recognized as a great vender since its first day on location is the choice of thousands of successful operators.
 See Your Victor Distributor.
VICTOR VENDING CORP.
 5701-13 W. Grand Ave. CHICAGO 39, ILL.

Warn Conn. 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 venders, Dennis O'Connor, tax commissioner, warned operators to comply with the provisions or face curtailment of their business. He disclosed that inspection 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. Altho they became effective last September, observance has not been general, it was reported, 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 Garde here, was called at the suggestion of the tax commissioner. The Cigarette Machine Operators of Connecticut (CMOC), a State-wide industry association, was co-sponsor. About 75 operators, plus a sprinkling of manufacturers' representatives, attended. Eddie Berest, CMOC vice-president, presided in behalf of the association.

O'Connor and Ernest Goodrich, deputy tax commissioner, broke down the regulations into five main categories as follows:

1. All cigarette venders must display prominently on their front panels the name of the operating company, its address, telephone number and State license number. The general practice has been to place this information on vender sides.

2. The present license schedule calls for annual fees of \$10 for the owner of a single machine; a \$50 dealer's license for an operator with 2 to 24 venders, and a \$150 distributor's license for owners of 25 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 units, and \$150 for larger routes.

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 clear visibility of tax stamps. Manufacturers must provide the commissioner with a complete description of each new model, detailing how tax stamps may be viewed. Old machines which do not fully comply with these requirements but which have already been licensed will be permitted to remain in use.

4. All machines must be placed so that they are easily available for public use. Venders placed behind store counters where they are operated by the proprietor or his attendant will not be permitted.

5. Distributor's licenses will be issued only to operators with 25 or more venders in good working order and actually in use. Since such a license carries with it "stamp-your-own-rebate" privileges, the purpose of the provision is to withhold the privilege from persons nominally owning but not operating that number of pieces.

Manufacturer representatives who attended the meet included Anthony Caruso and Murray Weiner, of C-Eight Laboratories; Ralph Littlefield, of Arthur H. DuGrenier, and Dick Gluck and Charles Brinkman, 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 floor space at the NAMA show, scheduled November 12-15 at the Palmer House, Chicago. He said the fourth floor exhibition hall had been sold out and that space was being assigned on the seventh floor.

Altho a number of other firms have been committed to show, Fox released the names of only the 15 companies that had been assigned definite exhibit space. They are:

Vending machines, parts: The Automatic Book Vending Company, New York; Brandt Automatic Cashier Company, Watertown, Wis.; Eastern Electric Vending Machine Corporation, New York; Sattley Company, Detroit; Shipman Manufacturing Company, Los Angeles, and Vend-Rite Manufacturing Company, Chicago.

Candy, food products: Fred W. Amend Company, Chicago; Walter Baker Chocolate Company, Dorchester, Mass.; Quaker City Chocolate and Confectionery Company, Philadelphia; Honey Bee Company, Chicago; Hershey Chocolate Company, Hershey, Pa.; Boyer Bros., Altoona, Pa., and Curtiss Candy Company, Chicago.

Beverage: The Double-Cola Company, Atlanta. Matches: The Diamond Match Company, New York.

Cig Sales Drop

WASHINGTON, March 11.—Consumption of both cigars and cigarettes hit a 1949 low in December, Commerce Department reported. Cigarette sales totaled 24,776,000,000—a drop of nearly 5,000,000,000 from November, while cigar sales amounted to 386,169,000—a decline of more than 100,000,000 from the preceding month.

Now delivering

At **NEW** low prices

ELECTRO 8
 NOW ONLY
\$198.50

ELECTRO 10 \$217.50
 now only

The first and finest electric cigarette vending machines are now the lowest in price!

America's Finest All-Electric Cigarette Vending Machines

EASTERN ELECTRIC VENDING MACHINE CORP
 GENERAL MOTORS BLDG. NEW YORK 10, N.Y.
 PRODUCTS OF C.B. LABORATORIES

NOTICE VENDING MACHINE MANUFACTURERS

➔ If you are manufacturing a 1c or 5c Vending Machine, something new, we have the organization to get it distributed nationally for you through an organization of Distributor Salesmen who can sell through Business Opportunity columns in the newspapers.

➔ Your transaction will be a cash deal with us at a set figure per machine. We will make all literature, circulars, sales manuals, etc., and will use around 2,000 machines per month. You must have something new the country has not been flooded with, or some good machine which is made differently from the ones now on the market and something supplies can be obtained for.

THIS IS A REAL OPPORTUNITY FOR SOME SMALL MANUFACTURER
 who wishes his products put on the market in a big way without expense to them.

➔ We will also help finance you if you have something good and are unable to get into production, but you must be ready to start delivery soon.

Write what you have with all details.
 Box 332, c/o The Billboard Publishing Co.
 188 W. Randolph St. Chicago 1, Illinois

NEW LOW PRICE

SILVER KING CHARM KING 2 GREAT VENDORS

Sample \$13.95
 2 to 3 \$22.00
 1 to 5 cases \$42.00
 6 cases or more \$40.00
 Packed 4 to Case

RAKE COIN MACHINE EXCHANGE
 609 Spring Garden Street Phila. 23, Pa. L. Lombard 3-2676

RAKE COIN MACHINE AGENCY
 2120 Fifth Avenue Pittsburgh, Pa.

FOR THE HOTTEST LINE IN CHARACTER CHARMS

SHMOO KIGMY

Walt Disney and Al Capp Character Charms. NOW AVAILABLE
CHARACTER CHARMS, Inc.
 1607 East 16th St. Los Angeles 21, Calif.

EXPERIENCED SALESMEN, VENDERS

So-you're disgusted with deals advertised as new, \$1,000 weekly commissions, etc., only to find another revamped stinker? Line up again with an old-time outfit with protected territory. Tell us what and who you sold for. Have men with us 14 years. Top commissions, good machines, satisfied operators who repeat. Had any of that lately? If you can finance yourself, write **BOX D-337, Billboard, Cincinnati 22, Ohio.**

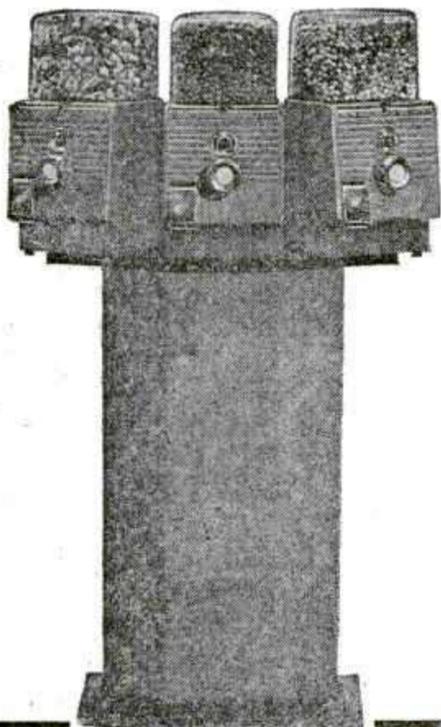
ATTENTION, VENDING MACHINE SALESMEN SALES ORGANIZATIONS

It's possible for you to make the most profitable connection of your career if you have had Asco-Shipman or similar experience. A unique new angle makes our new machine an all-time winner and has established it at the top of the earnings list. You can make \$1,000 weekly from the start if you can sell new operators through business opportunities. Territories are now being assigned to experienced producers. There are just a few of them still open.

BOX D-324, c/o The Billboard, Cincinnati 22, Ohio

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 Vendors, Merchandise,
 Games, etc.

- BUBBLE BALL GUM**
 140 or 170 size. Crown Jack Brand
 with colored centers, 25 lb. ctn. \$ 5.65
 100 lbs. or more 21.90
- CHARMS**
 Plastic Charms, small, 1,000 \$2.25
 Copper & Nickel, small, 1,000 4.25
 Plastic Charms, large, 1,000 2.95
 Copper & Nickel, large, 1,000 5.50
 Silver Wedding Rings, 1,000 5.95
 Schmoos Buttons, 1,000 6.50
 Toy Watches, 2 gross 2.50
 Stone Set Rings, 1 gross 1.95
 "Hep Cat" Buttons, 1,000 5.95
 Plastic Colored Rings, 1,000 2.50
 Walt Disney Charms, copper, 1 lb. .. 2.50
- We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS
PARKWAY MACHINE CORPORATION
 623 West North Ave., Baltimore 17, Md.

BALL GUM
 Bubble or "Chicle"
 All Sizes
 From 3/8ths to new 1-Inch Jumbo

NEW CHARMS
 Brilliant colors
 Opaque or Translucent

BARKER BRANDS, INC.
 Sea Bright, N. J.

Coming . . .

An issue valuable to
COIN MACHINE
MANUFACTURERS
and DISTRIBUTORS

See Page 57

Suppliers Up Vender - Aimed Sales Plans; See Big Op Biz

(Continued from Page 104)
 media to call 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 tastes and trends in the cookie industry. Austin's president, Ernest H. Fox, says the firm will promote the use of standard candy vending machines as a solid cookie machine, with the idea that they be placed next to candy selling units. Cup and bottle beverage operators will be approached on the premise that they can profitably place cookie equipment beside a drink vender.

Public relations-wise, Austin is supplying operators and potential locations with circulars and advertising pieces to help promote cookie sales thru venders. The company's "nutritional flyer" is considered a real aid in getting cookie units into colleges, etc., with a Lenten circular serving as a reminder to operators to push sales during the period.

Fox states his firm will add several new varieties of cookies this year, among which will be fig bars, chocolate grahams, oatmeal cookies and fruit biscuits. Austin's current prices on 100-count packs run from \$2.65

to \$2.75 f. o. b. Baltimore, about 5 cents lower than in 1948.

Statler 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 33 1/3 per cent and unit sales thru venders had increased about 15 per cent in the same 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 supplier, Reiss 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 points so the merchandise does not depend on public carriers to different cities, eliminating broken merchandise problems, extra freight charges, etc.

Gordon Foods, Inc., Atlanta, echoes the upped vender business trend with its report of increased sales to operators since entering the field in late 1948. Sales promotion manager Charles Rolleston states his firm plans to further up vender sales 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 \$2.75 to \$2.85 per 100 count on Gordon's cookie packs, with the newly added cake pack \$3.

A newcomer to the vender cookie supplier field, Blue Jay Food Products Company, Inc., Brooklyn, is presenting an entire new line to operators following its organization last year. Prices vary from \$2.45 to \$2.95 per 100 count.

B. Lewis, firm official, states that Blue Jay president D. Shenkman was the originator of vender cookie sales in 1932 when he headed Cream-o-Products Company, Inc. Shenkman induced the Canteen Company to try cookies in their machines, Lewis said.

Reports from other contenders in the cookie supply picture show that they, too, are primed to set up increased sales and operator contact programs this year. They include National Biscuit Company, New York, and Royle Maid Products, Philadelphia.

Hamilton Taps New Scale Field

(Continued from Page 104)
 reports the most successful type of advertising scale to date is the bottle design, mainly because this type has been placed in greater numbers than other package models. These have been sold to bottlers and are mainly located thruout the southern and southeastern parts of the country.

Comparison of price and weight between standard and advertising models shows a hike in both instances. The Hamilton Model P-W lists for \$89.50, and the recently introduced combination vender-scale, Model SPW, at \$129.50 to \$200. This compares with the \$152.50 to \$270 each for the advertising models. The 60-pound weight of standard models is increased to 80 and 105 pounds in the advertising line. Price of the latter, in addition to depending upon plastic or sheet metal column construction, also is governed by the quantity of any one particular type that is to be made.

Reports from dairies and soft drink bottlers who have placed special package scale models in stores selling their product reveal that they have usually relegated collection chores to regular drivers. The drivers service the scales periodically during their normal delivery calls. In most instances, according to Malik, the scales have netted 100 per cent of their purchase price within 12 to 18 months.

Tooling costs of new model package designs, where a great change is not required from Hamilton's regular production equipment, is borne by the scale firm. Present plans are to continue contacting different types of companies on the advertising scale idea.

An "in" for the regular scale operator, Hamilton believes, would be a tie-in with various food, beverage and sundry manufacturers to help defray the cost. Or operators could purchase the advertising models on their own after first contacting such manufacturers and selling them permanent promotion or ad space in the form of product replicas on his scale columns.

Hamilton is also testing a second scale feature in the form of a dial light. Powered by standard dry-cell batteries, the light is actuated only when the scale is being used, thus battery life has been found to be in excess of six months. Malik figures that from early test results, scale earnings should increase from 10 to 15 per cent with the dial light, due mainly to repeat patronage.

Thousands Of Locations Are Waiting For THE NEW **ADVANCE SITROUX** Face Tissue **VENDOR** 5c or 10c Twin Columns

Without question the finest tissue vendor on the market. All the well known Advance features plus large 6"x8" mirror. Sturdy, foolproof. 33 1/2" high, 9" wide. Capacity 64 packs (32 to column). Finished in Chrome and Gray. A Steady, Dependable Money Maker. 2 to 11.... \$29.00 12 to 49.... 26.00 50 or more... 25.00

SAMPLE \$34.50

ORDER TODAY
 1/3 Dep., Bal. C. O. D., F. O. B., N. Y.
 Write for Prices on Sitroux Tissue.

J. SCHOENBACH
 Distributors of Advance Vending Machines.
 1647 Bedford Ave. Brooklyn 25, N. Y.

CIGARETTE MACHINES
 Buy With Confidence From **STEINER**
 —Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927

There was, is and always will be a demand for my famous "E", "A" and "500" Models.

WE BUY AND SELL USED EQUIPMENT
 —and what we sell is always completely refinished and reconditioned inside and out to look and work like new.

King Size Chutes, Mirrors, Parts and Locks for all Vendors

Get the Facts on Our Nylon Deal

STEINER MANUFACTURING CO.
 343-5 Hudson Ave. Brooklyn 1, N. Y.
 Phone: TRiangle 5-0835

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES
 U-Select-It, 72-Bar Size. Each \$27.90

Cigarette Machines
 Write for low prices all makes.

COUNTER MODEL \$17.90
 Half Deposit. Phone: BA. 9-0606

HARRIS VENDING
 2717 N. Park Ave. Philadelphia, Pa.

NEW! 1 INCH METAL KNIFE . . .

Real blade opens and closes. Cut yourself in \$7.50 on this sure-fire sales booster. At a low, low: 7 per M

COMPASS TREASURE BALLS Real Imported Compasses encased in 1/4" Treasure Balls. \$5.75 GR.	MYSTERIOUS FACES FROM FAR-AWAY PLACES. 6 asst. faces in gleaming gold finish. May be used as lapel ornaments. \$7.50 M	NEW BASKETBALLS 24 Team Names Approximately 1/2" Colorful Plastic.. \$4.50 M Copper Plated .. 8.00 M Gold, Silver Plated 11.00 M
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KARL GUGGENHEIM, INC.
 33 Union Square New York 3, N. Y.

NEWEST CHARMS — NO CHARGE FOR SAMPLES!

ATOMIC SERIES (Western & Athletic) Per M (Boxed) 300P, Plastic, 6 Colors \$3.00 300M, Metal Plated, Copper & Nickel 5.50 300C, Color Plated & Gold Color... 5.75 300S, Silver 6.50	SKULLS 400CE, Silver with Colored Eyes, per M \$7.00	BOWLING PIN Plastic, per M \$4.00 Metal Plated, per M 6.50
LARGE BASEBALLS Metal Plated, Copper or Nickel, per M \$7.50 Gold Finish, per M 9.00	SMALL BASEBALLS White with Black Seams, per M \$6.00 Metal Plated Copper & Nickel, per M 6.25 Gold Finish, per M 7.00	MINIATURE OPERATING PADLOCKS Steel with Individual Keys, per Gr. \$8.00
SUPER VALUE MIX: 400 Asst. in Cello. Bag, 12 different items including Padlocks, per Bag \$2.00		

Musical Instrument Buttons, beautifully detailed Banjo, Violin, Trumpet, Drum and Sax. Colored, 75¢ Gr. Copper Plated, \$1.50 Gr.

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Full Cash With Orders Under \$10.00. Watch Our Ads for New Items. Special Discounts to Quantity Buyers.

PLASTIC PROCESSES CORP. 300 E. 46th St., New York 17, N. Y., Murray Hill 4-3990

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern

CUTS SERVICING TIME AND COSTS IN HALF



49

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY
415 Neptune Street Pittsburgh 20, Pa.

WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated) Lots of 100 . . . \$10.00

Victor's Universal

JUMBO
1" Ball Gum Vendor Best Location-Getter in Years!
Sample, \$11.50. Immediate Delivery!

1/3 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

POPCORN MACHINE OPERATORS and Distributors

SUPRPOPT HYBRID

SPECIALLY MADE POPPED CORN Makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere.

Wire or write for prices

suprpop company
5958 Baum Blvd. Pittsburgh 6, Pa.

Op Drops Cig-Pack Premiums But Finds Sales Boost Holds

PORT CHESTER, N. Y., March 11.—Current interest in the use of premium plans to boost vended cigarette sales has focused attention on the amount of extra business the redeemable coupons actually attract. Most operators who have tried one of several plans offered report good results.

But Sam Yolen, one of the first to promote premiums in the East, reported this week the difficulty of tracing changes in sales curves to the use of coupons. The head of Modern Cigarette Service, large Westchester County route, disclosed that more than two months after dropping the tabs from his venders, he is yet to note significant variations in his sales volume.

Pin Money Whirl

Yolen gave the program offered by Pin Money Exchange, of Chicago, a five-month whirl before returning to more conservative vending. He admitted that soon after he instituted the program, sales did climb some 12½ per cent, but he was unable to convert other county operators. And intensive coverage of his territory was deemed essential to the most profitable exploitation of the sales stimulants.

With the added volume Modern Cigarette was able to write off the extra cost of the plan—½-cent per coupon. He reasoned, tho, that if most county operators went along, they should be able to boost their combined grosses by as much as 25 per cent. But for this gain, patrons must be able to purchase couponed packs in almost every location. In many areas his own machines were too sparsely placed.

Cause for Gain?

Now that he has stopped couponing cigarettes, Yolen finds the 12½ per cent gain still holding. As a result, he has been forced to attribute the increase to other factors. Happy at the results, he is, however, unable to pin down the causes. Other operators in the county, too, have experienced business gains.

Yolen says there were only a few complaints from patrons or locations when the coupon flow was stopped, indicating only moderate interest on

the part of consumers. The most vociferous complainants were those spots in which a bartender or waitress stripped packs of coupons and became steady recipients of valuable gifts. These objected bitterly, but the cigarette buyer was the one the operator aimed at. And no location complained to the extent of ordering out Modern Cigarette equipment, Yolen observed.

Candy Firms To Show At NATD Convention

NEW YORK, March 11.—Space at the Merchandise Fair, to be held at the Palmer House in Chicago during the National Association of Tobacco Distributors (NATD) annual convention March 26-31, has been contracted for by 26 candy manufacturers, it was announced this week. A special session on candy problems has been planned.

Candy companies who will exhibit during the six-day meeting are Fred W. Amend Co.; Walter Baker; Paul F. Beich Co.; E. J. Brach & Sons; Bunte Brothers, Cadbury-Fry, Inc.; Charms Sales Co.; Chase Candy Co.; Deran Confectionery Co.; Flavour Candy Co.; Hershey Chocolate Corp.; Hollywood Candy Co.; Huyler's; Robert A. Johnston Co.; Lamont, Corliss & Co.

Mason, Au & Magenheimer; Milko Cone & Baking Co.; Nutrine Candy Co.; Quaker City Chocolate & Confectionery Co.; Reed Candy Co.; Thomas D. Richardson Co.; Squirrel Brand Co.; Sweets Company of America; Switzer's Licorice Co.; Universal Match Corp., Shutter Division; James O. Welch Co.

Peter Paul To Build Plant in Chi Area

NAUGATUCK, Conn., March 11.—Peter Paul, Inc., announced Monday (6) the purchase of 14½ acres of land in the La Grange Park area of Chicago for the erection of a \$2,750,000 plant. George Shamlian, president, said the new factory will provide manufacturing facilities for the firm's full line of candy for distribution thruout the Midwest.

The proposed Chicago area plant will be 680 feet long, 320 feet wide. It will be a one-story structure.

In addition to the main plant here, Peter Paul has factories in Oakland, Calif., Dallas and Philadelphia. The firm also has a coconut desiccation plant in the Philippine Islands.

CHI LICENSES

(Continued from Page 104)
Fred Brandstrader, of the National Automatic Merchandising Association (NAMA), asked that one section of the proposed regulations be held over for further study and consideration.

The regulation in question reads, "All surfaces coming in contact with the ingredients used in the preparation of the drink served shall be of smooth construction and shall be of not readily corrodible material and shall be free of breaks, corrosion, open seams, cracks or chips. Such surfaces shall be readily accessible for cleaning purposes, as defined in Section 130-22 of the municipal code of Chicago."

Dismounted Cleaning
Brandstrader said that Chicago operators objected to the last clause, referring to Section 130-22. This section bans the use of V-type threaded surfaces and requires all pipes and tubing be so constructed as to be easily dismantled for cleaning and accessible to sight and touch for the purposes of cleaning.

Until the industry and board meet again on this section, cup machines in Chicago must operate without licenses.

FOR COFFEE VENDING

IT'S

KOFFEE KING

★

KOFFEE KING

National Distributing Corp.
20 E. 35th St., New York 16, N. Y.
MUrray Hill 9-3424

KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

FREE—250 BALL GUMS—FREE

Buy colored bubble ball gum, 7 assorted colors, "5¢"—"170"—"210"—in 25-lb. cartons and get

FREE 250 EXTRA BALL GUMS

only **25¢** Per Pound F. O. B. Chicago

Cash with order—we pay freight on 100 lbs. or more. Packed only in 25-lb. carton. Buy direct and save.

BRADLEY ASSOCIATES, INC.
1650-52A No. Damen Ave. Chicago 47, Ill.

CHARMS

CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS . . .

Write now for detail and price list on our Gold, Copper and Plastic Charms, Basketballs, Stone Rings and Novelties.

BECKER VENDING SERVICE—BRILLIANT WISCONSIN

COMING SOON!

VICTOR'S UNIVERSAL JUMBO

For Vending JUMBO SIZE Ball Gum

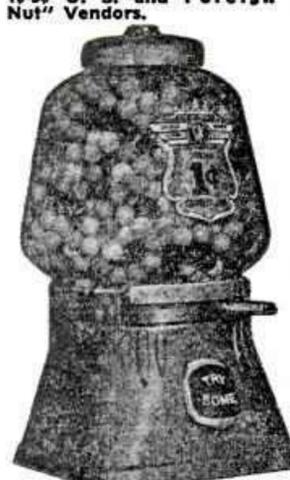
Tested and proven on location by Victor for over one year

Be FIRST with the FINEST . . . Buy Victor's

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
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New Low Price KING OF VENDORS

Nut and Ball Gum Candy, Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors.



Bigger Profits from locations are a natural with

Silver Kings or "Charm King" Ball Gum Vendor

Designed for sales compelling eye appeal as low as \$10.00 in quantities

At All the Best Dealers—or Write. Ask About the New "Hunter."

SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

WE'VE GOT . . . TOPPER

Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.
2117 Third Ave., N. BIRMINGHAM 3, ALABAMA

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH 1¢ or 5¢ MODEL

Lots of 5, \$8.75
Lots of 25, \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

See ACMMA Booming Shuffle Biz

Trade Directory

New Equipment

Bowlette—shuffle game—D. Gottlieb & Company, Chicago.
 Candy vender—5 cent—Associated Amusements, Inc., Boston.
 Coffee concentrate—liquid—American Home Foods, Inc., New York City.
 Hank-Kerchief—handkerchiefs for venders—Hank-Kerchief Company, Buffalo.
 Quik-Kup—liquid coffee concentrate—Heyman Process Corporation, New York.

New Addresses

Mero Industries moved to 6520 South Halsted Street, Chicago.
 National Amusement Company, Portsmouth, Va., moved to 521 Crawford Street.

New Firms

A.B.T. Manufacturing Corporation, Chicago, opened a branch office in New York City at 17 East 42d Street.
 Chunky Chocolate Corporation, 200 Delancey Street, New York—candy bar manufacturer.
 Hall & Young, 415 North High Street, El Dorado, Kan.—distributing firm.

Personals

Daniel P. Brennar, Baltimore, joined sales staff of the General Vending Sales Corporation, Baltimore.
 Edward W. David was elected president of the Charles E. Hires Company.
 Illinois Amusement Association (IAA) elected the following officers: Louis Casola, president; John Dockhus, vice-president; Harold Hildebrand, secretary-treasurer, and Marvin Woolf, 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 ad-

vertising manager of Worthington Pump & Machinery Corporation, Harrison, N. J.

Music Operators' Association of Indiana, Inc., elected following officers: James Barley, head of Zim-Bar Amusement Company, president; I. R. Boner, B. and P. Music Company, vice-president; Earl H. Siler, Indiana Vendors, secretary, and Abe Fleig, treasurer.

Charles J. O'Malley, sales manager of Paul F. Beich Company, joined the Olian Advertising Company, Chicago, as a vice-president.

Pepsi-Cola Company, Long Island City, announced Walter S. Mack Jr., president, was elected chairman of the board. First Vice-President Alfred N. Steele was elected president. Sheldon R. Coons also was elected to a vacancy on the board of directors.

George T. Sweetser was elected vice-president in charge of sales at Huyler's Company, New York.

Dixie Cup Company appointed A. H. Pickup and J. R. Bennett as regional sales managers: R. C. Albany, Philadelphia sales office manager, and W. S. Birkhead as drink vending representative in the Middle Atlantic region.

Distributors

American Coin Changer Corporation, Boston, appointed the R. P. Anderson Company of New Orleans and Dallas to cover all Southwestern States. Jules Medow, 1495 East Fourth Street, Los Angeles, will cover the Pacific Coast.

Bally Manufacturing Company, Chicago, appointed Freidman Amusement Company, 441 Edgewood Avenue, S. E., Atlanta, to cover the Georgia area.

Louis J. Magerer, 1250 Washington Street, Boston, appointed New England representative for National cigarette and candy machines.

Silver-King Corporation, Chicago, appointed Bradley Associates, Inc., Chicago.

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 American Coin Machine Manufacturers' Association (ASMMMA) show at the Hotel Sherman, Chicago, May 22-24, this event looms as the most important single trade gathering of the year. Observers who have watched shuffleboard become a leading indoor sport on coin machine locations in the past two years are also counting upon the ACMMA show to focus even greater interest on the game.

As the exhibit space for the 1950 all-industry exposition neared the sell out stage, the following firms were already under contract to display their shuffleboard wares:

American Shuffleboard Company, Union City, N. J.; Coin Machine Service, Chicago; J. H. Keeney & Company, Chicago; King Pin Equipment Company, Kalamazoo, Mich.; Marvel Manufacturing Company, Chicago; Monarch Shuffleboards, Chicago; National Shuffleboard Company, Orange, N. J.; Shuffleboard Specialists, Chicago, and Valley Shuffleboards, Bay City, Mich.

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 by sponsoring several State tournaments, including the Illinois Championships at Springfield last May. (See ACMMA Booming on page 122)

Keeney Intros ABC Bowler, Shuffle Game

CHICAGO, March 11. — ABC Bowler, a new shuffle game featuring the bowling theme, is now in production in the J. H. Keeney & Company plant here, John Conroe, vice-president, announced Friday (10).

Built around the identical scoring of regulation bowling, the new Keeney product embodies rebound action which permits players to complete 10 frames in an unusually short time. All the key plays of bowling such as strikes, splits and spares are an integral part of ABC Bowler.

The game has been engineered with simplicity of service in mind, Conroe stressed. He added that test location had proved that the game is geared for heavy play and has a high earning potential.

Rule Shuffle Loops Illegal In Pittsburgh

PITTSBURGH, March 11.—New shuffle bowling leagues, which have been gaining in popularity thruout the city, died aborning Wednesday (8), when the State Liquor Control Board ruled them all illegal.

The board, in a supplement to regulations already in effect, banned all contests in hotels, restaurants and eating places which hold liquor licenses. The ruling also outlaws beauty contests, raffles and other contests 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 here, said he believed the new regulation was aimed primarily at the shuffleboard and shuffle-bowling leagues which have sprung up in taverns recently.

Milt 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.

Edelco Unveils New Low-Priced Conversion Unit

DETROIT, March 11.—Edelco Manufacturing & Sales Company here this week introduced its new conversion unit for shuffle games. Altho built along the same lines as other wood-based conversions introduced in recent weeks, the Edelco piece lists for \$12 and is now available in quantity. L. Edelman, firm official, announced.

Conversion features numbered plastic pins mounted on wood. Ends of the board are colored and two large colored arrows point out the strike zones to the player.

Unit can be used in conjunction with Shuffle Alley, Shuffle Lane, Bally Bowler, and games made by Keeney and Williams, the firm announced.

Puck Patter

Chicago:

Nils Malmgren, head of Precision Puck Company, states that puck production has jumped 100 per cent at the plant in the past two weeks. Main concern is how long this capacity output can keep up since the old bugaboo, steel shortage, is back. Malmgren is taking the rosy view since the resumption of coal production.

Altho the Music Operators of America convention at the Palmer House was tailor-made for the juke box operator as a whole, host of shuffleboard men took time out to sit in on the conclave. Among them were many coinmen who handle both music and shuffleboards such as Mike Imig, Yankton, S. D., who was with Norman Gefke, Sioux Falls, Ia., operator; Col. L. Lewis, Mero Industries, and Herb Perkins, 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 become nationwide in another month. . . . Ted Rubenstein, Marvel Manufacturing, is enthused over the number of inquiries on the firm's over head and wall scoreboards. . . . Another cheerful note on the state of the industry comes from Clayton Nemeroff, Monarch, who claims that the (See PUCK PATTERN on page 112)

Calendar for Coinmen

- March 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
 - March 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.
 - March 26-31—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.
 - March 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.
 - March 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
 - March 30—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.
 - April 3—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 - April 3—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 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. (WMG), monthly meeting, Washington.
 - April 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 - April 13—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 - April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.
 - April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.
 - May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.
 - June 26-28—Coin Machine Institute, Inc. (CMI), annual convention, exposition, Stevens Hotel, Chicago.
- (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Export Prices On Used Units Hold '49 Level

(Continued from page 97)
at \$60,064 again led the list, surprise of the December listing was Belgium, whose operators accounted for 56 phonographs and 137 games with a combined value of \$33,553. This was the highest one-month total for exports ever recorded by Belgian coinmen. Other volume purchases were made during the month by operators in the Philippine Republic (\$31,670), Cuba (\$12,173) and Haiti (\$12,998). In addition to leading the December list in total purchases, Venezuela also was 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 export field in December was supplied by the Philippines, where operators spent \$20,495 for 50 merchandisers. This was the third straight month in which Philippine coinmen bought heavily in the U. S. vending machine market after a complete absence the previous three months. Meanwhile

Coin Machine Exports

December, 1949

Country	Totals		Phonographs		Vendors		Amusement Games				
	No.	Value	No.	Value	No.	Value	No.	Value			
Venezuela	212	\$ 60,064	91	\$ 45,110	3	\$ 1,500	118	\$ 13,454			
Belgium	173	33,553	36	24,795	137	8,758			
Philippines	111	31,670	26	7,500	50	20,495	35	3,675			
Cuba	36	12,133	24	8,065	11	3,018	1	1,050			
Haiti	53	12,998	3	503	50	12,495			
Panama	41	8,266	7	4,134	34	4,132			
Switzerland	10	7,660	10	7,660			
Japan	21	5,379	2	760	12	2,934	7	1,685			
Lebanon	18	5,023	18	5,023			
Guatemala	8	4,609	8	4,609			
Salvador	7	3,975	7	3,975			
Mexico	27	3,344	4	1,550	23	1,704			
Netherlands Antilles	6	2,864	3	2,155	3	709			
Bermuda	3	2,835	3	2,835			
Union of S. Africa	15	2,369	15	2,369			
Honduras	8	2,286	8	2,286			
Saudi Arabia	3	1,911	3	1,911			
Canada	31	1,714	31	1,714			
Newfoundland	25	1,332	1	520	24	812			
Germany	4	1,256	4	1,256			
Dominican Republic	2	1,200	2	1,200			
Surinam	4	1,057	4	1,057			
Other Countries	68	3,175	5	947	53	1,610	10	618			
TOTALS	836	\$210,673	240	\$117,680	\$490	186	\$46,143	\$248	460	\$ 46,850	\$102

Haiti bought 50 vendors for \$12,495, indicating that operators in this island republic are beginning to realize the many advantages of automatic merchandising.

Game Leaders

Operators from Japan and Panama were the only quantity buyers of games in December outside of Venezuela. Japanese coinmen spent \$5,023 for 18 new games, while Panama operators purchased 34 units, new and used, with an aggregate value of \$4,132.

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 tag of \$490; vendors, \$248, and games, \$102. In the previous month, also considered favorable, jukeboxes

brought an average price of \$414, while merchandisers averaged \$277 and games marketed for \$101.

PUCK PATTERN

(Continued from page 111)

replacement of maple tops as well as the top refinishing trade is now approaching high gear. He explains that a lot of operators recently realized that there was plenty of money

Detroit:

Isidor Edelman, 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.

Coming . . .
**An issue valuable to
COIN MACHINE
MANUFACTURERS
and DISTRIBUTORS**

See Page 57

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL and All Other Games

\$200 New Deluxe SHUFFLEBOARD
WITH NEW
MAPLE TOP

None Better Made
Finest Materials
24 Hr. Delivery



Non-Rust
Hard
Chrome
Pucks (8), \$10.
Best Banded
Fast Wax,
12 cans, \$3.50.
Six Climatic
Adjusters, \$10.

New Maple Tops, \$125
New ELECTRIC SCOREBOARDS, Now \$95
Used Shuffleboards, New Tops, \$75 Up
Used Shuffle Skill \$ 39
Used Shuffle Alley 175

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. CHICAGO 5, ILL.
Phones: WE 9-3795-6-7

GET IT AT PURVEYOR
SAVE \$\$\$\$

**WHILE THEY
LAST!**

**YOUR CHOICE—
THOROUGHLY RECONDITIONED
SHUFFLEBOARDS!**

ROCK-OLA—16'-18'-22'
NATIONAL—20'-22'
MONARCH—18'-22'
VALLEY—22'

\$75 each
and
up

PURVEYOR—18'-22'
MERCURY—20' masonite
and other brands, 20'-22', NEW PLAYFIELDS

AND MORE . . .!

**YOUR
CHOICE
\$89.50**

- Dale Guns
- Gliders
- Pro-Scorers (2 for \$89.50)
- Advance Rolls (3 for \$89.50)
- Total Rolls (3 for \$89.50)
- Mills Four Bells
- Bubbles } 3 for \$89.50
- Mimi Kilroy }

ELECTRIC COIN SCOREBOARDS \$79.50
for Shuffleboards

USED, RECONDITIONED,
CAN'T BE TOLD FROM NEW, \$179.50
United Shuffle-Alley

"SUPER-LITE"

The Unit that operates with least trouble and brings in biggest profit. Just plug it in. Pins are numbered. FITS ALL SHUFFLE TYPE GAMES. ADJUSTABLE.

\$19.50

**WANT
CITATIONS
AND LATE
5-BALL PIN GAMES**

TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

PURVEYOR SHUFFLEBOARD CO.

4322-24 NO. WESTERN AVE.

CHICAGO, ILL.

Phones: Juniper 8-1814 or 8-1815 or 8-1816

PRECISION PUCK

Often Imitated—Never Equalled

5 Styles
and
Models

**A Precision Puck
for Every Purpose**

For Full Information
Send for Illustrated Folder

PRECISION PUCK COMPANY

Subsidiary of M & S Tool Works

7936-38 South Chicago Avenue

Chicago 17, Illinois

All Phones: ESsex 5-4699

DISTRIBUTORS WANTED—Open Territory Still Available



**SCORING UNITS
FOR SHUFFLEBOARDS**

15 or 21 Pt. or Horse Collar
Available in either Wallbox or Overhead
Model. Special mounting adjustable to
30, 36, or 39 inch wide board.

EDELCO MFG. & SALES CO.
1438 Franklin St. Detroit 7, Mich.
Phone Woodward 3-9248

Available for 36 or
10 1/2 Play

GIVE TO THE DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

New York:

Morris Terner has sold the phonograph route he operated here under his own name to **Dave Berkowitz**, an established route owner. Terner now lives in Hackensack, N. J. . . . Another transfer recently concluded saw the Metro-Urban Music Company, owned by **Anthony Salerno**, purchased by **Ray Knoss**, of the Lincoln Music Company. . . . **Ed Drucker**, who sold his juke route several months ago, is running a bar and grill in Brooklyn.

Herb Klein, sales manager of International Mutoscope, reports a quickening of activity at the plant to prepare for the spring selling season. Substantial orders for Muto's Twin Bowler, Photomatic and Voice-o-Graph have been piling up, he says. . . . **H. J. Cook**, Eastern district manager for **William Wrigley**, has several large vending ops in this area testing Wrigley's new 5-cent gum machine, in both the electric and manual models.

Eddie Berest and **Jim Cocoros**, of Cigarette Machine Service, Stamford, Conn., stopped in at Murray Wiener's coinrow office last week. A week earlier Wiener, C-Eight factory rep, traveled to New Haven to attend a cig op's association meet. Also on hand from this area were **Dick Gluck** and **Charles Brinkman**, of Rowe.

Sam Eppy hosted a house warming at the Charms manufacturer's new building in Jamaica that attracted some 200 guests. The ops were treated to a cocktail party and taken on a tour of the modern plant, built according to Eppy's specifications. . . . **Mrs. Herman Brown** is back on the job after a long illness. 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. Increased lighting and additional display space is featured in the major decoration. Declaring a satisfactory volume of biz in 1949, Guggenheim hinted at tie-ins with other companies that would lead to new charms series soon.

Bert Lane, head of the American Q-Ball Corporation, supervised the crew that kept things running smoothly at the semi-final tourney eliminations Tuesday (7). Several hundred players competed for places on the weekly Q-Ball finals, now telecast each Thursday night over WOR-TV. **Eddie Lane** and **Harry Pearl**, other Q-Ball toppers, were on hand as was **Max Levine**, manufacturer of the Belgian-type pool tables. The semi-finals are being held at the Capitol Hotel.

Larry Reiss, head of Statler Vending, left Friday (10) for a month's vacation in Palm Springs, Fla. . . . **Bobby Colt**, singer on Admiral Records, left last week for a hotel engagement in Chicago. His disks have been featured by local phono ops. (See New York on page 114)

Indianapolis:

Irving McClelland, district Seeburg manager, and **Ray Buechner**, Cincinnati salesman, are contacting operators in Indiana. . . . **Edward Shaffer Jr.**, of the Shaffer Music Company, Columbus, O., was a business visitor at the local office of the company. . . . **Henry Windt**, of the Hoosier Simplex Music Company, and **Earl Siler**, Indiana Vendors, are back from the Music Operators of America's (MOA) convention at the Palmer House, Chicago.

George Burch, representing the Southern Automatic Music Company, has been visiting Indiana operators in the interests of the AMI phonograph. **Irwin Schwartz**, Midland Music Distributors, Inc., Wurlitzer distributors, was calling on operators in the Central part of the State. . . . The two most popular records of the week, played on coin-operated phonographs, are "Candy and Cake" (Columbia) and "Peter Cottontail" (Bullet).

Sicking, Inc., is displaying the Nation Wide Novelties' Shuffle Pool game, double score unit, a game for (See Indianapolis on page 114)

Hartford, Conn.:

By-laws of the Connecticut State Coin Association, Inc., are being printed, according to **Abe Fish**, of General Amusement Game Company, Hartford, and president of the State association. "They'll be distributed, along with identification stickers, to all members soon," he said. Several guests attended the March 2 meeting, held at the Hotel Bond, Hartford. Among them were **Max Perlman**, of Atlantic-New York Corporation of Hartford, area distributors of Seeburg juke boxes, and **Irving Kempner**, of Runyon Sales (AMI juke boxes). Twenty-two members were in attendance. **Irving Geltzer**, New London, vice-president, was unable to attend, due to illness. **Frank Marks** represented him at the meeting. "We'll continue to hold Thursday night meetings all the way into the spring," Fish says, "and in that way we'll be able to actually lay out specific aims and objectives of this Statewide organization."

The Coca-Cola Bottling Company at suburban East Hartford, has been (See Hartford, Conn. on page 114)

Detroit:

Walter Button, formerly of Chicago, has been named manager of the Detroit operation of Automatic Merchandising Company, which has a diversified route of candy and cigarette venders here. The company is headed by **Ben Fishman**, of Chicago, whose father, **Max Fishman**, formerly had his own route in Detroit. **Arnold McKeown**, service chief of King Pin Distributing Company, reports boss **J. R. Pieters** vacationing in Florida but due back in about a week.

A. H. Leonard, who operated a route of amusement games here until about 10 years ago, and is now in the fuel oil business, is planning to return to route operation in partnership with **Charles Delier**. . . . **R. D. Carrithers** reports that the plans for a coin-operated individual seat radio for streetcars and busses, (See Detroit on page 114)

Cincinnati:

The Automatic Phonograph Owners' Association scheduled a special meeting Tuesday evening (14) at Sicking, Inc. The regular board meeting was to precede the special meeting.

Charles Kanter, president of the association, returned from a trip to Chicago, where he attended the Music Operators of America convention at the Palmer House. He will make a report at the next meeting.

Los Angeles:

William R. Happel Jr., of Badger Sales, was one of a coin machine foursome at the Wilshire Country Club recently when he made the 18 holes with **Harry Williams**, of the Williams Manufacturing Company, **Frank Merkle** and **Ed Johnson**. The latter two were formerly with Seeburg. Happel says he thought he had some pigeons in tow but after the first three holes learned he had underestimated his opponents. According to Happel it was he who shelled out for the refreshments at the 19th Hole. . . . **Anton Jeppeson** made the round: on Pico Street looking over some new games.

Tod (Kid Mexico) Faulkner, former boxer and now active in the coin machine business, was in from his Signal Hill operation to see what the boys on Pico Street have in the way of new equipment. . . . Also making the rounds was **Archie Luper**, who headquarters in near-by Ventura. . . . **Niles Smith**, Oildale operator, was renewing acquaintances on Pico Street last week. (See Los Angeles on page 114)

Milwaukee:

Bob Roehl's Arcade, 6th and Wisconsin avenues, along with all the other business places in the building is facing its last days before the structure is torn down to be replaced by a larger, more modern building. New space, also in the downtown area, has been tentatively optioned, but meanwhile the arcade will remain open until the last day.

Erich Rakow, head man at the Canteen Company, is getting ready to celebrate his 20th year with the firm. Erich was the second man to go to work for Canteen and his rise to the top of the organization is an inspiration. Last year he found time to make a quick tour thru Central Europe, an ambition he had entertained since childhood.

Nick Novasik, of West Allis Vendors, reports business is better than ever these days after 16 years of experience as an operator. Nick finds his string of 50 machines vend- (See Milwaukee on page 114)

Philadelphia:

G. Loos & Son are promoting a half-regulation size bowling alley with automatic pin set-up and ball return for seashore resorts and amusement parks. . . . **Dave Yaffee**, of Y & Y Popcorn Supply, was out with a strep throat. . . . **Jack Gray** promoting an automatic baseball pitching machine, offering actual batting practice to customers on a coin-operated basis. . . . **Harry Rosen**, who heads the record department for the David Rosen Distributing Company, hosted the town's disk jockeys and press at a cocktail party in honor of **Frankie Laine** at The Click. . . . **Scott-Crosse** Company, machine and record distributors, has added the Bullet record label to its lines. . . . **Eddie Cohen** has moved his Lesco Distributors, handling some 20 independent record labels, to a center-city location.

Ned Yaffee, of Y & Y Popcorn Supply, reports a number of new (See Philadelphia on page 114)

Washington:

Bayne Phipps, of Spacarb of Washington, reports that his firm was represented at the third annual All-American Sportsmen's Show in Washington. Spacarb installed its new four-drink beverage dispenser there to give the visitors a welcome lift. The machine gives out with a choice of two carbonated beverages, hot soup or hot chocolate. Spacarb also was represented in the Miss Outdoors of 1950 contest by sponsoring **Norma Lambert** for the crown. Miss Lambert was recently (See Washington on page 120)

Chicago:

Visitors at the Bally plant recently included **Herman Paster**, Mayflower Distributing, St. Paul; **Bill and Milt Marmer**, Sicking, Cincinnati; **Irv Sandler**, P. & S. Distributing, Des Moines; **R. F. Jones**, R. F. Jones Distributing, San Francisco, and **Al Sleight**, Bally West Coast district manager. **Jack Nelson**, general sales manager for Bally, says that Speed Bowler is having the kind of success that sales managers dream about. **Carl Hoelzel**, head of United Distributors, Kansas City, was in for a visit with Nelson last week.

Over at Como Manufacturing all hands are striving to increase Hollycrane production again. Since moving into new quarters a few weeks ago Como has made big strides toward increasing its over-all business scope. Vice-President **Bill Billheimer** points out that a lot of outdoor show people are dropping in to place Hollycrane orders in anticipation of spring and summer business. Many, Billheimer claims, have turned to Hollycrane since they got wind of the success of the units on location at the Canadian National Exhibition last fall.

It was a gay week of activity for the local manufacturing plants. Early in the week the order curtailing the use of electricity was rescinded. This gave plants a chance to get back on all cylinders and by mid-week the industry was in quantity production. Another note of optimism was furnished by the hordes of operators, in town for the music operators' convention at the Palmer House who took time out to see the wares of local distributors and manufacturers and most important of all place substantial orders.

At the Gottlieb plant all hands were working on the output of Bowlette, the firm's smaller size shuffle game. President **Dave Gottlieb** was on hand to supervise early production. He looked rested and well tanned as a result of finally getting that long deferred vacation. He was in Florida. . . . **Tom Crosby**, Faribault, Minn., operator, spent Tuesday (7) at the music convention, then caught a plane for the Twin Cities in order to catch a hockey game at St. Paul. With him at the convention was **Bob Wenzel**, Automatic Games Supply, Minneapolis.

Over at Universal Industries, **Mel Binks** and **Bill Ryan** were singing the praises of Twin Bowler and Feature Bell. Ryan says that the shuffle game has made an army of new operator friends for Universal.

Al Stern is another who reports unusually heavy business as a result of the music convention. The World Wide president says he has not seen so many enthusiastic operators since the last national convention over a year ago. As a result of the sales upswing merchandise had to be brought right in from World Wide's warehouse and shipped immediately, Stern said. **Monty West**, sales manager, says he has a one word answer, "Everything" for coinmen who drop in and ask "What's selling?"

At Exhibit Supply **Frank Mercuri** is finishing a new card circular which will probably be in the mail a few weeks from now. Meanwhile, business in all of Exhibit Supply's divisions is in high gear. Shuffle Bowl, the conversion unit for shuffleboards, is making steady progress in all parts of the country, according to **Charlie Pieri**, sales manager, who left early last week for the Southwest.

Joe Kline and **Wally Finke**, First Distributors, say the remodeling of their new showrooms is now complete and that the place is rapidly filling up with late model pin games as well as other used and new equipment. Kline is particularly en- (See Chicago on page 114)

Vital Statistics

Deaths

Milton H. Bender in plane crash March 5, in Lake Michigan off Milwaukee. Bender was president of Kwik Kafe, Inc., of Milwaukee. He was active in civil air patrol work and held the rank of major. Survived by widow, Pantier Bender, and two children, Laverne and Kay Marie. Parents were Mr. and Mrs. Herbert Bender.

Los Angeles:

(Continued from page 113)

Also seen on the street was **Bill Black** who operates in the San Joaquin Valley and Bakersfield areas.

Paul and Lucille Laymon soaked up some desert sun at Palm Springs over the week-end while **Ed Wilkes** held down the office waiting for shipments on the Bally Speed Bowler. The firm also is waiting for the new Genco five-ball game. . . . **Al Cicero**, Santa Maria operator, made the rounds again last week. . . . Ditto for **Jack Mallett**, of Claremont. . . . **Clyde Denlinger** was touring the street, getting things ready for Easter Week at Balboa where the college crowd takes over for the seven days. . . . **Lawrence Raya** was in from Colton.

Bill Leuenhagen, Mary and Katy Solle and Larry Jackson are recuperating from the last Record Preview Party sponsored by the firm and leading platter companies. But they're also planning on the next get-together that is bringing out more and more operators and helping the sale of records. . . . **R. Donahue** visited from Pismo Beach. . . . Also making the rounds was **Ivan Wilcox** who operates in Visalia. . . . **Lloyd Barrett**, of Pomona, was looking over new games.

Norman Christ, of Lompoc, and **Steve Terresi**, of Tucson, Ariz., were looking over new Electros in the office of **Al Weymouth**, of Weymouth Service. . . . **G. F. Cooper** was in from Riverside. . . . **Homer Gillespie**, of Gillespie Games, Long Beach, dropped in to chin with the boys. . . . Also seen on Pico Street was **Stewart Trimble**. . . . From San Bernardino were **R. L. Gray** and **A. T. Felkins**. . . . **Happy Clark** came up from Downey to look things over. . . . South Gate operator **Pete Pellegrino** was seen on Pico Street.

COINMEN YOU KNOW

Indianapolis:

(Continued from page 113)

which they have taken many orders to date. Another on display is Chicago Coin's Bowling Alley, and Genco's South Pacific five-ball game will be on display shortly. Some of Sicking's many out-of-town Hoosier visitors in to see the new display included **Rictor Kirby**, Gas City; **Joe Mesalam**, Alexandria; **Russell Pennington** and **Dale Wiley**, Columbus, and **Charles Gellert**, Shelbyville.

Lottie Berman, of Sicking, Inc., was seen at Key's night spot, in company of **Mr. and Mrs. Irving Schwartz**, of Midland Music Company, Inc. In their dinner party were **Mr. and Mrs. Robert Charren**, who are Mrs. Berman's son and daughter-in-law. Midland Music Distributors, Inc., execs report that Wurlitzer production is going full blast and the first shipments of 1250's will be released in next week. They add that before the month is over there will be enough to take care of the operators' needs.

Hartford, Conn.:

(Continued from page 113)

sold to **Osborne Griggs**, Rockford, Ill., for an undisclosed price. Griggs, according to a Hartford announcement, has long been connected with the Coca-Cola organization, having operated a plant in Rockford with his father and brother. He intends to carry on that business. The new concern will be known as the Coca-Cola Bottling Company of Hartford. **D. Page Bennett**, manager of the Hartford plant for 14 years, is being transferred to Milwaukee. The assessed value of the East Hartford plant is \$380,570.

Detroit:

(Continued from page 113)

with which he was associated under the name of Transportation Radio Company, have been definitely shelved.

Muriel Deal, of Gay-Coin Distributors, reports a quiet week on coin machine row. . . . **James Pasantante**, of Gay-Coin, is back in town, taking personal charge of the operation. . . . **Henry Solomon**, president of Edelco Manufacturing & Sales Company, reports the company is readying two new games to bring out shortly. . . . **Isidor Edelman**, founder of the firm, was in Chicago to take in the music convention.

Milwaukee:

(Continued from page 113)

ing steamed hot dogs in tavern and drug locations getting bigger every day. Plans call for adding 75 more machines and an additional serviceman in the near future.

In town, visiting **Joe Beck**, of Mitchell Novelty Company, was **Leonard Sheehan**, of Amusement Games, Chicago. Leonard came to observe the good work his pal, Beck, was doing in conjunction with the successful Shuffle Alley tournament which is still going over big.

All but two of the 22 employees at Mitchell Novelty are veterans of World War I and II, including **Joe Beck's** sister, **Emily Schindler**.

Philadelphia:

(Continued from page 113)

installations. . . . **Oscar Bergman**, of Keystone Vending Company, is recuperating at University Hospital. . . . **Danny Kessler**, formerly exploiting the Columbia records in this area, went into the record exploitation business on his own. . . . Keystone Panoram Company is promoting automatic coffee dispensers. . . . **Q-Ball**, new coin-operated game using a weekly television program on WFIL-TV for tournament winners at local locations, earned a 17.3 rating for its television program in the latest viewers' survey conducted by Radox. . . . Vending machines in the lobby of the Astor Theater were pushed over and looted last week.

Albert M. Rodstein and **Robert Stein** have set up the Able Shuffle Bowling Company, with its principal place of business at 199 West Girard Avenue. . . . Variety Corner, **Big Bill Rothstein's** coin-machine arcade in the center of the city, has installed a special alley with 12 shuffle bowling machines. . . . **Victor Orlando**, proprietor of the Shuffle-drome, city's first amusement center devoted entirely to shuffleboards, reported that his enterprise has become a hit, attracting players of all ages. . . . The Shuffle Alley, donated by the Shuffle Bowling League of America, realized \$520 for the March of Dimes at a television auction for the public at Town Hall.

New York:

(Continued from page 113)

Neill Mitchell, vending sales manager of Lehigh Foundries, visited here last week before planing to England for a 16-day European junket. He will return State-side in time to attend the National Association of Tobacco Distributors' confab in Chicago later this month, where Lehigh will exhibit the PX cigarette vender line.

Back from the MOA Chicago meet last week were local juke industry leaders **Al Denver**, **Sid Levine**, **Al (Senator) Bodkin** and **Joe Connors**. . . . **Phil Mason**, of Mason Distributing, reports buying up a 400-piece phonograph route which he is now selling piecemeal. . . . **Arnold Fink**, of General Vending, is diversifying his cup vender route thru the addition of cigarette, candy and cookie machines.

Chicago:

(Continued from page 113)

thusiastic to the response the firm has had with the Keeney line in the Indiana territory. First is also getting a steady number of inquiries on the four shuffle game conversion units it handles with the M & T Lite-a-Pin and Royal Shufflepins thus far gaining the most interest.

Empire Coin's Gil Kitt reports that traffic was heavy all week. There were many out of towners here for the music operators convention at the Palmer House who made their way to the company's Milwaukee Avenue headquarters. **Howie Freer**, the firm's export division manager, said that orders were received from China, Tangiers, Venezuela, Switzerland and Belgium in the last few days. He is certain that the foreign market is just beginning to expand and draw on its vast potential for U. S. made used and new coin machines of all types. **Ralph Sheffield** has been rushed to keep up with orders for parts. Sheffield is handling the parts division at Empire in the absence of the convalescing **Jerry Bremner**.

Over at Universal Industries, **Bill Ryan** said that several coinmen were in for conferences with **Mel Binks** and himself including **Hymie Zorinsky**, **H. Z. Vending**, Omaha; **Ed Newell**, Music Sales, Memphis; **Irv Weiler**, Consolidated Distributors, Kansas City, Mo., and **Mack Pelt**, Phoenix, who was in with **Tony Carica** and **Tony Arizari**, of the Arizona Amusement Company, Phoenix. Ryan says that the Feature Bell is proving to be a leader in the console field. . . . **Ben Freidman**, sales manager for the George Sylvan Company, is preparing for a brief road trip in the interest of the firm's Chef Master Hot Dogger machine.

Morris Cig Gift Aids Hospital Fund

RICHMOND, Va., March 11.—With a contribution of \$92,400, Philip Morris & Company will underwrite construction of the entire pediatrics department of the new Richmond Memorial Hospital, according to an announcement made this week by **Overton D. Dennis**, building fund executive.

Named the "Philip Morris Pediatric Department," the facilities are expected to provide care for as many as 600 children a year. They will permit extensive studies of diseases such as polio, rheumatic fever, tuberculosis and meningitis, it was said.

Park Meters for B. C. Town

CRANBROOK, B. C., March 11. — Penny-nickel 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.

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Barnacle Bill . . . 89.50	Paradise . . . 59.50	Yankee . . . 39.50
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Merry Widow . . . 64.50	Mardi Gras . . . 54.50	Gold Ball . . . 29.50
Thrill . . . 64.50	Summertime . . . 50.00	Ballyhoo . . . 34.50
All Baba . . . 64.50	Circus . . . 49.50	Tornado . . . 34.50
Alice in W'der'd . . . 64.50	Spin Ball . . . 49.50	Silver Struck . . . 19.50
Cinderella . . . 64.50	Banjo . . . 44.50	Carousel . . . 19.50

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NOLAN NOBLE
309 S. Anacapa St. Ventura, Calif.

ALBUM REVIEWS

(Continued from page 38)

ADDINSELL: WARSAW CONCERTO—75
Muir Mathieson, conductor, the London Symphony Ork With Piano
BATH: CORNISH RHAPSODY — Harriet Cohen, Piano; Hubert Bath, conductor, the London Symphony Ork
BAX: OLIVER TWIST—Harriet Cohen, Piano; Muir Mathieson, conductor, the Philharmonia Ork
Three British film scores, two of them quite well known are presented here. The two, "Warsaw Concerto" and "Cornish Rhapsody" have been frequently performed here by dance and "pops" orks, and stand as self-sufficient works of light music even when separated from the films they were written for. Both are in that popular and palatable form, the piano concerto. Both are simply plotted, highly romantic and untaxing. Taken from the sound track, both are excellently performed. The "Oliver Twist" score, more complex and subtle than the others, is contemporary in feeling, but still picturesque, a modern but not abstruse tone poem. This one, played with great spirit and verve, is worthy of attention from serious listeners as well as the unschooled film concerto fans.

JUKES Not suitable.
JOCKS Any of the three fine for filmusic spinners, "Oliver Twist" for more serious programmers, too.

A TWIN PIANO CONCERT—Bill Jordan-David Elliott **58**
King K-7
Rimsky-Korsakoff: Scheherazade Suite; Tchaikowsky: Concerto in B Flat Minor; DeFalla: Ritual Fire Dance; Warsaw Concerto; Mozart: Turkish March; Grieg: Concerto in A Minor.
Since these interpretations don't tamper too much with the original form of the longhair works, they would have to be compared with renditions by name piano artists. Naturally, they don't stand up, for these are hunched in the lam-bang style of the cocktail lounge. In person, this team undoubtedly kills 'em, but on disks the music alone is the thing, and it falls short.

JUKES Not suitable.
JOCKS You can do better.

WALTZ TIME—ABE LYMAN ORK (1-10'') **73**
Columbia (LP) CL-6093
Charmaine; La Golodondrina; Down by the Old Mill Stream; Meet Me Tonight in Dreamland; Jeannine; Missouri Waltz; I'm Falling in Love With Someone; Valse Huguette.
Lyman plays eight strictly American waltzes in perfect tempo and taste—admirable for dancing, at the same time calling up memories of our untroubled days. Orking is simple and direct, with the emphasis on beat and melody, never over-lush or florid, but full and pretty. A fine family item for LP homes.

JUKES Not suitable.
JOCKS Fine for mood or music - to - read - by segs.

SONGS OF SIGMUND ROMBERG—SONGS OF JEROME KERN—Rise Stevens-Dudley King, Dir.-Sylvan Shulman, Dir. (1-12'') **77**
Columbia (33) ML-4270
Wanting You; One Kiss; One Alone; Will You Remember?; Can't Help Lovin' That Man; They Didn't Believe Me; Smoke Gets in Your Eyes; Look For the Silver Lining; All the Things You Are; The Touch of Your Hand; The Song Is You; Don't Ever Leave Me.
The versatile Miss Stevens, perhaps more comfortable in her mezzo-soprano chores for the Met-opera, knocks out a dozen of the classic popular titles provided us by Sigmund Romberg and Jerome Kern, a pair of the most prominent pop writers of the period. She treats the tunes most affectionately and is aided agreeably by orks under the leadership of Dudley King on the Romberg songs and Sylvan Shulman on the Kern works.

JUKES Not suitable.
JOCKS Middle-brow stuff suitable smart pop segs.

A MILDRED BAILEY SERENADE—Mildred Bailey with orchestral accompaniment (1-10'') **70**
Columbia (33) CL-6094
The Lonesome Road; I Let a Song Go Out of My Heart; Thanks for the Memory; My Melancholy Baby; I'll Be Around; Lover, Come Back to Me; Don't Take Your Love From Me; All the Things You Are.
Seven reissues of a collector's items nature and one previously unreleased selection comprise this wonderful package of Mildred Bailey vocals. The thrush, whose warmth, ease of delivery and remarkable phrasing have made her one of the basic greats in a highly populated and competitive business, has here one of the finest representative selections of her particular styling available in any recorded form. Some classic renditions, like "Lover, Come Back to Me" and "Lonesome Road," and mixed with the beauty of the never before released "I'll Be Around." A worthy item for the collectors as well for any who are appreciative of great art.

JUKES Not suitable.
JOCKS Jazz and pop spinners can make wide use of this LP.

HOPALONG CASSIDY AND THE SINGING BANDIT—Bill Boyd (2-10'') **90**
Capitol CBX-3058
This one's due for some mighty heavy action. The availability of old-timer Boyd's films for television found him a tremendous kid market, and this set is geared to cash in heavily. The story is a red-blooded Western, similar to his flick stuff, and the familiar cohorts, including his horse, come to life nicely in the disk dramatization. Strong sales point is the picture book format, which here employs 34 pages of story continuity and pictures. Latter look like stills from the actual films. For dealers this one should match the "Cinderella" sale, but in a slightly older moppet market.

JUKES Not suitable.
JOCKS There will be calls for this one.

A RECITAL OF NEW MUSIC FOR CELLO AND PIANO—Seymour Barab, Cello; William Masselos, Piano (1-10'') **60**
Paradox (LP) 10001

The Drei Kleine Stuecke, Anton Webern; Four Declamations With Return, Henry Cowell; Two Preludes, Alexander Tcherepnine; Fantasy on a Javanesse Motive, Miriam Gideon; Lyric Piece George Perle; Two Pieces, Ben Weber.
Another independent diskery addresses itself to the reproduction on LP of recondite modern music—and does handsomely. The recording and surfaces are first rate; the cello-piano duo perform with felicity and prescience. Their playing is clearly skillful and wholehearted. As to the works, they are in the most advanced contemporary tradition, stemming largely from Schoenberg. Some were written especially for Barab and Masselos; one was composed for this recording. All are recorded for the first time here. Amateurs of this avant garde school will certainly find this disk worth investigating—let others beware.

JUKES Not suitable.
JOCKS Few of even the highest browed spinners would tackle these.

KHACHATURIAN: CONCERTO FOR PIANO AND ORCHESTRA—Oscar Levant-Philharmonic Symphony Ork of New York-Dimitri Mitropoulos, Dir. (1-12'') **87**
Columbia (33) ML-4288

All the ingredients for a strong best seller are packaged here—the popular Oscar Levant's ebullient keyboarding, the flashing colorful nature of the concerto, the broad current appeal of Khachaturian. The two other recordings of this work—Kappell for Victor and Lympny for English Decca—have not appeared in the LP form, and so Columbia has no competition in this particular regard. All of which is not intended to slur the actual musical worth of the disking—it is solid fare, brilliantly performed by Levant and the Philharmonic under Mitropoulos. The Asiatic flavor that has won the Soviet composer so strong a following here, the exotic virtuoso piano passages, the dramatic orchestral voicings—all these add to delightful, rewarding listening.

JUKES Not suitable.
JOCKS Excellent for those who can spin at length.

WOODY HERMAN AND HIS WOOD-CHOPPERS—Woody Herman Ork (1-10'') **70**
Columbia (33) CL-6092

Some Day; Sweetheart; I Surrender, Dear; Four Men On a Horse; Lost Week-End; Nero's Conception; Igor; Steps; Pam.
Eight fine jazz sides, cut by stars of the 1946 Herman band, are assembled here for the edification of jazz fans. Two of the numbers are standards, six are originals clefted by various of the participants. It is difficult to tab the style here—some are orthodox "chamber" jazz in the Goodman sextet tradition, some are in the Ellington small-group vein, the others are in an early bop manner. Excellent solos by Red Norvo, Billy Bauer, Bill Harris and Flip Phillips—Phillips plays in orderly, cool pre-JATP style. But for collectors the chief interest here may be the late Sonny Berman's trumpet work. A growing appreciation of the ill-fated young star is taking hold, and these small-combo sides showcase him well.

JUKES Not suitable.
JOCKS Fine for jazz jaz.

BEETHOVEN: QUINTET FOR PIANO AND WOODWINDS (Opus 16) and 32 VARIATIONS IN G MINOR—Orazio Frugoni, piano, and others (1-12'') LP) **76**
Vox-Polydor PLP-6040

There's musicianship of a high order on this LP platter, and neither of the selections have been available previously on LP. The Beethoven, due to its unusual instrumentation, is rarely performed, which is unfortunate, for it's an excellent, liquid, if not too profound work. The woodwind combination, which can be thick and cumbersome, comes out as a transparent, colorful, glittering group, due mainly to the fine French manner of playing. Frugoni's piano playing is in the same lucid style, and he proves himself a fine ensemble player to boot.
He essays the Variations solo, and employs the same clean, self-effacing approach. The recording, made in France, is excellent, as are David Hall's interesting program notes.

JUKES Not suitable.
JOCKS Quintet is a good long-hair novelty.

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Universal Twin BowlerWrite	Chicago Coin Pistol . 114.50	Pucks, Set of 8 7.99
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Record Reviews

(Continued from page 32)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
DON CORNELL (Henri Rene Ork) RCA Victor 20-3706	Come Back to Me One of several current adaptations of "Santa Lucia" is unimpressive in the lyric department. Cornell gives it a strong try, but the effect misses the bravura aimed for.	76--78--76--74
	My Baby Is Blue A most retentive, melodic, bluesy ballad is done in delightful croon style by Cornell—but a vocal quartet detracts from the intimacy side might have achieved.	77--80--76--76
TEX BENEKE (Glenn Douglas-The Moonlight Serenaders) RCA Victor 20-3703	Dream a Little Longer Conventional neo-Glenn Miller production on an ordinary ballad. A satisfactory dance dishing.	70--70--70--70
	Sunshine Cake A live, stimulating rhythm treatment of the "Riding High" novelty. Beneke warbles attractively, with group supporting smartly and ork in top form.	82--82--82--82
PEE WEE HUNT ORK Capitol 873	Runnin' Wild Still looking for another "Twelfth Street Rag," Hunt here projects a corn-tinged, two-beat rundown of a sterling oldie.	77--78--76--78
	Milenberg Joys A spirited two-beat performance of another of the Dixieland classics which are being dusted off in the current revival of Dixie.	79--80--78--80
EDDIE FISHER Bluebird 30-0026	I Love You Because The young Eddie Cantor protege does a current country click in good pop style. Voice quality is pure and warm; when more control is added Fisher can compete with the star warblers.	68--68--66--70
	Am I Wasting My Time On You? Engaging pop ditty gets a good go.	72--72--70--74
AL TRACE ORK Columbia 38707	If I Knew You Were Comin' I'd've Baked a Cake Trace warbles with assistance from band ensemble. Treatment is quite prosaic in comparison with other versions.	71--71--69--73
	I-Itty Love-Itty, You-Itty Baby-talk novelty ditty has some charm, gets a light, fluffy treatment.	68--68--66--70
THE DELTA FOUR Brunswick 80135	Farewell Blues Reissue of a landmark collectors disk of the small-combo swing era of the '30's. Roy Eldridge, Joe Marsala, Carmen Mastren and Sid Weiss turn on the jazz—still sounds fine.	68--70--68--66
	Swingin' on the Famous Door Side, the original flip, also stands up. A blues instrumental at slower tempo than flip.	68--70--68--66
DR. SAMUEL HOFFMAN-LESLIE BAXTER, DIR. Capitol 872	Radar Blues Piano-chorus-theremin ensemble fool with a light-weight blues riff by Harry Revel. Out of "Music from the Moon" album.	67--69--67--65
	Lunette Waltz melody is better suited to the music-from-heaven treatment than flip.	71--74--70--68
ERROL GARNER-JOHNNY HARTMAN Mercury 5378	September In the Rain Sensitive conception of this lovely standard highlights Hartman on one of his finest recorded efforts. Garner furnishes facile support but background could have been fuller to greater advantage.	65--70--65--70
	Remember Same comment as above.	65--70--65--60
GARWOOD VAN ORK Modern 202	Shine On Harvest Moon Neat dance ork treatment of the oldie which combines a society-like beat with a Miller conception. Good vocal by Bob Craig.	74--77--73--73
	When the Stage Coach Reaches Heaven Another of the attempted sequels to "Riders in the Sky" has plenty of guts and boasts a spirited performance which spots an excellent Craig vocal.	79--80--78--80
NELLIE LUTCHER Capitol 876	I'll Never Get Tired The old Lutch animation just ain't there as she knocks out one of her originals in pursuit of the old "Hurry On Down" success.	73--75--72--72
	That's a Plenty The marriage of Lutch and Dixieland doesn't come off.	65--65--64--66
PHIL MOORE ORK Discovery 121	Moonglow Moore is spotted at the piano in this odd-sounding modern orking. Sound can be attributed to unusual orking and a wide open echo chamber. Jockeys particularly may be intrigued.	67--75--65--60
	June Eve A Moore original is headed the same type of controversial treatment ork-wise.	60--70--60--50
COUNT BASIE ORK Brunswick 80134	Shorty George Fine old Basie is reissued. Still retains considerable freshness and springs like crazy. Spots guys like Lester Young, Bock Clayton, etc.	70--72--70--68
	Sent for You Yesterday and Here You Come Today (Jimmy Rushing) A basic classic etching, this one probably can find quite a large market. The "head" arrangement drives hard and Rushing's vocal here has bred more sequels than most other commercial blues in modern annals.	74--75--75--72
MICKY KATZ ORK Capitol 869	There's a Hole in the Iron Curtain The multitudes, generally being guided on an anti-Soviet kick, are bound to howl at this hilarious satire of the Russian scene. A vociferous minority should sound loud enough to make it profitable for Katz and Capitol. "Der Fuehrer's Face" set the pattern for this one.	87--88--87--86
	The Papoefnik Polka Another potpourri of jigs is embodied in this polka but they're harder to catch than the obnoxious jibes on side one.	78--79--77--78

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Record Reviews

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK Jockey OPERATOR RETAILER
POPULAR		
EDDIE CANTOR (2 Beaus & a Peep-Henri Rene Ork) RCA Victor 20-3705	Enjoy Yourself Cantor delivers with pep and enthusiasm, with lively production aid from Rene and group. I Love Her Revived oldie is natural material for the comic, who benefits here from all-out ork and group support.	75--76--74--75 72--72--70--74
RALPH YOUNG-JACK PLEIS ORK London 608	Please Treat Her Nicer Throbber is warbled in lush fashion by the robust-tone vocalist. A thoroly effective waxing. I've Got the World on a String Great Harold Arlen standard is a good showcase for the warbler. Good for steady jock play.	79--80--78--78 76--80--75--72
ROY STEVENS ORK London 650	When Your Old Wedding Ring Was New The trumpeter-warbler-maestro shows nothing special here. Sugarfoot Rag (Stevens and Patricia Laird) The more infectious features of the rag tune are by-passed in Stevens' hip score. Action is unlikely here.	62--62--60--65 62--62--60--64
ANNE SHELTON London 645	Without That Certain Thing British thrush offers a very pleasant rendition of a fine old tune. Unlikely to prove a pace-setter, however. Oh, Baby, What Can I Do? Lee-Barbour bounce ditty gets done over competently if unexcitingly.	73--75--73--70 70--72--70--67
JON & SONDR STEELE Coral 60165	My Lily and My Rose Boy-girl harmony team gives the ditty an old-fashioned bounce. Opus has shown little sign that it's taking hold. Half a Heart Is All You Left Me Duo is late with the Al Morgan tune, but offers a solid juke rendition that could show some action.	71--71--70--73 74--74--74--75
FRANK LUTHER Decca 24915	(1) Beautiful Isle of Somewhere (2) Beautiful Beckoning Hands Old-familiar hymn is sung simply and sincerely by the kidisk star, who once specialized in such material. Recitation should help business. (1) Beyond the Sunset (2) Should You Go First Same fresh interpreting here, tho Luther is late with this one. Vocal group helps keep things well-paced.	72--73--72--70 75--77--76--72
MARSHALL YOUNG (Sal Vasta Ork) Richmond 148	Cigarette Serenade Exotic, contrived rumba affair concerns itself with the tough life of a cigarette girl. Young has a robust production-type bary. Some Day I'll Get Lucky More modest production has doubtful commercial potential.	68--70--68--65 53--57--52--50
CLARK DENNIS (Lou Busch Ork) Capitol 871	How Can You Buy Killarney? Dennis' sweet Irish tenor is well cast in the fine song, but come St. Pat's Day there will be tough competition from Bing and D. Day. Patsy Fagan Light, bright, jiggy Irish tune provides a spirited backing. Could get steady tavern play.	76--75--75--77 72--70--70--75
CONNIE HAINES Coral 60166	O! Man Mose Tho other recent revivals of the novelty haven't started much stir, this bright version should be good for modest continuous business. How Come You Do Me Like You Do? Oldie from the first Dixieland era gets soft, rhythmic projection by the thrush.	73--72--70--78 72--74--70--72
TONI ARDEN Columbia 38739	Rain Beautiful, full-bodied ballad interpretation by a thrush of considerable promise. Fine old tune could grab hold. Mother, Mother, Mother Cute oldie is highly retentive and the thrush does it with style. Could be the next big nursery tune-gone pop.	84--85--83--83 81--82--80--80
LAWRENCE WELK Mercury 5381	What Are Ya Doing Tonight, Dear? Rollicking gang-band novelty is pushed along by march rhythm and liney dialect. A catchy side. Why Is It? Pleasant ballad failed to hit when plugged last year, but this easy-going, highly danceable rendition should appeal to Welk fans.	76--76--75--78 72--73--72--70
LISA KIRK (Henri Rene Ork) RCA Victor 20-3704	Kiss Me Infectious song, with a light bounce, gets a tasty, if unexciting rendition here. Sweet Promises and Good Intentions Hand-clapping opus is in the "Dear Hearts and Gentle People" groove, with a folk slant. Pleasant, if unmomentous disk.	72--73--72--70 74--74--73--75
VIC SCHOEN ORK (Don Burke-The Lee Gordon Singers) Decca 24919	Truly Pretty Johnny Mercer song is a little tricky for the mass market. Burke hands it a fair enough rendition. As We Are Today Picture is from "Daughter of Rosie O'Grady." Pleasant, melodious side.	70--70--70--70 75--76--75--73
RUSS MORGAN ORK Decca 25474	Prisionero Del Mar Familiar Latin standard is done instrumentally by Morgan, with his own trombone featured briefly. Okay dance and dinner music. Release. Pavanne Similar treatment goes into a pleasant disk of the Morton Gould novelette standard.	71--72--70--70 70--72--68--70
JON & SONDR STEELE Coral 60162	Broken Down Merry-Go-Round The duo is late with this one, and competition is strong, but their competent version, with good organ-piano assist, should do some Midwest business. We Were Married The old-fashioned harmony feeling suits this retentive throbber fine. Could be a country seller.	75--74--74--76 76--76--76--76

(Continued on page 118)



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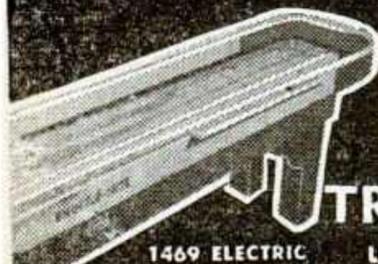
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Record Reviews

(Continued from page 117)

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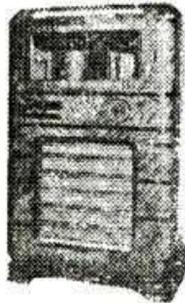
ARTIST LABEL AND NO.	TUNES COMMENT	
	POPULAR	
LEE MONTI'S TUNES London 613	It Goes In One Ear and Out the Other Novelty has been around without happening, but this semi-polka styling could find a fair-sized market.	71--70--72--70
	Whose Arms Are You In Tonight? Mid-Western group hands a sparkly rendition of a solid popcorn opus. Brighter record sound would help.	72--72--71--72
EVE YOUNG-CLIFF FERRE London 620	One! Two! Three! Miss Young does a neat job here, with ditto piano-rhythm backing. Could enjoy modest success if the tune clicks.	72--73--72--72
	Another Kiss Cute, effective little boy-girl ditty is handled in warm, intimate style by the team.	76--77--76--76
HENRY BRANDON ORK London 606	You Can't Stop Me From Dreaming Better vocal presence would have helped this razz-mah-tazzy gang effort.	68--68--67--70
	Stars Are the Windows of Heaven Pretty instrumental waltz makes for a fine dance side.	65--67--63--66
THE NOV-ELITES London 612	Spaghetti Rag Lack-lustre recording sound mars an energetic novelty effort.	68--68--67--70
	I Wish I Could Shimmy Like My Sister Kate Same problem here.	62--62--61--64
AL WALLACE ORK (Shirley Claire-Jimmy Thomas) Gilt-Edge 5005	Kiss Me, Honey, Kiss Me A whole instrumental chorus precedes an adequate fem vocal on the original bounce ditty. Recording lacks brilliance.	59--60--58--60
	Blue Bonnett Belle Thomas warbles a catchy pseudo-Western in acceptable fashion, the better recording would have helped him too.	66--66--66--67
HERB JEFFRIES Columbia 38738	Baby, Won't You Say You Love Me? The "Wabash Avenue" picture is warbled handsomely by the bary in one of his best Columbia cuttings to date.	79--79--79--79
	The Flying Dutchman Jeffries is late with this elaborate bank of material, but hands it a strong production.	77--80--77--75
MICKEY DEE & SKINNER Command 5015	Heart of My Heart Buffalo harmony duo sock out the oldie in infectious Van and Schenk style. Instrumental portion could have been stronger at the midway point.	77--77--77--78
	When I Lost You Fine old Irving Berlin waltz gets the same sort of vigorous projection. Should be a big one for the tavern trade.	78--77--77--80
	CHILDREN	
BETTY GARRETT MGM 5-8	Fantissimo (The Little Horse With Bells in His Heart!) (1 & 2) Little story is in rhyme, and Miss Garrett narrates in clear, rhythmic and charming fashion. There's no really solid gimmick to sell this one, however.	68--68--68--NS
PETER DONALD-MITCHELL MILLER ORK Golden RD-7 (6")	Donald Duck at the Opera Original Donald Duck voice and Disney art on package and label compensate for slight material, but someone sounds could catch.	78--NS--78--NS
	Mickey's New Car Disney voices, sound effects and swing music come across better here.	80--NS--80--NS
GIL MACK-ANNE LLOYD-MICHAEL STEWART-SAND-PIPERS-MITCHELL MILLER ORK Golden R-42 (6")	Saggy Baggy Elephant Song-Story is based on a popular Little Golden Book. Cute, clear dishing, with usual attractive package.	80--NS--80--NS
	Elephant Walk Instrumental is Gounod's "Marionette March." Miller's little ork plays it charmingly.	75--NS--75--NS
ANNE LLOYD-GIL MACK-THE SAND-PIPERS-MITCHELL MILLER ORK Golden R-43 (6")	The Seven Sneezes Cute song-story is adapted from another popular Golden Book. Production is amusing, presentation tops.	80--NS--80--NS
	My Toothbrush Song Catchy song offers painless advice on tooth care.	78--NS--78--NS
	BLUES & RHYTHM	
ADDIE WILLIAMS Capitol 866	Baby, You Don't Know Soprano blues thrush has a religious-type delivery that doesn't register on this one.	60--60--60--60
	Red Sails in the Sunset Gal sounds like Rose Murphy with an extra supply of oxygen. Could be a left-field smash or a pop-out.	75--75--75--75
THE RAY-O-VACS Decca 4814L	Once Upon a Time Solo warbler wiggles thru an old-fashioned-type ditty of the school relished by the Mills Bros. He's relieved briefly by a tenor.	71--72--72--70
	Sentimental Me Similar handling of the promising ballad. Could fall into some rhythm-blues coin.	81--82--81--81
STEVE GIBSON-THE RED CAPS Mercury 5380	I'll Never Love Anyone Else Group gets off a routine blues ballad job with tenor and clary bits between vocal choruses.	69--69--69--69
	I Want a Roof Over My Head Rhythm novelty with a spiritual flavor warbled and orked with exuberance.	70--70--70--70
	Your Ever Lovin' Slick So-so blues job, with mediocre warbling, unexciting tenor and rhythm.	56--56--54--58
THE WHISPERS Apollo 1156	Got No Time Dull ballad opus, with solo warbler featured and duo harmonizing fill-ins.	54--56--54--52
THE BEAVERS Coral 65026	I'd Rather Be Wrong Than Blue Group in the Orioles-Ink Spots groove does a fair job with a good blues ballad.	68--68--67--69
	Big Mouth Mama Up-tempo blues styled in typical Ransom fashion.	65--65--63--67

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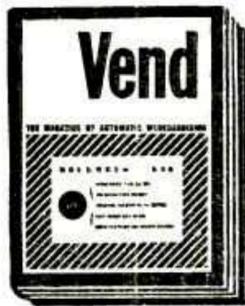
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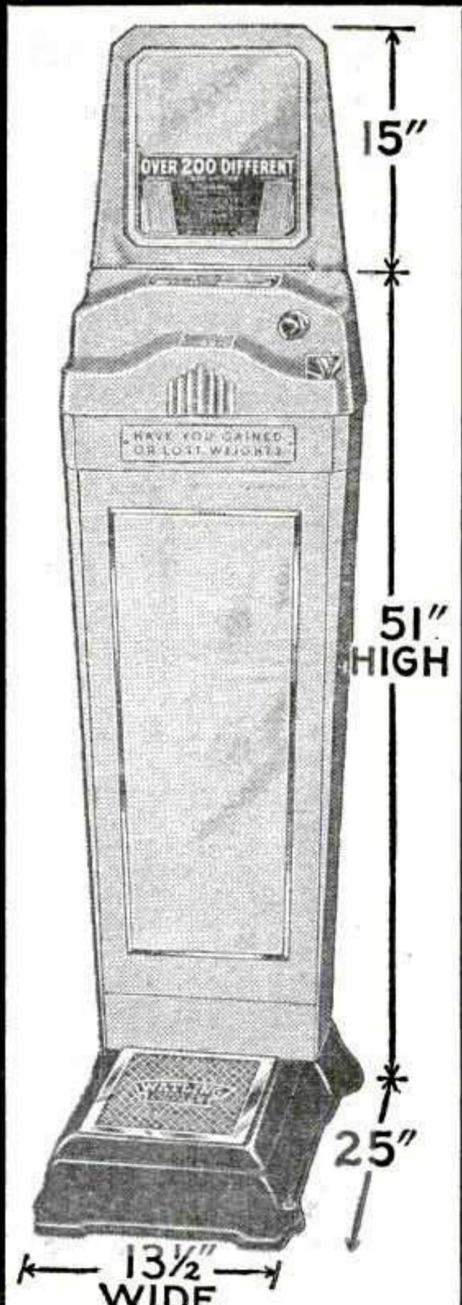
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Record Reviews

ARTIST TUNES
LABEL AND NO. COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OPERATOR RETAILER DISK JOCKEY OVER-ALL
BLUES & RHYTHM		
JIMMY "BABY-FACE" LEWIS Atlantic 901	I'm So Good to You Lewis warbles winningly on this up-tempo vamp on the "I'm Not Mad At You" opus. Combo jumps steady in back.	78--78--76--80
	Mailman Blues Same lively, romping spirit charges this fly, fast blues. Lewis shows top shout form.	78--78--76--80
WILLIS JACKSON ORK Apollo 800	Chucks Chuckles Jackson blows mighty tenor in front of an easy-swinging riff—but the appeal is jazz rather than r & b. Excellently recorded.	75--75--75--75
	Can't Help Loving That Man Big fat tones, ideas, feeling in this beautiful jazz tenor solo—strictly for kicks, tho.	73--77--72--70
FRANK "FLOOR-SHOW" CULLEY Atlantic 902	Hop 'n' Twist Culley and Co. get off a pounding medium tempo blues instrumental on a good old riff, with the leader spotted on a boppish tenor solo.	72--72--72--72
	Waxie Maxie Boogie Fast flying keyboarding and driving tenor are featured on a hard-hitting romper.	77--77--75--79
THE DELTA RHYTHM BOYS Atlantic 900	If You See Tears In My Eyes Haunting ballad performance on strong sentimentalizer should pick up shekels. Teasing tenor lead impresses.	83--83--82--84
	Nobody Knows Bass carries lead on this so-so ballad well warbled but lacking in feeling.	70--70--70--70
HARRY DIAL Decca 48142	Prince's Boogie Woogie Small-combo jazz in the old tradition: driving boogie piano, Mezzrow-type clary, trumpet and rhythm. More for jazz fans than the r & b market.	67--67--67--67
	Diddywadiddy Vocal blues in the same tradition. Side has the feel of a Fats Waller humorous blues job.	67--67--67--67
SPIRITUAL		
LINCOLN GOSPEL SINGERS Regent 1015	Dark Trials Lively male-group spiritual is shouted with proper intensity and sufficient attention to harmony.	75--75--75--NS
	A Child of God Taut, nervous rendition has plenty of power and excitement.	77--77--77--NS
SPIRIT OF MEMPHIS QUARTET King 4340	Blessed Are the Dead Surge spiritual starts out fancy, but finally digs in for a fairly effective side.	64--65--64--NS
	Days Passed and Gone Highly effective chanting faded behind a fervent sermon creates a mighty spiritual atmosphere. Powerful religious disk.	82--82--82--NS
SACRED		
KING'S SACRED QUARTET King 841	I'll Be Listening Hillbilly sacred singing of a high order here. Fervent, lively offering is well-recorded too.	77--80--80--75
	The Old Country Church Banjo backing is a strong factor on both sides. Disk should do well in the South and hillbilly nabes.	78--80--80--75
BETHEL GOSPEL SINGERS Decca 48137	Living Humble Spiritual has strong, nervous rhythm, but harmony and diction are sub-par.	65--65--66--NS
	If I Had My Way The spirit is here, if the vocal quality isn't.	62--60--65--NS
JOHN DANIEL QUARTET Bama 1	That's Why I Love My Jesus Bad balance is responsible for a dull-sounding sacred platter.	57--58--60--50
	When I Get There Livelier stuff here.	67--70--69--60
JOHN & TROY DANIEL Bama 3	At the End of the Trail Despite out-of-tune harmony, this one could enjoy a fair-to-middlin' sale in the South.	58--60--62--50
	I Give God the Glory Brighter solo effort, with piano, has a better chance.	66--68--68--62
COUNTRY & WESTERN		
BIG JIM DE NOONE 4 Star 1432	Bell Bottom Trousers Couple dance, without calls, is orted in true Western style, with a definite beat. Useful to square dance groups.	73--73--75--72
	The Girl I Left Behind Me A useful square dance side with authentic flavor and rhythm.	73--73--76--72
HANK PENNY King 842	Got the Louisiana Blues Swing country blues has a pile-driver beat. Penny warbles with spirit, and there are some okay instrumental solos.	79--80--78--78
	Now Ain't You Glad, Dear? Bright, light ditty is top-notch dance fare, and instrumental solos figure here too. Merle Davis is one of the guitarists.	76--77--75--76
STUART WADE Atlantic 723	Rebel Yell! Noisy disk could have a strong impact among Confederates who haven't given up. Fine production is in the "Mule Train" vein.	78--80--77--77
	My Red-Headed Gal The talented bary warbles some more conventional material here.	71--72--70--70
RED SOVINE MGM 10642	The Intoxicated Rat Charming fable is warbled in bright country jig time—Sovine delivers with animation and gusto.	78--76--78--80
	Groovy Boy The melody and format are "Chattanooga Shoe Shine"; the content is a country jazz dedicated to a Southern disk jockey, whether actual or legendary we don't know. Fine performance.	75--75--75--75



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1st Super Crane Units Delivered

LOS ANGELES, March 11.—Joseph Bartell, Phoenix and Tucson (Ariz.) operator, this week took delivery on the first 110 Super Cranes manufactured by the Sidebottom Novelty Manufacturing Company here.

The cranes, featuring a 40-pound removable unit, recently moved off the assembly lines. The machine also has a curved glass top and a leatherette finish.

Lee Sidebottom, head of the manufacturing firm, said approximately 300 of the cranes will be manufactured this year. Company is also manufacturing the merchandise.

Bill Howard heads the engineering department for the company.

Arizona Solons Mull Mch. Levy

PHOENIX, Ariz., March 11.—Because of an urgent need for more State revenue, the Arizona Legislature is considering a levy on coin machines.

Proponents of the idea claim there are approximately 10,000 amusement games, music machines and vendors on location in the State. They figure a yearly per machine license fee of \$50 would produce \$500,000 annually. The proposed levy would affect equipment with coin chutes for pennies or more.

Washington:

(Continued from page 113)

crowned Washington Skate Queen. She appeared every night at the Spacarb booth.

The vacation exodus from Washington seems to be just about over. Among the recent arrivals back home was **Gordon Leach**, of the Zoo Concession in Rock Creek Park after three weeks in Miami Beach. . . . Also back on the home grounds is **Eddie Renner**, of the North Virginia Music Company, after a business trip to Winchester, Va. . . . **Frank V. Connolly**, vice-president of the Vend Mart Corporation, also is home from a meeting in New York.

Mr. and Mrs. R. Garrido (she's the daughter of **Robert Cunningham** of the Service Music Company) are back from their honeymoon. **Mrs. Alberta Keenan**, Service Music reports that their top tunes now are Victor's "It Isn't Fair" and MGM's "You've Changed." At least that's what the juke box crowd is demanding.

The popularity of "It Isn't Fair" is also attested to by **Max Silverman**, of the Quality Music Company, which boasts the best selection of be-bop records in the country. Silverman has a couple of disk jockey shows on local stations. With an eye to the future, Silverman predicts that **Eileen Barton's** waxing of "If I Knew You Were Coming, I'd've Baked a Cake" on a National label will be a sensational hit. . . . The **Griffiths Brothers**, of Pioneer Novelty, have added a new Seeburg 100 record machine to their supply.

Gerald Davis, of the Standard Music Company, reports that he's pleased with his new Bally Speed Bowlers. He says the customers seem to like it too, because it's a very fast game. . . . From **Albert Kristall**, of Seaco Venders, comes an encouraging report on the Washington response to the new Shuffle Alleys. The first machines were installed in this area about six months ago and they caught on from the start. . . . Washington coinmen represented at the Music Operators' Association Convention in Chicago last week were **Roger and Evan Griffiths** and **John H. Phillips**, of Phillips Novelty Company. They stayed at the Palmer House.

ADVANCE RECORD RELEASES

INTERNATIONAL

(Continued from page 37)

- Ach, Boze Lasko
- J. Mazanac Ork (Ax Pujdu) Continental C-25
- Az Pujdu Od Tebe Rano
- J. Mazanac Ork (Ach, Boze) Continental C-25
- Bauern Rumba
- F. Fassler (Wenn Ich) V25-4120
- Barbara
- H. Rene Musette Ork (Helen) V(45)51-0036
- Big Town Polka
- International Polka Band (White Eagle) Continental C-1282
- Blue Bonnet Schottische
- Pinetoppers (Flying Eagle) Coral 64034
- Blonde Charlie
- L. Duchow Red Raven Ork (Red Raven) V(45)51-0041
- Carousél Waltz
- J. Vadnal Ork (Juke Box) V(45)51-0042
- Clopin-Clopant
- H. Salvador (Maladie D'Amour) Polydor 560.039
- Czerwony Kogut
- H. Mocarsky Ork (Jedziemy) V25-9218
- Daddy's Little Girl
- T. Preston (Heart of) 4 Star 1438
- Express Polka
- V. Zembruski Ork (Flying Red) Continental C-1287
- Flying Eagle Polka
- Pinetoppers (Blue Bonnet) Coral 64034
- Fool's Gold
- A. Vaughn (Unfaithful One) 4 Star 1439
- Harvest Moon Rheinlaender
- Rathskeller Five (Homestead Polka) Continental C-1284
- Heart of Stone
- T. Preston (Daddy's Little) 4 Star 1438
- Helen
- H. Rene Musette Ork (Barbara) V(45)51-0036
- Homestead Polka
- Polka Rascals (Harvest Moon) Continental C-1284
- Jedziemy
- H. Mocarsky Ork (Czerwony Kogut) V25-9218
- Judy Polka
- V. Zembruski Ork (Kiss Polka) Continental C-1286
- Juke Box Polka
- J. Vadnal Ork (Carousel Waltz) V(45)51-0042
- Kiss Polka, The
- V. Zembruski Ork (Judy Polka) Continental C-1286
- Kristiana Waltz
- Six Fat Dutchmen (Tuba Polka) V(45)51-0043
- Land of Israel Album—Israel Folk Symphony Ork-M. Lavry, Cond (1-10'')
- Israel (33) LP 1
- Leavin' With My Heart
- J. Perkins (Tennessee Stomp) 4 Star 1352
- Main Street Polka
- H. Rene Musette Ork (Piano Polka) V(45)51-0040
- Maladie D'Amour
- H. Salvador (Clopin-Clopant) Polydor 560.039
- Mein Liebes Heimatsland
- F. Kessler (Platz Konzert) Continental C-317
- Ne Gremo Domov
- Lausche Trio (Pod Hrastom) Continental C-422
- O Lube Dzielwse Polka
- T. Puskarz Ork-H. Borawski (Za Dwa) Continental C-800
- Oh, Dear, Polka
- F. Mullec Ork (There Was) Continental C-1285
- Od Ungvaru Drazka Idze
- B. Joshka (Zemplinski Cardas) Continental C-106
- Oneg Shabbat Album—Tel Aviv Chamber Ork-M. Lavry, Cond (1-10'')
- Israel (33) LP 4

- Piano Polka
- H. Rene Musette Ork (Main Street) V(45)51-0040
- Platz Konzert
- F. Kessler (Mein Liebes) Continental C-317
- Pod Hrastom
- Lausche Trio (Ne Gremo) Continental C-422
- Prendre Un Verre de Bierre Mon Minou
- La Famille Soucy (Reel De) V 26-7946
- Red Raven Schottische
- L. Duchow Red Raven Ork (Blonde Charlie) V(45)51-0041
- Reel De Ti-Gus
- I. Soucy Ensemble (Prendre Un) V 26-7946
- Round-About Polka
- The International Brass Band (Yoo-Hoo Polka) Continental C-1275
- St. Louis Blues
- M. Katz (Yiddish Jam) V 25-5098
- Songs of the Defenders of Israel Album—Israel Folk Symphony Ork-M. Lavry, Cond (1-10'')
- Israel (33) LP 2
- Tennessee Stomp
- J. Perkins (Leavin' With) 4 Star 1352
- There Was a Time
- F. Mullec Ork (Oh, Dear) Continental C-1285
- Tuba Polka
- Six Fat Dutchmen (Kristiana Waltz) V(45)51-0043
- Unfaithful One
- A. Vaughn (Fool's Gold) 4 Star 1439
- Wenn Ich Mit Meinem Dackel
- F. Fassler (Bauern Rumba) V25-4120
- White Eagle Polka
- International Polka Band (Big Town) Continental C-1282
- Yiddish Jam Session
- M. Katz (St. Louis) V 25-5098
- Yoo-Hoo Polka
- International Brass Band (Round-About Polka) Continental C-1275
- Za Dwa Dolary
- T. Puskarz Ork-H. Borawski (O Lube) Continental C-800
- Zemplinski Cardas
- B. Joshka (Od Ungvaru) Continental C-106

CHILDREN

- Bird Orchestra, The
- S. MacGregor (Painted Wagon) Junior J-1008
- Champion (The Horse No Man Could Ride) Album—G. Aury (2-10'')
- Col MJV-62
- Fantissimo (The Little Horse With Bells In His Heart) (1 & 2)
- B. Garrett MGM 50033
- Hopalong Cassidy and the Singing Bandit Album—Bill B. d-A. Clyde-R. Brooks (2-10'')
- Cap CBX 3058
- Johnny on His Bicycle
- S. MacGregor (Mouse Town) Junior J-1007
- Mouse Town Fire Engine
- S. MacGregor (Johnny on) Junior J-1007
- Painted Wagon, The
- S. MacGregor (Bird Orchestra) Junior J-1008

RELIGIOUS

- Evening Prayer
- E. MacHugh (In the) Fireside FS-101
- In the Garden
- E. MacHugh (Evening Prayer) Fireside FS-101
- This Train Will Soon Be Leaving
- Hallelujah Trio (Will the) London 16020
- Will the Circle Be Broken
- Hallelujah (This Train) London 16020

ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from Page 30)

- I'd Climb the Highest Mountain (If I Knew I'd Find You)
- C. Brown (Don't Overdo) Cap(78)887; (45)F887
- If You See Tears in My Eyes
- Delta Rhythm Boys (Nobody Knows) Atlantic 900
- I'll Never Love Anyone Else
- S. Gibson (I Want) Mer 5380
- I'm So Good to You
- J. Lewis (Mailman Blues) Atlantic 901
- Jazz at Carnegie Hall Album—I. Jacquet-S. Nadine-L. Paul-J. McVea-J. Johnson-J. Miller-L. Young (1-10'')
- Arco(33)A.L.4
- Johnson Rag
- A. Milburn (Walking Blues) Aladdin 3049
- Long Gone Lonesome Blues
- H. Williams (My Son) MGM 10645
- Low Down Woman Blues
- S. Hogg (1 & 2) Specialty SP 356
- Lunette
- S. Hoffman-L. Baxter (Radar Blues) Cap 872
- Margie
- J. Lunceford (Four, or) Varsity 5012
- Mailman Blues
- J. Lewis (I'm So) Atlantic 901
- Mild and Mellow
- G. Auld (Settin' the) Discovery 117
- Misery
- Little Esther-J. Otis Ork (Distrustin' Blues) Savoy 735
- Misery Blues
- J. Liggins (Mississippi Boogie) Specialty SP 353
- Mississippi Boogie
- J. Liggins (Misery Blues) Specialty SP 353
- My Son Calls Another Man Daddy
- H. Williams (Long Gone) MGM 10645
- No More Blues
- T. Brown (Slow Motion) Cap(78)922; (45)F-922
- Nobody Knows
- Delta Rhythm Boys (If You) Atlantic 900
- O Solo Mio Boogie
- C. Howard (Within This) Specialty SP 352
- P Vine Blues
- J. Williams (I'm a) J. Williams Col 30191
- Please Try To See It My Way
- Tampa Red (It's Too) V(78)22-0071; (45)50-0071
- Prince's Boogie Woogie
- H. Dial (Diddywaddy) Dec 48124
- Radar Blues
- S. Hoffman-L. Baxter (Lunette) Cap 872
- Ride, Red, Ride
- H. Allen Ork (Dear Old) Brunswick 80136
- Savannah Sings the Blues
- S. Churchill (Don't Try) Arco 1229
- Settin' the Pace
- G. Auld (Mild and) Discovery 117
- Slow Motion Baby
- T. Brown (No More) Cap(78)922; (45)F-922
- Swingin' on the Famous Door
- Delta Four (Farewell Blues) Brunswick 80135
- Television Blues
- "Scat Man" Crothers (I'd Rather) London 17008
- That's All Brother, That's All
- P. Logan (Heap Sees) MGM 10655
- T. Town Blues
- E. Fields Ork (Baritone Shuffle) Regal 3249
- Thinkin' Blues
- B. Wright (Back Biting) Savoy 733
- Ticket Agent
- C. Weaver (My Baby's) Sittin' In 547
- Trouble Ain't Nothin' But the Blues
- L. Giosson (Fan American) Dec 46215
- Turkey Hop (Part I and II)
- J. Otis Ork, Savoy 732
- R. Brown (Someday) Atlantic 899

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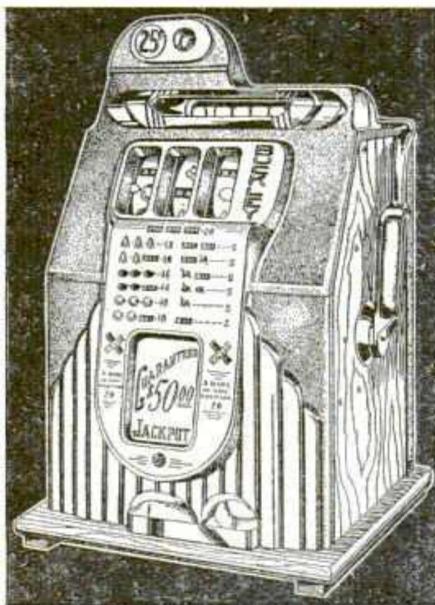
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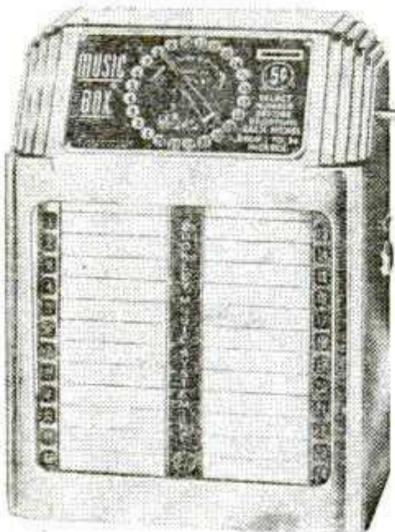
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MOA Convensh Hits Jackpot; Biz Sessions Hilite 1st Meet

(Continued from Page 98)

operations without any delay, Miller called on Leo L. Kaner, tax consultant and CPA, for a discussion of taxes and depreciation as these two problems concern the juke box operator (see separate story).

Following Kaner to the rostrum was Sidney Levine, who reviewed the short history of MOA and his role as legal counsel for the group, covering in detail the Scott Bill activities in Washington.

Tuesday session opened with a talk on intermediate coinage by Edward Mehren, president of the Squirt Company and head of the Intermediate Coinage Institute (see separate story).

Prior to Mehren's talk, however, Miller read to the operators an application submitted by Hal Cook, Capitol Records, for an associate membership in MOA. Completely unexpected, Miller stated no previous consideration had been given the matter of admitting manufacturers and/or suppliers. Applying the regular membership rate schedules, these firms, if admitted, would pay a \$250 fee.

Upon a motion made from the floor, it was voted to accept the proposed application from Capitol after Cook had explained the firm wanted no vote or representation on the board or among the officers, but wished to lend its moral support to MOA.

Mfr.-Op Session

John Haddock, president of AMI (one of two phono firms exhibiting at the convention), teed off the manufacturer portion of the business meetings with a short talk on the juke box business from the manufacturer's viewpoint.

Stressing unity in the field, Haddock pointed out it was the job of the manufacturer to provide a piece of equipment which would bring the greatest return for the dollar investment.

For the information of operators, Haddock explained the great sums which must be spent by a manufacturer to design, develop, engineer and tool a new machine. He cited as an example of what he felt the manufacturer should do for the operator, the costly testing of a combination juke box-television unit conducted by his firm. These tests, which Haddock said proved unsuccessful, were considered 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 10 per cent 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 & Company, who displayed their Constellation unit, was unable to speak due to illness, but sent a message to the convention stressing his firm's desire to work with MOA and adding that his firm would also make application for an associate membership.

Hal Cook, Capitol, made a short talk to the ops, and Wilber Smith, pinch-hitting for Art Olson, president of Permo, awarded prizes in Permo's contest in connection with its new nylon needle (see separate story).

Vote 1951 Meet

Wednesday morning session, final day of business for the convention, opened auspiciously when it was voted to hold another convention in 1951. While it is expected the site will again be Chicago, and the time approximately the same as this year, it was decided to leave final selection to the executive board.

A short talk by Jim Mangan, advertising and public relations executive, was followed by a thoro dis-

cussion on merchandising by D. L. Steinberg (see separate story) and by Hirsh de LaVie.

Election

Adjourning for luncheon after the merchandising clinic was completed, the convention reconvened Wednesday afternoon. First order of business was the reading of the financial report by Miller (the national chairman also serves as MOA treasurer).

It was clear to all after this report that MOA has functioned as a non-profit org and will continue to do so in the immediate future. Actually, MOA has operated since January 1, prepared for this convention and held the convention at a cost of approximately \$2,500.

After the financial report the elections were held, and the convention stood adjourned for 1950.

A banquet Wednesday night drew more than 300 persons and was featured by a show with Jimmy Durante heading the talent. Levine, in behalf of the MOA, presented Miller and Cunliffe with war bonds in recognition of their work for the org during the past year and to the latter, especially, for his work in handling the convention from his headquarters here.

4 MORE MFRS.

(Continued from page 97)

related accessories, and Shuffleboard Specialists, Chicago, shuffleboards.

Bowman, who has managed several national shows for other industries over the years, stressed the exhibit hall is now assured of diversification. "Practically, every known type of coin machine will be shown," he said. "The show committee has planned space so that all exhibits will be easy to find and there will be no attempt to crowd the aisles and corners with equipment. The hospitality committee, headed by Vince Shay, also has worked with me to set up a streamlined registration system which will save visiting operators hours of waiting in long lines. The committee is also handling advance room registrations and reports space moving briskly."

See Wave of New Op Blood in Field

(Continued from page 97)

New in the vending field is the partnership registered for the firm of Beresin and Loeb. The owners of the firm at 333 South Broad Street were listed as Jack Beresin and Samuel A. Alesker. Beresin, the head of the Berlo Vending Company and the Beresin & Loeb firm, specializes in concession operations.

Nathan Muchnick, veteran music and pinball operator and jobber, set up the Philadelphia Distributing Company at 1251 North 52d Street. The new enterprise will also handle the distribution of phonograph records. William H. Fishman and George Resnick, also veteran operators, set up the Dell Amusement Company, with the principal place of business at 4022-4026 West Girard Avenue. Another new enterprise petitioning for a certificate for the conduct of its business is Ace High Music, located at 16th and Green streets, with Augustus B. Lukens listed as the sole owner. Still another new operation is the Willow Coin Machine Company at 252-254 North Second Street, handling music, vending and amusement games, with William Hallgarth and Harry Lowenthal listed as the sole owners.

ACMMA BOOMING

(Continued from page 111)

Together with American and Standard (Rock-Ola), National forms what is generally known as the Big Three of the industry.

The other two newly contracted shuffleboard firms are Marvel and Shuffleboard Specialists. Marvel has been one of the volume builders of electric scoreboards, and Shuffleboard Specialists not only makes shuffleboards, but also handles shuffle games. Keeney, one of the first to sign for the ACMMA show, has also been a leading factor in the electric scoreboard side of the industry.

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Complete with clearance rake and replacement back lining. Just plug in — no soldering.
Only \$29.75
Write, wire or phone orders! When ordering specify name of game.
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United SHUFFLE ALLEY
Excellent Condition **\$189.50**

**MODERNISTIC
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NEW 1950
Shuffleboards**

Complete With All Maple Tops... **WRITE**

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Reconditioned **\$69.50**

SHUFFLEBOARDS Reconditioned like new! 12 ft., 18 ft., 22 ft. Guaranteed. **WRITE**

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Also 5¢, 10¢, 25¢

WANT TO BUY CITATIONS, GOLD CUPS, LATE 5-BALL FLIPPER FREE PLAY GAMES.
Complete stock reconditioned 5-Ball Free Play Games, 1-Ball F.P. and P.O., Consoles, Arcade and all other types of Equipment. Write.
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FOR SALE—ATTENTION, OPERATORS

75 Track Odds, D.D. and parlay, single and twin tubes. All modernized with latest parts.
10 Evans Races, combination F.P. and cash. Used 10 weeks.
1 25¢ 1949 Evans Winter Book.

55-25¢ F.P. and Cash Keeney Super Bells.
1 New 1950 Baker Races.
25 Paces and Baker Races—shortened tracks with electric impulse.
5 25¢ Paces Races, like new.

For Information Write
Chas. and John Hutchins, Box 108, Fernandina, Fla. Ph. 32-40

Halifax To Keep Annual Pin Levy

HALIFAX, N. S., March 11.—A proposal of pinball machine distributors and operators of Halifax that licenses for the pinball machines be issued for six-month periods has been rejected by the finance and executive committee of Halifax.

Pinball distributors and operators had pointed out that some of the machines are not in operation for the full 12 months covered in the annual license. Hence, it would be fair to the operators, they said, if the licensing period were cut to the half year and the fee reduced from the \$50 for the year, to \$25.

The committee in discussing the request decided that the city authorities did not establish the annual license of \$50 to regulate the operation of the pinball machines, but wholly to provide revenue for the city. Hence, the committee ruled that no action would be taken on the request.

Turning Back the Clock

15 Years Ago This Week
CHICAGO, March 9, 1935.—Coinmen, looking back on the progress made in placing coin amusement games in retail establishments since 1931, applauded the wide acceptance of such installations in all parts of the country. One of the signs indicating advancement of modern retailing, spokesmen declared, was the development of this popular form of amusement. Readily adapted to a large percentage of retail locations, the placement of coin games in such spots was said to be the result of a mutual need.

Reason for the influx of coin games in all types of small and large stores, it was found, was the need for "pay the rent" cash of their owners when the depression came along to curtail trade. The amusement devices acted as a trade stimulant by drawing potential customers into the stores. The play drawn by these machines was surprising, in the light of the general "bare bone" buying habits of

the public, and was sufficient to return the locations a comfortable commission.

Some of the leading lights in the pin game field of 1935 included Exhibit Supply Company's Whirlpool, a ticket type pin table; Pacific Amusement Manufacturing Company's Time, Lite-a-Line, Roto-Lite and Neontact; Supreme Vending's Klever-Lite, Criss Cross-a-Lite and Builder-Upper, and Bally Manufacturing Company's Rockalite. These were games featuring new lighting action, and were instruments in drawing greater 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; Daval Manufacturing's Chicago Express; Stoner's Beacon and Genco's Criss Cross. D. Gottlieb & 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.

10 Years Ago This Week

CHICAGO, March 9, 1940.—Plans were afoot at Mills Novelty Company for making special movie film shorts for the firm's new "talking movie machine." Fred Mills was conferring with film production companies on details of shooting the specials, which were to be of five minutes or less duration and feature musical tableaux, dances, acts to the latest pop hits.

Apple vending machines were in the development stage, with one type by a Washington firm using dry ice for refrigeration. Holding 57 apples, this particular model would require servicing every two days, at which time the ice would be replenished. It was planned to vend the apples at one or two for a nickel, depending on size.

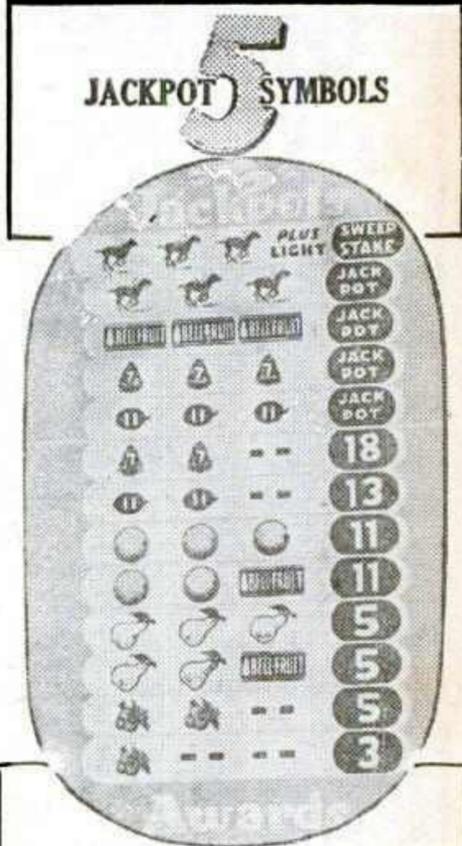
A plan was being formulated by the newly created Dairy Credit Bureau, Chicago, for financing purchase of various types of equipment used in any branch of the dairy industry, including venders to dispense ice cream products. It was expected that the plan would result in development of ice cream, milk and related dairy venders by coin machine firms.

Juke box operators were applauding the gimmick used by some name bands, such as Frankie Masters, who started the style, of beginning a record with the announcement, "Frankie Masters (etc.) and his orchestra present" . . . followed by the tune title. . . The Gable Kuro juke box was "a coin phonograph years ahead in design," according to operator votes. Modernistic in design, the machine was the latest in the John Gabel Manufacturing Company's long line of juke releases.

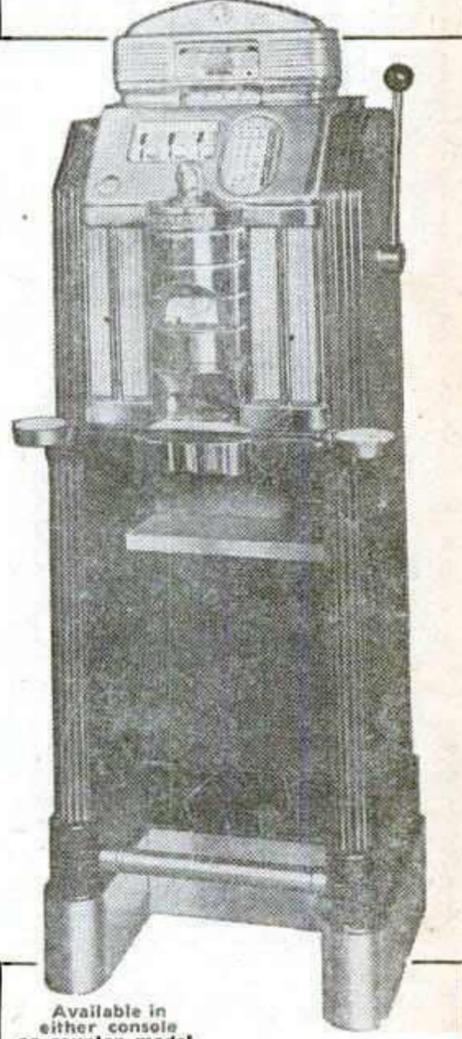
D. Gottlieb & Company, keeping two plants working double shift, introduced a new game, Score Card, while still filling hit order levels on its Skee-Ball-Eette. Dave Gottlieb described the new game as a radically different type. . . In spite of his indicated wish to withdraw from the annual election of officers of CMI, Dave walked off with the 1940 presidency. Elected to serve with Gottlieb were Dick Hood, H. C. Evans & Company, vice-president; Richard Groetchen, Groetchen Tool and Manufacturing Company, secretary, and George Moloney, Bally Manufacturing Company, treasurer.

Most Liberal
Most Magnetic
Most Attractive!

JENNINGS SWEEPSTAKE



TODAY'S player is a jackpot player. His goal is the BIG award. That's why Jennings gives you its NEW "SWEEPSTAKE" equipped with FIVE jackpot symbols. One SUPER jackpot plus small hits galore. Famed one-piece trouble-free mechanism. Many new features. We have some open territories for new dealers. Write for details today.



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THE ONLY SHUFFLE GAME IN PIN GAME SIZE

ASSURES BIG LOCATION EARNING POWER IN SMALL SPACE.
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Special Entry	59.50	Keeney Single 5¢ Super Bonus	160.00
		Arrow Bell—Like New	425.00
		Mills Duplex, 5¢-25¢	285.00
USED FIVE BALLS		USED SHUFFLE GAMES	
Boston	\$150.00	United Shuffle Skill	\$ 57.50
Dallas	94.50	Chicago Coin Rebound	75.00
Buccaneer	89.50	California Shuffle Pins	Write
Carnival	59.50	Chicago Coin Bango	57.50
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Gizmo	60.00	MISCELLANEOUS	
Bowling Champ	100.00	Holly Crane, New & Used	Write
Carolina	64.50	New Smoke Shop	\$239.50
Wisconsin	37.50	Mercury Athletic Scale	69.50
Alice in Wonderland	59.50	Williams Star Series	215.00

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MILLS JEWEL BELL (Orig.), 5-10-25¢	\$115.00	JENNINGS SILVER MOON, 5¢	\$ 50.00
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(Orig.), 50¢	130.00	\$1.00	250.00
MILLS BLACK CHERRY (Orig.), 5-10-25¢	85.00	PACE 1948 RED, 5-10¢	65.00
MILLS CHROME (Orig.), 5-10-25¢	55.00	PACE 1947 CHROME, \$1.00	110.00
		MILLS Q.T. BLUE CABINET, 25¢	80.00
		NEW MILLS VEST POCKET	64.50
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SHUFFLEBOARD	2 DZ. CANS	6 DZ. CANS	12 DZ. CANS	12 GR. CANS	24 GR. CANS	48 GR. CANS
WAX	28¢ EA.	23¢ EA.	22¢ EA.	21¢ EA.	20¢ EA.	19¢ EA.

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KEENEY'S NEW-TERRIFIC ABC BOWLER

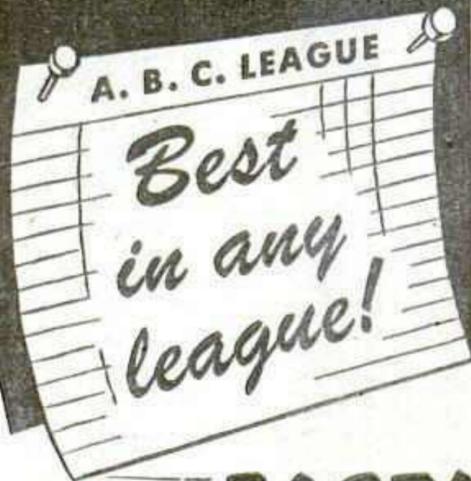
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BELLS, \$65.00**
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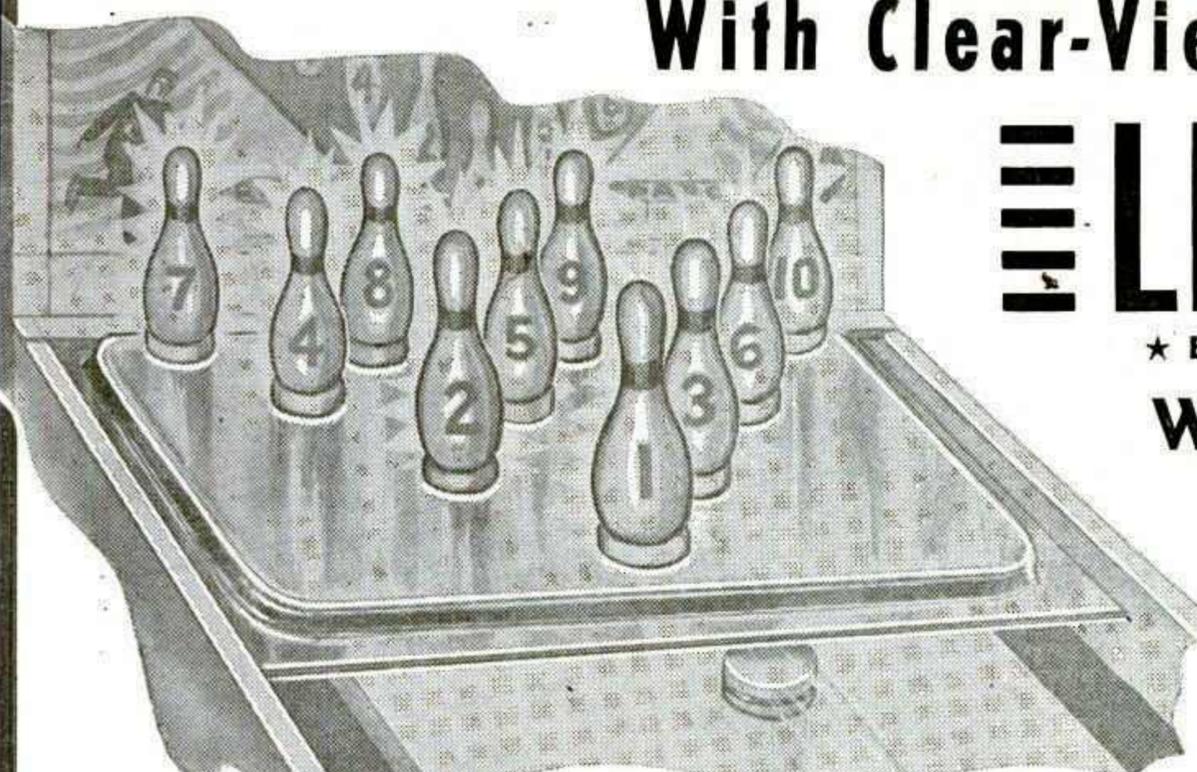
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OPERATORS EVERYWHERE REPORT BETTER PLAY—BIGGER PROFITS

With Clear-View Plexi-Glas

ELITE-A-PIN

★ Base and Bowling Pins Illuminated



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- 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, Keeney, Rock-Ola shuffle games. Please specify game for which "Lite-a-Pin" conversion is to be used.

- CLEAR PLEXI-GLASS BASE
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- ALL PINS NUMBERED
- COMPLETE WITH WIRING AND PLUG
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Featuring world's smallest machine with 25c payout. Snugly sized, 8x7x8 inches. This mighty money-maker weighs but 15 pounds car-ton packed and ready to go. Factory built to our special order by Mills. Component parts and mechanisms are the newest . . . the latest. Lots of 10 or more—Each . . . \$84.50

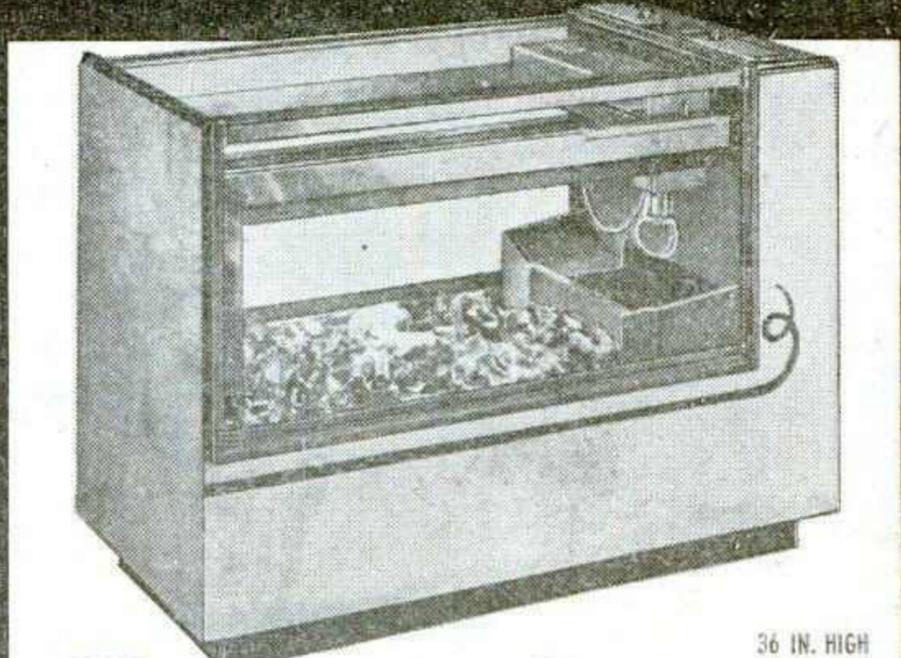
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MINIATURE COIN-OPERATED INDUSTRIAL CRANE

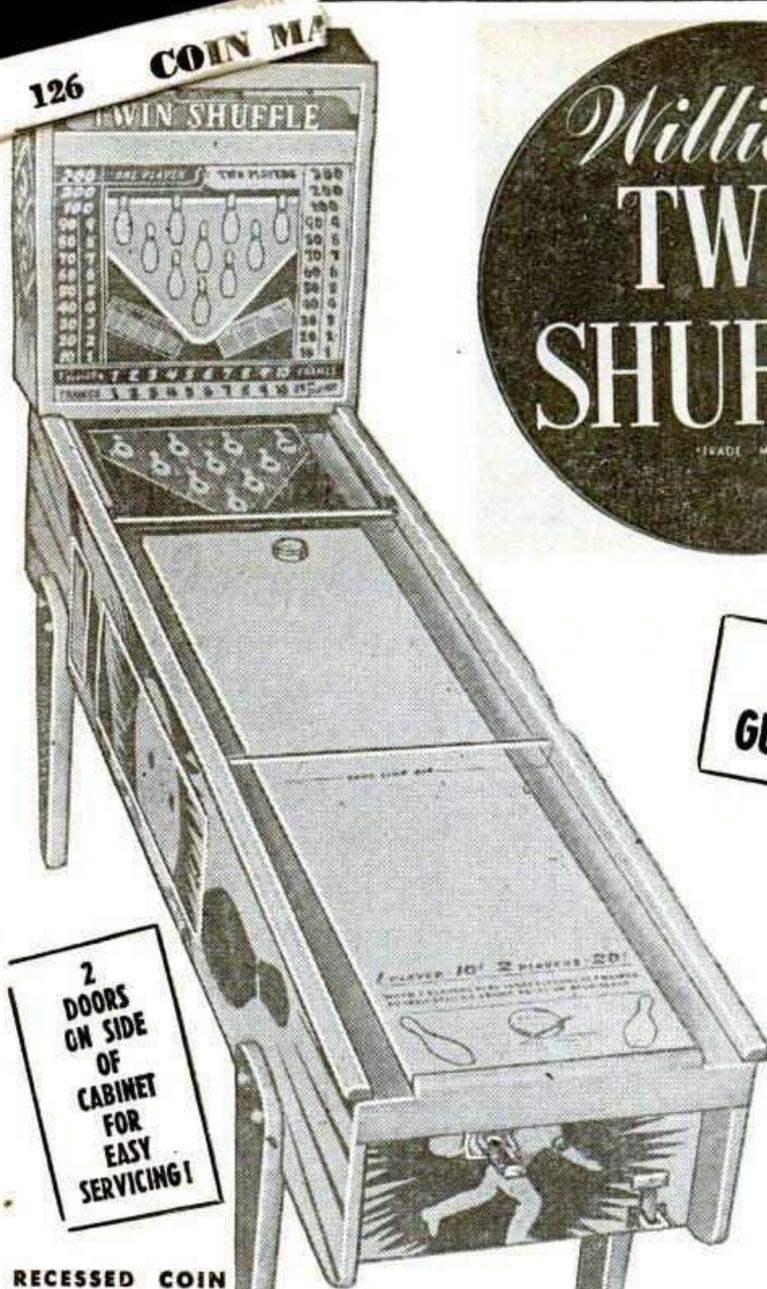


36 IN. HIGH
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Write for Bulletin "B" Today

- ✓ Gets Continuous Play
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1ST BOWLING TYPE SHUFFLE GAME with AUTHENTIC SCORING for 1 or 2 PLAYERS!

GETS DOUBLE THE EARNINGS!

1 PLAYER 10c
2 PLAYERS 20c

2 CAN PLAY AT THE SAME TIME, WITH ALTERNATING FRAME-BY-FRAME SCORING FOR EACH PLAYER!

REAL GUTTERS!

8 Ft. or 9 1/2 Ft. LENGTHS
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STRIKES • SPARES
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TERRIFIC
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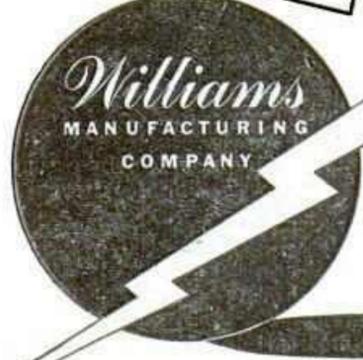
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RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER.

- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION!

SEE IT—BUY IT

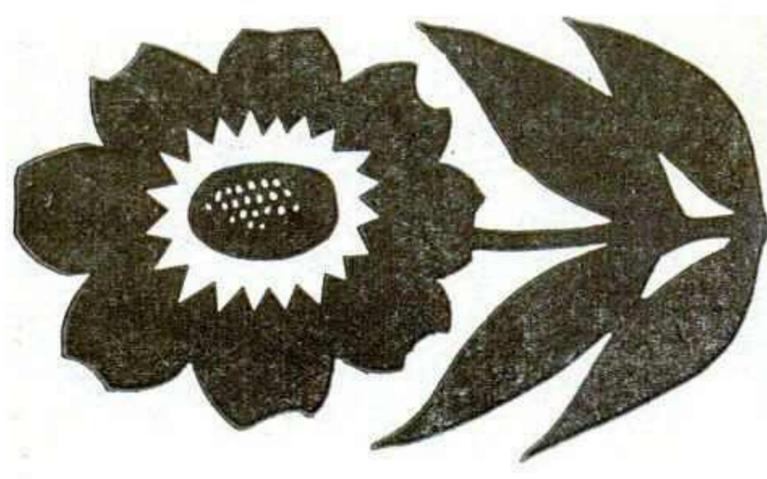
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CREATORS OF DEPENDABLE PLAY APPEAL!

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OFFERS BIGGEST BARGAIN IN HISTORY WITH OUR BARGAIN SALE YOU CAN PUT YOUR SUMMER LOCATIONS WITH BIG COLLECTIONS. OUR USED PIN GAMES ARE GUARANTEED TO WORK AND LOOK LIKE NEW.

USED PIN GAMES

4 Williams Quarterbacks @	\$175.00
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MILLS BELL MACHINES, CLEANED, OVERHAULED — READY FOR LOCATION

BLACK CHERRY	JEWEL BELLS
4 5¢, 2/5 @	2 5¢, 2/5 @ \$85.00
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2 5¢, 2/5 Pay @	\$125.00
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Arrow Bell, Universal	\$375.00
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1 5¢ Tic-Tac-Toe \$95.00
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NEW CONSOLES IN STOCK READY FOR DELIVERY AT ONCE:
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A Dozen Striking Features

- 1 Two money-making models DeLuxe 8' size, Super DeLuxe 9'6" size.
- 2 Automatic scoring—scores just like bowling—strikes, spares, doubles, turkeys, splits, railroads.
- 3 10 Frames—12 when a strike is scored in the last frame—exactly like bowling.
- 4 Real gutters simulate actual bowling conditions.
- 5 Raised playfield permits real shuffleboard technique.
- 6 Wate released at start of game—locked in at finish.
- 7 Coin operated 10c play—slide type chute.
- 8 Gravity return—quickly and surely returns wate after each shot.
- 9 Built-in device keeps returning wate from bouncing out onto floor.
- 10 Mechanism drawer on side of cabinet brings score control mechanism into full view for easy servicing.
- 11 Scoreboard mechanism easily accessible from rear of scoreboard.
- 12 Leveling device on each leg—easily adjustable.
- 13 Legal anywhere.

Here is the secret of simplified repairs and maintenance—handy mechanism drawer slides out—brings entire score control mechanism into full view for easy servicing.

SHUFFLE-LANE
has the Thrill and Skill of Shuffleboard and Bowling

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I am interested in striking it rich, and would like full details on shuffle-lane.

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THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS!

EVANS' SHUFFLE TEN STRIKE

Patent Nos. 2181984 and 2229712

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!

ORDER FROM YOUR EVANS DISTRIBUTOR OR WRITE DIRECT

H. C. EVANS & CO.

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CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 102



SIDE MECHANISM DOOR ▶

8 FT. LENGTH ▶
IDEAL SIZE FOR MOST LOCATIONS!

COMING—9½ FT. MODEL!

RECESSED CHUTE AND SAFETY PUCK — RETURN CUP PROTECT PLAYERS!

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 COIN'S
New Bowling Alley
LITE UP PINS
One or Two Players. The newest type of Shuffle Game.
MORE Play Appeal Action of Everything

WILLIAMS
New Bowler
SHUFFLE GAME
9 1/2 foot
Two Pucks — Fast Action — Strikes — Spares — Turkeys. Everything that Real Bowling has.
Still Delivering
WMS. TWIN SHUFFLE
1 or 2 Player Game

GENCO SOUTH PACIFIC
New Five Ball
● ACTION
● APPEAL
● DIFFERENT
EXHIBIT CAMPUS
NEW FIVE BALL
Exciting! Terrific Profits! Plenty of Player Appeal!
EXHIBIT SHUFFLE BOWL
The Tried — Tested — Proven Salvation of the Shuffleboard Owner.

FIVE BALL FREE PLAY GAMES

MARYLAND ... \$125	SPEEDWAY ... \$50	TUCSON ... \$90	HAVANA ... \$35
OKLAHOMA ... 115	BALLERINA ... 60	THRILL ... 50	HONEY ... 35
KING COLE ... 75	BABY FACE ... 65	CONTACT ... 65	MEXICO ... 35
VIRGINIA ... 60	RANCHO ... 60	CARNIVAL ... 80	RANGER ... 35
SUMMERTIME ... 75	OSCAR ... 35	GIZMO ... 60	ROCKET ... 35
MARDI-GRAS ... 50	RONDEVOO ... 65	BIG TOP ... 115	TORCHY ... 35
DEW-WA-DIDDY ... 65	SPINBALL ... 45	1-2-3 ... 75	TROPICANA ... 35
MERRY WIDOW ... 75	HOTROD ... WRITE	RAINBOW ... 50	FLAMINGO ... 25
BARNACLE ... 50	ALI-BABA ... 50	HUMPTY DUMPTY ... 40	TURF CHAMP ... 35

SPECIALS
United SHUFFLE ALLEY ... \$175
Genco GLIDER ... 85
Exhibit DALE GUN ... 85
1948 TELEQUIZ ... 150
Keeney LINE UP ... 125

1949 MILLS SLOTS
BONUS BELL, 5-10-25¢ ... \$150
JEWEL BELL, 5-10-25¢ 125
JEWEL BELL, 50¢ ... 195
MELON BELL, 5-10-25¢ 135
BLUE BELL, 10¢ ... 165
Box Stands for All SLOTS ... \$17.50

POSTWAR CONSOLES
Mills DUPLEX, 5 & 25¢ ... \$250
TWIN BONUS, 5 & 25¢ 275
SINGLE BONUS, 5 or 10¢ ... 185
DRAW BELL, 5¢ ... 135
Evans '48 BANGTAILS, J.P. ... 275
Jennings CHALLENGER, 5 & 25¢.. 250

House of Values

TERMS: 1/3 down, balance sight draft.

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TRIPLE ACTION ... \$39.50	TOTAL ROLLS ... \$29.50
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MARDI GRAS ... 29.50	SPINBALL ... 29.50
MERRY WIDOW ... 44.50	CATALINA ... 29.50
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Humpty Dumpty	\$39.50
All-Baba	49.50
Magic	49.50
Shantytown	139.50
Triple Action	42.50
Saratoga	74.50
Bermuda	29.50
Tahiti	139.50
Catalina	37.50

Wisconsin	\$34.50
All Stars	92.50
Star Series	210.00
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Chicago Coin Pistol	104.50
United "Shuffle Alley"	194.50
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7 Mills Cash or Free Play Jumbo. Ea.	\$37.50
1 Mills Late Three Bells, 5-10-25¢	154.50
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1 Keeney 5¢-10¢ Super Bonus Bells	249.50
2 Keeney 5¢-25¢ Super Bonus Bells. Ea.	249.50
1 Bally Double Up	249.50
10 Bally Drawbell, w/Red Buttons. Ea.	149.50
4 Bally Deluxe Drawbell. Ea.	179.50
1 Bally Reserve Bell	199.50
1 Baker's Late Paces Races w/Jackpot.	124.50
1 Universal Arrow Bell (Floor Sample)	474.50

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#612 SMOKESHOP, Electric	\$149.50
NATIONAL, 9 Column	98.50

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Wurlitzer 5¢-10¢-25¢ 3-Wire, #3020	37.50
Wurlitzer 5¢ Wireless, #3031	16.50
Seeburg #DS20-1Z	7.95
Seeburg #WS-2-Z	7.95
Seeburg #W1-L-56	24.50
Seeburg Remote Speaker AMP, #1-L6	19.50
Wurlitzer #216 Impulse Stepper	15.50
Wurlitzer #215 Transmitter	15.50
Wurlitzer #135 Receiver & Trans.	19.50
Rock-Ola #1530 30-Wire, 1947	16.50
Wurlitzer Prewar Wallboxes, all types.	3.25

MUSIC

Packard '48 Hideaway	\$109.50
Rock-Ola Deluxe	69.50
Rock-Ola Super	69.50
Seeburg 147M	299.50
Wurlitzer #750E	99.50
Wurlitzer #780E	99.50
Wurlitzer #850E	79.50
Wurlitzer #1015	239.50
Wurlitzer #1017	239.50
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5¢-10¢-25¢ Golden Falls	\$97.50
10¢-25¢ Brown, Blue & Chromes	48.50
25¢ Standard Chief Tic-Tac-Toe, Jennings, new	189.50
25¢ Life Up Club Chief	124.50
Used Slot Stands, complete	12.50
3 Mills '49 Vestpocket Bells (floor sample)	\$47.50 Ea.
4 Mills Q.T., 25¢, new	137.50 Ea.
3 Daval 5¢ Free Play	15.50 Ea.
3 Daval 1¢ Buddy, new	20.50 Ea.
1 Gottlieb 3-Way Gripper	13.50
1 Groetchen Pok-o-Reel	20.50

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Defense	12.00
Dynamite	12.50
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Kilroy	12.50
Maisie	\$15.00
Marjorie	15.00
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Sea Isle	17.50
Screwball	52.50
Spellbound	12.50
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Show Boat	85.00
Virginia	37.50
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GOLD CUP, 1-Ball	99.50

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NEW MILLS VESTPOCKETS \$65.00
Keeney's Electric Cigarette Vendor, Mills "21" Bell Regular, also New Chrome "21" Bell, Mills Blue Bell, Mills Black Beauty, New Regal Cabinets for all Mills Ball Machines, Downey-Johnson Coin Counter.

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ALL PINS LIGHT UP, ALL PINS NUMBERED
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Manufacturer looking for several aggressive representatives to sell established coin operated amusement machines. A consistent money maker with Operators, Arcades, Amusement Parks and Department Stores for the past five years. Experience desirable but not essential. Present line no obstacle. Leads will be furnished and direct assistance will be given by the factory in completing sales. Write now, giving full details. All replies will be held in strictest confidence.

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1426	\$179.50
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A. M. I.

Model B	\$425.00
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1100	\$399.50
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Model "7" Phonograph	99.50

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Seeburg 8200, RC	\$75.00
Seeburg Vogue	59.50
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Rock-Ola '39 Standard	49.50
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WURLITZER 1100 - \$395.00
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NEW LIST OF ALL TYPES OF USED MACHINES...
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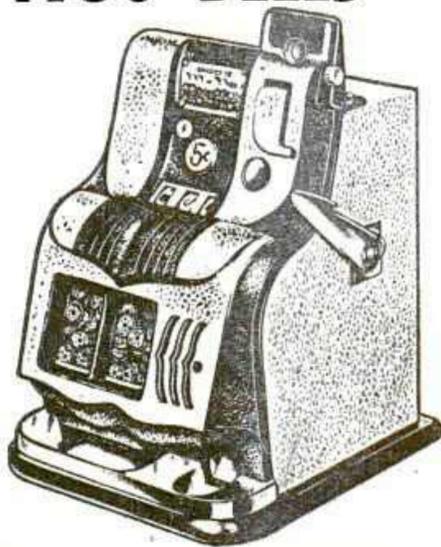
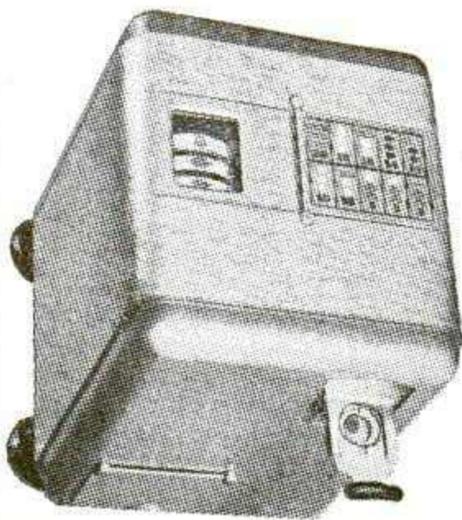
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ESTABLISHED 1923

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MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System,
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WRITE FOR QUANTITY PRICES.

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A "Pony-Size" Bell. Weighs only 25 lbs.
5¢ Play, \$115.00; 25¢ Play, \$137.50
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"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

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Step Up 17.50	Sky Blazer, w/f .. 37.50
Second Front ... 17.50	Mexico, w/f 37.50
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Tornado, w/f .. 29.50	Bermuda, w/f .. 44.50
Ballyhoo, w/f .. 29.50	Cinderella, w/f .. 54.50
Rio, w/f 32.50	Trinidad, w/f... 54.50
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AUTOMATIC SCORING

"KEENEY'S" TENPINS AND PINBOYS

"UNITED" SHUFFLE ALLEYS

"GENCO" BOWLING LEAGUES

"CHICAGO COIN" BOWLING ALLEY

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New and Used

5¢ Blue or Brown Fronts\$ 69.50	10¢ Blue or Brown Fronts 74.50
25¢ Blue or Brown Fronts 79.50	5-10-25¢ Melon Bells 85.00
5¢ Black Cherrys 94.50	10¢ Black Cherrys 99.50
25¢ Black Cherrys 104.50	50¢ Black Cherrys 195.00
50¢ Jewel Bells 245.00	50¢ Pace—like new 175.00
5¢ Standard Chiefs 149.50	10¢ Standard Chiefs 159.50
25¢ Standard Chiefs 169.50	5¢ New Vest Pockets 69.50
5¢ Mills Q.T. A-1 65.00	10¢ Mills Q.T. A-1 69.50
5¢ Columbias 79.50	New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolv- arounds

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Voiceograph, Like New\$325.00	Photomatic, Refinished, A-1 269.50
Chi Coin Rebounds 119.50	Pitch'em and Batt'om, Floor Sample 269.50
Total Rolls, A-1 49.50	2 Bang-a-Deers, A-1 99.50
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Lite Leagues, A-1 49.50	6 Buckley Treasure Isle Diggers, A-1 99.50
New United Shuffle Alleys 345.00	New Genco Gliders 295.00
Undersea Raiders, Bally 99.50	Sky Fighters 79.50
Keeneey Submarine 79.50	Goalee Like New 99.50
Skee Alleys 9 Ft. 89.50	Exhibit Dale Guns 165.00
Bat a Ball Sr., New 49.50	

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MACHINE EXCHANGE

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COMPLETELY RECONDITIONED GAMES
READY FOR LOCATION
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BOWLING CHAMP - - - -	\$104.50
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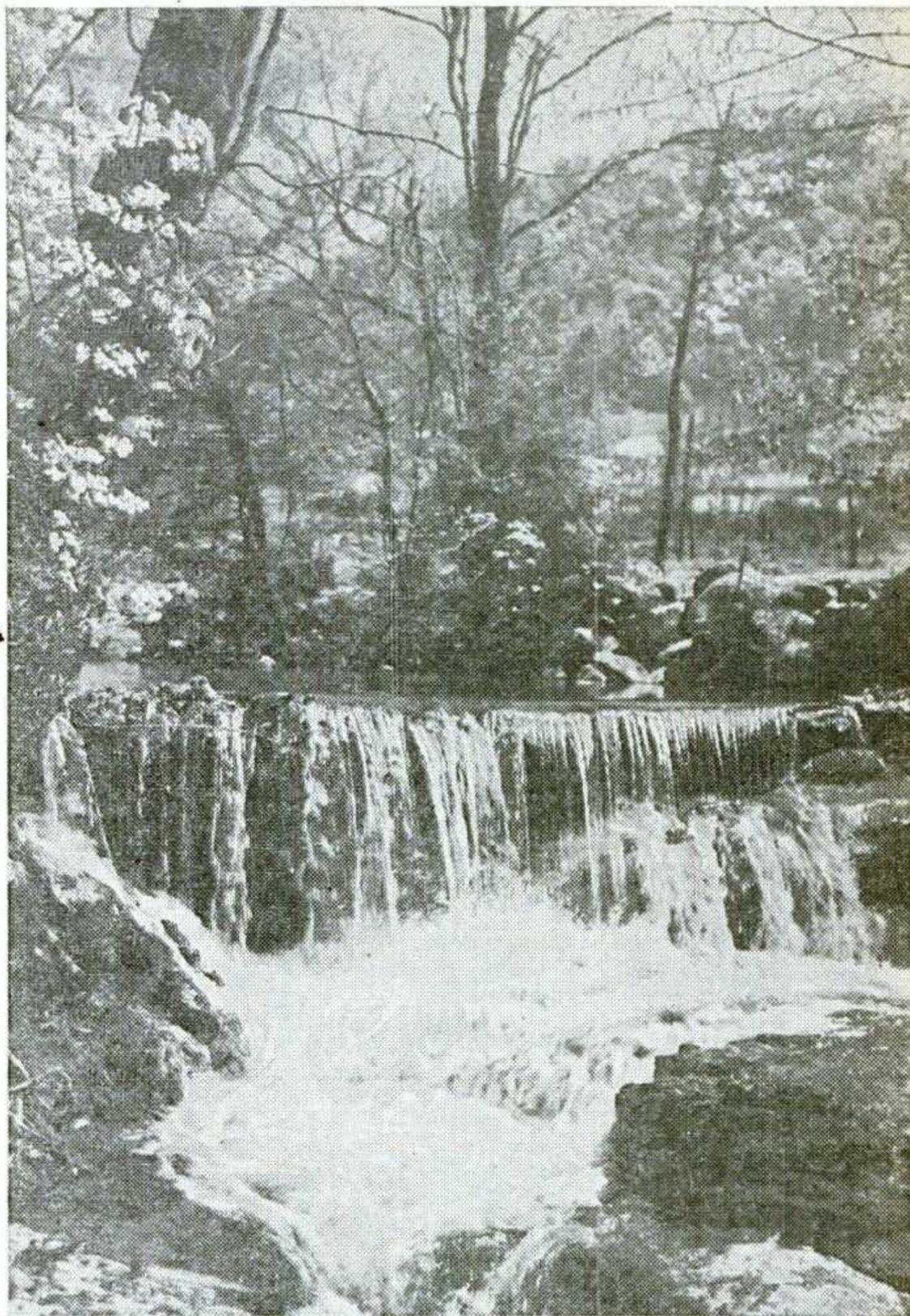
"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

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.



A Loyal Order of Moose Lodge!

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 Hughes*

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. Therese*

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 Gronner*

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

AT NO EXTRA COST

THE ORIGINAL **2** PLAYER GAME

Chicago Coin Machine Co.

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Chicago 14, Ill.



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Nation Wide's ORIGINAL SENSATION

SHUFFLE POOL

LOADED WITH FAST-PLAYING, FUN-FILLED FEATURES WHICH DEFY DUPLICATION

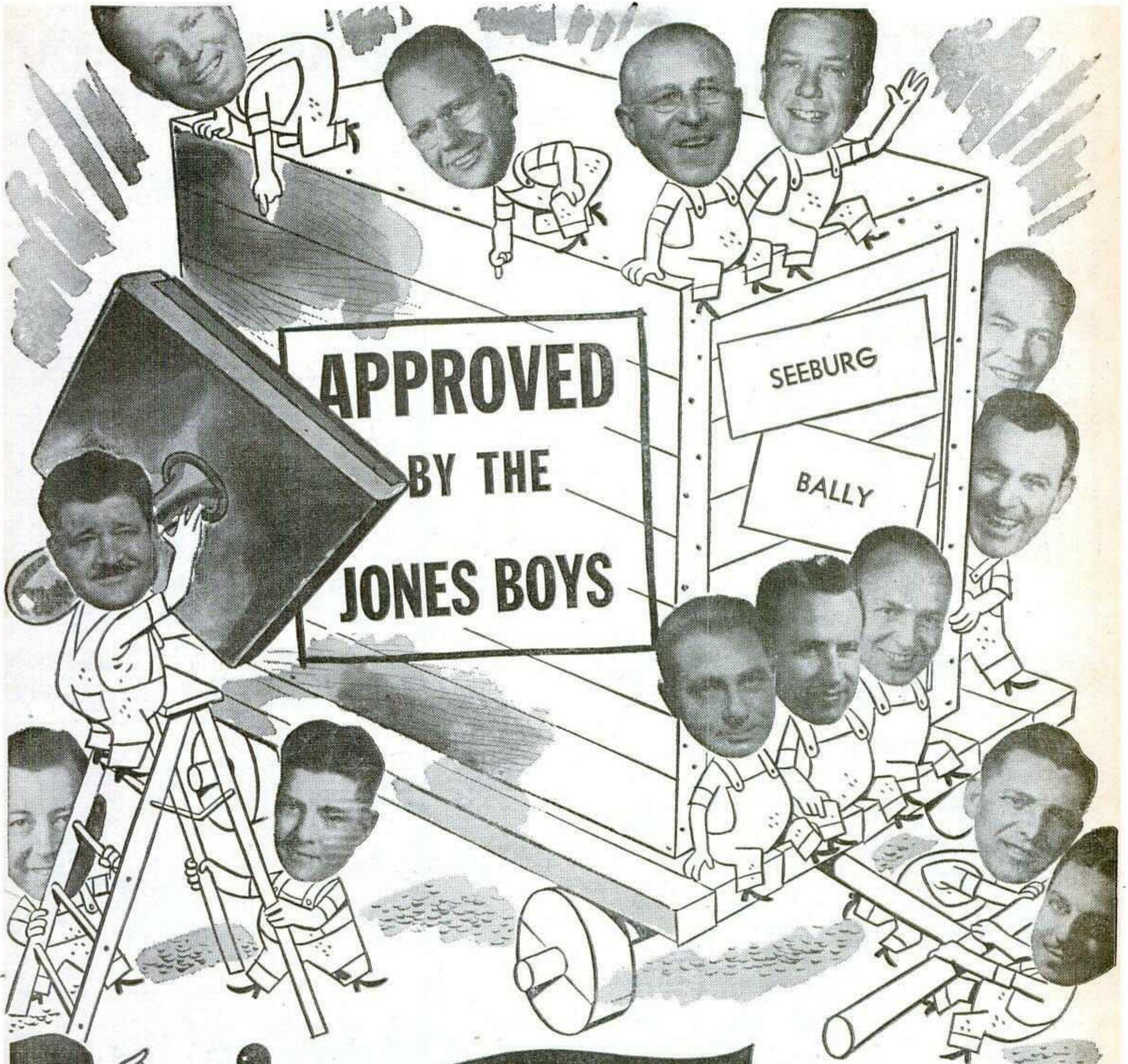
- Scoring 1 or 2 players
- Size Approximately 2 ft. x 8 ft.
- Automatically Registers Each Player's Score
- Easy to Service, All Mechanism in Head
- 1 Player—10c 2 Players—20c
- High Score Feature Automatically Registers Consecutive Hits
- 100% Skill Game
- Gets Double Earnings

QUICK, AUTOMATIC PUCK RETURN LOCKS AFTER GAME IS COMPLETED

SEE IT AT YOUR DISTRIBUTOR

Nation Wide NOVELTIES, INC.

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Chicago 19, Illinois
Phone KEnwood 6-3623



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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.

Naturally, — these products we distribute carry our money-back guarantee from a money-making — and serviceable standpoint.

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Seeburg

Northern California - Nevada (except Clark County) - Washington - Utah
Oregon - Montana - Wyoming - Idaho
Colorado - New Mexico

Bally

Northern California - Nevada - Utah
Eastern Montana - Southern Idaho
Wyoming - Colorado - New Mexico

**EVERYTHING
IN
COIN
MACHINES**

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT
YOUR NAME
ON OUR
MAILING LIST

NEW PIN GAMES
EXH. BE BOP
GENCO SOUTH PACIFIC
GOTT. JUST 21
BALLY HOT ROD

NEW ONE BALLS
UNIV. PHOTO FINISH. \$645
BALLY CHAMPION, F.P. 645
BALLY KENTUCKY, P.O. 645

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EVANS' CONSTELLA-
TION, 40 Selec. Write

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GEN. BOWL'G LEAD. Write
Bal. SPEED BOWLER. Write
EX. SHUFFLE BOWL. 209.50
EX. SILVER BULLETS Write
EV. BAT-A-SCORE ... 355.00
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New Rebuilt Slots
CRIBS CROSS, BLACK
BEAUTY H.L., BLUE OR
JEWEL BELL, 5-10-25¢ \$165.00

BARGAIN BOX
M & T Lite-a-Pin Conversion
With Plexi-Glass plate base for United Shuffle
Alleys . . . \$20 for complete unit.

NEW COUNTER GAMES
BUDDY, Cig. Reels ... \$24.50
DAVAL CUB, 1/2 Cig. ... 21.50
ABT CHALLENGER ... 47.50
ABT MODEL F ... 47.50
TEST QUEST ... 99.50
ABT SKILL GAME ... 50.00
SHIPMAN ARTSHOW ... 49.50
DAVAL SKILL THRILL 22.50
BALLY HEAVY HITTER, Brand New Closeout ... 79.50
GUSHER, 5¢ \$39.50
NON-COIN MARVEL ... 39.50
DAVAL ACE, 1/2 or 5¢ ... 21.50
KICKER & CATCHER ... 37.50
NON-COIN EAGLE ... 39.50
IMP, 1/2 or 5¢ 19.50
CAMERA CHIEF ... 12.50
FIVE JACKS 69.50
BALLY HEAVY HITTER, Brand New Closeout ... 79.50

NEW SLOTS
MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE
BELL, MELON BELL, BONUS BELL, 21 BELL
JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF
COLUMBIA, J.P. \$139.50 | DE. L. COLUMBIA. \$169.50
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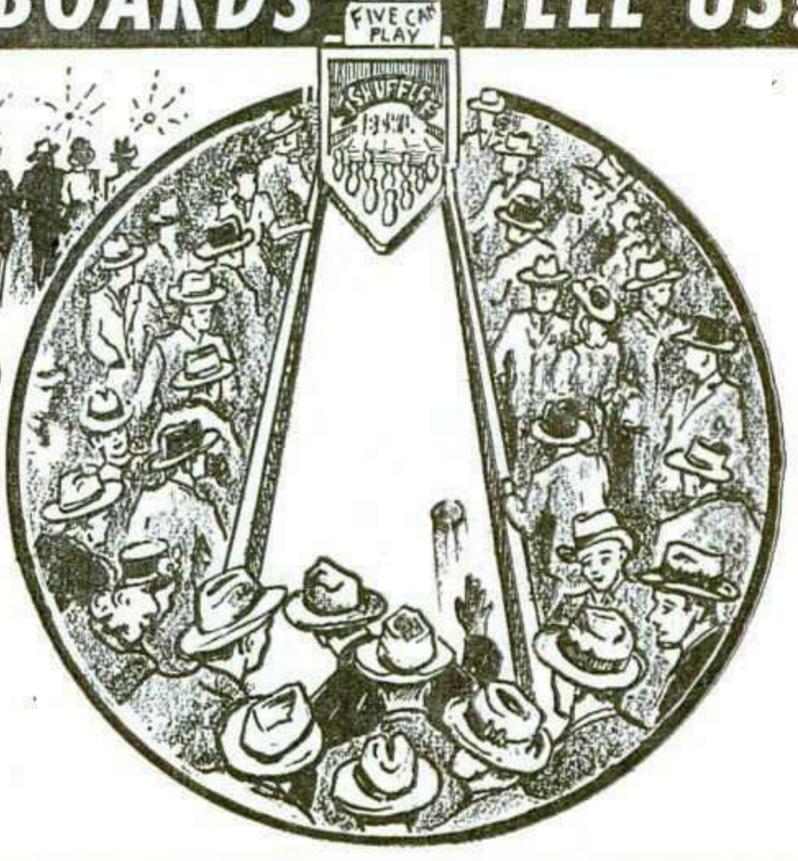
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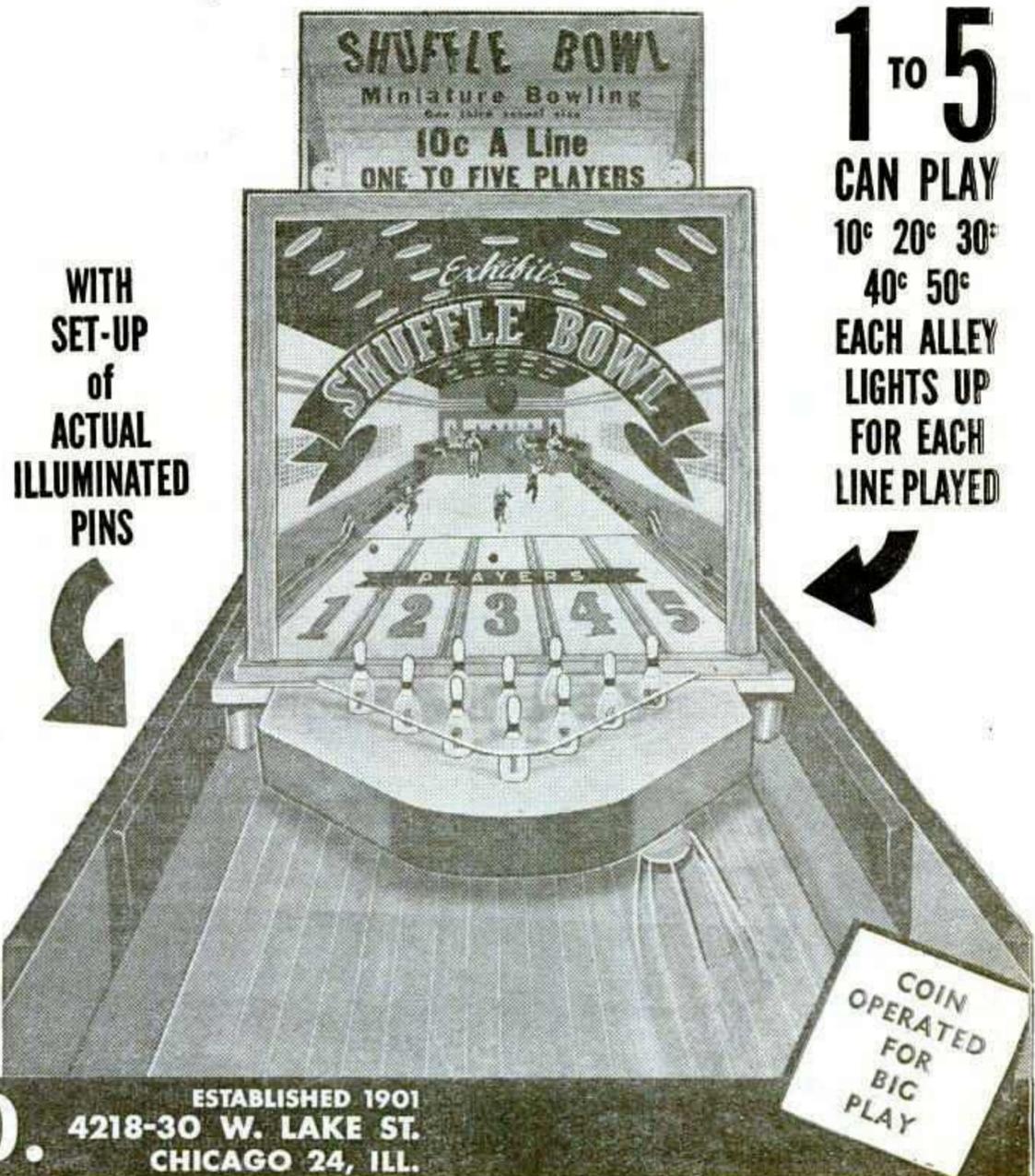
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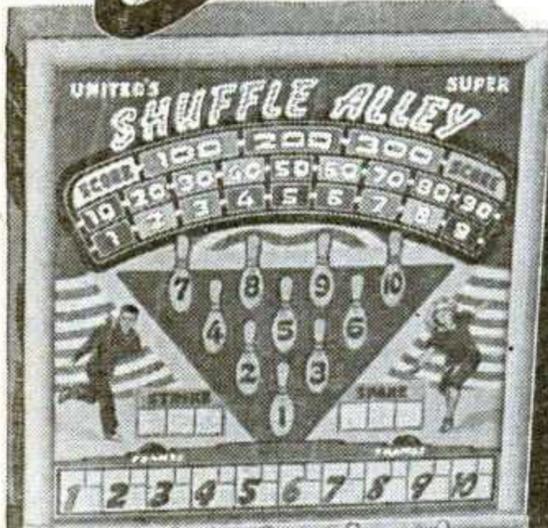


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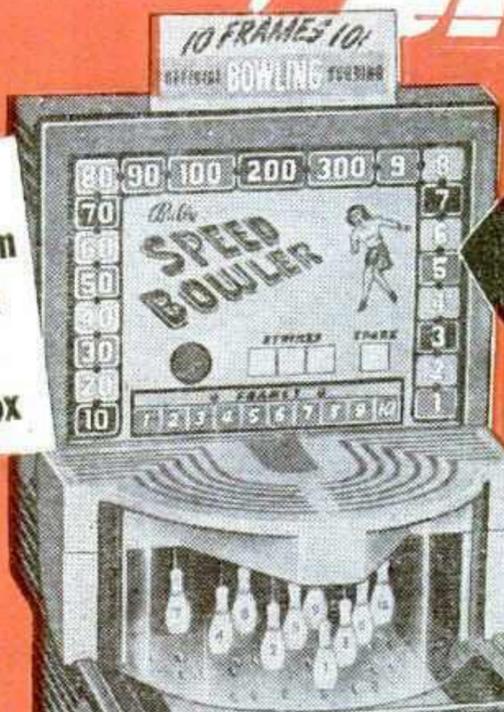
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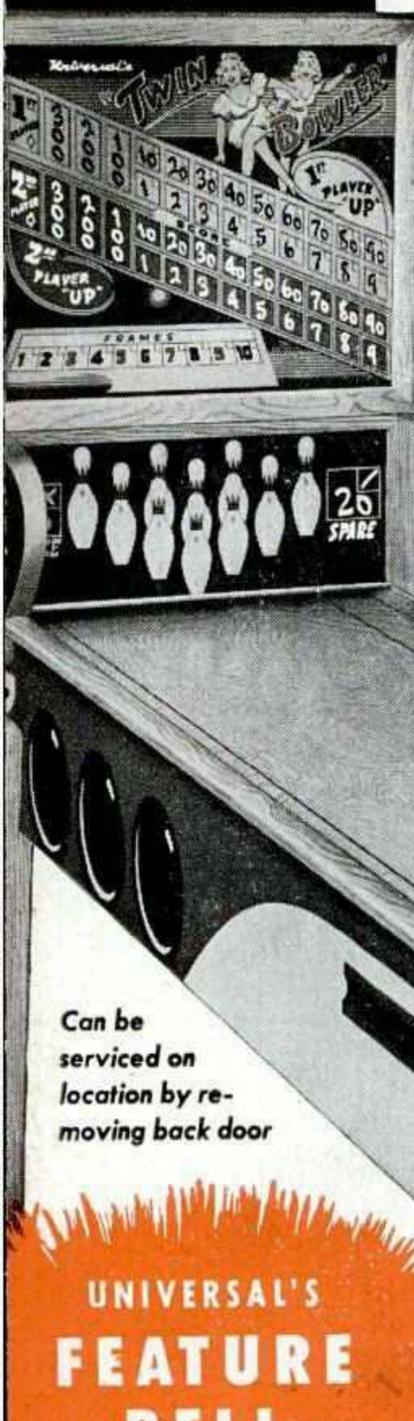
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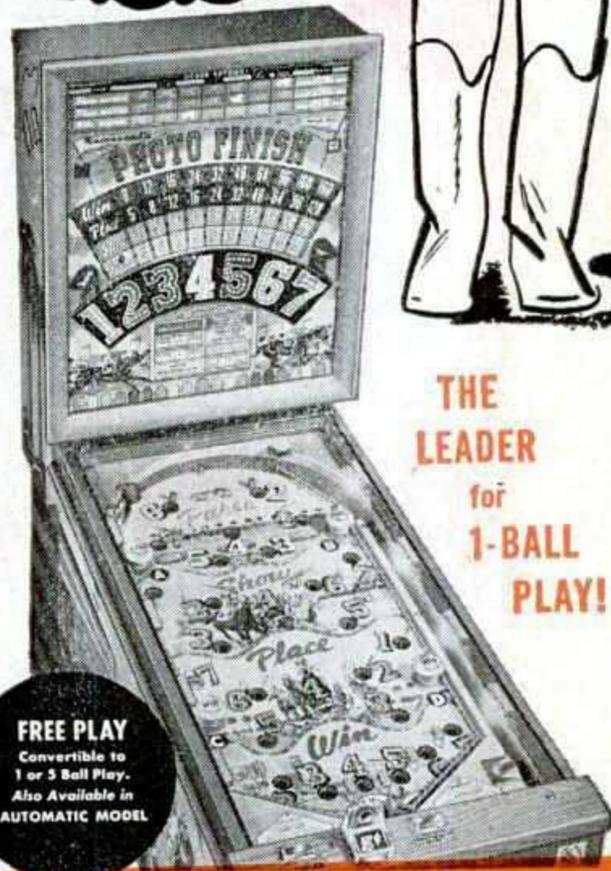
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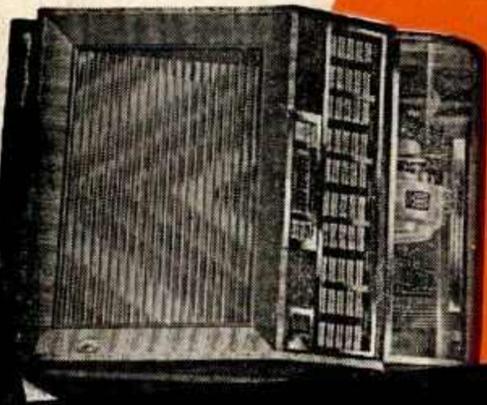
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